Branded Varrine DCA

QS1Q1: How much do you agree or disagree with	h each of the followin	g statements abou	t brands (e.g., Nike, Tar	get, Apple) and the C	OVID-19 vaccine?																	
Brands have an obligation to encourage people to	o get vaccinated for C	OVID-19.	Gandar			Arm					Male Age					Eomalo Ano					Pagion	
Total Total (Unweighted) Agree (Net) Strongly agree Somewhat agree Disagree (Net) Somewhat dagree Strongly disagree	Total (A) N=1100 N=1100 60% 26% 34% 40% 17% 22%	Male (B) N=524 N=489 65% C 29% c 36% 35% 15%	Gender Female (C) N=561 N=597 56% 23% 33% 44% B 20% b	18-34 (D) N=322 N=322 59% 22% 37% 41% 18% 24%	35-44 (E) N=181 N=186 57% 26% 31% 43% 19% 23%	Age 45-54 (F) N=173 N=170 63% 26% 37% 37% 14% 23%	55-64 (G) N=185 N=174 61% 28% 33% 39% 13% 26%	65+ (H) N=239 N=248 62% 28% 33% 38% 21% 17%	18-34 (I) N=163 N=150 64% 26% 38% 36% 17% 19%	35-44 (J) N=89 N=86 62% 27% 35% 38% 14% 24%	Male Age 45-54 (K) N=83 * N=76 * 76% L 31% 45% 24% 9%	55-64 (L) N=89 • N=65 • 55% 27% 29% 45% K 15% 30% km	65+ (M) N=109 N=119 68% 36% 33% 32% 16%	18-34 (N) N=159 N=172 53% 18% 36% 47% q 19% 28%	35-44 (O) N=91 N=100 53% 26% 27% 47% 25% q	N=89 N=94 S2% 30% 48% Q 18% 30%	55-64 (Q) N=96 * N=109 66% np 30% n 36% 34% 12% 21%	65+ (R) N=130 N=129 56% 22% 34% 44% 26% Q	Northeast (5) N=191 N=237 63% 26% 37% 37% 17% 20%	South (T) N=417 N=430 60% 26% 34% 40% 19% v 21%	Region Midwest (U) N=228 N=218 54% 20% 34% 46% 22% V 24%	West (V) N=264 N=215 63% u 29% u 34% 37% 12% 25%
* Table Base:	U.S RESPONDEN	TS																				
Brands have an obligation to put out messaging of	or content that dispro	wes myths or misin	formation about the CO Gender	OVID-19 vaccine.		Age					Male Age					Female Age					Region	
Total Total (Inweighted) Agree (Net) Strongly agree Somewhat agree Disagree (Net) Somewhat disagree Strongly disagree	Total (A) N=1100 N=1100 62% 27% 35% 38% 19%	Male (B) N=524 N=489 63% 29% 34% 37% 18%	Female (C) N=561 N=597 61% 24% 37% 39% 21% 18%	18-34 (D) N=322 N=322 62% 25% 37% 38% 20%	35-44 (E) N=181 N=186 60% 24% 36% 40% 17% 23%	Age 45-54 (F) N=173 N=170 63% 23% 41% 37% 19%	55-64 (G) N=185 N=174 62% 32% 30% 38% 17% 21%	65+ (H) N=239 N=248 62% 29% 33% 38% 22%	18-34 (I) N=163 N=150 60% 27% 33% 40% 21% 20%	35-44 (J) N=89 N=86 59% 28% 31% 41% 14% 28% Km	45-54 (K) N=83 N=76 72% 26% 47% L 28% 17% 11%	55-64 (L) N=89 N=65 59% 34% 25% 41% 18% 23%	65+ (M) N=109 N=119 69% 32% 37% 31% 17% 14%	18-34 (N) N=159 N=172 65% 24% 41% 35% 19%	35-44 (O) N=91 N=100 61% 19% 42% 39% 21% 18%	45-54 (P) N=89 N=94 55% 20% 35% 45% 21% 24%	55-64 (Q) N=96 N=109 65% 30% 35% 35% 16% 19%	65+ (R) N=130 N=129 57% 27% 30% 43% 27% q 17%	Northeast (5) N=191 N=237 63% 28% 35% 37% 20%	South (T) N=417 N=430 62% 27% 34% 38% 19% 20%	Region Midwest (U) N=228 N=218 60% 21% 38% 40% 24% 17%	West (V) N=264 N=215 64% 29% 35% 36% 16%
* Table Base: Brands would be able to encourage more people	U.S RESPONDEN to get vaccinated for		rovided rewards or dis	counts to those who	get vaccinated.																	
Total Total (Inwelighted) Agree (Net) Agree (Net) Strongly agree Somewhat agree Disagree (Net) Somewhat disagree Somewhat disagree * Table Base:	Total (A) N=1100 N=1100 70% 29% 41% 30% 15% 16% U.S. RESPONDEN	Male (B) N=524 N=489 73% C 33% C 40% 27% 14% 13%	Gender Female (C) N=561 N=597 66% 25% 41% 34% b 16% b	18-34 (D) N=322 N=322 67% 28% 39% 33% 17%	35-44 (E) N=181 N=186 68% 32% 35% 32% 12% 6	Age 45-54 (F) N=173 N=170 72% 25% 48% c 28% 10% 17%	55-64 (G) N=185 N=174 72% 29% 44% 28% 17%	65+ (H) N=239 N=248 70% 30% 40% 30% 16% 14%	18-34 (I) N=163 N=150 73% 33% 40% 27% 14%	35-44 (J) N=89 N=86 65% 34% 32% 35% k 14% k	Male Age 45-54 (K) N=83 N=76 82% 128% 13% 9% 9%	55-64 (L) N=89 • N=65 • 72% 33% 39% 28% 19% 9%	65+ (M) N=109 N=119 74% 35% 40% 26% 14% 12%	18-34 (N) N=159 N=172 62% 23% 39% 38% 20% 0	35-44 (O) N=91 N=100 70% 31% 39% 30% 10% 20%	Female Age 45:54 (P) N=89 N=94 63% 22% 41% 37% 11% 26% Q	55-64 (Q) N=96 N=109 72% 25% 47% 28% 15% 13%	65+ (R) N=130 N=129 66% 25% 41% 34% 18%	Northeast (S) N=191 N=237 72% 27% 45% 28% 12%	South (T) N=417 N=430 70% 28% 42% 30% 16% 14%	Region Midwest (U) N=228 N=218 67% 27% 40% 33% 18%	West (V) N=264 N=215 69% 33% 37% 31% 12%
I would be more likely to buy from a brand that p		wards, or other fu	incentives to those va	ccinated for COVID-19	9.	Arm					Male Age					Female Age					Pagion	
Total Total (Inweighted) Agree (Net) Agree (Net) Somewhat agree Diagree (Net) Somewhat diagree Strongly diagree	Total (A) N=1100 N=1100 63% 30% 33% 37% 18% 20%	Male (B) N=524 N=489 65% 33% 32% 35% 17% 18%	Gender Female (C) N=561 N=597 61% 27% 34% 39% 17% 22%	18-34 (D) N=322 N=322 61% 31% 31% 39% 18% 21% h	35-44 (E) N=181 N=186 60% 31% 29% 40% 14% 26% H	Age 45-54 (F) N=173 N=170 63% 26% 37% 37% 14% 22%	55-64 (G) N=185 N=174 65% 34% 31% 35% 18% 17%	65+ (H) N=239 N=248 64% 28% 36% 36% 22% 14%	18-34 (I) N=163 N=150 62% 35% 27% 38% 19%	35-44 (J) N=89 • N=86 • 61% 34% 26% 39% 13% 27% M	45-54 (K) N=83 N=76 70% 26% 44% 30% 16% 15%	55-64 (L) N=89 • N=65 • 64% 35% 28% 36% 17% 19%	65+ (M) N=109 N=119 66% 30% 36% 34% 24% 10%	18-34 (N) N=159 N=172 60% 26% 34% 40% 17% 23%	35-44 (O) N=91 N=100 59% 27% 32% 41% 16% 25%	45:54 (P) N=89 * N=94 * 57% 26% 32% 43% 13% 30% Qr	55-64 (Q) N=96 N=109 66% 33% 34% 19% 15%	65+ (R) N=130 N=129 63% 27% 36% 37% 20%	Northeast (5) N=191 N=237 68% v 32% 35% 32% 15% 17%	South (T) N=417 N=430 63% 32% 31% 37% 18% 19%	Region Mildwest (U) N=228 N=218 64% 24% 40% tV 36% 16% 21%	West (V) N=264 N=215 58% 30% 27% 42% 5 20%
* Table Base:	U.S RESPONDEN																					
QS1Q2: How much do you support or oppose nor	n-healthcare brands s	haring information	about COVID-19 vaccin	es (e.g., facts, how to	get it, where to get it	t)?																
Total Total (Unweighted) Support (Net) Strondy support Oppose (Net) Support Oppose (Net) Support oppose Strongly oppose	Total (A) N=1100 N=1100 70% 30% 40% 30% 17% 13%	Male (B) N=524 N=489 70% 30% 40% 30% 18% 12%	Gender Female (C) N=561 N=597 70% 30% 40% 30% 15% 14%	18-34 (D) N=322 N=322 68% 26% 42% 32% 17% 15% H	35-44 (E) N=181 N=186 67% 29% 38% 33% 17% 16% H	Age 45-54 (F) N=173 N=170 69% 29% 40% 31% 15% 16% H	55-64 (G) N=185 N=174 70% 37% D 33% 30% 16% 14% h	65+ (H) N=239 N=248 74% 30% 44% R 26% 18%	18-34 (I) N=163 N=150 70% 28% 42% 30% 15% 14% M	35-44 (J) N=89 N=86 61% 26% 35% 39% 21% M	Male Age 45-54 (K) N=83 N=76 69% 31% 38% 31% 17% 14% M	55-64 (L) N=89 • N=65 • 70% 34% 36% 30% 17% 13% m	65+ (M) N=109 N=119 75% 32% 43% 25% 21% 4%	18-34 (N) N=159 N=172 66% 25% 41% 34% 18%	35-44 (O) N=91 N=100 72% 33% 40% 28% 13%	Female Age 45-54 (P) N=89 N=94 69% 42% 31% 13% 18%	55-64 (Q) N=96 * N=109 70% 40% N 30% 30% 16%	65+ (R) N=130 N=129 74% 29% 45% q 26% 16%	Northeast (S) N=191 N=237 77% U 34% U 43% 23% 13% 9%	South (T) N=417 N=430 70% 32% u 38% 30% 18%	Region Mildwest (U) N=228 N=218 64% 23% 400% 36% S 20% 16% s	West (V) N=264 N=215 69% 29% 39% 31% 14% 17% 5
* Table Base:	U.S. RESPONDEN																					
QS1Q3a: Within each of the following pairs, which total [Unweighted] Total [Unweighted] News media (e.g., newspapers, nightly news) Brands (e.g., Nike, Target, Apple) * Table Base: QS1Q3b:	Total (A) N=1100 N=1100 T1% 29% U.S. RESPONDEN	Male (B) N=524 N=489 68% 32% C	Gender Female (C) N=561 N=597 74% b	18-34 (D) N=322 N=322 67% 33% h	35-44 (E) N=181 N=186 69% 31%	Age 45-54 (F) N=173 N=170 73% 27%	55-64 (G) N=185 N=174 71% 29%	65+ (H) N=239 N=248 76% d 24%	18-34 (I) N=163 N=150 66% 34%	35-44 (J) N=89 • N=86 • 62% 38% k	Male Age 45-54 (K) N=83 • N=76 • 78% 22%	55-64 (L) N=89 N=65 * 65% 35%	65+ (M) N=109 N=119 67% 33%	18-34 (N) N=159 N=172 68% 32% R	35-44 (O) N=91 N=100 75% 25%	Female Age 45-54 (P) N=89 • N=94 • 67% 33% R	55-64 (Q) N=96 N=109 77% 23%	65+ (R) N=130 N=129 83% NP 17%	Northeast (5) N=191 N=237 74% 26%	South (T) N=417 N=430 67% 33%	Region Midwest (U) N=228 N=218 72% 28%	West (V) N=264 N=215 74% 26%
Total Total (Unweighted) Total (Unweighted) Brands (e.g., Nike, Target, Agele) Social media (e.g., Faebook, Twitter, TikTok) cont from other users * Table Base:	Total (A) N=1100 N=1100 58% tent 42% U.S. RESPONDEN	Male (B) N=524 N=489 63% C 37%	Gender Female (C) N=561 N=597 53% 47% B	18-34 (D) N=322 N=322 41% 59% FGH	35-44 (E) N=181 N=186 50% FGH	Age 45-54 (F) N=173 N=170 63% DE	55-64 (G) N=185 N=174 70% DE	65+ (H) N=239 N=248 72% DE	18-34 (I) N=163 N=150 53% 47% KLM	35-44 (J) N=89 • N=86 • 50%	Male Age 45-54 (K) N=83 • N=76 • 71% U	55-64 (L) N=89 • N=65 • 72% U	65+ (M) N=109 N=119 75% U	18-34 (N) N=159 N=172 29% 71% OPQ8	35-44 (O) N=91 * N=100 51% N	Female Age 45-54 (P) N=89 • N=94 • 56% N	55-64 (Q) N=96 N=109 68% NO	65+ (R) N=130 N=129 69% NO	Northeast (5) N=191 N=237 63% t	South (T) N=417 N=430 54% 46% s	Region Midwest (U) N=228 N=218 62% 38%	West (V) N=264 N=215 56% 44%
Q51Q3c:																						
Total Total (Unweighted) Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention) Brands (e.g., Nike, Target, Apple)	Total (A) N=1100 N=1100 79% 21%	Male (B) N=524 N=489 75% 25% C	Gender Female (C) N=561 N=597 83% B 17%	18-34 (D) N=322 N=322 75% GH	35-44 (E) N=181 N=186 75% 25% gh	Age 45-54 (F) N=173 N=170 81% 19%	55-64 (G) N=185 N=174 84% De 16%	65+ (H) N=239 N=248 84% De 16%	18-34 (I) N=163 N=150 70% 30% kl	35-44 (J) N=89 • N=86 • 65% 35% KL	Male Age 45-54 (K) N=83 * N=76 *	55-64 (L) N=89 • N=65 •	65+ (M) N=109 N=119 78% 22%	18-34 (N) N=159 N=172 79% 21% r	35-44 (O) N=91 N=100 85% 15%	Female Age 45-54 (P) N=89 N=94 79% 21%	55-64 (Q) N=96 * N=109	65+ (R) N=130 N=129 90% np 10%	Northeast (S) N=191 N=237 81% 19%	South (T) N=417 N=430 80% 20%	Region Midwest (U) N=228 N=218 74% 26% v	West (V) N=264 N=215 83% u 17%
* Table Base:	U.S. RESPONDEN	its																				
QS1Q4: How much better or worse would your o	opinion of your favorit	te brand be if it sha	red information about	how you could get va	ccinated for COVID-19	19																
Total (Investigated) Better opinion (Net) Much better opinion Somewhat better opinion Somewhat better opinion Worder Worder Worder Worder Table Basic * Table Basic	Total (A) N=1100 N=1100 42% 19% 43% 43% 45% 6% 9% U.S. RESPONDEN	Male (B) N=524 N=489 42% 20% 21% 40% 18% C 6% 12% C	Gender Female (C) N+561 N+597 43% 18% 25% 45% 45% 12% 5% 7%	18-34 (D) N=322 N=322 40% 21% 19% 43% 17% H 7% 11% H	35-44 (E) N=181 N=186 39% 20% 19% 41% 20% H 7% b 13% H	Age 45-54 (F) N=173 N=170 40% 16% 24% 46% 14% H 4%	55-64 (G) N=185 N=174 43% 20% 23% 38% 19% H 9% H	65+ (H) N=239 N=248 48% 17% 31% DE 46% 6% 6% 3% 3%	18-34 (I) N=163 N=150 39% 24% 40% 21% &M 13% M	35-44 (J) N=89	Male Age 45-54 (K) N=83 • N=76 • 41% 16% 50% J 10% 8% m	55-64 (L) N=89 N=65 37% 19% 18% 35% 28% KM 13% M	65+ (M) N=109 N=119 52% i 17% 35% ul 45% j 3% 2%	18-34 (N) N=159 N=172 42% 18% 45% 45% 13% 5% 8%	35-44 (O) N=91 N=100 39% 17% 23% 51% 9% 5% 4%	Female Age 45-54 (P) N=89 N=94 40% 16% 24% 42% 18% 7% 10%	\$5-64 (Q) N=96 N=109 49% 22% 41% 10% 4% 6%	65+ (R) N=130 N=129 45% 17% 46% 9% 44% 5%	Northeast (S) N=191 N=237 50% tU 22% U 28% 39% 10% 5%	South (T) N=417 N=430 42% 20% 21% 44% 15% 6% 8%	Region Midwest (U) N=228 N=218 34% 12% 51% 51% sV 16% 6% 10%	West (V) N=264 N=215 45% U 21% U 24% 37% 18% s 6% 12% S

			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89 *	N=83 *	N=89 *	N=109	N=159	N=91 *	N=89 *	N=96 *	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86 *	N=76 *	N=65 *	N=119	N=172	N=100	N=94 *	N=109	N=129	N=237	N=430	N=218	N=215
At least somewhat effective (Net)	70%	72%	67%	68%	72%	70%	67%	72%	71%	72%	74%	70%	78%	65%	72%	66%	64%	67%	75% t	65%	73%	70%
Very effective	31%	34% c	27%	32%	34% h	31%	32%	24%	37%	35%	33%	32%	31%	27%	34% R	29%	33% R	19%	32%	32%	24%	33%
Somewhat effective	39%	39%	39%	36%	38%	39%	34%	48% DeG	34%	37%	41%	38%	47%	39%	39%	37%	31%	48% Q	42% t	34%	48% Tv	38%
Not very effective	11%	12%	9%	8%	9%	12%	11%	14% d	8%	13%	13%	17%	13%	8%	5%	11%	6%	15% Oq	8%	14%	9%	8%
Not at all effective	14%	12%	15%	15%	12%	12%	17%	11%	15%	13%	9%	12%	8%	15%	12%	14%	22% 0	13%	12%	13%	13%	16%
N/A - I do not plan to be vaccinated for COVID-19.	6%	4%	9% B	9% H	7% h	7%	5%	3%	7% M	3%	4%	1%	0%	11%	11%	9%	8%	4%	5%	8%	5%	6%
* Table Base:	U.S. RESPONDEN	rs																				
Brands using fact-based content or messaging																						
			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1100	N=524	N=561	N=322	N=181	N=173	N=185	N=239	N=163	N=89 *	N=83 *	N=89 *	N=109	N=159	N=91 *	N=89 *	N=96 *	N=130	N=191	N=417	N=228	N=264
Total (Unweighted)	N=1100	N=489	N=597	N=322	N=186	N=170	N=174	N=248	N=150	N=86 *	N=76 *	N=65 *	N=119	N=172	N=100	N=94 *	N=109	N=129	N=237	N=430	N=218	N=215
At least somewhat effective (Net)	71%	75% C	68%	64%	70%	75% D	73%	77% D	68%	72%	80%	75%	85%	61%	69%	71%	70%	72%	72%	70%	67%	77% u
Very effective	32%	33%	31%	31%	36%	30%	35%	29%	33%	37%	25%	36%	32%	30%	35%	36%	33%	26%	37%	32%	29%	30%
Somewhat effective	39%	42%	36%	33%	34%	45% De	38%	49% DEg	35%	35%	55% U	39%	53% U	31%	34%	36%	37%	45% n	35%	37%	38%	47% St
Not very effective	9%	10%	9%	10%	10%	8%	6%	11%	13%	10%	7%	10%	8%	7%	10% q	9% q	3%	13% Q	9%	10%	12%	6%
Not at all effective																						
	13%	12%	15%	16% h	13%	12%	15%	9%	13%	17% m	9%	10%	7%	19% 0	8%	14%	20% 0	11%	14%	13%	15%	12%

U.S. RESPONDENTS

* Table Base:

Branded Varrine PSA

QS1Q1: How much do you agree or disagree with	each of the followin	g statements abou	t brands (e.g., Nike, Tar	rget, Apple) and the C	OVID-19 vaccine?																	
Brands have an obligation to encourage people to	get vaccinated for C	OVID-19.	Gender			Age					Male Age					Female Ass					Region	
Total (Unweighted) Agree (Net') Strongly agree Somewhat agree Somewhat agree Somewhat dagree Strongly disagree	Total (A) 1,100 1,100 662 284 378 438 192 245	Male (B) 524 489 340 153 187 185 76	Female (C) 561 597 312 128 184 250 114	18-34 (D) 322 322 189 71 118 133 58	35-44 (E) 181 186 104 47 56 77 35	Age 45-54 (F) 173 170 109 45 64 63 24	55-64 (G) 185 174 113 53 60 72 25	65+ (H) 239 248 147 67 80 92 51	18-34 (I) 163 150 104 43 61 59 28 31	35-44 (J) 89 86 55 24 32 34 12	45-54 (K) 83 76 63 26 38 20 8	55-64 (L) 89 65 49 24 25 40 13	65+ (M) 109 119 74 39 36 35 18	18-34 (N) 159 172 85 28 57 75 30	35-44 (0) 91 100 48 24 25 43 23 20	45-54 (P) 89 94 46 20 26 43 16 27	55-64 (Q) 96 109 63 29 35 32 12 21	65+ (R) 130 129 73 29 44 57 33 24	Northeast (5) 191 237 120 51 70 71 32 39	South (T) 417 430 252 110 141 165 79 86	Region Midwest (U) 228 218 123 46 77 106 50 56	West (V) 264 215 168 78 90 97 31
* Table Base: Brands have an obligation to put out messaging or	U.S RESPONDENT		f	OHID 10																		
strains have an congation to put out messaging of Total (Unweighted) Agree (Net!) Strongly agree Somewhat agree Daguee (Net!) Somewhat disagree Screening disagree	Total (A) 1,100 1,100 683 293 390 417 213 204	Male (B) 524 489 331 154 176 194 93	Gender Female (C) 561 597 342 135 207 219 117 102	18-34 (D) 322 322 201 82 119 121 64	35.44 (E) 181 186 108 43 65 73 31	Age 45-54 (F) 173 170 109 39 70 63 33 30	55-64 (G) 185 174 115 59 56 70 31	65+ (H) 239 248 149 70 79 90 53 37	18-34 (I) 163 150 97 44 53 66 34 32	35-44 (J) 89 86 52 25 27 37 12 25	Male Age 45-54 (K) 83 76 60 22 39 23 14	55-64 (L) 89 65 53 30 23 36 16 20	65+ (M) 109 119 75 35 40 34 19	18-34 (N) 159 172 104 38 66 56 31	35-44 (O) 91 100 56 18 38 36 19	Female Age 45-54 (P) 89 94 49 18 31 40 19	55-64 (Q) 96 109 63 29 34 33 15	65+ (R) 130 129 74 35 39 56 35 22	Northeast (5) 191 237 120 53 67 71 38 32	South (T) 417 430 257 115 143 159 77 82	Region Mildwest (U) 228 218 136 48 87 92 54	West (V) 264 215 170 76 93 94 44 51
* Table Base: Brands would be able to encourage more people t	U.S RESPONDENT to get vaccinated for		provided rewards or dis	scounts to those who	get vaccinated.																	
Total Total Unweighted Agree (Net! Sonnewhat agree Sonnewhat agree Disagree (Net! Sonnewhat disagree Sonnewhat disagree * Table Base: ** Table Base:	Total (A) 1,100 1,100 765 315 450 335 163 172	Male (B) 524 489 383 171 212 141 73 68	Gender Female (C) 561 597 371 140 231 190 87	18-34 (D) 322 322 217 90 127 105 55	35-44 (E) 181 186 122 58 64 59 21	Age 45-54 (F) 173 170 125 43 82 48 18 30	55-64 (G) 185 174 134 53 81 51 31	65+ (H) 239 248 167 71 97 72 38 34	18-34 (I) 163 150 119 53 65 44 23	35-44 (J) 89 86 58 30 28 31 12	Male Age 45-54 (K) 83 76 69 23 46 15 8	55-64 (L) 89 • 65 • 64 29 35 25 17	65+ (M) 109 119 81 38 43 28 15	18-34 (N) 159 172 98 37 62 61 32	35-44 (O) 91 100 64 28 36 28 9	Female Age 45-54 (P) 89 94 56 20 37 33 10 23	55-64 (Q) 96 109 69 24 45 27 15	65+(R) 130 129 86 33 53 44 23 21	Northeast (5) 191 237 138 52 85 53 23	South (T) 417 430 291 116 175 126 66 59	Region Mildwest (U) 228 218 153 61 92 75 41	West (V) 264 215 184 86 97 81 32 48
I would be more likely to buy from a brand that pr	rovides discounts, re	wards, or other fu	n incentives to those va Gender	accinated for COVID-1	9.	Age					Male Age					Female Ace					Region	
Total Total (Unweighted) Agree (Net) Agree (Net) Somewhat agree Disagree (Net) Somewhat disagree Strongly disagree	Total (A) 1,100 1,100 6888 8329 359 412 194 218	Male (B) 524 489 340 172 168 184 89	Female (C) 561 597 343 153 190 219 96 123	18-34 (D) 322 322 322 197 99 98 125 57 68	35-44 (E) 181 186 108 55 53 72 26 47	45-54 (F) 173 170 109 45 64 64 25	55-64 (G) 185 174 120 63 57 65 33 32	65+ (H) 239 248 154 67 87 85 52 33	18-34 (I) 163 150 102 58 44 61 30	35-44 (J) 89 86 54 31 23 35 11 24	45-54 (K) 83 76 58 22 36 25 13	55-64 (L) 89 65 57 32 25 33 15	65+ (M) 109 119 72 32 39 37 26	18-34 (N) 159 172 96 41 55 64 27	35-44 (O) 91 100 54 25 30 37 15	45-54 (P) 89 94 51 23 28 38 12 27	55-64 (Q) 96 109 63 31 32 33 18	65+ (R) 130 129 82 35 47 48 26	Northeast (5) 191 237 129 62 67 62 28 33	South (T) 417 430 261 131 130 156 77	Region Mildwest (U) 228 218 145 55 90 83 36 47	West (V) 264 215 153 80 72 112 53 58
* Table Base:	U.S RESPONDEN																					
QS1Q2: How much do you support or oppose non-	-healthcare brands si Total (A)	Male (B)	about COVID-19 vaccin Gender Female (C) 561	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T) 417	Region Midwest (U) 228	West (V)
Total (Unweighted) Support (Net) Strongly support Somewhat support Oppose (Net) Somewhat oppose Strongly oppose	1,100 1,100 767 328 438 333 185	524 489 369 157 211 156 93 63	561 597 394 168 226 167 87	322 322 220 85 135 103 54	181 186 121 53 68 60 31	173 170 119 50 69 53 26	185 174 129 69 61 56 30 25	239 248 177 72 105 62 44	163 150 115 46 69 48 25 24	89 86 55 24 31 34 19	83 76 58 26 32 26 14	89 65 63 31 32 27 15	109 119 81 34 47 28 23	159 172 105 39 66 54 29	91 100 66 30 36 25 12	89 94 62 24 37 28 12	96 109 67 38 29 29 15	130 129 96 37 58 34 21	191 237 148 65 83 43 26	417 430 292 133 159 125 75 50	228 218 146 53 92 82 46 36	264 215 182 77 104 82 38 45
* Table Base:	U.S. RESPONDEN	ITS																				
QS1Q3a: Within each of the following pairs, which	h do you trust more f	for information abo	out the COVID-19 vaccin	ne?																		
Total (Inweighted) News media (e.g., newspapers, nightly news) Brands (e.g., Nike, Target, Apple) * Table Base: G\$1QBb:	Total (A) 1,100 1,100 780 320 U.S. RESPONDEN	Male (B) 524 489 356 169	Gender Female (C) 561 597 416 145	18-34 (D) 322 322 217 106	35-44 (E) 181 186 124 56	Age 45-54 (F) 173 170 125 47	55-64 (G) 185 174 132 53	65+(H) 239 248 181 58	18-34 (I) 163 150 108 55	35-44 (J) 89 86 56 34	Male Age 45-54 (K) 83 76 65 18	55-64 (L) 89 • 65 • 58	65+ (M) 109 119 73 36	18-34 (N) 159 172 109 51	35-44 (O) 91 * 100 69 23	Female Age 45-54 (P) 89 94 60 29	55-64 (Q) 96 109 74 22	65+(R) 130 129 108 22	Northeast (S) 191 237 142 49	South (T) 417 430 279 138	Region Mildwest (U) 228 218 164 64	West (V) 264 215 195 70
Total Unweighted) Brands (s.g., Nike, Target, Apple) Social media (s.g., Facebook, Twitter, TikTok) conte from other users * Table Base:	Total (A) 1,100 1,100 634 ent 466 U.S. RESPONDEN	Male (B) 524 489 328 196	Gender Female (C) 561 597 298 264	18-34 (D) 322 322 132 190	35.44 (E) 181 186 91	Age 45-54 (F) 173 170 109	55-64 (G) 185 174 130	65+ (H) 239 248 172	18-34 (I) 163 150 86	35-44 (J) 89 • 86 • 44	Male Age 45-54 (K) 83 76 59	55-64 (L) 89 65 64	65+ (M) 109 119 82 27	18-34 (N) 159 172 46 113	35-44 (0) 91 100 46 45	Female Age 45-54 (P) 89 94 50	55-64 (Q) 96 109 65	65+ (R) 130 129 90 40	Northeast (5) 191 237 120 71	South (T) 417 430 225 192	Region Mildwest (U) 228 218 141	West (V) 264 215 149 116
Q\$1Q3c:			Cd			Age					Male Age					Famula Ana					Danier.	
Total Total (Unweighted) Government agencies (e.g., Food & Drug Administration, Centers for Disease Control and Prevention) Brands (e.g., Nike, Target, Apple)	Total (A) 1,100 1,100 874 226	Male (B) 524 489 395 130	Gender Female (C) 561 597 468 94	18-34 (D) 322 322 322	35-44 (E) 181 186	45-54 (F) 173 170 140 32	55-64 (G) 185 174 156 29	65+ (H) 239 248 201 38	18-34 (I) 163 150	35-44 (J) 89 86	45-54 (K) 83 76	55-64 (L) 89 65	65+ (M) 109 119 85 24	18-34 (N) 159 172 127 33	35-44 (O) 91 100	45-54 (P) 89 94	55-64 (Q) 96 109	65+ (R) 130 129 117 13	Northeast (S) 191 237 155 36	South (T) 417 430 331 85	Region Midwest (U) 228 218 169 59	West (V) 264 215 219 45
* Table Base:	U.S. RESPONDEN				-		-							**		-	-				•	-
QS1Q4: How much better or worse would your op	pinion of your favorit	te brand be if it sha	red information about	how you could get va	ccinated for COVID-15	9?																
Total Neweighted Setter opinion (Nex) Much better opinion Somewhat better opinion Needer better opinion Much worse opinion * Table Base:	Total (A) 1,100 1,100 465 210 255 471 164 64 100 U.S. RESPONDEN	Male (8) 524 489 218 106 112 212 95 33 61	Gender Female (C) 561 597 242 101 141 255 65 27 38	18-34 (D) 322 322 129 68 61 138 56 21	35-44 (E) 181 186 71 36 35 74 36 13 24	Age 45-54 (F) 173 170 70 28 42 79 24 8 16	55-64 (G) 185 174 80 38 42 71 34 177 18	65+ (H) 239 248 115 41 74 110 15 7	18-34 (I) 163 150 63 39 24 65 35 13 22	35-44 (J) 89 86 35 20 14 27 28 8	Male Age 45-54 (K) 83 -76 34 13 21 42 8	55-64 (L) 89 65 33 17 16 31 25 13	65+ (M) 109 119 56 18 38 50 3 2	18-34 (N) 159 172 66 29 37 72 21 8	35-44 (O) 91 100 36 15 21 47 8 5	Female Age 45-54 (P) 89 94 36 14 21 38 16 7	55-64 (Q) 96 109 47 21 26 40 9	65+ (R) 130 129 59 22 37 60 11 5	Northeast (5) 191 237 96 42 53 75 20 10	South (T) 417 430 173 84 89 182 62 27	Region Mildwest (U) 228 218 77 27 49 115 36 13 23	West (V) 264 215 119 56 63 98 47 15

QSIGS: You many have heard that, instead of nayling on fisch absenced on the proposition free rewards or fun incentives to those who get vaccinated for COVID-19 as a way to encourage vaccinated, and e-commerce rewards as providing free rewards or fun incentives to those who get vaccinated or COVID-19 as a way to encourage vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or commerce rewards as providing free rewards or fun incentives to those who get vaccinated or fundamental that incentive to the commerce rewards as providing free rewards or fun incentives to those who get vaccinated or fundamental that incentive to the commerce rewards as providing free rewards or fundamental that incentive to the commerce rewards or fundamental that incentive the commerce of the commerce of the commerce of the commerce rewards or fundamental that incentive the commerce of the comme

Brands using rewards, discounts, or other fun incentives

			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	1,100	524	561	322	181	173	185	239	163	89	83	89 *	109	159	91	89 *	96 *	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86 *	76	65	119	172	100	94	109	129	237	430	218	215
At least somewhat effective (Net)	766	380	375	219	130	120	124	172	115	64	62	62	86	104	66	59	62	87	142	272	165	186
Very effective	336	177	154	102	62	53	60	59	60	31	27	28	34	43	31	25	32	25	62	132	55	87
Somewhat effective	429	203	221	117	68	67	64	114	55	33	34	34	52	61	35	33	30	62	80	140	110	99
Not very effective	117	63	51	25	16	21	21	34	13	12	11	15	14	12	4	10	5	20	16	57	21	22
Not at all effective	149	62	86	49	22	20	32	26	24	11	8	11	9	25	11	12	21	17	23	55	29	41
N/A - I do not plan to be vaccinated for COVID-19.	68	19	50	29	13	11	9	6	11	3	3	1	0	18	10	8	8	6	9	32	12	15
* Table Base:	U.S. RESPONDEN	ITS																				
Brands using fact-based content or messaging																						
			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	1,100	524	561	322	181	173	185	239	163	89	83	89 *	109	159	91 *	89 *	96	130	191	417	228	264
Total (Unweighted)	1,100	489	597	322	186	170	174	248	150	86	76	65	119	172	100	94 *	109	129	237	430	218	215
At least somewhat effective (Net)	784	393	379	207	127	130	135	185	110	64	67	67	92	97	63	63	67	93	138	290	152	203
Very effective	352	173	175	101	65	52	64	69	54	33	21	32	35	47	32	32	32	34	71	135	67	79
Somewhat effective	432	220	205	106	62	78	70	116	57	31	46	35	57	49	31	32	36	59	67	155	86	124
Not very effective	103	52	49	33	18	14	12	26	21	9	6	9	9	12	9	8	3	17	17	42	27	17
Not at all effective	145	61	83	52	23	20	29	22	22	15	8	9	8	31	8	12	19	14	26	54	33	32
N/A - I do not plan to be vaccinated for COVID-19.	67	17	50	30	12	8	10	6	10	1	3	3	0	20	12	5	7	6	10	32	15	12

* Table Base: U.S. RESPONDENTS

Branded Vaccine PSA																					
QS1Q1: How much do you agree or disagree wit	h each of the followin	ig statements about bi	ands (e.g., Nike, Tar	get, Apple) and the COV	/ID-19 vaccine?																
Brands have an obligation to encourage people t	to get vaccinated for	OVID-19.																			
	Total (A)	Less than SSOK (I	Hou 3) \$50K - \$74.9K (isehold Income C) \$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)	Parer Yes (M)	nt of Child Under 18 No (N)	Homeowner	lome Ownership (O) Renter (P)	Married (Q)	Marital Status Not married (R) White (5)	Race/Ethnici AA (T)	ty Hisnanic (U)
Total	N=1100	N=311 N=417	N=174	N=142 N=148	N=441 N=276	N=353 N=318	N=363 N=344	N=253	N=631 N=624	N=469 N=476	N=389 N=391	N=711 N=709	N=328	N=772 N=758	N=758 N=730	N=306 N=336	N=512 N=530	N=588	N=679 N=804	N=131 N=83	N=184
Total (Unweighted) Agree (Net)	N=1100 60%	61% C	N=227 47%	58% c	65% C	58%	58%	N=291 63%	62%	58%	58%	61%	N=342 58%	61%	59%	60%	61%	N=570 60%	57%	66%	N=115 62%
Strongly agree Somewhat agree	26% 34%	26% 35% c	21% 26%	29% 30%	27% 38% C	27% 30%	25% 33%	24% 39% f	26% 35%	25% 33%	23% 35%	28% 34%	24% 35%	27% 34%	25% 34%	27% 34%	26% 34%	25% 34%	23% 34%	28% 38%	32% s 31%
Disagree (Net)	40%	39%	53% BdE 23% E	42% 15%	35% 15%	42%	42%	37% 15%	38% 16%	42% 20%	42%	39%	42% 20%	39% 16%	41%	40%	39% 18%	40%	43% 19%	3.4%	38% 15%
Somewhat disagree Strongly disagree	17%	20%	23% E 29% BE	15% 27%	15% 20%	19%	18%	15%	16% 22%	20%	19%	17%	20% 21%	16% 23%	18%	18%	18% 21%	17%	19% 24%	14%	15% 23%
	U.S RESPONDEN																				
* Table Base: Brands have an obligation to put out messaging	U.S RESPONDEN or content that dispri	TS wes myths or misinfor	mation about the CC	OVID-19 vaccine.																	
	Total (A)	I are then from to	Hou	isehold Income C) \$75K - \$99.9K (D)	\$100K+ (F)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed	Yes (K)	Children in HH No (1)	Parer Yes (M)	nt of Child Under 18 No (N)		Home Ownership	Married (O)	Marital Status) White (S)	Race/Ethnici	ty Hisnanic (11)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	No (J) N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	Not married (R N=588	N=679	N=131	N=184
Total (Unweighted) Agree (Net)	N=1100 62%	N=417 64% C	N=227 50%	N=148 64% C	N=276 65% C	N=318 60%	N=344 60%	N=291 63%	N=624 62%	N=476 62%	N=391 60%	N=709 63%	N=342 62%	N=758 62%	N=730 61%	N=336 63%	N=530 63%		N=804 60%	N=83 * 61%	N=115 67%
Strongly agree Somewhat agree	62% 27% 35%	29% 35% c	50% 22% 28% 50% BDE 24% d	28% 37%	65% C 26% 39% C	60% 27% 33%	24% 36%	63% 27% 36%	24% 38%	30% I	60% 24% 36%	28% 35%	62% 25% 38%	27% 34%	26% 35%	28% 35%	26% 37%	61% 27% 34%	25% 36%	29% 33%	67% 32% 35%
Disagree (Net)	38%	36%	50% BDE	36% 14%	35%	40%	40%	37%	38%	38% 22%	40%	37%	38%	38%	39%	37%	37%	39%	40% 20%	39%	33%
Somewhat disagree Strongly disagree	19% 19%	22% d	24% d 27% BE	14% 22% b	17% 18%	21% 18%	20%	18% 19%	18% 20%	22% 16%	20%	19% 18%	20% 17%	19% 19%	19%	21% 16%	18% 18%	20% 19%	20%	20% 19%	18% 15%
* Table Base:	II S RESPONDEN	1477	2777 60	11/10	10/4	10/4	20%	15/4	20%	10%	20%	1070	27.00	25%	20%	2070	10/0	23%	20/0	23%	1374
* Table Base: Brands would be able to encourage more people			vided rewards or dis	counts to those who get	t vaccinated.																
			Hou	sehold Income			Education			Employed No (J)		Children in HH		nt of Child Under 18		iome Ownership (O) Renter (P)		Marital Status		Race/Ethnici	ty
Total	Total (A) N=1100	Less than \$50K (I N=311	N=174	C) \$75K - \$99.9K (D) N=142	N=441	HS or Less (F) N=353	Some College (G) N=363	College Grad+ (H) N=253	N=631	N=469	Yes (K) N=389	No (L) N=711	Yes (M) N=328	No (N) N=772	N=758	N=306	Married (Q) N=512	Not married (R N=588	N=679	AA (T) N=131	Hispanic (U) N=184
Total (Unweighted) Agree (Net)	N=1100	N=417 68%	N=227	N=148 69%	N=276	N=318 68%	N=344 67%	N=291	N=624 70%	N=476 69%	N=391 65%	N=709 72% k	N=342 69%	N=758 70%	N=730	N=336 68%	N=530 71%	N=570 68%	N=804 67%	N=83 * 74%	N=115 71%
Strongly agree	70% 29%	30% Cd	62% 21% 41%	21%	73% C 33% CD	28% 39%	25%	70% 25%	30%	27%	27% 38%	29%	28% 41%	29%	70% 28%	30%	29%	28%	27%	27%	33% 38%
Somewhat agree Disagree (Net)	41% 30%	38% 32%	38% E	31%	40% 27%	32%	42% 33%	45% 30%	40% 30%	42% 31%	35%	43% 28%	31%	41% 30%	42% 30%	39% 32%	42% 29%	28% 40% 32%	41% 33%	47% 26%	29%
Somewhat disagree Strongly disagree	15% 16%	18% e 14%	16% 22% Be	15% 16%	12% 15%	15% 17%	16% 17%	16% 14%	14% 16%	16% 15%	17% 18%	14% 14%	12% 19%	16% 14%	14% 16%	16% 16%	14% 15%	15% 16%	16% 16%	8% 18%	15% 14%
			22%	10%	1379	1776	17%	14%	10%	15%	10%	14%	15%	1476	10%	10%	1370	10%	10%	10%	1470
* Table Base: I would be more likely to buy from a brand that	U.S RESPONDEN	TS wards or other fun in	centives to those va	crinated for COVID-19																	
I would be more mery to buy from a braile trac			Hou	sehold Income			Education			Employed No (J)		Children in HH	Parer	nt of Child Under 18		lome Ownership		Marital Status		Race/Ethnici	ty
Total Total (Unweighted)	Total (A) N=1100	N=311	N=174 N=227	C) \$75K - \$99.9K (D) N=142	N=441	HS or Less (F) N=353	Some College (G) N=363	College Grad+ (H) N=253	Yes (I) N=631	No (J) N=469 N=476	Yes (K) N=389	No (L) N=711	Yes (M) N=328	No (N) N=772	Homeowner N=758	(O) Renter (P) N=306	Married (Q) N=512	Not married (R N=588 N=570) White (S) N=679	AA (T) N=131	Hispanic (U) N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83 *	N=115
Agree (Net) Strongly agree	63% 30%	59% 27%	57% 25%	66% 30%	34% bc	58% 27%	59% 26%	65% 32%	64% 32%	61% 27%	57% 27%	66% K 31%	58% 30%	64% 30%	64% 30%	60% 32%	65% 33%	61% 27%	61% 29%	66% 34%	61% 29%
Somewhat agree Disagree (Net)	33% 37%	32% 41% e	32% 43% E	36% 34%	33% 33%	32% 42%	33% 41%	33% 35%	32% 36%	34% 39%	30% 43%	34% 34%	29% 42%	34% 36%	34% 36%	28% 40%	32% 35%	33% 39%	33% 39% 19%	32% 34%	32% 39% 18%
Somewhat disagree	18%	22% ce	15%	15%	16%	18%	20%	15%	16%	20%	20%	16%	18%	17%	16%	20%	17%	18%	19%	15%	18%
Strongly disagree	20%	19%	29% BdE	19%	17%	23%	20%	20%	20%	19%	23%	18%	24% n	18%	20%	20%	18%	21%	20%	19%	20%
* Table Base:	U.S RESPONDEN	TS																			
QS1Q2: How much do you support or oppose no	n-healthcare brands :	haring information abo	out COVID-19 vaccin	es (e.g., facts, how to go	et it, where to get it)	?															
			Hou	isehold Income			Education			Employed		Children in HH	Parer	nt of Child Under 18		Iome Ownership		Marital Status		Race/Ethnici	ty
	Total (A) N=1100	Less than \$50K (I N=311		C) \$75K - \$99.9K (D) N=142	\$100K+ (E) N=441	HS or Less (F) N=353	Some College (G) N=363	College Grad+ (H) N=253	Yes (I) N=631	No (J) N=469	Yes (K) N=389	No (L) N=711	Yes (M) N=328	No (N) N=772		(O) Renter (P) N=306	Married (Q) N=512	Not married (R N=588) White (S) N=679	AA (T) N=131	Hispanic (U) N=184
Total (Unweighted)	N=1100 N=1100 70%	Nu417	N=174 N=227	N=148	N=276	N=318	N=344	N=253 N=291 68%	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	NuRO4	Nu83 *	N=115 73%
Support (Net) Strongly support	30%	69% 29%	64% 27%	67% 31%	73% c	66%	71%	68% 32% f	70%	70% 30%	68%	71%	66%	71%	69% 32%	71%	71% 33%	69% 28%	70%	68%	73%
Somewhat support	40% 30%	40%	38%	37%	41%	41%	39%	32% f 36% 32%	39%	40% 30%	38% 32%	41%	30% 36% 34%	42%	37%	45% 0	38%	41%	41% t	39% s 29% 32%	30% 43% t 27%
Oppose (Net) Somewhat oppose	17%	31% 20% e	N=227 64% 27% 38% 36% e	33% 15%	27% 14%	34% 19%	29% 16%	17%	30% 39% 30% 14%	20%	16%	29% 17%	16%	29% 17%	31% 17%	29% 18%	29% 16%	31% 17%	28% 41% t 30% 17%	18%	13%
Strongly oppose	13%	11%	18% B	17%	13%	15%	13%	15%	16%	J 10%	17%	12%	18% N	11%	14%	11%	13%	14%	13%	14%	14%
* Table Base:	U.S. RESPONDE	ats.																			
QS1Q3a: Within each of the following pairs, whi	ch do vou trust more	for information about	the COVID-19 vaccin	ne?																	
				sehold Income			Education					Children in HH	_	nt of Child Under 18		Some Ownership		Marital Status		Race/Ethnici	
	Total (A)	Less than \$50K (I	3) \$50K - \$74.9K (C) \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner	(O) Renter (P)	Married (Q)	Not married (R) White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	N=1100 N=1100	N=311 N=417	N=174 N=227	N=142 N=148	N=441 N=276	N=353 N=318	N=363 N=344	N=253 N=291	N=631 N=624	N=469 N=476	N=389 N=391	N=711 N=709	N=328 N=342	N=772 N=758	N=758 N=730	N=306 N=336	N=512 N=530	N=588 N=570	N=679 N=804	N=131 N=83	N=184 N=115
News media (e.g. newspapers pightly news)	71%	70%	71% 29%	77%	70%	72%	71%	70%	67%	76% I	66%	74% K	64%	74% M 26%	72% 28%	67%	68%	74% 0	71%	73%	72% 28%
Brands (e.g., Nike, Target, Apple)	29%	30%	29%	23%	30%	28%	29%	30%	33%	J 24%	34% L	26%	36% N	26%	28%	33%	32% r	26%	29%	27%	28%
* Table Base:	U.S. RESPONDE	ats.																			
QS1Q3b:																					
			Hou	sehold Income			Education			Employed		Children in HH	Parer	nt of Child Under 18		Iome Ownership		Marital Status		Race/Ethnici	tv
	Total (A)			C) \$75K - \$99.9K (D)		HS or Less (F)	Some College (G)	College Grad+ (H)		No (J)	Yes (K)	No (L)	Yes (M)	No (N) N=772	Homeowner	(O) Renter (P)	Married (O)	Not married (R) White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	N=1100 N=1100	N=311 N=417	N=174 N=227	N=142 N=148	N=441 N=276	N=353 N=318	N=363 N=344	N=253 N=291	N=631 N=624	N=469 N=476	N=389 N=391	N=711 N=709	N=328 N=342	N=758	N=758 N=730	N=306 N=336	N=512 N=530	N=588 N=570	N=679 N=804	N=131 N=83	N=184 N=115
Brands (e.g., Nike, Target, Apple) Social media (e.g., Facebook, Twitter, TikTok) cor	58%	51%	58%	61% b	62% B	48%	57% f	63% F	58%	58%	49%	63% K	50%	61% M	62% P	48%	63% R	53%	61% U	54%	48%
from other users	42%	49% dE	42%	39%	38%	52% gH	43%	37%	42%	42%	51% L	37%	50% N	39%	38%	52% 0	37%	47% Q	39%	46%	52% S
* Table Base:	U.S. RESPONDE	ats.																			
Q\$1Q3c:																					
dardar:																					
	Total (A)	Less than \$50K (I	Hou 3) \$50K - \$74,9K (isehold Income C) \$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)	Parer Yes (M)	nt of Child Under 18 No (N)	Homeowner	lome Ownership (O) Renter (P)	Married (O)	Marital Status Not married (R) White (S)	Race/Ethnici AA (T)	ty Hispanic (U)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted) Government agencies (e.g., Food & Drug	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83 *	N=115
Administration, Centers for Disease Control and Prevention)	79%	77%	72%	85% bC	82% C	75%	83% f	82% f	75%	85%	74%	82% K	73%	82% M	80%	78%	77%	81%	80%	84%	77%
Prevention) Brands (e.g., Nike, Target, Apple)	79% 21%	77% 23% d	72% 28% DE	85% bC 15%	82% C	75% 25% gh	83% † 17%	18%	75% 25%	85% I J 15%	74% 26% L	82% K	73% 27% N	82% M 18%	20%	78% 22%	77% 23%	81% 19%	20%	16%	77% 23%
* Table Base	U.S. RESPONDE	ars.																			
Desc.																					
QS1Q4: How much better or worse would your	opinion of your favori	te brand be if it shared	I information about	how you could get vacci	nated for COVID-19?	'															
	Total (A)	Less than \$50K (I	Hou 3) \$50K - \$74.9K (isehold Income C) \$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)	Parer Yes (M)	nt of Child Under 18 No (N)	Homeou	Home Ownership (O) Renter (P)	Married (O)	Marital Status Not married (R) White (5)	Race/Ethnici AA (T)	ty Historic (***)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted) Better opinion (Net)	N=1100 42%	N=417 38%	N=227 35%	N=148 46% c	N=276 48% BC	N=318 41%	N=344 35%	N=291 46% G	N=624 44%	N=476 41%	N=391 39%	N=709 44%	N=342 37%	N=758 44% m	N=730 42%	N=336 42%	N=530 44%	N=570 40%	N=804 42%	N=83 * 38%	N=115 43%
Much better opinion Somewhat better opinion	19% 23%	19% 18%	15% 21%	22% 25%	20%	41% 19% 21%	16% 19%	18% 28% fG	20% 23%	18% 23%	18% 22%	20% 24%	17% 20%	20% 24%	19% 23%	19% 23%	19% 25%	19% 21%	17% 25%	18% 20%	43% s 18%
Somewhat better opinion Neither better nor worse opinion	23% 43%	50% E	21% 48% F	25% 41%	28% B 35%	42%	49% H	28% fG 39%	23% 39%	23% 48%	22% 44%	42%	20% 46%	24% 42%	43%	45%	41%	21% 45%	25% 44%	20% 46%	18% 40%
Worse opinion (Net)	43% 15%	12%	48% E 17%	41% 13%	35% 17% b	17%	16%	39% 15%	39% 17%	48% I	44% 17%	14%	46% 17%	42% 14%	16%	13%	15%	45% 15%	44% 14%	46% 17%	40% 17%
Somewhat worse opinion Much worse opinion	6% 9%	6% 6%	8% 9%	3% 9%	6% 11% B	9% H 8%	6% 10%	3% 12%	7% 11%	5% 7%	6% 11%	6% 8%	6% 11%	6% 8%	6% 10%	7% 7%	4% 11%	7% q 8%	6% 9%	6% 11%	5% 12%
* Table Base	U.S. RESPONDE	ars.																			
. HATE STREET.	U.S. AESPUNDE																				

QS1QS: You may have heard that, instead of relying on fact-based content, some branch are providing free rewards as portion of the following Extics would be in encouraging you to get executabets, And e-commerce rewards app Droy will give users 550 in points when they show vaccination selfines. Assuming you had not been vaccinated yet, how effective do you think each of the following Extics would be in encouraging you to get execinated.

				ehold Income			Education			Employed		Children in HH	Pare	ent of Child Under 18	Hom	e Ownership	Ma	rital Status		Race/Ethnicity	
	Total (A)	Less than \$50H	(B) \$50K - \$74.9K (C)) \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83 *	N=115
At least somewhat effective (Net)	70%	70% c	62%	70%	74% C	67%	69%	68%	72%	66%	67%	71%	68%	70%	71%	66%	72%	67%	69%	64%	75%
Very effective	31%	34% e	29%	35%	27%	29%	30%	30%	34% J	25%	31%	30%	32%	30%	30%	33%	32%	29%	29%	22%	41% ST
Somewhat effective	39%	35%	33%	35%	47% BCD	38%	39%	39%	37%	41%	36%	41%	36%	40%	41% p	34%	40%	38%	40%	42%	34%
Not very effective	11%	9%	12%	9%	10%	10%	10%	14%	9%	12%	11%	10%	9%	11%	12%	9%	12%	10%	12%	7%	6%
Not at all effective	14%	12%	16%	16%	13%	15%	14%	13%	13%	14%	15%	13%	15%	13%	14%	13%	12%	15%	13%	20%	12%
N/A - I do not plan to be vaccinated for COVID-19.	6%	10% E	10% E	5%	3%	9% h	7%	4%	6%	7%	7%	6%	8%	5%	4%	11% 0	4%	8% Q	6%	8%	7%
* Table Base:	U.S. RESPONDENTS																				
Brands using fact-based content or messaging	O.J. RESPONDENTS																				
brains using race-based content or messaging			House	ehold Income			Education			Employed		Children in HH	Pare	ent of Child Under 18	Hom	e Ownership	Ma	rital Status		Race/Ethnicity	
	Total (A)	Less than \$50k			\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (O)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1100	N=311	N=174	N=142	N=441	N=353	N=363	N=253	N=631	N=469	N=389	N=711	N=328	N=772	N=758	N=306	N=512	N=588	N=679	N=131	N=184
Total (Unweighted)	N=1100	N=417	N=227	N=148	N=276	N=318	N=344	N=291	N=624	N=476	N=391	N=709	N=342	N=758	N=730	N=336	N=530	N=570	N=804	N=83 *	N=115
At least somewhat effective (Net)	71%	70%	63%	77% C	75% C	67%	70%	74%	73%	69%	68%	73%	69%	72%	72%	69%	74% r	68%	72%	62%	72%
Very effective	32%	31%	26%	40% C	34%	29%	29%	35%	35%	28%	35%	30%	34%	31%	33%	29%	33%	31%	31%	24%	39% t
Somewhat effective	39%	39%	37%	37%	34%	37%	41%	39%	38%	40%	33%	43% K	34%	41% m	39%	40%	42%	37%	40%	38%	33%
Not very effective	9%	9%	12% d	5%	9%	10%	9%	9%	9%	10%	11%	9%	10%	9%	9%	40%	10%	9%	10%	11%	33%
Not at all effective	13%	9%	17% B	14%	14%	15%	14%	13%	13%	13%	14%	13%	12%	14%	14%	11%	12%	14%	12%	18%	15%
N/A - I do not plan to be vaccinated for COVID-19.											14%	13%									
N/A - I do not plan to be vaccinated for COVID-19.	6%	11% DE	8% E	4%	3%	9% h	6%	4%	5%	8%	7%	6%	9% n	5%	4%	11% 0	4%	8% Q	6%	10%	5%

QS1Q1: How much do you agree or disagree wit	h each of the followin	g statements about bra	nds (e.g., Nike, Targe	t, Apple) and the COV	ID-19 vaccine?																
Brands have an obligation to encourage people	to get vaccinated for C	OVID-19.																			
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education Some College (G)	Callerer Cond. (III)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent (M)	of Child Under 18 No (N)	Homeowner (O)	e Ownership Renter (P)	Manufact (O)	larital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Ularania (UI)
Total	1.100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted) Agree (Net)	1,100 662	417 188	227 82	148 83	276 286	318 203	344 211	291 158	624 390	476 273	391 226	709 436	342 192	758 471	730 450	336 185	530 310	570 352	804 389	83 * 86	115 114
Strongly agree	284	80	37	41	118	96 107	91 120	60	166	118	89 137	196	78	206	192	82	134	150	155	36	58
Somewhat agree Disagree (Net)	378 438	108 123	46 92	42 59	168 154	107 150	120 152	99	223 241	155 197	137 163	241 274	113 136	265 302	258 308	103 121	176 201	202 236	233 290	50 44	56 70
Somewhat disagree	192	63	41	21	65	69	66	38	100	92	75	117	66	126	136	54	93	99	129	19	28
Strongly disagree	245	60	51	38	90	81	86	57	141	105	88	157	69	176	173	67	108	137	161	26	41
* Table Base:	U.S RESPONDENT	rs																			
Brands have an obligation to put out messaging	or content that dispro	ves myths or misinform	nation about the COVI	D-19 vaccine.																	
	Total (A)	Less than \$50K (B)	House S50K - \$74.9K (C)	hold 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)	e Ownership Renter (P)	Married (O)	larital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	Not married (R) 588	679	131	184
Total (Unweighted) Agree (Net)	1,100 683	417 198	227 87	148 92	276 286	318 213	344 218	291 159	624 392	476 291	391 235	709 449	342 205	758 478	730 459	336 195	530 324	570 359	804 409	83 *	115 123
Strongly agree	293	89	38	40	115	95 118	88	67	152	141	93	200	80	212	195	86	135	158	168	38	58
Somewhat agree Disagree (Net)	390 417	110 113	48 88	52 51	171 155	118 140	131 145	91 94	240 238	150 179	142 155	249 262	124 123	266 294	265	109 112	190 187	201 230	241 270	43 50	65 61
Somewhat disagree	213	70	41	19	76	76	71	45	111	102	78	135	67	146	299 145	63	93	120	136	26	34
Strongly disagree	204	43	46	31	79	64	73	49	127	77	77	127	56	148	154	49	95	109	134	24	28
* Table Base:	U.S RESPONDENT																				
Brands would be able to encourage more people	to get vaccinated for	COVID-19 if they provi	ded rewards or disco	unts to those who get hold Income	vaccinated.		Education			Employed		Children in HH	P	of Child Under 18		e Ownership		Tarital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)		\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R) 588	White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	1,100 1,100	311 417	174	142 148	441	353 318	363 344	253	631 624	469 476	389	711 709	328 342	772 758	758 730	306 336	512	588 570	679 804	131	184
Agree (Net)	765	212	227 109	99	276 323	239	243	291 178	443	322	391 253	512	342 225	540	528	209	530 363	402	458	96	115 130
Strongly agree	315	93	109 37	30	147	100	92	63	189	126	105	209	91	224	211	90	150	165	180	35	60
Somewhat agree Disagree (Net)	450 335	119 99	72 65	69 44	176 118	139 115	151 120	115 75	254 187	196 147	148 136	303 198	134 103	316 232	317 231	118 98	213 149	237 186	278 221	62 34	70 54
Somewhat disagree	163	57	27	21	53	54	58	40	86	77	65	97	40	123	109	49	72	90	111	11	28
Strongly disagree	172	42	38	23	65	61	63	36	102	70	71	101	63	109	121	48	76	96	110	23	26
* Table Base:	U.S RESPONDEN																				
I would be more likely to buy from a brand that	provides discounts, re	wards, or other fun inc	entives to those vacci	nated for COVID-19.			Education			Foreigned		Children in HH		of Child Under 18				Tarital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)		HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	e Ownership Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted) Agree (Net)	1,100 688	417 182	227 99	148 93	276 295	318 207	344 215	291 164	624 403	476 285	391 222	709 467	342 191	758 498	730 486	336 183	530 332	570 356	804 417	83 *	115 113
Strongly agree	329	83	43	42	150	94	95	82	204	285 125	106	223	97	232	486 224	97	168	161	196	44	54
Somewhat agree Disagree (Net)	359 412	99 129	55 76	51 49	145 145	113 147	120 148	83 89	200 227	160 184	116 168	243 244	93 137	266 275	262 273	86 123	164 180	196 232	221 261	42 44	59 71
Somewhat disagree	194	68	26	22	70	65	73	39	101	93	78	116	59	135	122	62	86	108	128	20	34
Strongly disagree	218	61	50	27	76	82	74	50	127	91	89	129	78	140	151	61	94	124	133	25	37
* Table Base:	U.S RESPONDEN	rs																			
OSTO2: How much do you support or appose no		haring information abor	+ COMB 10	(ft- b																	
Q31Q2: Now much do you support or oppose no	n-nearchcare brands s	naring information above	at COVID-19 vaccines	te.g., lacts, now to ge	it it, where to get it):																
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+ (E)		Education Some College (G)		Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent Yes (M)	of Child Under 18		e Ownership	N	larital Status	White (S)	Race/Ethnicity AA (T)	
Total	1,100	311	174	142	441	HS or Less (F) 353	363	253	631	469	389	711	328	No (N) 772	Homeowner (O) 758	Renter (P) 306	Married (Q) 512	Not married (R) 588	679	131	184
Total (Unweighted)	1,100 1,100	311 417	174 227	142 148	441 276	353 318	363 344	291	631 624	469 476	389 391	711 709	328 342	772 758	758 730	306	530	588 570	679 804	131 83 *	115
Total (Unweighted) Support (Net)	1,100 1,100 767	311 417 215	174 227 112	142 148 96	441 276 322	353 318 232	363 344 258	291 173	631 624 438	469 476 329	389 391 263	711 709 504	328	772 758 551	758 730 524	306 336 217	530 363	588 570 404	679 804 473	131 83 89	115 135
Total (Unweighted) Support (Net) Strongly support Somewhat support	1,100 1,100 767 328 438	311 417 215 91 124	174 227 112 46 66	142 148 96 43 52	441 276 322 140 183	353 318 232 87 145	363 344 258 115 143	291 173 81 92	631 624 438 190 248	469 476 329 139 190	389 391 263 117 146	711 709 504 211 292	328 342 216 98 118	772 758 551 230 321	758 730 524 240 284	306 336 217 79 139	530 363 166 196	588 570 404 162 242	679 804 473 192 281	131 83 89 51 38	115 135 56 79
Total (Unweighted) Support (Net) Strongly support Somewhat support Oppose (Net)	1,100 1,100 767 328 438 333	311 417 215 91 124	174 227 112 46 66 62	142 148 96 43 52 46	441 276 322 140 183 118	353 318 232 87 145	363 344 258 115 143 105	291 173 81 92	631 624 438 190 248 192	469 476 329 139 190 141	389 391 263 117 146 126	711 709 504 211 292	328 342 216 98 118	772 758 551 230 321	758 730 524 240 284	306 336 217 79 139	530 363 166 196	588 570 404 162 242	679 804 473 192 281	131 83 89 51 38	115 135 56 79
Total (Unweighted) Support (Net) Strongly support Somewhat support	1,100 1,100 767 328 438	311 417 215 91	174 227 112 46 66	142 148 96 43 52	441 276 322 140 183	353 318 232 87 145	363 344 258 115 143	291 173	631 624 438 190 248 192 91	469 476 329 139 190	389 391 263 117 146	711 709 504 211	328 342 216 98 118	772 758 551 230	758 730 524	306 336 217 79 139	530 363	588 570 404 162	679 804 473 192	131 83 89 51	115 135 56
Total (Unweighted) Support (Net) Strongly support Somewhat support Oppose (Net) Somewhat oppose Strongly oppose	1,100 1,100 767 328 438 333 185	311 417 215 91 124 96 62 34	174 227 112 46 66 62 32	142 148 96 43 52 46 22	441 276 322 140 183 118 61	353 318 232 87 145 121 68	363 344 258 115 143 105 59	291 173 81 92	631 624 438 190 248 192	469 476 329 139 190 141	389 391 263 117 146 126 61	711 709 504 211 292 207 123	328 342 216 98 118 111 52	772 758 551 230 321 222 133	758 730 524 240 284 234 125	306 336 217 79 139 89 55	530 363 166 196 149 84	588 570 404 162 242 184 101	679 804 473 192 281 206 115	131 83 89 51 38 42 23	115 135 56 79 49 24
Total (Unweighted) Support (Next) Strongly support Somewhat support Oppose (Next) Somewhat coppose Strongly oppose * Table Base:	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN	311 417 215 91 124 96 62 34	174 227 112 46 66 62 32 31	142 148 96 43 52 46 22	441 276 322 140 183 118 61	353 318 232 87 145 121 68	363 344 258 115 143 105 59	291 173 81 92	631 624 438 190 248 192 91	469 476 329 139 190 141	389 391 263 117 146 126 61	711 709 504 211 292 207 123	328 342 216 98 118 111 52	772 758 551 230 321 222 133	758 730 524 240 284 234 125	306 336 217 79 139 89 55	530 363 166 196 149 84	588 570 404 162 242 184 101	679 804 473 192 281 206 115	131 83 89 51 38 42 23	115 135 56 79 49 24
Total (Unweighted) Support (Next) Strongly support Somewhat support Oppose (Next) Somewhat coppose Strongly oppose * Table Base:	1,100 1,100 767 328 438 333 185	311 417 215 91 124 96 62 34	174 227 112 46 66 62 32	142 148 96 43 52 46 22	441 276 322 140 183 118 61	353 318 232 87 145 121 68	363 344 258 115 143 105 59	291 173 81 92	631 624 438 190 248 192 91	469 476 329 139 190 141	389 391 263 117 146 126 61	711 709 504 211 292 207 123	328 342 216 98 118 111 52	772 758 551 230 321 222 133	758 730 524 240 284 234 125	306 336 217 79 139 89 55	530 363 166 196 149 84	588 570 404 162 242 184 101	679 804 473 192 281 206 115	131 83 89 51 38 42 23	115 135 56 79 49 24
Total (Unweighted) Support (Next) Strongly support Somewhat support Oppose (Next) Somewhat coppose Strongly oppose * Table Base:	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN	311 417 215 91 124 96 62 34	174 227 112 46 66 62 32 31	142 148 96 43 52 46 22	441 276 322 140 183 118 61	353 318 232 87 145 121 68	363 344 258 115 143 105 59	291 173 81 92	631 624 438 190 248 192 91	469 476 329 139 190 141	389 391 263 117 146 126 61	711 709 504 211 292 207 123	328 342 216 98 118 111 52	772 758 551 230 321 222 133	758 730 524 240 284 234 125	306 336 217 79 139 89 55	530 363 166 196 149 84	588 570 404 162 242 184 101	679 804 473 192 281 206 115	131 83 89 51 38 42 23	115 135 56 79 49 24
Total (Unweighted) Support (Next) Strongly support Somewhat support Oppose (Next) Somewhat coppose Strongly oppose * Table Base:	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN ch do you trust more f	311 417 215 91 124 96 62 34 TS for information about the	174 227 112 46 66 62 32 31 he COVID-19 vaccine? House	142 148 96 43 52 46 22 25 hold Income \$75K - \$99.9K (D)	441 276 322 140 183 118 61 57	353 318 232 87 145 121 68 53	363 344 258 115 143 105 59 46 Education Some College (G)	291 173 81 92 80 42 38	631 624 438 190 248 192 91 102	469 476 329 139 190 141 94 47	389 391 263 117 146 126 61 65	711 709 504 211 292 207 123 84 Children in HH No (L)	328 342 216 98 118 111 52 60	772 758 551 230 321 222 133 89	758 730 524 240 284 234 125 109	306 336 217 79 139 89 55 34	530 363 166 196 149 84 65	588 570 404 162 242 184 101 83	679 804 473 192 281 206 115 91	131 83 * 89 51 38 42 23 18	115 135 56 79 49 24 25
Total (Inweighted) Support (Net) Strongly support Strongly support Opeon(Net) Strongly support Table Base: GS1Q3a: Within each of the following pairs, whi Total	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN th do you trust more !	311 417 215 91 124 96 62 34 TS Less than \$50K (B) 311	174 227 112 46 66 62 32 31 1 He COVID-19 vaccine? 450K - \$74.9K (C) 174 227	142 148 96 43 52 46 22 25 hold Income 575K - \$99.9K (D)	441 276 322 140 183 118 61 57 \$100K+(E) 441	333 318 232 87 145 121 68 53	363 344 258 115 143 105 59 46 Education Some College (G) 363 344	291 173 81 92 80 42 38 College Grad+ (H) 253	631 624 438 190 248 192 91 102 Yes (I) 631	469 476 329 139 190 141 94 47 Employed No (j) 469	389 391 263 117 146 126 61 65 Yes (K) 389	711 709 504 211 292 207 123 84 Children in HH No (t) 711	328 342 216 98 118 111 52 60 Parent Yes (M) 328	772 773 758 551 230 321 222 133 89 of Child Under 18 No (N) 772	758 730 524 240 284 234 125 109 Homeowner (0) 758	306 336 217 79 139 89 55 34	530 363 166 196 149 84 65 Narried (Q)	588 570 404 162 242 184 101 83 Iarital Status Not married (R) 588	679 804 473 192 281 206 115 91 White (5) 679	131 83 89 51 38 42 23 18 Race/Ethnicity AA (T)	115 135 56 79 49 24 25
Total (Inwesiphed) Support (Next) Somewhat support Somewhat support Opport Strongly support Strongly support Strongly support Table Base GS1Q3a: Within each of the following pales, whi Total (Inwesiphed) Total (Inwesiphed) Total (Inwesiphed) Total (See, newspapers, rightly news)	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN th do you trust more f Total (A) 1,100 1,100 780	311 417 215 91 124 96 62 34 TS or information about ti Less than \$50K (B) 311 417 218	174 227 112 46 66 62 32 31 1 He COVID-19 vaccine? 450K - \$74.9K (C) 174 227	142 148 96 43 52 22 25 hold Income 575K - 399.9K (D) 142 148	441 276 322 140 183 118 61 57 \$100K+(E) 441	353 318 232 87 145 121 68 53 HS or Less (F) 353 318	363 344 258 115 143 105 59 46 Education Some College (G) 363 344	291 173 81 92 80 42 38 College Grad+ (H) 253 291	631 624 438 190 248 192 91 102 Yes (I) 631 624 421	469 476 329 139 190 141 94 47 Employed No (J) 469 476 359	389 391 263 117 146 126 61 65 Yes (K) 389 391 255	711 709 504 211 292 207 123 84 Children in HH No (L) 711 709 524	328 342 216 98 118 111 52 60 Parent Yes (M) 328	772 773 758 551 230 321 222 133 89 of Child Under 18 No (N) 772 758 569	758 730 524 240 284 234 125 109 Homeowner (0) 758	306 336 217 79 139 89 55 34 e Ownership Renter (P) 306 336 207	530 363 166 196 149 84 65 Married (Q) 512 530 347	588 570 404 162 242 184 101 83 Mort married (R) 588 570 433	679 804 473 192 281 205 115 91 White (S) 679 804	131 83 89 51 38 42 23 18 Race/Ethnicity AA(T) 131 83	115 135 56 79 49 24 25 Hispanic (U) 184 115
Total Diswelphea) Support (Next) Somewhat support Somewhat support Somewhat support Somewhat oppose Somewhat oppose Somewhat oppose Table Base: QS1Q3a: Within each of the following pairs, whill Total Total Total	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN Total (A) 1,100 1,100	311 417 215 91 124 96 62 34 TS Less than \$50K (B) 311 417	174 227 112 46 66 62 32 31 he COVID-19 vaccine? House	142 148 96 43 52 46 22 25 hold income 575K - 599.9K (D) 142	441 276 322 140 183 118 61 57	353 318 232 87 145 121 68 53 HS or Less (F) 353	363 344 258 115 143 105 59 46 Education Some College (G) 363	291 173 81 92 80 42 38 College Grad+ (H) 253	631 624 438 190 248 192 91 102 Yes (I) 631 624	469 476 329 139 190 141 94 47 Employed No (J) 469 476	389 391 263 117 146 126 61 65 Yes (K) 389 391	711 709 504 211 292 207 123 84 Children in HH No (L) 711 709	328 342 216 98 118 111 52 60 Parent- Yes (M) 328	772 772 758 551 230 321 222 133 89 of Child Under 18 No (N) 772 758	758 730 524 240 284 234 125 109 Homeowner (0) 758	306 336 217 79 139 89 55 34 e Ownership Renter (P) 306 336	530 363 166 196 149 84 65 N Married (Q) 512 530	588 570 404 162 242 184 101 83 farital Status Not married (R) 588 570	679 804 473 192 281 206 115 91 White (5) 679 804	131 83 89 51 38 42 23 18 Race/Ethnicity AA (T) 131 83	115 135 56 79 49 24 25
Total (Inwesiphed) Support (Next) Somewhat support Somewhat support Opport Strongly support Strongly support Strongly support Table Base GS1Q3a: Within each of the following pales, whi Total (Inwesiphed) Total (Inwesiphed) Total (Inwesiphed) Total (See, newspapers, rightly news)	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN th do you trust more f Total (A) 1,100 1,100 780	311 417 215 91 124 96 62 34 TS to information about ti Less than \$50K (B) 311 417 218 93	174 227 112 46 66 62 32 31 1 He COVID-19 vaccine? 450K - \$74.9K (C) 174 227	142 148 96 43 52 22 25 hold Income 575K - 399.9K (D) 142 148	441 276 322 140 183 118 61 57 \$100K+(E) 441	353 318 232 87 145 121 68 53 HS or Less (F) 353 318	363 344 258 115 143 105 59 46 Education Some College (G) 363 344	291 173 81 92 80 42 38 College Grad+ (H) 253 291	631 624 438 190 248 192 91 102 Yes (I) 631 624 421	469 476 329 139 190 141 94 47 Employed No (J) 469 476 359	389 391 263 117 146 126 61 65 Yes (K) 389 391 255	711 709 504 211 292 207 123 84 Children in HH No (L) 711 709 524	328 342 216 98 118 111 52 60 Parent Yes (M) 328	772 773 758 551 230 321 222 133 89 of Child Under 18 No (N) 772 758 569	758 730 524 240 284 234 125 109 Homeowner (0) 758	306 336 217 79 139 89 55 34 e Ownership Renter (P) 306 336 207	530 363 166 196 149 84 65 Married (Q) 512 530 347	588 570 404 162 242 184 101 83 Mort married (R) 588 570 433	679 804 473 192 281 205 115 91 White (S) 679 804	131 83 89 51 38 42 23 18 Race/Ethnicity AA(T) 131 83	115 135 56 79 49 24 25 Hispanic (U) 184 115
Total Numeriphete) Support (New Support Suppor	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN th do you trust more 1 Total (A) 1,100 1,100 780 320	311 417 215 91 124 96 62 34 TS to information about ti Less than \$50K (B) 311 417 218 93	174 227 112 46 66 62 32 31 1 He COVID-19 vaccine? 450K - \$74.9K (C) 174 227	142 148 96 43 52 22 25 hold Income 575K - 399.9K (D) 142 148	441 276 322 140 183 118 61 57 \$100K+(E) 441	353 318 232 87 145 121 68 53 HS or Less (F) 353 318	363 344 258 115 143 105 59 46 Education Some College (G) 363 344	291 173 81 92 80 42 38 College Grad+ (H) 253 291	631 624 438 190 248 192 91 102 Yes (I) 631 624 421	469 476 329 139 190 141 94 47 Employed No (J) 469 476 359	389 391 263 117 146 126 61 65 Yes (K) 389 391 255	711 709 504 211 292 207 123 84 Children in HH No (L) 711 709 524	328 342 216 98 118 111 52 60 Parent Yes (M) 328	772 773 758 551 230 321 222 133 89 of Child Under 18 No (N) 772 758 569	758 730 524 240 284 234 125 109 Homeowner (0) 758	306 336 217 79 139 89 55 34 e Ownership Renter (P) 306 336 207	530 363 166 196 149 84 65 Married (Q) 512 530 347	588 570 404 162 242 184 101 83 Mort married (R) 588 570 433	679 804 473 192 281 205 115 91 White (S) 679 804	131 83 89 51 38 42 23 18 Race/Ethnicity AA(T) 131 83	115 135 56 79 49 24 25 Hispanic (U) 184 115
Total floweighted) Support (Next) Somewhat support Somewhat support Somewhat support Opeose (Next) Strongly oppose * Table Base: QSTQ3s: Within each of the following pairs, whi Total Total floweighted) Total floweighted Total floweighted * Table Base:	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN th do you trust more 1 Total (A) 1,100 1,100 780 320	311 417 215 91 124 96 62 34 TS to information about ti Less than \$50K (B) 311 417 218 93	174 227 112 46 66 62 32 31 House COVID-19 vaccine? (550K - \$74.9K (C) 174 227 50	142 148 96 43 52 46 22 25 hold Income 575K - 599.9K (D) 142 148 109 33	441 276 322 140 183 118 61 57 \$100K+(E) 441	353 318 232 87 145 121 68 53 HS or Less (F) 353 318	363 344 258 115 143 105 59 46 Education Some College (G) 363 344 258 105	291 173 81 92 80 42 38 College Grad+ (H) 253 291	631 624 438 190 248 192 91 102 Yes (I) 631 624 421	469 476 329 139 150 151 111 47 47 Employed No (J) 469 476 359 111	389 391 263 117 146 126 61 65 Yes (K) 389 391 255	711 709 504 211 283 297 123 84 Children in HH No (t) 711 709 524 187	328 342 216 98 118 111 52 60 Parent Yes (M) 328 342 211 117	772 778 758 551 230 321 222 133 89 of Child Under 18 No (N) 772 758 569 204	758 730 524 240 284 234 125 109 Homeowner (0) 758 730 544 214	306 336 217 79 139 89 55 34 e Ownership Renter (P) 336 336 207 100	530 363 166 196 149 84 65 Narried (Q) 512 530 347 165	588 570 404 162 244 244 101 103 83 Nor married (R) 588 570 433 155	679 804 473 192 281 205 115 91 White (S) 679 804	131 83 89 51 38 42 22 23 18 Race/Etheidty AA(T) 131 35 66 35	115 135 56 79 49 24 25 Hispanic (U) 184 115
Total floweighted) Support (Next) Somewhat support Somewhat support Somewhat support Opeose (Next) Strongly oppose * Table Base: QSTQ3s: Within each of the following pairs, whi Total Total floweighted) Total floweighted Total floweighted * Table Base:	1,100 1,100 767 328 438 333 185 148 U.S. RESPONDEN 1,100 1,100 7,780 320 U.S. RESPONDEN	311 417 215 91 124 96 62 34 15 for information about th Less than \$50K (8) 311 417 218 93	174 227 112 46 66 62 32 31 House COVID-19 vaccine? House 500x - 574.9x (C) 174 50 House	142 148 96 43 52 46 22 25 575K - \$99.9K (D) 148 148 149 149	441 276 332 140 183 183 118 61 57 \$1,00K+{E} 441 276 308 133	353 318 222 87 145 121 68 53 MS or Less (F) 353 353 353 353 355 98	363 344 258 115 143 105 59 46 Education Some College (G) 384 258 105	291 173 81 92 90 42 38 College Grad+ (M) 253 177 76	631 624 438 190 248 192 91 102 Yes (i) 631 624 421 210	469 476 329 139 139 141 94 47 Employed Mo (f) 469 476 359 111	389 391 263 117 146 126 61 65 Yes (K) 389 391 255 134	711 709 504 211 22 207 123 84 Children in HH No (U) 711 709 524 187	328 342 216 98 118 111 52 60 Parent 328 342 211 117	772 778 758 551 230 321 222 133 89 of Child Under 18 No (N) 758 758 759 204	758 730 524 240 284 234 125 109 Homeowner (O) 758 730 544 214	306 336 217 79 139 89 55 34 • Ownership Renter (P) 306 336 207 100	530 363 166 196 149 84 65 Married (Q) 512 512 512 512 65	588 570 400 162 162 162 163 164 160 183 Barital Status Not married (R) 588 570 433 155	679 804 473 192 281 206 115 91 White (5) 679 804 484 195	131 83 89 51 51 32 22 23 18 Race/Ethnicity AA (1) 33 83 96 35	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51
Total Diswelphed Strongly support Strongly support Strongly support Strongly support Space (Next) Space (Next) Total Strongly oppose Table Base: GSTGQB: Within each of the following pairs, while Total Unweighted Total Strongly Strongly Strongly Strongly Strongly Total Strongly Strongly Strongly Strongly Strongly Table Base: GSTGQB: GSTGQB: Table Base: GSTGQB: GSTGQB: Table Base: Table Base: GSTGQB: Table Base: Table Base:	1,100 1,100 767 328 333 185 148 U.S. RESPONDEN Total (A) 1,100 1,100 320 U.S. RESPONDEN Total (A)	311 417 215 96 62 34 TS Less than SSOK (8) 311 417 218 93	174 227 112 46 66 62 32 31 Mouse COVID-19 vaccine? 174 277 174 50 SSOK - \$74.9K (C) 174 174 174 174 174 175	142 148 96 4 12 12 12 22 25 hold Income \$758 - \$99.9K (D) 33 hold Income \$758 - \$99.9K (D) 142 148	441 441 276 322 140 183 183 183 185 187 187 187 187 187 187 187 187 187 187	333 318 232 317 145 145 145 151 188 53 318 255 98	363 344 258 115 115 143 105 29 46 Education Some College (G) 333 344 258 105	291 173 81 92 80 42 38 College Grad+ (N) 253 291 College Grad+ (M) 253	631 624 438 190 248 192 91 102 Yes (I) 631 Yes (I) 631	469 476 329 139 139 141 441 94 47 Employed 466 476 359 111	389 391 263 117 146 126 61 65 Yes (K) 389 391 255 134	711 770 700 701 701 701 701 701 701 701	328 342 216 98 118 111 52 60 Parent Yes (M) Parent Yes (M)	772 773 758 551 551 33 33 33 33 33 389 of Child Under 18 Ne 10 772 772 of Child Under 18 Ne 10 772 772	758 730 524 240 240 240 240 240 240 240 240 240 2	306 336 217 79 139 89 55 34	530 363 166 196 149 84 65 Married (Q) 512 530 347 165	588 570 404 162 162 163 164 165 184 101 183 Iarital Status Mot married (R) 588 588 155 155	679 804 473 192 281 206 115 91 White (5) 679 804 484 195	131 83 89 51 32 22 22 23 18 Race/Ethnicity AA(1) 33 83 96 35	115 135 56 79 49 24 25 Hilspanic (U) 184 115 133 51
Total floweighted) Support (Next) Strongly support Strongly support Total Total floweighted) Total floweighted Total floweighted Total Total floweighted Total	1.100 1.100 767 328 438 333 135 148 U.S. RESPONDEN Total (A) 1.100 730 U.S. RESPONDEN Total (A) 1.100	311 417 215 9 124 96 62 34 Less than \$50K (B) 311 417 53 Less than \$50K (B) 417	174 46 66 62 32 31 112 House 550K - 574.9K (C) 174 174 174 174 174 174 174 174 174 174	142 148 96 43 43 52 52 46 22 25 142 148 109 33 33	441 276 322 140 183 181 181 61 57 \$100x-(E) 441 276 308 441 441 276	353 318 232 87 145 145 121 68 53 33 318 255 98 HS or Less (F) 353 318 255 98	363 344 258 1115 143 145 165 59 46 Education Some College (G) 363 364 258 105	291 173 81 92 92 80 42 38 82 82 82 82 82 82 82 82 82 82 82 82 82	631 624 438 190 248 91 102 91 102 Yes (I) 631 421 210 Yes (I) 631 631 634	469 476 329 199 199 141 47 Employed No (f) 469 476 469 476	389 391 263 117 146 61 65 Yes (K) 389 391 Yes (K) 389 391	711 709 504 121 121 122 207 123 84 Children in HM No (U) 711 709 187 Children in MH No (U) 711 709	328 342 216 98 118 111 52 60 Parent. Yes (M) 328 342 211 117 Yes (M) 328 342 342 343 343 344 345 346 347 347 348 348 348 348 348 348 348 348	772 773 758 551 551 551 201 201 221 222 133 89 of Child Under 18 No (N) 772 758 569 204 of Child Under 18 No (N) 772 758 758 758	758 730 524 240 284 284 215 109 Homeower (0) 758 144 214 155 169 Homeower (0) 758	306 336 217 79 139 88 89 55 34 4 Renter (P) 306 207 100 Cownership Renter (P) 306 336 336	530 363 166 196 149 84 65 512 512 530 347 165	588 570 400 570 400 22 242 184 101 83 Marital Status Not married (R) 588 570 Marital Status	679 804 473 192 281 192 206 115 91 White (\$) 679 804 484 195	131 83 89 12 13 18 42 23 18 Race/Etholdty AA(T) 131 83 96 35	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184
Total Disweighted) Strongly support Somewhat support Somewhat support Somewhat support Opens can be support Strongly support Strongly support Strongly support Table Base: QSI QBa: Within each of the following pairs, whi Total Disweighted Total Disweighted Table Base: QSI QBa: Table Base: QSI QBa: QSI	1.100 1.100 767 1.100 767 1.100 1.10	311 417 219 219 319 56 62 34 157 157 158 158 158 158 158 158 158 158 158 158	174 227 111 6 6 6 6 6 7 7 12 7 12 12 12 12 12 12 12 12 12 12 12 12 12	142 148 96 4 4 2 2 2 2 2 5 hold Income 575K - 599-9K (D) 109 33 hold Income 575K - 599-9K (D) 148 169 160 160 160 160 160 160 160 160 160 160	441 276 312 313 313 313 313 313 313 313 313 313	353 318 232 37 38 318 232 37 37 38 445 52 56 53 318 318 45 or tess (F) 353 318 318 2255 36	363 344 228 1113 345 115 367 66 66 66 66 66 66 66 66 66 66 66 66 6	291 173 81 92 92 80 42 38 251 391 76 College Grad+ (N) 273 275 160	631 624 438 190 248 191 102 91 102 Yes (i) 631 624 421 210 Yes (i) 631 634 434 436 444 436 444 436 446 447 447 447 447 447 448 448 448 448 448	469 270 270 270 270 270 270 270 270 270 270	389 391 263 117 146 146 61 65 Yes (K) 389 391 134	711 770 770 770 770 770 771 770 771 770 771 770 771 770 770	328 342 246 347 246 348 349 349 349 349 7es (M) 348 342 341 117 328 348 349 349 348 349 349 348 349 349 348	772 758 551 758 551 758 552 222 231 313 89 60 f Child Under 18 No (N) 772 758 90 204 6cf Child Under 18 No (N) 777 772 778 469	758 730 240 450 240 450 240 450 240 450 240 450 240 240 240 240 240 240 240 240 240 24	306 336 217 337 339 389 389 55 34 6 Ownership Renter (P) 306 307 100 c Ownership Renter (P) 3136 327 327 328 338 338 348 348	530 363 166 196 149 84 65 Married (Q) 532 330 351 165	588 570 100 100 100 100 100 100 100 100 100 1	679 804 473 192 281 192 281 195 115 91 White (5) 679 804 484 195 White (5) 679 804 484 415	131 131 83 89 89 81 131 38 42 23 18 Race/Ethnicity AA (T) 131 83 96 70 70	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184 189
Total floweighted) Strongly support Strongly support Strongly support Strongly support Opeosit (Net) Total Total Total floweighted) Floweighted Total Total floweighted Total	1.100 1.100 767 328 438 333 135 148 U.S. RESPONDEN Total (A) 1.100 730 U.S. RESPONDEN Total (A) 1.100	311 417 215 9 124 96 62 34 Less than \$50K (B) 311 417 53 Less than \$50K (B) 417	174 46 66 62 32 31 112 House 550K - 574.9K (C) 174 174 174 174 174 174 174 174 174 174	142 148 96 43 43 52 52 46 22 25 142 148 109 33 33	441 276 322 140 183 181 181 61 57 \$100x-(E) 441 276 308 441 441 276	353 318 232 87 145 145 121 68 53 33 318 255 98 HS or Less (F) 353 318 255 98	363 344 258 1115 143 145 165 59 46 Education Some College (G) 363 364 258 105 felucation Some College (G) 363 364 363 364 363 364 363 364 363 364 363 364 363 364	291 173 81 92 92 80 42 38 82 82 82 82 82 82 82 82 82 82 82 82 82	631 624 438 190 248 91 102 91 102 Yes (I) 631 421 210 Yes (I) 631 631 634	469 476 329 199 199 141 47 Employed No (f) 469 476 469 476	389 391 263 117 146 61 65 Yes (K) 389 391 Yes (K) 389 391	711 709 504 121 121 122 207 123 84 Children in HM No (U) 711 709 187 Children in MH No (U) 711 709	328 342 216 98 118 111 52 60 Parent. Yes (M) 328 342 211 117 Yes (M) 328 342 342 343 343 344 345 346 347 347 348 348 348 348 348 348 348 348	772 773 758 551 551 551 201 201 221 222 133 89 of Child Under 18 No (N) 772 758 569 204 of Child Under 18 No (N) 772 758 758 758	758 730 524 240 284 284 215 109 Homeower (0) 758 144 214 155 169 Homeower (0) 758	306 336 217 79 139 88 89 55 34 4 Renter (P) 306 207 100 Cownership Renter (P) 306 336 336	530 363 166 196 149 84 65 512 512 530 347 165	588 570 400 570 400 22 242 184 101 83 Marital Status Not married (R) 588 570 Marital Status	679 804 473 192 281 192 206 115 91 White (\$) 679 804 484 195	131 83 89 12 13 18 42 23 18 Race/Etholdty AA(T) 131 83 96 35	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184
Total Dismeighted Strongly support Strongly support Strongly support Genee (Net) Total Tota	1.100 1.100	311 311 312 313 311 311 312 31 31 31 31 31 31 31 31 31 31 31 31 31	174 227 111 6 6 6 6 6 7 7 12 7 12 12 12 12 12 12 12 12 12 12 12 12 12	142 148 96 4 4 2 2 2 2 2 5 hold Income 575K - 599-9K (D) 109 33 hold Income 575K - 599-9K (D) 148 169 160 160 160 160 160 160 160 160 160 160	441 276 312 313 313 313 313 313 313 313 313 313	353 318 232 37 38 318 232 37 37 38 445 52 56 53 318 318 45 or tess (F) 353 318 318 2255 36	363 344 228 1113 345 115 367 66 66 66 66 66 66 66 66 66 66 66 66 6	291 173 81 92 92 80 42 38 251 391 76 College Grad+ (N) 273 275 160	631 624 438 190 248 191 102 91 102 Yes (i) 631 624 421 210 Yes (i) 631 634 434 436 444 436 444 436 446 447 447 447 447 447 448 448 448 448 448	469 270 270 270 270 270 270 270 270 270 270	389 391 263 117 146 146 61 65 Yes (K) 389 391 134	711 770 770 770 770 771 770 771 770 771 770 771 770 771 770 770	328 342 246 347 246 348 349 349 349 349 7es (M) 348 342 341 117 328 348 349 349 348 349 349 348 349 349 348	772 758 551 758 551 758 552 222 231 313 89 60 f Child Under 18 No (N) 772 758 90 204 6cf Child Under 18 No (N) 777 772 778 469	758 730 240 450 240 450 240 450 240 450 240 450 240 240 240 240 240 240 240 240 240 24	306 336 217 337 339 389 389 55 34 6 Ownership Renter (P) 306 307 100 c Ownership Renter (P) 3136 327 327 328 338 338 348 348	530 363 166 196 149 84 65 Married (Q) 532 330 351 165	588 570 100 100 100 100 100 100 100 100 100 1	679 804 473 192 281 192 281 195 115 91 White (5) 679 804 484 195 White (5) 679 804 484 415	131 131 83 89 89 81 131 38 42 23 18 Race/Ethnicity AA (T) 131 83 96 70 70	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184 89
Total Disweighted) Strongly support Strongly support Strongly support Strongly support Opeosity Strongly support Topological Strongly support Total Total Total Strongly Strongly support Hower media (e.g., newspapers, nightly news) Brands (e.g., newspapers, nightly news) Total Disweighted)	1.100 1.100 767 1.100 767 1.100 1.10	311 311 312 313 311 311 312 31 31 31 31 31 31 31 31 31 31 31 31 31	174 227 111 6 6 6 6 6 7 7 12 7 12 12 12 12 12 12 12 12 12 12 12 12 12	142 148 96 4 4 2 2 2 2 2 5 hold Income 575K - 599-9K (D) 109 33 hold Income 575K - 599-9K (D) 148 169 160 160 160 160 160 160 160 160 160 160	441 276 312 313 313 313 313 313 313 313 313 313	353 318 232 37 38 318 232 37 37 38 445 52 56 53 318 318 45 or tess (F) 353 318 318 2255 36	363 344 228 1113 345 115 367 66 66 66 66 66 66 66 66 66 66 66 66 6	291 173 81 92 92 80 42 38 251 391 76 College Grad+ (N) 273 275 160	631 624 438 190 248 191 102 91 102 Yes (i) 631 624 421 210 Yes (i) 631 634 434 436 444 436 444 436 446 447 447 447 447 447 448 448 448 448 448	469 270 270 270 270 270 270 270 270 270 270	389 391 263 117 146 146 61 65 Yes (K) 389 391 134	711 770 770 770 770 771 770 771 770 771 770 771 770 771 770 770	328 342 246 347 246 348 349 349 349 349 342 342 341 117 328 348 349 349 349 349 349 349 349	772 758 551 758 551 758 552 222 231 313 89 60 f Child Under 18 No (N) 772 758 90 204 6cf Child Under 18 No (N) 777 772 778 469	758 730 240 450 240 450 240 450 240 450 240 450 240 240 240 240 240 240 240 240 240 24	306 336 217 337 339 389 389 55 34 6 Ownership Renter (P) 306 307 100 c Ownership Renter (P) 3136 327 327 328 338 338 348 348	530 363 166 196 149 84 65 Married (Q) 532 330 351 165	588 570 100 100 100 100 100 100 100 100 100 1	679 804 473 192 281 192 281 195 115 91 White (5) 679 804 484 195 White (5) 679 804 484 415	131 131 83 89 89 81 131 38 42 23 18 Race/Ethnicity AA (T) 131 83 96 70 70	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184 89
Total Dismeighted Strongly support Strongly support Strongly support Genee (Net) Total Tota	1.100 1.100	311 311 312 313 311 311 312 31 311 312 31 311 31	174 227 111 6 6 6 6 6 7 7 12 7 12 12 12 12 12 12 12 12 12 12 12 12 12	142 148 96 4 4 2 2 2 2 2 5 hold Income 575K - 599-9K (D) 109 33 hold Income 575K - 599-9K (D) 148 169 160 160 160 160 160 160 160 160 160 160	441 276 312 313 313 313 313 313 313 313 313 313	353 318 232 37 38 318 232 37 37 38 445 52 56 53 318 318 45 or tess (F) 353 318 318 2255 36	363 344 228 1113 345 115 367 66 66 66 66 66 66 66 66 66 66 66 66 6	291 173 81 92 92 80 42 38 251 391 76 College Grad+ (N) 273 275 160	631 624 438 190 248 191 102 91 102 Yes (i) 631 624 421 210 Yes (i) 631 634 434 436 444 436 444 436 446 447 447 447 447 447 448 448 448 448 448	469 270 270 270 270 270 270 270 270 270 270	389 391 263 117 146 146 61 65 Yes (K) 389 391 134	711 770 770 770 770 771 770 771 770 771 770 771 770 771 770 770	328 342 246 347 246 348 349 349 349 349 342 342 341 117 328 348 349 349 349 349 349 349 349	772 758 551 758 551 758 552 222 231 313 89 60 f Child Under 18 No (N) 772 758 90 204 6cf Child Under 18 No (N) 777 772 778 469	758 730 240 450 240 450 240 450 240 450 240 450 240 240 240 240 240 240 240 240 240 24	306 336 217 337 339 389 389 55 34 6 Ownership Renter (P) 306 307 100 c Ownership Renter (P) 3136 327 327 328 338 338 348 348	530 363 166 196 149 84 65 Married (Q) 532 330 351 165	588 570 100 100 100 100 100 100 100 100 100 1	679 804 473 192 281 192 281 195 115 91 White (5) 679 804 484 195 White (5) 679 804 484 415	131 131 83 89 89 81 131 38 42 23 18 Race/Ethnicity AA (T) 131 83 96 70 70	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184 89
Total Disweighted) Strongly support Strongly support Strongly support Strongly support Opeosity Strongly support Topological Strongly support Total Total Total Strongly Strongly support Hower media (e.g., newspapers, nightly news) Brands (e.g., newspapers, nightly news) Total Disweighted)	1.100 1.100	311 313 313 313 313 313 314 314 315 315 311 317 317 318 318 318 318 319 319 319 311 311 317 311 317 317 318 318 318 319 319 319 319 319 319 319 319 319 319	174 175 176 177 177 178 178 178 178 178 178 178 178	142 148 148 158 158 159 140 159 140 140 140 140 140 140 140 140 140 140	441 272 273 274 275 276 277 277 277 277 277 277 277 277 277	353 353 353 353 353 353 353 353 353 353	363 363 363 363 363 363 364 364 46 Education Some College (G) 364 364 205 Education Some College (G) 363 363 363 363 363 363 365 365 566 566	291 173 81 82 82 83 80 60 42 23 38 60 60 60 60 60 60 60 60 60 60 60 60 60	631 624 438 190 248 391 102 Yes (i) 631 624 421 210 Yes (i) 631 624 421 210	469 479 139 139 139 144 47 Employed M60 47 Employed N0 (0) 460 470 139 111 Employed No (1) 460 460 470 199	389 391 263 391 110 116 116 126 156 5 Yes (K) 389 391 134 Yes (K) 389 389 391 200	711 711 711 711 711 711 711 711 711 711	328 9 Parent 137 147 147 147 147 147 147 147 147 147 14	772 772 772 773 773 774 775	758 730 334 320 324 224 224 225 109 Moment (0) 758 Man Homeowner (0) 758 730 285	306 316 117 7 7 119 89 55 34 Commercially Renter (P) 306 207 100 Commercially Renter (P) 316 316 316 316 316 316 318	530 363 166 196 196 19 84 65 Married (Q) 532 330 165 Married (Q) 512 330 340 165	588 588 588 588 588 588 588 588 588 588	679 804 477 22 23 24 26 1115 91 White (5) 679 804 484 195 263	131 151 151 151 151 152 152 153 153 153 153 153 153 153 153 153 153	115 135 56 79 49 24 25 Hispanic (U) 184 115 35 51 Hispanic (U) 189 95
Total Disweighted) Strongly support Strongly support Strongly support Strongly support Opeosity Strongly support Topological Strongly support Total Total Total Strongly Strongly support Hower media (e.g., newspapers, nightly news) Brands (e.g., newspapers, nightly news) Total Disweighted)	1.100 1.100	311 311 213 313 311 214 316 317 317 318 418 418 418 418 418 418 418 418 418 4	1779 1721 1731 1741 1751 1761 1761 1772 1772 1772 1772 1772 177	142 148 148 149 159 150 160 160 160 160 160 160 160 160 160 16	441 272 273 274 275 276 277 277 3100x-(1) 441 277 441 277 274 167	353 322 327 327 327 327 327 327 328 333 333 333 333 333 333 333 333 333	363 343 345 345 346 347 348 369 46 Education Some College (G) 363 364 363 364 364 364 364 365 364 365 364 365 364 365 364 365 364 365 364 365 366 366 367 367 368 368 368 368 368 368 368 368 368 368	291 173 81 92 93 90 42 38 60 College Grad+ (H) 277 76 College Grad+ (H) 233 291 160 93 College Grad+ (H)	631 624 438 190 192 191 102 Yes (0) 631 624 421 210 Yes (0) 631 624 421 220 Yes (0) 744 421 421 421 421 421 421 421 421 421 4	469 478 478 139 139 139 139 139 141 47 47 Employed No (i) 469 469 47 47 47 47 47 47 47 47 47 47 47 47 47	389 391 268 391 166 166 166 766 766 766 766 766 766 76	711 770 706 707 707 708 708 709 709 709 709 709 709 709 709 709 709	328 342 36 312 36 313 311 311 313 323 323 323 321 321 323 323	772 788 788 788 788 789 781 781 782 781 782 787 787 787 787 787 787 787 787 787	758 730 730 730 730 730 730 730 730 731 730 730 730 730 730 730 730 730 730 730	306 313 312 317 319 319 319 32 35 34 c Ownership Renter (P) 306 310 4 Ownership Renter (P) 310 310 4 Ownership Renter (P) 310 310 311 311 312 312 313 314 315 315 316 317 317 317 318 318 318 318 318 318 318 318 318 318	510 363 166 176 187 188 84 65 Married (Q) Married (Q) Marr	588 588 588 588 588 588 588 589	679 804 179 120 121 121 121 121 126 1281 1206 131 91 White (5) 677 804 844 844 844 844 844 845 844 845 844 845 844 845 844 845 844 845 844 845 844 845 844 845 845	131 151 152 153 154 27 28 28 48 48 48 48 48 48 48 48 48 48 48 48 48	115 135 56 79 49 24 25 Hispanic (U) 184 115 35 51 Hispanic (U) 189 95
Total formeighted Strongly support Strongly support Strongly support Strongly support Genee (Net) Total Genee (Net) Total Total Total Comments (Net) Total Strongly support Total Total Comments (Net) Total Total Strongly support Total Strongl	1.100 1.100	311 313 313 313 313 313 314 314 315 315 311 317 317 318 318 318 318 319 319 319 311 311 317 311 317 317 318 318 318 319 319 319 319 319 319 319 319 319 319	174 175 176 177 177 178 178 178 178 178 178 178 178	142 148 148 158 158 159 140 159 140 140 140 140 140 140 140 140 140 140	441 272 273 274 275 276 277 277 277 277 277 277 277 277 277	353 353 353 353 353 353 353 353 353 353	363 363 363 363 363 363 364 364 46 Education Some College (G) 364 364 205 Education Some College (G) 363 363 363 363 363 363 365 365 566 566	291 173 81 82 82 83 80 60 42 23 38 60 60 60 60 60 60 60 60 60 60 60 60 60	631 624 438 190 248 391 102 Yes (i) 631 624 421 210 Yes (i) 631 624 421 210	469 479 139 139 139 144 47 Employed M60 47 Employed N0 (0) 460 470 139 111 Employed No (1) 460 460 470 199	389 391 263 391 110 116 116 126 156 5 Yes (K) 389 391 134 Yes (K) 389 389 391 200	711 711 711 711 711 711 711 711 711 711	328 9 Parent 137 147 147 147 147 147 147 147 147 147 14	772 772 772 773 773 774 775	758 730 334 320 324 224 224 225 109 Moment (0) 758 Man Homeowner (0) 758 730 285	306 316 117 7 7 119 89 55 34 Commercially Renter (P) 306 207 100 Commercially Renter (P) 316 316 316 316 316 316 318	530 363 166 196 196 19 84 65 Married (Q) 532 330 165 Married (Q) 512 330 340 165	588 588 588 588 588 588 588 588 588 588	679 804 477 22 23 24 26 1115 91 White (5) 679 804 484 195 263	131 151 151 151 151 152 152 153 153 153 153 153 153 153 153 153 153	115 135 56 79 49 24 25 Hispanic (U) 184 115 133 51 Hispanic (U) 184 89
Total (Immeighted) Support (Next) Total (Support Total (Immeighted) Nexts media (s.e., Next, Target, Apple) Strands (s.e., Next, Target, Apple)	1.100 1.100	331 311 312 313 313 311 314 316 318 318 318 311 317 318 318 311 318 311 318 318 318 318 318	1762 1212 1212 1212 1212 1212 1212 1212	142 143 146 147 147 147 147 147 147 147 147 147 147	441 272 273 274 275 276 277 277 277 277 277 277 277 277 277	353 352 352 357 365 361 363 363 363 365 365 365 365 365 367 367 367 367 367 367 367 367 367 367	363 363 319 319 319 319 319 319 319 319 46 66 66 66 66 66 66 66 66 66 66 66 66	291 173 81 92 93 90 42 38 18 191 253 291 177 76 College Grad+ (H) 253 110 93 College Grad+ (H) 253 264 27 27 28 College Grad+ (H) 253 27 28 College Grad+ (H) 253	631 624 438 438 192 192 91 102 Yes (I) 631 624 421 210 Yes (I) 631 624 624 721 624 721 631 624 721 631 624 721 631 631 631 631 631 631 631 631 631 63	469 479 479 479 479 139 139 130 141 24 27 Employed No (i) 460 460 460 460 Employed No (i) 460 460 460 Employed No (i) 460 460 460 Employed No (i) 460 460 Add No (i) 460 Add	389 391 263 391 1107 1166 1166 156 5 Yes (K) 389 391 134 Yes (K) 389 391 200	711 770 700 701 701 702 702 707 707 708 708 709 709 718 709 711 709 745 709 711 709 711 709 711 709 711 709 711 709 711 711 711	328 342 342 342 342 342 342 342 342 342 342	772 773 783 784 785 786 787 787 787 787 787 787 787 787 787	758 770 780 780 780 780 780 780 780 780 78	306 313 313 319 319 319 319 319 315 314 316 316 316 316 316 316 316 316 316 316	510 363 166 169 149 84 65 512 510 Married (Q) Married (Q) Married (Q) 191 191 191	588 588	679 879 872 872 872 872 872 873 874 874 874 875 877 876 877 876 877 877 877 877 877 877	131	115 56 79 49 24 25 Hispanic (U) 184 115 135 51 Hispanic (U) 184 15 51
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 311 213 313 311 214 36 37 314 314 311 311 311 311 317 315 4 Less than \$50K (bl. 311 317 317 317 318 317 317 318 317 317 318 317 317 318 317 318 317 317 318 317 318 317 318 317 318 317 318 318 319 319 311 311 311 311 311 311 311 311	174 175 176 177 177 178 179 179 179 179 179 179 179 179 179 179	142 148 149 149 159 159 169 169 169 169 169 169 169 169 169 16	441 272 272 273 274 274 277 277 277 277 277 277 277 277	353 352 322 327 327 327 327 327 327 328 328 328 329 329 485 or Less (F) 353 353 353 353 353 353 353 353 353 35	363 344 228 328 341 329 342 342 345 59 46 Education Some College (G) 363 363 363 363 364 365 560 560 560 560 560 560 560 560 560 5	291 173 81 82 82 80 42 38 80 42 38 80 College Grade (M) 233 231 240 College Grade (M) 231 240 251 252 291 297	631 624 438 624 438 190 248 192 91 102 745 611 624 421 210 745 611 624 364 267	469 478 478 478 139 139 139 139 130 141 44 47 47 Employed No (i) 469 130 131 131 131 131 131 131 131 131 131	389 389 389 389 389 389 389 389 389 389	711 770 770 771 770 770 771 771 771 771	328 342 342 342 342 342 342 342 342 342 342	772 778 788 788 788 789 789 781 781 781 781 781 781 781 781 781 781	758 730 334 326 328 224 224 225 109 Homeowner (O) 738 344 314 Management (O) 737 730 730 730 730 730 730 730 730 730	306 318 318 319 319 319 319 325 34 80 Ownership Renter (P) 306 318 319 319 310 80 Ownership Renter (P) 316 318 318 319 319 319 319 319 319 319 319 319 319	520 363 166 169 149 84 65 Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) 512 510 512 512 510 512 513 513 513 513 513 513 513 513 513 513	588 79 242 242 242 243 244 245 242 242 243 244 245 245 245 245 245 245 245 245 245	679 804 479 102 123 124 126 1281 1266 131 91 White (5) 679 804 484 485 485 485 485 485 485 485 485 48	131 151 152 153 154 27 28 164 28 28 28 18 Race/(thoidly AA (1) 28 28 29 20 21 21 21 21 21 21 21 21 21 21 21 21 21	115 135 56 79 49 24 25 Hispanic (U) 184 133 51 Hispanic (U) 184 19 95
Total Disweighted) Strongly support Table Base: GS1QBa: Within each of the following pairs, while Total Total Total Strongly support Strongly	1.100 1.100	311 311 312 313 314 315 316 316 317 317 317 317 317 317 317 317 317 317	1742 1212 1212 1212 1212 1212 1212 1212	142 143 146 147 147 147 147 147 147 147 147 147 147	441 441 172 172 172 172 172 172 172 172 172 17	353 322 32 32 32 32 32 32 33 33 33 333 3	363 363 319 319 319 319 319 319 319 319 46 66/66 66/66/66 66/66/66/66 66/66/66/66	291 173 81 82 20 100 42 38 83 86 College Grad+ (M) 251 277 76 College Grad+ (M) 253 250 251 251 251 251 251 251 251	631 624 438 438 192 192 91 102 Yes (I) 631 624 241 210 Yes (I) 631 624 267	469 479 119 119 119 119 121 141 141 141 147 151 161 161 161 161 161 161 161 161 161	389 391 242 39	711 770 770 770 771 771 771 772 772 777 770 770 770 771 770 770 771 770	328 Parent Yes (M) Parent 13 14 15 15 16 17 17 17 17 17 17 17	772 773 783 784 785 786 787 787 787 787 788 789 780 772 738 772 738	758 730 740 740 750 750 750 750 750 750 750 750 750 75	306 3137 319 319 319 319 319 319 319 319 310 310 310 310 310 40 40 40 40 40 40 40 40 40 40 40 40 40	510 363 166 166 176 184 65 512 512 510 Married (Q) Married (Q) 1512 151 155 121 151 151 151 151 151	588 50 50 50 50 50 50 50 50 50 50 50 50 50	679 203 203 203 204 205 206 207 207 207 207 207 207 207 207 207 207	131 151 151 151 151 151 152 153 153 153 153 153 153 153 153 153 153	115 135 56 79 79 78 78 144 25 Hispanic (U) 184 115 89 95
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 313 313 313 313 314 314 315 314 315 417 417 417 417 417 417 417 417 417 417	174 175 176 177 177 178 179 179 179 179 179 179 179 179 179 179	142 148 149 149 159 159 169 169 169 169 169 169 169 169 169 16	441 272 272 273 274 274 277 277 277 277 277 277 277 277	353 352 322 327 327 327 327 327 327 328 328 328 329 329 485 or Less (F) 353 353 353 353 353 353 353 353 353 35	363 344 228 328 341 329 342 342 345 59 46 Education Some College (G) 363 363 363 363 364 365 560 560 560 560 560 560 560 560 560 5	291 173 81 82 82 80 42 38 80 42 38 80 College Grade (M) 233 231 240 College Grade (M) 231 240 251 252 291 297	631 624 438 624 438 190 248 192 91 102 745 611 624 421 210 745 611 624 364 267	469 478 478 478 139 139 139 139 130 141 44 47 47 Employed No (i) 469 130 131 131 131 131 131 131 131 131 131	389 389 389 389 389 389 389 389 389 389	711 770 770 771 770 770 771 771 771 771	328 342 342 342 342 342 342 342 342 342 342	772 778 788 788 788 789 789 781 781 781 781 781 781 781 781 781 781	758 730 334 326 328 224 224 225 109 Homeowner (O) 738 344 314 Management (O) 737 730 730 730 730 730 730 730 730 730	306 318 318 319 319 319 319 325 34 80 Ownership Renter (P) 306 318 319 319 310 80 Ownership Renter (P) 316 318 318 319 319 319 319 319 319 319 319 319 319	520 363 166 169 149 84 65 Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) 512 510 512 512 510 512 513 513 513 513 513 513 513 513 513 513	588 79 242 242 242 243 244 245 242 242 243 244 245 245 245 245 245 245 245 245 245	679 804 479 102 123 124 126 1281 1266 131 91 White (5) 679 804 484 485 485 485 485 485 485 485 485 48	131 151 152 153 154 27 28 164 28 28 28 18 Race/(thoidly AA (1) 28 28 29 20 21 21 21 21 21 21 21 21 21 21 21 21 21	115 135 56 79 49 24 25 Hispanic (U) 184 133 51 Hispanic (U) 184 19 95
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 311 312 313 311 314 316 318 314 317 317 317 317 317 317 317 317 317 317	1742 1212 1212 1212 1216 1217 1217 1217 121	142 143 146 147 147 147 147 147 147 147 147 147 147	441 1272 1782 1782 1782 1782 1782 1782 178	353 352 322 327 327 327 327 327 327 328 328 328 329 329 485 or Less (F) 353 353 353 353 353 353 353 353 353 35	363 344 228 328 341 329 342 342 345 59 46 Education Some College (G) 363 363 363 363 364 365 560 560 560 560 560 560 560 560 560 5	291 173 81 82 82 80 42 38 80 42 38 80 College Grade (M) 233 231 240 College Grade (M) 231 240 251 252 291 297	631 624 438 624 438 190 248 192 91 102 745 611 624 421 210 745 611 624 364 267	469 478 478 478 139 139 139 139 130 141 44 47 47 Employed No (i) 469 130 131 131 131 131 131 131 131 131 131	389 389 389 389 389 389 389 389 389 389	711 770 770 771 770 770 771 771 771 771	328 342 342 342 342 342 342 342 342 342 342	772 778 788 788 788 789 789 781 781 781 781 781 781 781 781 781 781	758 730 334 326 328 224 224 225 109 Homeowner (O) 738 344 314 Management (O) 737 730 730 730 730 730 730 730 730 730	306 318 318 319 319 319 319 325 34 80 Ownership Renter (P) 306 318 319 319 310 80 Ownership Renter (P) 316 318 318 319 319 319 319 319 319 319 319 319 319	520 363 166 169 149 84 65 Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) 512 510 512 512 510 512 513 513 513 513 513 513 513 513 513 513	588 79 242 242 242 243 244 245 242 242 243 244 245 245 245 245 245 245 245 245 245	679 804 479 102 123 124 126 1281 1266 131 91 White (5) 679 804 484 485 485 485 485 485 485 485 485 48	131 151 152 153 154 27 28 164 28 28 28 18 Race/(thoidly AA (1) 28 28 29 20 21 21 21 21 21 21 21 21 21 21 21 21 21	115 135 56 79 49 24 25 Hispanic (U) 184 133 51 Hispanic (U) 184 19 95
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 313 313 313 313 314 314 315 314 315 417 417 417 417 417 417 417 417 417 417	1742 1212 1212 1212 1216 1217 1217 1217 121	142 143 146 147 147 147 147 147 147 147 147 147 147	441 272 272 273 274 274 277 277 277 277 277 277 277 277	353 352 322 327 327 327 327 327 327 328 328 328 329 329 485 or Less (F) 353 353 353 353 353 353 353 353 353 35	363 363 363 363 363 363 364 364 46 Rélucation Some College (G) 363 363 365 366 366 367 368 368 369 364 368 364 368 364 368 364 366	291 173 81 82 82 80 42 38 80 42 38 80 College Grade (M) 233 231 240 College Grade (M) 231 240 251 252 291 297	631 624 438 624 438 190 248 192 91 102 745 611 624 421 210 745 611 624 364 267	469 478 478 478 139 139 139 139 139 139 141 48 97 141 48 48 48 48 48 48 48 48 48 48 48 48 48	389 389 389 389 389 389 389 389 389 389	711 708 708 708 708 708 708 708 708 708 708	328 342 342 342 343 342 343 342 343 343 343	772 783 784 785 786 787 787 787 787 787 787 787 787 787	758 730 334 326 328 224 224 225 109 Homeowner (O) 738 344 314 Management (O) 737 730 730 730 730 730 730 730 730 730	306 318 318 319 319 319 319 325 34 80 Ownership Renter (P) 306 318 319 319 310 80 Ownership Renter (P) 316 318 318 319 319 319 319 319 319 319 319 319 319	510 363 166 167 168 189 189 189 189 Married (Q) Married (Q) Married (Q) Married (Q) 1512 191 191 Married (Q) Married (Q) 395 115	588 78 78 78 78 78 78 78 78 78 78 78 78 7	679 804 479 102 123 124 126 1281 1266 131 91 White (5) 679 804 804 415 263 White (5) 679 804 805 805 805 805 805	131 151 152 153 154 157 158 164 175 175 175 175 175 175 175 175 175 175	115 56 79 49 42 25 Hispanic (U) 184 183 51 Hispanic (U) 184 189 95
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 313 313 313 314 316 317 317 318 318 318 318 318 318 318 318 318 318	1747 1747 1757 1767 1777 1777 1777 1777 1777 177	142 148 149 149 149 151 152 146 152 152 153 153 164 165 1758 1758 1758 1758 1758 1758 1758 175	441 172 173 174 175 176 177 177 177 177 177 177 177 177 177	353 362 372 372 372 373 373 373 373 373 373 37	363 363 363 363 363 364 365 366 466 466 466 466 4666 46	291 173 81 82 292 800 42 300 42 38 82 201 201 177 76 College Grad+ (H) 203 93 201 201 202 203 204 40 203 204 40 205 207 46	631 432 434 435 434 43	469 478 478 478 139 139 139 139 139 141 48 97 141 48 49 171 Employed No (d) 469 469 469 469 476 476 270 1399 Employed No (d) 489 111	389 389 389 389 389 389 389 389 389 389	711 711 711 711 711 711 711 711 711 711	328 342 342 342 342 342 342 342 342 342 342	772 773 783 784 785 786 787 787 787 788 780 780 772 788 780 780 772 772 778 633 633 633	758 730 740 740 740 740 740 740 740 740 740 74	306 3137 317 317 319 319 315 314 316 317 316 316 317 316 317 317 317 318 318 318 319 318 319 319 319 319 319 319 319 319 319 319	530 363 363 365 365 365 367 84 65 512 530 Married (Q) Married (Q) 512 513 512 513 514 515 517 519 519 519 519 510 511 511 512 513 513 514 515 515 517 518 518 518 518 518 518 518 518	588 588	679 203 203 203 203 204 205 201 206 207 804 484 195 White (s) 679 804 485 263 White (s) 679 804 138	131 151 151 151 151 152 153 154 152 153 153 153 153 153 153 153 154 155 155 155 155 155 155 155 155 155	115 56-79 69 24 24 25 Mispanic (U) 134 115 115 25 Mispanic (I) 141 141 141 141
Total floweighted Strongly support Strongly support Strongly support Support (Next Support Support Support Total Total floweighted Support Total (Next Support Support Total Support T	1.100 1.100	311 311 312 313 313 314 315 316 316 317 317 317 318 317 317 318 417 229 72 229 72 249 249 250 269 269 275 289 289 289 289 289 289 289 289 289 289	1747 1747 1757 1757 1757 1757 1757 1757	142 148 149 149 149 151 152 146 152 152 153 153 164 165 1758 1758 1758 1758 1758 1758 1758 175	441 172 173 174 175 176 177 177 177 177 177 177 177 177 177	353 352 322 327 327 327 327 327 327 328 328 328 329 329 485 or Less (F) 353 353 353 353 353 353 353 353 353 35	363 363 363 363 363 363 364 364 46 Rélucation Some College (G) 363 363 365 366 366 367 368 368 369 364 368 364 368 364 368 364 366	291 173 81 82 82 80 42 38 80 42 38 80 College Grade (M) 233 231 240 College Grade (M) 231 240 251 252 291 297	631 624 438 624 438 190 248 192 91 102 745 611 624 421 210 745 611 624 364 267	469 478 478 478 139 139 139 139 130 141 44 47 47 Employed No (i) 469 130 131 131 131 131 131 131 131 131 131	389 389 389 389 389 389 389 389 389 389	711 708 708 708 708 708 708 708 708 708 708	328 342 342 342 343 342 343 342 343 343 343	772 783 784 785 786 787 787 787 787 787 787 787 787 787	758 730 334 326 328 224 224 225 109 Homeowner (O) 738 344 314 Management (O) 737 730 730 730 730 730 730 730 730 730	306 318 318 319 319 319 319 325 34 80 Ownership Renter (P) 306 318 319 319 310 80 Ownership Renter (P) 316 318 318 319 319 319 319 319 319 319 319 319 319	510 363 166 167 168 189 189 189 189 Married (Q) Married (Q) Married (Q) Married (Q) 1512 191 191 Married (Q) Married (Q) 395 115	588 78 78 78 78 78 78 78 78 78 78 78 78 7	679 804 479 102 123 124 126 1281 1266 131 91 White (5) 679 804 804 415 263 White (5) 679 804 805 805 805 805 805	131 151 152 153 154 157 158 164 175 175 175 175 175 175 175 175 175 175	115 56 70 90 24 125 115 135 135 15 115 131 15 115 134 15 135 14 141 141 142 143 141
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QS1QS: You may have heard that, instead of relying con fact based content, some branch are providing free rewards or fur incentives to those who get vaccinated or COUD-19 as a way to encourage vaccinations. For example, Vising Yenne will give a free doughout to those who get vaccinated of or who provided free rewards and the providing free rewards or fur incentives to those who get vaccinated eyet, how effective do you think each of the following tactics would be in encouraging you to get vaccinated.

U.S. RESPONDENTS

				old Income			Education			mployed		hildren in HH	Parent of	Child Under 18	Home	Ownership	Mari	tal Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1,100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83 *	115
At least somewhat effective (Net)	766	216	108	99	328	236	251	173	454	312	262	503	223	543	538	204	370	396	468	84	138
Very effective	336	107	51	50	120	103	108	75	217	119	122	215	105	231	226	100	163	173	198	29	75
Somewhat effective	429	109	57	50	209	133	143	98	236	193	141	289	118	311	312	103	206	223	270	55	63
Not very effective	117	28	21	12	46	35	37	35	59	58	43	74	28	89	88	27	59	58	82	9	11
Not at all effective	149	36	29	23	56	51	51	34	82	67	58	91	48	101	103	40	63	86	89	27	23
N/A - I do not plan to be vaccinated for COVID-19.	68	30	17	8	11	31	24	11	36	32	26	43	28	41	29	35	20	48	40	10	12
* Table Base:	U.S. RESPONDENTS																				
Brands using fact-based content or messaging																					
			Househ	old Income			Education			mployed		hildren in HH	Parent of	Child Under 18	Home	Ownership	Mari	tal Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	1,100	311	174	142	441	353	363	253	631	469	389	711	328	772	758	306	512	588	679	131	184
Total (Unweighted)	1.100	417	227	148	276	318	344	291	624	476	391	709	342	758	730	336	530	570	804	83 *	115
At least somewhat effective (Net)	784	218	110	109	328	235	254	186	461	323	266	518	225	559	547	211	381	403	487	81	132
Very effective	352	97	45	57	149	103	105	88	218	134	136	216	112	240	252	88	167	184	213	31	71
Somewhat effective	437	121	65	53	179	132	149	98	243	189	130	302	113	319	295	123	214	218	274	50	61
Not very effective	103	29	21	7	39	34	34	23	57	46	42	61	34	69	72	29	50	53	65	14	16
Not very effective Not at all effective		29	21 29	7	39 62	34 52	34 52	23 32	57 82	46 63	42 55	61 91	34 40		72 108	29	50		65 85	14	16 27
		29	21 29 14	7	39 62 12	34	34 52 23	23 32 11	3/	46 63 38	42 55 27	61 91 41	34 40 29	69	72	29 32 34	50 62 19		65 85 42	14 23 12	16 27 9

Branded Vaccine PSA

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

Brands have an obligation to encourage people to get vaccinated for COVID-19.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1100	N=127	N=323	N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324	N=268	N=320	N=60 *
Agree (Net)	60%	64%	56%	62%	62%	57%
Strongly agree	26%	30% c	21%	26%	30% C	22%
Somewhat agree	34%	34%	35%	36%	32%	35%
Disagree (Net)	40%	36%	44%	38%	38%	43%
Somewhat disagree	17%	18%	19%	13%	16%	32% AcDE
Strongly disagree	22%	18%	25% f	25% f	21%	11%

* Table Base: U.S RESPONDENTS
Brands have an obligation to put out messaging or content that disproves myths or misinformation about the COVID-19 vaccine.

	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=1100	N=127	N=323		N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324		N=268	N=320	N=60 *
Agree (Net)	62%	64%	62%		61%	64%	56%
Strongly agree	27%	29%	25%		22%	33% acDf	19%
Somewhat agree	35%	35%	37%		39%	31%	37%
Disagree (Net)	38%	36%	38%		39%	36%	44%
Somewhat disagree	19%	25%	17%		19%	18%	29% c
Strongly disagree	19%	11%	22%	ь	20% b	18%	15%

* Table Base:
U.S. RESPONDENTS
Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

		Total (A)	Gen Z 18	-24 (B)	Millennials 25-40 (C)	Gen X 41	-56 (D)	Boomers 57-75 (E)	Silent 76	-93 (F
Tot	al	N=1100	N=127		N=323		N=267		N=316	N=66	•
Tot	al (Unweighted)	N=1100	N=128		N=324		N=268		N=320	N=60	•
Agr	ree (Net)	70%	69%		67%		69%		73%	65%	
	Strongly agree	29%	28%		30%		26%		31%	26%	
	Somewhat agree	41%	40%		38%		44%		43%	39%	
Dis	agree (Net)	30%	31%		33%		31%		27%	35%	
	Somewhat disagree	15%	22%	aCD	12%		12%		16%	20%	
	Strongly disagree	16%	9%		20%	BE	18%	bE	11%	15%	

* Table Base: U.S. RESPONDENTS
I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

	Total (A)	Gen Z 18	1-24 (B)	Millennials 25-40	(C)	Gen X 4	1-56 (D)	Boomers	57-75 (E)	Silent 7	6-93 (F)
Total	N=1100	N=127		N=323		N=267		N=316		N=66	
Total (Unweighted)	N=1100	N=128		N=324		N=268		N=320		N=60	•
Agree (Net)	63%	60%		61%		61%		68%	f	53%	
Strongly agree	30%	25%		31%		29%		33%		20%	
Somewhat agree	33%	35%		30%		32%		35%		32%	
Disagree (Net)	37%	40%		39%		39%		32%		47%	e
Somewhat disagree	18%	24%	C	13%		16%		17%		34%	ACDE
Strongly disagree	20% e	16%		25%	aEf	23%	E	15%		13%	

* Table Base: U.S. RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (0	C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F
Total	N=1100	N=127	N=323		N=267	N=316	N=66 *
Total (Unweighted)	N=1100	N=128	N=324		N=268	N=320	N=60 *
Support (Net)	70%	67%	66%		69%	75% C	73%
Strongly support	30%	27%	26%		32%	35% C	23%
Somewhat support	40%	40%	40%		37%	40%	50%
Oppose (Net)	30%	33%	34%	E	31%	25%	27%
Somewhat oppose	17%	20%	17%		15%	16%	21%
Strongly oppose	13% e	13%	17%	Ef	17% Ef	9%	6%

* Table Base: U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	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=1100		N=127	N=323		N=267		N=316		N=66	•
Total (Unweighted)	N=1100		N=128	N=324		N=268		N=320		N=60	•
News media (e.g., newspapers, nightly news)	71%		73%	66%		68%		77%	aCD	73%	
Brands (e.g., Nike, Target, Apple)	29%	e	27%	34%	E	32%	E	23%		27%	

* Table Base: U.S. RESPONDENTS

QS1Q3b:

	Total (A)		Gen Z 18-	24 (B)	Millennials 25-40 (C)		Gen X 41-	56 (D)	Boomers 5	57-75 (E)	Silent 76-	93 (F)
Total	N=1100		N=127		N=323		N=267		N=316		N=66	•
Total (Unweighted)	N=1100		N=128		N=324		N=268		N=320		N=60	•
Brands (e.g., Nike, Target, Apple)	58%	BC	37%		44%		63%	BC	73%	ABCD	67%	BC
Social media (e.g., Facebook, Twitter, TikTok) content												
from other users	42%	E	63%	ADEF	56%	ADEF	37%	E	27%		33%	

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	Total (A)		Gen Z 18-	24 (B)	Millennials 25-40 (C)		Gen X 41-	56 (D)	Boomers 5	7-75 (E)	Silent 76-9	13 (F)
Total	N=1100		N=127		N=323		N=267		N=316		N=66	•
Total (Unweighted)	N=1100		N=128		N=324		N=268		N=320		N=60	•
Government agencies (e.g., Food & Drug Administrati	79%	c	78%		73%		80%		84%	C	91%	abCd
Brands (e.g., Nike, Target, Apple)	21%	f	22%	f	27%	aEF	20%	f	16%		9%	

* Table Base: U.S. RESPONDENTS

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	Total (A)	Gen Z 1	8-24 (B)	Millennials 25	-40 (C)	Gen X 4	11-56 (D)	Boomer	s 57-75 (E)	Silent 7	6-93 (F)
Total	N=1100		N=127		N=323		N=267		N=316		N=66	
Total (Unweighted)	N=1100		N=128		N=324		N=268		N=320		N=60	•
Better opinion (Net)	42%		43%		38%		39%		49%	Cd	43%	
Much better opinion	19%		22%		19%		18%		21%		10%	
Somewhat better opinion	23%		21%		19%		22%		27%	c	33%	c
Neither better nor worse opinion	43%		42%		42%		43%		42%		50%	
Worse opinion (Net)	15%	E	15%		20%	Ef	18%	E	9%		7%	
Somewhat worse opinion	6%		10%	e	6%		5%		4%		7%	
Much worse opinion	9%	ef	5%		13%	aBEF	13%	bEF	5%		1%	
much worse opinion			3,4		13/4	BUCI	1374	UL.	370		1,00	

* Table Base: U.S. RESPONDENTS

Q31Q5: Tow may have heard thus, instead of relying on fact-based content, some branch are providing free rewards are providing free rewards or for inconstrate to those who get uscinated of relying on fact-based content, some branch are providing free rewards or for inconstrate to those who get uscinated for COVID-19 as a way to encourage vaccinations. For example, Xityy Kreen will give user 550 in points when they have vaccinated for for inconstrated or for inconstrated previous and not been usualized event. In our effective do you think each of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to up an excinated for formation and the constraints of the following tactics would be in encouraging up to the excinated for formation and the constraints of the following tactics would be in encouraging up to the excinated for formation and the constraints of the following tactics would be interested and the excinated formation and the

Brands using rewards, discounts, or other fun incentives

	Total (A)		Gen Z 1	B-24 (B)	Millennials 25-40	(C)	Gen X 4	L-56 (D)	Boomers	57-75 (E)	Silent 76	5-93 (F)
Total	N=1100		N=127		N=323		N=267		N=316		N=66	•
Total (Unweighted)	N=1100		N=128		N=324		N=268		N=320		N=60	•
At least somewhat effective (Net)	70%		70%		69%		68%		71%		72%	
Very effective	31%	F	28%		34%	F	31%	F	30%	f	16%	
Somewhat effective	39%		42%		35%		37%		41%		56%	ACDe
Not very effective	11%	C	13%	c	6%		12%	C	13%	C	15%	C
Not at all effective	14%		8%		17%	ь	12%		14%		9%	
N/A - I do not plan to be vaccinated for COVID-19.	6%	E	9%	E	8%	E	7%	E	3%		4%	
* Table Base:	U.S. RES	PONDENTS										
Brands using fact-based content or messaging												
	Total (A)		Gen Z 1	8-24 (B)	Millennials 25-40	(c)	Gen X 4	L-56 (D)	Boomers	57-75 (E)	Silent 76	5-93 (F)
Total	N=1100		N=127		N=323		N=267		N=316		N=66	
Total (Unweighted)	N=1100		N=127		N=324		N=268		N=320		N=60	
		c						С		c		•
Total (Unweighted)	N=1100	c	N=128		N=324		N=268	С	N=320	c	N=60	•
Total (Unweighted) At least somewhat effective (Net)	N=1100 71%	c c	N=128 68%		N=324 64%		N=268 74%	c c	N=320 77%	c c	N=60 76%	ьс
Total (Unweighted) At least somewhat effective (Net) Very effective	N=1100 71% 32%		N=128 68% 35%		N=324 64% 32%		N=268 74% 31%	-	N=320 77% 33%		N=60 76% 26%	
Total (Unweighted) At least somewhat effective (Net) Very effective Somewhat effective	N=1100 71% 32% 39%		N=128 68% 35% 33%		N=324 64% 32% 32%		N=268 74% 31% 43%	-	N=320 77% 33% 43%		N=60 76% 26% 50%	
Total (Unweighted) At least somewhat effective (Net) Very effective Somewhat effective Not very effective	N=1100 71% 32% 39% 9%		N=128 68% 35% 33% 9%	E	N=324 64% 32% 32% 11%	E	N=268 74% 31% 43% 8%	-	N=320 77% 33% 43% 9%		N=60 76% 26% 50% 11%	

QS1Q1: How much do you agree or disagree with each of the following statements about brands (e.g., Nike, Target, Apple) and the COVID-19 vaccine?

		t vaccinated for	

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 7	6-93 (F
Total	1,100	127	323	267	316	66	
Total (Unweighted)	1,100	128	324	268	320	60	
Agree (Net)	662	81	181	164	198	38	
Strongly agree	284	39	67	69	95	15	
Somewhat agree	378	43	115	95	103	23	
Disagree (Net)	438	46	142	102	119	29	
Somewhat disagree	192	23	61	36	52	21	
Strongly disagree	245	22	82	67	67	7	
* Table Base:	U.S RESPONDE	NTS					
Brands have an obligation to put out me:	ssaging or content that disp	roves myths or misinform	nation about the COVID-19 va	ccine.			

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-	93 (F)
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
Agree (Net)	683	81	199	162	204	37	
Strongly agree	293	37	80	58	105	12	
Somewhat agree	390	44	119	104	99	25	
Disagree (Net)	417	46	124	105	113	29	
Somewhat disagree	213	32	54	52	56	19	
Strongly disagree	204	14	70	53	57	10	

* Table Base: U.S RESPONDENTS
Brands would be able to encourage more people to get vaccinated for COVID-19 if they provided rewards or discounts to those who get vaccinated.

		Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-	93 (F)
To	otal	1,100	127	323	267	316	66	•
To	otal (Unweighted)	1,100	128	324	268	320	60	•
A	gree (Net)	765	87	218	185	232	43	
	Strongly agree	315	36	96	69	97	17	
	Somewhat agree	450	51	122	116	135	26	
D	isagree (Net)	335	40	105	82	84	24	
	Somewhat disagree	163	28	39	33	49	14	
	Strongly disagree	172	11	66	49	35	10	

* Table Base: U.S RESPONDENTS
I would be more likely to buy from a brand that provides discounts, rewards, or other fun incentives to those vaccinated for COVID-19.

		Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-	93 (F)
To	tal	1,100	127	323	267	316	66	•
To	tal (Unweighted)	1,100	128	324	268	320	60	•
Ag	ree (Net)	688	76	198	163	216	35	
	Strongly agree	329	32	101	77	105	13	
	Somewhat agree	359	44	97	86	111	21	
Di	sagree (Net)	412	51	125	104	100	32	
	Somewhat disagree	194	30	43	44	54	23	
	Strongly disagree	218	21	82	60	46	9	

U.S RESPONDENTS

QS1Q2: How much do you support or oppose non-healthcare brands sharing information about COVID-19 vaccines (e.g., facts, how to get it, where to get it)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76	-93 (F
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
Support (Net)	767	85	213	183	237	49	
Strongly support	328	34	83	85	112	15	
Somewhat support	438	51	130	98	125	34	
Oppose (Net)	333	42	110	84	79	18	
Somewhat oppose	185	26	55	39	51	14	
Strongly oppose	148	16	56	45	28	4	

U.S. RESPONDENTS

QS1Q3a: Within each of the following pairs, which do you trust more for information about the COVID-19 vaccine?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)	
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
News media (e.g., newspapers, nightly news)	780	92	214	180	244	49	
Brands (e.g., Nike, Target, Apple)	320	34	109	86	73	18	

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-	93 (F)
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
Brands (e.g., Nike, Target, Apple)	634	47	143	167	232	44	
Social media (e.g., Facebook, Twitter, TikTok) content	466	80	180	100	84	22	

* Table Base: U.S. RESPONDENTS

QS1Q3c:

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-	93 (F)
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
Government agencies (e.g., Food & Drug Administrati	874	99	237	213	264	61	
Brands (e.g., Nike, Target, Apple)	226	27	86	54	52	6	

QS1Q4: How much better or worse would your opinion of your favorite brand be if it shared information about how you could get vaccinated for COVID-19?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	1,100	127	323	267	316	66 *
Total (Unweighted)	1,100	128	324	268	320	60 *
Better opinion (Net)	465	55	123	105	154	28
Much better opinion	210	28	60	47	67	7
Somewhat better opinion	255	26	63	58	87	22
Neither better nor worse opinion	471	53	137	115	133	33
Worse opinion (Net)	164	19	64	47	29	5
Somewhat worse opinion	64	13	20	13	14	4
Much worse opinion	100	6	43	35	15	1

Total (A) Gen Z 18-24 (B) Millennials 25-40 (C) Gen X 41-56 (D) Boomers 57-75 (E) Silent 76-93 (F) 1,100 127 323 267 316 66 *

Total (Unweighted)	1,100	128	324	268	320	60	٠
At least somewhat effective (Net)	766	89	223	182	224	48	
Very effective	336	36	110	84	95	10	
Somewhat effective	429	53	113	98	128	37	
Not very effective	117	16	19	32	40	10	
Not at all effective	149	11	56	33	44	6	
N/A - I do not plan to be vaccinated for COVID-19.	68	11	26	20	8	3	
* Table Base:	U.S. RESPONDENTS						
Brands using fact-based content or messaging							
	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76	-93 (F
Total	1,100	127	323	267	316	66	•
Total (Unweighted)	1,100	128	324	268	320	60	•
At least somewhat effective (Net)	784	86	208	197	242	50	
Very effective	352	45	103	82	105	17	
Somewhat effective	432	42	104	115	138	33	
Not very effective	103	12	35	21	27	8	
Not at all effective	145	17	54	31	37	6	
N/A - I do not plan to be vaccinated for COVID-19.	67	11	27	17	10	3	

* Table Base: U.S. RESPONDENTS