MORNING CONSULT

National Tracking Poll #2209105
September 14-16, 2022

Crosstabulation Results

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Crosstabulation Results by Respondent Demographics

Table P1: *Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?*

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	35%	(711)	65%	(1294)	2005
Gender: Male	40%	(379)	60%	(561)	939
Gender: Female	31%	(332)	69%	(734)	1066
Age: 18-34	43%	(205)	57%	(272)	478
Age: 35-44	38%	(117)	62%	(188)	305
Age: 45-64	30%	(218)	70%	(505)	723
Age: 65+	34%	(171)	66%	(329)	500
GenZers: 1997-2012	38%	(44)	62%	(71)	115
Millennials: 1981-1996	44%	(254)	56%	(325)	579
GenXers: 1965-1980	28%	(137)	72%	(347)	485
Baby Boomers: 1946-1964	34%	(251)	66%	(498)	749
PID: Dem (no lean)	60%	(505)	40%	(339)	843
PID: Ind (no lean)	25%	(125)	75%	(365)	490
PID: Rep (no lean)	12%	(82)	88%	(591)	672
PID/Gender: Dem Men	67%	(257)	33%	(129)	386
PID/Gender: Dem Women	54%	(247)	46%	(210)	457
PID/Gender: Ind Men	28%	(69)	72%	(178)	247
PID/Gender: Ind Women	23%	(56)	77%	(186)	242
PID/Gender: Rep Men	17%	(52)	83%	(254)	306
PID/Gender: Rep Women	8%	(29)	92%	(337)	366
Ideo: Liberal (1-3)	60%	(372)	40%	(252)	625
Ideo: Moderate (4)	39%	(240)	61%	(373)	613
Ideo: Conservative (5-7)	12%	(85)	88%	(618)	702
Educ: < College	31%	(371)	69%	(844)	1215
Educ: Bachelors degree	45%	(223)	55%	(274)	497
Educ: Post-grad	40%	(116)	60%	(176)	293
Income: Under 50k	33%	(292)	67%	(599)	891
Income: 50k-100k	36%	(254)	64%	(459)	713
Income: 100k+	41%	(165)	59%	(236)	401

Table P1: *Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?*

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	35%	(711)	65%	(1294)	2005
Ethnicity: White	34%	(534)	66%	(1035)	1569
Ethnicity: Hispanic	39%	(80)	61%	(125)	205
Ethnicity: Black	46%	(115)	54%	(136)	250
Ethnicity: Other	33%	(62)	67%	(124)	185
All Christian	37%	(392)	63%	(675)	1067
All Non-Christian	45%	(42)	55%	(51)	93
Atheist	38%	(35)	62%	(57)	91
Agnostic/Nothing in particular	34%	(164)	66%	(324)	489
Something Else	29%	(78)	71%	(187)	265
Religious Non-Protestant/Catholic	41%	(43)	59%	(63)	107
Evangelical	33%	(195)	67%	(395)	590
Non-Evangelical	38%	(269)	62%	(446)	715
Community: Urban	50%	(273)	50%	(270)	543
Community: Suburban	34%	(325)	66%	(644)	969
Community: Rural	23%	(113)	77%	(380)	493
Employ: Private Sector	41%	(274)	59%	(388)	662
Employ: Government	29%	(35)	71%	(85)	120
Employ: Self-Employed	39%	(63)	61%	(99)	162
Employ: Homemaker	25%	(39)	75%	(118)	156
Employ: Retired	33%	(192)	67%	(390)	582
Employ: Unemployed	33%	(59)	67%	(121)	180
Employ: Other	33%	(35)	67%	(71)	105
Military HH: Yes	35%	(106)	65%	(201)	308
Military HH: No	36%	(604)	64%	(1093)	1697
RD/WT: Right Direction	100%	(711)	—	(0)	711
RD/WT: Wrong Track	—	(0)	100%	(1294)	1294
Biden Job Approve	66%	(649)	34%	(329)	977
Biden Job Disapprove	5%	(53)	95%	(938)	991

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Table P1: *Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?*

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	35%	(711)	65%	(1294)	2005
Biden Job Strongly Approve	83%	(397)	17%	(79)	477
Biden Job Somewhat Approve	50%	(251)	50%	(249)	501
Biden Job Somewhat Disapprove	12%	(31)	88%	(231)	262
Biden Job Strongly Disapprove	3%	(22)	97%	(707)	729
Favorable of Biden	64%	(633)	36%	(359)	991
Unfavorable of Biden	7%	(68)	93%	(900)	968
Very Favorable of Biden	80%	(396)	20%	(101)	496
Somewhat Favorable of Biden	48%	(237)	52%	(258)	495
Somewhat Unfavorable of Biden	18%	(38)	82%	(177)	216
Very Unfavorable of Biden	4%	(30)	96%	(723)	752
#1 Issue: Economy	24%	(200)	76%	(619)	820
#1 Issue: Security	17%	(40)	83%	(194)	234
#1 Issue: Health Care	57%	(95)	43%	(71)	165
#1 Issue: Medicare / Social Security	48%	(106)	52%	(115)	221
#1 Issue: Women's Issues	50%	(142)	50%	(142)	285
#1 Issue: Education	48%	(25)	52%	(27)	52
#1 Issue: Energy	59%	(79)	41%	(55)	134
#1 Issue: Other	25%	(23)	75%	(71)	94
2020 Vote: Joe Biden	58%	(602)	42%	(432)	1034
2020 Vote: Donald Trump	9%	(69)	91%	(688)	757
2020 Vote: Other	5%	(2)	95%	(49)	51
2020 Vote: Didn't Vote	23%	(37)	77%	(125)	163
2018 House Vote: Democrat	59%	(503)	41%	(348)	852
2018 House Vote: Republican	12%	(80)	88%	(598)	678
2018 House Vote: Someone else	21%	(12)	79%	(45)	58
2016 Vote: Hillary Clinton	61%	(509)	39%	(328)	837
2016 Vote: Donald Trump	13%	(102)	87%	(699)	801
2016 Vote: Other	20%	(20)	80%	(81)	100
2016 Vote: Didn't Vote	30%	(78)	70%	(185)	263
Voted in 2014: Yes	38%	(540)	62%	(885)	1426
Voted in 2014: No	29%	(170)	71%	(409)	579

Table P1: *Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?*

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	35%	(711)	65%	(1294)	2005
4-Region: Northeast	39%	(137)	61%	(216)	353
4-Region: Midwest	32%	(146)	68%	(313)	459
4-Region: South	31%	(233)	69%	(517)	750
4-Region: West	44%	(194)	56%	(249)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table nr2b: *Do you approve or disapprove of the job Joe Biden is doing as President?*

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	24%	(477)	25%	(501)	13%	(262)	36%	(729)	2%	(37)	2005
Gender: Male	27%	(256)	24%	(223)	14%	(128)	34%	(321)	1%	(12)	939
Gender: Female	21%	(221)	26%	(277)	13%	(134)	38%	(408)	2%	(25)	1066
Age: 18-34	24%	(114)	29%	(139)	17%	(80)	27%	(127)	4%	(18)	478
Age: 35-44	24%	(72)	27%	(81)	17%	(52)	29%	(87)	4%	(12)	305
Age: 45-64	21%	(153)	27%	(193)	12%	(87)	39%	(283)	1%	(5)	723
Age: 65+	27%	(137)	17%	(87)	9%	(42)	46%	(231)	—	(1)	500
GenZers: 1997-2012	19%	(22)	31%	(35)	19%	(22)	24%	(27)	8%	(9)	115
Millennials: 1981-1996	26%	(150)	28%	(165)	16%	(93)	26%	(152)	3%	(19)	579
GenXers: 1965-1980	19%	(91)	26%	(127)	13%	(63)	41%	(198)	1%	(6)	485
Baby Boomers: 1946-1964	27%	(200)	22%	(163)	10%	(75)	41%	(308)	—	(3)	749
PID: Dem (no lean)	47%	(398)	35%	(294)	11%	(92)	6%	(46)	1%	(12)	843
PID: Ind (no lean)	11%	(54)	29%	(140)	19%	(91)	37%	(180)	5%	(24)	490
PID: Rep (no lean)	4%	(25)	10%	(66)	12%	(78)	75%	(502)	—	(1)	672
PID/Gender: Dem Men	53%	(206)	31%	(120)	12%	(45)	3%	(12)	1%	(2)	386
PID/Gender: Dem Women	42%	(192)	38%	(174)	10%	(48)	7%	(34)	2%	(10)	457
PID/Gender: Ind Men	13%	(33)	25%	(63)	17%	(43)	40%	(100)	4%	(9)	247
PID/Gender: Ind Women	9%	(21)	32%	(78)	20%	(48)	33%	(81)	6%	(15)	242
PID/Gender: Rep Men	5%	(16)	13%	(41)	13%	(40)	68%	(209)	—	(0)	306
PID/Gender: Rep Women	2%	(8)	7%	(26)	10%	(38)	80%	(293)	—	(1)	366
Ideo: Liberal (1-3)	47%	(292)	36%	(222)	12%	(73)	6%	(36)	—	(3)	625
Ideo: Moderate (4)	24%	(145)	34%	(208)	17%	(104)	24%	(145)	2%	(12)	613
Ideo: Conservative (5-7)	5%	(37)	9%	(62)	11%	(76)	75%	(524)	—	(3)	702
Educ: < College	19%	(232)	25%	(302)	13%	(160)	40%	(486)	3%	(35)	1215
Educ: Bachelors degree	32%	(161)	25%	(122)	13%	(64)	30%	(150)	—	(1)	497
Educ: Post-grad	29%	(84)	26%	(76)	13%	(38)	32%	(93)	—	(1)	293
Income: Under 50k	20%	(178)	26%	(231)	14%	(122)	37%	(331)	3%	(30)	891
Income: 50k-100k	25%	(181)	23%	(167)	13%	(93)	37%	(266)	1%	(6)	713
Income: 100k+	29%	(117)	26%	(103)	12%	(47)	33%	(132)	—	(2)	401
Ethnicity: White	24%	(373)	22%	(346)	13%	(197)	41%	(636)	1%	(17)	1569
Ethnicity: Hispanic	27%	(55)	32%	(65)	14%	(28)	22%	(46)	5%	(10)	205
Ethnicity: Black	31%	(78)	32%	(81)	16%	(39)	17%	(43)	4%	(10)	250

Table nr2b: *Do you approve or disapprove of the job Joe Biden is doing as President?*

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	24%	(477)	25%	(501)	13%	(262)	36%	(729)	2%	(37)	2005
Ethnicity: Other	14%	(26)	40%	(75)	14%	(26)	27%	(50)	5%	(9)	185
All Christian	25%	(262)	21%	(226)	11%	(115)	43%	(454)	1%	(9)	1067
All Non-Christian	35%	(32)	31%	(29)	8%	(7)	24%	(23)	2%	(2)	93
Atheist	35%	(32)	36%	(33)	16%	(15)	13%	(12)	—	(0)	91
Agnostic/Nothing in particular	20%	(96)	33%	(160)	16%	(77)	29%	(140)	3%	(15)	489
Something Else	20%	(54)	20%	(52)	18%	(48)	38%	(100)	4%	(10)	265
Religious Non-Protestant/Catholic	31%	(33)	28%	(30)	9%	(9)	30%	(32)	2%	(2)	107
Evangelical	21%	(127)	17%	(101)	13%	(80)	46%	(271)	2%	(12)	590
Non-Evangelical	26%	(184)	25%	(176)	11%	(78)	38%	(270)	1%	(7)	715
Community: Urban	33%	(181)	27%	(145)	14%	(76)	23%	(127)	3%	(14)	543
Community: Suburban	23%	(219)	27%	(258)	12%	(119)	37%	(358)	2%	(16)	969
Community: Rural	16%	(77)	20%	(98)	14%	(67)	50%	(244)	2%	(7)	493
Employ: Private Sector	27%	(182)	24%	(162)	15%	(99)	32%	(211)	1%	(9)	662
Employ: Government	13%	(16)	29%	(35)	19%	(23)	37%	(45)	1%	(1)	120
Employ: Self-Employed	28%	(45)	22%	(35)	10%	(16)	38%	(62)	2%	(4)	162
Employ: Homemaker	17%	(26)	26%	(40)	9%	(14)	46%	(72)	3%	(5)	156
Employ: Retired	25%	(146)	23%	(132)	9%	(55)	43%	(247)	—	(1)	582
Employ: Unemployed	20%	(36)	28%	(50)	19%	(34)	28%	(50)	5%	(9)	180
Employ: Other	14%	(14)	32%	(34)	16%	(17)	33%	(35)	5%	(5)	105
Military HH: Yes	22%	(69)	20%	(62)	9%	(28)	48%	(147)	1%	(2)	308
Military HH: No	24%	(408)	26%	(439)	14%	(234)	34%	(582)	2%	(35)	1697
RD/WT: Right Direction	56%	(397)	35%	(251)	4%	(31)	3%	(22)	1%	(9)	711
RD/WT: Wrong Track	6%	(79)	19%	(249)	18%	(231)	55%	(707)	2%	(28)	1294
Biden Job Approve	49%	(477)	51%	(501)	—	(0)	—	(0)	—	(0)	977
Biden Job Disapprove	—	(0)	—	(0)	26%	(262)	74%	(729)	—	(0)	991
Biden Job Strongly Approve	100%	(477)	—	(0)	—	(0)	—	(0)	—	(0)	477
Biden Job Somewhat Approve	—	(0)	100%	(501)	—	(0)	—	(0)	—	(0)	501
Biden Job Somewhat Disapprove	—	(0)	—	(0)	100%	(262)	—	(0)	—	(0)	262
Biden Job Strongly Disapprove	—	(0)	—	(0)	—	(0)	100%	(729)	—	(0)	729
Favorable of Biden	46%	(458)	47%	(463)	5%	(47)	2%	(16)	1%	(8)	991
Unfavorable of Biden	2%	(18)	3%	(29)	22%	(209)	73%	(707)	1%	(6)	968

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Table nr2b: *Do you approve or disapprove of the job Joe Biden is doing as President?*

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	24%	(477)	25%	(501)	13%	(262)	36%	(729)	2%	(37)	2005
Very Favorable of Biden	86%	(425)	11%	(57)	1%	(3)	2%	(8)	1%	(4)	496
Somewhat Favorable of Biden	7%	(33)	82%	(406)	9%	(44)	1%	(7)	1%	(4)	495
Somewhat Unfavorable of Biden	4%	(9)	10%	(22)	77%	(167)	7%	(15)	1%	(3)	216
Very Unfavorable of Biden	1%	(9)	1%	(6)	6%	(42)	92%	(692)	—	(3)	752
#1 Issue: Economy	12%	(95)	21%	(175)	18%	(144)	47%	(386)	2%	(20)	820
#1 Issue: Security	10%	(23)	8%	(18)	9%	(21)	73%	(170)	1%	(2)	234
#1 Issue: Health Care	46%	(76)	33%	(55)	6%	(10)	13%	(22)	1%	(2)	165
#1 Issue: Medicare / Social Security	37%	(81)	30%	(67)	11%	(25)	21%	(47)	—	(1)	221
#1 Issue: Women's Issues	38%	(107)	40%	(114)	11%	(31)	9%	(25)	3%	(7)	285
#1 Issue: Education	31%	(16)	32%	(17)	16%	(8)	18%	(10)	2%	(1)	52
#1 Issue: Energy	42%	(57)	29%	(39)	14%	(18)	14%	(18)	1%	(1)	134
#1 Issue: Other	23%	(22)	17%	(16)	3%	(3)	53%	(50)	3%	(3)	94
2020 Vote: Joe Biden	43%	(449)	40%	(411)	11%	(117)	4%	(44)	1%	(13)	1034
2020 Vote: Donald Trump	2%	(18)	7%	(50)	11%	(86)	79%	(599)	1%	(4)	757
2020 Vote: Other	2%	(1)	12%	(6)	28%	(14)	45%	(23)	13%	(6)	51
2020 Vote: Didn't Vote	5%	(8)	21%	(33)	27%	(44)	39%	(63)	8%	(13)	163
2018 House Vote: Democrat	46%	(392)	36%	(308)	11%	(95)	6%	(50)	1%	(7)	852
2018 House Vote: Republican	4%	(24)	11%	(75)	10%	(65)	75%	(511)	—	(3)	678
2018 House Vote: Someone else	8%	(5)	26%	(15)	16%	(9)	42%	(24)	8%	(4)	58
2016 Vote: Hillary Clinton	48%	(400)	36%	(303)	10%	(84)	5%	(44)	1%	(7)	837
2016 Vote: Donald Trump	4%	(33)	11%	(88)	13%	(103)	72%	(577)	—	(1)	801
2016 Vote: Other	8%	(8)	37%	(37)	22%	(22)	25%	(25)	7%	(7)	100
2016 Vote: Didn't Vote	13%	(35)	27%	(72)	20%	(52)	32%	(83)	8%	(22)	263
Voted in 2014: Yes	27%	(391)	23%	(334)	10%	(149)	38%	(541)	1%	(12)	1426
Voted in 2014: No	15%	(86)	29%	(167)	19%	(113)	33%	(188)	4%	(25)	579
4-Region: Northeast	30%	(105)	27%	(97)	11%	(39)	30%	(106)	2%	(6)	353
4-Region: Midwest	20%	(90)	25%	(117)	13%	(61)	41%	(186)	1%	(5)	459
4-Region: South	20%	(152)	22%	(164)	15%	(112)	41%	(306)	2%	(15)	750
4-Region: West	29%	(129)	28%	(123)	11%	(49)	30%	(131)	2%	(10)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table P3: *Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?*

Demographic	Economic Issues – like taxes, wages, jobs, unemploy-ment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health Care Issues – like the 2010 health care law, Medicaid, other challenges	Seniors Issues – like Medicare and Social Security	Women's Issues – like birth control, abortion, and equal pay	Education Issues – like school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electric-ity/gasoline, or renewables	Other:	Total N
Registered Voters	41%(820)	12%(234)	8%(165)	11%(221)	14%(285)	3%(52)	7%(134)	5%(94)	2005
Gender: Male	44%(416)	12%(110)	9%(88)	12%(111)	7%(69)	3%(29)	8%(75)	4%(42)	939
Gender: Female	38%(403)	12%(124)	7%(78)	10%(110)	20%(215)	2%(23)	6%(59)	5%(52)	1066
Age: 18-34	51%(243)	6%(30)	8%(36)	2%(9)	20%(95)	5%(23)	7%(33)	2%(9)	478
Age: 35-44	47%(143)	7%(21)	11%(34)	1%(4)	16%(48)	6%(17)	10%(31)	2%(7)	305
Age: 45-64	42%(306)	12%(86)	9%(67)	11%(79)	13%(97)	2%(11)	5%(40)	5%(36)	723
Age: 65+	26%(128)	19%(97)	6%(28)	26%(129)	9%(44)	—(1)	6%(30)	8%(42)	500
GenZers: 1997-2012	37%(43)	5%(6)	7%(9)	2%(2)	29%(34)	11%(13)	5%(5)	3%(3)	115
Millennials: 1981-1996	52%(299)	6%(37)	10%(58)	2%(11)	16%(91)	4%(25)	9%(50)	1%(8)	579
GenXers: 1965-1980	49%(238)	10%(50)	9%(45)	4%(21)	14%(69)	1%(7)	7%(34)	4%(21)	485
Baby Boomers: 1946-1964	30%(223)	15%(113)	7%(49)	23%(173)	11%(84)	1%(7)	5%(40)	8%(59)	749
PID: Dem (no lean)	29%(244)	5%(44)	13%(107)	14%(115)	23%(195)	3%(21)	10%(87)	3%(29)	843
PID: Ind (no lean)	43%(213)	11%(55)	7%(32)	8%(41)	14%(70)	4%(18)	5%(26)	7%(34)	490
PID: Rep (no lean)	54%(363)	20%(135)	4%(26)	10%(65)	3%(19)	2%(13)	3%(21)	5%(32)	672
PID/Gender: Dem Men	35%(136)	6%(24)	15%(58)	14%(55)	12%(45)	3%(12)	12%(47)	2%(9)	386
PID/Gender: Dem Women	24%(108)	4%(21)	11%(49)	13%(60)	33%(149)	2%(10)	9%(40)	4%(21)	457
PID/Gender: Ind Men	46%(114)	11%(26)	8%(19)	10%(24)	7%(18)	4%(10)	7%(17)	8%(19)	247
PID/Gender: Ind Women	41%(99)	12%(29)	5%(13)	7%(17)	21%(52)	3%(8)	4%(9)	6%(15)	242
PID/Gender: Rep Men	54%(166)	20%(60)	4%(11)	10%(32)	2%(6)	2%(7)	3%(10)	5%(14)	306
PID/Gender: Rep Women	54%(197)	20%(75)	4%(15)	9%(33)	4%(14)	2%(6)	3%(10)	5%(17)	366
Ideo: Liberal (1-3)	25%(159)	4%(23)	13%(84)	11%(70)	29%(178)	3%(19)	10%(62)	5%(29)	625
Ideo: Moderate (4)	42%(257)	9%(56)	8%(49)	14%(83)	13%(78)	3%(16)	8%(48)	4%(26)	613
Ideo: Conservative (5-7)	53%(372)	21%(149)	3%(22)	9%(65)	3%(23)	2%(16)	3%(20)	5%(35)	702

Table P3: *Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?*

Demographic	Economic Issues – like taxes, wages, jobs, unemployment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health Care Issues – like the 2010 health care law, Medicaid, other challenges	Seniors Issues – like Medicare and Social Security	Women's Issues – like birth control, abortion, and equal pay	Education Issues – like school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables	Other:	Total N
Registered Voters	41%(820)	12%(234)	8% (165)	11% (221)	14%(285)	3% (52)	7% (134)	5% (94)	2005
Educ: < College	40%(490)	13% (156)	8% (98)	12%(140)	15% (183)	2% (27)	5% (64)	5% (57)	1215
Educ: Bachelors degree	41%(204)	9% (43)	8% (42)	12% (60)	13% (66)	3% (16)	9% (45)	4% (22)	497
Educ: Post-grad	43%(126)	12% (35)	9% (26)	7% (21)	12% (36)	3% (9)	8% (25)	5% (15)	293
Income: Under 50k	37%(327)	12%(104)	8% (70)	15% (131)	15% (131)	3% (24)	5% (49)	6% (55)	891
Income: 50k-100k	43%(304)	12% (87)	8% (56)	10% (71)	15% (108)	2% (14)	7% (48)	3% (25)	713
Income: 100k+	47%(189)	11% (43)	10% (40)	5% (20)	11% (45)	3% (14)	9% (37)	4% (15)	401
Ethnicity: White	38%(593)	13%(210)	8% (131)	12%(194)	14% (213)	3% (39)	7%(108)	5% (81)	1569
Ethnicity: Hispanic	40% (82)	6% (13)	13% (27)	9% (19)	18% (37)	6% (13)	4% (7)	3% (7)	205
Ethnicity: Black	52% (131)	4% (9)	8% (21)	6% (14)	18% (45)	4% (9)	6% (16)	2% (5)	250
Ethnicity: Other	52% (96)	8% (16)	7% (14)	7% (13)	14% (26)	2% (4)	5% (9)	4% (8)	185
All Christian	42%(452)	15%(162)	9% (93)	11% (114)	10% (111)	2% (21)	6% (66)	4% (48)	1067
All Non-Christian	28% (26)	10% (9)	7% (6)	14% (13)	25% (23)	3% (2)	8% (7)	5% (5)	93
Atheist	35% (32)	4% (4)	6% (6)	5% (5)	24% (22)	4% (4)	16% (15)	5% (5)	91
Agnostic/Nothing in particular	41% (201)	7% (32)	9% (43)	12% (59)	18% (89)	3% (14)	6% (27)	5% (23)	489
Something Else	41% (108)	10% (26)	7% (18)	11% (30)	15% (40)	4% (11)	7% (18)	5% (14)	265
Religious Non-Protestant/Catholic	33% (35)	11% (12)	6% (6)	14% (15)	22% (23)	3% (3)	7% (8)	5% (5)	107
Evangelical	46%(270)	18%(105)	7% (38)	10% (60)	8% (47)	3% (18)	6% (33)	3% (18)	590
Non-Evangelical	38%(274)	11% (79)	10% (72)	12% (82)	14%(103)	2% (13)	7% (50)	6% (42)	715
Community: Urban	42%(229)	8% (41)	11% (57)	12% (64)	11% (62)	3% (19)	9% (48)	4% (23)	543
Community: Suburban	39%(380)	11% (110)	8% (75)	12% (112)	17%(167)	2% (20)	5% (52)	5% (53)	969
Community: Rural	43% (211)	17% (82)	7% (33)	9% (45)	11% (55)	3% (13)	7% (34)	4% (19)	493

Table P3: *Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?*

Demographic	Economic Issues – like taxes, wages, jobs, unemploy- ment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health Care Issues – like the 2010 health care law, Medicaid, other challenges	Seniors Issues – like Medicare and Social Security	Women's Issues – like birth control, abortion, and equal pay	Education Issues – like school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electric- ity/gasoline, or renewables	Other:	Total N
Registered Voters	41%(820)	12%(234)	8% (165)	11% (221)	14%(285)	3% (52)	7% (134)	5% (94)	2005
Employ: Private Sector	49%(327)	8% (55)	11% (71)	5% (34)	14% (90)	3% (23)	7% (49)	2% (12)	662
Employ: Government	59% (71)	9% (11)	5% (6)	4% (5)	12% (15)	6% (7)	5% (6)	1% (1)	120
Employ: Self-Employed	38% (61)	15% (23)	4% (7)	5% (9)	20% (32)	4% (6)	8% (14)	7% (11)	162
Employ: Homemaker	45% (70)	7% (11)	10% (15)	2% (3)	22% (34)	3% (5)	5% (8)	7% (10)	156
Employ: Retired	26% (153)	19% (111)	6% (35)	26% (152)	9% (54)	— (1)	5% (32)	8% (44)	582
Employ: Unemployed	43% (78)	8% (15)	11% (19)	4% (7)	19% (33)	2% (4)	8% (14)	5% (8)	180
Employ: Other	44% (46)	5% (5)	9% (10)	11% (11)	13% (13)	2% (2)	10% (10)	7% (8)	105
Military HH: Yes	39%(120)	17% (52)	6% (18)	15% (47)	13% (41)	1% (5)	5% (14)	4% (12)	308
Military HH: No	41%(699)	11% (183)	9%(148)	10% (174)	14%(244)	3% (48)	7% (120)	5% (82)	1697
RD/WT: Right Direction	28%(200)	6% (40)	13% (95)	15%(106)	20% (142)	4% (25)	11% (79)	3% (23)	711
RD/WT: Wrong Track	48%(619)	15%(194)	5% (71)	9% (115)	11% (142)	2% (27)	4% (55)	5% (71)	1294
Biden Job Approve	28%(270)	4% (41)	13% (131)	15%(148)	23% (221)	3% (33)	10% (95)	4% (38)	977
Biden Job Disapprove	53% (530)	19%(192)	3% (32)	7% (72)	6% (57)	2% (18)	4% (37)	5% (53)	991
Biden Job Strongly Approve	20% (95)	5% (23)	16% (76)	17% (81)	22%(107)	3% (16)	12% (57)	5% (22)	477
Biden Job Somewhat Approve	35% (175)	4% (18)	11% (55)	13% (67)	23% (114)	3% (17)	8% (39)	3% (16)	501
Biden Job Somewhat Disapprove	55% (144)	8% (21)	4% (10)	9% (25)	12% (31)	3% (8)	7% (18)	1% (3)	262
Biden Job Strongly Disapprove	53%(386)	23%(170)	3% (22)	6% (47)	3% (25)	1% (10)	3% (18)	7% (50)	729
Favorable of Biden	29%(286)	5% (47)	12% (117)	15%(145)	23%(230)	3% (32)	9% (93)	4% (40)	991
Unfavorable of Biden	52%(505)	19%(186)	4% (42)	8% (75)	5% (49)	2% (19)	4% (39)	5% (53)	968
Very Favorable of Biden	21% (105)	5% (27)	15% (73)	15% (77)	24%(120)	3% (14)	11% (57)	5% (25)	496
Somewhat Favorable of Biden	37% (181)	4% (20)	9% (45)	14% (69)	22% (111)	4% (18)	7% (37)	3% (15)	495
Somewhat Unfavorable of Biden	50% (108)	9% (20)	8% (17)	10% (21)	11% (25)	4% (10)	6% (13)	1% (2)	216
Very Unfavorable of Biden	53% (397)	22%(166)	3% (25)	7% (54)	3% (25)	1% (9)	3% (26)	7% (51)	752

Table P3: *Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?*

Demographic	Economic Issues – like taxes, wages, jobs, unemploy- ment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health Care Issues – like the 2010 health care law, Medicaid, other challenges	Seniors Issues – like Medicare and Social Security	Women's Issues – like birth control, abortion, and equal pay	Education Issues – like school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electric- ity/gasoline, or renewables	Other:	Total N
Registered Voters	41%(820)	12%(234)	8% (165)	11% (221)	14%(285)	3% (52)	7% (134)	5% (94)	2005
#1 Issue: Economy	100%(820)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	820
#1 Issue: Security	— (0)	100%(234)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	234
#1 Issue: Health Care	— (0)	— (0)	100% (165)	— (0)	— (0)	— (0)	— (0)	— (0)	165
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (221)	— (0)	— (0)	— (0)	— (0)	221
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100%(285)	— (0)	— (0)	— (0)	285
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (52)	— (0)	— (0)	52
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100%(134)	— (0)	134
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (94)	94
2020 Vote: Joe Biden	30% (315)	5% (48)	13%(130)	14% (148)	22%(224)	3% (32)	9% (95)	4% (42)	1034
2020 Vote: Donald Trump	54%(409)	22%(166)	3% (20)	7% (54)	3% (26)	2% (13)	3% (26)	5% (42)	757
2020 Vote: Other	48% (24)	5% (2)	6% (3)	19% (10)	9% (5)	2% (1)	4% (2)	7% (3)	51
2020 Vote: Didn't Vote	44% (71)	11% (18)	7% (12)	5% (9)	18% (30)	3% (5)	6% (10)	5% (7)	163
2018 House Vote: Democrat	30%(255)	5% (39)	13%(108)	14% (118)	21%(183)	3% (24)	10% (86)	5% (39)	852
2018 House Vote: Republican	54%(368)	21%(145)	3% (23)	7% (47)	3% (21)	2% (16)	3% (20)	6% (38)	678
2018 House Vote: Someone else	33% (19)	8% (5)	9% (5)	10% (6)	25% (15)	1% (0)	5% (3)	8% (5)	58
2016 Vote: Hillary Clinton	28%(234)	5% (43)	13%(110)	15%(122)	22%(188)	3% (22)	10% (83)	4% (36)	837
2016 Vote: Donald Trump	53%(428)	21%(165)	3% (26)	8% (63)	4% (31)	2% (17)	4% (32)	5% (39)	801
2016 Vote: Other	46% (46)	3% (3)	8% (8)	15% (15)	18% (18)	— (0)	3% (3)	7% (7)	100
2016 Vote: Didn't Vote	42% (112)	9% (22)	8% (22)	8% (21)	18% (48)	5% (13)	6% (15)	4% (11)	263
Voted in 2014: Yes	40%(563)	12%(176)	9%(126)	12%(167)	14%(193)	2% (27)	7%(100)	5% (73)	1426
Voted in 2014: No	44%(256)	10% (58)	7% (40)	9% (54)	16% (92)	4% (25)	6% (33)	4% (22)	579

Table P3: *Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?*

Demographic	Economic Issues – like taxes, wages, jobs, unemployment, and spending	Security Issues – like terrorism, foreign policy, and border security	Health Care Issues – like the 2010 health care law, Medicaid, other challenges	Seniors Issues – like Medicare and Social Security	Women's Issues – like birth control, abortion, and equal pay	Education Issues – like school standards, class sizes, school choice, and student loans	Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables	Other:	Total N
Registered Voters	41%(820)	12%(234)	8% (165)	11% (221)	14%(285)	3% (52)	7% (134)	5% (94)	2005
4-Region: Northeast	36% (126)	10% (36)	11% (38)	12% (41)	16% (58)	2% (7)	8% (29)	5% (17)	353
4-Region: Midwest	40% (183)	13% (59)	7% (32)	9% (43)	16% (73)	3% (12)	7% (30)	6% (25)	459
4-Region: South	44%(333)	13% (98)	8% (60)	11% (81)	13% (96)	2% (17)	5% (39)	3% (26)	750
4-Region: West	40% (178)	9% (40)	8% (35)	13% (56)	13% (56)	4% (16)	8% (36)	6% (26)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_1: *When purchasing beef, how important, if at all, is each of the following?*
Safety

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1268)	23%	(454)	3%	(69)	3%	(50)	4%	(82)	4%	(82)	2005
Gender: Male	58%	(540)	28%	(259)	5%	(45)	3%	(30)	4%	(36)	3%	(29)	939
Gender: Female	68%	(728)	18%	(194)	2%	(24)	2%	(20)	4%	(46)	5%	(54)	1066
Age: 18-34	60%	(288)	21%	(101)	6%	(27)	3%	(15)	5%	(22)	5%	(25)	478
Age: 35-44	57%	(174)	29%	(87)	3%	(8)	3%	(10)	4%	(13)	4%	(12)	305
Age: 45-64	67%	(485)	21%	(150)	3%	(21)	2%	(15)	4%	(30)	3%	(21)	723
Age: 65+	64%	(321)	23%	(115)	2%	(12)	2%	(10)	3%	(17)	5%	(23)	500
GenZers: 1997-2012	52%	(59)	25%	(29)	7%	(8)	5%	(5)	6%	(7)	5%	(6)	115
Millennials: 1981-1996	61%	(355)	23%	(134)	4%	(23)	3%	(18)	4%	(22)	5%	(28)	579
GenXers: 1965-1980	64%	(312)	23%	(111)	3%	(12)	3%	(13)	5%	(24)	3%	(13)	485
Baby Boomers: 1946-1964	66%	(496)	22%	(161)	3%	(21)	2%	(14)	3%	(26)	4%	(32)	749
PID: Dem (no lean)	65%	(551)	18%	(155)	4%	(33)	2%	(19)	4%	(37)	6%	(49)	843
PID: Ind (no lean)	61%	(299)	23%	(113)	5%	(24)	2%	(9)	5%	(23)	4%	(21)	490
PID: Rep (no lean)	62%	(418)	28%	(186)	2%	(12)	3%	(22)	3%	(22)	2%	(12)	672
PID/Gender: Dem Men	63%	(242)	20%	(78)	6%	(22)	3%	(12)	4%	(16)	4%	(17)	386
PID/Gender: Dem Women	68%	(309)	17%	(77)	2%	(10)	2%	(7)	5%	(22)	7%	(32)	457
PID/Gender: Ind Men	54%	(133)	28%	(69)	6%	(16)	2%	(6)	6%	(14)	4%	(10)	247
PID/Gender: Ind Women	69%	(166)	18%	(44)	3%	(8)	2%	(4)	4%	(9)	5%	(11)	242
PID/Gender: Rep Men	54%	(166)	37%	(113)	2%	(7)	4%	(13)	2%	(6)	1%	(2)	306
PID/Gender: Rep Women	69%	(253)	20%	(74)	2%	(6)	2%	(9)	4%	(15)	3%	(10)	366
Ideo: Liberal (1-3)	64%	(403)	20%	(126)	4%	(23)	2%	(10)	3%	(17)	7%	(46)	625
Ideo: Moderate (4)	63%	(388)	22%	(137)	5%	(32)	2%	(12)	5%	(29)	2%	(15)	613
Ideo: Conservative (5-7)	62%	(435)	26%	(185)	2%	(13)	4%	(26)	4%	(27)	2%	(16)	702
Educ: < College	68%	(830)	19%	(230)	3%	(32)	2%	(26)	5%	(56)	3%	(41)	1215
Educ: Bachelors degree	54%	(267)	30%	(147)	4%	(21)	4%	(17)	3%	(17)	6%	(27)	497
Educ: Post-grad	58%	(171)	26%	(77)	5%	(15)	2%	(7)	3%	(9)	5%	(14)	293
Income: Under 50k	66%	(591)	18%	(164)	3%	(25)	2%	(21)	5%	(46)	5%	(44)	891
Income: 50k-100k	61%	(436)	25%	(180)	4%	(30)	2%	(14)	4%	(27)	4%	(26)	713
Income: 100k+	60%	(241)	27%	(110)	3%	(13)	4%	(15)	2%	(9)	3%	(13)	401
Ethnicity: White	62%	(966)	24%	(380)	4%	(60)	3%	(42)	4%	(57)	4%	(63)	1569

Continued on next page

Table CPA1_1: *When purchasing beef, how important, if at all, is each of the following?*
Safety

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1268)	23%	(454)	3%	(69)	3%	(50)	4%	(82)	4%	(82)	2005
Ethnicity: Hispanic	62%	(127)	25%	(52)	3%	(5)	3%	(6)	3%	(7)	3%	(7)	205
Ethnicity: Black	72%	(179)	14%	(36)	2%	(4)	2%	(4)	7%	(17)	4%	(10)	250
Ethnicity: Other	66%	(123)	20%	(38)	2%	(4)	2%	(4)	4%	(7)	5%	(9)	185
All Christian	63%	(667)	26%	(278)	3%	(32)	2%	(20)	4%	(39)	3%	(30)	1067
All Non-Christian	59%	(55)	14%	(13)	8%	(7)	3%	(3)	2%	(2)	14%	(13)	93
Atheist	56%	(52)	23%	(21)	1%	(1)	2%	(2)	3%	(3)	14%	(13)	91
Agnostic/Nothing in particular	64%	(313)	18%	(89)	4%	(21)	3%	(16)	6%	(28)	4%	(22)	489
Something Else	68%	(181)	20%	(53)	3%	(7)	3%	(9)	4%	(10)	2%	(5)	265
Religious Non-Protestant/Catholic	59%	(63)	16%	(17)	7%	(7)	5%	(6)	2%	(2)	12%	(13)	107
Evangelical	62%	(368)	26%	(154)	3%	(19)	3%	(16)	3%	(20)	2%	(13)	590
Non-Evangelical	65%	(467)	24%	(169)	3%	(19)	1%	(10)	4%	(28)	3%	(22)	715
Community: Urban	63%	(342)	22%	(118)	5%	(25)	2%	(13)	4%	(23)	4%	(22)	543
Community: Suburban	62%	(597)	23%	(223)	4%	(37)	3%	(28)	4%	(38)	5%	(46)	969
Community: Rural	67%	(329)	23%	(112)	1%	(7)	2%	(10)	4%	(21)	3%	(14)	493
Employ: Private Sector	60%	(396)	27%	(177)	4%	(29)	3%	(18)	3%	(22)	3%	(19)	662
Employ: Government	66%	(80)	21%	(26)	6%	(7)	2%	(2)	1%	(1)	4%	(4)	120
Employ: Self-Employed	56%	(91)	29%	(47)	2%	(3)	4%	(6)	4%	(6)	5%	(8)	162
Employ: Homemaker	69%	(108)	19%	(30)	1%	(2)	2%	(3)	6%	(9)	3%	(4)	156
Employ: Retired	66%	(382)	21%	(124)	3%	(17)	2%	(9)	4%	(22)	5%	(28)	582
Employ: Unemployed	70%	(126)	10%	(18)	2%	(3)	6%	(10)	6%	(12)	6%	(11)	180
Employ: Other	66%	(70)	16%	(17)	5%	(6)	1%	(1)	7%	(7)	4%	(5)	105
Military HH: Yes	63%	(193)	23%	(72)	4%	(13)	2%	(7)	4%	(12)	3%	(10)	308
Military HH: No	63%	(1075)	22%	(381)	3%	(55)	3%	(43)	4%	(70)	4%	(72)	1697
RD/WT: Right Direction	64%	(453)	22%	(153)	4%	(32)	2%	(17)	3%	(20)	5%	(36)	711
RD/WT: Wrong Track	63%	(815)	23%	(300)	3%	(37)	3%	(34)	5%	(62)	4%	(47)	1294
Biden Job Approve	66%	(643)	21%	(202)	4%	(39)	1%	(14)	2%	(22)	6%	(56)	977
Biden Job Disapprove	61%	(603)	25%	(249)	3%	(29)	3%	(34)	5%	(52)	2%	(24)	991

Table CPA1_1: *When purchasing beef, how important, if at all, is each of the following?*
Safety

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1268)	23%	(454)	3%	(69)	3%	(50)	4%	(82)	4%	(82)	2005
Biden Job Strongly Approve	70%	(332)	17%	(81)	4%	(17)	2%	(11)	2%	(9)	6%	(27)	477
Biden Job Somewhat Approve	62%	(311)	24%	(121)	4%	(22)	1%	(3)	3%	(14)	6%	(29)	501
Biden Job Somewhat Disapprove	56%	(146)	26%	(67)	3%	(8)	5%	(12)	8%	(20)	3%	(9)	262
Biden Job Strongly Disapprove	63%	(457)	25%	(182)	3%	(21)	3%	(22)	4%	(32)	2%	(15)	729
Favorable of Biden	66%	(658)	20%	(198)	4%	(41)	1%	(13)	3%	(25)	6%	(56)	991
Unfavorable of Biden	61%	(589)	26%	(250)	3%	(27)	3%	(33)	5%	(48)	2%	(22)	968
Very Favorable of Biden	71%	(353)	15%	(77)	3%	(16)	2%	(8)	3%	(14)	6%	(29)	496
Somewhat Favorable of Biden	62%	(306)	24%	(121)	5%	(24)	1%	(5)	2%	(12)	5%	(27)	495
Somewhat Unfavorable of Biden	55%	(119)	28%	(61)	3%	(6)	4%	(9)	7%	(14)	3%	(6)	216
Very Unfavorable of Biden	62%	(469)	25%	(190)	3%	(20)	3%	(23)	4%	(34)	2%	(16)	752
#1 Issue: Economy	63%	(519)	25%	(201)	3%	(26)	3%	(24)	4%	(32)	2%	(18)	820
#1 Issue: Security	62%	(145)	25%	(60)	2%	(6)	2%	(5)	5%	(12)	3%	(7)	234
#1 Issue: Health Care	60%	(99)	24%	(39)	4%	(6)	3%	(4)	2%	(4)	8%	(13)	165
#1 Issue: Medicare / Social Security	65%	(144)	18%	(41)	5%	(12)	2%	(5)	3%	(8)	5%	(12)	221
#1 Issue: Women's Issues	66%	(187)	17%	(50)	3%	(7)	3%	(7)	5%	(16)	6%	(17)	285
#1 Issue: Education	59%	(31)	28%	(14)	7%	(3)	3%	(1)	—	(0)	5%	(2)	52
#1 Issue: Energy	64%	(86)	23%	(30)	3%	(3)	1%	(2)	3%	(4)	6%	(8)	134
#1 Issue: Other	60%	(57)	20%	(19)	6%	(5)	2%	(2)	7%	(7)	6%	(6)	94
2020 Vote: Joe Biden	65%	(670)	20%	(206)	4%	(41)	2%	(22)	3%	(36)	6%	(60)	1034
2020 Vote: Donald Trump	61%	(463)	28%	(215)	3%	(21)	3%	(21)	3%	(25)	2%	(12)	757
2020 Vote: Other	54%	(27)	22%	(11)	5%	(2)	4%	(2)	14%	(7)	2%	(1)	51
2020 Vote: Didn't Vote	67%	(109)	13%	(21)	2%	(4)	3%	(5)	9%	(14)	6%	(10)	163
2018 House Vote: Democrat	65%	(551)	19%	(162)	4%	(34)	2%	(18)	4%	(34)	6%	(52)	852
2018 House Vote: Republican	61%	(413)	29%	(195)	3%	(20)	3%	(21)	3%	(20)	1%	(9)	678
2018 House Vote: Someone else	63%	(36)	25%	(15)	1%	(0)	1%	(1)	10%	(6)	—	(0)	58
2016 Vote: Hillary Clinton	63%	(531)	20%	(164)	4%	(34)	3%	(21)	4%	(34)	6%	(53)	837
2016 Vote: Donald Trump	64%	(512)	28%	(221)	2%	(16)	2%	(19)	3%	(25)	1%	(8)	801
2016 Vote: Other	60%	(61)	22%	(22)	5%	(5)	1%	(1)	5%	(5)	7%	(7)	100
2016 Vote: Didn't Vote	62%	(164)	17%	(45)	5%	(14)	3%	(9)	7%	(18)	5%	(14)	263

Table CPA1_1: *When purchasing beef, how important, if at all, is each of the following?*
Safety

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1268)	23%	(454)	3%	(69)	3%	(50)	4%	(82)	4%	(82)	2005
Voted in 2014: Yes	62%	(884)	25%	(350)	3%	(42)	3%	(38)	4%	(56)	4%	(56)	1426
Voted in 2014: No	66%	(384)	18%	(104)	5%	(27)	2%	(13)	4%	(26)	4%	(26)	579
4-Region: Northeast	65%	(228)	21%	(72)	3%	(11)	2%	(8)	5%	(16)	5%	(17)	353
4-Region: Midwest	66%	(305)	23%	(106)	3%	(14)	3%	(13)	3%	(13)	2%	(9)	459
4-Region: South	65%	(487)	21%	(157)	3%	(26)	2%	(17)	4%	(30)	4%	(32)	750
4-Region: West	56%	(248)	27%	(119)	4%	(18)	3%	(12)	5%	(23)	5%	(24)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_2: *When purchasing beef, how important, if at all, is each of the following?*

Cost

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1257)	25%	(511)	5%	(100)	2%	(32)	1%	(24)	4%	(80)	2005
Gender: Male	59%	(556)	28%	(266)	6%	(57)	2%	(19)	1%	(9)	3%	(32)	939
Gender: Female	66%	(701)	23%	(245)	4%	(43)	1%	(13)	1%	(16)	5%	(48)	1066
Age: 18-34	55%	(263)	27%	(131)	7%	(32)	4%	(18)	2%	(11)	5%	(23)	478
Age: 35-44	61%	(187)	26%	(80)	5%	(15)	2%	(6)	2%	(5)	4%	(12)	305
Age: 45-64	67%	(487)	24%	(174)	4%	(28)	1%	(5)	1%	(7)	3%	(22)	723
Age: 65+	64%	(321)	25%	(126)	5%	(24)	1%	(4)	—	(1)	5%	(23)	500
GenZers: 1997-2012	52%	(59)	28%	(32)	10%	(11)	5%	(6)	4%	(4)	2%	(3)	115
Millennials: 1981-1996	58%	(334)	27%	(155)	6%	(34)	3%	(18)	2%	(10)	5%	(28)	579
GenXers: 1965-1980	67%	(326)	24%	(118)	4%	(19)	1%	(3)	1%	(4)	3%	(14)	485
Baby Boomers: 1946-1964	66%	(498)	24%	(179)	4%	(31)	1%	(5)	1%	(5)	4%	(31)	749
PID: Dem (no lean)	58%	(492)	26%	(216)	7%	(59)	2%	(16)	1%	(13)	6%	(47)	843
PID: Ind (no lean)	65%	(317)	25%	(122)	3%	(16)	1%	(5)	1%	(7)	5%	(23)	490
PID: Rep (no lean)	67%	(448)	26%	(173)	4%	(25)	2%	(11)	1%	(5)	2%	(10)	672
PID/Gender: Dem Men	57%	(219)	28%	(108)	8%	(30)	2%	(9)	1%	(3)	4%	(17)	386
PID/Gender: Dem Women	60%	(273)	24%	(108)	6%	(29)	2%	(7)	2%	(10)	7%	(30)	457
PID/Gender: Ind Men	60%	(150)	28%	(70)	4%	(10)	1%	(2)	1%	(3)	5%	(13)	247
PID/Gender: Ind Women	69%	(168)	21%	(52)	2%	(6)	1%	(3)	2%	(4)	4%	(10)	242
PID/Gender: Rep Men	61%	(187)	29%	(88)	6%	(17)	3%	(8)	1%	(3)	1%	(2)	306
PID/Gender: Rep Women	71%	(261)	23%	(85)	2%	(7)	1%	(3)	1%	(2)	2%	(8)	366
Ideo: Liberal (1-3)	60%	(378)	25%	(157)	5%	(30)	2%	(12)	1%	(7)	7%	(41)	625
Ideo: Moderate (4)	61%	(373)	28%	(169)	6%	(40)	1%	(7)	1%	(8)	3%	(16)	613
Ideo: Conservative (5-7)	66%	(466)	25%	(175)	4%	(27)	2%	(11)	1%	(5)	3%	(18)	702
Educ: < College	68%	(828)	22%	(269)	4%	(44)	1%	(16)	1%	(17)	3%	(40)	1215
Educ: Bachelors degree	53%	(262)	31%	(153)	8%	(41)	2%	(12)	1%	(3)	5%	(26)	497
Educ: Post-grad	57%	(167)	30%	(89)	5%	(14)	1%	(4)	1%	(4)	5%	(14)	293
Income: Under 50k	69%	(618)	19%	(169)	4%	(32)	2%	(13)	2%	(18)	5%	(41)	891
Income: 50k-100k	61%	(433)	29%	(204)	5%	(34)	1%	(10)	1%	(4)	4%	(27)	713
Income: 100k+	52%	(207)	34%	(138)	8%	(34)	2%	(9)	—	(2)	3%	(12)	401
Ethnicity: White	63%	(985)	26%	(406)	5%	(84)	1%	(20)	1%	(13)	4%	(61)	1569

Continued on next page

Table CPA1_2: *When purchasing beef, how important, if at all, is each of the following?*

Cost

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1257)	25%	(511)	5%	(100)	2%	(32)	1%	(24)	4%	(80)	2005
Ethnicity: Hispanic	64%	(130)	25%	(52)	6%	(12)	2%	(3)	1%	(2)	2%	(5)	205
Ethnicity: Black	65%	(162)	22%	(54)	3%	(8)	3%	(7)	3%	(7)	5%	(12)	250
Ethnicity: Other	60%	(111)	27%	(51)	4%	(8)	3%	(5)	2%	(4)	4%	(7)	185
All Christian	66%	(704)	25%	(262)	5%	(52)	1%	(15)	1%	(7)	3%	(28)	1067
All Non-Christian	40%	(37)	37%	(35)	11%	(10)	—	(0)	—	(0)	12%	(11)	93
Atheist	47%	(43)	31%	(29)	5%	(4)	1%	(1)	2%	(2)	14%	(13)	91
Agnostic/Nothing in particular	60%	(291)	28%	(136)	4%	(21)	2%	(8)	2%	(11)	4%	(21)	489
Something Else	69%	(182)	19%	(50)	5%	(12)	3%	(8)	2%	(5)	3%	(8)	265
Religious Non-Protestant/Catholic	45%	(48)	35%	(37)	9%	(10)	1%	(1)	—	(0)	10%	(11)	107
Evangelical	67%	(396)	24%	(140)	5%	(27)	2%	(10)	—	(2)	3%	(15)	590
Non-Evangelical	66%	(474)	23%	(165)	5%	(37)	2%	(11)	1%	(7)	3%	(21)	715
Community: Urban	58%	(317)	27%	(149)	5%	(27)	3%	(18)	2%	(8)	4%	(22)	543
Community: Suburban	61%	(593)	27%	(259)	6%	(55)	1%	(10)	1%	(9)	5%	(44)	969
Community: Rural	70%	(347)	21%	(103)	4%	(18)	1%	(4)	1%	(7)	3%	(14)	493
Employ: Private Sector	59%	(391)	30%	(196)	6%	(42)	2%	(12)	1%	(5)	2%	(16)	662
Employ: Government	63%	(76)	26%	(31)	6%	(7)	—	(0)	1%	(1)	4%	(5)	120
Employ: Self-Employed	61%	(99)	25%	(41)	3%	(5)	4%	(7)	—	(1)	6%	(10)	162
Employ: Homemaker	64%	(100)	24%	(38)	8%	(12)	—	(1)	1%	(2)	3%	(4)	156
Employ: Retired	66%	(386)	23%	(134)	4%	(25)	—	(2)	1%	(3)	5%	(31)	582
Employ: Unemployed	66%	(120)	18%	(33)	2%	(4)	4%	(7)	4%	(7)	5%	(9)	180
Employ: Other	65%	(69)	23%	(24)	3%	(4)	1%	(1)	4%	(5)	3%	(3)	105
Military HH: Yes	64%	(198)	27%	(82)	5%	(15)	1%	(2)	1%	(3)	3%	(8)	308
Military HH: No	62%	(1059)	25%	(429)	5%	(85)	2%	(31)	1%	(22)	4%	(72)	1697
RD/WT: Right Direction	58%	(413)	27%	(195)	7%	(50)	2%	(13)	1%	(7)	5%	(33)	711
RD/WT: Wrong Track	65%	(844)	24%	(316)	4%	(50)	1%	(19)	1%	(18)	4%	(47)	1294
Biden Job Approve	60%	(583)	28%	(269)	5%	(50)	2%	(18)	—	(4)	5%	(52)	977
Biden Job Disapprove	66%	(654)	24%	(237)	5%	(47)	1%	(14)	1%	(13)	3%	(26)	991

Table CPA1_2: *When purchasing beef, how important, if at all, is each of the following?*

Cost

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1257)	25%	(511)	5%	(100)	2%	(32)	1%	(24)	4%	(80)	2005
Biden Job Strongly Approve	61%	(292)	24%	(115)	8%	(37)	2%	(9)	—	(2)	5%	(23)	477
Biden Job Somewhat Approve	58%	(291)	31%	(155)	3%	(14)	2%	(9)	1%	(3)	6%	(30)	501
Biden Job Somewhat Disapprove	56%	(146)	27%	(71)	9%	(24)	1%	(4)	3%	(7)	3%	(9)	262
Biden Job Strongly Disapprove	70%	(507)	23%	(166)	3%	(23)	1%	(10)	1%	(5)	2%	(17)	729
Favorable of Biden	61%	(604)	26%	(255)	5%	(54)	2%	(18)	1%	(5)	5%	(54)	991
Unfavorable of Biden	66%	(635)	25%	(242)	4%	(43)	1%	(13)	1%	(10)	2%	(24)	968
Very Favorable of Biden	63%	(315)	21%	(104)	8%	(39)	2%	(8)	—	(2)	6%	(29)	496
Somewhat Favorable of Biden	58%	(289)	31%	(151)	3%	(15)	2%	(11)	1%	(3)	5%	(25)	495
Somewhat Unfavorable of Biden	54%	(117)	30%	(65)	9%	(20)	1%	(2)	1%	(3)	4%	(8)	216
Very Unfavorable of Biden	69%	(518)	24%	(177)	3%	(23)	1%	(11)	1%	(7)	2%	(15)	752
#1 Issue: Economy	65%	(535)	27%	(219)	4%	(30)	1%	(9)	1%	(10)	2%	(17)	820
#1 Issue: Security	66%	(155)	22%	(51)	5%	(13)	2%	(5)	—	(1)	4%	(10)	234
#1 Issue: Health Care	55%	(92)	25%	(41)	10%	(16)	4%	(6)	1%	(2)	5%	(8)	165
#1 Issue: Medicare / Social Security	64%	(141)	25%	(56)	3%	(6)	1%	(2)	—	(0)	7%	(15)	221
#1 Issue: Women's Issues	61%	(175)	21%	(61)	5%	(15)	3%	(9)	3%	(8)	6%	(17)	285
#1 Issue: Education	57%	(30)	36%	(19)	6%	(3)	—	(0)	—	(0)	1%	(0)	52
#1 Issue: Energy	54%	(72)	29%	(39)	11%	(15)	—	(0)	—	(1)	6%	(8)	134
#1 Issue: Other	61%	(57)	27%	(25)	3%	(2)	—	(0)	3%	(3)	6%	(6)	94
2020 Vote: Joe Biden	59%	(612)	27%	(280)	6%	(59)	2%	(18)	1%	(9)	5%	(57)	1034
2020 Vote: Donald Trump	67%	(508)	25%	(189)	4%	(29)	2%	(13)	1%	(6)	2%	(12)	757
2020 Vote: Other	63%	(32)	26%	(13)	5%	(2)	1%	(0)	5%	(2)	2%	(1)	51
2020 Vote: Didn't Vote	65%	(105)	18%	(29)	6%	(10)	1%	(2)	4%	(7)	6%	(10)	163
2018 House Vote: Democrat	58%	(496)	27%	(228)	7%	(56)	2%	(16)	1%	(7)	6%	(49)	852
2018 House Vote: Republican	68%	(461)	26%	(175)	3%	(18)	2%	(12)	1%	(4)	1%	(9)	678
2018 House Vote: Someone else	68%	(39)	26%	(15)	3%	(2)	1%	(0)	3%	(2)	—	(0)	58
2016 Vote: Hillary Clinton	60%	(500)	26%	(214)	6%	(53)	2%	(13)	1%	(7)	6%	(50)	837
2016 Vote: Donald Trump	67%	(539)	26%	(204)	4%	(31)	2%	(14)	1%	(5)	1%	(8)	801
2016 Vote: Other	64%	(64)	25%	(25)	1%	(1)	—	(0)	2%	(2)	7%	(7)	100
2016 Vote: Didn't Vote	58%	(154)	25%	(65)	6%	(15)	2%	(5)	4%	(10)	6%	(15)	263

Table CPA1_2: *When purchasing beef, how important, if at all, is each of the following?*

Cost

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	63%	(1257)	25%	(511)	5%	(100)	2%	(32)	1%	(24)	4%	(80)	2005
Voted in 2014: Yes	63%	(896)	26%	(375)	5%	(73)	1%	(20)	1%	(12)	3%	(49)	1426
Voted in 2014: No	62%	(361)	23%	(136)	5%	(27)	2%	(12)	2%	(12)	5%	(31)	579
4-Region: Northeast	54%	(189)	31%	(110)	7%	(25)	2%	(5)	1%	(5)	5%	(19)	353
4-Region: Midwest	72%	(329)	20%	(91)	4%	(18)	1%	(6)	1%	(6)	2%	(9)	459
4-Region: South	65%	(487)	23%	(175)	5%	(38)	2%	(13)	1%	(8)	4%	(28)	750
4-Region: West	57%	(252)	30%	(135)	4%	(19)	2%	(8)	1%	(6)	5%	(24)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_3: *When purchasing beef, how important, if at all, is each of the following?*
Quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	70%	(1400)	22%	(437)	2%	(45)	1%	(19)	1%	(27)	4%	(78)	2005
Gender: Male	67%	(629)	25%	(231)	3%	(28)	1%	(13)	1%	(9)	3%	(29)	939
Gender: Female	72%	(771)	19%	(206)	2%	(16)	1%	(6)	2%	(18)	5%	(49)	1066
Age: 18-34	62%	(294)	24%	(115)	5%	(24)	2%	(10)	3%	(13)	4%	(21)	478
Age: 35-44	68%	(207)	24%	(72)	2%	(8)	1%	(2)	2%	(5)	4%	(11)	305
Age: 45-64	73%	(530)	21%	(149)	1%	(10)	1%	(5)	1%	(6)	3%	(22)	723
Age: 65+	74%	(369)	20%	(100)	1%	(3)	—	(2)	1%	(3)	5%	(23)	500
GenZers: 1997-2012	55%	(63)	26%	(30)	10%	(11)	3%	(4)	3%	(4)	2%	(3)	115
Millennials: 1981-1996	65%	(378)	24%	(137)	3%	(18)	1%	(8)	2%	(13)	4%	(26)	579
GenXers: 1965-1980	70%	(340)	23%	(110)	3%	(12)	1%	(6)	1%	(4)	3%	(14)	485
Baby Boomers: 1946-1964	76%	(569)	18%	(138)	—	(2)	—	(2)	1%	(6)	4%	(32)	749
PID: Dem (no lean)	69%	(578)	20%	(172)	3%	(22)	1%	(7)	2%	(16)	6%	(48)	843
PID: Ind (no lean)	69%	(339)	21%	(105)	2%	(9)	2%	(9)	2%	(8)	4%	(19)	490
PID: Rep (no lean)	72%	(482)	24%	(160)	2%	(13)	—	(3)	1%	(4)	2%	(10)	672
PID/Gender: Dem Men	67%	(261)	22%	(83)	4%	(16)	1%	(6)	1%	(4)	4%	(17)	386
PID/Gender: Dem Women	69%	(317)	19%	(89)	1%	(6)	—	(1)	3%	(12)	7%	(31)	457
PID/Gender: Ind Men	64%	(159)	26%	(64)	2%	(5)	2%	(5)	1%	(3)	4%	(10)	247
PID/Gender: Ind Women	74%	(180)	17%	(41)	2%	(4)	1%	(4)	2%	(4)	4%	(9)	242
PID/Gender: Rep Men	68%	(209)	27%	(83)	2%	(7)	1%	(2)	1%	(2)	1%	(2)	306
PID/Gender: Rep Women	74%	(273)	21%	(77)	2%	(6)	—	(1)	—	(1)	2%	(8)	366
Ideo: Liberal (1-3)	70%	(439)	19%	(120)	2%	(13)	1%	(5)	1%	(6)	7%	(41)	625
Ideo: Moderate (4)	68%	(420)	23%	(140)	3%	(21)	1%	(7)	2%	(9)	3%	(16)	613
Ideo: Conservative (5-7)	72%	(505)	23%	(162)	1%	(10)	1%	(6)	—	(4)	2%	(15)	702
Educ: < College	74%	(898)	18%	(222)	2%	(27)	1%	(11)	2%	(20)	3%	(37)	1215
Educ: Bachelors degree	63%	(314)	27%	(135)	2%	(11)	1%	(7)	1%	(3)	5%	(26)	497
Educ: Post-grad	64%	(187)	27%	(80)	2%	(7)	—	(1)	1%	(3)	5%	(14)	293
Income: Under 50k	69%	(613)	21%	(185)	2%	(17)	1%	(12)	2%	(21)	5%	(42)	891
Income: 50k-100k	70%	(498)	23%	(161)	3%	(20)	1%	(6)	1%	(4)	3%	(24)	713
Income: 100k+	72%	(289)	23%	(91)	2%	(7)	—	(1)	—	(2)	3%	(11)	401
Ethnicity: White	69%	(1089)	23%	(354)	2%	(34)	1%	(17)	1%	(16)	4%	(58)	1569

Continued on next page

Table CPA1_3: *When purchasing beef, how important, if at all, is each of the following?*
Quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	70%	(1400)	22%	(437)	2%	(45)	1%	(19)	1%	(27)	4%	(78)	2005
Ethnicity: Hispanic	71%	(145)	19%	(38)	5%	(10)	2%	(3)	2%	(3)	2%	(5)	205
Ethnicity: Black	73%	(182)	17%	(41)	2%	(6)	1%	(1)	3%	(8)	5%	(13)	250
Ethnicity: Other	69%	(128)	23%	(42)	3%	(5)	—	(0)	2%	(3)	4%	(7)	185
All Christian	71%	(762)	22%	(233)	3%	(28)	1%	(11)	1%	(8)	2%	(26)	1067
All Non-Christian	62%	(57)	25%	(23)	1%	(1)	1%	(1)	—	(0)	12%	(11)	93
Atheist	58%	(53)	25%	(23)	2%	(2)	—	(0)	2%	(2)	14%	(12)	91
Agnostic/Nothing in particular	69%	(335)	22%	(109)	2%	(9)	1%	(3)	2%	(12)	4%	(20)	489
Something Else	73%	(192)	19%	(50)	2%	(5)	2%	(4)	2%	(6)	3%	(9)	265
Religious Non-Protestant/Catholic	62%	(66)	24%	(26)	4%	(4)	—	(1)	—	(0)	10%	(11)	107
Evangelical	72%	(425)	22%	(130)	2%	(12)	1%	(6)	—	(2)	3%	(15)	590
Non-Evangelical	72%	(513)	21%	(147)	2%	(17)	1%	(9)	1%	(10)	3%	(19)	715
Community: Urban	67%	(364)	23%	(127)	3%	(18)	1%	(7)	2%	(9)	4%	(19)	543
Community: Suburban	70%	(674)	22%	(216)	2%	(18)	1%	(6)	1%	(9)	5%	(45)	969
Community: Rural	73%	(361)	19%	(94)	2%	(9)	1%	(6)	2%	(9)	3%	(14)	493
Employ: Private Sector	67%	(444)	25%	(166)	4%	(24)	1%	(4)	1%	(7)	2%	(16)	662
Employ: Government	72%	(86)	20%	(24)	3%	(3)	—	(0)	2%	(2)	4%	(4)	120
Employ: Self-Employed	71%	(114)	19%	(30)	2%	(4)	3%	(5)	—	(1)	5%	(8)	162
Employ: Homemaker	74%	(116)	20%	(32)	1%	(1)	—	(1)	1%	(2)	3%	(4)	156
Employ: Retired	73%	(424)	20%	(117)	1%	(5)	1%	(3)	—	(2)	5%	(31)	582
Employ: Unemployed	68%	(123)	20%	(37)	1%	(1)	2%	(3)	3%	(6)	6%	(10)	180
Employ: Other	69%	(72)	19%	(20)	4%	(4)	1%	(1)	5%	(5)	3%	(3)	105
Military HH: Yes	76%	(234)	19%	(59)	1%	(2)	1%	(2)	1%	(3)	3%	(8)	308
Military HH: No	69%	(1166)	22%	(378)	3%	(43)	1%	(17)	1%	(24)	4%	(70)	1697
RD/WT: Right Direction	68%	(485)	21%	(153)	3%	(19)	2%	(13)	1%	(10)	4%	(31)	711
RD/WT: Wrong Track	71%	(914)	22%	(284)	2%	(25)	—	(6)	1%	(17)	4%	(47)	1294
Biden Job Approve	70%	(687)	21%	(201)	2%	(21)	1%	(7)	1%	(7)	6%	(54)	977
Biden Job Disapprove	70%	(695)	23%	(228)	2%	(23)	1%	(10)	1%	(11)	2%	(23)	991

Table CPA1_3: *When purchasing beef, how important, if at all, is each of the following?*
Quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	70%	(1400)	22%	(437)	2%	(45)	1%	(19)	1%	(27)	4%	(78)	2005
Biden Job Strongly Approve	75%	(356)	16%	(75)	3%	(14)	1%	(4)	1%	(4)	5%	(23)	477
Biden Job Somewhat Approve	66%	(331)	25%	(126)	1%	(7)	1%	(3)	1%	(3)	6%	(31)	501
Biden Job Somewhat Disapprove	64%	(167)	25%	(66)	4%	(10)	1%	(3)	3%	(7)	3%	(9)	262
Biden Job Strongly Disapprove	72%	(528)	22%	(162)	2%	(14)	1%	(7)	1%	(4)	2%	(14)	729
Favorable of Biden	71%	(702)	20%	(194)	2%	(22)	1%	(9)	1%	(8)	6%	(56)	991
Unfavorable of Biden	70%	(676)	24%	(232)	2%	(22)	1%	(7)	1%	(10)	2%	(21)	968
Very Favorable of Biden	74%	(367)	15%	(77)	3%	(14)	1%	(4)	1%	(5)	6%	(29)	496
Somewhat Favorable of Biden	68%	(335)	24%	(118)	2%	(8)	1%	(5)	1%	(3)	5%	(26)	495
Somewhat Unfavorable of Biden	62%	(133)	30%	(65)	3%	(7)	1%	(3)	1%	(3)	3%	(6)	216
Very Unfavorable of Biden	72%	(544)	22%	(167)	2%	(15)	1%	(5)	1%	(7)	2%	(15)	752
#1 Issue: Economy	71%	(579)	23%	(189)	3%	(21)	1%	(6)	1%	(8)	2%	(17)	820
#1 Issue: Security	73%	(170)	21%	(49)	1%	(3)	2%	(5)	—	(1)	3%	(7)	234
#1 Issue: Health Care	65%	(107)	23%	(38)	4%	(6)	2%	(3)	2%	(3)	5%	(8)	165
#1 Issue: Medicare / Social Security	79%	(174)	14%	(31)	—	(1)	—	(1)	—	(0)	7%	(15)	221
#1 Issue: Women's Issues	68%	(193)	20%	(56)	3%	(9)	—	(1)	3%	(10)	6%	(17)	285
#1 Issue: Education	69%	(36)	22%	(11)	5%	(2)	4%	(2)	—	(0)	1%	(0)	52
#1 Issue: Energy	64%	(85)	29%	(38)	—	(0)	1%	(2)	1%	(1)	6%	(8)	134
#1 Issue: Other	59%	(56)	27%	(25)	3%	(3)	1%	(1)	4%	(4)	6%	(6)	94
2020 Vote: Joe Biden	70%	(723)	20%	(206)	2%	(25)	1%	(10)	1%	(13)	6%	(57)	1034
2020 Vote: Donald Trump	71%	(535)	25%	(186)	2%	(16)	1%	(5)	1%	(4)	2%	(12)	757
2020 Vote: Other	65%	(33)	25%	(13)	1%	(0)	1%	(0)	7%	(4)	2%	(1)	51
2020 Vote: Didn't Vote	67%	(109)	20%	(33)	2%	(3)	3%	(4)	4%	(6)	5%	(8)	163
2018 House Vote: Democrat	70%	(597)	20%	(167)	2%	(19)	1%	(8)	1%	(10)	6%	(50)	852
2018 House Vote: Republican	71%	(482)	25%	(170)	1%	(10)	1%	(4)	—	(3)	1%	(9)	678
2018 House Vote: Someone else	64%	(37)	30%	(17)	1%	(0)	—	(0)	5%	(3)	—	(0)	58
2016 Vote: Hillary Clinton	69%	(577)	20%	(168)	3%	(21)	1%	(12)	1%	(10)	6%	(49)	837
2016 Vote: Donald Trump	72%	(578)	24%	(192)	2%	(16)	—	(4)	—	(4)	1%	(8)	801
2016 Vote: Other	66%	(66)	24%	(24)	—	(0)	—	(0)	4%	(4)	7%	(7)	100
2016 Vote: Didn't Vote	68%	(179)	19%	(51)	3%	(7)	1%	(3)	4%	(10)	5%	(14)	263

Continued on next page

Table CPA1_3: *When purchasing beef, how important, if at all, is each of the following?*
Quality

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	70%	(1400)	22%	(437)	2%	(45)	1%	(19)	1%	(27)	4%	(78)	2005
Voted in 2014: Yes	70%	(996)	23%	(331)	2%	(22)	1%	(11)	1%	(14)	4%	(51)	1426
Voted in 2014: No	70%	(403)	18%	(106)	4%	(23)	1%	(8)	2%	(12)	5%	(27)	579
4-Region: Northeast	69%	(243)	21%	(75)	3%	(10)	1%	(4)	1%	(4)	5%	(16)	353
4-Region: Midwest	73%	(336)	20%	(92)	2%	(11)	1%	(3)	2%	(7)	2%	(9)	459
4-Region: South	72%	(539)	20%	(153)	2%	(13)	1%	(8)	1%	(8)	4%	(29)	750
4-Region: West	63%	(281)	26%	(117)	2%	(10)	1%	(4)	2%	(7)	5%	(24)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_4: *When purchasing beef, how important, if at all, is each of the following?*
Supply

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	37%	(751)	40%	(797)	10%	(206)	3%	(59)	6%	(112)	4%	(80)	2005
Gender: Male	33%	(315)	43%	(405)	13%	(118)	4%	(37)	4%	(36)	3%	(29)	939
Gender: Female	41%	(437)	37%	(392)	8%	(88)	2%	(23)	7%	(76)	5%	(51)	1066
Age: 18-34	38%	(180)	34%	(162)	13%	(61)	5%	(24)	6%	(30)	4%	(21)	478
Age: 35-44	41%	(126)	37%	(113)	10%	(31)	3%	(8)	5%	(16)	4%	(12)	305
Age: 45-64	37%	(266)	44%	(317)	9%	(65)	2%	(16)	5%	(37)	3%	(22)	723
Age: 65+	36%	(180)	41%	(206)	10%	(49)	2%	(11)	6%	(29)	5%	(25)	500
GenZers: 1997-2012	31%	(36)	39%	(45)	11%	(12)	6%	(7)	10%	(12)	2%	(3)	115
Millennials: 1981-1996	41%	(239)	34%	(195)	12%	(67)	4%	(22)	5%	(30)	4%	(26)	579
GenXers: 1965-1980	37%	(180)	43%	(210)	10%	(49)	2%	(11)	4%	(21)	3%	(14)	485
Baby Boomers: 1946-1964	36%	(273)	42%	(312)	9%	(71)	2%	(15)	6%	(46)	4%	(33)	749
PID: Dem (no lean)	37%	(315)	37%	(315)	11%	(97)	2%	(19)	6%	(51)	6%	(48)	843
PID: Ind (no lean)	37%	(180)	38%	(186)	10%	(48)	4%	(19)	8%	(37)	4%	(20)	490
PID: Rep (no lean)	38%	(257)	44%	(297)	9%	(61)	3%	(22)	4%	(24)	2%	(12)	672
PID/Gender: Dem Men	34%	(129)	40%	(156)	16%	(63)	3%	(10)	3%	(10)	4%	(17)	386
PID/Gender: Dem Women	41%	(185)	35%	(159)	7%	(34)	2%	(8)	9%	(40)	7%	(30)	457
PID/Gender: Ind Men	35%	(87)	40%	(99)	9%	(23)	4%	(11)	7%	(18)	4%	(10)	247
PID/Gender: Ind Women	39%	(93)	36%	(87)	10%	(25)	3%	(8)	8%	(19)	4%	(10)	242
PID/Gender: Rep Men	32%	(98)	49%	(150)	10%	(32)	5%	(16)	2%	(8)	1%	(2)	306
PID/Gender: Rep Women	43%	(158)	40%	(146)	8%	(29)	2%	(6)	5%	(17)	3%	(10)	366
Ideo: Liberal (1-3)	36%	(228)	37%	(232)	11%	(71)	2%	(15)	6%	(38)	6%	(40)	625
Ideo: Moderate (4)	37%	(225)	41%	(249)	12%	(74)	3%	(16)	5%	(32)	3%	(16)	613
Ideo: Conservative (5-7)	39%	(273)	43%	(301)	8%	(57)	3%	(22)	5%	(32)	2%	(18)	702
Educ: < College	43%	(520)	36%	(433)	10%	(123)	3%	(37)	5%	(64)	3%	(37)	1215
Educ: Bachelors degree	31%	(156)	44%	(220)	10%	(50)	3%	(16)	6%	(28)	6%	(27)	497
Educ: Post-grad	26%	(75)	49%	(144)	11%	(33)	2%	(6)	7%	(20)	5%	(15)	293
Income: Under 50k	41%	(364)	35%	(312)	9%	(83)	4%	(32)	7%	(58)	5%	(41)	891
Income: 50k-100k	36%	(257)	41%	(294)	12%	(88)	2%	(17)	5%	(33)	3%	(24)	713
Income: 100k+	33%	(130)	48%	(191)	9%	(35)	3%	(10)	5%	(20)	3%	(14)	401
Ethnicity: White	37%	(581)	41%	(642)	11%	(172)	2%	(35)	5%	(79)	4%	(60)	1569

Table CPA1_4: *When purchasing beef, how important, if at all, is each of the following?*
Supply

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	37%	(751)	40%	(797)	10%	(206)	3%	(59)	6%	(112)	4%	(80)	2005
Ethnicity: Hispanic	41%	(84)	34%	(69)	10%	(21)	6%	(13)	6%	(12)	2%	(5)	205
Ethnicity: Black	47%	(119)	28%	(70)	8%	(21)	4%	(9)	8%	(19)	5%	(12)	250
Ethnicity: Other	28%	(52)	46%	(85)	7%	(13)	8%	(15)	7%	(14)	4%	(8)	185
All Christian	38%	(408)	43%	(462)	9%	(96)	3%	(28)	4%	(47)	2%	(26)	1067
All Non-Christian	29%	(27)	43%	(40)	12%	(11)	1%	(1)	4%	(4)	12%	(11)	93
Atheist	29%	(26)	29%	(27)	10%	(9)	7%	(6)	12%	(11)	14%	(12)	91
Agnostic/Nothing in particular	34%	(167)	37%	(181)	13%	(62)	4%	(18)	8%	(37)	5%	(23)	489
Something Else	46%	(123)	33%	(88)	10%	(26)	2%	(7)	5%	(13)	3%	(8)	265
Religious Non-Protestant/Catholic	29%	(31)	44%	(46)	12%	(13)	2%	(2)	4%	(4)	10%	(11)	107
Evangelical	44%	(259)	37%	(219)	10%	(58)	3%	(16)	4%	(23)	3%	(15)	590
Non-Evangelical	37%	(262)	45%	(320)	9%	(62)	2%	(17)	5%	(36)	3%	(19)	715
Community: Urban	39%	(212)	40%	(215)	10%	(53)	3%	(15)	5%	(27)	4%	(20)	543
Community: Suburban	34%	(327)	41%	(396)	11%	(110)	3%	(26)	7%	(63)	5%	(46)	969
Community: Rural	43%	(212)	38%	(185)	9%	(43)	4%	(18)	4%	(21)	3%	(14)	493
Employ: Private Sector	35%	(234)	43%	(284)	11%	(75)	2%	(12)	6%	(39)	3%	(18)	662
Employ: Government	33%	(40)	47%	(57)	12%	(14)	1%	(1)	2%	(3)	4%	(5)	120
Employ: Self-Employed	32%	(51)	37%	(59)	17%	(27)	5%	(8)	5%	(8)	5%	(8)	162
Employ: Homemaker	57%	(89)	29%	(45)	6%	(9)	3%	(4)	3%	(4)	3%	(4)	156
Employ: Retired	35%	(204)	42%	(247)	9%	(50)	3%	(16)	6%	(34)	5%	(31)	582
Employ: Unemployed	45%	(82)	30%	(54)	8%	(14)	5%	(9)	7%	(12)	5%	(9)	180
Employ: Other	35%	(37)	38%	(40)	11%	(12)	7%	(8)	6%	(6)	3%	(3)	105
Military HH: Yes	40%	(123)	36%	(112)	11%	(34)	5%	(14)	5%	(16)	3%	(8)	308
Military HH: No	37%	(629)	40%	(685)	10%	(172)	3%	(45)	6%	(96)	4%	(71)	1697
RD/WT: Right Direction	39%	(277)	37%	(262)	12%	(88)	3%	(18)	5%	(35)	4%	(31)	711
RD/WT: Wrong Track	37%	(475)	41%	(535)	9%	(117)	3%	(41)	6%	(77)	4%	(49)	1294
Biden Job Approve	37%	(358)	40%	(391)	11%	(105)	2%	(22)	5%	(48)	5%	(53)	977
Biden Job Disapprove	39%	(382)	40%	(397)	10%	(100)	3%	(33)	5%	(54)	3%	(25)	991

Table CPA1_4: *When purchasing beef, how important, if at all, is each of the following?*
Supply

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	37%	(751)	40%	(797)	10%	(206)	3%	(59)	6%	(112)	4%	(80)	2005
Biden Job Strongly Approve	44%	(210)	35%	(168)	10%	(50)	1%	(6)	4%	(20)	5%	(23)	477
Biden Job Somewhat Approve	30%	(148)	45%	(223)	11%	(55)	3%	(17)	6%	(28)	6%	(30)	501
Biden Job Somewhat Disapprove	27%	(71)	43%	(112)	16%	(41)	4%	(10)	7%	(19)	3%	(9)	262
Biden Job Strongly Disapprove	43%	(311)	39%	(286)	8%	(59)	3%	(22)	5%	(34)	2%	(17)	729
Favorable of Biden	38%	(375)	38%	(382)	10%	(103)	3%	(25)	5%	(51)	6%	(55)	991
Unfavorable of Biden	38%	(366)	42%	(404)	10%	(96)	3%	(29)	5%	(50)	2%	(23)	968
Very Favorable of Biden	45%	(224)	33%	(166)	9%	(46)	1%	(6)	5%	(25)	6%	(29)	496
Somewhat Favorable of Biden	31%	(151)	44%	(216)	12%	(57)	4%	(19)	5%	(26)	5%	(25)	495
Somewhat Unfavorable of Biden	24%	(51)	48%	(103)	16%	(34)	4%	(9)	6%	(14)	3%	(6)	216
Very Unfavorable of Biden	42%	(315)	40%	(301)	8%	(61)	3%	(20)	5%	(36)	2%	(17)	752
#1 Issue: Economy	40%	(325)	41%	(335)	10%	(79)	4%	(31)	4%	(33)	2%	(18)	820
#1 Issue: Security	34%	(79)	44%	(102)	12%	(28)	5%	(11)	2%	(6)	4%	(8)	234
#1 Issue: Health Care	37%	(61)	41%	(68)	11%	(18)	3%	(4)	4%	(7)	5%	(8)	165
#1 Issue: Medicare / Social Security	37%	(81)	36%	(80)	13%	(28)	2%	(5)	6%	(13)	7%	(15)	221
#1 Issue: Women's Issues	34%	(97)	37%	(105)	9%	(24)	3%	(8)	11%	(33)	6%	(17)	285
#1 Issue: Education	51%	(27)	29%	(15)	7%	(4)	1%	(1)	11%	(5)	1%	(0)	52
#1 Issue: Energy	36%	(49)	44%	(59)	11%	(14)	—	(0)	3%	(4)	6%	(8)	134
#1 Issue: Other	35%	(33)	35%	(33)	12%	(11)	—	(0)	12%	(11)	6%	(6)	94
2020 Vote: Joe Biden	36%	(374)	39%	(400)	11%	(113)	3%	(34)	5%	(56)	6%	(57)	1034
2020 Vote: Donald Trump	38%	(290)	44%	(332)	10%	(72)	2%	(18)	4%	(31)	2%	(14)	757
2020 Vote: Other	38%	(19)	34%	(18)	8%	(4)	4%	(2)	13%	(7)	2%	(1)	51
2020 Vote: Didn't Vote	41%	(67)	29%	(47)	10%	(17)	4%	(6)	11%	(18)	5%	(7)	163
2018 House Vote: Democrat	37%	(315)	39%	(329)	10%	(85)	3%	(22)	6%	(51)	6%	(50)	852
2018 House Vote: Republican	38%	(258)	46%	(310)	9%	(59)	3%	(19)	3%	(21)	2%	(11)	678
2018 House Vote: Someone else	32%	(18)	36%	(21)	11%	(6)	3%	(2)	19%	(11)	—	(0)	58
2016 Vote: Hillary Clinton	37%	(308)	38%	(318)	11%	(93)	3%	(21)	6%	(49)	6%	(48)	837
2016 Vote: Donald Trump	39%	(312)	43%	(348)	10%	(80)	3%	(22)	4%	(29)	1%	(10)	801
2016 Vote: Other	24%	(24)	45%	(45)	9%	(9)	5%	(5)	10%	(10)	7%	(7)	100
2016 Vote: Didn't Vote	40%	(106)	32%	(85)	9%	(23)	4%	(11)	9%	(24)	6%	(15)	263

Table CPA1_4: *When purchasing beef, how important, if at all, is each of the following?*
Supply

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	37%	(751)	40%	(797)	10%	(206)	3%	(59)	6%	(112)	4%	(80)	2005
Voted in 2014: Yes	38%	(537)	41%	(586)	10%	(140)	3%	(36)	5%	(75)	4%	(51)	1426
Voted in 2014: No	37%	(214)	36%	(211)	11%	(66)	4%	(23)	6%	(36)	5%	(28)	579
4-Region: Northeast	33%	(118)	43%	(150)	12%	(41)	2%	(7)	6%	(19)	5%	(17)	353
4-Region: Midwest	39%	(177)	40%	(182)	11%	(49)	3%	(16)	6%	(26)	2%	(9)	459
4-Region: South	41%	(311)	37%	(275)	10%	(74)	3%	(19)	6%	(42)	4%	(29)	750
4-Region: West	33%	(145)	43%	(189)	10%	(42)	4%	(17)	5%	(24)	6%	(26)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_5: *When purchasing beef, how important, if at all, is each of the following?*
Sustainability

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	30%	(597)	33%	(668)	14%	(287)	11%	(229)	7%	(142)	4%	(83)	2005
Gender: Male	26%	(248)	35%	(328)	16%	(150)	15%	(143)	4%	(40)	3%	(31)	939
Gender: Female	33%	(348)	32%	(340)	13%	(136)	8%	(86)	10%	(102)	5%	(53)	1066
Age: 18-34	36%	(172)	32%	(151)	13%	(62)	8%	(36)	7%	(36)	5%	(22)	478
Age: 35-44	38%	(114)	33%	(99)	12%	(36)	8%	(23)	7%	(20)	4%	(12)	305
Age: 45-64	25%	(183)	34%	(243)	14%	(101)	16%	(117)	7%	(52)	4%	(26)	723
Age: 65+	25%	(127)	35%	(175)	18%	(88)	11%	(53)	7%	(34)	5%	(23)	500
GenZers: 1997-2012	34%	(39)	30%	(34)	18%	(21)	9%	(10)	7%	(9)	2%	(2)	115
Millennials: 1981-1996	38%	(222)	32%	(188)	11%	(62)	7%	(42)	7%	(38)	5%	(28)	579
GenXers: 1965-1980	27%	(129)	32%	(155)	15%	(74)	14%	(68)	8%	(41)	4%	(18)	485
Baby Boomers: 1946-1964	26%	(193)	35%	(263)	16%	(116)	13%	(95)	7%	(51)	4%	(31)	749
PID: Dem (no lean)	35%	(298)	33%	(280)	14%	(119)	5%	(42)	7%	(56)	6%	(49)	843
PID: Ind (no lean)	27%	(130)	31%	(151)	16%	(77)	15%	(73)	8%	(40)	4%	(18)	490
PID: Rep (no lean)	25%	(168)	35%	(237)	14%	(91)	17%	(114)	7%	(45)	2%	(16)	672
PID/Gender: Dem Men	33%	(127)	36%	(140)	16%	(62)	7%	(27)	3%	(13)	4%	(17)	386
PID/Gender: Dem Women	37%	(171)	30%	(139)	12%	(57)	3%	(15)	9%	(43)	7%	(32)	457
PID/Gender: Ind Men	23%	(56)	33%	(82)	17%	(41)	17%	(43)	7%	(18)	3%	(8)	247
PID/Gender: Ind Women	31%	(74)	29%	(70)	15%	(36)	12%	(30)	9%	(22)	4%	(10)	242
PID/Gender: Rep Men	21%	(66)	35%	(106)	15%	(47)	24%	(73)	3%	(9)	2%	(5)	306
PID/Gender: Rep Women	28%	(103)	36%	(131)	12%	(44)	11%	(41)	10%	(36)	3%	(11)	366
Ideo: Liberal (1-3)	33%	(207)	37%	(232)	14%	(86)	5%	(30)	4%	(28)	7%	(42)	625
Ideo: Moderate (4)	32%	(196)	31%	(188)	13%	(81)	13%	(80)	8%	(51)	3%	(16)	613
Ideo: Conservative (5-7)	24%	(168)	33%	(231)	16%	(116)	17%	(118)	7%	(50)	3%	(20)	702
Educ: < College	34%	(411)	32%	(385)	13%	(155)	10%	(127)	8%	(98)	3%	(40)	1215
Educ: Bachelors degree	22%	(111)	37%	(182)	15%	(77)	14%	(72)	5%	(25)	6%	(31)	497
Educ: Post-grad	26%	(75)	35%	(101)	19%	(55)	10%	(30)	6%	(18)	4%	(13)	293
Income: Under 50k	33%	(291)	32%	(289)	12%	(107)	10%	(88)	8%	(71)	5%	(45)	891
Income: 50k-100k	27%	(193)	35%	(248)	17%	(118)	12%	(87)	5%	(39)	4%	(28)	713
Income: 100k+	28%	(113)	33%	(131)	15%	(62)	13%	(54)	8%	(31)	3%	(11)	401
Ethnicity: White	27%	(431)	33%	(525)	16%	(243)	13%	(198)	7%	(110)	4%	(61)	1569

Continued on next page

Table CPA1_5: *When purchasing beef, how important, if at all, is each of the following?*
Sustainability

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	30%	(597)	33%	(668)	14%	(287)	11%	(229)	7%	(142)	4%	(83)	2005
Ethnicity: Hispanic	29%	(60)	34%	(70)	19%	(38)	12%	(25)	3%	(6)	2%	(5)	205
Ethnicity: Black	43%	(107)	29%	(72)	8%	(20)	6%	(15)	9%	(23)	5%	(13)	250
Ethnicity: Other	31%	(58)	38%	(70)	13%	(23)	9%	(16)	4%	(8)	5%	(10)	185
All Christian	29%	(307)	34%	(360)	16%	(168)	14%	(144)	6%	(59)	3%	(29)	1067
All Non-Christian	30%	(28)	25%	(23)	11%	(10)	10%	(9)	11%	(10)	14%	(13)	93
Atheist	29%	(26)	31%	(29)	7%	(7)	12%	(11)	7%	(6)	14%	(13)	91
Agnostic/Nothing in particular	26%	(129)	36%	(176)	13%	(64)	10%	(50)	10%	(50)	4%	(20)	489
Something Else	41%	(107)	30%	(80)	14%	(37)	5%	(15)	6%	(17)	3%	(9)	265
Religious Non-Protestant/Catholic	30%	(33)	26%	(28)	11%	(11)	12%	(13)	9%	(10)	12%	(13)	107
Evangelical	35%	(207)	34%	(198)	13%	(75)	11%	(63)	6%	(32)	3%	(15)	590
Non-Evangelical	28%	(197)	33%	(235)	18%	(128)	13%	(90)	6%	(42)	3%	(23)	715
Community: Urban	39%	(212)	32%	(176)	11%	(62)	8%	(42)	6%	(33)	3%	(18)	543
Community: Suburban	27%	(258)	33%	(324)	16%	(151)	12%	(114)	8%	(76)	5%	(46)	969
Community: Rural	26%	(127)	34%	(168)	15%	(74)	15%	(73)	7%	(33)	4%	(19)	493
Employ: Private Sector	30%	(200)	35%	(230)	15%	(101)	12%	(78)	5%	(33)	3%	(20)	662
Employ: Government	29%	(35)	37%	(45)	13%	(16)	10%	(12)	7%	(8)	4%	(5)	120
Employ: Self-Employed	32%	(51)	24%	(39)	11%	(17)	20%	(32)	9%	(14)	5%	(8)	162
Employ: Homemaker	35%	(55)	25%	(40)	13%	(21)	11%	(17)	13%	(20)	3%	(4)	156
Employ: Retired	25%	(145)	36%	(210)	16%	(95)	11%	(62)	7%	(41)	5%	(30)	582
Employ: Unemployed	34%	(61)	33%	(60)	9%	(16)	9%	(16)	8%	(15)	7%	(12)	180
Employ: Other	34%	(36)	30%	(32)	16%	(16)	9%	(10)	7%	(8)	4%	(4)	105
Military HH: Yes	25%	(78)	28%	(86)	15%	(47)	21%	(64)	8%	(25)	3%	(8)	308
Military HH: No	31%	(518)	34%	(582)	14%	(240)	10%	(165)	7%	(117)	4%	(75)	1697
RD/WT: Right Direction	36%	(259)	33%	(236)	14%	(96)	6%	(44)	6%	(44)	4%	(32)	711
RD/WT: Wrong Track	26%	(337)	33%	(432)	15%	(190)	14%	(185)	8%	(98)	4%	(52)	1294
Biden Job Approve	35%	(343)	35%	(343)	14%	(134)	6%	(57)	5%	(46)	6%	(54)	977
Biden Job Disapprove	25%	(245)	32%	(316)	15%	(149)	17%	(169)	8%	(84)	3%	(28)	991

Table CPA1_5: *When purchasing beef, how important, if at all, is each of the following?*
Sustainability

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	30%	(597)	33%	(668)	14%	(287)	11%	(229)	7%	(142)	4%	(83)	2005
Biden Job Strongly Approve	40%	(193)	31%	(148)	14%	(67)	5%	(24)	4%	(21)	5%	(23)	477
Biden Job Somewhat Approve	30%	(151)	39%	(194)	13%	(66)	7%	(33)	5%	(26)	6%	(31)	501
Biden Job Somewhat Disapprove	24%	(64)	38%	(99)	17%	(45)	9%	(23)	9%	(23)	3%	(9)	262
Biden Job Strongly Disapprove	25%	(181)	30%	(217)	14%	(104)	20%	(147)	8%	(61)	3%	(19)	729
Favorable of Biden	35%	(350)	34%	(340)	14%	(136)	6%	(58)	5%	(53)	5%	(54)	991
Unfavorable of Biden	25%	(238)	33%	(316)	15%	(143)	17%	(168)	8%	(78)	3%	(25)	968
Very Favorable of Biden	41%	(202)	30%	(147)	14%	(69)	5%	(23)	5%	(25)	6%	(30)	496
Somewhat Favorable of Biden	30%	(147)	39%	(193)	14%	(67)	7%	(35)	6%	(28)	5%	(25)	495
Somewhat Unfavorable of Biden	23%	(50)	42%	(92)	16%	(34)	8%	(17)	8%	(17)	3%	(6)	216
Very Unfavorable of Biden	25%	(188)	30%	(224)	14%	(109)	20%	(150)	8%	(61)	3%	(19)	752
#1 Issue: Economy	29%	(240)	34%	(278)	15%	(122)	13%	(104)	6%	(53)	3%	(22)	820
#1 Issue: Security	23%	(53)	37%	(87)	12%	(27)	21%	(49)	5%	(11)	3%	(7)	234
#1 Issue: Health Care	30%	(49)	31%	(51)	18%	(30)	11%	(19)	4%	(7)	6%	(10)	165
#1 Issue: Medicare / Social Security	28%	(61)	33%	(74)	15%	(34)	9%	(19)	8%	(18)	7%	(15)	221
#1 Issue: Women's Issues	33%	(93)	30%	(86)	15%	(44)	4%	(12)	12%	(33)	6%	(17)	285
#1 Issue: Education	51%	(26)	29%	(15)	12%	(6)	4%	(2)	3%	(2)	1%	(0)	52
#1 Issue: Energy	39%	(52)	35%	(46)	9%	(12)	7%	(9)	5%	(6)	6%	(8)	134
#1 Issue: Other	23%	(22)	32%	(30)	12%	(11)	16%	(16)	12%	(12)	4%	(4)	94
2020 Vote: Joe Biden	34%	(348)	34%	(350)	15%	(150)	7%	(69)	6%	(61)	5%	(56)	1034
2020 Vote: Donald Trump	24%	(184)	34%	(260)	14%	(106)	18%	(139)	7%	(53)	2%	(16)	757
2020 Vote: Other	25%	(13)	23%	(11)	19%	(10)	19%	(9)	13%	(6)	2%	(1)	51
2020 Vote: Didn't Vote	32%	(52)	29%	(47)	13%	(21)	7%	(12)	13%	(21)	6%	(10)	163
2018 House Vote: Democrat	36%	(306)	33%	(278)	13%	(111)	7%	(58)	6%	(50)	6%	(49)	852
2018 House Vote: Republican	23%	(156)	33%	(227)	16%	(109)	19%	(129)	7%	(44)	2%	(13)	678
2018 House Vote: Someone else	26%	(15)	33%	(19)	12%	(7)	14%	(8)	16%	(9)	—	(0)	58
2016 Vote: Hillary Clinton	34%	(281)	33%	(275)	15%	(124)	7%	(59)	6%	(49)	6%	(50)	837
2016 Vote: Donald Trump	25%	(197)	36%	(285)	14%	(109)	18%	(143)	7%	(54)	2%	(12)	801
2016 Vote: Other	23%	(23)	32%	(32)	20%	(20)	10%	(10)	10%	(10)	7%	(7)	100
2016 Vote: Didn't Vote	37%	(96)	28%	(73)	13%	(33)	6%	(17)	11%	(29)	6%	(15)	263

Continued on next page

Table CPA1_5: *When purchasing beef, how important, if at all, is each of the following?*
Sustainability

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	30%	(597)	33%	(668)	14%	(287)	11%	(229)	7%	(142)	4%	(83)	2005
Voted in 2014: Yes	29%	(417)	33%	(473)	14%	(202)	13%	(185)	7%	(94)	4%	(55)	1426
Voted in 2014: No	31%	(179)	34%	(194)	15%	(85)	8%	(44)	8%	(48)	5%	(28)	579
4-Region: Northeast	30%	(106)	29%	(103)	12%	(44)	13%	(46)	11%	(40)	4%	(15)	353
4-Region: Midwest	29%	(131)	33%	(150)	17%	(79)	11%	(49)	8%	(39)	2%	(11)	459
4-Region: South	30%	(224)	35%	(264)	14%	(104)	10%	(77)	6%	(46)	4%	(33)	750
4-Region: West	31%	(136)	34%	(150)	13%	(59)	13%	(58)	4%	(16)	6%	(25)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_6: *When purchasing beef, how important, if at all, is each of the following?*
Carbon footprint of the food

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	19%	(390)	26%	(520)	21%	(420)	17%	(344)	12%	(247)	4%	(84)	2005
Gender: Male	18%	(171)	26%	(246)	22%	(207)	22%	(204)	9%	(81)	3%	(30)	939
Gender: Female	21%	(219)	26%	(274)	20%	(213)	13%	(140)	16%	(166)	5%	(54)	1066
Age: 18-34	25%	(121)	25%	(117)	21%	(101)	11%	(55)	12%	(59)	5%	(24)	478
Age: 35-44	26%	(79)	30%	(92)	18%	(54)	12%	(38)	9%	(28)	5%	(14)	305
Age: 45-64	17%	(120)	26%	(185)	19%	(140)	22%	(161)	13%	(94)	3%	(22)	723
Age: 65+	14%	(70)	25%	(126)	25%	(124)	18%	(91)	13%	(66)	5%	(23)	500
GenZers: 1997-2012	21%	(24)	25%	(28)	21%	(25)	12%	(14)	18%	(21)	3%	(3)	115
Millennials: 1981-1996	28%	(159)	27%	(156)	19%	(110)	11%	(65)	10%	(58)	5%	(30)	579
GenXers: 1965-1980	18%	(89)	25%	(121)	21%	(102)	20%	(97)	13%	(62)	3%	(14)	485
Baby Boomers: 1946-1964	15%	(109)	27%	(202)	22%	(164)	19%	(145)	13%	(97)	4%	(32)	749
PID: Dem (no lean)	27%	(231)	28%	(237)	20%	(167)	8%	(66)	11%	(91)	6%	(51)	843
PID: Ind (no lean)	15%	(72)	25%	(122)	24%	(118)	20%	(99)	12%	(59)	4%	(19)	490
PID: Rep (no lean)	13%	(87)	24%	(161)	20%	(135)	27%	(179)	14%	(97)	2%	(14)	672
PID/Gender: Dem Men	27%	(103)	28%	(108)	23%	(87)	11%	(42)	7%	(29)	4%	(17)	386
PID/Gender: Dem Women	28%	(127)	28%	(129)	18%	(80)	5%	(24)	14%	(63)	7%	(34)	457
PID/Gender: Ind Men	12%	(31)	25%	(63)	26%	(64)	23%	(56)	10%	(24)	4%	(9)	247
PID/Gender: Ind Women	17%	(42)	24%	(59)	22%	(54)	18%	(43)	14%	(35)	4%	(10)	242
PID/Gender: Rep Men	12%	(37)	25%	(75)	19%	(57)	35%	(106)	9%	(28)	1%	(4)	306
PID/Gender: Rep Women	14%	(50)	23%	(86)	21%	(78)	20%	(74)	19%	(69)	3%	(10)	366
Ideo: Liberal (1-3)	27%	(171)	31%	(196)	19%	(121)	8%	(52)	7%	(43)	6%	(40)	625
Ideo: Moderate (4)	18%	(111)	27%	(168)	23%	(139)	15%	(91)	14%	(85)	3%	(19)	613
Ideo: Conservative (5-7)	13%	(89)	21%	(145)	22%	(152)	28%	(198)	14%	(100)	3%	(19)	702
Educ: < College	21%	(252)	24%	(290)	20%	(245)	16%	(200)	15%	(187)	3%	(41)	1215
Educ: Bachelors degree	18%	(89)	28%	(140)	21%	(106)	19%	(92)	8%	(42)	6%	(29)	497
Educ: Post-grad	17%	(49)	31%	(91)	24%	(69)	18%	(52)	6%	(18)	5%	(14)	293
Income: Under 50k	20%	(174)	24%	(217)	19%	(168)	15%	(138)	17%	(150)	5%	(43)	891
Income: 50k-100k	19%	(133)	27%	(193)	23%	(163)	19%	(133)	9%	(62)	4%	(29)	713
Income: 100k+	21%	(83)	27%	(110)	22%	(89)	18%	(73)	9%	(35)	3%	(11)	401
Ethnicity: White	17%	(270)	27%	(417)	22%	(353)	18%	(287)	12%	(183)	4%	(61)	1569

Continued on next page

Table CPA1_6: *When purchasing beef, how important, if at all, is each of the following?*
Carbon footprint of the food

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	19%	(390)	26%	(520)	21%	(420)	17%	(344)	12%	(247)	4%	(84)	2005
Ethnicity: Hispanic	27%	(56)	24%	(49)	23%	(48)	13%	(27)	10%	(20)	2%	(5)	205
Ethnicity: Black	30%	(74)	20%	(51)	14%	(36)	11%	(28)	18%	(46)	6%	(15)	250
Ethnicity: Other	25%	(46)	28%	(52)	17%	(32)	16%	(29)	10%	(19)	4%	(8)	185
All Christian	18%	(188)	28%	(301)	21%	(227)	20%	(208)	10%	(109)	3%	(34)	1067
All Non-Christian	21%	(20)	26%	(24)	13%	(12)	15%	(13)	13%	(12)	12%	(11)	93
Atheist	27%	(24)	20%	(18)	20%	(19)	13%	(12)	6%	(6)	14%	(12)	91
Agnostic/Nothing in particular	18%	(87)	25%	(122)	23%	(111)	15%	(73)	15%	(75)	4%	(21)	489
Something Else	27%	(71)	21%	(55)	19%	(51)	14%	(37)	17%	(45)	2%	(6)	265
Religious Non-Protestant/Catholic	19%	(20)	28%	(30)	15%	(16)	17%	(19)	11%	(12)	10%	(11)	107
Evangelical	22%	(132)	27%	(161)	19%	(112)	17%	(102)	12%	(69)	2%	(13)	590
Non-Evangelical	17%	(125)	26%	(184)	23%	(163)	19%	(136)	11%	(82)	4%	(26)	715
Community: Urban	27%	(148)	31%	(169)	15%	(82)	12%	(66)	11%	(57)	4%	(20)	543
Community: Suburban	18%	(176)	25%	(240)	23%	(223)	17%	(162)	12%	(118)	5%	(51)	969
Community: Rural	13%	(65)	23%	(111)	23%	(115)	23%	(116)	15%	(72)	3%	(13)	493
Employ: Private Sector	22%	(144)	31%	(206)	19%	(125)	17%	(110)	9%	(57)	3%	(21)	662
Employ: Government	18%	(22)	27%	(32)	27%	(32)	16%	(19)	8%	(10)	4%	(5)	120
Employ: Self-Employed	23%	(37)	15%	(24)	14%	(23)	25%	(41)	16%	(27)	6%	(10)	162
Employ: Homemaker	26%	(40)	18%	(28)	21%	(33)	16%	(25)	16%	(25)	4%	(6)	156
Employ: Retired	13%	(75)	25%	(148)	24%	(143)	19%	(110)	14%	(80)	5%	(27)	582
Employ: Unemployed	22%	(40)	25%	(45)	18%	(32)	14%	(26)	15%	(26)	6%	(11)	180
Employ: Other	16%	(17)	27%	(29)	28%	(29)	10%	(11)	16%	(17)	3%	(3)	105
Military HH: Yes	15%	(46)	21%	(66)	22%	(67)	28%	(85)	11%	(35)	3%	(9)	308
Military HH: No	20%	(343)	27%	(454)	21%	(354)	15%	(259)	12%	(212)	4%	(75)	1697
RD/WT: Right Direction	27%	(193)	31%	(220)	19%	(134)	8%	(57)	10%	(73)	5%	(34)	711
RD/WT: Wrong Track	15%	(196)	23%	(300)	22%	(287)	22%	(288)	13%	(174)	4%	(50)	1294
Biden Job Approve	27%	(259)	30%	(298)	20%	(194)	9%	(83)	9%	(89)	6%	(55)	977
Biden Job Disapprove	12%	(120)	22%	(217)	23%	(224)	26%	(259)	14%	(143)	3%	(28)	991

Table CPA1_6: *When purchasing beef, how important, if at all, is each of the following?*
Carbon footprint of the food

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	19%	(390)	26%	(520)	21%	(420)	17%	(344)	12%	(247)	4%	(84)	2005
Biden Job Strongly Approve	33%	(157)	29%	(140)	16%	(77)	7%	(35)	9%	(41)	6%	(26)	477
Biden Job Somewhat Approve	20%	(102)	31%	(158)	23%	(116)	10%	(49)	10%	(48)	6%	(28)	501
Biden Job Somewhat Disapprove	12%	(30)	28%	(73)	30%	(78)	12%	(31)	15%	(40)	3%	(9)	262
Biden Job Strongly Disapprove	12%	(90)	20%	(144)	20%	(146)	31%	(228)	14%	(103)	3%	(19)	729
Favorable of Biden	26%	(260)	30%	(295)	20%	(197)	9%	(85)	10%	(99)	6%	(56)	991
Unfavorable of Biden	13%	(122)	22%	(215)	22%	(215)	26%	(255)	14%	(135)	3%	(26)	968
Very Favorable of Biden	33%	(164)	27%	(136)	16%	(78)	7%	(36)	10%	(51)	6%	(31)	496
Somewhat Favorable of Biden	19%	(96)	32%	(158)	24%	(119)	10%	(49)	10%	(48)	5%	(25)	495
Somewhat Unfavorable of Biden	13%	(29)	30%	(65)	27%	(59)	12%	(26)	15%	(32)	3%	(6)	216
Very Unfavorable of Biden	12%	(93)	20%	(150)	21%	(156)	30%	(229)	14%	(103)	3%	(20)	752
#1 Issue: Economy	18%	(149)	24%	(199)	23%	(186)	20%	(162)	12%	(100)	3%	(23)	820
#1 Issue: Security	15%	(36)	20%	(46)	24%	(55)	24%	(57)	13%	(30)	4%	(9)	234
#1 Issue: Health Care	23%	(37)	34%	(56)	17%	(28)	15%	(25)	7%	(11)	5%	(8)	165
#1 Issue: Medicare / Social Security	17%	(39)	26%	(57)	26%	(58)	11%	(24)	14%	(32)	5%	(12)	221
#1 Issue: Women's Issues	22%	(63)	28%	(79)	18%	(51)	12%	(33)	14%	(41)	6%	(18)	285
#1 Issue: Education	31%	(16)	27%	(14)	18%	(10)	7%	(3)	16%	(8)	1%	(0)	52
#1 Issue: Energy	28%	(38)	33%	(44)	16%	(21)	10%	(13)	7%	(9)	6%	(8)	134
#1 Issue: Other	13%	(13)	25%	(24)	12%	(11)	28%	(26)	17%	(16)	5%	(5)	94
2020 Vote: Joe Biden	26%	(264)	29%	(300)	21%	(214)	9%	(92)	10%	(107)	6%	(58)	1034
2020 Vote: Donald Trump	12%	(90)	23%	(174)	21%	(158)	28%	(214)	14%	(105)	2%	(17)	757
2020 Vote: Other	12%	(6)	22%	(11)	20%	(10)	25%	(13)	18%	(9)	2%	(1)	51
2020 Vote: Didn't Vote	18%	(30)	21%	(35)	23%	(38)	16%	(26)	16%	(26)	5%	(8)	163
2018 House Vote: Democrat	27%	(231)	28%	(241)	19%	(164)	9%	(76)	10%	(88)	6%	(51)	852
2018 House Vote: Republican	12%	(79)	23%	(153)	22%	(147)	30%	(204)	12%	(82)	2%	(12)	678
2018 House Vote: Someone else	13%	(7)	24%	(14)	26%	(15)	21%	(12)	16%	(9)	—	(0)	58
2016 Vote: Hillary Clinton	26%	(218)	30%	(248)	20%	(170)	8%	(68)	10%	(85)	6%	(49)	837
2016 Vote: Donald Trump	12%	(94)	24%	(191)	22%	(176)	28%	(227)	13%	(101)	1%	(12)	801
2016 Vote: Other	23%	(23)	16%	(16)	26%	(26)	15%	(15)	13%	(13)	7%	(7)	100
2016 Vote: Didn't Vote	21%	(55)	24%	(63)	18%	(47)	13%	(35)	18%	(47)	6%	(16)	263

Continued on next page

Table CPA1_6: *When purchasing beef, how important, if at all, is each of the following?*
Carbon footprint of the food

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	19%	(390)	26%	(520)	21%	(420)	17%	(344)	12%	(247)	4%	(84)	2005
Voted in 2014: Yes	19%	(274)	26%	(376)	21%	(300)	19%	(267)	11%	(153)	4%	(56)	1426
Voted in 2014: No	20%	(116)	25%	(144)	21%	(120)	13%	(77)	16%	(95)	5%	(28)	579
4-Region: Northeast	22%	(77)	24%	(85)	19%	(69)	18%	(62)	13%	(45)	4%	(16)	353
4-Region: Midwest	20%	(90)	25%	(117)	20%	(93)	19%	(87)	13%	(62)	2%	(11)	459
4-Region: South	18%	(134)	26%	(192)	21%	(159)	17%	(125)	15%	(111)	4%	(29)	750
4-Region: West	20%	(89)	28%	(126)	22%	(99)	16%	(71)	7%	(30)	6%	(28)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA1_7: *When purchasing beef, how important, if at all, is each of the following?*
Born and raised in the USA

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	42%	(850)	31%	(613)	13%	(258)	6%	(114)	4%	(88)	4%	(82)	2005
Gender: Male	36%	(341)	34%	(322)	15%	(138)	8%	(75)	3%	(32)	3%	(31)	939
Gender: Female	48%	(509)	27%	(290)	11%	(120)	4%	(39)	5%	(56)	5%	(51)	1066
Age: 18-34	37%	(178)	25%	(119)	18%	(86)	9%	(42)	7%	(32)	4%	(21)	478
Age: 35-44	44%	(134)	29%	(88)	13%	(41)	4%	(13)	6%	(18)	4%	(12)	305
Age: 45-64	45%	(326)	33%	(238)	10%	(73)	5%	(33)	4%	(26)	3%	(25)	723
Age: 65+	42%	(212)	34%	(168)	12%	(58)	5%	(26)	2%	(12)	5%	(23)	500
GenZers: 1997-2012	26%	(30)	25%	(29)	19%	(21)	15%	(18)	12%	(14)	2%	(3)	115
Millennials: 1981-1996	43%	(248)	26%	(150)	16%	(90)	6%	(34)	5%	(30)	5%	(27)	579
GenXers: 1965-1980	43%	(206)	35%	(168)	10%	(49)	5%	(22)	5%	(23)	3%	(17)	485
Baby Boomers: 1946-1964	46%	(343)	31%	(235)	11%	(85)	4%	(34)	3%	(20)	4%	(32)	749
PID: Dem (no lean)	38%	(324)	29%	(242)	17%	(142)	5%	(40)	5%	(44)	6%	(50)	843
PID: Ind (no lean)	38%	(184)	31%	(152)	14%	(70)	7%	(37)	6%	(28)	4%	(19)	490
PID: Rep (no lean)	51%	(342)	33%	(219)	7%	(46)	6%	(37)	2%	(16)	2%	(12)	672
PID/Gender: Dem Men	34%	(132)	32%	(123)	19%	(75)	6%	(25)	3%	(12)	5%	(19)	386
PID/Gender: Dem Women	42%	(192)	26%	(119)	15%	(68)	3%	(15)	7%	(32)	7%	(31)	457
PID/Gender: Ind Men	33%	(81)	34%	(85)	14%	(35)	10%	(24)	5%	(12)	4%	(10)	247
PID/Gender: Ind Women	43%	(103)	28%	(67)	14%	(34)	5%	(12)	7%	(16)	4%	(9)	242
PID/Gender: Rep Men	42%	(129)	37%	(114)	9%	(28)	8%	(26)	3%	(8)	1%	(2)	306
PID/Gender: Rep Women	58%	(213)	29%	(105)	5%	(18)	3%	(12)	2%	(9)	3%	(10)	366
Ideo: Liberal (1-3)	33%	(209)	30%	(188)	17%	(106)	8%	(47)	5%	(32)	7%	(43)	625
Ideo: Moderate (4)	43%	(263)	30%	(186)	14%	(87)	6%	(35)	4%	(25)	3%	(17)	613
Ideo: Conservative (5-7)	50%	(353)	32%	(224)	8%	(59)	4%	(29)	3%	(21)	2%	(16)	702
Educ: < College	49%	(592)	26%	(312)	12%	(141)	6%	(70)	5%	(60)	3%	(40)	1215
Educ: Bachelors degree	32%	(157)	40%	(199)	15%	(76)	4%	(20)	3%	(16)	6%	(28)	497
Educ: Post-grad	34%	(101)	35%	(101)	14%	(41)	8%	(24)	4%	(12)	5%	(14)	293
Income: Under 50k	44%	(394)	27%	(243)	11%	(99)	6%	(58)	6%	(53)	5%	(45)	891
Income: 50k-100k	42%	(298)	32%	(227)	16%	(111)	4%	(28)	3%	(24)	3%	(24)	713
Income: 100k+	39%	(158)	36%	(143)	12%	(48)	7%	(28)	3%	(11)	3%	(13)	401
Ethnicity: White	43%	(672)	32%	(497)	13%	(199)	5%	(81)	4%	(60)	4%	(60)	1569

Continued on next page

Table CPA1_7: *When purchasing beef, how important, if at all, is each of the following?*
Born and raised in the USA

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	42%	(850)	31%	(613)	13%	(258)	6%	(114)	4%	(88)	4%	(82)	2005
Ethnicity: Hispanic	39%	(80)	22%	(45)	26%	(53)	6%	(12)	5%	(10)	2%	(5)	205
Ethnicity: Black	50%	(125)	21%	(53)	10%	(25)	6%	(14)	8%	(21)	5%	(13)	250
Ethnicity: Other	29%	(53)	33%	(62)	18%	(34)	11%	(20)	4%	(8)	5%	(9)	185
All Christian	46%	(491)	34%	(360)	11%	(119)	4%	(41)	3%	(30)	3%	(27)	1067
All Non-Christian	28%	(26)	29%	(27)	22%	(20)	5%	(4)	2%	(2)	14%	(13)	93
Atheist	20%	(19)	22%	(20)	17%	(15)	17%	(16)	10%	(9)	14%	(13)	91
Agnostic/Nothing in particular	38%	(187)	28%	(137)	15%	(75)	7%	(36)	7%	(33)	4%	(20)	489
Something Else	48%	(127)	26%	(68)	10%	(28)	7%	(18)	6%	(15)	3%	(9)	265
Religious Non-Protestant/Catholic	28%	(30)	29%	(31)	24%	(25)	5%	(6)	2%	(2)	12%	(13)	107
Evangelical	53%	(310)	30%	(179)	9%	(50)	3%	(18)	3%	(18)	3%	(15)	590
Non-Evangelical	42%	(300)	34%	(241)	13%	(90)	5%	(38)	4%	(26)	3%	(21)	715
Community: Urban	41%	(221)	31%	(168)	15%	(82)	5%	(25)	5%	(27)	4%	(20)	543
Community: Suburban	39%	(382)	34%	(326)	12%	(117)	6%	(55)	4%	(43)	5%	(46)	969
Community: Rural	50%	(248)	24%	(119)	12%	(58)	7%	(34)	4%	(18)	3%	(16)	493
Employ: Private Sector	40%	(266)	35%	(230)	14%	(96)	4%	(25)	4%	(27)	3%	(18)	662
Employ: Government	37%	(44)	34%	(40)	15%	(18)	8%	(10)	3%	(3)	4%	(4)	120
Employ: Self-Employed	42%	(68)	24%	(38)	17%	(28)	9%	(15)	3%	(5)	5%	(8)	162
Employ: Homemaker	52%	(81)	22%	(34)	13%	(20)	5%	(8)	6%	(9)	3%	(4)	156
Employ: Retired	46%	(267)	31%	(182)	10%	(59)	5%	(28)	2%	(14)	5%	(31)	582
Employ: Unemployed	39%	(71)	28%	(50)	9%	(16)	10%	(18)	8%	(15)	6%	(11)	180
Employ: Other	41%	(43)	27%	(29)	14%	(14)	6%	(6)	9%	(10)	4%	(4)	105
Military HH: Yes	49%	(150)	28%	(85)	11%	(35)	6%	(18)	4%	(11)	3%	(8)	308
Military HH: No	41%	(700)	31%	(527)	13%	(223)	6%	(96)	5%	(77)	4%	(74)	1697
RD/WT: Right Direction	40%	(283)	30%	(212)	17%	(118)	5%	(38)	4%	(26)	5%	(34)	711
RD/WT: Wrong Track	44%	(567)	31%	(401)	11%	(140)	6%	(76)	5%	(63)	4%	(48)	1294
Biden Job Approve	40%	(390)	29%	(288)	15%	(151)	6%	(55)	4%	(37)	6%	(57)	977
Biden Job Disapprove	45%	(450)	32%	(319)	10%	(102)	6%	(58)	4%	(39)	2%	(23)	991

Table CPA1_7: *When purchasing beef, how important, if at all, is each of the following?*
Born and raised in the USA

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	42%	(850)	31%	(613)	13%	(258)	6%	(114)	4%	(88)	4%	(82)	2005
Biden Job Strongly Approve	44%	(211)	27%	(128)	16%	(78)	4%	(21)	3%	(14)	5%	(24)	477
Biden Job Somewhat Approve	36%	(179)	32%	(160)	15%	(73)	7%	(34)	5%	(23)	7%	(33)	501
Biden Job Somewhat Disapprove	27%	(71)	38%	(99)	18%	(47)	7%	(18)	7%	(18)	3%	(9)	262
Biden Job Strongly Disapprove	52%	(379)	30%	(219)	8%	(55)	5%	(40)	3%	(21)	2%	(14)	729
Favorable of Biden	39%	(389)	30%	(298)	15%	(152)	5%	(52)	4%	(43)	6%	(57)	991
Unfavorable of Biden	46%	(446)	32%	(306)	10%	(101)	6%	(58)	4%	(35)	2%	(21)	968
Very Favorable of Biden	44%	(216)	26%	(128)	16%	(80)	4%	(21)	4%	(20)	6%	(31)	496
Somewhat Favorable of Biden	35%	(172)	34%	(170)	15%	(72)	6%	(31)	5%	(23)	5%	(27)	495
Somewhat Unfavorable of Biden	28%	(60)	39%	(85)	17%	(38)	7%	(15)	6%	(13)	3%	(6)	216
Very Unfavorable of Biden	51%	(386)	29%	(222)	8%	(64)	6%	(43)	3%	(22)	2%	(15)	752
#1 Issue: Economy	45%	(371)	31%	(258)	12%	(102)	5%	(45)	3%	(27)	2%	(17)	820
#1 Issue: Security	46%	(108)	33%	(78)	9%	(21)	4%	(9)	5%	(12)	3%	(7)	234
#1 Issue: Health Care	36%	(60)	33%	(55)	14%	(24)	6%	(10)	4%	(6)	7%	(11)	165
#1 Issue: Medicare / Social Security	43%	(95)	30%	(67)	14%	(32)	3%	(6)	2%	(5)	7%	(15)	221
#1 Issue: Women's Issues	38%	(108)	23%	(66)	17%	(48)	8%	(23)	8%	(23)	6%	(17)	285
#1 Issue: Education	44%	(23)	29%	(15)	13%	(7)	9%	(5)	4%	(2)	1%	(0)	52
#1 Issue: Energy	42%	(56)	31%	(41)	9%	(12)	8%	(10)	4%	(5)	6%	(8)	134
#1 Issue: Other	31%	(29)	34%	(32)	14%	(13)	7%	(6)	8%	(8)	6%	(6)	94
2020 Vote: Joe Biden	37%	(382)	30%	(307)	16%	(169)	6%	(66)	5%	(50)	6%	(60)	1034
2020 Vote: Donald Trump	51%	(383)	34%	(256)	8%	(64)	3%	(25)	2%	(18)	2%	(12)	757
2020 Vote: Other	40%	(20)	25%	(13)	9%	(5)	14%	(7)	10%	(5)	2%	(1)	51
2020 Vote: Didn't Vote	40%	(65)	23%	(37)	12%	(19)	10%	(16)	9%	(15)	6%	(10)	163
2018 House Vote: Democrat	38%	(324)	29%	(246)	17%	(143)	5%	(44)	5%	(44)	6%	(52)	852
2018 House Vote: Republican	48%	(326)	36%	(246)	8%	(56)	4%	(29)	2%	(11)	1%	(9)	678
2018 House Vote: Someone else	42%	(24)	23%	(13)	13%	(8)	8%	(5)	14%	(8)	—	(0)	58
2016 Vote: Hillary Clinton	39%	(325)	28%	(238)	17%	(138)	5%	(44)	5%	(40)	6%	(53)	837
2016 Vote: Donald Trump	50%	(402)	35%	(278)	7%	(60)	5%	(38)	2%	(14)	1%	(8)	801
2016 Vote: Other	28%	(28)	32%	(32)	14%	(14)	9%	(9)	10%	(10)	7%	(7)	100
2016 Vote: Didn't Vote	36%	(94)	24%	(63)	17%	(46)	8%	(22)	9%	(24)	5%	(14)	263

Table CPA1_7: *When purchasing beef, how important, if at all, is each of the following?*
Born and raised in the USA

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	42%	(850)	31%	(613)	13%	(258)	6%	(114)	4%	(88)	4%	(82)	2005
Voted in 2014: Yes	43%	(608)	32%	(463)	12%	(177)	5%	(70)	4%	(56)	4%	(52)	1426
Voted in 2014: No	42%	(243)	26%	(149)	14%	(81)	8%	(45)	6%	(33)	5%	(30)	579
4-Region: Northeast	41%	(144)	30%	(106)	14%	(51)	4%	(16)	5%	(19)	5%	(17)	353
4-Region: Midwest	49%	(223)	31%	(144)	10%	(46)	5%	(23)	3%	(14)	2%	(9)	459
4-Region: South	44%	(329)	31%	(232)	11%	(85)	6%	(41)	4%	(32)	4%	(31)	750
4-Region: West	35%	(154)	30%	(131)	17%	(76)	8%	(34)	5%	(24)	6%	(25)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA2: *How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	45%	(895)	32%	(636)	12%	(241)	5%	(105)	3%	(57)	4%	(71)	2005
Gender: Male	39%	(369)	35%	(325)	15%	(138)	7%	(69)	2%	(15)	2%	(23)	939
Gender: Female	49%	(526)	29%	(312)	10%	(102)	3%	(36)	4%	(42)	4%	(48)	1066
Age: 18-34	38%	(184)	28%	(135)	18%	(85)	6%	(30)	6%	(29)	3%	(15)	478
Age: 35-44	48%	(145)	31%	(94)	11%	(33)	5%	(15)	2%	(7)	4%	(11)	305
Age: 45-64	46%	(334)	33%	(242)	10%	(76)	5%	(34)	2%	(15)	3%	(21)	723
Age: 65+	46%	(232)	33%	(166)	9%	(47)	5%	(26)	1%	(5)	5%	(23)	500
GenZers: 1997-2012	31%	(36)	20%	(23)	27%	(31)	13%	(15)	6%	(7)	2%	(3)	115
Millennials: 1981-1996	44%	(255)	30%	(177)	13%	(73)	5%	(27)	5%	(28)	3%	(20)	579
GenXers: 1965-1980	45%	(218)	35%	(168)	10%	(50)	4%	(21)	3%	(14)	3%	(14)	485
Baby Boomers: 1946-1964	48%	(358)	33%	(245)	10%	(73)	5%	(36)	1%	(8)	4%	(29)	749
PID: Dem (no lean)	39%	(326)	33%	(280)	14%	(116)	5%	(43)	4%	(31)	6%	(47)	843
PID: Ind (no lean)	37%	(182)	34%	(168)	15%	(72)	7%	(34)	4%	(18)	3%	(16)	490
PID: Rep (no lean)	58%	(387)	28%	(188)	8%	(53)	4%	(29)	1%	(8)	1%	(8)	672
PID/Gender: Dem Men	34%	(130)	37%	(142)	17%	(65)	7%	(29)	2%	(6)	3%	(14)	386
PID/Gender: Dem Women	43%	(196)	30%	(138)	11%	(51)	3%	(14)	5%	(25)	7%	(33)	457
PID/Gender: Ind Men	35%	(86)	32%	(79)	20%	(48)	8%	(19)	3%	(7)	3%	(8)	247
PID/Gender: Ind Women	40%	(96)	37%	(89)	10%	(23)	6%	(14)	5%	(12)	3%	(8)	242
PID/Gender: Rep Men	50%	(152)	34%	(104)	8%	(25)	7%	(21)	1%	(2)	1%	(2)	306
PID/Gender: Rep Women	64%	(235)	23%	(85)	8%	(28)	2%	(8)	1%	(5)	2%	(6)	366
Ideo: Liberal (1-3)	36%	(224)	33%	(205)	15%	(94)	8%	(48)	3%	(18)	6%	(36)	625
Ideo: Moderate (4)	42%	(256)	33%	(200)	14%	(85)	6%	(36)	3%	(18)	3%	(18)	613
Ideo: Conservative (5-7)	55%	(388)	31%	(217)	8%	(56)	3%	(20)	1%	(10)	2%	(11)	702
Educ: < College	50%	(606)	29%	(358)	10%	(124)	5%	(56)	3%	(42)	2%	(30)	1215
Educ: Bachelors degree	37%	(184)	36%	(181)	15%	(75)	4%	(19)	2%	(9)	6%	(29)	497
Educ: Post-grad	36%	(105)	33%	(97)	14%	(42)	10%	(30)	2%	(7)	4%	(11)	293
Income: Under 50k	47%	(416)	28%	(245)	12%	(107)	5%	(46)	4%	(37)	4%	(39)	891
Income: 50k-100k	43%	(310)	36%	(256)	12%	(83)	4%	(26)	2%	(15)	3%	(22)	713
Income: 100k+	42%	(169)	34%	(134)	12%	(50)	8%	(33)	1%	(5)	2%	(10)	401
Ethnicity: White	46%	(716)	33%	(516)	11%	(174)	5%	(79)	2%	(31)	3%	(54)	1569
Ethnicity: Hispanic	35%	(72)	40%	(81)	16%	(32)	5%	(10)	2%	(4)	3%	(5)	205

Table CPA2: *How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	45%	(895)	32%	(636)	12%	(241)	5%	(105)	3%	(57)	4%	(71)	2005
Ethnicity: Black	48%	(121)	22%	(55)	12%	(31)	5%	(13)	8%	(19)	5%	(12)	250
Ethnicity: Other	31%	(58)	35%	(66)	19%	(36)	7%	(14)	4%	(7)	3%	(5)	185
All Christian	50%	(530)	34%	(360)	10%	(108)	3%	(33)	1%	(10)	2%	(25)	1067
All Non-Christian	38%	(35)	31%	(29)	12%	(11)	5%	(5)	5%	(5)	9%	(8)	93
Atheist	19%	(18)	33%	(31)	15%	(14)	16%	(15)	3%	(2)	14%	(13)	91
Agnostic/Nothing in particular	37%	(181)	31%	(154)	15%	(73)	7%	(36)	5%	(25)	4%	(20)	489
Something Else	50%	(131)	24%	(62)	13%	(34)	6%	(17)	6%	(15)	2%	(5)	265
Religious Non-Protestant/Catholic	37%	(40)	32%	(34)	13%	(14)	5%	(6)	5%	(5)	8%	(8)	107
Evangelical	55%	(326)	27%	(158)	11%	(63)	3%	(18)	2%	(12)	2%	(13)	590
Non-Evangelical	45%	(324)	36%	(257)	11%	(76)	4%	(30)	2%	(11)	2%	(17)	715
Community: Urban	44%	(239)	32%	(171)	13%	(68)	5%	(25)	4%	(22)	3%	(17)	543
Community: Suburban	40%	(392)	35%	(342)	12%	(121)	5%	(48)	3%	(24)	4%	(41)	969
Community: Rural	54%	(264)	25%	(123)	10%	(51)	7%	(32)	2%	(11)	3%	(12)	493
Employ: Private Sector	43%	(287)	36%	(236)	13%	(86)	4%	(24)	2%	(15)	2%	(14)	662
Employ: Government	37%	(44)	35%	(42)	16%	(20)	7%	(8)	4%	(5)	1%	(1)	120
Employ: Self-Employed	38%	(62)	28%	(45)	15%	(25)	11%	(17)	4%	(6)	4%	(7)	162
Employ: Homemaker	51%	(79)	32%	(50)	6%	(10)	3%	(5)	5%	(8)	3%	(4)	156
Employ: Retired	49%	(287)	30%	(174)	10%	(56)	5%	(27)	1%	(5)	6%	(33)	582
Employ: Unemployed	47%	(84)	25%	(46)	12%	(22)	6%	(11)	5%	(9)	4%	(8)	180
Employ: Other	38%	(40)	33%	(35)	14%	(15)	8%	(9)	5%	(5)	3%	(3)	105
Military HH: Yes	49%	(152)	31%	(95)	9%	(27)	6%	(18)	3%	(8)	3%	(8)	308
Military HH: No	44%	(743)	32%	(542)	13%	(213)	5%	(87)	3%	(49)	4%	(63)	1697
RD/WT: Right Direction	43%	(305)	33%	(234)	13%	(91)	5%	(33)	3%	(19)	4%	(29)	711
RD/WT: Wrong Track	46%	(590)	31%	(402)	12%	(150)	6%	(72)	3%	(38)	3%	(41)	1294
Biden Job Approve	41%	(397)	33%	(326)	13%	(125)	6%	(56)	3%	(25)	5%	(49)	977
Biden Job Disapprove	50%	(491)	30%	(299)	11%	(110)	5%	(48)	2%	(22)	2%	(20)	991
Biden Job Strongly Approve	49%	(233)	29%	(137)	10%	(48)	5%	(25)	2%	(9)	5%	(25)	477
Biden Job Somewhat Approve	33%	(164)	38%	(189)	15%	(77)	6%	(30)	3%	(16)	5%	(24)	501
Biden Job Somewhat Disapprove	33%	(86)	34%	(88)	18%	(46)	8%	(20)	5%	(12)	4%	(9)	262
Biden Job Strongly Disapprove	56%	(405)	29%	(211)	9%	(64)	4%	(28)	1%	(10)	1%	(11)	729

Table CPA2: *How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	45%	(895)	32%	(636)	12%	(241)	5%	(105)	3%	(57)	4%	(71)	2005
Favorable of Biden	40%	(394)	34%	(334)	13%	(131)	5%	(53)	3%	(28)	5%	(51)	991
Unfavorable of Biden	50%	(486)	30%	(291)	11%	(104)	5%	(49)	2%	(21)	2%	(18)	968
Very Favorable of Biden	46%	(226)	30%	(147)	11%	(52)	5%	(25)	3%	(14)	6%	(31)	496
Somewhat Favorable of Biden	34%	(167)	38%	(187)	16%	(79)	6%	(28)	3%	(14)	4%	(20)	495
Somewhat Unfavorable of Biden	35%	(76)	36%	(77)	15%	(33)	7%	(16)	4%	(8)	3%	(6)	216
Very Unfavorable of Biden	55%	(410)	28%	(214)	9%	(71)	4%	(33)	2%	(12)	2%	(11)	752
#1 Issue: Economy	45%	(371)	32%	(262)	14%	(115)	4%	(34)	3%	(22)	2%	(15)	820
#1 Issue: Security	53%	(124)	33%	(77)	8%	(18)	4%	(9)	1%	(2)	2%	(5)	234
#1 Issue: Health Care	47%	(78)	30%	(49)	9%	(15)	6%	(10)	3%	(4)	5%	(8)	165
#1 Issue: Medicare / Social Security	47%	(103)	32%	(70)	10%	(22)	4%	(9)	1%	(3)	6%	(14)	221
#1 Issue: Women's Issues	36%	(102)	31%	(89)	13%	(36)	8%	(22)	7%	(21)	5%	(14)	285
#1 Issue: Education	42%	(22)	31%	(16)	17%	(9)	8%	(4)	1%	(0)	1%	(0)	52
#1 Issue: Energy	43%	(58)	34%	(46)	9%	(12)	6%	(8)	1%	(2)	6%	(8)	134
#1 Issue: Other	39%	(37)	28%	(27)	14%	(13)	9%	(8)	4%	(4)	6%	(5)	94
2020 Vote: Joe Biden	38%	(389)	34%	(350)	14%	(147)	6%	(65)	3%	(29)	5%	(55)	1034
2020 Vote: Donald Trump	56%	(426)	30%	(227)	9%	(65)	2%	(19)	2%	(13)	1%	(8)	757
2020 Vote: Other	32%	(16)	33%	(17)	15%	(8)	13%	(6)	7%	(4)	1%	(0)	51
2020 Vote: Didn't Vote	39%	(63)	27%	(43)	13%	(21)	9%	(15)	7%	(12)	5%	(8)	163
2018 House Vote: Democrat	38%	(323)	34%	(286)	14%	(117)	6%	(52)	3%	(26)	6%	(47)	852
2018 House Vote: Republican	54%	(369)	31%	(209)	9%	(63)	3%	(21)	1%	(9)	1%	(7)	678
2018 House Vote: Someone else	46%	(26)	26%	(15)	13%	(7)	9%	(5)	7%	(4)	—	(0)	58
2016 Vote: Hillary Clinton	39%	(328)	33%	(280)	13%	(111)	6%	(51)	3%	(23)	5%	(45)	837
2016 Vote: Donald Trump	55%	(439)	30%	(242)	9%	(72)	4%	(29)	1%	(12)	1%	(7)	801
2016 Vote: Other	30%	(30)	38%	(38)	14%	(14)	6%	(6)	6%	(6)	7%	(7)	100
2016 Vote: Didn't Vote	36%	(95)	29%	(76)	17%	(44)	7%	(19)	6%	(17)	5%	(12)	263
Voted in 2014: Yes	46%	(658)	32%	(460)	11%	(161)	5%	(73)	2%	(28)	3%	(46)	1426
Voted in 2014: No	41%	(237)	30%	(176)	14%	(80)	6%	(32)	5%	(29)	4%	(25)	579

Table CPA2: *How important, if at all, is it that the beef you purchase was born, raised, and harvested in the United States?*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't know/No opinion		I do not purchase beef		Total N
Registered Voters	45%	(895)	32%	(636)	12%	(241)	5%	(105)	3%	(57)	4%	(71)	2005
4-Region: Northeast	40%	(140)	38%	(133)	10%	(36)	5%	(17)	4%	(13)	4%	(14)	353
4-Region: Midwest	49%	(227)	32%	(145)	10%	(48)	4%	(19)	2%	(10)	2%	(10)	459
4-Region: South	47%	(356)	30%	(222)	12%	(86)	5%	(34)	3%	(26)	3%	(25)	750
4-Region: West	39%	(172)	31%	(136)	16%	(70)	8%	(35)	2%	(8)	5%	(22)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA3_1: *How concerning, if at all, are each of the following statements?*
Foreign importers of beef can legally put a U.S. food safety inspection sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	60%	(1206)	29%	(574)	8%	(151)	4%	(74)	2005
Gender: Male	55%	(520)	31%	(291)	10%	(91)	4%	(37)	939
Gender: Female	64%	(686)	27%	(283)	6%	(61)	3%	(36)	1066
Age: 18-34	52%	(246)	32%	(155)	11%	(53)	5%	(24)	478
Age: 35-44	56%	(170)	33%	(100)	7%	(21)	5%	(14)	305
Age: 45-64	64%	(459)	27%	(193)	7%	(50)	3%	(21)	723
Age: 65+	66%	(331)	25%	(127)	6%	(28)	3%	(14)	500
GenZers: 1997-2012	34%	(39)	31%	(35)	25%	(28)	11%	(12)	115
Millennials: 1981-1996	57%	(328)	32%	(187)	7%	(41)	4%	(23)	579
GenXers: 1965-1980	61%	(298)	30%	(145)	6%	(29)	3%	(13)	485
Baby Boomers: 1946-1964	66%	(494)	25%	(184)	6%	(47)	3%	(23)	749
PID: Dem (no lean)	57%	(482)	30%	(252)	9%	(77)	4%	(32)	843
PID: Ind (no lean)	56%	(275)	30%	(146)	9%	(46)	5%	(23)	490
PID: Rep (no lean)	67%	(449)	26%	(177)	4%	(28)	3%	(18)	672
PID/Gender: Dem Men	53%	(204)	32%	(124)	11%	(43)	4%	(15)	386
PID/Gender: Dem Women	61%	(278)	28%	(128)	7%	(34)	4%	(17)	457
PID/Gender: Ind Men	50%	(123)	34%	(84)	11%	(28)	5%	(12)	247
PID/Gender: Ind Women	63%	(152)	25%	(61)	8%	(18)	5%	(11)	242
PID/Gender: Rep Men	63%	(193)	27%	(83)	7%	(20)	3%	(11)	306
PID/Gender: Rep Women	70%	(256)	26%	(94)	2%	(8)	2%	(8)	366
Ideo: Liberal (1-3)	56%	(348)	30%	(186)	9%	(57)	5%	(33)	625
Ideo: Moderate (4)	57%	(350)	31%	(191)	8%	(51)	4%	(22)	613
Ideo: Conservative (5-7)	67%	(469)	26%	(182)	5%	(33)	3%	(19)	702
Educ: < College	64%	(774)	26%	(310)	7%	(85)	4%	(46)	1215
Educ: Bachelors degree	57%	(283)	33%	(164)	7%	(36)	3%	(14)	497
Educ: Post-grad	51%	(149)	34%	(100)	10%	(30)	4%	(13)	293
Income: Under 50k	62%	(551)	27%	(236)	7%	(63)	5%	(40)	891
Income: 50k-100k	61%	(437)	28%	(203)	8%	(54)	3%	(19)	713
Income: 100k+	54%	(218)	34%	(135)	9%	(34)	3%	(14)	401
Ethnicity: White	61%	(961)	28%	(446)	7%	(104)	4%	(58)	1569
Ethnicity: Hispanic	51%	(104)	31%	(63)	14%	(28)	5%	(10)	205

Continued on next page

Table CPA3_1: *How concerning, if at all, are each of the following statements?*
Foreign importers of beef can legally put a U.S. food safety inspection sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	60%	(1206)	29%	(574)	8%	(151)	4%	(74)	2005
Ethnicity: Black	60%	(151)	26%	(66)	11%	(28)	2%	(6)	250
Ethnicity: Other	51%	(94)	33%	(62)	11%	(20)	5%	(10)	185
All Christian	62%	(660)	29%	(313)	6%	(63)	3%	(31)	1067
All Non-Christian	56%	(52)	24%	(22)	13%	(12)	7%	(7)	93
Atheist	45%	(41)	34%	(31)	12%	(11)	9%	(9)	91
Agnostic/Nothing in particular	57%	(280)	28%	(139)	10%	(51)	4%	(18)	489
Something Else	65%	(173)	26%	(69)	6%	(15)	3%	(8)	265
Religious Non-Protestant/Catholic	56%	(60)	26%	(27)	12%	(13)	6%	(7)	107
Evangelical	67%	(398)	25%	(150)	5%	(30)	2%	(13)	590
Non-Evangelical	59%	(420)	31%	(222)	7%	(46)	4%	(27)	715
Community: Urban	57%	(311)	31%	(166)	9%	(49)	3%	(18)	543
Community: Suburban	59%	(567)	30%	(291)	8%	(76)	4%	(35)	969
Community: Rural	66%	(328)	24%	(117)	5%	(27)	4%	(21)	493
Employ: Private Sector	54%	(356)	37%	(244)	8%	(53)	1%	(10)	662
Employ: Government	61%	(73)	29%	(35)	6%	(8)	3%	(4)	120
Employ: Self-Employed	58%	(94)	24%	(38)	9%	(15)	9%	(15)	162
Employ: Homemaker	64%	(100)	26%	(41)	5%	(9)	5%	(7)	156
Employ: Retired	67%	(391)	23%	(136)	6%	(35)	3%	(20)	582
Employ: Unemployed	65%	(118)	22%	(39)	5%	(10)	7%	(13)	180
Employ: Other	57%	(60)	31%	(32)	10%	(10)	3%	(3)	105
Military HH: Yes	65%	(201)	27%	(83)	5%	(15)	3%	(10)	308
Military HH: No	59%	(1005)	29%	(491)	8%	(137)	4%	(64)	1697
RD/WT: Right Direction	54%	(383)	33%	(235)	8%	(60)	5%	(32)	711
RD/WT: Wrong Track	64%	(823)	26%	(339)	7%	(91)	3%	(41)	1294
Biden Job Approve	57%	(556)	31%	(299)	9%	(87)	4%	(36)	977
Biden Job Disapprove	64%	(636)	27%	(267)	5%	(54)	3%	(33)	991
Biden Job Strongly Approve	59%	(282)	29%	(138)	8%	(40)	3%	(16)	477
Biden Job Somewhat Approve	55%	(274)	32%	(160)	9%	(47)	4%	(20)	501
Biden Job Somewhat Disapprove	50%	(132)	36%	(95)	10%	(27)	3%	(8)	262
Biden Job Strongly Disapprove	69%	(504)	24%	(172)	4%	(28)	3%	(25)	729

Table CPA3_1: *How concerning, if at all, are each of the following statements?*
Foreign importers of beef can legally put a U.S. food safety inspection sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	60%	(1206)	29%	(574)	8%	(151)	4%	(74)	2005
Favorable of Biden	57%	(568)	30%	(296)	9%	(89)	4%	(38)	991
Unfavorable of Biden	64%	(620)	27%	(266)	5%	(51)	3%	(31)	968
Very Favorable of Biden	59%	(295)	27%	(136)	8%	(42)	5%	(23)	496
Somewhat Favorable of Biden	55%	(273)	32%	(160)	10%	(47)	3%	(15)	495
Somewhat Unfavorable of Biden	47%	(102)	40%	(87)	9%	(19)	3%	(7)	216
Very Unfavorable of Biden	69%	(517)	24%	(179)	4%	(32)	3%	(24)	752
#1 Issue: Economy	59%	(485)	32%	(261)	6%	(51)	3%	(24)	820
#1 Issue: Security	70%	(164)	24%	(55)	3%	(6)	4%	(8)	234
#1 Issue: Health Care	58%	(95)	29%	(48)	11%	(18)	3%	(4)	165
#1 Issue: Medicare / Social Security	65%	(144)	27%	(59)	6%	(13)	2%	(5)	221
#1 Issue: Women's Issues	52%	(148)	28%	(80)	13%	(36)	7%	(20)	285
#1 Issue: Education	51%	(27)	26%	(13)	19%	(10)	5%	(2)	52
#1 Issue: Energy	65%	(87)	23%	(31)	10%	(13)	2%	(3)	134
#1 Issue: Other	59%	(56)	28%	(26)	6%	(5)	7%	(7)	94
2020 Vote: Joe Biden	56%	(575)	31%	(319)	9%	(96)	4%	(44)	1034
2020 Vote: Donald Trump	67%	(510)	26%	(199)	4%	(32)	2%	(16)	757
2020 Vote: Other	52%	(26)	31%	(16)	13%	(7)	4%	(2)	51
2020 Vote: Didn't Vote	58%	(94)	25%	(40)	10%	(17)	7%	(11)	163
2018 House Vote: Democrat	58%	(493)	29%	(251)	9%	(81)	3%	(27)	852
2018 House Vote: Republican	67%	(455)	27%	(182)	3%	(23)	3%	(19)	678
2018 House Vote: Someone else	61%	(35)	19%	(11)	12%	(7)	7%	(4)	58
2016 Vote: Hillary Clinton	57%	(473)	31%	(256)	9%	(77)	4%	(31)	837
2016 Vote: Donald Trump	68%	(545)	25%	(202)	4%	(35)	2%	(20)	801
2016 Vote: Other	53%	(53)	34%	(34)	7%	(7)	7%	(7)	100
2016 Vote: Didn't Vote	50%	(133)	31%	(82)	12%	(33)	6%	(16)	263
Voted in 2014: Yes	62%	(878)	28%	(406)	7%	(97)	3%	(45)	1426
Voted in 2014: No	57%	(328)	29%	(168)	9%	(54)	5%	(29)	579

Table CPA3_1: *How concerning, if at all, are each of the following statements?*

Foreign importers of beef can legally put a U.S. food safety inspection sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	60%	(1206)	29%	(574)	8%	(151)	4%	(74)	2005
4-Region: Northeast	61%	(215)	29%	(104)	6%	(23)	3%	(12)	353
4-Region: Midwest	63%	(290)	25%	(116)	8%	(35)	4%	(18)	459
4-Region: South	61%	(458)	28%	(212)	8%	(56)	3%	(23)	750
4-Region: West	55%	(243)	32%	(142)	8%	(37)	5%	(21)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA3_2: *How concerning, if at all, are each of the following statements?*

Foreign importers of beef can legally put a 'Product of U.S.A' sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	63%	(1272)	27%	(549)	6%	(127)	3%	(58)	2005
Gender: Male	58%	(549)	31%	(293)	7%	(68)	3%	(28)	939
Gender: Female	68%	(723)	24%	(255)	5%	(58)	3%	(30)	1066
Age: 18-34	50%	(237)	35%	(165)	11%	(55)	4%	(21)	478
Age: 35-44	58%	(176)	34%	(103)	5%	(15)	3%	(11)	305
Age: 45-64	69%	(499)	25%	(179)	4%	(31)	2%	(13)	723
Age: 65+	72%	(359)	20%	(101)	5%	(26)	3%	(14)	500
GenZers: 1997-2012	33%	(37)	39%	(45)	16%	(19)	12%	(13)	115
Millennials: 1981-1996	56%	(322)	33%	(193)	8%	(49)	3%	(15)	579
GenXers: 1965-1980	65%	(314)	29%	(141)	4%	(19)	2%	(10)	485
Baby Boomers: 1946-1964	73%	(546)	20%	(150)	5%	(36)	2%	(17)	749
PID: Dem (no lean)	59%	(499)	28%	(240)	9%	(75)	3%	(29)	843
PID: Ind (no lean)	61%	(300)	29%	(140)	7%	(32)	3%	(17)	490
PID: Rep (no lean)	70%	(472)	25%	(169)	3%	(19)	2%	(13)	672
PID/Gender: Dem Men	54%	(208)	33%	(127)	10%	(38)	4%	(14)	386
PID/Gender: Dem Women	64%	(291)	25%	(113)	8%	(38)	3%	(15)	457
PID/Gender: Ind Men	56%	(139)	33%	(83)	7%	(17)	4%	(9)	247
PID/Gender: Ind Women	67%	(161)	24%	(58)	6%	(15)	3%	(8)	242
PID/Gender: Rep Men	66%	(202)	27%	(84)	5%	(14)	2%	(6)	306
PID/Gender: Rep Women	74%	(270)	23%	(85)	1%	(5)	2%	(7)	366
Ideo: Liberal (1-3)	59%	(372)	29%	(182)	8%	(47)	4%	(24)	625
Ideo: Moderate (4)	59%	(359)	30%	(183)	8%	(51)	3%	(19)	613
Ideo: Conservative (5-7)	72%	(504)	24%	(166)	3%	(19)	2%	(15)	702
Educ: < College	65%	(791)	25%	(307)	7%	(81)	3%	(36)	1215
Educ: Bachelors degree	61%	(302)	31%	(155)	5%	(26)	3%	(15)	497
Educ: Post-grad	61%	(178)	30%	(87)	7%	(20)	3%	(8)	293
Income: Under 50k	64%	(572)	25%	(221)	7%	(63)	4%	(36)	891
Income: 50k-100k	64%	(454)	28%	(198)	6%	(45)	2%	(15)	713
Income: 100k+	61%	(245)	32%	(130)	5%	(19)	2%	(7)	401
Ethnicity: White	65%	(1026)	27%	(424)	5%	(77)	3%	(42)	1569
Ethnicity: Hispanic	48%	(99)	37%	(75)	11%	(22)	4%	(8)	205

Table CPA3_2: *How concerning, if at all, are each of the following statements?*

Foreign importers of beef can legally put a 'Product of U.S.A' sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	63%	(1272)	27%	(549)	6%	(127)	3%	(58)	2005
Ethnicity: Black	58%	(146)	26%	(66)	13%	(31)	3%	(7)	250
Ethnicity: Other	54%	(99)	32%	(59)	10%	(18)	5%	(10)	185
All Christian	66%	(708)	26%	(282)	5%	(51)	3%	(27)	1067
All Non-Christian	59%	(55)	24%	(22)	12%	(11)	5%	(5)	93
Atheist	48%	(44)	41%	(37)	6%	(6)	5%	(4)	91
Agnostic/Nothing in particular	61%	(296)	27%	(134)	9%	(46)	3%	(13)	489
Something Else	64%	(169)	28%	(74)	5%	(13)	3%	(9)	265
Religious Non-Protestant/Catholic	59%	(63)	26%	(28)	10%	(11)	4%	(5)	107
Evangelical	69%	(409)	26%	(151)	3%	(19)	2%	(10)	590
Non-Evangelical	63%	(452)	27%	(194)	6%	(43)	4%	(26)	715
Community: Urban	59%	(318)	32%	(171)	7%	(39)	3%	(14)	543
Community: Suburban	64%	(617)	27%	(264)	6%	(58)	3%	(30)	969
Community: Rural	68%	(336)	23%	(113)	6%	(30)	3%	(14)	493
Employ: Private Sector	58%	(382)	35%	(232)	6%	(40)	1%	(8)	662
Employ: Government	65%	(78)	23%	(28)	8%	(10)	4%	(5)	120
Employ: Self-Employed	58%	(93)	29%	(47)	6%	(10)	7%	(12)	162
Employ: Homemaker	63%	(98)	32%	(49)	4%	(6)	2%	(3)	156
Employ: Retired	74%	(430)	18%	(107)	5%	(29)	3%	(16)	582
Employ: Unemployed	66%	(118)	24%	(43)	5%	(9)	6%	(10)	180
Employ: Other	56%	(59)	28%	(29)	15%	(16)	2%	(2)	105
Military HH: Yes	70%	(214)	23%	(69)	6%	(17)	2%	(7)	308
Military HH: No	62%	(1058)	28%	(479)	6%	(110)	3%	(51)	1697
RD/WT: Right Direction	58%	(411)	30%	(213)	9%	(63)	3%	(24)	711
RD/WT: Wrong Track	67%	(861)	26%	(336)	5%	(64)	3%	(34)	1294
Biden Job Approve	60%	(590)	29%	(281)	8%	(79)	3%	(27)	977
Biden Job Disapprove	67%	(668)	26%	(257)	4%	(40)	3%	(27)	991
Biden Job Strongly Approve	63%	(301)	27%	(128)	7%	(33)	3%	(14)	477
Biden Job Somewhat Approve	58%	(289)	31%	(153)	9%	(46)	3%	(13)	501
Biden Job Somewhat Disapprove	53%	(137)	38%	(100)	7%	(18)	3%	(7)	262
Biden Job Strongly Disapprove	73%	(530)	22%	(157)	3%	(22)	3%	(20)	729

Table CPA3_2: *How concerning, if at all, are each of the following statements?*
Foreign importers of beef can legally put a 'Product of U.S.A' sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	63%	(1272)	27%	(549)	6%	(127)	3%	(58)	2005
Favorable of Biden	61%	(602)	28%	(278)	8%	(81)	3%	(31)	991
Unfavorable of Biden	67%	(653)	26%	(255)	4%	(37)	2%	(23)	968
Very Favorable of Biden	63%	(313)	25%	(125)	8%	(38)	4%	(21)	496
Somewhat Favorable of Biden	58%	(289)	31%	(153)	9%	(43)	2%	(10)	495
Somewhat Unfavorable of Biden	50%	(108)	43%	(93)	6%	(13)	1%	(2)	216
Very Unfavorable of Biden	72%	(545)	22%	(162)	3%	(25)	3%	(21)	752
#1 Issue: Economy	61%	(504)	31%	(253)	6%	(48)	2%	(14)	820
#1 Issue: Security	72%	(168)	22%	(51)	3%	(8)	3%	(7)	234
#1 Issue: Health Care	57%	(95)	33%	(55)	6%	(10)	3%	(6)	165
#1 Issue: Medicare / Social Security	71%	(158)	21%	(46)	5%	(12)	2%	(5)	221
#1 Issue: Women's Issues	59%	(168)	24%	(69)	10%	(28)	7%	(19)	285
#1 Issue: Education	52%	(27)	34%	(18)	15%	(8)	—	(0)	52
#1 Issue: Energy	68%	(91)	24%	(32)	5%	(7)	2%	(3)	134
#1 Issue: Other	64%	(61)	25%	(23)	6%	(6)	5%	(5)	94
2020 Vote: Joe Biden	59%	(610)	29%	(301)	9%	(90)	3%	(33)	1034
2020 Vote: Donald Trump	71%	(537)	25%	(189)	2%	(18)	2%	(14)	757
2020 Vote: Other	73%	(37)	18%	(9)	7%	(4)	2%	(1)	51
2020 Vote: Didn't Vote	54%	(88)	30%	(49)	9%	(15)	6%	(10)	163
2018 House Vote: Democrat	61%	(515)	28%	(241)	9%	(74)	3%	(22)	852
2018 House Vote: Republican	72%	(487)	24%	(161)	3%	(18)	2%	(12)	678
2018 House Vote: Someone else	65%	(37)	22%	(13)	8%	(5)	5%	(3)	58
2016 Vote: Hillary Clinton	59%	(498)	29%	(244)	9%	(71)	3%	(24)	837
2016 Vote: Donald Trump	72%	(574)	24%	(189)	3%	(20)	2%	(18)	801
2016 Vote: Other	65%	(66)	25%	(25)	7%	(7)	3%	(3)	100
2016 Vote: Didn't Vote	50%	(132)	34%	(91)	11%	(28)	5%	(13)	263
Voted in 2014: Yes	66%	(937)	26%	(373)	6%	(83)	2%	(33)	1426
Voted in 2014: No	58%	(334)	30%	(176)	8%	(44)	4%	(25)	579

Table CPA3_2: *How concerning, if at all, are each of the following statements?*

Foreign importers of beef can legally put a 'Product of U.S.A' sticker on a package containing beef born, raised, and harvested outside the U.S.

Demographic	Very concerning		Somewhat concerning		Not too concerning		Not at all concerning		Total N
Registered Voters	63%	(1272)	27%	(549)	6%	(127)	3%	(58)	2005
4-Region: Northeast	62%	(218)	29%	(102)	7%	(24)	3%	(10)	353
4-Region: Midwest	67%	(306)	25%	(114)	5%	(23)	3%	(16)	459
4-Region: South	67%	(499)	25%	(186)	6%	(44)	3%	(21)	750
4-Region: West	56%	(249)	33%	(147)	8%	(36)	3%	(12)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA4: *As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015.The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Do you support or oppose the American Beef Labeling Act?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Registered Voters	64%	(1291)	22%	(436)	2%	(44)	1%	(26)	10%	(207)	2005
Gender: Male	62%	(585)	26%	(240)	2%	(21)	1%	(9)	9%	(85)	939
Gender: Female	66%	(707)	18%	(196)	2%	(23)	2%	(17)	12%	(123)	1066
Age: 18-34	50%	(236)	30%	(142)	4%	(20)	1%	(6)	15%	(73)	478
Age: 35-44	58%	(178)	28%	(86)	2%	(5)	2%	(5)	10%	(31)	305
Age: 45-64	70%	(503)	18%	(127)	2%	(13)	2%	(12)	10%	(69)	723
Age: 65+	75%	(374)	16%	(82)	1%	(6)	1%	(3)	7%	(35)	500
GenZers: 1997-2012	36%	(41)	39%	(44)	6%	(7)	3%	(3)	16%	(19)	115
Millennials: 1981-1996	55%	(319)	28%	(160)	3%	(17)	1%	(6)	13%	(78)	579
GenXers: 1965-1980	66%	(321)	22%	(106)	3%	(13)	2%	(8)	8%	(37)	485
Baby Boomers: 1946-1964	74%	(553)	15%	(112)	1%	(6)	1%	(8)	9%	(70)	749
PID: Dem (no lean)	62%	(520)	24%	(200)	2%	(14)	1%	(12)	12%	(97)	843
PID: Ind (no lean)	63%	(309)	20%	(97)	4%	(22)	—	(2)	12%	(60)	490
PID: Rep (no lean)	69%	(462)	21%	(139)	1%	(9)	2%	(13)	7%	(50)	672
PID/Gender: Dem Men	61%	(237)	26%	(101)	2%	(7)	1%	(4)	10%	(37)	386
PID/Gender: Dem Women	62%	(284)	22%	(99)	1%	(6)	2%	(8)	13%	(60)	457
PID/Gender: Ind Men	60%	(148)	25%	(61)	4%	(10)	—	(0)	11%	(28)	247
PID/Gender: Ind Women	66%	(161)	15%	(36)	5%	(12)	1%	(2)	13%	(32)	242
PID/Gender: Rep Men	65%	(200)	25%	(77)	1%	(3)	2%	(5)	6%	(20)	306
PID/Gender: Rep Women	72%	(262)	17%	(62)	1%	(5)	2%	(7)	8%	(30)	366
Ideo: Liberal (1-3)	63%	(394)	25%	(155)	1%	(9)	1%	(4)	10%	(63)	625
Ideo: Moderate (4)	62%	(382)	22%	(138)	3%	(17)	2%	(10)	11%	(66)	613
Ideo: Conservative (5-7)	69%	(483)	19%	(136)	2%	(15)	2%	(12)	8%	(55)	702
Educ: < College	66%	(801)	18%	(223)	3%	(35)	1%	(17)	11%	(139)	1215
Educ: Bachelors degree	63%	(312)	29%	(142)	1%	(4)	1%	(7)	7%	(32)	497
Educ: Post-grad	61%	(178)	24%	(71)	2%	(5)	1%	(2)	12%	(36)	293
Income: Under 50k	63%	(559)	21%	(183)	3%	(22)	2%	(13)	13%	(114)	891
Income: 50k-100k	67%	(477)	21%	(150)	2%	(17)	2%	(11)	8%	(58)	713
Income: 100k+	64%	(256)	26%	(103)	1%	(4)	—	(2)	9%	(35)	401

Table CPA4: *As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015.The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Do you support or oppose the American Beef Labeling Act?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Registered Voters	64%	(1291)	22%	(436)	2%	(44)	1%	(26)	10%	(207)	2005
Ethnicity: White	67%	(1057)	21%	(323)	2%	(27)	1%	(17)	9%	(145)	1569
Ethnicity: Hispanic	57%	(117)	26%	(52)	3%	(6)	3%	(5)	12%	(24)	205
Ethnicity: Black	58%	(146)	22%	(56)	3%	(7)	2%	(4)	15%	(38)	250
Ethnicity: Other	48%	(88)	31%	(58)	6%	(11)	3%	(5)	13%	(24)	185
All Christian	68%	(731)	21%	(225)	2%	(20)	2%	(18)	7%	(73)	1067
All Non-Christian	54%	(50)	26%	(24)	3%	(3)	—	(0)	17%	(15)	93
Atheist	51%	(46)	32%	(30)	3%	(3)	—	(0)	14%	(13)	91
Agnostic/Nothing in particular	60%	(291)	22%	(109)	2%	(8)	1%	(5)	16%	(76)	489
Something Else	65%	(173)	18%	(48)	4%	(11)	1%	(2)	11%	(30)	265
Religious Non-Protestant/Catholic	53%	(56)	28%	(30)	3%	(3)	—	(0)	16%	(17)	107
Evangelical	65%	(385)	23%	(133)	2%	(13)	2%	(10)	8%	(49)	590
Non-Evangelical	71%	(505)	18%	(131)	2%	(17)	2%	(11)	7%	(50)	715
Community: Urban	58%	(313)	27%	(147)	2%	(12)	2%	(12)	11%	(58)	543
Community: Suburban	65%	(631)	21%	(207)	2%	(19)	1%	(10)	11%	(103)	969
Community: Rural	70%	(347)	17%	(82)	3%	(13)	1%	(5)	9%	(46)	493
Employ: Private Sector	63%	(414)	26%	(173)	3%	(18)	1%	(4)	8%	(52)	662
Employ: Government	53%	(64)	30%	(36)	2%	(2)	3%	(4)	12%	(15)	120
Employ: Self-Employed	56%	(91)	27%	(44)	3%	(5)	2%	(3)	11%	(18)	162
Employ: Homemaker	72%	(113)	11%	(18)	2%	(3)	—	(0)	14%	(22)	156
Employ: Retired	73%	(427)	17%	(97)	1%	(8)	1%	(8)	7%	(42)	582
Employ: Unemployed	56%	(100)	20%	(37)	1%	(2)	3%	(5)	20%	(36)	180
Employ: Other	61%	(64)	20%	(21)	4%	(5)	1%	(1)	14%	(15)	105
Military HH: Yes	71%	(219)	16%	(51)	2%	(7)	1%	(4)	9%	(28)	308
Military HH: No	63%	(1073)	23%	(385)	2%	(37)	1%	(23)	11%	(179)	1697
RD/WT: Right Direction	64%	(452)	26%	(182)	1%	(9)	1%	(4)	9%	(64)	711
RD/WT: Wrong Track	65%	(840)	20%	(254)	3%	(35)	2%	(22)	11%	(143)	1294
Biden Job Approve	63%	(620)	26%	(250)	2%	(16)	1%	(6)	9%	(85)	977
Biden Job Disapprove	67%	(659)	19%	(184)	3%	(27)	2%	(20)	10%	(100)	991

Table CPA4: *As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015.The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Do you support or oppose the American Beef Labeling Act?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Registered Voters	64%	(1291)	22%	(436)	2%	(44)	1%	(26)	10%	(207)	2005
Biden Job Strongly Approve	74%	(354)	18%	(86)	—	(1)	—	(1)	7%	(34)	477
Biden Job Somewhat Approve	53%	(266)	33%	(163)	3%	(15)	1%	(5)	10%	(51)	501
Biden Job Somewhat Disapprove	52%	(137)	29%	(75)	3%	(9)	2%	(5)	14%	(36)	262
Biden Job Strongly Disapprove	72%	(522)	15%	(109)	2%	(18)	2%	(15)	9%	(65)	729
Favorable of Biden	64%	(638)	24%	(238)	2%	(17)	1%	(5)	9%	(92)	991
Unfavorable of Biden	66%	(641)	19%	(188)	2%	(23)	2%	(21)	10%	(95)	968
Very Favorable of Biden	73%	(364)	17%	(84)	1%	(4)	—	(1)	9%	(44)	496
Somewhat Favorable of Biden	55%	(274)	31%	(154)	3%	(13)	1%	(4)	10%	(49)	495
Somewhat Unfavorable of Biden	51%	(111)	31%	(67)	4%	(9)	2%	(5)	11%	(24)	216
Very Unfavorable of Biden	70%	(530)	16%	(120)	2%	(15)	2%	(16)	9%	(71)	752
#1 Issue: Economy	63%	(517)	22%	(181)	2%	(19)	2%	(16)	11%	(87)	820
#1 Issue: Security	71%	(166)	18%	(43)	3%	(7)	1%	(3)	7%	(15)	234
#1 Issue: Health Care	66%	(109)	25%	(41)	—	(1)	2%	(4)	6%	(10)	165
#1 Issue: Medicare / Social Security	75%	(165)	15%	(34)	2%	(4)	—	(1)	8%	(17)	221
#1 Issue: Women's Issues	54%	(154)	24%	(69)	2%	(6)	1%	(2)	19%	(53)	285
#1 Issue: Education	48%	(25)	40%	(21)	4%	(2)	1%	(0)	6%	(3)	52
#1 Issue: Energy	69%	(92)	23%	(31)	1%	(1)	—	(0)	7%	(9)	134
#1 Issue: Other	67%	(64)	15%	(14)	4%	(4)	—	(0)	13%	(12)	94
2020 Vote: Joe Biden	62%	(643)	24%	(251)	2%	(19)	1%	(11)	11%	(109)	1034
2020 Vote: Donald Trump	70%	(530)	19%	(147)	2%	(15)	1%	(8)	8%	(58)	757
2020 Vote: Other	64%	(33)	20%	(10)	4%	(2)	—	(0)	11%	(6)	51
2020 Vote: Didn't Vote	53%	(86)	17%	(27)	5%	(8)	4%	(7)	21%	(35)	163
2018 House Vote: Democrat	62%	(531)	24%	(203)	2%	(14)	1%	(12)	11%	(91)	852
2018 House Vote: Republican	71%	(481)	19%	(128)	2%	(12)	1%	(8)	7%	(48)	678
2018 House Vote: Someone else	59%	(34)	11%	(6)	6%	(4)	—	(0)	24%	(14)	58

Table CPA4: *As you may know, the 2002 and 2008 Farm Bills required mandatory country of origin labeling for beef being sold in the United States. However, Congress repealed the mandatory country of origin labeling law for beef in 2015.The American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Do you support or oppose the American Beef Labeling Act?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Registered Voters	64%	(1291)	22%	(436)	2%	(44)	1%	(26)	10%	(207)	2005
2016 Vote: Hillary Clinton	64%	(532)	24%	(201)	2%	(14)	1%	(6)	10%	(84)	837
2016 Vote: Donald Trump	70%	(562)	19%	(152)	2%	(14)	2%	(14)	7%	(60)	801
2016 Vote: Other	63%	(63)	18%	(18)	3%	(3)	—	(0)	17%	(17)	100
2016 Vote: Didn't Vote	50%	(133)	24%	(64)	5%	(13)	2%	(7)	18%	(47)	263
Voted in 2014: Yes	68%	(965)	20%	(289)	1%	(21)	1%	(15)	10%	(137)	1426
Voted in 2014: No	56%	(327)	25%	(148)	4%	(24)	2%	(11)	12%	(70)	579
4-Region: Northeast	62%	(220)	20%	(72)	5%	(17)	2%	(6)	10%	(37)	353
4-Region: Midwest	68%	(313)	22%	(100)	1%	(3)	—	(2)	9%	(42)	459
4-Region: South	65%	(489)	22%	(163)	2%	(16)	1%	(10)	10%	(72)	750
4-Region: West	61%	(270)	23%	(102)	2%	(7)	2%	(8)	13%	(56)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPA5: *As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/No opinion		Total N
Registered Voters	36%	(727)	38%	(770)	2%	(35)	1%	(27)	22%	(446)	2005
Gender: Male	36%	(335)	41%	(385)	2%	(14)	1%	(10)	21%	(194)	939
Gender: Female	37%	(393)	36%	(385)	2%	(20)	2%	(16)	24%	(251)	1066
Age: 18-34	31%	(146)	40%	(190)	4%	(19)	2%	(7)	24%	(116)	478
Age: 35-44	38%	(116)	41%	(124)	2%	(6)	—	(1)	19%	(58)	305
Age: 45-64	38%	(272)	38%	(273)	1%	(8)	2%	(13)	22%	(157)	723
Age: 65+	39%	(194)	37%	(183)	1%	(3)	1%	(5)	23%	(115)	500
GenZers: 1997-2012	18%	(20)	45%	(52)	6%	(7)	3%	(3)	28%	(33)	115
Millennials: 1981-1996	36%	(210)	39%	(225)	3%	(16)	1%	(5)	21%	(124)	579
GenXers: 1965-1980	37%	(180)	38%	(182)	2%	(8)	2%	(9)	22%	(106)	485
Baby Boomers: 1946-1964	39%	(291)	38%	(281)	1%	(4)	1%	(7)	22%	(166)	749
PID: Dem (no lean)	35%	(297)	37%	(316)	2%	(17)	1%	(8)	24%	(205)	843
PID: Ind (no lean)	33%	(160)	40%	(196)	2%	(12)	1%	(6)	23%	(115)	490
PID: Rep (no lean)	40%	(270)	39%	(259)	1%	(6)	2%	(12)	19%	(126)	672
PID/Gender: Dem Men	38%	(145)	39%	(150)	2%	(6)	1%	(3)	21%	(80)	386
PID/Gender: Dem Women	33%	(152)	36%	(165)	2%	(11)	1%	(5)	27%	(125)	457
PID/Gender: Ind Men	32%	(80)	40%	(100)	3%	(6)	—	(1)	25%	(61)	247
PID/Gender: Ind Women	33%	(80)	40%	(96)	2%	(6)	2%	(6)	22%	(54)	242
PID/Gender: Rep Men	36%	(109)	44%	(135)	1%	(2)	2%	(6)	17%	(53)	306
PID/Gender: Rep Women	44%	(161)	34%	(124)	1%	(4)	2%	(6)	20%	(72)	366
Ideo: Liberal (1-3)	34%	(214)	39%	(246)	1%	(8)	1%	(4)	24%	(153)	625
Ideo: Moderate (4)	36%	(218)	40%	(243)	3%	(17)	1%	(8)	21%	(127)	613
Ideo: Conservative (5-7)	40%	(281)	38%	(268)	1%	(7)	2%	(12)	19%	(135)	702
Educ: < College	38%	(463)	36%	(439)	2%	(27)	2%	(23)	22%	(263)	1215
Educ: Bachelors degree	33%	(164)	44%	(217)	1%	(5)	—	(0)	23%	(112)	497
Educ: Post-grad	34%	(100)	39%	(114)	1%	(3)	1%	(4)	24%	(71)	293
Income: Under 50k	36%	(321)	35%	(310)	2%	(18)	2%	(14)	26%	(228)	891
Income: 50k-100k	38%	(273)	41%	(293)	2%	(15)	1%	(9)	17%	(123)	713
Income: 100k+	33%	(134)	42%	(168)	—	(2)	1%	(3)	24%	(95)	401
Ethnicity: White	37%	(585)	38%	(598)	2%	(26)	1%	(15)	22%	(345)	1569

Continued on next page

Table CPA5: *As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/No opinion		Total N
Registered Voters	36%	(727)	38%	(770)	2%	(35)	1%	(27)	22%	(446)	2005
Ethnicity: Hispanic	32%	(66)	42%	(86)	2%	(3)	2%	(4)	22%	(45)	205
Ethnicity: Black	38%	(95)	34%	(86)	3%	(8)	3%	(6)	22%	(55)	250
Ethnicity: Other	26%	(48)	46%	(86)	1%	(1)	3%	(5)	25%	(46)	185
All Christian	42%	(444)	37%	(397)	2%	(16)	2%	(19)	18%	(191)	1067
All Non-Christian	30%	(28)	33%	(31)	3%	(2)	—	(0)	35%	(32)	93
Atheist	21%	(19)	46%	(42)	1%	(1)	—	(0)	33%	(30)	91
Agnostic/Nothing in particular	26%	(129)	43%	(209)	2%	(8)	1%	(4)	28%	(139)	489
Something Else	40%	(107)	35%	(92)	3%	(8)	1%	(4)	21%	(55)	265
Religious Non-Protestant/Catholic	30%	(32)	36%	(39)	2%	(2)	—	(0)	32%	(34)	107
Evangelical	44%	(261)	36%	(210)	2%	(11)	2%	(13)	16%	(94)	590
Non-Evangelical	39%	(279)	37%	(268)	2%	(12)	1%	(9)	21%	(147)	715
Community: Urban	41%	(220)	38%	(208)	2%	(11)	2%	(13)	17%	(90)	543
Community: Suburban	33%	(315)	41%	(401)	1%	(13)	1%	(6)	24%	(233)	969
Community: Rural	39%	(192)	33%	(160)	2%	(10)	1%	(7)	25%	(123)	493
Employ: Private Sector	37%	(244)	41%	(271)	2%	(10)	1%	(5)	20%	(132)	662
Employ: Government	30%	(36)	46%	(55)	3%	(3)	5%	(6)	17%	(20)	120
Employ: Self-Employed	31%	(51)	42%	(68)	2%	(3)	1%	(1)	24%	(39)	162
Employ: Homemaker	39%	(61)	35%	(55)	2%	(3)	—	(0)	24%	(37)	156
Employ: Retired	38%	(222)	37%	(214)	1%	(4)	1%	(9)	23%	(133)	582
Employ: Unemployed	38%	(69)	28%	(51)	3%	(5)	3%	(5)	28%	(51)	180
Employ: Other	36%	(37)	38%	(40)	4%	(4)	1%	(1)	22%	(23)	105
Military HH: Yes	41%	(125)	36%	(112)	—	(0)	2%	(5)	21%	(66)	308
Military HH: No	35%	(602)	39%	(659)	2%	(35)	1%	(21)	22%	(380)	1697
RD/WT: Right Direction	38%	(272)	39%	(278)	2%	(17)	—	(2)	20%	(141)	711
RD/WT: Wrong Track	35%	(456)	38%	(492)	1%	(18)	2%	(24)	24%	(305)	1294
Biden Job Approve	37%	(360)	39%	(379)	2%	(17)	1%	(6)	22%	(216)	977
Biden Job Disapprove	37%	(363)	39%	(388)	2%	(18)	2%	(19)	21%	(203)	991

Table CPA5: *As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package. Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/No opinion		Total N
Registered Voters	36%	(727)	38%	(770)	2%	(35)	1%	(27)	22%	(446)	2005
Biden Job Strongly Approve	49%	(233)	29%	(140)	2%	(10)	—	(0)	19%	(93)	477
Biden Job Somewhat Approve	25%	(127)	48%	(238)	1%	(7)	1%	(6)	25%	(123)	501
Biden Job Somewhat Disapprove	27%	(71)	47%	(123)	3%	(9)	2%	(5)	21%	(54)	262
Biden Job Strongly Disapprove	40%	(292)	36%	(265)	1%	(9)	2%	(14)	20%	(149)	729
Favorable of Biden	36%	(358)	40%	(392)	2%	(15)	1%	(6)	22%	(220)	991
Unfavorable of Biden	37%	(361)	38%	(370)	2%	(17)	2%	(19)	21%	(200)	968
Very Favorable of Biden	46%	(226)	31%	(156)	1%	(6)	—	(1)	22%	(107)	496
Somewhat Favorable of Biden	27%	(132)	48%	(236)	2%	(9)	1%	(5)	23%	(113)	495
Somewhat Unfavorable of Biden	30%	(64)	44%	(95)	4%	(8)	2%	(5)	20%	(44)	216
Very Unfavorable of Biden	40%	(298)	37%	(275)	1%	(9)	2%	(14)	21%	(156)	752
#1 Issue: Economy	36%	(298)	39%	(317)	2%	(16)	2%	(13)	21%	(176)	820
#1 Issue: Security	43%	(100)	36%	(85)	1%	(3)	3%	(7)	17%	(39)	234
#1 Issue: Health Care	38%	(64)	43%	(70)	2%	(4)	2%	(3)	15%	(25)	165
#1 Issue: Medicare / Social Security	39%	(85)	40%	(89)	—	(1)	—	(0)	21%	(45)	221
#1 Issue: Women's Issues	30%	(85)	35%	(99)	2%	(4)	—	(1)	34%	(96)	285
#1 Issue: Education	37%	(19)	44%	(23)	4%	(2)	1%	(1)	14%	(7)	52
#1 Issue: Energy	37%	(50)	43%	(58)	2%	(3)	—	(0)	17%	(23)	134
#1 Issue: Other	29%	(27)	31%	(29)	2%	(2)	2%	(2)	36%	(34)	94
2020 Vote: Joe Biden	34%	(354)	39%	(401)	2%	(20)	1%	(10)	24%	(249)	1034
2020 Vote: Donald Trump	41%	(310)	39%	(298)	1%	(7)	1%	(9)	18%	(134)	757
2020 Vote: Other	32%	(16)	35%	(18)	—	(0)	—	(0)	32%	(17)	51
2020 Vote: Didn't Vote	29%	(47)	33%	(53)	5%	(8)	4%	(7)	29%	(47)	163
2018 House Vote: Democrat	36%	(310)	37%	(317)	2%	(16)	1%	(9)	24%	(200)	852
2018 House Vote: Republican	42%	(288)	37%	(254)	—	(3)	2%	(11)	18%	(122)	678
2018 House Vote: Someone else	25%	(14)	45%	(26)	1%	(1)	—	(0)	29%	(17)	58
2016 Vote: Hillary Clinton	36%	(305)	38%	(318)	2%	(18)	—	(4)	23%	(193)	837
2016 Vote: Donald Trump	41%	(328)	39%	(313)	1%	(5)	2%	(17)	17%	(139)	801
2016 Vote: Other	22%	(22)	41%	(41)	—	(0)	—	(0)	37%	(37)	100
2016 Vote: Didn't Vote	27%	(72)	37%	(96)	5%	(12)	2%	(5)	29%	(77)	263

Continued on next page

Table CPA5: *As a reminder, the American Beef Labeling Act is a proposed piece of legislation that would reinstate mandatory country of origin labeling on beef being sold in the United States. This would ensure only beef born, raised, and harvested in the U.S. could legally have a 'Product of U.S.A.' sticker on the package.Are you more likely or less likely to vote for a candidate (i.e., U.S. Senate or U.S. House) who supports the American Beef Labeling Act?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/No opinion		Total N
Registered Voters	36%	(727)	38%	(770)	2%	(35)	1%	(27)	22%	(446)	2005
Voted in 2014: Yes	39%	(557)	38%	(540)	1%	(16)	1%	(15)	21%	(298)	1426
Voted in 2014: No	29%	(171)	40%	(230)	3%	(19)	2%	(12)	25%	(147)	579
4-Region: Northeast	34%	(119)	37%	(129)	3%	(9)	2%	(6)	25%	(89)	353
4-Region: Midwest	35%	(161)	41%	(186)	1%	(4)	1%	(4)	23%	(104)	459
4-Region: South	39%	(293)	36%	(273)	2%	(18)	2%	(14)	20%	(152)	750
4-Region: West	35%	(154)	41%	(182)	1%	(3)	1%	(3)	23%	(102)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CPAdem1: *How often, if at all, do you buy beef products?*

Demographic	Every day		Several times a week		About once a week		A few times a month		A few times a year		Never		Total N
Registered Voters	3%	(62)	17%	(339)	30%	(595)	36%	(722)	9%	(182)	5%	(106)	2005
Gender: Male	5%	(48)	22%	(208)	29%	(271)	34%	(319)	6%	(58)	4%	(36)	939
Gender: Female	1%	(14)	12%	(131)	30%	(324)	38%	(403)	12%	(124)	7%	(70)	1066
Age: 18-34	6%	(29)	23%	(109)	29%	(139)	29%	(140)	5%	(26)	7%	(34)	478
Age: 35-44	8%	(23)	28%	(84)	26%	(81)	24%	(75)	9%	(27)	5%	(16)	305
Age: 45-64	1%	(8)	14%	(104)	32%	(231)	38%	(276)	11%	(79)	3%	(25)	723
Age: 65+	—	(2)	8%	(42)	29%	(144)	46%	(230)	10%	(50)	6%	(31)	500
GenZers: 1997-2012	4%	(4)	19%	(22)	32%	(36)	33%	(38)	7%	(8)	5%	(6)	115
Millennials: 1981-1996	8%	(45)	27%	(155)	26%	(152)	26%	(153)	6%	(35)	7%	(40)	579
GenXers: 1965-1980	1%	(5)	17%	(84)	32%	(155)	37%	(180)	9%	(45)	3%	(15)	485
Baby Boomers: 1946-1964	1%	(6)	10%	(73)	30%	(223)	43%	(319)	12%	(89)	5%	(39)	749
PID: Dem (no lean)	3%	(26)	18%	(150)	28%	(234)	35%	(296)	9%	(75)	7%	(62)	843
PID: Ind (no lean)	2%	(11)	14%	(67)	31%	(152)	38%	(186)	9%	(46)	6%	(27)	490
PID: Rep (no lean)	4%	(25)	18%	(122)	31%	(209)	36%	(239)	9%	(61)	2%	(17)	672
PID/Gender: Dem Men	6%	(23)	25%	(97)	27%	(104)	32%	(122)	6%	(22)	5%	(18)	386
PID/Gender: Dem Women	1%	(3)	12%	(53)	29%	(130)	38%	(174)	11%	(52)	10%	(44)	457
PID/Gender: Ind Men	4%	(10)	16%	(40)	31%	(77)	36%	(89)	7%	(16)	6%	(14)	247
PID/Gender: Ind Women	—	(1)	11%	(27)	31%	(74)	40%	(97)	12%	(30)	5%	(13)	242
PID/Gender: Rep Men	5%	(15)	23%	(71)	29%	(90)	35%	(108)	6%	(19)	1%	(4)	306
PID/Gender: Rep Women	3%	(10)	14%	(51)	33%	(119)	36%	(132)	11%	(41)	4%	(13)	366
Ideo: Liberal (1-3)	4%	(25)	14%	(89)	30%	(186)	36%	(223)	9%	(55)	8%	(47)	625
Ideo: Moderate (4)	3%	(17)	19%	(117)	30%	(181)	38%	(230)	7%	(42)	4%	(26)	613
Ideo: Conservative (5-7)	3%	(18)	17%	(121)	31%	(214)	36%	(250)	11%	(76)	3%	(23)	702
Educ: < College	2%	(30)	17%	(203)	30%	(359)	38%	(462)	9%	(107)	5%	(55)	1215
Educ: Bachelors degree	5%	(25)	17%	(86)	30%	(152)	31%	(152)	10%	(50)	7%	(33)	497
Educ: Post-grad	2%	(7)	17%	(50)	29%	(84)	37%	(108)	8%	(25)	6%	(18)	293
Income: Under 50k	2%	(19)	13%	(119)	27%	(244)	40%	(353)	11%	(97)	7%	(60)	891
Income: 50k-100k	3%	(22)	20%	(140)	31%	(224)	34%	(243)	8%	(57)	4%	(28)	713
Income: 100k+	5%	(22)	20%	(80)	32%	(128)	32%	(127)	7%	(28)	4%	(18)	401
Ethnicity: White	3%	(50)	16%	(258)	32%	(501)	35%	(544)	9%	(138)	5%	(79)	1569
Ethnicity: Hispanic	8%	(17)	21%	(44)	26%	(53)	32%	(65)	9%	(17)	4%	(8)	205
Ethnicity: Black	5%	(12)	18%	(44)	17%	(43)	45%	(112)	10%	(24)	6%	(15)	250

Table CPAdem1: *How often, if at all, do you buy beef products?*

Demographic	Every day		Several times a week		About once a week		A few times a month		A few times a year		Never		Total N
Registered Voters	3%	(62)	17%	(339)	30%	(595)	36%	(722)	9%	(182)	5%	(106)	2005
Ethnicity: Other	—	(0)	20%	(37)	27%	(50)	36%	(66)	10%	(19)	7%	(12)	185
All Christian	4%	(46)	18%	(188)	31%	(332)	33%	(357)	10%	(107)	4%	(38)	1067
All Non-Christian	1%	(1)	15%	(14)	28%	(26)	37%	(34)	6%	(6)	13%	(12)	93
Atheist	—	(0)	11%	(10)	31%	(29)	36%	(33)	5%	(5)	16%	(15)	91
Agnostic/Nothing in particular	2%	(8)	14%	(66)	30%	(148)	39%	(191)	9%	(44)	6%	(32)	489
Something Else	2%	(6)	23%	(61)	23%	(61)	40%	(107)	8%	(20)	4%	(9)	265
Religious Non-Protestant/Catholic	1%	(1)	13%	(14)	26%	(28)	40%	(43)	8%	(9)	11%	(12)	107
Evangelical	7%	(40)	23%	(138)	24%	(142)	33%	(194)	10%	(57)	3%	(18)	590
Non-Evangelical	2%	(12)	15%	(106)	34%	(246)	36%	(257)	9%	(66)	4%	(29)	715
Community: Urban	7%	(37)	25%	(134)	25%	(138)	31%	(167)	7%	(40)	5%	(27)	543
Community: Suburban	2%	(15)	13%	(129)	31%	(299)	39%	(375)	10%	(93)	6%	(58)	969
Community: Rural	2%	(10)	15%	(76)	32%	(158)	37%	(180)	10%	(49)	4%	(20)	493
Employ: Private Sector	5%	(31)	27%	(179)	31%	(206)	26%	(175)	7%	(43)	4%	(28)	662
Employ: Government	4%	(5)	8%	(9)	33%	(39)	43%	(52)	8%	(10)	4%	(5)	120
Employ: Self-Employed	10%	(16)	14%	(22)	33%	(53)	30%	(49)	7%	(12)	6%	(9)	162
Employ: Homemaker	—	(0)	17%	(27)	34%	(54)	35%	(54)	10%	(16)	4%	(6)	156
Employ: Retired	1%	(4)	9%	(51)	27%	(159)	46%	(267)	11%	(66)	6%	(35)	582
Employ: Unemployed	2%	(4)	12%	(22)	24%	(43)	38%	(68)	14%	(25)	10%	(18)	180
Employ: Other	2%	(2)	20%	(21)	28%	(30)	41%	(43)	5%	(5)	4%	(4)	105
Military HH: Yes	3%	(8)	13%	(41)	26%	(79)	43%	(134)	11%	(34)	4%	(12)	308
Military HH: No	3%	(54)	18%	(298)	30%	(515)	35%	(589)	9%	(147)	6%	(94)	1697
RD/WT: Right Direction	6%	(40)	21%	(152)	28%	(197)	32%	(226)	7%	(53)	6%	(43)	711
RD/WT: Wrong Track	2%	(22)	14%	(187)	31%	(398)	38%	(496)	10%	(129)	5%	(63)	1294
Biden Job Approve	5%	(45)	17%	(170)	28%	(278)	35%	(343)	8%	(77)	7%	(66)	977
Biden Job Disapprove	2%	(16)	16%	(163)	32%	(314)	37%	(364)	10%	(101)	3%	(34)	991
Biden Job Strongly Approve	7%	(32)	22%	(107)	26%	(125)	31%	(148)	7%	(32)	7%	(33)	477
Biden Job Somewhat Approve	2%	(12)	13%	(63)	31%	(153)	39%	(194)	9%	(45)	7%	(33)	501
Biden Job Somewhat Disapprove	1%	(2)	17%	(46)	27%	(71)	40%	(106)	9%	(25)	5%	(12)	262
Biden Job Strongly Disapprove	2%	(14)	16%	(117)	33%	(242)	35%	(258)	10%	(76)	3%	(22)	729
Favorable of Biden	4%	(38)	17%	(167)	28%	(279)	36%	(359)	8%	(79)	7%	(69)	991
Unfavorable of Biden	2%	(23)	16%	(159)	32%	(310)	36%	(348)	10%	(95)	3%	(32)	968

Table CPAdem1: *How often, if at all, do you buy beef products?*

Demographic	Every day		Several times a week		About once a week		A few times a month		A few times a year		Never		Total N
Registered Voters	3%	(62)	17%	(339)	30%	(595)	36%	(722)	9%	(182)	5%	(106)	2005
Very Favorable of Biden	5%	(24)	21%	(102)	26%	(130)	33%	(166)	7%	(35)	8%	(40)	496
Somewhat Favorable of Biden	3%	(14)	13%	(66)	30%	(150)	39%	(192)	9%	(44)	6%	(29)	495
Somewhat Unfavorable of Biden	4%	(8)	16%	(35)	28%	(60)	41%	(88)	8%	(18)	4%	(8)	216
Very Unfavorable of Biden	2%	(15)	17%	(125)	33%	(251)	35%	(261)	10%	(78)	3%	(24)	752
#1 Issue: Economy	2%	(18)	20%	(161)	30%	(249)	35%	(289)	9%	(75)	3%	(28)	820
#1 Issue: Security	6%	(14)	12%	(28)	30%	(70)	38%	(89)	9%	(21)	5%	(12)	234
#1 Issue: Health Care	4%	(6)	26%	(42)	29%	(48)	29%	(48)	6%	(10)	7%	(11)	165
#1 Issue: Medicare / Social Security	2%	(4)	10%	(21)	28%	(62)	42%	(94)	12%	(27)	6%	(13)	221
#1 Issue: Women's Issues	3%	(8)	8%	(22)	32%	(91)	38%	(109)	12%	(33)	8%	(22)	285
#1 Issue: Education	6%	(3)	27%	(14)	30%	(16)	30%	(16)	6%	(3)	1%	(0)	52
#1 Issue: Energy	5%	(6)	25%	(33)	25%	(33)	33%	(45)	5%	(7)	7%	(10)	134
#1 Issue: Other	2%	(2)	19%	(18)	28%	(26)	35%	(33)	7%	(6)	10%	(9)	94
2020 Vote: Joe Biden	3%	(32)	17%	(178)	28%	(292)	36%	(371)	9%	(88)	7%	(73)	1034
2020 Vote: Donald Trump	3%	(22)	17%	(131)	33%	(251)	34%	(259)	10%	(73)	3%	(22)	757
2020 Vote: Other	2%	(1)	16%	(8)	33%	(17)	30%	(15)	14%	(7)	5%	(3)	51
2020 Vote: Didn't Vote	4%	(7)	13%	(22)	22%	(35)	47%	(77)	8%	(13)	5%	(8)	163
2018 House Vote: Democrat	2%	(21)	18%	(153)	28%	(234)	36%	(304)	9%	(79)	7%	(61)	852
2018 House Vote: Republican	3%	(23)	18%	(119)	33%	(222)	34%	(233)	9%	(63)	3%	(17)	678
2018 House Vote: Someone else	2%	(1)	15%	(9)	23%	(13)	50%	(29)	8%	(5)	2%	(1)	58
2016 Vote: Hillary Clinton	3%	(26)	17%	(140)	29%	(244)	35%	(289)	9%	(77)	7%	(61)	837
2016 Vote: Donald Trump	4%	(29)	18%	(141)	30%	(244)	37%	(297)	9%	(74)	2%	(16)	801
2016 Vote: Other	1%	(1)	8%	(8)	36%	(36)	39%	(39)	7%	(7)	9%	(9)	100
2016 Vote: Didn't Vote	2%	(5)	18%	(48)	27%	(70)	37%	(96)	9%	(24)	8%	(20)	263
Voted in 2014: Yes	3%	(43)	17%	(249)	29%	(417)	36%	(513)	9%	(130)	5%	(73)	1426
Voted in 2014: No	3%	(18)	15%	(90)	31%	(178)	36%	(209)	9%	(52)	6%	(33)	579
4-Region: Northeast	1%	(3)	18%	(62)	29%	(103)	35%	(125)	12%	(41)	5%	(19)	353
4-Region: Midwest	3%	(16)	12%	(56)	29%	(132)	41%	(190)	11%	(50)	3%	(15)	459
4-Region: South	3%	(26)	19%	(142)	31%	(230)	35%	(266)	7%	(51)	5%	(36)	750
4-Region: West	4%	(17)	18%	(78)	30%	(131)	32%	(141)	9%	(40)	8%	(36)	443

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	2005	100%
xdemGender	Gender: Male	939	47%
	Gender: Female	1066	53%
	N	2005	
age	Age: 18-34	478	24%
	Age: 35-44	305	15%
	Age: 45-64	723	36%
	Age: 65+	500	25%
	N	2005	
demAgeGeneration	GenZers: 1997-2012	115	6%
	Millennials: 1981-1996	579	29%
	GenXers: 1965-1980	485	24%
	Baby Boomers: 1946-1964	749	37%
	N	1928	
xpid3	PID: Dem (no lean)	843	42%
	PID: Ind (no lean)	490	24%
	PID: Rep (no lean)	672	34%
	N	2005	
xpidGender	PID/Gender: Dem Men	386	19%
	PID/Gender: Dem Women	457	23%
	PID/Gender: Ind Men	247	12%
	PID/Gender: Ind Women	242	12%
	PID/Gender: Rep Men	306	15%
	PID/Gender: Rep Women	366	18%
	N	2005	
xdemIdeo3	Ideo: Liberal (1-3)	625	31%
	Ideo: Moderate (4)	613	31%
	Ideo: Conservative (5-7)	702	35%
	N	1940	
xeduc3	Educ: < College	1215	61%
	Educ: Bachelors degree	497	25%
	Educ: Post-grad	293	15%
	N	2005	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	891	44%
	Income: 50k-100k	713	36%
	Income: 100k+	401	20%
	N	2005	
xdemWhite	Ethnicity: White	1569	78%
xdemHispBin	Ethnicity: Hispanic	205	10%
demBlackBin	Ethnicity: Black	250	12%
demRaceOther	Ethnicity: Other	185	9%
xdemReligion	All Christian	1067	53%
	All Non-Christian	93	5%
	Atheist	91	5%
	Agnostic/Nothing in particular	489	24%
	Something Else	265	13%
	N	2005	
xdemReligOther	Religious Non-Protestant/Catholic	107	5%
xdemEvang	Evangelical	590	29%
	Non-Evangelical	715	36%
	N	1305	
xdemUsr	Community: Urban	543	27%
	Community: Suburban	969	48%
	Community: Rural	493	25%
	N	2005	
xdemEmploy	Employ: Private Sector	662	33%
	Employ: Government	120	6%
	Employ: Self-Employed	162	8%
	Employ: Homemaker	156	8%
	Employ: Student	37	2%
	Employ: Retired	582	29%
	Employ: Unemployed	180	9%
	Employ: Other	105	5%
	N	2005	
xdemMilHH1	Military HH: Yes	308	15%
	Military HH: No	1697	85%
	N	2005	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	711	35%
	RD/WT: Wrong Track	1294	65%
	N	2005	
xdemBidenApprove	Biden Job Approve	977	49%
	Biden Job Disapprove	991	49%
	N	1968	
xdemBidenApprove2	Biden Job Strongly Approve	477	24%
	Biden Job Somewhat Approve	501	25%
	Biden Job Somewhat Disapprove	262	13%
	Biden Job Strongly Disapprove	729	36%
	N	1968	
xdemBidenFav	Favorable of Biden	991	49%
	Unfavorable of Biden	968	48%
	N	1959	
xdemBidenFavFull	Very Favorable of Biden	496	25%
	Somewhat Favorable of Biden	495	25%
	Somewhat Unfavorable of Biden	216	11%
	Very Unfavorable of Biden	752	38%
	N	1959	
xnr3	#1 Issue: Economy	820	41%
	#1 Issue: Security	234	12%
	#1 Issue: Health Care	165	8%
	#1 Issue: Medicare / Social Security	221	11%
	#1 Issue: Women's Issues	285	14%
	#1 Issue: Education	52	3%
	#1 Issue: Energy	134	7%
	#1 Issue: Other	94	5%
	N	2005	
xsubVote20O	2020 Vote: Joe Biden	1034	52%
	2020 Vote: Donald Trump	757	38%
	2020 Vote: Other	51	3%
	2020 Vote: Didn't Vote	163	8%
	N	2005	
xsubVote18O	2018 House Vote: Democrat	852	42%
	2018 House Vote: Republican	678	34%
	2018 House Vote: Someone else	58	3%
	N	1588	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	837	42%
	2016 Vote: Donald Trump	801	40%
	2016 Vote: Other	100	5%
	2016 Vote: Didn't Vote	263	13%
	N	2002	
xsubVote14O	Voted in 2014: Yes	1426	71%
	Voted in 2014: No	579	29%
	N	2005	
xreg4	4-Region: Northeast	353	18%
	4-Region: Midwest	459	23%
	4-Region: South	750	37%
	4-Region: West	443	22%
	N	2005	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.