QS1Q1: Which of the following statements are	true for you? Please s	select all that apply.	Gender			Δσο					Male Age					Female Age	a				Region	
Total Total (Unweighted) In general, I try to make environmentally conscion decisions (e.g., recycling, shopping from sustainal brands, carpooling). It's important that brands and companies make environmentally conscious decisions (e.g., reducing carbon footprint, supporting environmentally	ble 44%	Male (B) N=513 N=475	Female (C) N=566 N=607 44%	18-34 (D) N=313 N=252	35-44 (E) N=179 N=158	Age 45-54 (F) N=168 N=172 49% de	55-64 (G) N=189 N=235 47% e	65+ (H) N=244 N=276 49% de	18-34 (I) N=153 N=96 *	35-44 (J) N=85 * N=60 *	45-54 (K) N=77 * N=78 *	55-64 (L) N=91 * N=111	65+ (M) N=111 N=135	18-34 (N) N=160 N=156 40%	35-44 (O) N=93 * N=98 *	45-54 (P) N=91 * N=94 *	55-64 (Q) N=98 * N=124 41%	65+ (R) N=133 N=141 57% NOQ	Northeast (S) N=195 N=278 50%	South (T) N=414 N=403	Region Midwest (U) N=225 N=231 47%	West (V) N=259 N=181 44%
friendly causes). I seek out environmentally conscious or "green" brands. I seek out socially conscious brands (e.g., suppor marginalized communities, social impact, nonprofits).	37% 26% ts 21%	34% 24% 18%	40% 28% 22%	38% 24% 23% G	38% 37% DGH 33% FGH	35% 27% 20% g	31% 21% 12%	42% G 24% 16%	34% 21% 17%	45% Lm 36% lm 38% lkLN	25%	26% 21% 9%	29% 20% 13%	41% 28% 29% Q	32% 37% Q 28% q	32% 29% 20%	36% 20% 14%	53% OPQ 27% 20%	40% 28% 26% T	36% 23% 16%	37% 26% 21%	37% 31% 25% T
I try to make environmentally conscious decision (e.g., recycling, shopping from sustainable brands carpooling) more than I normally would around Earth Day (i.e., during the month of April). I have started making more environmentally conscious decisions because of an Earth Day communication (e.g., emails, commercials, socia media posts).	20%	19% 22%	22% 19%	27% fGH 31% FGH	27% GH 28% fGH	17% 18% gh	13%	16%	24% M 31% LM	29% IM 36% LM	22% M 21% LM	14%	7%	30% PQ 32% PQR	24% q 20%	14% 15%	12%	23% q 11%	29% T	15% 14%	22% 19%	21% 30% sTu
I would be more likely to purchase from a brand they shared communications (e.g., emails, commercials, social media posts) about Earth Da It's important that brands or companies advertise about Earth Day. I often make "green" or environmentally friendly purchases around or during Earth Day. None of these	if y. 20% e 20%	21% 17% 17% 26%	19% 19% 22% 19% 27%	26% fGH 26% GH 24% FGH 22%	33% FGH 24% G 26% FGH 18%	16% 19% 9% 32% dE	12% 12% 12% 14% 33% DE	12% 16% 14% 31% dE	30% LM 22% L 21% M 18%	39% KLM 25% L 30% KM 9%	1 19% IM 17% 10% 28% J	9% 9% 17% m 35% IJ	8% 14% 8% 42%	22% 31% Qr 26% PQ 25%	28% pq 23% 23% Pq 27%	14% 20% 9% 35% r	14% 15% 11% 32%	16% 18% 20% p 21%	25% Tu 27% T 22% t 23%	16% 16% 15% 27%	16% 19% 19% 30%	26% Tu 22% 20% 28%
* Table Base: QS1Q2: How much more or less likely would yo	2.66 U.S. RESPONDEI u be to buy a produc		2.76 and if it ran each of the	3.03 following types of ads	3.20	2.50	2.11	2.36	2.74	3.43	2.63	2.06	1.91	3.30	2.98	2.39	2.15	2.73	3.10	2.25	2.70	2.96
Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely Much less likely	Total (A) N=1093 N=1093 55% 23% 32% 34% 11% 6% 6%	Male (B) N=513 N=475 55% 23% 32% 33% 12% 6% 5%	ng, buying eco-friendly Gender Female (C) N=566 N=607 55% 22% 33% 34% 11% 5% 6%	18-34 (D) N=313 N=252 53% 27% Gh 26% 30% 17% GH 9% Eh 7% g	35-44 (E) N=179 N=158 58% 32% GH 26% 32% 10% 2% 7%	Age 45-54 (F) N=168 N=172 54% 22% g 31% 35% 11% 5% 7%	55-64 (G) N=189 N=235 51% 14% 37% De 42% Dh 8% 5% 3%	65+ (H) N=244 N=276 59% 18% 41% DE 32% 8% 4%	18-34 (I) N=153 N=96 * 52% 27% LM 25% 31% 17% j 11% J	35-44 (J) N=85 * N=60 * 73% IkLN 45% iKLN 28% 22% 5% 0% 5%	Male Age 45-54 (K) N=77 * N=78 * 53% 24% LM 28% 32% 15% 8% j	55-64 (L) N=91 * N=111 47% 11% 36% 44% 9% 5% 3%	65+ (M) N=111 N=135 52% 8% 44%	18-34 (N) N=160 N=156 54% 26% 28% 29% 17% QR 8% P 9% q	35-44 (O) N=93 * N=98 * 44% 20% 24% 42% r 14% 4% 10% q	Female Age 45-54 (P) N=91 * N=94 * 54% 21% 33% 38% 8% 1% 6%	55-64 (Q) N=98 * N=124 55% 16% 39% 0 39% 6% 4% 2%	65+ (R) N=133 N=141 65% 27% 38% 0 28% 7% 3% 4%	Northeast (S) N=195 N=278 59% 24% 35% V 30% 11% 4% 7%	South (T) N=414 N=403 55% 18% 37% V 35% 10% 6% 4%	Region Midwest (U) N=225 N=231 56% 21% 35% V 33% 11% 4% 7%	West (V) N=259 N=181 51% 30% T 20% 35% 14% 8% 7%
* Table Base: Ads that talk about taking reactive measures to Total	U.S. RESPONDED protect the environment of tall (A) N=1093	NTS ment (e.g., planting to Male (B) N=513	rees, picking up litter) Gender Female (C) N=566	18-34 (D) N=313	35-44 (E) N=179	Age 45-54 (F) N=168	55-64 (G) N=189	65+ (H) N=244	18-34 (I) N=153	35-44 (J) N=85 *	Male Age 45-54 (K) N=77 *	55-64 (L) N=91 *	65+ (M) N=111	18-34 (N) N=160	35-44 (O) N=93 *	Female Age 45-54 (P) N=91 *	55-64 (Q) N=98 *	65+ (R) N=133	Northeast (S) N=195	South (T) N=414	Region Midwest (U) N=225	West (V) N=259
Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely Much less likely * Table Base:	N=1093 56% 22% 34% 32% 12% 7% 5%	N=475 59% 24% 36% 28% 12% 8% C 4%	N=607 53% 20% 33% 36% b 11% 5% 6%	N=252 53% 22% g 31% 27% 21% fGH 13% FGH 8% G	N=158 59% 33% DGH 26% 28% 13% GH 9% gH 4%	N=172 50% 24% G 26% 38% d 12% GH 5% 7% G	N=235 54% 13% 41% dEF 41% DEh 5% 3% 2%	N=276 63% dF 20% g 42% DEF 32% 5% 2% 4%	N=96 * 56% 24% L 32% 20% 24% JLM 18% jklM 6% I	N=60 * 76% iKLr 46% ILM 29% 19% 5% 4% 1%	N=78 * 54% 30% LM 25% 33% 13% 7% 6%	N=111 53% 9% 43% K 39% IJ 8% 7% 1%	N=135 59% 14% 46% jK 35% ij 6% 2% 4%	N=156 50% 20% 30% 33% 17% QR 7% QR 10% q	N=98 * 44% 21% 22% 36% 20% QR 13% PQR 7%	N=94 * 47% 19% 27% 42% 12% Q 3% 9%	N=124 55% 16% 39% O 42% 3% 0% 3%	N=141 66% NOP 26% 40% O 30% 5% 1% 4%	N=278 63% tu 25% 39% v 28% 9% 4% 5%	N=403 53% 20% 34% 34% 12% 7% 5%	N=231 53% 18% 35% 35% 12% 6%	N=181 56% 28% tu 28% 30% 14% 9% 5%
Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely * Table Base:	Total (A) N=1093 N=1093 54% 24% 29% 33% 13% 7% 6% U.S. RESPONDER	Male (B) N=513 N=475 55% 25% 29% 29% 16% c 9% 7%	Gender Female (C) N=566 N=607 53% 23% 30% 36% b 11% 5% 5%	18-34 (D) N=313 N=252 57% 32% GH 25% 27% 16% g 11% GH 5%	35-44 (E) N=179 N=158 56% 32% GH 24% 26% 18% Gh 9%	Age 45-54 (F) N=168 N=172 53% 23% g 30% 34% 13% 6% 6%	55-64 (G) N=189 N=235 49% 15% 34% d 42% DE 9% 4% 5%	65+ (H) N=244 N=276 53% 17% 36% De 37% de 10% 5% 6%	18-34 (I) N=153 N=96 * 59% 35% LM 24% 18% 23% L 18% JKL 5%	35-44 (J) N=85 * N=60 * 68% LM 43% LM 25% 16% 16% 3% 13%	Male Age 45-54 (K) N=77 * N=78 * 55% 26% LM 29% 33% ij 12% 4% 8%	55-64 (L) N=91 * N=111 47% 9% 38% 45%	65+ (M) N=111 N=135 45% 11% 34% 39% IJ 16% 9% 7%	18-34 (N) N=160 N=156 55% 30% 25% 36% 9% 4% 6%	35-44 (O) N=93 * N=98 * 45% 22% 23% 36% 19% nR 14% NQR 5%	Female Age 45-54 (P) N=91 * N=94 * 51% 21% 30% 35% 14% 8% R 5%	55-64 (Q) N=98 * N=124 50% 19% 31% 40% 10% 3% 7%	65+ (R) N=133 N=141 60% 0 22% 37% no 35% 6% 1% 5%	Northeast (S) N=195 N=278 56% 25% 31%	South (T) N=414 N=403 51% 19% 32% V 36% 14% 7% S 7%	Region Midwest (U) N=225 N=231 56% 23% 33%	West (V) N=259 N=181 56% 34% Tu 22% 30% 14% 9% S 5%
Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely * Table Base: Ads that talk about the negative impacts of hui	Total (A) N=1093 N=1093 49% 20% 29% 38% 12% 6% 6% U.S. RESPONDER		Gender Female (C) N=566 N=607 49% 20% 29% 38% 13% 7% 6%	18-34 (D) N=313 N=252 55% g 26% GH 28% 33% 12% 8% 5%	35-44 (E) N=179 N=158 54% 28% GH 26% 29% 18% g 9% 9%	Age 45-54 (F) N=168 N=172 45% 19% 26% 43% E 11% 4% 8%	55-64 (G) N=189 N=235 44% 12% 33% 46% DE 9% 5% 4%	65+ (H) N=244 N=276 46% 15% 31% 43% dE 11% 5% 6%	18-34 (I) N=153 N=96 * 53% M 26% LM 26% 36% J 12% 6% 6%	35-44 (J) N=85 * N=60 * 68% kLN 37% LM 31% 16% 16% 8%	Male Age 45-54 (K) N=77 * N=78 * 49% m 24% LM 25% 39% J 12% 4% 8%	55-64 (L) N=91 * N=111 45% 9% 36% 47% J 8% 4% 5%	65+ (M) N=111 N=135 34% 8% 26% 52% IJ 13% 6% 7%	18-34 (N) N=160 N=156 57% 0 27% 30% 30% 13% 9% 4%	35-44 (O) N=93 * N=98 * 41% 20% 21% 40% 20% r 10% 10%	Female Age 45-54 (P) N=91 * N=94 * 42% 15% 27% 47% N 11% 3% 7%	55-64 (Q) N=98 N=124 44% 14% 29% 46% N 10% 6% 4%	65+ (R) N=133 N=141 55% 0 21% 34% 0 35% 10% 4% 5%	Northeast (S) N=195 N=278 50% 22% T 28% 37% 13% 6% 7%	South (T) N=414 N=403 47% 14% 32% V 41% 12% 6% 6%	Region Midwest (U) N=225 N=231 50% 18% 32% V 38% 12% 5% 7%	West (V) N=259 N=181 52% 31% sTU 21% 36% 13% 7% 5%
Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely Much less likely * Table Base:	Total (A) N=1093 N=1093 41% 16% 25% 39% 20% 12% 8% U.S. RESPONDER	Male (B) N=513 N=475 41% 17% 25% 37% 21% 12% 9%	Gender Female (C) N=566 N=607 41% 15% 26% 41% 18% 11% 6%	18-34 (D) N=313 N=252 42% g 22% FGh 19% 34% 24% H 17% fH 7%	35-44 (E) N=179 N=158 50% fG 21% FG 30% d 34% 15% 12% 3%	Age 45-54 (F) N=168 N=172 37% 10% 26% 42% 21% h 9% 12% E	55-64 (G) N=189 N=235 32% 6% 25% 46% De 23% H 12% h 11% E	65+ (H) N=244 N=276 44% G 15% G 29% d 43% 13% 6% 7%	18-34 (I) N=153 N=96 44% 24% LM 20% 27% 29% 21% KLM 7%	35-44 (J) N=85 * N=60 * 61% kLN 30% kLN 31% 24% 15% 12% 3%	Male Age 45-54 (K) N=77 * N=78 * 41% 1 13% 28% 38% 22% 5% 17% j	55-64 (L) N=91 * N=111 31% 5% 26% 49% 1J 21% 8% 12%	65+ (M) N=111 N=135 32% 8% 24% 50% IJ 18% 9%	18-34 (N) N=160 N=156 40% 21% PQ 19% 41% 19% r 13% R	35-44 (O) N=93 * N=98 * 41% 12% 28% 44% 16% 12% r 3%	Female Age 45-54 (P) N=91 * N=94 * 33% 8% 25% 46% 21% r 13% r 9%	55-64 (Q) N=98 * N=124 32% 8% 24% 43% 24% R 15% R	65+ (R) N=133 N=141 54% PQ 21% PQ 33% N 37% 9% 4% 5%	Northeast (S) N=195 N=278 48% T 17% 31% t 37% 15% 8% 7%	South (T) N=414 N=403 38% 14% 23% 42% 20% 15% Sv 5%	Region Midwest (U) N=225 N=231 38% 13% 26% 37% 24% \$ 14% \$ 10%	West (V) N=259 N=181 44% 20% 24% 38% 18% 8% 10% t
Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely * Table Base:	Total (A) N=1093 N=1093 53% 21% 33% 33% 14% 7% 7% U.S. RESPONDER	Male (B) N=513 N=475 53% 22% 31% 32% 14% 7%	Gender Female (C) N=566 N=607 54% 19% 34% 33% 13% 7% 7%	18-34 (D) N=313 N=252 53% 24% Gh 29% 25% 22% GH 13% fGH 9% g	35-44 (E) N=179 N=158 57% 31% fGH 26% 28% 14% 7%	Age 45-54 (F) N=168 N=172 54% 19% 34% 32% 14% h 6% 9% g	55-64 (G) N=189 N=235 49% 13% 36% 42% DEf 9% 5% 4%	65+ (H) N=244 N=276 54% 15% 39% dE 38% D 8% 3% 5%	18-34 (I) N=153 N=96 * 52% 23% IM 29% 22% 26% kLM 18% JKLN 7%	35-44 (J) N=85 * N=60 * 72% iLM 42% iLM 30% 14% 14% 14% 10%	Male Age 45-54 (K) N=77 * N=78 * 60% M 26% LM 34% 29% 11% 4% 7%	55-64 (L) N=91 * N=111 48% 11% 38% 44% IJk 7% 2% 5%	65+ (M) N=111 N=135 39% 11% 29% 52%	18-34 (N) N=160 N=156 54% 25% 29% 28% 18% R 7% 11% Q	35-44 (O) N=93 * N=98 * 44% 21% 22% 42% nr 15% 10% r 5%	Female Age 45-54 (P) N=91 * N=94 * 49% 14% 35% 34% 17% r 7% 10% Q	55-64 (Q) N=98 * N=124 50% 15% 34% 40% r 10% 8% r 2%	65+ (R) N=133 N=141 67% OPQ 19% 47% NO 26% 7% 2% 5%	Northeast (S) N=195 N=278 59% t 25% T 34% 32% 9% 4% 5%	South (T) N=414 N=403 50% 17% 33% 34% 16% \$ 8% 9%	Region Midwest (U) N=225 N=231 56% 17% 39% V 28% 16% S 9% 7%	West (V) N=259 N=181 53% 28% TU 25% 34% 12% 6% 6%
QS1Q2A: How much better or worse would you Ads that talk about taking preventive measures	s to protect the enviro	onment (e.g., recyclin	ng, buying eco-friendly Gender	appliances, using publi		Age					Male Age					Female Age					Region	
Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion	Total (A) N=1093 N=1093 58% 24% 35% 32% 9% 7% 2%	Male (B) N=513 N=475 58% 22% 36% 31% 11% 8% 3%	Female (C) N=566 N=607 59% 25% 34% 33% 8% 6% 1%	18-34 (D) N=313 N=252 61% G 26% G 35% e 28% 11% H 9% H	35-44 (E) N=179 N=158 59% 35% fGH 24% 28% 13% H 11% H 2%	45-54 (F) N=168 N=172 55% 22% G 33% 34% 11% h 6% 5%	55-64 (G) N=189 N=235 49% 13% 36% E 44% DEH 7% 5% 2%	65+ (H) N=244 N=276 64% G 23% G 42% E 31% 5% 3% 2%	18-34 (I) N=153 N=96 * 58% 27% LM 31% 29% 13% 11% m 3%	35-44 (J) N=85 * N=60 * 69% 46% iKLN 23% 18% 13% 12% m 1%	45-54 (K) N=77 * N=78 * 56% 20% 36% 30% 14% 3% 11% jLm	55-64 (L) N=91 * N=111 54% 8% 45% J 38% J 9% 7% 2%	65+ (M) N=111 N=135 53% 11% 42% j 41% J 6% 3% 3%	18-34 (N) N=160 N=156 64% 0Q 25% 39% 0 27% 9% 8% 1%	35-44 (O) N=93 * N=98 * 50% 25% 24% 37% r 13% R 10% r 3%	45-54 (P) N=91 * N=94 * 55% 24% 30% 38% r 8% 8% 0%	55-64 (Q) N=98 * N=124 45% 17% 28% 49% NR 6% 4% 2%	65+ (R) N=133 N=141 74% OPQ 33% Q 41% O 23% 3% 3% 1%	Northeast (S) N=195 N=278 66% T 29% tU 37% 29% 5% 4% 1%	South (T) N=414 N=403 55% 21% 35% 34% 11% \$ 9% \$ 2%	Midwest (U) N=225 N=231 57% 18% 39% V 34% 9% 6% 3%	West (V) N=259 N=181 59% 31% TU 28% 31% 10% 7% 4%
* Table Base: Ads that talk about taking reactive measures to Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base:	U.S. RESPONDED Protect the environ Total (A) N=1093 N=1093 60% 25% 34% 32% 8% 5% 3% U.S. RESPONDED	Male (B) N=513 N=475 60% 24% 36% 29% 11% C 7% C 3%	rees, picking up litter) Gender Female (C) N=566 N=607 60% 26% 34% 34% 6% 3% 3%	18-34 (D) N=313 N=252 59% 29% G 30% 25% 16% eFGH 12% eFGH 5% h	35-44 (E) N=179 N=158 57% 33% G 24% 36% d 8% 4% 3%	Age 45-54 (F) N=168 N=172 55% 25% G 30% 38% Dh 7% 2% 5% h	55-64 (G) N=189 N=235 55% 15% 41% dEf 40% DH 4% 3% 2%	65+ (H) N=244 N=276 69% dEFG 24% G 45% DEF 28% 3% 2% 1%	18-34 (I) N=153 N=96 * 61% 29% L 32% 17% 22% JLM 19% JKLN 3%	35-44 (J) N=85 * N=60 * 68% 43% kLN 25% 27% 5% 2%	Male Age 45-54 (K) N=77 * N=78 * 51% 23% L 28% 35% I 14% M 4% 10% LM	55-64 (L) N=91 * N=111 56% 9% 47% iJK 38% I 6% 5% 0%	65+ (M) N=111 N=135 62% 17% 45% JK 35% I 3% 1% 2%	18-34 (N) N=160 N=156 58% 30% 28% 32% 11% PqR 5% q 6% r	35-44 (O) N=93 * N=98 * 46% 23% 23% 44% R 10% Pr 6% pQ 4%	Female Age 45-54 (P) N=91 * N=94 * 59% 27% 32% 40% R 1% 0% 1%	55-64 (Q) N=98 * N=124 55% 19% 35% 42% R 3% 0% 3%	65+ (R) N=133 N=141 75% NOPO 29% 46% NO 22% 3% 2% 1%	Northeast (S) N=195 N=278 0 64% t 28% u 36% v 29% 8% 5% 2%	South (T) N=414 N=403 54% 23% 31% 37% SU 9% 6% 2%	Region Midwest (U) N=225 N=231 67% T 19% 49% STV 27% 6% 4% 2%	West (V) N=259 N=181 59% 33% TU 26% 30% 11% 4% 7% sTu
Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base: Ads that talk about a brand's donations to an e	Total (A) N=1093 N=1093 56% 25% 30% 35% 9% 5% 4% U.S. RESPONDER	Male (B) N=513 N=475 57% 25% 32% 34% 10% 6% 4%	Gender Female (C) N=566 N=607 55% 26% 29% 37% 8% 4% 4%	18-34 (D) N=313 N=252 56% g 31% GH 25% 28% 16% EFgH 10% EFH 7%	35-44 (E) N=179 N=158 64% Gh 36% GH 29% 32% 4% 1% 3%	Age 45-54 (F) N=168 N=172 60% G 25% G 34% 35% 5% 3% 2%	55-64 (G) N=189 N=235 46% 15% 31% 45% DEf 9% 5% e	65+ (H) N=244 N=276 53% 19% 34% 41% D 6% 4% 3%	18-34 (I) N=153 N=96 * 56% 36% LM 20% 27% 17% j 15% Jkln 3%	35-44 (J) N=85 * N=60 * 81% IKLN 42% kLN 38% i 16% 4% 0% 4%	Male Age 45-54 (K) N=77 * N=78 * M 61% Im 1 23% IM 38% I 30% 9% 4% 5%	55-64 (L) N=91 * N=111 45% 10% 34% i 47% IJk 8% 2% 6%	65+ (M) N=111 N=135 44% 8% 36% 47% JJk 9% 5% 4%	18-34 (N) N=160 N=156 57% 26% 31% 28% 15% OPR 5% 10% OPQR	35-44 (O) N=93 * N=98 * 49% 29% 20% 47% N 4% 2% 2%	Female Age 45-54 (P) N=91 * N=94 * 59% 27% 32% 39% 2% 2% 0%	55-64 (Q) N=98 N=124 47% 19% 28% 43% N 9% 9% 1%	65+ (R) N=133 N=141 60% 28% 32% 35% 4% 3% 2%	Northeast (S) N=195 N=278 62% t 30% T 32% v 30% 8% 4% 4%	South (T) N=414 N=403 53% 17% 35% V 38% 9% 6% 3%	Region Midwest (U) N=225 N=231 54% 25% t 29% 36% 10% 8% v 2%	West (V) N=259 N=181 57% 35% Tu 22% 34% 9% 3% 7% u
Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base:	Total (A) N=1093 N=1093 53% 23% 30% 37% 9% 4% 5% U.S. RESPONDEI	Male (B) N=513 N=475 51% 23% 29% 37% 12% C 5% 7%	Gender Female (C) N=566 N=607 56% 24% 32% 37% 7% 3% 4%	18-34 (D) N=313 N=252 57% G 29% GH 29% 30% 13% Fh 5% F 7%	35-44 (E) N=179 N=158 56% g 32% GH 23% 31% 13% Fh 5% f	Age 45-54 (F) N=168 N=172 55% g 23% g 32% 41% d 4% 1% 3%	55-64 (G) N=189 N=235 44% 14% 30% 46% DE 10% f 7% F 3%	65+ (H) N=244 N=276 53% 17% 36% E 41% 6% 3% 3%	18-34 (I) N=153 N=96 * 57% M 33% LM 24% 28% 15% 8% 7%	35-44 (J) N=85 * N=60 * 60% M 36% LM 24% 24% 16% 6% 10%	Male Age 45-54 (K) N=77 * N=78 * 58% M 21% Im 37% m 34% 8% 1% 6%	55-64 (L) N=91 * N=111 48% M 10% 38% iM 42% j 11% 6% 4%	65+ (M) N=111 N=135 33% 10% 23% 58% IJKL 10% 4% 6%	18-34 (N) N=160 N=156 58% Q 25% 33% 32% 10% Pr 3% 7% Pr	35-44 (O) N=93 * N=98 * 52% 29% 23% 38% 11% P 4% 6% p	Female Age 45-54 (P) N=91 * N=94 * 53% 25% 28% 47% nR 0% 0% 0%	55-64 (Q) N=98 N=124 40% 18% 22% 51% NR 9% P 7% P 2%	65+ (R) N=133 N=141 70% OPQ 23% 47% nOPC 27% 4% 2% 1%	Northeast (S) N=195 N=278 54% 27% Tu 27% 38% 8% 4% 4%	South (T) N=414 N=403 50% 18% 32% V 38% 11% U 7% V 5%	Region Midwest (U) N=225 N=231 54% 18% 36% sV 40% 6% 4% 2%	West (V) N=259 N=181 57% 34% TU 24% 32% 11% 1% 1% 10% StU
Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base:		environment Male (B) N=513 N=475 43% 21% 22% 37% 20% 11% 9% c	Gender Female (C) N=566 N=607 44% 18% 26% 40% 16% 11% 5%	18-34 (D) N=313 N=252 45% G 25% FGH 20% 36% 19% 15% 5%	35-44 (E) N=179 N=158 54% FG 33% FGH 21% 32% 14% 10% 4%	Age 45-54 (F) N=168 N=172 38% 15% g 24% 39% 23% 11% 12% De	55-64 (G) N=189 N=235 32% 8% 24% 50% DEfH 18% 10% 8%	65+ (H) N=244 N=276 46% G 16% G 31% De 38% 15% 9% 6%	18-34 (I) N=153 N=96 43% 27% LM 16% 34% 23% 19% K	35-44 (J) N=85 * N=60 * 65% IKLN 21% 23% 13% 7% 6%	Male Age 45-54 (K) N=77 * N=78 * 38% 1 16% 22% 35% 27% 6% 21% IJIM	55-64 (L) N=91 * N=111 35% 8% 27% 46% J 20% 10% 9%	65+ (M) N=111 N=135 36% 9% 27% 45% J 19% 11% 8%	18-34 (N) N=160 N=156 47% Q 24% Q 24% 37% 16% 11% 5%	35-44 (O) N=93 * N=98 * 44% q 23% Q 20% 41% 15% 12% 3%	Female Age 45-54 (P) N=91 * N=94 * 39% 13% 26% 41% 20% 16% 4%	55-64 (Q) N=98 * N=124 30% 8% 22% 55% NR 16% 9% 6%	65+ (R) N=133 N=141 55% pQ 22% Q 34% o 33% 12% 8% 4%	Northeast (S) N=195 N=278 54% TU 22% Tu 32% UV 35% 11% 7% 5%	South (T) N=414 N=403 40% 14% 26% v 41% 19% S 14% Sv 5%	Region Midwest (U) N=225 N=231 33% 13% 20% 45% sv 22% S 16% SV 6%	West (V) N=259 N=181 50% tU 33% sTU 18% 33% 17% 7% 10% s
Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion	Total (A) N=1093 N=1093 55% 23% 32% 35% 10% 6% 4%	environmentally frien Male (B) N=513 N=475 56% 24% 32% 32% 12% 6% 5%	redly behaviors Gender Female (C) N=566 N=607 54% 22% 32% 37% 9% 5% 3%	18-34 (D) N=313 N=252 54% 28% G 26% 28% 18% FGH 12% FGH 6% h	35-44 (E) N=179 N=158 60% g 30% Gh 29% 30% 10% 7% g 4%	Age 45-54 (F) N=168 N=172 56% 23% G 33% 36% 7% 2% 5%	55-64 (G) N=189 N=235 48% 12% 36% d 46% DEh 6% 2% 4%	65+ (H) N=244 N=276 58% g 21% G 38% D 36% 5% 3% 2%	18-34 (I) N=153 N=96 * 54% 33% LM 21% 27% j 19% LM 13% KLm 6%	35-44 (J) N=85 * N=60 * 75% IkLN 39% LM 37% 12% 13% 9% I	Male Age 45-54 (K) N=77 * N=78 * 55% 23% m 33% 32% J 13% 2% 10% m	55-64 (L) N=91 * N=111 55% 14% 41% 39% 5% 2% 5%	65+ (M) N=111 N=135 46% 11% 35% i 47% IJk 7% 5% 3%	18-34 (N) N=160 N=156 54% 23% Q 31% 28% 18% PQR 12% pQR 6% p	35-44 (O) N=93 * N=98 * 45% 23% q 23% 47% NR 8% 4%	Female Age 45-54 (P) N=91 * N=94 * 57% q 24% Q 34% 40% 3% 2% 0%	55-64 (Q) N=98 N=124 42% 10% 32% 53% NR 6% 3% 3%	65+ (R) N=133 N=141 68% nOQ 29% Q 40% O 28% 4% 2% 2%	Northeast (S) N=195 N=278 64% TU 26% t 38% V 31% 5% 3% 2%	South (T) N=414 N=403 51% 19% 33% 37% 12% S 8% Sv 4%	Region Midwest (U) N=225 N=231 50% 18% 32% 39% V 11% S 9% SV 2%	West (V) N=259 N=181 59% 33% TU 27% 29% 12% \$ 3% 9% STU
* Table Base: QS1Q3: For each of the following periods, have The year 2019		ommunications (e.g.,	Gender			Age	PE CCCC	65		25 5 22	Male Age	 1 1	65	40.551	35	Female Age		o=			Region	W - 65
Total Total (Unweighted) Yes No * Table Base: The year 2020	Total (A) N=1093 N=1093 43% 57% U.S. RESPONDE	Male (B) N=513 N=475 47% C 53%	Female (C) N=566 N=607 38% 62% B	18-34 (D) N=313 N=252 57% FGH 43%	35-44 (E) N=179 N=158 57% FGH 43%	45-54 (F) N=168 N=172 42% GH 58% DE	55-64 (G) N=189 N=235 25% 75% DEF	65+ (H) N=244 N=276 28% 72% DEF	18-34 (I) N=153 N=96 * 64% LM 36%	35-44 (J) N=85 * N=60 * 70% kLIV 30%	45-54 (K) N=77 * N=78 * 50% LM 50% j Male Age	55-64 (L) N=91 * N=111 25% 75% IJK	65+ (M) N=111 N=135 26% 74% IJK	18-34 (N) N=160 N=156 50% pQR 50%	35-44 (O) N=93 * N=98 * 44% Q 56%	45-54 (P) N=91 * N=94 * 35% 65% n	55-64 (Q) N=98 * N=124 26% 74% NO	65+ (R) N=133 N=141 31% 69% N	Northeast (S) N=195 N=278 47% U 53%	South (T) N=414 N=403 41% 59% v	Midwest (U) N=225 N=231 34% 66% SV	West (V) N=259 N=181 50% tU 50%
Total Total (Unweighted) Yes No	Total (A) N=1093 N=1093 42% 58%	Male (B) N=513 N=475 48% C 52%	Female (C) N=566 N=607 36% 64% B	18-34 (D) N=313 N=252 55% fGH 45%	35-44 (E) N=179 N=158 52% GH 48%	45-54 (F) N=168 N=172 42% GH 58% d	55-64 (G) N=189 N=235 26% 74% DEF	65+ (H) N=244 N=276 29% 71% DEF	18-34 (I) N=153 N=96 * 63% KLM 37%	35-44 (J) N=85 * N=60 * 66% KLM 34%	45-54 (K) N=77 * N=78 * 42% 58% J	55-64 (L) N=91 * N=111 27% 73% IJk	65+ (M) N=111 N=135 33% 67%	18-34 (N) N=160 N=156 46% QR 54%	35-44 (O) N=93 * N=98 * 39% q 61%	45-54 (P) N=91 * N=94 * 42% Qr 58%	55-64 (Q) N=98 * N=124 25% 75% NoP	65+ (R) N=133 N=141 26% 74% Np	Northeast (S) N=195 N=278 45% 55%	South (T) N=414 N=403 37% 63% v	Midwest (U) N=225 N=231 40% 60%	West (V) N=259 N=181 47% t 53%
* Table Base: The year 2021 Total Total (Unweighted) Yes No * Table Base:	U.S. RESPONDEI Total (A) N=1093 N=1093 44% 56% U.S. RESPONDEI	Male (B) N=513 N=475 50% C 50%	Gender Female (C) N=566 N=607 37% 63% B	18-34 (D) N=313 N=252 61% FGH 39%	35-44 (E) N=179 N=158 57% FGH 43%	Age 45-54 (F) N=168 N=172 37% g 63% DE	55-64 (G) N=189 N=235 27% 73% DEf	65+ (H) N=244 N=276 28% 72% DE	18-34 (I) N=153 N=96 * 70% KLM 30%	35-44 (J) N=85 * N=60 * 75% KLN 25%	Male Age 45-54 (K) N=77 * N=78 * 37% 63% IJ	55-64 (L) N=91 * N=111 30% 70% IJ	65+ (M) N=111 N=135 29% 71%	18-34 (N) N=160 N=156 53% pQR 47%	35-44 (O) N=93 * N=98 * 41% Q 59%	Female Age 45-54 (P) N=91 * N=94 * 37% 63% n	55-64 (Q) N=98 N=124 24% 76% NO	65+ (R) N=133 N=141 27% 73% N	Northeast (S) N=195 N=278 40% 60% V	South (T) N=414 N=403 41% 59% V	Region Midwest (U) N=225 N=231 40% 60% V	West (V) N=259 N=181 54% STU 46%
QS1Q4: Where have you seen or heard Earth Da	ay communications (e.g., emails, commerc	cials, social media posts	s) from brands betweer	1 2019 and 2021? Pleas	se select all that apply																

Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Ad on a streaming service (e.g., Hulu, Amazon Prime, F29% Radio Print (e.g., magazine, newspaper) Connected TV (e.g., Roku, Apple TV, Amazon Fire) Billboard or poster Podcast Other I don't remember Count * Table Base: REMEI	33 36	Male (B) N=325 N=259 56% 52% C 30% 27% 21% 24% 17% 17% C 2% 5% 2.50	Gender Female (C) N=308 N=321 54% 40% 27% 26% 24% 17% 13% 10% 4% 5% 2.22	18-34 (D) N=243 N=182 68% GH 38% 37% FGH 26% 20% 30% GH 16% H 20% GH 2% 4% 2.62	35-44 (E) N=131 N=105 55% H 43% 45% FGH 40% dfH 30% F 25% GH 25% gH 15% Gh 1% 4% 2.84 N 2019 AND 2021	Age 45-54 (F) N=95 * N=91 * 59% GH 49% 16% 23% 13% 21% gH 13% 16% Gh 2% 5% 2.17	55-64 (G) N=70 * N=90 * 40% 57% D 15% 26% 20% 9% 11% 4% 4% 8% 1.93	65+ (H) N=103 N=118 30% 61% DE 8% 17% 33% DFg 5% 5% 7% de 11% 1.83	18-34 (I) N=129 N=74 71% LM 40% 34% M 25% 17% 29% LM 22% IM 25% IM 0% 5% 2.67	35-44 (J) N=75 * N=50 * 62% IM 49% 48% KLM 38% m 26% 32% LM 26% LM 18% 2% 5% 3.06	Male Age 45-54 (K) N=47 * N=45 * 61% IM 65% I 21% 23% 20% 25% I 13% 12% 1% 2% 2.44	55-64 (L) N=33 * N=40 * 37% M 68% I 16% 34% 12% 8% 6% 8% 0% 11% 2.01	65+ (M) N=45 * N=52 * 14% 70% Ij 8% 18% 37% iL 9% 3% 8% 9% 7% 1.82	18-34 (N) N=115 N=108 64% OQR 37% 41% PQR 28% 23% P 30% QR 11% 14% qr 4% 4% 2.56	35-44 (O) N=56 * N=55 * 45% 35% 42% PQR 42% qR 37% P 15% R 23% r 12% q 0% 3% 2.54	Female Age 45-54 (P) N=48 * N=46 * 57% 34% 11% 23% 7% 17% R 13% 19% QR 4% 7% 1.90	55-64 (Q) N=37 * N=50 * 42% 47% 14% 20% 26% p 11% r 15% 1% 7% 4% 1.86	65+ (R) N=58 N=66 43% 54% 8% 17% 31% P 1% 7% 3% 6% 13% 1.83	Northeast (S) N=113 N=154 61% t 63% TUV 32% 33% u 32% T 25% 23% T 20% 3% 3% 3% 2.94	South (T) N=231 N=203 48% 42% 23% 28% 19% 17% 8% 12% 3% 8% 2.08	Region Midwest (U) N=131 N=116 67% TV 37% 22% 19% 25% 16% 17% t 13% 6% V 7% 2.28	West (V) N=169 N=113 51% 49% 39% TU 28% 22% 28% t 19% T 15% 0% 3% 2.54
	I (A) 13 86 EMBER SEEING	Male (B) N=325 N=259 54% 29% 17% OR HEARING A CON	Gender Female (C) N=308 N=321 41% 36% 23% MMUNICATION ABOU	18-34 (D) N=243 N=182 59% fGH 25% 16% T EARTH DAY BETWEE	35-44 (E) N=131 N=105 59% fGH 16% 24% N 2019 AND 2021	Age 45-54 (F) N=95 * N=91 * 44% GH 41% DE 16%	55-64 (G) N=70 * N=90 * 25% 49% DE 27%	65+ (H) N=103 N=118 25% 46% DE 29% df	18-34 (I) N=129 N=74 65% LM 21% 14%	35-44 (J) N=75 * N=50 * 70% LM 13% 17%	Male Age 45-54 (K) N=47 * N=45 * 52% IM 32% j 17%	55-64 (L) N=33 * N=40 * 26% 52% IJ 23%	65+ (M) N=45 * N=52 * 16% 55% IJk 29%	18-34 (N) N=115 N=108 52% Qr 30% 18%	35-44 (O) N=56 * N=55 * 45% q 21% 34% p	Female Age 45-54 (P) N=48 * N=46 * 36% 50% nO 14%	55-64 (Q) N=37 * N=50 * 24% 46% O 30%	65+ (R) N=58 * N=66 * 32% 40% 28%	Northeast (S) N=113 N=154 55% tU 31% v 14%	South (T) N=231 N=203 41% 36% V 23%	Region Midwest (U) N=131 N=116 31% 41% V 28% S	West (V) N=169 N=113 64% TU 19% 17%
Total (1944) Total (Unweighted) N=586 National Geographic 38% CVS 32% Discovery+ 29% Apple TV 27% The North Face 17% NASA 16% Hyundai 15% Natural Grocers 12% Shopify 12% Busch 11% Fossil 10% Absolut 10% Michelob Ultra 10% Michelob Ultra 10% Bombay Sapphire 9% Peanuts (i.e., Charlie Brown and friends) 8% Sodastream 8% New Belgium Brewing 5% Bulleit Bourbon 5% None of these 23% Count 2.97 * Table Base: REMEI	I (A) 13 86 EMBER SEEING	Male (B) N=325 N=259 40% 33% 30% 27% 15% 18% 19%	Female (C) N=308 N=321 35% 30% 28% 27% 18% 13% 12% 9% 11% 9% 10% 6% 11% 6% 9% 10% 5% 4% 25% 2.78	18-34 (D) N=243 N=182 43% f 34% 35% gH 38% FGH 17% 19% 17% 11% 15% H 10% 11% H 14% FgH 10% 10% 8% 7% h 8% GH 5% 18% 3.31 T EARTH DAY BETWEE	35-44 (E) N=131 N=105 40% 33% 35% gH 40% FGH 24% fH 20% 18% 13% 17% H 15% H 17% H 16% FgH 11% 13% h 11% 10% H 6% gh 9% H 11% 3.59	Age 45-54 (F) N=95 * N=91 * 27% 31% 24% 19% gH 11% 11% 116% 12% 13% H 12% h 7% h 3% 12% 7% 8% 13% H 5% g 6% h 22% 2.60	55-64 (G) N=70 * N=90 * 32% 29% 21% 8% 16% 15% 9% 11% 8% h 16% H 13% H 5% 7% 6% 5% 7% 6% 5% 7% 0% 4% 38% DEf 2.49	65+ (H) N=103 N=118 37% 28% 17% 5% 10% 10% 12% 14% 2% 4% 1% 3% 6% 4% 7% 2% 1% 1% 40% DEF 2.03	18-34 (I) N=129 N=74 * 51% 30% 38% LM 36% LM 15% 21% 18% 13% 14% m 10% 8% 17% km 3% 12% 3% 4% 5% 5% 5% 16% 3.17	35-44 (J) N=75 * N=50 * 35% 39% 38% LM 36% IM 23% 24% 25% 16% 21% M 16% 21% iM 24% KLM 18% IM 22% Lm 13% 12% 6% 10% 7% 4.06	Male Age 45-54 (K) N=47 * N=45 * 37% 44% 23% 20% m 10% 16% 17% 16% 14% 10% 14% M 3% 13% 10% 14% im 8% 10% I 10% 12% 3.01	55-64 (L) N=33 * N=40 * 29% 28% 14% 14% 11% 12% 9% 18% 6% 30% IkM 11% m 4% 11% 2% 8% 3% 0% 2% 43% IJK 2.53	65+ (M) N=45 * N=52 * 35% 27% 16% 5% 14% 13% 21% 16% 2% 4% 0% 4% 3% 6% 2% 2% 2% 2% 2% 2% 2% 49% IJK 2.25	18-34 (N) N=115 N=108 33% 38% pQR 20% r 16% 16% 10% 16% R 11% r 18% Oq 8% 13% 11% r 12% pqR 5% 20% 3.47	35-44 (O) N=56 * N=55 * 46% P 25% 32% 44% PQR 26% R 14% 8% 10% 12% r 13% 10% 7% 2% 1% 9% 7% 2% 1% 9% 7% 2% 17% 2.98	Female Age 45-54 (P) N=48 * N=46 * 18% 17% 25% 19% qr 12% 7% 14% 8% 12% r 14% 1% 3% 11% 5% 2% 17% R 1% 3% 32% 2.21	55-64 (Q) N=37 * N=50 * 34% 30% 27% 3% 20% r 17% 10% 5% 10% 3% 14% pR 6% 4% 10% 2% 11% r 0% 5% 33% 2.47	65+ (R) N=58 N=66 38% P 29% 18% 4% 6% 8% 5% 13% 1% 4% 1% 2% 8% 2% 11% 1% 0% 0% 0% 32% 1.85	Northeast (S) N=113 N=154 40% 36% U 38% T 33% Tu 28% TUV 20% 20% T 11% U 13% 9% 8% 9% 8% 11% 12% U 9% 9% U 8% 23% 3.43	South (T) N=231 N=203 32% 32% 32% u 24% 18% 14% 14% 9% 12% U 13% 10% 9% 6% 8% 7% 9% 9% 4% 3% 20% 2.54	Region Midwest (U) N=131 N=116 40% 19% 31% 18% 13% 16% 17% 3% 10% 7% 8% 11% 5% 5% 2% 2% 24% 24% 24% 24% 2.50	West (V) N=169 N=113 42% 39% U 29% 42% TU 16% 17% 19% t 20% U 12% 17% 16% 16% 16% 16% T 16% u 13% 8% 8% 7% 9% 18% 3.62
	*	Male (B) N=44 * N=28 ** 39% C 15% 11% 12% 13% 7% 1% 0% 2% 0%	Gender Female (C) N=20 ** N=14 ** 0% 32% 29% 13% 0% 7% 11% 9% 0% 0% 0%	18-34 (D) N=35 * N=19 ** 18% 22% 29% 14% 12% 4% 0% 3% 0% 0%	35-44 (E) N=21 ** N=13 ** 39% 21% 0% 15% 8% 15% 2% 0% 0% 0% 0% 0%	Age 45-54 (F) N=3 ** N=4 ** 41% 0% 9% 0% 0% 0% 0% 34% 16% 0% 0% 0%	55-64 (G) N=4 ** N=4 ** 18% 18% 0% 54% 0% 0% 0% 10% 0% 0%	65+ (H) N=3 ** N=3 ** 30% 0% 0% 0% 0% 0% 0% 0% 0% 37% d 0% 33% d 0%	18-34 (I) N=22 ** N=10 ** 28% 23% 20% 9% 19% 0% 0% 0% 0% 0%	35-44 (J) N=18 ** N=12 ** 47% 5% 0% 18% 10% 18% 3% 0% 0% 0%	Male Age 45-54 (K) N=2 ** N=2 ** 81% 0% 19% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (L) N=1 ** N=2 ** 51% 49% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=2 ** N=2 48% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=13 ** N=9 ** 0% 19% 43% 21% 0% 10% 0% 7% 0% 0%	35-44 (O) N=4 ** N=1 ** 0% 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=2 ** N=2 ** 0% 0% 0% 0% 0% 0% 0% 67% n 33% 0% 0%	55-64 (Q) N=2 ** N=2 ** 0% 0% 0% 0% 84% 0% 0% 0% 16% 0% 0%	65+ (R) N=1 ** N=1 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=10 ** N=14 ** 22% 8% 9% 26% 13% 5% 0% 9% 9%	South (T) N=13 ** N=9 ** 6% 46% \$ 0% 30% 6% 0% 8% 4% 0% 0%	Region Midwest (U) N=14 ** N=7 ** 36% 14% 32% 6% 6% 0% 4% 3% 0% 0% 0%	West (V) N=28 ** N=13 ** 32% 14% 18% 8% 10% 14% 4% 0% 0% 0%
	73 34	Male (B) N=87 * N=66 * 34% 12% 17% 18% 7% 8% 2% 2% 0% 1%	Gender Female (C) N=83 * N=66 * 24% 22% 19% 17% 8% 5% 1% 1% 0% 3% BRAND COMMUNICAT	18-34 (D) N=92 * N=59 * 38% e 20% 10% 21% 7% 2% 1% 2% 0% 0%	35-44 (E) N=52 * N=41 * 16% 21% 24% 11% 10% 13% 2% 0% 0% 0% 4% BETWEEN 2019 AND 20	Age 45-54 (F) N=18 ** N=19 ** 25% 7% 22% 25% 4% 9% 0% 4% 0% 4%	55-64 (G) N=5 ** N=6 ** 13% 0% 68% De 12% 0% 0% 6% 0% 6% 0% 0%	65+ (H) N=5 ** N=9 ** 31% 18% 37% d 0% 13% 0% 0% 0% 0% 0%	18-34 (I) N=47 * N=25 ** 46% 15% 6% 27% 0% 5% 1% 1% 0% 0%	35-44 (J) N=27 ** N=23 ** 25% 13% 20% 10% 18% i 11% 3% 0% 0% 0%	Male Age 45-54 (K) N=9 ** N=13 ** 14% 14% 25% 7% 7% 17% 0% 8% 0% 8%	55-64 (L) N=4 ** N=4 ** 0% 0% 0% 85% IJk 15% 0% 0% 0% 0% 0% 0%	65+ (M) N=2 ** N=3 ** 0% 39% 34% 0% 27% 0% 0% 0% 0% 0%	18-34 (N) N=45 * N=34 * 29% 25% 14% 15% 14% 0% 1% 2% 0%	35-44 (O) N=25 ** N=18 ** 5% 29% 28% 13% 0% 16% n 0% 0% 0% 9%	Female Age 45-54 (P) N=9 ** N=6 ** 37% 0% 20% 43% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=1 ** N=2 ** 68% 0 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=3 ** N=6 ** 60% O 0% 40% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=37 * N=45 * 18% 7% 30% 28% 0% 6% 6% 4% 0% 0%	South (T) N=42 * N=35 * 34% 19% 21% 10% 2% 9% 0% 0% 0% 5%	Region Midwest (U) N=24 ** N=21 ** 53% \$ 4% 9% 12% 9% 11% 0% 0% 0% 3%	West (V) N=71 * N=33 * 23% 28% \$ 13% 18% 14% \$ 3% 0% 1% 0% 0%
Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Radio Billboard or poster Ad on a streaming service (e.g., Hulu, Amazon Prime, F11% Podcast Connected TV (e.g., Roku, Apple TV, Amazon Fire) Print (e.g., magazine, newspaper) Other I don't remember * Table Base: * Table Base: * REMEI * Bulleit Bourbon	*	Male (B) N=40 * N=25 ** 30% 18% 12% 13% 8% 11% 4% 0% 0% 0% 2%	Gender Female (C) N=18 ** N=17 ** 32% 7% 16% 12% 16% 5% 2% 0% 6% 4% BRAND COMMUNICAT	18-34 (D) N=25 ** N=16 ** 2% 25% 31% 11% 24% 7% 0% 0% 0% 0%	35-44 (E) N=17 ** N=11 ** 59% D 10% 0% 7% 0% 10% 13% 0% 0% 0% 0% 0%	Age 45-54 (F) N=7 ** N=6 ** 50% D 9% 0% 18% 0% 18% 0% 0% 0% 5%	55-64 (G) N=5 ** N=4 ** 66% D 0% 0% 26% 0% 8% 0% 0% 0% 0% 0%	65+ (H) N=4 ** N=5 ** 21% 0% 0% 23% 0% 0% 0% 0% 0% 0% 30% d	18-34 (I) N=16 ** N=7 ** 0% 32% 31% 7% 21% 9% 0% 0% 0% 0%	35-44 (J) N=16 ** N=10 ** 61% i 10% 0% 8% 0% 10% 11% 0% 0% 0%	Male Age 45-54 (K) N=5 ** N=4 ** 31% 13% 0% 28% 0% 28% 0% 0% 0% 0% 0%	55-64 (L) N=1 ** N=1 ** 0% 0% 0% 100% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=3 ** N=3 ** 33% 0% 0% 0% 35% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 32%	18-34 (N) N=9 ** N=9 ** 5% 13% 31% 17% 29% 5% 0% 0% 0%	35-44 (O) N=0 ** N=1 ** 0% 0% 0% 0% 0% 0% 100% 0% 0% 0%	Female Age 45-54 (P) N=2 ** N=2 ** 85% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 15%	55-64 (Q) N=4 N=3 78% 0% 0% 13% 0% 9% 0% 0% 0% 0% 0%	65+ (R) N=1 ** N=2 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=12 ** N=16 ** 25% 18% 12% 21% 11% 0% 0% 0% 0%	South (T) N=16 ** N=10 ** 32% 0% 40% V 12% 0% 0% 0% 0% 10%	Region Midwest (U) N=7 ** N=3 ** 0% 77% TV 0% 23% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	West (V) N=23 ** N=13 ** 42% 5% 0% 6% 21% 16% 10% 0% 0% 0%
Total N=34 Total (Unweighted) N=31 Ad on a streaming service (e.g., Hulu, Amazon Prime, F 22% Cable TV 21% Radio 12% Social media (e.g., Facebook, Twitter, YouTube) 12% Print (e.g., magazine, newspaper) 12% Billboard or poster 10% Connected TV (e.g., Roku, Apple TV, Amazon Fire) 9% Podcast 2% Other 0% I don't remember 1%	* *	Male (B) N=20 ** N=20 ** 18% 14% 21% 16% 17% 0% 14% 0% 0%	Female (C) N=14 ** N=11 ** 28% 31% 0% 6% 4% 24% B 0% 4% 0% 3% BRAND COMMUNICAT	18-34 (D) N=12 ** N=11 ** 0% 35% 13% 11% 14% 11% 4% 0% 0% 0%	35-44 (E) N=12 ** N=10 ** 43% D 11% 14% 6% 13% 0% 12% 0% 0% 0% 0% 8ETWEEN 2019 AND 20	Age 45-54 (F) N=6 ** N=7 ** 36% d 24% 0% 34% 0% 0% 0% 0% 0% 0% 6%	55-64 (G) N=3 ** N=2 ** 0% 0% 0% 0% 25% 75% EF 0% 0% 0% 0%	65+ (H) N=1 ** N=1 ** 0% 0% 0% 100% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=6 ** N=5 ** 0% 25% 27% 7% 18% 0% 23% 0% 0% 0%	35-44 (J) N=8 ** N=8 ** 19% 12% 21% 9% 20% 0% 19% 0% 0% 0%	Male Age 45-54 (K) N=5 ** N=5 ** 47% 8% 0% 45% 0% 0% 0% 0% 0% 0% 0%	55-64 (L) N=1 ** N=1 ** 0% 0% 0% 0% 100% 0% 0% 0% 0% 0% 0%	65+ (M) N=1 ** N=1 0% 0% 0% 100% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=6 ** N=6 ** 0% 45% 0% 15% 10% 22% 0% 8% 0% 0%	35-44 (O) N=4 ** N=2 ** 89% n 11% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=1 ** N=2 ** 0% 75% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 25%	55-64 (Q) N=2 ** N=1 ** 0% 0% 0% 0% 0% 100% 0% 0% 0% 0% 0%	65+ (R) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=9 ** N=12 ** 17% 22% 10% 5% 19% 0% 20% 6% 0% 0%	South (T) N=7 ** N=7 ** 12% 25% 0% 12% 0% 45% Sv 0% 0% 0% 0% 5%	Region Midwest (U) N=3 ** N=3 ** 0% 0% 54% t 26% 20% 0% 0% 0% 0% 0% 0%	West (V) N=15 ** N=9 ** 35% 22% 11% 14% 11% 0% 7% 0% 0% 0%
Total N=71 Total (Unweighted) N=58 Cable TV 21% Social media (e.g., Facebook, Twitter, YouTube) 19% Ad on a streaming service (e.g., Hulu, Amazon Prime, F16% Print (e.g., magazine, newspaper) 15% Connected TV (e.g., Roku, Apple TV, Amazon Fire) 10% Billboard or poster 10% Radio 7% Podcast 2% Other 0% I don't remember 0%	* *	Male (B) N=41 * N=30 * 24% 21% 14% 13% 12% 5% 0% 0%	Gender Female (C) N=29 ** N=27 ** 17% 16% 18% 20% 9% 8% 12% 0% 0% 0% 0%	18-34 (D) N=26 ** N=18 ** 4% 9% 23% 27% 17% 10% 10% 0% 0% 0%	35-44 (E) N=19 ** N=13 ** 10% 49% dGh 0% 14% 0% 10% 10% 7% 0% 0% 0% SETWEEN 2019 AND 20	Age 45-54 (F) N=11 ** N=8 ** 22% 12% 44% e 0% 18% 5% 0% 0% 0% 0%	55-64 (G) N=11 ** N=12 ** 60% DE 0% 3% 0% 9% 21% 7% 0% 0% 0%	65+ (H) N=4 ** N=7 ** 67% DE 0% 0% 33% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=13 ** N=7 ** 6% 0% 45% 16% 18% 5% 9% 0% 0% 0%	35-44 (J) N=12 ** N=7 ** 8% 61% iL 0% 15% 0% 16% 0% 0% 0%	Male Age 45-54 (K) N=5 ** N=5 ** 29% 28% 0% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (L) N=10 ** N=9 ** 65% i 0% 0% 0% 5% 23% 7% 0% 0% 0%	65+ (M) N=2 ** N=2 ** 19% 0% 0% 81% L 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=13 ** N=11 ** 2% 18% 0% 39% 16% 14% 12% 0% 0% 0%	35-44 (O) N=8 ** N=6 ** 13% 30% 0% 12% 0% 0% 26% 19% 0%	Female Age 45-54 (P) N=7 ** N=3 ** 17% 0% 75% nor 0% 0% 8% 0% 0% 0% 0% 0%	55-64 (Q) N=1 ** N=3 ** 28% 0% 29% 0% 43% 0% 0% 0% 0% 0%	65+ (R) N=2 ** N=5 ** 100% NOpq 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=10 ** N=15 ** 22% 29% 0% 0% 6% 14% 15% 14% 0% 0%	South (T) N=23 ** N=18 ** 24% 3% 21% 6% 18% 15% 13% 0% 0%	Region Midwest (U) N=10 ** N=9 ** 39% 6% 49% SV 0% 5% 0% 0% 0% 0% 0%	West (V) N=29 ** N=16 ** 12% 32% t 5% 34% S 7% 8% 3% 0% 0% 0%
Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Print (e.g., magazine, newspaper) Cable TV Billboard or poster Radio Ad on a streaming service (e.g., Hulu, Amazon Prime, F9% Connected TV (e.g., Roku, Apple TV, Amazon Fire) Podcast Other I don't remember Total (N=204 N=169 15% 14% 14% 14% 14% 14% 14% 14%	94 59	Male (B) N=107 N=77 28% 12% 16% 11% 10% 5% 7% 7% 1% 3%	Female (C) N=92 * N=90 * 14% 18% 11% 12% 8% 15% 6% 3% 4% 10% BRAND COMMUNICAT	18-34 (D) N=82 * N=60 * 20% 4% 12% 16% e 14% 15% 8% 6% 1% 3%	35-44 (E) N=43 * N=30 * 37% GH 6% 10% 0% 7% 6% 6% 15% 0% 13% BETWEEN 2019 AND 20	Age 45-54 (F) N=29 ** N=24 ** 23% 29% De 11% 10% 3% 8% 9% 5% 1% 1%	55-64 (G) N=20 ** N=25 ** 8% 23% D 8% 30% EH 11% 2% 3% 0% 11% 4%	65+ (H) N=29 ** N=30 * 5% 37% DE 34% dg 0% 3% 3% 3% 3% 1% 5% 11%	18-34 (I) N=38 * N=20 ** 26% 0% 17% 15% 16% 4% 12% 7% 1% 2%	35-44 (J) N=29 ** N=17 ** 47% m 9% 3% 0% 9% 1% 8% 22% 0% 0%	Male Age 45-54 (K) N=21 ** N=16 ** 23% 41% II 6% 9% 4% 11% 0% 7% 0% 0%	55-64 (L) N=9 ** N=11 ** 11% 4% 10% 41% Jm 15% 0% 7% 0% 11% 0%	65+ (M) N=12 ** N=14 ** 3% 10% 62% iJKL 0% 2% 7% 0% 0% 0% 17%	18-34 (N) N=44 * N=40 * 16% 7% 17% 13% 25% 5% 6% 1% 3%	35-44 (O) N=14 ** N=13 ** 16% 0% 26% 0% 3% 16% 0% 0% 0% 0% N	Female Age 45-54 (P) N=8 ** N=8 ** 24% 0% 24% 13% 0% 0% 32% no 0% 2% 4%	55-64 (Q) N=11 ** N=14 ** 5% 38% NO 7% 21% 8% 3% 0% 0% 11% 8%	65+ (R) N=17 ** N=16 ** 7% 56% NOP 13% 0% 3% 0% 5% 0% 5% 0% 9% 6%	Northeast (S) N=40 * N=54 * 25% 9% 14% 8% 5% 15% 13% t 3% 1% 7%	South (T) N=74 * N=52 14% 14% 21% 15% 10% 7% 2% 10% 2% 6%	Region Midwest (U) N=24 ** N=26 ** 20% 20% 10% 5% 5% 0% 11% 6% 10% 12%	West (V) N=66 * N=37 * 26% 16% 9% 10% 13% 10% 6% 5% 1% 3%
	38 53	Male (B) N=96 * N=76 * 39% 19% 10% 14% 10% 3% 2% 2% 0% 1%	Gender Female (C) N=88 * N=85 * 29% 23% 14% 11% 7% 5% 5% 4% 1% 0% BRAND COMMUNICAT	18-34 (D) N=86 * N=69 * 29% 32% fg 14% 11% 7% 2% 3% 2% 0% 0% TE ABOUT EARTH DAY I	35-44 (E) N=46 * N=37 * 39% 23% 3% 7% 9% 6% 1% 8% 2% 0% BETWEEN 2019 AND 20	Age 45-54 (F) N=23 ** N=24 ** 18% 7% 26% e 25% 9% 0% 12% 0% 0% 3%	55-64 (G) N=15 ** N=16 ** 39% 0% 14% 16% 26% 0% 5% 0% 0%	65+ (H) N=18 ** N=17 ** 53% f 4% 8% 14% 0% 20% Df 0% 0% 0% 0%	18-34 (I) N=49 * N=30 * 32% 24% 16% 12% 13% 0% 4% 0% 0% 0%	35-44 (J) N=29 ** N=22 ** 37% 29% 3% 9% 6% 10% 0% 7% 0% 0%	Male Age 45-54 (K) N=11 ** N=14 ** 34% 11% 15% 14% 18% 0% 0% 0% 0% 0% 7%	55-64 (L) N=5 ** N=6 ** 52% 0% 14% 34% 0% 0% 0% 0% 0% 0%	65+ (M) N=7 ** N=6 ** 70% 0% 0% 26% 0% 4% 0% 0% 0% 0% 0%	18-34 (N) N=38 * N=39 * 26% 43% q 12% 10% 0% 4% 1% 4% 0% 0%	35-44 (O) N=18 ** N=15 ** 43% 15% 4% 4% 15% n 0% 2% 11% 6% 0%	Female Age 45-54 (P) N=12 ** N=10 ** 3% 4% 36% 34% 0% 0% 0% 23% n 0% 0% 0%	55-64 (Q) N=10 ** N=10 ** 33% 0% 15% 8% 39% N 0% 7% 0% 0% 0%	65+ (R) N=10 ** N=11 ** 42% 7% 14% 6% 0% 31% 0% 0% 0%	Northeast (S) N=42 * N=54 * 40% 14% 10% 15% 9% t 5% 3% 4% 0% 0%	South (T) N=54 * N=53 * 32% 15% 18% 20% 0% 5% 4% 5% 2% 0%	Region Midwest (U) N=41 * N=27 ** 27% 20% 14% 6% 19% T 8% 7% 0% 0% 0%	West (V) N=50 * N=29 ** 35% 38% st 7% 6% 10% T 0% 0% 2% 0% 2%
	; * ; *	Male (B) N=35 * N=25 ** 21% 19% 17% 15% 20% 1% 5% 0% 2% 0%	Gender Female (C) N=30 * N=24 ** 27% 19% 13% 8% 2% 17% 1% 10% 0% 3% BRAND COMMUNICAT	18-34 (D) N=28 ** N=20 ** 12% 15% 9% 8% 25% 20% 5% 4% 0% 2% TE ABOUT EARTH DAY I	35-44 (E) N=22 ** N=13 ** 35% 11% 29% 18% 0% 0% 0% 8% 0% 0% 0% 0% 0%	Age 45-54 (F) N=7 ** N=8 ** 0% 55% 13% 19% 8% 0% 0% 0% 0% 0% 0% 5%	55-64 (G) N=9 ** N=7 ** 41% 25% 0% 4% 0% 0% 0% 22% 8% 0%	65+ (H) N=1 ** N=2 ** 100% dF 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=10 ** N=6 ** 9% 0% 13% 0% 63% j 4% 11% 0% 0% 0%	35-44 (J) N=16 ** N=9 ** 37% 6% 22% 24% 0% 0% 11% 0% 0% 0%	Male Age 45-54 (K) N=7 ** N=7 ** 0% 58% 14% 20% 9% 0% 0% 0% 0%	55-64 (L) N=4 ** N=4 ** 18% 63% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=18 ** N=14 ** 14% 24% 7% 12% 3% 28% 2% 6% 0% 4%	35-44 (O) N=6 ** N=4 ** 29% 24% 47% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 100%	55-64 (Q) N=5 ** N=3 ** 56% 0% 0% 7% 0% 0% 0% 0% 37% 0% 0%	65+ (R) N=1 ** N=2 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=9 ** N=15 ** 23% 2% 24% 4% 7% 5% 8% 12% 7% 7%	South (T) N=20 ** N=16 ** 31% 29% \$ 18% 4% 0% 0% 6% 10% 0% 2%	Region Midwest (U) N=11 ** N=6 ** 20% 13% 25% 0% 41% T 0% 0% 0% 0% 0%	West (V) N=27 ** N=13 ** 19% 19% 4% 24% 10% 19% 5% 0% 0%
	* *	Male (B) N=62 * N=51 * 26% 26% 19% C 10% 6% 2% 5% 1% 5% 0%	Gender Female (C) N=37 * N=44 * 26% 20% 2% 10% 17% 10% 2% 6% 0% 6%	18-34 (D) N=41 * N=40 * 48% EFH 11% 0% 6% 9% 8% 10% 5% 2% 2%	35-44 (E) N=23 ** N=18 ** 8% 11% 36% D 23% 7% 7% 0% 0% 0% 9% 0% 8ETWEEN 2019 AND 20	Age 45-54 (F) N=15 ** N=15 ** 9% 38% d 7% 15% 25% 0% 0% 0% 0% 0% 8%	55-64 (G) N=7 ** N=8 ** 40% 29% 11% 0% 7% 3% 0% 10% 0% 0%	65+ (H) N=13 ** N=14 ** 2% 73% DE 19% d 0% 4% 0% 0% 0% 0% 0% 0% 0% 3%	18-34 (I) N=23 ** N=17 ** 58% Jlm 12% 0% 2% 10% 0% 14% 0% 3% 0%	35-44 (J) N=19 ** N=14 ** 10% 7% 44% 18% 4% 6% 0% 0% 11% 0%	Male Age 45-54 (K) N=8 ** N=8 ** 16% 45% 12% 27% 0% 0% 0% 0% 0% 0%	55-64 (L) N=3 ** N=5 ** 0% 54% j 0% 0% 16% 7% 0% 23% 0% 0%	65+ (M) N=10 ** N=7 ** 0% 75% IJ 25% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=18 ** N=23 ** 37% 9% 0% 11% 7% 17% 4% 11% 0% 5%	35-44 (O) N=4 N=4 0% 27% 0% 42% 20% 11% 0% 0% 0% 0%	Female Age 45-54 (P) N=7 ** N=7 ** 0% 29% 0% 0% 54% n 0% 0% 0% 0% 17%	55-64 (Q) N=4 N=3 70% 11% 19% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=3 ** N=7 ** 6% 69% N 0% 0% 14% 0% 0% 0% 0% 11%	Northeast (S) N=22 ** N=30 * 11% 11% 5% 27% u 18% 7% 10% 6% 0% 4%	South (T) N=22 ** N=24 ** 27% 28% 0% 4% 10% 10% 0% 6% 9% 5%	Region Midwest (U) N=23	West (V) N=32 * N=22 ** 17% 24% 32% ST 10% 10% 3% 4% 0% 0% 0%
Michelob Ultra Total Total Total (Unweighted) Print (e.g., magazine, newspaper) Social media (e.g., Facebook, Twitter, YouTube) Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime, F15% Cable TV 14% Radio Radio 8% Podcast 3% Billboard or poster Other 1 don't remember * Table Base: REMER	(A) - * 7 *	Male (B) N=28 ** N=21 ** 13% 31% 21% 16% 12% 0% 5% 3% 0% 0%	Gender Female (C) N=33 * N=26 ** 29% 8% 11% 15% 15% 2% 2% 0% 4%	18-34 (D) N=24 ** N=14 ** 27% 16% 11% 9% 12% 21% 3% 2% 0% 0%	35-44 (E) N=15 ** N=9 ** 3% 48% h 38% 5% 0% 0% 0% 0% 5% 0% 0% 5% 0% 0	Age 45-54 (F) N=11 ** N=8 ** 14% 0% 8% 48% H 16% 0% 11% 0% 0% 3%	55-64 (G) N=5 ** N=6 ** 42% 0% 0% 24% 15% 0% 0% 0% 0% 19%	65+ (H) N=6 ** N=10 ** 41% 3% 3% 0% 52% de 0% 0% 0% 0% 0%	18-34 (I) N=3 ** N=2 ** 0% 40% 0% 60% 0% 0% 0% 0% 0% 0%	35-44 (J) N=14 ** N=7 ** 0% 53% k 35% 6% 0% 0% 0% 0% 0% 6% 0%	Male Age 45-54 (K) N=6 ** N=6 ** 26% 0% 15% 6% 31% 0% 22% 0% 0% 0%	55-64 (L) N=4 ** N=4 ** 45% 0% 0% 34% 21% 0% 0% 0% 0% 0%	65+ (M) N=1 ** N=2 ** 30% 0% 0% 0% 0% 70% 0% 0% 0% 0% 0% 0%	18-34 (N) N=20 ** N=12 ** 31% 12% 13% 0% 13% 24% 3% 3% 0% 0%	35-44 (O) N=1 ** N=2 ** 32% 0% 68% 0% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=5 ** N=2 ** 0% 0% 0% 0% 93% NR 0% 0% 0% 0% 0% 0% 7%	55-64 (Q) N=1 ** N=2 ** 36% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=5 ** N=8 ** 44% 4% 4% 60% 47% 60% 60% 60% 60%	Northeast (S) N=10 ** N=10 ** 0% 14% 24% 0% 19% 21% 6% 6% 0% 10%	South (T) N=19 ** N=17 ** 27% 5% 5% 29% 21% 7% 0% 4% 0% 2%	Region Midwest (U) N=6 ** N=8 ** 38% \$ 3% 31% 0% 24% 0% 0% 0% 0% 0%	West (V) N=26 ** N=12 ** 21% 33% 23% 8% 10% 0% 5% 0% 0% 0%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Radio Billboard or poster Ad on a streaming service (e.g., Hulu, Amazon Prime, F7% Podcast Print (e.g., magazine, newspaper) Other I don't remember Total (N=103 N=102 15% 15% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17)3	Male (B) N=59 * N=56 * 30% 20% 14% 7% 10% 9% 3% 0% 1% 5%	Female (C) N=40 * N=43 * 47% 14% 8% 7% 5% 3% 5% 8% b 1% 1%	18-34 (D) N=46 * N=45 * 36% 14% 6% 13% 14% 5% 5% 7% 0% 0%	35-44 (E) N=26 ** N=24 ** 33% 2% 29% D 15% 2% 10% 3% 0% 0% 0%	Age 45-54 (F) N=11 ** N=11 ** 36% 35% E 3% 0% 7% 12% 0% 0% 0% 0% 7%	55-64 (G) N=10 ** N=11 ** 32% 22% e 24% 9% 6% 3% 0% 0% 0%	65+ (H) N=11 ** N=11 ** 41% 39% E 0% 0% 0% 3% 9% 0% 8% 0%	18-34 (I) N=27 ** N=20 ** 36% 19% 8% 13% 18% 6% 0% 0% 0%	35-44 (J) N=18 ** N=16 ** 17% 2% 33% 19% 2% 11% 5% 0% 0% 10%	Male Age 45-54 (K) N=7 ** N=9 ** 53% 14% 4% 0% 0% 0% 17% 0% 0% 0% 11%	55-64 (L) N=4 ** N=6 ** 9% 43% J 0% 23% 18% 8% 0% 0% 0%	65+ (M) N=6 ** N=7 ** 8% 57% J 0% 0% 0% 5% 15% 0% 15% 0%	18-34 (N) N=18 ** N=25 ** 35% 8% 4% 13% 7% 5% 12% 17% 0% 0%	35-44 (O) N=8 ** N=8 ** 69% 0% 18% 5% 0% 6% 0% 0% 0% 3%	Female Age 45-54 (P) N=4 ** N=2 ** 0% 78% nO 0% 0% 22% 0% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=6 ** N=5 ** 46% 10% 38% n 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=5 ** N=4 ** 83% 17% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=22 ** N=29 ** 30% 25% 14% 2% 7% 8% 7% 1% 6% 0%	South (T) N=32 * N=34 * 33% 18% 11% 18% 3% 11% 5% 0% 0% 1%	Region Midwest (U) N=21 ** N=18 ** 44% 18% 6% 6% 26% TV 0% 0% 0% 0% 0%	West (V) N=28 ** N=21 ** 35% 7% 18% 11% 0% 5% 3% 11% 0% 9%

Total Total (Unweighted)	Total (A) N=242 N=210		Gender Female (C) N=108 N=110	ABOUT EARTH DAY BET 18-34 (D) N=104 N=81 *	TWEEN 2019 AND 202 35-44 (E) N=52 N=39 *	Age 45-54 (F) N=26 ** N=30 *	55-64 (G) N=22 ** N=22 **	65+ (H) N=38 * N=38 *	18-34 (I) N=66 * N=35 *	35-44 (J) N=26 ** N=20 **	Male Age 45-54 (K) N=17 ** N=18 **	55-64 (L) N=9 ** N=10 **	65+ (M) N=16 ** N=17 **	18-34 (N) N=38 * N=46 *	35-44 (O) N=26 ** N=19 **	Female Age 45-54 (P) N=8 ** N=12 **	55-64 (Q) N=13 ** N=12 **	65+ (R) N=22 ** N=21 **	Northeast (S) N=45 * N=55 *	South (T) N=74 * N=72 *	Region Midwest (U) N=52 N=42 *	West (V) N=71 * N=41 *
Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	25% 41% 5% , F 4% 7% 5% 6% 2% 1% 4%	30% 47% 5% 2% 4% 2% 6% 2% 0% 3%	20% 35% 5% 6% 10% 8% 5% 3% 2% 5%	27% h 39% e 3% 3% 8% 4% 9% 3% 1% 2%	38% fH 18% 8% 2% 2% 11% 7% 5% 0% 10%	14% 68% DE 13% 2% 0% 0% 0% 0% 0% 3%	24% 56% E 3% 8% 4% 4% 0% 0% 0%	8% 52% E 3% 7% 21% EF 0% 3% 0% 2% 3%	34% 39% 4% 2% 6% 2% 12% 0% 0%	40% 31% 3% 3% 2% 5% 0% 10% 0% 7%	15% 70% ij 12% 3% 0% 0% 0% 0% 0% 0%	22% 65% 7% 0% 6% 0% 0% 0% 0%	8% 64% 5% 0% 15% 0% 0% 0% 0% 0%	16% 39% O 1% 6% 12% 9% 3% 7% 3% 2%	36% 6% 12% 0% 2% 18% 13% 0% 0%	13% 62% O 16% n 0% 0% 0% 0% 0% 0% 9%	26% 49% 0 0% 14% 3% 7% 0% 0% 0%	8% 43% 0 2% 12% 25% 0% 6% 0% 4% 0%	29% 45% u 8% 2% 5% 5% 1% 4% 0% 2%	21% 40% 7% 5% 11% 4% 6% 2% 1% 4%	37% 20% 7% 9% 8% 5% 13% 0% 0% 2%	19% 56% U 0% 0% 5% 5% 4% 2% 2% 6%
* Table Base: Natural Grocers Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=79 * N=59 * 27% 13% 6%	Male (B) N=46 N=33 37% C 21% 7% 7% 8% 3% 5% 11% 0% 0%	Gender Female (C) N=28 ** N=23 ** 10% 3% 7% 16% 32% b 5% 6% 2% 13% b 6%	18-34 (D) N=28 ** N=20 ** 20% 3% 5% 6% 22% 4% 11% 20% 0% 9%	35-44 (E) N=18 ** N=13 ** 63% dgH 0% 5% 17% 7% 9% 0% 0% 0% 0% 0%	Age 45-54 (F) N=11 ** N=10 ** 44% H 17% 0% 18% 18% 3% 0% 0% 0% 0%	55-64 (G) N=8 ** N=5 ** 0% 61% DE 25% 13% 0% 0% 0% 0% 0% 0%	65+ (H) N=15 ** N=11 ** 0% 21% 7% 0% 32% 0% 4% 0% 25% 11%	18-34 (I) N=17 ** N=10 ** 25% 0% 8% 6% 7% 0% 9% 30% 0% 15%	35-44 (J) N=12 ** N=9 ** 65% M 0% 7% 9% 7% 13% 0% 0% 0% 0%	Male Age 45-54 (K) N=7 ** N=6 ** 67% M 27% 0% 0% 6% 0% 6% 0% 0% 0% 0% 0%	55-64 (L) N=6 ** N=4 ** 0% 82% IJ 0% 18% 0% 0% 0% 0% 0%	65+ (M) N=7 ** N=6 ** 0% 43% ij 14% 0% 34% 0% 9% 0% 0%	18-34 (N) N=11 ** N=10 ** 12% 8% 0% 5% 45% 11% 14% 5% 0% 0%	35-44 (O) N=5 ** N=4 ** 58% 0% 0% 0% 35% 8% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=4 ** N=4 ** 0% 0% 0% 52% 40% 8% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=2 ** N=1 ** 0% 0% 100% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=7 N=5 0% 0% 0% 0% 30% 0% 0% 0% 49% 22%	Northeast (S) N=13 ** N=14 ** 46% T 24% 11% 0% 0% 3% 7% 5% 0% 4%	South (T) N=29 ** N=19 ** 6% 5% 13% 13% 12% 0% 8% 18% 13% 13%	Region Midwest (U) N=4 ** N=4 ** 74% T 0% 0% 26% \$ 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	West (V) N=34 * N=22 ** 32% t 18% 0% 9% 31% S 8% 2% 0% 0% 0%
* Table Base: New Belgium Brewing Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=34 * N=31 * 13% 16% 6%	G OR HEARING THIS BR Male (B) N=16 ** N=15 ** 23% 17% 10% 18% 9% 9% 9% 14% 0% 0% 0%	AND COMMUNICATE A Sender Female (C) N=16 ** N=15 ** 3% 8% 3% 21% 6% 0% 40% 11% 0% 8%	18-34 (D) N=20 ** N=17 ** 10% 11% 10% 16% 0% 7% 34% 7% 0% 5%	35-44 (E) N=8 ** N=8 ** 21% 17% 0% 12% 29% d 0% 16% 6% 0% 0%	Age 45-54 (F) N=5 ** N=5 ** 11% 39% 0% 42% 0% 0% 0% 0% 0% 0% 0% 7%	55-64 (G) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (H) N=1 ** N=1 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=6 ** N=6 ** 24% 13% 27% 12% 0% 24% 0% 0% 0% 0%	35-44 (J) N=5 ** N=4 ** 38% 0% 0% 0% 0% 32% 0% 29% 0% 0% 0% 0%	Male Age 45-54 (K) N=5 ** N=4 ** 12% 42% 0% 46% 0% 0% 0% 0% 0% 0%	55-64 (L) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=1 ** N=1 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=14 ** N=11 ** 4% 10% 3% 18% 0% 0% 48% 10% 0% 6%	35-44 (O) N=4 ** N=4 ** 0% 37% 0% 26% 24% 0% 0% 13% 0% 0%	Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=10 ** N=12 ** 22% 14% 18% 9% 0% 0% 28% 10% 0% 0%	South (T) N=10 ** N=8 ** 0% 14% 2% 25% 0% 0% 47% 0% 0% 12%	Region Midwest (U) N=2 ** N=2 ** 0% 33% 0% 67% 0% 0% 0% 0% 0% 0%	West (V) N=11 ** N=9 ** 18% 18% 0% 12% 21% 12% 11% 8% 0% 0%
* Table Base: Peanuts (i.e., Charlie Brown and friends) Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=52 * N=54 * 26% 25% 17% , F 9% 9% 5% 2% 1% 0% 6%	Male (B) N=21 ** N=22 ** 29% 24% 29% 12% 2% 0% 4% 0% 0%	Female (C) N=27 ** N=30 * 27% 30% 11% 8% 10% 0% 0% 2% 0% 11%	18-34 (D) N=19 ** N=17 ** 33% 25% 15% 7% 3% 13% 0% 3% 0%	35-44 (E) N=14 ** N=14 ** 21% 5% 21% 18% 16% 0% 6% 0% 0% 13%	Age 45-54 (F) N=7 ** N=7 ** 28% 21% 40% h 11% 0% 0% 0% 0% 0% 0%	55-64 (G) N=3 ** N=4 ** 0% 75% E 0% 0% 25% 0% 0% 0% 0% 0%	65+ (H) N=7 N=12 24% 49% E 0% 0% 12% 0% 0% 0% 0% 15%	18-34 (I) N=4 ** N=4 ** 36% 0% 0% 0% 0% 0% 64% Jk 0% 0% 0% 0%	35-44 (J) N=9 ** N=9 ** 27% 0% 33% 27% 5% 0% 9% 0% 0% 0%	Male Age 45-54 (K) N=6 ** N=6 ** 31% 24% 45% 0% 0% 0% 0% 0% 0% 0%	55-64 (L) N=2 ** N=3 ** 0% 100% J 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=1 ** N=1 ** 0% 100% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=15 ** N=13 ** 33% 31% 19% 9% 4% 0% 0% 0% 0% 0%	35-44 (O) N=5 ** N=5 ** 9% 15% 0% 0% 38% 0% 0% 0% 0% 0% 39%	Female Age 45-54 (P) N=1 ** N=1 ** 0% 0% 0% 100% 0% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=1 ** N=1 ** 0% 0% 0% 0% 100% 0% 0% 0% 0% 0% 0%	65+ (R) N=6 N=11 27% 42% 0% 0% 13% 0% 0% 0% 0% 18%	Northeast (S) N=13 ** N=20 ** 26% 24% 10% 11% 25% 0% 0% 4% 0% 0%	South (T) N=21 ** N=18 ** 29% 33% 8% 4% 4% 4% 12% 4% 0% 0% 0% 5%	Region Midwest (U) N=4 ** N=6 ** 34% 38% 20% 0% 8% 0% 0% 0% 0% 0% 0% 0% 0% 0%	West (V) N=13 ** N=10 ** 17% 9% 39% 20% 0% 0% 0% 0% 0% 15%
* Table Base: Shopify Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=78 * N=68 * 34% 6% 16% , F 5% 5% 13% 6% 7% 2%	Male (B) N=42 * N=33 * 32% 8% 17% 2% 2% 4% 14% 8% 12% 0%	Female (C) N=35 * N=35 * 35% 5% 14% 10% 9% 6% 11% 2% 2% 5%	18-34 (D) N=35 * N=32 * 35% 8% 2% 2% 2% 8% 27% e 2% 2% 2% 5%	35-44 (E) N=22 ** N=16 ** 35% 3% 31% D 0% 4% 5% 0% 0% 22% d 0%	Age 45-54 (F) N=12 ** N=11 ** 18% 2% 36% D 22% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (G) N=6 ** N=7 ** 53% 0% 0% 12% 8% 0% 12% 16% 0% 0%	65+ (H) N=2 ** N=2 ** 38% 62% Ef 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=18 ** N=11 ** 55% 10% 0% 0% 0% 4% 31% 0% 0% 0% 0%	35-44 (J) N=15 ** N=9 ** 17% 0% 37% 0% 6% 8% 0% 0% 0% 33% 0%	Male Age 45-54 (K) N=6 ** N=8 ** 22% 5% 26% 6% 0% 0% 0% 42% 0% 0%	55-64 (L) N=2 ** N=4 ** 0% 0% 0% 16% 0% 0% 36% 47% ij 0% 0%	65+ (M) N=1 ** N=1 ** 0% 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (N) N=18 ** N=21 ** 16% 7% 4% 4% 16% 13% 23% 5% 4% 10%	35-44 (O) N=7 ** N=7 ** 73% N 8% 19% 0% 0% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=6 ** N=3 ** 13% 0% 46% n 41% n 0% 0% 0% 0% 0% 0%	55-64 (Q) N=4 ** N=3 ** 79% 0% 0% 9% 12% 0% 0% 0% 0% 0% 0%	65+ (R) N=1 ** N=1 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=15 ** N=21 ** 33% 10% 22% 2% 10% 7% 0% 4% 4% 6%	South (T) N=29 ** N=21 ** 37% 4% 11% 13% 8% 2% 5% 1% 17% 3%	Region Midwest (U) N=13 ** N=11 ** 27% 17% 4% 0% 0% 9% 38% St 5% 0% 0% 0%	West (V) N=20 ** N=15 ** 34% 0% 25% 0% 2% 6% 19% 14% 0% 0%
* Table Base: Sodastream Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=50 * N=45 * 16% 18% 5% , F 21% 5% 5% 7% 23% 0% 0%	Male (B) N=19 ** N=19 ** 11% 16% 11% 25% 13% 10% 15% 0% 0%	Female (C) N=30 * N=26 ** 20% 18% 2% 18% 0% 2% 2% 38% B 0% 0%	18-34 (D) N=18 ** N=15 ** 2% 10% 9% 30% 0% 4% 8% 36% E 0% 0%	35-44 (E) N=13 ** N=15 ** 30% 19% 0% 15% 7% 14% 14% 0% 0% 0%	Age 45-54 (F) N=12 ** N=8 ** 6% 21% 7% 11% 13% 0% 0% 41% E 0% 0%	55-64 (G) N=5 ** N=5 ** 58% d 23% 0% 13% 0% 0% 0% 0% 6% 0% 0% 0%	65+ (H) N=2 ** N=2 0% 43% 0% 57% 0% 0% 0% 0% 0% 0%	18-34 (I) N=5 ** N=4 ** 0% 31% 24% 29% 0% 0% 16% 0% 0% 0%	35-44 (J) N=9 ** N=9 ** 18% 0% 6% 10% 21% 20% 0% 0% 0%	Male Age 45-54 (K) N=4 ** N=3 ** 0% 0% 24% 35% 41% 0% 0% 0% 0% 0% 0%	55-64 (L) N=1 ** N=2 ** 0% 0% 0% 0% 69% 0% 0% 31% 0% 0% 0%	65+ (M) N=1 ** N=1 ** 0% 0% 0% 0% 100% 0% 0% 0% 0% 0% 0%	18-34 (N) N=13 ** N=11 ** 3% 2% 4% 31% 0% 6% 5% 50% 0 0%	35-44 (O) N=4 ** N=6 ** 43% 22% 0% 35% 0% 0% 0% 0% 0% 0%	Female Age 45-54 (P) N=8 ** N=5 ** 9% 31% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	55-64 (Q) N=4 ** N=3 ** 72% 28% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=1 ** N=1 ** 0% 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Northeast (S) N=10 ** N=14 ** 30% 2% 5% 45% 9% 0% 0% 0% 0%	South (T) N=20 ** N=15 ** 19% 22% 10% 9% 0% 8% 0% 32% \$ 0% 0%	Region Midwest (U) N=7 ** N=8 ** 21% 25% 0% 18% 24% 0% 12% 0% 0% 0% 0%	West (V) N=13 ** N=8 ** 0% 18% 0% 21% 0% 8% 14% 39% \$ 0% 0%
* Table Base: The North Face Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember * Table Base:	Total (A) N=106 N=108 27% 28% 2% , F10% 13% 7% 3% 2% 4% 4%	G OR HEARING THIS BR Male (B) N=50 * N=42 * 33% 18% 2% 15% 17% 10% 0% 2% 2% 1% G OR HEARING THIS BR	Female (C) N=55 * N=65 * 22% 38% 2% 6% 8% 5% 5% 2% 4% 7%	18-34 (D) N=43 * N=44 * 19% 31% 17% 17% 18% 5% 2% 3% 4%	35-44 (E) N=32 * N=24 ** 41% H 22% 5% 11% 15% d 0% 0% 0% 0% 3% 2%	Age 45-54 (F) N=11 ** N=13 ** 27% h 39% 3% 3% 24% D 0% 0% 0% 0% 0% 0% 3%	55-64 (G) N=11 ** N=14 ** 39% H 26% 0% 0% 16% d 0% 8% 3% 8% 0%	65+ (H) N=10 ** N=13 ** 0% 27% 0% 0% 36% D 0% 10% 11% 15%	18-34 (I) N=19 ** N=12 ** 22% 26% 0% 21% 0% 25% 0% 0% 6% 0%	35-44 (J) N=17 ** N=12 ** 54% M 5% 5% 18% 18% 0% 0% 0% 0% 0%	Male Age 45-54 (K) N=5 ** N=7 ** 34% 0% 6% 7% 52% I 0% 0% 0% 0% 0% 0%	55-64 (L) N=4 ** N=5 ** 36% 64% jk 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (M) N=6 ** N=7 ** 0% 13% 0% 0% 49% 0% 0% 16% 14% 8%	18-34 (N) N=23 ** N=32 * 17% 35% 1% 13% 2% 12% 9% 3% 0% 8%	35-44 (O) N=15 ** N=12 ** 26% 41% 6% 3% 12% 0% 0% 0% 7% 4%	Female Age 45-54 (P) N=6 ** N=6 ** 21% 72% q 0% 0% 0% 0% 0% 0% 0% 0% 0% 6%	55-64 (Q) N=8 ** N=9 ** 40% 7% 0% 0% 24% 0% 13% 5% 11% 0%	65+ (R) N=4 ** N=6 0% 53% 0% 0% 12% 0% 0% 0% 6% 29%	Northeast (S) N=31 * N=39 * 21% 35% 4% 7% 12% 6% 3% 0% 4% 9%	South (T) N=32 * N=32 * 40% 18% 0% 8% 12% 7% 0% 5% 7% 3%	Region Midwest (U) N=16 ** N=18 ** 16% 30% 0% 7% 16% 21% v 0% 2% 5% 3%	West (V) N=26 ** N=19 ** 25% 32% 3% 19% 13% 0% 8% 0% 0% 0%
QS1Q8: For each of the following brands, did you Absolut Total	ever purchase anythi Total (A) N=41 *	ing from that brand af Male (B) N=33 *		s communication (e.g 18-34 (D) N=15 **	35-44 (E) N=21 **	Age 45-54 (F) N=3 **	55-64 (G) N=1 **	oveen 2019 and 2021? 65+ (H) N=2 **	18-34 (I) N=12 **	35-44 (J) N=17 **	Male Age 45-54 (K) N=2 **	55-64 (L) N=1 **	65+ (M) N=2 **	18-34 (N) N=3 **	35-44 (O) N=4 **	Female Age 45-54 (P) N=2 **	55-64 (Q) N=0 **	65+ (R) N=0 **	Northeast (S) N=10 **	South (T) N=7 **	Region Midwest (U) N=2 **	West (V) N=22 **
Total (Unweighted) Yes No don't remember Table Base: Apple TV	N=32 * 84% 16% 0% REMEMBER SEEING	83% 17% 0% G OR HEARING THIS BR	N=8 87% 13% 0% AND COMMUNICATE A	N=12 ** 62% 38% 0% ABOUT EARTH DAY BET	98% 2% 0%	84% 16% 0%	N=2 100% 0% 0%	N=2 100% 0% 0%	N=8 ** 59% 41% 0%	N=11 ** 97% 3% 0%	N=2 ** 100% 0% 0% Male Age	N=1 ** 100% 0% 0%	N=2 100% 0% 0%	N=4 77% 23% 0%	N=1 100% 0% 0%	N=2 67% 33% 0% Female Age	N=1 100% 0% 0%	N=0 ** 0% 0% 0%	N=14 ** 94% T 6% 0%	N=4 ** 23% 77% SV 0%	N=3 69% 31% 0% Region	N=11 ** 100% T 0% 0%
otal otal (Unweighted) es o don't remember Table Base:	Total (A) N=135 N=102 83% 14% 4% REMEMBER SEEING	Male (B) N=76 * N=57 * 90% 10% 1% G OR HEARING THIS BR	Female (C) N=59 * N=45 * 74% 19% 7% AND COMMUNICATE A	18-34 (D) N=69 * N=46 * 82% GH 16% 2% ABOUT EARTH DAY BET	35-44 (E) N=47 * N=35 * 96% FGH 3% 1% TWEEN 2019 AND 202	45-54 (F) N=14 ** N=14 ** 69% g 9% 22% De	55-64 (G) N=3 ** N=4 ** 0% 90% DEF 10%	65+ (H) N=2 ** N=3 ** 0% 100% DEF 0%	18-34 (I) N=38 * N=21 ** 96% L 4% 0%	35-44 (J) N=26 ** N=21 ** 98% L 2% 0%	45-54 (K) N=8 ** N=11 ** 77% 15% 8%	55-64 (L) N=3 ** N=3 ** 0% 100% IJK 0%	65+ (M) N=1 ** N=1 ** 0% 100% 0%	18-34 (N) N=32 * N=25 ** 66% 30% 4%	35-44 (O) N=21 ** N=14 ** 93% R 5% 2%	45-54 (P) N=6 ** N=3 ** 56% 0% 44% n	55-64 (Q) N=0 ** N=1 ** 0% 0% 100%	65+ (R) N=1 ** N=2 ** 0% 100% O 0%	Northeast (S) N=32 * N=38 * 81% 17% 2%	South (T) N=25 ** N=21 ** 85% 15% 0%	Midwest (U) N=15 ** N=13 ** 60% 27% 13%	West (V) N=64 * N=30 * 88% 8% 4%
ombay Sapphire otal otal (Unweighted) es o don't remember	Total (A) N=42 * N=32 * 87% 12% 1%	Male (B) N=33 * N=21 ** 86% 14% 0%	Gender Female (C) N=9 ** N=11 ** 88% 8%	18-34 (D) N=20 ** N=14 ** 94% 6%	35-44 (E) N=16 ** N=10 ** 81% 19% 0%	Age 45-54 (F) N=4 ** N=4 ** 73% 17% 10%	55-64 (G) N=2 ** N=3 ** 77% 23% 0%	65+ (H) N=1 ** N=1 ** 100% 0%	18-34 (I) N=12 ** N=6 ** 94% 6%	35-44 (J) N=16 ** N=10 ** 81% 19%	Male Age 45-54 (K) N=3 ** N=3 ** 81% 19% 0%	55-64 (L) N=1 ** N=1 ** 100% 0% 0%	65+ (M) N=1 ** N=1 ** 100% 0%	18-34 (N) N=8 ** N=8 ** 95% 5% 0%	35-44 (O) N=0 ** N=0 ** 0% 0% 0%	Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 100%	55-64 (Q) N=1 ** N=2 ** 60% 40%	65+ (R) N=0 ** N=0 **	Northeast (S) N=11 ** N=15 **	South (T) N=9 **	Region Midwest (U)	West (V)
' Table Base:	REMEMBER SEEING		4%	0%					0%	0%	0%	070					0%	0% 0%	81% 19% 0%	N=5 ** 96% 0% 4%	N=2 ** N=2 ** 100% 0% 0%	N=20 ** N=10 ** 84% 16% 0%
Total Total (Unweighted) Yes No	Total (A) N=26 ** N=25 ** 76% 23% 1%	G OR HEARING THIS BR Male (B) N=17 ** N=17 ** 83% 17% 0%	4% AND COMMUNICATE A Gender Female (C) N=10 ** N=8 ** 64% 32% 4%		35-44 (E) N=12 ** N=10 ** 100% df 0% 0%	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7%	55-64 (G) N=1 ** N=1 ** 100% 0%	65+ (H) N=1 ** N=1 ** 100% 0%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0%	0% 35-44 (J) N=8 N=8 100% 0% 0%	Male Age 45-54 (K) N=4 N=4 67% 33% 0%	55-64 (L) N=1 ** N=1 ** 100% 0%	65+ (M) N=1 ** N=1 ** 100% 0%	18-34 (N) N=4 ** N=4 ** 49% 51% 0%	35-44 (O) N=4 ** N=2 ** 100% 0%	Female Age 45-54 (P) N=1 ** N=2 ** 0% 75% 25%		0% 0% 65+ (R) N=0 ** N=0 ** 0% 0%	19%	96% 0%	100% 0%	N=20 ** N=10 ** 84% 16%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9%	Gender Female (C) N=10 ** N=8 ** 64% 32% 4%	18-34 (D) N=7 ** N=7 ** 51% 49% e 0%	35-44 (E) N=12 ** N=10 ** 100% df 0% 0%	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 21 Age 45-54 (F) N=5 ** N=6 ** 66% 21%	N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (G) N=7 ** N=7 ** 84% 16%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0% 18-34 (I) N=8 ** N=6 ** 59% 17%	35-44 (J) N=8 ** N=8 ** 100% i 0% 0% 35-44 (J) N=12 ** N=7 ** 100% 0%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** N=5 ** 73% 12%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (M) N=2 ** N=2 ** N=2 ** 19%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 ** 100% 0%	N=4 ** N=2 ** 100% 0% 0% 0% 35-44 (O) N=7 ** N=5 ** 60% 40%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100%	0% 55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28%	0% 65+ (R) N=0 ** 0% 0% 0% 0% 65+ (R) N=0 ** N=1 ** 0% 100%	19% 0% Northeast (S) N=8 N=11 100% T 0% 0% Northeast (S) N=9 N=12 92% 8%	96% 0% 4% South (T) N=4 N=5 22% 69% S 9% South (T) N=13 N=11 84% 11%	100% 0% 0% 0% Region Midwest (U) N=0 ** N=0 ** 0% 0% 0% 0% 0% Region Midwest (U) N=3 ** N=6 ** 94% 6%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted)	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% AND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0%	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15%	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0%	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13%	N=1 ** N=1 ** 100% 0% 0% 55-64 (G) N=7 ** N=7 ** 84%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0% 18-34 (I) N=8 ** N=6 ** 59%	35-44 (J) N=8 ** N=8 ** 100% i 0% 0% 35-44 (J) N=12 ** N=7 ** 100%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** N=5 ** 73%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 55-64 (L) N=6 ** N=4 ** 87%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (M) N=2 ** N=2 ** 81%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 ** 100%	N=4 ** N=2 ** 100% 0% 0% 35-44 (O) N=7 ** N=5 ** 60%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0%	0% 55-64 (Q) N=0 ** N=0 ** 0% 0% 0% N=1 ** N=3 ** 72%	0% 65+ (R) N=0 ** N=0 0% 0% 0% 0% N=0 ** N=1 0%	19% 0% Northeast (S) N=8 ** N=11 ** 100% T 0% 0% Northeast (S) N=9 ** N=12 ** 92%	96% 0% 4% South (T) N=4 N=5 22% 69% S 9% South (T) N=13 N=11 84%	100% 0% 0% 0% Region Midwest (U) N=0 ** N=0 ** 0% 0% 0% 0% Region Midwest (U) N=3 ** N=6 ** 94%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 69%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * N=51 * 84% 13% 3% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% CAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% AND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5%	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5%	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0%	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 11 Age 45-54 (F) N=19 ** N=18 ** 86% 7% 7%	N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (G) N=7 ** 84% 16% 0% 55-64 (G) N=7 ** N=10 ** 100%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28% 0% 65+ (H) N=8 ** N=9 90%	18-34 (I) N=3 ** N=3 ** S5% 45% j O% 18-34 (I) N=8 ** N=6 ** 59% 17% 24% 18-34 (I) N=29 ** N=15 ** 76%	35-44 (J) N=8 ** N=8 ** 100% i 0% 0% 0% 35-44 (J) N=12 ** N=7 ** 100% 0% 0% 0% 0% 35-44 (J) N=22 ** N=14 ** 85%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** N=13 ** 90%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=4 ** N=5 ** 100%	N=1 ** N=1 ** 100% 0% 0% 0% 65+(M) N=2 ** N=2 ** 19% 0% 65+(M) N=3 ** N=4 ** 100%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 100% 0% 0% 0% 18-34 (N) N=37 * N=29 ** 82%	N=4 ** N=2 ** 100% 0% 0% 0% 35-44 (O) N=7 ** N=5 ** 60% 40% 0% 35-44 (O) N=8 ** N=7 ** 100%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28% 0% 55-64 (Q) N=3 ** N=5 ** 100%	65+ (R) N=0 ** N=0 ** 0% 0% 0% 0% 65+ (R) N=0 ** N=1 ** 0% 100% 0% 65+ (R) N=4 ** N=5 ** 83%	19% 0% Northeast (S) N=8 ** N=11 ** 100% T 0% 0% Northeast (S) N=9 ** N=12 ** 92% 8% 0% Northeast (S) N=26 ** N=33 * 83%	96% 0% 4% South (T) N=4 ** N=5 ** 22% 69% S 9% South (T) N=13 ** N=11 ** 84% 11% 5% South (T) N=42 * N=28 ** 82%	100% 0% 0% 0% Region Midwest (U) N=0 ** N=0 ** 0% 0% 0% 0% Region Midwest (U) N=3 ** N=6 ** 94% 6% 0% Region Midwest (U) N=8 ** N=11 ** 81%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21% 10% West (V) N=52 * N=30 * 88%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% CAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% AND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5% AND COMMUNICATE A Gender Female (C) N=48 * N=41 * 70% 7% 22% B AND COMMUNICATE A Gender Female (C) N=48 * N=41 * 70% 7% 22% B AND COMMUNICATE A Gender Female (C) N=13 **	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=35 ** 91% g 9% 0% TWEEN 2019 AND 202	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 21 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 21 Age 45-54 (F) N=19 ** N=18 ** 86% 7% 7% 21 Age 45-54 (F) N=15 ** 61% 11% 28% E 21 Age 45-54 (F) N=7 **	N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (G) N=7 ** 84% 16% 0% 55-64 (G) N=7 ** N=10 ** 100% 0% 0% 0% 55-64 (G) N=7 ** N=7 ** 45% 15% 40% dE	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0% 18-34 (I) N=8 ** N=6 59% 17% 24% 18-34 (I) N=29 ** N=15 ** 76% 20% 4% 18-34 (I) N=28 ** N=22 ** 96% 4% 0%	35-44 (J) N=8 N=8 100% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 0% 35-44 (J) N=22 N=14 85% 15% 0% 35-44 (J) N=26 N=19 87% 13% 0% 35-44 (J) N=16 **	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** N=13 ** N=13 ** N=13 ** N=10 ** 78% 14% 8% Male Age 45-54 (K) N=9 ** N=10 ** 78% 14% 8%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=5 ** 100% 0% 0% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 65+(M) N=2 ** N=2 ** 81% 19% 0% 65+(M) N=3 ** N=4 ** 100% 0% 0% 0% 65+(M) N=1 ** N=2 ** 100% 0% 0% 0% 65+(M) N=1 ** N=2 ** 100% 0% 0%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 100% 0% 0% 0% 18-34 (N) N=37 * N=29 ** 82% 13% 5% 18-34 (N) N=28 ** N=25 **	N=4 ** N=2 ** 100% 0% 0% 0% 0% 35-44 (O) N=7 ** N=5 ** 60% 40% 0% 35-44 (O) N=8 ** N=7 100% 0% 0% 0% 35-44 (O) N=9 ** 100% 0% 0% 0% 35-44 (O) N=9 ** 100% 0% 0% 0%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=7 ** N=5 **	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28% 0% 55-64 (Q) N=3 ** 100% 0% 0% 55-64 (Q) N=4 ** N=3 ** 10% 9% 81%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 65+ (R) N=0 ** N=1 ** 0% 100% 0% 65+ (R) N=4 ** N=5 ** 83% 0% 17% 65+ (R) N=1 **	Northeast (S) N=8 ** N=11 ** 100% T 0% 0% Northeast (S) N=9 ** N=12 ** 92% 8% 0% Northeast (S) N=26 ** N=33 * 83% 13% 4% Northeast (S) N=32 * N=37 * 81% U 8% 12% Northeast (S) N=9 **	96% 0% 4% South (T) N=4 ** N=5 ** 22% 69% S 9% South (T) N=13 ** N=11 ** 84% 11% 5% South (T) N=28 ** 82% 13% 5% South (T) N=30 * N=25 **	100% 0% 0% 0% 0% Region Midwest (U) N=0 ** N=0 ** 0% 0% 0% 0% 0% Region Midwest (U) N=3 ** N=6 ** 94% 6% 0% Region Midwest (U) N=8 ** N=11 ** 81% 19% 0% Region Midwest (U) N=1 ** N=12 **	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 * N=24 ** 98% 1U 2% 0% West (V) N=20 **
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING REMEMBER SEEING REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% CAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% CAND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5% CAND COMMUNICATE A COMMUNICAT	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 66% 34% 0% TWEEN 2019 AND 202	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 11 Age 45-54 (F) N=19 ** N=18 ** 86% 7% 7% 11 Age 45-54 (F) N=15 ** 61% 11% 28% E 11 Age 45-54 (F) N=16 ** N=15 ** 61% 11% 28% E	N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (G) N=7 ** 84% 16% 0% 55-64 (G) N=7 ** N=10 ** 100% 0% 0% 0% 55-64 (G) N=7 ** 45% 15% 40% dE 55-64 (G) N=3 ** N=4 100% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9% 65+ (H) N=0 ** N=1 100% 0% 0% 0% 0%	18-34 (I) N=3 N=3 S5% 45% O% 18-34 (I) N=8 ** N=6 S9% 17% 24% 18-34 (I) N=29 N=15 76% 20% 4% 18-34 (I) N=28 ** N=22 96% 4% O% 18-34 (I) N=28 ** N=22 96% 4% O%	35-44 (J) N=8 ** N=8 100% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 35-44 (J) N=22 ** N=14 85% 15% 0% 35-44 (J) N=26 ** N=19 87% 13% 0% 35-44 (J) N=16 ** N=9 70% 30% 0%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** N=13 ** N=13 ** 90% 2% 8% Male Age 45-54 (K) N=9 ** N=10 ** 78% 14% 8% Male Age 45-54 (K) N=7 ** N=7 ** 60% 16% 24% Male Age	55-64 (L) N=1 ** N=1 100% 0% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=4 ** N=5 100% 0% 0% 0% 55-64 (L) N=4 ** N=6 ** N=7 ** N=8 ** N=8 ** N=9 **	N=1 ** N=1 ** 100% 0% 0% 0% 0% 65+ (M) N=2 ** N=2 ** 19% 0% 65+ (M) N=3 ** N=4 100% 0% 0% 0% 0% 0% 65+ (M) N=1 ** N=2 ** 100% 0% 0% 0% 0% 0% 0% 0% 0%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** 100% 0% 0% 0% 18-34 (N) N=37 * N=29 ** 82% 13% 5% 18-34 (N) N=28 ** N=25 ** 78% 7% 14% 18-34 (N) N=11 **	N=4 ** N=2 ** 100% 0% 0% 0% 35-44 (O) N=7 ** N=5 60% 40% 0% 35-44 (O) N=8 ** N=7 100% 0% 0% 0% 35-44 (O) N=9 ** 100% 0% 0% 0% 35-44 (O) N=1 ** N=1 ** N=1 0% 100% 0% 0%	45-54 (P) N=1 ** N=2 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=5 ** 40% 7% 53% Female Age 45-54 (P) N=1 ** 0% 0% 100%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28% 0% 55-64 (Q) N=3 ** N=5 ** 100% 0% 0% 55-64 (Q) N=4 ** N=3 ** 10% 9% 81% 55-64 (Q) N=0 ** N=1 100% 0% 0% 0%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 0% 0% 65+ (R) N=1 ** N=5 ** 83% 0% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17%	Northeast (S) N=8 ** N=11 ** 100% T 0% 0% Northeast (S) N=9 ** N=12 ** 92% 8% 0% Northeast (S) N=26 ** N=33 * 83% 13% 4% Northeast (S) N=32 * N=37 * 81% U 8% 12% Northeast (S) N=9 ** N=14 ** 67% 33% 0%	96% 0% 4% South (T) N=4 N=5 22% 69% S9% South (T) N=13 N=11 84% 11% 5% South (T) N=28 82% 13% 5% South (T) N=30 N=28 82% 13% 5% South (T) N=13 N=11 ** N=	100% 0% 0% 0% 0% 0% Region Midwest (U) N=3 N=6 94% 6% 0% Region Midwest (U) N=8 N=11 81% 19% 0% Region Midwest (U) N=11 81% 19% 0% Region Midwest (U) N=12 38% 22% 40% tV Region Midwest (U) N=14 N=12 38% 22% 40% tV	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 * N=24 ** 98% tU 2% 0% West (V) N=10 ** 68% 32% 0%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=59 * 71% 23% 6%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=57 * 89% C 10% 1% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR G Male (B) N=24 ** 63% 32% 5% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% CAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% CAND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5% CAND COMMUNICATE A CAND COMMUNICATE A	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 9%	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 ** 66% 34% 0% TWEEN 2019 AND 202	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 11 Age 45-54 (F) N=19 ** N=18 ** 86% 7% 7% 7% 11 Age 45-54 (F) N=15 ** 61% 11% 28% E 11 Age 45-54 (F) N=15 ** 61% 11% 28% E	N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (G) N=7 ** 84% 16% 0% 55-64 (G) N=7 ** N=10 ** 100% 0% 0% 0% 55-64 (G) N=7 ** N=7 ** 45% 15% 40% dE	N=1 ** N=1 ** 100% 0% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9% 65+ (H) N=0 ** N=1 100% 0%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0% 18-34 (I) N=8 ** N=6 59% 17% 24% 18-34 (I) N=29 ** N=15 ** 76% 20% 4% 18-34 (I) N=28 ** N=22 *96% 4% 0% 18-34 (I) N=28 ** N=5 42% 58%	35-44 (J) N=8 N=8 100% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 0% 35-44 (J) N=22 N=14 85% 15% 0% 35-44 (J) N=26 N=19 87% 13% 0% 35-44 (J) N=16 N=9 70% 30%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** N=13 ** 90% 2% 8% Male Age 45-54 (K) N=9 ** N=10 ** 78% 14% 8% Male Age 45-54 (K) N=7 ** 60% 16% 24% Male Age 45-54 (K) N=7 ** 14% 8% Male Age 45-54 (K) N=7 ** 14% 50% 16% 24%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=5 ** 100% 0% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 55-64 (L) N=3 ** N=3 ** 100% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 65+(M) N=2 ** N=2 ** 81% 19% 0% 65+(M) N=3 ** N=4 ** 100% 0% 0% 0% 65+(M) N=1 ** N=2 ** 100% 0% 0% 0% 65+(M) N=1 ** N=2 ** 100% 0% 0% 0%	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 100% 0% 0% 0% 18-34 (N) N=37 * N=29 ** 82% 13% 5% 18-34 (N) N=11 ** N=11 ** N=11 ** N=11 ** 57% 43%	N=4 ** N=2 ** 100% 0% 0% 0% 0% 35-44 (O) N=7 ** N=5 60% 40% 0% 35-44 (O) N=8 ** N=7 100% 0% 0% 0% 35-44 (O) N=9 ** 100% 0% 0% 35-44 (O) N=1 ** N=1 0% 100%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=5 ** 40% 7% 53% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28% 0% 55-64 (Q) N=3 ** N=5 ** 100% 0% 0% 55-64 (Q) N=4 ** N=3 ** 10% 9% 81%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 0% 0% 65+ (R) N=1 ** N=1 0% 100% 0% 65+ (R) N=4 ** N=5 ** 83% 0% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17%	Northeast (S) N=8 N=11 100% T 0% 0% Northeast (S) N=9 N=12 92% 8% 0% Northeast (S) N=26 ** N=33 * 83% 13% 4% Northeast (S) N=26 ** N=37 * 81% U 8% 12% Northeast (S) N=32 * N=37 * 81% U 8% 12%	96% 0% 4% South (T) N=4 N=5 22% 69% S9% South (T) N=13 N=11 84% 11% 5% South (T) N=28 82% 13% 5% South (T) N=30 N=28 82% 13% 5% South (T) N=30 N=11 ** N=11 ** 75% u 14% 11%	100% 0% 0% 0% 0% 0% Region Midwest (U) N=3 N=6 94% 6% 0% Region Midwest (U) N=8 N=11 81% 19% 0% Region Midwest (U) N=11 81% 19% 0% Region Midwest (U) N=12 38% 22% 40% tV Region Midwest (U) N=14 84 84 92% 0%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 * N=24 ** 98% tU 2% 0% West (V) N=43 * N=24 ** 98% 4% West (V) N=43 ** 98% 4% West (V) N=43 ** 98% 4%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=42 * N=32 * 66% 28% 6%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% c 10% 1% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=39 * N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR G Male (B) N=39 * N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR	Female (C) N=10 ** N=8 ** 64% 32% 4% CAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% AND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5% AND COMMUNICATE A Gender Female (C) N=48 * N=41 * 70% 7% 22% B AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** N=15 ** N=15 ** N=15 ** N=16 ** N=24	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=17 ** N=12 ** 59% 33% 8%	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 ** 66% 34% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 ** 66% 34% 0% TWEEN 2019 AND 202 35-44 (E) N=15 ** N=8 ** 73% 27% 0%	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% Age 45-54 (F) N=19 ** N=18 ** 86% 7% 7% 7% Age 45-54 (F) N=16 ** N=15 ** 61% 11% 28% E Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% E Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% E Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% E Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% Age 45-54 (F) N=5 ** N=6 ** 80% 0% 20%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (G) N=7 ** N=7 ** N=10 ** 100% 0% 0% 55-64 (G) N=7 ** N=7 ** 45% 15% 40% dE 55-64 (G) N=3 ** N=4 100% 0% 0% 0% 55-64 (G) N=3 ** N=4 100% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9% 65+ (H) N=0 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=0 ** N=1 ** 100% 0% 0% 0% 65+ (H) N=0 ** N=1 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=3 N=3 S5% 45% O% 18-34 (I) N=8 N=6 S9% 17% 24% 18-34 (I) N=29 N=15 76% 20% 4% 18-34 (I) N=28 N=22 96% 4% O% 18-34 (I) N=28 N=15 76% 20% 4% 18-34 (I) N=28 N=15 N=15 N=15 N=15 N=15 N=15 N=15 N=15	35-44 (J) N=8 N=8 100% 0% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 35-44 (J) N=22 N=14 85% 15% 0% 35-44 (J) N=26 N=19 87% 13% 0% 35-44 (J) N=16 N=9 87% 13% 0% 35-44 (J) N=16 N=19 87% 13% 0% 35-44 (J) N=16 N=9 87% 13% 0% 35-44 (J) N=19 87% 13% 0%	Male Age 45-54 (K) N=4 ** N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** N=13 ** 90% 2% 8% Male Age 45-54 (K) N=9 ** N=10 ** 78% 14% 8% Male Age 45-54 (K) N=7 ** N=7 ** 60% 16% 24% Male Age 45-54 (K) N=7 ** N=7 ** 14% 8%	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=4 ** 100% 0% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 55-64 (L) N=4 ** N=6 ** N=7 ** 100% 0% 0% 55-64 (L) N=1 ** N=2 ** N=3 ** N=0 *	N=1 ** N=1 ** 100% 0% 0% 0% 0% 0% 65+(M) N=2 ** N=2 ** 19% 0% 65+(M) N=3 ** 100% 0% 0% 0% 65+(M) N=1 ** N=2 ** 100% 0% 0% 0% 0% 65+(M) N=2 ** N=2 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0	N=4 ** N=4 ** 49% 51% 0% 18-34 (N) N=5 ** N=7 100% 0% 0% 0% 18-34 (N) N=37 * N=29 ** 82% 13% 5% 18-34 (N) N=28 ** N=25 ** 78% 7% 14% 18-34 (N) N=11 ** N=11 ** N=11 ** 57% 43% 0% 18-34 (N) N=11 ** N=11 ** 57% 43% 0%	N=4 ** N=2 ** 100% 0% 0% 0% 0% 35-44 (O) N=7 ** N=5 60% 40% 0% 35-44 (O) N=8 ** N=7 ** 100% 0% 0% 35-44 (O) N=9 ** N=6 ** 100% 0% 0% 35-44 (O) N=1 ** N=1 ** 0% 100% 0% 0% 35-44 (O) N=1 ** N=1 ** 0% 100% 0% 0% 100% 0% 0%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=5 ** 40% 7% 53% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 55-64 (Q) N=1 ** N=3 ** 72% 28% 0% 55-64 (Q) N=3 ** 100% 0% 0% 0% 55-64 (Q) N=4 ** N=3 ** 100% 0% 0% 55-64 (Q) N=4 ** N=3 ** 100% 0% 0% 0% 55-64 (Q) N=0 ** N=1 ** 100% 0% 0% 0% 0% 0%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 0% 0% 65+ (R) N=1 ** N=5 ** 83% 0% 100% 0% 65+ (R) N=1 ** N=2 ** 0% 78% 17% 65+ (R) N=1 ** N=2 ** 0% 78% 17% 65+ (R) N=1 ** 100% 0% 0% 0% 0% 0% 0%	Northeast (S) N=8 N=11 100% T 0% 0% Northeast (S) N=9 N=12 92% 8% 0% Northeast (S) N=26 N=33 83% 13% 4% Northeast (S) N=32 N=37 81% U 8% 12% Northeast (S) N=9 N=14 67% 33% 0% Northeast (S) N=9 N=14 67% 33% 0%	96% 0% 4% South (T) N=4 N=5 22% 69% S9% South (T) N=13 N=11 84% 11% 5% South (T) N=28 82% 13% 5% South (T) N=30 N=28 82% 13% 5% South (T) N=13 ** N=11 ** 70% 15% 11% South (T) N=13 ** N=11 ** 75% u 14% 11% South (T) N=13 ** N=10 ** 14% 11% South (T) N=9 ** N=10 ** 49% 39%	100% 0% 0% 0% 0% 0% Region Midwest (U) N=0 N=0 N=0 N=0 N=0 N=0 N=6 N=6 94% 6% 0% Region Midwest (U) N=8 N=11 ** 81% 19% 0% Region Midwest (U) N=1 ** 81% 19% 0%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 * N=24 ** 98% tU 2% 0% West (V) N=24 ** N=17 ** 82% 18%
Bulleit Bourbon Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Michelob Ultra Total Total (Unweighted) Yes No I don't remember * Table Base: Michelob Ultra Total Total (Unweighted) Yes No I don't remember	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=57 * N=59 * 71% 23% 6% REMEMBER SEEING Total (A) N=42 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=57 * N=59 * 71% 23% 6% REMEMBER SEEING Total (A) N=67 * N=66 8% 6% REMEMBER SEEING Total (A) N=67 * N=65 * 60% 36% 36% 37%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% G OR HEARING THIS BR Male (B) N=71 * N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% c 10% 1% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=6% 20% 4% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male (B) N=46 ** N=46 88% 88% G OR HEARING THIS BR Male 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54% 43% 3% AND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=17 ** N=16 ** N=24	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=10 ** N=	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 *	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 11 Age 45-54 (F) N=18 ** 86% 7% 7% 11 Age 45-54 (F) N=16 ** N=15 ** 61% 11% 28% E 11 Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=9 ** N	N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (G) N=7 ** N=7 ** N=10 100% 0% 0% 0% 55-64 (G) N=7 ** 45% 15% 40% dE 55-64 (G) N=3 ** 15% 40% dE 55-64 (G) N=0 ** 100% 0% 0% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 0% 65+ (H) N=2 ** N=3 ** 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9% 65+ (H) N=1 ** 100% 0% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 65+ (H) N=1 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 65+ (H) N=1 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	18-34 (I) N=3 ** N=3 ** 55% 45% j 0% 18-34 (I) N=8 ** N=6 ** 59% 17% 24% 18-34 (I) N=29 ** N=15 ** 76% 20% 4% 18-34 (I) N=28 ** N=22 ** 96% 4% 0% 18-34 (I) N=9 ** N=5 ** 42% 58% 0% 18-34 (I) N=9 ** N=5 ** 42% 58% 0% 18-34 (I) N=9 ** N=5 ** 42% 58% 0% 18-34 (I) N=9 ** N=5 ** 42% 58% 0%	35-44 (J) N=8 N=8 100% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 35-44 (J) N=22 N=14 85% 15% 0% 35-44 (J) N=26 N=19 87% 13% 0% 35-44 (J) N=16 N=9 70% 30% 0% 35-44 (J) N=16 N=9 70% 30% 0% 35-44 (J) N=16 N=9 70% 30% 0%	Male Age 45-54 (K) N=4 ** 67% 33% 0% Male Age 45-54 (K) N=5 ** 73% 12% 15% Male Age 45-54 (K) N=13 ** 90% 2% 8% Male Age 45-54 (K) N=9 ** N=10 ** 78% 14% 8% Male Age 45-64 (K) N=7 ** 60% 16% 24% Male Age 45-54 (K) N=7 ** 14% 8% Male Age 45-54 (K) N=7 ** 16% 16% 16% 16% 16% 16% 16% 16% 16% 16%	55-64 (L) N=1 ** 100% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 55-64 (L) N=4 ** N=4 ** 80% 20% 0% 55-64 (L) N=3 ** 100% 0% 0% 55-64 (L) N=3 ** 100% 0% 0% 55-64 (L) N=3 ** 100% 0% 0% 55-64 (L) N=1 ** 100% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 0% 65+ (M) N=2 ** N=2 ** 19% 0% 0% 65+ (M) N=3 ** N=4 ** 100% 0% 0% 0% 0% 0% 65+ (M) N=0 ** N=2 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	N=4 N=4 49% 51% 0% 18-34 (N) N=5 N=7 100% 0% 0% 0% 0% 18-34 (N) N=37 N=29 82% 13% 5% 18-34 (N) N=28 N=25 78% 7% 14% 18-34 (N) N=11 ** N=11 ** 57% 43% 0% 18-34 (N) N=1 ** N=11 ** 57% 43% 0% 18-34 (N) N=1 ** N=10 ** 74% 26%	N=4 ** N=2 ** 100% 0% 0% 0% 0% 0% 35-44 (O) N=7 ** N=5 60% 40% 0% 35-44 (O) N=8 ** N=7 100% 0% 0% 0% 35-44 (O) N=9 ** N=6 ** 100% 0% 0% 35-44 (O) N=1 ** N=1 ** 0% 100% 0% 0% 35-44 (O) N=1 ** N=1 ** 0% 100% 0% 0% 35-44 (O) N=1 ** N=1 ** 100% 0% 0%	45-54 (P) N=1 ** N=2 ** 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=5 ** 40% 7% 53% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100%	55-64 (Q) N=0 N=0 N=0 0% 0% 0% 0% 0% 0% 55-64 (Q) N=1 N=3 72% 28% 0% 55-64 (Q) N=3 N=5 100% 0% 0% 0% 55-64 (Q) N=4 N=3 10% 9% 81% 55-64 (Q) N=0 ** N=1 100% 0% 0% 0% 55-64 (Q) N=0 ** N=1 100% 0% 0% 0% 0% 0% 0% 0% 0%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 0% 0% 65+ (R) N=1 ** N=5 ** 83% 0% 17% 65+ (R) N=1 ** N=2 ** 0% 78% n 22% 65+ (R) N=1 ** 100% 0% 0% 0% 65+ (R) N=1 ** 100% 0% 0% 0% 65+ (R) N=1 ** 100% 0% 0% 0% 0%	Northeast (S) N=8 ** N=11 ** 100% T 0% 0% Northeast (S) N=9 ** N=12 ** 92% 8% 0% Northeast (S) N=33 * 83% 13% 4% Northeast (S) N=32 * N=37 * 81% U 8% 12% Northeast (S) N=9 ** N=14 ** 67% 33% 0% Northeast (S) N=9 ** N=14 ** 67% 33% 0% Northeast (S) N=9 ** N=14 ** 67% 33% 0% Northeast (S) N=8 ** N=8 ** 72% 11%	96% 0% 4% South (T) N=4 N=5 22% 69% S9% South (T) N=13 N=11 84% 11% 5% South (T) N=28 82% 13% 5% South (T) N=30 N=28 82% 13% 5% South (T) N=13 N=11 ** 70% 15% 15% South (T) N=13 ** 70% 15% 15% South (T) N=8 ** 82% 13% 12%	100% 0% 0% 0% 0% 0% Region Midwest (U) N=3 ** N=6 ** 94% 6% 0% Region Midwest (U) N=8 ** N=11 ** 81% 19% 0% Region Midwest (U) N=11 ** 81% 19% 0% Region Midwest (U) N=12 ** 38% 22% 40% tV Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=7 N=9	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 ** N=24 ** 98% tU 2% 0% West (V) N=20 ** N=10 68% 32% 0% West (V) N=24 ** 98% tU 2% 0% West (V) N=24 ** 98% 10% West (V) N=21 ** N=17 ** 82% 0% West (V) N=21 ** N=10 68% 32% 0% West (V) N=21 ** N=17 ** 82% U 18% 0%
Bulleit Bourbon Total Total (Unweighted) Yes No I don't remember * Table Base: Busch Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total (Unweighted) Yes No I don't remember * Table Base: Fossil Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember * Table Base: No I don't remember * Table Base: No No I don't remember	N=26 ** N=25 ** 76% 23% 1% REMEMBER SEEING Total (A) N=47 * N=41 * 79% 15% 6% REMEMBER SEEING Total (A) N=129 N=102 84% 12% 4% REMEMBER SEEING Total (A) N=117 N=98 * 82% 9% 10% REMEMBER SEEING Total (A) N=48 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=57 * N=59 * 71% 23% 6% REMEMBER SEEING Total (A) N=42 * N=39 * 61% 35% 4% REMEMBER SEEING Total (A) N=57 * N=59 * 71% 23% 6% REMEMBER SEEING Total (A) N=67 * N=66 8% 6% REMEMBER SEEING Total (A) N=67 * N=65 * 60% 36% 36% 37%	Male (B) N=17 ** N=17 ** 83% 17% 0% G OR HEARING THIS BR Male (B) N=32 * N=24 ** 82% 9% 8% 8% G OR HEARING THIS BR Male (B) N=51 * 84% 13% 3% G OR HEARING THIS BR Male (B) N=68 * N=57 * 89% C 10% 1% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=35 * N=24 ** 63% 32% 5% G OR HEARING THIS BR Male (B) N=39 * N=35 * 76% 20% 4% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR Male (B) N=46 ** 64% 28% 8% G OR HEARING THIS BR	Gender Female (C) N=10 ** N=8 ** 64% 32% 4% GAND COMMUNICATE A Gender Female (C) N=13 ** N=16 ** 70% 30% 0% AND COMMUNICATE A Gender Female (C) N=55 * N=50 * 84% 10% 5% AND COMMUNICATE A Gender Female (C) N=48 * N=41 * 70% 7% 22% B AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=13 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=15 ** 54% 43% 3% AND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=18 ** N=24 ** 58% 30% 12% CAND COMMUNICATE A Gender Female (C) N=17 ** N=16 ** N=24	18-34 (D) N=7 ** N=7 ** 51% 49% e 0% ABOUT EARTH DAY BET 18-34 (D) N=14 ** N=13 ** 75% 10% 15% ABOUT EARTH DAY BET 18-34 (D) N=66 * N=44 * 80% 16% 5% ABOUT EARTH DAY BET 18-34 (D) N=56 * N=47 * 87% g 6% 7% ABOUT EARTH DAY BET 18-34 (D) N=20 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=16 ** 50% 50% 0% ABOUT EARTH DAY BET 18-34 (D) N=19 ** N=10 ** N=	35-44 (E) N=12 ** N=10 ** 100% df 0% 0% TWEEN 2019 AND 202 35-44 (E) N=19 ** N=12 ** 85% 15% 0% TWEEN 2019 AND 202 35-44 (E) N=30 * N=21 ** 89% 11% 0% TWEEN 2019 AND 202 35-44 (E) N=35 * N=25 ** 91% g 9% 0% TWEEN 2019 AND 202 35-44 (E) N=17 ** N=10 *	Age 45-54 (F) N=5 ** N=6 ** 49% 44% e 7% 11 Age 45-54 (F) N=5 ** N=6 ** 66% 21% 13% 11 Age 45-54 (F) N=18 ** 86% 7% 7% 11 Age 45-54 (F) N=16 ** N=15 ** 61% 11% 28% E 11 Age 45-54 (F) N=7 ** N=8 ** 56% 15% 28% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=1 ** N=1 ** 49% 42% e 9% 11 Age 45-54 (F) N=9 ** N	N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (G) N=7 ** N=10 ** 100% 0% 0% 55-64 (G) N=7 ** 45% 15% 40% dE 55-64 (G) N=3 ** N=4 ** 100% 0% 0% 0% 55-64 (G) N=3 ** N=4 ** 100% 0% 0% 0% 55-64 (G) N=3 ** N=4 ** 100% 0% 0% 0% 0% 55-64 (G) N=3 ** N=4 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0%	N=1 ** N=1 100% 0% 0% 0% 0% 0% 65+ (H) N=2 ** N=3 72% 28% 0% 65+ (H) N=8 ** N=9 90% 0% 10% 65+ (H) N=2 ** N=4 ** 59% 32% 9% 65+ (H) N=1 ** 100% 0% 0% 0% 65+ (H) N=3 ** 100%	18-34 (I) N=3 N=3 S5% 45% O% 18-34 (I) N=8 N=6 S9% 17% 24% 18-34 (I) N=29 N=15 76% 20% 4% 18-34 (I) N=28 N=22 96% 4% O% 18-34 (I) N=9 N=5 ** 42% 58% O% 18-34 (I) N=9 ** N=5 ** 42% 58% O% 18-34 (I) N=1 ** N=	35-44 (J) N=8 N=8 100% 0% 0% 0% 0% 35-44 (J) N=12 N=7 100% 0% 0% 0% 0% 35-44 (J) N=22 N=14 85% 15% 0% 35-44 (J) N=16 N=19 87% 13% 0% 35-44 (J) N=16 N=9 70% 30% 0% 35-44 (J) N=14 89% N=14	Male Age 45-54 (K) N=4 N=4 67% 33% 0% Male Age 45-54 (K) N=5 N=5 73% 12% 15% Male Age 45-54 (K) N=13 N=13 90% 2% 8% Male Age 45-54 (K) N=9 N=10 78% 14% 8% Male Age 45-54 (K) N=7 N=7 60% 16% 24% Male Age 45-54 (K) N=7 ** 14% 8% Male Age 45-54 (K) N=7 ** 14% 50% 16% 24% Male Age 45-54 (K) N=7 ** 14% 50% 16% 24% Male Age 45-54 (K) N=7 ** 14% 50% 14% Male Age 45-54 (K) N=7 ** 14% 50% 14% Male Age 45-54 (K) N=7 ** 14% 50% 14% Male Age 45-54 (K) N=7 ** 14% 50% 14% Male Age 45-54 (K) N=7 ** 15% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16	55-64 (L) N=1 ** N=1 ** 100% 0% 0% 0% 0% 55-64 (L) N=6 ** N=4 ** 87% 13% 0% 55-64 (L) N=4 ** N=5 ** 100% 0% 0% 0% 55-64 (L) N=3 ** N=3 ** 100% 0% 0% 0% 55-64 (L) N=0 ** N=0 ** 0% 0% 0% 0% 55-64 (L) N=1 ** N=3 ** 100% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	N=1 ** N=1 ** 100% 0% 0% 0% 0% 0% 65+ (M) N=2 ** N=2 ** 19% 0% 65+ (M) N=3 ** N=4 100% 0% 0% 0% 0% 65+ (M) N=1 ** N=2 ** 100% 0% 0% 0% 65+ (M) N=0 ** N=0 ** 0% 0% 0% 65+ (M) N=1 ** N=2 ** 100% 0% 0% 0% 65+ (M) N=1 ** N=2 ** 100% 0% 0% 0% 65+ (M) N=1 ** N=0 ** 0% 0% 0% 0% 65+ (M) N=1 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	N=4 N=4 N=4 49% 51% 0% 51% 0% 18-34 (N) N=5 N=7 100% 0% 0% 0% 0% 18-34 (N) N=29 82% 13% 5% 18-34 (N) N=28 N=25 78% 7% 14% 18-34 (N) N=11 N=11 57% 43% 0% 18-34 (N) N=8 N=13 31% 48% 21% 18-34 (N) N=8 N=13 31% 48% 21% 18-34 (N) N=1	N=4 N=2 100% 0% 0% 0% 0% 0% 35-44 (O) N=7 N=5 60% 40% 0% 0% 35-44 (O) N=8 N=7 100% 0% 0% 0% 35-44 (O) N=9 N=6 100% 0% 0% 35-44 (O) N=1 N=1 0% 100% 0% 0% 35-44 (O) N=1 N=1 N=1 0% 100% 0% 0% 35-44 (O) N=1 N=1 N=1 0% 100% 0% 0% 0% 35-44 (O) N=1 N=1 N=1 0% 100% 0% 0% 0% 0% 35-44 (O) N=1 N=1 N=1 0% 100% 0% 0% 0% 0% 0%	45-54 (P) N=1 ** N=2 0% 75% 25% Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0% Female Age 45-54 (P) N=6 ** N=5 ** 75% 19% 6% Female Age 45-54 (P) N=7 ** N=5 ** 40% 7% 53% Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 100% Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 0% 0% 100% Female Age 45-54 (P) N=1 ** 10% 0% 0% 0%	55-64 (Q) N=0 N=0 N=0 0% 0% 0% 0% 0% 0% 55-64 (Q) N=1 N=3 72% 28% 0% 55-64 (Q) N=3 N=5 100% 0% 0% 0% 55-64 (Q) N=4 N=3 10% 9% 81% 55-64 (Q) N=0 N=1 100% 0% 0% 0% 55-64 (Q) N=0 ** N=1 100% 0% 0% 0% 55-64 (Q) N=0 ** N=1 100% 0% 0% 0% 55-64 (Q) N=1 ** 100% 0% 0% 0%	65+ (R) N=0 ** N=0 0% 0% 0% 0% 0% 65+ (R) N=1 ** 0% 100% 0% 100% 0% 17% 65+ (R) N=1 ** N=2 ** 0% 78% n 22% 65+ (R) N=1 ** 100% 0% 0% 0%	Northeast (S) N=8 N=11 100% T 0% 0% Northeast (S) N=9 N=12 92% 8% 0% Northeast (S) N=26 N=33 83% 13% 4% Northeast (S) N=32 N=37 81% U 8% 12% Northeast (S) N=9 N=14 67% 33% 0% Northeast (S) N=8 ** N=8 72% 11% 17% Northeast (S) N=8 ** N=8 72% 11% 17% Northeast (S) N=8 ** N=8 72% 11% 17% Northeast (S) N=8 ** N=8 72% 11% 17%	96% 0% 4% South (T) N=4 N=5 22% 69% S 9% South (T) N=13 N=11 84% 11% 5% South (T) N=28 82% 13% 5% South (T) N=30 N=25 75% U 14% 11% South (T) N=13 N=11 70% 15% 15% South (T) N=15 N=10 49% 39% 12% South (T) N=10 49% 39% 12% South (T) N=10 49% 39% 12% South (T) N=10 49% 39% 12%	100% 0% 0% 0% 0% 0% 0% Region Midwest (U) N=0 N=3 N=6 94% 6% 0% 0% Region Midwest (U) N=8 N=11 81% 19% 0% Region Midwest (U) N=11 ** N=12 ** 38% 22% 40% tV Region Midwest (U) N=6 ** N=4 ** 8% 92% 0% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=6 ** N=9 34% 45% 20% Region Midwest (U) N=10 ** N=9 ** 34% 45% 20% Region Midwest (U) N=10 ** N=9 ** 34% 45% 24% 41%	N=20 ** N=10 ** 84% 16% 0% West (V) N=15 ** N=9 ** 78% 22% 0% West (V) N=21 ** N=12 ** 69% 21% 10% West (V) N=52 * N=30 * 88% 8% 4% West (V) N=43 ** N=24 ** 98% tU 2% 0% West (V) N=20 ** N=10 ** 68% 32% 0% West (V) N=24 ** N=17 ** 82% 38%

Total Total (Unweighted) Yes No I don't remember	N=55 * N=41 * 83% 15% 2%	N=40 * N=28 ** 84% 13% 3%	N=13 ** N=12 ** 78% 22% 0%	N=17 ** N=14 ** 79% 13% 8%	N=16 ** N=11 ** 77% 23% 0%	N=8 ** N=7 ** 100% 0% 0%	N=4 ** N=3 ** 76% 24% 0%	N=9 ** N=6 ** 88% 12% 0%	N=13 ** N=8 ** 72% 17% 10%	N=12 ** N=9 ** 86% 14% 0%	N=7 ** N=5 ** 100% 0% 0%	N=4 ** N=3 ** 76% 24% 0%	N=3 ** N=3 ** 100% 0% 0%	N=4 ** N=6 ** 100% o 0% 0%	N=3 ** N=2 ** 43% 57% n 0%	N=1 ** N=2 ** 100% 0% 0%	N=0 ** N=0 ** 0% 0% 0%	N=6 ** N=3 ** 82% 18% 0%	N=10 ** N=11 ** 87% 0% 13%	N=18 ** N=11 ** 80% 20% 0%	N=2 ** N=3 ** 68% 32% \$ 0%	N=24 ** N=16 ** 85% 15% 0%
* Table Base: New Belgium Brewing Total Total (Unweighted) Yes No I don't remember	Total (A) N=27 ** N=27 ** 88% 8% 4%	Male (B) N=16 N=14 92% 4% 4%	Gender Female (C) N=9 ** N=12 ** 80% 16% 4%	18-34 (D) N=12 ** N=13 ** 82% 12% 6%	35-44 (E) N=8 N=8 100% 0%	Age 45-54 (F) N=5 N=5 82% 11% 7%	55-64 (G) N=0 ** N=0 ** 0% 0% 0%	65+ (H) N=1 ** N=1 ** 100% 0% 0%	18-34 (I) N=6 ** N=5 ** 88% 0% 12%	35-44 (J) N=5 ** N=4 ** 100% 0% 0%	Male Age 45-54 (K) N=5 ** N=4 ** 88% 12% 0%	55-64 (L) N=0 ** N=0 ** 0% 0% 0%	65+ (M) N=1 ** N=1 ** 100% 0% 0%	18-34 (N) N=7 ** N=8 ** 77% 23% 0%	35-44 (O) N=4 ** N=4 ** 100% 0% 0%	Female Age 45-54 (P) N=0 ** N=1 ** 0% 0% 100%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0%	65+ (R) N=0 ** N=0 ** 0% 0% 0%	Northeast (S) N=10 ** N=12 ** 100% U 0% 0%	South (T) N=4 ** N=5 ** 76% 0% 24%	Region Midwest (U) N=2 ** N=2 ** 33% 67% S 0%	West (V) N=10 ** N=8 ** 94% 6% 0%
* Table Base: Peanuts (i.e., Charlie Brown and friends) Total Total (Unweighted) Yes No I don't remember	Total (A) N=31 * N=34 * 72% 28% 0%	Male (B) N=18 ** N=18 ** 69% 31% 0%	Gender Female (C) N=11 ** N=15 ** 74% 26% 0%	18-34 (D) N=10 ** N=13 ** 80% 20% 0%	35-44 (E) N=10 ** N=10 ** N=10 f 16% 0%	Age 45-54 (F) N=5 N=5 30% 70% e 0%	55-64 (G) N=2 ** N=2 ** 100% 0%	65+ (H) N=3 ** N=4 ** 48% 52% 0%	18-34 (I) N=1 ** N=2 ** 63% 37% 0%	35-44 (J) N=9 ** N=8 ** 81% 19% 0%	Male Age 45-54 (K) N=5 ** N=5 ** 30% 70% 0%	55-64 (L) N=2 ** N=2 ** 100% 0%	65+ (M) N=1 ** N=1 ** 100% 0% 0%	18-34 (N) N=9 ** N=11 ** 83% 17% 0%	35-44 (O) N=2 ** N=2 ** 100% 0% 0%	Female Age 45-54 (P) N=0 ** N=0 ** 0% 0%	55-64 (Q) N=0 ** N=0 ** 0% 0% 0%	65+ (R) N=2 ** N=3 ** 20% 80% 0%	Northeast (S) N=12 ** N=16 ** 87% 13% 0%	South (T) N=9 ** N=8 ** 53% 47% 0%	Region	West (V) N=9 ** N=7 ** 73% 27% 0%
* Table Base: Shopify Total Total (Unweighted) Yes No I don't remember	Total (A) N=62 * N=50 * 72% 25% 3%	Male (B) N=40 * N=28 ** 77% 23% 0%	Gender Female (C) N=22 ** N=22 ** 62% 30% 8%	18-34 (D) N=32 * N=27 ** 59% 35% 6%	35-44 (E) N=19 ** N=12 ** 95% d 5% 0%	Age 45-54 (F) N=10 ** N=9 ** 66% 34% 0%	55-64 (G) N=1 ** N=2 ** 100% 0% 0%	65+ (H) N=0 ** N=0 ** 0% 0% 0%	18-34 (I) N=18 ** N=11 ** 68% 32% 0%	35-44 (J) N=15 ** N=9 ** 100% k 0% 0%	Male Age 45-54 (K) N=6 ** N=7 ** 46% 54% j 0%	55-64 (L) N=1 ** N=1 ** 100% 0% 0%	65+ (M) N=0 ** N=0 ** 0% 0% 0%	18-34 (N) N=14 ** N=16 ** 49% 38% 13%	35-44 (O) N=4 ** N=3 ** 74% 26% 0%	Female Age 45-54 (P) N=3 ** N=2 ** 100% 0%	55-64 (Q) N=0 ** N=1 ** 100% 0% 0%	65+ (R) N=0 ** N=0 ** 0% 0% 0%	Northeast (S) N=13 ** N=17 ** 90% 5% 5%	South (T) N=22 ** N=14 ** 63% 37% \$ 0%	Region Midwest (U) N=9 ** N=6 ** 69% 17% 13%	West (V) N=18 ** N=13 ** 70% 30% 0%
* Table Base: Sodastream Total Total (Unweighted) Yes No I don't remember	Total (A) N=31 * N=34 * 65% 26% 9%	Male (B) N=18 N=17 84% 10% 6%	Gender Female (C) N=13 ** N=17 ** 38% 50% B 12%	18-34 (D) N=13 ** N=14 ** 58% 38% 5%	35-44 (E) N=12 ** N=13 ** 71% 11% 17%	Age 45-54 (F) N=4 N=4 83% 17% 0%	55-64 (G) N=1 ** N=2 ** 66% 34% 0%	65+ (H) N=1 ** N=1 ** 0% 100% 0%	18-34 (I) N=5 ** N=4 ** 100% 0% 0%	35-44 (J) N=8 ** N=8 ** 76% 11% 13%	Male Age 45-54 (K) N=4 ** N=3 ** 100% 0% 0%	55-64 (L) N=1 ** N=1 ** 100% 0%	65+ (M) N=1 ** N=1 ** 0% 100% 0%	18-34 (N) N=8 ** N=10 ** 32% 61% 8%	35-44 (O) N=4 ** N=5 ** 61% 13% 26%	Female Age 45-54 (P) N=1 ** N=1 ** 0% 100% 0%	55-64 (Q) N=0 ** N=1 ** 0% 100% 0%	65+ (R) N=0 ** N=0 ** 0% 0% 0%	Northeast (S) N=9 ** N=12 ** 46% 54% V 0%	South (T) N=9 ** N=9 ** 74% 26% 0%	Region Midwest (U) N=5 ** N=6 ** 59% 9% 33% st	West (V) N=8 ** N=7 ** 82% 4% 14%
* Table Base: The North Face Total Total (Unweighted) Yes No I don't remember		Male (B) N=33 * N=28 ** 67% 19% 14%		18-34 (D) N=31 * N=33 * 63% 20% 17%			55-64 (G) N=4 ** N=6 ** 79% 21% 0%	65+ (H) N=4 ** N=5 ** 66% 34% 0%	18-34 (I) N=14 ** N=9 ** 70% 0% 30%	35-44 (J) N=11 ** N=10 ** 56% 44% i 0%	Male Age 45-54 (K) N=3 ** N=4 ** 79% 0% 21%	55-64 (L) N=2 ** N=2 ** 100% 0% 0%	65+ (M) N=3 ** N=3 ** 59% 41% 0%	18-34 (N) N=18 ** N=24 ** 58% 36% 7%	35-44 (O) N=10 ** N=6 ** 81% 19% 0%	Female Age 45-54 (P) N=3 ** N=2 ** 0% 0% 100% nq		65+ (R) N=1 ** N=2 ** 100% 0%	Northeast (S) N=22 ** N=26 ** 69% 25% 6%	South (T) N=11 ** N=12 ** 63% 23% 14%	Region Midwest (U) N=8 ** N=12 ** 71% 14% 15%	West (V) N=25 ** N=16 ** 58% 24% 18%
* Table Base: QS1Q9: For each of the following brands, how	REMEMBER SEEI	ING OR HEARING THIS	BRAND COMMUNICA	TE ABOUT EARTH DAY B	BETWEEN 2019 AND 202	21				U%	21%	U76	U%	170	U%	100% Hq	U76	U76	076	1470	15%	1070
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base:	Total (A) N=1015 N=1039 39% 16% 22% 19% 21% U.S. RESPONDEN	Male (B) N=477 N=463 39% 18% 21% 21% 23% 16%	Gender Female (C) N=528 N=568 38% 14% 23% 17% 19% 26% B	18-34 (D) N=236 N=198 49% GH 26% GH 24% H 17% 18% 16%	35-44 (E) N=179 N=158 55% GH 27% fGH 28% H 21% 14% 10%	Age 45-54 (F) N=168 N=172 43% GH 17% GH 26% H 14% 19% 23% E	55-64 (G) N=189 N=235 30% H 8% 22% h 21% 25% E 23% E	65+ (H) N=244 N=276 19% 5% 14% 21% 27% dE 32% DEg	18-34 (I) N=116 N=83 * 52% klM 25% M 27% 21% 19% 8%	35-44 (J) N=85 * N=60 * 60% KLM 35% KLM 24% 24% 11% 6%	Male Age 45-54 (K) N=77 * N=78 * 32% 13% 20% 15% 30% J 23% IJ	55-64 (L) N=91 * N=111 34% m 13% 21% 25% 23% 18% j	65+ (M) N=111 N=135 21% 6% 15% 21% 32% J	18-34 (N) N=120 N=115 47% QR 26% QR 21% 13% 16% 24%	35-44 (O) N=93 * N=98 * 50% QR 19% QR 31% R 18% 17% 15%	Female Age 45-54 (P) N=91 * N=94 * 53% QR 20% QR 32% R 13% 10% 24%	55-64 (Q) N=98 * N=124 27% 4% 23% r 18% 27% P 28% o	65+ (R) N=133 N=141 18% 5% 13% 21% 24% P 37% nO	Northeast (S) N=184 N=264 40% 18% 22% 15% 24% 21%	South (T) N=384 N=381 36% 13% 23% 17% 21% 27% uV	Region Midwest (U) N=202 N=221 37% 15% 22% 22% 23% 18%	West (V) N=245 N=173 43% 23% T 20% 24% S 18% 16%
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 49% 23% 26% 17% 18% 17%	Male (B) N=513 N=475 52% 25% 28% 16% 19% 12%	Gender Female (C) N=566 N=607 46% 21% 25% 17% 17% 20% B	18-34 (D) N=313 N=252 66% FGH 34% FGH 32% H 9% 14% 11%	35-44 (E) N=179 N=158 64% FGH 38% FGH 27% 14% 13% 9%	Age 45-54 (F) N=168 N=172 49% gH 21% GH 28% h 18% D 15% 18% e	55-64 (G) N=189 N=235 37% h 11% 26% 20% D 26% DEF 17% e	65+ (H) N=244 N=276 27% 8% 19% 25% DE 21% 27% DEfG	18-34 (I) N=153 N=96 * 73% KLM 36% KLM 37% M 8% 15% 4%	35-44 (J) N=85 * N=60 * 73% KLM 49% KLM 24% 8% 12% 7%	Male Age 45-54 (K) N=77 * N=78 * 47% M 18% m 29% M 15% 19% 19% I	55-64 (L) N=91 * N=111 43% M 11% 32% M 19% i 27% j 11%	65+ (M) N=111 N=135 22% 8% 14% 31%	18-34 (N) N=160 N=156 59% QR 33% QR 27% 9% 13% 18%	35-44 (O) N=93 * N=98 * 57% QR 28% QR 29% 19% n 13% 10%	Female Age 45-54 (P) N=91 * N=94 * 50% QR 24% qR 26% 20% n 12% 18%	55-64 (Q) N=98 * N=124 31% 12% 20% 21% N 25% np 23% o	65+ (R) N=133 N=141 30% 7% 23% 20% n 21% 30% nO	Northeast (S) N=195 N=278 50% 25% t 25% 16% 18% 15%	South (T) N=414 N=403 44% 17% 26% 17% 20% V	Region Midwest (U) N=225 N=231 47% 19% 28% 20% 19% 14%	West (V) N=259 N=181 60% STU 34% STU 26% 13% 12% 15%
* Table Base: Bombay Sapphire Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1015 N=1039 33% 13% 20% 19% 26% 22%	Male (B) N=477 N=463 37% C 14% 23% C 18% 28% 17%	Gender Female (C) N=528 N=568 29% 13% 17% 20% 24% 27% B	18-34 (D) N=236 N=198 47% FGH 19% GH 28% FGH 14% 24% 15%	35-44 (E) N=179 N=158 55% FGH 27% FGH 29% FGH 17% 15% 12%	Age 45-54 (F) N=168 N=172 28% H 14% GH 14% 21% 24% 27% DE	55-64 (G) N=189 N=235 21% 4% 17% 20% 31% E 28% DE	65+ (H) N=244 N=276 15% 4% 11% 25% D 31% E 29% DE	18-34 (I) N=116 N=83 * 48% KLM 15% IM 33% kIM 17% 25% j	35-44 (J) N=85 * N=60 * 69% iKLM 36% IKLM 33% kIM 13% 11% 7%	Male Age 45-54 (K) N=77 * N=78 * 28% 10% 18% 18% 27% j	55-64 (L) N=91 * N=111 23% 5% 19% 22% 34% J 20% j	65+ (M) N=111 N=135 17% 4% 13% 23% 38% J	18-34 (N) N=120 N=115 47% PQR 24% QR 23% pR 11% 23% 20%	35-44 (O) N=93 * N=98 * 43% QR 19% QR 24% pR 20% 20% 17%	Female Age 45-54 (P) N=91 * N=94 * 28% R 17% QR 11% 23% n 22% 26%	55-64 (Q) N=98 * N=124 19% 3% 16% 18% 29% 35% nO	65+ (R) N=133 N=141 13% 3% 10% 26% N 26% N	Northeast (S) N=184 N=264 34% 13% 21% 14% 29% V	South (T) N=384 N=381 30% 9% 22% 18% 27% 25%	Region Midwest (U) N=202 N=221 29% 9% 20% 20% 29% 21%	West (V) N=245 N=173 39% 23% STU 16% 25% S 19% 17%
* Table Base: Bulleit Bourbon Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1015 N=1039 32% 13% 19% 17% 27% 24%	Male (B) N=477 N=463 35% 14% 21% 19% 27% 19%	Gender Female (C) N=528 N=568 29% 12% 17% 14% 27% 29% B	18-34 (D) N=236 N=198 44% GH 21% GH 23% H 15% 21% 21%	35-44 (E) N=179 N=158 48% FGH 22% GH 26% gH 14% 23% 15%	Age 45-54 (F) N=168 N=172 34% gH 16% GH 18% 16% 22% 27% E	55-64 (G) N=189 N=235 24% H 7% H 17% 19% 32% Df 24%	65+ (H) N=244 N=276 14% 2% 12% 20% 34% Def 32% DE	18-34 (I) N=116 N=83 * 47% LM 19% IM 28% M 22% j 18% 13%	35-44 (J) N=85 * N=60 * 58% KLM 26% LM 32% kM 9% 21% 13%	Male Age 45-54 (K) N=77 * N=78 * 32% M 16% M 16% 17% 27% 25%	55-64 (L) N=91 * N=111 29% M 8% 21% M 21% j 31% 19%	65+ (M) N=111 N=135 13% 3% 10% 27% J 37% J 24%	18-34 (N) N=120 N=115 41% QR 22% QR 18% 8% 23% 28%	35-44 (O) N=93 * N=98 * 39% QR 18% qR 21% 18% 25% 18%	Female Age 45-54 (P) N=91 * N=94 * 36% QR 16% R 20% 16% 18% 29%	55-64 (Q) N=98 * N=124 20% 7% R 13% 17% 34% p 29%	65+ (R) N=133 N=141 15% 1% 14% 14% 32% p 39% O	Northeast (S) N=184 N=264 33% 14% U 18% 13% 30% 24%	South (T) N=384 N=381 29% 12% U 16% 17% 24% 30% UV	Region Midwest (U) N=202 N=221 30% 6% 24% t 21% s 31% 18%	West (V) N=245 N=173 39% t 19% U 20% 17% 24% 20%
* Table Base: Busch Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base:	Total (A) N=1015 N=1039 39% 17% 22% 17% 23% 21%	Male (B) N=477 N=463 43% C 23% C 21% 16% 24% 17%	Gender Female (C) N=528 N=568 35% 12% 23% 19% 22% 24% B ND, U.S. RESPONDENTS	18-34 (D) N=236 N=198 53% FGH 25% GH 28% G 14% 15% 18%	35-44 (E) N=179 N=158 49% GH 25% GH 25% 18% 16%	Age 45-54 (F) N=168 N=172 38% H 18% H 20% 15% 24% d 23%	55-64 (G) N=189 N=235 29% 12% H 17% 21% 31% DE 19%	65+ (H) N=244 N=276 26% 6% 20% 18% 29% DE 27% e	18-34 (I) N=116 N=83 * 60% KLM 35% kLM 25% 14% 13% 13%	35-44 (J) N=85 * N=60 * 60% KLM 36% KLM 23% 14% 15% 11%	Male Age 45-54 (K) N=77 * N=78 * 31% 17% m 14% 14% 30%	55-64 (L) N=91 * N=111 37% 16% m 21% 20% 29% 15%	65+ (M) N=111 N=135 28% 7% 21% 17% 34% IJ	18-34 (N) N=120 N=115 46% QR 15% R 31% Q 15% 16% 24%	35-44 (O) N=93 * N=98 * 40% QR 14% R 26% q 22% 17% 21%	Female Age 45-54 (P) N=91 * N=94 * 45% QR 19% qR 25% q 15% 19% 21%	55-64 (Q) N=98 * N=124 22% 9% 14% 22% 33% NOp 23%	65+ (R) N=133 N=141 24% 4% 20% 19% 25% 32%	Northeast (S) N=184 N=264 43% T 19% T 24% 11% 24% 22%	South (T) N=384 N=381 32% 10% 22% 20% S 24% 24% V	Region Midwest (U) N=202 N=221 36% 13% 22% 21% S 25% 18%	West (V) N=245 N=173 50% TU 28% sTU 22% 15% 19% 16%
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 65% 31% 34% 13% 11%	Male (B) N=513 N=475 62% 29% 33% 16% C 13% 9%	Gender Female (C) N=566 N=607 67% 32% 36% 10% 9% 13% b	18-34 (D) N=313 N=252 67% 28% 39% F 13% 11% 9%	35-44 (E) N=179 N=158 67% 37% 30% 9% 16% f	Age 45-54 (F) N=168 N=172 59% 36% 23% 16% 8% 18% deh	55-64 (G) N=189 N=235 63% 28% 35% f 16% 9%	65+ (H) N=244 N=276 67% 29% 37% F 13% 10%	18-34 (I) N=153 N=96 * 67% 29% 38% 16% 17% k 1%	35-44 (J) N=85 * N=60 * 70% 44% IM 26% 9% 14% 7%	Male Age 45-54 (K) N=77 * N=78 * 58% 33% m 24% 19% 6% 17%	55-64 (L) N=91 * N=111 61% 27% 34% 15% 11% 13%	65+ (M) N=111 N=135 56% 20% 36% 21% 13% 10%	18-34 (N) N=160 N=156 67% 26% 40% P 10% 6% 17%	35-44 (O) N=93 * N=98 * 65% 31% 33% 9% 17% Nr 10%	Female Age 45-54 (P) N=91 * N=94 * 60% 38% 23% 12% 9% 18%	55-64 (Q) N=98 * N=124 66% 30% 36% 16% r 8% 11%	65+ (R) N=133 N=141 76% p 37% 38% p 7% 8% 10%	Northeast (S) N=195 N=278 72% tv 37% u 36% 9% 6% 12%	South (T) N=414 N=403 64% 31% 33% 12% 13% S 12%	Region Midwest (U) N=225 N=231 65% 26% 39% 13% 14% \$ 8%	West (V) N=259 N=181 62% 31% 31% 19% St 8% 11%
* Table Base: Discovery+ Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 55% 25% 30% 16% 14% 15%	Male (B) N=513 N=475 57% 26% 31% 15% 16% 13%	Gender Female (C) N=566 N=607 52% 23% 29% 17% 13% 18% b	18-34 (D) N=313 N=252 64% GH 33% GH 30% 13% 13% 11%	35-44 (E) N=179 N=158 69% FGH 39% fGH 30% 12% 10% 9%	Age 45-54 (F) N=168 N=172 54% gh 28% GH 26% 13% 12% 21% DE	55-64 (G) N=189 N=235 42% 12% 30% 22% Def 20% Ef	65+ (H) N=244 N=276 42% 12% 30% 20% d 17% 21% DE	18-34 (I) N=153 N=96 * 66% LM 35% LM 31% 12% 15% 6%	35-44 (J) N=85 * N=60 * 86% IKLM 53% iKLM 33% 3% 6% 5%	Male Age 45-54 (K) N=77 * N=78 * 53% m 22% IM 32% 10% 14% 23% IJI	55-64 (L) N=91 * N=111 41% 11% 30% 25% iJK 23% J 11%	65+ (M) N=111 N=135 37% 9% 28% 24% iJK 18% 21% IJI	18-34 (N) N=160 N=156 61% Qr 32% QR 29% 13% 11% 16%	35-44 (O) N=93 * N=98 * 54% 27% Qr 27% 21% 13% 12%	Female Age 45-54 (P) N=91 * N=94 * 54% 33% QR 22% 16% 10% 19%	55-64 (Q) N=98 * N=124 43% 13% 30% 18% 18% 21%	65+ (R) N=133 N=141 47% 14% 32% 16% 16% 21%	Northeast (S) N=195 N=278 52% 22% 30% 17% 13% 18%	South (T) N=414 N=403 56% 24% 32% 14% 15%	Region Midwest (U) N=225 N=231 49% 19% 30% 21% t 16% 14%	West (V) N=259 N=181 59% 33% StU 26% 14% 13% 14%
* Table Base: Fossil Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 43% 20% 23% 20% 19% 18%	Male (B) N=513 N=475 44% 18% 25% 20% 21% 16%	Gender Female (C) N=566 N=607 42% 20% 22% 20% 17% 21%	18-34 (D) N=313 N=252 55% FGH 25% GH 30% FGH 17% 16% 12%	35-44 (E) N=179 N=158 61% FGH 33% GH 28% F 10% 16% 13%	Age 45-54 (F) N=168 N=172 41% GH 25% GH 16% 22% E 17% 21% d	55-64 (G) N=189 N=235 28% 9% 19% 25% E 25% d 22% De	65+ (H) N=244 N=276 26% 6% 20% 24% E 23% 27% DE	18-34 (I) N=153 N=96 * 63% KLM 23% LM 40% KLM 15% j 15% 7%	35-44 (J) N=85 * N=60 * 68% KLM 38% LM 30% Km 3% 18% 11%	Male Age 45-54 (K) N=77 * N=78 * 32% 22% LM 10% 24% J 23% 21%	55-64 (L) N=91 * N=111 27% 9% 18% 29% iJ 23% 21%	65+ (M) N=111 N=135 20% 4% 16% 28% iJ 27% i 24% lj	18-34 (N) N=160 N=156 48% QR 27% QR 21% 19% 16% 17%	35-44 (O) N=93 * N=98 * 55% QR 29% QR 26% 15% 15%	Female Age 45-54 (P) N=91 * N=94 * 49% QR 28% QR 21% 20% 11% 21%	55-64 (Q) N=98 * N=124 29% 9% 20% 22% 26% P 23%	65+ (R) N=133 N=141 31% 8% 23% 21% 19% 29% no	Northeast (S) N=195 N=278 43% 19% u 24% 13% 22% 22% u	South (T) N=414 N=403 39% 19% 21% 21% 21% 5 18% 21% u	Region Midwest (U) N=225 N=231 41% 11% 31% Tv 24% S 22% 13%	West (V) N=259 N=181 50% T 30% STU 21% 19% 15% 16%
* Table Base: Hyundai Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 45% 17% 28% 18% 20% 16%	Male (B) N=513 N=475 49% C 19% 30% 19% 20% 11%	Gender Female (C) N=566 N=607 42% 15% 26% 18% 20% B	18-34 (D) N=313 N=252 58% FGH 23% GH 35% fGH 13% 19% 10%	35-44 (E) N=179 N=158 58% fGH 24% GH 33% gh 17% 14% 11%	Age 45-54 (F) N=168 N=172 44% gH 19% GH 25% 15% 17% 25% DE	55-64 (G) N=189 N=235 32% 10% 22% 27% DeF 24% e 17% d	65+ (H) N=244 N=276 30% 7% 23% 23% Df 26% Ef 21% De	18-34 (I) N=153 N=96 * 61% KLM 24% LM 38% m 14% 23% 2%	35-44 (J) N=85 * N=60 * 69% KLM 36% KLM 33% 13% 12% 6%	Male Age 45-54 (K) N=77 * N=78 * 41% 16% 25% 16% 21% 22% IJ	55-64 (L) N=91 * N=111 39% 10% 29% 25% 22% 14%	65+ (M) N=111 N=135 31% 8% 24% 29% IJk 22% 17%	18-34 (N) N=160 N=156 56% QR 23% QR 32% Q 12% 16% 16%	35-44 (O) N=93 * N=98 * 47% QR 13% 34% Q 21% 16%	Female Age 45-54 (P) N=91 * N=94 * 47% QR 22% qR 24% 13% 13% 27%	55-64 (Q) N=98 * N=124 26% 11% 16% 28% NP 26% p 19%	65+ (R) N=133 N=141 29% 7% 22% 17% 29% NoP 24%	Northeast (S) N=195 N=278 46% 20% 26% 17% 19% 17%	South (T) N=414 N=403 45% 16% 29% 17% 21% 17%	Region Midwest (U) N=225 N=231 39% 13% 26% 20% 23% 17%	West (V) N=259 N=181 50% 20% 29% 20% 18% 13%
* Table Base: Michelob Ultra Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1015 N=1039 39% 16% 23% 16% 25% 20%	Male (B) N=477 N=463 42% 18% 24% 18% 25% 15%	Gender Female (C) N=528 N=568 36% 14% 22% 15% 25% 24% B	18-34 (D) N=236 N=198 55% FGH 23% GH 32% FGH 11% 20% 13%	35-44 (E) N=179 N=158 50% fGH 20% H 29% fH 15% 18% 17%	Age 45-54 (F) N=168 N=172 37% H 18% H 19% 20% d 21% 21%	55-64 (G) N=189 N=235 34% H 13% h 20% 17% 31% DEf 18%	65+ (H) N=244 N=276 20% 7% 14% 19% d 32% DEf 28% DeG	18-34 (I) N=116 N=83 * 59% KLM 25% M 34% kM 18% 19% 3%	35-44 (J) N=85 * N=60 * 57% kLM 28% IM 29% M 13% 13% 17% I	Male Age 45-54 (K) N=77 * N=78 * 37% M 18% m 19% 16% 25% 21%	55-64 (L) N=91 * N=111 37% M 15% 22% m 17% 31% J 15%	65+ (M) N=111 N=135 20% 8% 12% 25% 35% iJ 21%	18-34 (N) N=120 N=115 52% QR 22% R 30% R 5% 21% 22%	35-44 (O) N=93 * N=98 * 43% R 13% 30% R 17% N 22% 18%	Female Age 45-54 (P) N=91 * N=94 * 37% R 19% R 18% 24% N 18% 21%	55-64 (Q) N=98 * N=124 30% 12% 18% 17% N 32% p 21%	65+ (R) N=133 N=141 21% 6% 15% 15% n 29% 35% Opq	Northeast (S) N=184 N=264 43% U 18% 26% 10% 25% 22% U	South (T) N=384 N=381 36% 14% 22% 18% S 23% U	Region Midwest (U) N=202 N=221 31% 12% 19% 23% SV 32% tv 14%	West (V) N=245 N=173 47% TU 22% tU 25% 13% 21% 18%
* Table Base: NASA Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 47% 21% 26% 15% 19% 18%	Male (B) N=513 N=475 50% 24% 27% 15% 20% 14%	Gender Female (C) N=566 N=607 44% 19% 26% 16% 18% 22% B	18-34 (D) N=313 N=252 59% FGH 28% GH 31% Fg 13% 16% 13%	35-44 (E) N=179 N=158 58% FGH 30% GH 29% F 15% 18% 9%	Age 45-54 (F) N=168 N=172 41% 24% GH 17% 19% 15% 25% DE	55-64 (G) N=189 N=235 36% 14% 21% 16% 25% df 24% DE	65+ (H) N=244 N=276 38% 11% 27% f 16% 21% 24% DE	18-34 (I) N=153 N=96 * 65% KLM 33% LM 32% 12% 18% 6%	35-44 (J) N=85 * N=60 * 67% KLM 38% kLM 30% 10% 17% 5%	Male Age 45-54 (K) N=77 * N=78 * 40% 21% 19% 17% 21% 22% J	55-64 (L) N=91 * N=111 41% 13% 27% 16% 23% 20% IJ	65+ (M) N=111 N=135 35% 13% 22% 20% 23% 22% IJ	18-34 (N) N=160 N=156 53% Q 22% R 30% PQ 13% 15% 19%	35-44 (O) N=93 * N=98 * 50% Q 22% r 28% q 18% 19% 12%	Female Age 45-54 (P) N=91 * N=94 * 42% 27% qR 15% 20% 10% 27% o	55-64 (Q) N=98 * N=124 31% 15% 16% 15% 27% nP 27% O	65+ (R) N=133 N=141 41% 10% 31% PQ 13% 20% 26% 0	Northeast (S) N=195 N=278 47% 25% 22% 12% 19% 23% u	South (T) N=414 N=403 47% 20% 27% 15% 18% 19%	Region Midwest (U) N=225 N=231 44% 17% 28% 20% \$ 21% 15%	West (V) N=259 N=181 51% 26% 25% 14% 19% 16%
* Table Base: National Geographic Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 58% 29% 29% 17% 13% 12%	Male (B) N=513 N=475 58% 30% 28% 18% 14% 9%	Gender Female (C) N=566 N=607 58% 27% 31% 16% 12% 15% B	18-34 (D) N=313 N=252 62% G 34% GH 29% 18% 10% 10%	35-44 (E) N=179 N=158 70% fGH 46% dFGH 24% 12% 12% 6%	Age 45-54 (F) N=168 N=172 56% g 28% GH 28% 13% 13% 13%	55-64 (G) N=189 N=235 45% 18% 28% 22% ef 18% d 15% E	65+ (H) N=244 N=276 54% 18% 36% e 18% 14% 14%	18-34 (I) N=153 N=96 * 67% LM 39% LM 29% 18% 11% 3%	35-44 (J) N=85 * N=60 * 77% KLM 53% KLM 24% 10% 10% 4%	Male Age 45-54 (K) N=77 * N=78 * 53% 27% M 26% 18% 14% 15% Ij	55-64 (L) N=91 * N=111 45% 17% 28% 22% 20% 13%	65+ (M) N=111 N=135 47% 14% 33% 22% 17% 14% Ij	18-34 (N) N=160 N=156 57% 29% 28% 18% 9% 17%	35-44 (O) N=93 * N=98 * 63% q 39% QR 24% 14% 15% 9%	Female Age 45-54 (P) N=91 * N=94 * 59% 29% 29% 9% 12% 20% 0	55-64 (Q) N=98 N=124 46% 18% 28% 23% P 15% 16%	65+ (R) N=133 N=141 61% q 22% 39% o 14% 11% 14%	Northeast (S) N=195 N=278 52% 27% 26% 17% 14% 17% u	South (T) N=414 N=403 57% 26% 31% 17% 14% 12%	Region Midwest (U) N=225 N=231 59% 29% 31% 17% 14% 10%	West (V) N=259 N=181 62% 34% 27% 18% 9% 11%
* Table Base: Natural Grocers Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1093 N=1093 49% 20% 29% 17% 16% 18%	Male (B) N=513 N=475 50% 21% 30% 17% 18% 15%	Gender Female (C) N=566 N=607 48% 19% 29% 16% 15% 21% b	18-34 (D) N=313 N=252 58% GH 26% GH 32% 14% 14% 14%	35-44 (E) N=179 N=158 57% GH 27% GH 30% 14% 16% 13%	Age 45-54 (F) N=168 N=172 48% g 24% GH 24% 14% 15% 23% de	55-64 (G) N=189 N=235 37% 10% 26% 25% DEF 20% 18%	65+ (H) N=244 N=276 42% 12% 31% 18% 16% 23% dE	18-34 (I) N=153 N=96 * 57% IM 23% M 35% 15% 16% 12%	35-44 (J) N=85 * N=60 * 72% kLM 35% LM 37% 8% 12% 9%	Male Age 45-54 (K) N=77 * N=78 * 52% M 26% IM 26% 12% 16% 20%	55-64 (L) N=91 * N=111 40% 13% 27% 25% Jk 24% 11%	65+ (M) N=111 N=135 32% 9% 24% 27% iJK 19% 21%	18-34 (N) N=160 N=156 58% Q 29% QR 29% 12% 13% 16%	35-44 (O) N=93 * N=98 * 44% 20% q 24% 20% 20% 16%	Female Age 45-54 (P) N=91 * N=94 * 45% 22% Q 22% 16% 14% 25%	55-64 (Q) N=98 * N=124 34% 8% 25% 25% NR 16% 25%	65+ (R) N=133 N=141 51% Q 14% 36% p 11% 14% 25%	Northeast (S) N=195 N=278 49% 24% U 25% 14% 17% V 20%	South (T) N=414 N=403 46% 18% U 28% 17% 17% V 21%	Region Midwest (U) N=225 N=231 43% 10% 33% 20% 23% V 14%	West (V) N=259 N=181 60% STU 28% TU 31% 16% 9% 16%
* Table Base: New Belgium Brewing Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	U.S. RESPONDEN Total (A) N=1015 N=1039 39% 16% 23% 16% 23% 22%	Male (B) N=477 N=463 44% C 18% 26% C 15% 25% 16%	Gender Female (C) N=528 N=568 33% 14% 20% 16% 22% 28% B	18-34 (D) N=236 N=198 52% GH 24% GH 28% H 12% 19% 18%	35-44 (E) N=179 N=158 61% FGH 26% GH 35% FGH 11% 14% 14%	Age 45-54 (F) N=168 N=172 42% GH 21% GH 22% H 11% 19% 27% dE	55-64 (G) N=189 N=235 28% H 9% H 19% h 20% def 31% DEF 21%	65+ (H) N=244 N=276 14% 2% 12% 22% DEF 33% DEF 31% DEG	18-34 (I) N=116 N=83 * 60% KLM 25% M 35% M 12% 18% 10%	35-44 (J) N=85 * N=60 * 75% KLM 34% KLM 41% kLM 6% 10% 9%	Male Age 45-54 (K) N=77 * N=78 * 38% M 16% M 23% 11% 25% j 26% Ijl	55-64 (L) N=91 * N=111 36% M 14% M 22% 20% j 31% J	65+ (M) N=111 N=135 17% 3% 14% 23% Jk 37% JJ 23% ij	18-34 (N) N=120 N=115 45% QR 23% QR 21% r 12% 19% 25%	35-44 (O) N=93 * N=98 * 48% QR 18% QR 31% qR 17% 17% 18%	Female Age 45-54 (P) N=91 * N=94 * 46% QR 25% QR 21% 12% 14% 28%	55-64 (Q) N=98 * N=124 21% 4% 17% 20% 31% OP 28%	65+ (R) N=133 N=141 12% 2% 11% 21% 29% P 38% nO	Northeast (S) N=184 N=264 38% 17% 21% 13% 26% 24%	South (T) N=384 N=381 33% 14% 20% 14% 25% 28% UV	Region Midwest (U) N=202 N=221 38% 12% 26% 19% 26% 18%	West (V) N=245 N=173 48% ST 22% tU 26% 18% 18% 17%
* Table Base: Peanuts (i.e., Charlie Brown and friends) Total Total (Unweighted)	U.S. RESPONDEN Total (A) N=1093 N=1093	Male (B) N=513 N=475	ND, U.S. RESPONDENTS Gender Female (C) N=566 N=607	18-34 (D) N=313 N=252	35-44 (E) N=179 N=158	Age 45-54 (F) N=168 N=172	55-64 (G) N=189 N=235	65+ (H) N=244 N=276	18-34 (I) N=153 N=96	35-44 (J) N=85 * N=60 *	Male Age 45-54 (K) N=77 * N=78 *	55-64 (L) N=91 * N=111	65+ (M) N=111 N=135	18-34 (N) N=160 N=156	35-44 (O) N=93 * N=98 *	Female Age 45-54 (P) N=91 * N=94 *	55-64 (Q) N=98 * N=124	65+ (R) N=133 N=141	Northeast (S) N=195 N=278	South (T) N=414 N=403	Region Midwest (U) N=225 N=231	West (V) N=259 N=181

Total N-1035 N-155 N-156 N-196	53% 30% tU V 23% 12% 21% S 14% Pest (U) West (V) N=259
Second Part	12% 21% S 14% rest (U) West (V)
Control Cont	21% S 14% rest (U) West (V)
Part	14% rest (U) West (V)
Part	rest (U) West (V)
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Part	
real plune plane p	N=259
with field 15% 46% 45% 45% 45% 57% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 678 58% 68% 678 58% 68%	
Property 1.5	1 N=181
wy lacky 1.5% 2.6% 2.4% 2.5% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1	46%
Second S	29% STU
1.00 1.00	V 17%
20% 20% 20% 20% 20% 20% 20% 20% 20% 20%	S 21%
Table from: 1.5. ESPONDENTS (FEALCING) READYL). 5. ESPONDENTS (FEALCING)	16%
Table Asset: U.S. RESONDENTS FALCOHOL RANDIN U.S. RESONDENTS 7-1 7	17%
Part	
Part	
Total (A) Male (b) Female (C) 18-34	
al quivengendo qui solo qui so	
all (Unweighted) N=1093	
ry likely 15% 15% 14% 22% fGH 24% FGH 13% H 7% G8 22% KLM 28% KLM 10% M 5% 19% 19% 19% QR 20% QR 15% 8% 9% 13% 11% 1 2 2 2 2 2 3 2 3 2 3 2 5 2 2 2 2 8 2 3 4 5 6 4 2 5 4 5 4 6	
mewhat likely 22% 23% 22% 28% gH 34% fGH 22% H 19% H 10% 25% M 37% M 22% 24% M 12% 30% QR 32% QR 22% R 14% 9% 26% V 23% 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	43%
very likely 19% 19% 18% 16% 12½ 21½ 24% E 20% e 18% 8% 19% 26% J 23% J 15% 16% 23% 23% 23% 18% 14% 18% 2 2 4 t all likely 24% 25% 23% 19% 17% 19% 30% DEF 33% DEF 22% 16% 22% 28% 36% IIk 16% 17% 17% 31% Nop 31% Nop 25% 25% 2 3 all likely 24% 25% 28% 36% IIk 16% 17% 17% 31% Nop 31% Nop 25% 25% 2 3 all likely 24% 25% 28% 36% IIk 16% 15% 24% 24% 33% No 21% 25% 23% 1 all likely 25% 24% 28% IIk 16% 15% 24% 24% 24% 33% No 21% 25% 23% 1 all likely 25% 24% 28% IIk 16% 15% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24	26% STU
at all likely 24% 25% 23% 19% 17% 19% 30% DEF 33% DEF 22% 16% 22% 28% 36% UR 16% 17% 17% 31% Nop 31% Nop 25% 25% 2 applicable 21% 18% 23% 15% 13% 26% DE 21% 30% DEF 10% 11% 28% IJ 17% 27% U 20% 15% 20% 24% 33% NO 21% 23% 23% NO 21% 23% 23% NO 21% 23% DEF 22% 16% 22% 28% IJ 17% 27% U 20% 15% 24% 24% 33% NO 21% 23% 23% NO 21% 23% DEF 22% 15% DEF 22% NOT	
applicable 21% 18% 23% 15% 13% 26% DE 21% 30% DEg 10% 11% 28% IJ 17% 27% IJ 20% 15% 24% 24% 33% nO 21% 23% 11	17%
ble Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+) North Face Cender Age Secondary Seco	
North Face Female Age Fema	
North Face Female Rgs Fema	S 17%
Total (A) Male (B) Female (C) 18-34 (D) 35-44 (F) 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) Northeast (S) South (T)	S 17% 21%
tal N=1093 N=513 N=566 N=313 N=179 N=168 N=189 N=244 N=153 N=85 * N=77 * N=91 * N=111 N=160 N=93 * N=91 * N=98 * N=133 N=195 N=414 N N=14 N=14 N N=14 N=14 N N=160 N=93 * N=95 N=95 N=95 N=95 N=95 N=95 N=95 N=95	S 17% 21%
al (Unweighted) N=1093 N=475 N=607 N=252 N=158 N=172 N=235 N=26 N=96 * N=96 * N=11 N=135 N=156 N=98 * N=94 * N=124 N=141 N=278 N=403 N ely (Net) 54% 56% 52% 61% GH 70% FGH 54% h 45% 41% 64% LM 76% KLM 52% 46% 39% 57% r 63% QR 55% 44% 44% 44% 61% T 47% 5 ery likely 23% 23% 23% 31% GH 37% FGH 23% H 16% h 9% 32% LM 43% KLM 19% M 13% m 5% 30% qR 32% qR 26% R 18% 12% 27% t 20% 2	S 17% 21% 19%
y (Net) 54% 56% 52% 61% GH 70% FGH 54% h 45% 41% 52% 46% S9% 57% r 63% QR 55% 44% 44% 61% T 47% 5 5 46% LM 76% KLM 52% 46% M 13% m 5% 30% qR 32% qR 26% R 18% 12% 27% t 20% 2	S 17% 21% 19% rest (U) West (V)
y likely 23% 23% 23% 31% GH 37% FGH 23% H 16% h 9% 32% LM 43% KLM 19% M 13% m 5% 30% qR 32% qR 26% R 18% 12% 27% t 20% 2	S 17% 21% 19% rest (U) West (V) 5 N=259
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· · · · · · · · · · · · · · · · · · ·	S 17% 21% 19% rest (U) West (V) 5 N=259 1 N=181 t 56%
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rat all likely 16% 17% 15% 16% 13% 19% 19% 18% 5 2	S 17% 21% 19% rest (U) West (V) 5 N=259 1 N=181 t 56% 27%
applicable 15% 11% 18% B 11% 8% 18% E 17% e 22% DE 6% 7% 15% 13% 20% Ij 16% 9% 21% o 20% 24% O 13% 19% U 1	S 17% 21% 19% rest (U) West (V) 5 N=259 1 N=181 t 56% 27% 30% 16%
	S 17% 21% 19% rest (U) West (V) 5 N=259 1 N=181 t 56% 27% 30%
ble Base: U.S. RESPONDENTS (IF ALCOHOL BRAND, U.S. RESPONDENTS 21+)	S 17% 21% 19% rest (U) West (V) 5 N=259 1 N=181 t 56% 27% 30% 16% S 13%

QS1Q1: Which of the following statements are true for you? Please select all that apply.

	Total (A)	Less than \$50K (B)		ehold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent o	of Child Under 18 No (N)	Home Homeowner (O)	Ownership Renter (P)	Mar Married (Q)	rital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total Total (Unweighted) In general, I try to make environmentally conscious decisions (e.g., recycling, shopping from sustainab	N=1093 N=1093	N=305 N=359	N=172 N=240	N=137 N=154	N=411 N=274	N=348 N=264	N=354 N=328	N=228 N=300	N=601 N=573	N=492 N=520	N=413 N=346	N=680 N=747	N=345 N=298	N=748 N=795	N=792 N=796	N=255 N=263	N=534 N=595	N=559 N=498	N=700 N=865	N=131 N=62 *	N=165 N=89 *
brands, carpooling). It's important that brands and companies make environmentally conscious decisions (e.g., reducing carbon footprint, supporting environmentally frien	44% g	36%	47% B	47% b	48% B	34%	47% F	47% F	45%	42%	41%	45%	38%	46% m	46%	38%	45%	42%	46% t	31%	39%
causes). I seek out environmentally conscious or "green" brands.	37% 26%	31% 20%	38% 32% Bd	38% 21%	41% B 31% Bd	30% 18%	37% 27% f	36% 32% F	38% 29%	36% 23%	40% 30%	35% 24%	38%	37% 24%	37% 27%	39% 25%	37% 27%	37% 26%	38% 25%	31% 23%	45% 30%
I seek out socially conscious brands (e.g., supports marginalized communities, social impact, nonprofit	ts). 21%	14%	18%	21%	27% Bc	13%	20% f	27% F	26% J	14%	28% L	17%	28% N	17%	22%	18%	21%	20%	21%	16%	26%
I try to make environmentally conscious decisions recycling, shopping from sustainable brands, carpooling) more than I normally would around Ea Day (i.e., during the month of April).		19%	16%	19%	25% C	19%	21%	22%	22%	18%	28% L	16%	28% N	17%	20%	22%	23%	18%	19%	16%	33% ST
I have started making more environmentally conso decisions because of an Earth Day communication emails, commercials, social media posts).		12%	21% B	13%	30% BcD	19%	19%	26% <mark>fg</mark>	26% J	13%	32% L	13%	31% N	15%	21%	18%	20%	21%	18%	24%	28% s
I would be more likely to purchase from a brand if shared communications (e.g., emails, commercials, social media posts) about Earth Day.	·	13%	16%	17%	29% BCD	18%	22%	19%	26% J	13%	32% L	13%	32% N	15%	20%	20%	20%	20%	18%	18%	32% <mark>S</mark>
It's important that brands or companies advertise about Earth Day. I often make "green" or environmentally friendly purchases around or during Earth Day.	20% 18%	17% 14%	18% 17%	19% 21% b	23% 22% B	14% 14%	21% 21% f	21% 18%	23% J	16% 12%	26% L 24% L	16% 14%	25% N 26% N	18% 14%	20% 17%	22%	20% 17%	20% 19%	19% 16%	17% 20%	25% 21%
None of these Count * Table Base:	27% 2.66 U.S. RESPONDENTS	34% dE 2.19	28% e 2.65	24% 2.57	19% 3.11	35% H 2.24	28% 2.78	23% 2.81	19% 2.95	36% I 2.31	16% 3.18	33% K 2.35	14% 3.10	32% M 2.46	25% 2.69	25% 2.62	25% 2.65	29% 2.68	29% U 2.60	29% 2.40	17% 3.19
QS1Q2: How much more or less likely would you Ads that talk about taking preventive measures t	be to buy a product or se	ervice from a brand if it i			rtation)																
Total Total (Unweighted)	Total (A) N=1093 N=1093	Less than \$50K (B) N=305 N=359	House	ehold Income \$ 75K - \$99.9K (D) N=137 N=154	\$100K+ (E) N=411 N=274	HS or Less (F) N=348 N=264	Education Some College (G) N=354 N=328	College Grad+ (H) N=228 N=300	Yes (I) N=601 N=573	Employed No (J) N=492 N=520	Yes (K) N=413 N=346	Children in HH No (L) N=680 N=747	Parent o Yes (M) N=345 N=298	of Child Under 18 No (N) N=748 N=795	Home Homeowner (O) N=792 N=796	Ownership Renter (P) N=255 N=263	Mar Married (Q) N=534 N=595	rital Status Not married (R) N=559 N=498	White (S) N=700 N=865	Race/Ethnicity AA (T) N=131 N=62 *	Hispanic (U) N=165 N=89 *
More likely (Net) Much more likely Somewhat more likely	55% 23% 32%	50% 21% 29%	51% 16% 35%	59% 20% 39% b	63% BC 29% C 34%	47% 20% 27%	55% 23% 31%	57% f 25% 31%	57% 25% j 32%	52% 20% 32%	59% 29% L 29%	53% 19% 34%	57% 28% N 29%	54% 20% 34%	58% P 25% 34%	49% 20% 29%	59% r 23% 35% r	51% 22% 29%	57% T 23% 35% T	42% 22% 20%	61% t 29% 31%
No more or less likely Less likely (Net) Somewhat less likely Much less likely	34% 11% 6% 6%	39% E 11% 6% 5%	39% E 9% 5% 4%	32% 9% 4% 5%	26% 12% 6% 5%	42% gh 11% 6% 5%	33% 12% 6% 7%	32% 12% 7% 5%	33% 10% 6% 4%	35% 13% 5% 8%	27% 15% 7% 8%	38% K 9% 5% 5%	28% 15% n 8% 7%	36% m 10% 5% 5%	31% 10% 5% 5%	41% o 11% 8% 3%	34% 7% 3% 4%	34% 15% Q 8% Q 7% q	34% 9% 4% 5%	38% 21% S 11% S 10%	25% 14% 9% S 5%
* Table Base: Ads that talk about taking reactive measures to p		(e.g., planting trees, pic	House	ehold Income			Education			Employed		Children in HH		of Child Under 18		Ownership		rital Status		Race/Ethnicity	
Total Total (Unweighted) More likely (Net)	Total (A) N=1093 N=1093 56%	Less than \$50K (B) N=305 N=359 52%	N=172 N=240 51%	\$75K - \$99.9K (D) N=137 N=154 56%	\$100K+ (E) N=411 N=274 64% BC	HS or Less (F) N=348 N=264 47%	Some College (G) N=354 N=328 55%	College Grad+ (H) N=228 N=300 58% f	Yes (I) N=601 N=573 59% j	No (J) N=492 N=520 52%	Yes (K) N=413 N=346 59%	No (L) N=680 N=747 54%	Yes (M) N=345 N=298 58%	No (N) N=748 N=795 55%	Homeowner (O) N=792 N=796 59% P	Renter (P) N=255 N=263 49%	Married (Q) N=534 N=595 62% R	Not married (R) N=559 N=498 50%	White (S) N=700 N=865 59% T	AA (T) N=131 N=62 * 41%	Hispanic (U) N=165 N=89 * 52%
Much more likely Somewhat more likely No more or less likely Less likely (Net)	22% 34% 32% 12%	22% c 30% 37% E 11%	14% 36% 34% E 15% d	18% 38% 37% E 7%	28% Cd 36% 23% 13%	18% 29% 37% 15%	22% 33% 35% 11%	26% 32% 30% 12%	25% j 34% 29% 12%	19% 33% 37% 11%	29% L 31% 22% 18% L	18% 36% 38% K 8%	30% N 28% 22% 20% N	19% 36% m 37% M 8%	24% 35% 30% 11%	18% 30% 37% 14%	22% 40% R 31% 7%	22% 28% 34% 16% Q	22% 37% tu 33% 8%	19% 22% 41% 18% S	28% 25% 27% 21% S
Somewhat less likely Much less likely * Table Base:	7% 5% U.S. RESPONDENTS	8% 3% S	11% e 4%	5% 2%	6% 7% bd	8% 7%	6% 4%	7% 4%	8% 4%	5% 6%	11% L 7% I	4% 4%	13% N 8% n	4% 4%	6% 5%	12% O 3%	4% 3%	9% Q 7% Q	4% 4%	11% S 7%	15% S 6%
Ads that talk about a brand's promises to become Total	waste-free or carbon-no Total (A) N=1093	eutral in the future Less than \$50K (B) N=305	House \$50K - \$74.9K (C) N=172	ehold Income \$ 75K - \$99.9K (D) N=137	\$100K+ (E) N=411	HS or Less (F) N=348	Education Some College (G) N=354	College Grad+ (H) N=228	Yes (I) N=601	Employed No (J) N=492	Yes (K) N=413	Children in HH No (L) N=680	Parent o Yes (M) N=345	of Child Under 18 No (N) N=748	Home Homeowner (O) N=792	Ownership Renter (P) N=255	Mar Married (Q) N=534	rital Status Not married (R) N=559	White (S) N=700	Race/Ethnicity AA (T) N=131	Hispanic (U) N=165
Total (Unweighted) More likely (Net) Much more likely Somewhat more likely	N=1093 54% 24% 29%	N=359 50% 22% 28%	N=240 51% 19% 32%	N=154 52% 21% 31%	N=274 62% BC 31% BCd 31%	N=264 47% 19% 28%	N=328 52% 26% 26%	N=300 57% f 25% 32%	N=573 57% 28% J 29%	N=520 50% 20% 30%	N=346 58% I 31% L 28%	N=747 51% 20% 31%	N=298 56% 31% N 25%	N=795 53% 21% 32%	N=796 56% 24% 32%	N=263 50% 27% 23%	N=595 56% 24% 32%	N=498 52% 25% 27%	N=865 54% 23% t	N=62 * 49% 31% 18%	N=89 * 52% 25% 27%
No more or less likely Less likely (Net) Somewhat less likely	33% 13% 7%	36% E 15% 7%	36% E 14% 10%	37% E 11% 5%	25% 13% 8%	37% 16% 9%	37% 12% 6%	32% 30% 13% 9%	30% 14% 9%	37% i 13% 5%	23% 18% L 12% L	39% K 10% 4%	22% 21% N 14% N	38% M 10% 4%	31% 13% 7%	37% 13% 10%	34% 10% 5%	31% 17% Q 9% Q	36% 10% 5%	31% 21% S 13% S	28% 20% S 11% s
Much less likely * Table Base: Ads that talk about a brand's donations to an envi	6% U.S. RESPONDENTS ironmental cause	8% S	4%	6%	5%	7%	6%	4%	5%	8%	6%	6%	7%	6%	6%	3%	5%	7%	5%	8%	9%
Total Total (Unweighted) More likely (Net)	Total (A) N=1093 N=1093	Less than \$50K (B) N=305 N=359 46%	\$50K - \$74.9K (C) N=172 N=240 39%	ehold Income \$75K - \$99.9K (D) N=137 N=154 44%	\$100K+ (E) N=411 N=274 60% BCD	HS or Less (F) N=348 N=264	Education Some College (G) N=354 N=328 47%	College Grad+ (H) N=228 N=300 51%	Yes (I) N=601 N=573	Employed No (J) N=492 N=520 45%	Yes (K) N=413 N=346 56% L	Children in HH No (L) N=680 N=747 45%	Yes (M) N=345 N=298 53%	of Child Under 18 No (N) N=748 N=795 47%	Home Homeowner (O) N=792 N=796 51%	Ownership Renter (P) N=255 N=263 45%	Married (Q) N=534 N=595	rital Status Not married (R) N=559 N=498	White (S) N=700 N=865 50%	Race/Ethnicity AA (T) N=131 N=62 45%	Hispanic (U) N=165 N=89 *
Much more likely Somewhat more likely No more or less likely	49% 20% 29% 38%	19% c 27% 42% E	12% 27% 49% E	12% 31% 39%	27% bCD 33% 30%	44% 17% 27% 43%	21% 27% 36%	23% 27% 41%	53% j 23% J 29% 36%	17% 28% 42%	29% L 27% 30%	15% 30% 43% K	27% N 26% 32%	17% 30% 41% M	22% 29% 37%	16% 29% 42%	51% 20% 31% 40%	48% 21% 26% 37%	19% 31% 39%	23% 22% 43%	50% 22% 27% 32%
Less likely (Net) Somewhat less likely Much less likely	12% 6% 6%	13% 6% 6%	12% 7% 5%	17% e 11% E 7%	10% 4% 6%	12% 6% 7%	16% H 9% 8% h	8% 5% 3%	11% 6% 5%	13% 6% 7%	14% 7% 7%	11% 6% 6%	15% 8% 7%	11% 6% 6%	11% 5% 6%	14% 8% 5%	9% 5% 4%	15% Q 7% 8% Q	11% 5% 5%	11% 6% 5%	18% s 7% 12% S
* Table Base: Ads that talk about the negative impacts of huma	Total (A)	onment Less than \$50K (B)	\$50K - \$74.9K (C)	ehold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Yes (M)	of Child Under 18 No (N)	Homeowner (O)	Ownership Renter (P)	Married (Q)	rital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total Total (Unweighted) More likely (Net) Much more likely	N=1093 N=1093 41% 16%	N=305 N=359 36% 13%	N=172 N=240 37% 11%	N=137 N=154 35% 16%	N=411 N=274 51% BCD 20% bC	N=348 N=264 32% 13%	N=354 N=328 41% 14%	N=228 N=300 45% F 20% f	N=601 N=573 45% J 18% j	N=492 N=520 36% 13%	N=413 N=346 47% L 23% L	N=680 N=747 37% 12%	N=345 N=298 48% N 21% N	N=748 N=795 38% 13%	N=792 N=796 44% p 17%	N=255 N=263 35% 12%	N=534 N=595 45% r 16%	N=559 N=498 38% 16%	N=700 N=865 43% 16%	N=131 N=62 * 35% 21%	N=165 N=89 * 37% 12%
Somewhat more likely No more or less likely Less likely (Net) Somewhat less likely	25% 39% 20% 12%	23% 45% E 19% 13%	26% 39% 24% 13%	19% 46% E 19% 12%	31% bD 31% 19% 11%	20% 48% Gh 20% 14%	26% 35% 24% h 14%	25% 38% 17% 9%	27% 36% 19% 13%	24% 44% I 20% 10%	25% 31% 21% 15%	26% 44% K 19% 10%	26% 30% 22% 15% n	25% 44% M 18% 10%	27% 36% 20% 12%	23% 47% O 18% 13%	29% R 39% 16% 10%	22% 39% 23% Q 14%	27% t 40% 18% 10%	14% 42% 23% 14%	25% 34% 29% \$ 19% \$
Much less likely * Table Base: Ads that talk about a better future as a result of p	8% U.S. RESPONDENTS Deople engaging in environments		11% aviors	7%	7%	6%	10%	8%	6%	10%	6%	9%	7%	8%	8%	5%	6%	9%	7%	9%	10%
Total Total (Unweighted)	Total (A) N=1093 N=1093	Less than \$50K (B) N=305 N=359		ehold Income \$75K - \$99.9K (D) N=137 N=154	\$100K+ (E) N=411 N=274	HS or Less (F) N=348 N=264	Education Some College (G) N=354 N=328	College Grad+ (H) N=228 N=300	Yes (I) N=601 N=573	Employed No (J) N=492 N=520	Yes (K) N=413 N=346	Children in HH No (L) N=680 N=747	Parent of Yes (M) N=345 N=298	of Child Under 18 No (N) N=748 N=795	Home Homeowner (O) N=792 N=796	Ownership Renter (P) N=255 N=263	Married (Q) N=534 N=595	rital Status Not married (R) N=559 N=498	White (S) N=700 N=865	Race/Ethnicity AA (T) N=131 N=62 *	Hispanic (U) N=165 N=89 *
More likely (Net) Much more likely Somewhat more likely No more or less likely	53% 21% 33% 33%	48% 20% 27% 38% E	52% 16% 36% b 35% E	51% 18% 33% E	62% Bcd 25% c 37% B 24%	46% 17% 29% 37%	55% f 22% 33% 31%	52% 23% 29% 34%	57% j 24% J 32% 29%	50% 16% 33% 36% i	57% 26% L 31% 24%	51% 18% 34% 38% K	56% 25% n 31% 24%	52% 19% 34% 36% M	56% 21% 34% 31%	50% 20% 30% 37%	56% 19% 36% r 35%	51% 22% 29% 30%	55% 19% 36% T 35% u	45% 26% 18% 34%	56% 23% 33% 23%
Less likely (Net)	14%		120/					14%	14%	14%	19% L	11%	20% N							21% S	21% S
Somewhat less likely Much less likely	7% 7%	14% 6% 8%	12% 5% 7%	12% 9% 4%	14% 9% 5%	17% 8% 9%	14% 7% 7%	9% 5%	8% 6%	5% 9%	10% L 9%	5% 6%	10% n 10% n	11% 6% 6%	13% 7% 6%	14% 9% 5%	10% 6% 4%	18% Q 8% 10% Q	10% 5% 5%	7% 14% S	13% S 8%
	7% 7% U.S. RESPONDENTS	6% 8% S	7%	9%	9%	8%	70/	9%	8%	5%	10% L	5%	10% n	6%	7%	9%	6%	8%	5%	7%	
* Table Base: QS1Q2A: How much better or worse would your of the control of the	7% 7% U.S. RESPONDENTS opinion be of a brand if it o protect the environme Total (A)	6% 8% It ran each of the followi ent (e.g., recycling, buyin Less than \$50K (B)	7% Ing types of ads? Ing eco-friendly appliance House \$50K - \$74.9K (C)	9% 4% es, using public transpo ehold Income \$75K - \$99.9K (D)	9% 5% rtation) \$100K+ (E)	8% 9% HS or Less (F)	7% 7% Education Some College (G)	9% 5% College Grad+ (H)	8% 6% Yes (I)	5% 9% Employed No (J)	10% L 9% Yes (K)	5% 6% Children in HH No (L)	10% n 10% n Parent of Yes (M)	6% 6% of Child Under 18 No (N)	7% 6% Home Homeowner (O)	9% 5% Ownership Renter (P)	6% 4% Married (Q)	8% 10% Q rital Status Not married (R)	5% 5% White (S)	7% 14% S Race/Ethnicity AA (T)	8% Hispanic (U)
* Table Base: QS1Q2A: How much better or worse would your of the standard of	7% 7% U.S. RESPONDENTS opinion be of a brand if it o protect the environme Total (A) N=1093 N=1093 58% 24%	6% 8% St ran each of the following the follo	7% Ing types of ads? Ing eco-friendly appliance House \$50K - \$74.9K (C) N=172 N=240 59% 20%	9% 4% es, using public transpo ehold Income \$75K - \$99.9K (D) N=137 N=154 60% 21%	9% 5% rtation) \$100K+ (E) N=411 N=274 64% B 28%	8% 9% HS or Less (F) N=348 N=264 48% 18%	7% 7% Education Some College (G) N=354 N=328 60% F 24%	9% 5% College Grad+ (H) N=228 N=300 62% F 29% F	8% 6% Yes (I) N=601 N=573 61% 26%	5% 9% Employed No (J) N=492 N=520 56% 21%	10% L 9% Yes (K) N=413 N=346 62% 32% L	5% 6% Children in HH No (L) N=680 N=747 56% 19%	10% n 10% n 10% n Parent of Yes (M) N=345 N=298 59% 32% N	6% 6% of Child Under 18 No (N) N=748 N=795 58% 20%	7% 6% Home Homeowner (O) N=792 N=796 60% 24%	9% 5% Ownership Renter (P) N=255 N=263 54% 25%	6% 4% Married (Q) N=534 N=595 59% 24%	8% 10% Q rital Status Not married (R) N=559 N=498 58% 24%	5% 5% White (S) N=700 N=865 58% 24%	7% 14% S Race/Ethnicity AA (T) N=131 N=62 54% 25%	8% Hispanic (U) N=165 N=89 * 58% 26%
* Table Base: QS1Q2A: How much better or worse would your of Ads that talk about taking preventive measures to the Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion	7% 7% U.S. RESPONDENTS opinion be of a brand if it o protect the environme Total (A) N=1093 N=1093 58% 24% 35% 32% 9% 7%	6% 8% It ran each of the following the foll	7% Ing types of ads? Ing eco-friendly appliance House \$50K - \$74.9K (C) N=172 N=240	9% 4% es, using public transpo ehold Income \$75K - \$99.9K (D) N=137 N=154 60% 21% 39% 39% 33% 7% 5%	9% 5% rtation) \$100K+ (E) N=411 N=274 64% B 28% 36% 28% 8% 7%	8% 9% HS or Less (F) N=348 N=264 48% 18% 29% 40% gh 12% h 11% H	Feducation Some College (G) N=354 N=328 60% F	9% 5% College Grad+ (H) N=228 N=300 62% F	8% 6% Yes (I) N=601 N=573 61% 26% 35% 29% 11% 9%	5% 9% Employed No (J) N=492 N=520 56%	10% L 9% Yes (K) N=413 N=346 62% 32% L 30% 25% 13% L 11% L	5% 6% Children in HH No (L) N=680 N=747 56% 19% 37% k 37% k 37% K 7% 4%	10% n 10% n 10% n Parent of Yes (M) N=345 N=298 59% 32% N 27% 26% 16% N 12% N	6% 6% of Child Under 18 No (N) N=748 N=795 58%	7% 6% Home Homeowner (O) N=792 N=796 60%	9% 5% Ownership Renter (P) N=255 N=263 54% 25% 29% 33% 13% 0 10% 0	6% 4% Married (Q) N=534 N=595 59%	8% 10% Q rital Status Not married (R) N=559 N=498 58% 24% 34% 31% 12% Q 10% Q	5% 5% White (S) N=700 N=865 58%	7% 14% S Race/Ethnicity AA (T) N=131 N=62 * 54% 25% 29% 37% U 9% 7%	Hispanic (U) N=165 N=89 * 58% 26% 31% 17% 25% ST 23% ST
* Table Base: QS1Q2A: How much better or worse would your of the control of the	7% 7% U.S. RESPONDENTS opinion be of a brand if it o protect the environme Total (A) N=1093 N=1093 58% 24% 35% 32% 9% 7% 2% U.S. RESPONDENTS	6% 8% S It ran each of the following ent (e.g., recycling, buying Less than \$50K (B) N=305 N=359 53% 23% 30% 37% e 10% 7% 3%	7% Ing types of ads? Ing eco-friendly appliance House \$50K - \$74.9K (C) N=172 N=240 59% 20% 39% b 30% 11% 9% 2% king up litter)	9% 4% es, using public transpo ehold Income \$75K - \$99.9K (D) N=137 N=154 60% 21% 39% 33% 7% 5% 3%	9% 5% rtation) \$100K+ (E) N=411 N=274 64% B 28% 36% 28% 36% 28%	8% 9% HS or Less (F) N=348 N=264 48% 18% 29% 40% gh 12% h	7% 7% Education Some College (G) N=354 N=328 60% F 24% 36% 30% 9% 7% 2%	9% 5% College Grad+ (H) N=228 N=300 62% F 29% F 34% 31% 6%	8% 6% Yes (I) N=601 N=573 61% 26% 35% 29% 11%	5% 9% Employed No (J) N=492 N=520 56% 21% 35% 37% 17% 4% 3%	10% L 9% Yes (K) N=413 N=346 62% 32% L 30% 25% 13% L 11% L 2%	5% 6% Children in HH No (L) N=680 N=747 56% 19% 37% k 37% K 7% 4% 3%	10% n 10% n 10% n Parent of Yes (M) N=345 N=298 59% 32% N 27% 26% 16% N 12% N 4%	6% 6% of Child Under 18 No (N) N=748 N=795 58% 20% 38% M 35% M 6% 4% 2%	7% 6% Homeowner (O) N=792 N=796 60% 24% 36% 32% 8% 6% 2%	9% 5% Ownership Renter (P) N=255 N=263 54% 25% 29% 33% 13% 0 10% 0	6% 4% Married (Q) N=534 N=595 59% 24% 36% 34% 7% 4% 3%	8% 10% Q rital Status Not married (R) N=559 N=498 58% 24% 34% 31% 12% Q 10% Q 2%	5% 5% White (S) N=700 N=865 58% 24% 35% 36%	7% 14% S Race/Ethnicity AA (T) N=131 N=62 * 54% 25% 29% 37% U 9% 7% 3%	Hispanic (U) N=165 N=89 * 58% 26% 31% 17% 25% ST 23% ST
* Table Base: QS1Q2A: How much better or worse would your of Ads that talk about taking preventive measures to the Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base: Ads that talk about taking reactive measures to perform the performance of the performance opinion Total Total Total (Unweighted)	7% 7% U.S. RESPONDENTS opinion be of a brand if it o protect the environme Total (A) N=1093 N=1093 58% 24% 35% 32% 9% 7% 2% U.S. RESPONDENTS protect the environment Total (A) N=1093 N=1093 N=1093	6% 8% St ran each of the following the feasthan \$50K (B) N=305 N=359 53% 23% 30% 37% e 10% 7% 3% Step of the following the fol	7% Ing types of ads? Ing eco-friendly appliance	9% 4% es, using public transpo ehold Income \$75K - \$99.9K (D) N=137 N=154 60% 21% 39% 33% 7% 5% 3% ehold Income \$75K - \$99.9K (D) N=137 N=154	9% 5% rtation) \$100K+ (E) N=411 N=274 64% B 28% 36% 28% 36% 28% 1% 1% \$100K+ (E) N=411 N=274	8% 9% HS or Less (F) N=348 N=264 48% 18% 29% 40% gh 12% h 11% H 2% HS or Less (F) N=348 N=264	Feducation Some College (G) N=354 N=328 60% F 24% 36% 30% 9% 7% 2% Education Some College (G) N=354 N=328	9% 5% College Grad+ (H) N=228 N=300 62% F 29% F 34% 31% 6% 4% 2% College Grad+ (H) N=228 N=300	8% 6% Yes (I) N=601 N=573 61% 26% 35% 29% 11% 9% 2% Yes (I) N=601 N=573	5% 9% Employed No (J) N=492 N=520 56% 21% 35% 37% I 7% 4% 3% Employed No (J) N=492 N=520	10% L 9% Yes (K) N=413 N=346 62% 32% L 30% 25% 13% L 11% L 2% Yes (K) N=413 N=346	5% 6% Children in HH No (L) N=680 N=747 56% 19% 37% k 37% K 7% 4% 3% Children in HH No (L) N=680 N=747	10% n 10% n 10% n Parent of Yes (M) N=345 N=298 59% 32% N 27% 26% 16% N 12% N 4% Parent of Yes (M) N=345 N=298	6% 6% 6% 6% 6% 6% 6% 6% 6% No (N) N=748 N=795 58% 20% 38% M 35% M 6% 4% 2% 6f Child Under 18 No (N) N=748 N=795	7% 6% Home Homeowner (O) N=792 N=796 60% 24% 36% 32% 8% 6% 2% Home Homeowner (O) N=792 N=796	9% 5% Ownership Renter (P) N=255 N=263 54% 25% 29% 33% 13% 0 10% 0 2% Ownership Renter (P) N=255 N=263	6% 4% Married (Q) N=534 N=595 59% 24% 36% 34% 7% 4% 3% Married (Q) N=534 N=595	8% 10% Q rital Status Not married (R) N=559 N=498 58% 24% 34% 31% 12% Q 10% Q 2% rital Status Not married (R) N=559 N=498	5% 5% White (S) N=700 N=865 58% 24% 35% 36% U 5% 3% 2% White (S) N=700 N=865	7% 14% S Race/Ethnicity AA (T) N=131 N=62 * 54% 25% 29% 37% U 9% 7% 3% Race/Ethnicity AA (T) N=131 N=62 *	Hispanic (U) N=165 N=89 * 58% 26% 31% 17% 25% ST 23% ST 2% Hispanic (U) N=165 N=89 *
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* Table Base: QS1Q2A: How much better or worse would your and that talk about taking preventive measures to total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Morse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base: Ads that talk about taking reactive measures to put the teter opinion (Net) Much better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base: Ads that talk about a brand's promises to become Total Total (Unweighted) Better opinion (Net) Much better opinion Somewhat better opinion Somewhat better opinion Neither better nor worse opinion Worse opinion (Net) Much better opinion Somewhat worse opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion * Table Base: Ads that talk about a brand's donations to an env Total Total (Unweighted) Better opinion (Net) Much better opinion 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Much less likely * Table Base: QS1Q2A: How much better or worse would your data talk about taking preventive measures to talk talk about taking preventive measures to talk talk about taking preventive measures to the test opinion (Net) Better opinion (Net) Somewhat better opinion Norse opinion (Net) Somewhat worse opinion Much worse opinion * Table Base: Ads that talk about taking reactive measures to positive the tester opinion Neither better or worse opinion Norse opinion (Net) Much better opinion Somewhat better opinion Norse opinion (Net) Somewhat worse opinion * Table Base: Ads that talk about a brand's promises to become Total Total Total (Unweighted) Better opinion (Net) Much better opinion Neither better nor worse opinion Worse opinion (Net) Much better opinion Somewhat worse opinion * Table Base: Ads that talk about a brand's donations to an env Total Total Total (Unweighted) Better opinion (Net) Much better opinion Norse opinion (Net) Somewhat better opinion Normewhat better opinion Normewhat better opinion Normewhat better opinion Normewhat worse opinion Worse opinion (Net) Somewhat worse opinion Normewhat worse opinion Neither better nor worse opinion Worse opinion (Net) Somewhat worse opinion Neither better nor worse opinion Normewhat worse	7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7	6% 8% St ran each of the followint (e.g., recycling, buying the following tent (e.g., recycling, buying tent (e.g., recycling, buying tent (e.g., recycling, buying tent (e.g., recycling, buying tent (e.g., planting trees, pione to the following tent (e.g., planting trees, pione tent (e.g., planting trees, pion	7% Ing types of ads? 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Much less likely * Table Base: QS1Q2A: How much better or worse would your. 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Much less likely * Table Base: Q\$1Q2A: How much better or worse would your. 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N=228 N=300 62% F 29% F 34% 31% 6% 4% 2% College Grad+ (H) N=228 N=300 61% f 32% Fg 29% 34% 5% 4% 1% College Grad+ (H) N=228 N=300 60% f 27% f 33% g 34% 6% 4% 1% College Grad+ (H) N=228 N=300 60% F 24% 36% Fg 36% 4% 2% 2% College Grad+ (H) N=228 N=300 46% 23% f 23% 36% 4% 2% 2% College Grad+ (H) N=228 N=300 46% 23% f 23% 35% 8% 7% 1% College Grad+ (H) N=228 N=300 46% 23% f 23% 35% 8% 7% 1% College Grad+ (H) N=228 N=300 46% 23% f 23% 35% 8% 7% 1%	Yes (I) N=601 N=573 61% 26% 35% 29% 11% 9% 2% Yes (I) N=601 N=573 60% 27% 33% 29% 10% J 7% 4% Yes (I) N=601 N=573 59% 29% 30% 32% 9% 6% 33% Yes (I) N=601 N=573 57% J 25% 33% 31% 11% 5% 6% Yes (I) N=601 N=573 57% J 25% 33% 31% 11% 5% 6% Yes (I) N=601 N=573 5% J 47% J Yes (I) N=601 N=573 5% 47% Yes (I) N=601 N=573 5% 4% Yes (I) N=601 N=573 5% 4% Yes (I) N=601 N=573 5% 4%	Employed No (J) N=492 N=520 56% 21% 35% 37% 7% 4% 3% Employed No (J) N=492 N=520 59% 23% 36% 35% 6% 3% 36% 35% 6% 3% 5% Employed No (J) N=492 N=520 52% 21% 30% 39% 4% 5% Employed No (J) N=492 N=520 48% 21% 27% 44% 8% 3% 5% Employed No (J) N=492 N=520 39% 15% 24% 42% 42% 42% 42% 42% 42% 42% 42% 42	Yes (K) N=413 N=346 62% 32% 13% 11% 2% Yes (K) N=413 N=346 62% 32% 30% 28% 11% 8% 28% 11% 8% 29% 27% 10% 7% 3% Yes (K) N=413 N=346 61% 31% 30% 27% 12% 6% 6% Yes (K) N=413 N=346 61% 31% 30% 27% 12% 6% 6% Yes (K) N=413 N=346 61% 31% 30% 27% 12% 6% 6% Yes (K) N=413 N=346 61% 1 L 31% 30% 27% 1 2% 28% 21% 1 6% 6 % Yes (K) N=413 N=346 61% 1 L 31% 30% 27% 1 2% 28% 21% 1 6% 6 %	Children in HH No (L) N=680 N=747 56% 19% 37% 4% 38% Children in HH No (L) N=680 N=747 59% 22% 37% 4% 3% Children in HH No (L) N=680 N=747 51% 20% 31% 41% 8% 44% 4% Children in HH No (L) N=680 N=747 49% 19% 30% 43% 8% 3% 5% Children in HH No (L) N=680 N=747 49% 19% 30% 43% 8% 8% Children in HH No (L) N=680 N=747 39% 14% 8% 8% 8% Children in HH No (L) N=680 N=747 39% 14% 6% 8% 8% Children in HH No (L) N=680 N=747 39% 43% K Shidren in HH No (L) N=680 N=747 39% 43% K Children in HH No (L) N=680 N=747 39% 43% K Children in HH No (L) N=680 N=747 39% 43% K Children in HH No (L) N=680 N=747 39% 44% Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747 39% K Children in HH No (L) N=680 N=747	10%	of Child Under 18 No (N) N=748 N=795 58% 20% 38% M 35% M 6% 4% 2% of Child Under 18 No (N) N=748 N=795 61% 23% 38% M 33% 6% 44% 33% of Child Under 18 No (N) N=748 N=795 53% 22% 31% 39% M 8% 4% 4% 4% of Child Under 18 No (N) N=748 N=795 53% 22% 31% 39% M 8% 4% 4% of Child Under 18 No (N) N=748 N=795 51% 20% 31% 42% M 7% 3% 44% of Child Under 18 No (N) N=748 N=795 53% 20% 31% 42% M 7% 33% 44% of Child Under 18 No (N) N=748 N=795 53% 20% 33% M 8% 6% 44% M 16% 97% of Child Under 18 No (N) N=748 N=795 33% 15% 24% 44% M 16% 97% of Child Under 18 No (N) N=748 N=795 33% 33% M 8% 6% M of Child Under 18 No (N) N=748 N=795 33% 33% M 8% 6% M of Child Under 18 No (N) N=748 N=795 33% 33% M 8% 6% M of Child Under 18 No (N) N=748 N=795 32% 68% M of Child Under 18 No (N) N=748 N=795 32% 68% M of Child Under 18 No (N) N=748 N=795 32% 68% M of Child Under 18 No (N) N=748 N=795 32% 68% M of Child Under 18 No (N) N=748 N=795 32% 68% M	Home Homeowner (O) N=792 N=796 60% 24% 36% 32% 8% 6% 2% Home Homeowner (O) N=792 N=796 62% 36% 31% 7% 5% 22% Home Homeowner (O) N=792 N=796 56% 25% 31% 36% 8% 5% 3% Home Homeowner (O) N=792 N=796 55% 23% 32% 37% 8% 4% 4% 4% Home Homeowner (O) N=792 N=796 55% 23% 32% 37% 8% 4% 4% 4% Home Homeowner (O) N=792 N=796 55% 23% 32% 37% 8% 4% 4% 4% Home Homeowner (O) N=792 N=796 54% 56% Home Homeowner (O) N=792 N=796 55% 23% 33% 34% 9% 6% 3%	Ownership Renter (P) N=255 N=263 54% 25% 29% 33% 13% 0 10% 0 2% Ownership Renter (P) N=255 N=263 55% 23% 33% 12% 0 7% 6% 0 Ownership Renter (P) N=255 N=263 58% 27% 31% 32% 11% 6% 5% Ownership Renter (P) N=255 N=263 50% 22% 27% 39% 11% 6% 5% Ownership Renter (P) N=255 N=263 50% 22% 27% 39% 12% 4% 8% 0 Ownership Renter (P) N=255 N=263 43% 16% 27% 39% 12% 4% 8% 0 Ownership Renter (P) N=255 N=263 53% 12% 53% 12% 5% 7% 0 Ownership Renter (P) N=255 N=263 53% 53% 12% 5% 7% 0 Ownership Renter (P) N=255 N=263 43% 16% 27% 39% 12% 4% 8% 0 Ownership Renter (P) N=255 N=263 39% 61%	Married (Q) N=534 N=595 59% 24% 36% 34% 7% 4% 3% Married (Q) N=534 N=595 62% 25% 37% 33% 5% 3% 3% Married (Q) N=534 N=595 56% 26% 31% 37% 7% 4% 3% Married (Q) N=534 N=595 54% 23% 31% 38% 8% 4% 4% 4% Married (Q) N=534 N=595 54% 23% 31% 38% 8% 4% 4% 4% Married (Q) N=534 N=595 54% 23% 31% 38% 8% 4% 4% 4% Married (Q) N=534 N=595 47% 19% 28% R 31% 38% 8% 4% 4% 4% Married (Q) N=534 N=595 54% 23% 31% 38% 8% 4% 4% 4% Married (Q) N=534 N=595	rital Status Not married (R) N=559 N=498 58% 24% 34% 31% 12% Q 10% Q 2% rital Status Not married (R) N=559 N=498 58% 26% 32% 31% 11% Q 7% Q 4% rital Status Not married (R) N=559 N=498 55% 25% 30% 34% 11% Q 6% 5% rital Status Not married (R) N=559 N=498 55% 25% 30% 34% 11% Q 6% 5% rital Status Not married (R) N=559 N=498 52% 23% 29% 36% 11% 5% 7% Q rital Status Not married (R) N=559 N=498 40% 20% 20% 20% 20% 40% 20% 20% 40% 20% 20% 40% 20% 20% 40% 20% 20% 40% 20% 5% rital Status Not married (R) N=559 N=498 40% 20% 20% 20% 20% 20% 20% 40% 20% 20% 20% 40% 20% 20% 40% 20% 20% 20% 40% 20% 20% 20% 40% 20% 20% 20% 40% 20% 20% 40% 20% 20% 20% 20% 20% 20% 20% 20% 20% 2	White (S) N=700 N=865 58% 24% 35% 36% 24% 35% 36% 2% White (S) N=700 N=865 62% T 25% 37% T 32% 6% 3% 3% White (S) N=700 N=865 54% 24% 30% 38% u White (S) N=700 N=865 53% 21% 32% t 40% T% 32% 4% 3% White (S) N=700 N=865 53% 21% 32% 4% 4% 3% White (S) N=700 N=865 53% 21% 32% 4% 4% 3% White (S) N=700 N=865 53% 21% 32% 4% 4% 3% U White (S) N=700 N=865 52% 34% 38% U White (S) N=700 N=865	Race/Ethnicity AA (T) N=131 N=62 * 54% 25% 29% 37% U 9% 7% 33% Race/Ethnicity AA (T) N=131 N=62 * 47% 28% 18% 44% U 9% 9% S 1% Race/Ethnicity AA (T) N=131 N=62 * 61% 28% 33% 30% 9% 6% 4% Race/Ethnicity AA (T) N=131 N=62 * 46% 28% 19% 47% U 7% 6% 1% Race/Ethnicity AA (T) N=131 N=62 * 46% 28% 19% 47% U 7% 6% 1% Race/Ethnicity AA (T) N=131 N=62 * 46% 28% 19% 47% U 7% 6% 1% Race/Ethnicity AA (T) N=131 N=62 * 48% 25% 23% 35% 5 S 2% Race/Ethnicity AA (T) N=131 N=62 * 48% 25% 23% 35% 5 S 2% Race/Ethnicity AA (T) N=131 N=62 * 48% 25% 23% 35% 5 S 2% Race/Ethnicity AA (T) N=131 N=62 * 48% 25% 23% 35% 5 S 2% Race/Ethnicity AA (T) N=131 N=62 * 48% 25% 23% 35% 35% 35% 35% 35% 35% 35% 35% 35% 3	Hispanic (U) N=165 N=89 * 58% 26% 31% 17% 25% ST 23% ST 2% Hispanic (U) N=165 N=89 * 58% 25% 32% 23% 19% S 13% S 6% Hispanic (U) N=165 N=89 * 57% 27% 30% 26% 17% S 10% S 7% Hispanic (U) N=165 N=89 * 52% 26% 27% 26% 22% ST 8% S 14% ST Hispanic (U) N=165 N=89 * 45% 24% 24% 21% 26% 29% S 20% S 9% Hispanic (U) N=165 N=89 * 45% 24% 21% 26% 29% S 20% S 9% Hispanic (U) N=165 N=89 * 45% 24% 21% 26% 29% S 20% S 9% Hispanic (U) N=165 N=89 * 53% S 11% St

Total Total (Unweighted) Yes No * Table Base:	Total (A) N=1093 N=1093 44% 56% U.S. RESPONDENT		\$50K - \$74.9K (C) N=172 N=240 38% 62% E	N=137 N=154 39% 61% E	\$100K+ (E) N=411 N=274 52% BCD 48%	HS or Less (F) N=348 N=264 42% 58%	Education Some College (G) N=354 N=328 38% 62% H	College Grad+ (H) N=228 N=300 50% G	Yes (I) N=601 N=573 52% 48%	Employed No (J) N=492 N=520 34% 66%	Yes (K) N=413 N=346 65% L 35%	Children in HH No (L) N=680 N=747 31% 69% K	Parent of Yes (M) N=345 N=298 67% N	of Child Under 18 No (N) N=748 N=795 33% 67% M	Hor Homeowner (O) N=792 N=796 44% 56%	me Ownership Renter (P) N=255 N=263 44% 56%	Married (Q) N=534 N=595 43% 57%	Marital Status Not married (R) N=559 N=498 44% 56%	White (S) N=700 N=865 35% 65% TU	Race/Ethnicity AA (T) N=131 N=62 * 58% S 42%	Hispanic (U) N=165 N=89 * 62% S 38%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Ad on a streaming service (e.g., Hulu, Amazon Prime Radio Print (e.g., magazine, newspaper) Connected TV (e.g., Roku, Apple TV, Amazon Fire) Billboard or poster Podcast Other I don't remember Count * Table Base:	Total (A) N=643 N=586 55% 47% e, Pe; 29% 27% 23% 21% 15% 14% 3% 6% 2.39	Less than \$50K (B) N=156 N=174 46% 35% 25% 33% cd 18% 20% 11% 16% D 5% e 7% 2.15	Hou \$50K - \$74.9K (C) N=90 * N=121 56% 42% 21% 20% 19% 19% 12% 10% 5% e 4% 2.08	usehold Income	\$100K+ (E) N=280 N=173 56% 56% BC 35% C 31% 26% 26% 21% bD 19% D 1% 6% 2.76	HS or Less (F) N=194 N=126 56% 37% 25% 35% gh 18% 24% g 13% 13% 1% 7% 2.29	Education Some College (G) N=207 N=175 52% 50% 26% 22% 24% 14% 14% 9% 5% 5% 2.21	College Grad+ (H) N=138 N=167 52% 50% 28% 22% 27% 21% 17% 18% 18% g 1% 5% 2.40	Yes (I) N=413 N=351 60% 48% 36% 34% 26% 25% 20% 16% 3% 4% 2.71	Employed No (J) N=230 N=235 45% 44% 16% 15% 18% 14% 7% 10% 3% 9% i 1.82	Yes (K) N=327 N=255 64% 44% 39% 31% 23% 26% L 20% L 20% L 1% 2% 2.72	Children in HH No (L) N=316 N=331 46% 49% 18% 23% 23% 16% 10% 8% 4%	Parent of Yes (M) N=277 N=220 59% 46% 43% N 34% N 24% 28% N 20% N 1% 1% 1% 1% 2.79	of Child Under 18 No (N) N=366 N=366 52% 47% 18% 22% 23% 16% 11% 8% 4% 9% M 2.09	Horeowner (O) N=465 N=434 52% 50% p 28% 27% 23% 23% 18% P 15% 3% 5% 2.45	me Ownership Renter (P) N=157 N=136 59% 39% 29% 31% 26% 19% 7% 13% 2% 5% 2.29	Married (Q) N=308 N=315 55% 49% 33% 27% 25% 23% 16% 13% 3% 4% 2.49	Narital Status Not married (R) N=335 N=271 55% 44% 24% 27% 22% 19% 14% 15% 3% 7% 2.30	White (S) N=363 N=438 54% 44% 29% 22% 23% t 21% 14% 12% 5% 9% U 2.31	Race/Ethnicity AA (T) N=89 * N=39 * 48% 45% 29% 21% 9% 19% 10% 21% 1% 3% 2.06	Hispanic (U) N=125 N=63 * 56% 55% 29% 43% St 30% T 20% 20% 16% 0% 0% 0% 2.69
QS1Q5: Have you made a purchase from a brand af Total Total (Unweighted) Yes No I don't remember * Table Base:	Total (A) N=643 N=586 48% 32% 21% REMEMBER SEEIN	Less than \$50K (B) N=156 N=174 36% 28% E	Hou \$50K - \$74.9K (C) N=90 * N=121 41% 38% E 22% MUNICATION ABOUT EA	N=81 * N=82 * 34% 44% E 23% ARTH DAY BETWEEN 2019	\$100K+ (E) N=280 N=173 63% BCD 21% 15% AND 2021	N=194 N=126 37% 36% 27% h	Education Some College (G) N=207 N=175 43% 34% 23%	College Grad+ (H) N=138 N=167 54% F 31% 15%	Yes (I) N=413 N=351 56% 27% 17%	Employed No (J) N=230 N=235 32% 41% 27%	Yes (K) N=327 N=255 67% 18% 16%	Children in HH No (L) N=316 N=331 27% 46% K 26% K	Parent of Yes (M) N=277 N=220 66% N 19% 15%	of Child Under 18 No (N) N=366 N=366 33% 41% M 26% M	Hor Homeowner (O) N=465 N=434 50% 31% 19%	me Ownership Renter (P) N=157 N=136 42% 34% 25%	Married (Q) N=308 N=315 53% r 29% 17%	Not married (R) N=335 N=271 42% 34% 24%	White (S) N=363 N=438 43% 36% U	Race/Ethnicity AA (T) N=89 * N=39 * 48% 33% u 19%	Hispanic (U) N=125 N=63 * 59% \$ 16% 25%
Total Total (Unweighted) National Geographic CVS Discovery+ Apple TV The North Face NASA Hyundai Natural Grocers Shopify Busch Fossil Absolut Michelob Ultra Bombay Sapphire Peanuts (i.e., Charlie Brown and friends) Sodastream New Belgium Brewing Bulleit Bourbon None of these Count * Table Base:	Total (A) N=643 N=586 38% 32% 29% 27% 17% 16% 15% 12% 11% 10% 10% 10% 5% 5% 5% 5% 5% 23% 2.97	Less than \$50K (B) N=156 N=174 35% 33% 26% 20% 12% 17% 9% 9% 13% d 10% 11% c 5% 9% 5% 7% 8% 5% 4% 26% E 2.65	Hou \$50K - \$74.9K (C) N=90 * N=121 26% 27% 24% 21% 17% 14% 9% 7% 8% 4% 3% 5% 6% 4% 3% 6% 4% 3% 6% 4% 3% E	usehold Income	\$100K+ (E) N=280 N=173 45% C 34% 33% 37% BCD 22% b 18% 24% BCd 19% bC 16% D 17% CD 15% C 18% BCD 13% 16% BCD 13% 16% BCD 10% 11% c 8% d 7% 12% 3.74	HS or Less (F) N=194 N=126 34% 28% 30% 25% 12% 16% 9% 10% 9% 13% g 8% 7% 13% g 8% 5% 7% 13% 2% 24% 2.57	Education Some College (G) N=207 N=175 37% 37% h 29% 24% 20% 13% 16% 9% 11% 10% 12% 5% 9% 8% 5% 6% 4% 4% 4% 27% 2.87	College Grad+ (H) N=138 N=167 41% 26% 31% 26% 18% 18% 23% F 12% 14% 13% 10% 9% 8% 9% 9% 9% F 6% 18% 3.03	Yes (I) N=413 N=351 41% 32% 31% 35% 20% 19% j 18% 16% 16% 15% J 11% 12% J 10% j 10% 6% 7% J 17% 3.43	Employed No (J) N=230 N=235 31% 31% 26% 12% 9% 11% 11% 7% 5% 7% 4% 2% 6% 4% 4% 4% 4% 4% 4% 4% 4% 4% 2.13	Yes (K) N=327 N=255 42% 34% 35% L 40% L 19% 19% 16% 12% 18% L 14% L 13% L 14% L 13% L 11% 14% L 10% 9% 8% L 11% 3.51	Children in HH No (L) N=316 N=331 33% 29% 24% 13% 14% 13% 15% 12% 6% 8% 8% 5% 8% 3% 6% 6% 2% 2% 2% 2% 2% 2% 2% 2.40	Parent of Yes (M) N=277 N=220 40% 34% 35% N 20% 18% 17% 15% 19% N 17% N 16% N 17% N 16% N 17% N 16% N 17% N 13% n 17% N 12% N 11% n 10% N 10% N 10% 3.69	of Child Under 18 No (N) N=366 N=366 36% 30% 25% 18% 14% 15% 14% 11% 7% 6% 5% 7% 3% 5% 5% 2% 2% 2% 33% M 2.42	Horeowner (O) N=465 N=434 40% 32% 28% 28% 16% 18% 15% 14% 14% 14% 14% 19% 10% 11% 9% 7% 6% 6% 6% 22% 3.10	me Ownership Renter (P) N=157 N=136 33% 31% 31% 23% 19% 10% 10% 11% 8% 11% 5% 6% 12% 3% 5% 22% 2.71	Married (Q) N=308 N=315 40% 30% 32% 30% 19% 17% 21% R 15% 12% 13% 12% 10% 12% 11% 11% r 10% 6% 7% 21% 3.28	Narital Status Not married (R) N=335 N=271 36% 33% 26% 24% 14% 16% 10% 10% 10% 5% 6% 4% 4% 4% 25% 2.68	White (S) N=363 N=438 36% 29% 28% 22% 18% 20% 18% t 13% 11% 9% 6% 7% 9% 7% 9% 8% 5% 6% 30% U 2.90	Race/Ethnicity AA (T) N=89 * N=39 * 24% 36% 28% 26% 10% 8% 5% 10% 11% 13% 19% S 12% 13% 13% 2% 9% 10% 4% 17% 2.69	Hispanic (U) N=125 N=63 * 44% t 36% 31% 31% 12% 11% 13% 17% 18% 14% 16% S 19% S 12% 13% 14% t 10% 4% 4% 11% 3.31
QS1Q7: Where did you first see or hear the Earth D Absolut Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Ad on a streaming service (e.g., Hulu, Amazon Prime Cable TV Podcast Connected TV (e.g., Roku, Apple TV, Amazon Fire) Billboard or poster Print (e.g., magazine, newspaper) Radio Other I don't remember * Table Base:	Total (A) N=66 * N=43 * 26% e, Pe; 19% 16% 15% 9% 7% 4% 3% 1% 0%	Less than \$50K (B) N=8 ** N=9 ** 0% 8% 4% 36% 18% 11% 0% 11% 12% 0%	Hou \$50K - \$74.9K (C) N=4 ** N=2 ** 0% 88% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0	usehold Income	\$100K+ (E) N=50 * N=29 ** 33% 15% 20% 10% 9% 7% 4% 2% 0% 0%	HS or Less (F) N=24 ** N=8 ** 21% 44% 21% 12% 0% 3% 0% 0% 0% 0%	Education Some College (G) N=11 ** N=8 ** 44% 11% 3% 17% 12% 0% 0% 5% 8% 0%	College Grad+ (H) N=13 ** N=10 ** 10% 0% 40% 10% 22% 0% 8% 10% 0% 0%	Yes (I) N=61 * N=39 * 28% 17% 17% 16% 10% 7% 3% 1% 2% 0%	Employed No (J) N=4 ** N=4 ** 0% 57% 0% 0% 0% 0% 0% 23% 20% 0% 0% 0%	Yes (K) N=50 * N=31 * 34% 23% 10% 12% 9% 9% 2% 2% 0% 0%	Children in HH No (L) N=15 ** N=12 ** 0% 8% 35% 27% 9% 0% 10% 6% 6% 6% 0%	Parent of Yes (M) N=47 * N=32 * 26% 23% 11% 17% 10% 9% 2% 2% 0% 0%	of Child Under 18 No (N) N=19 ** N=11 ** 26% 10% 28% 11% 7% 0% 8% 5% 5% 5% 0%	Hore Homeowner (O) N=52 * N=34 * 30% 17% 8% 19% 11% 8% 4% 2% 0% 0%	me Ownership Renter (P) N=13 ** N=9 ** 10% 29% 44% O 0% 0% 0% 0% 4% 7% 7% 7% 0%	Married (Q) N=31 * N=27 ** 39% 6% 2% 16% 14% 12% 7% 3% 0% 0%	Narital Status Not married (R) N=35 N=16 14% 31% 28% q 14% 4% 2% 1% 3% 3% 3% 0%	White (S) N=25 ** N=30 * 25% 15% 4% 16% 18% 5% 10% 3% 4% 0%	Race/Ethnicity AA (T) N=11 ** N=4 ** 0% 0% 41% S 18% 13% 29% 0% 0% 0% 0% 0%	Hispanic (U) N=24 ** N=7 ** 21% 37% 21% 16% 0% 0% 0% 0% 0% 0% 0%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Ad on a streaming service (e.g., Hulu, Amazon Prime Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Print (e.g., magazine, newspaper) Radio Podcast Billboard or poster Other I don't remember * Table Base:	Total (A) N=173 N=134 29% e, Pe; 18% 18% 18% 7% 6% 1% 1% 0% 2%	Less than \$50K (B) N=32 * N=33 * 29% 24% 12% 23% 0% 0% 0% 0% 0% 9% e	Hou \$50K - \$74.9K (C) N=18 ** N=18 ** 33% 27% 24% 6% 7% 0% 3% 0% 0% 0%	usehold Income	\$100K+ (E) N=105 N=69 * 26% 12% 19% 20% 10% 10% 1% 2% 0%	HS or Less (F) N=49	Education Some College (G) N=50 * N=32 * 12% 19% 38% FH 7% 13% h 6% 0% 0% 0% 0% 6%	College Grad+ (H) N=35 * N=41 * 30% 12% 10% 40% G 0% 5% 2% 0% 0% 0%	Yes (I) N=145 N=110 30% 15% 19% 18% 8% 7% 1% 2% 0% 1%	Employed No (J) N=28 ** N=24 ** 25% 32% 14% 18% 5% 2% 1% 0% 0% 0% 3%	Yes (K) N=132 N=94 * 31% 18% 14% 19% 4% 8% 2% 2% 0% 2%	Children in HH No (L) N=41 * N=40 * 22% 17% 29% 13% 17% k 0% 1% 0% 0% 0%	Parent of Yes (M) N=107 N=84 25% 18% 17% 19% 5% 10% 2% 2% 0% 3%	of Child Under 18 No (N) N=65 N=50 34% 18% 20% 16% 12% 0% 1% 0% 0% 0%	Hor Homeowner (O) N=131 N=103 32% 12% 15% 21% 6% 8% 2% 2% 2%	me Ownership Renter (P) N=36 N=28 23% 29% 29% 5% 14% 0% 0% 0% 0% 0%	Neg2 * N=92 * N=81 * 28% 17% 15% 18% 7% 12% r 1% 2% 0% 0%	Narital Status Not married (R) N=81 * N=53 * 30% 19% 21% 17% 8% 0% 1% 0% 0% 0% 4%	White (S) N=79 * N=92 * 28% 18% 19% 14% 3% 14% 2% 3% 0% 0%	Race/Ethnicity AA (T) N=23 ** N=10 ** 20% 29% 13% 37% 0% 0% 0% 0% 0% 0%	Hispanic (U) N=39 N=15 14% 24% 21% 7% 25% S 0% 3% 0% 0% 6% \$
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Radio Billboard or poster Ad on a streaming service (e.g., Hulu, Amazon Prime Podcast Connected TV (e.g., Roku, Apple TV, Amazon Fire) Print (e.g., magazine, newspaper) Other I don't remember * Table Base: Bulleit Bourbon	9% 4% 0% 2% 3%	Less than \$50K (B) N=8 ** N=7 ** 19% 27% 18% 12% 18% 0% 6% 0% 0% 0% 0%	\$50K - \$74.9K (C) N=3 ** N=5 ** 13% 18% 0% 46% 0% 0% 0% 0% 0% 0% 0% 22% e	Usehold Income) \$75K - \$99.9K (D) N=2 ** N=3 ** 39% 0% 0% 0% 23% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% E BOUT EARTH DAY BETWE	\$100K+ (E) N=44 * N=27 ** 34% 14% 15% 10% 11% 12% 4% 0% 2% 0% EN 2019 AND 2021	HS or Less (F) N=11 ** N=5 ** 20% 6% 60% g 0% 15% 0% 0% 0% 0%	Education Some College (G) N=16 ** N=10 ** 57% 12% 0% 15% 16% 0% 0% 0% 0% 0%	College Grad+ (H) N=13 ** N=10 ** 11% 35% 7% 13% 0% 14% 14% 0% 0% 6%	Yes (I) N=48 * N=31 * 30% 14% 15% 15% 13% 10% 4% 0% 0% 0%	Employed No (J) N=10 ** N=11 ** 36% 20% 9% 0% 0% 4% 4% 4% 0% 11% 16% i	Yes (K) N=47 * N=29 ** 14% 17% 13% 10% 10% 4% 0% 0% 0%	Children in HH No (L) N=10 ** N=13 ** 27% 18% 0% 9% 13% 3% 4% 0% 10% 10% 15% k	Parent of Yes (M) N=47 * N=29 ** 32% 14% 17% 13% 10% 40% 0% 0% 0%	of Child Under 18 No (N) N=10 ** N=13 ** 27% 18% 0% 9% 13% 3% 4% 0% 10% 10% 15% m	Horeowner (O) N=50 * N=34 * 32% 16% 16% 12% 8% 4% 0% 2% 3%	me Ownership Renter (P) N=8 ** N=8 ** 24% 10% 0% 43% 0% 17% 6% 0% 0% 0%	Married (Q) N=35 * N=26 ** 43% 5% 4% 12% 10% 15% 5% 0% 3% 2%	Not married (R) N=23 ** N=16 ** 12% 31% q 28% 13% 11% 0% 2% 0% 0% 4%	White (S) N=27 ** N=28 ** 11% 8% 2% 27% 13% 19% 8% 0% 4% 6%	Race/Ethnicity AA (T) N=12 ** N=5 ** 27% 49% \$ 12% 0% 12% 0% 0% 0% 0% 0% 0%	Hispanic (U) N=16 ** N=6 ** 63% \$ 0% 37% \$ 0% 0% 0% 0% 0% 0% 0% 0% 0%
Total Total (Unweighted) Ad on a streaming service (e.g., Hulu, Amazon Prime Cable TV Radio Social media (e.g., Facebook, Twitter, YouTube) Print (e.g., magazine, newspaper) Billboard or poster Connected TV (e.g., Roku, Apple TV, Amazon Fire) Podcast Other I don't remember	21% 12% 12% 10% 9% 2% 0% 1%	Less than \$50K (B) N=7 ** N=6 ** 0% 7% 13% 11% 0% 48% E 20% 0% 0% 0%	\$50K - \$74.9K (C) N=5 N=4 ** 74% b 7% 0% 0% 12% 0% 0% 0% 0% 7%	N=2 ** N=2 ** 0% 0% 69% 31% 0% 0% 0% 0% 0% 0% 0%	\$100K+ (E) N=19 ** N=19 ** 19% 32% 9% 13% 17% 0% 8% 3% 0% 0%	HS or Less (F) N=5 ** N=2 78% G 0% 0% 0% 22% 0% 0% 0% 0% 0% 0% 0%	Education Some College (G) N=9 ** N=7 ** 0% 0% 29% 9% 7% 39% 16% 0% 0% 0%	College Grad+ (H) N=8 ** N=9 ** 8% 51% g 0% 17% 20% 0% 0% 0% 0% 0% 5%	Yes (I) N=31 * N=28 ** 24% 23% 8% 11% 13% 11% 9% 2% 0% 0%	Employed No (J) N=3 ** N=3 0% 0% 0% 58% i 29% 0% 0% 0% 0% 0% 0% 0% 13%	Yes (K) N=28 ** N=25 27% 24% 12% 11% 14% 5% 5% 2% 0% 0%	Children in HH No (L) N=6 ** N=6 ** 0% 6% 16% 15% 0% 34% k 23% 0% 0% 6%	Parent of Yes (M) N=28 ** N=24 ** 27% 24% 6% 12% 12% 12% 5% 2% 0% 0%	No (N) N=6 N=7 0% 6% 41% 15% 10% 0% 23% 0% 0% 6%	Hor Homeowner (O) N=26 ** N=26 ** 9% 25% 13% 11% 15% 13% 11% 2% 0%	me Ownership Renter (P) N=8 ** N=5 65% 0 6% 12% 17% 0% 0% 0% 0% 0% 0% 0%	Married (Q) N=21 ** N=23 ** 17% 33% 8% 16% 15% 0% 7% 2% 0% 2%	Not married (R) N=12 ** N=8 ** 31% 0% 20% 6% 5% 27% Q 11% 0% 0% 0%	White (S) N=22 ** N=24 ** 17% 20% 19% 15% 18% 0% 7% 2% 0% 2%	Race/Ethnicity AA (T) N=3 ** N=2 ** 0% 0% 0% 0% 0% 0% 59% \$ 41% 0% 0% 0% 0%	Hispanic (U) N=5 ** N=2 ** 74% 0% 0% 0% 0% 0% 26% \$ 0% 0% 0% 0% 0%
* Table Base: Busch Total Total (Unweighted) Cable TV Social media (e.g., Facebook, Twitter, YouTube) Ad on a streaming service (e.g., Hulu, Amazon Prime Print (e.g., magazine, newspaper) Connected TV (e.g., Roku, Apple TV, Amazon Fire) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=71 * N=58 * 21% 19% e, Pe; 16% 15% 10% 10% 7% 2% 0% 0%	Less than \$50K (B) N=16 ** N=18 ** 33% 14% 33% 0% 12% 3% 4% 0% 0% 0%	Hou \$50K - \$74.9K (C) N=4 ** N=5 ** 25% 34% 0% 0% 0% 41% 0% 0% 0% 0% 0%	N=4 ** N=4 ** 6% 0% 0% 0% 0% 78% CE 16% 0% 0% 0% 0%	\$100K+ (E) N=47 * N=30 * 16% 20% 12% 23% 5% 9% 10% 3% 0% 0%	HS or Less (F) N=15 ** N=7 ** 14% 0% 33% g 33% g 9% 11% 0% 0% 0% 0%	Education Some College (G) N=21 ** N=18 ** 24% 41% h 0% 0% 12% 11% 13% 0% 0% 0%	College Grad+ (H) N=18 ** N=16 ** 22% 3% 34% g 10% 15% 0% 15% 0% 0% 0%	Yes (I) N=56 N=42 18% 21% 11% 17% 12% 10% 8% 3% 0% 0%	Employed No (J) N=15 ** N=16 ** 29% 11% 32% 9% 3% 10% 6% 0% 0%	Yes (K) N=47 N=32 6% 24% 23% 10% 14% 9% 10% 3% 0% 0%	Children in HH No (L) N=24 N=26 49% K 7% 2% 26% 2% 11% 3% 0% 0% 0%	Parent of Yes (M) N=47 * N=31 * 6% 23% 23% 10% 14% 11% 10% 3% 0% 0%	of Child Under 18 No (N) N=25 ** N=27 ** 48% M 9% 1% 26% 4% 9% 3% 0% 0% 0%	Hore Homeowner (O) N=56 * N=46 * 24% 22% 10% 11% 13% 12% 6% 3% 0%	me Ownership Renter (P) N=15 ** N=12 ** 9% 7% 36% 33% 0% 3% 12% 0% 0% 0% 0%	Married (Q) N=39 * N=37 * 20% 26% 4% 15% 8% 10% 14% 4% 0% 0%	Marital Status Not married (R) N=32 * N=21 ** 21% 9% 30% Q 16% 13% 10% 0% 0% 0% 0%	White (S) N=34 * N=40 * 30% 14% 5% 18% 9% 17% 7% 0% 0% 0%	Race/Ethnicity AA (T) N=12 ** N=4 ** 0% 10% 78% SU 0% 12% 0% 0% 0% 0% 0%	Hispanic (U) N=18 ** N=8 ** 8% 38% 0% 28% 13% 0% 5% 8% 0% 0%
* Table Base: CVS Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Print (e.g., magazine, newspaper) Cable TV Billboard or poster Radio Ad on a streaming service (e.g., Hulu, Amazon Prime Connected TV (e.g., Roku, Apple TV, Amazon Fire) Podcast Other I don't remember * Table Base:	Total (A) N=204 N=169 21% 15% 14% 11% 9% e, Pe; 9% 7% 6% 2% 6%	Less than \$50K (B) N=51 * N=51 * 10% 1% 9% 9% 22% Ce 7% 6% 17% E 5% 14%	Hou \$50K - \$74.9K (C) N=24 ** N=28 ** 28% 6% 24% 9% 1% 20% E 0% 6% 1% 5%	BOUT EARTH DAY BETWE usehold Income 75K - \$99.9K (D) N=22 ** N=18 ** 20% 35% BC 11% 3% 6% 9% 10% 0% 2% 4% BOUT EARTH DAY BETWE	\$100K+ (E) N=96 N=64 26% 18% B 17% 14% 6% 3% 9% 3% 2% 3%	HS or Less (F) N=53 * N=34 * 18% 7% 17% 5% 18% g 14% 0% 14% 2% 6%	Education Some College (G) N=77 * N=52 * 16% 19% 14% 19% 3% 13% 5% 2% 2% 2% 7%	College Grad+ (H) N=36 * N=45 * 20% 14% 11% 10% 12% 2% 19% F 6% 1% 4%	Yes (I) N=134 N=107 28% 15% 14% 10% 5% 7% 6% 9% 1% 6%	Employed No (J) N=70 * N=62 * 7% 13% 15% 13% 16% 13% 2% 5% 6%	Yes (K) N=112 N=81 26% 6% 10% 10% 11% 10% 8% 0% 5%	Children in HH No (L) N=92 N=88 14% 24% K 19% 12% 3% 6% 3% 4% 5% 7%	Parent of Yes (M) N=94 * N=70 * 31% N 7% 12% 13% 10% 6% 7% 10% 0% 4%	of Child Under 18 No (N) N=110 N=99 * 12% 21% m 16% 9% 8% 12% 6% 4% 4% 4% 8%	Hore Homeowner (O) N=149 N=125 19% 20% P 17% 10% 9% 4% 9% 4% 3% 5%	me Ownership Renter (P) N=48 N=41 29% 1% 7% 17% 9% 13% 1% 14% 2% 7%	Married (Q) N=93 N=90 25% 17% 16% 9% 10% 4% 6% 8% 4% 3%	Marital Status Not married (R) N=111 N=79 17% 13% 13% 13% 9% 14% 9% 14% 8% 5% 1% 8%	White (S) N=105 N=120 17% 16% 17% 11% 8% 6% 7% 4% 4% 9%	Race/Ethnicity AA (T) N=33 * N=15 ** 32% 0% 4% 8% 12% 20% 11% 15% 0% 0%	Hispanic (U) N=45 N=18 ** 18% 21% 16% 14% 2% 11% 6% 6% 1% 5%
Total Total (Unweighted) Cable TV Social media (e.g., Facebook, Twitter, YouTube) Ad on a streaming service (e.g., Hulu, Amazon Prime Connected TV (e.g., Roku, Apple TV, Amazon Fire) Billboard or poster Print (e.g., magazine, newspaper) Radio Podcast Other I don't remember * Table Base:	Total (A) N=188 N=163 33% 22% e, Pea 12% 12% 9% 4% 3% 3% 1% 0%	Less than \$50K (B) N=40 * N=41 * 14% 26% C 16% 10% 14% c 5% 12% e 3% 0% 0%	Hou \$50K - \$74.9K (C) N=21 ** N=29 ** 46% B 3% 24% 18% 0% 4% 2% 0% 0% 0% 4%	usehold Income	\$100K+ (E) N=91 * N=62 * 38% B 24% C 8% 12% 6% 5% 1% 4% 0% 0%	HS or Less (F) N=59 * N=39 * 33% 12% 10% 8% 18% 8% h 8% 2% 0% 0%	Education Some College (G) N=60 * N=42 * 41% H 32% 13% 4% 3% 2% 0% 3% 2% 0% 3% 2% 0%	College Grad+ (H) N=43 * N=53 * 16% 29% 17% 27% fG 9% 0% 2% 0% 0% 0%	Yes (I) N=129 N=112 38% 26% 11% 11% 4% 3% 3% 4% 1% 0%	Employed No (J) N=59 * N=51 * 24% 13% 16% 16% 20% 6% 4% 0% 0% 0% 1%	Yes (K) N=113 N=95 26% 27% 13% 13% 11% 2% 2% 4% 1% 0%	Children in HH No (L) N=74 N=68 44% 15% 12% 10% 5% 7% 5% 1% 0% 1%	Parent of Yes (M) N=98 * N=87 * 27% 26% 14% 13% 8% 4% 3% 5% 1% 0%	of Child Under 18 No (N) N=90 * N=76 * 40% 18% 10% 12% 10% 5% 4% 1% 0% 1%	Hor Homeowner (O) N=131 N=119 34% 20% 13% 15% 5% 5% 3% 4% 1%	me Ownership Renter (P) N=48 N=38 32% 19% 14% 7% 22% 2% 4% 0% 0% 0%	Negen to Married (Q) N=99 * N=94 * 35% 18% 15% 10% 5% 6% 5% 4% 1% 0%	Narital Status Not married (R) N=88 * N=69 * 31% 26% 10% 14% 13% 2% 2% 2% 2% 0% 1%	White (S) N=102 N=114 37% 15% 16% 15% 6% 5% 2% 2% 1% 1%	Race/Ethnicity AA (T) N=25 ** N=13 ** 7% 36% 5% 6% 22% \$ 3% 17% \$ 3% 0% 0%	Hispanic (U) N=38 * N=22 ** 28% 28% 10% 15% 13% 5% 0% 2% 0% 0%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Ad on a streaming service (e.g., Hulu, Amazon Prime Connected TV (e.g., Roku, Apple TV, Amazon Fire) Print (e.g., magazine, newspaper) Podcast Billboard or poster Radio Other I don't remember * Table Base:	12% 12% 8% 5% 5% 1% 2%	Less than \$50K (B) N=17 ** N=17 ** 26% 26% 24% 0% 7% 0% 6% 11% 0% 0%	\$50K - \$74.9K (C) N=3 ** N=4 ** 0% 87% E 0% 0% 0% 0% 0% 0% 0% 0% 13%	usehold Income) \$75K - \$99.9K (D) N=4 ** N=3 ** 22% 0% 65% e 0% 0% 0% 0% 13% 0% 0% 0% 0%	\$100K+ (E) N=41 * N=25 ** 24% 13% 7% 19% 16% 13% 5% 1% 2% 0% EN 2019 AND 2021	HS or Less (F) N=14 ** N=9 ** 10% 19% 19% 0% 4% 35% g 8% 0% 0% 5%	Education Some College (G) N=24 ** N=13 ** 45% 24% 22% 0% 0% 0% 0% 0% 0% 0% 0% 0%	College Grad+ (H) N=13 ** N=15 ** 12% 9% 0% 18% 38% 38 3% 13% 4% 0% 3%	Yes (I) N=56 * N=38 * 25% 15% 12% 13% 14% 10% 6% 4% 1% 0%	Employed No (J) N=10 ** N=12 ** 14% 40% 27% 4% 0% 0% 0% 0% 0% 10%	Yes (K) N=42 * N=28 ** 26% 9% 20% 17% 18% 1% 5% 2% 2% 0%	Children in HH No (L) N=24 ** N=22 ** 19% 36% k 6% 1% 0% 21% k 5% 8% 0% 4%	Parent of Yes (M) N=45 * N=30 * 26% 8% 19% 16% 17% 1% 5% 7% 1% 0%	of Child Under 18 No (N) N=21 ** N=20 ** 18% 40% m 6% 2% 0% 24% m 5% 0% 0% 5%	Horeowner (O) N=48 * N=38 * 28% 23% 9% 13% 15% 0% 4% 6% 1%	me Ownership Renter (P) N=17 ** N=11 ** 10% 9% 31% 7% 3% 31% O 8% 0% 0% 0%	Married (Q) N=38 * N=31 * 29% 21% 12% 20% 7% 1% 6% 1% 2% 1%	Not married (R) N=28 ** N=19 ** 16% 15% 18% 0% 18% 4% 9% 0% 2%	White (S) N=23 ** N=29 ** 22% 34% 7% 10% 9% 2% 9% 2% 3% 2%	Race/Ethnicity AA (T) N=17 ** N=8 ** 8% 7% 24% 19% 26% 0% 0% 15% 0% 0%	Hispanic (U) N=20 ** N=8 ** 40% 16% 14% 0% 3% 25% \$ 0% 0% 0% 3%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Print (e.g., magazine, newspaper) Ad on a streaming service (e.g., Hulu, Amazon Prime Connected TV (e.g., Roku, Apple TV, Amazon Fire) Radio Billboard or poster Podcast Other I don't remember * Table Base:	Total (A) N=99 * N=95 * 26% 24% 13% e, Pe; 10% 10% 5% 4% 3% 3% 2%	Less than \$50K (B) N=14 ** N=23 ** 7% 39% 0% 0% 7% 18% ce 12% 11% 5% 0%	Hou \$50K - \$74.9K (C) N=8 ** N=16 ** 13% 39% 0% 11% 13% 0% 6% 0% 6% 0% 0% 19% bE	usehold Income	\$100K+ (E) N=66 * N=46 * 30% b 17% 17% b 14% 11% 3% 3% 1% 3% 1%	HS or Less (F) N=18 ** N=11 ** 71% GH 4% 0% 0% 2% 9% 0% 4% 4% 4% 5%	Education Some College (G) N=33 * N=25 ** 15% 36% 18% 8% 4% 1% 6% 2% 6% 2%	College Grad+ (H) N=31 * N=39 * 17% 27% 13% 9% 16% 4% 7% 4% 0% 2%	Yes (I) N=73	Employed No (J) N=25 ** N=29 ** 5% 64% 0% 4% 13% 7% 0% 5% 0% 5% 0% 3%	Yes (K) N=52 N=44 21% 15% 16% 16% 14% 5% 3% 2% 5% 2%	Children in HH No (L) N=47 N=51 32% 35% 9% 3% 5% 5% 5% 5% 5% 3% 0% 3%	Parent of Yes (M) N=46 * N=40 * 24% 11% 18% 18% n 10% 5% 4% 5% 6% 0%	of Child Under 18 No (N) N=52 * N=55 * 29% 36% M 8% 3% 10% 5% 4% 0% 0% 0% 4%	Horeowner (O) N=71 * N=66 * 20% 23% 18% 11% 13% 4% 4% 4% 3% 4% 2%	me Ownership Renter (P) N=26 ** N=28 ** 44% 0 25% 0% 8% 4% 9% 5% 2% 0% 3%	Married (Q) N=64 N=60 23% 24% 18% 13% 8% 4% 3% 2% 3% 1%	Narital Status Not married (R) N=35 * N=35 * 33% 24% 2% 4% 13% 7% 5% 4% 2% 5%	White (S) N=65 * N=74 * 19% 32% 12% 11% 10% 4% 3% 2% 4% 4%	Race/Ethnicity AA (T) N=4 ** N=4 ** 0% 0% 0% 0% 0% 0% 37% \$ 32% \$ 30% \$ 0% 0%	Hispanic (U) N=17 ** N=8 ** 32% 0% 30% 16% 19% 0% 3% 0% 0% 0% 0%
Total Total (Unweighted) Print (e.g., magazine, newspaper) Social media (e.g., Facebook, Twitter, YouTube) Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prime Cable TV Radio Podcast	Total (A) N=61 * N=47 * 21% 18% 16%	Less than \$50K (B) N=14 ** N=13 ** 17% 11% 2% 42% e 18% 10% 0%	Ног	usehold Income		HS or Less (F) N=16 ** N=7 ** 42% 10% 0% 32% 7% 9% 0%	Education Some College (G) N=19 ** N=12 ** 16% 34% 0% 4% 27% 19% 0%	College Grad+ (H) N=10 ** N=13 ** 4% 26% 20% 15% 18% 0% 0%	Yes (I) N=47 * N=31 * 19% 24% 20% 8% 14% 10% 4%	Employed No (J) N=14 ** N=16 ** 28% 1% 1% 41% i 15% 0% 0%	Yes (K) N=37 * N=24 ** 5% 24% 25% 24% 5% 8% 5%	Children in HH No (L) N=24 ** N=23 ** 46% K 10% 1% 1% 28% 8% 0%	Parent of Yes (M) N=36 * N=23 ** 4% 24% 26% n 25% n 5% 8% 5%	of Child Under 18 No (N) N=25 ** N=24 ** 47% M 10% 1% 1% 28% 8% 0%	Hore Homeowner (O) N=44 * N=37 * 16% 25% 21% 8% 16% 7% 1%	me Ownership Renter (P) N=17 N=10 35% 1% 0% 35% 10% 12% 8%	Married (Q) N=36 * N=29 ** 10% 27% 26% 10% 19% 0% 5%	Marital Status Not married (R) N=25 ** N=18 ** 37% 6% 1% 23% 7% 20% q 0%	White (S) N=32 * N=34 * 21% 16% 8% 11% 26% 5% 6%	Race/Ethnicity AA (T) N=11 ** N=5 ** 0% 12% 27% 44% 0% 12% 0%	Hispanic (U) N=15 ** N=5 ** 42% 33% 12% 0% 0% 13% 0%

Billboard or poster Other I don't remember * Table Base:	2% 0% 2% REMEMBER SEE	0% 0% 0% EING OR HEARING THIS BRA	0% 0% 7% AND COMMUNICATE AB	12% 0% 0% OUT EARTH DAY BETWEI	2% 0% 3% EN 2019 AND 2021	0% 0% 0%	0% 0% 0%	5% 0% 12%	2% 0% 0%	4% 0% 9%	4% 0% 0%	0% 0% 5%	4% 0% 0%	0% 0% 5%	3% 0% 3%	0% 0% 0%	2% 0% 1%	2% 0% 4%	3% 0% 4%	5% 0% 0%	0% 0% 0%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Radio Billboard or poster Ad on a streaming service (e.g., Hulu, Amazon Prim Podcast Print (e.g., magazine, newspaper) Other I don't remember * Table Base:	4% 3% 1% 3%	Less than \$50K (B) N=26 ** N=34 * 24% 12% 21% C 20% 0% 4% 6% 4% 0% 8%	\$50K - \$74.9K (C) N=13 ** N=18 ** 40% 30% 0% 3% 10% 10% 0% 0% 0% 0% 6%	ehold Income \$75K - \$99.9K (D) N=10 ** N=11 ** 56% 29% 0% 7% 0% 0% 0% 0% 0% 0% 0% 0	\$100K+ (E) N=51 * N=36 * 34% 12% 14% 8% 13% b 9% 4% 4% 1% 0%	HS or Less (F) N=31 * N=25 ** 38% 15% 5% 18% 16% h 3% 2% 3% 0% 0%	Education Some College (G) N=26 ** N=24 ** 36% 18% 16% 4% 4% 9% 3% 0% 3% 7%	College Grad+ (H) N=24 ** N=29 ** 52% 21% 6% 3% 0% 7% 0% 10% 1% 1%	Yes (I) N=77 * N=72 * 34% 7% 16% 11% 11% 7% 5% 4% 1% 2%	Employed No (J) N=26 ** N=30 * 38% 44% 2% 7% 0% 4% 0% 0% 1% 4%	Yes (K) N=61 * N=56 * 32% 11% 14% 9% 13% 10% 4% 5% 0% 3%	Children in HH No (L) N=42 N=46 41% 25% 10% 12% 1% 2% 4% 0% 3% 2%	Parent Yes (M) N=49 N=50 37% 5% 22% N 11% 4% 10% 5% 6% 0% 0%	of Child Under 18 No (N) N=54 N=52 34% 27% M 4% 9% 11% 3% 3% 0% 2% 5%	Ho Homeowner (O) N=86 N=79 34% 17% 12% 11% 9% 6% 3% 4% 1% 1%	me Ownership Renter (P) N=16 ** N=20 ** 35% 14% 16% 3% 31% 11% 6% 0% 0% 13% O	M Married (Q) N=51 * N=56 * 40% 15% 14% 11% 4% 0% 11% 4% 0%	Not married (R) N=52 N=46 31% 18% 11% 10% 12% 2% 3% 6% 2% 5%	White (S) N=72 * N=76 * 37% 20% 11% 8% 4% 9% 4% 1% 2% 4%	Race/Ethnicity AA (T) N=8 ** N=6 ** 7% 0% 54% \$ 0% 0% 0% 10% 29% \$ 0% 0%	Hispanic (U) N=13 ** N=9 ** 47% 20% 10% 19% 3% 0% 0% 0% 0% 0%
Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=242 N=210 25% 41% 5%	Less than \$50K (B) N=54 N=60 14% 39% 7% 3% 7% 11% 5% 0% 2% 11% e	Hous	ehold Income	\$100K+ (E) N=127 N=76 * 35% Bd 38% 4% 2% 8% 4% 3% 4% 1% 2%	HS or Less (F) N=66 * N=42 * 14% 51% 2% 3% 9% 7% 9% 1% 0% 3%	Education Some College (G) N=75 * N=57 * 31% 37% 4% 4% 4% 4% 6% 4% 0% 2% 8%	College Grad+ (H) N=56 * N=62 * 35% f 38% 5% 4% 1% 4% 10% 2% 0% 2%	Yes (I) N=171 N=135 31% 39% 6% 4% 6% 3% 3% 3% 1% 4%	Employed No (J) N=71 * N=75 * 9% 47% 3% 3% 12% 7% 13% 1% 1% 1% 3%	Yes (K) N=137 N=105 32% 33% 5% 3% 2% 6% 8% 4% 1% 5%	Children in HH No (L) N=105 N=105 15% 52% K 5% 5% 14%	Parent Yes (M) N=110 N=90 * 34% N 32% 6% 3% 3% 8% 5% 5% 1% 1% 3%	of Child Under 18 No (N) N=132 N=120 17% 49%	Ho Homeowner (O) N=188 N=160 22% 44% 6% 4% 8% 5% 5% 5% 5% 3% 1% 3%	me Ownership Renter (P) N=52 N=46 34% 33% 2% 4% 5% 5% 10% 0% 0% 7%	M Married (Q) N=123 N=116 24% 44% 5% 3% 11% 3% 3% 4% 0% 2%	narital Status Not married (R) N=119 N=94 26% 38% 5% 5% 4% 6% 8% 1% 2% 5%	White (S) N=129 N=155 19% 42% 7% 5% 11% 5% 3% 3% 1% 4%	Race/Ethnicity AA (T) N=21 ** N=11 ** 28% 37% 6% 0% 0% 25% SU 3% 0% 0% 0%	Hispanic (U) N=55 * N=26 ** 34% 44% 34% 48% 0% 9% 2% 0% 6%
* Table Base: Natural Grocers Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=79 * N=59 * 27% 13% 6%	Less than \$50K (B) N=15 ** N=12 ** 17% 0% 30% E 14% 10% 6% 0% 0% 6% 0% 6% 18% e	Hous	ehold Income	\$100K+ (E) N=52 N=31 31% 15% 2% 10% 19% 3% 5% 11% 5% 0%	HS or Less (F) N=20 ** N=11 ** 4% 0% 0% 11% 31% 6% 3% 25% g 4% 15%	Education Some College (G) N=19 ** N=15 ** 16% 12% 23% 24% 16% 0% 4% 0% 0% 6%	College Grad+ (H) N=16 ** N=12 ** 33% 17% 0% 0% 17% 10% 6% 0% 17% 0%	Yes (I) N=64 * N=46 * 34% J 9% 6% 7% 21% 5% 3% 9% 0% 7%	Employed No (J) N=15 ** N=13 ** 0% 33% i 7% 21% 6% 0% 10% 0% 24% 0%	Yes (K) N=40 * N=33 * 47%	Children in HH No (L) N=39 N=26 6% 23% 11% 7% 31% K 0% 2% 0% 9% 11%	Parent Yes (M) N=41 * N=33 * 43% N 4% 7% 14% 5% 7% 8% 14% 0% 0%	of Child Under 18 No (N) N=39 N=26 11% 24% 6% 5% 31% M 1% 2% 0% 9% 11%	Ho Homeowner (O) N=63 * N=48 * 21% 17% 8% 11% 11% 5% 6% 9% 6% 7%	me Ownership Renter (P) N=16 ** N=11 ** 50% 0% 0% 6% 43% 0 0% 0% 0% 0% 0% 0% 0% 0%	M Married (Q) N=46 N=39 35% 11% 4% 14% 13% 4% 7% 1% 8% 3%	Arital Status Not married (R) N=33 N=20 17% 17% 10% 3% 24% 4% 2% 15% q 0% 8%	White (S) N=46 * N=43 * 27% 18% 4% 15% 17% 7% 6% 1% 2% 4%	Race/Ethnicity AA (T) N=9 ** N=4 ** 34% 0% 36% S 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Weight Hispanic (U) N=21 ** N=10 ** 30% 0% 0% 5% 24% 0% 4% 24% 5 0% 12%
* Table Base: New Belgium Brewing Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=34 * N=31 * 13% 16% 6%	Less than \$50K (B) N=8 N=9 ** 7% 26% 16% 20% 0% 0% 26% 6% 0% 0% 0%	Hous	ehold Income \$75K - \$99.9K (D) N=0 ** N=0 ** 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	\$100K+ (E) N=23 ** N=18 ** 16% 15% 0% 13% 10% 6% 29% 6% 0% 4%	HS or Less (F) N=2 ** N=2 ** 0% 100% H 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Education Some College (G) N=9 ** N=8 ** 0% 22% 20% 35% 0% 0% 23% 0% 0% 0% 0%	College Grad+ (H) N=12 ** N=10 ** 21% 0% 2% 7% 12% 11% 40% 4% 0% 3%	Yes (I) N=26 ** N=25 ** 17% 22% 7% 18% 9% 5% 11% 7% 0% 3%	Employed No (J) N=8 ** N=6 ** 0% 0% 3% 19% 0% 0% 0% 74% 0% 0% 0% 0% 4%	Yes (K) N=27 N=22 14% 20% 0% 21% 9% 5% 25% 7% 0% 0%	N-7	Parent Yes (M) N=27 ** N=22 ** 14% 20% 0% 21% 9% 5% 25% 7% 0% 0%	of Child Under 18 No (N) N=7 ** N=9 ** 8% 0% 31% M 10% 0% 0% 32% 0% 0% 0% 19%	Ho Homeowner (O) N=30 * N=25 ** 12% 19% 5% 17% 8% 5% 27% 5% 0% 4%	me Ownership Renter (P) N=4 ** N=6 ** 15% 0% 17% 33% 0% 0% 23% 12% 0% 0%	MM Married (Q) N=20 ** N=20 ** 19% 17% 0% 20% 12% 7% 10% 9% 0% 6%	arital Status Not married (R) N=14 ** N=11 ** 4% 15% 15% 16% 0% 0% 0% 0% 0% 0% 0% 0%	White (S) N=18 ** N=19 ** 11% 15% 0% 24% 13% 8% 16% 7% 0% 7%	Race/Ethnicity AA (T) N=9 ** N=4 ** 0% 16% 16% 0% 0% 0% 0% 0% 0% 69% u 0% 0% 0%	Y Hispanic (U) N=5 ** N=5 32% 26% 8% 34% 0% 0% 0% 0% 0% 0% 0% 0%
* Table Base: Peanuts (i.e., Charlie Brown and friends) Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=52 * N=54 * 26% 25% 17%	Less than \$50K (B) N=12 ** N=14 ** 6% 46% E 0% 0% 9% 22% e 0% 0% 0% 0% 0%	Hous	ehold Income	\$100K+ (E) N=28 ** N=24 ** 37% 5% 30% 14% 9% 0% 3% 2% 0% 0%	HS or Less (F) N=14 ** N=8 ** 38% g 25% 11% 0% 6% 19% 0% 0% 0% 0%	Education Some College (G) N=10 ** N=10 ** 0% 64% H 20% 0% 5% 0% 0% 0% 0% 0% 11%	College Grad+ (H) N=13 ** N=17 ** 23% 10% 22% 19% 11% 0% 0% 0% 0% 0% 15%	Yes (I) N=42 * N=38 * 26% 20% 20% 9% 9% 6% 2% 1% 0% 7%	Employed No (J) N=9 ** N=16 ** 25% 50% i 6% 10% 9% 0% 0% 0% 0% 0%	Yes (K) N=34 N=32 32% 19% 24% 14% 7% 0% 2% 2% 0% 0%	Children in HH No (L) N=18 N=22 14% 37% 5% 0% 13% 14% k 0% 0% 0% 0% 17% k	Parent Yes (M) N=34 * N=32 * 32% 19% 24% 14% 7% 0% 2% 2% 0% 0%	of Child Under 18 No (N) N=18 ** N=22 ** 14% 37% 5% 0% 13% 14% m 0% 0% 0% 0% 17% m	Ho Homeowner (O) N=43 * N=40 * 24% 23% 18% 9% 9% 6% 2% 1% 0% 7%	me Ownership Renter (P) N=9 N=14 32% 38% 16% 10% 5% 0% 0% 0% 0% 0%	M Married (Q) N=34 * N=37 * 33% 11% 25% 12% 12% 0% 2% 2% 0% 3%	Not married (R) N=18 ** N=17 ** 12% 53% Q 3% 5% 3% 14% q 0% 0% 0% 0% 11%	White (S) N=31 * N=39 * 20% 25% 27% 13% 7% 0% 3% 2% 0% 4%	Race/Ethnicity AA (T) N=2 ** N=2 ** 0% 72% 28% 0% 0% 0% 0% 0% 0% 0% 0%	Hispanic (U) N=18 ** N=10 ** 38% 21% 0% 5% 11% 14% \$ 0% 0% 0% 0% 0% 11%
* Table Base: Shopify Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other I don't remember	Total (A) N=78 * N=68 * 34% 6% 16%	Less than \$50K (B) N=20 ** N=18 ** 29% 0% 1% 5% 12% 10% 13% 1% 25% E	Hous	ehold Income	\$100K+ (E) N=44 N=32 39% 7% 19% 1% 4% 4% 15% 10% 0% 2%	HS or Less (F) N=18 ** N=11 ** 35% 0% 0% 4% 8% 0% 18% 0% 31% Gh 5%	Education Some College (G) N=24 ** N=18 ** 46% 7% 11% 10% 6% 8% 0% 8% 0% 4%	College Grad+ (H) N=20 ** N=21 ** 22% 15% 19% 5% 2% 3% 33% G 1% 0% 0%	Yes (I) N=65 * N=54 * 39% j 4% 14% 5% 6% 3% 12% 6% 8% 3%	Employed No (J) N=12 ** N=14 ** 5% 19% 26% 5% 0% 20% i 18% 2% 5% 0%	Yes (K) N=58 N=45 34% 7% 16% 1% 6% 4% 15% 6% 9% 3%	Children in HH No (L) N=20 ** N=23 ** 32% 6% 14% 20% K 2% 10% 9% 5% 3% 0%	Parent Yes (M) N=53 * N=41 * 38% 5% 12% 1% 7% 4% 16% 7% 9%	of Child Under 18 No (N) N=25 ** N=27 ** 25% 9% 24% 15% m 2% 8% 7% 4% 3% 4%	Ho Homeowner (O) N=64 N=54 36% 3% 16% 3% 7% 6% 12% 7% 8% 3%	me Ownership Renter (P) N=10 ** N=11 ** 34% 21% o 18% 0% 0% 0% 0% 0% 27% 0% 0% 0% 0%	M Married (Q) N=37 * N=39 * 38% 9% 17% 3% 2% 5% 13% 12% 0% 2%	arital Status Not married (R) N=41 * N=29 ** 30% 4% 15% 8% 8% 6% 13% 0% 14% Q 2%	White (S) N=41 * N=46 * 34% 9% 22% 2% 5% 6% 9% 10% 0% 2%	Race/Ethnicity AA (T) N=10 ** N=6 ** 29% 0% 0% 7% 0% 18% 46% su 0% 0% 0%	Y Hispanic (U) N=22 ** N=11 ** 40% 0% 12% 11% 9% 0% 0% 0% 0% 4%
* Table Base: Sodastream Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast Other	REMEMBER SEE Total (A) N=50 * N=45 * 16% 18% 5%	Less than \$50K (B) N=12 ** N=11 ** 11% 2% 0% 24% 0% 6% 6% 6% 51% C	Hous			HS or Less (F) N=14 ** N=6 ** 0% 6% 0% 0% 0% 0% 5% 6% 83% GH 0%	Education Some College (G) N=13 ** N=12 ** 43% 23% 0% 34% 0% 0% 0% 0% 0%	College Grad+ (H) N=7 ** N=10 ** 6% 7% 15% 44% 0% 0% 28% 0% 0%	Yes (I) N=41 * N=39 * 19% 15% 6% 24% 6% 6% 8% 16% 0%	Employed No (J) N=9 ** N=6 ** 5% 31% 0% 6% 0% 0% 0% 0% 0% 58% 0%	Yes (K) N=31 * N=28 * 18% 13% 8% 21% 3% 6% 10% 21% 0%	Children in HH No (L) N=18 N=17 14% 25% 0% 20% 8% 4% 2% 27% 0%	Parent Yes (M) N=30 * N=26 ** 19% 13% 8% 20% 3% 6% 10% 21% 0%	No (N) N=19 ** N=19 ** 13% 25% 0% 23% 8% 4% 2% 26% 0%	Ho Homeowner (O) N=30 * N=31 * 22% 25% 5% 17% 8% 9% 11% 5% 0%	me Ownership		arital Status Not married (R) N=20 ** N=15 ** 11% 5% 0% 20% 0% 4% 4% 57% Q 0%	White (S) N=28 ** N=33 * 11% 31% 9% 21% 9% 7% 12% 0% 0%	Race/Ethnicity AA (T) N=8 ** N=4 ** 0% 0% 0% 0% 7% 0% 9% 0% 84% \$ 0%	
* Table Base: The North Face Total Total (Unweighted) Social media (e.g., Facebook, Twitter, YouTube) Cable TV Connected TV (e.g., Roku, Apple TV, Amazon Fire) Ad on a streaming service (e.g., Hulu, Amazon Prim Print (e.g., magazine, newspaper) Billboard or poster Radio Podcast	Total (A) N=106 N=108 27% 28% 2%	0% EING OR HEARING THIS BRA Less than \$50K (B) N=19 N=27 26% 19% 2% 0% 16% 14% 0% 11% e	Hous	ehold Income \$75K - \$99.9K (D) N=9 ** N=10 ** 10% 6% 3% 0% 18% 38% CE 0% 0%	0% EN 2019 AND 2021 \$100K+ (E) N=61 * N=46 * 30% 31% 3% 9% 14% 2% 5% 0%	0% HS or Less (F) N=24 ** N=15 ** 23% 35% 0% 9% 4% 18% 0% 3%	Education Some College (G) N=42 * N=38 * 24% 40% h 1% 7% 10% 7% 3% 2%	O% College Grad+ (H) N=25 ** N=35 * 42% 18% 1% 12% 14% 2% 4% 1%	N=85 * N=80 * 32% J 23% 3% 12% 12% 9% 2% 1%	0% Employed No (J) N=21 ** N=28 ** 5% 49% I 0% 5% 15% 0% 4% 5%	O% Yes (K) N=63 N=54 33% 28% 3% 14% 10% 3% 3% 3% 0%	0% Children in HH No (L) N=43 N=54 18% 29% 1% 5% 16% 12% 2% 5%	Parent Yes (M) N=56 * N=46 * 37% n 23% 3% 16% 11% 4% 4% 4%	0% of Child Under 18 No (N) N=50 N=62 16% 34% 1% 5% 15% 11% 2% 4%	Ho Homeowner (O) N=75 * N=76 * 30% 23% 2% 8% 14% 5% 4% 2%	N=30 * N=31 * 20% 37% 2% 16% 10% 11% 0% 1%	Married (Q) N=60 * N=59 * 36% r 24% 3% 12% 15% 0% 1% 2%	0% arital Status Not married (R) N=47 N=49 15% 34% 1% 8% 10% 16% Q 5% 2%	0% White (S) N=67 N=82 25% 21% 3% 13% 19% 2% 3% 2%	Race/Ethnicity AA (T) N=9 ** N=5 ** 58% 0% 0% 12% 6% 16% 0% 0%	9 Hispanic (U) N=15 ** N=9 ** 26% 57% \$ 0% 8% 0% 9% 0% 0%
Other I don't remember * Table Base: QS1Q8: For each of the following brands, did you of the following brands and you of the following brands are seen to be seen t	Total (A) N=41 N=32 84% 16% 0%	Less than \$50K (B) N=4 ** N=6 ** 88% 12% 0%	Hous \$50K - \$74.9K (C) N=4 N=2 88% 12% 0%	ehold Income \$75K - \$99.9K (D) N=1 ** N=1 ** 100% 0% 0%	\$100K+ (E) N=32 * N=23 ** 83% 17% 0%	5% 4% media posts) about Eartl HS or Less (F) N=10 ** N=3 ** 48% 52% 0%	3% 4% h Day between 2019 an Education Some College (G) N=8 N=5 94% 6% 0%	1% 5% od 2021? College Grad+ (H) N=8 ** N=9 93% 7% 0%	4% 2% Yes (I) N=40 * N=31 * 84% 16% 0%	5% 12% i Employed No (J) N=1 ** N=1 ** 100% 0% 0%	2% 4% Yes (K) N=37 * N=26 * 85% 15% 0%	7% 4% Children in HH No (L) N=4 N=6 74% 26% 0%	2% 1% Parent Yes (M) N=37 * N=26 ** 85% 15% 0%	6% 7% of Child Under 18 No (N) N=4 ** N=6 ** 74% 26% 0%	6% 5% Ho Homeowner (O) N=33 * N=24 ** 85% 15% 0%	0% 3% me Ownership Renter (P) N=8 ** N=8 ** 19% 0%	5% 1% M Married (Q) N=28 ** N=23 ** 98% R 2% 0%	2% 7% arital Status Not married (R) N=14 ** N=9 ** 55% 45% Q 0%	5% 7% White (S) N=20 ** N=24 ** 92% 8% 0%	0% 0% 0% Race/Ethnicity AA (T) N=4 ** N=2 ** 100% 0% 0%	0% 0% Hispanic (U) N=16 ** N=5 ** 70% 30% 0%
* Table Base: Apple TV Total Total (Unweighted) Yes No I don't remember * Table Base: Bombay Sapphire	Total (A) N=135 N=102 83% 14% 4%	Less than \$50K (B) N=21 ** N=20 ** 77% 23% 0% SING OR HEARING THIS BRA	Hous \$50K - \$74.9K (C) N=10 ** N=11 ** 62% 38% e 0%	ehold Income \$75K - \$99.9K (D) N=9 ** N=8 ** 78% 22% 0%	\$100K+ (E) N=89 * N=61 * 86% 9% 6%	HS or Less (F) N=28 ** N=13 ** 92% 8% 0%	Education Some College (G) N=42 * N=25 ** 72% 22% 6%	College Grad+ (H) N=31 * N=32 * 83% 10% 6%	Yes (I) N=112 N=87 * 83% 14% 3%	Employed No (J) N=23 ** N=15 ** 83% 10% 7%	Yes (K) N=118 N=82 90% 6% 3%	Children in HH No (L) N=17 ** N=20 ** 30% 64% K 6%	Parent Yes (M) N=95 * N=73 * 93% N 7% 0%	of Child Under 18 No (N) N=40 N=29 ** 59% 30% M 12% M	Ho Homeowner (O) N=102 N=79 * 83% 13% 4%	me Ownership Renter (P) N=27 ** N=21 ** 82% 18% 0%	Married (Q) N=79 N=67 84% 11% 5%	arital Status Not married (R) N=56 N=35 * 81% 17% 2%	White (S) N=64 * N=71 * 76% 18% 6%	Race/Ethnicity AA (T) N=23 ** N=10 ** 100% 0%	y Hispanic (U) N=24 ** N=11 ** 86% 14% 0%
Total Total (Unweighted) Yes No I don't remember * Table Base: Bulleit Bourbon	Total (A) N=42 * N=32 * 87% 12% 1% REMEMBER SEE	Less than \$50K (B) N=4 ** N=4 ** 100% 0% 0% EING OR HEARING THIS BRA	\$50K - \$74.9K (C) N=3 N=4 ** 52% 35% 12% AND COMMUNICATE ABORD	ehold Income \$75K - \$99.9K (D) N=1 ** N=1 ** 100% 0% 0% OW OUT EARTH DAY BETWEE	\$100K+ (E) N=34 N=23 88% 12% 0% EN 2019 AND 2021	HS or Less (F) N=9 ** N=4 93% 7% 0%	Education Some College (G) N=11 ** N=7 ** 96% 4% 0% Education	College Grad+ (H) N=6 ** N=7 ** 89% 5% 6%	Yes (I) N=39 * N=28 ** 88% 12% 0%	Employed	Yes (K) N=38 * N=26 * 90% 10% 0%	Children in HH No (L) N=4 N=6 57% 35% 9% Children in HH	Yes (M) N=38 * N=26 ** 90% 10% 0%	of Child Under 18 No (N) N=4 N=6 57% 35% 9% of Child Under 18	Homeowner (O) N=36 * N=26 ** 86% 13% 1%	me Ownership	Married (Q) N=28 ** N=22 ** 84% 15% 1%	Not married (R) N=14 N=10 92% 8% 0% arrital Status	White (S) N=21 ** N=22 ** 90% 8% 2%	Race/Ethnicity AA (T) N=6 ** N=3 ** 47% 53% \$ 0% Race/Ethnicity	Hispanic (U) N=13 ** N=5 ** 97% 3% 0%
Total Total (Unweighted) Yes No I don't remember * Table Base: Busch	Total (A) N=26 ** N=25 ** 76% 23% 1% REMEMBER SEE	Less than \$50K (B) N=3 ** N=3 ** 100% 0% 0% EING OR HEARING THIS BRA	N=5 ** N=3 ** 84% 8% 8% AND COMMUNICATE ABO Hous	\$75K - \$99.9K (D) N=1 ** N=1 ** 100% 0% 0% OW OUT EARTH DAY BETWEI ehold Income \$75K - \$99.9K (D)	\$100K+ (E) N=18 ** N=18 ** 70% 30% 0% EN 2019 AND 2021 \$100K+ (E)	HS or Less (F) N=4 ** N=1 ** 100% 0% 0% HS or Less (F)	Some College (G) N=2 ** N=2 ** 100% 0% 0% Education Some College (G)	College Grad+ (H) N=8 ** N=9 ** 51% 45% 5% College Grad+ (H)	Yes (I) N=26 ** N=24 ** 77% 23% 0% Yes (I)	No (J) N=0 ** N=1 ** 0% 0% 100% Employed No (J)	Yes (K) N=22 * N=20 * 75% 25% 0% Yes (K)	No (L) ** N=4 ** ** N=5 ** 81% 9% 9% Children in HH No (L)	Yes (M) N=22 ** N=20 ** 75% 25% 0% Parent Yes (M)	No (N) N=4 ** N=5 ** 81% 9% 9% 9% of Child Under 18 No (N)	Homeowner (O) N=19 ** N=20 ** 66% 32% 2% Ho Homeowner (O)	Renter (P) N=8 ** N=5 ** 100% 0% 0% me Ownership Renter (P)	Married (Q) N=20 ** N=22 ** 69% 29% 2%	Not married (R) N=6 ** N=3 ** 100% 0% 0% arital Status Not married (R)	White (S) N=19 ** N=21 ** 78% 21% 2% White (S)	AA (T) N=1 ** N=1 ** 100% 0% 0% Race/Ethnicity AA (T)	Hispanic (U) N=4 ** N=1 ** 100% 0% 0%
Total Total (Unweighted) Yes No I don't remember * Table Base: CVS Total	Total (A) N=129	N=8 ** N=12 ** 50% 42% e 9% SING OR HEARING THIS BRA Less than \$50K (B) N=22 **	Hous) \$50K - \$74.9K (C) N=13 **	N=3 ** N=2 ** 100% 0% 0% OW OUT EARTH DAY BETWEE ehold Income \$75K - \$99.9K (D) N=13 **	\$100K+ (E) N=75 *	N=4 ** N=4 ** 85% 0% 15% HS or Less (F) N=26 **	N=16 ** N=11 ** 73% 27% 0% Education Some College (G) N=44 *	N=10 ** N=11 ** 74% 26% 0% College Grad+ (H) N=28 **	N=41 * N=33 * 80% 15% 5% Yes (I) N=91 *	N=6 ** N=8 ** 74% 15% 12% Employed No (J) N=37 *	N=36 * N=28 * 81% 13% 6% Yes (K) N=93 *	N=11 ** N=13 ** 74% 20% 7% Children in HH No (L) N=36 *	Yes (M) N=77 *	N=11 ** N=14 ** 75% 19% 6% of Child Under 18 No (N) N=52 *	Homeowner (O) N=93 *	N=4 ** N=8 ** 54% 30% 16% me Ownership Renter (P) N=30 *	Married (Q) N=63 *	N=13 ** N=13 ** 95% 5% 0% arital Status Not married (R) N=66 *	N=26 ** N=30 * 70% 20% 10% White (S) N=63 *	N=1 ** N=1 ** 100% 0% 0% Race/Ethnicity AA (T) N=24 **	Hispanic (U) N=29 **
Total (Unweighted) Yes No I don't remember * Table Base: Discovery+ Total Total Total (Unweighted) Yes	N=102 84% 12% 4% REMEMBER SEE Total (A) N=117 N=98 82%	N=21 ** 90% 6% 4% EING OR HEARING THIS BRA Less than \$50K (B) N=22 ** N=22 ** 51%	Hous	N=10 ** 76% 20% 4% OUT EARTH DAY BETWEI ehold Income \$75K - \$99.9K (D) N=5 ** N=6 ** 73%	N=51 * 86% 13% 2% EN 2019 AND 2021 \$100K+ (E) N=72 * N=53 * 93% B	N=14 ** 75% 21% 3% HS or Less (F) N=24 ** N=17 ** 62%	N=29 ** 86% 10% 4% Education Some College (G) N=37 * N=22 ** 86%	N=32 * 76% 18% 6% College Grad+ (H) N=34 * N=36 * 89% f	N=77 * 80% 15% 4% Yes (I) N=92 * N=75 * 86% j	N=25 ** 94% 3% 3% 3% Employed No (J) N=25 ** N=23 ** 64%	N=65 * 84% 13% 2% Yes (K) N=93 * N=76 * 88%	N=37 * 85% 7% 8% Children in HH No (L) N=24 ** N=22 ** 55%	N=57 * 81% 16% 3% Parent Yes (M) N=82 * N=68 * 90% N	N=45 * 89% 5% 6% * of Child Under 18 No (N) N=35 * N=30 * 61%	N=78 * 83% 14% 3% Ho Homeowner (O) N=89 * N=75 * 87% p	N=22 ** 86% 8% 7% me Ownership Renter (P) N=20 ** N=18 ** 62%	N=59 * 86% 7% 7% M Married (Q) N=72 * N=65 * 86%	N=43 * 83% 16% 1% arital Status Not married (R) N=45 * N=33 * 75%	N=70 * 81% 11% 8% White (S) N=62 * N=68 * 84%	N=11 ** 98% 2% 0% Race/Ethnicity AA (T) N=18 ** N=9 ** 69%	N=12 ** 74% 26% 0%
Yes No I don't remember * Table Base: Fossil Total Total Total (Unweighted) Yes No	9% 10% REMEMBER SEE Total (A) N=48 * N=39 * 61% 35%	13% 36% CE EING OR HEARING THIS BRA Less than \$50K (B) N=7 ** N=8 ** 55% 35%	20% 5% AND COMMUNICATE ABO Hous) \$50K - \$74.9K (C) N=3 ** N=4 ** 70% 17%	27% 0% OUT EARTH DAY BETWEE ehold Income \$75K - \$99.9K (D) N=4 ** N=3 ** 65% 35%	5% 3%	9% 29% HS or Less (F) N=5 ** N=6 ** 67% 21%	Education Some College (G) N=15 ** N=8 ** 70% 30%	2% 9% College Grad+ (H) N=13 ** N=13 ** 40% 57%	86% 8% 5% Yes (I) N=43 * N=32 * 61% 36%	11% 26% I Employed No (J) N=5 ** N=7 ** 52% 25%	8% 3% Yes (K) N=36 * N=26 * 68% 29%	10% 35% K Children in HH No (L) N=11 ** N=13 ** 37% 54%	8% 2%	11% 28% M of Child Under 18 No (N) N=11 ** N=13 ** 37% 54%	6% 6%	20% 17% me Ownership Renter (P) N=8 ** N=7 ** 77% 14%	Married (Q) N=34 * N=28 ** 68% 27%	11% 15% arital Status Not married (R) N=14 ** N=11 ** 44% 56%	12% 4% White (S) N=20 ** N=24 ** 62% 29%	0% 31% S Race/Ethnicity AA (T) N=11 ** N=5 ** 26% 74%	5% 8% Y Hispanic (U) N=12 ** N=6 ** 87% 13%
I don't remember * Table Base: Hyundai Total Total (Unweighted) Yes No I don't remember	4%	10% EING OR HEARING THIS BRA Less than \$50K (B) N=7 ** N=10 ** 27% 62% E 10%	Hous	ehold Income	3% EN 2019 AND 2021 \$100K+ (E) N=42 N=35 85% Bd 10% 5%	HS or Less (F) N=1 ** N=2 ** 0% 53% 47% g	Education Some College (G) N=17 ** N=14 ** 72% 28% 0%	3% College Grad+ (H) N=23 ** N=26 ** 69% 22% 9%	2%	22% Employed No (J) N=12 ** N=13 ** 37% 40% 23%	2% Yes (K) N=43 N=39 85% 9% 6%	9% Children in HH No (L) N=14 ** N=20 ** 25% 67% 8%	2%	9% of Child Under 18 No (N) N=18 N=23 34% 53% M 12%	3% Ho Homeowner (O) N=45 N=41 79% P 17% 4%	9% me Ownership	6% Married (Q) N=43 * N=42 * 82% R 13% 4%	0% arital Status Not married (R) N=14 N=17 35% 53% Q 12%	White (S) N=41 * N=47 * 66% 29% 5%	Race/Ethnicity AA (T) N=2 ** N=2 ** 72% 0% 28%	0%
* Table Base: Michelob Ultra	REMEMBER SEE	EING OR HEARING THIS BRA Less than \$50K (B)	Hous	ehold Income	\$100K+ (E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent Yes (M)	of Child Under 18 No (N)	Ho Homeowner (O)	me Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	y Hispanic (U)

Total Total (Unweighted) Yes No	N=42 * N=32 * 66% 28%	N=6 ** N=7 ** 33% 32%	N=4 ** N=4 ** 91% 0%	N=4 ** N=4 ** 74% 26%	N=28 ** N=17 ** 69% 31%	N=5 ** N=4 ** 87% 0%	N=16 ** N=9 ** 57% 35%	N=6 ** N=7 ** 76% 18%	N=37 * N=24 ** 67% 29%	N=5 ** N=8 ** 61% 19%	N=28 ** N=19 ** 79% 21%	N=14 ** N=13 ** 42% 41%	N=27 ** N=18 ** 78% 22%	N=15 ** N=14 ** 44% 40%	N=36 * N=26 ** 68% 27%	N=6 ** N=6 ** 56% 33%	N=31 * N=22 ** 65% 32%	N=11 ** N=10 ** 70% 18%	N=24 ** N=23 ** 63% 33%	N=6 ** N=4 ** 30% 49%	N=9 ** N=3 ** 100% 0%
I don't remember * Table Base: NASA	6% REMEMBER SEEIN Total (A)	35% E IG OR HEARING THIS BRAN Less than \$50K (B)	Hous \$50K - \$74.9K (C)	0% OUT EARTH DAY BETWEE ehold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	9% Education Some College (G)	College Grad+ (H)	4% Yes (I)	Employed No (J)	0% Yes (K)	17% Children in HH No (L)	0% Parent of Yes (M)	16% Child Under 18 No (N)	Homeowner (O)	12% e Ownership Renter (P)	Married (Q)	13% rital Status Not married (R)	4% White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total Total (Unweighted) Yes No I don't remember * Table Base:	N=67 * N=65 * 60% 36% 3% REMEMBER SEEIN	N=12 ** N=17 ** 27% 58% e 15% e	N=11 ** 72% Bd 28% 0%	N=4 ** 0% 100% ce 0% OUT EARTH DAY BETWEE	N=44 * N=32 * 73% Bd 27% 0% N 2019 AND 2021	N=16 ** N=12 ** 61% 30% 8%	N=13 ** N=15 ** 49% 47% 4%	N=19 ** 62% 35% 2%	N=54 * N=51 * 66% 33% 1%	N=13 ** N=14 ** 36% 50% 14% i	N=47 * N=42 * 74% L 24% 2%	N=20 ** N=23 ** 28% 65% K 7%	N=37 * N=37 * 71% 27% 1%	N=30 * N=28 ** 46% 47% 6%	N=57 * N=51 * 61% 38% 1%	N=10 ** N=13 ** 59% 29% 12% o	N=36 * N=38 * 66% 31% 3%	N=32 * N=27 ** 54% 42% 4%	N=48 * N=50 * 56% 42% 3%	N=5 ** N=4 ** 60% 40% 0%	N=7 ** N=6 ** 73% 17% 9%
National Geographic Total Total (Unweighted) Yes No	Total (A) N=137 N=113 71% 24%	Less than \$50K (B) N=27 ** N=24 ** 52% 38%	Hous \$50K - \$74.9K (C) N=15 ** N=23 ** 57% 35%	ehold Income \$75K - \$99.9K (D) N=7 ** N=9 ** 73% 27%	\$100K+ (E) N=85 * N=54 * 81% bc 17%	HS or Less (F) N=30 * N=17 ** 73% 17%	Education Some College (G) N=38 * N=30 * 57% 37%	College Grad+ (H) N=36 * N=34 * 79% 18%	Yes (I) N=103 N=81 * 75% 21%	Employed No (J) N=33 * N=32 * 60% 34%	Yes (K) N=94 * N=69 * 84% L 16%	Children in HH No (L) N=42 N=44 44% 44% K	Yes (M) N=79 * N=61 * 83% N 16%	No (N) N=58 * N=52 * 55% 35% m	Homeowner (O) N=113 N=88 * 74% 22%	Renter (P) N=22 ** N=22 ** 57% 36%	Married (Q) N=76 * N=70 * 76% 22%	rital Status Not married (R) N=60 * N=43 * 65% 27%	White (S) N=69 * N=79 * 69% 25%	Race/Ethnicity AA (T) N=17 ** N=9 ** 37% 55%	Hispanic (U) N=27 ** N=15 ** 79% 21%
I don't remember * Table Base: Natural Grocers Total	4% REMEMBER SEEIN Total (A) N=55 *	9% NG OR HEARING THIS BRAN Less than \$50K (B) N=5 **		0% OUT EARTH DAY BETWEE ehold Income \$75K - \$99.9K (D) N=5 **	3% N 2019 AND 2021 \$100K+ (E) N=40 *	10% HS or Less (F) N=6 **	Education Some College (G) N=14 **	3% College Grad+ (H) N=13 **	4% Yes (I) N=45 *	5% Employed No (J) N=10 **	1% Yes (K) N=36 *	13% K Children in HH No (L) N=19 **	1% Parent of Yes (M) N=34 *	10% m Child Under 18 No (N) N=21 **	4% Homeowner (O) N=47 *	7% e Ownership Renter (P) N=8 **	2% Married (Q) N=36 *	8% rital Status Not married (R) N=18 **	7% White (S) N=32 *	8% Race/Ethnicity AA (T) N=7 **	0% / Hispanic (U) N=13 **
Total (Unweighted) Yes No I don't remember * Table Base: New Belgium Brewing	N=41 * 83% 15% 2% REMEMBER SEEIN	N=5 ** 40% 34% 26% E IG OR HEARING THIS BRAN	N=5 ** 100% b 0% 0% ND COMMUNICATE ABO	N=5 ** 79% 21% 0% OUT EARTH DAY BETWEE	N=26 ** 87% B 13% 0% N 2019 AND 2021	N=2 ** 87% 13% 0%	N=11 ** 60% 30% 10%	N=9 ** 86% 14% 0%	N=34 * 81% 16% 3%	N=7 ** 90% 10% 0%	N=28 ** 84% 16% 0%	N=13 ** 81% 11% 7%	N=27 ** 83% 17% 0%	N=14 ** 83% 10% 7%	N=34 * 82% 15% 3%	N=7 ** 88% 12% 0%	N=30 * 80% 20% 0%	N=11 ** 88% 4% 7%	N=29 ** 78% 22% 0%	N=3 ** 81% 0% 19% S	N=8 ** 92% 8% 0%
Total Total (Unweighted) Yes No I don't remember	Total (A) N=27 ** N=27 ** 88% 8% 4%	Less than \$50K (B) N=7 ** N=8 ** 82% 8% 10%	Hous \$50K - \$74.9K (C) N=2 ** N=3 ** 19% 66% E 15%	ehold Income \$75K - \$99.9K (D) N=0 ** N=0 ** 0% 0% 0%	\$100K+ (E) N=17 ** N=16 ** 100% C 0% 0%	HS or Less (F) N=2 ** N=2 ** 100% 0% 0%	Education Some College (G) N=8 ** N=7 ** 72% 19% 9%	College Grad+ (H) N=7 ** N=8 ** 87% 8% 5%	Yes (I) N=25 ** N=24 ** 91% j 9% 0%	Employed No (J) N=2 ** N=3 ** 46% 0% 54%	Yes (K) N=22 ** N=21 ** 91% 9% 0%	Children in HH No (L) N=4 N=6 76% 0% 24% K	Parent of Yes (M) N=22 ** N=21 ** 91% 9% 0%	** Child Under 18 No (N) N=4 N=6 ** 76% 0% 24% M	Homeowner (O) N=23 ** N=22 ** 89% 7% 5%	Renter (P) N=4 N=5 84% 16% 0%	Married (Q) N=19 ** N=19 ** 95% 3% 2%	rital Status Not married (R) N=8 ** N=8 ** 71% 20% 9%	White (S) N=17 ** N=18 ** 85% 9% 6%	Race/Ethnicity AA (T) N=3 ** N=2 ** 100% 0% 0%	Hispanic (U) N=5 ** N=5 ** 100% 0%
* Table Base: Peanuts (i.e., Charlie Brown and friends) Total Total (Unweighted)	Total (A) N=31 N=34 *	IG OR HEARING THIS BRAN Less than \$50K (B) N=5 N=6 **		OUT EARTH DAY BETWEE ehold Income \$75K - \$99.9K (D) N=2 N=2 **	\$100K+ (E) N=22 N=22 **	HS or Less (F) N=5 ** N=3 **	Education Some College (G) N=6 ** N=5 **	College Grad+ (H) N=8 ** N=12 **	Yes (I) N=27 ** N=28 **	Employed No (J) N=4 ** N=6 **	Yes (K) N=25 ** N=27 **	Children in HH No (L) N=6 ** N=7 **	Parent of Yes (M) N=25 ** N=27 **	Child Under 18 No (N) N=6 N=7 **	Home Homeowner (O) N=25 ** N=25 **	e Ownership Renter (P) N=6 ** N=9 **	Married (Q) N=24 ** N=27 **	rital Status Not married (R) N=7 N=7 **	White (S) N=23 ** N=27 **	Race/Ethnicity AA (T) N=2 ** N=2 **	/ Hispanic (U) N=5 ** N=4 **
Yes No I don't remember * Table Base: Shopify	72% 28% 0%	61% 39% 0% IG OR HEARING THIS BRAN	84% 16% 0% ND COMMUNICATE ABO	32% 68% 0%	76% 24% 0%	100% g 0% 0%	16% 84% fH 0% Education	92% G 8% 0%	70% 30% 0%	88% 12% 0% Employed	71% 29% 0%	76% 24% 0% Children in HH	71% 29% 0%	76% 24% 0% • Child Under 18	70% 30% 0%	80% 20% 0%	71% 29% 0%	76% 24% 0% rital Status	68% 32% 0%	100% 0% 0% Race/Ethnicity	75% 25% 0%
Total Total (Unweighted) Yes No I don't remember	Total (A) N=62 * N=50 * 72% 25% 3%	Less than \$50K (B) N=15 ** N=10 ** 75% 25% 0%	\$50K - \$74.9K (C) N=5 ** N=7 ** 88% 12% 0%	\$75K - \$99.9K (D) N=1 ** N=2 ** 100% 0% 0%	\$100K+ (E) N=40 * N=30 * 69% 28% 3%	HS or Less (F) N=17 ** N=9 ** 58% 38% 4%	Some College (G) N=12 ** N=10 ** 54% 46% 0%	College Grad+ (H) N=17 ** N=13 ** 80% 13% 7%	Yes (I) N=54 * N=43 * 73% 27% 0%	No (J) N=8 N=7 67% 9% 24%	Yes (K) N=51 * N=38 * 71% 27% 2%	No (L) N=10 ** N=12 ** 77% 17% 6%	Yes (M) N=47 * N=35 * 72% 28% 0%	No (N) N=15 ** N=15 ** 72% 15% 13%	Homeowner (O) N=53 * N=41 * 73% 27% 0%	Renter (P) N=7 ** N=7 ** 80% 20% 0%	Married (Q) N=29 ** N=29 ** 81% 19% 0%	Not married (R) N=33 * N=21 ** 64% 31% 6%	White (S) N=34 * N=35 * 81% 19% 0%	AA (T) N=8 ** N=5 ** 100% 0% 0%	Hispanic (U) N=16 ** N=8 ** 53% 43% 4%
* Table Base: Sodastream Total Total (Unweighted)	Total (A) N=31 * N=34 * 65%	Less than \$50K (B) N=7 ** N=8 ** 47%		ehold Income \$75K - \$99.9K (D) N=3 ** N=3 ** 0%	\$100K+ (E) N=20 ** N=19 ** 85% bCd	HS or Less (F) N=3 ** N=3 ** 75%	Education Some College (G) N=7 ** N=7 ** 15%	College Grad+ (H) N=7 ** N=8 ** 69% g	Yes (I) N=30 * N=31 * 68% j	Employed	Yes (K) N=22 ** N=24 ** 82% L	Children in HH No (L) N=9 ** N=10 23%	Parent of Yes (M) N=21 ** N=22 ** 86% N	Child Under 18 No (N) N=10 ** N=12 ** 21%	Homeowner (O) N=23 ** N=24 ** 75% p	e Ownership Renter (P) N=8 ** N=9 ** 38%	Married (Q) N=21 ** N=22 ** 82% R	rital Status Not married (R) N=10 ** N=12 ** 27%	White (S) N=23 ** N=27 ** 69%	Race/Ethnicity AA (T) N=3 ** N=3 ** 53%	/ Hispanic (U) N=5 ** N=3 ** 58%
No I don't remember * Table Base: The North Face	26% 9% REMEMBER SEEIN	38% 15% IG OR HEARING THIS BRAN	50% e 27% ND COMMUNICATE ABO Hous	100% E 0% OUT EARTH DAY BETWEE ehold Income	9% 6% N 2019 AND 2021	25% 0%	61% 24% Education	31% 0%	23% 9%	100% I 0% Employed	10% 8%	66% K 11% Children in HH	9% 5% Parent of	63% M 16% • Child Under 18	13% 12% Home	62% O 0% e Ownership	13% 5% Ma	56% Q 16% rital Status	19% 11%	47% 0% Race/Ethnicity	42% 0%
Total Total (Unweighted) Yes No I don't remember	Total (A) N=66 * N=66 * 64% 23% 13%	Less than \$50K (B) N=10 ** N=15 ** 59% 22% 19%	N=12 ** N=16 ** 67% 6% 26%	\$75K - \$99.9K (D) N=1 ** N=2 ** 100% 0% 0%	\$100K+ (E) N=43 * N=32 * 64% 28% 8%	HS or Less (F) N=10 ** N=7 ** 87% 13% 0%	Some College (G) N=26 ** N=22 ** 52% 24% 25%	College Grad+ (H) N=17 ** N=24 ** 74% 13% 12%	Yes (I) N=55 * N=53 * 67% 20% 13%	No (J) N=11 ** N=13 ** 47% 38% 14%	Yes (K) N=46 * N=40 * 65% 20% 15%	No (L) N=20 ** N=26 ** 62% 29% 9%	Yes (M) N=40 * N=34 * 70% 22% 8%	No (N) N=26 ** N=32 * 55% 25% 21%	Homeowner (O) N=49 * N=49 * 66% 26% 9%	Renter (P) N=16 ** N=16 ** 63% 17% 21%	Married (Q) N=39 * N=39 * 65% 23% 12%	Not married (R) N=27 ** N=27 ** 62% 23% 15%	White (S) N=41 * N=48 * 65% 24% 10%	AA (T) N=3 ** N=3 ** 48% 0% 52%	Hispanic (U) N=12 ** N=7 ** 51% 38% 11%
* Table Base: QS1Q9: For each of the following brands, how lik Absolut		IG OR HEARING THIS BRAN chase a product or service Less than \$50K (B)	e from that brand afte			nails, commercials, socia HS or Less (F)	al media posts) about E Education Some College (G)	Earth Day this year? College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent of Yes (M)	Child Under 18	Home Homeowner (O)	e Ownership Renter (P)	Married (Q)	rital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	/ Hispanic (U)
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely	N=1015 N=1039 39% 16% 22% 19% 21%	N=288 N=343 37% C 13% 24% C 17% 19%	N=159 N=231 23% 8% 15% 24% e 28% bE	N=128 N=148 33% c 12% 22% 25% e 21%	N=382 N=264 50% BCD 25% BCD 24% C 16% 19%	N=299 N=229 35% 18% 18% 19% 20%	N=330 N=312 34% 12% 23% 20% 23%	N=223 N=298 44% g 19% g 26% f 19% 18%	N=568 N=551 47% J 21% J 25% J 20% 19%	N=447 N=488 28% 10% 18% 18% 24%	N=366 N=319 57% L 28% L 29% L 19%	N=650 N=720 28% 10% 18% 19% 26%	N=330 N=292 60% N 29% N 31% N 16% 11%	N=685 N=747 28% 10% 18% 20% 26% M	N=738 N=760 39% 16% 22% 18% 21%	N=235 N=250 42% 19% 23% 20% 21%	N=534 N=595 43% R 21% R 21% 21%	N=481 N=444 34% 11% 23% 17% 24%	N=676 N=841 35% 15% 21% 18% 23%	N=120 N=55 * 39% 16% 22% 16% 22%	N=145 N=76 * 50% S 23% 26% 20% 13%
Not applicable * Table Base: Apple TV Total	21% U.S. RESPONDENT Total (A) N=1093	26% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305	Hous	20% ehold Income \$75K - \$99.9K (D) N=137	15% \$100K+ (E) N=411	26% HS or Less (F) N=348	Education Some College (G) N=354	19% College Grad+ (H) N=228	15% Yes (I) N=601	30% I Employed No (J) N=492	11% Yes (K) N=413	27% K Children in HH No (L) N=680	12% Parent of Yes (M) N=345	26% M Child Under 18 No (N) N=748	Homeowner (O) N=792	17% e Ownership Renter (P) N=255	18% Married (Q) N=534	25% Q rital Status Not married (R) N=559	23% White (S) N=700	Race/Ethnicity AA (T) N=131	17% / Hispanic (U) N=165
Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	N=1093 49% 23% 26% 17% 18% 17%	N=359 47% 15% 32% ce 14% 18% 21% DE	N=240 41% 18% 23% 17% 22% 20% De	N=154 50% 19% 31% 20% 19% 10%	N=274 57% bC 33% BCD 24% 15% 15% 13%	N=264 50% 22% 28% 13% 18%	N=328 46% 19% 27% 20% f 18% 16%	N=300 51% 25% 26% 15% 17% 16%	N=573 58% J 30% J 27% 14% 16% 12%	N=520 39% 14% 25% 19% i 20% 22% I	N=346 68% L 38% L 30% 11% 11%	N=747 38% 14% 24% 20% K 22% K 20% K	N=298 71% N 42% N 29% 10% 10%	N=795 39% 14% 25% 20% M 21% M	N=796 47% 23% 25% 17% 18% 17%	N=263 58% O 24% 34% O 13% 17% 12%	N=595 49% 28% R 22% 20% R 16% 15%	N=498 49% 18% 31% Q 13% 20% 18%	N=865 41% 19% 22% 20% U 20% t 19%	N=62 * 59% S 30% s 28% 14% 9% 18%	N=89 * 65% S 31% S 34% S 6% 17% 12%
* Table Base: Bombay Sapphire Total Total (Unweighted)	U.S. RESPONDENT Total (A) N=1015 N=1039	TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343		ehold Income \$75K - \$99.9K (D) N=128 N=148	\$100K+ (E) N=382 N=264	HS or Less (F) N=299 N=229	Education Some College (G) N=330 N=312	College Grad+ (H) N=223 N=298	Yes (I) N=568 N=551	Employed No (J) N=447 N=488	Yes (K) N=366 N=319	Children in HH No (L) N=650 N=720	Parent o f Yes (M) N=330 N=292	Child Under 18 No (N) N=685 N=747	Home Homeowner (O) N=738 N=760	e Ownership Renter (P) N=235 N=250	Ma Married (Q) N=534 N=595	rital Status Not married (R) N=481 N=444	White (S) N=676 N=841	Race/Ethnicity AA (T) N=120 N=55 *	/ Hispanic (U) N=145 N=76 *
Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	33% 13% 20% 19% 26% 22%	30% 10% 20% 19% 23% 28%	25% 8% 17% 21% 30% 24% e	34% 11% 22% 21% 26% 19%	40% BC 19% BC 20% 18% 26% 16%	30% 9% 21% 14% 27% 28% H	30% 12% 18% 21% 26% 23%	37% 16% f 21% 21% 25% 18%	43% J 17% J 26% J 18% 23% 16%	20% 8% 12% 21% 29% i 30%	51% L 24% L 27% L 16% 20% 13%	23% 7% 16% 21% 29% K 28% K	54% N 26% N 28% N 15% 19% 12%	23% 7% 16% 21% 29% M	32% 13% 19% 19% 27% 22%	38% 14% 24% 19% 23% 20%	36% r 17% R 19% 21% 24% 20%	29% 9% 20% 18% 28% 25%	30% 13% 17% 20% 25% 25%	34% 11% 23% 15% 31% 19%	46% S 17% 29% S 16% 18% 19%
* Table Base: Bulleit Bourbon Total Total (Unweighted) Likely (Net)	U.S. RESPONDENT Total (A) N=1015 N=1039 32%	TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 29%		ehold Income \$75K - \$99.9K (D) N=128 N=148 28%	\$100K+ (E) N=382 N=264 40% BCd	HS or Less (F) N=299 N=229 26%	Education Some College (G) N=330 N=312 31%	College Grad+ (H) N=223 N=298 33%	Yes (I) N=568 N=551 42%	Employed No (J) N=447 N=488 19%	Yes (K) N=366 N=319 50% L	Children in HH No (L) N=650 N=720 22%	Parent of Yes (M) N=330 N=292 54% N	Child Under 18 No (N) N=685 N=747 21%	Homeowner (O) N=738 N=760 32%	e Ownership Renter (P) N=235 N=250 37%	Married (Q) N=534	rital Status Not married (R)		Race/Ethnicity	/ Hispanic (U) N=145
Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base:	13% 19% 17% 27% 24%	11% 18% 16%	8% 19% 15%	7% 21% 26% BCE	20% BCD 20% 15% 27%	10% 17% 16% 30%	13% 17%	15% 18%	19% J 23% J	6% 14%	25% L	6% 16%	28% N 26% N 13%	6% 16%	13% 19%	4.60/	N=595 36% R	N=481 N=444 28%	White (S) N=676 N=841 30%	AA (T) N=120 N=55 * 33%	N=76 * 39%
Busch Total Total (Unweighted) Likely (Net)		27% 29% E TS (IF ALCOHOL BRAND, U	27% 31% E .S. RESPONDENTS 21+)	24% 22%	18%	27%	17% 27% 25%	17% 26% 23%	15% 24% 18%	19% 30% 32%	24% L 15% 18% 18%	18% 32% K 28% K	16% 16%	19% 32% M 28% M	16% 28% 24%	16% 20% 17% 25% 21%			N=676	N=120 N=55 *	N=76 *
• • •	Total (A) N=1015 N=1039 39% 17%	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 38%	31% E .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=159 N=231 33%	22% ehold Income \$75K - \$99.9K (D) N=128 N=148 34%	\$100K+ (E) N=382 N=264 48% bCD	27% HS or Less (F) N=299 N=229 39%	Education Some College (G) N=330 N=312 35%	26% 23% College Grad+ (H) N=223 N=298 42%	24% 18% Yes (I) N=568 N=551 49%	19% 30%	15% 18% 18% Yes (K) N=366 N=319 55%	32% K 28% K Children in HH No (L) N=650 N=720 30%	16% 16% Parent of Yes (M) N=330 N=292 56% N	19% 32% M 28% M **Child Under 18 No (N) N=685 N=747 31%	28% 24% Homeowner (O) N=738 N=760 40%	20% 17% 25% 21% e Ownership Renter (P) N=235 N=250 41%	36% R 15% r 21% 19% 25% 21% Married (Q) N=534 N=595 41%	N=444 28% 10% 18% 15% 29% 28% Q rital Status Not married (R) N=481 N=444 36%	N=676 N=841 30% 12% 18% 18% 27% 25% White (S) N=676 N=841 37%	N=120 N=55 * 33% 14% 19% 14% 22% 31% Race/Ethnicity AA (T) N=120 N=55 * 30%	N=76 * 39% 17% 22% 13% 26% 22% Hispanic (U) N=145 N=76 * 57% ST
Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base:	N=1015 N=1039 39% 17% 22% 17% 23% 21%	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343	31% E .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=159 N=231 33% 11% 21% 15% 29% E 23%	22% ehold Income \$75K - \$99.9K (D) N=128 N=148 34% 14% 20% 19% 28% e 19%	18% \$100K+ (E) N=382 N=264	27% HS or Less (F) N=299 N=229	27% 25% Education Some College (G) N=330 N=312	26% 23% College Grad+ (H) N=223 N=298	24% 18% Yes (I) N=568 N=551	19% 30% 32% I Employed No (J) N=447 N=488 27%	15% 18% 18% Yes (K) N=366 N=319	32% K 28% K Children in HH No (L) N=650 N=720	16% 16% Parent of Yes (M) N=330 N=292	19% 32% M 28% M **Child Under 18 No (N) N=685 N=747	28% 24% Homeowner (O) N=738 N=760	20% 17% 25% 21% e Ownership Renter (P) N=235 N=250	36% R 15% r 21% 19% 25% 21% Married (Q) N=534 N=595	N=444 28% 10% 18% 15% 29% 28% Q rital Status Not married (R) N=481 N=444	N=676 N=841 30% 12% 18% 18% 27% 25% White (S) N=676 N=841	N=120 N=55 * 33% 14% 19% 14% 22% 31% Race/Ethnicity AA (T) N=120 N=55 *	N=76 * 39% 17% 22% 13% 26% 22% Hispanic (U) N=145 N=76 *
Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: CVS Total Total Total (Unweighted) Likely (Net) Very likely	N=1015 N=1039 39% 17% 22% 17% 23% 21% U.S. RESPONDENT Total (A) N=1093 N=1093 65% 31%	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 38% 12% 27% 17% 22% 23% TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 64% 25%	31% E .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=159 N=231 33% 11% 21% 15% 29% E 23% .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=172 N=240 60% 29%	ehold Income \$75K - \$99.9K (D) N=128 N=148 34% 14% 20% 19% 28% e 19% ehold Income \$75K - \$99.9K (D) N=137 N=154 73% C 27%	\$100K+ (E) N=382 N=264 48% bCD 26% BCD 22% 16% 19% 17% \$100K+ (E) N=411 N=274 69% 39% Bcd	HS or Less (F) N=299 N=229 39% 14% 25% 15% 19% 27% H HS or Less (F) N=348 N=264 62% 28%	Education Some College (G) N=330 N=312 35% 14% 22% 18% 27% 20% Education Some College (G) N=354 N=328 66% 31%	26% 23% College Grad+ (H) N=223 N=298 42% 22% fG 20% 20% 22% 16% College Grad+ (H) N=228 N=300 64% 33%	24% 18% Yes (I) N=568 N=551 49% 23% 26% 16% 20% 16% Yes (I) N=601 N=573 70% 35% J	19% 30% 32% I Employed No (J) N=447 N=488 27% 9% 17% 19% 27% I	15% 18% 18% 18% Yes (K) N=366 N=319 55% L 31% L 24% 17% 13% 15% Yes (K) N=413 N=346 70% L 37% L	32% K 28% K Children in HH No (L) N=650 N=720 30% 9% 21% 17% 29% K	16% 16% Parent of Yes (M) N=330 N=292 56% N 31% N 25% 17% 12% 15% Parent of Yes (M) N=345 N=298 71% N 37% N	19% 32% M 28% M 28% M 6 Child Under 18 No (N) N=685 N=747 31% 10% 21% 17% 28% M 24% M 6 Child Under 18 No (N) N=748 N=795 62% 28%	28% 24% Homeowner (O) N=738 N=760 40% 19% 22% 16% 24% 20%	20% 17% 25% 21% Property of the company of the com	36% R 15% r 21% 19% 25% 21% Married (Q) N=534 N=595 41% 20% R 21% 20% 22% 17%	N=444 28% 10% 18% 15% 29% 28% Q rital Status Not married (R) N=481 N=444 36% 13% 23% 15% 24% 25% Q rital Status Not married (R) N=559 N=498 61% 26%	N=676 N=841 30% 12% 18% 18% 27% 25% White (S) N=676 N=841 37% 15% 21% 17% 25% 22% White (S) N=700 N=865 65% 29%	N=120 N=55 * 33% 14% 19% 14% 22% 31% Race/Ethnicity AA (T) N=120 N=55 * 30% 12% 18% 14% 28% 28% 28% Race/Ethnicity AA (T) N=131 N=62 * 66% 35%	N=76 * 39% 17% 22% 13% 26% 22% Hispanic (U) N=145 N=76 * 57% ST 22% 35% St 12% 15% 17% Hispanic (U) N=165 N=89 * 65% 39%
Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: CVS Total Total Total (Unweighted) Likely (Net)	N=1015 N=1039 39% 17% 22% 17% 23% 21% U.S. RESPONDENT Total (A) N=1093 N=1093 65% 31% 34% 13% 11% 11%	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 38% 12% 27% 17% 22% 23% TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 64%	31% E .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=159 N=231 33% 11% 21% 15% 29% E 23% .S. RESPONDENTS 21+) Hous \$50K - \$74.9K (C) N=172 N=240 60% 29% 30% 13% 15% b 12% D .S. RESPONDENTS 21+)	ehold Income \$75K - \$99.9K (D) N=128 N=148 34% 14% 20% 19% 28% e 19% ehold Income \$75K - \$99.9K (D) N=137 N=154 73% C 27% 45% CE 15% 11% 1%	\$100K+ (E) N=382 N=264 48% bCD 26% BCD 22% 16% 19% 17% \$100K+ (E) N=411 N=274 69%	HS or Less (F) N=299 N=229 39% 14% 25% 15% 19% 27% H HS or Less (F) N=348 N=264 62%	Education Some College (G) N=330 N=312 35% 14% 22% 18% 27% 20% Education Some College (G) N=354 N=328 66% 31% 35% 14% 9% 11%	26% 23% College Grad+ (H) N=223 N=298 42% 22% fG 20% 20% 22% 16% College Grad+ (H) N=228 N=300 64%	24% 18% Yes (I) N=568 N=551 49% 23% 26% J 16% 20% 16% Yes (I) N=601 N=573 70%	19% 30% 32% I Employed No (J) N=447 N=488 27% 9% 17% 19% 27% I 27% I Employed No (J) N=492 N=520 58% 26% 32% 17% I 11% 14% I	15% 18% 18% 18% Yes (K) N=366 N=319 55% L 31% L 24% 17% 13% 15% Yes (K) N=413 N=346 70% I 37% L 33% 11% 10% 9%	32% K 28% K Children in HH No (L) N=650 N=720 30% 9% 21% 17% 29% K 24% K Children in HH No (L) N=680 N=747 62% 27% 35% 15% 11% 12%	Parent of Yes (M) N=330 N=292 56% N 31% N 25% 17% 12% 15% Parent of Yes (M) N=345 N=298 71% N 37% N 34% 11% 10% 9%	19% 32% M 28% M 28% M 6 Child Under 18 No (N) N=685 N=747 31% 10% 21% 17% 28% M 24% M 6 Child Under 18 No (N) N=748 N=795 62%	Homeowner (O) N=738 N=760 40% 19% 22% 16% 24% 20% Homeowner (O) N=792 N=796 66% 32% 34% 12% 11% 12% P	20% 17% 25% 21% e Ownership Renter (P) N=235 N=250 41% 14% 27% 20% 20% 19% e Ownership Renter (P) N=255 N=263 68%	36% R 15% r 21% 19% 25% 21% Married (Q) N=534 N=595 41% 20% R 21% 20% 22% 17% Married (Q) N=534 N=595 70% R 36% R 34% 14% 8% 9%	N=444 28% 10% 18% 15% 29% 28% Q rital Status Not married (R) N=481 N=444 36% 13% 23% 15% 24% 25% Q rital Status Not married (R) N=559 N=498 61%	N=676 N=841 30% 12% 18% 18% 27% 25% White (S) N=676 N=841 37% 15% 21% 17% 25% 22% White (S) N=700 N=865 65%	N=120 N=55 * 33% 14% 19% 14% 22% 31% Race/Ethnicity AA (T) N=120 N=55 * 30% 12% 18% 14% 28% 28% Race/Ethnicity AA (T) N=131 N=62 * 66% 35% 31% 10% 11% 13%	N=76 * 39% 17% 22% 13% 26% 22% Hispanic (U) N=145 N=76 * 57% ST 22% 35% St 12% 15% 17% Hispanic (U) N=165 N=89 * 65% 39% 26% 9% 14% 12%
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Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: CVS Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: Discovery+ Total Total (Unweighted) Likely (Net) Very likely	N=1015 N=1039 39% 17% 22% 17% 23% 21% U.S. RESPONDENT Total (A) N=1093 65% 31% 34% 13% 11% 11% U.S. RESPONDENT Total (A) N=1093 55% 25% 30% 16% 14% 15% U.S. RESPONDENT	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 38% 12% 27% 17% 22% 23% TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 64% 25% 38% e 16% e 9% 11% D TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 54% 20% 34% e 12% 14% 20% DE	## Hous ## Sok - \$74.9K (C) ## N=159 ## N=231 ## 33% ## 11% ## 21% ## 15% ## 29% ## E 23% ## Sok - \$74.9K (C) ## N=172 ## N=240 ## 60% ## 29% ## 30% ## 13% ## 15% ## b ## 12% ## D ## Sok - \$74.9K (C) ## N=172 ## N=240	ehold Income \$75K - \$99.9K (D) N=128 N=148 34% 14% 20% 19% 28% e 19% ehold Income \$75K - \$99.9K (D) N=137 N=154 73% C 27% 45% CE 15% 11% 1% 1% ehold Income \$75K - \$99.9K (D) N=137 N=154 56% 23% 33% 18% 17% 9%	\$100K+ (E) N=382 N=264 48% bCD 26% BCD 22% 16% 19% 17% \$100K+ (E) N=411 N=274 69% 39% Bcd 30% 10% 10% 11% D \$100K+ (E) N=411 N=274 60% C 35% BCD 25% 16% 13% 11%	HS or Less (F) N=299 N=229 39% 14% 25% 15% 19% 27% H HS or Less (F) N=348 N=264 62% 28% 34% 14% 13% 11% HS or Less (F) N=348 N=264 56% 30% G 27% 13% 12% 19%	Education Some College (G) N=330 N=312 35% 14% 22% 18% 27% 20% Education Some College (G) N=354 N=328 66% 31% 35% 14% 9% 11% Education Some College (G) N=354 N=328 51% 17% 34% 16% 17% 15%	26% 23% College Grad+ (H) N=223 N=298 42% 22% fG 20% 20% 22% 16% College Grad+ (H) N=228 N=300 64% 33% 31% 12% 11% 13% College Grad+ (H) N=228 N=300 64% 13% 13%	24% 18% Yes (I) N=568 N=551 49% 23% 26% 16% 20% 16% Yes (I) N=601 N=573 70% 35% 36% 10% 11% 8% Yes (I) N=601 N=573 60% J 30% J 29% 16% 12% 12%	19% 30% 32% Employed No (J) N=447 N=488 27% 9% 17% 19% 27% 27% 27% Employed No (J) N=492 N=520 58% 26% 32% 17% 11% 14% Employed No (J) N=492 N=520 48% 18% 30% 15% 17% i 19%	15% 18% 18% 18% Yes (K) N=366 N=319 55% L 31% L 24% 17% 13% 15% Yes (K) N=413 N=346 70% 1 37% L 33% 11% 10% 9% Yes (K) N=413 N=346 68% L 42% 12% 11% 9%	32% K 28% K Children in HH No (L) N=650 N=720 30% 9% 21% 17% 29% K 24% K Children in HH No (L) N=680 N=747 62% 27% 35% 15% 11% 12% Children in HH No (L) N=680 N=747 46% 14% 32% 18% k 17% 19% K	Parent of Yes (M) N=330 N=292 56% N 31% N 25% 17% 12% 15% Parent of Yes (M) N=345 N=298 71% N 34% 11% 10% 9% Parent of Yes (M) N=345 N=298 70% N 45% N 25% 12% 9% 9% Parent of Yes (M) N Parent of Yes (M) Parent of Yes (M) N Parent of Yes (M) Parent of Yes (M) N Parent of Yes (M)	19% 32% M 28% M 28% M 6 Child Under 18 No (N) N=685 N=747 31% 10% 21% 17% 28% M 24% M 6 Child Under 18 No (N) N=748 N=795 62% 28% 34% 14% 11% 12% 6 Child Under 18 No (N) N=748 N=795 47% 16% 32% 17% m 17% M 16% 32% 17% m 17% M 18% M	Homeowner (O) N=738 N=760 40% 19% 22% 16% 24% 20% Homeowner (O) N=792 N=796 66% 32% 34% 12% 11% 12% P Homeowner (O) N=792 N=796 54% 25% 29% 16% 15% 14% Homeowner (O)	20% 17% 25% 21% Property of the company of the com	36% R 15% r 21% 19% 25% 21% Married (Q) N=534 N=595 41% 20% R 21% 20% 22% 17% Married (Q) N=534 N=595 70% R 36% R 34% 14% 8% 9% Married (Q) N=534 N=595 58% 29% R 29% 17% 12% 13% Married (Q)	N=444 28% 10% 18% 15% 29% 28% Q rital Status Not married (R) N=481 N=444 36% 13% 23% 15% 24% 25% Q rital Status Not married (R) N=559 N=498 61% 26% 34% 13% 14% Q 13% Q rital Status Not married (R) N=559 N=498 61% 26% 34% 13% 14% Q 13% Q rital Status Not married (R) N=559 N=498 52% 22% 30% 14% 16% 18% q	N=676 N=841 30% 12% 18% 18% 27% 25% White (S) N=676 N=841 37% 15% 21% 17% 25% 22% White (S) N=700 N=865 65% 29% 36% 13% 10% 11% White (S) N=700 N=865 52% 21% 31% 16% 15% 17%	N=120 N=55 * 33% 14% 19% 14% 22% 31% Race/Ethnicity AA (T) N=120 N=55 * 30% 12% 18% 14% 28% 28% 28% Race/Ethnicity AA (T) N=131 N=62 * 66% 35% 31% 10% 11% 13% Race/Ethnicity AA (T) N=131 N=62 * 66% 35% 31% 10% 11% 13% Race/Ethnicity AA (T) N=131 N=62 * 66% 35% 31% 10% 11% 13% Race/Ethnicity AA (T) N=131 N=62 * 62% 31% 17%	N=76 * 39% 17% 22% 13% 26% 22% Hispanic (U) N=145 N=76 * 57% ST 22% 35% St 12% 15% 17% Hispanic (U) N=165 N=89 * 65% 39% 26% 9% 14% 12% Hispanic (U) N=165 N=89 * 65% 39% 26% 9% 14% 12%
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Sok - \$74.9k (C) ## N=240 ## 240 ##	ehold Income \$75K - \$99.9K (D) N=128 N=148 34% 14% 20% 19% 28% e 19% ehold Income \$75K - \$99.9K (D) N=137 N=154 73% C 27% 45% CE 15% 11% 1% 1% ehold Income \$75K - \$99.9K (D) N=137 N=154 56% 23% 33% 18% 17% 9% ehold Income \$75K - \$99.9K (D) N=137 N=154 56% 23% 33% 18% 17% 9% ehold Income \$75K - \$99.9K (D) N=137 N=154 41% 13% 27% 25% C 21% 13% ehold Income \$75K - \$99.9K (D) N=137 N=154 41% 13% 27% 25% C 21% 13% ehold Income \$75K - \$99.9K (D) N=137 N=154 41% 13% 27% 25% C 21% 13% B 17% 22%	\$100K+ (E) N=382 N=264 48% bCD 26% BCD 22% 16% 19% 17% \$100K+ (E) N=411 N=274 69% 39% Bcd 30% 10% 10% 11% D \$100K+ (E) N=411 N=274 60% C 35% BCD 25% 16% 13% 11% \$100K+ (E) N=411 N=274 49% 26% bCD 23% 18% 20% 13% \$100K+ (E) N=411 N=274 49% 26% bCD 23% 18% 20% 13% \$100K+ (E) N=411 N=274 49% 26% bCD 23% 18% 20% 13%	HS or Less (F) N=299 N=229 39% 14% 25% 15% 19% 27% H HS or Less (F) N=348 N=264 62% 28% 34% 14% 13% 11% HS or Less (F) N=348 N=264 56% 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Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: CVS Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable * Table Base: Discovery+ Total Total (Unweighted) Likely (Net) Very likely Not very likely Not at all likely Not very likely Not applicable * Table Base: Fossil Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Fossil Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Hyundai Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Hyundai Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Michelob Ultra Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Michelob Ultra Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Michelob Ultra Total Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: Michelob Ultra Total Total Total (Unweighted) Likely (Net) Very likely Not applicable * Table Base: NaSA	N=1015 N=1039 39% 17% 22% 17% 23% 21% U.S. RESPONDENT Total (A) N=1093 N=1093 65% 31% 34% 13% 11% 11% U.S. RESPONDENT Total (A) N=1093 N=1093 S5% 25% 30% 16% 14% 15% U.S. RESPONDENT Total (A) N=1093 N=1093 N=1093 43% 20% 23% 20% 19% 18% U.S. RESPONDENT Total (A) N=1093 N=1093 45% 17% 28% 18% 20% 16% U.S. RESPONDENT Total (A) N=1093 N=1093 45% 17% 28% 18% 20% 16% U.S. RESPONDENT Total (A) N=1093 N=1093 45% 17% 28% 18% 20% 16% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	27% 29% E TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=288 N=343 38% 12% 27% 17% 22% 23% TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 64% 25% 38% e 16% e 9% 11% D TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 54% 20% 34% e 12% 14% 20% DE TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 41% 19% 22% 20% 16% 23% dE TS (IF ALCOHOL BRAND, U Less than \$50K (B) N=305 N=359 41% 19% 22% 20% 16% 23% dE 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Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely	N=1093 58% 29% 29% 17%	N=359 56% 27% 29% 16%	N=240 57% 21% 36% e 19%	N=154 58% 28% 30% 15%	N=274 62% 35% bC 27% 17%	N=264 55% 29% 26% 15%	N=328 57% 24% 33% 20%	N=300 60% 29% 30% 17%	N=573 61% j 32% j 29% 17%	N=520 54% 25% 29% 17%	N=346 69% L 43% L 25% 13%	N=747 51% 20% 32% 19% k	N=298 70% N 46% N 24% 13%	N=795 52% 21% 32% m 19%	N=796 59% 29% 29% 16%	N=263 58% 31% 28% 21%	N=595 61% 34% R 27% 17%	N=498 55% 24% 31% 17%	N=865 56% 26% 30% 18%	N=62 * 57% 28% 29% 13%	N=89 * 61% 37% s 25% 15%
Not at all likely Not applicable	13% 12%	13% 16% de	11% 13%	19% ce 8%	11% 10%	14% 16%	13% 11%	10% 13%	12% 10%	14% 16%	10% 8%	15% 15% K	10% 7%	14% 15% M	13% 12%	11% 10%	12% 10%	14% 14%	13% 13%	15% 15%	15% 8%
* Table Base: Natural Grocers		NTS (IF ALCOHOL BRAND, I	U.S. RESPONDENTS 21+	+) isehold Income			Education			Employed		Children in HH		nt of Child Under 18		Iome Ownership		Marital Status		Race/Ethnicit	
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 49% 20% 29% 17% 16% 18%	Less than \$50K (B) N=305 N=359 52% C 17% 36% Ce 16% 14% 18%	\$50K - \$74.9K (C) N=172 N=240 40% 16% 24% 18% 17% 25% bDE	\$75K - \$99.9K (D) N=137 N=154 54% C 22% 33% 15% 16% 14%	\$100K+ (E) N=411 N=274 51% C 25% Bc 27% 16% 17% 15%	HS or Less (F) N=348 N=264 46% 15% 32% 15% 18% 22%	Some College (G) N=354 N=328 45% 19% 26% 22% fH 16% 17%	College Grad+ (H) N=228 N=300 55% g 24% F 31% 13% 16% 16%	Yes (I) N=601 N=573 53% 25% J 28% 16% 16% 15%	No (J) N=492 N=520 44% 14% 30% 18% 17% 21%	Yes (K) N=413 N=346 60% L 31% L 30% 13% 13% 13%	No (L) N=680 N=747 42% 14% 29% 19% k 18% 21% K	Yes (M) N=345 N=298 61% N 34% N 28% 12% 14% 13%	No (N) N=748 N=795 43% 14% 30% 19% m 17% 21% M	Homeowner (O N=792 N=796 49% 20% 29% 16% 16% 18%	N=255 N=263 52% 21% 31% 15% 17% 16%	Married (Q) N=534 N=595 48% 23% r 25% 19% 15% 18%	Not married (R) N=559 N=498 50% 17% 33% Q 14% 17% 18%	White (S) N=700 N=865 46% 18% 27% 18% 17% 19%	AA (T) N=131 N=62 * 51% 20% 31% 13% 18% 19%	Hispanic (U) N=165 N=89 62% S 31% S 31% 10% 14% 14%
* Table Base: New Belgium Brewing	U.S. RESPONDE	NTS (IF ALCOHOL BRAND, I		+) isehold Income			Education			Employed		Children in HH	Para	nt of Child Under 18	ц	Iome Ownership	•	Marital Status		Race/Ethnicit	hv
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1015 N=1039 39% 16% 23% 16% 23% 22%	Less than \$50K (B) N=288 N=343 34% 13% 20% 17% 21% 28% E		\$75K - \$99.9K (D) N=128 N=148 39% 14% 25% 19% 22% 20%	\$100K+ (E) N=382 N=264 49% BC 22% BC 27% C 13% 21% 16%	HS or Less (F) N=299 N=229 36% 14% 22% 14% 22% 28% h	Some College (G) N=330 N=312 34% 13% 21% 18% 25% 22%	College Grad+ (H) N=223 N=298 43% 22% fG 20% 16% 22% 19%	Yes (I) N=568 N=551 51% J 21% J 30% J 13% 19% 17%	No (J) N=447 N=488 22% 9% 14% 19% 30%	Yes (K) N=366 N=319 61% L 30% L 31% L 12% 13% 14%	No (L) N=650 N=720 26% 8% 18% 18% k 29% K	Yes (M) N=330 N=292 63% N 31% N 32% N 11% 11% 15%	No (N) N=685 N=747 27% 8% 18% 18% M 29% M	Homeowner (O N=738 N=760 39% 16% 23% 16% 24% 22%	N=235 N=250 41% 18% 23% 13% 23% 23%	Married (Q) N=534 N=595 43% R 21% R 23% 17% 22% 18%	Not married (R) N=481 N=444 33% 11% 23% 14% 26% 27% Q	White (S) N=676 N=841 34% 14% 21% 17% 25% 24%	AA (T) N=120 N=55 29% 19% 10% 12% 28% 31% u	Hispanic (U) N=145 N=76 * 61% ST 24% S 36% ST 11% 15% 14%
* Table Base: Peanuts (i.e., Charlie Brown and friends)	U.S. RESPONDE	NTS (IF ALCOHOL BRAND,	U.S. RESPONDENTS 21+	+)																	
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 52% 22% 30% 16% 16%	Less than \$50K (B) N=305 N=359 57% C 20% 36% CE 13% 12% 18% d		sehold Income \$75K - \$99.9K (D) N=137 N=154 57% 21% 37% ce 15% 18% 10%	\$100K+ (E) N=411 N=274 52% 27% 25% 19% 16% 13%	HS or Less (F) N=348 N=264 53% 25% 28% 14% 15% 19%	Education Some College (G) N=354 N=328 47% 16% 31% 21% fh 18% 14%	College Grad+ (H) N=228 N=300 57% g 27% G 30% 13% 14% 16%	Yes (I) N=601 N=573 57% 27% 30% 16% 15% 12%	Employed No (J) N=492 N=520 45% 16% 29% 16% 17% 21%	Yes (K) N=413 N=346 63% L 35% L 28% 14% 13% 10%	Children in HH No (L) N=680 N=747 45% 15% 30% 18% 18% 20% K	Paren Yes (M) N=345 N=298 66% N 39% N 27% 13% 12% 9%	nt of Child Under 18 No (N) N=748 N=795 45% 15% 31% 18% 18% M 19% M	Homeowner (O N=792 N=796 53% 24% 29% 15% 15%	Nome Ownership N=255 N=263 53% 19% 33% 18% 16% 14%	Married (Q) N=534 N=595 56% R 27% R 29% 17% 13% 14%	Narital Status Not married (R) N=559 N=498 48% 18% 30% 15% 19% Q 18%	White (S) N=700 N=865 49% 19% 31% 18% 15% 17%	Race/Ethnicit AA (T) N=131 N=62 * 54% 25% 30% 11% 15% 19%	Hispanic (U) N=165 N=89 * 56% 35% S 21% 10% 18% 16%
* Table Base: Shopify	U.S. RESPONDE	NTS (IF ALCOHOL BRAND, I	U.S. RESPONDENTS 21+	+)																	
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely	Total (A) N=1093 N=1093 43% 16% 26% 19% 20%	Less than \$50K (B) N=305 N=359 43% 14% 29% e 18% 16% 23% dE		sehold Income \$75K - \$99.9K (D) N=137 N=154 38% 8% 30% 27% bE 22% 13%	\$100K+ (E) N=411 N=274 47% 26% BCD 21% 17% 22% 14%	HS or Less (F) N=348 N=264 41% 15% 26% 18% 20% 21%	Education Some College (G) N=354 N=328 38% 12% 26% 23% 20% 19%	College Grad+ (H) N=228 N=300 48% g 19% g 29% 17% 18% 17%	Yes (I) N=601 N=573 52% 23% J 29% J 17% 16% 14%	Employed No (J) N=492 N=520 31% 9% 22% 21% 24%	Yes (K) N=413 N=346 61% L 30% L 30% I 17% 12% 11%	Children in HH No (L) N=680 N=747 32% 8% 24% 21% 24% K 23% K	Pared Yes (M) N=345 N=298 64% N 33% N 30% 14% 11%	nt of Child Under 18 No (N) N=748 N=795 33% 9% 24% 22% M 22% M	Homeowner (O N=792 N=796 40% 17% 24% 19% 21% 20%	N=255 N=263 50% 0 16% 33% 0 20% 16% 14%	Married (Q) N=534 N=595 42% 21% R 21% 20% 21% 17%	Narital Status Not married (R) N=559 N=498 43% 12% 30% Q 18% 19% 20%	White (S) N=700 N=865 38% 13% 25% 19% 22% 21%	Race/Ethnicit AA (T) N=131 N=62 * 51% \$ 22% 29% 15% 16% 18%	Hispanic (U) N=165 N=89 50% 527% S 23% 19% 15% 17%
* Table Base: Sodastream	U.S. RESPONDE	NTS (IF ALCOHOL BRAND, I	U.S. RESPONDENTS 21+	+)																	
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 37% 15% 22% 19% 24% 21%	Less than \$50K (B) N=305 N=359 43% CD 16% D 27% 16% 18% 23% e		sehold Income \$75K - \$99.9K (D) N=137 N=154 30% 7% 22% 24% 29% B 18%	\$100K+ (E) N=411 N=274 41% cd 20% CD 21% 19% 25% 16%	HS or Less (F) N=348 N=264 39% g 13% 26% g 16% 21% 23%	Education Some College (G) N=354 N=328 30% 11% 18% 21% 28% 21%	College Grad+ (H) N=228 N=300 41% G 21% fG 21% 18% 22% 19%	Yes (I) N=601 N=573 44% 18% J 26% J 19% 21% 16%	Employed No (J) N=492 N=520 28% 11% 17% 18% 27% i 26%	Yes (K) N=413 N=346 54% 27% L 27% L 17% 17% 13%	Children in HH No (L) N=680 N=747 27% 7% 20% 20% 28% K 26% K	Parei Yes (M) N=345 N=298 55% N 28% N 27% N 15% 16% 14%	nt of Child Under 18 No (N) N=748 N=795 29% 9% 20% 20% 27% M 24% M	Homeowner (O N=792 N=796 38% 16% 21% 17% 25% 20%	Nome Ownership N=255 N=263 40% 12% 28% 20% 21% 20%	Married (Q) N=534 N=595 38% 17% r 20% 20% 23% 19%	Narital Status Not married (R) N=559 N=498 36% 12% 24% 17% 24% 22%	White (S) N=700 N=865 32% 11% 21% 21% 25% 23%	Race/Ethnicit AA (T) N=131 N=62 39% 16% 23% 12% 26% 23%	Hispanic (U) N=165 N=89 * 52% S 25% S 28% 13% 18% 16%
* Table Base: The North Face	U.S. RESPONDE	NTS (IF ALCOHOL BRAND, I	U.S. RESPONDENTS 21+	+)																	
Total Total (Unweighted) Likely (Net) Very likely Somewhat likely Not very likely Not at all likely Not applicable	Total (A) N=1093 N=1093 54% 23% 31% 15% 16% 15%	Less than \$50K (B) N=305 N=359 48% 17% 31% 14% 17% 21% DE	\$50K - \$74.9K (C) N=172 N=240 44% 19% 25% 20% 19% 17% D	N=137 N=154 65% BC 23% 42% bCe 14% 15% 6%	\$100K+ (E) N=411 N=274 62% BC 30% BC 32% 13% 13% 11%	HS or Less (F) N=348 N=264 49% 25% 24% 13% 17% 21% GH	Education Some College (G) N=354 N=328 51% 22% 29% 18% 19% H 12%	College Grad+ (H) N=228 N=300 61% FG 25% 36% F 16% 11% 12%	Yes (I) N=601 N=573 63% J 28% J 34% J 12% 14% 11%	Employed No (J) N=492 N=520 44% 17% 27% 18% i 18% 20%	Yes (K) N=413 N=346 68% L 34% L 34% 12% 13% 6%	Children in HH No (L) N=680 N=747 45% 17% 29% 16% 18% 20% K	Yes (M) N=345 N=298 70% N 37% N 34% 12% 11% 7%	nt of Child Under 18 No (N) N=748 N=795 47% 17% 30% 16% 18% M 19% M	Homeowner (O N=792 N=796 55% 23% 33% 14% 17% 14%	Neme Ownership N=255 N=263 56% 28% 29% 19% 11% 14%	Married (Q) N=534 N=595 62% R 26% r 35% R 15% 12%	Narital Status Not married (R) N=559 N=498 47% 20% 27% 15% 20% Q 18% Q	White (S) N=700 N=865 52% 22% 30% 17% u 16% 16%	Race/Ethnicit AA (T) N=131 N=62 48% 19% 29% 17% 20% 16%	Hispanic (U) N=165 N=89 * 59% 25% 34% 8% 17% 16%
* Table Base:	U.S. RESPONDE	NTS (IF ALCOHOL BRAND,	U.S. RESPONDENTS 21+	+)																	

041421 - HOD FLASH (24 Hour) Survey

QS1Q1: Which of the following statements are true for you? Please select all that apply.

Total Total (Unweighted)	Total (A) N=1093 N=1093		Gen Z 18- N=122 N=98	24 (B) *	Millennia N=310 N=253	ls 25-40 (C)	Gen X 41- N=266 N=272	56 (D)	Boomers N=316 N=370	57-75 (E)	Silent 76- N=80 N=100	-93 (F) *
In general, I try to (e.g., recycling, shopping from sustainable brands, carpooling). It's important that brands and companies make environmentally conscious decisions (e.g., reducing carbon footprint, supporting environmentally	44%		40%		37%		46%		47%	С	50%	С
friendly causes). I seek out environmentally conscious or "green"	37%		38%		41%	D	30%		38%		39%	
brands. I seek out socially conscious brands (e.g., supports marginalized communities, social impact,	26%		21%		32%	eF	28%		23%		18%	
nonprofits).	21%		25%	f	27%	adEF	19%		16%		13%	
I try to make environmentally conscious decisions (e.g., recycling, shopping from sustainable brands, carpooling) more than I normally would around Earth Day (i.e., during the month of April). I have started making more environmentally conscious decisions because of an Earth Day communication (e.g., emails, commercials, social	20%	F	29%	deF	27%	aDEF	17%	F	17%	f	7%	
media posts).	20%	EF	33%	ADEF	32%	ADEF	16%	е	10%		10%	
I would be more likely to purchase from a brand if they shared communications (e.g., emails,												
commercials, social media posts) about Earth Day. It's important that brands or companies advertise	20%	Ef	27%	EF	30%	ADEF	17%		13%		11%	
about Earth Day. I often make "green" or environmentally friendly	20%	f	25%	f	26%	dEF	17%		16%		12%	
purchases around or during Earth Day.	18%		17%		28%	ADEF	13%		15%		11%	
None of these	27%	bc	15%		19%		33%	BC	31%	ВС	37%	aBC
Count	2.66		2.97		3.20		2.45		2.34		2.13	
* Table Base:	U.S. RESP	ONDENTS										

QS1Q2: How much more or less likely would you be to buy a product or service from a brand if it ran each of the following types of ads?

Ads that talk about taking preventive measures to protect the environment (e.g., recycling, buying eco-friendly appliances, using public transportation)

	Total (A)	Gen Z 18	8-24 (B)	Millenni	ials 25-40 (C)	Gen X 4	1-56 (D)	Boomer	s 57-75 (E)	Silent 76	-93 (F)
Total	N=1093		N=122		N=310		N=266		N=316		N=80	*
Total (Unweighted)	N=1093		N=98	*	N=253		N=272		N=370		N=100	
More likely (Net)	55%		54%		58%		50%		58%		48%	
Much more likely	23%	е	26%		32%	ADEF	20%		16%		16%	
Somewhat more likely	32%		28%		26%		30%		41%	AbCD	33%	
No more or less likely	34%	В	20%		33%	b	39%	В	33%	b	45%	aBce
Less likely (Net)	11%		27%	ACDEF	9%		11%		10%		6%	
Somewhat less likely	6%		21%	ACDEF	2%		3%		6%		1%	
Much less likely	6%		6%		6%		8%	е	4%		5%	

* Table Base: U.S. RESPONDENTS

Ads that talk about taking reactive measures to protect the environment (e.g., planting trees, picking up litter)

	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=1093		N=122		N=310		N=266		N=316		N=80	*
Total (Unweighted)	N=1093		N=98	*	N=253		N=272		N=370		N=100	
More likely (Net)	56%	d	54%		59%	d	48%		60%	D	56%	
Much more likely	22%	е	21%		29%	aE	22%		17%		19%	
Somewhat more likely	34%	D	33%		30%		25%		44%	ACD	38%	d
No more or less likely	32%		23%		26%		39%	ВС	34%		40%	BC
Less likely (Net)	12%	EF	23%	AdEF	15%	EF	13%	EF	6%		4%	
Somewhat less likely	7%	EF	19%	ACDEF	8%	EF	6%	F	3%		0%	
Much less likely	5%		4%		7%	е	7%	E	3%		4%	

* Table Base: U.S. RESPONDENTS

Ads that talk about a brand's promises to become waste-free or carbon-neutral in the future

	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=1093		N=122		N=310		N=266		N=316		N=80	*
Total (Unweighted)	N=1093		N=98	*	N=253		N=272		N=370		N=100	
More likely (Net)	54%		53%		61%	De	50%		52%		49%	
Much more likely	24%	EF	21%		38%	ABDEF	22%		17%		13%	
Somewhat more likely	29%		31%		23%		28%		35%	С	36%	С
No more or less likely	33%	С	28%		25%		35%	С	38%	С	42%	С
Less likely (Net)	13%		19%	ef	14%		15%		10%		8%	
Somewhat less likely	7%	f	15%	AcdEF	7%	f	8%	f	6%		1%	
Much less likely	6%		4%		7%		7%		5%		7%	

* Table Base: U.S. RESPONDENTS

 $\label{eq:Ads} \textbf{Ads that talk about a brand's donations to an environmental cause}$

	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=1093		N=122		N=310		N=266		N=316		N=80	*
Total (Unweighted)	N=1093		N=98	*	N=253		N=272		N=370		N=100	
More likely (Net)	49%		56%		57%	DEf	43%		46%		44%	
Much more likely	20%	E	22%		32%	ADEF	16%		13%		15%	
Somewhat more likely	29%		35%		25%		27%		33%		29%	
No more or less likely	38%		27%		32%		42%	bc	43%	ВС	48%	BC
Less likely (Net)	12%		17%		11%		15%		11%		8%	
Somewhat less likely	6%		8%		7%		7%	f	5%		2%	
Much less likely	6%		9%		4%		7%		6%		7%	