

```
warningcolor##  
Warning:  
package  
'reshape2'  
was  
built  
under  
R  
version  
3.6.2
```



National Tracking Poll #201045  
October 08-11, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 8-October 11, 2020 among a national sample of 4400 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCFE1\_1: How interested are you in the following types of podcasts?**  
 Politics

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(717)	27%	(1186)	14%	(625)	33%	(1446)	10%	(426)	4400
Gender: Male	22%	(468)	28%	(598)	14%	(292)	28%	(602)	8%	(164)	2124
Gender: Female	11%	(249)	26%	(588)	15%	(333)	37%	(844)	12%	(262)	2276
Age: 18-34	15%	(195)	27%	(352)	18%	(233)	30%	(399)	10%	(132)	1310
Age: 35-44	24%	(170)	30%	(215)	16%	(116)	21%	(153)	9%	(61)	715
Age: 45-64	16%	(240)	27%	(408)	13%	(201)	34%	(517)	9%	(136)	1502
Age: 65+	13%	(112)	24%	(211)	9%	(75)	43%	(377)	11%	(98)	873
GenZers: 1997-2012	11%	(65)	24%	(140)	15%	(88)	36%	(209)	14%	(82)	584
Millennials: 1981-1996	20%	(212)	30%	(322)	18%	(196)	24%	(260)	8%	(86)	1076
GenXers: 1965-1980	20%	(232)	27%	(315)	14%	(165)	30%	(345)	8%	(91)	1148
Baby Boomers: 1946-1964	13%	(183)	26%	(365)	11%	(162)	39%	(559)	11%	(149)	1418
PID: Dem (no lean)	19%	(309)	31%	(507)	14%	(229)	28%	(450)	7%	(116)	1611
PID: Ind (no lean)	10%	(127)	21%	(278)	15%	(200)	39%	(512)	14%	(188)	1305
PID: Rep (no lean)	19%	(281)	27%	(401)	13%	(196)	33%	(483)	8%	(123)	1484
PID/Gender: Dem Men	25%	(186)	32%	(242)	14%	(107)	25%	(189)	4%	(30)	754
PID/Gender: Dem Women	14%	(123)	31%	(265)	14%	(122)	31%	(262)	10%	(85)	857
PID/Gender: Ind Men	13%	(81)	23%	(137)	15%	(94)	35%	(211)	14%	(85)	607
PID/Gender: Ind Women	7%	(46)	20%	(141)	15%	(106)	43%	(301)	15%	(104)	698
PID/Gender: Rep Men	26%	(201)	29%	(219)	12%	(91)	26%	(202)	7%	(50)	763
PID/Gender: Rep Women	11%	(80)	25%	(182)	15%	(105)	39%	(281)	10%	(73)	721
Ideo: Liberal (1-3)	22%	(280)	34%	(427)	14%	(179)	25%	(312)	6%	(74)	1272
Ideo: Moderate (4)	13%	(183)	28%	(380)	16%	(223)	33%	(456)	9%	(126)	1368
Ideo: Conservative (5-7)	18%	(251)	26%	(355)	13%	(185)	35%	(476)	8%	(106)	1373
Educ: < College	12%	(365)	24%	(738)	14%	(418)	38%	(1150)	12%	(353)	3024
Educ: Bachelors degree	22%	(191)	31%	(279)	17%	(147)	25%	(220)	6%	(51)	888
Educ: Post-grad	33%	(161)	35%	(169)	12%	(60)	16%	(76)	5%	(22)	488

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**Table MCFE1\_1: How interested are you in the following types of podcasts?**

*Politics*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (717)	27% (1186)	14% (625)	33% (1446)	10% (426)	4400
Income: Under 50k	12% (279)	24% (549)	14% (323)	37% (851)	13% (287)	2289
Income: 50k-100k	16% (201)	29% (375)	15% (193)	32% (404)	8% (101)	1274
Income: 100k+	28% (236)	31% (262)	13% (110)	23% (191)	5% (39)	837
Ethnicity: White	16% (562)	27% (939)	14% (466)	34% (1175)	9% (303)	3443
Ethnicity: Hispanic	18% (125)	28% (197)	17% (118)	30% (207)	7% (52)	699
Ethnicity: Black	13% (74)	24% (134)	17% (93)	32% (173)	14% (75)	549
Ethnicity: Other	20% (81)	28% (113)	16% (67)	24% (98)	12% (49)	408
All Christian	18% (390)	30% (638)	14% (291)	30% (647)	8% (160)	2125
All Non-Christian	29% (77)	27% (72)	15% (40)	23% (59)	6% (15)	263
Atheist	19% (36)	23% (43)	14% (25)	40% (74)	3% (6)	185
Agnostic/Nothing in particular	13% (139)	21% (225)	14% (150)	38% (404)	13% (142)	1059
Something Else	10% (76)	27% (209)	16% (119)	34% (261)	13% (103)	768
Religious Non-Protestant/Catholic	27% (83)	30% (92)	15% (48)	23% (70)	5% (16)	308
Evangelical	20% (254)	31% (395)	15% (190)	28% (356)	7% (96)	1292
Non-Evangelical	12% (184)	28% (414)	14% (206)	35% (529)	11% (159)	1493
Community: Urban	23% (333)	30% (438)	15% (220)	24% (348)	8% (120)	1459
Community: Suburban	14% (255)	27% (509)	14% (254)	37% (680)	8% (154)	1852
Community: Rural	12% (129)	22% (240)	14% (151)	38% (418)	14% (152)	1090
Employ: Private Sector	21% (298)	31% (433)	15% (217)	26% (361)	7% (100)	1410
Employ: Government	27% (74)	30% (81)	14% (39)	21% (57)	9% (25)	275
Employ: Self-Employed	21% (85)	33% (132)	15% (60)	21% (85)	10% (41)	404
Employ: Homemaker	7% (21)	21% (60)	16% (48)	46% (134)	10% (31)	294
Employ: Student	13% (26)	25% (51)	19% (39)	33% (69)	10% (20)	205
Employ: Retired	13% (130)	24% (239)	8% (85)	44% (446)	11% (109)	1008
Employ: Unemployed	11% (62)	22% (116)	18% (97)	36% (194)	13% (69)	537
Employ: Other	8% (20)	27% (72)	15% (40)	38% (102)	12% (32)	267
Military HH: Yes	16% (108)	25% (164)	15% (102)	37% (243)	7% (46)	663
Military HH: No	16% (609)	27% (1022)	14% (523)	32% (1202)	10% (381)	3737
RD/WT: Right Direction	22% (315)	28% (400)	12% (180)	29% (425)	9% (130)	1451
RD/WT: Wrong Track	14% (402)	27% (786)	15% (445)	35% (1020)	10% (296)	2949

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**Table MCFE1\_1: How interested are you in the following types of podcasts?**  
 Politics

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (717)	27% (1186)	14% (625)	33% (1446)	10% (426)	4400
Trump Job Approve	19% (366)	26% (500)	14% (259)	32% (609)	9% (162)	1896
Trump Job Disapprove	15% (347)	29% (669)	15% (347)	33% (777)	8% (198)	2337
Trump Job Strongly Approve	24% (253)	27% (284)	11% (110)	30% (309)	8% (83)	1040
Trump Job Somewhat Approve	13% (112)	25% (216)	17% (149)	35% (300)	9% (79)	856
Trump Job Somewhat Disapprove	11% (56)	32% (171)	17% (92)	33% (176)	7% (37)	534
Trump Job Strongly Disapprove	16% (291)	28% (497)	14% (255)	33% (601)	9% (160)	1803
Favorable of Trump	19% (360)	28% (520)	13% (242)	31% (582)	9% (159)	1864
Unfavorable of Trump	15% (350)	28% (644)	16% (369)	33% (769)	8% (191)	2322
Very Favorable of Trump	25% (279)	28% (319)	11% (128)	28% (319)	8% (93)	1139
Somewhat Favorable of Trump	11% (80)	28% (201)	16% (114)	36% (263)	9% (66)	724
Somewhat Unfavorable of Trump	12% (49)	24% (100)	21% (88)	35% (147)	8% (32)	416
Very Unfavorable of Trump	16% (301)	29% (544)	15% (281)	33% (622)	8% (160)	1906
#1 Issue: Economy	18% (291)	27% (437)	16% (252)	31% (496)	9% (138)	1614
#1 Issue: Security	20% (95)	25% (119)	13% (63)	33% (158)	9% (44)	479
#1 Issue: Health Care	18% (152)	33% (276)	13% (113)	29% (243)	6% (52)	836
#1 Issue: Medicare / Social Security	10% (62)	25% (149)	11% (64)	42% (255)	12% (74)	604
#1 Issue: Women's Issues	9% (20)	21% (48)	14% (31)	40% (90)	17% (38)	227
#1 Issue: Education	16% (28)	29% (51)	21% (38)	18% (32)	16% (28)	177
#1 Issue: Energy	20% (30)	24% (37)	16% (25)	28% (43)	12% (19)	154
#1 Issue: Other	13% (39)	22% (69)	13% (40)	41% (128)	11% (34)	309
2018 House Vote: Democrat	22% (313)	32% (450)	12% (169)	27% (383)	7% (101)	1416
2018 House Vote: Republican	20% (250)	30% (376)	13% (163)	30% (378)	6% (76)	1243
2018 House Vote: Someone else	10% (8)	19% (15)	21% (17)	25% (19)	25% (19)	79
2016 Vote: Hillary Clinton	21% (269)	33% (431)	12% (160)	26% (340)	7% (95)	1295
2016 Vote: Donald Trump	20% (283)	28% (388)	13% (179)	32% (449)	8% (109)	1407
2016 Vote: Other	15% (31)	25% (50)	15% (29)	41% (83)	4% (8)	200
2016 Vote: Didn't Vote	9% (135)	21% (317)	17% (257)	38% (571)	14% (215)	1494
Voted in 2014: Yes	20% (477)	31% (718)	12% (281)	30% (707)	7% (171)	2353
Voted in 2014: No	12% (240)	23% (468)	17% (344)	36% (739)	12% (255)	2047

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**Table MCFE1\_1: How interested are you in the following types of podcasts?**

*Politics*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (717)	27% (1186)	14% (625)	33% (1446)	10% (426)	4400
2012 Vote: Barack Obama	19% (314)	32% (518)	13% (214)	28% (450)	8% (131)	1625
2012 Vote: Mitt Romney	19% (183)	28% (264)	12% (113)	34% (322)	8% (74)	956
2012 Vote: Other	16% (19)	27% (32)	12% (15)	38% (46)	8% (9)	120
2012 Vote: Didn't Vote	12% (198)	22% (371)	17% (284)	37% (626)	13% (212)	1692
4-Region: Northeast	22% (175)	29% (232)	13% (101)	28% (221)	7% (59)	787
4-Region: Midwest	10% (93)	25% (227)	15% (139)	38% (354)	12% (110)	925
4-Region: South	15% (254)	26% (425)	15% (243)	34% (558)	10% (169)	1648
4-Region: West	19% (195)	29% (302)	14% (142)	30% (312)	8% (88)	1040
201043	16% (346)	27% (590)	14% (305)	36% (781)	8% (178)	2200
201045	17% (371)	27% (596)	15% (320)	30% (665)	11% (248)	2200
Netflix subscriber	19% (523)	29% (791)	15% (415)	29% (783)	8% (213)	2723
Hulu subscriber	21% (309)	30% (444)	15% (216)	27% (400)	8% (117)	1486
Disney+ subscriber	21% (277)	33% (425)	15% (197)	23% (307)	8% (102)	1309
Peacock subscriber	20% (121)	27% (161)	16% (95)	27% (159)	9% (54)	590
HBO Max subscriber	31% (207)	32% (214)	12% (83)	20% (132)	5% (32)	668
Quibi subscriber	32% (59)	31% (57)	11% (20)	18% (34)	7% (13)	183
Amazon Prime Video subscriber	22% (439)	29% (594)	14% (291)	29% (581)	6% (125)	2030
Paid podcast service subscriber	40% (180)	38% (170)	15% (67)	6% (29)	1% (6)	452
Paid membership platform subscriber	41% (181)	36% (157)	13% (59)	8% (34)	2% (9)	440
Frequent podcast listeners	35% (454)	36% (460)	13% (166)	13% (172)	3% (35)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_2: How interested are you in the following types of podcasts?**  
*Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (743)	20% (862)	12% (534)	42% (1860)	9% (400)	4400
Gender: Male	27% (569)	24% (511)	10% (214)	32% (681)	7% (149)	2124
Gender: Female	8% (174)	15% (351)	14% (320)	52% (1179)	11% (252)	2276
Age: 18-34	20% (256)	23% (305)	16% (206)	32% (416)	10% (126)	1310
Age: 35-44	29% (209)	22% (154)	11% (76)	31% (223)	7% (54)	715
Age: 45-64	15% (219)	19% (282)	11% (166)	47% (699)	9% (136)	1502
Age: 65+	7% (59)	14% (121)	10% (85)	60% (522)	10% (84)	873
GenZers: 1997-2012	15% (89)	19% (109)	17% (100)	36% (207)	14% (80)	584
Millennials: 1981-1996	25% (270)	25% (269)	13% (141)	29% (313)	8% (83)	1076
GenXers: 1965-1980	21% (246)	21% (236)	11% (131)	39% (444)	8% (91)	1148
Baby Boomers: 1946-1964	9% (126)	16% (222)	11% (152)	55% (785)	9% (134)	1418
PID: Dem (no lean)	20% (316)	21% (339)	13% (204)	39% (632)	7% (120)	1611
PID: Ind (no lean)	12% (157)	19% (248)	12% (153)	45% (590)	12% (157)	1305
PID: Rep (no lean)	18% (270)	19% (276)	12% (176)	43% (638)	8% (123)	1484
PID/Gender: Dem Men	30% (227)	26% (199)	12% (91)	27% (205)	4% (32)	754
PID/Gender: Dem Women	10% (88)	16% (140)	13% (113)	50% (427)	10% (89)	857
PID/Gender: Ind Men	20% (121)	25% (150)	9% (54)	36% (216)	11% (66)	607
PID/Gender: Ind Women	5% (36)	14% (98)	14% (99)	54% (374)	13% (91)	698
PID/Gender: Rep Men	29% (221)	21% (163)	9% (69)	34% (260)	7% (51)	763
PID/Gender: Rep Women	7% (50)	16% (113)	15% (107)	52% (378)	10% (72)	721
Ideo: Liberal (1-3)	19% (243)	21% (265)	12% (151)	42% (530)	7% (83)	1272
Ideo: Moderate (4)	16% (225)	23% (313)	14% (186)	39% (529)	8% (115)	1368
Ideo: Conservative (5-7)	17% (239)	17% (229)	11% (156)	47% (644)	8% (104)	1373
Educ: < College	13% (403)	17% (509)	12% (357)	47% (1426)	11% (329)	3024
Educ: Bachelors degree	19% (166)	25% (222)	15% (131)	36% (317)	6% (51)	888
Educ: Post-grad	36% (173)	27% (131)	9% (45)	24% (118)	4% (21)	488
Income: Under 50k	13% (300)	16% (367)	12% (282)	47% (1081)	11% (259)	2289
Income: 50k-100k	15% (195)	23% (296)	13% (160)	41% (524)	8% (99)	1274
Income: 100k+	30% (248)	24% (200)	11% (91)	30% (255)	5% (43)	837
Ethnicity: White	16% (562)	19% (647)	12% (397)	45% (1561)	8% (277)	3443
Ethnicity: Hispanic	23% (161)	23% (158)	18% (126)	28% (197)	8% (57)	699

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**Table MCFE1\_2: How interested are you in the following types of podcasts?**

*Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (743)	20% (862)	12% (534)	42% (1860)	9% (400)	4400
Ethnicity: Black	20% (110)	23% (125)	13% (74)	32% (178)	11% (63)	549
Ethnicity: Other	18% (72)	22% (91)	15% (63)	30% (122)	15% (60)	408
All Christian	20% (425)	22% (459)	12% (261)	39% (829)	7% (151)	2125
All Non-Christian	29% (77)	21% (56)	16% (41)	29% (75)	5% (14)	263
Atheist	12% (23)	11% (20)	10% (19)	63% (117)	3% (6)	185
Agnostic/Nothing in particular	11% (115)	18% (190)	9% (98)	48% (513)	14% (143)	1059
Something Else	13% (104)	18% (137)	15% (115)	42% (325)	11% (87)	768
Religious Non-Protestant/Catholic	28% (85)	22% (67)	16% (48)	30% (92)	5% (15)	308
Evangelical	24% (305)	22% (283)	12% (156)	35% (451)	7% (97)	1292
Non-Evangelical	13% (189)	19% (285)	14% (206)	45% (676)	9% (136)	1493
Community: Urban	24% (353)	23% (334)	15% (212)	30% (431)	9% (130)	1459
Community: Suburban	13% (239)	19% (350)	12% (223)	48% (897)	8% (142)	1852
Community: Rural	14% (151)	16% (178)	9% (99)	49% (533)	12% (129)	1090
Employ: Private Sector	23% (331)	26% (363)	13% (185)	31% (436)	7% (95)	1410
Employ: Government	29% (79)	28% (77)	9% (25)	27% (73)	8% (21)	275
Employ: Self-Employed	23% (94)	23% (93)	14% (58)	30% (120)	10% (39)	404
Employ: Homemaker	6% (16)	11% (31)	16% (47)	58% (170)	10% (30)	294
Employ: Student	14% (29)	19% (39)	17% (36)	41% (84)	8% (17)	205
Employ: Retired	9% (92)	15% (147)	9% (91)	57% (580)	10% (99)	1008
Employ: Unemployed	14% (78)	15% (81)	11% (58)	48% (256)	12% (64)	537
Employ: Other	9% (23)	12% (31)	13% (35)	53% (142)	13% (36)	267
Military HH: Yes	16% (107)	19% (125)	11% (75)	47% (309)	7% (47)	663
Military HH: No	17% (636)	20% (738)	12% (459)	42% (1552)	9% (353)	3737
RD/WT: Right Direction	23% (337)	21% (298)	10% (146)	38% (552)	8% (116)	1451
RD/WT: Wrong Track	14% (406)	19% (564)	13% (387)	44% (1308)	10% (284)	2949
Trump Job Approve	19% (357)	19% (364)	12% (228)	42% (791)	8% (156)	1896
Trump Job Disapprove	16% (363)	21% (482)	12% (291)	43% (1002)	9% (199)	2337

Continued on next page

**Table MCFE1\_2: How interested are you in the following types of podcasts?**  
 Sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (743)	20% (862)	12% (534)	42% (1860)	9% (400)	4400
Trump Job Strongly Approve	18% (191)	18% (190)	11% (116)	44% (458)	8% (85)	1040
Trump Job Somewhat Approve	19% (165)	20% (175)	13% (112)	39% (333)	8% (71)	856
Trump Job Somewhat Disapprove	17% (93)	26% (137)	16% (87)	33% (177)	7% (40)	534
Trump Job Strongly Disapprove	15% (271)	19% (345)	11% (203)	46% (825)	9% (159)	1803
Favorable of Trump	20% (368)	20% (365)	11% (207)	42% (778)	8% (147)	1864
Unfavorable of Trump	15% (356)	20% (460)	13% (305)	43% (1004)	8% (196)	2322
Very Favorable of Trump	21% (242)	18% (205)	10% (117)	42% (481)	8% (94)	1139
Somewhat Favorable of Trump	17% (126)	22% (159)	12% (90)	41% (297)	7% (53)	724
Somewhat Unfavorable of Trump	16% (68)	24% (98)	18% (74)	35% (147)	7% (29)	416
Very Unfavorable of Trump	15% (288)	19% (362)	12% (232)	45% (858)	9% (167)	1906
#1 Issue: Economy	17% (281)	22% (357)	14% (218)	39% (630)	8% (128)	1614
#1 Issue: Security	20% (98)	15% (72)	13% (62)	44% (209)	8% (36)	479
#1 Issue: Health Care	20% (168)	22% (182)	12% (102)	39% (327)	7% (57)	836
#1 Issue: Medicare / Social Security	11% (67)	15% (89)	8% (50)	54% (323)	12% (75)	604
#1 Issue: Women's Issues	8% (19)	16% (37)	13% (28)	48% (108)	15% (35)	227
#1 Issue: Education	27% (48)	31% (56)	13% (23)	16% (29)	12% (21)	177
#1 Issue: Energy	18% (27)	19% (29)	12% (18)	43% (67)	9% (14)	154
#1 Issue: Other	11% (36)	13% (40)	10% (32)	54% (167)	11% (35)	309
2018 House Vote: Democrat	20% (282)	21% (303)	12% (169)	40% (565)	7% (97)	1416
2018 House Vote: Republican	19% (230)	22% (268)	11% (140)	42% (527)	6% (78)	1243
2018 House Vote: Someone else	12% (10)	18% (14)	9% (7)	39% (30)	22% (17)	79
2016 Vote: Hillary Clinton	20% (253)	22% (284)	12% (153)	40% (513)	7% (91)	1295
2016 Vote: Donald Trump	19% (271)	20% (280)	11% (153)	42% (596)	8% (107)	1407
2016 Vote: Other	12% (24)	18% (37)	12% (25)	54% (107)	4% (7)	200
2016 Vote: Didn't Vote	13% (195)	17% (261)	14% (203)	43% (641)	13% (195)	1494
Voted in 2014: Yes	18% (431)	21% (485)	11% (260)	43% (1018)	7% (159)	2353
Voted in 2014: No	15% (312)	18% (378)	13% (274)	41% (842)	12% (241)	2047

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**Table MCFE1\_2: How interested are you in the following types of podcasts?**

*Sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (743)	20% (862)	12% (534)	42% (1860)	9% (400)	4400
2012 Vote: Barack Obama	20% (317)	21% (336)	12% (194)	40% (653)	8% (126)	1625
2012 Vote: Mitt Romney	16% (154)	19% (178)	11% (104)	48% (455)	7% (65)	956
2012 Vote: Other	15% (18)	13% (16)	8% (10)	57% (69)	6% (8)	120
2012 Vote: Didn't Vote	15% (251)	20% (333)	13% (226)	40% (680)	12% (201)	1692
4-Region: Northeast	24% (190)	23% (182)	12% (96)	33% (263)	7% (57)	787
4-Region: Midwest	13% (119)	17% (156)	11% (105)	49% (456)	10% (89)	925
4-Region: South	16% (263)	18% (296)	11% (184)	45% (739)	10% (166)	1648
4-Region: West	16% (171)	22% (228)	14% (149)	39% (403)	9% (89)	1040
201043	17% (383)	20% (431)	12% (263)	44% (961)	7% (161)	2200
201045	16% (360)	20% (431)	12% (271)	41% (899)	11% (239)	2200
Netflix subscriber	20% (557)	22% (596)	12% (330)	37% (1021)	8% (220)	2723
Hulu subscriber	21% (317)	22% (326)	12% (175)	37% (544)	8% (124)	1486
Disney+ subscriber	26% (345)	22% (293)	12% (161)	32% (414)	7% (96)	1309
Peacock subscriber	21% (122)	23% (137)	12% (70)	36% (210)	9% (51)	590
HBO Max subscriber	36% (241)	25% (164)	8% (55)	27% (184)	4% (24)	668
Quibi subscriber	34% (62)	27% (50)	8% (14)	22% (41)	9% (16)	183
Amazon Prime Video subscriber	20% (402)	22% (441)	13% (264)	39% (785)	7% (138)	2030
Paid podcast service subscriber	48% (215)	34% (156)	9% (40)	8% (35)	1% (7)	452
Paid membership platform subscriber	45% (199)	33% (146)	9% (39)	11% (46)	2% (10)	440
Frequent podcast listeners	33% (422)	29% (376)	12% (161)	22% (284)	3% (44)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_3: How interested are you in the following types of podcasts?***Pop culture*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (399)	22% (981)	18% (798)	39% (1708)	12% (514)	4400
Gender: Male	11% (228)	24% (505)	20% (417)	36% (772)	9% (201)	2124
Gender: Female	8% (171)	21% (476)	17% (381)	41% (936)	14% (312)	2276
Age: 18-34	14% (189)	29% (384)	21% (273)	23% (305)	12% (160)	1310
Age: 35-44	15% (110)	34% (240)	16% (116)	24% (171)	11% (78)	715
Age: 45-64	6% (92)	19% (281)	19% (290)	45% (675)	11% (165)	1502
Age: 65+	1% (8)	9% (76)	14% (120)	64% (558)	13% (111)	873
GenZers: 1997-2012	13% (75)	29% (168)	16% (94)	26% (150)	17% (98)	584
Millennials: 1981-1996	16% (170)	30% (322)	23% (243)	22% (234)	10% (108)	1076
GenXers: 1965-1980	10% (117)	27% (314)	17% (199)	35% (399)	10% (119)	1148
Baby Boomers: 1946-1964	3% (38)	12% (167)	17% (243)	57% (805)	12% (165)	1418
PID: Dem (no lean)	14% (220)	28% (452)	18% (292)	32% (510)	9% (137)	1611
PID: Ind (no lean)	5% (64)	19% (253)	19% (243)	41% (537)	16% (208)	1305
PID: Rep (no lean)	8% (116)	19% (275)	18% (263)	45% (661)	11% (168)	1484
PID/Gender: Dem Men	17% (125)	30% (230)	20% (151)	28% (210)	5% (38)	754
PID/Gender: Dem Women	11% (95)	26% (223)	16% (140)	35% (300)	12% (99)	857
PID/Gender: Ind Men	5% (31)	18% (108)	21% (126)	41% (252)	15% (91)	607
PID/Gender: Ind Women	5% (33)	21% (145)	17% (117)	41% (286)	17% (118)	698
PID/Gender: Rep Men	10% (73)	22% (167)	18% (140)	41% (311)	9% (72)	763
PID/Gender: Rep Women	6% (43)	15% (108)	17% (124)	48% (349)	13% (96)	721
Ideo: Liberal (1-3)	15% (193)	29% (372)	18% (234)	29% (371)	8% (102)	1272
Ideo: Moderate (4)	8% (109)	25% (348)	19% (261)	37% (511)	10% (138)	1368
Ideo: Conservative (5-7)	6% (78)	16% (215)	18% (252)	51% (694)	10% (135)	1373
Educ: < College	7% (202)	18% (546)	18% (549)	43% (1298)	14% (428)	3024
Educ: Bachelors degree	12% (106)	30% (262)	19% (165)	34% (299)	6% (56)	888
Educ: Post-grad	19% (91)	35% (173)	17% (84)	23% (111)	6% (30)	488
Income: Under 50k	7% (168)	20% (447)	18% (413)	41% (942)	14% (319)	2289
Income: 50k-100k	9% (111)	22% (275)	19% (238)	40% (505)	11% (146)	1274
Income: 100k+	14% (120)	31% (260)	18% (148)	31% (261)	6% (49)	837
Ethnicity: White	9% (304)	21% (740)	17% (597)	42% (1446)	10% (358)	3443
Ethnicity: Hispanic	14% (97)	27% (185)	22% (156)	27% (190)	10% (71)	699

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**Table MCFE1\_3: How interested are you in the following types of podcasts?**

*Pop culture*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (399)	22% (981)	18% (798)	39% (1708)	12% (514)	4400
Ethnicity: Black	11% (58)	25% (136)	18% (98)	31% (172)	16% (85)	549
Ethnicity: Other	9% (37)	26% (106)	25% (104)	22% (91)	17% (71)	408
All Christian	10% (220)	23% (493)	19% (395)	39% (828)	9% (189)	2125
All Non-Christian	14% (37)	29% (75)	22% (58)	29% (75)	7% (18)	263
Atheist	9% (18)	30% (56)	13% (24)	41% (75)	7% (12)	185
Agnostic/Nothing in particular	7% (69)	19% (206)	15% (162)	42% (440)	17% (182)	1059
Something Else	7% (56)	20% (150)	21% (160)	38% (290)	15% (112)	768
Religious Non-Protestant/Catholic	13% (39)	27% (82)	22% (67)	31% (97)	8% (23)	308
Evangelical	11% (145)	23% (303)	20% (258)	36% (471)	9% (115)	1292
Non-Evangelical	8% (116)	21% (315)	19% (278)	41% (609)	12% (174)	1493
Community: Urban	14% (207)	30% (439)	18% (262)	27% (399)	10% (152)	1459
Community: Suburban	7% (135)	21% (393)	19% (347)	43% (789)	10% (187)	1852
Community: Rural	5% (57)	14% (148)	17% (189)	48% (521)	16% (174)	1090
Employ: Private Sector	13% (188)	28% (396)	19% (269)	30% (428)	9% (129)	1410
Employ: Government	11% (30)	36% (98)	19% (53)	24% (65)	11% (29)	275
Employ: Self-Employed	11% (45)	25% (100)	24% (99)	28% (114)	11% (45)	404
Employ: Homemaker	6% (16)	22% (64)	13% (39)	45% (133)	14% (42)	294
Employ: Student	14% (29)	29% (60)	22% (46)	22% (45)	12% (25)	205
Employ: Retired	2% (21)	10% (105)	14% (142)	61% (615)	12% (125)	1008
Employ: Unemployed	10% (52)	23% (123)	16% (86)	37% (199)	14% (77)	537
Employ: Other	7% (18)	13% (34)	24% (65)	41% (109)	15% (41)	267
Military HH: Yes	7% (49)	17% (110)	18% (117)	50% (331)	8% (55)	663
Military HH: No	9% (350)	23% (871)	18% (681)	37% (1377)	12% (459)	3737
RD/WT: Right Direction	9% (129)	24% (351)	16% (229)	40% (581)	11% (161)	1451
RD/WT: Wrong Track	9% (270)	21% (630)	19% (569)	38% (1127)	12% (353)	2949
Trump Job Approve	7% (142)	21% (393)	17% (329)	44% (826)	11% (205)	1896
Trump Job Disapprove	11% (253)	24% (561)	19% (447)	36% (833)	10% (243)	2337

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**Table MCFE1\_3: How interested are you in the following types of podcasts?**  
 Pop culture

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (399)	22% (981)	18% (798)	39% (1708)	12% (514)	4400
Trump Job Strongly Approve	9% (93)	18% (188)	16% (165)	47% (483)	10% (109)	1040
Trump Job Somewhat Approve	6% (48)	24% (205)	19% (164)	40% (343)	11% (96)	856
Trump Job Somewhat Disapprove	11% (57)	27% (145)	22% (116)	31% (165)	10% (51)	534
Trump Job Strongly Disapprove	11% (195)	23% (416)	18% (331)	37% (668)	11% (192)	1803
Favorable of Trump	8% (145)	21% (392)	17% (321)	44% (817)	10% (188)	1864
Unfavorable of Trump	10% (240)	24% (566)	19% (436)	36% (836)	10% (244)	2322
Very Favorable of Trump	9% (107)	19% (216)	16% (186)	45% (510)	11% (120)	1139
Somewhat Favorable of Trump	5% (38)	24% (176)	19% (135)	42% (307)	9% (69)	724
Somewhat Unfavorable of Trump	9% (37)	29% (123)	20% (84)	30% (127)	11% (46)	416
Very Unfavorable of Trump	11% (204)	23% (443)	18% (351)	37% (710)	10% (198)	1906
#1 Issue: Economy	9% (144)	24% (393)	20% (317)	37% (591)	11% (170)	1614
#1 Issue: Security	8% (38)	20% (96)	17% (80)	46% (222)	9% (43)	479
#1 Issue: Health Care	12% (101)	25% (210)	18% (147)	35% (293)	10% (84)	836
#1 Issue: Medicare / Social Security	4% (26)	12% (72)	14% (83)	56% (338)	14% (85)	604
#1 Issue: Women's Issues	17% (39)	22% (49)	18% (41)	25% (57)	18% (40)	227
#1 Issue: Education	9% (16)	40% (72)	24% (42)	13% (23)	14% (25)	177
#1 Issue: Energy	14% (21)	26% (40)	19% (29)	26% (40)	15% (24)	154
#1 Issue: Other	5% (14)	16% (48)	19% (58)	47% (144)	14% (45)	309
2018 House Vote: Democrat	12% (175)	27% (377)	18% (258)	35% (489)	8% (117)	1416
2018 House Vote: Republican	6% (81)	21% (257)	19% (231)	46% (566)	9% (109)	1243
2018 House Vote: Someone else	2% (1)	18% (14)	19% (15)	36% (29)	25% (19)	79
2016 Vote: Hillary Clinton	11% (149)	27% (348)	19% (249)	34% (440)	8% (108)	1295
2016 Vote: Donald Trump	7% (100)	20% (279)	18% (246)	45% (637)	10% (145)	1407
2016 Vote: Other	7% (14)	14% (28)	23% (46)	50% (99)	7% (13)	200
2016 Vote: Didn't Vote	9% (137)	22% (325)	17% (255)	35% (529)	17% (247)	1494
Voted in 2014: Yes	9% (203)	22% (509)	18% (429)	43% (1002)	9% (209)	2353
Voted in 2014: No	10% (196)	23% (471)	18% (369)	34% (706)	15% (304)	2047

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**Table MCFE1\_3: How interested are you in the following types of podcasts?**  
*Pop culture*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (399)	22% (981)	18% (798)	39% (1708)	12% (514)	4400
2012 Vote: Barack Obama	11% (181)	24% (391)	19% (304)	37% (601)	9% (149)	1625
2012 Vote: Mitt Romney	6% (53)	17% (167)	16% (156)	51% (486)	10% (94)	956
2012 Vote: Other	3% (4)	12% (14)	22% (27)	56% (67)	7% (9)	120
2012 Vote: Didn't Vote	10% (162)	24% (408)	18% (308)	33% (552)	15% (262)	1692
4-Region: Northeast	12% (96)	28% (218)	19% (148)	32% (255)	9% (70)	787
4-Region: Midwest	7% (60)	18% (166)	14% (127)	48% (447)	13% (124)	925
4-Region: South	8% (132)	22% (363)	19% (313)	39% (639)	12% (201)	1648
4-Region: West	11% (110)	22% (234)	20% (209)	35% (368)	11% (119)	1040
201043	10% (210)	23% (508)	18% (393)	40% (884)	9% (204)	2200
201045	9% (189)	21% (472)	18% (405)	37% (824)	14% (310)	2200
Netflix subscriber	12% (335)	27% (740)	18% (498)	32% (873)	10% (278)	2723
Hulu subscriber	14% (214)	28% (422)	18% (265)	29% (431)	10% (155)	1486
Disney+ subscriber	17% (226)	31% (405)	18% (241)	24% (313)	9% (123)	1309
Peacock subscriber	14% (84)	28% (164)	13% (79)	34% (199)	11% (64)	590
HBO Max subscriber	24% (158)	35% (237)	15% (103)	19% (128)	6% (43)	668
Quibi subscriber	27% (50)	31% (57)	11% (21)	22% (41)	8% (14)	183
Amazon Prime Video subscriber	12% (244)	27% (550)	18% (369)	34% (697)	8% (170)	2030
Paid podcast service subscriber	28% (128)	45% (202)	16% (74)	8% (36)	3% (13)	452
Paid membership platform subscriber	30% (130)	43% (190)	13% (57)	10% (46)	4% (18)	440
Frequent podcast listeners	20% (253)	36% (460)	22% (288)	17% (216)	5% (70)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_4: How interested are you in the following types of podcasts?**  
*Game show*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (453)	20% (867)	17% (739)	42% (1857)	11% (483)	4400
Gender: Male	13% (270)	22% (460)	17% (370)	39% (833)	9% (190)	2124
Gender: Female	8% (183)	18% (407)	16% (369)	45% (1024)	13% (293)	2276
Age: 18-34	13% (170)	26% (347)	19% (253)	29% (385)	12% (156)	1310
Age: 35-44	18% (132)	27% (194)	18% (126)	27% (193)	10% (69)	715
Age: 45-64	8% (115)	15% (231)	17% (256)	49% (741)	11% (159)	1502
Age: 65+	4% (36)	11% (95)	12% (104)	62% (539)	11% (99)	873
GenZers: 1997-2012	9% (53)	23% (136)	18% (105)	34% (196)	16% (94)	584
Millennials: 1981-1996	17% (187)	28% (297)	20% (211)	26% (278)	10% (102)	1076
GenXers: 1965-1980	12% (142)	22% (249)	17% (191)	39% (447)	10% (118)	1148
Baby Boomers: 1946-1964	5% (66)	12% (165)	15% (211)	58% (823)	11% (154)	1418
PID: Dem (no lean)	14% (221)	23% (374)	17% (275)	37% (600)	9% (140)	1611
PID: Ind (no lean)	6% (79)	16% (206)	19% (247)	45% (581)	15% (192)	1305
PID: Rep (no lean)	10% (153)	19% (287)	15% (216)	46% (677)	10% (151)	1484
PID/Gender: Dem Men	17% (128)	26% (194)	19% (147)	32% (243)	5% (41)	754
PID/Gender: Dem Women	11% (93)	21% (180)	15% (129)	42% (357)	12% (100)	857
PID/Gender: Ind Men	7% (43)	17% (103)	19% (114)	43% (261)	14% (87)	607
PID/Gender: Ind Women	5% (36)	15% (103)	19% (134)	46% (320)	15% (105)	698
PID/Gender: Rep Men	13% (99)	21% (163)	14% (110)	43% (328)	8% (63)	763
PID/Gender: Rep Women	8% (54)	17% (124)	15% (106)	48% (348)	12% (88)	721
Ideo: Liberal (1-3)	14% (175)	22% (285)	19% (243)	37% (469)	8% (100)	1272
Ideo: Moderate (4)	10% (131)	23% (313)	17% (232)	40% (551)	10% (141)	1368
Ideo: Conservative (5-7)	9% (122)	16% (226)	15% (209)	50% (689)	9% (127)	1373
Educ: < College	7% (226)	18% (532)	17% (503)	45% (1369)	13% (394)	3024
Educ: Bachelors degree	13% (113)	22% (192)	19% (168)	40% (351)	7% (64)	888
Educ: Post-grad	23% (114)	29% (143)	14% (68)	28% (138)	5% (25)	488
Income: Under 50k	8% (189)	18% (401)	17% (385)	43% (992)	14% (321)	2289
Income: 50k-100k	9% (112)	20% (261)	18% (224)	44% (562)	9% (115)	1274
Income: 100k+	18% (152)	24% (205)	16% (130)	36% (303)	6% (47)	837
Ethnicity: White	10% (337)	19% (664)	16% (560)	45% (1557)	9% (325)	3443
Ethnicity: Hispanic	13% (91)	22% (153)	23% (160)	32% (224)	10% (70)	699

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**Table MCFE1\_4: How interested are you in the following types of podcasts?**

*Game show*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (453)	20% (867)	17% (739)	42% (1857)	11% (483)	4400
Ethnicity: Black	14% (78)	21% (117)	16% (87)	33% (179)	16% (87)	549
Ethnicity: Other	9% (38)	21% (86)	22% (91)	30% (122)	17% (71)	408
All Christian	13% (267)	21% (452)	17% (362)	41% (864)	9% (181)	2125
All Non-Christian	19% (50)	24% (63)	20% (51)	32% (83)	6% (16)	263
Atheist	3% (5)	17% (31)	15% (28)	58% (108)	7% (13)	185
Agnostic/Nothing in particular	7% (69)	16% (168)	16% (170)	46% (485)	16% (167)	1059
Something Else	8% (62)	20% (154)	17% (128)	41% (318)	14% (107)	768
Religious Non-Protestant/Catholic	19% (59)	22% (69)	19% (58)	33% (103)	6% (19)	308
Evangelical	16% (201)	25% (325)	14% (178)	36% (467)	9% (120)	1292
Non-Evangelical	7% (100)	17% (256)	20% (295)	46% (685)	10% (157)	1493
Community: Urban	16% (229)	29% (418)	15% (220)	30% (439)	11% (153)	1459
Community: Suburban	8% (145)	16% (290)	19% (349)	48% (888)	10% (179)	1852
Community: Rural	7% (79)	15% (160)	16% (170)	49% (530)	14% (151)	1090
Employ: Private Sector	14% (195)	25% (359)	19% (263)	35% (487)	8% (106)	1410
Employ: Government	18% (51)	30% (84)	17% (48)	27% (74)	7% (19)	275
Employ: Self-Employed	11% (44)	24% (96)	18% (73)	32% (129)	15% (62)	404
Employ: Homemaker	7% (21)	13% (37)	16% (46)	53% (154)	12% (35)	294
Employ: Student	10% (20)	20% (41)	21% (43)	36% (73)	13% (27)	205
Employ: Retired	5% (53)	11% (114)	13% (134)	59% (596)	11% (111)	1008
Employ: Unemployed	8% (44)	15% (81)	19% (100)	43% (228)	15% (83)	537
Employ: Other	10% (26)	21% (56)	12% (32)	43% (115)	15% (39)	267
Military HH: Yes	9% (58)	13% (89)	16% (106)	54% (360)	8% (50)	663
Military HH: No	11% (396)	21% (779)	17% (633)	40% (1497)	12% (432)	3737
RD/WT: Right Direction	12% (178)	23% (335)	15% (211)	40% (573)	11% (154)	1451
RD/WT: Wrong Track	9% (276)	18% (532)	18% (528)	44% (1285)	11% (329)	2949
Trump Job Approve	11% (208)	20% (384)	15% (287)	43% (822)	10% (195)	1896
Trump Job Disapprove	10% (238)	19% (450)	19% (435)	42% (984)	10% (229)	2337

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**Table MCFE1\_4: How interested are you in the following types of podcasts?**  
Game show

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	10% (453)	20% (867)	17% (739)	42% (1857)	11% (483)	4400
Trump Job Strongly Approve	12% (120)	18% (188)	13% (133)	47% (486)	11% (112)	1040
Trump Job Somewhat Approve	10% (88)	23% (196)	18% (153)	39% (337)	10% (83)	856
Trump Job Somewhat Disapprove	13% (67)	21% (112)	23% (121)	35% (189)	8% (44)	534
Trump Job Strongly Disapprove	9% (171)	19% (338)	17% (314)	44% (796)	10% (185)	1803
Favorable of Trump	12% (215)	21% (385)	15% (278)	43% (801)	10% (185)	1864
Unfavorable of Trump	9% (219)	19% (444)	19% (434)	43% (991)	10% (235)	2322
Very Favorable of Trump	12% (136)	20% (224)	12% (132)	46% (524)	11% (123)	1139
Somewhat Favorable of Trump	11% (79)	22% (161)	20% (146)	38% (277)	8% (61)	724
Somewhat Unfavorable of Trump	9% (38)	24% (99)	23% (96)	34% (140)	10% (43)	416
Very Unfavorable of Trump	10% (181)	18% (344)	18% (338)	45% (851)	10% (191)	1906
#1 Issue: Economy	10% (168)	22% (347)	19% (302)	39% (629)	10% (168)	1614
#1 Issue: Security	13% (64)	19% (89)	18% (86)	41% (196)	9% (44)	479
#1 Issue: Health Care	12% (99)	23% (191)	16% (135)	41% (340)	8% (69)	836
#1 Issue: Medicare / Social Security	8% (47)	11% (69)	11% (64)	57% (343)	13% (81)	604
#1 Issue: Women's Issues	8% (19)	20% (45)	15% (34)	39% (88)	18% (41)	227
#1 Issue: Education	12% (21)	31% (54)	22% (39)	21% (38)	15% (26)	177
#1 Issue: Energy	16% (25)	18% (28)	21% (32)	34% (53)	10% (15)	154
#1 Issue: Other	4% (11)	14% (44)	15% (47)	55% (170)	12% (37)	309
2018 House Vote: Democrat	13% (184)	22% (308)	18% (249)	39% (557)	8% (117)	1416
2018 House Vote: Republican	10% (127)	21% (256)	15% (187)	46% (576)	8% (98)	1243
2018 House Vote: Someone else	2% (2)	14% (11)	17% (14)	46% (36)	20% (16)	79
2016 Vote: Hillary Clinton	13% (169)	22% (282)	18% (229)	39% (506)	8% (108)	1295
2016 Vote: Donald Trump	10% (147)	19% (263)	15% (206)	47% (656)	10% (135)	1407
2016 Vote: Other	7% (13)	15% (30)	17% (33)	56% (111)	6% (12)	200
2016 Vote: Didn't Vote	8% (123)	20% (292)	18% (270)	39% (581)	15% (228)	1494
Voted in 2014: Yes	11% (260)	19% (458)	16% (385)	45% (1050)	8% (200)	2353
Voted in 2014: No	9% (193)	20% (410)	17% (354)	39% (807)	14% (283)	2047

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**Table MCFE1\_4: How interested are you in the following types of podcasts?**

Game show

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(453)	20%	(867)	17%	(739)	42%	(1857)	11%	(483)	4400
2012 Vote: Barack Obama	13%	(209)	20%	(324)	17%	(278)	41%	(672)	9%	(143)	1625
2012 Vote: Mitt Romney	9%	(87)	19%	(177)	14%	(136)	49%	(465)	10%	(91)	956
2012 Vote: Other	4%	(5)	10%	(12)	17%	(21)	60%	(73)	9%	(10)	120
2012 Vote: Didn't Vote	9%	(152)	21%	(355)	18%	(301)	38%	(646)	14%	(237)	1692
4-Region: Northeast	15%	(117)	26%	(208)	16%	(124)	35%	(273)	8%	(64)	787
4-Region: Midwest	7%	(61)	16%	(151)	14%	(129)	51%	(468)	12%	(115)	925
4-Region: South	9%	(153)	19%	(308)	18%	(294)	42%	(691)	12%	(202)	1648
4-Region: West	12%	(123)	19%	(200)	18%	(192)	41%	(425)	10%	(101)	1040
201043	10%	(230)	20%	(436)	17%	(373)	43%	(951)	10%	(210)	2200
201045	10%	(223)	20%	(431)	17%	(366)	41%	(907)	12%	(273)	2200
Netflix subscriber	12%	(324)	23%	(632)	18%	(491)	37%	(1008)	10%	(268)	2723
Hulu subscriber	14%	(206)	23%	(346)	19%	(283)	34%	(499)	10%	(153)	1486
Disney+ subscriber	18%	(233)	27%	(349)	18%	(236)	29%	(375)	9%	(114)	1309
Peacock subscriber	13%	(77)	20%	(120)	18%	(108)	39%	(228)	10%	(58)	590
HBO Max subscriber	23%	(150)	30%	(201)	17%	(115)	25%	(165)	5%	(37)	668
Quibi subscriber	27%	(50)	33%	(60)	11%	(20)	21%	(38)	8%	(15)	183
Amazon Prime Video subscriber	12%	(244)	20%	(416)	20%	(398)	39%	(798)	9%	(173)	2030
Paid podcast service subscriber	34%	(154)	42%	(191)	15%	(69)	7%	(33)	1%	(5)	452
Paid membership platform subscriber	37%	(163)	36%	(157)	15%	(66)	10%	(45)	2%	(9)	440
Frequent podcast listeners	20%	(257)	31%	(403)	19%	(241)	25%	(318)	5%	(69)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_5: How interested are you in the following types of podcasts?**  
 Scripted drama

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (371)	23% (1013)	17% (740)	39% (1737)	12% (538)	4400
Gender: Male	9% (197)	25% (532)	18% (374)	37% (792)	11% (229)	2124
Gender: Female	8% (174)	21% (481)	16% (367)	42% (945)	14% (309)	2276
Age: 18-34	9% (123)	24% (312)	21% (276)	32% (419)	14% (181)	1310
Age: 35-44	17% (122)	31% (224)	15% (104)	27% (194)	10% (71)	715
Age: 45-64	7% (104)	23% (340)	16% (244)	42% (636)	12% (178)	1502
Age: 65+	3% (23)	16% (137)	13% (116)	56% (489)	12% (107)	873
GenZers: 1997-2012	7% (41)	17% (100)	19% (111)	37% (217)	20% (115)	584
Millennials: 1981-1996	14% (152)	29% (311)	20% (219)	27% (288)	10% (106)	1076
GenXers: 1965-1980	10% (114)	28% (321)	16% (186)	36% (407)	10% (120)	1148
Baby Boomers: 1946-1964	4% (59)	18% (260)	14% (200)	51% (724)	12% (175)	1418
PID: Dem (no lean)	10% (165)	26% (426)	17% (275)	36% (576)	10% (168)	1611
PID: Ind (no lean)	6% (82)	21% (269)	16% (212)	41% (535)	16% (207)	1305
PID: Rep (no lean)	8% (124)	21% (318)	17% (253)	42% (626)	11% (163)	1484
PID/Gender: Dem Men	11% (82)	29% (215)	19% (145)	34% (257)	7% (54)	754
PID/Gender: Dem Women	10% (83)	25% (211)	15% (131)	37% (319)	13% (114)	857
PID/Gender: Ind Men	7% (43)	20% (123)	17% (101)	39% (240)	17% (101)	607
PID/Gender: Ind Women	6% (39)	21% (146)	16% (111)	42% (296)	15% (106)	698
PID/Gender: Rep Men	9% (72)	25% (194)	17% (128)	39% (295)	10% (75)	763
PID/Gender: Rep Women	7% (52)	17% (124)	17% (125)	46% (331)	12% (89)	721
Ideo: Liberal (1-3)	12% (148)	28% (359)	18% (223)	34% (427)	9% (116)	1272
Ideo: Moderate (4)	8% (112)	25% (349)	19% (265)	36% (489)	11% (153)	1368
Ideo: Conservative (5-7)	7% (92)	19% (264)	16% (217)	48% (661)	10% (140)	1373
Educ: < College	6% (178)	19% (584)	16% (486)	44% (1335)	15% (441)	3024
Educ: Bachelors degree	12% (103)	28% (252)	19% (170)	33% (296)	7% (66)	888
Educ: Post-grad	18% (90)	36% (177)	17% (84)	22% (106)	6% (31)	488
Income: Under 50k	6% (136)	20% (468)	17% (388)	42% (960)	15% (337)	2289
Income: 50k-100k	8% (102)	23% (294)	17% (219)	41% (518)	11% (141)	1274
Income: 100k+	16% (133)	30% (251)	16% (133)	31% (259)	7% (60)	837
Ethnicity: White	8% (276)	22% (773)	17% (569)	42% (1454)	11% (371)	3443
Ethnicity: Hispanic	11% (80)	24% (167)	20% (139)	33% (231)	12% (82)	699

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**Table MCFE1\_5: How interested are you in the following types of podcasts?**

*Scripted drama*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (371)	23% (1013)	17% (740)	39% (1737)	12% (538)	4400
Ethnicity: Black	11% (62)	26% (141)	15% (85)	32% (176)	16% (85)	549
Ethnicity: Other	8% (34)	24% (99)	21% (87)	26% (107)	20% (82)	408
All Christian	9% (201)	25% (539)	17% (365)	38% (817)	10% (202)	2125
All Non-Christian	12% (31)	28% (74)	26% (67)	26% (68)	9% (23)	263
Atheist	8% (15)	22% (41)	13% (24)	52% (96)	5% (9)	185
Agnostic/Nothing in particular	7% (72)	18% (189)	14% (154)	42% (449)	18% (196)	1059
Something Else	7% (52)	22% (170)	17% (131)	40% (307)	14% (107)	768
Religious Non-Protestant/Catholic	11% (32)	28% (87)	25% (76)	28% (87)	8% (26)	308
Evangelical	13% (162)	27% (347)	16% (211)	34% (442)	10% (130)	1292
Non-Evangelical	5% (72)	22% (332)	18% (267)	44% (650)	11% (171)	1493
Community: Urban	13% (184)	31% (448)	16% (231)	29% (428)	11% (168)	1459
Community: Suburban	7% (132)	21% (383)	19% (347)	43% (794)	11% (196)	1852
Community: Rural	5% (55)	17% (183)	15% (162)	47% (515)	16% (174)	1090
Employ: Private Sector	11% (158)	31% (431)	17% (244)	31% (443)	9% (133)	1410
Employ: Government	13% (35)	32% (88)	18% (48)	26% (73)	11% (31)	275
Employ: Self-Employed	8% (34)	24% (96)	23% (92)	31% (125)	14% (57)	404
Employ: Homemaker	7% (22)	20% (59)	16% (46)	45% (131)	12% (36)	294
Employ: Student	13% (27)	19% (38)	23% (48)	34% (69)	11% (23)	205
Employ: Retired	3% (33)	16% (165)	13% (126)	56% (565)	12% (120)	1008
Employ: Unemployed	7% (39)	16% (88)	19% (104)	40% (217)	16% (89)	537
Employ: Other	9% (23)	18% (49)	12% (32)	43% (114)	18% (49)	267
Military HH: Yes	8% (52)	21% (142)	13% (89)	49% (326)	8% (55)	663
Military HH: No	9% (319)	23% (872)	17% (652)	38% (1411)	13% (483)	3737
RD/WT: Right Direction	11% (157)	23% (335)	16% (237)	38% (548)	12% (174)	1451
RD/WT: Wrong Track	7% (215)	23% (678)	17% (503)	40% (1189)	12% (364)	2949
Trump Job Approve	9% (167)	22% (415)	16% (305)	42% (796)	11% (212)	1896
Trump Job Disapprove	8% (196)	25% (577)	18% (417)	38% (893)	11% (254)	2337

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**Table MCFE1\_5: How interested are you in the following types of podcasts?**  
 Scripted drama

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (371)	23% (1013)	17% (740)	39% (1737)	12% (538)	4400
Trump Job Strongly Approve	10% (101)	22% (227)	13% (137)	45% (465)	11% (110)	1040
Trump Job Somewhat Approve	8% (67)	22% (188)	20% (168)	39% (331)	12% (103)	856
Trump Job Somewhat Disapprove	8% (41)	28% (148)	21% (110)	35% (189)	8% (45)	534
Trump Job Strongly Disapprove	9% (155)	24% (428)	17% (307)	39% (705)	12% (209)	1803
Favorable of Trump	9% (163)	23% (420)	16% (291)	42% (785)	11% (204)	1864
Unfavorable of Trump	8% (190)	24% (559)	18% (419)	39% (896)	11% (259)	2322
Very Favorable of Trump	10% (118)	21% (242)	14% (157)	43% (491)	11% (130)	1139
Somewhat Favorable of Trump	6% (45)	25% (178)	18% (134)	41% (294)	10% (74)	724
Somewhat Unfavorable of Trump	9% (36)	26% (109)	21% (88)	34% (140)	10% (43)	416
Very Unfavorable of Trump	8% (154)	24% (450)	17% (331)	40% (756)	11% (216)	1906
#1 Issue: Economy	9% (141)	24% (394)	19% (300)	38% (613)	10% (167)	1614
#1 Issue: Security	8% (36)	21% (101)	16% (75)	44% (212)	11% (54)	479
#1 Issue: Health Care	11% (90)	26% (219)	18% (146)	36% (300)	10% (80)	836
#1 Issue: Medicare / Social Security	3% (18)	21% (124)	13% (78)	50% (302)	14% (82)	604
#1 Issue: Women's Issues	11% (26)	16% (36)	17% (38)	36% (82)	20% (45)	227
#1 Issue: Education	12% (21)	36% (64)	18% (31)	15% (27)	19% (34)	177
#1 Issue: Energy	13% (20)	20% (31)	21% (33)	33% (50)	13% (19)	154
#1 Issue: Other	6% (20)	14% (43)	13% (39)	49% (152)	18% (56)	309
2018 House Vote: Democrat	11% (152)	28% (393)	18% (254)	35% (502)	8% (116)	1416
2018 House Vote: Republican	8% (104)	23% (285)	18% (220)	42% (527)	9% (107)	1243
2018 House Vote: Someone else	8% (6)	15% (12)	17% (14)	38% (30)	22% (17)	79
2016 Vote: Hillary Clinton	10% (133)	29% (382)	18% (231)	34% (435)	9% (114)	1295
2016 Vote: Donald Trump	8% (117)	22% (311)	17% (235)	43% (609)	10% (135)	1407
2016 Vote: Other	7% (15)	23% (46)	13% (26)	49% (98)	8% (16)	200
2016 Vote: Didn't Vote	7% (106)	18% (275)	17% (247)	40% (592)	18% (274)	1494
Voted in 2014: Yes	9% (219)	25% (588)	17% (392)	40% (941)	9% (214)	2353
Voted in 2014: No	7% (153)	21% (426)	17% (348)	39% (796)	16% (324)	2047

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**Table MCFE1\_5: How interested are you in the following types of podcasts?**

*Scripted drama*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (371)	23% (1013)	17% (740)	39% (1737)	12% (538)	4400
2012 Vote: Barack Obama	10% (161)	27% (445)	17% (272)	37% (597)	9% (151)	1625
2012 Vote: Mitt Romney	8% (72)	21% (202)	17% (160)	44% (425)	10% (98)	956
2012 Vote: Other	8% (10)	23% (28)	10% (13)	49% (59)	9% (10)	120
2012 Vote: Didn't Vote	8% (128)	20% (337)	17% (294)	39% (655)	16% (278)	1692
4-Region: Northeast	12% (91)	28% (218)	18% (143)	33% (262)	9% (73)	787
4-Region: Midwest	6% (59)	19% (175)	15% (141)	44% (411)	15% (138)	925
4-Region: South	7% (118)	22% (358)	17% (286)	41% (678)	13% (209)	1648
4-Region: West	10% (103)	25% (262)	16% (170)	37% (387)	11% (118)	1040
201043	8% (181)	23% (515)	17% (364)	41% (907)	11% (233)	2200
201045	9% (190)	23% (499)	17% (376)	38% (830)	14% (305)	2200
Netflix subscriber	11% (295)	27% (730)	18% (478)	34% (924)	11% (296)	2723
Hulu subscriber	12% (177)	27% (400)	19% (288)	31% (465)	11% (156)	1486
Disney+ subscriber	14% (187)	30% (399)	19% (253)	26% (340)	10% (130)	1309
Peacock subscriber	11% (65)	33% (193)	14% (82)	33% (193)	10% (56)	590
HBO Max subscriber	22% (146)	29% (192)	18% (117)	26% (171)	6% (42)	668
Quibi subscriber	23% (42)	35% (64)	11% (21)	23% (42)	8% (14)	183
Amazon Prime Video subscriber	11% (227)	26% (531)	18% (356)	36% (734)	9% (182)	2030
Paid podcast service subscriber	27% (124)	43% (196)	19% (84)	9% (40)	2% (9)	452
Paid membership platform subscriber	28% (121)	42% (184)	15% (66)	12% (51)	4% (17)	440
Frequent podcast listeners	17% (220)	36% (467)	18% (233)	23% (298)	5% (69)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_6: How interested are you in the following types of podcasts?**  
 Scripted comedy

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (474)	27% (1207)	16% (704)	35% (1535)	11% (481)	4400
Gender: Male	14% (291)	32% (670)	15% (317)	31% (658)	9% (188)	2124
Gender: Female	8% (183)	24% (537)	17% (387)	39% (877)	13% (292)	2276
Age: 18-34	14% (184)	34% (439)	16% (209)	25% (326)	12% (152)	1310
Age: 35-44	19% (134)	34% (246)	16% (116)	21% (152)	9% (67)	715
Age: 45-64	9% (128)	25% (383)	17% (257)	39% (582)	10% (153)	1502
Age: 65+	3% (28)	16% (139)	14% (121)	55% (476)	12% (109)	873
GenZers: 1997-2012	12% (68)	29% (167)	17% (101)	27% (155)	16% (93)	584
Millennials: 1981-1996	17% (186)	36% (386)	15% (165)	22% (241)	9% (99)	1076
GenXers: 1965-1980	13% (144)	32% (366)	17% (190)	31% (351)	8% (97)	1148
Baby Boomers: 1946-1964	5% (73)	19% (266)	16% (227)	48% (684)	12% (169)	1418
PID: Dem (no lean)	15% (237)	30% (487)	17% (275)	29% (469)	9% (142)	1611
PID: Ind (no lean)	7% (89)	26% (338)	15% (192)	38% (497)	14% (189)	1305
PID: Rep (no lean)	10% (148)	26% (381)	16% (236)	38% (569)	10% (149)	1484
PID/Gender: Dem Men	19% (140)	36% (271)	16% (119)	25% (191)	4% (33)	754
PID/Gender: Dem Women	11% (97)	25% (216)	18% (156)	32% (278)	13% (109)	857
PID/Gender: Ind Men	9% (55)	27% (166)	15% (90)	34% (207)	15% (90)	607
PID/Gender: Ind Women	5% (34)	25% (173)	15% (103)	41% (289)	14% (99)	698
PID/Gender: Rep Men	13% (96)	31% (233)	14% (108)	34% (260)	9% (66)	763
PID/Gender: Rep Women	7% (52)	21% (148)	18% (128)	43% (310)	12% (83)	721
Ideo: Liberal (1-3)	15% (190)	30% (385)	17% (211)	30% (377)	9% (108)	1272
Ideo: Moderate (4)	11% (154)	29% (396)	17% (236)	33% (446)	10% (136)	1368
Ideo: Conservative (5-7)	8% (110)	24% (330)	16% (218)	43% (586)	9% (129)	1373
Educ: < College	9% (267)	24% (735)	16% (477)	38% (1164)	13% (382)	3024
Educ: Bachelors degree	13% (113)	32% (288)	17% (149)	31% (271)	8% (67)	888
Educ: Post-grad	19% (95)	38% (184)	16% (78)	20% (100)	6% (31)	488
Income: Under 50k	9% (200)	25% (581)	16% (357)	38% (861)	13% (291)	2289
Income: 50k-100k	11% (143)	27% (350)	16% (203)	35% (441)	11% (138)	1274
Income: 100k+	16% (131)	33% (277)	17% (144)	28% (233)	6% (52)	837
Ethnicity: White	10% (350)	28% (948)	16% (543)	37% (1277)	9% (327)	3443
Ethnicity: Hispanic	16% (109)	32% (223)	17% (116)	27% (186)	9% (66)	699

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**Table MCFE1\_6: How interested are you in the following types of podcasts?**  
*Scripted comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (474)	27% (1207)	16% (704)	35% (1535)	11% (481)	4400
Ethnicity: Black	13% (73)	26% (142)	15% (82)	31% (168)	15% (83)	549
Ethnicity: Other	12% (50)	29% (118)	19% (79)	22% (90)	17% (71)	408
All Christian	12% (249)	28% (605)	16% (337)	36% (757)	8% (176)	2125
All Non-Christian	16% (43)	30% (79)	21% (56)	23% (61)	9% (24)	263
Atheist	8% (14)	31% (57)	16% (30)	41% (75)	4% (8)	185
Agnostic/Nothing in particular	8% (85)	25% (264)	15% (161)	37% (387)	15% (161)	1059
Something Else	11% (82)	26% (202)	16% (119)	33% (254)	14% (111)	768
Religious Non-Protestant/Catholic	15% (45)	33% (100)	20% (60)	25% (76)	9% (26)	308
Evangelical	14% (187)	31% (396)	15% (192)	31% (397)	9% (121)	1292
Non-Evangelical	9% (129)	25% (369)	17% (253)	39% (581)	11% (161)	1493
Community: Urban	16% (239)	33% (487)	16% (234)	25% (363)	9% (136)	1459
Community: Suburban	8% (150)	25% (459)	16% (301)	41% (752)	10% (189)	1852
Community: Rural	8% (84)	24% (261)	16% (169)	39% (420)	14% (156)	1090
Employ: Private Sector	14% (204)	34% (484)	17% (237)	26% (361)	9% (124)	1410
Employ: Government	20% (55)	32% (87)	18% (50)	20% (55)	11% (29)	275
Employ: Self-Employed	11% (44)	34% (137)	17% (68)	29% (116)	10% (40)	404
Employ: Homemaker	6% (18)	25% (74)	14% (40)	43% (125)	13% (37)	294
Employ: Student	15% (31)	22% (45)	22% (44)	31% (63)	10% (21)	205
Employ: Retired	4% (42)	17% (167)	14% (139)	53% (537)	12% (124)	1008
Employ: Unemployed	11% (61)	28% (149)	15% (80)	33% (176)	13% (72)	537
Employ: Other	7% (19)	24% (65)	17% (46)	38% (103)	13% (35)	267
Military HH: Yes	9% (62)	24% (162)	14% (92)	43% (285)	9% (61)	663
Military HH: No	11% (412)	28% (1045)	16% (612)	33% (1249)	11% (419)	3737
RD/WT: Right Direction	12% (180)	28% (410)	14% (202)	35% (507)	10% (150)	1451
RD/WT: Wrong Track	10% (293)	27% (797)	17% (501)	35% (1028)	11% (330)	2949
Trump Job Approve	11% (207)	26% (500)	16% (301)	37% (695)	10% (193)	1896
Trump Job Disapprove	11% (259)	28% (650)	17% (392)	34% (799)	10% (237)	2337

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**Table MCFE1\_6: How interested are you in the following types of podcasts?**  
 Scripted comedy

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (474)	27% (1207)	16% (704)	35% (1535)	11% (481)	4400
Trump Job Strongly Approve	11% (118)	25% (264)	13% (135)	40% (419)	10% (104)	1040
Trump Job Somewhat Approve	10% (89)	28% (236)	19% (165)	32% (276)	10% (90)	856
Trump Job Somewhat Disapprove	9% (50)	34% (180)	20% (108)	28% (149)	9% (47)	534
Trump Job Strongly Disapprove	12% (209)	26% (471)	16% (284)	36% (650)	11% (190)	1803
Favorable of Trump	11% (203)	27% (498)	15% (285)	37% (684)	10% (193)	1864
Unfavorable of Trump	11% (260)	28% (659)	17% (395)	34% (782)	10% (227)	2322
Very Favorable of Trump	12% (134)	25% (284)	14% (160)	38% (439)	11% (123)	1139
Somewhat Favorable of Trump	10% (69)	30% (214)	17% (126)	34% (245)	10% (70)	724
Somewhat Unfavorable of Trump	12% (51)	34% (141)	19% (78)	27% (111)	8% (35)	416
Very Unfavorable of Trump	11% (209)	27% (518)	17% (317)	35% (670)	10% (193)	1906
#1 Issue: Economy	13% (204)	31% (497)	16% (263)	32% (509)	9% (142)	1614
#1 Issue: Security	11% (51)	28% (134)	17% (82)	36% (173)	8% (38)	479
#1 Issue: Health Care	14% (121)	29% (238)	16% (136)	32% (265)	9% (75)	836
#1 Issue: Medicare / Social Security	4% (26)	17% (100)	13% (80)	50% (304)	16% (94)	604
#1 Issue: Women's Issues	9% (20)	29% (65)	18% (41)	27% (60)	18% (40)	227
#1 Issue: Education	13% (23)	37% (65)	15% (27)	20% (35)	16% (28)	177
#1 Issue: Energy	10% (15)	27% (42)	19% (28)	33% (51)	11% (17)	154
#1 Issue: Other	5% (15)	21% (65)	15% (46)	44% (137)	15% (46)	309
2018 House Vote: Democrat	14% (192)	30% (424)	17% (239)	31% (442)	8% (119)	1416
2018 House Vote: Republican	10% (120)	28% (345)	15% (185)	40% (494)	8% (99)	1243
2018 House Vote: Someone else	8% (6)	17% (13)	11% (8)	38% (30)	27% (21)	79
2016 Vote: Hillary Clinton	13% (170)	31% (400)	17% (224)	30% (387)	9% (114)	1295
2016 Vote: Donald Trump	10% (145)	27% (381)	14% (197)	40% (559)	9% (125)	1407
2016 Vote: Other	12% (25)	21% (42)	16% (32)	45% (90)	5% (11)	200
2016 Vote: Didn't Vote	9% (134)	26% (383)	17% (250)	33% (495)	16% (232)	1494
Voted in 2014: Yes	11% (270)	28% (655)	15% (361)	37% (867)	9% (201)	2353
Voted in 2014: No	10% (204)	27% (552)	17% (343)	33% (668)	14% (280)	2047

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**Table MCFE1\_6: How interested are you in the following types of podcasts?**  
*Scripted comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (474)	27% (1207)	16% (704)	35% (1535)	11% (481)	4400
2012 Vote: Barack Obama	14% (221)	28% (452)	16% (258)	33% (542)	9% (152)	1625
2012 Vote: Mitt Romney	8% (72)	26% (247)	16% (151)	43% (410)	8% (77)	956
2012 Vote: Other	9% (11)	23% (27)	12% (15)	45% (54)	12% (14)	120
2012 Vote: Didn't Vote	10% (169)	28% (481)	16% (278)	31% (526)	14% (238)	1692
4-Region: Northeast	15% (115)	30% (234)	16% (127)	31% (244)	8% (66)	787
4-Region: Midwest	8% (76)	26% (240)	15% (138)	38% (355)	12% (115)	925
4-Region: South	10% (172)	24% (392)	16% (267)	37% (616)	12% (200)	1648
4-Region: West	11% (110)	33% (341)	16% (171)	31% (319)	10% (99)	1040
201043	11% (238)	28% (626)	15% (330)	36% (793)	10% (214)	2200
201045	11% (236)	26% (581)	17% (374)	34% (742)	12% (267)	2200
Netflix subscriber	14% (390)	32% (858)	16% (445)	29% (781)	9% (250)	2723
Hulu subscriber	16% (232)	33% (494)	16% (231)	25% (376)	10% (153)	1486
Disney+ subscriber	18% (240)	35% (452)	15% (192)	23% (297)	10% (128)	1309
Peacock subscriber	16% (94)	32% (187)	13% (76)	30% (178)	9% (55)	590
HBO Max subscriber	25% (168)	34% (230)	14% (92)	20% (137)	6% (41)	668
Quibi subscriber	23% (43)	41% (76)	10% (18)	15% (28)	11% (19)	183
Amazon Prime Video subscriber	14% (280)	32% (648)	16% (322)	30% (617)	8% (163)	2030
Paid podcast service subscriber	30% (136)	45% (202)	15% (69)	8% (35)	2% (10)	452
Paid membership platform subscriber	30% (131)	44% (193)	13% (57)	9% (40)	4% (19)	440
Frequent podcast listeners	20% (264)	41% (522)	17% (214)	19% (240)	4% (47)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_7: How interested are you in the following types of podcasts?**  
 Comedy

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (969)	31% (1368)	12% (534)	26% (1162)	8% (367)	4400
Gender: Male	26% (554)	32% (674)	12% (247)	24% (506)	7% (143)	2124
Gender: Female	18% (415)	31% (694)	13% (286)	29% (656)	10% (225)	2276
Age: 18-34	32% (414)	37% (487)	12% (153)	13% (167)	7% (88)	1310
Age: 35-44	31% (219)	35% (252)	12% (84)	15% (110)	7% (51)	715
Age: 45-64	18% (275)	29% (436)	13% (191)	31% (461)	9% (140)	1502
Age: 65+	7% (61)	22% (193)	12% (106)	49% (424)	10% (89)	873
GenZers: 1997-2012	29% (171)	36% (210)	11% (65)	15% (87)	9% (52)	584
Millennials: 1981-1996	33% (354)	38% (404)	11% (119)	13% (135)	6% (64)	1076
GenXers: 1965-1980	25% (286)	33% (373)	13% (152)	23% (259)	7% (77)	1148
Baby Boomers: 1946-1964	10% (147)	25% (352)	13% (181)	41% (578)	11% (159)	1418
PID: Dem (no lean)	27% (433)	33% (525)	12% (196)	21% (346)	7% (111)	1611
PID: Ind (no lean)	18% (239)	31% (410)	12% (152)	27% (357)	11% (148)	1305
PID: Rep (no lean)	20% (297)	29% (433)	13% (187)	31% (460)	7% (108)	1484
PID/Gender: Dem Men	31% (236)	33% (251)	12% (90)	19% (145)	4% (31)	754
PID/Gender: Dem Women	23% (196)	32% (274)	12% (106)	23% (201)	9% (80)	857
PID/Gender: Ind Men	22% (135)	30% (185)	11% (65)	26% (155)	11% (67)	607
PID/Gender: Ind Women	15% (105)	32% (225)	12% (86)	29% (201)	12% (81)	698
PID/Gender: Rep Men	24% (183)	31% (238)	12% (92)	27% (206)	6% (44)	763
PID/Gender: Rep Women	16% (114)	27% (195)	13% (94)	35% (254)	9% (64)	721
Ideo: Liberal (1-3)	28% (356)	32% (412)	13% (166)	21% (263)	6% (75)	1272
Ideo: Moderate (4)	23% (311)	34% (459)	11% (146)	25% (336)	8% (115)	1368
Ideo: Conservative (5-7)	17% (230)	28% (382)	13% (184)	35% (477)	7% (101)	1373
Educ: < College	21% (628)	29% (876)	11% (346)	29% (883)	10% (292)	3024
Educ: Bachelors degree	21% (190)	35% (311)	14% (127)	23% (208)	6% (52)	888
Educ: Post-grad	31% (151)	37% (181)	12% (61)	15% (72)	5% (23)	488
Income: Under 50k	21% (485)	30% (693)	11% (255)	28% (642)	9% (214)	2289
Income: 50k-100k	21% (261)	31% (395)	13% (171)	27% (339)	8% (108)	1274
Income: 100k+	27% (222)	34% (280)	13% (108)	22% (181)	5% (46)	837
Ethnicity: White	20% (695)	31% (1073)	13% (437)	28% (968)	8% (271)	3443
Ethnicity: Hispanic	33% (230)	33% (229)	14% (94)	16% (109)	5% (38)	699

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**Table MCFE1\_7: How interested are you in the following types of podcasts?**

*Comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (969)	31% (1368)	12% (534)	26% (1162)	8% (367)	4400
Ethnicity: Black	28% (152)	28% (151)	11% (59)	25% (134)	9% (52)	549
Ethnicity: Other	30% (121)	35% (144)	9% (38)	15% (60)	11% (45)	408
All Christian	21% (453)	31% (661)	12% (265)	28% (599)	7% (147)	2125
All Non-Christian	28% (73)	30% (80)	17% (44)	20% (53)	5% (13)	263
Atheist	22% (40)	27% (51)	13% (24)	35% (64)	3% (6)	185
Agnostic/Nothing in particular	19% (204)	31% (328)	13% (134)	26% (273)	11% (120)	1059
Something Else	26% (198)	32% (248)	9% (68)	22% (173)	11% (81)	768
Religious Non-Protestant/Catholic	28% (86)	31% (97)	15% (47)	20% (62)	5% (16)	308
Evangelical	26% (334)	33% (432)	10% (131)	24% (312)	6% (83)	1292
Non-Evangelical	19% (283)	29% (438)	13% (192)	29% (440)	9% (140)	1493
Community: Urban	30% (440)	33% (489)	12% (173)	17% (254)	7% (104)	1459
Community: Suburban	18% (333)	30% (560)	13% (235)	31% (575)	8% (149)	1852
Community: Rural	18% (196)	29% (319)	12% (126)	31% (334)	11% (115)	1090
Employ: Private Sector	28% (392)	35% (492)	12% (172)	18% (253)	7% (101)	1410
Employ: Government	34% (94)	38% (103)	11% (31)	12% (32)	6% (16)	275
Employ: Self-Employed	27% (109)	34% (136)	14% (58)	18% (71)	8% (31)	404
Employ: Homemaker	16% (48)	29% (86)	11% (32)	33% (97)	10% (30)	294
Employ: Student	33% (68)	34% (71)	10% (21)	16% (32)	7% (14)	205
Employ: Retired	8% (78)	24% (238)	12% (122)	47% (472)	10% (98)	1008
Employ: Unemployed	24% (126)	29% (158)	12% (67)	25% (136)	9% (49)	537
Employ: Other	20% (55)	31% (83)	12% (31)	26% (68)	11% (29)	267
Military HH: Yes	16% (107)	29% (190)	11% (71)	37% (244)	8% (50)	663
Military HH: No	23% (861)	32% (1178)	12% (462)	25% (918)	8% (317)	3737
RD/WT: Right Direction	23% (330)	31% (445)	12% (172)	27% (385)	8% (119)	1451
RD/WT: Wrong Track	22% (639)	31% (923)	12% (362)	26% (777)	8% (249)	2949
Trump Job Approve	21% (398)	31% (586)	12% (229)	28% (540)	8% (143)	1896
Trump Job Disapprove	23% (534)	32% (741)	13% (299)	25% (586)	8% (177)	2337

Continued on next page

**Table MCFE1\_7: How interested are you in the following types of podcasts?**  
 Comedy

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (969)	31% (1368)	12% (534)	26% (1162)	8% (367)	4400
Trump Job Strongly Approve	21% (220)	29% (300)	13% (131)	30% (316)	7% (73)	1040
Trump Job Somewhat Approve	21% (178)	33% (285)	11% (98)	26% (224)	8% (71)	856
Trump Job Somewhat Disapprove	22% (117)	37% (199)	14% (75)	22% (116)	5% (27)	534
Trump Job Strongly Disapprove	23% (417)	30% (542)	12% (224)	26% (470)	8% (150)	1803
Favorable of Trump	21% (394)	31% (575)	11% (212)	29% (539)	8% (144)	1864
Unfavorable of Trump	23% (535)	32% (733)	13% (299)	25% (581)	8% (174)	2322
Very Favorable of Trump	22% (254)	28% (320)	12% (135)	30% (338)	8% (91)	1139
Somewhat Favorable of Trump	19% (140)	35% (255)	11% (76)	28% (201)	7% (53)	724
Somewhat Unfavorable of Trump	24% (101)	37% (152)	12% (49)	23% (95)	5% (19)	416
Very Unfavorable of Trump	23% (434)	30% (581)	13% (250)	25% (486)	8% (155)	1906
#1 Issue: Economy	25% (401)	35% (563)	11% (178)	22% (352)	7% (120)	1614
#1 Issue: Security	20% (94)	29% (140)	15% (73)	30% (144)	6% (27)	479
#1 Issue: Health Care	28% (233)	30% (251)	13% (109)	24% (201)	5% (43)	836
#1 Issue: Medicare / Social Security	9% (52)	25% (152)	11% (67)	43% (261)	12% (73)	604
#1 Issue: Women's Issues	24% (54)	32% (72)	15% (34)	15% (34)	15% (34)	227
#1 Issue: Education	25% (44)	38% (68)	10% (18)	14% (25)	13% (23)	177
#1 Issue: Energy	27% (42)	28% (43)	15% (23)	21% (32)	9% (14)	154
#1 Issue: Other	16% (49)	26% (80)	11% (32)	37% (113)	11% (35)	309
2018 House Vote: Democrat	25% (353)	31% (434)	13% (180)	25% (355)	7% (95)	1416
2018 House Vote: Republican	19% (236)	30% (379)	13% (166)	31% (388)	6% (75)	1243
2018 House Vote: Someone else	18% (14)	33% (26)	11% (9)	20% (15)	19% (15)	79
2016 Vote: Hillary Clinton	25% (326)	32% (412)	13% (169)	23% (295)	7% (93)	1295
2016 Vote: Donald Trump	19% (270)	29% (412)	12% (175)	32% (445)	7% (105)	1407
2016 Vote: Other	23% (47)	30% (59)	12% (25)	30% (60)	4% (9)	200
2016 Vote: Didn't Vote	22% (325)	32% (484)	11% (165)	24% (359)	11% (161)	1494
Voted in 2014: Yes	21% (491)	30% (707)	13% (296)	30% (698)	7% (161)	2353
Voted in 2014: No	23% (478)	32% (661)	12% (238)	23% (464)	10% (206)	2047

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**Table MCFE1\_7: How interested are you in the following types of podcasts?**

*Comedy*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (969)	31% (1368)	12% (534)	26% (1162)	8% (367)	4400
2012 Vote: Barack Obama	25% (401)	30% (487)	11% (183)	26% (428)	8% (126)	1625
2012 Vote: Mitt Romney	16% (155)	29% (274)	14% (130)	35% (332)	7% (65)	956
2012 Vote: Other	16% (20)	32% (39)	9% (10)	36% (44)	7% (8)	120
2012 Vote: Didn't Vote	23% (393)	34% (567)	12% (208)	21% (355)	10% (168)	1692
4-Region: Northeast	26% (208)	32% (254)	13% (101)	22% (171)	7% (54)	787
4-Region: Midwest	17% (155)	30% (281)	11% (99)	31% (285)	11% (105)	925
4-Region: South	21% (345)	29% (483)	12% (206)	29% (470)	9% (144)	1648
4-Region: West	25% (261)	34% (350)	12% (128)	23% (236)	6% (65)	1040
201043	22% (479)	33% (725)	12% (262)	27% (587)	7% (147)	2200
201045	22% (490)	29% (643)	12% (271)	26% (575)	10% (220)	2200
Netflix subscriber	28% (753)	34% (936)	11% (312)	20% (541)	7% (182)	2723
Hulu subscriber	30% (443)	36% (538)	10% (151)	17% (254)	7% (101)	1486
Disney+ subscriber	33% (428)	36% (466)	11% (140)	15% (193)	6% (82)	1309
Peacock subscriber	25% (148)	32% (190)	11% (67)	23% (137)	8% (48)	590
HBO Max subscriber	35% (235)	35% (236)	10% (66)	15% (103)	4% (27)	668
Quibi subscriber	38% (70)	33% (61)	10% (18)	14% (26)	5% (9)	183
Amazon Prime Video subscriber	27% (546)	34% (684)	12% (251)	21% (436)	6% (112)	2030
Paid podcast service subscriber	44% (199)	40% (182)	11% (51)	3% (15)	1% (6)	452
Paid membership platform subscriber	43% (190)	39% (174)	10% (42)	6% (25)	2% (8)	440
Frequent podcast listeners	39% (501)	40% (516)	10% (134)	8% (106)	2% (31)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_8: How interested are you in the following types of podcasts?**  
*True crime*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (780)	26% (1148)	14% (602)	32% (1409)	11% (462)	4400
Gender: Male	15% (325)	27% (570)	16% (331)	33% (704)	9% (193)	2124
Gender: Female	20% (454)	25% (578)	12% (270)	31% (704)	12% (269)	2276
Age: 18-34	22% (290)	29% (375)	16% (212)	21% (272)	12% (162)	1310
Age: 35-44	27% (196)	32% (228)	13% (92)	21% (148)	7% (50)	715
Age: 45-64	16% (246)	26% (392)	12% (185)	35% (530)	10% (149)	1502
Age: 65+	5% (48)	17% (153)	13% (112)	53% (459)	12% (102)	873
GenZers: 1997-2012	20% (118)	25% (146)	16% (95)	21% (123)	18% (103)	584
Millennials: 1981-1996	25% (271)	31% (329)	15% (163)	21% (222)	8% (91)	1076
GenXers: 1965-1980	22% (248)	29% (337)	13% (152)	27% (313)	8% (97)	1148
Baby Boomers: 1946-1964	9% (132)	22% (317)	12% (167)	46% (648)	11% (154)	1418
PID: Dem (no lean)	20% (326)	26% (425)	15% (248)	30% (481)	8% (131)	1611
PID: Ind (no lean)	16% (206)	24% (317)	13% (173)	33% (425)	14% (184)	1305
PID: Rep (no lean)	17% (248)	27% (406)	12% (181)	34% (502)	10% (147)	1484
PID/Gender: Dem Men	19% (140)	27% (204)	18% (133)	32% (239)	5% (37)	754
PID/Gender: Dem Women	22% (186)	26% (221)	13% (114)	28% (242)	11% (93)	857
PID/Gender: Ind Men	10% (61)	24% (148)	17% (102)	34% (208)	14% (87)	607
PID/Gender: Ind Women	21% (145)	24% (169)	10% (71)	31% (217)	14% (97)	698
PID/Gender: Rep Men	16% (124)	29% (218)	13% (96)	34% (257)	9% (69)	763
PID/Gender: Rep Women	17% (124)	26% (188)	12% (85)	34% (245)	11% (79)	721
Ideo: Liberal (1-3)	24% (306)	26% (330)	15% (194)	28% (350)	7% (92)	1272
Ideo: Moderate (4)	18% (241)	29% (401)	13% (180)	30% (417)	9% (128)	1368
Ideo: Conservative (5-7)	14% (191)	25% (346)	14% (191)	38% (527)	9% (117)	1373
Educ: < College	16% (489)	24% (729)	13% (392)	34% (1033)	13% (382)	3024
Educ: Bachelors degree	20% (179)	28% (249)	16% (141)	30% (264)	6% (55)	888
Educ: Post-grad	23% (112)	35% (170)	14% (69)	23% (112)	5% (25)	488
Income: Under 50k	17% (382)	23% (530)	13% (304)	34% (780)	13% (292)	2289
Income: 50k-100k	17% (210)	27% (350)	14% (179)	33% (415)	9% (121)	1274
Income: 100k+	22% (187)	32% (268)	14% (119)	26% (214)	6% (49)	837
Ethnicity: White	18% (610)	26% (912)	13% (437)	34% (1171)	9% (314)	3443
Ethnicity: Hispanic	23% (159)	30% (206)	20% (139)	20% (137)	8% (57)	699

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**Table MCFE1\_8: How interested are you in the following types of podcasts?**

True crime

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (780)	26% (1148)	14% (602)	32% (1409)	11% (462)	4400
Ethnicity: Black	20% (109)	24% (131)	15% (83)	28% (156)	13% (69)	549
Ethnicity: Other	15% (60)	26% (105)	20% (81)	20% (82)	19% (79)	408
All Christian	18% (387)	28% (598)	14% (304)	32% (681)	7% (155)	2125
All Non-Christian	22% (57)	30% (80)	16% (42)	24% (63)	8% (22)	263
Atheist	21% (38)	24% (45)	10% (19)	40% (74)	5% (9)	185
Agnostic/Nothing in particular	16% (174)	21% (227)	12% (128)	34% (362)	16% (168)	1059
Something Else	16% (123)	26% (199)	14% (110)	30% (228)	14% (108)	768
Religious Non-Protestant/Catholic	20% (61)	33% (101)	15% (47)	25% (76)	8% (23)	308
Evangelical	20% (257)	28% (363)	15% (191)	29% (375)	8% (106)	1292
Non-Evangelical	16% (234)	26% (388)	14% (209)	34% (512)	10% (149)	1493
Community: Urban	21% (302)	32% (462)	14% (200)	25% (363)	9% (133)	1459
Community: Suburban	17% (311)	24% (446)	15% (276)	35% (642)	10% (177)	1852
Community: Rural	15% (167)	22% (241)	12% (126)	37% (404)	14% (152)	1090
Employ: Private Sector	23% (322)	31% (430)	13% (187)	25% (359)	8% (112)	1410
Employ: Government	21% (58)	33% (90)	17% (46)	19% (53)	10% (28)	275
Employ: Self-Employed	17% (68)	33% (134)	16% (65)	23% (91)	11% (45)	404
Employ: Homemaker	17% (50)	23% (67)	12% (35)	37% (107)	12% (34)	294
Employ: Student	23% (48)	25% (51)	18% (36)	19% (38)	15% (31)	205
Employ: Retired	8% (82)	17% (172)	12% (124)	52% (522)	11% (107)	1008
Employ: Unemployed	19% (104)	27% (145)	14% (76)	27% (145)	12% (67)	537
Employ: Other	18% (47)	22% (59)	12% (32)	34% (91)	14% (37)	267
Military HH: Yes	19% (126)	23% (151)	12% (78)	38% (252)	9% (56)	663
Military HH: No	17% (654)	27% (997)	14% (524)	31% (1157)	11% (406)	3737
RD/WT: Right Direction	16% (235)	28% (408)	14% (197)	31% (452)	11% (159)	1451
RD/WT: Wrong Track	18% (545)	25% (740)	14% (405)	32% (957)	10% (303)	2949
Trump Job Approve	17% (316)	28% (525)	13% (248)	33% (632)	9% (174)	1896
Trump Job Disapprove	19% (451)	25% (586)	14% (337)	32% (742)	9% (220)	2337

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**Table MCFE1\_8: How interested are you in the following types of podcasts?**  
 True crime

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (780)	26% (1148)	14% (602)	32% (1409)	11% (462)	4400
Trump Job Strongly Approve	18% (187)	27% (277)	12% (128)	33% (345)	10% (103)	1040
Trump Job Somewhat Approve	15% (130)	29% (248)	14% (120)	33% (287)	8% (71)	856
Trump Job Somewhat Disapprove	21% (113)	29% (155)	17% (90)	24% (130)	8% (45)	534
Trump Job Strongly Disapprove	19% (338)	24% (431)	14% (247)	34% (612)	10% (175)	1803
Favorable of Trump	17% (313)	28% (517)	13% (242)	33% (610)	10% (183)	1864
Unfavorable of Trump	19% (451)	25% (585)	15% (337)	32% (737)	9% (213)	2322
Very Favorable of Trump	17% (199)	26% (301)	13% (147)	33% (373)	10% (119)	1139
Somewhat Favorable of Trump	16% (114)	30% (215)	13% (95)	33% (236)	9% (64)	724
Somewhat Unfavorable of Trump	20% (84)	26% (108)	17% (70)	28% (117)	9% (37)	416
Very Unfavorable of Trump	19% (367)	25% (476)	14% (268)	32% (620)	9% (176)	1906
#1 Issue: Economy	20% (330)	27% (432)	15% (238)	29% (475)	9% (139)	1614
#1 Issue: Security	13% (65)	30% (144)	13% (62)	35% (169)	8% (39)	479
#1 Issue: Health Care	22% (187)	28% (234)	13% (107)	29% (243)	8% (65)	836
#1 Issue: Medicare / Social Security	10% (58)	20% (124)	12% (74)	43% (261)	15% (88)	604
#1 Issue: Women's Issues	24% (54)	23% (52)	11% (26)	27% (61)	15% (35)	227
#1 Issue: Education	19% (34)	33% (58)	16% (28)	17% (30)	15% (27)	177
#1 Issue: Energy	18% (27)	24% (37)	15% (22)	29% (44)	15% (23)	154
#1 Issue: Other	8% (25)	22% (67)	15% (46)	41% (126)	15% (46)	309
2018 House Vote: Democrat	20% (280)	27% (380)	14% (200)	32% (453)	7% (102)	1416
2018 House Vote: Republican	16% (195)	29% (359)	14% (171)	34% (418)	8% (99)	1243
2018 House Vote: Someone else	17% (13)	16% (13)	14% (11)	28% (22)	25% (19)	79
2016 Vote: Hillary Clinton	20% (257)	27% (351)	15% (188)	31% (404)	7% (95)	1295
2016 Vote: Donald Trump	16% (225)	28% (388)	12% (176)	35% (495)	9% (124)	1407
2016 Vote: Other	15% (30)	23% (45)	11% (21)	44% (87)	8% (16)	200
2016 Vote: Didn't Vote	18% (267)	24% (362)	15% (217)	28% (420)	15% (227)	1494
Voted in 2014: Yes	16% (388)	28% (650)	13% (307)	35% (814)	8% (194)	2353
Voted in 2014: No	19% (392)	24% (498)	14% (295)	29% (595)	13% (268)	2047

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**Table MCFE1\_8: How interested are you in the following types of podcasts?**

True crime

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (780)	26% (1148)	14% (602)	32% (1409)	11% (462)	4400
2012 Vote: Barack Obama	19% (302)	27% (438)	14% (230)	32% (520)	8% (134)	1625
2012 Vote: Mitt Romney	14% (135)	26% (250)	12% (111)	39% (374)	9% (86)	956
2012 Vote: Other	15% (18)	19% (23)	10% (12)	44% (53)	11% (13)	120
2012 Vote: Didn't Vote	19% (324)	26% (435)	15% (246)	27% (460)	13% (228)	1692
4-Region: Northeast	18% (145)	30% (237)	15% (115)	28% (218)	9% (72)	787
4-Region: Midwest	15% (141)	23% (215)	12% (113)	37% (344)	12% (113)	925
4-Region: South	18% (294)	24% (400)	14% (226)	33% (544)	11% (185)	1648
4-Region: West	19% (200)	29% (297)	14% (147)	29% (303)	9% (92)	1040
201043	18% (403)	26% (576)	13% (297)	33% (727)	9% (196)	2200
201045	17% (376)	26% (572)	14% (305)	31% (681)	12% (266)	2200
Netflix subscriber	23% (620)	29% (794)	14% (376)	25% (682)	9% (251)	2723
Hulu subscriber	27% (399)	27% (407)	14% (212)	22% (324)	10% (145)	1486
Disney+ subscriber	25% (325)	32% (415)	14% (179)	20% (267)	9% (123)	1309
Peacock subscriber	23% (138)	31% (182)	12% (72)	24% (142)	9% (56)	590
HBO Max subscriber	31% (207)	31% (205)	13% (85)	19% (128)	6% (43)	668
Quibi subscriber	31% (57)	36% (66)	15% (27)	12% (23)	5% (10)	183
Amazon Prime Video subscriber	22% (448)	29% (583)	15% (314)	26% (533)	7% (152)	2030
Paid podcast service subscriber	32% (146)	39% (175)	19% (85)	7% (33)	3% (13)	452
Paid membership platform subscriber	35% (155)	38% (166)	16% (69)	7% (32)	4% (18)	440
Frequent podcast listeners	29% (379)	37% (475)	15% (190)	14% (186)	5% (58)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_9: How interested are you in the following types of podcasts?**  
*Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (566)	27% (1196)	14% (607)	33% (1469)	13% (562)	4400
Gender: Male	15% (309)	28% (602)	14% (293)	32% (675)	12% (245)	2124
Gender: Female	11% (257)	26% (594)	14% (314)	35% (794)	14% (317)	2276
Age: 18-34	13% (174)	26% (345)	17% (227)	28% (367)	15% (198)	1310
Age: 35-44	21% (153)	33% (239)	14% (100)	21% (150)	10% (72)	715
Age: 45-64	12% (182)	28% (420)	13% (196)	35% (519)	12% (185)	1502
Age: 65+	7% (57)	22% (191)	10% (83)	50% (433)	12% (108)	873
GenZers: 1997-2012	12% (69)	18% (106)	18% (106)	31% (181)	21% (122)	584
Millennials: 1981-1996	17% (183)	33% (350)	16% (168)	24% (256)	11% (119)	1076
GenXers: 1965-1980	17% (191)	30% (348)	13% (154)	29% (332)	11% (123)	1148
Baby Boomers: 1946-1964	8% (111)	25% (360)	12% (167)	42% (599)	13% (181)	1418
PID: Dem (no lean)	15% (245)	30% (486)	15% (237)	30% (484)	10% (158)	1611
PID: Ind (no lean)	11% (138)	24% (318)	14% (182)	34% (450)	17% (217)	1305
PID: Rep (no lean)	12% (182)	26% (391)	13% (188)	36% (535)	13% (188)	1484
PID/Gender: Dem Men	17% (131)	31% (237)	15% (112)	28% (214)	8% (60)	754
PID/Gender: Dem Women	13% (115)	29% (250)	15% (125)	31% (270)	11% (98)	857
PID/Gender: Ind Men	11% (64)	25% (153)	14% (82)	34% (205)	17% (102)	607
PID/Gender: Ind Women	11% (74)	24% (165)	14% (100)	35% (245)	16% (115)	698
PID/Gender: Rep Men	15% (114)	28% (212)	13% (99)	34% (256)	11% (83)	763
PID/Gender: Rep Women	10% (69)	25% (179)	12% (89)	39% (279)	14% (104)	721
Ideo: Liberal (1-3)	18% (227)	34% (429)	14% (175)	26% (336)	8% (104)	1272
Ideo: Moderate (4)	12% (164)	29% (402)	15% (207)	33% (450)	11% (145)	1368
Ideo: Conservative (5-7)	12% (160)	23% (318)	14% (187)	40% (547)	12% (161)	1373
Educ: < College	10% (289)	23% (693)	14% (410)	38% (1160)	16% (472)	3024
Educ: Bachelors degree	18% (157)	34% (305)	16% (140)	25% (226)	7% (60)	888
Educ: Post-grad	25% (121)	41% (198)	12% (57)	17% (83)	6% (30)	488
Income: Under 50k	10% (224)	24% (549)	13% (306)	38% (866)	15% (344)	2289
Income: 50k-100k	13% (170)	28% (352)	15% (194)	32% (404)	12% (154)	1274
Income: 100k+	20% (171)	35% (295)	13% (108)	24% (198)	8% (65)	837
Ethnicity: White	13% (454)	27% (938)	13% (452)	35% (1204)	12% (396)	3443
Ethnicity: Hispanic	16% (112)	32% (225)	15% (104)	25% (177)	12% (81)	699

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**Table MCFE1\_9: How interested are you in the following types of podcasts?**  
*Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (566)	27% (1196)	14% (607)	33% (1469)	13% (562)	4400
Ethnicity: Black	12% (65)	25% (136)	14% (79)	33% (179)	16% (89)	549
Ethnicity: Other	11% (47)	30% (122)	19% (76)	21% (86)	19% (77)	408
All Christian	14% (289)	30% (628)	16% (337)	31% (666)	10% (206)	2125
All Non-Christian	19% (51)	36% (94)	16% (42)	21% (56)	7% (20)	263
Atheist	18% (34)	27% (51)	11% (20)	38% (70)	6% (11)	185
Agnostic/Nothing in particular	11% (115)	22% (233)	11% (114)	37% (392)	19% (205)	1059
Something Else	10% (77)	25% (190)	12% (95)	37% (285)	16% (121)	768
Religious Non-Protestant/Catholic	17% (53)	37% (114)	16% (48)	23% (72)	7% (21)	308
Evangelical	15% (192)	27% (349)	17% (219)	30% (389)	11% (143)	1292
Non-Evangelical	10% (154)	29% (427)	13% (198)	36% (535)	12% (178)	1493
Community: Urban	18% (266)	33% (478)	14% (206)	25% (361)	10% (148)	1459
Community: Suburban	11% (209)	27% (494)	14% (255)	37% (687)	11% (207)	1852
Community: Rural	8% (91)	21% (224)	13% (145)	39% (421)	19% (208)	1090
Employ: Private Sector	17% (242)	32% (454)	14% (202)	26% (373)	10% (138)	1410
Employ: Government	21% (58)	35% (96)	15% (41)	20% (55)	9% (26)	275
Employ: Self-Employed	16% (63)	29% (119)	15% (60)	26% (104)	15% (59)	404
Employ: Homemaker	8% (25)	24% (70)	15% (44)	42% (123)	11% (32)	294
Employ: Student	16% (33)	24% (49)	18% (37)	26% (54)	16% (33)	205
Employ: Retired	7% (74)	22% (218)	11% (112)	47% (473)	13% (132)	1008
Employ: Unemployed	9% (51)	25% (136)	14% (75)	35% (188)	16% (88)	537
Employ: Other	8% (22)	20% (54)	14% (37)	37% (99)	21% (55)	267
Military HH: Yes	15% (100)	25% (168)	12% (77)	40% (265)	8% (52)	663
Military HH: No	12% (466)	27% (1027)	14% (530)	32% (1203)	14% (510)	3737
RD/WT: Right Direction	13% (193)	27% (390)	13% (185)	34% (495)	13% (187)	1451
RD/WT: Wrong Track	13% (373)	27% (806)	14% (422)	33% (973)	13% (375)	2949
Trump Job Approve	13% (238)	27% (507)	13% (246)	35% (671)	12% (235)	1896
Trump Job Disapprove	14% (319)	29% (677)	15% (348)	32% (741)	11% (253)	2337

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**Table MCFE1\_9: How interested are you in the following types of podcasts?**  
 Investigative journalism

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (566)	27% (1196)	14% (607)	33% (1469)	13% (562)	4400
Trump Job Strongly Approve	15% (157)	25% (258)	10% (106)	38% (391)	12% (128)	1040
Trump Job Somewhat Approve	9% (81)	29% (249)	16% (140)	33% (280)	12% (107)	856
Trump Job Somewhat Disapprove	12% (64)	30% (162)	22% (116)	27% (143)	9% (49)	534
Trump Job Strongly Disapprove	14% (255)	29% (515)	13% (232)	33% (598)	11% (204)	1803
Favorable of Trump	13% (241)	27% (509)	12% (226)	35% (658)	12% (231)	1864
Unfavorable of Trump	14% (317)	29% (667)	15% (346)	32% (741)	11% (250)	2322
Very Favorable of Trump	16% (178)	25% (287)	11% (128)	35% (399)	13% (147)	1139
Somewhat Favorable of Trump	9% (62)	31% (222)	14% (98)	36% (258)	12% (84)	724
Somewhat Unfavorable of Trump	11% (46)	29% (121)	21% (88)	29% (121)	10% (41)	416
Very Unfavorable of Trump	14% (272)	29% (547)	14% (259)	33% (620)	11% (209)	1906
#1 Issue: Economy	15% (239)	29% (461)	15% (241)	31% (500)	11% (173)	1614
#1 Issue: Security	10% (50)	26% (125)	14% (67)	38% (181)	12% (55)	479
#1 Issue: Health Care	15% (129)	32% (270)	14% (115)	28% (230)	11% (92)	836
#1 Issue: Medicare / Social Security	5% (33)	24% (144)	12% (71)	43% (262)	16% (94)	604
#1 Issue: Women's Issues	13% (30)	19% (43)	19% (43)	33% (75)	16% (36)	227
#1 Issue: Education	13% (23)	32% (57)	12% (20)	25% (44)	18% (33)	177
#1 Issue: Energy	20% (31)	22% (34)	12% (19)	31% (47)	15% (23)	154
#1 Issue: Other	10% (31)	20% (62)	10% (31)	42% (130)	18% (56)	309
2018 House Vote: Democrat	17% (245)	32% (455)	14% (198)	29% (414)	7% (104)	1416
2018 House Vote: Republican	12% (152)	30% (371)	14% (174)	35% (436)	9% (110)	1243
2018 House Vote: Someone else	14% (11)	24% (19)	9% (7)	25% (19)	28% (22)	79
2016 Vote: Hillary Clinton	18% (228)	33% (431)	13% (168)	28% (361)	8% (107)	1295
2016 Vote: Donald Trump	12% (167)	27% (385)	14% (192)	36% (512)	11% (151)	1407
2016 Vote: Other	12% (24)	31% (63)	13% (26)	37% (74)	6% (13)	200
2016 Vote: Didn't Vote	10% (147)	21% (316)	15% (221)	35% (519)	20% (292)	1494
Voted in 2014: Yes	14% (330)	31% (731)	13% (310)	33% (775)	9% (206)	2353
Voted in 2014: No	12% (236)	23% (464)	15% (297)	34% (693)	17% (356)	2047

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**Table MCFE1\_9: How interested are you in the following types of podcasts?**  
*Investigative journalism*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (566)	27% (1196)	14% (607)	33% (1469)	13% (562)	4400
2012 Vote: Barack Obama	16% (263)	31% (508)	14% (230)	30% (493)	8% (132)	1625
2012 Vote: Mitt Romney	10% (100)	28% (272)	12% (117)	37% (355)	12% (112)	956
2012 Vote: Other	14% (17)	25% (30)	13% (16)	38% (46)	10% (12)	120
2012 Vote: Didn't Vote	11% (186)	23% (384)	14% (242)	34% (573)	18% (306)	1692
4-Region: Northeast	17% (130)	31% (245)	15% (114)	27% (212)	11% (85)	787
4-Region: Midwest	9% (86)	24% (223)	12% (114)	39% (357)	16% (145)	925
4-Region: South	12% (201)	24% (395)	15% (252)	36% (589)	13% (211)	1648
4-Region: West	14% (149)	32% (333)	12% (127)	30% (310)	12% (122)	1040
201043	12% (267)	26% (570)	15% (327)	36% (797)	11% (239)	2200
201045	14% (299)	28% (626)	13% (280)	31% (672)	15% (323)	2200
Netflix subscriber	16% (445)	31% (849)	14% (374)	28% (753)	11% (302)	2723
Hulu subscriber	18% (273)	31% (460)	13% (199)	26% (387)	11% (168)	1486
Disney+ subscriber	19% (249)	36% (466)	13% (171)	22% (286)	10% (136)	1309
Peacock subscriber	19% (111)	35% (204)	10% (60)	26% (155)	10% (59)	590
HBO Max subscriber	27% (179)	36% (244)	11% (75)	19% (126)	7% (44)	668
Quibi subscriber	32% (58)	32% (58)	12% (23)	15% (27)	10% (18)	183
Amazon Prime Video subscriber	17% (339)	33% (677)	14% (285)	27% (541)	9% (188)	2030
Paid podcast service subscriber	33% (147)	42% (191)	12% (54)	10% (47)	3% (13)	452
Paid membership platform subscriber	34% (149)	44% (193)	10% (46)	8% (36)	4% (17)	440
Frequent podcast listeners	26% (335)	40% (514)	13% (174)	14% (177)	7% (87)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_10: How interested are you in the following types of podcasts?**  
 Self-help / productivity

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (641)	30% (1303)	14% (610)	31% (1366)	11% (479)	4400
Gender: Male	17% (362)	28% (593)	14% (298)	31% (668)	10% (203)	2124
Gender: Female	12% (279)	31% (710)	14% (313)	31% (699)	12% (276)	2276
Age: 18-34	18% (231)	35% (456)	16% (216)	19% (249)	12% (159)	1310
Age: 35-44	27% (191)	35% (248)	11% (80)	19% (133)	9% (63)	715
Age: 45-64	12% (187)	28% (425)	13% (196)	35% (529)	11% (165)	1502
Age: 65+	4% (32)	20% (173)	14% (119)	52% (456)	11% (92)	873
GenZers: 1997-2012	17% (97)	28% (163)	18% (105)	21% (121)	17% (99)	584
Millennials: 1981-1996	21% (230)	39% (419)	14% (150)	17% (181)	9% (96)	1076
GenXers: 1965-1980	18% (206)	31% (357)	12% (139)	29% (332)	10% (113)	1148
Baby Boomers: 1946-1964	7% (102)	23% (333)	14% (198)	45% (633)	11% (152)	1418
PID: Dem (no lean)	17% (275)	33% (536)	14% (231)	27% (437)	8% (131)	1611
PID: Ind (no lean)	10% (135)	27% (353)	16% (209)	32% (414)	15% (194)	1305
PID: Rep (no lean)	16% (231)	28% (414)	11% (170)	35% (515)	10% (154)	1484
PID/Gender: Dem Men	21% (158)	33% (248)	14% (103)	26% (200)	6% (45)	754
PID/Gender: Dem Women	14% (118)	34% (288)	15% (128)	28% (238)	10% (86)	857
PID/Gender: Ind Men	12% (71)	23% (142)	17% (102)	34% (207)	14% (85)	607
PID/Gender: Ind Women	9% (64)	30% (211)	15% (107)	30% (207)	16% (109)	698
PID/Gender: Rep Men	17% (133)	27% (203)	12% (92)	34% (262)	10% (73)	763
PID/Gender: Rep Women	14% (98)	29% (211)	11% (78)	35% (254)	11% (81)	721
Ideo: Liberal (1-3)	19% (245)	32% (404)	15% (196)	26% (335)	7% (92)	1272
Ideo: Moderate (4)	13% (184)	34% (471)	13% (179)	30% (417)	8% (116)	1368
Ideo: Conservative (5-7)	13% (179)	26% (356)	14% (189)	37% (512)	10% (137)	1373
Educ: < College	11% (337)	27% (818)	14% (426)	35% (1050)	13% (394)	3024
Educ: Bachelors degree	18% (163)	34% (303)	14% (126)	27% (236)	7% (60)	888
Educ: Post-grad	29% (141)	37% (182)	12% (59)	17% (81)	5% (26)	488
Income: Under 50k	12% (266)	27% (621)	14% (327)	34% (772)	13% (303)	2289
Income: 50k-100k	13% (164)	32% (412)	13% (172)	31% (397)	10% (130)	1274
Income: 100k+	25% (211)	32% (270)	13% (112)	24% (198)	5% (46)	837
Ethnicity: White	13% (462)	29% (1009)	14% (465)	34% (1173)	10% (334)	3443
Ethnicity: Hispanic	20% (142)	31% (217)	13% (89)	26% (179)	10% (72)	699

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**Table MCFE1\_10: How interested are you in the following types of podcasts?**  
Self-help / productivity

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (641)	30% (1303)	14% (610)	31% (1366)	11% (479)	4400
Ethnicity: Black	19% (103)	30% (163)	14% (77)	24% (130)	14% (76)	549
Ethnicity: Other	19% (77)	32% (130)	17% (68)	16% (64)	17% (69)	408
All Christian	16% (342)	31% (668)	14% (297)	30% (647)	8% (171)	2125
All Non-Christian	24% (62)	32% (85)	14% (37)	20% (53)	10% (26)	263
Atheist	9% (17)	23% (42)	13% (25)	50% (92)	5% (10)	185
Agnostic/Nothing in particular	11% (112)	26% (280)	14% (151)	32% (343)	16% (173)	1059
Something Else	14% (109)	30% (228)	13% (100)	30% (231)	13% (100)	768
Religious Non-Protestant/Catholic	22% (68)	33% (101)	16% (50)	20% (63)	9% (27)	308
Evangelical	20% (253)	32% (415)	13% (166)	27% (349)	8% (109)	1292
Non-Evangelical	11% (170)	30% (444)	14% (215)	34% (509)	10% (154)	1493
Community: Urban	22% (328)	32% (469)	14% (199)	22% (316)	10% (147)	1459
Community: Suburban	12% (214)	31% (567)	14% (267)	34% (627)	10% (176)	1852
Community: Rural	9% (99)	24% (267)	13% (144)	39% (424)	14% (155)	1090
Employ: Private Sector	19% (274)	34% (473)	15% (211)	24% (339)	8% (113)	1410
Employ: Government	25% (69)	30% (83)	13% (36)	20% (55)	12% (33)	275
Employ: Self-Employed	20% (83)	33% (133)	15% (62)	18% (75)	13% (51)	404
Employ: Homemaker	9% (26)	33% (96)	11% (31)	35% (103)	13% (37)	294
Employ: Student	22% (45)	24% (50)	18% (37)	24% (49)	12% (24)	205
Employ: Retired	4% (43)	22% (222)	13% (133)	50% (502)	11% (108)	1008
Employ: Unemployed	12% (63)	35% (185)	12% (65)	28% (150)	14% (74)	537
Employ: Other	14% (38)	23% (61)	13% (34)	35% (94)	15% (40)	267
Military HH: Yes	12% (79)	28% (183)	13% (84)	40% (264)	8% (53)	663
Military HH: No	15% (562)	30% (1120)	14% (527)	29% (1102)	11% (426)	3737
RD/WT: Right Direction	17% (244)	29% (420)	13% (184)	31% (446)	11% (156)	1451
RD/WT: Wrong Track	13% (397)	30% (883)	14% (426)	31% (921)	11% (323)	2949
Trump Job Approve	16% (297)	29% (545)	13% (244)	32% (614)	10% (196)	1896
Trump Job Disapprove	14% (333)	31% (728)	15% (349)	30% (709)	9% (218)	2337

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**Table MCFE1\_10:** How interested are you in the following types of podcasts?  
 Self-help / productivity

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (641)	30% (1303)	14% (610)	31% (1366)	11% (479)	4400
Trump Job Strongly Approve	17% (172)	26% (275)	12% (122)	36% (369)	10% (102)	1040
Trump Job Somewhat Approve	15% (125)	32% (270)	14% (122)	29% (244)	11% (94)	856
Trump Job Somewhat Disapprove	15% (79)	34% (181)	19% (103)	24% (126)	8% (45)	534
Trump Job Strongly Disapprove	14% (254)	30% (547)	14% (246)	32% (584)	10% (173)	1803
Favorable of Trump	16% (295)	29% (540)	13% (235)	32% (605)	10% (189)	1864
Unfavorable of Trump	14% (334)	31% (713)	15% (342)	31% (722)	9% (211)	2322
Very Favorable of Trump	17% (199)	25% (288)	13% (143)	34% (390)	11% (120)	1139
Somewhat Favorable of Trump	13% (96)	35% (252)	13% (92)	30% (215)	10% (70)	724
Somewhat Unfavorable of Trump	14% (59)	33% (136)	18% (76)	27% (111)	8% (33)	416
Very Unfavorable of Trump	14% (275)	30% (577)	14% (266)	32% (611)	9% (178)	1906
#1 Issue: Economy	18% (294)	32% (522)	13% (205)	27% (439)	10% (155)	1614
#1 Issue: Security	13% (64)	24% (114)	14% (68)	38% (181)	11% (51)	479
#1 Issue: Health Care	17% (140)	31% (263)	14% (118)	30% (249)	8% (65)	836
#1 Issue: Medicare / Social Security	5% (31)	24% (144)	14% (87)	44% (266)	13% (76)	604
#1 Issue: Women's Issues	11% (25)	28% (64)	16% (37)	28% (63)	16% (37)	227
#1 Issue: Education	19% (35)	42% (74)	15% (26)	8% (15)	16% (28)	177
#1 Issue: Energy	14% (22)	30% (46)	18% (28)	22% (34)	15% (23)	154
#1 Issue: Other	9% (29)	24% (76)	13% (42)	39% (119)	14% (44)	309
2018 House Vote: Democrat	17% (243)	31% (436)	14% (195)	31% (437)	7% (105)	1416
2018 House Vote: Republican	16% (193)	27% (341)	14% (176)	35% (434)	8% (98)	1243
2018 House Vote: Someone else	9% (7)	34% (27)	11% (9)	24% (19)	22% (17)	79
2016 Vote: Hillary Clinton	17% (222)	32% (409)	14% (176)	30% (388)	8% (99)	1295
2016 Vote: Donald Trump	16% (229)	27% (382)	12% (174)	35% (494)	9% (128)	1407
2016 Vote: Other	8% (16)	35% (69)	19% (37)	33% (65)	6% (12)	200
2016 Vote: Didn't Vote	12% (174)	30% (442)	15% (223)	28% (415)	16% (240)	1494
Voted in 2014: Yes	16% (372)	29% (686)	13% (313)	34% (795)	8% (187)	2353
Voted in 2014: No	13% (269)	30% (617)	15% (297)	28% (572)	14% (292)	2047

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**Table MCFE1\_10: How interested are you in the following types of podcasts?**  
Self-help / productivity

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(641)	30%	(1303)	14%	(610)	31%	(1366)	11%	(479)	4400
2012 Vote: Barack Obama	16%	(267)	32%	(518)	13%	(215)	31%	(498)	8%	(127)	1625
2012 Vote: Mitt Romney	13%	(127)	25%	(240)	13%	(126)	39%	(377)	9%	(86)	956
2012 Vote: Other	10%	(12)	33%	(40)	8%	(10)	41%	(49)	7%	(9)	120
2012 Vote: Didn't Vote	14%	(234)	30%	(504)	15%	(256)	26%	(439)	15%	(257)	1692
4-Region: Northeast	19%	(148)	33%	(257)	15%	(116)	24%	(188)	10%	(79)	787
4-Region: Midwest	10%	(94)	28%	(255)	12%	(115)	38%	(354)	11%	(106)	925
4-Region: South	14%	(237)	28%	(470)	15%	(240)	31%	(515)	11%	(187)	1648
4-Region: West	16%	(162)	31%	(321)	14%	(141)	30%	(309)	10%	(107)	1040
201043	14%	(313)	29%	(649)	15%	(323)	31%	(689)	10%	(225)	2200
201045	15%	(328)	30%	(654)	13%	(287)	31%	(677)	12%	(254)	2200
Netflix subscriber	19%	(514)	33%	(905)	13%	(355)	26%	(705)	9%	(245)	2723
Hulu subscriber	20%	(294)	34%	(505)	14%	(208)	23%	(340)	9%	(140)	1486
Disney+ subscriber	23%	(302)	36%	(467)	14%	(181)	19%	(244)	9%	(115)	1309
Peacock subscriber	18%	(107)	32%	(192)	13%	(76)	27%	(159)	10%	(56)	590
HBO Max subscriber	33%	(220)	34%	(229)	11%	(74)	16%	(105)	6%	(41)	668
Quibi subscriber	32%	(59)	29%	(53)	13%	(25)	16%	(29)	9%	(17)	183
Amazon Prime Video subscriber	20%	(398)	34%	(690)	13%	(261)	26%	(523)	8%	(158)	2030
Paid podcast service subscriber	41%	(186)	39%	(178)	12%	(54)	5%	(24)	2%	(10)	452
Paid membership platform subscriber	39%	(172)	43%	(189)	9%	(41)	6%	(26)	2%	(11)	440
Frequent podcast listeners	32%	(409)	40%	(510)	13%	(173)	10%	(135)	5%	(59)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_11: How interested are you in the following types of podcasts?**  
 Religion / faith

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (711)	20% (889)	13% (556)	41% (1809)	10% (436)	4400
Gender: Male	18% (380)	21% (437)	13% (287)	40% (842)	8% (178)	2124
Gender: Female	15% (331)	20% (452)	12% (269)	42% (967)	11% (258)	2276
Age: 18-34	15% (201)	21% (274)	17% (224)	35% (464)	11% (146)	1310
Age: 35-44	22% (155)	28% (199)	12% (83)	30% (215)	9% (63)	715
Age: 45-64	18% (264)	19% (285)	11% (168)	43% (648)	9% (136)	1502
Age: 65+	10% (91)	15% (130)	9% (81)	55% (481)	10% (90)	873
GenZers: 1997-2012	12% (72)	16% (93)	15% (85)	42% (245)	15% (89)	584
Millennials: 1981-1996	18% (197)	26% (282)	17% (179)	30% (326)	9% (92)	1076
GenXers: 1965-1980	20% (224)	23% (266)	12% (134)	37% (421)	9% (102)	1148
Baby Boomers: 1946-1964	14% (204)	15% (216)	10% (144)	51% (718)	10% (135)	1418
PID: Dem (no lean)	17% (268)	20% (321)	13% (216)	43% (687)	7% (118)	1611
PID: Ind (no lean)	9% (123)	17% (224)	12% (160)	47% (616)	14% (181)	1305
PID: Rep (no lean)	21% (319)	23% (344)	12% (180)	34% (505)	9% (136)	1484
PID/Gender: Dem Men	20% (148)	22% (167)	13% (98)	41% (306)	5% (35)	754
PID/Gender: Dem Women	14% (121)	18% (154)	14% (118)	44% (381)	10% (83)	857
PID/Gender: Ind Men	11% (65)	15% (93)	14% (84)	47% (287)	13% (78)	607
PID/Gender: Ind Women	8% (58)	19% (131)	11% (76)	47% (329)	15% (103)	698
PID/Gender: Rep Men	22% (167)	23% (177)	14% (105)	33% (249)	9% (65)	763
PID/Gender: Rep Women	21% (152)	23% (167)	10% (75)	36% (256)	10% (71)	721
Ideo: Liberal (1-3)	15% (187)	18% (230)	14% (176)	47% (597)	6% (81)	1272
Ideo: Moderate (4)	15% (210)	22% (296)	14% (194)	39% (538)	10% (130)	1368
Ideo: Conservative (5-7)	20% (281)	22% (301)	11% (157)	38% (517)	9% (117)	1373
Educ: < College	15% (440)	17% (521)	12% (364)	45% (1346)	12% (353)	3024
Educ: Bachelors degree	15% (135)	24% (217)	15% (130)	40% (351)	6% (54)	888
Educ: Post-grad	28% (136)	31% (151)	13% (62)	23% (111)	6% (28)	488
Income: Under 50k	15% (338)	18% (413)	12% (280)	43% (994)	12% (264)	2289
Income: 50k-100k	15% (187)	19% (237)	15% (186)	42% (538)	10% (127)	1274
Income: 100k+	22% (186)	28% (238)	11% (90)	33% (277)	5% (44)	837
Ethnicity: White	15% (532)	20% (696)	12% (428)	43% (1482)	9% (305)	3443
Ethnicity: Hispanic	18% (125)	19% (132)	19% (131)	34% (239)	10% (72)	699

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**Table MCFE1\_11: How interested are you in the following types of podcasts?**  
*Religion / faith*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (711)	20% (889)	13% (556)	41% (1809)	10% (436)	4400
Ethnicity: Black	23% (125)	23% (128)	10% (57)	32% (177)	11% (61)	549
Ethnicity: Other	13% (53)	16% (65)	17% (71)	37% (149)	17% (70)	408
All Christian	20% (428)	26% (558)	14% (301)	32% (682)	7% (155)	2125
All Non-Christian	18% (48)	22% (58)	16% (43)	36% (94)	8% (20)	263
Atheist	4% (8)	5% (9)	4% (7)	83% (153)	4% (8)	185
Agnostic/Nothing in particular	4% (43)	8% (82)	11% (116)	62% (653)	16% (166)	1059
Something Else	24% (184)	24% (181)	12% (90)	29% (226)	11% (86)	768
Religious Non-Protestant/Catholic	19% (59)	25% (78)	15% (46)	33% (103)	7% (22)	308
Evangelical	35% (451)	31% (404)	9% (121)	18% (230)	7% (85)	1292
Non-Evangelical	9% (129)	20% (293)	18% (262)	44% (657)	10% (151)	1493
Community: Urban	19% (278)	25% (363)	14% (198)	33% (476)	10% (144)	1459
Community: Suburban	14% (257)	18% (328)	13% (244)	47% (866)	8% (157)	1852
Community: Rural	16% (176)	18% (198)	11% (114)	43% (466)	12% (135)	1090
Employ: Private Sector	19% (265)	24% (333)	14% (196)	36% (508)	8% (109)	1410
Employ: Government	24% (65)	30% (84)	14% (38)	26% (71)	6% (17)	275
Employ: Self-Employed	24% (95)	24% (97)	13% (52)	28% (112)	12% (47)	404
Employ: Homemaker	12% (35)	19% (55)	11% (34)	47% (138)	11% (32)	294
Employ: Student	10% (20)	14% (28)	21% (43)	40% (82)	15% (32)	205
Employ: Retired	12% (126)	15% (149)	9% (94)	53% (539)	10% (101)	1008
Employ: Unemployed	13% (70)	19% (100)	15% (78)	42% (225)	12% (64)	537
Employ: Other	13% (35)	16% (43)	8% (22)	50% (133)	13% (34)	267
Military HH: Yes	17% (114)	21% (142)	9% (60)	46% (304)	6% (43)	663
Military HH: No	16% (597)	20% (747)	13% (496)	40% (1505)	11% (393)	3737
RD/WT: Right Direction	20% (296)	26% (381)	12% (177)	32% (466)	9% (132)	1451
RD/WT: Wrong Track	14% (415)	17% (508)	13% (379)	46% (1343)	10% (304)	2949
Trump Job Approve	20% (383)	24% (453)	12% (224)	35% (657)	9% (179)	1896
Trump Job Disapprove	13% (307)	18% (414)	14% (317)	47% (1101)	8% (198)	2337

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**Table MCFE1\_11: How interested are you in the following types of podcasts?**  
 Religion / faith

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (711)	20% (889)	13% (556)	41% (1809)	10% (436)	4400
Trump Job Strongly Approve	23% (236)	25% (256)	11% (114)	33% (344)	9% (90)	1040
Trump Job Somewhat Approve	17% (146)	23% (197)	13% (111)	37% (313)	10% (89)	856
Trump Job Somewhat Disapprove	16% (88)	25% (132)	16% (83)	36% (189)	8% (42)	534
Trump Job Strongly Disapprove	12% (220)	16% (282)	13% (234)	51% (911)	9% (156)	1803
Favorable of Trump	20% (379)	25% (467)	12% (224)	34% (630)	9% (165)	1864
Unfavorable of Trump	13% (300)	17% (392)	14% (314)	48% (1110)	9% (206)	2322
Very Favorable of Trump	24% (270)	25% (283)	10% (117)	32% (369)	9% (100)	1139
Somewhat Favorable of Trump	15% (109)	25% (184)	15% (106)	36% (261)	9% (64)	724
Somewhat Unfavorable of Trump	17% (72)	22% (91)	16% (66)	36% (151)	9% (36)	416
Very Unfavorable of Trump	12% (228)	16% (301)	13% (248)	50% (959)	9% (170)	1906
#1 Issue: Economy	17% (269)	22% (362)	14% (230)	38% (611)	9% (142)	1614
#1 Issue: Security	20% (95)	23% (112)	12% (58)	35% (167)	10% (46)	479
#1 Issue: Health Care	17% (139)	21% (177)	14% (114)	41% (341)	8% (64)	836
#1 Issue: Medicare / Social Security	12% (73)	15% (93)	11% (64)	50% (304)	12% (70)	604
#1 Issue: Women's Issues	11% (25)	9% (21)	8% (18)	53% (119)	19% (44)	227
#1 Issue: Education	24% (42)	32% (56)	12% (22)	19% (34)	13% (23)	177
#1 Issue: Energy	14% (22)	17% (26)	12% (19)	48% (73)	8% (13)	154
#1 Issue: Other	15% (45)	13% (41)	10% (31)	51% (158)	11% (34)	309
2018 House Vote: Democrat	16% (230)	19% (275)	12% (171)	45% (643)	7% (96)	1416
2018 House Vote: Republican	22% (269)	25% (313)	12% (150)	35% (431)	7% (81)	1243
2018 House Vote: Someone else	11% (9)	17% (14)	10% (8)	40% (32)	21% (17)	79
2016 Vote: Hillary Clinton	16% (208)	20% (257)	13% (166)	44% (573)	7% (91)	1295
2016 Vote: Donald Trump	21% (297)	24% (339)	13% (180)	34% (482)	8% (109)	1407
2016 Vote: Other	14% (28)	14% (29)	8% (17)	60% (120)	4% (7)	200
2016 Vote: Didn't Vote	12% (178)	18% (263)	13% (194)	42% (631)	15% (228)	1494
Voted in 2014: Yes	19% (441)	21% (501)	12% (283)	41% (964)	7% (164)	2353
Voted in 2014: No	13% (269)	19% (388)	13% (273)	41% (845)	13% (271)	2047

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**Table MCFE1\_11: How interested are you in the following types of podcasts?**  
*Religion / faith*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (711)	20% (889)	13% (556)	41% (1809)	10% (436)	4400
2012 Vote: Barack Obama	16% (258)	21% (338)	12% (196)	44% (708)	8% (124)	1625
2012 Vote: Mitt Romney	22% (208)	23% (216)	11% (110)	37% (352)	7% (70)	956
2012 Vote: Other	20% (24)	14% (16)	9% (11)	50% (60)	7% (9)	120
2012 Vote: Didn't Vote	13% (219)	19% (317)	14% (237)	41% (686)	14% (232)	1692
4-Region: Northeast	16% (126)	24% (189)	15% (114)	37% (291)	8% (67)	787
4-Region: Midwest	11% (98)	19% (176)	12% (115)	46% (422)	12% (114)	925
4-Region: South	19% (310)	20% (323)	12% (193)	40% (657)	10% (165)	1648
4-Region: West	17% (177)	19% (201)	13% (133)	42% (439)	9% (90)	1040
201043	15% (331)	21% (459)	12% (274)	43% (945)	9% (191)	2200
201045	17% (379)	20% (430)	13% (282)	39% (864)	11% (245)	2200
Netflix subscriber	17% (475)	22% (593)	14% (375)	38% (1035)	9% (245)	2723
Hulu subscriber	19% (283)	22% (324)	14% (205)	36% (539)	9% (136)	1486
Disney+ subscriber	21% (270)	24% (314)	14% (188)	32% (424)	9% (113)	1309
Peacock subscriber	17% (100)	20% (121)	13% (74)	41% (240)	9% (55)	590
HBO Max subscriber	25% (169)	26% (177)	12% (81)	31% (208)	5% (34)	668
Quibi subscriber	27% (49)	26% (49)	14% (25)	25% (46)	8% (14)	183
Amazon Prime Video subscriber	18% (374)	21% (434)	14% (279)	39% (787)	8% (156)	2030
Paid podcast service subscriber	37% (167)	41% (183)	12% (54)	9% (39)	2% (9)	452
Paid membership platform subscriber	36% (158)	37% (164)	11% (50)	13% (56)	3% (12)	440
Frequent podcast listeners	28% (356)	28% (366)	15% (194)	25% (317)	4% (55)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_12: How interested are you in the following types of podcasts?**  
 Finances

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (583)	25% (1090)	16% (684)	36% (1572)	11% (470)	4400
Gender: Male	18% (385)	28% (594)	15% (312)	31% (656)	8% (177)	2124
Gender: Female	9% (198)	22% (497)	16% (372)	40% (916)	13% (293)	2276
Age: 18-34	15% (194)	29% (378)	18% (240)	27% (349)	11% (150)	1310
Age: 35-44	22% (159)	30% (213)	14% (101)	23% (168)	10% (75)	715
Age: 45-64	12% (177)	23% (349)	15% (230)	40% (594)	10% (152)	1502
Age: 65+	6% (54)	17% (151)	13% (114)	53% (461)	11% (93)	873
GenZers: 1997-2012	10% (60)	22% (129)	18% (107)	33% (190)	17% (98)	584
Millennials: 1981-1996	19% (208)	33% (354)	17% (183)	22% (238)	9% (93)	1076
GenXers: 1965-1980	17% (194)	27% (314)	14% (156)	33% (375)	9% (108)	1148
Baby Boomers: 1946-1964	8% (107)	19% (273)	16% (220)	47% (666)	11% (152)	1418
PID: Dem (no lean)	14% (233)	27% (442)	18% (284)	32% (508)	9% (143)	1611
PID: Ind (no lean)	10% (126)	23% (306)	13% (171)	39% (515)	14% (188)	1305
PID: Rep (no lean)	15% (224)	23% (343)	15% (230)	37% (550)	9% (138)	1484
PID/Gender: Dem Men	19% (146)	32% (240)	17% (130)	26% (196)	6% (42)	754
PID/Gender: Dem Women	10% (87)	24% (202)	18% (155)	36% (312)	12% (101)	857
PID/Gender: Ind Men	13% (81)	27% (163)	11% (64)	37% (223)	12% (76)	607
PID/Gender: Ind Women	6% (45)	20% (143)	15% (106)	42% (292)	16% (112)	698
PID/Gender: Rep Men	21% (158)	25% (191)	16% (118)	31% (238)	8% (59)	763
PID/Gender: Rep Women	9% (66)	21% (152)	15% (111)	43% (312)	11% (79)	721
Ideo: Liberal (1-3)	16% (197)	28% (358)	18% (228)	32% (406)	6% (81)	1272
Ideo: Moderate (4)	13% (171)	29% (393)	16% (222)	33% (453)	9% (128)	1368
Ideo: Conservative (5-7)	14% (192)	21% (283)	15% (208)	41% (568)	9% (123)	1373
Educ: < College	9% (280)	21% (643)	15% (458)	41% (1250)	13% (392)	3024
Educ: Bachelors degree	17% (149)	31% (279)	18% (158)	27% (244)	7% (58)	888
Educ: Post-grad	32% (154)	34% (168)	14% (68)	16% (78)	4% (20)	488
Income: Under 50k	10% (219)	21% (471)	15% (343)	41% (944)	14% (312)	2289
Income: 50k-100k	11% (144)	28% (354)	18% (230)	34% (431)	9% (114)	1274
Income: 100k+	26% (220)	32% (265)	13% (111)	24% (198)	5% (43)	837
Ethnicity: White	12% (428)	23% (798)	16% (550)	39% (1335)	10% (333)	3443
Ethnicity: Hispanic	16% (113)	31% (218)	19% (134)	22% (155)	11% (78)	699

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**Table MCFE1\_12: How interested are you in the following types of podcasts?**

Finances

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (583)	25% (1090)	16% (684)	36% (1572)	11% (470)	4400
Ethnicity: Black	18% (98)	26% (145)	14% (75)	29% (157)	13% (73)	549
Ethnicity: Other	14% (57)	36% (147)	15% (60)	20% (80)	15% (63)	408
All Christian	16% (341)	26% (558)	17% (357)	33% (708)	8% (161)	2125
All Non-Christian	18% (48)	35% (92)	14% (36)	25% (66)	8% (21)	263
Atheist	7% (13)	24% (44)	16% (29)	49% (91)	4% (8)	185
Agnostic/Nothing in particular	9% (92)	21% (220)	14% (150)	39% (418)	17% (179)	1059
Something Else	12% (89)	23% (177)	15% (112)	38% (289)	13% (101)	768
Religious Non-Protestant/Catholic	16% (49)	36% (112)	13% (40)	27% (84)	8% (24)	308
Evangelical	19% (252)	27% (344)	15% (188)	31% (403)	8% (106)	1292
Non-Evangelical	11% (157)	24% (351)	18% (269)	38% (567)	10% (149)	1493
Community: Urban	19% (272)	32% (463)	14% (207)	26% (381)	9% (135)	1459
Community: Suburban	12% (228)	22% (414)	18% (329)	38% (709)	9% (172)	1852
Community: Rural	8% (83)	20% (213)	14% (148)	44% (483)	15% (163)	1090
Employ: Private Sector	20% (279)	30% (430)	16% (219)	27% (378)	7% (104)	1410
Employ: Government	22% (60)	36% (98)	13% (35)	19% (53)	11% (29)	275
Employ: Self-Employed	15% (62)	31% (127)	20% (82)	21% (85)	12% (48)	404
Employ: Homemaker	4% (12)	15% (44)	16% (47)	49% (145)	15% (45)	294
Employ: Student	10% (20)	27% (56)	20% (40)	32% (66)	11% (23)	205
Employ: Retired	6% (64)	18% (185)	14% (139)	51% (517)	10% (104)	1008
Employ: Unemployed	11% (60)	19% (104)	16% (85)	40% (214)	14% (73)	537
Employ: Other	10% (27)	17% (46)	14% (37)	43% (114)	16% (44)	267
Military HH: Yes	13% (85)	22% (147)	16% (108)	42% (276)	7% (47)	663
Military HH: No	13% (498)	25% (943)	15% (577)	35% (1297)	11% (422)	3737
RD/WT: Right Direction	17% (245)	26% (382)	15% (216)	33% (472)	9% (136)	1451
RD/WT: Wrong Track	11% (339)	24% (708)	16% (469)	37% (1101)	11% (334)	2949
Trump Job Approve	15% (290)	24% (464)	15% (288)	36% (683)	9% (171)	1896
Trump Job Disapprove	12% (275)	26% (604)	16% (382)	36% (841)	10% (235)	2337

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**Table MCFE1\_12:** How interested are you in the following types of podcasts?

Finances

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (583)	25% (1090)	16% (684)	36% (1572)	11% (470)	4400
Trump Job Strongly Approve	16% (169)	25% (255)	15% (152)	36% (378)	8% (87)	1040
Trump Job Somewhat Approve	14% (121)	24% (209)	16% (137)	36% (305)	10% (84)	856
Trump Job Somewhat Disapprove	15% (80)	34% (179)	14% (73)	28% (152)	9% (50)	534
Trump Job Strongly Disapprove	11% (195)	24% (425)	17% (309)	38% (689)	10% (185)	1803
Favorable of Trump	15% (286)	25% (470)	14% (269)	36% (666)	9% (173)	1864
Unfavorable of Trump	12% (280)	25% (578)	17% (395)	36% (844)	10% (226)	2322
Very Favorable of Trump	16% (186)	24% (277)	14% (164)	36% (412)	9% (101)	1139
Somewhat Favorable of Trump	14% (101)	27% (193)	14% (105)	35% (255)	10% (72)	724
Somewhat Unfavorable of Trump	17% (71)	28% (115)	15% (63)	32% (133)	8% (33)	416
Very Unfavorable of Trump	11% (209)	24% (463)	17% (332)	37% (710)	10% (193)	1906
#1 Issue: Economy	17% (271)	27% (441)	15% (249)	31% (508)	9% (145)	1614
#1 Issue: Security	14% (68)	19% (90)	13% (64)	43% (204)	11% (53)	479
#1 Issue: Health Care	12% (101)	30% (249)	17% (138)	34% (285)	8% (63)	836
#1 Issue: Medicare / Social Security	6% (35)	18% (112)	15% (88)	48% (291)	13% (78)	604
#1 Issue: Women's Issues	7% (15)	21% (48)	18% (41)	37% (85)	17% (38)	227
#1 Issue: Education	18% (32)	35% (62)	14% (25)	14% (25)	18% (33)	177
#1 Issue: Energy	16% (25)	26% (41)	21% (33)	27% (41)	10% (15)	154
#1 Issue: Other	12% (37)	16% (49)	15% (47)	43% (132)	14% (44)	309
2018 House Vote: Democrat	15% (213)	29% (405)	16% (228)	33% (469)	7% (102)	1416
2018 House Vote: Republican	17% (205)	24% (302)	17% (211)	35% (440)	7% (84)	1243
2018 House Vote: Someone else	8% (6)	27% (21)	10% (8)	33% (26)	22% (17)	79
2016 Vote: Hillary Clinton	14% (179)	30% (388)	16% (206)	32% (420)	8% (102)	1295
2016 Vote: Donald Trump	17% (239)	24% (341)	15% (217)	35% (497)	8% (113)	1407
2016 Vote: Other	9% (18)	17% (34)	18% (37)	50% (100)	6% (11)	200
2016 Vote: Didn't Vote	10% (148)	22% (326)	15% (224)	37% (552)	16% (244)	1494
Voted in 2014: Yes	15% (364)	25% (597)	16% (365)	36% (848)	8% (179)	2353
Voted in 2014: No	11% (220)	24% (493)	16% (319)	35% (724)	14% (291)	2047

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**Table MCFE1\_12: How interested are you in the following types of podcasts?**

Finances

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (583)	25% (1090)	16% (684)	36% (1572)	11% (470)	4400
2012 Vote: Barack Obama	15% (238)	27% (437)	16% (254)	35% (569)	8% (127)	1625
2012 Vote: Mitt Romney	15% (145)	22% (211)	14% (137)	40% (386)	8% (77)	956
2012 Vote: Other	12% (14)	23% (28)	14% (17)	43% (52)	8% (10)	120
2012 Vote: Didn't Vote	11% (186)	24% (414)	16% (274)	33% (563)	15% (255)	1692
4-Region: Northeast	18% (143)	31% (240)	15% (120)	28% (222)	8% (62)	787
4-Region: Midwest	9% (80)	18% (171)	15% (138)	45% (418)	13% (118)	925
4-Region: South	14% (232)	23% (378)	16% (261)	36% (593)	11% (183)	1648
4-Region: West	12% (128)	29% (300)	16% (165)	33% (340)	10% (107)	1040
201043	13% (277)	25% (551)	16% (341)	37% (821)	10% (210)	2200
201045	14% (306)	25% (539)	16% (343)	34% (751)	12% (260)	2200
Netflix subscriber	16% (449)	27% (735)	17% (452)	31% (845)	9% (242)	2723
Hulu subscriber	17% (248)	27% (407)	16% (241)	30% (446)	10% (144)	1486
Disney+ subscriber	20% (257)	29% (375)	16% (214)	26% (335)	10% (129)	1309
Peacock subscriber	16% (92)	25% (145)	16% (97)	33% (195)	11% (62)	590
HBO Max subscriber	27% (183)	34% (225)	14% (91)	19% (130)	6% (40)	668
Quibi subscriber	25% (46)	36% (65)	13% (24)	19% (34)	7% (14)	183
Amazon Prime Video subscriber	17% (339)	27% (541)	18% (375)	31% (628)	7% (146)	2030
Paid podcast service subscriber	37% (166)	44% (198)	12% (55)	5% (24)	2% (10)	452
Paid membership platform subscriber	37% (164)	40% (175)	13% (57)	7% (32)	3% (12)	440
Frequent podcast listeners	28% (356)	37% (481)	16% (210)	15% (196)	3% (44)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_13: How interested are you in the following types of podcasts?**  
 Health / Fitness

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (727)	28% (1212)	15% (656)	31% (1376)	10% (429)	4400
Gender: Male	20% (427)	26% (556)	15% (318)	31% (655)	8% (168)	2124
Gender: Female	13% (300)	29% (656)	15% (337)	32% (721)	11% (262)	2276
Age: 18-34	21% (276)	28% (370)	17% (217)	23% (304)	11% (142)	1310
Age: 35-44	29% (204)	28% (204)	15% (108)	20% (142)	8% (58)	715
Age: 45-64	12% (183)	29% (431)	15% (223)	35% (525)	9% (139)	1502
Age: 65+	7% (63)	24% (207)	12% (107)	46% (406)	10% (90)	873
GenZers: 1997-2012	18% (108)	24% (138)	15% (85)	27% (160)	16% (93)	584
Millennials: 1981-1996	25% (270)	30% (326)	17% (188)	19% (207)	8% (85)	1076
GenXers: 1965-1980	19% (218)	29% (333)	15% (171)	28% (326)	9% (100)	1148
Baby Boomers: 1946-1964	9% (123)	26% (368)	14% (197)	42% (597)	9% (134)	1418
PID: Dem (no lean)	19% (308)	31% (503)	16% (257)	27% (427)	7% (116)	1611
PID: Ind (no lean)	12% (154)	24% (315)	16% (206)	35% (453)	14% (177)	1305
PID: Rep (no lean)	18% (264)	27% (395)	13% (193)	33% (496)	9% (137)	1484
PID/Gender: Dem Men	24% (182)	30% (224)	16% (121)	26% (197)	4% (31)	754
PID/Gender: Dem Women	15% (127)	33% (279)	16% (136)	27% (230)	10% (85)	857
PID/Gender: Ind Men	13% (82)	21% (127)	18% (107)	34% (205)	14% (85)	607
PID/Gender: Ind Women	10% (72)	27% (187)	14% (99)	36% (248)	13% (92)	698
PID/Gender: Rep Men	21% (163)	27% (206)	12% (90)	33% (252)	7% (52)	763
PID/Gender: Rep Women	14% (101)	26% (189)	14% (103)	34% (243)	12% (85)	721
Ideo: Liberal (1-3)	21% (272)	29% (364)	17% (221)	26% (333)	6% (80)	1272
Ideo: Moderate (4)	15% (203)	31% (417)	15% (205)	31% (420)	9% (122)	1368
Ideo: Conservative (5-7)	15% (208)	26% (355)	14% (195)	36% (493)	9% (122)	1373
Educ: < College	12% (367)	26% (771)	15% (456)	35% (1072)	12% (359)	3024
Educ: Bachelors degree	22% (191)	31% (279)	16% (138)	26% (231)	6% (49)	888
Educ: Post-grad	35% (169)	33% (162)	13% (62)	15% (73)	4% (22)	488
Income: Under 50k	13% (288)	25% (572)	15% (334)	36% (818)	12% (276)	2289
Income: 50k-100k	15% (185)	30% (383)	16% (209)	30% (385)	9% (112)	1274
Income: 100k+	30% (253)	31% (257)	13% (112)	21% (173)	5% (41)	837
Ethnicity: White	15% (528)	27% (931)	15% (520)	34% (1155)	9% (309)	3443
Ethnicity: Hispanic	22% (150)	31% (218)	17% (121)	23% (160)	7% (49)	699

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**Table MCFE1\_13: How interested are you in the following types of podcasts?**

Health / Fitness

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (727)	28% (1212)	15% (656)	31% (1376)	10% (429)	4400
Ethnicity: Black	22% (122)	26% (142)	11% (59)	28% (151)	14% (74)	549
Ethnicity: Other	19% (77)	34% (139)	19% (76)	17% (70)	11% (46)	408
All Christian	19% (393)	30% (641)	15% (323)	29% (626)	7% (142)	2125
All Non-Christian	30% (78)	27% (72)	15% (38)	23% (59)	6% (15)	263
Atheist	9% (16)	25% (46)	15% (28)	47% (87)	4% (8)	185
Agnostic/Nothing in particular	11% (114)	23% (241)	15% (162)	36% (379)	15% (163)	1059
Something Else	16% (125)	28% (213)	13% (104)	29% (225)	13% (102)	768
Religious Non-Protestant/Catholic	27% (82)	29% (90)	16% (48)	22% (69)	6% (19)	308
Evangelical	23% (302)	31% (395)	13% (168)	26% (331)	7% (96)	1292
Non-Evangelical	13% (187)	28% (423)	16% (244)	33% (498)	9% (141)	1493
Community: Urban	26% (382)	29% (423)	14% (201)	23% (333)	8% (120)	1459
Community: Suburban	13% (239)	28% (517)	16% (292)	34% (635)	9% (169)	1852
Community: Rural	10% (106)	25% (273)	15% (163)	37% (409)	13% (140)	1090
Employ: Private Sector	23% (319)	30% (423)	16% (225)	24% (342)	7% (100)	1410
Employ: Government	28% (77)	29% (80)	15% (42)	16% (45)	11% (31)	275
Employ: Self-Employed	21% (85)	34% (138)	16% (65)	18% (72)	11% (44)	404
Employ: Homemaker	6% (19)	26% (78)	18% (52)	39% (115)	11% (31)	294
Employ: Student	18% (37)	27% (56)	15% (32)	26% (54)	13% (26)	205
Employ: Retired	7% (73)	24% (240)	12% (123)	47% (478)	9% (95)	1008
Employ: Unemployed	16% (88)	25% (135)	15% (78)	32% (171)	12% (66)	537
Employ: Other	11% (29)	23% (62)	15% (39)	37% (100)	14% (37)	267
Military HH: Yes	12% (80)	28% (186)	15% (100)	38% (251)	7% (45)	663
Military HH: No	17% (647)	27% (1026)	15% (555)	30% (1125)	10% (384)	3737
RD/WT: Right Direction	22% (318)	27% (397)	12% (173)	29% (423)	10% (140)	1451
RD/WT: Wrong Track	14% (409)	28% (815)	16% (483)	32% (953)	10% (290)	2949
Trump Job Approve	19% (364)	26% (495)	13% (244)	33% (617)	9% (177)	1896
Trump Job Disapprove	14% (337)	29% (689)	17% (400)	31% (720)	8% (192)	2337

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**Table MCFE1\_13: How interested are you in the following types of podcasts?**  
 Health / Fitness

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (727)	28% (1212)	15% (656)	31% (1376)	10% (429)	4400
Trump Job Strongly Approve	18% (187)	26% (271)	11% (118)	35% (365)	9% (98)	1040
Trump Job Somewhat Approve	21% (177)	26% (223)	15% (126)	29% (251)	9% (79)	856
Trump Job Somewhat Disapprove	17% (89)	33% (174)	20% (109)	25% (135)	5% (27)	534
Trump Job Strongly Disapprove	14% (248)	29% (515)	16% (291)	32% (585)	9% (165)	1803
Favorable of Trump	19% (352)	27% (504)	12% (223)	33% (607)	10% (177)	1864
Unfavorable of Trump	15% (341)	29% (669)	17% (400)	31% (725)	8% (188)	2322
Very Favorable of Trump	20% (223)	26% (300)	10% (117)	34% (386)	10% (114)	1139
Somewhat Favorable of Trump	18% (129)	28% (204)	15% (106)	31% (222)	9% (63)	724
Somewhat Unfavorable of Trump	17% (70)	29% (120)	20% (82)	28% (115)	7% (28)	416
Very Unfavorable of Trump	14% (271)	29% (549)	17% (318)	32% (609)	8% (159)	1906
#1 Issue: Economy	19% (308)	28% (444)	16% (260)	29% (469)	8% (133)	1614
#1 Issue: Security	18% (84)	27% (130)	12% (60)	34% (163)	9% (42)	479
#1 Issue: Health Care	19% (160)	30% (249)	16% (134)	27% (229)	8% (64)	836
#1 Issue: Medicare / Social Security	8% (49)	27% (162)	10% (61)	42% (256)	12% (75)	604
#1 Issue: Women's Issues	11% (26)	23% (53)	15% (35)	31% (70)	19% (44)	227
#1 Issue: Education	24% (42)	31% (54)	18% (31)	14% (25)	14% (25)	177
#1 Issue: Energy	18% (28)	32% (50)	16% (24)	26% (39)	8% (12)	154
#1 Issue: Other	9% (29)	23% (70)	16% (50)	40% (124)	11% (36)	309
2018 House Vote: Democrat	18% (262)	30% (424)	16% (229)	28% (401)	7% (101)	1416
2018 House Vote: Republican	18% (226)	28% (353)	14% (175)	32% (399)	7% (90)	1243
2018 House Vote: Someone else	8% (6)	24% (19)	17% (14)	29% (23)	21% (17)	79
2016 Vote: Hillary Clinton	18% (230)	31% (405)	17% (215)	28% (361)	6% (83)	1295
2016 Vote: Donald Trump	18% (253)	27% (385)	13% (183)	33% (468)	8% (118)	1407
2016 Vote: Other	9% (17)	28% (57)	23% (47)	36% (72)	4% (8)	200
2016 Vote: Didn't Vote	15% (226)	24% (366)	14% (210)	32% (472)	15% (220)	1494
Voted in 2014: Yes	17% (410)	29% (694)	15% (355)	31% (733)	7% (161)	2353
Voted in 2014: No	15% (317)	25% (518)	15% (300)	31% (643)	13% (269)	2047

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**Table MCFE1\_13: How interested are you in the following types of podcasts?**

Health / Fitness

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	17% (727)	28% (1212)	15% (656)	31% (1376)	10% (429)	4400
2012 Vote: Barack Obama	17% (281)	30% (495)	15% (251)	30% (481)	7% (117)	1625
2012 Vote: Mitt Romney	16% (152)	26% (250)	13% (129)	36% (348)	8% (78)	956
2012 Vote: Other	10% (12)	33% (40)	15% (18)	35% (42)	7% (9)	120
2012 Vote: Didn't Vote	17% (281)	25% (428)	15% (255)	30% (503)	13% (225)	1692
4-Region: Northeast	23% (183)	30% (232)	14% (113)	26% (207)	7% (52)	787
4-Region: Midwest	11% (100)	25% (235)	14% (133)	37% (346)	12% (110)	925
4-Region: South	15% (251)	26% (425)	15% (253)	33% (538)	11% (182)	1648
4-Region: West	18% (192)	31% (320)	15% (157)	27% (285)	8% (86)	1040
201043	17% (372)	27% (599)	14% (307)	34% (741)	8% (182)	2200
201045	16% (355)	28% (613)	16% (349)	29% (636)	11% (248)	2200
Netflix subscriber	21% (573)	29% (797)	15% (403)	27% (734)	8% (216)	2723
Hulu subscriber	23% (337)	28% (416)	16% (233)	25% (378)	8% (123)	1486
Disney+ subscriber	25% (325)	30% (390)	17% (216)	19% (254)	9% (123)	1309
Peacock subscriber	17% (101)	29% (169)	15% (88)	30% (175)	10% (57)	590
HBO Max subscriber	35% (233)	29% (197)	14% (92)	17% (114)	5% (31)	668
Quibi subscriber	33% (61)	27% (50)	13% (24)	18% (33)	8% (15)	183
Amazon Prime Video subscriber	21% (426)	30% (612)	15% (312)	27% (541)	7% (138)	2030
Paid podcast service subscriber	49% (221)	35% (158)	10% (47)	5% (23)	1% (2)	452
Paid membership platform subscriber	46% (201)	35% (156)	10% (43)	7% (32)	2% (7)	440
Frequent podcast listeners	34% (435)	36% (464)	14% (180)	12% (158)	4% (50)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_14:** How interested are you in the following types of podcasts?

News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (937)	32% (1405)	12% (514)	27% (1170)	8% (374)	4400
Gender: Male	26% (555)	32% (689)	12% (262)	22% (477)	7% (141)	2124
Gender: Female	17% (382)	31% (715)	11% (253)	30% (694)	10% (233)	2276
Age: 18-34	18% (239)	33% (428)	15% (200)	24% (308)	10% (136)	1310
Age: 35-44	31% (223)	35% (250)	10% (73)	16% (114)	8% (55)	715
Age: 45-64	22% (337)	31% (467)	11% (167)	29% (429)	7% (102)	1502
Age: 65+	16% (138)	30% (260)	9% (75)	37% (319)	9% (81)	873
GenZers: 1997-2012	11% (64)	28% (163)	17% (97)	30% (174)	15% (86)	584
Millennials: 1981-1996	26% (284)	36% (384)	13% (136)	17% (188)	8% (84)	1076
GenXers: 1965-1980	27% (313)	31% (359)	13% (149)	23% (265)	5% (62)	1148
Baby Boomers: 1946-1964	18% (253)	31% (439)	8% (120)	34% (477)	9% (128)	1418
PID: Dem (no lean)	25% (402)	34% (546)	13% (207)	22% (355)	6% (101)	1611
PID: Ind (no lean)	16% (206)	30% (394)	12% (155)	30% (388)	12% (163)	1305
PID: Rep (no lean)	22% (329)	31% (465)	10% (152)	29% (427)	7% (110)	1484
PID/Gender: Dem Men	28% (213)	35% (265)	15% (111)	18% (136)	4% (28)	754
PID/Gender: Dem Women	22% (189)	33% (280)	11% (96)	26% (219)	8% (73)	857
PID/Gender: Ind Men	20% (122)	31% (188)	12% (71)	26% (161)	11% (66)	607
PID/Gender: Ind Women	12% (84)	29% (206)	12% (84)	33% (228)	14% (97)	698
PID/Gender: Rep Men	29% (221)	31% (236)	10% (79)	24% (180)	6% (47)	763
PID/Gender: Rep Women	15% (109)	32% (229)	10% (73)	34% (247)	9% (63)	721
Ideo: Liberal (1-3)	29% (371)	33% (424)	12% (149)	20% (259)	5% (68)	1272
Ideo: Moderate (4)	19% (257)	34% (467)	12% (170)	27% (366)	8% (108)	1368
Ideo: Conservative (5-7)	20% (274)	31% (424)	12% (160)	30% (415)	7% (99)	1373
Educ: < College	17% (511)	30% (905)	12% (373)	31% (927)	10% (310)	3024
Educ: Bachelors degree	25% (226)	37% (325)	12% (107)	21% (186)	5% (45)	888
Educ: Post-grad	41% (201)	36% (175)	7% (35)	12% (57)	4% (20)	488
Income: Under 50k	17% (399)	31% (709)	13% (287)	29% (665)	10% (229)	2289
Income: 50k-100k	20% (256)	33% (420)	12% (151)	27% (339)	9% (109)	1274
Income: 100k+	34% (282)	33% (276)	9% (77)	20% (167)	4% (36)	837
Ethnicity: White	21% (718)	32% (1094)	11% (392)	28% (968)	8% (271)	3443
Ethnicity: Hispanic	26% (183)	35% (244)	14% (100)	18% (128)	6% (43)	699

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**Table MCFE1\_14:** How interested are you in the following types of podcasts?

News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (937)	32% (1405)	12% (514)	27% (1170)	8% (374)	4400
Ethnicity: Black	23% (124)	29% (160)	12% (65)	25% (137)	11% (63)	549
Ethnicity: Other	23% (94)	37% (151)	14% (57)	16% (65)	10% (40)	408
All Christian	22% (477)	36% (759)	11% (231)	24% (520)	7% (138)	2125
All Non-Christian	33% (86)	35% (93)	11% (29)	16% (41)	5% (14)	263
Atheist	20% (37)	31% (58)	9% (17)	35% (65)	4% (8)	185
Agnostic/Nothing in particular	16% (175)	27% (288)	14% (146)	30% (322)	12% (128)	1059
Something Else	21% (162)	27% (207)	12% (92)	29% (221)	11% (86)	768
Religious Non-Protestant/Catholic	31% (95)	36% (112)	11% (35)	16% (50)	5% (17)	308
Evangelical	26% (341)	32% (407)	12% (155)	23% (296)	7% (93)	1292
Non-Evangelical	18% (262)	35% (521)	10% (156)	29% (427)	8% (126)	1493
Community: Urban	29% (424)	35% (504)	12% (168)	18% (257)	7% (106)	1459
Community: Suburban	19% (349)	31% (573)	11% (204)	31% (579)	8% (147)	1852
Community: Rural	15% (164)	30% (328)	13% (143)	31% (334)	11% (121)	1090
Employ: Private Sector	27% (380)	36% (501)	13% (179)	19% (271)	6% (78)	1410
Employ: Government	32% (87)	35% (95)	11% (29)	15% (42)	8% (22)	275
Employ: Self-Employed	32% (129)	29% (118)	13% (54)	19% (75)	7% (28)	404
Employ: Homemaker	11% (32)	29% (86)	13% (38)	36% (105)	11% (32)	294
Employ: Student	12% (24)	30% (61)	16% (34)	31% (64)	11% (22)	205
Employ: Retired	16% (159)	30% (305)	7% (75)	37% (377)	9% (93)	1008
Employ: Unemployed	16% (86)	30% (163)	14% (74)	27% (144)	13% (70)	537
Employ: Other	15% (39)	28% (75)	12% (32)	35% (92)	11% (29)	267
Military HH: Yes	20% (132)	32% (213)	12% (77)	30% (199)	6% (42)	663
Military HH: No	22% (805)	32% (1192)	12% (438)	26% (971)	9% (332)	3737
RD/WT: Right Direction	23% (340)	32% (465)	11% (153)	26% (375)	8% (117)	1451
RD/WT: Wrong Track	20% (597)	32% (939)	12% (361)	27% (795)	9% (257)	2949
Trump Job Approve	22% (419)	31% (597)	11% (215)	28% (525)	7% (140)	1896
Trump Job Disapprove	22% (506)	33% (770)	12% (279)	26% (601)	8% (181)	2337

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**Table MCFE1\_14:** How interested are you in the following types of podcasts?  
 News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (937)	32% (1405)	12% (514)	27% (1170)	8% (374)	4400
Trump Job Strongly Approve	24% (254)	29% (306)	10% (107)	29% (300)	7% (72)	1040
Trump Job Somewhat Approve	19% (165)	34% (290)	13% (108)	26% (225)	8% (68)	856
Trump Job Somewhat Disapprove	21% (112)	35% (188)	16% (84)	23% (123)	5% (26)	534
Trump Job Strongly Disapprove	22% (394)	32% (582)	11% (195)	26% (477)	9% (155)	1803
Favorable of Trump	22% (407)	31% (581)	11% (206)	29% (532)	7% (138)	1864
Unfavorable of Trump	22% (506)	33% (777)	12% (279)	25% (579)	8% (181)	2322
Very Favorable of Trump	24% (278)	28% (324)	10% (119)	29% (330)	8% (87)	1139
Somewhat Favorable of Trump	18% (129)	35% (257)	12% (86)	28% (201)	7% (51)	724
Somewhat Unfavorable of Trump	20% (83)	38% (157)	13% (55)	23% (95)	6% (26)	416
Very Unfavorable of Trump	22% (423)	33% (620)	12% (224)	25% (484)	8% (155)	1906
#1 Issue: Economy	24% (386)	33% (534)	12% (200)	23% (378)	7% (116)	1614
#1 Issue: Security	20% (96)	34% (161)	12% (58)	28% (132)	7% (32)	479
#1 Issue: Health Care	27% (226)	33% (279)	10% (84)	24% (200)	6% (47)	836
#1 Issue: Medicare / Social Security	13% (76)	28% (170)	11% (64)	37% (225)	11% (69)	604
#1 Issue: Women's Issues	14% (31)	22% (49)	18% (40)	31% (70)	16% (36)	227
#1 Issue: Education	19% (34)	40% (70)	15% (27)	14% (26)	12% (21)	177
#1 Issue: Energy	22% (35)	30% (47)	10% (15)	26% (40)	11% (17)	154
#1 Issue: Other	17% (53)	31% (95)	9% (27)	32% (99)	12% (36)	309
2018 House Vote: Democrat	27% (386)	36% (509)	10% (139)	22% (305)	6% (78)	1416
2018 House Vote: Republican	23% (289)	34% (421)	11% (141)	26% (323)	6% (69)	1243
2018 House Vote: Someone else	16% (13)	31% (24)	9% (7)	21% (16)	24% (19)	79
2016 Vote: Hillary Clinton	27% (354)	38% (490)	9% (119)	20% (259)	6% (74)	1295
2016 Vote: Donald Trump	23% (322)	32% (452)	11% (148)	27% (386)	7% (99)	1407
2016 Vote: Other	19% (37)	33% (66)	12% (25)	31% (63)	5% (9)	200
2016 Vote: Didn't Vote	15% (223)	27% (396)	15% (223)	31% (459)	13% (192)	1494
Voted in 2014: Yes	24% (575)	35% (821)	10% (224)	25% (589)	6% (144)	2353
Voted in 2014: No	18% (362)	28% (583)	14% (290)	28% (581)	11% (230)	2047

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**Table MCFE1\_14: How interested are you in the following types of podcasts?**

News

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (937)	32% (1405)	12% (514)	27% (1170)	8% (374)	4400
2012 Vote: Barack Obama	26% (423)	35% (573)	9% (152)	23% (369)	7% (108)	1625
2012 Vote: Mitt Romney	22% (206)	32% (301)	11% (106)	30% (284)	6% (59)	956
2012 Vote: Other	18% (22)	31% (38)	10% (12)	32% (38)	9% (11)	120
2012 Vote: Didn't Vote	17% (285)	29% (492)	14% (242)	28% (476)	12% (196)	1692
4-Region: Northeast	28% (217)	35% (272)	9% (73)	22% (176)	6% (50)	787
4-Region: Midwest	14% (126)	31% (285)	12% (112)	32% (299)	11% (102)	925
4-Region: South	23% (378)	29% (475)	11% (176)	28% (468)	9% (151)	1648
4-Region: West	21% (216)	36% (373)	15% (153)	22% (227)	7% (71)	1040
201043	21% (471)	32% (702)	11% (250)	28% (615)	7% (162)	2200
201045	21% (466)	32% (703)	12% (265)	25% (555)	10% (212)	2200
Netflix subscriber	25% (684)	34% (932)	11% (300)	23% (614)	7% (193)	2723
Hulu subscriber	27% (403)	33% (489)	11% (157)	21% (319)	8% (119)	1486
Disney+ subscriber	27% (348)	35% (462)	11% (147)	19% (249)	8% (102)	1309
Peacock subscriber	26% (155)	33% (193)	11% (66)	21% (124)	9% (52)	590
HBO Max subscriber	37% (245)	35% (234)	8% (56)	15% (102)	5% (32)	668
Quibi subscriber	34% (62)	35% (65)	15% (27)	12% (21)	5% (9)	183
Amazon Prime Video subscriber	26% (519)	35% (702)	11% (231)	23% (465)	6% (112)	2030
Paid podcast service subscriber	50% (227)	37% (166)	10% (46)	2% (9)	1% (4)	452
Paid membership platform subscriber	49% (214)	37% (163)	9% (39)	4% (17)	2% (7)	440
Frequent podcast listeners	41% (522)	39% (496)	9% (121)	10% (124)	2% (25)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_15: How interested are you in the following types of podcasts?**  
 Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (392)	22% (951)	15% (672)	41% (1786)	14% (600)	4400
Gender: Male	11% (226)	23% (499)	15% (324)	39% (818)	12% (256)	2124
Gender: Female	7% (166)	20% (452)	15% (347)	43% (968)	15% (344)	2276
Age: 18-34	11% (143)	27% (350)	17% (225)	30% (394)	15% (199)	1310
Age: 35-44	20% (140)	31% (222)	15% (105)	24% (173)	11% (76)	715
Age: 45-64	6% (96)	18% (274)	16% (241)	45% (682)	14% (209)	1502
Age: 65+	1% (13)	12% (106)	11% (100)	62% (538)	13% (116)	873
GenZers: 1997-2012	8% (46)	20% (115)	17% (102)	35% (202)	20% (119)	584
Millennials: 1981-1996	17% (181)	31% (333)	16% (174)	25% (265)	11% (123)	1076
GenXers: 1965-1980	10% (112)	24% (277)	16% (189)	37% (424)	13% (146)	1148
Baby Boomers: 1946-1964	4% (51)	15% (214)	13% (183)	55% (779)	13% (191)	1418
PID: Dem (no lean)	11% (180)	25% (398)	17% (282)	36% (580)	11% (171)	1611
PID: Ind (no lean)	6% (77)	19% (248)	14% (179)	43% (558)	19% (245)	1305
PID: Rep (no lean)	9% (135)	21% (305)	14% (211)	44% (648)	12% (184)	1484
PID/Gender: Dem Men	13% (99)	29% (216)	19% (140)	34% (253)	6% (46)	754
PID/Gender: Dem Women	9% (81)	21% (182)	17% (142)	38% (327)	15% (125)	857
PID/Gender: Ind Men	6% (38)	18% (107)	12% (74)	44% (265)	20% (123)	607
PID/Gender: Ind Women	6% (39)	20% (140)	15% (104)	42% (293)	17% (121)	698
PID/Gender: Rep Men	12% (89)	23% (176)	14% (110)	39% (300)	11% (87)	763
PID/Gender: Rep Women	6% (46)	18% (130)	14% (101)	48% (348)	13% (97)	721
Ideo: Liberal (1-3)	13% (164)	27% (341)	16% (204)	35% (440)	10% (124)	1272
Ideo: Moderate (4)	9% (126)	24% (324)	16% (217)	39% (535)	12% (166)	1368
Ideo: Conservative (5-7)	7% (96)	18% (241)	15% (210)	48% (665)	12% (160)	1373
Educ: < College	6% (175)	18% (548)	15% (450)	45% (1366)	16% (485)	3024
Educ: Bachelors degree	13% (118)	26% (235)	17% (149)	35% (307)	9% (79)	888
Educ: Post-grad	20% (98)	34% (168)	15% (72)	23% (113)	7% (36)	488
Income: Under 50k	6% (141)	19% (434)	14% (325)	44% (1000)	17% (389)	2289
Income: 50k-100k	9% (112)	23% (289)	16% (207)	41% (519)	12% (148)	1274
Income: 100k+	17% (139)	27% (228)	17% (140)	32% (267)	8% (63)	837
Ethnicity: White	9% (315)	21% (710)	16% (541)	42% (1463)	12% (414)	3443
Ethnicity: Hispanic	12% (82)	24% (165)	20% (138)	31% (220)	13% (94)	699

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**Table MCFE1\_15: How interested are you in the following types of podcasts?**  
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (392)	22% (951)	15% (672)	41% (1786)	14% (600)	4400
Ethnicity: Black	8% (46)	23% (127)	13% (74)	37% (202)	18% (99)	549
Ethnicity: Other	7% (30)	28% (114)	14% (57)	29% (120)	21% (87)	408
All Christian	10% (203)	24% (509)	16% (339)	40% (855)	10% (220)	2125
All Non-Christian	16% (43)	24% (64)	21% (56)	28% (74)	10% (26)	263
Atheist	9% (17)	20% (37)	17% (31)	48% (90)	5% (10)	185
Agnostic/Nothing in particular	6% (59)	18% (195)	12% (128)	44% (467)	20% (210)	1059
Something Else	9% (69)	19% (146)	15% (117)	39% (302)	17% (134)	768
Religious Non-Protestant/Catholic	14% (45)	25% (77)	21% (65)	30% (91)	10% (30)	308
Evangelical	13% (170)	24% (310)	16% (200)	35% (457)	12% (155)	1292
Non-Evangelical	6% (86)	21% (319)	15% (230)	45% (668)	13% (189)	1493
Community: Urban	15% (212)	29% (418)	16% (232)	28% (408)	13% (189)	1459
Community: Suburban	7% (125)	21% (385)	15% (271)	46% (846)	12% (225)	1852
Community: Rural	5% (55)	14% (147)	15% (169)	49% (532)	17% (187)	1090
Employ: Private Sector	13% (178)	28% (394)	17% (235)	33% (465)	10% (138)	1410
Employ: Government	16% (44)	29% (81)	17% (47)	26% (72)	11% (31)	275
Employ: Self-Employed	13% (53)	21% (83)	20% (82)	28% (115)	18% (71)	404
Employ: Homemaker	6% (18)	19% (56)	13% (39)	49% (143)	13% (38)	294
Employ: Student	10% (21)	26% (53)	19% (39)	28% (58)	17% (35)	205
Employ: Retired	3% (26)	12% (124)	12% (124)	59% (595)	14% (140)	1008
Employ: Unemployed	7% (36)	21% (111)	13% (72)	42% (227)	17% (91)	537
Employ: Other	6% (16)	18% (49)	12% (33)	42% (113)	21% (57)	267
Military HH: Yes	9% (62)	19% (124)	12% (80)	51% (336)	9% (61)	663
Military HH: No	9% (329)	22% (827)	16% (592)	39% (1450)	14% (539)	3737
RD/WT: Right Direction	11% (164)	22% (326)	14% (201)	40% (575)	13% (185)	1451
RD/WT: Wrong Track	8% (228)	21% (625)	16% (471)	41% (1211)	14% (415)	2949
Trump Job Approve	10% (181)	22% (414)	15% (281)	42% (793)	12% (226)	1896
Trump Job Disapprove	9% (209)	22% (523)	16% (380)	40% (931)	13% (294)	2337

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**Table MCFE1\_15: How interested are you in the following types of podcasts?**  
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (392)	22% (951)	15% (672)	41% (1786)	14% (600)	4400
Trump Job Strongly Approve	11% (112)	21% (215)	14% (141)	44% (458)	11% (114)	1040
Trump Job Somewhat Approve	8% (69)	23% (200)	16% (140)	39% (336)	13% (112)	856
Trump Job Somewhat Disapprove	11% (61)	24% (130)	18% (96)	36% (191)	10% (56)	534
Trump Job Strongly Disapprove	8% (149)	22% (392)	16% (283)	41% (741)	13% (238)	1803
Favorable of Trump	10% (183)	22% (409)	14% (265)	42% (776)	12% (231)	1864
Unfavorable of Trump	9% (200)	22% (514)	17% (384)	40% (935)	12% (290)	2322
Very Favorable of Trump	10% (117)	21% (236)	14% (157)	43% (490)	12% (139)	1139
Somewhat Favorable of Trump	9% (66)	24% (174)	15% (108)	39% (286)	13% (91)	724
Somewhat Unfavorable of Trump	9% (38)	25% (105)	17% (70)	38% (160)	10% (43)	416
Very Unfavorable of Trump	8% (162)	21% (409)	16% (314)	41% (775)	13% (247)	1906
#1 Issue: Economy	11% (171)	22% (353)	17% (282)	38% (618)	12% (190)	1614
#1 Issue: Security	7% (33)	21% (99)	14% (66)	48% (230)	11% (51)	479
#1 Issue: Health Care	11% (90)	27% (222)	16% (131)	37% (308)	10% (85)	836
#1 Issue: Medicare / Social Security	3% (21)	15% (90)	10% (60)	56% (336)	16% (98)	604
#1 Issue: Women's Issues	7% (15)	19% (42)	21% (47)	31% (71)	23% (52)	227
#1 Issue: Education	15% (27)	35% (62)	15% (27)	15% (26)	20% (36)	177
#1 Issue: Energy	11% (17)	23% (35)	15% (23)	34% (52)	17% (26)	154
#1 Issue: Other	6% (18)	15% (48)	12% (36)	47% (145)	20% (63)	309
2018 House Vote: Democrat	11% (155)	25% (357)	16% (231)	38% (537)	10% (136)	1416
2018 House Vote: Republican	9% (114)	22% (272)	15% (192)	44% (546)	10% (119)	1243
2018 House Vote: Someone else	8% (6)	18% (14)	20% (16)	31% (24)	23% (18)	79
2016 Vote: Hillary Clinton	11% (143)	26% (336)	17% (216)	37% (476)	10% (124)	1295
2016 Vote: Donald Trump	9% (124)	21% (293)	15% (215)	45% (629)	10% (145)	1407
2016 Vote: Other	7% (14)	23% (46)	17% (33)	46% (91)	8% (15)	200
2016 Vote: Didn't Vote	7% (110)	18% (276)	14% (206)	39% (586)	21% (316)	1494
Voted in 2014: Yes	10% (228)	23% (536)	15% (359)	43% (1006)	10% (224)	2353
Voted in 2014: No	8% (164)	20% (414)	15% (313)	38% (780)	18% (376)	2047

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**Table MCFE1\_15: How interested are you in the following types of podcasts?**  
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (392)	22% (951)	15% (672)	41% (1786)	14% (600)	4400
2012 Vote: Barack Obama	10% (166)	24% (393)	16% (260)	39% (640)	10% (165)	1625
2012 Vote: Mitt Romney	7% (71)	20% (193)	14% (134)	48% (463)	10% (95)	956
2012 Vote: Other	8% (10)	19% (22)	16% (20)	45% (55)	11% (13)	120
2012 Vote: Didn't Vote	9% (144)	20% (341)	15% (255)	37% (625)	19% (326)	1692
4-Region: Northeast	13% (102)	23% (181)	16% (124)	37% (289)	12% (91)	787
4-Region: Midwest	5% (48)	17% (160)	13% (121)	49% (457)	15% (138)	925
4-Region: South	7% (120)	20% (336)	16% (265)	41% (674)	15% (253)	1648
4-Region: West	12% (122)	26% (274)	15% (161)	35% (366)	11% (117)	1040
201043	9% (197)	22% (473)	14% (318)	43% (951)	12% (260)	2200
201045	9% (194)	22% (477)	16% (353)	38% (835)	15% (340)	2200
Netflix subscriber	12% (329)	26% (712)	16% (424)	34% (933)	12% (325)	2723
Hulu subscriber	14% (203)	29% (433)	14% (214)	31% (464)	12% (173)	1486
Disney+ subscriber	16% (208)	31% (403)	15% (192)	26% (343)	12% (163)	1309
Peacock subscriber	12% (71)	27% (161)	16% (93)	32% (189)	13% (77)	590
HBO Max subscriber	21% (141)	30% (203)	15% (101)	25% (170)	8% (53)	668
Quibi subscriber	27% (50)	29% (53)	19% (34)	16% (29)	9% (17)	183
Amazon Prime Video subscriber	13% (257)	26% (536)	16% (330)	35% (702)	10% (205)	2030
Paid podcast service subscriber	34% (155)	42% (191)	13% (59)	8% (34)	3% (13)	452
Paid membership platform subscriber	38% (165)	39% (173)	11% (50)	7% (32)	4% (19)	440
Frequent podcast listeners	22% (277)	38% (484)	18% (228)	17% (219)	6% (79)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE1\_16:** How interested are you in the following types of podcasts?  
 A branded podcast created by your favorite company

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (397)	21% (905)	16% (683)	39% (1736)	15% (680)	4400
Gender: Male	12% (261)	23% (492)	15% (316)	37% (790)	12% (263)	2124
Gender: Female	6% (135)	18% (413)	16% (366)	42% (946)	18% (417)	2276
Age: 18-34	12% (153)	25% (334)	20% (266)	28% (364)	15% (193)	1310
Age: 35-44	21% (147)	30% (213)	13% (95)	23% (161)	14% (99)	715
Age: 45-64	6% (91)	18% (276)	15% (219)	45% (679)	16% (237)	1502
Age: 65+	1% (5)	9% (82)	12% (102)	61% (532)	17% (151)	873
GenZers: 1997-2012	10% (57)	20% (115)	22% (126)	29% (171)	20% (115)	584
Millennials: 1981-1996	16% (173)	30% (318)	17% (188)	25% (268)	12% (128)	1076
GenXers: 1965-1980	11% (130)	24% (271)	15% (172)	36% (413)	14% (162)	1148
Baby Boomers: 1946-1964	3% (36)	13% (190)	13% (182)	54% (767)	17% (244)	1418
PID: Dem (no lean)	11% (183)	24% (388)	16% (262)	35% (564)	13% (215)	1611
PID: Ind (no lean)	5% (63)	16% (211)	17% (220)	42% (552)	20% (259)	1305
PID: Rep (no lean)	10% (150)	21% (307)	14% (201)	42% (620)	14% (206)	1484
PID/Gender: Dem Men	15% (115)	28% (212)	16% (124)	32% (239)	8% (64)	754
PID/Gender: Dem Women	8% (67)	20% (175)	16% (138)	38% (325)	18% (151)	857
PID/Gender: Ind Men	6% (35)	17% (103)	16% (99)	42% (255)	19% (116)	607
PID/Gender: Ind Women	4% (29)	15% (108)	17% (121)	43% (298)	20% (143)	698
PID/Gender: Rep Men	15% (111)	23% (177)	12% (94)	39% (297)	11% (84)	763
PID/Gender: Rep Women	5% (39)	18% (129)	15% (107)	45% (323)	17% (123)	721
Ideo: Liberal (1-3)	14% (175)	23% (291)	17% (215)	35% (441)	12% (149)	1272
Ideo: Moderate (4)	8% (108)	23% (312)	17% (236)	39% (530)	13% (183)	1368
Ideo: Conservative (5-7)	7% (101)	19% (263)	14% (191)	45% (624)	14% (195)	1373
Educ: < College	6% (176)	17% (515)	16% (472)	43% (1306)	18% (556)	3024
Educ: Bachelors degree	12% (109)	26% (227)	16% (145)	36% (321)	10% (86)	888
Educ: Post-grad	23% (112)	34% (164)	13% (66)	22% (109)	8% (39)	488
Income: Under 50k	6% (137)	16% (375)	15% (351)	43% (980)	20% (447)	2289
Income: 50k-100k	8% (103)	22% (285)	17% (217)	39% (500)	13% (168)	1274
Income: 100k+	19% (156)	29% (245)	14% (115)	31% (256)	8% (65)	837
Ethnicity: White	9% (313)	20% (675)	15% (525)	42% (1440)	14% (491)	3443
Ethnicity: Hispanic	12% (85)	26% (184)	19% (135)	29% (206)	13% (88)	699

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**Table MCFE1\_16: How interested are you in the following types of podcasts?**  
A branded podcast created by your favorite company

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (397)	21% (905)	16% (683)	39% (1736)	15% (680)	4400
Ethnicity: Black	10% (56)	23% (128)	15% (81)	32% (174)	20% (110)	549
Ethnicity: Other	7% (28)	25% (103)	19% (77)	30% (122)	19% (79)	408
All Christian	11% (233)	22% (477)	15% (315)	39% (827)	13% (273)	2125
All Non-Christian	19% (49)	27% (70)	18% (48)	27% (71)	10% (26)	263
Atheist	6% (12)	18% (33)	17% (31)	44% (82)	15% (28)	185
Agnostic/Nothing in particular	6% (59)	17% (179)	14% (151)	43% (461)	20% (209)	1059
Something Else	6% (44)	19% (146)	18% (138)	38% (296)	19% (145)	768
Religious Non-Protestant/Catholic	16% (50)	29% (89)	19% (58)	27% (84)	9% (29)	308
Evangelical	14% (178)	24% (315)	14% (184)	34% (438)	14% (177)	1292
Non-Evangelical	5% (81)	18% (273)	17% (253)	44% (656)	15% (229)	1493
Community: Urban	16% (236)	29% (421)	16% (235)	25% (365)	14% (202)	1459
Community: Suburban	6% (103)	18% (337)	15% (282)	47% (862)	14% (268)	1852
Community: Rural	5% (57)	14% (147)	15% (166)	47% (509)	19% (210)	1090
Employ: Private Sector	14% (199)	27% (382)	15% (211)	32% (457)	11% (161)	1410
Employ: Government	15% (41)	30% (82)	17% (48)	25% (68)	13% (37)	275
Employ: Self-Employed	12% (49)	23% (94)	21% (86)	28% (114)	15% (61)	404
Employ: Homemaker	4% (12)	14% (40)	19% (57)	47% (137)	16% (48)	294
Employ: Student	9% (19)	28% (58)	22% (45)	26% (53)	15% (30)	205
Employ: Retired	2% (20)	9% (90)	13% (129)	59% (595)	17% (175)	1008
Employ: Unemployed	8% (41)	21% (112)	15% (80)	35% (190)	21% (114)	537
Employ: Other	6% (15)	18% (48)	10% (27)	46% (122)	20% (54)	267
Military HH: Yes	9% (58)	15% (102)	14% (92)	50% (329)	12% (82)	663
Military HH: No	9% (338)	22% (804)	16% (591)	38% (1407)	16% (598)	3737
RD/WT: Right Direction	13% (185)	23% (338)	13% (189)	36% (528)	15% (211)	1451
RD/WT: Wrong Track	7% (212)	19% (567)	17% (493)	41% (1208)	16% (469)	2949
Trump Job Approve	11% (200)	22% (416)	13% (251)	40% (759)	14% (269)	1896
Trump Job Disapprove	8% (190)	20% (476)	18% (413)	40% (928)	14% (329)	2337

Continued on next page

**Table MCFE1\_16:** How interested are you in the following types of podcasts?  
A branded podcast created by your favorite company

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	9% (397)	21% (905)	16% (683)	39% (1736)	15% (680)	4400
Trump Job Strongly Approve	12% (126)	21% (219)	12% (121)	42% (440)	13% (134)	1040
Trump Job Somewhat Approve	9% (74)	23% (198)	15% (130)	37% (319)	16% (135)	856
Trump Job Somewhat Disapprove	9% (49)	27% (147)	19% (103)	34% (179)	10% (55)	534
Trump Job Strongly Disapprove	8% (141)	18% (329)	17% (310)	42% (749)	15% (274)	1803
Favorable of Trump	11% (204)	22% (407)	13% (245)	40% (743)	14% (264)	1864
Unfavorable of Trump	8% (182)	20% (461)	18% (411)	40% (939)	14% (330)	2322
Very Favorable of Trump	12% (141)	21% (240)	13% (143)	41% (463)	13% (152)	1139
Somewhat Favorable of Trump	9% (63)	23% (167)	14% (102)	39% (280)	16% (112)	724
Somewhat Unfavorable of Trump	8% (35)	26% (106)	17% (72)	36% (148)	13% (54)	416
Very Unfavorable of Trump	8% (147)	19% (355)	18% (339)	41% (791)	14% (276)	1906
#1 Issue: Economy	10% (169)	22% (355)	17% (275)	37% (592)	14% (222)	1614
#1 Issue: Security	9% (43)	21% (103)	15% (74)	38% (181)	16% (78)	479
#1 Issue: Health Care	11% (93)	24% (205)	14% (115)	39% (326)	11% (96)	836
#1 Issue: Medicare / Social Security	4% (22)	12% (74)	13% (81)	50% (304)	20% (124)	604
#1 Issue: Women's Issues	7% (16)	14% (31)	21% (47)	36% (83)	22% (50)	227
#1 Issue: Education	14% (25)	35% (63)	13% (24)	21% (36)	17% (30)	177
#1 Issue: Energy	13% (20)	21% (33)	23% (35)	32% (49)	11% (17)	154
#1 Issue: Other	3% (10)	14% (42)	10% (32)	53% (163)	20% (62)	309
2018 House Vote: Democrat	11% (157)	23% (327)	17% (237)	37% (527)	12% (167)	1416
2018 House Vote: Republican	11% (131)	21% (256)	14% (180)	43% (531)	12% (145)	1243
2018 House Vote: Someone else	4% (3)	16% (13)	11% (9)	44% (35)	25% (19)	79
2016 Vote: Hillary Clinton	11% (142)	23% (302)	16% (210)	37% (483)	12% (158)	1295
2016 Vote: Donald Trump	11% (150)	21% (288)	14% (199)	42% (595)	12% (174)	1407
2016 Vote: Other	4% (8)	18% (37)	15% (30)	50% (100)	13% (25)	200
2016 Vote: Didn't Vote	6% (95)	19% (277)	16% (244)	37% (554)	22% (323)	1494
Voted in 2014: Yes	10% (241)	21% (493)	14% (336)	42% (984)	13% (299)	2353
Voted in 2014: No	8% (155)	20% (412)	17% (346)	37% (752)	19% (381)	2047

Continued on next page

**Table MCFE1\_16: How interested are you in the following types of podcasts?**  
*A branded podcast created by your favorite company*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(397)	21%	(905)	16%	(683)	39%	(1736)	15%	(680)	4400
2012 Vote: Barack Obama	11%	(171)	22%	(357)	16%	(254)	39%	(639)	13%	(204)	1625
2012 Vote: Mitt Romney	9%	(86)	20%	(186)	13%	(122)	46%	(435)	13%	(126)	956
2012 Vote: Other	5%	(6)	13%	(16)	13%	(16)	53%	(64)	16%	(20)	120
2012 Vote: Didn't Vote	8%	(134)	20%	(345)	17%	(288)	35%	(595)	19%	(330)	1692
4-Region: Northeast	15%	(117)	23%	(178)	16%	(128)	33%	(259)	13%	(104)	787
4-Region: Midwest	4%	(33)	18%	(166)	13%	(122)	47%	(431)	19%	(174)	925
4-Region: South	8%	(124)	19%	(317)	17%	(282)	40%	(664)	16%	(261)	1648
4-Region: West	12%	(122)	23%	(244)	15%	(152)	37%	(381)	14%	(141)	1040
201043	9%	(193)	21%	(471)	15%	(326)	41%	(913)	14%	(298)	2200
201045	9%	(204)	20%	(435)	16%	(357)	37%	(823)	17%	(382)	2200
Netflix subscriber	12%	(329)	24%	(667)	16%	(446)	34%	(914)	14%	(368)	2723
Hulu subscriber	15%	(221)	26%	(379)	17%	(255)	30%	(443)	13%	(188)	1486
Disney+ subscriber	16%	(216)	29%	(383)	16%	(214)	25%	(329)	13%	(167)	1309
Peacock subscriber	12%	(73)	23%	(134)	16%	(93)	35%	(206)	14%	(83)	590
HBO Max subscriber	22%	(147)	33%	(218)	15%	(98)	21%	(143)	9%	(61)	668
Quibi subscriber	29%	(54)	33%	(60)	12%	(23)	16%	(30)	9%	(17)	183
Amazon Prime Video subscriber	14%	(276)	24%	(494)	16%	(330)	34%	(692)	12%	(238)	2030
Paid podcast service subscriber	38%	(171)	43%	(195)	12%	(54)	5%	(21)	3%	(12)	452
Paid membership platform subscriber	39%	(171)	40%	(175)	10%	(45)	7%	(29)	5%	(20)	440
Frequent podcast listeners	24%	(304)	39%	(497)	16%	(205)	15%	(199)	6%	(83)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE2: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify	None of the above	Total
Adults	31%(669)	22%(470)	1% (26)	— (11)	11%(236)	5% (114)	13%(290)	7% (148)	10%(206)	217
Gender: Male	33%(398)	20%(247)	1% (13)	— (5)	11% (135)	5% (63)	14%(165)	7% (87)	8% (94)	1207
Gender: Female	28% (271)	23%(224)	1% (12)	1% (5)	11%(102)	5% (51)	13%(125)	6% (61)	12% (112)	964
Age: 18-34	41%(324)	22%(172)	1% (9)	1% (4)	9% (69)	2% (13)	14% (114)	6% (48)	5% (41)	790
Age: 35-44	39% (191)	26%(128)	1% (6)	1% (5)	8% (38)	4% (18)	14% (69)	3% (15)	4% (20)	490
Age: 45-64	20% (136)	21% (138)	1% (10)	— (2)	14% (94)	10% (64)	12% (80)	9% (63)	12% (79)	663
Age: 65+	8% (18)	15% (32)	— (1)	— (0)	16% (35)	9% (19)	12% (27)	10% (22)	30% (67)	219
GenZers: 1997-2012	49%(160)	20% (67)	1% (2)	— (0)	7% (24)	1% (4)	9% (31)	5% (16)	8% (25)	323
Millennials: 1981-1996	36%(256)	24% (171)	2% (11)	1% (6)	9% (64)	3% (22)	17%(120)	6% (42)	3% (24)	717
GenXers: 1965-1980	31%(199)	24% (154)	1% (6)	1% (5)	10% (67)	6% (37)	14% (87)	6% (36)	8% (49)	639
Baby Boomers: 1946-1964	11% (51)	17% (77)	1% (6)	— (0)	17% (77)	10% (46)	11% (49)	12% (54)	20% (92)	452
PID: Dem (no lean)	35%(303)	22%(193)	1% (10)	1% (4)	9% (77)	5% (44)	13% (111)	6% (48)	9% (74)	863
PID: Ind (no lean)	25% (151)	19% (115)	1% (6)	— (2)	12% (71)	6% (36)	15% (91)	10% (63)	12% (72)	607
PID: Rep (no lean)	31% (215)	23%(162)	1% (10)	1% (4)	13% (89)	5% (34)	13% (89)	5% (37)	9% (60)	707
PID/Gender: Dem Men	37% (174)	21% (97)	1% (4)	— (1)	10% (46)	5% (23)	15% (71)	6% (29)	6% (28)	473
PID/Gender: Dem Women	33%(130)	25% (96)	2% (6)	1% (3)	8% (31)	5% (21)	10% (39)	5% (19)	12% (46)	393
PID/Gender: Ind Men	24% (75)	19% (58)	1% (2)	— (1)	10% (33)	7% (22)	14% (45)	12% (38)	12% (38)	312
PID/Gender: Ind Women	26% (75)	19% (57)	1% (4)	1% (2)	13% (38)	5% (14)	15% (46)	8% (25)	12% (34)	294
PID/Gender: Rep Men	35%(149)	22% (91)	2% (8)	1% (3)	13% (56)	4% (18)	12% (49)	5% (20)	7% (28)	422
PID/Gender: Rep Women	24% (66)	25% (71)	1% (2)	— (1)	12% (33)	6% (16)	14% (40)	6% (17)	11% (32)	278
Ideo: Liberal (1-3)	35% (261)	25% (185)	1% (8)	1% (8)	8% (60)	4% (29)	12% (91)	7% (51)	7% (52)	745
Ideo: Moderate (4)	29%(199)	19% (129)	1% (9)	— (1)	13% (87)	5% (37)	15%(102)	6% (40)	10% (71)	674
Ideo: Conservative (5-7)	26%(160)	23%(144)	1% (7)	— (3)	12% (75)	8% (47)	12% (72)	7% (45)	11% (70)	623
Educ: < College	29%(355)	18% (215)	1% (17)	— (1)	12% (151)	5% (64)	14% (173)	9% (106)	12% (141)	1224
Educ: Bachelors degree	31% (180)	25% (143)	1% (6)	1% (6)	10% (57)	6% (33)	13% (75)	5% (30)	8% (43)	573
Educ: Post-grad	36% (135)	30% (112)	1% (3)	1% (4)	7% (28)	5% (17)	11% (42)	3% (13)	6% (22)	374
Income: Under 50k	25%(237)	20% (185)	1% (10)	— (2)	14%(129)	4% (38)	15% (143)	9% (83)	11% (103)	933
Income: 50k-100k	31% (211)	23% (151)	1% (9)	1% (5)	9% (63)	6% (39)	12% (77)	6% (41)	11% (73)	670
Income: 100k+	39%(222)	23% (134)	1% (7)	1% (3)	8% (45)	6% (36)	12% (69)	4% (24)	5% (29)	570
Ethnicity: White	32%(530)	22%(368)	1% (20)	— (8)	11%(182)	5% (86)	12%(203)	6% (106)	10% (169)	1672
Ethnicity: Hispanic	43%(192)	17% (76)	— (2)	— (1)	11% (48)	3% (12)	14% (60)	7% (30)	5% (21)	443

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**Table MCFE2: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify	None of the above	Total
Adults	31%(669)	22%(470)	1% (26)	— (11)	11%(236)	5% (114)	13%(290)	7% (148)	10%(206)	2171
Ethnicity: Black	19% (53)	23% (65)	2% (5)	1% (2)	14% (40)	7% (21)	19% (53)	6% (18)	8% (23)	279
Ethnicity: Other	39% (86)	17% (37)	— (1)	1% (1)	7% (14)	3% (7)	15% (33)	11% (25)	7% (15)	220
All Christian	30% (331)	22%(234)	1% (15)	1% (6)	11%(122)	6% (64)	13%(144)	5% (57)	10% (113)	1086
All Non-Christian	39% (65)	26% (43)	1% (1)	1% (2)	7% (12)	3% (4)	11% (18)	6% (10)	6% (9)	165
Atheist	52% (54)	19% (20)	1% (1)	1% (1)	2% (3)	1% (1)	7% (8)	13% (13)	5% (5)	104
Agnostic/Nothing in particular	28%(134)	22%(105)	1% (6)	— (1)	11% (54)	5% (23)	14% (66)	8% (37)	11% (52)	478
Something Else	25% (86)	20% (68)	1% (3)	— (2)	13% (45)	6% (22)	16% (54)	9% (31)	8% (27)	338
Religious Non-Protestant/Catholic	35% (67)	27% (52)	1% (1)	1% (2)	11% (21)	2% (5)	10% (20)	7% (14)	6% (12)	193
Evangelical	31% (221)	20% (139)	2% (12)	— (3)	13% (92)	5% (36)	16% (113)	5% (33)	8% (60)	709
Non-Evangelical	26%(168)	23%(147)	1% (4)	1% (5)	10% (64)	7% (47)	12% (74)	8% (51)	12% (76)	637
Community: Urban	38%(349)	24%(220)	1% (8)	1% (5)	10% (90)	3% (30)	12% (113)	4% (38)	6% (54)	908
Community: Suburban	25% (212)	20% (167)	2% (14)	1% (5)	10% (88)	7% (60)	14% (120)	9% (79)	13% (107)	852
Community: Rural	26%(109)	20% (83)	1% (4)	— (1)	14% (58)	6% (24)	14% (56)	8% (31)	11% (45)	410
Employ: Private Sector	36%(323)	24%(212)	1% (7)	1% (7)	8% (75)	6% (51)	15%(129)	4% (34)	6% (49)	886
Employ: Government	31% (60)	32% (61)	1% (1)	2% (3)	7% (13)	4% (8)	16% (31)	6% (11)	3% (6)	195
Employ: Self-Employed	27% (68)	23% (58)	2% (6)	— (1)	15% (38)	7% (18)	10% (26)	10% (24)	5% (14)	252
Employ: Homemaker	23% (26)	18% (20)	4% (5)	— (0)	17% (19)	3% (4)	12% (13)	9% (10)	15% (16)	113
Employ: Student	57% (73)	16% (20)	1% (1)	— (0)	4% (5)	2% (3)	7% (9)	8% (10)	6% (7)	129
Employ: Retired	8% (21)	15% (40)	1% (3)	— (0)	16% (42)	9% (24)	12% (31)	10% (27)	28% (74)	262
Employ: Unemployed	30% (68)	18% (39)	1% (3)	— (0)	12% (27)	2% (5)	14% (32)	11% (26)	11% (24)	225
Employ: Other	27% (29)	17% (18)	— (0)	— (0)	16% (17)	1% (1)	18% (19)	6% (7)	15% (16)	108
Military HH: Yes	23% (65)	22% (62)	1% (3)	1% (3)	17% (49)	9% (25)	11% (32)	7% (19)	10% (27)	283
Military HH: No	32%(605)	22%(408)	1% (23)	— (8)	10% (188)	5% (89)	14%(258)	7% (130)	9% (179)	1887
RD/WT: Right Direction	33%(257)	24% (186)	1% (11)	1% (4)	13% (101)	5% (42)	13% (98)	5% (35)	6% (44)	778
RD/WT: Wrong Track	30% (412)	20%(285)	1% (14)	— (7)	10% (136)	5% (72)	14% (192)	8% (113)	12% (162)	1392
Trump Job Approve	29% (281)	22% (215)	2% (15)	1% (6)	13% (125)	6% (59)	13% (124)	6% (56)	8% (76)	957
Trump Job Disapprove	32%(373)	22%(253)	1% (10)	— (5)	9% (106)	5% (55)	13% (154)	8% (88)	10% (115)	1160

Continued on next page

**Table MCFE2: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify	None of the above	Total
Adults	31%(669)	22%(470)	1% (26)	— (11)	11%(236)	5% (114)	13%(290)	7% (148)	10%(206)	2171
Trump Job Strongly Approve	29% (148)	23% (119)	— (1)	1% (4)	18% (90)	6% (30)	13% (68)	4% (22)	6% (32)	514
Trump Job Somewhat Approve	30% (133)	22% (96)	3% (14)	— (2)	8% (35)	7% (29)	13% (56)	8% (34)	10% (45)	443
Trump Job Somewhat Disapprove	40% (121)	19% (57)	1% (2)	— (1)	10% (30)	4% (12)	12% (35)	6% (19)	8% (23)	300
Trump Job Strongly Disapprove	29%(252)	23%(195)	1% (9)	— (4)	9% (77)	5% (43)	14% (119)	8% (69)	11% (92)	860
Favorable of Trump	29%(276)	23%(214)	1% (13)	1% (5)	13% (125)	6% (54)	13% (118)	6% (57)	8% (78)	941
Unfavorable of Trump	32%(365)	22%(249)	1% (13)	1% (6)	8% (89)	5% (60)	14% (158)	8% (88)	11% (122)	1149
Very Favorable of Trump	30%(167)	23%(130)	1% (3)	1% (4)	15% (84)	6% (35)	12% (66)	5% (28)	7% (39)	556
Somewhat Favorable of Trump	29% (110)	22% (85)	3% (10)	— (1)	11% (42)	5% (19)	14% (52)	8% (29)	10% (38)	384
Somewhat Unfavorable of Trump	40% (88)	19% (41)	1% (2)	— (1)	9% (20)	6% (12)	12% (26)	7% (15)	7% (16)	220
Very Unfavorable of Trump	30%(277)	22%(208)	1% (10)	1% (5)	7% (69)	5% (47)	14% (132)	8% (74)	11%(106)	929
#1 Issue: Economy	30%(267)	23%(203)	1% (8)	— (4)	11% (95)	5% (40)	16%(140)	6% (56)	8% (72)	884
#1 Issue: Security	30% (66)	17% (37)	1% (2)	1% (3)	13% (29)	4% (10)	20% (45)	5% (11)	9% (20)	224
#1 Issue: Health Care	36%(154)	23% (96)	2% (10)	1% (2)	7% (32)	5% (23)	10% (41)	8% (35)	8% (33)	427
#1 Issue: Medicare / Social Security	15% (27)	14% (25)	2% (3)	— (0)	16% (28)	13% (22)	12% (21)	6% (11)	22% (39)	175
#1 Issue: Women's Issues	38% (46)	31% (38)	— (0)	1% (1)	7% (8)	1% (1)	13% (16)	5% (6)	5% (6)	123
#1 Issue: Education	38% (45)	22% (27)	1% (2)	1% (1)	13% (16)	5% (6)	11% (14)	6% (7)	2% (3)	120
#1 Issue: Energy	36% (34)	27% (26)	1% (1)	— (0)	9% (9)	6% (6)	9% (8)	4% (4)	8% (7)	97
#1 Issue: Other	24% (29)	14% (18)	— (0)	— (0)	17% (20)	4% (5)	4% (5)	15% (19)	21% (26)	121
2018 House Vote: Democrat	33%(257)	23%(176)	1% (8)	— (4)	9% (71)	6% (44)	14%(106)	7% (55)	7% (58)	777
2018 House Vote: Republican	26% (159)	25% (153)	1% (5)	1% (5)	14% (86)	7% (41)	12% (75)	6% (35)	10% (63)	622
2016 Vote: Hillary Clinton	28% (199)	24% (169)	1% (8)	— (3)	9% (61)	6% (42)	15% (105)	8% (55)	9% (61)	701
2016 Vote: Donald Trump	27% (188)	23% (160)	1% (8)	1% (6)	15% (102)	7% (46)	11% (79)	6% (44)	8% (59)	691
2016 Vote: Other	21% (20)	27% (26)	1% (1)	— (0)	10% (10)	6% (6)	14% (13)	11% (10)	9% (9)	94
2016 Vote: Didn't Vote	38%(262)	17% (115)	1% (9)	— (2)	9% (64)	3% (20)	14% (93)	6% (39)	11% (78)	682
Voted in 2014: Yes	27% (315)	23%(266)	1% (10)	1% (7)	11% (130)	7% (83)	13% (156)	7% (85)	9% (108)	1161
Voted in 2014: No	35%(354)	20%(204)	2% (15)	— (3)	11% (107)	3% (31)	13% (134)	6% (63)	10% (98)	1009
2012 Vote: Barack Obama	28% (231)	24% (201)	1% (7)	1% (4)	10% (88)	6% (54)	15% (122)	7% (62)	8% (69)	838
2012 Vote: Mitt Romney	25% (104)	24% (99)	1% (4)	1% (4)	13% (53)	7% (30)	12% (50)	6% (27)	12% (50)	421
2012 Vote: Other	5% (3)	23% (12)	4% (2)	— (0)	14% (7)	11% (6)	19% (10)	16% (9)	9% (5)	53
2012 Vote: Didn't Vote	39% (331)	18% (158)	2% (13)	— (3)	10% (86)	3% (24)	13% (108)	6% (51)	10% (81)	853

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**Table MCFE2: What is your favorite platform for listening to podcasts?**

Demographic	Spotify	Apple Podcasts	Stitcher	Wondery	iHeartRadio	SiriusXM	Pandora	Other, please specify	None of the above	Total
Adults	31%(669)	22%(470)	1% (26)	— (11)	11%(236)	5% (114)	13%(290)	7% (148)	10%(206)	2171
4-Region: Northeast	34% (158)	23% (106)	2% (11)	1% (3)	8% (38)	6% (26)	11% (50)	5% (25)	9% (43)	461
4-Region: Midwest	26% (96)	17% (64)	1% (4)	1% (2)	13% (46)	6% (22)	13% (47)	8% (30)	15% (56)	368
4-Region: South	28%(208)	22%(163)	1% (10)	1% (4)	12% (93)	5% (37)	16%(123)	8% (60)	7% (54)	752
4-Region: West	35%(207)	23%(138)	— (0)	— (1)	10% (59)	5% (29)	12% (70)	6% (33)	9% (52)	589
201043	34%(369)	21%(232)	1% (12)	— (5)	11% (118)	5% (49)	13% (135)	6% (60)	9%(100)	1081
201045	28%(300)	22%(238)	1% (13)	1% (5)	11% (118)	6% (65)	14%(154)	8% (88)	10%(107)	1089
Netflix subscriber	36%(568)	24%(380)	1% (17)	— (7)	8% (128)	5% (78)	15%(233)	6% (98)	6% (90)	1598
Hulu subscriber	38%(342)	24% (217)	1% (11)	1% (7)	9% (80)	4% (39)	14% (127)	4% (37)	5% (42)	902
Disney+ subscriber	37%(325)	26%(227)	1% (12)	1% (6)	9% (78)	4% (35)	13% (113)	5% (44)	4% (32)	873
Peacock subscriber	31%(100)	25% (83)	2% (6)	— (0)	8% (25)	6% (21)	12% (39)	10% (32)	6% (21)	327
HBO Max subscriber	40% (191)	24% (113)	1% (7)	1% (4)	8% (36)	4% (20)	16% (75)	5% (24)	2% (10)	479
Quibi subscriber	36% (51)	19% (27)	1% (2)	1% (1)	14% (20)	4% (5)	17% (24)	5% (7)	3% (4)	142
Amazon Prime Video subscriber	34%(407)	24%(290)	1% (14)	1% (8)	10% (115)	6% (69)	13% (152)	6% (71)	6% (75)	1201
Paid podcast service subscriber	43%(194)	23%(103)	1% (5)	1% (6)	8% (34)	5% (21)	18% (80)	1% (5)	1% (4)	452
Paid membership platform subscriber	39%(172)	26% (116)	1% (5)	1% (5)	9% (41)	4% (19)	16% (69)	1% (5)	2% (7)	440
Frequent podcast listeners	35%(445)	25%(316)	1% (11)	1% (9)	10% (126)	4% (53)	12% (158)	8% (100)	5% (70)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE3\_1: Do you pay for the following?**  
 Subscription to a paid podcast service, such as Luminary

Demographic	Yes	No	Total N
Adults	21% (452)	79% (1718)	2171
Gender: Male	27% (327)	73% (880)	1207
Gender: Female	13% (126)	87% (838)	964
Age: 18-34	21% (168)	79% (628)	796
Age: 35-44	45% (219)	55% (271)	490
Age: 45-64	9% (62)	91% (603)	665
Age: 65+	2% (4)	98% (215)	219
GenZers: 1997-2012	11% (38)	89% (290)	328
Millennials: 1981-1996	33% (239)	67% (478)	717
GenXers: 1965-1980	25% (161)	75% (478)	639
Baby Boomers: 1946-1964	3% (15)	97% (437)	452
PID: Dem (no lean)	21% (185)	79% (678)	863
PID: Ind (no lean)	14% (87)	86% (520)	607
PID: Rep (no lean)	26% (181)	74% (520)	701
PID/Gender: Dem Men	27% (130)	73% (343)	472
PID/Gender: Dem Women	14% (55)	86% (336)	391
PID/Gender: Ind Men	17% (54)	83% (258)	312
PID/Gender: Ind Women	11% (33)	89% (261)	294
PID/Gender: Rep Men	34% (143)	66% (279)	422
PID/Gender: Rep Women	13% (37)	87% (241)	278
Ideo: Liberal (1-3)	27% (203)	73% (542)	745
Ideo: Moderate (4)	20% (133)	80% (541)	674
Ideo: Conservative (5-7)	16% (102)	84% (521)	623
Educ: < College	8% (104)	92% (1120)	1224
Educ: Bachelors degree	28% (160)	72% (413)	573
Educ: Post-grad	50% (189)	50% (185)	374
Income: Under 50k	9% (84)	91% (847)	931
Income: 50k-100k	19% (125)	81% (544)	670
Income: 100k+	43% (243)	57% (326)	570
Ethnicity: White	23% (381)	77% (1290)	1672
Ethnicity: Hispanic	27% (118)	73% (323)	441
Ethnicity: Black	17% (46)	83% (233)	279

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**Table MCFE3\_1: Do you pay for the following?**  
*Subscription to a paid podcast service, such as Luminary*

Demographic	Yes	No	Total N
Adults	21% (452)	79% (1718)	2171
Ethnicity: Other	11% (25)	89% (195)	220
All Christian	26% (286)	74% (800)	1086
All Non-Christian	33% (55)	67% (110)	165
Atheist	15% (16)	85% (88)	104
Agnostic/Nothing in particular	13% (60)	87% (418)	478
Something Else	11% (36)	89% (302)	338
Religious Non-Protestant/Catholic	30% (57)	70% (135)	193
Evangelical	34% (238)	66% (471)	709
Non-Evangelical	10% (61)	90% (577)	637
Community: Urban	38% (343)	62% (565)	908
Community: Suburban	10% (82)	90% (770)	852
Community: Rural	7% (27)	93% (383)	410
Employ: Private Sector	32% (281)	68% (605)	886
Employ: Government	35% (68)	65% (127)	195
Employ: Self-Employed	24% (60)	76% (192)	252
Employ: Homemaker	7% (8)	93% (105)	113
Employ: Student	12% (16)	88% (113)	129
Employ: Retired	2% (6)	98% (257)	262
Employ: Unemployed	4% (9)	96% (216)	225
Employ: Other	4% (5)	96% (103)	108
Military HH: Yes	25% (70)	75% (214)	283
Military HH: No	20% (383)	80% (1505)	1887
RD/WT: Right Direction	35% (276)	65% (502)	778
RD/WT: Wrong Track	13% (176)	87% (1216)	1392
Trump Job Approve	27% (262)	73% (695)	957
Trump Job Disapprove	16% (186)	84% (974)	1160
Trump Job Strongly Approve	31% (161)	69% (353)	514
Trump Job Somewhat Approve	23% (101)	77% (342)	443
Trump Job Somewhat Disapprove	26% (78)	74% (222)	300
Trump Job Strongly Disapprove	13% (108)	87% (752)	860

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**Table MCFE3\_1: Do you pay for the following?**  
 Subscription to a paid podcast service, such as Luminary

Demographic	Yes	No	Total N
Adults	21% (452)	79% (1718)	2171
Favorable of Trump	29% (271)	71% (670)	941
Unfavorable of Trump	15% (172)	85% (977)	1149
Very Favorable of Trump	34% (189)	66% (368)	556
Somewhat Favorable of Trump	21% (82)	79% (302)	384
Somewhat Unfavorable of Trump	21% (46)	79% (173)	220
Very Unfavorable of Trump	13% (125)	87% (804)	929
#1 Issue: Economy	21% (182)	79% (702)	884
#1 Issue: Security	33% (73)	67% (151)	224
#1 Issue: Health Care	23% (98)	77% (329)	427
#1 Issue: Medicare / Social Security	11% (19)	89% (156)	175
#1 Issue: Women's Issues	7% (8)	93% (114)	123
#1 Issue: Education	30% (36)	70% (83)	120
#1 Issue: Energy	29% (28)	71% (68)	97
#1 Issue: Other	6% (7)	94% (114)	121
2018 House Vote: Democrat	25% (193)	75% (584)	777
2018 House Vote: Republican	28% (175)	72% (447)	622
2016 Vote: Hillary Clinton	24% (170)	76% (531)	701
2016 Vote: Donald Trump	26% (182)	74% (509)	691
2016 Vote: Other	3% (3)	97% (92)	94
2016 Vote: Didn't Vote	14% (97)	86% (585)	682
Voted in 2014: Yes	25% (287)	75% (874)	1161
Voted in 2014: No	16% (165)	84% (844)	1009
2012 Vote: Barack Obama	25% (209)	75% (629)	838
2012 Vote: Mitt Romney	23% (98)	77% (323)	421
2012 Vote: Other	7% (4)	93% (49)	53
2012 Vote: Didn't Vote	17% (141)	83% (712)	853
4-Region: Northeast	36% (168)	64% (293)	461
4-Region: Midwest	7% (26)	93% (342)	368
4-Region: South	16% (117)	84% (636)	752
4-Region: West	24% (141)	76% (448)	589

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**Table MCFE3\_1: Do you pay for the following?**  
*Subscription to a paid podcast service, such as Luminary*

Demographic	Yes	No	Total N
Adults	21% (452)	79% (1718)	2171
201043	23% (243)	77% (838)	1081
201045	19% (209)	81% (880)	1089
Netflix subscriber	25% (395)	75% (1203)	1598
Hulu subscriber	28% (253)	72% (649)	902
Disney+ subscriber	30% (265)	70% (608)	873
Peacock subscriber	27% (87)	73% (240)	327
HBO Max subscriber	45% (217)	55% (262)	479
Quibi subscriber	62% (88)	38% (55)	142
Amazon Prime Video subscriber	24% (292)	76% (910)	1201
Paid podcast service subscriber	100% (452)	— (0)	452
Paid membership platform subscriber	72% (316)	28% (123)	440
Frequent podcast listeners	30% (392)	70% (895)	1287

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE3\_2: Do you pay for the following?***A paid membership platform for a specific podcast, such as Patreon*

Demographic	Yes	No	Total N
Adults	20% (440)	80% (1731)	2171
Gender: Male	27% (323)	73% (884)	1207
Gender: Female	12% (117)	88% (846)	964
Age: 18-34	22% (177)	78% (619)	796
Age: 35-44	40% (198)	60% (292)	490
Age: 45-64	9% (60)	91% (605)	665
Age: 65+	2% (5)	98% (214)	219
GenZers: 1997-2012	13% (42)	87% (285)	328
Millennials: 1981-1996	33% (234)	67% (482)	717
GenXers: 1965-1980	23% (148)	77% (491)	639
Baby Boomers: 1946-1964	3% (16)	97% (436)	452
PID: Dem (no lean)	21% (183)	79% (680)	863
PID: Ind (no lean)	14% (83)	86% (523)	607
PID: Rep (no lean)	25% (174)	75% (527)	701
PID/Gender: Dem Men	26% (123)	74% (349)	472
PID/Gender: Dem Women	15% (60)	85% (331)	391
PID/Gender: Ind Men	19% (60)	81% (252)	312
PID/Gender: Ind Women	8% (23)	92% (271)	294
PID/Gender: Rep Men	33% (140)	67% (282)	422
PID/Gender: Rep Women	12% (34)	88% (244)	278
Ideo: Liberal (1-3)	27% (199)	73% (546)	745
Ideo: Moderate (4)	20% (132)	80% (543)	674
Ideo: Conservative (5-7)	15% (96)	85% (527)	623
Educ: < College	10% (123)	90% (1100)	1224
Educ: Bachelors degree	24% (139)	76% (434)	573
Educ: Post-grad	47% (178)	53% (197)	374
Income: Under 50k	10% (94)	90% (837)	931
Income: 50k-100k	17% (115)	83% (555)	670
Income: 100k+	41% (231)	59% (338)	570
Ethnicity: White	21% (351)	79% (1321)	1672
Ethnicity: Hispanic	23% (100)	77% (342)	441
Ethnicity: Black	20% (55)	80% (223)	279

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**Table MCFE3\_2: Do you pay for the following?**  
*A paid membership platform for a specific podcast, such as Patreon*

Demographic	Yes	No	Total N
Adults	20% (440)	80% (1731)	2171
Ethnicity: Other	15% (34)	85% (187)	220
All Christian	23% (252)	77% (834)	1086
All Non-Christian	33% (54)	67% (110)	165
Atheist	16% (16)	84% (88)	104
Agnostic/Nothing in particular	13% (63)	87% (415)	478
Something Else	16% (54)	84% (284)	338
Religious Non-Protestant/Catholic	29% (56)	71% (136)	193
Evangelical	31% (220)	69% (489)	709
Non-Evangelical	10% (65)	90% (572)	637
Community: Urban	36% (324)	64% (584)	908
Community: Suburban	9% (80)	91% (773)	852
Community: Rural	9% (36)	91% (374)	410
Employ: Private Sector	30% (264)	70% (622)	886
Employ: Government	31% (61)	69% (134)	195
Employ: Self-Employed	23% (58)	77% (194)	252
Employ: Homemaker	10% (11)	90% (102)	113
Employ: Student	13% (17)	87% (112)	129
Employ: Retired	3% (8)	97% (254)	262
Employ: Unemployed	5% (11)	95% (213)	225
Employ: Other	9% (9)	91% (98)	108
Military HH: Yes	25% (71)	75% (213)	283
Military HH: No	20% (369)	80% (1518)	1887
RD/WT: Right Direction	33% (260)	67% (519)	778
RD/WT: Wrong Track	13% (180)	87% (1212)	1392
Trump Job Approve	25% (243)	75% (714)	957
Trump Job Disapprove	17% (192)	83% (969)	1160
Trump Job Strongly Approve	30% (153)	70% (361)	514
Trump Job Somewhat Approve	20% (90)	80% (353)	443
Trump Job Somewhat Disapprove	24% (73)	76% (227)	300
Trump Job Strongly Disapprove	14% (118)	86% (742)	860

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**Table MCFE3\_2: Do you pay for the following?**  
*A paid membership platform for a specific podcast, such as Patreon*

Demographic	Yes	No	Total N
Adults	20% (440)	80% (1731)	2171
Favorable of Trump	26% (248)	74% (692)	941
Unfavorable of Trump	16% (183)	84% (966)	1149
Very Favorable of Trump	31% (173)	69% (384)	556
Somewhat Favorable of Trump	20% (76)	80% (309)	384
Somewhat Unfavorable of Trump	22% (48)	78% (172)	220
Very Unfavorable of Trump	15% (135)	85% (794)	929
#1 Issue: Economy	21% (183)	79% (701)	884
#1 Issue: Security	31% (69)	69% (155)	224
#1 Issue: Health Care	21% (90)	79% (337)	427
#1 Issue: Medicare / Social Security	10% (18)	90% (158)	175
#1 Issue: Women's Issues	11% (14)	89% (109)	123
#1 Issue: Education	28% (33)	72% (86)	120
#1 Issue: Energy	25% (24)	75% (72)	97
#1 Issue: Other	8% (10)	92% (111)	121
2018 House Vote: Democrat	24% (186)	76% (591)	777
2018 House Vote: Republican	27% (169)	73% (453)	622
2016 Vote: Hillary Clinton	23% (160)	77% (541)	701
2016 Vote: Donald Trump	26% (178)	74% (514)	691
2016 Vote: Other	3% (2)	97% (92)	94
2016 Vote: Didn't Vote	15% (100)	85% (583)	682
Voted in 2014: Yes	24% (273)	76% (888)	1161
Voted in 2014: No	17% (167)	83% (843)	1009
2012 Vote: Barack Obama	24% (201)	76% (637)	838
2012 Vote: Mitt Romney	23% (97)	77% (325)	421
2012 Vote: Other	5% (3)	95% (51)	53
2012 Vote: Didn't Vote	16% (139)	84% (714)	853
4-Region: Northeast	32% (148)	68% (314)	461
4-Region: Midwest	11% (39)	89% (329)	368
4-Region: South	14% (108)	86% (644)	752
4-Region: West	25% (145)	75% (444)	589

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**Table MCFE3\_2: Do you pay for the following?**  
*A paid membership platform for a specific podcast, such as Patreon*

Demographic	Yes	No	Total N
Adults	20% (440)	80% (1731)	2171
201043	20% (212)	80% (869)	1081
201045	21% (228)	79% (861)	1089
Netflix subscriber	24% (387)	76% (1211)	1598
Hulu subscriber	27% (245)	73% (657)	902
Disney+ subscriber	31% (270)	69% (603)	873
Peacock subscriber	28% (93)	72% (234)	327
HBO Max subscriber	42% (200)	58% (279)	479
Quibi subscriber	61% (87)	39% (55)	142
Amazon Prime Video subscriber	23% (282)	77% (919)	1201
Paid podcast service subscriber	70% (316)	30% (136)	452
Paid membership platform subscriber	100% (440)	— (0)	440
Frequent podcast listeners	29% (376)	71% (911)	1287

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE4:** How likely are you to subscribe to a paid podcast platform, such as Luminary?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(65)	16%	(273)	17%	(293)	50%	(854)	14%	(233)	1718
Gender: Male	6%	(52)	19%	(169)	19%	(167)	44%	(385)	12%	(107)	880
Gender: Female	2%	(13)	12%	(103)	15%	(126)	56%	(469)	15%	(126)	838
Age: 18-34	4%	(28)	20%	(126)	18%	(113)	42%	(262)	16%	(100)	628
Age: 35-44	6%	(17)	24%	(65)	17%	(46)	39%	(106)	13%	(36)	271
Age: 45-64	3%	(19)	12%	(71)	18%	(107)	55%	(329)	13%	(77)	603
Age: 65+	—	(1)	5%	(11)	12%	(26)	73%	(157)	9%	(20)	215
GenZers: 1997-2012	3%	(8)	13%	(37)	18%	(51)	48%	(140)	19%	(54)	290
Millennials: 1981-1996	6%	(29)	25%	(119)	18%	(88)	38%	(181)	13%	(60)	478
GenXers: 1965-1980	6%	(26)	18%	(86)	16%	(75)	47%	(225)	14%	(65)	478
Baby Boomers: 1946-1964	1%	(2)	6%	(28)	17%	(73)	65%	(284)	11%	(50)	437
PID: Dem (no lean)	4%	(29)	19%	(129)	20%	(138)	47%	(317)	10%	(65)	678
PID: Ind (no lean)	1%	(6)	10%	(51)	16%	(82)	55%	(285)	18%	(96)	520
PID: Rep (no lean)	6%	(30)	18%	(93)	14%	(73)	48%	(252)	14%	(72)	520
PID/Gender: Dem Men	6%	(22)	23%	(79)	26%	(90)	36%	(125)	8%	(27)	343
PID/Gender: Dem Women	2%	(7)	15%	(50)	14%	(48)	57%	(192)	11%	(38)	336
PID/Gender: Ind Men	1%	(4)	11%	(28)	16%	(42)	53%	(138)	18%	(47)	258
PID/Gender: Ind Women	1%	(2)	9%	(23)	15%	(40)	56%	(148)	19%	(49)	261
PID/Gender: Rep Men	9%	(26)	22%	(62)	13%	(35)	44%	(123)	12%	(32)	279
PID/Gender: Rep Women	2%	(4)	13%	(30)	16%	(38)	54%	(129)	17%	(40)	241
Ideo: Liberal (1-3)	5%	(28)	16%	(89)	17%	(90)	51%	(279)	10%	(57)	542
Ideo: Moderate (4)	4%	(20)	20%	(108)	20%	(108)	42%	(229)	14%	(76)	541
Ideo: Conservative (5-7)	3%	(18)	13%	(68)	17%	(90)	55%	(286)	11%	(60)	521
Educ: < College	3%	(29)	13%	(144)	17%	(188)	52%	(587)	15%	(171)	1120
Educ: Bachelors degree	4%	(17)	20%	(83)	19%	(80)	46%	(190)	10%	(43)	413
Educ: Post-grad	10%	(19)	25%	(46)	14%	(25)	41%	(77)	10%	(19)	185
Income: Under 50k	3%	(22)	12%	(106)	17%	(141)	52%	(439)	16%	(139)	847
Income: 50k-100k	3%	(18)	15%	(79)	18%	(98)	52%	(285)	12%	(64)	544
Income: 100k+	8%	(26)	27%	(88)	17%	(54)	40%	(129)	9%	(29)	326
Ethnicity: White	3%	(45)	16%	(204)	17%	(219)	52%	(673)	12%	(150)	1290
Ethnicity: Hispanic	5%	(17)	17%	(56)	19%	(61)	45%	(144)	14%	(44)	323
Ethnicity: Black	3%	(7)	16%	(36)	20%	(46)	39%	(91)	23%	(53)	233

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**Table MCFE4:** How likely are you to subscribe to a paid podcast platform, such as Luminary?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(65)	16%	(273)	17%	(293)	50%	(854)	14%	(233)	1718
Ethnicity: Other	7%	(14)	17%	(33)	15%	(29)	46%	(91)	15%	(29)	195
All Christian	5%	(37)	19%	(149)	17%	(140)	48%	(383)	11%	(92)	800
All Non-Christian	4%	(4)	25%	(27)	17%	(19)	42%	(46)	13%	(14)	110
Atheist	2%	(1)	9%	(8)	16%	(14)	57%	(50)	15%	(13)	88
Agnostic/Nothing in particular	3%	(12)	12%	(49)	19%	(81)	50%	(211)	15%	(64)	418
Something Else	4%	(11)	13%	(39)	13%	(39)	54%	(163)	16%	(49)	302
Religious Non-Protestant/Catholic	3%	(4)	21%	(28)	20%	(27)	43%	(58)	14%	(19)	135
Evangelical	6%	(28)	21%	(100)	17%	(79)	44%	(208)	12%	(56)	471
Non-Evangelical	3%	(16)	13%	(75)	15%	(89)	55%	(318)	14%	(78)	577
Community: Urban	9%	(50)	25%	(142)	15%	(86)	37%	(207)	14%	(79)	565
Community: Suburban	1%	(9)	12%	(96)	19%	(148)	55%	(420)	13%	(97)	770
Community: Rural	2%	(7)	9%	(35)	15%	(59)	59%	(226)	15%	(57)	383
Employ: Private Sector	6%	(38)	22%	(132)	17%	(105)	44%	(267)	10%	(63)	605
Employ: Government	7%	(8)	24%	(31)	18%	(22)	42%	(53)	10%	(12)	127
Employ: Self-Employed	7%	(14)	19%	(37)	27%	(52)	37%	(71)	9%	(17)	192
Employ: Homemaker	—	(0)	10%	(10)	12%	(12)	66%	(70)	12%	(13)	105
Employ: Student	3%	(3)	10%	(11)	14%	(16)	56%	(63)	17%	(20)	113
Employ: Retired	1%	(2)	5%	(14)	12%	(32)	69%	(177)	13%	(33)	257
Employ: Unemployed	—	(0)	14%	(30)	23%	(49)	43%	(92)	20%	(44)	216
Employ: Other	—	(0)	7%	(7)	5%	(5)	58%	(60)	30%	(31)	103
Military HH: Yes	4%	(8)	11%	(23)	19%	(41)	58%	(124)	8%	(18)	214
Military HH: No	4%	(58)	17%	(249)	17%	(253)	49%	(730)	14%	(215)	1505
RD/WT: Right Direction	8%	(41)	22%	(111)	14%	(70)	42%	(210)	14%	(70)	502
RD/WT: Wrong Track	2%	(25)	13%	(161)	18%	(223)	53%	(644)	13%	(163)	1216
Trump Job Approve	6%	(40)	17%	(120)	16%	(111)	49%	(338)	13%	(87)	695
Trump Job Disapprove	2%	(24)	15%	(146)	18%	(178)	51%	(501)	13%	(125)	974
Trump Job Strongly Approve	9%	(33)	16%	(57)	12%	(43)	51%	(179)	12%	(42)	353
Trump Job Somewhat Approve	2%	(7)	18%	(63)	20%	(68)	46%	(159)	13%	(45)	342
Trump Job Somewhat Disapprove	3%	(7)	19%	(42)	26%	(57)	40%	(89)	12%	(27)	222
Trump Job Strongly Disapprove	2%	(17)	14%	(104)	16%	(121)	55%	(412)	13%	(98)	752

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**Table MCFE4:** How likely are you to subscribe to a paid podcast platform, such as Luminary?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(65)	16%	(273)	17%	(293)	50%	(854)	14%	(233)	1718
Favorable of Trump	5%	(36)	19%	(124)	16%	(107)	48%	(320)	12%	(82)	670
Unfavorable of Trump	3%	(29)	15%	(146)	18%	(178)	51%	(503)	12%	(121)	977
Very Favorable of Trump	8%	(31)	20%	(72)	12%	(43)	47%	(171)	14%	(50)	368
Somewhat Favorable of Trump	2%	(6)	17%	(52)	21%	(64)	49%	(148)	11%	(32)	302
Somewhat Unfavorable of Trump	6%	(10)	21%	(36)	25%	(44)	38%	(65)	11%	(19)	173
Very Unfavorable of Trump	2%	(20)	14%	(110)	17%	(134)	54%	(438)	13%	(102)	804
#1 Issue: Economy	4%	(26)	16%	(111)	19%	(137)	49%	(344)	12%	(85)	702
#1 Issue: Security	6%	(9)	13%	(20)	20%	(31)	47%	(72)	13%	(20)	151
#1 Issue: Health Care	7%	(21)	22%	(73)	16%	(52)	47%	(154)	8%	(28)	329
#1 Issue: Medicare / Social Security	1%	(1)	9%	(14)	19%	(30)	56%	(88)	14%	(23)	156
#1 Issue: Women's Issues	2%	(2)	11%	(13)	19%	(22)	55%	(63)	13%	(15)	114
#1 Issue: Education	6%	(5)	23%	(19)	11%	(9)	38%	(32)	23%	(19)	83
#1 Issue: Energy	2%	(2)	12%	(8)	8%	(5)	48%	(33)	30%	(20)	68
#1 Issue: Other	—	(0)	12%	(14)	7%	(8)	60%	(69)	21%	(23)	114
2018 House Vote: Democrat	5%	(27)	17%	(96)	21%	(121)	49%	(287)	9%	(53)	584
2018 House Vote: Republican	7%	(30)	18%	(83)	14%	(63)	51%	(230)	9%	(41)	447
2016 Vote: Hillary Clinton	4%	(23)	18%	(94)	18%	(98)	50%	(267)	9%	(49)	531
2016 Vote: Donald Trump	7%	(35)	17%	(89)	15%	(77)	49%	(248)	12%	(60)	509
2016 Vote: Other	—	(0)	10%	(9)	17%	(16)	63%	(58)	11%	(10)	92
2016 Vote: Didn't Vote	1%	(8)	14%	(80)	18%	(103)	48%	(281)	19%	(113)	585
Voted in 2014: Yes	5%	(43)	15%	(131)	17%	(150)	53%	(465)	10%	(84)	874
Voted in 2014: No	3%	(23)	17%	(141)	17%	(143)	46%	(388)	18%	(149)	844
2012 Vote: Barack Obama	4%	(24)	16%	(100)	19%	(117)	51%	(323)	10%	(65)	629
2012 Vote: Mitt Romney	6%	(21)	15%	(48)	15%	(48)	55%	(178)	9%	(28)	323
2012 Vote: Didn't Vote	3%	(21)	16%	(116)	17%	(122)	45%	(319)	19%	(134)	712
4-Region: Northeast	5%	(14)	20%	(60)	15%	(44)	47%	(138)	13%	(37)	293
4-Region: Midwest	2%	(6)	11%	(39)	15%	(51)	56%	(193)	15%	(52)	342
4-Region: South	3%	(22)	15%	(93)	17%	(109)	50%	(321)	14%	(90)	636
4-Region: West	5%	(24)	18%	(81)	20%	(89)	45%	(202)	12%	(52)	448
201043	4%	(31)	17%	(144)	19%	(160)	48%	(403)	12%	(100)	838
201045	4%	(35)	15%	(128)	15%	(133)	51%	(451)	15%	(133)	880

Continued on next page

**Table MCFE4:** How likely are you to subscribe to a paid podcast platform, such as Luminary?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(65)	16%	(273)	17%	(293)	50%	(854)	14%	(233)	1718
Netflix subscriber	5%	(58)	20%	(239)	17%	(206)	46%	(550)	13%	(152)	1203
Hulu subscriber	6%	(36)	19%	(122)	14%	(93)	48%	(314)	13%	(83)	649
Disney+ subscriber	6%	(34)	20%	(124)	15%	(93)	48%	(294)	10%	(63)	608
Peacock subscriber	3%	(7)	15%	(36)	19%	(44)	54%	(130)	9%	(22)	240
HBO Max subscriber	7%	(18)	28%	(72)	16%	(41)	36%	(96)	13%	(35)	262
Quibi subscriber	10%	(5)	21%	(12)	28%	(15)	33%	(18)	8%	(4)	55
Amazon Prime Video subscriber	5%	(48)	16%	(149)	17%	(157)	48%	(439)	13%	(117)	910
Paid membership platform subscriber	20%	(25)	43%	(53)	10%	(13)	11%	(14)	15%	(19)	123
Frequent podcast listeners	7%	(59)	20%	(178)	17%	(150)	41%	(368)	16%	(140)	895

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE5\_1:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to your favorite podcast*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	14% (246)	32% (543)	7% (121)	7% (114)	30% (516)	10% (178)	1718
Gender: Male	16% (144)	33% (288)	8% (72)	8% (70)	25% (217)	10% (89)	880
Gender: Female	12% (102)	30% (255)	6% (49)	5% (44)	36% (299)	11% (89)	838
Age: 18-34	16% (99)	34% (216)	10% (62)	9% (59)	19% (120)	11% (71)	628
Age: 35-44	20% (55)	34% (93)	7% (19)	4% (12)	28% (75)	6% (17)	271
Age: 45-64	13% (81)	29% (174)	5% (30)	6% (36)	37% (221)	10% (61)	603
Age: 65+	5% (11)	28% (60)	4% (9)	3% (6)	47% (100)	13% (29)	215
GenZers: 1997-2012	14% (40)	37% (106)	7% (22)	13% (38)	17% (50)	12% (34)	290
Millennials: 1981-1996	17% (82)	33% (160)	11% (53)	5% (25)	23% (111)	10% (47)	478
GenXers: 1965-1980	17% (83)	28% (132)	6% (28)	8% (40)	31% (147)	10% (46)	478
Baby Boomers: 1946-1964	9% (40)	30% (131)	4% (17)	2% (8)	45% (199)	10% (43)	437
PID: Dem (no lean)	14% (98)	33% (223)	9% (62)	9% (59)	26% (179)	8% (56)	678
PID: Ind (no lean)	11% (58)	29% (153)	5% (26)	5% (27)	36% (189)	13% (67)	520
PID: Rep (no lean)	17% (90)	32% (167)	6% (32)	5% (28)	29% (149)	10% (54)	520
PID/Gender: Dem Men	15% (53)	37% (127)	13% (44)	9% (32)	18% (61)	7% (25)	343
PID/Gender: Dem Women	14% (45)	29% (96)	5% (18)	8% (27)	35% (118)	9% (32)	336
PID/Gender: Ind Men	13% (33)	27% (69)	4% (11)	7% (17)	34% (89)	15% (39)	258
PID/Gender: Ind Women	9% (25)	32% (84)	6% (15)	4% (10)	38% (100)	11% (28)	261
PID/Gender: Rep Men	21% (58)	33% (91)	6% (16)	7% (21)	24% (67)	9% (26)	279
PID/Gender: Rep Women	13% (32)	31% (75)	7% (16)	3% (7)	34% (81)	12% (29)	241
Ideo: Liberal (1-3)	17% (93)	33% (182)	6% (32)	6% (32)	30% (161)	8% (44)	542
Ideo: Moderate (4)	13% (71)	33% (178)	9% (50)	8% (45)	26% (143)	10% (54)	541
Ideo: Conservative (5-7)	13% (69)	32% (166)	6% (30)	5% (28)	35% (180)	9% (48)	521
Educ: < College	13% (147)	29% (322)	7% (80)	8% (90)	31% (349)	12% (131)	1120
Educ: Bachelors degree	14% (57)	38% (156)	7% (28)	4% (18)	29% (121)	8% (32)	413
Educ: Post-grad	23% (42)	35% (64)	6% (12)	3% (5)	25% (47)	8% (15)	185
Income: Under 50k	13% (107)	27% (231)	8% (66)	8% (66)	32% (274)	12% (103)	847
Income: 50k-100k	12% (66)	34% (186)	6% (34)	7% (39)	30% (166)	10% (54)	544
Income: 100k+	23% (74)	38% (125)	6% (21)	3% (9)	23% (76)	7% (22)	326
Ethnicity: White	14% (186)	32% (415)	7% (86)	5% (66)	32% (415)	10% (123)	1290

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**Table MCFE5\_1:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*  
*The service offers exclusive access to your favorite podcast*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	14% (246)	32% (543)	7% (121)	7% (114)	30% (516)	10% (178)	1718
Ethnicity: Hispanic	15% (47)	32% (105)	12% (40)	8% (26)	24% (77)	9% (28)	323
Ethnicity: Black	13% (29)	27% (64)	7% (15)	13% (31)	28% (65)	12% (28)	233
Ethnicity: Other	16% (31)	33% (65)	10% (19)	9% (17)	19% (36)	14% (27)	195
All Christian	16% (128)	33% (267)	8% (62)	5% (39)	29% (235)	9% (69)	800
All Non-Christian	22% (24)	32% (35)	4% (4)	7% (8)	27% (30)	8% (9)	110
Atheist	14% (12)	45% (39)	2% (2)	4% (4)	23% (20)	12% (11)	88
Agnostic/Nothing in particular	13% (53)	28% (117)	5% (22)	10% (40)	32% (135)	12% (52)	418
Something Else	10% (29)	28% (85)	10% (31)	8% (23)	32% (96)	12% (37)	302
Religious Non-Protestant/Catholic	18% (25)	33% (44)	6% (8)	6% (8)	30% (41)	8% (11)	135
Evangelical	15% (69)	34% (159)	9% (43)	5% (23)	29% (139)	8% (38)	471
Non-Evangelical	14% (80)	30% (175)	7% (41)	6% (37)	31% (176)	12% (66)	577
Community: Urban	18% (103)	34% (192)	8% (48)	8% (47)	24% (134)	7% (41)	565
Community: Suburban	12% (91)	33% (257)	5% (37)	5% (36)	33% (258)	12% (92)	770
Community: Rural	14% (52)	25% (94)	9% (35)	8% (31)	33% (125)	12% (46)	383
Employ: Private Sector	17% (100)	37% (222)	7% (40)	7% (40)	25% (152)	9% (52)	605
Employ: Government	13% (17)	33% (42)	10% (13)	8% (10)	31% (39)	5% (6)	127
Employ: Self-Employed	18% (35)	31% (60)	12% (23)	8% (15)	23% (45)	8% (15)	192
Employ: Homemaker	11% (12)	33% (35)	2% (2)	— (0)	41% (43)	12% (13)	105
Employ: Student	22% (24)	29% (32)	7% (8)	13% (15)	18% (20)	12% (13)	113
Employ: Retired	8% (21)	28% (72)	4% (10)	2% (6)	45% (115)	13% (33)	257
Employ: Unemployed	13% (27)	24% (51)	7% (15)	9% (20)	35% (76)	12% (26)	216
Employ: Other	10% (10)	28% (28)	9% (9)	8% (9)	25% (26)	20% (21)	103
Military HH: Yes	14% (30)	28% (60)	9% (19)	9% (19)	29% (62)	11% (24)	214
Military HH: No	14% (217)	32% (482)	7% (102)	6% (95)	30% (455)	10% (155)	1505
RD/WT: Right Direction	18% (91)	32% (163)	9% (46)	7% (35)	24% (121)	9% (47)	502
RD/WT: Wrong Track	13% (155)	31% (380)	6% (74)	6% (79)	33% (396)	11% (132)	1216
Trump Job Approve	16% (109)	33% (229)	7% (50)	6% (43)	30% (207)	8% (56)	695
Trump Job Disapprove	13% (130)	31% (305)	7% (69)	7% (64)	31% (303)	11% (103)	974

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**Table MCFE5\_1:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to your favorite podcast*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	14% (246)	32% (543)	7% (121)	7% (114)	30% (516)	10% (178)	1718
Trump Job Strongly Approve	17% (61)	29% (103)	9% (31)	6% (21)	31% (108)	8% (28)	353
Trump Job Somewhat Approve	14% (48)	37% (126)	6% (19)	6% (22)	29% (98)	8% (28)	342
Trump Job Somewhat Disapprove	14% (31)	39% (86)	7% (16)	6% (12)	27% (61)	7% (16)	222
Trump Job Strongly Disapprove	13% (100)	29% (219)	7% (53)	7% (52)	32% (242)	12% (87)	752
Favorable of Trump	17% (111)	33% (224)	6% (43)	5% (35)	30% (199)	9% (58)	670
Unfavorable of Trump	13% (127)	32% (312)	7% (73)	7% (72)	30% (298)	10% (96)	977
Very Favorable of Trump	19% (71)	31% (115)	8% (28)	5% (19)	27% (99)	10% (36)	368
Somewhat Favorable of Trump	13% (40)	36% (109)	5% (15)	5% (16)	33% (100)	7% (21)	302
Somewhat Unfavorable of Trump	11% (19)	40% (70)	7% (13)	6% (10)	29% (51)	6% (11)	173
Very Unfavorable of Trump	13% (108)	30% (242)	7% (60)	8% (62)	31% (247)	11% (85)	804
#1 Issue: Economy	17% (119)	30% (214)	6% (45)	7% (48)	28% (200)	11% (77)	702
#1 Issue: Security	11% (17)	31% (47)	10% (15)	5% (8)	38% (58)	4% (6)	151
#1 Issue: Health Care	15% (51)	39% (128)	8% (25)	5% (17)	26% (84)	7% (24)	329
#1 Issue: Medicare / Social Security	10% (15)	23% (36)	9% (14)	6% (9)	41% (64)	12% (19)	156
#1 Issue: Women's Issues	16% (18)	33% (37)	1% (1)	16% (18)	28% (32)	7% (8)	114
#1 Issue: Education	15% (12)	39% (33)	8% (7)	1% (1)	16% (14)	21% (17)	83
#1 Issue: Energy	11% (8)	23% (15)	18% (13)	1% (1)	27% (19)	19% (13)	68
#1 Issue: Other	6% (7)	28% (32)	2% (2)	11% (12)	42% (47)	11% (13)	114
2018 House Vote: Democrat	16% (91)	30% (174)	7% (42)	8% (48)	32% (189)	7% (39)	584
2018 House Vote: Republican	16% (72)	34% (151)	6% (26)	3% (16)	33% (146)	8% (36)	447
2016 Vote: Hillary Clinton	14% (76)	32% (170)	8% (44)	6% (30)	32% (171)	8% (40)	531
2016 Vote: Donald Trump	18% (89)	32% (164)	5% (24)	6% (32)	31% (158)	8% (42)	509
2016 Vote: Other	12% (11)	30% (27)	9% (8)	2% (2)	39% (36)	8% (8)	92
2016 Vote: Didn't Vote	12% (71)	31% (182)	8% (44)	8% (49)	26% (151)	15% (88)	585
Voted in 2014: Yes	15% (135)	32% (276)	6% (52)	4% (37)	35% (306)	8% (68)	874
Voted in 2014: No	13% (111)	32% (267)	8% (69)	9% (77)	25% (211)	13% (110)	844
2012 Vote: Barack Obama	14% (88)	31% (195)	8% (53)	6% (35)	32% (202)	9% (57)	629
2012 Vote: Mitt Romney	16% (52)	35% (112)	3% (10)	3% (8)	36% (116)	7% (23)	323
2012 Vote: Didn't Vote	14% (100)	31% (224)	8% (56)	9% (67)	24% (174)	13% (91)	712

Continued on next page

**Table MCFE5\_1:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to your favorite podcast*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	14% (246)	32% (543)	7% (121)	7% (114)	30% (516)	10% (178)	1718
4-Region: Northeast	17% (50)	30% (87)	9% (27)	6% (16)	29% (84)	10% (28)	293
4-Region: Midwest	12% (39)	30% (101)	3% (10)	6% (21)	38% (131)	11% (39)	342
4-Region: South	14% (92)	30% (188)	8% (53)	8% (50)	30% (191)	10% (63)	636
4-Region: West	14% (65)	37% (167)	7% (31)	6% (26)	25% (111)	11% (48)	448
201043	15% (123)	29% (245)	7% (58)	8% (69)	31% (263)	10% (80)	838
201045	14% (123)	34% (298)	7% (63)	5% (44)	29% (253)	11% (98)	880
Netflix subscriber	17% (208)	35% (417)	7% (90)	6% (77)	26% (310)	9% (103)	1203
Hulu subscriber	21% (134)	30% (197)	6% (38)	5% (34)	28% (183)	9% (61)	649
Disney+ subscriber	22% (137)	32% (194)	7% (44)	4% (27)	27% (163)	7% (43)	608
Peacock subscriber	14% (33)	35% (83)	4% (10)	4% (10)	34% (81)	9% (23)	240
HBO Max subscriber	27% (72)	36% (94)	6% (17)	4% (10)	20% (51)	7% (18)	262
Quibi subscriber	28% (15)	37% (20)	6% (3)	1% (1)	24% (13)	5% (3)	55
Amazon Prime Video subscriber	17% (158)	35% (315)	8% (71)	5% (45)	27% (248)	8% (72)	910
Paid membership platform subscriber	38% (46)	42% (52)	9% (11)	3% (4)	2% (3)	6% (8)	123
Frequent podcast listeners	20% (183)	34% (302)	9% (81)	5% (47)	22% (196)	10% (86)	895

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE5\_2:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to a range of podcasts that you enjoy*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	15% (264)	30% (517)	8% (134)	6% (102)	30% (523)	10% (178)	1718
Gender: Male	19% (163)	32% (284)	8% (69)	7% (63)	24% (215)	10% (85)	880
Gender: Female	12% (101)	28% (233)	8% (65)	5% (39)	37% (307)	11% (93)	838
Age: 18-34	19% (118)	31% (193)	10% (65)	8% (53)	21% (132)	11% (67)	628
Age: 35-44	21% (57)	31% (83)	8% (21)	5% (13)	28% (75)	8% (21)	271
Age: 45-64	12% (75)	29% (175)	7% (41)	5% (31)	37% (222)	10% (60)	603
Age: 65+	7% (14)	30% (65)	3% (7)	3% (5)	44% (94)	14% (30)	215
GenZers: 1997-2012	16% (47)	29% (83)	9% (27)	11% (33)	22% (64)	12% (36)	290
Millennials: 1981-1996	21% (102)	32% (151)	11% (51)	5% (26)	22% (107)	8% (40)	478
GenXers: 1965-1980	15% (72)	27% (130)	8% (36)	7% (34)	33% (156)	10% (49)	478
Baby Boomers: 1946-1964	9% (38)	32% (139)	5% (20)	2% (9)	42% (183)	11% (47)	437
PID: Dem (no lean)	17% (118)	29% (200)	10% (66)	9% (60)	28% (188)	7% (47)	678
PID: Ind (no lean)	12% (61)	26% (133)	8% (43)	3% (16)	38% (196)	14% (71)	520
PID: Rep (no lean)	16% (86)	35% (184)	5% (25)	5% (26)	27% (139)	12% (60)	520
PID/Gender: Dem Men	20% (70)	34% (115)	10% (35)	11% (36)	19% (67)	6% (19)	343
PID/Gender: Dem Women	14% (48)	25% (84)	9% (31)	7% (24)	36% (121)	8% (28)	336
PID/Gender: Ind Men	14% (36)	25% (64)	9% (22)	3% (8)	34% (88)	16% (41)	258
PID/Gender: Ind Women	10% (25)	27% (70)	8% (20)	3% (8)	41% (108)	11% (30)	261
PID/Gender: Rep Men	21% (57)	38% (106)	4% (11)	7% (19)	22% (60)	9% (25)	279
PID/Gender: Rep Women	12% (28)	33% (78)	6% (14)	3% (6)	33% (79)	15% (35)	241
Ideo: Liberal (1-3)	18% (97)	30% (160)	9% (46)	7% (36)	30% (162)	8% (41)	542
Ideo: Moderate (4)	15% (82)	31% (168)	10% (56)	6% (32)	29% (155)	9% (48)	541
Ideo: Conservative (5-7)	14% (72)	32% (167)	5% (25)	5% (26)	34% (177)	10% (54)	521
Educ: < College	15% (165)	27% (304)	8% (87)	7% (80)	31% (351)	12% (133)	1120
Educ: Bachelors degree	15% (63)	35% (144)	8% (31)	4% (16)	31% (127)	8% (32)	413
Educ: Post-grad	19% (36)	37% (69)	8% (16)	3% (6)	24% (45)	8% (14)	185
Income: Under 50k	15% (128)	27% (227)	7% (62)	6% (53)	32% (271)	13% (108)	847
Income: 50k-100k	13% (69)	32% (173)	7% (39)	7% (38)	33% (179)	9% (47)	544
Income: 100k+	21% (67)	36% (118)	10% (33)	4% (12)	22% (73)	7% (23)	326
Ethnicity: White	15% (192)	31% (400)	7% (93)	4% (57)	33% (420)	10% (130)	1290

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**Table MCFE5\_2:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to a range of podcasts that you enjoy*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	15% (264)	30% (517)	8% (134)	6% (102)	30% (523)	10% (178)	1718
Ethnicity: Hispanic	15% (49)	30% (97)	11% (35)	7% (23)	27% (89)	9% (30)	323
Ethnicity: Black	19% (45)	22% (51)	9% (21)	11% (25)	29% (68)	10% (23)	233
Ethnicity: Other	14% (27)	34% (66)	10% (20)	11% (21)	18% (35)	13% (25)	195
All Christian	17% (132)	32% (253)	8% (60)	5% (37)	31% (251)	8% (67)	800
All Non-Christian	19% (21)	34% (37)	8% (9)	6% (6)	25% (27)	9% (10)	110
Atheist	12% (10)	28% (25)	14% (12)	3% (3)	30% (27)	12% (11)	88
Agnostic/Nothing in particular	13% (56)	29% (123)	5% (21)	8% (34)	32% (133)	12% (50)	418
Something Else	15% (44)	26% (79)	10% (31)	7% (22)	28% (85)	13% (41)	302
Religious Non-Protestant/Catholic	17% (23)	34% (46)	6% (9)	5% (6)	28% (38)	10% (14)	135
Evangelical	18% (83)	30% (143)	9% (41)	6% (30)	30% (139)	8% (36)	471
Non-Evangelical	15% (86)	30% (173)	8% (43)	5% (29)	31% (178)	12% (67)	577
Community: Urban	20% (110)	35% (198)	9% (52)	6% (34)	24% (133)	6% (36)	565
Community: Suburban	14% (106)	30% (234)	6% (44)	5% (36)	34% (264)	11% (87)	770
Community: Rural	12% (48)	22% (85)	10% (38)	8% (32)	33% (125)	15% (56)	383
Employ: Private Sector	16% (99)	34% (205)	9% (52)	7% (40)	26% (158)	9% (52)	605
Employ: Government	13% (17)	41% (53)	10% (13)	2% (2)	29% (37)	4% (6)	127
Employ: Self-Employed	17% (33)	34% (65)	10% (19)	11% (21)	21% (40)	7% (14)	192
Employ: Homemaker	12% (13)	25% (27)	7% (7)	1% (1)	42% (45)	12% (13)	105
Employ: Student	18% (20)	26% (29)	10% (11)	13% (15)	21% (24)	12% (14)	113
Employ: Retired	10% (25)	28% (71)	4% (11)	2% (5)	42% (109)	14% (37)	257
Employ: Unemployed	19% (42)	24% (51)	6% (12)	6% (13)	36% (77)	10% (21)	216
Employ: Other	15% (16)	17% (17)	8% (8)	5% (5)	33% (34)	22% (23)	103
Military HH: Yes	16% (35)	33% (69)	4% (9)	9% (19)	28% (60)	10% (22)	214
Military HH: No	15% (229)	30% (448)	8% (125)	6% (84)	31% (462)	10% (157)	1505
RD/WT: Right Direction	19% (94)	33% (168)	6% (32)	5% (27)	26% (128)	11% (53)	502
RD/WT: Wrong Track	14% (170)	29% (349)	8% (102)	6% (75)	32% (394)	10% (125)	1216
Trump Job Approve	17% (119)	33% (232)	7% (49)	4% (31)	29% (204)	9% (60)	695
Trump Job Disapprove	15% (142)	28% (276)	9% (83)	7% (63)	32% (312)	10% (97)	974

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**Table MCFE5\_2:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to a range of podcasts that you enjoy*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	15% (264)	30% (517)	8% (134)	6% (102)	30% (523)	10% (178)	1718
Trump Job Strongly Approve	17% (58)	32% (114)	5% (18)	5% (18)	32% (114)	9% (31)	353
Trump Job Somewhat Approve	18% (61)	34% (118)	9% (31)	4% (13)	26% (90)	8% (28)	342
Trump Job Somewhat Disapprove	14% (30)	32% (72)	11% (23)	7% (15)	28% (63)	9% (19)	222
Trump Job Strongly Disapprove	15% (112)	27% (204)	8% (60)	6% (49)	33% (249)	10% (78)	752
Favorable of Trump	17% (114)	33% (222)	7% (47)	4% (27)	29% (195)	10% (64)	670
Unfavorable of Trump	14% (138)	29% (285)	9% (84)	7% (73)	31% (307)	9% (90)	977
Very Favorable of Trump	18% (64)	36% (131)	6% (23)	5% (17)	25% (94)	11% (39)	368
Somewhat Favorable of Trump	16% (50)	30% (92)	8% (24)	3% (10)	34% (102)	8% (25)	302
Somewhat Unfavorable of Trump	12% (22)	34% (59)	11% (18)	5% (9)	31% (53)	7% (12)	173
Very Unfavorable of Trump	14% (116)	28% (226)	8% (66)	8% (63)	32% (255)	10% (78)	804
#1 Issue: Economy	18% (125)	31% (221)	8% (56)	5% (37)	28% (197)	9% (67)	702
#1 Issue: Security	12% (18)	30% (45)	9% (13)	7% (10)	38% (57)	5% (8)	151
#1 Issue: Health Care	20% (65)	31% (102)	11% (38)	4% (14)	29% (94)	5% (16)	329
#1 Issue: Medicare / Social Security	8% (13)	23% (35)	8% (12)	6% (10)	38% (60)	17% (26)	156
#1 Issue: Women's Issues	14% (16)	33% (37)	2% (2)	13% (14)	31% (35)	8% (9)	114
#1 Issue: Education	12% (10)	30% (25)	4% (4)	8% (7)	20% (16)	25% (21)	83
#1 Issue: Energy	9% (6)	24% (16)	10% (7)	1% (0)	34% (23)	23% (16)	68
#1 Issue: Other	9% (10)	31% (36)	2% (2)	8% (10)	35% (40)	14% (16)	114
2018 House Vote: Democrat	16% (93)	28% (166)	8% (47)	7% (42)	34% (197)	7% (40)	584
2018 House Vote: Republican	16% (70)	35% (157)	7% (30)	3% (14)	31% (137)	9% (38)	447
2016 Vote: Hillary Clinton	15% (78)	31% (163)	9% (47)	5% (28)	33% (175)	7% (40)	531
2016 Vote: Donald Trump	16% (83)	34% (171)	6% (31)	5% (24)	30% (154)	9% (47)	509
2016 Vote: Other	12% (11)	32% (29)	11% (10)	3% (3)	33% (30)	8% (7)	92
2016 Vote: Didn't Vote	16% (92)	26% (153)	8% (46)	8% (46)	28% (163)	14% (84)	585
Voted in 2014: Yes	15% (134)	32% (276)	6% (56)	4% (35)	34% (301)	8% (72)	874
Voted in 2014: No	15% (130)	29% (241)	9% (78)	8% (67)	26% (222)	13% (106)	844
2012 Vote: Barack Obama	14% (88)	30% (190)	8% (52)	5% (32)	34% (214)	9% (54)	629
2012 Vote: Mitt Romney	16% (51)	35% (114)	4% (12)	2% (8)	33% (108)	9% (30)	323
2012 Vote: Didn't Vote	16% (116)	28% (199)	9% (66)	8% (60)	26% (185)	12% (87)	712

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**Table MCFE5\_2:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service offers exclusive access to a range of podcasts that you enjoy*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	15% (264)	30% (517)	8% (134)	6% (102)	30% (523)	10% (178)	1718
4-Region: Northeast	17% (51)	29% (86)	9% (27)	5% (14)	30% (87)	10% (29)	293
4-Region: Midwest	13% (44)	29% (99)	5% (18)	6% (21)	35% (119)	12% (41)	342
4-Region: South	15% (97)	27% (170)	9% (54)	7% (45)	33% (209)	9% (60)	636
4-Region: West	16% (72)	36% (162)	8% (35)	5% (22)	24% (107)	11% (49)	448
201043	14% (121)	29% (239)	7% (59)	8% (65)	33% (277)	9% (76)	838
201045	16% (143)	32% (278)	8% (75)	4% (37)	28% (245)	12% (102)	880
Netflix subscriber	18% (211)	32% (388)	8% (101)	5% (65)	27% (331)	9% (107)	1203
Hulu subscriber	19% (125)	30% (198)	6% (40)	5% (30)	30% (192)	10% (63)	649
Disney+ subscriber	21% (125)	34% (207)	6% (39)	4% (23)	28% (170)	7% (43)	608
Peacock subscriber	18% (44)	32% (76)	6% (15)	2% (5)	34% (81)	8% (20)	240
HBO Max subscriber	28% (73)	35% (92)	7% (19)	2% (7)	20% (53)	7% (19)	262
Quibi subscriber	20% (11)	35% (19)	15% (8)	4% (2)	22% (12)	5% (3)	55
Amazon Prime Video subscriber	18% (160)	34% (309)	7% (64)	5% (47)	28% (258)	8% (71)	910
Paid membership platform subscriber	35% (43)	33% (41)	16% (19)	5% (7)	3% (3)	8% (10)	123
Frequent podcast listeners	21% (190)	32% (290)	8% (71)	5% (48)	24% (213)	9% (84)	895

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE5\_3:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service regularly releases new original podcast series that aren't available elsewhere*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	14% (234)	32% (556)	8% (142)	4% (76)	31% (533)	10% (178)	1718
Gender: Male	15% (134)	35% (312)	11% (93)	4% (39)	25% (223)	9% (79)	880
Gender: Female	12% (100)	29% (243)	6% (48)	4% (37)	37% (310)	12% (99)	838
Age: 18-34	16% (101)	34% (216)	12% (78)	7% (42)	21% (130)	10% (62)	628
Age: 35-44	21% (56)	37% (101)	6% (17)	3% (8)	25% (67)	8% (22)	271
Age: 45-64	10% (63)	30% (183)	7% (41)	3% (15)	38% (230)	12% (71)	603
Age: 65+	6% (14)	26% (55)	3% (6)	5% (10)	50% (107)	11% (23)	215
GenZers: 1997-2012	12% (36)	38% (111)	9% (26)	6% (19)	24% (68)	10% (30)	290
Millennials: 1981-1996	20% (94)	32% (152)	13% (62)	6% (27)	21% (100)	9% (42)	478
GenXers: 1965-1980	15% (72)	32% (154)	8% (36)	4% (19)	30% (145)	11% (52)	478
Baby Boomers: 1946-1964	7% (29)	29% (129)	3% (15)	2% (10)	47% (205)	11% (50)	437
PID: Dem (no lean)	16% (106)	33% (221)	10% (70)	5% (37)	28% (189)	8% (54)	678
PID: Ind (no lean)	10% (51)	32% (165)	5% (28)	4% (19)	35% (184)	14% (73)	520
PID: Rep (no lean)	15% (76)	33% (170)	8% (44)	4% (19)	31% (160)	10% (51)	520
PID/Gender: Dem Men	15% (53)	40% (138)	15% (50)	6% (20)	18% (62)	6% (20)	343
PID/Gender: Dem Women	16% (54)	25% (84)	6% (20)	5% (17)	38% (127)	10% (34)	336
PID/Gender: Ind Men	12% (30)	32% (83)	6% (14)	3% (9)	33% (84)	14% (37)	258
PID/Gender: Ind Women	8% (21)	31% (82)	5% (14)	4% (11)	38% (99)	14% (35)	261
PID/Gender: Rep Men	18% (51)	33% (92)	10% (29)	3% (10)	27% (77)	8% (21)	279
PID/Gender: Rep Women	10% (25)	33% (78)	6% (15)	4% (10)	35% (84)	12% (30)	241
Ideo: Liberal (1-3)	15% (84)	33% (180)	9% (51)	4% (23)	30% (165)	7% (39)	542
Ideo: Moderate (4)	14% (77)	34% (185)	9% (51)	5% (29)	26% (140)	11% (60)	541
Ideo: Conservative (5-7)	13% (66)	32% (166)	6% (32)	5% (24)	36% (188)	9% (45)	521
Educ: < College	12% (132)	30% (340)	9% (98)	5% (62)	32% (358)	12% (130)	1120
Educ: Bachelors degree	15% (61)	36% (147)	8% (32)	2% (10)	31% (129)	8% (33)	413
Educ: Post-grad	22% (41)	37% (68)	6% (11)	2% (4)	25% (46)	8% (14)	185
Income: Under 50k	11% (95)	30% (252)	9% (74)	5% (46)	32% (271)	13% (110)	847
Income: 50k-100k	14% (74)	33% (177)	9% (47)	4% (22)	33% (179)	8% (45)	544
Income: 100k+	20% (65)	39% (127)	6% (20)	2% (8)	26% (84)	7% (22)	326
Ethnicity: White	13% (169)	34% (435)	7% (86)	4% (45)	33% (422)	10% (133)	1290

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**Table MCFE5\_3:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service regularly releases new original podcast series that aren't available elsewhere*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	14% (234)	32% (556)	8% (142)	4% (76)	31% (533)	10% (178)	1718
Ethnicity: Hispanic	12% (37)	39% (125)	12% (39)	6% (19)	22% (72)	9% (30)	323
Ethnicity: Black	18% (42)	21% (49)	14% (32)	7% (17)	31% (72)	9% (22)	233
Ethnicity: Other	12% (23)	37% (72)	12% (24)	7% (13)	21% (40)	12% (23)	195
All Christian	15% (121)	33% (265)	9% (74)	3% (26)	32% (256)	7% (59)	800
All Non-Christian	20% (21)	29% (31)	10% (11)	2% (2)	31% (34)	9% (10)	110
Atheist	9% (8)	40% (35)	3% (3)	1% (1)	31% (27)	15% (14)	88
Agnostic/Nothing in particular	12% (49)	31% (131)	7% (27)	8% (33)	30% (123)	13% (55)	418
Something Else	11% (34)	31% (94)	9% (27)	5% (14)	31% (93)	13% (40)	302
Religious Non-Protestant/Catholic	17% (23)	27% (36)	11% (15)	1% (2)	34% (46)	10% (14)	135
Evangelical	15% (71)	36% (168)	9% (44)	5% (22)	30% (140)	6% (27)	471
Non-Evangelical	13% (74)	31% (177)	8% (47)	3% (18)	33% (193)	12% (68)	577
Community: Urban	18% (100)	37% (208)	11% (60)	5% (26)	24% (134)	7% (37)	565
Community: Suburban	12% (91)	33% (254)	6% (44)	3% (25)	35% (271)	11% (86)	770
Community: Rural	11% (43)	25% (94)	10% (39)	7% (25)	34% (129)	14% (54)	383
Employ: Private Sector	15% (91)	37% (226)	9% (55)	3% (17)	27% (162)	9% (53)	605
Employ: Government	17% (22)	26% (33)	9% (12)	7% (9)	31% (39)	9% (12)	127
Employ: Self-Employed	15% (29)	33% (64)	15% (30)	6% (12)	23% (44)	7% (14)	192
Employ: Homemaker	12% (12)	35% (36)	2% (3)	— (0)	39% (41)	13% (13)	105
Employ: Student	13% (15)	33% (38)	13% (15)	6% (7)	25% (28)	10% (11)	113
Employ: Retired	9% (24)	25% (65)	4% (10)	3% (8)	47% (121)	11% (28)	257
Employ: Unemployed	16% (35)	28% (60)	7% (14)	8% (17)	32% (68)	10% (22)	216
Employ: Other	5% (6)	32% (33)	3% (3)	5% (6)	30% (30)	24% (25)	103
Military HH: Yes	8% (17)	28% (59)	15% (32)	3% (7)	36% (78)	10% (20)	214
Military HH: No	14% (217)	33% (497)	7% (110)	5% (69)	30% (456)	10% (157)	1505
RD/WT: Right Direction	18% (93)	32% (158)	9% (45)	4% (21)	28% (139)	9% (47)	502
RD/WT: Wrong Track	12% (141)	33% (397)	8% (97)	5% (55)	32% (395)	11% (131)	1216
Trump Job Approve	16% (109)	33% (231)	9% (60)	4% (29)	30% (211)	8% (55)	695
Trump Job Disapprove	12% (121)	32% (310)	8% (82)	4% (42)	32% (316)	11% (103)	974

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**Table MCFE5\_3:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service regularly releases new original podcast series that aren't available elsewhere*

<b>Demographic</b>	<b>Much more likely</b>		<b>Somewhat more likely</b>		<b>Somewhat less likely</b>		<b>Much less likely</b>		<b>No difference</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	14%	(234)	32%	(556)	8%	(142)	4%	(76)	31%	(533)	10%	(178)	1718
Trump Job Strongly Approve	14%	(50)	31%	(111)	9%	(33)	4%	(14)	33%	(116)	8%	(29)	353
Trump Job Somewhat Approve	17%	(59)	35%	(120)	8%	(27)	4%	(15)	28%	(95)	8%	(26)	342
Trump Job Somewhat Disapprove	12%	(27)	42%	(93)	6%	(12)	2%	(5)	28%	(62)	10%	(22)	222
Trump Job Strongly Disapprove	13%	(94)	29%	(217)	9%	(69)	5%	(37)	34%	(254)	11%	(81)	752
Favorable of Trump	15%	(101)	33%	(223)	8%	(54)	5%	(35)	30%	(199)	9%	(58)	670
Unfavorable of Trump	13%	(124)	32%	(317)	8%	(82)	4%	(41)	32%	(313)	10%	(99)	977
Very Favorable of Trump	16%	(61)	34%	(123)	10%	(36)	5%	(17)	26%	(95)	10%	(35)	368
Somewhat Favorable of Trump	13%	(41)	33%	(100)	6%	(18)	6%	(17)	34%	(104)	7%	(23)	302
Somewhat Unfavorable of Trump	11%	(19)	48%	(84)	6%	(10)	2%	(4)	24%	(41)	9%	(16)	173
Very Unfavorable of Trump	13%	(105)	29%	(233)	9%	(72)	5%	(38)	34%	(272)	10%	(84)	804
#1 Issue: Economy	15%	(104)	37%	(257)	7%	(47)	4%	(26)	28%	(197)	10%	(71)	702
#1 Issue: Security	11%	(16)	33%	(50)	10%	(16)	4%	(6)	36%	(55)	6%	(9)	151
#1 Issue: Health Care	16%	(53)	38%	(124)	10%	(32)	3%	(10)	26%	(87)	7%	(23)	329
#1 Issue: Medicare / Social Security	11%	(17)	15%	(24)	13%	(21)	4%	(7)	43%	(67)	13%	(21)	156
#1 Issue: Women's Issues	11%	(13)	27%	(31)	4%	(4)	13%	(15)	36%	(41)	9%	(10)	114
#1 Issue: Education	18%	(15)	33%	(27)	7%	(6)	3%	(2)	18%	(15)	22%	(18)	83
#1 Issue: Energy	12%	(8)	20%	(13)	12%	(8)	3%	(2)	36%	(25)	17%	(12)	68
#1 Issue: Other	6%	(7)	26%	(29)	8%	(9)	7%	(8)	42%	(47)	12%	(14)	114
2018 House Vote: Democrat	15%	(87)	31%	(179)	7%	(42)	6%	(33)	34%	(196)	8%	(46)	584
2018 House Vote: Republican	14%	(63)	32%	(144)	9%	(41)	2%	(10)	36%	(160)	6%	(28)	447
2016 Vote: Hillary Clinton	16%	(83)	32%	(171)	7%	(39)	4%	(23)	32%	(169)	9%	(47)	531
2016 Vote: Donald Trump	16%	(83)	31%	(157)	7%	(36)	4%	(19)	35%	(177)	7%	(37)	509
2016 Vote: Other	14%	(13)	31%	(28)	9%	(9)	1%	(1)	36%	(33)	8%	(8)	92
2016 Vote: Didn't Vote	9%	(54)	34%	(200)	10%	(58)	6%	(32)	26%	(154)	15%	(86)	585
Voted in 2014: Yes	15%	(129)	31%	(272)	6%	(50)	4%	(34)	36%	(315)	8%	(74)	874
Voted in 2014: No	12%	(105)	34%	(283)	11%	(92)	5%	(42)	26%	(218)	12%	(104)	844
2012 Vote: Barack Obama	15%	(93)	32%	(202)	7%	(44)	4%	(27)	32%	(203)	10%	(61)	629
2012 Vote: Mitt Romney	14%	(44)	30%	(98)	7%	(23)	3%	(9)	39%	(127)	7%	(21)	323
2012 Vote: Didn't Vote	12%	(88)	34%	(240)	10%	(73)	5%	(38)	26%	(185)	13%	(89)	712

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**Table MCFE5\_3:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service regularly releases new original podcast series that aren't available elsewhere*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	14% (234)	32% (556)	8% (142)	4% (76)	31% (533)	10% (178)	1718
4-Region: Northeast	15% (44)	28% (82)	11% (32)	6% (17)	30% (87)	10% (30)	293
4-Region: Midwest	12% (40)	33% (114)	5% (16)	2% (7)	37% (128)	11% (38)	342
4-Region: South	13% (83)	32% (203)	9% (57)	6% (36)	31% (197)	10% (60)	636
4-Region: West	15% (67)	35% (157)	8% (37)	3% (15)	27% (122)	11% (49)	448
201043	15% (123)	28% (232)	10% (84)	5% (39)	34% (285)	9% (75)	838
201045	13% (111)	37% (323)	7% (58)	4% (37)	28% (248)	12% (102)	880
Netflix subscriber	16% (192)	35% (422)	8% (95)	4% (53)	28% (342)	8% (100)	1203
Hulu subscriber	19% (120)	32% (208)	7% (44)	4% (29)	29% (191)	9% (57)	649
Disney+ subscriber	19% (117)	33% (203)	8% (49)	3% (18)	30% (180)	7% (42)	608
Peacock subscriber	14% (34)	33% (80)	5% (11)	5% (12)	36% (85)	7% (17)	240
HBO Max subscriber	21% (56)	40% (106)	9% (24)	1% (2)	22% (58)	6% (17)	262
Quibi subscriber	18% (10)	31% (17)	18% (10)	7% (4)	19% (11)	6% (3)	55
Amazon Prime Video subscriber	16% (145)	35% (320)	8% (70)	4% (38)	30% (273)	7% (62)	910
Paid membership platform subscriber	34% (42)	43% (53)	11% (14)	1% (1)	6% (7)	6% (7)	123
Frequent podcast listeners	20% (177)	36% (324)	8% (71)	4% (32)	23% (207)	9% (83)	895

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE5\_4:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*  
*The service is ad free*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	26% (448)	27% (462)	6% (104)	4% (64)	28% (484)	9% (156)	1718
Gender: Male	28% (248)	28% (248)	8% (66)	4% (35)	23% (206)	9% (78)	880
Gender: Female	24% (199)	26% (214)	5% (38)	4% (30)	33% (278)	9% (78)	838
Age: 18-34	29% (185)	27% (172)	10% (60)	5% (30)	19% (119)	10% (62)	628
Age: 35-44	35% (95)	29% (78)	5% (14)	4% (10)	22% (59)	6% (15)	271
Age: 45-64	23% (140)	26% (154)	4% (25)	3% (21)	34% (205)	10% (59)	603
Age: 65+	13% (28)	27% (58)	2% (5)	2% (4)	47% (101)	9% (19)	215
GenZers: 1997-2012	26% (77)	31% (91)	8% (22)	3% (8)	20% (59)	11% (33)	290
Millennials: 1981-1996	34% (161)	25% (118)	10% (46)	5% (25)	19% (91)	8% (37)	478
GenXers: 1965-1980	26% (127)	27% (130)	4% (19)	5% (23)	27% (131)	10% (48)	478
Baby Boomers: 1946-1964	18% (78)	25% (110)	4% (16)	2% (8)	43% (189)	8% (36)	437
PID: Dem (no lean)	28% (191)	29% (196)	7% (49)	4% (30)	26% (175)	6% (38)	678
PID: Ind (no lean)	21% (109)	25% (130)	4% (19)	4% (20)	34% (175)	13% (66)	520
PID: Rep (no lean)	28% (148)	26% (136)	7% (37)	3% (14)	26% (133)	10% (52)	520
PID/Gender: Dem Men	29% (99)	33% (114)	9% (32)	4% (14)	20% (67)	5% (16)	343
PID/Gender: Dem Women	27% (91)	24% (82)	5% (17)	5% (17)	32% (108)	6% (22)	336
PID/Gender: Ind Men	25% (63)	22% (58)	4% (11)	4% (11)	32% (82)	13% (33)	258
PID/Gender: Ind Women	17% (46)	28% (73)	3% (8)	4% (9)	36% (94)	12% (32)	261
PID/Gender: Rep Men	31% (85)	27% (76)	8% (23)	4% (10)	20% (57)	10% (28)	279
PID/Gender: Rep Women	26% (63)	25% (60)	6% (13)	2% (4)	32% (77)	10% (24)	241
Ideo: Liberal (1-3)	30% (161)	27% (145)	5% (25)	5% (27)	28% (152)	6% (32)	542
Ideo: Moderate (4)	25% (134)	28% (151)	9% (47)	3% (18)	27% (144)	9% (47)	541
Ideo: Conservative (5-7)	24% (126)	29% (150)	6% (29)	2% (11)	31% (161)	8% (43)	521
Educ: < College	25% (280)	24% (268)	6% (69)	4% (50)	30% (333)	11% (119)	1120
Educ: Bachelors degree	27% (113)	32% (132)	6% (27)	3% (12)	26% (105)	6% (24)	413
Educ: Post-grad	29% (54)	34% (62)	4% (8)	2% (3)	24% (45)	7% (12)	185
Income: Under 50k	25% (210)	25% (209)	7% (55)	4% (37)	28% (241)	11% (95)	847
Income: 50k-100k	24% (132)	28% (150)	6% (35)	4% (21)	30% (163)	8% (43)	544
Income: 100k+	32% (105)	32% (103)	4% (14)	2% (6)	25% (80)	6% (18)	326
Ethnicity: White	26% (336)	27% (345)	6% (76)	3% (33)	30% (392)	8% (108)	1290

Continued on next page

**Table MCFE5\_4:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?  
The service is ad free*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	26% (448)	27% (462)	6% (104)	4% (64)	28% (484)	9% (156)	1718
Ethnicity: Hispanic	31% (100)	23% (74)	14% (45)	4% (14)	21% (68)	6% (21)	323
Ethnicity: Black	27% (64)	20% (48)	6% (13)	9% (20)	27% (63)	10% (24)	233
Ethnicity: Other	24% (47)	36% (70)	8% (15)	6% (11)	14% (28)	12% (24)	195
All Christian	27% (215)	28% (228)	6% (47)	3% (26)	29% (235)	6% (49)	800
All Non-Christian	34% (37)	21% (22)	9% (9)	6% (6)	23% (25)	9% (10)	110
Atheist	23% (20)	28% (24)	9% (8)	1% (1)	28% (25)	12% (10)	88
Agnostic/Nothing in particular	23% (95)	26% (109)	6% (23)	6% (24)	28% (116)	12% (51)	418
Something Else	26% (80)	26% (79)	6% (18)	2% (8)	27% (83)	12% (35)	302
Religious Non-Protestant/Catholic	30% (40)	24% (32)	9% (12)	5% (6)	26% (35)	8% (11)	135
Evangelical	29% (137)	27% (127)	6% (29)	3% (13)	30% (141)	5% (24)	471
Non-Evangelical	25% (146)	28% (163)	5% (31)	3% (16)	28% (161)	10% (59)	577
Community: Urban	32% (180)	28% (159)	7% (41)	4% (25)	22% (126)	6% (34)	565
Community: Suburban	25% (193)	26% (200)	5% (36)	3% (23)	31% (240)	10% (78)	770
Community: Rural	19% (74)	27% (104)	7% (27)	4% (16)	31% (118)	11% (44)	383
Employ: Private Sector	28% (171)	32% (197)	5% (32)	4% (25)	23% (140)	7% (40)	605
Employ: Government	29% (37)	28% (36)	5% (6)	2% (3)	27% (34)	8% (10)	127
Employ: Self-Employed	30% (58)	27% (52)	8% (15)	4% (8)	23% (44)	7% (14)	192
Employ: Homemaker	23% (24)	27% (28)	3% (3)	1% (1)	36% (38)	10% (11)	105
Employ: Student	36% (40)	24% (28)	8% (9)	4% (5)	19% (21)	8% (10)	113
Employ: Retired	18% (45)	23% (60)	3% (7)	2% (5)	43% (112)	11% (28)	257
Employ: Unemployed	27% (58)	15% (32)	10% (21)	4% (8)	34% (73)	11% (24)	216
Employ: Other	12% (13)	29% (30)	11% (11)	9% (9)	21% (22)	18% (18)	103
Military HH: Yes	26% (55)	26% (55)	6% (14)	5% (10)	30% (63)	8% (16)	214
Military HH: No	26% (393)	27% (407)	6% (90)	4% (54)	28% (420)	9% (140)	1505
RD/WT: Right Direction	29% (144)	27% (135)	8% (40)	3% (15)	24% (121)	9% (48)	502
RD/WT: Wrong Track	25% (304)	27% (327)	5% (65)	4% (50)	30% (363)	9% (108)	1216
Trump Job Approve	26% (182)	28% (198)	7% (47)	2% (15)	29% (202)	7% (52)	695
Trump Job Disapprove	26% (258)	26% (253)	6% (56)	5% (49)	28% (276)	8% (82)	974

Continued on next page

**Table MCFE5\_4:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?  
 The service is ad free*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	26% (448)	27% (462)	6% (104)	4% (64)	28% (484)	9% (156)	1718
Trump Job Strongly Approve	25% (89)	26% (93)	8% (28)	2% (7)	30% (108)	8% (29)	353
Trump Job Somewhat Approve	27% (93)	31% (105)	5% (19)	2% (8)	28% (95)	7% (23)	342
Trump Job Somewhat Disapprove	26% (59)	30% (66)	8% (19)	5% (11)	23% (51)	7% (16)	222
Trump Job Strongly Disapprove	26% (199)	25% (186)	5% (38)	5% (38)	30% (225)	9% (66)	752
Favorable of Trump	26% (171)	29% (193)	7% (45)	2% (13)	29% (191)	8% (57)	670
Unfavorable of Trump	27% (266)	27% (259)	6% (59)	5% (46)	28% (271)	8% (76)	977
Very Favorable of Trump	27% (100)	27% (99)	7% (27)	2% (8)	25% (93)	11% (40)	368
Somewhat Favorable of Trump	24% (71)	31% (94)	6% (17)	2% (5)	32% (98)	5% (16)	302
Somewhat Unfavorable of Trump	25% (44)	35% (60)	8% (13)	2% (4)	24% (41)	6% (11)	173
Very Unfavorable of Trump	28% (222)	25% (199)	6% (46)	5% (43)	29% (230)	8% (64)	804
#1 Issue: Economy	26% (182)	30% (212)	7% (48)	4% (25)	25% (174)	9% (63)	702
#1 Issue: Security	25% (37)	25% (38)	5% (7)	7% (11)	35% (52)	4% (5)	151
#1 Issue: Health Care	31% (103)	27% (90)	7% (22)	3% (9)	27% (88)	5% (17)	329
#1 Issue: Medicare / Social Security	14% (22)	20% (31)	8% (12)	8% (12)	40% (62)	11% (17)	156
#1 Issue: Women's Issues	38% (44)	23% (27)	2% (3)	2% (3)	26% (30)	8% (9)	114
#1 Issue: Education	24% (20)	30% (25)	4% (3)	2% (1)	18% (15)	23% (19)	83
#1 Issue: Energy	25% (17)	25% (17)	8% (5)	1% (1)	26% (18)	15% (10)	68
#1 Issue: Other	20% (23)	21% (24)	3% (4)	2% (2)	40% (45)	14% (16)	114
2018 House Vote: Democrat	29% (172)	26% (153)	5% (30)	5% (27)	30% (176)	5% (27)	584
2018 House Vote: Republican	25% (113)	29% (129)	8% (37)	3% (13)	28% (127)	6% (28)	447
2016 Vote: Hillary Clinton	27% (143)	30% (159)	5% (29)	4% (23)	28% (151)	5% (26)	531
2016 Vote: Donald Trump	26% (135)	28% (142)	7% (38)	3% (13)	29% (146)	7% (36)	509
2016 Vote: Other	27% (24)	21% (19)	10% (9)	1% (1)	34% (31)	8% (7)	92
2016 Vote: Didn't Vote	25% (145)	24% (140)	5% (29)	5% (27)	27% (156)	15% (87)	585
Voted in 2014: Yes	25% (221)	27% (238)	7% (57)	3% (23)	32% (283)	6% (52)	874
Voted in 2014: No	27% (226)	27% (224)	6% (47)	5% (42)	24% (201)	12% (104)	844
2012 Vote: Barack Obama	27% (169)	27% (170)	6% (40)	3% (22)	30% (188)	7% (42)	629
2012 Vote: Mitt Romney	23% (74)	32% (103)	5% (15)	2% (5)	32% (103)	7% (23)	323
2012 Vote: Didn't Vote	27% (195)	25% (177)	6% (45)	5% (35)	24% (174)	12% (86)	712

Continued on next page

**Table MCFE5\_4:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?  
The service is ad free*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	26% (448)	27% (462)	6% (104)	4% (64)	28% (484)	9% (156)	1718
4-Region: Northeast	28% (81)	24% (69)	9% (26)	5% (15)	27% (80)	7% (22)	293
4-Region: Midwest	23% (80)	28% (94)	2% (7)	1% (4)	35% (118)	11% (38)	342
4-Region: South	27% (172)	26% (163)	6% (40)	5% (32)	27% (174)	9% (55)	636
4-Region: West	26% (114)	30% (136)	7% (32)	3% (14)	25% (111)	9% (41)	448
201043	25% (207)	25% (213)	5% (45)	5% (43)	31% (258)	9% (72)	838
201045	27% (240)	28% (250)	7% (60)	2% (21)	26% (226)	9% (83)	880
Netflix subscriber	31% (368)	29% (351)	6% (78)	3% (33)	24% (293)	7% (80)	1203
Hulu subscriber	32% (209)	28% (184)	5% (35)	2% (14)	25% (160)	7% (47)	649
Disney+ subscriber	33% (199)	30% (181)	6% (36)	2% (13)	23% (140)	6% (39)	608
Peacock subscriber	22% (54)	32% (76)	3% (8)	4% (10)	33% (78)	6% (14)	240
HBO Max subscriber	45% (117)	26% (67)	6% (17)	4% (10)	16% (41)	4% (10)	262
Quibi subscriber	35% (19)	26% (14)	5% (3)	5% (3)	22% (12)	6% (3)	55
Amazon Prime Video subscriber	30% (276)	28% (258)	5% (46)	3% (29)	27% (245)	6% (55)	910
Paid membership platform subscriber	47% (57)	34% (42)	8% (10)	2% (3)	3% (3)	6% (7)	123
Frequent podcast listeners	33% (295)	28% (249)	6% (55)	2% (20)	23% (204)	8% (74)	895

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE5\_5:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service is bundled with other streaming options, such as music, TV shows or movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	19% (329)	33% (570)	7% (120)	5% (87)	26% (439)	10% (172)	1718
Gender: Male	20% (180)	36% (317)	8% (71)	5% (47)	21% (189)	9% (78)	880
Gender: Female	18% (150)	30% (254)	6% (49)	5% (41)	30% (250)	11% (94)	838
Age: 18-34	24% (153)	35% (219)	8% (49)	7% (45)	15% (93)	11% (68)	628
Age: 35-44	23% (62)	36% (97)	7% (19)	5% (14)	23% (61)	7% (18)	271
Age: 45-64	16% (96)	32% (194)	7% (41)	4% (22)	32% (191)	10% (59)	603
Age: 65+	8% (18)	28% (60)	5% (10)	3% (7)	43% (93)	13% (27)	215
GenZers: 1997-2012	24% (69)	34% (97)	9% (27)	5% (14)	15% (42)	14% (41)	290
Millennials: 1981-1996	24% (115)	36% (174)	7% (34)	8% (37)	17% (81)	8% (37)	478
GenXers: 1965-1980	20% (94)	33% (158)	6% (31)	6% (26)	26% (123)	10% (45)	478
Baby Boomers: 1946-1964	11% (48)	30% (131)	6% (26)	2% (10)	41% (179)	10% (43)	437
PID: Dem (no lean)	21% (144)	34% (228)	9% (63)	7% (46)	22% (148)	7% (49)	678
PID: Ind (no lean)	16% (84)	31% (161)	6% (30)	4% (21)	30% (158)	13% (67)	520
PID: Rep (no lean)	19% (101)	35% (182)	5% (27)	4% (21)	25% (133)	11% (56)	520
PID/Gender: Dem Men	23% (80)	38% (131)	11% (39)	7% (23)	15% (51)	5% (18)	343
PID/Gender: Dem Women	19% (64)	29% (96)	7% (25)	7% (22)	29% (97)	9% (31)	336
PID/Gender: Ind Men	16% (43)	32% (82)	7% (19)	4% (9)	27% (71)	13% (34)	258
PID/Gender: Ind Women	16% (42)	30% (78)	4% (10)	4% (11)	33% (87)	12% (33)	261
PID/Gender: Rep Men	20% (57)	37% (103)	5% (13)	5% (14)	24% (67)	9% (26)	279
PID/Gender: Rep Women	18% (44)	33% (79)	6% (14)	3% (7)	27% (66)	13% (30)	241
Ideo: Liberal (1-3)	21% (113)	37% (201)	6% (31)	6% (31)	24% (129)	7% (37)	542
Ideo: Moderate (4)	20% (108)	35% (188)	10% (52)	6% (34)	20% (108)	9% (51)	541
Ideo: Conservative (5-7)	17% (89)	32% (167)	6% (32)	3% (17)	32% (165)	10% (50)	521
Educ: < College	19% (211)	30% (335)	7% (77)	6% (65)	26% (295)	12% (137)	1120
Educ: Bachelors degree	18% (75)	40% (164)	7% (30)	3% (14)	25% (104)	6% (26)	413
Educ: Post-grad	23% (44)	39% (71)	7% (13)	4% (8)	21% (40)	5% (9)	185
Income: Under 50k	19% (162)	29% (243)	7% (63)	5% (44)	27% (232)	12% (104)	847
Income: 50k-100k	16% (89)	34% (187)	8% (43)	5% (27)	27% (147)	9% (51)	544
Income: 100k+	24% (78)	43% (140)	5% (15)	5% (16)	18% (60)	5% (17)	326
Ethnicity: White	18% (234)	35% (450)	6% (74)	5% (59)	27% (350)	10% (124)	1290

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**Table MCFE5\_5:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service is bundled with other streaming options, such as music, TV shows or movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	19% (329)	33% (570)	7% (120)	5% (87)	26% (439)	10% (172)	1718
Ethnicity: Hispanic	22% (71)	37% (121)	6% (21)	8% (25)	17% (56)	9% (29)	323
Ethnicity: Black	24% (55)	23% (54)	12% (29)	5% (12)	26% (60)	10% (22)	233
Ethnicity: Other	21% (41)	34% (66)	9% (18)	8% (16)	14% (28)	13% (25)	195
All Christian	19% (149)	36% (290)	6% (50)	5% (37)	27% (214)	8% (60)	800
All Non-Christian	22% (25)	34% (38)	10% (12)	8% (8)	16% (18)	9% (9)	110
Atheist	15% (14)	33% (29)	10% (8)	3% (2)	26% (23)	13% (12)	88
Agnostic/Nothing in particular	19% (79)	27% (113)	5% (22)	6% (26)	29% (120)	14% (58)	418
Something Else	21% (62)	33% (101)	9% (28)	5% (14)	21% (64)	11% (33)	302
Religious Non-Protestant/Catholic	21% (28)	33% (45)	9% (12)	9% (12)	19% (25)	10% (13)	135
Evangelical	21% (101)	36% (168)	8% (37)	4% (17)	26% (121)	6% (28)	471
Non-Evangelical	17% (99)	35% (204)	7% (39)	5% (28)	25% (145)	11% (61)	577
Community: Urban	24% (135)	34% (194)	8% (45)	5% (29)	22% (122)	7% (41)	565
Community: Suburban	16% (122)	35% (272)	6% (49)	5% (38)	26% (203)	11% (86)	770
Community: Rural	19% (73)	27% (104)	7% (26)	5% (20)	30% (113)	12% (46)	383
Employ: Private Sector	19% (117)	39% (236)	9% (54)	5% (29)	20% (120)	8% (49)	605
Employ: Government	18% (22)	42% (54)	9% (11)	5% (6)	19% (24)	8% (10)	127
Employ: Self-Employed	25% (48)	35% (67)	7% (13)	8% (15)	18% (34)	8% (15)	192
Employ: Homemaker	17% (18)	26% (28)	2% (2)	4% (5)	39% (41)	11% (11)	105
Employ: Student	35% (40)	26% (29)	8% (9)	7% (8)	13% (15)	11% (13)	113
Employ: Retired	10% (26)	27% (69)	4% (11)	2% (6)	45% (115)	12% (30)	257
Employ: Unemployed	17% (37)	32% (69)	5% (10)	7% (15)	28% (61)	11% (24)	216
Employ: Other	21% (22)	19% (20)	9% (9)	4% (4)	28% (29)	20% (20)	103
Military HH: Yes	19% (40)	28% (59)	10% (20)	3% (7)	31% (65)	10% (21)	214
Military HH: No	19% (289)	34% (511)	7% (100)	5% (80)	25% (373)	10% (151)	1505
RD/WT: Right Direction	24% (121)	32% (161)	6% (32)	5% (26)	23% (114)	10% (49)	502
RD/WT: Wrong Track	17% (209)	34% (410)	7% (88)	5% (61)	27% (325)	10% (123)	1216
Trump Job Approve	20% (141)	35% (243)	6% (39)	4% (27)	28% (195)	7% (51)	695
Trump Job Disapprove	19% (183)	33% (322)	8% (75)	6% (60)	24% (234)	10% (99)	974

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**Table MCFE5\_5:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service is bundled with other streaming options, such as music, TV shows or movies*

<b>Demographic</b>	<b>Much more likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>No difference</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	19% (329)	33% (570)	7% (120)	5% (87)	26% (439)	10% (172)	1718
Trump Job Strongly Approve	22% (79)	28% (99)	6% (21)	3% (11)	31% (111)	9% (32)	353
Trump Job Somewhat Approve	18% (62)	42% (144)	5% (18)	5% (16)	25% (84)	6% (19)	342
Trump Job Somewhat Disapprove	18% (40)	38% (84)	12% (27)	5% (12)	19% (42)	7% (17)	222
Trump Job Strongly Disapprove	19% (143)	32% (238)	6% (48)	6% (48)	26% (192)	11% (83)	752
Favorable of Trump	20% (133)	35% (236)	6% (37)	3% (23)	27% (181)	9% (58)	670
Unfavorable of Trump	19% (181)	33% (323)	8% (80)	7% (64)	24% (234)	10% (95)	977
Very Favorable of Trump	24% (88)	31% (115)	5% (19)	3% (12)	25% (93)	11% (41)	368
Somewhat Favorable of Trump	15% (46)	40% (121)	6% (19)	4% (11)	29% (88)	6% (17)	302
Somewhat Unfavorable of Trump	19% (34)	42% (73)	10% (18)	3% (5)	17% (29)	8% (14)	173
Very Unfavorable of Trump	18% (147)	31% (250)	8% (62)	7% (59)	25% (205)	10% (81)	804
#1 Issue: Economy	23% (161)	33% (233)	7% (52)	4% (32)	23% (163)	9% (62)	702
#1 Issue: Security	12% (18)	37% (56)	7% (11)	5% (7)	33% (49)	6% (9)	151
#1 Issue: Health Care	23% (74)	36% (119)	9% (30)	5% (17)	22% (71)	5% (17)	329
#1 Issue: Medicare / Social Security	12% (19)	22% (34)	10% (15)	7% (11)	36% (56)	14% (21)	156
#1 Issue: Women's Issues	14% (16)	38% (44)	— (0)	10% (11)	26% (29)	12% (14)	114
#1 Issue: Education	22% (18)	26% (22)	9% (7)	2% (2)	17% (14)	24% (20)	83
#1 Issue: Energy	21% (14)	38% (26)	2% (1)	1% (1)	20% (13)	18% (13)	68
#1 Issue: Other	8% (9)	32% (36)	3% (3)	6% (6)	38% (43)	14% (16)	114
2018 House Vote: Democrat	21% (121)	34% (196)	8% (45)	6% (33)	26% (151)	6% (37)	584
2018 House Vote: Republican	19% (84)	36% (163)	6% (25)	3% (13)	29% (130)	7% (32)	447
2016 Vote: Hillary Clinton	19% (103)	35% (186)	9% (46)	5% (28)	25% (131)	7% (37)	531
2016 Vote: Donald Trump	19% (96)	35% (178)	5% (26)	4% (22)	30% (152)	7% (35)	509
2016 Vote: Other	19% (17)	34% (32)	7% (6)	5% (5)	26% (24)	9% (8)	92
2016 Vote: Didn't Vote	19% (114)	30% (174)	7% (42)	6% (33)	22% (130)	16% (92)	585
Voted in 2014: Yes	19% (165)	33% (291)	7% (63)	4% (36)	29% (251)	8% (67)	874
Voted in 2014: No	19% (164)	33% (279)	7% (57)	6% (51)	22% (188)	12% (105)	844
2012 Vote: Barack Obama	19% (120)	34% (213)	8% (51)	5% (34)	26% (163)	8% (49)	629
2012 Vote: Mitt Romney	19% (61)	37% (121)	4% (14)	2% (7)	29% (95)	8% (24)	323
2012 Vote: Didn't Vote	20% (142)	31% (222)	8% (55)	6% (40)	23% (163)	13% (91)	712

Continued on next page

**Table MCFE5\_5:** *If a paid podcast service offered the following features, would you be more or less likely to pay for a subscription, or would it make no difference either way?*

*The service is bundled with other streaming options, such as music, TV shows or movies*

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	Don't know / No opinion	Total N
Adults	19% (329)	33% (570)	7% (120)	5% (87)	26% (439)	10% (172)	1718
4-Region: Northeast	20% (58)	36% (106)	7% (19)	5% (14)	22% (65)	10% (30)	293
4-Region: Midwest	17% (59)	28% (96)	4% (13)	3% (11)	36% (122)	12% (40)	342
4-Region: South	20% (127)	34% (215)	7% (47)	7% (42)	23% (148)	9% (56)	636
4-Region: West	19% (86)	34% (153)	9% (41)	4% (20)	23% (102)	10% (46)	448
201043	18% (155)	33% (273)	8% (65)	5% (45)	27% (227)	9% (73)	838
201045	20% (175)	34% (297)	6% (55)	5% (43)	24% (211)	11% (99)	880
Netflix subscriber	23% (273)	37% (442)	7% (81)	4% (52)	22% (259)	8% (96)	1203
Hulu subscriber	25% (159)	37% (239)	6% (36)	4% (24)	21% (135)	9% (56)	649
Disney+ subscriber	26% (159)	36% (218)	5% (28)	5% (29)	21% (127)	8% (47)	608
Peacock subscriber	20% (49)	35% (83)	4% (10)	9% (21)	24% (58)	8% (19)	240
HBO Max subscriber	34% (90)	39% (102)	6% (17)	3% (9)	12% (32)	5% (14)	262
Quibi subscriber	30% (16)	26% (14)	2% (1)	15% (8)	22% (12)	5% (3)	55
Amazon Prime Video subscriber	23% (207)	37% (336)	7% (65)	4% (35)	22% (204)	7% (62)	910
Paid membership platform subscriber	41% (50)	34% (41)	6% (8)	9% (11)	4% (5)	6% (8)	123
Frequent podcast listeners	26% (229)	35% (309)	7% (60)	4% (40)	20% (177)	9% (81)	895

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE10:** When listening to podcasts, when do you prefer to hear advertisements?

Demographic	At the beginning of the podcast		In the middle of the podcast		At the end of the podcast		Total N
Adults	35%	(750)	19%	(416)	46%	(1004)	2171
Gender: Male	37%	(446)	22%	(268)	41%	(493)	1207
Gender: Female	32%	(304)	15%	(148)	53%	(511)	964
Age: 18-34	37%	(294)	19%	(153)	44%	(349)	796
Age: 35-44	36%	(174)	27%	(134)	37%	(181)	490
Age: 45-64	33%	(222)	16%	(106)	51%	(337)	665
Age: 65+	27%	(59)	10%	(23)	62%	(137)	219
GenZers: 1997-2012	32%	(106)	18%	(59)	50%	(163)	328
Millennials: 1981-1996	38%	(270)	23%	(167)	39%	(279)	717
GenXers: 1965-1980	34%	(220)	20%	(129)	45%	(289)	639
Baby Boomers: 1946-1964	32%	(146)	13%	(58)	55%	(248)	452
PID: Dem (no lean)	36%	(309)	20%	(169)	45%	(385)	863
PID: Ind (no lean)	34%	(205)	14%	(85)	52%	(317)	607
PID: Rep (no lean)	34%	(236)	23%	(162)	43%	(302)	701
PID/Gender: Dem Men	37%	(176)	21%	(101)	41%	(195)	472
PID/Gender: Dem Women	34%	(133)	17%	(68)	49%	(190)	391
PID/Gender: Ind Men	36%	(113)	16%	(51)	47%	(148)	312
PID/Gender: Ind Women	31%	(92)	11%	(34)	57%	(169)	294
PID/Gender: Rep Men	37%	(156)	27%	(116)	36%	(150)	422
PID/Gender: Rep Women	29%	(80)	17%	(47)	55%	(152)	278
Ideo: Liberal (1-3)	34%	(255)	20%	(152)	45%	(338)	745
Ideo: Moderate (4)	35%	(236)	20%	(137)	45%	(301)	674
Ideo: Conservative (5-7)	37%	(227)	17%	(107)	46%	(289)	623
Educ: < College	34%	(413)	18%	(214)	49%	(597)	1224
Educ: Bachelors degree	35%	(199)	19%	(110)	46%	(263)	573
Educ: Post-grad	37%	(139)	25%	(92)	38%	(144)	374
Income: Under 50k	32%	(299)	18%	(166)	50%	(465)	931
Income: 50k-100k	36%	(241)	18%	(117)	46%	(311)	670
Income: 100k+	37%	(210)	23%	(132)	40%	(227)	570
Ethnicity: White	36%	(594)	18%	(305)	46%	(772)	1672
Ethnicity: Hispanic	37%	(164)	18%	(81)	44%	(196)	441
Ethnicity: Black	31%	(85)	26%	(72)	44%	(122)	279

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**Table MCFE10: When listening to podcasts, when do you prefer to hear advertisements?**

Demographic	At the beginning of the podcast		In the middle of the podcast		At the end of the podcast		Total N
Adults	35%	(750)	19%	(416)	46%	(1004)	2171
Ethnicity: Other	32%	(71)	18%	(39)	50%	(110)	220
All Christian	33%	(360)	21%	(226)	46%	(499)	1086
All Non-Christian	40%	(66)	24%	(39)	36%	(59)	165
Atheist	35%	(36)	12%	(12)	53%	(55)	104
Agnostic/Nothing in particular	33%	(158)	19%	(91)	48%	(230)	478
Something Else	39%	(130)	14%	(47)	48%	(161)	338
Religious Non-Protestant/Catholic	40%	(77)	23%	(44)	37%	(72)	193
Evangelical	34%	(244)	24%	(173)	41%	(292)	709
Non-Evangelical	34%	(217)	13%	(86)	52%	(334)	637
Community: Urban	35%	(318)	24%	(219)	41%	(371)	908
Community: Suburban	32%	(274)	15%	(128)	53%	(450)	852
Community: Rural	39%	(158)	17%	(70)	44%	(182)	410
Employ: Private Sector	36%	(317)	23%	(202)	41%	(367)	886
Employ: Government	32%	(63)	21%	(42)	46%	(91)	195
Employ: Self-Employed	35%	(89)	17%	(43)	48%	(121)	252
Employ: Homemaker	40%	(46)	10%	(12)	49%	(56)	113
Employ: Student	31%	(40)	17%	(22)	52%	(67)	129
Employ: Retired	30%	(79)	12%	(33)	57%	(150)	262
Employ: Unemployed	40%	(89)	22%	(50)	38%	(86)	225
Employ: Other	25%	(27)	12%	(13)	63%	(67)	108
Military HH: Yes	36%	(101)	21%	(59)	43%	(123)	283
Military HH: No	34%	(649)	19%	(357)	47%	(881)	1887
RD/WT: Right Direction	38%	(293)	26%	(203)	36%	(282)	778
RD/WT: Wrong Track	33%	(457)	15%	(213)	52%	(722)	1392
Trump Job Approve	35%	(338)	23%	(219)	42%	(399)	957
Trump Job Disapprove	35%	(405)	16%	(190)	49%	(565)	1160
Trump Job Strongly Approve	39%	(200)	22%	(111)	39%	(203)	514
Trump Job Somewhat Approve	31%	(138)	24%	(108)	44%	(197)	443
Trump Job Somewhat Disapprove	33%	(99)	21%	(64)	46%	(137)	300
Trump Job Strongly Disapprove	36%	(306)	15%	(126)	50%	(428)	860

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**Table MCFE10:** When listening to podcasts, when do you prefer to hear advertisements?

Demographic	At the beginning of the podcast		In the middle of the podcast		At the end of the podcast		Total N
Adults	35%	(750)	19%	(416)	46%	(1004)	2171
Favorable of Trump	36%	(341)	23%	(216)	41%	(384)	941
Unfavorable of Trump	34%	(395)	15%	(177)	50%	(576)	1149
Very Favorable of Trump	39%	(216)	24%	(133)	37%	(207)	556
Somewhat Favorable of Trump	32%	(125)	22%	(83)	46%	(177)	384
Somewhat Unfavorable of Trump	34%	(74)	18%	(40)	48%	(105)	220
Very Unfavorable of Trump	35%	(321)	15%	(137)	51%	(471)	929
#1 Issue: Economy	35%	(313)	18%	(157)	47%	(415)	884
#1 Issue: Security	37%	(84)	22%	(50)	41%	(91)	224
#1 Issue: Health Care	35%	(149)	22%	(94)	43%	(184)	427
#1 Issue: Medicare / Social Security	36%	(62)	16%	(28)	48%	(85)	175
#1 Issue: Women's Issues	32%	(39)	13%	(15)	56%	(68)	123
#1 Issue: Education	34%	(41)	26%	(31)	40%	(48)	120
#1 Issue: Energy	33%	(32)	24%	(23)	42%	(41)	97
#1 Issue: Other	25%	(30)	15%	(18)	60%	(73)	121
2018 House Vote: Democrat	34%	(266)	19%	(150)	46%	(360)	777
2018 House Vote: Republican	35%	(220)	21%	(133)	43%	(269)	622
2016 Vote: Hillary Clinton	34%	(241)	19%	(134)	47%	(327)	701
2016 Vote: Donald Trump	36%	(247)	19%	(133)	45%	(311)	691
2016 Vote: Other	41%	(38)	11%	(10)	48%	(46)	94
2016 Vote: Didn't Vote	33%	(224)	20%	(138)	47%	(320)	682
Voted in 2014: Yes	36%	(421)	18%	(206)	46%	(533)	1161
Voted in 2014: No	33%	(329)	21%	(210)	47%	(471)	1009
2012 Vote: Barack Obama	36%	(300)	18%	(155)	46%	(383)	838
2012 Vote: Mitt Romney	34%	(143)	20%	(86)	45%	(192)	421
2012 Vote: Other	34%	(18)	19%	(10)	47%	(25)	53
2012 Vote: Didn't Vote	34%	(286)	19%	(165)	47%	(403)	853
4-Region: Northeast	34%	(155)	24%	(109)	43%	(196)	461
4-Region: Midwest	34%	(124)	14%	(53)	52%	(192)	368
4-Region: South	33%	(250)	19%	(142)	48%	(360)	752
4-Region: West	37%	(221)	19%	(112)	43%	(256)	589

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**Table MCFE10:** When listening to podcasts, when do you prefer to hear advertisements?

Demographic	At the beginning of the podcast	In the middle of the podcast	At the end of the podcast	Total N
Adults	35% (750)	19% (416)	46% (1004)	2171
201043	36% (391)	18% (200)	45% (490)	1081
201045	33% (359)	20% (217)	47% (514)	1089
Netflix subscriber	34% (542)	20% (314)	46% (742)	1598
Hulu subscriber	34% (304)	22% (202)	44% (396)	902
Disney+ subscriber	36% (314)	21% (184)	43% (376)	873
Peacock subscriber	39% (127)	22% (74)	39% (127)	327
HBO Max subscriber	39% (186)	23% (112)	38% (181)	479
Quibi subscriber	48% (69)	22% (31)	29% (42)	142
Amazon Prime Video subscriber	35% (415)	19% (232)	46% (554)	1201
Paid podcast service subscriber	42% (192)	32% (144)	26% (117)	452
Paid membership platform subscriber	42% (186)	28% (122)	30% (132)	440
Frequent podcast listeners	37% (481)	22% (286)	40% (520)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://MorningConsultIntelligence.com).

**Table MCFE11\_1:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the beginning of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	47% (1029)	24% (513)	13% (277)	11% (230)	6% (122)	2171
Gender: Male	48% (574)	26% (311)	12% (142)	10% (124)	5% (56)	1207
Gender: Female	47% (455)	21% (202)	14% (134)	11% (107)	7% (66)	964
Age: 18-34	47% (373)	22% (174)	15% (117)	11% (89)	5% (42)	796
Age: 35-44	49% (242)	29% (140)	9% (46)	11% (53)	2% (10)	490
Age: 45-64	46% (307)	22% (150)	13% (89)	11% (75)	7% (45)	665
Age: 65+	49% (107)	23% (50)	11% (25)	6% (13)	11% (25)	219
GenZers: 1997-2012	44% (144)	19% (63)	20% (65)	9% (29)	8% (27)	328
Millennials: 1981-1996	50% (356)	24% (174)	11% (76)	13% (90)	3% (20)	717
GenXers: 1965-1980	46% (294)	27% (171)	12% (78)	10% (65)	5% (30)	639
Baby Boomers: 1946-1964	48% (219)	21% (95)	12% (54)	10% (44)	9% (41)	452
PID: Dem (no lean)	47% (406)	23% (199)	14% (118)	11% (96)	5% (43)	863
PID: Ind (no lean)	49% (298)	20% (121)	11% (69)	11% (66)	9% (53)	607
PID: Rep (no lean)	46% (324)	28% (193)	13% (90)	10% (68)	4% (26)	701
PID/Gender: Dem Men	47% (221)	27% (129)	11% (54)	11% (52)	4% (17)	472
PID/Gender: Dem Women	47% (185)	18% (70)	17% (64)	11% (44)	7% (27)	391
PID/Gender: Ind Men	51% (159)	20% (64)	9% (29)	10% (31)	9% (30)	312
PID/Gender: Ind Women	47% (140)	19% (57)	13% (39)	12% (36)	8% (23)	294
PID/Gender: Rep Men	46% (195)	28% (118)	14% (59)	10% (41)	2% (10)	422
PID/Gender: Rep Women	47% (130)	27% (75)	11% (31)	10% (27)	6% (16)	278
Ideo: Liberal (1-3)	50% (373)	22% (166)	12% (86)	12% (88)	4% (33)	745
Ideo: Moderate (4)	45% (303)	26% (173)	15% (99)	9% (61)	6% (38)	674
Ideo: Conservative (5-7)	47% (294)	25% (159)	12% (76)	11% (67)	4% (28)	623
Educ: < College	46% (565)	21% (252)	14% (175)	12% (144)	7% (88)	1224
Educ: Bachelors degree	51% (291)	28% (158)	10% (58)	8% (46)	3% (19)	573
Educ: Post-grad	46% (173)	28% (103)	12% (43)	11% (39)	4% (15)	374
Income: Under 50k	46% (428)	21% (192)	14% (127)	13% (119)	7% (65)	931
Income: 50k-100k	47% (316)	25% (168)	13% (88)	8% (54)	6% (43)	670
Income: 100k+	50% (285)	27% (153)	11% (61)	10% (57)	2% (14)	570
Ethnicity: White	48% (804)	24% (409)	12% (205)	10% (162)	5% (91)	1672
Ethnicity: Hispanic	52% (230)	20% (89)	12% (54)	10% (45)	5% (23)	441

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**Table MCFE11\_1:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the beginning of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	47% (1029)	24% (513)	13% (277)	11% (230)	6% (122)	2171
Ethnicity: Black	43% (119)	20% (55)	12% (34)	18% (50)	8% (21)	279
Ethnicity: Other	48% (106)	22% (49)	17% (37)	8% (18)	4% (9)	220
All Christian	48% (522)	26% (286)	13% (137)	9% (98)	4% (42)	1086
All Non-Christian	53% (87)	17% (28)	13% (22)	14% (24)	3% (4)	165
Atheist	41% (43)	17% (18)	15% (16)	14% (15)	12% (12)	104
Agnostic/Nothing in particular	41% (196)	22% (105)	17% (80)	12% (58)	8% (40)	478
Something Else	54% (182)	22% (75)	7% (22)	10% (35)	7% (23)	338
Religious Non-Protestant/Catholic	53% (101)	17% (32)	14% (28)	13% (24)	4% (7)	193
Evangelical	51% (361)	27% (192)	9% (65)	9% (67)	3% (24)	709
Non-Evangelical	47% (302)	25% (157)	13% (83)	9% (58)	6% (38)	637
Community: Urban	46% (418)	27% (241)	13% (117)	11% (99)	4% (33)	908
Community: Suburban	51% (434)	22% (187)	12% (99)	9% (78)	6% (55)	852
Community: Rural	43% (177)	21% (84)	15% (61)	13% (54)	8% (34)	410
Employ: Private Sector	49% (435)	27% (241)	11% (101)	9% (79)	3% (31)	886
Employ: Government	52% (100)	22% (43)	13% (26)	11% (21)	2% (4)	195
Employ: Self-Employed	50% (126)	19% (48)	16% (41)	10% (26)	4% (11)	252
Employ: Homemaker	36% (41)	22% (25)	19% (22)	18% (21)	4% (5)	113
Employ: Student	51% (66)	21% (27)	17% (22)	8% (10)	3% (4)	129
Employ: Retired	49% (127)	22% (58)	10% (26)	10% (25)	10% (26)	262
Employ: Unemployed	38% (85)	23% (52)	13% (30)	14% (32)	11% (26)	225
Employ: Other	45% (49)	18% (20)	9% (10)	14% (16)	13% (15)	108
Military HH: Yes	54% (153)	20% (56)	12% (33)	9% (27)	5% (15)	283
Military HH: No	46% (876)	24% (457)	13% (244)	11% (204)	6% (107)	1887
RD/WT: Right Direction	46% (354)	29% (230)	11% (85)	10% (77)	4% (32)	778
RD/WT: Wrong Track	48% (675)	20% (283)	14% (192)	11% (153)	6% (90)	1392
Trump Job Approve	47% (451)	28% (267)	12% (111)	9% (82)	5% (47)	957
Trump Job Disapprove	49% (563)	20% (235)	13% (154)	12% (142)	6% (66)	1160

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**Table MCFE11\_1:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the beginning of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	47% (1029)	24% (513)	13% (277)	11% (230)	6% (122)	2171
Trump Job Strongly Approve	48% (245)	26% (132)	10% (51)	11% (58)	5% (27)	514
Trump Job Somewhat Approve	46% (206)	30% (135)	13% (59)	5% (23)	4% (20)	443
Trump Job Somewhat Disapprove	49% (148)	21% (64)	13% (39)	9% (27)	7% (22)	300
Trump Job Strongly Disapprove	48% (415)	20% (171)	13% (114)	13% (115)	5% (44)	860
Favorable of Trump	47% (445)	28% (266)	11% (108)	9% (85)	4% (37)	941
Unfavorable of Trump	48% (557)	20% (229)	14% (160)	12% (133)	6% (70)	1149
Very Favorable of Trump	46% (257)	27% (151)	11% (62)	11% (63)	4% (23)	556
Somewhat Favorable of Trump	49% (188)	30% (115)	12% (46)	6% (22)	4% (14)	384
Somewhat Unfavorable of Trump	53% (116)	22% (48)	13% (28)	5% (11)	8% (17)	220
Very Unfavorable of Trump	47% (440)	19% (181)	14% (131)	13% (123)	6% (54)	929
#1 Issue: Economy	48% (427)	22% (196)	13% (119)	10% (92)	6% (51)	884
#1 Issue: Security	45% (101)	28% (63)	11% (25)	9% (20)	7% (15)	224
#1 Issue: Health Care	46% (195)	29% (122)	12% (49)	10% (44)	4% (16)	427
#1 Issue: Medicare / Social Security	37% (65)	22% (38)	13% (22)	20% (35)	8% (15)	175
#1 Issue: Women's Issues	57% (70)	19% (23)	16% (20)	7% (8)	1% (2)	123
#1 Issue: Education	48% (57)	25% (30)	14% (16)	7% (8)	6% (8)	120
#1 Issue: Energy	49% (48)	19% (18)	12% (11)	11% (11)	9% (9)	97
#1 Issue: Other	55% (66)	18% (22)	12% (14)	9% (11)	6% (7)	121
2018 House Vote: Democrat	48% (375)	22% (174)	13% (100)	12% (93)	4% (35)	777
2018 House Vote: Republican	49% (302)	26% (160)	13% (78)	9% (58)	4% (24)	622
2016 Vote: Hillary Clinton	49% (346)	22% (156)	12% (87)	11% (78)	5% (34)	701
2016 Vote: Donald Trump	48% (333)	27% (187)	12% (84)	9% (62)	4% (24)	691
2016 Vote: Other	48% (45)	18% (17)	16% (15)	12% (11)	7% (6)	94
2016 Vote: Didn't Vote	44% (303)	22% (153)	13% (90)	12% (79)	8% (57)	682
Voted in 2014: Yes	48% (555)	24% (284)	12% (138)	11% (128)	5% (57)	1161
Voted in 2014: No	47% (474)	23% (229)	14% (139)	10% (102)	6% (65)	1009
2012 Vote: Barack Obama	51% (427)	23% (190)	12% (100)	10% (86)	4% (35)	838
2012 Vote: Mitt Romney	45% (191)	30% (124)	12% (49)	9% (37)	5% (20)	421
2012 Vote: Other	60% (32)	8% (4)	12% (6)	11% (6)	8% (4)	53
2012 Vote: Didn't Vote	44% (378)	23% (194)	14% (120)	12% (101)	7% (61)	853

Continued on next page

**Table MCFE11\_1:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the beginning of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	47% (1029)	24% (513)	13% (277)	11% (230)	6% (122)	2171
4-Region: Northeast	48% (219)	26% (119)	11% (50)	12% (57)	4% (16)	461
4-Region: Midwest	43% (158)	25% (90)	15% (55)	10% (38)	7% (27)	368
4-Region: South	51% (382)	23% (170)	11% (85)	11% (80)	5% (35)	752
4-Region: West	46% (269)	23% (134)	15% (86)	9% (55)	8% (44)	589
201043	49% (526)	24% (262)	13% (141)	9% (99)	5% (53)	1081
201045	46% (503)	23% (250)	12% (136)	12% (131)	6% (68)	1089
Netflix subscriber	49% (777)	25% (401)	12% (191)	10% (158)	4% (71)	1598
Hulu subscriber	48% (432)	25% (224)	13% (115)	10% (90)	5% (41)	902
Disney+ subscriber	48% (420)	26% (230)	12% (103)	11% (95)	3% (25)	873
Peacock subscriber	50% (165)	21% (70)	11% (35)	14% (47)	3% (11)	327
HBO Max subscriber	48% (231)	25% (122)	11% (55)	13% (60)	2% (10)	479
Quibi subscriber	56% (80)	18% (26)	9% (13)	10% (15)	6% (9)	142
Amazon Prime Video subscriber	51% (608)	24% (283)	12% (139)	10% (121)	4% (51)	1201
Paid podcast service subscriber	50% (228)	26% (119)	12% (53)	10% (46)	1% (5)	452
Paid membership platform subscriber	50% (220)	25% (109)	13% (55)	12% (52)	1% (3)	440
Frequent podcast listeners	48% (623)	24% (313)	12% (151)	12% (157)	3% (44)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE11\_2:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
 In the middle of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	44% (951)	25% (542)	14% (305)	11% (240)	6% (131)	2171
Gender: Male	40% (484)	30% (357)	15% (177)	10% (126)	5% (64)	1207
Gender: Female	49% (468)	19% (185)	13% (129)	12% (115)	7% (67)	964
Age: 18-34	45% (359)	24% (187)	13% (107)	13% (101)	5% (42)	796
Age: 35-44	41% (202)	31% (153)	13% (64)	11% (55)	3% (15)	490
Age: 45-64	44% (295)	22% (149)	15% (101)	11% (75)	7% (45)	665
Age: 65+	44% (95)	24% (52)	15% (32)	4% (10)	14% (30)	219
GenZers: 1997-2012	48% (157)	20% (65)	10% (31)	14% (47)	8% (28)	328
Millennials: 1981-1996	42% (299)	28% (198)	15% (108)	12% (87)	3% (25)	717
GenXers: 1965-1980	44% (279)	27% (171)	15% (96)	10% (67)	4% (26)	639
Baby Boomers: 1946-1964	45% (205)	21% (97)	14% (64)	8% (38)	11% (48)	452
PID: Dem (no lean)	43% (369)	26% (220)	14% (122)	13% (111)	5% (40)	863
PID: Ind (no lean)	49% (296)	21% (125)	13% (76)	10% (58)	9% (52)	607
PID: Rep (no lean)	41% (286)	28% (197)	15% (107)	10% (71)	6% (39)	701
PID/Gender: Dem Men	40% (191)	31% (148)	13% (61)	12% (56)	4% (17)	472
PID/Gender: Dem Women	46% (178)	19% (73)	16% (61)	14% (55)	6% (24)	391
PID/Gender: Ind Men	46% (144)	22% (70)	13% (41)	9% (28)	9% (29)	312
PID/Gender: Ind Women	52% (152)	19% (55)	12% (35)	10% (30)	8% (23)	294
PID/Gender: Rep Men	35% (148)	33% (139)	18% (75)	10% (42)	4% (18)	422
PID/Gender: Rep Women	50% (138)	21% (58)	12% (32)	11% (29)	7% (21)	278
Ideo: Liberal (1-3)	45% (333)	25% (190)	12% (93)	13% (95)	5% (35)	745
Ideo: Moderate (4)	42% (281)	24% (163)	16% (109)	12% (81)	6% (41)	674
Ideo: Conservative (5-7)	44% (275)	27% (168)	15% (94)	8% (51)	6% (35)	623
Educ: < College	44% (536)	23% (275)	13% (161)	12% (150)	8% (100)	1224
Educ: Bachelors degree	46% (262)	27% (152)	16% (90)	9% (49)	3% (19)	573
Educ: Post-grad	41% (153)	31% (115)	14% (54)	11% (41)	3% (12)	374
Income: Under 50k	43% (404)	23% (218)	13% (120)	13% (117)	8% (72)	931
Income: 50k-100k	43% (290)	25% (171)	15% (102)	9% (57)	7% (49)	670
Income: 100k+	45% (257)	27% (153)	15% (83)	12% (67)	2% (10)	570
Ethnicity: White	43% (727)	26% (432)	15% (248)	10% (160)	6% (104)	1672
Ethnicity: Hispanic	45% (197)	23% (102)	15% (67)	11% (47)	7% (29)	441

Continued on next page

**Table MCFE11\_2:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
In the middle of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	44% (951)	25% (542)	14% (305)	11% (240)	6% (131)	2171
Ethnicity: Black	42% (118)	21% (58)	11% (30)	20% (56)	6% (17)	279
Ethnicity: Other	49% (107)	24% (53)	12% (27)	11% (24)	4% (10)	220
All Christian	42% (458)	27% (295)	16% (176)	10% (108)	5% (50)	1086
All Non-Christian	45% (74)	27% (44)	15% (24)	11% (18)	2% (4)	165
Atheist	37% (39)	24% (25)	14% (14)	11% (12)	13% (14)	104
Agnostic/Nothing in particular	44% (209)	21% (99)	12% (58)	14% (66)	10% (46)	478
Something Else	51% (172)	24% (80)	10% (32)	11% (36)	5% (17)	338
Religious Non-Protestant/Catholic	47% (91)	24% (47)	15% (29)	10% (19)	4% (7)	193
Evangelical	44% (309)	28% (201)	13% (94)	11% (79)	4% (26)	709
Non-Evangelical	44% (283)	25% (159)	16% (99)	9% (60)	6% (37)	637
Community: Urban	39% (354)	29% (262)	15% (136)	13% (116)	5% (42)	908
Community: Suburban	49% (417)	22% (189)	13% (110)	9% (80)	7% (56)	852
Community: Rural	44% (181)	22% (92)	14% (59)	11% (45)	8% (33)	410
Employ: Private Sector	44% (393)	28% (247)	15% (129)	10% (86)	3% (30)	886
Employ: Government	43% (84)	25% (49)	13% (26)	14% (27)	4% (8)	195
Employ: Self-Employed	43% (108)	29% (72)	13% (33)	11% (29)	5% (11)	252
Employ: Homemaker	41% (46)	20% (23)	17% (19)	17% (20)	4% (5)	113
Employ: Student	49% (63)	19% (24)	12% (15)	16% (21)	5% (6)	129
Employ: Retired	47% (122)	23% (60)	11% (30)	7% (17)	13% (33)	262
Employ: Unemployed	35% (79)	21% (48)	20% (44)	14% (32)	10% (22)	225
Employ: Other	52% (56)	18% (19)	8% (9)	7% (8)	15% (16)	108
Military HH: Yes	49% (139)	23% (65)	12% (33)	10% (29)	6% (18)	283
Military HH: No	43% (813)	25% (478)	14% (273)	11% (211)	6% (112)	1887
RD/WT: Right Direction	38% (296)	31% (244)	15% (114)	11% (83)	5% (42)	778
RD/WT: Wrong Track	47% (655)	21% (299)	14% (191)	11% (158)	6% (89)	1392
Trump Job Approve	41% (392)	28% (269)	16% (157)	9% (83)	6% (56)	957
Trump Job Disapprove	47% (544)	22% (260)	13% (147)	13% (146)	5% (63)	1160

Continued on next page

**Table MCFE11\_2:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
 In the middle of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	44% (951)	25% (542)	14% (305)	11% (240)	6% (131)	2171
Trump Job Strongly Approve	43% (222)	29% (147)	12% (61)	10% (51)	6% (32)	514
Trump Job Somewhat Approve	38% (170)	28% (122)	22% (96)	7% (32)	5% (24)	443
Trump Job Somewhat Disapprove	45% (133)	23% (69)	17% (50)	10% (31)	6% (17)	300
Trump Job Strongly Disapprove	48% (411)	22% (191)	11% (98)	13% (115)	5% (46)	860
Favorable of Trump	41% (385)	30% (278)	16% (147)	9% (88)	5% (44)	941
Unfavorable of Trump	47% (542)	22% (250)	13% (150)	12% (140)	6% (68)	1149
Very Favorable of Trump	42% (233)	30% (164)	14% (75)	10% (57)	5% (27)	556
Somewhat Favorable of Trump	40% (152)	30% (114)	19% (71)	8% (31)	4% (17)	384
Somewhat Unfavorable of Trump	41% (90)	28% (62)	16% (34)	7% (15)	8% (18)	220
Very Unfavorable of Trump	49% (452)	20% (187)	12% (115)	13% (125)	5% (50)	929
#1 Issue: Economy	44% (391)	25% (224)	15% (134)	9% (78)	7% (58)	884
#1 Issue: Security	33% (74)	30% (67)	16% (35)	15% (34)	6% (14)	224
#1 Issue: Health Care	43% (184)	28% (118)	14% (61)	11% (48)	3% (15)	427
#1 Issue: Medicare / Social Security	36% (63)	24% (42)	11% (20)	19% (34)	10% (17)	175
#1 Issue: Women's Issues	67% (82)	11% (13)	13% (15)	8% (10)	2% (2)	123
#1 Issue: Education	43% (52)	26% (31)	13% (16)	13% (16)	4% (4)	120
#1 Issue: Energy	43% (42)	22% (21)	10% (10)	15% (15)	9% (9)	97
#1 Issue: Other	53% (64)	20% (25)	11% (13)	6% (7)	9% (11)	121
2018 House Vote: Democrat	45% (347)	25% (194)	14% (109)	12% (95)	4% (33)	777
2018 House Vote: Republican	41% (257)	30% (185)	15% (96)	9% (56)	4% (27)	622
2016 Vote: Hillary Clinton	43% (300)	27% (190)	14% (102)	11% (77)	5% (33)	701
2016 Vote: Donald Trump	44% (304)	28% (196)	16% (112)	8% (55)	3% (24)	691
2016 Vote: Other	47% (44)	17% (16)	15% (14)	14% (13)	8% (7)	94
2016 Vote: Didn't Vote	44% (302)	21% (140)	11% (78)	14% (96)	10% (67)	682
Voted in 2014: Yes	44% (512)	27% (313)	15% (172)	9% (105)	5% (59)	1161
Voted in 2014: No	44% (439)	23% (230)	13% (133)	13% (135)	7% (72)	1009
2012 Vote: Barack Obama	44% (372)	25% (209)	15% (124)	12% (99)	4% (34)	838
2012 Vote: Mitt Romney	43% (182)	29% (122)	14% (58)	7% (31)	7% (28)	421
2012 Vote: Other	43% (23)	17% (9)	17% (9)	13% (7)	10% (5)	53
2012 Vote: Didn't Vote	44% (372)	24% (203)	13% (112)	12% (104)	7% (62)	853

Continued on next page

**Table MCFE11\_2:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
In the middle of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	44% (951)	25% (542)	14% (305)	11% (240)	6% (131)	2171
4-Region: Northeast	39% (182)	29% (135)	14% (65)	13% (62)	4% (17)	461
4-Region: Midwest	46% (170)	19% (70)	16% (58)	11% (41)	8% (29)	368
4-Region: South	46% (346)	25% (185)	14% (104)	10% (79)	5% (39)	752
4-Region: West	43% (254)	26% (152)	13% (78)	10% (58)	8% (47)	589
201043	45% (488)	24% (258)	14% (156)	11% (121)	5% (58)	1081
201045	43% (463)	26% (284)	14% (149)	11% (120)	7% (73)	1089
Netflix subscriber	45% (719)	26% (412)	14% (217)	11% (175)	5% (75)	1598
Hulu subscriber	47% (420)	26% (231)	13% (116)	10% (91)	5% (44)	902
Disney+ subscriber	45% (396)	26% (231)	13% (113)	11% (99)	4% (34)	873
Peacock subscriber	43% (140)	25% (82)	16% (54)	12% (41)	3% (11)	327
HBO Max subscriber	43% (206)	28% (136)	14% (67)	12% (60)	2% (11)	479
Quibi subscriber	40% (57)	32% (45)	14% (20)	9% (12)	6% (9)	142
Amazon Prime Video subscriber	45% (543)	27% (324)	14% (166)	10% (117)	4% (51)	1201
Paid podcast service subscriber	35% (160)	34% (153)	13% (61)	15% (70)	2% (8)	452
Paid membership platform subscriber	38% (168)	35% (152)	11% (50)	14% (62)	2% (8)	440
Frequent podcast listeners	43% (553)	28% (359)	14% (175)	12% (157)	3% (44)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE11\_3:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the end of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	40% (858)	23% (492)	14% (310)	17% (362)	7% (149)	2171
Gender: Male	37% (452)	25% (304)	14% (166)	18% (213)	6% (72)	1207
Gender: Female	42% (406)	19% (188)	15% (143)	15% (149)	8% (78)	964
Age: 18-34	36% (288)	22% (179)	16% (128)	18% (143)	7% (58)	796
Age: 35-44	38% (186)	27% (134)	13% (63)	19% (92)	3% (15)	490
Age: 45-64	43% (287)	20% (130)	14% (94)	16% (109)	7% (46)	665
Age: 65+	45% (98)	22% (48)	11% (25)	8% (18)	14% (30)	219
GenZers: 1997-2012	39% (128)	22% (71)	14% (44)	15% (50)	10% (34)	328
Millennials: 1981-1996	36% (261)	23% (164)	16% (115)	20% (140)	5% (36)	717
GenXers: 1965-1980	38% (245)	25% (160)	15% (98)	17% (111)	4% (24)	639
Baby Boomers: 1946-1964	47% (211)	18% (83)	11% (49)	13% (59)	11% (50)	452
PID: Dem (no lean)	37% (316)	25% (215)	15% (128)	18% (158)	5% (46)	863
PID: Ind (no lean)	41% (248)	20% (119)	14% (85)	17% (101)	9% (54)	607
PID: Rep (no lean)	42% (294)	23% (158)	14% (96)	15% (104)	7% (50)	701
PID/Gender: Dem Men	33% (158)	31% (145)	13% (61)	19% (90)	4% (18)	472
PID/Gender: Dem Women	40% (158)	18% (69)	17% (67)	17% (68)	7% (29)	391
PID/Gender: Ind Men	39% (122)	20% (61)	12% (39)	20% (61)	9% (29)	312
PID/Gender: Ind Women	43% (126)	20% (58)	16% (46)	13% (40)	8% (25)	294
PID/Gender: Rep Men	41% (172)	23% (98)	16% (66)	15% (62)	6% (25)	422
PID/Gender: Rep Women	44% (122)	22% (60)	11% (30)	15% (41)	9% (25)	278
Ideo: Liberal (1-3)	43% (319)	21% (154)	14% (104)	18% (136)	4% (32)	745
Ideo: Moderate (4)	32% (219)	27% (180)	17% (111)	17% (113)	8% (52)	674
Ideo: Conservative (5-7)	42% (261)	23% (146)	13% (80)	15% (96)	6% (39)	623
Educ: < College	37% (458)	21% (253)	15% (186)	18% (219)	9% (108)	1224
Educ: Bachelors degree	44% (251)	25% (141)	13% (76)	14% (80)	4% (24)	573
Educ: Post-grad	40% (149)	26% (98)	12% (47)	17% (63)	5% (18)	374
Income: Under 50k	37% (347)	22% (201)	14% (131)	19% (174)	8% (78)	931
Income: 50k-100k	41% (272)	24% (160)	14% (96)	13% (85)	8% (56)	670
Income: 100k+	42% (239)	23% (131)	14% (82)	18% (103)	3% (15)	570
Ethnicity: White	42% (707)	23% (391)	13% (225)	14% (240)	7% (109)	1672
Ethnicity: Hispanic	38% (169)	18% (79)	17% (74)	20% (88)	7% (31)	441

Continued on next page

**Table MCFE11\_3:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the end of the podcast

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	40%	(858)	23%	(492)	14%	(310)	17%	(362)	7%	(149)	2171
Ethnicity: Black	26%	(72)	18%	(50)	19%	(53)	27%	(76)	10%	(28)	279
Ethnicity: Other	36%	(80)	23%	(51)	14%	(31)	21%	(46)	6%	(13)	220
All Christian	40%	(438)	25%	(269)	14%	(155)	15%	(164)	5%	(60)	1086
All Non-Christian	33%	(55)	29%	(48)	16%	(27)	18%	(29)	4%	(6)	165
Atheist	43%	(44)	18%	(19)	10%	(11)	17%	(17)	13%	(13)	104
Agnostic/Nothing in particular	39%	(186)	20%	(96)	13%	(63)	17%	(84)	10%	(49)	478
Something Else	40%	(135)	18%	(60)	16%	(55)	20%	(67)	6%	(21)	338
Religious Non-Protestant/Catholic	35%	(67)	29%	(55)	16%	(31)	15%	(29)	5%	(10)	193
Evangelical	38%	(268)	26%	(183)	15%	(108)	17%	(117)	5%	(32)	709
Non-Evangelical	42%	(269)	20%	(127)	15%	(94)	16%	(103)	7%	(44)	637
Community: Urban	35%	(319)	25%	(225)	15%	(136)	19%	(175)	6%	(53)	908
Community: Suburban	45%	(381)	20%	(173)	14%	(122)	13%	(114)	7%	(62)	852
Community: Rural	38%	(158)	23%	(93)	13%	(52)	18%	(73)	8%	(35)	410
Employ: Private Sector	42%	(369)	25%	(219)	14%	(126)	15%	(133)	4%	(39)	886
Employ: Government	38%	(75)	24%	(47)	16%	(32)	17%	(34)	4%	(8)	195
Employ: Self-Employed	41%	(103)	23%	(59)	13%	(33)	17%	(44)	5%	(13)	252
Employ: Homemaker	39%	(44)	22%	(25)	14%	(16)	21%	(24)	5%	(5)	113
Employ: Student	43%	(55)	14%	(18)	19%	(25)	19%	(25)	5%	(6)	129
Employ: Retired	47%	(123)	21%	(55)	9%	(23)	10%	(26)	13%	(35)	262
Employ: Unemployed	25%	(55)	22%	(50)	18%	(40)	23%	(52)	12%	(27)	225
Employ: Other	31%	(34)	17%	(18)	14%	(15)	23%	(24)	16%	(17)	108
Military HH: Yes	43%	(121)	21%	(59)	17%	(49)	12%	(35)	7%	(19)	283
Military HH: No	39%	(737)	23%	(433)	14%	(260)	17%	(327)	7%	(130)	1887
RD/WT: Right Direction	36%	(280)	28%	(220)	15%	(113)	16%	(121)	6%	(44)	778
RD/WT: Wrong Track	42%	(578)	19%	(271)	14%	(196)	17%	(241)	8%	(105)	1392
Trump Job Approve	40%	(387)	26%	(251)	13%	(127)	14%	(133)	6%	(60)	957
Trump Job Disapprove	39%	(458)	20%	(232)	15%	(178)	19%	(218)	6%	(75)	1160

Continued on next page

**Table MCFE11\_3:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the end of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	40% (858)	23% (492)	14% (310)	17% (362)	7% (149)	2171
Trump Job Strongly Approve	43% (220)	24% (124)	12% (61)	15% (76)	6% (33)	514
Trump Job Somewhat Approve	38% (167)	29% (126)	15% (66)	13% (57)	6% (27)	443
Trump Job Somewhat Disapprove	30% (91)	21% (64)	19% (56)	22% (65)	8% (25)	300
Trump Job Strongly Disapprove	43% (366)	20% (168)	14% (122)	18% (153)	6% (50)	860
Favorable of Trump	40% (375)	26% (245)	15% (137)	14% (128)	6% (55)	941
Unfavorable of Trump	40% (463)	20% (232)	15% (167)	18% (209)	7% (78)	1149
Very Favorable of Trump	41% (228)	25% (136)	14% (78)	14% (77)	7% (37)	556
Somewhat Favorable of Trump	38% (147)	28% (109)	15% (59)	13% (51)	5% (19)	384
Somewhat Unfavorable of Trump	35% (77)	21% (46)	16% (36)	17% (38)	10% (23)	220
Very Unfavorable of Trump	42% (387)	20% (186)	14% (131)	18% (171)	6% (55)	929
#1 Issue: Economy	39% (349)	21% (187)	15% (129)	18% (160)	7% (59)	884
#1 Issue: Security	33% (74)	28% (63)	14% (31)	17% (38)	8% (19)	224
#1 Issue: Health Care	37% (159)	27% (114)	15% (63)	18% (75)	4% (15)	427
#1 Issue: Medicare / Social Security	35% (62)	22% (38)	15% (26)	17% (30)	11% (19)	175
#1 Issue: Women's Issues	51% (63)	19% (23)	20% (25)	6% (8)	3% (4)	123
#1 Issue: Education	38% (46)	30% (36)	10% (13)	15% (17)	7% (8)	120
#1 Issue: Energy	42% (41)	14% (14)	14% (14)	17% (16)	12% (12)	97
#1 Issue: Other	54% (65)	14% (16)	7% (8)	15% (18)	11% (13)	121
2018 House Vote: Democrat	40% (313)	23% (181)	15% (116)	17% (133)	4% (35)	777
2018 House Vote: Republican	43% (269)	25% (153)	12% (77)	14% (89)	6% (34)	622
2016 Vote: Hillary Clinton	39% (276)	25% (173)	14% (96)	17% (118)	5% (38)	701
2016 Vote: Donald Trump	43% (295)	25% (171)	15% (101)	14% (98)	4% (27)	691
2016 Vote: Other	49% (46)	12% (11)	11% (10)	23% (22)	5% (5)	94
2016 Vote: Didn't Vote	35% (240)	20% (136)	15% (102)	18% (124)	12% (80)	682
Voted in 2014: Yes	42% (490)	24% (276)	14% (158)	15% (177)	5% (59)	1161
Voted in 2014: No	36% (368)	21% (215)	15% (151)	18% (185)	9% (90)	1009
2012 Vote: Barack Obama	39% (328)	25% (209)	13% (106)	18% (153)	5% (42)	838
2012 Vote: Mitt Romney	46% (193)	24% (102)	13% (55)	12% (53)	5% (20)	421
2012 Vote: Other	49% (26)	13% (7)	13% (7)	18% (9)	8% (4)	53
2012 Vote: Didn't Vote	36% (310)	20% (172)	17% (141)	17% (147)	10% (84)	853

Continued on next page

**Table MCFE11\_3:** When listening to podcasts, how likely are you to skip through advertisements that occur during the following periods of time?  
At the end of the podcast

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	40% (858)	23% (492)	14% (310)	17% (362)	7% (149)	2171
4-Region: Northeast	34% (157)	25% (116)	17% (79)	19% (86)	5% (24)	461
4-Region: Midwest	43% (157)	23% (85)	11% (41)	15% (56)	8% (29)	368
4-Region: South	41% (305)	21% (156)	14% (105)	19% (144)	6% (42)	752
4-Region: West	41% (239)	23% (134)	14% (84)	13% (76)	9% (55)	589
201043	39% (425)	24% (259)	14% (154)	16% (173)	6% (70)	1081
201045	40% (432)	21% (233)	14% (155)	17% (189)	7% (79)	1089
Netflix subscriber	40% (644)	22% (359)	15% (232)	17% (275)	6% (88)	1598
Hulu subscriber	43% (385)	22% (202)	14% (126)	16% (145)	5% (43)	902
Disney+ subscriber	42% (363)	24% (207)	12% (109)	19% (162)	4% (32)	873
Peacock subscriber	45% (146)	26% (86)	9% (28)	17% (56)	3% (11)	327
HBO Max subscriber	41% (199)	25% (118)	13% (61)	19% (90)	3% (12)	479
Quibi subscriber	42% (59)	27% (39)	11% (16)	13% (18)	7% (10)	142
Amazon Prime Video subscriber	42% (507)	23% (276)	14% (171)	16% (189)	5% (59)	1201
Paid podcast service subscriber	33% (150)	27% (123)	19% (84)	19% (85)	2% (10)	452
Paid membership platform subscriber	39% (170)	27% (121)	14% (63)	17% (76)	2% (10)	440
Frequent podcast listeners	40% (517)	24% (306)	14% (175)	18% (227)	5% (62)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE12\_1:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the beginning of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	56% (2470)	20% (888)	7% (325)	7% (308)	9% (408)	4400
Gender: Male	56% (1185)	21% (452)	8% (175)	7% (153)	7% (159)	2124
Gender: Female	56% (1286)	19% (436)	7% (150)	7% (155)	11% (249)	2276
Age: 18-34	55% (715)	19% (254)	9% (117)	8% (100)	9% (124)	1310
Age: 35-44	55% (396)	27% (190)	6% (43)	7% (49)	5% (37)	715
Age: 45-64	59% (879)	19% (288)	7% (103)	8% (122)	7% (110)	1502
Age: 65+	55% (480)	18% (155)	7% (63)	4% (37)	16% (137)	873
GenZers: 1997-2012	55% (321)	14% (80)	9% (50)	10% (60)	13% (74)	584
Millennials: 1981-1996	55% (592)	25% (264)	8% (82)	6% (66)	7% (72)	1076
GenXers: 1965-1980	56% (643)	23% (261)	8% (86)	9% (102)	5% (55)	1148
Baby Boomers: 1946-1964	59% (839)	18% (253)	7% (93)	5% (70)	11% (163)	1418
PID: Dem (no lean)	55% (887)	22% (353)	8% (134)	7% (117)	7% (119)	1611
PID: Ind (no lean)	57% (746)	17% (222)	7% (95)	7% (97)	11% (146)	1305
PID: Rep (no lean)	56% (837)	21% (312)	7% (97)	6% (95)	10% (143)	1484
PID/Gender: Dem Men	54% (408)	24% (184)	9% (67)	7% (54)	5% (41)	754
PID/Gender: Dem Women	56% (478)	20% (169)	8% (68)	7% (64)	9% (79)	857
PID/Gender: Ind Men	58% (352)	16% (96)	8% (46)	9% (52)	10% (61)	607
PID/Gender: Ind Women	56% (394)	18% (127)	7% (49)	6% (44)	12% (85)	698
PID/Gender: Rep Men	56% (424)	23% (172)	8% (63)	6% (47)	8% (58)	763
PID/Gender: Rep Women	57% (414)	20% (141)	5% (34)	7% (48)	12% (85)	721
Ideo: Liberal (1-3)	59% (752)	21% (262)	8% (96)	8% (98)	5% (63)	1272
Ideo: Moderate (4)	52% (710)	23% (319)	8% (106)	8% (105)	9% (128)	1368
Ideo: Conservative (5-7)	58% (798)	19% (262)	7% (100)	6% (80)	10% (133)	1373
Educ: < College	55% (1666)	19% (577)	7% (220)	7% (220)	11% (342)	3024
Educ: Bachelors degree	60% (529)	22% (195)	7% (66)	6% (56)	5% (42)	888
Educ: Post-grad	56% (275)	24% (116)	8% (40)	7% (32)	5% (25)	488
Income: Under 50k	55% (1258)	19% (440)	7% (164)	7% (170)	11% (256)	2289
Income: 50k-100k	57% (725)	22% (274)	7% (93)	6% (76)	8% (106)	1274
Income: 100k+	58% (487)	21% (174)	8% (68)	7% (62)	5% (46)	837
Ethnicity: White	56% (1940)	21% (712)	7% (251)	7% (229)	9% (311)	3443

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**Table MCFE12\_1:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
At the beginning of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	56% (2470)	20% (888)	7% (325)	7% (308)	9% (408)	4400
Ethnicity: Hispanic	54% (375)	21% (144)	8% (58)	9% (60)	9% (62)	699
Ethnicity: Black	52% (287)	20% (109)	6% (36)	10% (56)	11% (61)	549
Ethnicity: Other	60% (243)	16% (66)	10% (39)	6% (24)	9% (36)	408
All Christian	54% (1151)	24% (511)	7% (150)	7% (150)	8% (163)	2125
All Non-Christian	59% (155)	17% (43)	11% (29)	8% (22)	5% (13)	263
Atheist	67% (124)	10% (19)	6% (11)	7% (13)	10% (19)	185
Agnostic/Nothing in particular	57% (599)	15% (159)	8% (85)	7% (71)	14% (146)	1059
Something Else	58% (442)	20% (156)	7% (50)	7% (52)	9% (68)	768
Religious Non-Protestant/Catholic	58% (178)	19% (59)	9% (29)	7% (22)	7% (20)	308
Evangelical	55% (708)	23% (303)	8% (98)	7% (87)	7% (96)	1292
Non-Evangelical	56% (829)	22% (336)	6% (97)	7% (105)	8% (126)	1493
Community: Urban	52% (760)	24% (351)	9% (124)	8% (111)	8% (113)	1459
Community: Suburban	59% (1096)	19% (354)	6% (117)	7% (129)	8% (156)	1852
Community: Rural	56% (614)	17% (183)	8% (84)	6% (69)	13% (139)	1090
Employ: Private Sector	59% (827)	22% (316)	8% (110)	6% (78)	6% (79)	1410
Employ: Government	57% (156)	23% (63)	8% (22)	7% (19)	6% (15)	275
Employ: Self-Employed	53% (212)	25% (100)	8% (34)	8% (31)	6% (26)	404
Employ: Homemaker	51% (150)	21% (61)	8% (24)	9% (28)	10% (31)	294
Employ: Student	58% (120)	10% (21)	7% (14)	14% (28)	11% (22)	205
Employ: Retired	55% (557)	17% (175)	7% (73)	6% (56)	15% (148)	1008
Employ: Unemployed	56% (302)	22% (120)	6% (30)	7% (39)	9% (46)	537
Employ: Other	55% (147)	12% (31)	7% (19)	11% (29)	15% (41)	267
Military HH: Yes	59% (391)	19% (123)	5% (33)	6% (39)	12% (77)	663
Military HH: No	56% (2080)	20% (765)	8% (292)	7% (269)	9% (331)	3737
RD/WT: Right Direction	53% (774)	22% (321)	8% (119)	7% (96)	10% (141)	1451
RD/WT: Wrong Track	58% (1697)	19% (567)	7% (206)	7% (213)	9% (267)	2949
Trump Job Approve	56% (1053)	21% (395)	8% (152)	7% (126)	9% (170)	1896
Trump Job Disapprove	58% (1346)	20% (472)	7% (165)	7% (170)	8% (184)	2337

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**Table MCFE12\_1:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the beginning of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	56% (2470)	20% (888)	7% (325)	7% (308)	9% (408)	4400
Trump Job Strongly Approve	57% (588)	20% (203)	7% (76)	7% (76)	9% (96)	1040
Trump Job Somewhat Approve	54% (466)	22% (192)	9% (76)	6% (50)	9% (73)	856
Trump Job Somewhat Disapprove	52% (279)	25% (133)	8% (42)	6% (31)	9% (48)	534
Trump Job Strongly Disapprove	59% (1066)	19% (340)	7% (122)	8% (139)	8% (136)	1803
Favorable of Trump	56% (1045)	21% (399)	7% (137)	7% (123)	9% (160)	1864
Unfavorable of Trump	58% (1342)	20% (461)	7% (169)	7% (164)	8% (186)	2322
Very Favorable of Trump	57% (654)	19% (219)	8% (87)	7% (80)	9% (99)	1139
Somewhat Favorable of Trump	54% (391)	25% (180)	7% (50)	6% (43)	8% (61)	724
Somewhat Unfavorable of Trump	54% (226)	21% (87)	8% (34)	5% (21)	11% (47)	416
Very Unfavorable of Trump	59% (1116)	20% (373)	7% (136)	8% (143)	7% (138)	1906
#1 Issue: Economy	57% (919)	22% (352)	7% (121)	7% (105)	7% (117)	1614
#1 Issue: Security	55% (263)	21% (100)	7% (35)	8% (37)	9% (44)	479
#1 Issue: Health Care	60% (500)	20% (170)	6% (53)	6% (49)	8% (63)	836
#1 Issue: Medicare / Social Security	51% (309)	17% (105)	8% (47)	8% (51)	15% (91)	604
#1 Issue: Women's Issues	62% (140)	15% (33)	8% (18)	6% (14)	9% (21)	227
#1 Issue: Education	54% (96)	27% (48)	6% (11)	3% (5)	10% (17)	177
#1 Issue: Energy	49% (75)	26% (40)	10% (16)	7% (10)	8% (12)	154
#1 Issue: Other	54% (168)	13% (40)	7% (23)	12% (36)	14% (42)	309
2018 House Vote: Democrat	57% (806)	21% (300)	7% (106)	8% (112)	7% (93)	1416
2018 House Vote: Republican	59% (733)	21% (262)	6% (72)	6% (70)	9% (107)	1243
2018 House Vote: Someone else	54% (43)	17% (14)	5% (4)	6% (5)	17% (14)	79
2016 Vote: Hillary Clinton	55% (718)	23% (294)	7% (96)	7% (85)	8% (102)	1295
2016 Vote: Donald Trump	59% (829)	20% (286)	6% (85)	6% (85)	9% (123)	1407
2016 Vote: Other	62% (124)	20% (40)	7% (15)	6% (13)	5% (9)	200
2016 Vote: Didn't Vote	53% (798)	18% (268)	9% (130)	8% (125)	12% (174)	1494
Voted in 2014: Yes	57% (1351)	21% (491)	7% (155)	7% (164)	8% (191)	2353
Voted in 2014: No	55% (1119)	19% (396)	8% (171)	7% (144)	11% (217)	2047

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**Table MCFE12\_1:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
At the beginning of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	56% (2470)	20% (888)	7% (325)	7% (308)	9% (408)	4400
2012 Vote: Barack Obama	56% (908)	22% (354)	7% (121)	8% (123)	7% (119)	1625
2012 Vote: Mitt Romney	60% (574)	20% (191)	6% (55)	5% (49)	9% (86)	956
2012 Vote: Other	68% (81)	11% (13)	7% (9)	5% (6)	9% (11)	120
2012 Vote: Didn't Vote	53% (905)	19% (327)	8% (140)	8% (129)	11% (190)	1692
4-Region: Northeast	55% (432)	23% (178)	8% (60)	8% (60)	7% (57)	787
4-Region: Midwest	58% (537)	17% (155)	9% (80)	8% (70)	9% (81)	925
4-Region: South	56% (922)	22% (358)	6% (105)	6% (105)	10% (157)	1648
4-Region: West	56% (579)	19% (196)	8% (79)	7% (72)	11% (113)	1040
201043	55% (1203)	21% (470)	7% (161)	7% (158)	9% (207)	2200
201045	58% (1267)	19% (417)	7% (164)	7% (150)	9% (201)	2200
Netflix subscriber	58% (1572)	21% (575)	7% (200)	7% (188)	7% (188)	2723
Hulu subscriber	59% (877)	20% (301)	8% (116)	7% (99)	6% (94)	1486
Disney+ subscriber	56% (736)	23% (295)	8% (99)	8% (101)	6% (79)	1309
Peacock subscriber	55% (323)	23% (138)	7% (39)	7% (42)	8% (47)	590
HBO Max subscriber	61% (410)	20% (132)	7% (44)	7% (50)	5% (32)	668
Quibi subscriber	54% (99)	22% (41)	7% (13)	7% (13)	9% (17)	183
Amazon Prime Video subscriber	59% (1204)	21% (427)	8% (155)	6% (125)	6% (118)	2030
Paid podcast service subscriber	49% (222)	31% (142)	10% (44)	9% (39)	1% (5)	452
Paid membership platform subscriber	53% (233)	27% (120)	9% (39)	10% (43)	1% (5)	440
Frequent podcast listeners	55% (702)	26% (331)	8% (106)	8% (105)	3% (44)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE12\_2:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
 In the middle of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	51% (2248)	21% (924)	10% (420)	9% (383)	10% (424)	4400
Gender: Male	49% (1043)	24% (509)	10% (209)	9% (192)	8% (170)	2124
Gender: Female	53% (1205)	18% (415)	9% (212)	8% (192)	11% (254)	2276
Age: 18-34	48% (634)	20% (261)	12% (156)	11% (145)	9% (113)	1310
Age: 35-44	49% (350)	26% (185)	10% (74)	9% (66)	6% (41)	715
Age: 45-64	53% (800)	21% (311)	9% (131)	9% (133)	8% (127)	1502
Age: 65+	53% (464)	19% (167)	7% (60)	4% (39)	16% (143)	873
GenZers: 1997-2012	52% (303)	16% (94)	10% (59)	11% (62)	11% (66)	584
Millennials: 1981-1996	47% (507)	23% (251)	12% (133)	10% (112)	7% (73)	1076
GenXers: 1965-1980	50% (572)	24% (281)	10% (111)	10% (114)	6% (70)	1148
Baby Boomers: 1946-1964	56% (789)	19% (268)	7% (105)	6% (89)	12% (167)	1418
PID: Dem (no lean)	50% (798)	22% (361)	11% (172)	10% (155)	8% (124)	1611
PID: Ind (no lean)	55% (717)	17% (221)	9% (117)	8% (102)	11% (149)	1305
PID: Rep (no lean)	49% (733)	23% (343)	9% (131)	8% (126)	10% (151)	1484
PID/Gender: Dem Men	47% (353)	28% (210)	10% (74)	10% (75)	5% (41)	754
PID/Gender: Dem Women	52% (445)	18% (151)	11% (98)	9% (80)	10% (83)	857
PID/Gender: Ind Men	56% (337)	17% (104)	9% (53)	8% (49)	10% (63)	607
PID/Gender: Ind Women	54% (380)	17% (117)	9% (64)	8% (53)	12% (85)	698
PID/Gender: Rep Men	46% (353)	26% (195)	11% (82)	9% (67)	9% (66)	763
PID/Gender: Rep Women	53% (380)	20% (148)	7% (49)	8% (59)	12% (85)	721
Ideo: Liberal (1-3)	53% (674)	22% (274)	11% (135)	10% (121)	5% (68)	1272
Ideo: Moderate (4)	47% (641)	23% (318)	11% (144)	10% (142)	9% (123)	1368
Ideo: Conservative (5-7)	53% (732)	21% (286)	9% (119)	6% (87)	11% (148)	1373
Educ: < College	51% (1548)	19% (572)	9% (274)	9% (278)	12% (352)	3024
Educ: Bachelors degree	53% (471)	24% (216)	10% (88)	8% (67)	5% (45)	888
Educ: Post-grad	47% (229)	28% (136)	12% (59)	8% (38)	5% (27)	488
Income: Under 50k	52% (1183)	19% (428)	9% (198)	10% (229)	11% (252)	2289
Income: 50k-100k	50% (642)	22% (277)	11% (137)	7% (93)	10% (125)	1274
Income: 100k+	51% (423)	26% (219)	10% (86)	7% (62)	6% (47)	837
Ethnicity: White	52% (1785)	21% (734)	9% (321)	8% (276)	10% (328)	3443

Continued on next page

**Table MCFE12\_2:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
In the middle of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	51% (2248)	21% (924)	10% (420)	9% (383)	10% (424)	4400
Ethnicity: Hispanic	43% (301)	22% (157)	14% (95)	11% (78)	10% (68)	699
Ethnicity: Black	47% (259)	18% (101)	10% (56)	15% (81)	9% (52)	549
Ethnicity: Other	50% (204)	22% (89)	11% (44)	7% (27)	11% (45)	408
All Christian	49% (1032)	24% (516)	10% (217)	9% (181)	8% (178)	2125
All Non-Christian	51% (133)	21% (55)	11% (30)	13% (35)	4% (10)	263
Atheist	64% (118)	11% (20)	8% (15)	7% (12)	11% (20)	185
Agnostic/Nothing in particular	53% (563)	18% (186)	9% (91)	7% (76)	13% (143)	1059
Something Else	52% (402)	19% (146)	9% (67)	10% (80)	10% (74)	768
Religious Non-Protestant/Catholic	49% (150)	23% (72)	10% (32)	12% (38)	6% (17)	308
Evangelical	49% (630)	24% (309)	10% (127)	10% (129)	8% (98)	1292
Non-Evangelical	51% (756)	21% (320)	10% (148)	8% (126)	10% (143)	1493
Community: Urban	45% (653)	25% (366)	13% (183)	10% (143)	8% (114)	1459
Community: Suburban	55% (1012)	20% (365)	9% (170)	8% (140)	9% (166)	1852
Community: Rural	53% (583)	18% (194)	6% (68)	9% (101)	13% (145)	1090
Employ: Private Sector	51% (716)	25% (355)	11% (154)	7% (94)	6% (91)	1410
Employ: Government	52% (143)	24% (65)	11% (31)	9% (24)	5% (12)	275
Employ: Self-Employed	50% (202)	21% (83)	11% (44)	11% (44)	8% (32)	404
Employ: Homemaker	46% (135)	22% (63)	10% (28)	12% (34)	11% (33)	294
Employ: Student	55% (113)	11% (22)	13% (27)	13% (27)	8% (16)	205
Employ: Retired	54% (544)	18% (182)	7% (67)	6% (60)	15% (154)	1008
Employ: Unemployed	48% (260)	21% (112)	10% (55)	12% (65)	8% (45)	537
Employ: Other	51% (136)	15% (41)	5% (14)	13% (34)	16% (41)	267
Military HH: Yes	52% (342)	21% (138)	8% (56)	8% (53)	11% (74)	663
Military HH: No	51% (1906)	21% (786)	10% (365)	9% (331)	9% (350)	3737
RD/WT: Right Direction	45% (650)	25% (362)	10% (151)	9% (125)	11% (163)	1451
RD/WT: Wrong Track	54% (1598)	19% (562)	9% (269)	9% (259)	9% (262)	2949
Trump Job Approve	49% (927)	23% (434)	10% (187)	8% (156)	10% (192)	1896
Trump Job Disapprove	54% (1255)	20% (469)	10% (223)	9% (209)	8% (182)	2337

Continued on next page

**Table MCFE12\_2:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
In the middle of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	51% (2248)	21% (924)	10% (420)	9% (383)	10% (424)	4400
Trump Job Strongly Approve	50% (520)	23% (236)	8% (85)	9% (96)	10% (102)	1040
Trump Job Somewhat Approve	47% (406)	23% (198)	12% (102)	7% (60)	11% (90)	856
Trump Job Somewhat Disapprove	47% (250)	25% (132)	11% (60)	9% (46)	9% (46)	534
Trump Job Strongly Disapprove	56% (1005)	19% (337)	9% (163)	9% (163)	8% (136)	1803
Favorable of Trump	49% (920)	24% (448)	9% (173)	8% (144)	10% (178)	1864
Unfavorable of Trump	54% (1255)	19% (442)	10% (229)	9% (212)	8% (184)	2322
Very Favorable of Trump	50% (566)	23% (264)	9% (98)	9% (98)	10% (112)	1139
Somewhat Favorable of Trump	49% (354)	25% (184)	10% (75)	6% (46)	9% (66)	724
Somewhat Unfavorable of Trump	49% (205)	21% (86)	12% (48)	8% (32)	11% (45)	416
Very Unfavorable of Trump	55% (1050)	19% (357)	10% (181)	9% (180)	7% (139)	1906
#1 Issue: Economy	51% (829)	22% (356)	10% (168)	8% (135)	8% (126)	1614
#1 Issue: Security	50% (240)	25% (118)	7% (32)	9% (41)	10% (47)	479
#1 Issue: Health Care	52% (439)	21% (174)	11% (90)	8% (65)	8% (68)	836
#1 Issue: Medicare / Social Security	46% (279)	20% (121)	8% (50)	10% (62)	15% (93)	604
#1 Issue: Women's Issues	60% (136)	9% (20)	11% (26)	10% (22)	10% (22)	227
#1 Issue: Education	44% (77)	29% (52)	10% (17)	10% (17)	8% (14)	177
#1 Issue: Energy	45% (70)	31% (48)	11% (17)	6% (9)	6% (10)	154
#1 Issue: Other	57% (178)	11% (35)	7% (22)	10% (32)	14% (44)	309
2018 House Vote: Democrat	53% (747)	21% (299)	10% (143)	9% (128)	7% (99)	1416
2018 House Vote: Republican	51% (632)	23% (288)	9% (106)	8% (103)	9% (115)	1243
2018 House Vote: Someone else	62% (48)	13% (10)	6% (5)	4% (3)	16% (13)	79
2016 Vote: Hillary Clinton	52% (677)	22% (283)	10% (125)	8% (107)	8% (103)	1295
2016 Vote: Donald Trump	51% (722)	22% (312)	9% (124)	8% (109)	10% (139)	1407
2016 Vote: Other	52% (105)	26% (52)	9% (17)	7% (15)	6% (12)	200
2016 Vote: Didn't Vote	50% (742)	18% (276)	10% (155)	10% (151)	11% (171)	1494
Voted in 2014: Yes	53% (1239)	22% (520)	9% (208)	8% (187)	9% (200)	2353
Voted in 2014: No	49% (1009)	20% (404)	10% (213)	10% (197)	11% (224)	2047

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**Table MCFE12\_2:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
In the middle of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	51% (2248)	21% (924)	10% (420)	9% (383)	10% (424)	4400
2012 Vote: Barack Obama	50% (818)	22% (363)	10% (157)	9% (151)	8% (136)	1625
2012 Vote: Mitt Romney	54% (514)	24% (228)	8% (74)	5% (53)	9% (87)	956
2012 Vote: Other	63% (76)	13% (16)	4% (5)	8% (10)	12% (14)	120
2012 Vote: Didn't Vote	50% (839)	19% (316)	11% (182)	10% (170)	11% (184)	1692
4-Region: Northeast	47% (369)	25% (196)	12% (91)	9% (69)	8% (62)	787
4-Region: Midwest	53% (489)	20% (185)	8% (76)	9% (82)	10% (92)	925
4-Region: South	53% (879)	19% (312)	10% (158)	9% (146)	9% (154)	1648
4-Region: West	49% (511)	22% (231)	9% (95)	8% (87)	11% (116)	1040
201043	51% (1127)	20% (446)	9% (206)	9% (201)	10% (220)	2200
201045	51% (1121)	22% (478)	10% (214)	8% (183)	9% (204)	2200
Netflix subscriber	51% (1381)	23% (628)	10% (277)	9% (234)	7% (203)	2723
Hulu subscriber	51% (759)	24% (364)	10% (147)	8% (114)	7% (103)	1486
Disney+ subscriber	49% (640)	25% (326)	11% (145)	9% (117)	6% (81)	1309
Peacock subscriber	48% (286)	22% (131)	11% (67)	10% (60)	8% (47)	590
HBO Max subscriber	50% (336)	25% (168)	10% (70)	10% (66)	4% (29)	668
Quibi subscriber	43% (79)	31% (56)	9% (16)	8% (16)	9% (16)	183
Amazon Prime Video subscriber	51% (1039)	24% (480)	11% (229)	8% (163)	6% (119)	2030
Paid podcast service subscriber	35% (158)	36% (165)	14% (65)	13% (59)	1% (6)	452
Paid membership platform subscriber	39% (169)	34% (151)	14% (61)	12% (52)	1% (6)	440
Frequent podcast listeners	47% (600)	27% (347)	12% (161)	10% (127)	4% (52)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE12\_3:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the end of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	49% (2163)	18% (804)	10% (452)	12% (522)	10% (459)	4400
Gender: Male	48% (1027)	21% (452)	10% (217)	12% (255)	8% (173)	2124
Gender: Female	50% (1136)	15% (352)	10% (236)	12% (267)	13% (285)	2276
Age: 18-34	44% (580)	16% (216)	15% (194)	15% (193)	10% (127)	1310
Age: 35-44	42% (303)	26% (183)	11% (82)	14% (101)	6% (46)	715
Age: 45-64	53% (792)	17% (255)	9% (134)	12% (183)	9% (139)	1502
Age: 65+	56% (489)	17% (150)	5% (43)	5% (45)	17% (147)	873
GenZers: 1997-2012	47% (277)	14% (83)	13% (77)	12% (72)	13% (75)	584
Millennials: 1981-1996	42% (454)	20% (215)	15% (158)	16% (170)	7% (79)	1076
GenXers: 1965-1980	47% (543)	21% (241)	11% (121)	14% (166)	7% (76)	1148
Baby Boomers: 1946-1964	57% (814)	17% (234)	6% (83)	7% (103)	13% (183)	1418
PID: Dem (no lean)	46% (744)	20% (316)	12% (199)	13% (214)	9% (137)	1611
PID: Ind (no lean)	51% (667)	16% (209)	9% (118)	12% (154)	12% (157)	1305
PID: Rep (no lean)	51% (751)	19% (278)	9% (135)	10% (155)	11% (165)	1484
PID/Gender: Dem Men	46% (346)	26% (193)	11% (86)	12% (93)	5% (37)	754
PID/Gender: Dem Women	47% (399)	14% (123)	13% (113)	14% (121)	12% (100)	857
PID/Gender: Ind Men	51% (312)	16% (98)	8% (50)	13% (81)	11% (66)	607
PID/Gender: Ind Women	51% (355)	16% (111)	10% (68)	10% (72)	13% (91)	698
PID/Gender: Rep Men	48% (369)	21% (161)	11% (82)	11% (81)	9% (71)	763
PID/Gender: Rep Women	53% (382)	16% (117)	7% (54)	10% (74)	13% (94)	721
Ideo: Liberal (1-3)	51% (646)	17% (215)	12% (149)	14% (184)	6% (77)	1272
Ideo: Moderate (4)	45% (615)	21% (287)	12% (160)	12% (164)	10% (142)	1368
Ideo: Conservative (5-7)	53% (726)	18% (243)	8% (115)	10% (134)	11% (154)	1373
Educ: < College	48% (1467)	17% (500)	11% (321)	12% (354)	13% (383)	3024
Educ: Bachelors degree	52% (465)	22% (194)	10% (85)	11% (98)	5% (46)	888
Educ: Post-grad	47% (231)	23% (110)	10% (46)	14% (70)	6% (30)	488
Income: Under 50k	49% (1120)	16% (374)	10% (235)	12% (281)	12% (279)	2289
Income: 50k-100k	50% (633)	20% (251)	10% (130)	10% (129)	10% (132)	1274
Income: 100k+	49% (410)	21% (179)	10% (87)	13% (112)	6% (49)	837
Ethnicity: White	51% (1768)	19% (650)	9% (315)	11% (362)	10% (347)	3443

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**Table MCFE12\_3:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
At the end of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	49% (2163)	18% (804)	10% (452)	12% (522)	10% (459)	4400
Ethnicity: Hispanic	41% (289)	18% (126)	15% (103)	15% (104)	11% (78)	699
Ethnicity: Black	39% (214)	13% (70)	16% (87)	20% (112)	12% (66)	549
Ethnicity: Other	44% (180)	20% (84)	12% (50)	12% (48)	11% (45)	408
All Christian	49% (1037)	21% (449)	10% (205)	11% (238)	9% (196)	2125
All Non-Christian	47% (122)	18% (46)	15% (38)	18% (46)	4% (10)	263
Atheist	63% (116)	15% (28)	4% (8)	7% (12)	11% (21)	185
Agnostic/Nothing in particular	50% (534)	16% (168)	9% (101)	10% (108)	14% (149)	1059
Something Else	46% (353)	15% (113)	13% (101)	15% (117)	11% (84)	768
Religious Non-Protestant/Catholic	47% (145)	19% (58)	13% (39)	15% (48)	6% (18)	308
Evangelical	46% (588)	21% (272)	11% (147)	14% (175)	8% (109)	1292
Non-Evangelical	50% (751)	18% (269)	10% (151)	11% (162)	11% (160)	1493
Community: Urban	42% (609)	22% (317)	11% (167)	16% (239)	9% (126)	1459
Community: Suburban	54% (1003)	17% (313)	10% (182)	9% (171)	10% (183)	1852
Community: Rural	51% (551)	16% (174)	9% (103)	10% (112)	14% (149)	1090
Employ: Private Sector	49% (692)	22% (316)	11% (154)	10% (146)	7% (101)	1410
Employ: Government	46% (126)	19% (53)	15% (40)	14% (40)	6% (16)	275
Employ: Self-Employed	46% (188)	18% (71)	11% (44)	18% (72)	7% (29)	404
Employ: Homemaker	48% (142)	19% (55)	7% (21)	15% (43)	11% (33)	294
Employ: Student	40% (83)	13% (28)	21% (44)	16% (33)	9% (17)	205
Employ: Retired	56% (569)	16% (162)	5% (51)	7% (68)	16% (158)	1008
Employ: Unemployed	45% (242)	17% (94)	12% (67)	14% (74)	11% (61)	537
Employ: Other	45% (121)	10% (26)	12% (31)	17% (46)	16% (43)	267
Military HH: Yes	51% (339)	17% (112)	10% (63)	10% (69)	12% (80)	663
Military HH: No	49% (1824)	19% (692)	10% (389)	12% (453)	10% (379)	3737
RD/WT: Right Direction	46% (668)	21% (304)	10% (138)	12% (177)	11% (164)	1451
RD/WT: Wrong Track	51% (1494)	17% (500)	11% (314)	12% (346)	10% (295)	2949
Trump Job Approve	50% (951)	19% (365)	9% (172)	11% (211)	10% (197)	1896
Trump Job Disapprove	50% (1157)	18% (414)	11% (261)	13% (292)	9% (213)	2337

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**Table MCFE12\_3:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
 At the end of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	49% (2163)	18% (804)	10% (452)	12% (522)	10% (459)	4400
Trump Job Strongly Approve	52% (536)	18% (189)	8% (83)	12% (126)	10% (106)	1040
Trump Job Somewhat Approve	48% (415)	21% (176)	10% (89)	10% (85)	11% (92)	856
Trump Job Somewhat Disapprove	40% (215)	23% (121)	14% (75)	14% (73)	9% (49)	534
Trump Job Strongly Disapprove	52% (942)	16% (293)	10% (185)	12% (219)	9% (164)	1803
Favorable of Trump	50% (935)	21% (385)	8% (157)	11% (198)	10% (188)	1864
Unfavorable of Trump	50% (1166)	17% (386)	12% (271)	12% (288)	9% (211)	2322
Very Favorable of Trump	51% (581)	19% (216)	9% (98)	11% (126)	10% (118)	1139
Somewhat Favorable of Trump	49% (354)	23% (169)	8% (60)	10% (72)	10% (70)	724
Somewhat Unfavorable of Trump	43% (180)	20% (84)	14% (56)	11% (47)	12% (48)	416
Very Unfavorable of Trump	52% (986)	16% (302)	11% (214)	13% (241)	9% (163)	1906
#1 Issue: Economy	47% (761)	21% (334)	11% (182)	12% (199)	8% (137)	1614
#1 Issue: Security	49% (235)	20% (96)	8% (40)	11% (54)	11% (54)	479
#1 Issue: Health Care	53% (444)	18% (152)	9% (77)	11% (93)	8% (70)	836
#1 Issue: Medicare / Social Security	51% (311)	16% (96)	7% (41)	10% (59)	16% (97)	604
#1 Issue: Women's Issues	47% (106)	7% (15)	15% (34)	17% (39)	14% (33)	227
#1 Issue: Education	44% (78)	20% (35)	17% (30)	11% (20)	9% (16)	177
#1 Issue: Energy	39% (59)	29% (45)	14% (21)	12% (18)	7% (11)	154
#1 Issue: Other	54% (169)	10% (31)	9% (27)	13% (40)	14% (42)	309
2018 House Vote: Democrat	52% (731)	18% (251)	10% (146)	13% (185)	7% (103)	1416
2018 House Vote: Republican	53% (655)	20% (246)	7% (84)	11% (132)	10% (126)	1243
2018 House Vote: Someone else	51% (40)	16% (13)	9% (7)	6% (5)	18% (14)	79
2016 Vote: Hillary Clinton	49% (632)	20% (254)	11% (145)	11% (144)	9% (119)	1295
2016 Vote: Donald Trump	53% (740)	19% (270)	8% (110)	11% (151)	10% (137)	1407
2016 Vote: Other	58% (117)	20% (41)	6% (12)	9% (19)	6% (12)	200
2016 Vote: Didn't Vote	45% (672)	16% (239)	12% (186)	14% (207)	13% (191)	1494
Voted in 2014: Yes	52% (1226)	19% (455)	9% (203)	11% (258)	9% (212)	2353
Voted in 2014: No	46% (937)	17% (349)	12% (249)	13% (264)	12% (247)	2047

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**Table MCFE12\_3:** When watching video content on ad-supported platforms like YouTube or Vimeo, how likely are you to skip through advertisements that occur during the following periods of time?  
At the end of the video

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	49% (2163)	18% (804)	10% (452)	12% (522)	10% (459)	4400
2012 Vote: Barack Obama	48% (778)	19% (308)	11% (181)	13% (213)	9% (146)	1625
2012 Vote: Mitt Romney	56% (540)	20% (195)	6% (53)	8% (76)	10% (92)	956
2012 Vote: Other	63% (76)	13% (16)	5% (7)	6% (7)	12% (15)	120
2012 Vote: Didn't Vote	45% (768)	17% (285)	12% (209)	13% (225)	12% (204)	1692
4-Region: Northeast	46% (361)	22% (174)	10% (81)	13% (104)	9% (68)	787
4-Region: Midwest	51% (476)	18% (167)	8% (78)	12% (107)	10% (96)	925
4-Region: South	50% (829)	16% (262)	11% (181)	13% (206)	10% (171)	1648
4-Region: West	48% (496)	19% (201)	11% (113)	10% (105)	12% (125)	1040
201043	48% (1054)	20% (434)	10% (228)	11% (248)	11% (236)	2200
201045	50% (1108)	17% (370)	10% (224)	12% (274)	10% (223)	2200
Netflix subscriber	49% (1330)	18% (495)	12% (334)	13% (344)	8% (220)	2723
Hulu subscriber	50% (741)	19% (286)	11% (168)	13% (187)	7% (104)	1486
Disney+ subscriber	48% (625)	20% (268)	12% (160)	13% (175)	6% (81)	1309
Peacock subscriber	51% (303)	19% (115)	9% (56)	11% (66)	9% (50)	590
HBO Max subscriber	47% (313)	21% (143)	11% (76)	16% (106)	5% (31)	668
Quibi subscriber	43% (78)	23% (43)	12% (22)	13% (23)	9% (17)	183
Amazon Prime Video subscriber	52% (1057)	19% (387)	11% (226)	11% (232)	6% (127)	2030
Paid podcast service subscriber	34% (153)	29% (130)	16% (73)	19% (86)	2% (10)	452
Paid membership platform subscriber	39% (173)	27% (120)	15% (65)	17% (76)	1% (6)	440
Frequent podcast listeners	44% (563)	25% (324)	12% (155)	14% (182)	5% (64)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE13\_1:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
 Pre-recorded ads, not read by the host

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	11%	(247)	24%	(519)	21%	(464)	19%	(419)	24%	(521)	2171
Gender: Male	15%	(182)	29%	(348)	23%	(280)	15%	(177)	18%	(221)	1207
Gender: Female	7%	(65)	18%	(171)	19%	(185)	25%	(241)	31%	(301)	964
Age: 18-34	13%	(102)	24%	(193)	24%	(190)	21%	(168)	18%	(142)	796
Age: 35-44	19%	(93)	35%	(171)	14%	(70)	15%	(75)	16%	(81)	490
Age: 45-64	7%	(45)	20%	(130)	25%	(164)	19%	(127)	30%	(200)	665
Age: 65+	3%	(7)	11%	(25)	19%	(41)	22%	(48)	45%	(98)	219
GenZers: 1997-2012	10%	(32)	18%	(59)	25%	(81)	22%	(73)	25%	(83)	328
Millennials: 1981-1996	16%	(112)	30%	(217)	21%	(151)	18%	(132)	14%	(104)	717
GenXers: 1965-1980	12%	(80)	26%	(166)	21%	(135)	18%	(115)	22%	(143)	639
Baby Boomers: 1946-1964	5%	(22)	17%	(76)	20%	(89)	20%	(90)	39%	(176)	452
PID: Dem (no lean)	13%	(111)	26%	(226)	24%	(210)	19%	(161)	18%	(155)	863
PID: Ind (no lean)	6%	(35)	17%	(104)	22%	(136)	23%	(142)	31%	(189)	607
PID: Rep (no lean)	14%	(101)	27%	(190)	17%	(118)	16%	(115)	25%	(177)	701
PID/Gender: Dem Men	16%	(77)	33%	(158)	27%	(127)	13%	(61)	10%	(49)	472
PID/Gender: Dem Women	9%	(34)	17%	(68)	21%	(83)	26%	(100)	27%	(106)	391
PID/Gender: Ind Men	7%	(21)	21%	(67)	24%	(76)	20%	(62)	28%	(86)	312
PID/Gender: Ind Women	5%	(15)	12%	(37)	20%	(60)	27%	(80)	35%	(103)	294
PID/Gender: Rep Men	20%	(84)	29%	(123)	18%	(76)	13%	(54)	20%	(85)	422
PID/Gender: Rep Women	6%	(17)	24%	(67)	15%	(42)	22%	(61)	33%	(92)	278
Ideo: Liberal (1-3)	12%	(90)	25%	(187)	24%	(176)	22%	(161)	18%	(131)	745
Ideo: Moderate (4)	11%	(75)	28%	(187)	23%	(152)	15%	(104)	23%	(156)	674
Ideo: Conservative (5-7)	12%	(72)	22%	(137)	19%	(117)	20%	(122)	28%	(175)	623
Educ: < College	7%	(91)	18%	(218)	22%	(268)	22%	(275)	30%	(372)	1224
Educ: Bachelors degree	12%	(70)	29%	(164)	22%	(129)	19%	(111)	17%	(99)	573
Educ: Post-grad	23%	(85)	37%	(137)	18%	(68)	9%	(34)	13%	(50)	374
Income: Under 50k	8%	(77)	18%	(170)	21%	(196)	24%	(223)	28%	(265)	931
Income: 50k-100k	10%	(68)	22%	(149)	23%	(152)	19%	(128)	26%	(172)	670
Income: 100k+	18%	(102)	35%	(200)	20%	(116)	12%	(68)	15%	(85)	570
Ethnicity: White	12%	(194)	25%	(413)	20%	(339)	19%	(314)	25%	(412)	1672
Ethnicity: Hispanic	14%	(64)	24%	(106)	19%	(83)	24%	(106)	19%	(82)	441

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**Table MCFE13\_1: Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Pre-recorded ads, not read by the host**

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	11%	(247)	24%	(519)	21%	(464)	19%	(419)	24%	(521)	2171
Ethnicity: Black	10%	(28)	20%	(57)	29%	(81)	18%	(49)	23%	(64)	279
Ethnicity: Other	11%	(25)	22%	(49)	20%	(45)	25%	(56)	21%	(45)	220
All Christian	12%	(134)	29%	(313)	21%	(223)	17%	(187)	21%	(229)	1086
All Non-Christian	19%	(31)	33%	(54)	21%	(34)	16%	(26)	12%	(20)	165
Atheist	6%	(6)	12%	(13)	30%	(31)	23%	(24)	29%	(30)	104
Agnostic/Nothing in particular	7%	(33)	16%	(77)	25%	(118)	21%	(103)	31%	(148)	478
Something Else	13%	(42)	19%	(63)	17%	(59)	23%	(79)	28%	(95)	338
Religious Non-Protestant/Catholic	16%	(31)	29%	(57)	22%	(43)	16%	(30)	17%	(32)	193
Evangelical	16%	(111)	33%	(232)	18%	(125)	16%	(111)	18%	(131)	709
Non-Evangelical	9%	(56)	20%	(127)	22%	(140)	22%	(139)	28%	(176)	637
Community: Urban	17%	(158)	32%	(295)	20%	(185)	15%	(134)	15%	(136)	908
Community: Suburban	8%	(65)	18%	(150)	23%	(196)	22%	(187)	30%	(254)	852
Community: Rural	6%	(25)	18%	(74)	20%	(84)	24%	(97)	32%	(131)	410
Employ: Private Sector	15%	(131)	31%	(273)	22%	(196)	16%	(141)	16%	(145)	886
Employ: Government	13%	(24)	32%	(62)	24%	(46)	19%	(37)	13%	(26)	195
Employ: Self-Employed	14%	(36)	30%	(75)	24%	(60)	13%	(33)	20%	(49)	252
Employ: Homemaker	9%	(10)	11%	(12)	20%	(22)	25%	(28)	36%	(41)	113
Employ: Student	5%	(7)	11%	(15)	32%	(41)	30%	(38)	22%	(28)	129
Employ: Retired	6%	(15)	10%	(25)	18%	(47)	23%	(61)	44%	(115)	262
Employ: Unemployed	9%	(20)	17%	(38)	15%	(35)	20%	(45)	39%	(87)	225
Employ: Other	4%	(4)	18%	(20)	16%	(17)	33%	(36)	29%	(31)	108
Military HH: Yes	13%	(36)	23%	(65)	21%	(59)	18%	(52)	25%	(72)	283
Military HH: No	11%	(211)	24%	(454)	21%	(405)	19%	(367)	24%	(450)	1887
RD/WT: Right Direction	18%	(142)	31%	(242)	19%	(147)	13%	(98)	19%	(150)	778
RD/WT: Wrong Track	8%	(105)	20%	(277)	23%	(317)	23%	(321)	27%	(371)	1392
Trump Job Approve	16%	(150)	28%	(264)	18%	(174)	15%	(145)	23%	(224)	957
Trump Job Disapprove	8%	(96)	21%	(248)	24%	(279)	23%	(266)	23%	(271)	1160

Continued on next page

**Table MCFE13\_1:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Pre-recorded ads, not read by the host

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	11%	(247)	24%	(519)	21%	(464)	19%	(419)	24%	(521)	2171
Trump Job Strongly Approve	20%	(101)	27%	(139)	17%	(87)	13%	(68)	23%	(119)	514
Trump Job Somewhat Approve	11%	(49)	28%	(125)	20%	(86)	17%	(77)	24%	(106)	443
Trump Job Somewhat Disapprove	9%	(26)	29%	(87)	24%	(71)	21%	(63)	18%	(54)	300
Trump Job Strongly Disapprove	8%	(70)	19%	(161)	24%	(207)	24%	(204)	25%	(218)	860
Favorable of Trump	16%	(149)	28%	(262)	18%	(171)	15%	(142)	23%	(217)	941
Unfavorable of Trump	8%	(92)	21%	(244)	25%	(282)	23%	(260)	24%	(271)	1149
Very Favorable of Trump	20%	(112)	27%	(152)	18%	(101)	15%	(82)	20%	(109)	556
Somewhat Favorable of Trump	10%	(37)	29%	(110)	18%	(70)	16%	(60)	28%	(107)	384
Somewhat Unfavorable of Trump	8%	(19)	29%	(64)	26%	(57)	20%	(43)	17%	(37)	220
Very Unfavorable of Trump	8%	(73)	19%	(180)	24%	(225)	23%	(216)	25%	(234)	929
#1 Issue: Economy	12%	(109)	25%	(222)	21%	(188)	17%	(148)	25%	(217)	884
#1 Issue: Security	12%	(28)	29%	(65)	20%	(44)	17%	(38)	22%	(48)	224
#1 Issue: Health Care	13%	(57)	27%	(115)	25%	(108)	18%	(76)	17%	(71)	427
#1 Issue: Medicare / Social Security	7%	(12)	15%	(26)	24%	(42)	20%	(36)	34%	(60)	175
#1 Issue: Women's Issues	3%	(4)	15%	(18)	21%	(26)	35%	(43)	26%	(32)	123
#1 Issue: Education	13%	(15)	31%	(37)	17%	(20)	16%	(19)	23%	(28)	120
#1 Issue: Energy	15%	(15)	25%	(25)	15%	(15)	22%	(21)	22%	(21)	97
#1 Issue: Other	6%	(7)	10%	(12)	17%	(21)	31%	(38)	36%	(44)	121
2018 House Vote: Democrat	13%	(99)	24%	(187)	25%	(191)	19%	(146)	20%	(154)	777
2018 House Vote: Republican	14%	(90)	30%	(184)	20%	(122)	15%	(95)	21%	(131)	622
2016 Vote: Hillary Clinton	12%	(87)	24%	(172)	24%	(168)	19%	(131)	20%	(143)	701
2016 Vote: Donald Trump	14%	(97)	30%	(208)	18%	(123)	16%	(109)	22%	(154)	691
2016 Vote: Other	2%	(2)	15%	(15)	24%	(22)	29%	(27)	30%	(28)	94
2016 Vote: Didn't Vote	9%	(60)	18%	(125)	22%	(151)	22%	(151)	29%	(196)	682
Voted in 2014: Yes	12%	(144)	26%	(296)	22%	(253)	17%	(201)	23%	(267)	1161
Voted in 2014: No	10%	(103)	22%	(223)	21%	(211)	22%	(218)	25%	(255)	1009
2012 Vote: Barack Obama	13%	(105)	26%	(216)	22%	(183)	19%	(163)	20%	(170)	838
2012 Vote: Mitt Romney	12%	(52)	29%	(122)	21%	(87)	15%	(65)	23%	(95)	421
2012 Vote: Other	8%	(4)	13%	(7)	18%	(10)	28%	(15)	32%	(17)	53
2012 Vote: Didn't Vote	10%	(85)	20%	(173)	21%	(182)	21%	(176)	28%	(237)	853

Continued on next page

**Table MCFE13\_1:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Pre-recorded ads, not read by the host

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	11%	(247)	24%	(519)	21%	(464)	19%	(419)	24%	(521)	2171
4-Region: Northeast	15%	(70)	31%	(145)	20%	(94)	17%	(78)	16%	(75)	461
4-Region: Midwest	6%	(21)	19%	(71)	21%	(79)	23%	(84)	31%	(113)	368
4-Region: South	11%	(80)	21%	(157)	22%	(165)	22%	(169)	24%	(182)	752
4-Region: West	13%	(76)	25%	(147)	22%	(127)	15%	(88)	26%	(152)	589
201043	12%	(130)	23%	(252)	24%	(257)	18%	(190)	23%	(253)	1081
201045	11%	(117)	25%	(267)	19%	(207)	21%	(229)	25%	(268)	1089
Netflix subscriber	13%	(208)	27%	(428)	21%	(335)	18%	(294)	21%	(333)	1598
Hulu subscriber	15%	(132)	30%	(267)	18%	(159)	17%	(155)	21%	(188)	902
Disney+ subscriber	16%	(141)	30%	(263)	20%	(172)	17%	(151)	17%	(146)	873
Peacock subscriber	17%	(55)	24%	(79)	21%	(69)	18%	(58)	20%	(67)	327
HBO Max subscriber	21%	(100)	35%	(168)	19%	(92)	14%	(69)	11%	(52)	479
Quibi subscriber	30%	(42)	30%	(43)	18%	(25)	14%	(19)	9%	(13)	142
Amazon Prime Video subscriber	14%	(166)	25%	(305)	21%	(253)	17%	(204)	23%	(273)	1201
Paid podcast service subscriber	30%	(134)	43%	(193)	15%	(66)	11%	(48)	2%	(11)	452
Paid membership platform subscriber	30%	(134)	43%	(188)	16%	(68)	7%	(32)	4%	(17)	440
Frequent podcast listeners	16%	(210)	30%	(380)	21%	(266)	17%	(222)	16%	(209)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE13\_2: Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
 Ads read by the host of the podcast**

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (355)	36% (790)	17% (362)	9% (202)	21% (463)	2171
Gender: Male	19% (233)	41% (496)	16% (198)	8% (91)	16% (188)	1207
Gender: Female	13% (121)	30% (293)	17% (163)	11% (111)	29% (275)	964
Age: 18-34	19% (152)	38% (306)	20% (162)	7% (59)	15% (118)	796
Age: 35-44	23% (113)	39% (193)	15% (75)	9% (42)	14% (68)	490
Age: 45-64	12% (80)	35% (231)	15% (101)	10% (64)	28% (189)	665
Age: 65+	5% (10)	28% (61)	11% (24)	17% (37)	40% (88)	219
GenZers: 1997-2012	14% (46)	32% (106)	21% (70)	10% (31)	23% (75)	328
Millennials: 1981-1996	23% (167)	41% (292)	18% (127)	7% (50)	11% (81)	717
GenXers: 1965-1980	16% (101)	39% (249)	15% (99)	10% (63)	20% (127)	639
Baby Boomers: 1946-1964	9% (39)	30% (134)	14% (62)	11% (51)	37% (167)	452
PID: Dem (no lean)	18% (152)	38% (325)	19% (163)	11% (92)	15% (131)	863
PID: Ind (no lean)	12% (73)	33% (200)	16% (99)	9% (56)	29% (179)	607
PID: Rep (no lean)	19% (130)	38% (264)	14% (99)	8% (54)	22% (153)	701
PID/Gender: Dem Men	20% (92)	43% (204)	21% (98)	9% (43)	7% (35)	472
PID/Gender: Dem Women	15% (60)	31% (121)	17% (65)	13% (49)	24% (95)	391
PID/Gender: Ind Men	15% (46)	36% (113)	16% (50)	6% (19)	27% (84)	312
PID/Gender: Ind Women	9% (27)	30% (87)	17% (50)	12% (36)	32% (95)	294
PID/Gender: Rep Men	23% (95)	42% (179)	12% (51)	7% (29)	16% (69)	422
PID/Gender: Rep Women	13% (35)	31% (86)	17% (48)	9% (25)	30% (84)	278
Ideo: Liberal (1-3)	19% (143)	38% (286)	16% (119)	11% (82)	16% (116)	745
Ideo: Moderate (4)	14% (97)	39% (261)	20% (134)	8% (57)	19% (126)	674
Ideo: Conservative (5-7)	16% (101)	35% (220)	14% (90)	8% (52)	26% (160)	623
Educ: < College	12% (145)	32% (389)	19% (229)	11% (131)	27% (329)	1224
Educ: Bachelors degree	18% (101)	43% (247)	15% (85)	9% (54)	15% (86)	573
Educ: Post-grad	29% (108)	41% (154)	13% (48)	5% (17)	13% (47)	374
Income: Under 50k	12% (113)	32% (302)	18% (169)	11% (106)	26% (240)	931
Income: 50k-100k	13% (89)	38% (255)	18% (120)	8% (54)	23% (151)	670
Income: 100k+	27% (152)	41% (233)	13% (73)	7% (41)	12% (71)	570
Ethnicity: White	18% (295)	38% (628)	14% (239)	9% (147)	22% (362)	1672
Ethnicity: Hispanic	17% (73)	35% (155)	21% (93)	13% (57)	14% (63)	441

Continued on next page

**Table MCFE13\_2:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Ads read by the host of the podcast

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	16%	(355)	36%	(790)	17%	(362)	9%	(202)	21%	(463)	2171
Ethnicity: Black	14%	(39)	27%	(76)	26%	(72)	9%	(26)	24%	(66)	279
Ethnicity: Other	10%	(21)	39%	(85)	23%	(51)	13%	(28)	16%	(35)	220
All Christian	19%	(205)	39%	(420)	15%	(162)	9%	(95)	19%	(204)	1086
All Non-Christian	20%	(34)	40%	(66)	17%	(28)	10%	(16)	12%	(20)	165
Atheist	7%	(7)	40%	(41)	23%	(24)	3%	(3)	28%	(29)	104
Agnostic/Nothing in particular	13%	(63)	33%	(156)	16%	(77)	11%	(53)	27%	(130)	478
Something Else	14%	(46)	32%	(107)	21%	(71)	10%	(35)	23%	(79)	338
Religious Non-Protestant/Catholic	19%	(36)	38%	(73)	18%	(34)	9%	(18)	16%	(31)	193
Evangelical	23%	(166)	38%	(271)	15%	(107)	7%	(51)	16%	(115)	709
Non-Evangelical	12%	(75)	36%	(228)	18%	(114)	11%	(67)	24%	(154)	637
Community: Urban	21%	(190)	41%	(375)	16%	(149)	8%	(70)	14%	(123)	908
Community: Suburban	13%	(111)	33%	(284)	16%	(138)	11%	(95)	26%	(224)	852
Community: Rural	13%	(53)	32%	(131)	18%	(74)	9%	(36)	28%	(116)	410
Employ: Private Sector	19%	(167)	43%	(379)	19%	(166)	6%	(52)	14%	(124)	886
Employ: Government	23%	(44)	40%	(78)	17%	(33)	10%	(19)	11%	(21)	195
Employ: Self-Employed	20%	(51)	38%	(95)	15%	(39)	11%	(28)	16%	(40)	252
Employ: Homemaker	10%	(12)	34%	(39)	17%	(19)	11%	(13)	28%	(32)	113
Employ: Student	13%	(17)	34%	(44)	15%	(20)	14%	(18)	23%	(29)	129
Employ: Retired	9%	(22)	26%	(69)	10%	(27)	14%	(37)	41%	(108)	262
Employ: Unemployed	9%	(20)	25%	(56)	19%	(43)	14%	(30)	33%	(75)	225
Employ: Other	20%	(21)	28%	(30)	15%	(16)	5%	(6)	32%	(34)	108
Military HH: Yes	18%	(52)	35%	(98)	12%	(34)	11%	(32)	23%	(66)	283
Military HH: No	16%	(302)	37%	(691)	17%	(327)	9%	(170)	21%	(396)	1887
RD/WT: Right Direction	20%	(158)	41%	(317)	15%	(118)	6%	(49)	17%	(135)	778
RD/WT: Wrong Track	14%	(196)	34%	(472)	17%	(243)	11%	(152)	24%	(328)	1392
Trump Job Approve	18%	(172)	39%	(369)	16%	(149)	8%	(72)	20%	(195)	957
Trump Job Disapprove	15%	(178)	36%	(415)	18%	(204)	11%	(127)	20%	(238)	1160

Continued on next page

**Table MCFE13\_2:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Ads read by the host of the podcast

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	16%	(355)	36%	(790)	17%	(362)	9%	(202)	21%	(463)	2171
Trump Job Strongly Approve	21%	(110)	38%	(195)	13%	(67)	7%	(37)	21%	(106)	514
Trump Job Somewhat Approve	14%	(62)	39%	(175)	18%	(82)	8%	(35)	20%	(89)	443
Trump Job Somewhat Disapprove	18%	(53)	38%	(115)	21%	(62)	8%	(23)	16%	(47)	300
Trump Job Strongly Disapprove	14%	(124)	35%	(300)	16%	(142)	12%	(104)	22%	(191)	860
Favorable of Trump	19%	(180)	41%	(382)	14%	(133)	6%	(58)	20%	(188)	941
Unfavorable of Trump	15%	(168)	35%	(397)	19%	(215)	11%	(130)	21%	(239)	1149
Very Favorable of Trump	22%	(125)	41%	(228)	13%	(75)	6%	(32)	17%	(97)	556
Somewhat Favorable of Trump	14%	(55)	40%	(154)	15%	(58)	7%	(26)	24%	(91)	384
Somewhat Unfavorable of Trump	16%	(36)	39%	(86)	21%	(47)	9%	(19)	15%	(32)	220
Very Unfavorable of Trump	14%	(132)	33%	(311)	18%	(168)	12%	(111)	22%	(207)	929
#1 Issue: Economy	17%	(153)	36%	(317)	16%	(142)	10%	(89)	21%	(183)	884
#1 Issue: Security	19%	(43)	31%	(70)	20%	(45)	7%	(16)	22%	(49)	224
#1 Issue: Health Care	19%	(80)	40%	(169)	19%	(79)	7%	(31)	16%	(67)	427
#1 Issue: Medicare / Social Security	8%	(14)	38%	(66)	15%	(27)	10%	(18)	28%	(49)	175
#1 Issue: Women's Issues	11%	(13)	34%	(42)	23%	(28)	9%	(11)	23%	(28)	123
#1 Issue: Education	17%	(20)	45%	(54)	13%	(16)	6%	(8)	19%	(22)	120
#1 Issue: Energy	17%	(16)	39%	(38)	14%	(13)	8%	(8)	22%	(21)	97
#1 Issue: Other	13%	(16)	27%	(33)	9%	(11)	16%	(20)	34%	(42)	121
2018 House Vote: Democrat	19%	(146)	36%	(280)	17%	(131)	11%	(86)	17%	(133)	777
2018 House Vote: Republican	19%	(120)	40%	(250)	14%	(89)	8%	(48)	18%	(115)	622
2016 Vote: Hillary Clinton	17%	(121)	38%	(269)	17%	(122)	10%	(68)	17%	(121)	701
2016 Vote: Donald Trump	19%	(129)	40%	(276)	14%	(95)	9%	(60)	19%	(131)	691
2016 Vote: Other	15%	(14)	30%	(29)	18%	(17)	7%	(7)	30%	(28)	94
2016 Vote: Didn't Vote	13%	(91)	32%	(215)	19%	(128)	10%	(67)	27%	(182)	682
Voted in 2014: Yes	18%	(206)	38%	(436)	15%	(175)	9%	(103)	21%	(242)	1161
Voted in 2014: No	15%	(149)	35%	(354)	18%	(187)	10%	(99)	22%	(221)	1009
2012 Vote: Barack Obama	18%	(154)	36%	(301)	18%	(147)	10%	(85)	18%	(150)	838
2012 Vote: Mitt Romney	17%	(73)	38%	(162)	13%	(54)	9%	(38)	22%	(95)	421
2012 Vote: Other	9%	(5)	36%	(19)	12%	(7)	11%	(6)	32%	(17)	53
2012 Vote: Didn't Vote	14%	(122)	36%	(307)	18%	(152)	9%	(73)	23%	(199)	853

Continued on next page

**Table MCFE13\_2:** Thinking about your favorite podcast, how likely are you to try a product or service recommended in the following formats?  
Ads read by the host of the podcast

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	16%	(355)	36%	(790)	17%	(362)	9%	(202)	21%	(463)	2171
4-Region: Northeast	21%	(99)	41%	(189)	16%	(72)	8%	(37)	14%	(64)	461
4-Region: Midwest	13%	(48)	30%	(110)	16%	(60)	9%	(33)	32%	(117)	368
4-Region: South	15%	(114)	35%	(261)	18%	(135)	12%	(92)	20%	(150)	752
4-Region: West	16%	(94)	39%	(229)	16%	(94)	7%	(40)	22%	(132)	589
201043	16%	(170)	36%	(392)	17%	(187)	8%	(90)	22%	(242)	1081
201045	17%	(184)	37%	(398)	16%	(175)	10%	(112)	20%	(221)	1089
Netflix subscriber	18%	(295)	38%	(608)	17%	(270)	9%	(141)	18%	(284)	1598
Hulu subscriber	21%	(193)	38%	(339)	16%	(143)	7%	(68)	18%	(159)	902
Disney+ subscriber	23%	(205)	37%	(326)	17%	(149)	8%	(68)	14%	(125)	873
Peacock subscriber	20%	(66)	36%	(117)	16%	(53)	10%	(32)	18%	(58)	327
HBO Max subscriber	29%	(141)	42%	(203)	13%	(60)	7%	(33)	9%	(42)	479
Quibi subscriber	28%	(40)	41%	(59)	19%	(27)	4%	(5)	7%	(10)	142
Amazon Prime Video subscriber	21%	(249)	38%	(460)	15%	(175)	7%	(82)	20%	(237)	1201
Paid podcast service subscriber	35%	(157)	43%	(195)	14%	(63)	6%	(28)	2%	(9)	452
Paid membership platform subscriber	37%	(165)	40%	(178)	14%	(62)	4%	(16)	4%	(19)	440
Frequent podcast listeners	23%	(295)	42%	(535)	15%	(190)	7%	(93)	14%	(174)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

**Table MCFE14\_1:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on TV

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	24% (1063)	33% (1465)	23% (1003)	11% (481)	9% (388)	4400
Gender: Male	22% (474)	32% (675)	26% (543)	13% (273)	7% (159)	2124
Gender: Female	26% (589)	35% (790)	20% (460)	9% (208)	10% (230)	2276
Age: 18-34	22% (282)	31% (401)	21% (277)	14% (178)	13% (172)	1310
Age: 35-44	20% (146)	29% (210)	26% (183)	15% (111)	9% (66)	715
Age: 45-64	25% (379)	34% (509)	25% (374)	10% (148)	6% (92)	1502
Age: 65+	29% (255)	39% (344)	19% (170)	5% (45)	7% (59)	873
GenZers: 1997-2012	23% (136)	30% (176)	19% (111)	11% (65)	16% (96)	584
Millennials: 1981-1996	21% (222)	30% (324)	23% (252)	15% (160)	11% (118)	1076
GenXers: 1965-1980	23% (262)	33% (379)	26% (295)	11% (125)	8% (87)	1148
Baby Boomers: 1946-1964	28% (398)	36% (505)	22% (317)	9% (125)	5% (73)	1418
PID: Dem (no lean)	22% (362)	35% (558)	24% (393)	12% (196)	6% (102)	1611
PID: Ind (no lean)	22% (293)	34% (438)	21% (280)	10% (126)	13% (168)	1305
PID: Rep (no lean)	28% (408)	32% (468)	22% (330)	11% (160)	8% (118)	1484
PID/Gender: Dem Men	20% (154)	35% (262)	26% (193)	14% (103)	5% (41)	754
PID/Gender: Dem Women	24% (208)	35% (297)	23% (200)	11% (93)	7% (60)	857
PID/Gender: Ind Men	21% (129)	31% (190)	26% (159)	11% (65)	11% (65)	607
PID/Gender: Ind Women	24% (164)	36% (248)	17% (121)	9% (61)	15% (104)	698
PID/Gender: Rep Men	25% (191)	29% (223)	25% (191)	14% (105)	7% (53)	763
PID/Gender: Rep Women	30% (217)	34% (245)	19% (139)	8% (55)	9% (65)	721
Ideo: Liberal (1-3)	23% (295)	36% (453)	23% (291)	13% (165)	5% (67)	1272
Ideo: Moderate (4)	22% (295)	34% (470)	23% (319)	12% (168)	8% (115)	1368
Ideo: Conservative (5-7)	28% (379)	32% (444)	24% (332)	9% (120)	7% (99)	1373
Educ: < College	26% (786)	32% (972)	21% (644)	10% (307)	10% (315)	3024
Educ: Bachelors degree	20% (180)	37% (330)	26% (229)	11% (96)	6% (53)	888
Educ: Post-grad	20% (97)	33% (163)	27% (130)	16% (78)	4% (21)	488
Income: Under 50k	25% (579)	33% (753)	20% (465)	11% (246)	11% (245)	2289
Income: 50k-100k	24% (306)	34% (430)	26% (327)	8% (100)	9% (111)	1274
Income: 100k+	21% (178)	34% (282)	25% (211)	16% (135)	4% (32)	837
Ethnicity: White	25% (861)	35% (1211)	23% (794)	9% (324)	7% (253)	3443
Ethnicity: Hispanic	19% (133)	32% (224)	20% (143)	16% (114)	12% (85)	699

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**Table MCFE14\_1: To what extent do you consider the following types of advertisements disruptive?  
Advertisements on TV**

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	24% (1063)	33% (1465)	23% (1003)	11% (481)	9% (388)	4400
Ethnicity: Black	23% (126)	21% (118)	23% (127)	18% (100)	14% (78)	549
Ethnicity: Other	19% (76)	33% (136)	20% (82)	14% (57)	14% (57)	408
All Christian	24% (504)	35% (740)	24% (517)	11% (226)	7% (138)	2125
All Non-Christian	22% (59)	31% (80)	27% (71)	13% (35)	7% (18)	263
Atheist	19% (35)	32% (59)	22% (41)	17% (32)	9% (17)	185
Agnostic/Nothing in particular	25% (260)	32% (341)	21% (220)	9% (92)	14% (147)	1059
Something Else	27% (204)	32% (244)	20% (155)	13% (96)	9% (69)	768
Religious Non-Protestant/Catholic	23% (70)	31% (97)	26% (80)	12% (36)	9% (26)	308
Evangelical	23% (299)	32% (417)	23% (301)	14% (187)	7% (88)	1292
Non-Evangelical	26% (382)	36% (537)	23% (347)	8% (121)	7% (106)	1493
Community: Urban	23% (329)	31% (455)	24% (353)	13% (191)	9% (130)	1459
Community: Suburban	25% (457)	37% (678)	22% (413)	9% (171)	7% (132)	1852
Community: Rural	25% (276)	30% (331)	22% (237)	11% (119)	12% (127)	1090
Employ: Private Sector	20% (286)	34% (478)	26% (372)	13% (181)	7% (93)	1410
Employ: Government	23% (63)	31% (86)	27% (75)	13% (36)	5% (15)	275
Employ: Self-Employed	22% (89)	33% (135)	24% (97)	13% (51)	8% (33)	404
Employ: Homemaker	25% (72)	36% (105)	21% (62)	8% (23)	11% (32)	294
Employ: Student	26% (53)	27% (56)	21% (44)	10% (21)	16% (32)	205
Employ: Retired	29% (296)	37% (375)	20% (205)	6% (61)	7% (72)	1008
Employ: Unemployed	24% (129)	28% (148)	20% (105)	15% (81)	14% (74)	537
Employ: Other	29% (76)	31% (82)	16% (43)	10% (27)	14% (39)	267
Military HH: Yes	24% (159)	37% (244)	21% (142)	11% (74)	7% (43)	663
Military HH: No	24% (904)	33% (1221)	23% (861)	11% (407)	9% (345)	3737
RD/WT: Right Direction	23% (332)	31% (451)	24% (354)	12% (173)	10% (141)	1451
RD/WT: Wrong Track	25% (731)	34% (1014)	22% (649)	10% (308)	8% (248)	2949
Trump Job Approve	26% (494)	32% (603)	23% (437)	11% (202)	8% (159)	1896
Trump Job Disapprove	23% (542)	36% (832)	23% (530)	11% (262)	7% (170)	2337

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**Table MCFE14\_1:** To what extent do you consider the following types of advertisements disruptive?  
 Advertisements on TV

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	24% (1063)	33% (1465)	23% (1003)	11% (481)	9% (388)	4400
Trump Job Strongly Approve	27% (283)	29% (303)	22% (225)	12% (126)	10% (103)	1040
Trump Job Somewhat Approve	25% (211)	35% (300)	25% (213)	9% (77)	7% (56)	856
Trump Job Somewhat Disapprove	17% (90)	38% (201)	25% (132)	12% (65)	9% (46)	534
Trump Job Strongly Disapprove	25% (452)	35% (632)	22% (398)	11% (197)	7% (124)	1803
Favorable of Trump	27% (503)	32% (600)	22% (415)	11% (200)	8% (147)	1864
Unfavorable of Trump	23% (535)	36% (826)	23% (534)	11% (255)	7% (173)	2322
Very Favorable of Trump	28% (316)	30% (337)	21% (245)	12% (132)	10% (110)	1139
Somewhat Favorable of Trump	26% (187)	36% (262)	23% (170)	9% (68)	5% (37)	724
Somewhat Unfavorable of Trump	17% (69)	36% (150)	25% (105)	13% (54)	9% (37)	416
Very Unfavorable of Trump	24% (466)	35% (676)	22% (428)	11% (201)	7% (136)	1906
#1 Issue: Economy	23% (370)	31% (498)	25% (396)	12% (190)	10% (160)	1614
#1 Issue: Security	24% (113)	35% (168)	23% (111)	10% (48)	8% (39)	479
#1 Issue: Health Care	24% (199)	37% (307)	22% (183)	12% (98)	6% (48)	836
#1 Issue: Medicare / Social Security	29% (173)	35% (210)	19% (117)	10% (60)	7% (44)	604
#1 Issue: Women's Issues	27% (62)	33% (74)	21% (47)	9% (21)	10% (22)	227
#1 Issue: Education	17% (30)	34% (60)	25% (44)	9% (16)	15% (27)	177
#1 Issue: Energy	21% (32)	29% (44)	25% (38)	14% (22)	12% (18)	154
#1 Issue: Other	27% (85)	33% (103)	21% (66)	8% (26)	9% (29)	309
2018 House Vote: Democrat	23% (322)	36% (509)	24% (337)	12% (172)	5% (76)	1416
2018 House Vote: Republican	27% (332)	35% (435)	24% (293)	9% (115)	6% (69)	1243
2018 House Vote: Someone else	29% (22)	31% (24)	21% (16)	6% (5)	14% (11)	79
2016 Vote: Hillary Clinton	20% (265)	37% (484)	23% (304)	13% (164)	6% (78)	1295
2016 Vote: Donald Trump	27% (377)	34% (477)	23% (321)	9% (129)	7% (103)	1407
2016 Vote: Other	32% (65)	36% (71)	24% (47)	6% (12)	2% (5)	200
2016 Vote: Didn't Vote	24% (355)	29% (429)	22% (331)	12% (176)	14% (203)	1494
Voted in 2014: Yes	25% (588)	36% (852)	23% (538)	10% (244)	6% (131)	2353
Voted in 2014: No	23% (475)	30% (613)	23% (465)	12% (237)	13% (257)	2047

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**Table MCFE14\_1:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on TV

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	24% (1063)	33% (1465)	23% (1003)	11% (481)	9% (388)	4400
2012 Vote: Barack Obama	23% (368)	35% (569)	23% (372)	13% (210)	7% (106)	1625
2012 Vote: Mitt Romney	28% (267)	35% (338)	25% (238)	7% (63)	5% (51)	956
2012 Vote: Other	34% (41)	43% (52)	11% (13)	8% (10)	3% (4)	120
2012 Vote: Didn't Vote	23% (385)	30% (504)	22% (378)	12% (198)	13% (227)	1692
4-Region: Northeast	23% (177)	34% (270)	22% (177)	13% (103)	7% (59)	787
4-Region: Midwest	26% (241)	34% (316)	24% (218)	9% (84)	7% (65)	925
4-Region: South	26% (426)	31% (505)	22% (365)	12% (204)	9% (149)	1648
4-Region: West	21% (219)	36% (373)	23% (243)	9% (90)	11% (115)	1040
201043	23% (512)	33% (724)	24% (534)	11% (247)	8% (183)	2200
201045	25% (551)	34% (740)	21% (469)	11% (234)	9% (205)	2200
Netflix subscriber	23% (630)	35% (949)	23% (616)	11% (306)	8% (222)	2723
Hulu subscriber	24% (357)	35% (525)	22% (324)	12% (172)	7% (109)	1486
Disney+ subscriber	23% (306)	34% (442)	23% (304)	12% (154)	8% (103)	1309
Peacock subscriber	23% (135)	36% (211)	23% (138)	11% (68)	7% (39)	590
HBO Max subscriber	23% (156)	32% (211)	25% (166)	15% (100)	5% (34)	668
Quibi subscriber	21% (38)	34% (63)	26% (47)	13% (24)	6% (12)	183
Amazon Prime Video subscriber	24% (484)	35% (706)	24% (487)	11% (214)	7% (138)	2030
Paid podcast service subscriber	18% (80)	29% (130)	29% (130)	22% (100)	3% (12)	452
Paid membership platform subscriber	20% (86)	32% (142)	25% (109)	21% (93)	2% (9)	440
Frequent podcast listeners	20% (256)	34% (438)	25% (327)	14% (176)	7% (91)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_2:** To what extent do you consider the following types of advertisements disruptive?  
 Advertisements on streaming services, such as Hulu or Spotify

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	29% (1293)	31% (1384)	15% (666)	7% (322)	17% (735)	4400
Gender: Male	27% (579)	33% (691)	17% (361)	8% (176)	15% (316)	2124
Gender: Female	31% (714)	30% (693)	13% (304)	6% (146)	18% (419)	2276
Age: 18-34	32% (416)	29% (379)	17% (224)	10% (128)	13% (164)	1310
Age: 35-44	26% (185)	34% (243)	18% (132)	10% (68)	12% (87)	715
Age: 45-64	29% (439)	33% (491)	16% (234)	6% (95)	16% (242)	1502
Age: 65+	29% (253)	31% (270)	9% (76)	4% (31)	28% (242)	873
GenZers: 1997-2012	36% (209)	27% (159)	13% (78)	9% (52)	15% (86)	584
Millennials: 1981-1996	27% (292)	31% (337)	19% (209)	10% (109)	12% (129)	1076
GenXers: 1965-1980	29% (330)	34% (393)	17% (199)	7% (83)	12% (142)	1148
Baby Boomers: 1946-1964	30% (419)	31% (445)	12% (165)	5% (77)	22% (313)	1418
PID: Dem (no lean)	31% (499)	32% (522)	16% (255)	7% (114)	14% (220)	1611
PID: Ind (no lean)	28% (361)	31% (398)	14% (185)	7% (97)	20% (264)	1305
PID: Rep (no lean)	29% (433)	31% (463)	15% (225)	8% (111)	17% (251)	1484
PID/Gender: Dem Men	28% (208)	36% (274)	17% (130)	8% (57)	11% (84)	754
PID/Gender: Dem Women	34% (291)	29% (248)	15% (125)	7% (57)	16% (136)	857
PID/Gender: Ind Men	27% (165)	30% (181)	17% (102)	7% (45)	19% (114)	607
PID/Gender: Ind Women	28% (196)	31% (217)	12% (83)	7% (52)	21% (150)	698
PID/Gender: Rep Men	27% (206)	31% (236)	17% (129)	10% (74)	15% (118)	763
PID/Gender: Rep Women	32% (227)	32% (227)	13% (96)	5% (38)	18% (133)	721
Ideo: Liberal (1-3)	32% (412)	33% (418)	15% (197)	8% (102)	11% (143)	1272
Ideo: Moderate (4)	27% (375)	34% (459)	15% (199)	9% (126)	15% (209)	1368
Ideo: Conservative (5-7)	29% (397)	31% (420)	16% (220)	5% (71)	19% (265)	1373
Educ: < College	30% (911)	29% (889)	15% (447)	6% (196)	19% (580)	3024
Educ: Bachelors degree	29% (261)	38% (339)	13% (116)	8% (67)	12% (105)	888
Educ: Post-grad	25% (122)	32% (155)	21% (102)	12% (59)	10% (50)	488
Income: Under 50k	31% (709)	28% (641)	14% (318)	7% (167)	20% (455)	2289
Income: 50k-100k	28% (353)	36% (456)	15% (197)	6% (70)	16% (199)	1274
Income: 100k+	28% (232)	34% (287)	18% (151)	10% (86)	10% (82)	837
Ethnicity: White	29% (1013)	32% (1118)	16% (541)	6% (214)	16% (557)	3443
Ethnicity: Hispanic	26% (181)	29% (203)	19% (132)	13% (94)	13% (89)	699

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**Table MCFE14\_2:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on streaming services, such as Hulu or Spotify

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	29% (1293)	31% (1384)	15% (666)	7% (322)	17% (735)	4400
Ethnicity: Black	30% (165)	24% (131)	14% (79)	14% (74)	18% (99)	549
Ethnicity: Other	28% (115)	33% (134)	11% (45)	8% (34)	19% (79)	408
All Christian	28% (590)	32% (688)	15% (319)	8% (173)	17% (356)	2125
All Non-Christian	29% (77)	33% (86)	16% (42)	13% (33)	10% (25)	263
Atheist	31% (57)	38% (71)	15% (27)	5% (10)	11% (20)	185
Agnostic/Nothing in particular	29% (304)	29% (311)	15% (161)	6% (61)	21% (221)	1059
Something Else	35% (266)	30% (228)	15% (116)	6% (46)	15% (111)	768
Religious Non-Protestant/Catholic	28% (87)	32% (100)	16% (50)	11% (33)	12% (38)	308
Evangelical	28% (364)	30% (394)	17% (222)	9% (116)	15% (196)	1292
Non-Evangelical	31% (466)	33% (488)	13% (193)	6% (93)	17% (253)	1493
Community: Urban	27% (395)	32% (464)	17% (249)	10% (142)	14% (208)	1459
Community: Suburban	32% (589)	33% (605)	15% (277)	5% (95)	15% (286)	1852
Community: Rural	28% (309)	29% (315)	13% (139)	8% (86)	22% (241)	1090
Employ: Private Sector	26% (369)	35% (498)	19% (265)	7% (106)	12% (172)	1410
Employ: Government	30% (84)	32% (89)	17% (47)	10% (28)	10% (27)	275
Employ: Self-Employed	33% (132)	29% (119)	19% (75)	11% (43)	9% (35)	404
Employ: Homemaker	23% (67)	34% (101)	18% (53)	6% (16)	19% (56)	294
Employ: Student	39% (80)	21% (44)	13% (26)	12% (25)	15% (31)	205
Employ: Retired	30% (300)	31% (314)	9% (95)	4% (40)	26% (259)	1008
Employ: Unemployed	32% (172)	26% (140)	15% (79)	8% (41)	20% (105)	537
Employ: Other	34% (90)	30% (80)	9% (25)	9% (23)	18% (49)	267
Military HH: Yes	29% (189)	34% (223)	15% (99)	5% (31)	18% (120)	663
Military HH: No	30% (1104)	31% (1161)	15% (566)	8% (291)	16% (615)	3737
RD/WT: Right Direction	26% (379)	30% (441)	16% (234)	9% (136)	18% (262)	1451
RD/WT: Wrong Track	31% (915)	32% (943)	15% (432)	6% (187)	16% (473)	2949
Trump Job Approve	28% (536)	31% (586)	15% (293)	8% (144)	18% (336)	1896
Trump Job Disapprove	31% (715)	33% (775)	15% (352)	7% (158)	14% (337)	2337

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**Table MCFE14\_2:** To what extent do you consider the following types of advertisements disruptive?  
 Advertisements on streaming services, such as Hulu or Spotify

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	29% (1293)	31% (1384)	15% (666)	7% (322)	17% (735)	4400
Trump Job Strongly Approve	31% (322)	28% (287)	15% (154)	8% (82)	19% (195)	1040
Trump Job Somewhat Approve	25% (214)	35% (299)	16% (139)	7% (63)	17% (142)	856
Trump Job Somewhat Disapprove	25% (135)	35% (186)	16% (85)	9% (49)	15% (79)	534
Trump Job Strongly Disapprove	32% (580)	33% (589)	15% (266)	6% (109)	14% (259)	1803
Favorable of Trump	29% (548)	31% (572)	15% (281)	7% (134)	18% (330)	1864
Unfavorable of Trump	31% (714)	33% (766)	15% (345)	7% (162)	14% (334)	2322
Very Favorable of Trump	31% (351)	28% (318)	15% (174)	8% (86)	18% (210)	1139
Somewhat Favorable of Trump	27% (197)	35% (254)	15% (107)	7% (48)	16% (119)	724
Somewhat Unfavorable of Trump	24% (100)	35% (147)	17% (69)	8% (31)	16% (68)	416
Very Unfavorable of Trump	32% (614)	32% (619)	14% (276)	7% (131)	14% (266)	1906
#1 Issue: Economy	29% (462)	33% (528)	16% (255)	7% (106)	16% (263)	1614
#1 Issue: Security	27% (129)	33% (159)	14% (68)	7% (34)	19% (89)	479
#1 Issue: Health Care	30% (249)	32% (269)	15% (127)	9% (74)	14% (116)	836
#1 Issue: Medicare / Social Security	30% (179)	29% (177)	12% (74)	6% (37)	23% (138)	604
#1 Issue: Women's Issues	41% (94)	22% (51)	19% (43)	4% (10)	13% (29)	227
#1 Issue: Education	24% (43)	36% (63)	11% (20)	12% (21)	17% (30)	177
#1 Issue: Energy	28% (44)	27% (42)	19% (30)	13% (20)	12% (18)	154
#1 Issue: Other	30% (93)	31% (96)	16% (49)	6% (20)	17% (53)	309
2018 House Vote: Democrat	29% (413)	34% (482)	15% (216)	9% (121)	13% (184)	1416
2018 House Vote: Republican	29% (361)	34% (419)	15% (188)	6% (76)	16% (200)	1243
2018 House Vote: Someone else	29% (23)	39% (30)	8% (6)	4% (3)	21% (16)	79
2016 Vote: Hillary Clinton	28% (364)	34% (442)	15% (197)	8% (108)	14% (184)	1295
2016 Vote: Donald Trump	29% (411)	33% (459)	15% (207)	6% (84)	17% (246)	1407
2016 Vote: Other	29% (59)	35% (70)	15% (31)	5% (10)	15% (30)	200
2016 Vote: Didn't Vote	31% (459)	28% (411)	15% (230)	8% (121)	18% (273)	1494
Voted in 2014: Yes	29% (691)	34% (792)	14% (333)	7% (167)	16% (370)	2353
Voted in 2014: No	29% (602)	29% (591)	16% (333)	8% (156)	18% (365)	2047

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**Table MCFE14\_2:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on streaming services, such as Hulu or Spotify

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	29% (1293)	31% (1384)	15% (666)	7% (322)	17% (735)	4400
2012 Vote: Barack Obama	28% (461)	33% (537)	14% (234)	8% (134)	16% (261)	1625
2012 Vote: Mitt Romney	31% (294)	33% (312)	15% (142)	4% (42)	17% (167)	956
2012 Vote: Other	31% (38)	43% (52)	9% (11)	5% (6)	12% (14)	120
2012 Vote: Didn't Vote	30% (500)	28% (482)	16% (275)	8% (141)	17% (293)	1692
4-Region: Northeast	26% (206)	31% (246)	18% (144)	10% (77)	15% (115)	787
4-Region: Midwest	32% (293)	32% (299)	14% (127)	5% (47)	17% (159)	925
4-Region: South	31% (508)	29% (484)	14% (238)	8% (131)	17% (288)	1648
4-Region: West	28% (287)	34% (355)	15% (157)	7% (68)	17% (174)	1040
201043	29% (636)	32% (700)	16% (344)	6% (142)	17% (378)	2200
201045	30% (657)	31% (684)	15% (322)	8% (180)	16% (357)	2200
Netflix subscriber	31% (836)	34% (925)	17% (475)	7% (202)	10% (285)	2723
Hulu subscriber	34% (505)	32% (479)	17% (256)	8% (120)	8% (126)	1486
Disney+ subscriber	32% (413)	33% (426)	18% (234)	9% (121)	9% (115)	1309
Peacock subscriber	27% (158)	36% (213)	16% (95)	9% (51)	12% (72)	590
HBO Max subscriber	34% (227)	31% (207)	19% (126)	10% (67)	6% (41)	668
Quibi subscriber	27% (50)	33% (61)	17% (31)	14% (25)	9% (17)	183
Amazon Prime Video subscriber	30% (619)	36% (724)	17% (346)	7% (146)	10% (195)	2030
Paid podcast service subscriber	20% (89)	37% (165)	22% (98)	19% (85)	3% (14)	452
Paid membership platform subscriber	25% (110)	35% (153)	19% (84)	19% (83)	2% (10)	440
Frequent podcast listeners	27% (352)	34% (444)	19% (239)	11% (143)	8% (109)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_3: To what extent do you consider the following types of advertisements disruptive?**  
*Billboards*

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	10%	(460)	15%	(678)	30%	(1338)	33%	(1432)	11%	(491)	4400
Gender: Male	11%	(236)	17%	(368)	30%	(639)	32%	(677)	10%	(205)	2124
Gender: Female	10%	(224)	14%	(311)	31%	(700)	33%	(756)	13%	(286)	2276
Age: 18-34	9%	(119)	16%	(211)	31%	(408)	29%	(377)	15%	(195)	1310
Age: 35-44	13%	(91)	17%	(122)	28%	(203)	32%	(227)	10%	(72)	715
Age: 45-64	11%	(163)	14%	(215)	30%	(449)	35%	(533)	9%	(141)	1502
Age: 65+	10%	(86)	15%	(130)	32%	(279)	34%	(295)	9%	(83)	873
GenZers: 1997-2012	9%	(55)	16%	(95)	29%	(171)	27%	(160)	18%	(104)	584
Millennials: 1981-1996	11%	(115)	15%	(166)	30%	(325)	31%	(330)	13%	(140)	1076
GenXers: 1965-1980	11%	(128)	17%	(192)	28%	(324)	33%	(384)	10%	(120)	1148
Baby Boomers: 1946-1964	10%	(143)	14%	(198)	33%	(463)	36%	(507)	8%	(107)	1418
PID: Dem (no lean)	10%	(158)	16%	(265)	32%	(521)	33%	(526)	9%	(141)	1611
PID: Ind (no lean)	9%	(123)	14%	(186)	30%	(394)	32%	(412)	15%	(190)	1305
PID: Rep (no lean)	12%	(178)	15%	(227)	29%	(423)	33%	(495)	11%	(160)	1484
PID/Gender: Dem Men	10%	(77)	18%	(134)	33%	(251)	31%	(236)	7%	(56)	754
PID/Gender: Dem Women	10%	(82)	15%	(131)	32%	(270)	34%	(289)	10%	(85)	857
PID/Gender: Ind Men	11%	(64)	16%	(99)	27%	(167)	33%	(200)	13%	(77)	607
PID/Gender: Ind Women	8%	(59)	13%	(87)	33%	(227)	30%	(212)	16%	(112)	698
PID/Gender: Rep Men	12%	(95)	18%	(135)	29%	(221)	31%	(240)	9%	(72)	763
PID/Gender: Rep Women	12%	(83)	13%	(93)	28%	(202)	35%	(254)	12%	(89)	721
Ideo: Liberal (1-3)	12%	(148)	15%	(188)	33%	(417)	33%	(417)	8%	(101)	1272
Ideo: Moderate (4)	9%	(127)	19%	(257)	31%	(420)	31%	(418)	11%	(146)	1368
Ideo: Conservative (5-7)	11%	(144)	14%	(191)	31%	(419)	36%	(497)	9%	(122)	1373
Educ: < College	10%	(313)	14%	(429)	29%	(867)	34%	(1016)	13%	(400)	3024
Educ: Bachelors degree	11%	(94)	17%	(152)	35%	(308)	31%	(271)	7%	(64)	888
Educ: Post-grad	11%	(54)	20%	(97)	34%	(164)	30%	(146)	6%	(27)	488
Income: Under 50k	11%	(246)	14%	(311)	29%	(675)	33%	(745)	14%	(312)	2289
Income: 50k-100k	9%	(116)	17%	(213)	32%	(405)	32%	(406)	11%	(134)	1274
Income: 100k+	12%	(98)	18%	(154)	31%	(258)	34%	(281)	5%	(45)	837
Ethnicity: White	10%	(360)	16%	(549)	31%	(1068)	33%	(1141)	9%	(325)	3443
Ethnicity: Hispanic	8%	(57)	19%	(134)	31%	(217)	28%	(193)	14%	(98)	699

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**Table MCFE14\_3: To what extent do you consider the following types of advertisements disruptive?**

*Billboards*

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	10%	(460)	15%	(678)	30%	(1338)	33%	(1432)	11%	(491)	4400
Ethnicity: Black	12%	(65)	14%	(77)	26%	(142)	32%	(174)	17%	(91)	549
Ethnicity: Other	9%	(35)	13%	(52)	31%	(128)	29%	(118)	18%	(75)	408
All Christian	10%	(202)	17%	(365)	31%	(667)	33%	(701)	9%	(190)	2125
All Non-Christian	12%	(33)	20%	(51)	29%	(75)	33%	(88)	6%	(16)	263
Atheist	7%	(12)	10%	(19)	33%	(61)	41%	(77)	9%	(16)	185
Agnostic/Nothing in particular	11%	(121)	13%	(134)	29%	(310)	30%	(320)	16%	(174)	1059
Something Else	12%	(91)	14%	(109)	29%	(225)	32%	(247)	12%	(96)	768
Religious Non-Protestant/Catholic	11%	(35)	21%	(63)	28%	(87)	32%	(99)	8%	(25)	308
Evangelical	10%	(131)	16%	(209)	30%	(382)	35%	(454)	9%	(116)	1292
Non-Evangelical	10%	(149)	16%	(239)	32%	(479)	32%	(472)	10%	(154)	1493
Community: Urban	11%	(166)	18%	(263)	31%	(458)	28%	(405)	11%	(166)	1459
Community: Suburban	10%	(183)	15%	(283)	31%	(572)	34%	(634)	10%	(180)	1852
Community: Rural	10%	(111)	12%	(132)	28%	(308)	36%	(393)	13%	(146)	1090
Employ: Private Sector	10%	(147)	17%	(239)	30%	(416)	34%	(477)	9%	(130)	1410
Employ: Government	9%	(25)	17%	(46)	35%	(95)	30%	(83)	10%	(27)	275
Employ: Self-Employed	11%	(46)	16%	(65)	33%	(133)	31%	(125)	8%	(34)	404
Employ: Homemaker	8%	(25)	13%	(38)	29%	(86)	36%	(107)	13%	(37)	294
Employ: Student	11%	(22)	17%	(35)	31%	(63)	28%	(58)	13%	(27)	205
Employ: Retired	10%	(99)	16%	(156)	34%	(346)	31%	(309)	10%	(97)	1008
Employ: Unemployed	10%	(52)	12%	(66)	24%	(129)	37%	(198)	17%	(92)	537
Employ: Other	16%	(44)	12%	(33)	26%	(69)	28%	(75)	17%	(46)	267
Military HH: Yes	8%	(54)	19%	(127)	31%	(206)	33%	(217)	9%	(58)	663
Military HH: No	11%	(406)	15%	(551)	30%	(1132)	33%	(1215)	12%	(433)	3737
RD/WT: Right Direction	11%	(163)	17%	(247)	28%	(403)	32%	(458)	12%	(179)	1451
RD/WT: Wrong Track	10%	(297)	15%	(431)	32%	(936)	33%	(975)	11%	(312)	2949
Trump Job Approve	12%	(231)	16%	(311)	29%	(550)	32%	(598)	11%	(205)	1896
Trump Job Disapprove	9%	(219)	15%	(356)	33%	(761)	33%	(782)	9%	(218)	2337

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**Table MCFE14\_3: To what extent do you consider the following types of advertisements disruptive?**  
 Billboards

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	10% (460)	15% (678)	30% (1338)	33% (1432)	11% (491)	4400
Trump Job Strongly Approve	14% (149)	15% (154)	28% (288)	31% (318)	12% (129)	1040
Trump Job Somewhat Approve	10% (82)	18% (157)	31% (262)	33% (280)	9% (76)	856
Trump Job Somewhat Disapprove	7% (36)	16% (87)	35% (185)	32% (171)	10% (55)	534
Trump Job Strongly Disapprove	10% (183)	15% (269)	32% (576)	34% (612)	9% (164)	1803
Favorable of Trump	12% (231)	16% (295)	30% (553)	31% (585)	11% (199)	1864
Unfavorable of Trump	9% (217)	16% (365)	32% (736)	34% (786)	9% (219)	2322
Very Favorable of Trump	15% (167)	15% (167)	28% (322)	30% (344)	12% (139)	1139
Somewhat Favorable of Trump	9% (64)	18% (128)	32% (231)	33% (242)	8% (60)	724
Somewhat Unfavorable of Trump	7% (29)	16% (67)	31% (131)	36% (148)	10% (41)	416
Very Unfavorable of Trump	10% (188)	16% (298)	32% (605)	33% (638)	9% (178)	1906
#1 Issue: Economy	10% (161)	15% (241)	30% (491)	33% (539)	11% (183)	1614
#1 Issue: Security	11% (53)	18% (88)	22% (108)	36% (170)	12% (59)	479
#1 Issue: Health Care	11% (95)	16% (132)	33% (275)	31% (255)	9% (78)	836
#1 Issue: Medicare / Social Security	12% (71)	16% (95)	29% (174)	33% (201)	10% (63)	604
#1 Issue: Women's Issues	9% (20)	12% (27)	29% (67)	36% (82)	14% (31)	227
#1 Issue: Education	10% (18)	18% (31)	38% (67)	23% (40)	12% (22)	177
#1 Issue: Energy	9% (14)	19% (29)	32% (50)	28% (43)	12% (18)	154
#1 Issue: Other	9% (28)	11% (36)	35% (108)	33% (102)	12% (36)	309
2018 House Vote: Democrat	11% (156)	16% (232)	32% (453)	33% (473)	7% (102)	1416
2018 House Vote: Republican	11% (141)	16% (193)	33% (406)	32% (401)	8% (101)	1243
2018 House Vote: Someone else	8% (6)	12% (9)	21% (16)	42% (33)	17% (13)	79
2016 Vote: Hillary Clinton	9% (112)	16% (211)	32% (409)	35% (459)	8% (104)	1295
2016 Vote: Donald Trump	12% (163)	16% (231)	32% (445)	31% (438)	9% (129)	1407
2016 Vote: Other	13% (26)	13% (26)	32% (64)	39% (78)	3% (7)	200
2016 Vote: Didn't Vote	11% (158)	14% (207)	28% (420)	31% (457)	17% (252)	1494
Voted in 2014: Yes	11% (257)	16% (381)	31% (741)	34% (798)	7% (176)	2353
Voted in 2014: No	10% (202)	15% (298)	29% (597)	31% (635)	15% (315)	2047

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**Table MCFE14\_3: To what extent do you consider the following types of advertisements disruptive?**

*Billboards*

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	10%	(460)	15%	(678)	30%	(1338)	33%	(1432)	11%	(491)	4400
2012 Vote: Barack Obama	10%	(170)	16%	(257)	33%	(537)	33%	(528)	8%	(133)	1625
2012 Vote: Mitt Romney	12%	(114)	15%	(143)	31%	(300)	34%	(324)	8%	(75)	956
2012 Vote: Other	13%	(15)	13%	(15)	32%	(38)	40%	(48)	3%	(4)	120
2012 Vote: Didn't Vote	9%	(160)	16%	(263)	27%	(463)	31%	(528)	16%	(278)	1692
4-Region: Northeast	10%	(80)	18%	(141)	32%	(255)	31%	(242)	9%	(69)	787
4-Region: Midwest	10%	(95)	14%	(125)	31%	(287)	36%	(329)	10%	(88)	925
4-Region: South	10%	(172)	15%	(239)	30%	(501)	33%	(548)	11%	(188)	1648
4-Region: West	11%	(112)	17%	(174)	28%	(295)	30%	(314)	14%	(145)	1040
201043	10%	(223)	15%	(339)	30%	(665)	34%	(739)	11%	(234)	2200
201045	11%	(237)	15%	(340)	31%	(673)	32%	(693)	12%	(257)	2200
Netflix subscriber	10%	(279)	17%	(450)	32%	(860)	32%	(865)	10%	(270)	2723
Hulu subscriber	12%	(172)	16%	(231)	31%	(455)	33%	(488)	9%	(140)	1486
Disney+ subscriber	11%	(144)	17%	(222)	31%	(412)	31%	(400)	10%	(130)	1309
Peacock subscriber	11%	(65)	15%	(89)	30%	(179)	36%	(214)	7%	(42)	590
HBO Max subscriber	14%	(92)	18%	(120)	28%	(187)	34%	(225)	6%	(43)	668
Quibi subscriber	15%	(28)	26%	(49)	19%	(36)	30%	(54)	9%	(17)	183
Amazon Prime Video subscriber	10%	(213)	18%	(356)	31%	(619)	33%	(668)	9%	(174)	2030
Paid podcast service subscriber	15%	(66)	25%	(112)	32%	(146)	24%	(108)	5%	(21)	452
Paid membership platform subscriber	14%	(61)	25%	(110)	30%	(133)	28%	(122)	3%	(14)	440
Frequent podcast listeners	11%	(148)	20%	(252)	30%	(392)	30%	(389)	8%	(106)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_4:** To what extent do you consider the following types of advertisements disruptive?  
 Advertisements on the radio

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	19% (852)	29% (1263)	30% (1306)	12% (508)	11% (470)	4400
Gender: Male	19% (399)	27% (583)	32% (669)	13% (279)	9% (194)	2124
Gender: Female	20% (454)	30% (680)	28% (637)	10% (229)	12% (277)	2276
Age: 18-34	19% (252)	24% (308)	30% (398)	12% (158)	15% (194)	1310
Age: 35-44	17% (124)	30% (212)	29% (206)	15% (105)	10% (69)	715
Age: 45-64	19% (284)	32% (483)	30% (450)	12% (174)	7% (111)	1502
Age: 65+	22% (193)	30% (261)	29% (252)	8% (71)	11% (96)	873
GenZers: 1997-2012	22% (131)	22% (130)	27% (158)	10% (59)	18% (107)	584
Millennials: 1981-1996	17% (180)	26% (275)	32% (345)	13% (142)	12% (133)	1076
GenXers: 1965-1980	19% (216)	33% (377)	28% (319)	12% (139)	8% (97)	1148
Baby Boomers: 1946-1964	20% (282)	31% (443)	31% (438)	11% (155)	7% (100)	1418
PID: Dem (no lean)	18% (288)	30% (476)	32% (510)	12% (195)	9% (141)	1611
PID: Ind (no lean)	19% (252)	29% (372)	27% (349)	11% (146)	14% (187)	1305
PID: Rep (no lean)	21% (313)	28% (415)	30% (447)	11% (167)	10% (142)	1484
PID/Gender: Dem Men	16% (117)	30% (223)	35% (265)	13% (95)	7% (53)	754
PID/Gender: Dem Women	20% (171)	30% (253)	29% (245)	12% (99)	10% (88)	857
PID/Gender: Ind Men	18% (112)	28% (167)	27% (166)	14% (87)	12% (74)	607
PID/Gender: Ind Women	20% (140)	29% (205)	26% (183)	8% (58)	16% (113)	698
PID/Gender: Rep Men	22% (169)	25% (193)	31% (238)	13% (96)	9% (66)	763
PID/Gender: Rep Women	20% (143)	31% (221)	29% (209)	10% (72)	11% (76)	721
Ideo: Liberal (1-3)	20% (249)	29% (372)	33% (414)	11% (146)	7% (90)	1272
Ideo: Moderate (4)	19% (259)	29% (403)	29% (394)	12% (170)	10% (141)	1368
Ideo: Conservative (5-7)	20% (273)	30% (405)	30% (414)	12% (159)	9% (122)	1373
Educ: < College	21% (625)	27% (803)	30% (898)	11% (321)	12% (377)	3024
Educ: Bachelors degree	17% (148)	35% (306)	30% (264)	12% (106)	7% (64)	888
Educ: Post-grad	16% (80)	32% (154)	29% (144)	17% (81)	6% (30)	488
Income: Under 50k	20% (455)	27% (619)	29% (657)	11% (261)	13% (298)	2289
Income: 50k-100k	19% (246)	31% (389)	32% (403)	8% (107)	10% (130)	1274
Income: 100k+	18% (152)	30% (255)	29% (247)	17% (140)	5% (43)	837
Ethnicity: White	19% (670)	31% (1063)	30% (1045)	10% (358)	9% (308)	3443
Ethnicity: Hispanic	18% (128)	24% (167)	31% (213)	15% (102)	13% (89)	699

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**Table MCFE14\_4:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on the radio

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	19%	(852)	29%	(1263)	30%	(1306)	12%	(508)	11%	(470)	4400
Ethnicity: Black	18%	(99)	19%	(102)	26%	(140)	20%	(108)	18%	(100)	549
Ethnicity: Other	21%	(84)	24%	(98)	30%	(120)	10%	(43)	15%	(63)	408
All Christian	18%	(386)	30%	(648)	31%	(649)	13%	(269)	8%	(174)	2125
All Non-Christian	20%	(52)	25%	(65)	33%	(86)	16%	(42)	7%	(18)	263
Atheist	15%	(27)	27%	(49)	36%	(67)	12%	(21)	11%	(20)	185
Agnostic/Nothing in particular	21%	(220)	27%	(282)	28%	(294)	9%	(96)	16%	(167)	1059
Something Else	22%	(168)	29%	(219)	27%	(210)	10%	(80)	12%	(91)	768
Religious Non-Protestant/Catholic	18%	(57)	27%	(84)	31%	(97)	14%	(43)	9%	(28)	308
Evangelical	18%	(237)	29%	(370)	29%	(380)	15%	(190)	9%	(115)	1292
Non-Evangelical	20%	(299)	31%	(464)	30%	(449)	10%	(145)	9%	(135)	1493
Community: Urban	19%	(278)	26%	(384)	31%	(445)	13%	(195)	11%	(157)	1459
Community: Suburban	20%	(378)	30%	(563)	29%	(546)	11%	(200)	9%	(164)	1852
Community: Rural	18%	(196)	29%	(316)	29%	(315)	10%	(113)	14%	(149)	1090
Employ: Private Sector	17%	(246)	29%	(410)	32%	(446)	14%	(203)	7%	(103)	1410
Employ: Government	16%	(43)	31%	(85)	32%	(89)	13%	(37)	8%	(21)	275
Employ: Self-Employed	20%	(83)	28%	(114)	31%	(126)	11%	(46)	9%	(34)	404
Employ: Homemaker	14%	(42)	37%	(107)	28%	(81)	9%	(26)	12%	(36)	294
Employ: Student	25%	(50)	26%	(53)	23%	(47)	10%	(21)	17%	(34)	205
Employ: Retired	21%	(215)	30%	(302)	29%	(291)	9%	(90)	11%	(110)	1008
Employ: Unemployed	21%	(111)	21%	(111)	30%	(163)	12%	(64)	16%	(88)	537
Employ: Other	23%	(61)	30%	(80)	23%	(62)	7%	(20)	16%	(44)	267
Military HH: Yes	20%	(134)	29%	(190)	31%	(203)	10%	(67)	10%	(69)	663
Military HH: No	19%	(718)	29%	(1074)	30%	(1103)	12%	(441)	11%	(401)	3737
RD/WT: Right Direction	17%	(252)	29%	(420)	29%	(416)	14%	(198)	11%	(165)	1451
RD/WT: Wrong Track	20%	(600)	29%	(844)	30%	(890)	11%	(310)	10%	(306)	2949
Trump Job Approve	21%	(390)	28%	(535)	30%	(561)	12%	(223)	10%	(187)	1896
Trump Job Disapprove	19%	(439)	30%	(694)	31%	(715)	12%	(269)	9%	(219)	2337

Continued on next page

**Table MCFE14\_4:** To what extent do you consider the following types of advertisements disruptive?  
 Advertisements on the radio

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	19%	(852)	29%	(1263)	30%	(1306)	12%	(508)	11%	(470)	4400
Trump Job Strongly Approve	22%	(231)	26%	(274)	26%	(273)	14%	(144)	11%	(117)	1040
Trump Job Somewhat Approve	19%	(159)	30%	(261)	34%	(288)	9%	(79)	8%	(70)	856
Trump Job Somewhat Disapprove	16%	(84)	29%	(152)	31%	(167)	15%	(78)	10%	(52)	534
Trump Job Strongly Disapprove	20%	(355)	30%	(542)	30%	(549)	11%	(191)	9%	(167)	1803
Favorable of Trump	21%	(392)	28%	(530)	30%	(550)	11%	(213)	10%	(180)	1864
Unfavorable of Trump	19%	(435)	30%	(702)	30%	(705)	11%	(259)	10%	(221)	2322
Very Favorable of Trump	23%	(263)	27%	(303)	26%	(299)	13%	(147)	11%	(127)	1139
Somewhat Favorable of Trump	18%	(129)	31%	(227)	35%	(251)	9%	(66)	7%	(52)	724
Somewhat Unfavorable of Trump	16%	(65)	29%	(119)	34%	(142)	12%	(52)	9%	(38)	416
Very Unfavorable of Trump	19%	(370)	31%	(583)	30%	(563)	11%	(207)	10%	(183)	1906
#1 Issue: Economy	19%	(306)	28%	(454)	30%	(488)	11%	(175)	12%	(191)	1614
#1 Issue: Security	20%	(97)	27%	(127)	31%	(147)	13%	(61)	10%	(46)	479
#1 Issue: Health Care	17%	(142)	31%	(260)	31%	(258)	15%	(124)	6%	(51)	836
#1 Issue: Medicare / Social Security	22%	(135)	27%	(164)	28%	(171)	10%	(62)	12%	(72)	604
#1 Issue: Women's Issues	21%	(49)	31%	(69)	27%	(61)	10%	(22)	12%	(26)	227
#1 Issue: Education	18%	(32)	28%	(49)	30%	(53)	9%	(15)	16%	(28)	177
#1 Issue: Energy	15%	(23)	28%	(43)	30%	(47)	15%	(24)	11%	(18)	154
#1 Issue: Other	22%	(69)	31%	(96)	26%	(81)	8%	(26)	12%	(39)	309
2018 House Vote: Democrat	18%	(260)	30%	(419)	31%	(441)	14%	(199)	7%	(98)	1416
2018 House Vote: Republican	20%	(250)	32%	(398)	29%	(360)	11%	(139)	8%	(96)	1243
2018 House Vote: Someone else	20%	(16)	29%	(23)	31%	(24)	4%	(3)	16%	(12)	79
2016 Vote: Hillary Clinton	17%	(225)	30%	(385)	30%	(390)	15%	(195)	8%	(100)	1295
2016 Vote: Donald Trump	21%	(295)	31%	(438)	29%	(409)	10%	(144)	9%	(121)	1407
2016 Vote: Other	18%	(35)	37%	(74)	33%	(66)	8%	(15)	5%	(10)	200
2016 Vote: Didn't Vote	20%	(296)	24%	(364)	29%	(441)	10%	(154)	16%	(240)	1494
Voted in 2014: Yes	20%	(467)	30%	(715)	31%	(724)	12%	(275)	7%	(172)	2353
Voted in 2014: No	19%	(386)	27%	(548)	28%	(582)	11%	(233)	15%	(298)	2047

Continued on next page

**Table MCFE14\_4:** To what extent do you consider the following types of advertisements disruptive?  
Advertisements on the radio

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	19%	(852)	29%	(1263)	30%	(1306)	12%	(508)	11%	(470)	4400
2012 Vote: Barack Obama	19%	(301)	29%	(479)	30%	(485)	14%	(225)	8%	(134)	1625
2012 Vote: Mitt Romney	21%	(202)	32%	(305)	31%	(301)	8%	(80)	7%	(68)	956
2012 Vote: Other	25%	(30)	35%	(42)	28%	(34)	8%	(10)	4%	(4)	120
2012 Vote: Didn't Vote	19%	(318)	26%	(435)	29%	(483)	11%	(193)	16%	(263)	1692
4-Region: Northeast	18%	(139)	30%	(235)	30%	(240)	14%	(109)	8%	(64)	787
4-Region: Midwest	22%	(200)	29%	(270)	29%	(268)	11%	(104)	9%	(82)	925
4-Region: South	20%	(329)	27%	(449)	29%	(482)	12%	(199)	12%	(190)	1648
4-Region: West	18%	(184)	30%	(310)	30%	(317)	9%	(96)	13%	(133)	1040
201043	19%	(417)	28%	(622)	31%	(684)	12%	(265)	10%	(212)	2200
201045	20%	(435)	29%	(642)	28%	(622)	11%	(242)	12%	(258)	2200
Netflix subscriber	19%	(507)	30%	(824)	30%	(825)	12%	(318)	9%	(249)	2723
Hulu subscriber	21%	(311)	29%	(430)	30%	(444)	12%	(175)	8%	(126)	1486
Disney+ subscriber	19%	(248)	30%	(387)	30%	(388)	13%	(172)	9%	(113)	1309
Peacock subscriber	18%	(106)	28%	(164)	33%	(192)	15%	(89)	7%	(40)	590
HBO Max subscriber	17%	(110)	30%	(202)	31%	(206)	16%	(109)	6%	(41)	668
Quibi subscriber	18%	(32)	30%	(56)	27%	(49)	18%	(33)	7%	(13)	183
Amazon Prime Video subscriber	19%	(383)	32%	(651)	30%	(601)	12%	(239)	8%	(156)	2030
Paid podcast service subscriber	15%	(66)	26%	(120)	32%	(145)	25%	(113)	2%	(8)	452
Paid membership platform subscriber	17%	(73)	30%	(130)	30%	(131)	22%	(96)	2%	(11)	440
Frequent podcast listeners	17%	(223)	32%	(407)	30%	(392)	14%	(177)	7%	(88)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_5: To what extent do you consider the following types of advertisements disruptive?**  
 Print advertisements

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	13%	(579)	19%	(816)	32%	(1421)	24%	(1052)	12%	(531)	4400
Gender: Male	13%	(267)	20%	(420)	32%	(684)	24%	(515)	11%	(237)	2124
Gender: Female	14%	(311)	17%	(396)	32%	(737)	24%	(537)	13%	(295)	2276
Age: 18-34	13%	(169)	16%	(215)	28%	(368)	24%	(315)	19%	(243)	1310
Age: 35-44	15%	(106)	19%	(132)	34%	(240)	23%	(162)	11%	(76)	715
Age: 45-64	13%	(193)	20%	(299)	33%	(503)	25%	(376)	9%	(132)	1502
Age: 65+	13%	(111)	19%	(170)	36%	(311)	23%	(199)	9%	(81)	873
GenZers: 1997-2012	14%	(81)	15%	(87)	27%	(156)	22%	(126)	23%	(135)	584
Millennials: 1981-1996	13%	(141)	17%	(181)	30%	(326)	25%	(269)	15%	(159)	1076
GenXers: 1965-1980	13%	(149)	21%	(243)	32%	(369)	24%	(278)	9%	(108)	1148
Baby Boomers: 1946-1964	13%	(190)	19%	(273)	36%	(507)	24%	(336)	8%	(112)	1418
PID: Dem (no lean)	14%	(227)	20%	(328)	32%	(518)	24%	(383)	10%	(155)	1611
PID: Ind (no lean)	11%	(143)	17%	(218)	32%	(416)	25%	(326)	16%	(202)	1305
PID: Rep (no lean)	14%	(208)	18%	(271)	33%	(487)	23%	(344)	12%	(174)	1484
PID/Gender: Dem Men	13%	(100)	22%	(168)	32%	(243)	24%	(182)	8%	(61)	754
PID/Gender: Dem Women	15%	(128)	19%	(160)	32%	(275)	23%	(201)	11%	(94)	857
PID/Gender: Ind Men	10%	(60)	16%	(99)	35%	(212)	26%	(156)	13%	(79)	607
PID/Gender: Ind Women	12%	(83)	17%	(118)	29%	(204)	24%	(170)	18%	(123)	698
PID/Gender: Rep Men	14%	(107)	20%	(153)	30%	(229)	23%	(178)	13%	(96)	763
PID/Gender: Rep Women	14%	(101)	16%	(118)	36%	(258)	23%	(166)	11%	(78)	721
Ideo: Liberal (1-3)	14%	(174)	17%	(219)	34%	(437)	26%	(331)	9%	(110)	1272
Ideo: Moderate (4)	12%	(170)	21%	(286)	31%	(423)	25%	(339)	11%	(149)	1368
Ideo: Conservative (5-7)	13%	(177)	18%	(252)	34%	(473)	23%	(321)	11%	(149)	1373
Educ: < College	14%	(413)	18%	(533)	31%	(927)	24%	(717)	14%	(435)	3024
Educ: Bachelors degree	12%	(109)	19%	(173)	37%	(328)	24%	(213)	7%	(65)	888
Educ: Post-grad	12%	(57)	23%	(111)	34%	(167)	25%	(122)	6%	(31)	488
Income: Under 50k	13%	(302)	17%	(398)	31%	(700)	24%	(553)	15%	(337)	2289
Income: 50k-100k	12%	(153)	21%	(271)	34%	(429)	21%	(272)	12%	(149)	1274
Income: 100k+	15%	(123)	18%	(148)	35%	(293)	27%	(227)	5%	(46)	837
Ethnicity: White	13%	(435)	19%	(655)	34%	(1163)	24%	(842)	10%	(348)	3443
Ethnicity: Hispanic	14%	(99)	17%	(121)	27%	(188)	25%	(177)	16%	(114)	699

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**Table MCFE14\_5: To what extent do you consider the following types of advertisements disruptive?**

*Print advertisements*

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	13%	(579)	19%	(816)	32%	(1421)	24%	(1052)	12%	(531)	4400
Ethnicity: Black	16%	(88)	16%	(87)	26%	(143)	22%	(120)	20%	(110)	549
Ethnicity: Other	14%	(55)	18%	(74)	28%	(115)	22%	(90)	18%	(73)	408
All Christian	13%	(266)	20%	(431)	35%	(734)	25%	(534)	8%	(161)	2125
All Non-Christian	16%	(41)	18%	(48)	35%	(91)	25%	(65)	6%	(17)	263
Atheist	7%	(13)	15%	(28)	34%	(63)	31%	(58)	12%	(23)	185
Agnostic/Nothing in particular	13%	(139)	15%	(163)	30%	(314)	22%	(232)	20%	(210)	1059
Something Else	16%	(120)	19%	(146)	29%	(219)	21%	(163)	16%	(120)	768
Religious Non-Protestant/Catholic	14%	(44)	19%	(59)	35%	(109)	22%	(69)	9%	(27)	308
Evangelical	13%	(163)	20%	(255)	32%	(410)	26%	(331)	10%	(134)	1292
Non-Evangelical	14%	(206)	20%	(301)	34%	(506)	23%	(348)	9%	(132)	1493
Community: Urban	14%	(198)	21%	(306)	31%	(451)	23%	(331)	12%	(173)	1459
Community: Suburban	13%	(247)	18%	(328)	34%	(624)	25%	(462)	10%	(192)	1852
Community: Rural	12%	(134)	17%	(183)	32%	(347)	24%	(259)	15%	(167)	1090
Employ: Private Sector	13%	(177)	21%	(290)	32%	(449)	26%	(361)	9%	(132)	1410
Employ: Government	15%	(42)	19%	(51)	35%	(96)	23%	(63)	8%	(23)	275
Employ: Self-Employed	14%	(56)	21%	(85)	32%	(129)	21%	(86)	12%	(48)	404
Employ: Homemaker	7%	(20)	16%	(47)	36%	(106)	29%	(84)	13%	(37)	294
Employ: Student	17%	(35)	15%	(32)	28%	(56)	24%	(49)	16%	(34)	205
Employ: Retired	13%	(135)	20%	(201)	35%	(349)	22%	(221)	10%	(101)	1008
Employ: Unemployed	13%	(68)	14%	(73)	28%	(150)	26%	(138)	20%	(109)	537
Employ: Other	17%	(46)	14%	(38)	32%	(86)	19%	(50)	18%	(48)	267
Military HH: Yes	12%	(81)	21%	(141)	30%	(198)	25%	(166)	12%	(77)	663
Military HH: No	13%	(498)	18%	(675)	33%	(1223)	24%	(886)	12%	(455)	3737
RD/WT: Right Direction	14%	(207)	20%	(289)	30%	(434)	22%	(322)	14%	(198)	1451
RD/WT: Wrong Track	13%	(371)	18%	(527)	33%	(987)	25%	(730)	11%	(334)	2949
Trump Job Approve	15%	(281)	19%	(365)	31%	(594)	23%	(428)	12%	(228)	1896
Trump Job Disapprove	12%	(280)	19%	(433)	34%	(795)	25%	(592)	10%	(237)	2337

Continued on next page

**Table MCFE14\_5:** To what extent do you consider the following types of advertisements disruptive?  
 Print advertisements

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	13%	(579)	19%	(816)	32%	(1421)	24%	(1052)	12%	(531)	4400
Trump Job Strongly Approve	18%	(184)	19%	(193)	28%	(291)	22%	(233)	13%	(138)	1040
Trump Job Somewhat Approve	11%	(97)	20%	(172)	35%	(302)	23%	(195)	10%	(89)	856
Trump Job Somewhat Disapprove	9%	(48)	22%	(117)	34%	(181)	24%	(129)	11%	(58)	534
Trump Job Strongly Disapprove	13%	(231)	18%	(316)	34%	(614)	26%	(462)	10%	(180)	1803
Favorable of Trump	15%	(284)	19%	(361)	31%	(582)	22%	(415)	12%	(222)	1864
Unfavorable of Trump	12%	(276)	19%	(438)	34%	(786)	25%	(589)	10%	(233)	2322
Very Favorable of Trump	18%	(206)	18%	(207)	29%	(326)	22%	(246)	14%	(155)	1139
Somewhat Favorable of Trump	11%	(77)	21%	(155)	35%	(256)	23%	(169)	9%	(67)	724
Somewhat Unfavorable of Trump	8%	(32)	22%	(92)	33%	(139)	27%	(112)	10%	(41)	416
Very Unfavorable of Trump	13%	(244)	18%	(346)	34%	(647)	25%	(477)	10%	(192)	1906
#1 Issue: Economy	12%	(194)	17%	(282)	33%	(528)	24%	(394)	13%	(217)	1614
#1 Issue: Security	14%	(69)	18%	(88)	32%	(151)	24%	(117)	11%	(54)	479
#1 Issue: Health Care	12%	(99)	24%	(199)	31%	(256)	25%	(209)	9%	(73)	836
#1 Issue: Medicare / Social Security	17%	(106)	19%	(115)	30%	(179)	23%	(138)	11%	(67)	604
#1 Issue: Women's Issues	15%	(33)	11%	(26)	41%	(93)	18%	(41)	14%	(33)	227
#1 Issue: Education	13%	(22)	20%	(36)	33%	(58)	16%	(28)	19%	(33)	177
#1 Issue: Energy	13%	(19)	13%	(20)	35%	(54)	28%	(43)	11%	(17)	154
#1 Issue: Other	12%	(37)	16%	(50)	33%	(101)	27%	(83)	12%	(38)	309
2018 House Vote: Democrat	13%	(179)	21%	(295)	34%	(485)	25%	(361)	7%	(96)	1416
2018 House Vote: Republican	14%	(177)	19%	(231)	35%	(440)	23%	(292)	8%	(103)	1243
2018 House Vote: Someone else	11%	(9)	18%	(14)	24%	(19)	30%	(23)	17%	(13)	79
2016 Vote: Hillary Clinton	12%	(154)	21%	(268)	33%	(423)	27%	(348)	8%	(102)	1295
2016 Vote: Donald Trump	15%	(206)	19%	(272)	34%	(477)	22%	(310)	10%	(143)	1407
2016 Vote: Other	10%	(20)	13%	(26)	41%	(81)	32%	(64)	4%	(8)	200
2016 Vote: Didn't Vote	13%	(198)	17%	(249)	29%	(438)	22%	(330)	19%	(279)	1494
Voted in 2014: Yes	14%	(326)	19%	(458)	35%	(812)	25%	(587)	7%	(169)	2353
Voted in 2014: No	12%	(252)	17%	(358)	30%	(609)	23%	(465)	18%	(362)	2047

Continued on next page

**Table MCFE14\_5:** To what extent do you consider the following types of advertisements disruptive?

Print advertisements

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	13%	(579)	19%	(816)	32%	(1421)	24%	(1052)	12%	(531)	4400
2012 Vote: Barack Obama	13%	(208)	20%	(323)	34%	(560)	25%	(400)	8%	(135)	1625
2012 Vote: Mitt Romney	15%	(142)	18%	(172)	36%	(343)	23%	(224)	8%	(76)	956
2012 Vote: Other	14%	(17)	21%	(25)	39%	(46)	22%	(27)	4%	(5)	120
2012 Vote: Didn't Vote	12%	(211)	17%	(294)	28%	(471)	24%	(401)	19%	(314)	1692
4-Region: Northeast	13%	(98)	19%	(151)	33%	(258)	27%	(214)	8%	(66)	787
4-Region: Midwest	13%	(121)	19%	(172)	36%	(332)	23%	(209)	10%	(90)	925
4-Region: South	14%	(230)	18%	(289)	30%	(502)	25%	(413)	13%	(214)	1648
4-Region: West	12%	(128)	20%	(204)	32%	(329)	21%	(217)	16%	(162)	1040
201043	13%	(291)	19%	(417)	31%	(689)	25%	(545)	12%	(258)	2200
201045	13%	(288)	18%	(399)	33%	(732)	23%	(507)	12%	(274)	2200
Netflix subscriber	13%	(353)	19%	(520)	33%	(894)	24%	(650)	11%	(306)	2723
Hulu subscriber	14%	(208)	19%	(280)	31%	(462)	25%	(375)	11%	(162)	1486
Disney+ subscriber	13%	(174)	19%	(253)	33%	(426)	24%	(314)	11%	(143)	1309
Peacock subscriber	13%	(74)	18%	(107)	35%	(204)	26%	(156)	8%	(48)	590
HBO Max subscriber	15%	(102)	25%	(165)	29%	(193)	23%	(154)	8%	(54)	668
Quibi subscriber	21%	(38)	27%	(50)	24%	(44)	21%	(39)	7%	(12)	183
Amazon Prime Video subscriber	13%	(257)	20%	(410)	33%	(670)	24%	(497)	10%	(196)	2030
Paid podcast service subscriber	16%	(71)	26%	(120)	29%	(131)	24%	(110)	4%	(20)	452
Paid membership platform subscriber	16%	(69)	28%	(122)	28%	(121)	25%	(110)	4%	(18)	440
Frequent podcast listeners	12%	(159)	21%	(273)	32%	(414)	25%	(317)	10%	(124)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_6:** To what extent do you consider the following types of advertisements disruptive?  
 Online advertisements such as banner advertisements

Demographic	Very disruptive		Somewhat disruptive		Not that disruptive		Not disruptive at all		Don't know / No opinion		Total N
Adults	25%	(1102)	30%	(1337)	23%	(1004)	11%	(493)	11%	(464)	4400
Gender: Male	24%	(506)	31%	(653)	23%	(498)	13%	(268)	9%	(199)	2124
Gender: Female	26%	(596)	30%	(684)	22%	(506)	10%	(225)	12%	(265)	2276
Age: 18-34	21%	(279)	24%	(313)	25%	(325)	15%	(201)	15%	(193)	1310
Age: 35-44	22%	(156)	30%	(218)	28%	(204)	11%	(76)	9%	(61)	715
Age: 45-64	27%	(410)	33%	(493)	21%	(310)	11%	(164)	8%	(124)	1502
Age: 65+	29%	(257)	36%	(313)	19%	(165)	6%	(51)	10%	(86)	873
GenZers: 1997-2012	22%	(126)	23%	(134)	21%	(120)	16%	(92)	19%	(112)	584
Millennials: 1981-1996	21%	(223)	26%	(281)	28%	(300)	14%	(149)	11%	(123)	1076
GenXers: 1965-1980	26%	(293)	32%	(371)	23%	(270)	10%	(114)	9%	(101)	1148
Baby Boomers: 1946-1964	29%	(411)	35%	(493)	20%	(284)	9%	(131)	7%	(101)	1418
PID: Dem (no lean)	26%	(412)	32%	(519)	24%	(385)	11%	(170)	8%	(125)	1611
PID: Ind (no lean)	23%	(304)	30%	(387)	21%	(273)	11%	(143)	15%	(199)	1305
PID: Rep (no lean)	26%	(386)	29%	(432)	23%	(347)	12%	(180)	9%	(140)	1484
PID/Gender: Dem Men	23%	(172)	32%	(238)	27%	(201)	12%	(92)	7%	(51)	754
PID/Gender: Dem Women	28%	(240)	33%	(280)	21%	(184)	9%	(78)	9%	(74)	857
PID/Gender: Ind Men	24%	(145)	30%	(183)	21%	(127)	12%	(72)	13%	(80)	607
PID/Gender: Ind Women	23%	(159)	29%	(204)	21%	(146)	10%	(71)	17%	(119)	698
PID/Gender: Rep Men	25%	(189)	30%	(232)	22%	(170)	14%	(104)	9%	(68)	763
PID/Gender: Rep Women	27%	(197)	28%	(200)	25%	(177)	10%	(76)	10%	(72)	721
Ideo: Liberal (1-3)	25%	(322)	31%	(390)	26%	(328)	12%	(152)	6%	(80)	1272
Ideo: Moderate (4)	24%	(329)	32%	(436)	22%	(307)	12%	(164)	10%	(132)	1368
Ideo: Conservative (5-7)	26%	(361)	31%	(420)	23%	(321)	11%	(147)	9%	(124)	1373
Educ: < College	26%	(796)	29%	(863)	21%	(633)	11%	(342)	13%	(391)	3024
Educ: Bachelors degree	23%	(201)	36%	(316)	27%	(241)	9%	(79)	6%	(51)	888
Educ: Post-grad	21%	(104)	33%	(159)	27%	(131)	15%	(71)	5%	(23)	488
Income: Under 50k	26%	(602)	29%	(658)	21%	(476)	11%	(260)	13%	(292)	2289
Income: 50k-100k	23%	(297)	32%	(407)	25%	(323)	9%	(111)	11%	(136)	1274
Income: 100k+	24%	(202)	32%	(272)	24%	(205)	15%	(122)	4%	(36)	837
Ethnicity: White	25%	(864)	32%	(1111)	23%	(796)	11%	(362)	9%	(311)	3443
Ethnicity: Hispanic	25%	(176)	22%	(156)	24%	(165)	15%	(108)	13%	(94)	699

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**Table MCFE14\_6:** To what extent do you consider the following types of advertisements disruptive?  
Online advertisements such as banner advertisements

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	25% (1102)	30% (1337)	23% (1004)	11% (493)	11% (464)	4400
Ethnicity: Black	25% (136)	20% (112)	22% (123)	16% (85)	17% (93)	549
Ethnicity: Other	25% (102)	28% (115)	21% (85)	11% (45)	15% (61)	408
All Christian	25% (531)	32% (678)	24% (518)	11% (233)	8% (166)	2125
All Non-Christian	25% (67)	26% (69)	26% (67)	15% (40)	7% (20)	263
Atheist	17% (31)	35% (64)	30% (55)	12% (21)	7% (13)	185
Agnostic/Nothing in particular	25% (261)	28% (298)	21% (224)	10% (108)	16% (169)	1059
Something Else	28% (212)	30% (228)	18% (141)	12% (90)	13% (97)	768
Religious Non-Protestant/Catholic	25% (76)	27% (83)	24% (76)	14% (44)	10% (30)	308
Evangelical	24% (310)	30% (390)	22% (290)	14% (184)	9% (118)	1292
Non-Evangelical	27% (404)	32% (482)	23% (349)	9% (128)	9% (129)	1493
Community: Urban	24% (343)	30% (442)	24% (355)	11% (166)	10% (153)	1459
Community: Suburban	26% (479)	31% (580)	24% (439)	11% (201)	8% (153)	1852
Community: Rural	26% (280)	29% (315)	19% (210)	12% (126)	15% (159)	1090
Employ: Private Sector	23% (324)	34% (475)	22% (316)	13% (178)	8% (118)	1410
Employ: Government	22% (61)	30% (82)	29% (81)	12% (33)	7% (18)	275
Employ: Self-Employed	25% (100)	24% (96)	29% (117)	15% (62)	7% (29)	404
Employ: Homemaker	20% (58)	33% (96)	25% (74)	12% (34)	11% (32)	294
Employ: Student	25% (51)	20% (42)	27% (56)	13% (27)	14% (29)	205
Employ: Retired	30% (303)	35% (351)	19% (191)	7% (69)	9% (96)	1008
Employ: Unemployed	22% (118)	24% (131)	24% (130)	12% (64)	17% (94)	537
Employ: Other	33% (87)	24% (65)	15% (40)	10% (26)	18% (48)	267
Military HH: Yes	27% (178)	33% (219)	20% (133)	10% (65)	10% (68)	663
Military HH: No	25% (924)	30% (1118)	23% (871)	11% (428)	11% (396)	3737
RD/WT: Right Direction	25% (357)	28% (410)	22% (321)	14% (199)	11% (164)	1451
RD/WT: Wrong Track	25% (745)	31% (928)	23% (683)	10% (293)	10% (300)	2949
Trump Job Approve	26% (487)	29% (555)	23% (428)	12% (226)	11% (200)	1896
Trump Job Disapprove	25% (583)	32% (755)	23% (548)	11% (251)	9% (199)	2337

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**Table MCFE14\_6:** To what extent do you consider the following types of advertisements disruptive?  
 Online advertisements such as banner advertisements

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	25% (1102)	30% (1337)	23% (1004)	11% (493)	11% (464)	4400
Trump Job Strongly Approve	28% (292)	29% (305)	20% (206)	12% (122)	11% (115)	1040
Trump Job Somewhat Approve	23% (195)	29% (250)	26% (222)	12% (104)	10% (85)	856
Trump Job Somewhat Disapprove	20% (105)	31% (164)	24% (129)	15% (82)	10% (54)	534
Trump Job Strongly Disapprove	27% (478)	33% (591)	23% (419)	9% (169)	8% (146)	1803
Favorable of Trump	27% (503)	29% (544)	22% (407)	12% (218)	10% (192)	1864
Unfavorable of Trump	25% (576)	32% (752)	24% (556)	10% (238)	9% (200)	2322
Very Favorable of Trump	29% (330)	28% (318)	19% (219)	13% (144)	11% (127)	1139
Somewhat Favorable of Trump	24% (173)	31% (225)	26% (188)	10% (74)	9% (65)	724
Somewhat Unfavorable of Trump	20% (81)	33% (138)	24% (99)	13% (55)	10% (43)	416
Very Unfavorable of Trump	26% (495)	32% (614)	24% (458)	10% (183)	8% (157)	1906
#1 Issue: Economy	24% (390)	28% (450)	26% (420)	11% (181)	11% (174)	1614
#1 Issue: Security	28% (136)	27% (127)	20% (94)	14% (66)	11% (54)	479
#1 Issue: Health Care	23% (196)	35% (292)	23% (189)	12% (100)	7% (59)	836
#1 Issue: Medicare / Social Security	30% (182)	34% (202)	16% (96)	9% (56)	11% (67)	604
#1 Issue: Women's Issues	23% (52)	30% (69)	25% (57)	8% (18)	14% (31)	227
#1 Issue: Education	24% (43)	29% (51)	22% (38)	10% (18)	15% (27)	177
#1 Issue: Energy	22% (33)	22% (34)	26% (39)	20% (31)	10% (15)	154
#1 Issue: Other	22% (69)	36% (111)	23% (71)	7% (22)	12% (37)	309
2018 House Vote: Democrat	25% (352)	34% (477)	24% (340)	11% (160)	6% (88)	1416
2018 House Vote: Republican	28% (347)	31% (391)	23% (290)	11% (132)	7% (83)	1243
2018 House Vote: Someone else	19% (15)	35% (28)	24% (19)	9% (7)	14% (11)	79
2016 Vote: Hillary Clinton	24% (310)	35% (459)	23% (294)	11% (142)	7% (90)	1295
2016 Vote: Donald Trump	28% (395)	29% (412)	24% (335)	10% (146)	8% (119)	1407
2016 Vote: Other	21% (42)	40% (81)	25% (50)	11% (22)	3% (5)	200
2016 Vote: Didn't Vote	24% (354)	26% (382)	22% (325)	12% (183)	17% (251)	1494
Voted in 2014: Yes	27% (636)	33% (776)	23% (543)	10% (243)	7% (156)	2353
Voted in 2014: No	23% (465)	27% (562)	23% (461)	12% (249)	15% (309)	2047

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**Table MCFE14\_6:** To what extent do you consider the following types of advertisements disruptive?

Online advertisements such as banner advertisements

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	25% (1102)	30% (1337)	23% (1004)	11% (493)	11% (464)	4400
2012 Vote: Barack Obama	26% (418)	33% (535)	23% (372)	11% (184)	7% (117)	1625
2012 Vote: Mitt Romney	29% (280)	32% (309)	23% (222)	8% (76)	7% (70)	956
2012 Vote: Other	31% (37)	34% (41)	16% (20)	13% (16)	5% (6)	120
2012 Vote: Didn't Vote	22% (365)	27% (451)	23% (390)	13% (214)	16% (271)	1692
4-Region: Northeast	22% (175)	32% (255)	26% (202)	12% (97)	7% (59)	787
4-Region: Midwest	25% (232)	33% (304)	23% (212)	10% (92)	9% (85)	925
4-Region: South	27% (444)	28% (457)	22% (362)	12% (204)	11% (181)	1648
4-Region: West	24% (251)	31% (321)	22% (229)	10% (99)	13% (140)	1040
201043	23% (516)	30% (665)	24% (525)	12% (262)	11% (233)	2200
201045	27% (586)	31% (672)	22% (479)	10% (231)	11% (231)	2200
Netflix subscriber	24% (651)	30% (814)	25% (683)	12% (327)	9% (248)	2723
Hulu subscriber	24% (350)	29% (429)	25% (374)	14% (208)	8% (126)	1486
Disney+ subscriber	22% (283)	31% (403)	25% (329)	14% (179)	9% (115)	1309
Peacock subscriber	23% (133)	32% (191)	22% (131)	15% (88)	8% (47)	590
HBO Max subscriber	25% (169)	29% (193)	25% (170)	14% (93)	6% (43)	668
Quibi subscriber	22% (40)	30% (56)	22% (41)	17% (32)	9% (16)	183
Amazon Prime Video subscriber	24% (478)	32% (642)	26% (528)	11% (230)	7% (151)	2030
Paid podcast service subscriber	19% (86)	32% (145)	29% (129)	19% (86)	1% (6)	452
Paid membership platform subscriber	22% (95)	34% (148)	25% (110)	17% (75)	3% (12)	440
Frequent podcast listeners	20% (262)	31% (401)	27% (346)	14% (185)	7% (94)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE14\_7: To what extent do you consider the following types of advertisements disruptive?**  
*Online advertisements such as pop-up ads*

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	47% (2088)	26% (1164)	10% (456)	6% (284)	9% (408)	4400
Gender: Male	44% (928)	29% (613)	12% (261)	7% (145)	8% (177)	2124
Gender: Female	51% (1160)	24% (551)	9% (195)	6% (140)	10% (231)	2276
Age: 18-34	39% (513)	23% (299)	15% (193)	10% (132)	13% (173)	1310
Age: 35-44	41% (294)	27% (193)	15% (110)	9% (62)	8% (57)	715
Age: 45-64	52% (783)	28% (426)	7% (112)	5% (70)	7% (110)	1502
Age: 65+	57% (498)	28% (246)	5% (42)	2% (20)	8% (67)	873
GenZers: 1997-2012	40% (235)	22% (129)	13% (77)	8% (46)	17% (97)	584
Millennials: 1981-1996	40% (426)	23% (249)	15% (167)	11% (117)	11% (117)	1076
GenXers: 1965-1980	49% (558)	28% (320)	10% (116)	6% (65)	8% (89)	1148
Baby Boomers: 1946-1964	55% (783)	29% (410)	6% (85)	4% (55)	6% (86)	1418
PID: Dem (no lean)	47% (762)	27% (441)	12% (197)	6% (103)	7% (108)	1611
PID: Ind (no lean)	48% (625)	24% (319)	9% (116)	6% (74)	13% (172)	1305
PID: Rep (no lean)	47% (700)	27% (405)	10% (144)	7% (108)	9% (127)	1484
PID/Gender: Dem Men	42% (317)	32% (238)	15% (112)	6% (46)	5% (41)	754
PID/Gender: Dem Women	52% (446)	24% (203)	10% (85)	7% (56)	8% (67)	857
PID/Gender: Ind Men	48% (294)	24% (146)	11% (67)	5% (31)	11% (69)	607
PID/Gender: Ind Women	47% (331)	25% (173)	7% (49)	6% (43)	15% (103)	698
PID/Gender: Rep Men	42% (318)	30% (229)	11% (83)	9% (67)	9% (66)	763
PID/Gender: Rep Women	53% (383)	24% (176)	8% (61)	6% (40)	8% (61)	721
Ideo: Liberal (1-3)	50% (639)	27% (338)	12% (149)	7% (85)	5% (61)	1272
Ideo: Moderate (4)	44% (597)	28% (386)	12% (162)	7% (101)	9% (123)	1368
Ideo: Conservative (5-7)	50% (692)	27% (376)	8% (109)	6% (80)	8% (116)	1373
Educ: < College	49% (1482)	24% (741)	9% (271)	6% (192)	11% (339)	3024
Educ: Bachelors degree	47% (416)	31% (275)	12% (107)	5% (44)	5% (46)	888
Educ: Post-grad	39% (190)	30% (149)	16% (79)	10% (48)	5% (23)	488
Income: Under 50k	48% (1105)	24% (551)	9% (202)	7% (162)	12% (269)	2289
Income: 50k-100k	49% (622)	28% (351)	11% (139)	4% (53)	9% (109)	1274
Income: 100k+	43% (361)	31% (261)	14% (115)	8% (69)	4% (30)	837
Ethnicity: White	50% (1706)	27% (930)	10% (340)	6% (207)	8% (260)	3443
Ethnicity: Hispanic	34% (237)	26% (182)	15% (107)	12% (85)	13% (88)	699

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**Table MCFE14\_7: To what extent do you consider the following types of advertisements disruptive?**  
Online advertisements such as pop-up ads

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	47% (2088)	26% (1164)	10% (456)	6% (284)	9% (408)	4400
Ethnicity: Black	39% (213)	22% (123)	13% (71)	9% (51)	17% (91)	549
Ethnicity: Other	41% (169)	27% (110)	11% (45)	6% (26)	14% (57)	408
All Christian	47% (996)	29% (622)	11% (232)	6% (129)	7% (146)	2125
All Non-Christian	42% (110)	25% (65)	16% (42)	11% (30)	6% (15)	263
Atheist	55% (101)	21% (39)	13% (25)	3% (6)	8% (14)	185
Agnostic/Nothing in particular	46% (489)	25% (267)	9% (95)	6% (59)	14% (148)	1059
Something Else	51% (392)	22% (170)	8% (62)	8% (60)	11% (84)	768
Religious Non-Protestant/Catholic	43% (131)	25% (78)	16% (48)	10% (30)	7% (21)	308
Evangelical	45% (578)	27% (348)	11% (146)	9% (118)	8% (102)	1292
Non-Evangelical	52% (773)	28% (411)	9% (127)	4% (64)	8% (117)	1493
Community: Urban	42% (613)	26% (376)	14% (205)	9% (124)	10% (140)	1459
Community: Suburban	50% (933)	28% (525)	10% (177)	5% (83)	7% (133)	1852
Community: Rural	50% (541)	24% (262)	7% (75)	7% (77)	12% (135)	1090
Employ: Private Sector	43% (613)	30% (425)	13% (177)	7% (101)	7% (93)	1410
Employ: Government	47% (128)	26% (72)	14% (39)	6% (17)	7% (18)	275
Employ: Self-Employed	42% (170)	22% (89)	17% (70)	12% (46)	7% (28)	404
Employ: Homemaker	45% (131)	29% (84)	10% (29)	7% (22)	9% (27)	294
Employ: Student	38% (78)	24% (49)	10% (21)	12% (25)	15% (32)	205
Employ: Retired	56% (566)	27% (272)	6% (58)	3% (26)	8% (86)	1008
Employ: Unemployed	48% (259)	24% (127)	9% (49)	4% (22)	15% (80)	537
Employ: Other	53% (141)	17% (45)	5% (13)	9% (24)	16% (44)	267
Military HH: Yes	51% (339)	27% (182)	7% (49)	5% (36)	8% (56)	663
Military HH: No	47% (1749)	26% (982)	11% (407)	7% (248)	9% (352)	3737
RD/WT: Right Direction	42% (607)	27% (392)	11% (160)	9% (125)	11% (166)	1451
RD/WT: Wrong Track	50% (1481)	26% (772)	10% (296)	5% (159)	8% (241)	2949
Trump Job Approve	47% (883)	27% (517)	10% (195)	7% (130)	9% (172)	1896
Trump Job Disapprove	49% (1146)	27% (632)	10% (240)	6% (145)	7% (174)	2337

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**Table MCFE14\_7: To what extent do you consider the following types of advertisements disruptive?**  
*Online advertisements such as pop-up ads*

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	47% (2088)	26% (1164)	10% (456)	6% (284)	9% (408)	4400
Trump Job Strongly Approve	47% (487)	25% (265)	10% (102)	8% (81)	10% (105)	1040
Trump Job Somewhat Approve	46% (396)	29% (252)	11% (93)	6% (49)	8% (66)	856
Trump Job Somewhat Disapprove	41% (221)	29% (153)	14% (73)	8% (41)	8% (45)	534
Trump Job Strongly Disapprove	51% (925)	27% (479)	9% (167)	6% (103)	7% (129)	1803
Favorable of Trump	48% (889)	27% (499)	10% (184)	6% (118)	9% (174)	1864
Unfavorable of Trump	49% (1142)	27% (629)	11% (245)	6% (139)	7% (168)	2322
Very Favorable of Trump	47% (533)	24% (279)	11% (120)	8% (88)	10% (119)	1139
Somewhat Favorable of Trump	49% (356)	30% (221)	9% (64)	4% (30)	8% (55)	724
Somewhat Unfavorable of Trump	41% (172)	31% (130)	12% (49)	7% (29)	9% (36)	416
Very Unfavorable of Trump	51% (970)	26% (500)	10% (195)	6% (110)	7% (132)	1906
#1 Issue: Economy	47% (763)	24% (394)	11% (182)	7% (106)	10% (169)	1614
#1 Issue: Security	47% (224)	29% (140)	9% (43)	7% (33)	8% (39)	479
#1 Issue: Health Care	44% (371)	32% (267)	11% (92)	7% (56)	6% (50)	836
#1 Issue: Medicare / Social Security	53% (319)	26% (157)	8% (48)	4% (26)	9% (53)	604
#1 Issue: Women's Issues	52% (118)	19% (44)	10% (23)	9% (20)	9% (22)	227
#1 Issue: Education	35% (62)	27% (47)	16% (29)	6% (10)	16% (28)	177
#1 Issue: Energy	38% (58)	28% (42)	11% (17)	13% (20)	10% (16)	154
#1 Issue: Other	55% (172)	23% (72)	7% (22)	4% (13)	10% (31)	309
2018 House Vote: Democrat	49% (695)	27% (382)	11% (158)	7% (105)	5% (77)	1416
2018 House Vote: Republican	51% (633)	28% (347)	9% (115)	6% (76)	6% (72)	1243
2018 House Vote: Someone else	50% (39)	29% (23)	3% (3)	5% (4)	14% (11)	79
2016 Vote: Hillary Clinton	47% (607)	28% (362)	12% (150)	7% (95)	6% (81)	1295
2016 Vote: Donald Trump	50% (700)	28% (394)	10% (139)	5% (74)	7% (99)	1407
2016 Vote: Other	62% (124)	25% (51)	7% (14)	2% (5)	3% (7)	200
2016 Vote: Didn't Vote	44% (653)	24% (357)	10% (153)	7% (110)	15% (221)	1494
Voted in 2014: Yes	51% (1191)	29% (672)	9% (223)	6% (134)	6% (133)	2353
Voted in 2014: No	44% (897)	24% (492)	11% (233)	7% (150)	13% (275)	2047

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**Table MCFE14\_7: To what extent do you consider the following types of advertisements disruptive?**  
*Online advertisements such as pop-up ads*

Demographic	Very disruptive	Somewhat disruptive	Not that disruptive	Not disruptive at all	Don't know / No opinion	Total N
Adults	47% (2088)	26% (1164)	10% (456)	6% (284)	9% (408)	4400
2012 Vote: Barack Obama	48% (774)	28% (457)	11% (178)	7% (112)	6% (105)	1625
2012 Vote: Mitt Romney	54% (513)	29% (276)	8% (79)	3% (33)	6% (54)	956
2012 Vote: Other	65% (78)	25% (30)	4% (4)	4% (5)	2% (3)	120
2012 Vote: Didn't Vote	43% (721)	24% (399)	11% (194)	8% (131)	15% (246)	1692
4-Region: Northeast	44% (344)	26% (204)	14% (113)	9% (71)	7% (56)	787
4-Region: Midwest	53% (487)	28% (261)	8% (70)	4% (34)	8% (73)	925
4-Region: South	48% (784)	25% (406)	10% (168)	7% (115)	11% (176)	1648
4-Region: West	46% (474)	28% (293)	10% (106)	6% (64)	10% (103)	1040
201043	46% (1021)	28% (613)	10% (222)	7% (150)	9% (194)	2200
201045	48% (1067)	25% (551)	11% (234)	6% (134)	10% (214)	2200
Netflix subscriber	45% (1232)	28% (771)	12% (320)	7% (180)	8% (220)	2723
Hulu subscriber	47% (698)	26% (384)	13% (190)	7% (104)	7% (111)	1486
Disney+ subscriber	44% (581)	26% (339)	15% (192)	8% (103)	7% (93)	1309
Peacock subscriber	47% (277)	27% (159)	13% (74)	8% (47)	6% (34)	590
HBO Max subscriber	45% (302)	26% (172)	16% (108)	9% (57)	4% (30)	668
Quibi subscriber	32% (59)	27% (50)	24% (45)	10% (19)	6% (10)	183
Amazon Prime Video subscriber	48% (970)	28% (571)	11% (227)	7% (139)	6% (123)	2030
Paid podcast service subscriber	24% (110)	32% (145)	24% (110)	18% (81)	1% (7)	452
Paid membership platform subscriber	29% (129)	33% (145)	21% (93)	15% (66)	2% (7)	440
Frequent podcast listeners	38% (493)	30% (391)	16% (206)	9% (113)	6% (83)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE15: How likely are you to purchase a subscription to a paid podcast service for your child?**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	15%	(313)	17%	(373)	8%	(181)	49%	(1055)	11%	(236)	2159
Gender: Male	21%	(219)	22%	(233)	9%	(93)	40%	(418)	8%	(83)	1046
Gender: Female	8%	(94)	13%	(140)	8%	(89)	57%	(637)	14%	(153)	1113
Age: 18-34	22%	(105)	26%	(125)	12%	(56)	31%	(144)	9%	(42)	471
Age: 35-44	30%	(157)	28%	(147)	6%	(33)	26%	(137)	8%	(44)	519
Age: 45-64	6%	(48)	12%	(91)	10%	(78)	59%	(447)	12%	(94)	759
Age: 65+	1%	(4)	2%	(10)	3%	(14)	80%	(327)	14%	(56)	411
GenZers: 1997-2012	9%	(9)	25%	(25)	20%	(20)	34%	(34)	12%	(12)	100
Millennials: 1981-1996	28%	(173)	27%	(167)	9%	(56)	28%	(175)	8%	(49)	620
GenXers: 1965-1980	17%	(119)	22%	(151)	9%	(65)	41%	(289)	11%	(74)	699
Baby Boomers: 1946-1964	2%	(10)	4%	(27)	6%	(39)	74%	(492)	14%	(94)	662
PID: Dem (no lean)	18%	(137)	20%	(153)	9%	(71)	42%	(315)	10%	(76)	751
PID: Ind (no lean)	8%	(48)	12%	(68)	9%	(49)	57%	(332)	14%	(81)	578
PID: Rep (no lean)	15%	(128)	18%	(152)	7%	(62)	49%	(408)	10%	(80)	830
PID/Gender: Dem Men	25%	(90)	28%	(100)	11%	(38)	31%	(109)	5%	(18)	355
PID/Gender: Dem Women	12%	(47)	13%	(53)	8%	(32)	52%	(206)	14%	(57)	396
PID/Gender: Ind Men	10%	(25)	16%	(42)	8%	(20)	54%	(140)	12%	(32)	260
PID/Gender: Ind Women	7%	(24)	8%	(26)	9%	(29)	60%	(192)	15%	(48)	319
PID/Gender: Rep Men	24%	(105)	21%	(91)	8%	(34)	39%	(168)	8%	(33)	432
PID/Gender: Rep Women	6%	(23)	15%	(61)	7%	(27)	60%	(240)	12%	(47)	398
Ideo: Liberal (1-3)	22%	(138)	22%	(134)	10%	(63)	38%	(234)	8%	(52)	620
Ideo: Moderate (4)	13%	(88)	20%	(137)	7%	(45)	49%	(337)	12%	(80)	686
Ideo: Conservative (5-7)	11%	(80)	13%	(94)	8%	(59)	58%	(421)	10%	(72)	725
Educ: < College	6%	(80)	11%	(144)	9%	(121)	61%	(785)	12%	(155)	1285
Educ: Bachelors degree	20%	(103)	23%	(116)	9%	(45)	38%	(190)	10%	(50)	503
Educ: Post-grad	35%	(130)	31%	(114)	4%	(16)	22%	(81)	8%	(31)	372
Income: Under 50k	5%	(49)	12%	(112)	8%	(76)	60%	(541)	14%	(123)	902
Income: 50k-100k	12%	(77)	17%	(108)	10%	(66)	51%	(323)	10%	(62)	637
Income: 100k+	30%	(187)	25%	(153)	6%	(40)	31%	(191)	8%	(50)	620
Ethnicity: White	16%	(281)	17%	(308)	8%	(139)	50%	(899)	10%	(180)	1808
Ethnicity: Hispanic	25%	(92)	18%	(66)	12%	(45)	37%	(137)	7%	(27)	366
Ethnicity: Black	9%	(19)	22%	(45)	14%	(28)	39%	(80)	16%	(34)	205

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**Table MCFE15: How likely are you to purchase a subscription to a paid podcast service for your child?**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	15%	(313)	17%	(373)	8%	(181)	49%	(1055)	11%	(236)	2159
Ethnicity: Other	9%	(13)	14%	(20)	9%	(14)	52%	(76)	15%	(22)	146
All Christian	17%	(209)	19%	(234)	7%	(90)	47%	(569)	9%	(115)	1218
All Non-Christian	31%	(43)	28%	(39)	9%	(13)	27%	(38)	4%	(6)	138
Atheist	8%	(5)	14%	(9)	2%	(2)	66%	(44)	10%	(7)	66
Agnostic/Nothing in particular	7%	(28)	10%	(41)	11%	(41)	55%	(217)	17%	(66)	394
Something Else	8%	(28)	15%	(50)	10%	(36)	55%	(188)	12%	(41)	343
Religious Non-Protestant/Catholic	27%	(44)	25%	(41)	8%	(14)	33%	(54)	7%	(12)	165
Evangelical	22%	(165)	22%	(170)	8%	(59)	39%	(302)	9%	(71)	767
Non-Evangelical	6%	(46)	14%	(99)	9%	(62)	60%	(435)	11%	(78)	720
Community: Urban	30%	(235)	28%	(221)	7%	(56)	28%	(221)	8%	(63)	796
Community: Suburban	6%	(55)	12%	(101)	9%	(74)	61%	(531)	13%	(111)	873
Community: Rural	5%	(23)	10%	(51)	10%	(51)	62%	(303)	13%	(61)	490
Employ: Private Sector	22%	(186)	26%	(218)	8%	(66)	35%	(292)	8%	(69)	831
Employ: Government	31%	(53)	21%	(37)	9%	(17)	35%	(62)	3%	(6)	175
Employ: Self-Employed	26%	(47)	24%	(45)	13%	(25)	30%	(55)	7%	(13)	186
Employ: Homemaker	3%	(7)	11%	(22)	12%	(25)	64%	(137)	10%	(22)	213
Employ: Retired	2%	(7)	3%	(14)	4%	(18)	76%	(344)	15%	(69)	452
Employ: Unemployed	4%	(6)	11%	(19)	9%	(15)	59%	(100)	16%	(27)	169
Employ: Other	3%	(4)	12%	(14)	13%	(14)	50%	(56)	21%	(24)	112
Military HH: Yes	15%	(59)	9%	(36)	8%	(32)	57%	(218)	10%	(38)	383
Military HH: No	14%	(254)	19%	(337)	8%	(149)	47%	(837)	11%	(198)	1776
RD/WT: Right Direction	22%	(184)	22%	(178)	8%	(62)	38%	(313)	10%	(82)	818
RD/WT: Wrong Track	10%	(130)	15%	(196)	9%	(119)	55%	(742)	11%	(153)	1341
Trump Job Approve	17%	(174)	19%	(199)	9%	(90)	46%	(486)	10%	(101)	1049
Trump Job Disapprove	13%	(138)	16%	(171)	8%	(86)	52%	(549)	11%	(116)	1061
Trump Job Strongly Approve	21%	(119)	16%	(90)	8%	(42)	47%	(265)	8%	(44)	561
Trump Job Somewhat Approve	11%	(55)	22%	(109)	10%	(48)	45%	(220)	12%	(57)	488
Trump Job Somewhat Disapprove	16%	(46)	30%	(87)	9%	(27)	38%	(109)	7%	(21)	289
Trump Job Strongly Disapprove	12%	(92)	11%	(85)	8%	(59)	57%	(441)	12%	(95)	772
Favorable of Trump	18%	(184)	20%	(206)	7%	(72)	46%	(484)	9%	(99)	1045
Unfavorable of Trump	12%	(127)	15%	(161)	9%	(94)	53%	(556)	11%	(118)	1056

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**Table MCFE15: How likely are you to purchase a subscription to a paid podcast service for your child?**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	15%	(313)	17%	(373)	8%	(181)	49%	(1055)	11%	(236)	2159
Very Favorable of Trump	23%	(141)	18%	(109)	7%	(41)	45%	(281)	8%	(49)	621
Somewhat Favorable of Trump	10%	(43)	23%	(97)	7%	(31)	48%	(203)	12%	(50)	423
Somewhat Unfavorable of Trump	12%	(27)	26%	(58)	10%	(22)	44%	(98)	8%	(18)	223
Very Unfavorable of Trump	12%	(100)	12%	(103)	9%	(72)	55%	(458)	12%	(100)	833
#1 Issue: Economy	16%	(139)	17%	(150)	9%	(75)	47%	(418)	11%	(99)	881
#1 Issue: Security	19%	(49)	20%	(50)	7%	(18)	48%	(122)	6%	(15)	255
#1 Issue: Health Care	17%	(70)	20%	(80)	10%	(41)	40%	(163)	13%	(51)	405
#1 Issue: Medicare / Social Security	5%	(13)	5%	(14)	5%	(12)	75%	(202)	10%	(26)	268
#1 Issue: Women's Issues	6%	(5)	16%	(13)	21%	(18)	44%	(36)	13%	(10)	82
#1 Issue: Education	21%	(20)	35%	(33)	7%	(7)	30%	(28)	7%	(7)	94
#1 Issue: Energy	26%	(17)	18%	(12)	5%	(3)	42%	(27)	9%	(6)	64
#1 Issue: Other	1%	(1)	19%	(21)	7%	(8)	53%	(59)	20%	(22)	111
2018 House Vote: Democrat	20%	(154)	19%	(142)	9%	(72)	44%	(337)	8%	(61)	767
2018 House Vote: Republican	16%	(121)	18%	(136)	7%	(48)	52%	(382)	7%	(54)	741
2016 Vote: Hillary Clinton	18%	(128)	19%	(134)	8%	(55)	46%	(329)	9%	(64)	710
2016 Vote: Donald Trump	17%	(142)	18%	(147)	7%	(58)	49%	(411)	9%	(73)	831
2016 Vote: Other	8%	(8)	13%	(13)	10%	(11)	55%	(58)	14%	(15)	104
2016 Vote: Didn't Vote	7%	(36)	15%	(78)	11%	(58)	50%	(254)	17%	(84)	510
Voted in 2014: Yes	17%	(223)	16%	(218)	7%	(93)	52%	(693)	8%	(107)	1334
Voted in 2014: No	11%	(90)	19%	(155)	11%	(89)	44%	(362)	16%	(129)	825
2012 Vote: Barack Obama	18%	(161)	17%	(147)	7%	(65)	47%	(420)	10%	(93)	886
2012 Vote: Mitt Romney	13%	(69)	16%	(86)	7%	(39)	58%	(317)	6%	(30)	542
2012 Vote: Other	12%	(9)	6%	(4)	9%	(7)	57%	(41)	15%	(11)	72
2012 Vote: Didn't Vote	11%	(74)	21%	(135)	11%	(71)	42%	(274)	15%	(101)	655
4-Region: Northeast	25%	(115)	19%	(85)	7%	(33)	38%	(170)	11%	(50)	453
4-Region: Midwest	3%	(14)	10%	(42)	10%	(39)	66%	(271)	11%	(45)	410
4-Region: South	12%	(94)	15%	(121)	10%	(77)	52%	(408)	11%	(85)	785
4-Region: West	18%	(90)	25%	(126)	6%	(32)	40%	(206)	11%	(56)	511
201043	17%	(180)	18%	(191)	8%	(85)	47%	(503)	10%	(106)	1065
201045	12%	(133)	17%	(182)	9%	(96)	50%	(552)	12%	(130)	1094
Netflix subscriber	19%	(284)	21%	(312)	10%	(146)	41%	(614)	9%	(141)	1497

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**Table MCFE15: How likely are you to purchase a subscription to a paid podcast service for your child?**

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	15%	(313)	17%	(373)	8%	(181)	49%	(1055)	11%	(236)	2159
Hulu subscriber	22%	(184)	21%	(175)	9%	(76)	40%	(339)	8%	(71)	845
Disney+ subscriber	26%	(206)	24%	(194)	9%	(76)	34%	(273)	7%	(56)	804
Peacock subscriber	20%	(66)	13%	(44)	7%	(24)	51%	(168)	8%	(26)	327
HBO Max subscriber	36%	(158)	27%	(117)	8%	(35)	25%	(108)	5%	(20)	438
Quibi subscriber	48%	(63)	24%	(32)	7%	(9)	16%	(21)	5%	(6)	132
Amazon Prime Video subscriber	20%	(225)	19%	(208)	9%	(101)	42%	(465)	10%	(108)	1108
Paid podcast service subscriber	56%	(218)	34%	(134)	5%	(18)	3%	(11)	3%	(10)	391
Paid membership platform subscriber	53%	(191)	37%	(131)	5%	(16)	2%	(9)	3%	(12)	359
Frequent podcast listeners	34%	(263)	30%	(237)	7%	(57)	21%	(164)	7%	(57)	778

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE16:** Which of the following is closest to your opinion?

Demographic	Time spent listening to music, podcasts and other audio programs is the same as time spent in front of screens such as televisions, computers and smartphones.		Time spent listening to music, podcasts and other audio programs is different than time spent in front of screens such as televisions, computers and smartphones.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	31%	(667)	51%	(1103)	18%	(389)	2159
Gender: Male	34%	(357)	52%	(547)	14%	(142)	1046
Gender: Female	28%	(310)	50%	(556)	22%	(247)	1113
Age: 18-34	32%	(152)	56%	(264)	12%	(55)	471
Age: 35-44	35%	(180)	52%	(270)	13%	(69)	519
Age: 45-64	28%	(209)	53%	(405)	19%	(145)	759
Age: 65+	31%	(126)	40%	(165)	29%	(120)	411
GenZers: 1997-2012	41%	(41)	45%	(45)	15%	(15)	100
Millennials: 1981-1996	33%	(203)	55%	(343)	12%	(74)	620
GenXers: 1965-1980	30%	(210)	53%	(372)	17%	(117)	699
Baby Boomers: 1946-1964	29%	(190)	48%	(315)	24%	(157)	662
PID: Dem (no lean)	34%	(253)	54%	(403)	13%	(95)	751
PID: Ind (no lean)	29%	(166)	48%	(277)	23%	(136)	578
PID: Rep (no lean)	30%	(248)	51%	(423)	19%	(159)	830
PID/Gender: Dem Men	36%	(129)	56%	(199)	8%	(27)	355
PID/Gender: Dem Women	31%	(125)	51%	(204)	17%	(67)	396
PID/Gender: Ind Men	37%	(96)	46%	(119)	17%	(44)	260
PID/Gender: Ind Women	22%	(69)	49%	(158)	29%	(92)	319
PID/Gender: Rep Men	31%	(132)	53%	(229)	16%	(71)	432
PID/Gender: Rep Women	29%	(116)	49%	(194)	22%	(88)	398
Ideo: Liberal (1-3)	37%	(231)	53%	(328)	10%	(61)	620
Ideo: Moderate (4)	32%	(217)	49%	(339)	19%	(130)	686
Ideo: Conservative (5-7)	27%	(198)	53%	(382)	20%	(146)	725
Educ: < College	31%	(393)	47%	(607)	22%	(285)	1285
Educ: Bachelors degree	31%	(157)	56%	(283)	12%	(62)	503
Educ: Post-grad	32%	(117)	57%	(213)	11%	(42)	372

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**Table MCFE16:** Which of the following is closest to your opinion?

Demographic	Time spent listening to music, podcasts and other audio programs is the same as time spent in front of screens such as televisions, computers and smartphones.		Time spent listening to music, podcasts and other audio programs is different than time spent in front of screens such as televisions, computers and smartphones.		Don't know / No opinion		Total N
Adults	31%	(667)	51%	(1103)	18%	(389)	2159
Income: Under 50k	32%	(289)	44%	(400)	24%	(212)	902
Income: 50k-100k	27%	(174)	56%	(357)	17%	(106)	637
Income: 100k+	33%	(204)	56%	(346)	11%	(71)	620
Ethnicity: White	31%	(568)	51%	(931)	17%	(309)	1808
Ethnicity: Hispanic	39%	(144)	50%	(183)	11%	(40)	366
Ethnicity: Black	30%	(61)	49%	(101)	21%	(43)	205
Ethnicity: Other	26%	(39)	48%	(71)	25%	(37)	146
All Christian	31%	(384)	52%	(630)	17%	(205)	1218
All Non-Christian	35%	(48)	59%	(81)	7%	(9)	138
Atheist	26%	(17)	56%	(38)	18%	(12)	66
Agnostic/Nothing in particular	27%	(107)	46%	(182)	26%	(104)	394
Something Else	32%	(111)	50%	(173)	17%	(59)	343
Religious Non-Protestant/Catholic	33%	(55)	60%	(99)	6%	(11)	165
Evangelical	35%	(269)	50%	(382)	15%	(117)	767
Non-Evangelical	27%	(194)	53%	(384)	20%	(142)	720
Community: Urban	36%	(283)	54%	(433)	10%	(80)	796
Community: Suburban	28%	(247)	52%	(451)	20%	(175)	873
Community: Rural	28%	(137)	45%	(219)	27%	(134)	490
Employ: Private Sector	32%	(264)	56%	(466)	12%	(100)	831
Employ: Government	31%	(54)	61%	(106)	8%	(14)	175
Employ: Self-Employed	37%	(69)	55%	(102)	8%	(14)	186
Employ: Homemaker	26%	(56)	50%	(106)	24%	(51)	213
Employ: Retired	31%	(140)	39%	(178)	30%	(134)	452
Employ: Unemployed	29%	(49)	46%	(77)	25%	(43)	169
Employ: Other	25%	(28)	50%	(56)	25%	(28)	112

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**Table MCFE16:** Which of the following is closest to your opinion?

Demographic	Time spent listening to music, podcasts and other audio programs is the same as time spent in front of screens such as televisions, computers and smartphones.		Time spent listening to music, podcasts and other audio programs is different than time spent in front of screens such as televisions, computers and smartphones.		Don't know / No opinion		Total N
Adults	31%	(667)	51%	(1103)	18%	(389)	2159
Military HH: Yes	31%	(120)	48%	(186)	20%	(77)	383
Military HH: No	31%	(547)	52%	(917)	18%	(312)	1776
RD/WT: Right Direction	34%	(277)	47%	(384)	19%	(158)	818
RD/WT: Wrong Track	29%	(391)	54%	(719)	17%	(231)	1341
Trump Job Approve	31%	(327)	51%	(533)	18%	(189)	1049
Trump Job Disapprove	31%	(332)	52%	(550)	17%	(178)	1061
Trump Job Strongly Approve	34%	(190)	48%	(270)	18%	(100)	561
Trump Job Somewhat Approve	28%	(137)	54%	(263)	18%	(89)	488
Trump Job Somewhat Disapprove	32%	(92)	54%	(157)	14%	(39)	289
Trump Job Strongly Disapprove	31%	(240)	51%	(393)	18%	(139)	772
Favorable of Trump	32%	(333)	50%	(519)	18%	(193)	1045
Unfavorable of Trump	30%	(321)	53%	(563)	16%	(171)	1056
Very Favorable of Trump	35%	(217)	47%	(290)	19%	(115)	621
Somewhat Favorable of Trump	27%	(116)	54%	(229)	18%	(78)	423
Somewhat Unfavorable of Trump	31%	(70)	54%	(119)	15%	(34)	223
Very Unfavorable of Trump	30%	(252)	53%	(444)	17%	(138)	833
#1 Issue: Economy	30%	(262)	53%	(469)	17%	(150)	881
#1 Issue: Security	33%	(84)	48%	(123)	19%	(48)	255
#1 Issue: Health Care	29%	(117)	54%	(219)	17%	(69)	405
#1 Issue: Medicare / Social Security	34%	(90)	40%	(107)	27%	(71)	268
#1 Issue: Women's Issues	26%	(22)	58%	(48)	16%	(13)	82
#1 Issue: Education	38%	(35)	49%	(46)	14%	(13)	94
#1 Issue: Energy	35%	(22)	56%	(35)	10%	(6)	64
#1 Issue: Other	32%	(36)	50%	(56)	17%	(19)	111
2018 House Vote: Democrat	35%	(266)	53%	(406)	12%	(94)	767
2018 House Vote: Republican	31%	(227)	52%	(383)	18%	(131)	741

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**Table MCFE16:** Which of the following is closest to your opinion?

Demographic	Time spent listening to music, podcasts and other audio programs is the same as time spent in front of screens such as televisions, computers and smartphones.	Time spent listening to music, podcasts and other audio programs is different than time spent in front of screens such as televisions, computers and smartphones.	Don't know / No opinion	Total N
Adults	31% (667)	51% (1103)	18% (389)	2159
2016 Vote: Hillary Clinton	34% (245)	52% (368)	14% (98)	710
2016 Vote: Donald Trump	30% (251)	53% (438)	17% (141)	831
2016 Vote: Other	24% (25)	59% (62)	17% (18)	104
2016 Vote: Didn't Vote	29% (147)	46% (234)	25% (130)	510
Voted in 2014: Yes	32% (429)	52% (697)	16% (208)	1334
Voted in 2014: No	29% (238)	49% (406)	22% (181)	825
2012 Vote: Barack Obama	34% (300)	52% (463)	14% (124)	886
2012 Vote: Mitt Romney	32% (171)	49% (267)	19% (104)	542
2012 Vote: Other	18% (13)	63% (45)	18% (13)	72
2012 Vote: Didn't Vote	28% (183)	50% (325)	22% (146)	655
4-Region: Northeast	28% (127)	59% (265)	13% (60)	453
4-Region: Midwest	26% (106)	51% (211)	23% (94)	410
4-Region: South	35% (271)	46% (358)	20% (156)	785
4-Region: West	32% (163)	53% (268)	16% (79)	511
201043	32% (336)	51% (539)	18% (190)	1065
201045	30% (331)	52% (564)	18% (199)	1094
Netflix subscriber	33% (495)	54% (805)	13% (196)	1497
Hulu subscriber	32% (273)	54% (454)	14% (118)	845
Disney+ subscriber	31% (246)	58% (470)	11% (88)	804
Peacock subscriber	30% (99)	55% (179)	15% (49)	327
HBO Max subscriber	34% (148)	57% (250)	9% (41)	438
Quibi subscriber	39% (51)	51% (68)	10% (13)	132
Amazon Prime Video subscriber	31% (348)	56% (622)	12% (138)	1108
Paid podcast service subscriber	42% (164)	56% (219)	2% (8)	391
Paid membership platform subscriber	42% (151)	55% (196)	3% (12)	359
Frequent podcast listeners	36% (277)	59% (462)	5% (39)	778

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE17: Now on a different topic... You indicated earlier that you own a smart speaker. About how often would you say you interact with your smart speaker, such as asking it for the time or asking it to play music?**

Demographic	Several		About once		Several		Several		Never	Total N
	times a day	a day	times a week	a week	times a month	times a year				
Adults	44% (521)	22% (258)	17% (206)	4% (48)	5% (59)	3% (36)	5% (63)	1190		
Gender: Male	48% (307)	22% (140)	17% (106)	4% (25)	4% (23)	2% (15)	4% (25)	641		
Gender: Female	39% (214)	22% (119)	18% (100)	4% (22)	6% (36)	4% (22)	7% (38)	550		
Age: 18-34	44% (152)	23% (80)	17% (58)	5% (18)	4% (15)	3% (9)	4% (13)	344		
Age: 35-44	49% (149)	23% (70)	18% (54)	2% (6)	4% (11)	2% (5)	2% (6)	301		
Age: 45-64	39% (145)	19% (70)	16% (60)	5% (17)	6% (23)	5% (19)	9% (34)	368		
Age: 65+	42% (75)	22% (39)	19% (34)	4% (7)	5% (9)	1% (3)	6% (10)	176		
GenZers: 1997-2012	38% (39)	22% (22)	17% (18)	7% (7)	5% (5)	6% (6)	6% (6)	103		
Millennials: 1981-1996	49% (192)	25% (97)	16% (64)	4% (14)	3% (13)	1% (5)	2% (8)	393		
GenXers: 1965-1980	42% (147)	21% (74)	19% (65)	3% (11)	4% (15)	4% (13)	6% (22)	348		
Baby Boomers: 1946-1964	42% (133)	19% (59)	16% (50)	5% (16)	7% (21)	4% (12)	8% (27)	317		
PID: Dem (no lean)	50% (228)	22% (100)	16% (71)	3% (12)	4% (17)	2% (8)	4% (19)	454		
PID: Ind (no lean)	33% (96)	18% (50)	21% (61)	6% (17)	9% (25)	6% (16)	7% (22)	287		
PID: Rep (no lean)	44% (197)	24% (108)	16% (74)	4% (18)	4% (17)	3% (13)	5% (22)	449		
PID/Gender: Dem Men	55% (135)	22% (53)	16% (38)	3% (7)	1% (2)	1% (3)	2% (5)	243		
PID/Gender: Dem Women	44% (93)	22% (47)	15% (32)	3% (5)	7% (14)	2% (5)	7% (14)	211		
PID/Gender: Ind Men	36% (52)	13% (19)	22% (31)	7% (11)	10% (15)	4% (7)	7% (11)	145		
PID/Gender: Ind Women	31% (44)	22% (32)	21% (30)	5% (7)	7% (10)	7% (10)	8% (11)	142		
PID/Gender: Rep Men	48% (120)	27% (68)	14% (36)	3% (8)	2% (6)	2% (5)	4% (9)	252		
PID/Gender: Rep Women	39% (77)	20% (40)	19% (37)	5% (10)	6% (11)	4% (7)	7% (13)	197		
Ideo: Liberal (1-3)	50% (202)	25% (101)	16% (63)	2% (9)	3% (14)	2% (8)	2% (10)	407		
Ideo: Moderate (4)	44% (167)	21% (81)	17% (66)	3% (11)	3% (12)	5% (18)	7% (27)	383		
Ideo: Conservative (5-7)	39% (139)	19% (67)	19% (69)	6% (20)	8% (30)	3% (11)	6% (21)	357		
Educ: < College	39% (246)	20% (127)	16% (102)	5% (30)	7% (41)	4% (27)	8% (52)	625		
Educ: Bachelors degree	46% (146)	24% (74)	18% (57)	4% (14)	4% (12)	2% (6)	2% (6)	315		
Educ: Post-grad	51% (128)	23% (57)	18% (46)	2% (4)	2% (6)	1% (3)	2% (5)	250		
Income: Under 50k	40% (143)	23% (82)	13% (45)	7% (24)	8% (28)	4% (16)	6% (22)	360		
Income: 50k-100k	40% (159)	21% (83)	21% (83)	4% (17)	3% (12)	3% (13)	7% (28)	394		
Income: 100k+	50% (219)	21% (94)	18% (78)	2% (7)	4% (19)	2% (8)	3% (13)	437		
Ethnicity: White	46% (449)	22% (218)	16% (162)	3% (31)	5% (47)	3% (27)	5% (50)	983		

Continued on next page

**Table MCFE17:** Now on a different topic... You indicated earlier that you own a smart speaker. About how often would you say you interact with your smart speaker, such as asking it for the time or asking it to play music?

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	44% (521)	22% (258)	17% (206)	4% (48)	5% (59)	3% (36)	5% (63)	1190
Ethnicity: Hispanic	42% (86)	20% (41)	19% (39)	3% (7)	7% (15)	3% (6)	5% (11)	205
Ethnicity: Black	32% (41)	19% (24)	22% (29)	7% (9)	6% (7)	6% (8)	8% (10)	129
Ethnicity: Other	39% (31)	21% (16)	19% (15)	10% (8)	6% (5)	2% (2)	3% (3)	79
All Christian	45% (311)	22% (152)	19% (131)	2% (17)	5% (35)	3% (18)	4% (29)	692
All Non-Christian	49% (37)	21% (16)	14% (11)	5% (4)	2% (1)	5% (4)	3% (2)	75
Agnostic/Nothing in particular	36% (80)	23% (51)	18% (40)	7% (16)	4% (8)	2% (5)	10% (21)	222
Something Else	46% (75)	18% (30)	13% (21)	6% (11)	7% (12)	3% (5)	7% (11)	164
Religious Non-Protestant/Catholic	46% (42)	21% (19)	17% (16)	4% (4)	3% (3)	5% (5)	3% (2)	91
Evangelical	47% (189)	22% (88)	16% (66)	3% (12)	3% (13)	2% (9)	6% (24)	401
Non-Evangelical	42% (171)	20% (83)	19% (76)	4% (16)	8% (31)	3% (13)	4% (15)	406
Community: Urban	50% (269)	24% (129)	14% (77)	2% (13)	3% (16)	1% (7)	5% (25)	537
Community: Suburban	40% (188)	18% (85)	21% (99)	4% (20)	7% (32)	4% (16)	5% (23)	463
Community: Rural	34% (64)	23% (44)	15% (29)	8% (15)	6% (11)	7% (13)	7% (14)	190
Employ: Private Sector	42% (215)	25% (127)	19% (98)	3% (16)	5% (25)	2% (9)	5% (26)	517
Employ: Government	55% (60)	16% (18)	17% (19)	2% (3)	4% (4)	2% (2)	4% (4)	110
Employ: Self-Employed	62% (58)	14% (13)	13% (12)	5% (4)	2% (2)	1% (1)	3% (3)	94
Employ: Homemaker	39% (30)	22% (17)	16% (12)	7% (5)	9% (7)	4% (3)	3% (2)	76
Employ: Retired	41% (79)	19% (36)	18% (35)	4% (7)	6% (11)	5% (10)	8% (16)	195
Employ: Unemployed	39% (38)	27% (26)	16% (15)	6% (6)	6% (6)	1% (1)	5% (5)	97
Employ: Other	48% (29)	18% (11)	13% (8)	5% (3)	3% (2)	4% (2)	8% (5)	60
Military HH: Yes	44% (85)	22% (43)	18% (34)	2% (4)	5% (9)	2% (5)	7% (13)	192
Military HH: No	44% (436)	22% (215)	17% (172)	4% (44)	5% (50)	3% (32)	5% (50)	998
RD/WT: Right Direction	45% (215)	26% (122)	17% (83)	3% (15)	4% (19)	2% (7)	3% (16)	476
RD/WT: Wrong Track	43% (306)	19% (137)	17% (123)	5% (33)	6% (40)	4% (29)	7% (47)	715
Trump Job Approve	44% (256)	24% (138)	16% (94)	4% (24)	5% (27)	2% (13)	5% (29)	581
Trump Job Disapprove	44% (262)	20% (118)	18% (108)	4% (22)	5% (31)	4% (23)	6% (34)	598

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**Table MCFE17:** Now on a different topic... You indicated earlier that you own a smart speaker. About how often would you say you interact with your smart speaker, such as asking it for the time or asking it to play music?

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	44% (521)	22% (258)	17% (206)	4% (48)	5% (59)	3% (36)	5% (63)	1190
Trump Job Strongly Approve	47% (156)	22% (72)	15% (49)	5% (18)	3% (9)	2% (8)	6% (20)	332
Trump Job Somewhat Approve	40% (100)	26% (66)	18% (45)	2% (6)	7% (19)	2% (5)	4% (9)	249
Trump Job Somewhat Disapprove	39% (58)	21% (32)	21% (32)	1% (1)	8% (13)	5% (7)	5% (7)	149
Trump Job Strongly Disapprove	45% (204)	19% (86)	17% (77)	5% (21)	4% (18)	4% (16)	6% (27)	449
Favorable of Trump	45% (258)	23% (130)	16% (95)	4% (23)	5% (31)	2% (9)	5% (31)	578
Unfavorable of Trump	44% (261)	20% (120)	18% (109)	3% (20)	5% (28)	5% (27)	5% (32)	597
Very Favorable of Trump	48% (168)	21% (73)	14% (50)	5% (19)	4% (15)	1% (4)	6% (22)	351
Somewhat Favorable of Trump	40% (90)	25% (57)	20% (45)	2% (4)	7% (16)	2% (5)	4% (9)	227
Somewhat Unfavorable of Trump	40% (48)	25% (30)	15% (17)	1% (1)	8% (10)	8% (10)	4% (5)	120
Very Unfavorable of Trump	45% (213)	19% (91)	19% (91)	4% (20)	4% (18)	4% (17)	5% (26)	477
#1 Issue: Economy	47% (229)	19% (93)	17% (82)	5% (23)	4% (21)	3% (15)	5% (25)	488
#1 Issue: Security	41% (59)	27% (40)	20% (29)	4% (6)	2% (2)	2% (2)	4% (6)	144
#1 Issue: Health Care	46% (108)	23% (53)	16% (38)	1% (3)	7% (17)	4% (8)	3% (8)	236
#1 Issue: Medicare / Social Security	46% (55)	21% (25)	13% (16)	4% (4)	3% (4)	2% (2)	11% (13)	120
#1 Issue: Education	37% (19)	21% (11)	18% (9)	6% (3)	11% (6)	7% (4)	1% (1)	53
#1 Issue: Other	33% (20)	26% (15)	15% (9)	10% (6)	6% (4)	1% (1)	9% (5)	60
2018 House Vote: Democrat	48% (218)	21% (94)	19% (84)	2% (10)	4% (19)	2% (9)	4% (18)	451
2018 House Vote: Republican	45% (186)	19% (80)	18% (75)	4% (17)	6% (23)	2% (7)	6% (27)	415
2016 Vote: Hillary Clinton	48% (200)	21% (90)	18% (74)	4% (15)	4% (17)	2% (7)	4% (17)	420
2016 Vote: Donald Trump	44% (203)	22% (103)	18% (84)	3% (13)	5% (22)	2% (10)	5% (25)	460
2016 Vote: Didn't Vote	36% (93)	23% (61)	16% (41)	7% (17)	5% (13)	6% (15)	8% (20)	261
Voted in 2014: Yes	46% (350)	21% (157)	18% (138)	3% (24)	5% (38)	2% (18)	4% (32)	756
Voted in 2014: No	39% (171)	23% (101)	16% (68)	5% (24)	5% (21)	4% (19)	7% (31)	435
2012 Vote: Barack Obama	48% (255)	21% (109)	18% (96)	3% (14)	4% (21)	2% (9)	5% (27)	531
2012 Vote: Mitt Romney	40% (111)	25% (68)	18% (50)	5% (13)	4% (12)	3% (9)	5% (14)	277
2012 Vote: Didn't Vote	39% (137)	22% (78)	16% (54)	6% (21)	6% (23)	4% (14)	6% (22)	349

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**Table MCFE17:** Now on a different topic... You indicated earlier that you own a smart speaker. About how often would you say you interact with your smart speaker, such as asking it for the time or asking it to play music?

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	44% (521)	22% (258)	17% (206)	4% (48)	5% (59)	3% (36)	5% (63)	1190
4-Region: Northeast	46% (133)	21% (59)	20% (56)	2% (7)	4% (12)	5% (13)	2% (7)	287
4-Region: Midwest	41% (70)	22% (37)	18% (32)	2% (4)	6% (11)	— (1)	10% (16)	171
4-Region: South	40% (177)	20% (91)	18% (78)	7% (33)	6% (25)	3% (15)	5% (23)	441
4-Region: West	48% (140)	25% (72)	13% (39)	2% (4)	4% (11)	3% (8)	6% (16)	291
201043	44% (324)	23% (167)	16% (116)	4% (27)	5% (38)	3% (25)	6% (42)	738
201045	43% (197)	20% (91)	20% (90)	5% (21)	5% (21)	3% (12)	5% (21)	453
Netflix subscriber	46% (435)	22% (209)	17% (157)	4% (35)	5% (47)	2% (23)	4% (38)	944
Hulu subscriber	48% (277)	23% (134)	14% (80)	3% (17)	6% (32)	2% (12)	4% (22)	574
Disney+ subscriber	49% (278)	22% (124)	17% (95)	3% (18)	5% (26)	2% (14)	3% (16)	571
Peacock subscriber	51% (111)	18% (38)	14% (31)	4% (9)	5% (12)	4% (9)	3% (6)	216
HBO Max subscriber	53% (174)	20% (66)	16% (53)	3% (10)	3% (11)	1% (3)	3% (9)	327
Quibi subscriber	57% (56)	27% (27)	10% (10)	4% (4)	— (0)	— (0)	3% (3)	99
Amazon Prime Video subscriber	48% (372)	19% (152)	18% (138)	3% (26)	5% (39)	2% (19)	5% (35)	781
Paid podcast service subscriber	58% (170)	23% (67)	15% (44)	1% (4)	2% (7)	— (0)	1% (2)	295
Paid membership platform subscriber	60% (166)	23% (64)	14% (39)	1% (3)	1% (3)	— (0)	1% (4)	279
Frequent podcast listeners	53% (289)	25% (137)	15% (85)	2% (11)	2% (12)	1% (6)	2% (10)	548

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE18:** *And how often would you say your child(ren) interacts with your smart speaker?*

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	35% (317)	17% (152)	13% (119)	5% (47)	3% (26)	2% (18)	25% (225)	906
Gender: Male	37% (183)	21% (106)	14% (67)	6% (27)	3% (14)	1% (4)	19% (93)	494
Gender: Female	33% (134)	11% (47)	13% (52)	5% (20)	3% (12)	3% (14)	32% (132)	412
Age: 18-34	41% (93)	19% (45)	16% (37)	4% (10)	2% (4)	— (0)	18% (41)	230
Age: 35-44	49% (139)	22% (63)	13% (38)	6% (18)	2% (5)	1% (3)	7% (19)	284
Age: 45-64	29% (78)	13% (35)	13% (34)	5% (13)	6% (16)	4% (10)	30% (81)	268
Age: 65+	6% (7)	7% (9)	8% (10)	6% (7)	1% (1)	5% (6)	68% (85)	124
Millennials: 1981-1996	46% (148)	26% (83)	15% (49)	3% (11)	2% (5)	— (1)	9% (28)	324
GenXers: 1965-1980	41% (121)	16% (48)	16% (46)	7% (19)	4% (13)	2% (6)	14% (40)	293
Baby Boomers: 1946-1964	14% (31)	8% (18)	9% (20)	6% (13)	3% (7)	5% (11)	55% (124)	224
PID: Dem (no lean)	41% (137)	19% (63)	14% (45)	4% (13)	2% (6)	3% (11)	17% (55)	331
PID: Ind (no lean)	27% (58)	12% (25)	13% (27)	10% (20)	4% (8)	1% (2)	34% (73)	214
PID: Rep (no lean)	34% (122)	18% (64)	13% (47)	4% (13)	3% (12)	1% (5)	27% (97)	361
PID/Gender: Dem Men	43% (77)	27% (48)	14% (26)	5% (8)	1% (1)	1% (1)	10% (18)	179
PID/Gender: Dem Women	39% (59)	10% (16)	13% (20)	3% (5)	3% (4)	6% (10)	25% (38)	151
PID/Gender: Ind Men	28% (31)	10% (11)	13% (15)	11% (12)	4% (5)	1% (1)	32% (35)	110
PID/Gender: Ind Women	26% (27)	13% (14)	12% (12)	8% (8)	3% (3)	2% (2)	37% (39)	104
PID/Gender: Rep Men	36% (74)	23% (47)	13% (27)	3% (6)	4% (7)	1% (2)	20% (41)	204
PID/Gender: Rep Women	31% (48)	11% (17)	13% (21)	4% (7)	3% (5)	2% (3)	36% (56)	156
Ideo: Liberal (1-3)	41% (127)	21% (65)	13% (39)	4% (12)	2% (5)	2% (6)	17% (53)	307
Ideo: Moderate (4)	39% (115)	15% (45)	13% (37)	4% (11)	3% (10)	3% (9)	22% (66)	292
Ideo: Conservative (5-7)	25% (71)	14% (40)	14% (39)	7% (19)	4% (11)	1% (4)	34% (94)	279
Educ: < College	25% (103)	10% (43)	11% (48)	8% (32)	3% (13)	3% (12)	39% (163)	415
Educ: Bachelors degree	39% (101)	22% (58)	14% (36)	4% (11)	3% (9)	2% (5)	15% (39)	258
Educ: Post-grad	48% (112)	22% (51)	16% (36)	2% (4)	2% (4)	1% (1)	10% (23)	233
Income: Under 50k	23% (55)	11% (26)	12% (28)	8% (19)	2% (4)	2% (5)	42% (100)	236
Income: 50k-100k	33% (93)	18% (49)	14% (40)	3% (10)	3% (8)	3% (10)	26% (72)	281
Income: 100k+	44% (169)	20% (77)	13% (51)	5% (19)	4% (14)	1% (4)	14% (54)	389
Ethnicity: White	37% (285)	17% (131)	12% (96)	5% (39)	3% (21)	2% (15)	24% (184)	770
Ethnicity: Hispanic	37% (64)	20% (34)	18% (30)	7% (11)	4% (6)	4% (6)	11% (18)	172
Ethnicity: Black	26% (22)	15% (13)	14% (12)	8% (7)	3% (3)	2% (2)	33% (29)	87

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**Table MCFE18:** *And how often would you say your child(ren) interacts with your smart speaker?*

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	35% (317)	17% (152)	13% (119)	5% (47)	3% (26)	2% (18)	25% (225)	906
All Christian	36% (198)	19% (105)	13% (74)	4% (22)	3% (16)	2% (9)	24% (131)	555
All Non-Christian	47% (29)	19% (11)	19% (11)	3% (2)	1% (1)	2% (1)	10% (6)	61
Agnostic/Nothing in particular	29% (44)	12% (18)	12% (18)	10% (16)	2% (3)	5% (7)	30% (46)	153
Something Else	33% (38)	13% (15)	12% (14)	5% (6)	5% (6)	1% (1)	31% (36)	115
Religious Non-Protestant/Catholic	43% (32)	15% (11)	17% (12)	4% (3)	1% (1)	3% (2)	17% (12)	74
Evangelical	40% (137)	20% (70)	14% (47)	3% (10)	3% (10)	1% (3)	20% (68)	343
Non-Evangelical	29% (81)	16% (44)	12% (33)	5% (15)	4% (11)	2% (6)	32% (91)	283
Community: Urban	43% (182)	24% (100)	14% (60)	5% (19)	1% (4)	1% (3)	14% (58)	425
Community: Suburban	30% (104)	12% (41)	13% (46)	4% (15)	5% (17)	4% (14)	32% (111)	349
Community: Rural	23% (31)	9% (11)	11% (14)	10% (13)	4% (5)	1% (2)	43% (56)	132
Employ: Private Sector	43% (184)	19% (82)	16% (68)	5% (21)	3% (13)	1% (3)	14% (60)	431
Employ: Government	44% (43)	21% (20)	14% (14)	7% (6)	5% (5)	1% (1)	8% (8)	98
Employ: Self-Employed	33% (24)	29% (21)	18% (13)	1% (1)	2% (1)	— (0)	17% (12)	71
Employ: Homemaker	38% (27)	12% (9)	4% (3)	12% (8)	4% (3)	3% (2)	26% (18)	71
Employ: Retired	10% (13)	6% (8)	8% (10)	5% (7)	2% (3)	6% (8)	63% (82)	131
Employ: Unemployed	24% (12)	14% (7)	6% (3)	2% (1)	— (0)	5% (2)	50% (26)	52
Military HH: Yes	34% (52)	19% (29)	7% (10)	6% (9)	3% (5)	4% (6)	28% (44)	156
Military HH: No	35% (265)	16% (123)	15% (109)	5% (38)	3% (21)	2% (12)	24% (181)	750
RD/WT: Right Direction	40% (157)	20% (78)	14% (53)	4% (16)	3% (13)	1% (2)	18% (68)	387
RD/WT: Wrong Track	31% (160)	14% (74)	13% (66)	6% (31)	3% (13)	3% (16)	30% (157)	519
Trump Job Approve	37% (172)	18% (82)	14% (65)	4% (20)	3% (16)	1% (3)	22% (103)	462
Trump Job Disapprove	33% (144)	16% (70)	12% (53)	6% (24)	2% (10)	3% (15)	28% (121)	438
Trump Job Strongly Approve	42% (108)	16% (42)	14% (35)	4% (9)	2% (5)	1% (2)	21% (55)	256
Trump Job Somewhat Approve	31% (63)	20% (40)	15% (31)	5% (11)	5% (10)	1% (2)	24% (49)	206
Trump Job Somewhat Disapprove	37% (47)	20% (26)	10% (13)	7% (9)	2% (3)	1% (1)	22% (28)	127
Trump Job Strongly Disapprove	31% (97)	14% (44)	13% (41)	5% (15)	2% (7)	4% (14)	30% (94)	312
Favorable of Trump	38% (177)	17% (78)	14% (64)	4% (20)	3% (15)	1% (3)	23% (105)	462
Unfavorable of Trump	32% (137)	16% (69)	13% (56)	6% (27)	2% (11)	3% (15)	28% (120)	434

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**Table MCFE18:** *And how often would you say your child(ren) interacts with your smart speaker?*

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	35% (317)	17% (152)	13% (119)	5% (47)	3% (26)	2% (18)	25% (225)	906
Very Favorable of Trump	41% (114)	16% (44)	12% (34)	5% (14)	2% (6)	— (1)	22% (61)	274
Somewhat Favorable of Trump	34% (63)	18% (33)	16% (30)	3% (6)	5% (9)	1% (2)	23% (44)	187
Somewhat Unfavorable of Trump	35% (34)	18% (17)	9% (9)	8% (8)	2% (2)	1% (1)	28% (27)	98
Very Unfavorable of Trump	31% (103)	15% (52)	14% (47)	6% (19)	2% (8)	4% (14)	27% (92)	336
#1 Issue: Economy	39% (150)	17% (67)	14% (54)	5% (18)	3% (14)	1% (6)	20% (79)	387
#1 Issue: Security	38% (42)	19% (21)	10% (11)	5% (6)	1% (2)	— (0)	26% (29)	111
#1 Issue: Health Care	38% (68)	16% (29)	14% (26)	6% (11)	2% (3)	5% (9)	18% (33)	179
#1 Issue: Medicare / Social Security	16% (13)	9% (8)	5% (4)	5% (4)	5% (4)	1% (1)	59% (50)	85
2018 House Vote: Democrat	41% (141)	19% (67)	14% (49)	6% (20)	1% (5)	4% (13)	15% (54)	348
2018 House Vote: Republican	33% (116)	17% (58)	13% (47)	4% (15)	4% (15)	1% (4)	27% (93)	347
2016 Vote: Hillary Clinton	35% (114)	20% (65)	15% (50)	6% (19)	1% (5)	4% (13)	19% (61)	326
2016 Vote: Donald Trump	37% (142)	16% (62)	13% (48)	4% (16)	4% (14)	1% (5)	25% (97)	384
2016 Vote: Didn't Vote	33% (52)	14% (22)	11% (17)	5% (8)	3% (4)	— (1)	35% (56)	159
Voted in 2014: Yes	38% (229)	16% (100)	13% (81)	5% (32)	3% (18)	3% (17)	22% (131)	608
Voted in 2014: No	30% (88)	18% (52)	13% (39)	5% (16)	3% (8)	— (1)	32% (94)	297
2012 Vote: Barack Obama	40% (169)	16% (66)	13% (56)	5% (22)	3% (12)	3% (14)	20% (86)	425
2012 Vote: Mitt Romney	29% (67)	18% (42)	14% (33)	4% (10)	3% (8)	2% (4)	30% (69)	232
2012 Vote: Didn't Vote	33% (72)	18% (40)	12% (27)	5% (12)	2% (5)	— (1)	29% (63)	219
4-Region: Northeast	43% (103)	19% (46)	14% (34)	5% (11)	1% (3)	2% (6)	15% (35)	237
4-Region: Midwest	26% (31)	9% (11)	13% (15)	7% (9)	2% (3)	1% (1)	43% (51)	121
4-Region: South	30% (95)	15% (46)	14% (45)	7% (21)	3% (9)	2% (5)	29% (92)	313
4-Region: West	38% (88)	21% (49)	11% (25)	3% (6)	5% (11)	3% (7)	20% (47)	235
201043	37% (169)	15% (70)	12% (56)	5% (22)	2% (11)	2% (11)	25% (113)	453
201045	33% (149)	18% (82)	14% (63)	5% (25)	3% (15)	2% (7)	25% (112)	453
Netflix subscriber	40% (291)	17% (127)	12% (91)	5% (38)	3% (22)	2% (17)	20% (150)	736
Hulu subscriber	45% (196)	18% (77)	11% (48)	5% (20)	2% (10)	2% (9)	18% (79)	439
Disney+ subscriber	43% (202)	21% (99)	13% (60)	6% (26)	3% (15)	2% (8)	12% (57)	467
Peacock subscriber	39% (65)	14% (24)	12% (21)	6% (10)	3% (5)	1% (2)	25% (42)	170
HBO Max subscriber	48% (137)	19% (55)	14% (40)	3% (10)	4% (10)	1% (2)	11% (32)	286
Quibi subscriber	53% (50)	25% (24)	12% (11)	5% (5)	1% (1)	— (0)	2% (2)	93

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**Table MCFE18:** *And how often would you say your child(ren) interacts with your smart speaker?*

Demographic	Several times a day	About once a day	Several times a week	About once a week	Several times a month	Several times a year	Never	Total N
Adults	35% (317)	17% (152)	13% (119)	5% (47)	3% (26)	2% (18)	25% (225)	906
Amazon Prime Video subscriber	41% (239)	17% (100)	13% (77)	3% (19)	4% (21)	3% (15)	20% (119)	591
Paid podcast service subscriber	53% (149)	27% (76)	12% (35)	5% (14)	1% (2)	— (1)	2% (6)	283
Paid membership platform subscriber	53% (144)	29% (78)	13% (34)	2% (5)	— (1)	1% (2)	2% (6)	270
Frequent podcast listeners	48% (222)	23% (107)	15% (71)	4% (16)	3% (13)	1% (3)	7% (33)	465

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFE19: Overall, would you say...**

Demographic	I interact with our smart speaker more than my child(ren) does	My child(ren) interacts more with our smart speaker than I do	Don't know / No opinion	Total N
Adults	54% (493)	34% (305)	12% (108)	906
Gender: Male	55% (270)	38% (185)	8% (38)	494
Gender: Female	54% (223)	29% (120)	17% (69)	412
Age: 18-34	59% (135)	38% (88)	3% (7)	230
Age: 35-44	54% (154)	41% (117)	4% (12)	284
Age: 45-64	51% (136)	32% (87)	17% (45)	268
Age: 65+	54% (67)	11% (13)	35% (43)	124
Millennials: 1981-1996	57% (185)	40% (129)	3% (9)	324
GenXers: 1965-1980	50% (147)	42% (122)	8% (24)	293
Baby Boomers: 1946-1964	55% (122)	17% (37)	29% (65)	224
PID: Dem (no lean)	56% (185)	36% (120)	8% (26)	331
PID: Ind (no lean)	51% (110)	33% (72)	15% (32)	214
PID: Rep (no lean)	55% (198)	32% (114)	14% (49)	361
PID/Gender: Dem Men	57% (103)	39% (69)	4% (7)	179
PID/Gender: Dem Women	54% (82)	33% (50)	12% (19)	151
PID/Gender: Ind Men	55% (60)	34% (38)	11% (12)	110
PID/Gender: Ind Women	48% (50)	32% (34)	20% (21)	104
PID/Gender: Rep Men	52% (107)	38% (78)	10% (20)	204
PID/Gender: Rep Women	58% (91)	23% (36)	19% (30)	156
Ideo: Liberal (1-3)	56% (171)	39% (119)	5% (16)	307
Ideo: Moderate (4)	56% (164)	31% (90)	13% (38)	292
Ideo: Conservative (5-7)	52% (145)	32% (88)	16% (46)	279
Educ: < College	55% (230)	26% (109)	18% (76)	415
Educ: Bachelors degree	58% (149)	36% (93)	6% (17)	258
Educ: Post-grad	49% (114)	44% (103)	7% (15)	233
Income: Under 50k	56% (133)	24% (57)	20% (46)	236
Income: 50k-100k	60% (168)	30% (86)	10% (28)	281
Income: 100k+	50% (192)	42% (163)	9% (33)	389
Ethnicity: White	53% (410)	35% (271)	12% (90)	770
Ethnicity: Hispanic	50% (87)	45% (78)	4% (8)	172
Ethnicity: Black	63% (54)	21% (19)	16% (14)	87

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**Table MCFE19: Overall, would you say...**

Demographic	I interact with our smart speaker more than my child(ren) does	My child(ren) interacts more with our smart speaker than I do	Don't know / No opinion	Total N
Adults	54% (493)	34% (305)	12% (108)	906
All Christian	53% (295)	35% (195)	12% (65)	555
All Non-Christian	58% (36)	38% (23)	4% (2)	61
Agnostic/Nothing in particular	51% (78)	31% (47)	18% (27)	153
Something Else	63% (72)	26% (30)	11% (12)	115
Religious Non-Protestant/Catholic	58% (43)	38% (28)	5% (3)	74
Evangelical	55% (189)	37% (128)	8% (27)	343
Non-Evangelical	55% (155)	28% (79)	17% (49)	283
Community: Urban	52% (223)	41% (173)	7% (30)	425
Community: Suburban	52% (182)	31% (109)	16% (57)	349
Community: Rural	67% (88)	17% (23)	16% (21)	132
Employ: Private Sector	54% (231)	39% (169)	7% (31)	431
Employ: Government	51% (50)	43% (42)	6% (6)	98
Employ: Self-Employed	49% (35)	42% (30)	9% (6)	71
Employ: Homemaker	56% (40)	28% (20)	15% (11)	71
Employ: Retired	56% (73)	13% (17)	31% (41)	131
Employ: Unemployed	59% (31)	30% (16)	10% (5)	52
Military HH: Yes	57% (89)	31% (49)	12% (18)	156
Military HH: No	54% (404)	34% (256)	12% (89)	750
RD/WT: Right Direction	53% (204)	39% (150)	9% (34)	387
RD/WT: Wrong Track	56% (289)	30% (156)	14% (74)	519
Trump Job Approve	53% (246)	34% (159)	12% (57)	462
Trump Job Disapprove	56% (246)	32% (142)	12% (50)	438
Trump Job Strongly Approve	53% (137)	37% (93)	10% (26)	256
Trump Job Somewhat Approve	53% (109)	32% (66)	15% (31)	206
Trump Job Somewhat Disapprove	55% (70)	37% (47)	7% (10)	127
Trump Job Strongly Disapprove	57% (176)	30% (95)	13% (41)	312
Favorable of Trump	53% (246)	35% (161)	12% (56)	462
Unfavorable of Trump	57% (246)	32% (138)	12% (51)	434

Continued on next page

**Table MCFE19: Overall, would you say...**

Demographic	I interact with our smart speaker more than my child(ren) does	My child(ren) interacts more with our smart speaker than I do	Don't know / No opinion	Total N
Adults	54% (493)	34% (305)	12% (108)	906
Very Favorable of Trump	52% (143)	37% (101)	11% (31)	274
Somewhat Favorable of Trump	55% (103)	32% (60)	13% (25)	187
Somewhat Unfavorable of Trump	61% (60)	30% (29)	10% (9)	98
Very Unfavorable of Trump	55% (186)	32% (109)	12% (41)	336
#1 Issue: Economy	55% (212)	35% (137)	10% (37)	387
#1 Issue: Security	53% (59)	34% (38)	13% (14)	111
#1 Issue: Health Care	53% (95)	39% (70)	8% (14)	179
#1 Issue: Medicare / Social Security	61% (52)	13% (11)	26% (22)	85
2018 House Vote: Democrat	52% (180)	39% (137)	9% (32)	348
2018 House Vote: Republican	54% (186)	32% (112)	14% (49)	347
2016 Vote: Hillary Clinton	54% (176)	35% (115)	11% (35)	326
2016 Vote: Donald Trump	53% (205)	34% (131)	12% (48)	384
2016 Vote: Didn't Vote	55% (87)	32% (50)	13% (21)	159
Voted in 2014: Yes	53% (323)	36% (219)	11% (66)	608
Voted in 2014: No	57% (170)	29% (86)	14% (41)	297
2012 Vote: Barack Obama	52% (220)	36% (151)	13% (54)	425
2012 Vote: Mitt Romney	55% (128)	32% (74)	13% (31)	232
2012 Vote: Didn't Vote	57% (125)	33% (72)	10% (22)	219
4-Region: Northeast	48% (115)	41% (98)	10% (25)	237
4-Region: Midwest	62% (74)	20% (25)	18% (21)	121
4-Region: South	55% (172)	31% (98)	14% (43)	313
4-Region: West	56% (132)	36% (85)	8% (19)	235
201043	52% (234)	36% (161)	13% (57)	453
201045	57% (258)	32% (144)	11% (51)	453
Netflix subscriber	56% (415)	36% (268)	7% (52)	736
Hulu subscriber	55% (239)	39% (171)	6% (28)	439
Disney+ subscriber	56% (261)	39% (181)	5% (25)	467
Peacock subscriber	61% (103)	28% (48)	11% (18)	170
HBO Max subscriber	50% (144)	42% (120)	7% (21)	286
Quibi subscriber	55% (52)	42% (39)	3% (3)	93

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**Table MCFE19:** Overall, would you say...

Demographic	I interact with our smart speaker more than my child(ren) does	My child(ren) interacts more with our smart speaker than I do	Don't know / No opinion	Total N
Adults	54% (493)	34% (305)	12% (108)	906
Amazon Prime Video subscriber	55% (327)	34% (202)	11% (62)	591
Paid podcast service subscriber	52% (147)	46% (131)	2% (5)	283
Paid membership platform subscriber	52% (141)	44% (120)	3% (9)	270
Frequent podcast listeners	54% (250)	42% (195)	4% (19)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFE20:** *In what capacity does your family most often use a smart speaker or interact with a voice assistant?*

Demographic	For general information, such as to check the weather		For entertainment, such as to play a game or listen to music		For educational purposes		For shopping purposes		Other		Don't know / No opinion		Total N
Adults	34%	(309)	47%	(430)	8%	(76)	4%	(33)	2%	(20)	4%	(38)	906
Gender: Male	31%	(151)	49%	(242)	11%	(52)	5%	(23)	2%	(10)	3%	(16)	494
Gender: Female	38%	(158)	46%	(188)	6%	(24)	2%	(10)	2%	(10)	5%	(22)	412
Age: 18-34	27%	(61)	56%	(129)	11%	(25)	5%	(12)	1%	(1)	1%	(2)	230
Age: 35-44	24%	(69)	55%	(156)	12%	(35)	4%	(12)	2%	(5)	2%	(7)	284
Age: 45-64	39%	(105)	42%	(112)	6%	(15)	3%	(8)	2%	(5)	8%	(22)	268
Age: 65+	60%	(74)	26%	(32)	1%	(1)	1%	(1)	6%	(8)	7%	(8)	124
Millennials: 1981-1996	25%	(80)	56%	(180)	14%	(44)	4%	(14)	1%	(5)	—	(1)	324
GenXers: 1965-1980	33%	(97)	48%	(142)	8%	(23)	4%	(10)	2%	(5)	5%	(16)	293
Baby Boomers: 1946-1964	50%	(111)	33%	(73)	3%	(6)	2%	(5)	3%	(7)	9%	(20)	224
PID: Dem (no lean)	38%	(127)	47%	(156)	8%	(26)	3%	(11)	1%	(3)	3%	(8)	331
PID: Ind (no lean)	31%	(66)	45%	(97)	10%	(22)	6%	(13)	4%	(9)	3%	(7)	214
PID: Rep (no lean)	32%	(117)	49%	(177)	8%	(29)	3%	(9)	2%	(7)	6%	(22)	361
PID/Gender: Dem Men	34%	(62)	48%	(86)	11%	(21)	4%	(8)	—	(1)	2%	(3)	179
PID/Gender: Dem Women	43%	(65)	46%	(70)	4%	(5)	2%	(3)	2%	(2)	4%	(6)	151
PID/Gender: Ind Men	29%	(32)	45%	(50)	12%	(13)	7%	(8)	5%	(5)	2%	(2)	110
PID/Gender: Ind Women	33%	(34)	45%	(47)	8%	(8)	5%	(5)	4%	(4)	5%	(6)	104
PID/Gender: Rep Men	28%	(58)	52%	(106)	9%	(18)	3%	(7)	2%	(4)	6%	(12)	204
PID/Gender: Rep Women	37%	(58)	46%	(71)	7%	(10)	1%	(2)	2%	(3)	7%	(11)	156
Ideo: Liberal (1-3)	29%	(89)	52%	(160)	12%	(36)	5%	(14)	1%	(2)	2%	(7)	307
Ideo: Moderate (4)	36%	(107)	50%	(145)	4%	(13)	4%	(11)	2%	(7)	3%	(10)	292
Ideo: Conservative (5-7)	38%	(107)	41%	(115)	8%	(21)	3%	(7)	3%	(10)	7%	(19)	279
Educ: < College	37%	(155)	44%	(182)	6%	(24)	5%	(19)	3%	(11)	6%	(25)	415
Educ: Bachelors degree	33%	(84)	52%	(133)	9%	(24)	2%	(5)	2%	(6)	2%	(6)	258
Educ: Post-grad	30%	(70)	49%	(115)	12%	(29)	4%	(9)	1%	(3)	3%	(7)	233
Income: Under 50k	38%	(90)	39%	(93)	6%	(15)	8%	(19)	2%	(5)	6%	(14)	236
Income: 50k-100k	35%	(99)	50%	(141)	7%	(19)	2%	(5)	2%	(6)	4%	(11)	281
Income: 100k+	31%	(120)	50%	(196)	11%	(43)	2%	(9)	2%	(8)	3%	(13)	389

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**Table MCFE20:** *In what capacity does your family most often use a smart speaker or interact with a voice assistant?*

Demographic	For general information, such as to check the weather	For entertainment, such as to play a game or listen to music	For educational purposes	For shopping purposes	Other	Don't know / No opinion	Total N
Adults	34% (309)	47% (430)	8% (76)	4% (33)	2% (20)	4% (38)	906
Ethnicity: White	34% (261)	48% (368)	9% (68)	3% (27)	2% (18)	4% (28)	770
Ethnicity: Hispanic	32% (56)	51% (88)	12% (21)	2% (4)	— (1)	1% (2)	172
Ethnicity: Black	31% (27)	43% (38)	8% (7)	7% (6)	2% (1)	10% (8)	87
All Christian	35% (192)	45% (251)	10% (58)	3% (16)	2% (11)	5% (26)	555
All Non-Christian	30% (19)	60% (37)	6% (4)	1% (1)	2% (1)	— (0)	61
Agnostic/Nothing in particular	35% (53)	44% (68)	6% (10)	9% (14)	— (1)	5% (8)	153
Something Else	28% (32)	58% (67)	4% (5)	— (0)	6% (7)	3% (4)	115
Religious Non-Protestant/Catholic	32% (24)	56% (41)	9% (7)	1% (1)	1% (1)	— (0)	74
Evangelical	29% (100)	50% (173)	11% (37)	2% (8)	2% (8)	5% (16)	343
Non-Evangelical	40% (113)	43% (123)	6% (18)	3% (7)	3% (10)	5% (13)	283
Community: Urban	28% (117)	51% (215)	13% (55)	5% (21)	1% (4)	3% (13)	425
Community: Suburban	42% (148)	43% (150)	5% (17)	2% (8)	3% (10)	5% (16)	349
Community: Rural	34% (44)	49% (64)	3% (4)	3% (4)	4% (6)	7% (9)	132
Employ: Private Sector	29% (124)	48% (208)	13% (55)	4% (18)	2% (9)	4% (17)	431
Employ: Government	28% (28)	57% (56)	8% (7)	6% (5)	1% (1)	1% (1)	98
Employ: Self-Employed	28% (20)	57% (41)	6% (4)	2% (1)	1% (1)	5% (4)	71
Employ: Homemaker	49% (35)	41% (29)	4% (3)	— (0)	3% (2)	4% (3)	71
Employ: Retired	55% (72)	29% (38)	1% (1)	2% (3)	5% (7)	8% (10)	131
Employ: Unemployed	33% (17)	52% (27)	3% (2)	9% (4)	— (0)	3% (2)	52
Military HH: Yes	46% (71)	40% (62)	8% (13)	2% (2)	2% (3)	2% (3)	156
Military HH: No	32% (238)	49% (367)	8% (63)	4% (30)	2% (16)	5% (35)	750
RD/WT: Right Direction	33% (129)	44% (171)	11% (43)	5% (18)	2% (9)	4% (16)	387
RD/WT: Wrong Track	35% (180)	50% (258)	6% (33)	3% (15)	2% (11)	4% (22)	519
Trump Job Approve	33% (154)	46% (211)	9% (41)	3% (16)	3% (12)	6% (28)	462
Trump Job Disapprove	35% (153)	50% (218)	8% (35)	3% (14)	2% (8)	2% (11)	438

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**Table MCFE20:** *In what capacity does your family most often use a smart speaker or interact with a voice assistant?*

Demographic	For general information, such as to check the weather	For entertainment, such as to play a game or listen to music	For educational purposes	For shopping purposes	Other	Don't know / No opinion	Total N
Adults	34% (309)	47% (430)	8% (76)	4% (33)	2% (20)	4% (38)	906
Trump Job Strongly Approve	31% (79)	46% (119)	12% (32)	3% (7)	2% (5)	6% (14)	256
Trump Job Somewhat Approve	36% (74)	45% (92)	5% (9)	4% (9)	3% (7)	6% (13)	206
Trump Job Somewhat Disapprove	24% (30)	61% (77)	10% (12)	2% (2)	2% (3)	2% (2)	127
Trump Job Strongly Disapprove	40% (123)	45% (141)	7% (22)	4% (11)	1% (5)	3% (9)	312
Favorable of Trump	33% (154)	44% (205)	10% (48)	3% (15)	3% (12)	6% (27)	462
Unfavorable of Trump	35% (152)	51% (220)	6% (27)	4% (18)	2% (7)	2% (11)	434
Very Favorable of Trump	30% (83)	44% (122)	14% (37)	4% (12)	2% (5)	6% (16)	274
Somewhat Favorable of Trump	38% (71)	44% (83)	6% (11)	2% (3)	4% (7)	6% (11)	187
Somewhat Unfavorable of Trump	23% (22)	63% (62)	7% (6)	3% (3)	3% (3)	2% (2)	98
Very Unfavorable of Trump	38% (129)	47% (158)	6% (21)	4% (15)	1% (5)	3% (9)	336
#1 Issue: Economy	32% (126)	49% (191)	9% (33)	4% (15)	2% (6)	4% (16)	387
#1 Issue: Security	35% (39)	45% (50)	10% (11)	3% (3)	2% (2)	5% (5)	111
#1 Issue: Health Care	37% (67)	46% (82)	10% (18)	5% (9)	1% (2)	1% (2)	179
#1 Issue: Medicare / Social Security	47% (40)	39% (33)	2% (2)	— (0)	4% (4)	7% (6)	85
2018 House Vote: Democrat	38% (132)	46% (161)	10% (35)	4% (14)	— (2)	2% (6)	348
2018 House Vote: Republican	35% (121)	46% (161)	9% (30)	2% (7)	3% (10)	5% (19)	347
2016 Vote: Hillary Clinton	37% (122)	45% (146)	11% (34)	3% (9)	2% (5)	3% (9)	326
2016 Vote: Donald Trump	36% (138)	45% (171)	8% (30)	3% (12)	3% (10)	6% (22)	384
2016 Vote: Didn't Vote	22% (34)	58% (92)	6% (10)	7% (11)	3% (4)	5% (7)	159
Voted in 2014: Yes	37% (227)	46% (279)	9% (54)	3% (15)	2% (13)	3% (19)	608
Voted in 2014: No	28% (82)	51% (151)	7% (22)	6% (17)	2% (6)	7% (20)	297
2012 Vote: Barack Obama	34% (146)	49% (206)	9% (40)	3% (13)	2% (7)	3% (13)	425
2012 Vote: Mitt Romney	38% (87)	46% (107)	6% (15)	2% (5)	3% (7)	5% (12)	232
2012 Vote: Didn't Vote	28% (62)	48% (106)	9% (19)	7% (15)	2% (3)	6% (14)	219

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**Table MCFE20:** *In what capacity does your family most often use a smart speaker or interact with a voice assistant?*

Demographic	For general information, such as to check the weather	For entertainment, such as to play a game or listen to music	For educational purposes	For shopping purposes	Other	Don't know / No opinion	Total N
Adults	34% (309)	47% (430)	8% (76)	4% (33)	2% (20)	4% (38)	906
4-Region: Northeast	30% (72)	50% (119)	11% (26)	3% (8)	2% (5)	3% (7)	237
4-Region: Midwest	41% (50)	42% (51)	3% (3)	3% (4)	2% (2)	10% (12)	121
4-Region: South	32% (99)	51% (159)	6% (20)	5% (17)	2% (7)	4% (12)	313
4-Region: West	38% (89)	43% (101)	11% (27)	2% (4)	2% (6)	3% (8)	235
201043	33% (149)	50% (227)	8% (36)	3% (15)	2% (9)	4% (17)	453
201045	35% (160)	45% (203)	9% (40)	4% (18)	2% (11)	5% (21)	453
Netflix subscriber	33% (243)	50% (368)	9% (68)	4% (28)	2% (12)	2% (17)	736
Hulu subscriber	33% (145)	52% (226)	8% (37)	3% (15)	2% (8)	2% (7)	439
Disney+ subscriber	31% (145)	51% (237)	10% (47)	4% (17)	2% (11)	2% (10)	467
Peacock subscriber	32% (54)	48% (81)	12% (21)	4% (6)	1% (2)	4% (6)	170
HBO Max subscriber	28% (80)	53% (150)	14% (39)	2% (7)	2% (6)	2% (5)	286
Quibi subscriber	26% (24)	44% (41)	18% (17)	9% (9)	1% (1)	2% (2)	93
Amazon Prime Video subscriber	33% (198)	50% (298)	8% (46)	3% (17)	2% (12)	3% (20)	591
Paid podcast service subscriber	24% (67)	53% (150)	16% (46)	6% (16)	1% (2)	1% (2)	283
Paid membership platform subscriber	25% (67)	53% (143)	15% (40)	5% (13)	1% (2)	2% (4)	270
Frequent podcast listeners	29% (134)	51% (238)	13% (60)	4% (21)	— (2)	2% (9)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

**Table MCFEdem1\_1: Do you subscribe to the following streaming services?**  
 Netflix

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	62% (2723)	13% (577)	25% (1100)	4400
Gender: Male	63% (1332)	14% (287)	24% (505)	2124
Gender: Female	61% (1391)	13% (290)	26% (596)	2276
Age: 18-34	79% (1030)	12% (157)	9% (124)	1310
Age: 35-44	75% (535)	14% (98)	12% (82)	715
Age: 45-64	54% (818)	16% (234)	30% (450)	1502
Age: 65+	39% (341)	10% (87)	51% (445)	873
GenZers: 1997-2012	78% (453)	12% (70)	11% (61)	584
Millennials: 1981-1996	78% (844)	13% (143)	8% (89)	1076
GenXers: 1965-1980	66% (758)	15% (168)	19% (221)	1148
Baby Boomers: 1946-1964	43% (611)	13% (186)	44% (621)	1418
PID: Dem (no lean)	68% (1103)	10% (157)	22% (351)	1611
PID: Ind (no lean)	58% (759)	17% (225)	25% (321)	1305
PID: Rep (no lean)	58% (862)	13% (195)	29% (427)	1484
PID/Gender: Dem Men	71% (538)	10% (77)	18% (139)	754
PID/Gender: Dem Women	66% (565)	9% (80)	25% (212)	857
PID/Gender: Ind Men	57% (343)	19% (113)	25% (151)	607
PID/Gender: Ind Women	60% (416)	16% (112)	24% (171)	698
PID/Gender: Rep Men	59% (451)	13% (97)	28% (215)	763
PID/Gender: Rep Women	57% (410)	14% (98)	29% (213)	721
Ideo: Liberal (1-3)	73% (924)	10% (131)	17% (217)	1272
Ideo: Moderate (4)	61% (833)	14% (187)	25% (348)	1368
Ideo: Conservative (5-7)	52% (710)	14% (198)	34% (465)	1373
Educ: < College	57% (1738)	14% (438)	28% (848)	3024
Educ: Bachelors degree	69% (613)	11% (101)	20% (173)	888
Educ: Post-grad	76% (372)	8% (38)	16% (78)	488
Income: Under 50k	55% (1250)	16% (356)	30% (683)	2289
Income: 50k-100k	64% (815)	13% (163)	23% (297)	1274
Income: 100k+	79% (658)	7% (58)	14% (121)	837
Ethnicity: White	61% (2102)	13% (433)	26% (909)	3443
Ethnicity: Hispanic	78% (545)	11% (78)	11% (76)	699

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**Table MCFEdem1\_1: Do you subscribe to the following streaming services?**  
*Netflix*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	62% (2723)	13% (577)	25% (1100)	4400
Ethnicity: Black	64% (353)	16% (86)	20% (110)	549
Ethnicity: Other	66% (269)	14% (57)	20% (81)	408
All Christian	60% (1281)	12% (251)	28% (592)	2125
All Non-Christian	69% (180)	15% (39)	17% (43)	263
Atheist	71% (131)	13% (25)	16% (29)	185
Agnostic/Nothing in particular	61% (647)	14% (144)	25% (268)	1059
Something Else	63% (483)	15% (117)	22% (168)	768
Religious Non-Protestant/Catholic	67% (208)	15% (45)	18% (55)	308
Evangelical	62% (806)	15% (191)	23% (295)	1292
Non-Evangelical	59% (883)	11% (164)	30% (445)	1493
Community: Urban	68% (991)	12% (178)	20% (290)	1459
Community: Suburban	62% (1150)	12% (225)	26% (476)	1852
Community: Rural	53% (582)	16% (173)	31% (334)	1090
Employ: Private Sector	71% (1001)	11% (156)	18% (253)	1410
Employ: Government	77% (212)	11% (30)	12% (33)	275
Employ: Self-Employed	71% (285)	16% (65)	13% (53)	404
Employ: Homemaker	60% (177)	16% (48)	23% (68)	294
Employ: Student	77% (157)	13% (26)	11% (22)	205
Employ: Retired	40% (407)	13% (126)	47% (475)	1008
Employ: Unemployed	61% (329)	17% (92)	22% (116)	537
Employ: Other	58% (155)	13% (34)	29% (78)	267
Military HH: Yes	56% (373)	13% (85)	31% (205)	663
Military HH: No	63% (2350)	13% (492)	24% (895)	3737
RD/WT: Right Direction	60% (869)	14% (209)	26% (373)	1451
RD/WT: Wrong Track	63% (1854)	12% (368)	25% (727)	2949
Trump Job Approve	58% (1092)	14% (270)	28% (534)	1896
Trump Job Disapprove	66% (1536)	12% (275)	23% (527)	2337

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**Table MCFEdem1\_1: Do you subscribe to the following streaming services?**  
 Netflix

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	62% (2723)	13% (577)	25% (1100)	4400
Trump Job Strongly Approve	55% (574)	15% (156)	30% (310)	1040
Trump Job Somewhat Approve	61% (518)	13% (114)	26% (224)	856
Trump Job Somewhat Disapprove	67% (357)	12% (67)	21% (110)	534
Trump Job Strongly Disapprove	65% (1179)	12% (208)	23% (416)	1803
Favorable of Trump	58% (1077)	13% (247)	29% (540)	1864
Unfavorable of Trump	66% (1524)	12% (287)	22% (511)	2322
Very Favorable of Trump	56% (636)	14% (159)	30% (344)	1139
Somewhat Favorable of Trump	61% (441)	12% (88)	27% (196)	724
Somewhat Unfavorable of Trump	64% (268)	15% (64)	20% (84)	416
Very Unfavorable of Trump	66% (1256)	12% (223)	22% (427)	1906
#1 Issue: Economy	66% (1066)	15% (246)	19% (303)	1614
#1 Issue: Security	56% (266)	10% (49)	34% (164)	479
#1 Issue: Health Care	65% (541)	13% (107)	22% (187)	836
#1 Issue: Medicare / Social Security	43% (259)	13% (76)	45% (269)	604
#1 Issue: Women's Issues	83% (189)	5% (11)	12% (27)	227
#1 Issue: Education	77% (136)	12% (21)	11% (20)	177
#1 Issue: Energy	76% (117)	12% (18)	12% (19)	154
#1 Issue: Other	48% (149)	16% (49)	36% (111)	309
2018 House Vote: Democrat	69% (970)	10% (141)	22% (305)	1416
2018 House Vote: Republican	56% (698)	12% (144)	32% (402)	1243
2018 House Vote: Someone else	55% (44)	28% (22)	16% (13)	79
2016 Vote: Hillary Clinton	68% (882)	9% (122)	22% (291)	1295
2016 Vote: Donald Trump	57% (809)	12% (173)	30% (426)	1407
2016 Vote: Other	55% (110)	20% (41)	25% (49)	200
2016 Vote: Didn't Vote	62% (920)	16% (242)	22% (332)	1494
Voted in 2014: Yes	60% (1421)	11% (255)	29% (677)	2353
Voted in 2014: No	64% (1302)	16% (321)	21% (423)	2047

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**Table MCFEdem1\_1: Do you subscribe to the following streaming services?**

*Netflix*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	62% (2723)	13% (577)	25% (1100)	4400
2012 Vote: Barack Obama	65% (1054)	11% (175)	24% (396)	1625
2012 Vote: Mitt Romney	53% (505)	12% (115)	35% (336)	956
2012 Vote: Other	58% (70)	15% (18)	27% (32)	120
2012 Vote: Didn't Vote	65% (1092)	16% (268)	20% (332)	1692
4-Region: Northeast	66% (518)	9% (74)	25% (196)	787
4-Region: Midwest	56% (516)	15% (138)	29% (271)	925
4-Region: South	60% (995)	14% (229)	26% (425)	1648
4-Region: West	67% (696)	13% (136)	20% (208)	1040
201043	62% (1361)	13% (278)	25% (561)	2200
201045	62% (1362)	14% (298)	25% (539)	2200
Netflix subscriber	100% (2723)	— (0)	— (0)	2723
Hulu subscriber	87% (1297)	8% (119)	5% (71)	1486
Disney+ subscriber	88% (1157)	7% (93)	4% (58)	1309
Peacock subscriber	75% (442)	13% (76)	12% (71)	590
HBO Max subscriber	88% (589)	5% (34)	7% (45)	668
Quibi subscriber	79% (145)	13% (25)	8% (14)	183
Amazon Prime Video subscriber	79% (1610)	11% (225)	10% (194)	2030
Paid podcast service subscriber	87% (395)	8% (37)	4% (20)	452
Paid membership platform subscriber	88% (387)	7% (31)	5% (22)	440
Frequent podcast listeners	78% (1008)	11% (135)	11% (144)	1287

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_2: Do you subscribe to the following streaming services?**  
 Hulu

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	34% (1486)	17% (766)	49% (2148)	4400
Gender: Male	35% (733)	18% (378)	48% (1013)	2124
Gender: Female	33% (753)	17% (388)	50% (1135)	2276
Age: 18-34	45% (586)	22% (289)	33% (435)	1310
Age: 35-44	44% (316)	23% (164)	33% (235)	715
Age: 45-64	29% (439)	16% (239)	55% (824)	1502
Age: 65+	17% (146)	8% (74)	75% (652)	873
GenZers: 1997-2012	41% (240)	21% (123)	38% (221)	584
Millennials: 1981-1996	47% (509)	23% (243)	30% (324)	1076
GenXers: 1965-1980	37% (422)	20% (228)	43% (497)	1148
Baby Boomers: 1946-1964	21% (296)	11% (159)	68% (963)	1418
PID: Dem (no lean)	36% (586)	17% (273)	47% (752)	1611
PID: Ind (no lean)	30% (391)	20% (259)	50% (656)	1305
PID: Rep (no lean)	34% (510)	16% (234)	50% (740)	1484
PID/Gender: Dem Men	38% (286)	19% (141)	43% (327)	754
PID/Gender: Dem Women	35% (300)	15% (132)	50% (425)	857
PID/Gender: Ind Men	29% (174)	18% (109)	53% (324)	607
PID/Gender: Ind Women	31% (217)	21% (149)	48% (332)	698
PID/Gender: Rep Men	36% (273)	17% (128)	47% (362)	763
PID/Gender: Rep Women	33% (236)	15% (107)	52% (378)	721
Ideo: Liberal (1-3)	42% (540)	18% (226)	40% (505)	1272
Ideo: Moderate (4)	30% (409)	18% (250)	52% (709)	1368
Ideo: Conservative (5-7)	30% (410)	15% (212)	55% (751)	1373
Educ: < College	31% (948)	17% (515)	52% (1561)	3024
Educ: Bachelors degree	35% (310)	18% (162)	47% (415)	888
Educ: Post-grad	47% (229)	18% (88)	35% (171)	488
Income: Under 50k	31% (699)	18% (417)	51% (1173)	2289
Income: 50k-100k	35% (444)	15% (188)	50% (642)	1274
Income: 100k+	41% (344)	19% (160)	40% (333)	837
Ethnicity: White	34% (1172)	16% (567)	50% (1705)	3443
Ethnicity: Hispanic	40% (276)	21% (148)	39% (274)	699

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**Table MCFEdem1\_2: Do you subscribe to the following streaming services?**  
*Hulu*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	34% (1486)	17% (766)	49% (2148)	4400
Ethnicity: Black	32% (174)	20% (112)	48% (263)	549
Ethnicity: Other	35% (141)	21% (87)	44% (180)	408
All Christian	33% (698)	17% (359)	50% (1068)	2125
All Non-Christian	35% (91)	23% (60)	43% (112)	263
Atheist	40% (73)	16% (29)	45% (82)	185
Agnostic/Nothing in particular	33% (345)	17% (185)	50% (529)	1059
Something Else	36% (279)	17% (133)	46% (356)	768
Religious Non-Protestant/Catholic	34% (106)	24% (73)	42% (130)	308
Evangelical	35% (453)	18% (238)	47% (601)	1292
Non-Evangelical	32% (485)	15% (219)	53% (789)	1493
Community: Urban	39% (566)	21% (307)	40% (585)	1459
Community: Suburban	32% (590)	15% (271)	54% (991)	1852
Community: Rural	30% (330)	17% (188)	52% (572)	1090
Employ: Private Sector	40% (560)	19% (261)	42% (589)	1410
Employ: Government	46% (126)	16% (44)	38% (106)	275
Employ: Self-Employed	36% (143)	24% (95)	41% (165)	404
Employ: Homemaker	36% (105)	19% (54)	46% (135)	294
Employ: Student	44% (90)	23% (47)	33% (68)	205
Employ: Retired	19% (194)	10% (97)	71% (717)	1008
Employ: Unemployed	35% (186)	22% (118)	43% (233)	537
Employ: Other	31% (83)	18% (49)	51% (135)	267
Military HH: Yes	30% (201)	14% (91)	56% (371)	663
Military HH: No	34% (1286)	18% (675)	48% (1777)	3737
RD/WT: Right Direction	33% (474)	19% (269)	49% (708)	1451
RD/WT: Wrong Track	34% (1013)	17% (497)	49% (1440)	2949
Trump Job Approve	33% (635)	17% (315)	50% (946)	1896
Trump Job Disapprove	35% (812)	18% (416)	47% (1109)	2337

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**Table MCFEdem1\_2: Do you subscribe to the following streaming services?**  
 Hulu

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	34% (1486)	17% (766)	49% (2148)	4400
Trump Job Strongly Approve	33% (346)	17% (174)	50% (519)	1040
Trump Job Somewhat Approve	34% (289)	16% (141)	50% (427)	856
Trump Job Somewhat Disapprove	35% (186)	21% (113)	44% (234)	534
Trump Job Strongly Disapprove	35% (627)	17% (302)	48% (875)	1803
Favorable of Trump	34% (639)	17% (309)	49% (916)	1864
Unfavorable of Trump	34% (786)	18% (425)	48% (1111)	2322
Very Favorable of Trump	34% (387)	17% (188)	50% (564)	1139
Somewhat Favorable of Trump	35% (252)	17% (120)	49% (352)	724
Somewhat Unfavorable of Trump	33% (135)	20% (85)	47% (195)	416
Very Unfavorable of Trump	34% (651)	18% (339)	48% (916)	1906
#1 Issue: Economy	37% (596)	20% (327)	43% (691)	1614
#1 Issue: Security	30% (145)	13% (64)	56% (270)	479
#1 Issue: Health Care	34% (283)	16% (136)	50% (416)	836
#1 Issue: Medicare / Social Security	22% (132)	14% (83)	64% (389)	604
#1 Issue: Women's Issues	44% (99)	18% (42)	38% (86)	227
#1 Issue: Education	45% (81)	24% (42)	31% (54)	177
#1 Issue: Energy	49% (75)	16% (24)	35% (54)	154
#1 Issue: Other	24% (75)	15% (47)	60% (187)	309
2018 House Vote: Democrat	36% (503)	17% (244)	47% (669)	1416
2018 House Vote: Republican	32% (397)	15% (188)	53% (659)	1243
2018 House Vote: Someone else	41% (32)	17% (13)	42% (33)	79
2016 Vote: Hillary Clinton	35% (450)	17% (221)	48% (624)	1295
2016 Vote: Donald Trump	34% (477)	15% (211)	51% (719)	1407
2016 Vote: Other	28% (57)	18% (36)	53% (107)	200
2016 Vote: Didn't Vote	34% (503)	20% (297)	46% (694)	1494
Voted in 2014: Yes	33% (778)	15% (347)	52% (1228)	2353
Voted in 2014: No	35% (708)	20% (419)	45% (920)	2047

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**Table MCFEdem1\_2: Do you subscribe to the following streaming services?**

*Hulu*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	34% (1486)	17% (766)	49% (2148)	4400
2012 Vote: Barack Obama	35% (564)	16% (265)	49% (796)	1625
2012 Vote: Mitt Romney	30% (287)	13% (125)	57% (544)	956
2012 Vote: Other	27% (32)	22% (26)	51% (62)	120
2012 Vote: Didn't Vote	36% (602)	21% (350)	44% (740)	1692
4-Region: Northeast	33% (262)	18% (140)	49% (385)	787
4-Region: Midwest	29% (270)	17% (154)	54% (500)	925
4-Region: South	36% (596)	17% (282)	47% (771)	1648
4-Region: West	34% (358)	18% (189)	47% (492)	1040
201043	33% (723)	17% (372)	50% (1105)	2200
201045	35% (764)	18% (394)	47% (1042)	2200
Netflix subscriber	48% (1297)	20% (533)	33% (894)	2723
Hulu subscriber	100% (1486)	— (0)	— (0)	1486
Disney+ subscriber	63% (821)	17% (222)	20% (266)	1309
Peacock subscriber	48% (284)	21% (123)	31% (183)	590
HBO Max subscriber	62% (414)	18% (119)	20% (135)	668
Quibi subscriber	62% (114)	23% (42)	15% (27)	183
Amazon Prime Video subscriber	46% (941)	20% (412)	33% (677)	2030
Paid podcast service subscriber	56% (253)	25% (113)	19% (86)	452
Paid membership platform subscriber	56% (245)	25% (108)	20% (87)	440
Frequent podcast listeners	47% (610)	22% (283)	31% (393)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_3: Do you subscribe to the following streaming services?**  
 Disney+

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	30% (1309)	12% (548)	58% (2543)	4400
Gender: Male	31% (649)	14% (292)	56% (1182)	2124
Gender: Female	29% (660)	11% (255)	60% (1361)	2276
Age: 18-34	43% (570)	19% (255)	37% (486)	1310
Age: 35-44	46% (327)	15% (104)	40% (283)	715
Age: 45-64	21% (321)	10% (144)	69% (1037)	1502
Age: 65+	10% (91)	5% (44)	84% (737)	873
GenZers: 1997-2012	41% (238)	19% (112)	40% (234)	584
Millennials: 1981-1996	46% (500)	18% (197)	35% (379)	1076
GenXers: 1965-1980	32% (368)	13% (153)	55% (627)	1148
Baby Boomers: 1946-1964	14% (193)	6% (78)	81% (1147)	1418
PID: Dem (no lean)	32% (516)	14% (224)	54% (871)	1611
PID: Ind (no lean)	27% (355)	12% (157)	61% (793)	1305
PID: Rep (no lean)	30% (438)	11% (167)	59% (880)	1484
PID/Gender: Dem Men	34% (257)	16% (121)	50% (376)	754
PID/Gender: Dem Women	30% (259)	12% (104)	58% (494)	857
PID/Gender: Ind Men	27% (162)	10% (62)	63% (382)	607
PID/Gender: Ind Women	28% (193)	14% (94)	59% (411)	698
PID/Gender: Rep Men	30% (230)	14% (109)	56% (424)	763
PID/Gender: Rep Women	29% (208)	8% (57)	63% (456)	721
Ideo: Liberal (1-3)	37% (476)	15% (188)	48% (607)	1272
Ideo: Moderate (4)	27% (366)	13% (179)	60% (823)	1368
Ideo: Conservative (5-7)	25% (345)	10% (136)	65% (892)	1373
Educ: < College	25% (770)	12% (366)	62% (1889)	3024
Educ: Bachelors degree	34% (306)	13% (117)	52% (465)	888
Educ: Post-grad	48% (233)	13% (65)	39% (190)	488
Income: Under 50k	24% (539)	12% (276)	64% (1475)	2289
Income: 50k-100k	32% (404)	11% (141)	57% (729)	1274
Income: 100k+	44% (366)	16% (131)	41% (340)	837
Ethnicity: White	30% (1043)	11% (389)	58% (2012)	3443
Ethnicity: Hispanic	40% (278)	19% (130)	42% (291)	699

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**Table MCFEdem1\_3: Do you subscribe to the following streaming services?**

Disney+

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	30% (1309)	12% (548)	58% (2543)	4400
Ethnicity: Black	24% (130)	17% (94)	59% (325)	549
Ethnicity: Other	33% (136)	16% (65)	51% (207)	408
All Christian	31% (652)	12% (256)	57% (1217)	2125
All Non-Christian	35% (92)	19% (50)	46% (121)	263
Atheist	34% (64)	13% (24)	53% (97)	185
Agnostic/Nothing in particular	26% (279)	10% (108)	63% (672)	1059
Something Else	29% (222)	14% (110)	57% (435)	768
Religious Non-Protestant/Catholic	37% (115)	17% (52)	46% (141)	308
Evangelical	32% (416)	15% (197)	53% (678)	1292
Non-Evangelical	28% (414)	10% (148)	62% (931)	1493
Community: Urban	36% (529)	17% (246)	47% (684)	1459
Community: Suburban	29% (529)	9% (172)	62% (1150)	1852
Community: Rural	23% (250)	12% (130)	65% (709)	1090
Employ: Private Sector	38% (543)	14% (201)	47% (666)	1410
Employ: Government	42% (116)	16% (44)	42% (115)	275
Employ: Self-Employed	33% (133)	17% (69)	50% (201)	404
Employ: Homemaker	36% (105)	14% (42)	50% (146)	294
Employ: Student	45% (92)	20% (42)	35% (71)	205
Employ: Retired	13% (130)	5% (54)	82% (825)	1008
Employ: Unemployed	24% (129)	11% (60)	65% (348)	537
Employ: Other	23% (60)	13% (35)	64% (171)	267
Military HH: Yes	26% (170)	11% (73)	63% (420)	663
Military HH: No	30% (1139)	13% (474)	57% (2124)	3737
RD/WT: Right Direction	29% (418)	14% (209)	57% (823)	1451
RD/WT: Wrong Track	30% (890)	11% (338)	58% (1721)	2949
Trump Job Approve	29% (549)	13% (238)	58% (1109)	1896
Trump Job Disapprove	30% (711)	12% (290)	57% (1336)	2337

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**Table MCFEdem1\_3: Do you subscribe to the following streaming services?**  
 Disney+

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	30% (1309)	12% (548)	58% (2543)	4400
Trump Job Strongly Approve	29% (301)	13% (130)	59% (609)	1040
Trump Job Somewhat Approve	29% (248)	13% (108)	58% (500)	856
Trump Job Somewhat Disapprove	30% (160)	15% (82)	55% (292)	534
Trump Job Strongly Disapprove	31% (551)	12% (208)	58% (1044)	1803
Favorable of Trump	29% (544)	12% (229)	59% (1091)	1864
Unfavorable of Trump	30% (697)	13% (297)	57% (1329)	2322
Very Favorable of Trump	30% (340)	12% (139)	58% (660)	1139
Somewhat Favorable of Trump	28% (204)	12% (90)	60% (431)	724
Somewhat Unfavorable of Trump	27% (111)	17% (72)	56% (232)	416
Very Unfavorable of Trump	31% (585)	12% (225)	58% (1096)	1906
#1 Issue: Economy	31% (505)	14% (223)	55% (886)	1614
#1 Issue: Security	28% (136)	11% (55)	60% (288)	479
#1 Issue: Health Care	33% (273)	10% (86)	57% (476)	836
#1 Issue: Medicare / Social Security	17% (103)	9% (56)	74% (444)	604
#1 Issue: Women's Issues	47% (107)	11% (25)	42% (95)	227
#1 Issue: Education	42% (74)	20% (35)	39% (68)	177
#1 Issue: Energy	39% (59)	23% (36)	38% (59)	154
#1 Issue: Other	16% (50)	10% (32)	73% (227)	309
2018 House Vote: Democrat	33% (461)	13% (181)	55% (774)	1416
2018 House Vote: Republican	28% (351)	12% (146)	60% (746)	1243
2018 House Vote: Someone else	30% (23)	5% (4)	65% (51)	79
2016 Vote: Hillary Clinton	31% (404)	12% (153)	57% (738)	1295
2016 Vote: Donald Trump	27% (386)	11% (155)	62% (867)	1407
2016 Vote: Other	32% (64)	11% (21)	57% (114)	200
2016 Vote: Didn't Vote	30% (454)	15% (219)	55% (822)	1494
Voted in 2014: Yes	30% (695)	10% (238)	60% (1420)	2353
Voted in 2014: No	30% (614)	15% (310)	55% (1123)	2047

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**Table MCFEdem1\_3: Do you subscribe to the following streaming services?**

Disney+

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	30% (1309)	12% (548)	58% (2543)	4400
2012 Vote: Barack Obama	31% (506)	11% (177)	58% (943)	1625
2012 Vote: Mitt Romney	26% (251)	9% (85)	65% (620)	956
2012 Vote: Other	25% (30)	9% (10)	67% (81)	120
2012 Vote: Didn't Vote	31% (519)	16% (276)	53% (896)	1692
4-Region: Northeast	33% (261)	12% (92)	55% (434)	787
4-Region: Midwest	24% (226)	11% (99)	65% (599)	925
4-Region: South	27% (449)	13% (216)	60% (983)	1648
4-Region: West	36% (372)	14% (140)	51% (527)	1040
201043	30% (656)	12% (260)	58% (1284)	2200
201045	30% (653)	13% (288)	57% (1259)	2200
Netflix subscriber	42% (1157)	15% (402)	43% (1164)	2723
Hulu subscriber	55% (821)	15% (218)	30% (447)	1486
Disney+ subscriber	100% (1309)	— (0)	— (0)	1309
Peacock subscriber	43% (256)	12% (73)	44% (261)	590
HBO Max subscriber	63% (423)	15% (98)	22% (147)	668
Quibi subscriber	59% (108)	19% (34)	22% (41)	183
Amazon Prime Video subscriber	43% (880)	15% (300)	42% (849)	2030
Paid podcast service subscriber	59% (265)	26% (118)	15% (69)	452
Paid membership platform subscriber	61% (270)	22% (97)	17% (73)	440
Frequent podcast listeners	46% (596)	17% (221)	37% (470)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_4: Do you subscribe to the following streaming services?**  
 Peacock

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	13% (590)	8% (339)	79% (3471)	4400
Gender: Male	15% (310)	11% (228)	75% (1585)	2124
Gender: Female	12% (280)	5% (111)	83% (1885)	2276
Age: 18-34	9% (119)	11% (140)	80% (1052)	1310
Age: 35-44	17% (119)	14% (103)	69% (493)	715
Age: 45-64	15% (228)	5% (80)	80% (1194)	1502
Age: 65+	14% (124)	2% (17)	84% (732)	873
GenZers: 1997-2012	5% (31)	9% (52)	86% (502)	584
Millennials: 1981-1996	14% (146)	13% (142)	73% (788)	1076
GenXers: 1965-1980	15% (173)	9% (99)	76% (876)	1148
Baby Boomers: 1946-1964	16% (222)	3% (46)	81% (1150)	1418
PID: Dem (no lean)	15% (235)	10% (156)	76% (1220)	1611
PID: Ind (no lean)	13% (169)	6% (72)	82% (1065)	1305
PID: Rep (no lean)	13% (186)	8% (112)	80% (1186)	1484
PID/Gender: Dem Men	15% (114)	14% (105)	71% (534)	754
PID/Gender: Dem Women	14% (121)	6% (51)	80% (686)	857
PID/Gender: Ind Men	15% (93)	6% (37)	79% (477)	607
PID/Gender: Ind Women	11% (76)	5% (35)	84% (587)	698
PID/Gender: Rep Men	13% (103)	11% (87)	75% (574)	763
PID/Gender: Rep Women	12% (83)	3% (25)	85% (613)	721
Ideo: Liberal (1-3)	16% (203)	11% (135)	73% (934)	1272
Ideo: Moderate (4)	13% (180)	7% (99)	80% (1089)	1368
Ideo: Conservative (5-7)	12% (168)	5% (75)	82% (1130)	1373
Educ: < College	12% (368)	5% (156)	83% (2501)	3024
Educ: Bachelors degree	15% (133)	11% (101)	74% (654)	888
Educ: Post-grad	18% (89)	17% (83)	65% (316)	488
Income: Under 50k	13% (291)	6% (130)	82% (1867)	2289
Income: 50k-100k	14% (178)	7% (90)	79% (1006)	1274
Income: 100k+	14% (121)	14% (118)	71% (597)	837
Ethnicity: White	14% (476)	8% (262)	79% (2705)	3443
Ethnicity: Hispanic	14% (96)	11% (76)	75% (527)	699

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**Table MCFEdem1\_4: Do you subscribe to the following streaming services?**

Peacock

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	13% (590)	8% (339)	79% (3471)	4400
Ethnicity: Black	14% (78)	9% (51)	77% (420)	549
Ethnicity: Other	9% (35)	7% (27)	85% (346)	408
All Christian	15% (309)	9% (185)	77% (1631)	2125
All Non-Christian	17% (44)	14% (37)	69% (182)	263
Atheist	15% (28)	8% (14)	77% (143)	185
Agnostic/Nothing in particular	12% (123)	7% (74)	81% (861)	1059
Something Else	11% (85)	4% (29)	85% (653)	768
Religious Non-Protestant/Catholic	17% (54)	13% (41)	69% (214)	308
Evangelical	13% (170)	10% (126)	77% (996)	1292
Non-Evangelical	14% (207)	5% (68)	82% (1218)	1493
Community: Urban	15% (219)	15% (214)	70% (1026)	1459
Community: Suburban	14% (252)	5% (85)	82% (1515)	1852
Community: Rural	11% (120)	4% (40)	85% (930)	1090
Employ: Private Sector	14% (203)	13% (185)	72% (1021)	1410
Employ: Government	14% (40)	14% (38)	72% (198)	275
Employ: Self-Employed	10% (39)	11% (43)	80% (321)	404
Employ: Homemaker	14% (42)	4% (12)	82% (240)	294
Employ: Student	10% (20)	7% (14)	83% (171)	205
Employ: Retired	13% (131)	2% (17)	85% (861)	1008
Employ: Unemployed	14% (75)	3% (17)	83% (446)	537
Employ: Other	15% (39)	5% (14)	80% (214)	267
Military HH: Yes	12% (81)	9% (62)	79% (521)	663
Military HH: No	14% (509)	7% (278)	79% (2950)	3737
RD/WT: Right Direction	13% (183)	12% (169)	76% (1099)	1451
RD/WT: Wrong Track	14% (407)	6% (171)	80% (2372)	2949
Trump Job Approve	13% (239)	9% (164)	79% (1493)	1896
Trump Job Disapprove	14% (339)	7% (167)	78% (1831)	2337

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**Table MCFEdem1\_4: Do you subscribe to the following streaming services?**  
Peacock

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	13% (590)	8% (339)	79% (3471)	4400
Trump Job Strongly Approve	13% (130)	9% (97)	78% (813)	1040
Trump Job Somewhat Approve	13% (109)	8% (67)	80% (681)	856
Trump Job Somewhat Disapprove	12% (63)	11% (60)	77% (411)	534
Trump Job Strongly Disapprove	15% (276)	6% (107)	79% (1420)	1803
Favorable of Trump	13% (233)	9% (159)	79% (1472)	1864
Unfavorable of Trump	15% (343)	7% (168)	78% (1811)	2322
Very Favorable of Trump	13% (145)	8% (95)	79% (900)	1139
Somewhat Favorable of Trump	12% (88)	9% (64)	79% (572)	724
Somewhat Unfavorable of Trump	15% (61)	9% (39)	76% (316)	416
Very Unfavorable of Trump	15% (283)	7% (128)	78% (1495)	1906
#1 Issue: Economy	14% (220)	7% (120)	79% (1274)	1614
#1 Issue: Security	10% (46)	11% (54)	79% (379)	479
#1 Issue: Health Care	15% (129)	8% (69)	76% (638)	836
#1 Issue: Medicare / Social Security	16% (97)	6% (34)	78% (473)	604
#1 Issue: Women's Issues	12% (26)	8% (18)	81% (183)	227
#1 Issue: Education	10% (18)	13% (23)	77% (136)	177
#1 Issue: Energy	14% (21)	10% (16)	76% (117)	154
#1 Issue: Other	10% (32)	2% (6)	88% (271)	309
2018 House Vote: Democrat	16% (229)	10% (137)	74% (1050)	1416
2018 House Vote: Republican	14% (174)	8% (101)	78% (968)	1243
2018 House Vote: Someone else	9% (7)	10% (8)	81% (63)	79
2016 Vote: Hillary Clinton	17% (224)	9% (112)	74% (958)	1295
2016 Vote: Donald Trump	13% (189)	8% (117)	78% (1101)	1407
2016 Vote: Other	14% (27)	8% (15)	79% (157)	200
2016 Vote: Didn't Vote	10% (149)	6% (94)	84% (1250)	1494
Voted in 2014: Yes	16% (370)	8% (192)	76% (1791)	2353
Voted in 2014: No	11% (220)	7% (147)	82% (1680)	2047

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**Table MCFEdem1\_4: Do you subscribe to the following streaming services?**

Peacock

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	13% (590)	8% (339)	79% (3471)	4400
2012 Vote: Barack Obama	18% (286)	9% (139)	74% (1200)	1625
2012 Vote: Mitt Romney	13% (122)	7% (66)	80% (768)	956
2012 Vote: Other	12% (14)	6% (7)	82% (99)	120
2012 Vote: Didn't Vote	10% (165)	7% (127)	83% (1400)	1692
4-Region: Northeast	15% (117)	13% (102)	72% (568)	787
4-Region: Midwest	14% (133)	5% (43)	81% (749)	925
4-Region: South	12% (193)	6% (97)	82% (1359)	1648
4-Region: West	14% (147)	9% (98)	76% (795)	1040
201043	13% (288)	8% (186)	78% (1726)	2200
201045	14% (302)	7% (153)	79% (1744)	2200
Netflix subscriber	16% (442)	9% (248)	75% (2033)	2723
Hulu subscriber	19% (284)	11% (161)	70% (1042)	1486
Disney+ subscriber	20% (256)	12% (158)	68% (895)	1309
Peacock subscriber	100% (590)	— (0)	— (0)	590
HBO Max subscriber	26% (173)	15% (102)	59% (393)	668
Quibi subscriber	56% (103)	24% (45)	20% (36)	183
Amazon Prime Video subscriber	18% (369)	10% (200)	72% (1462)	2030
Paid podcast service subscriber	19% (87)	33% (149)	48% (216)	452
Paid membership platform subscriber	21% (93)	28% (124)	51% (223)	440
Frequent podcast listeners	16% (210)	16% (201)	68% (876)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_5: Do you subscribe to the following streaming services?**  
 HBO Max

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	15% (668)	15% (658)	70% (3074)	4400
Gender: Male	19% (414)	18% (373)	63% (1336)	2124
Gender: Female	11% (255)	12% (284)	76% (1737)	2276
Age: 18-34	19% (243)	21% (274)	61% (793)	1310
Age: 35-44	28% (202)	18% (131)	53% (382)	715
Age: 45-64	12% (179)	11% (168)	77% (1155)	1502
Age: 65+	5% (44)	10% (84)	85% (745)	873
GenZers: 1997-2012	16% (91)	18% (104)	67% (389)	584
Millennials: 1981-1996	24% (258)	22% (235)	54% (583)	1076
GenXers: 1965-1980	18% (211)	15% (174)	67% (763)	1148
Baby Boomers: 1946-1964	7% (105)	9% (135)	83% (1179)	1418
PID: Dem (no lean)	19% (308)	15% (247)	66% (1056)	1611
PID: Ind (no lean)	13% (165)	14% (186)	73% (954)	1305
PID: Rep (no lean)	13% (196)	15% (224)	72% (1064)	1484
PID/Gender: Dem Men	24% (184)	18% (133)	58% (436)	754
PID/Gender: Dem Women	14% (123)	13% (115)	72% (619)	857
PID/Gender: Ind Men	16% (94)	16% (98)	68% (415)	607
PID/Gender: Ind Women	10% (71)	13% (88)	77% (539)	698
PID/Gender: Rep Men	18% (135)	19% (143)	64% (485)	763
PID/Gender: Rep Women	8% (60)	11% (82)	80% (579)	721
Ideo: Liberal (1-3)	23% (294)	17% (210)	60% (767)	1272
Ideo: Moderate (4)	14% (186)	16% (223)	70% (959)	1368
Ideo: Conservative (5-7)	11% (144)	13% (184)	76% (1045)	1373
Educ: < College	10% (306)	14% (423)	76% (2295)	3024
Educ: Bachelors degree	23% (203)	16% (142)	61% (543)	888
Educ: Post-grad	33% (159)	19% (92)	48% (236)	488
Income: Under 50k	9% (203)	14% (319)	77% (1767)	2289
Income: 50k-100k	17% (214)	15% (191)	68% (870)	1274
Income: 100k+	30% (252)	18% (148)	52% (437)	837
Ethnicity: White	15% (526)	14% (489)	71% (2428)	3443
Ethnicity: Hispanic	19% (133)	22% (151)	59% (415)	699

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**Table MCFEdem1\_5: Do you subscribe to the following streaming services?**  
*HBO Max*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	15% (668)	15% (658)	70% (3074)	4400
Ethnicity: Black	16% (88)	17% (92)	67% (369)	549
Ethnicity: Other	13% (55)	19% (77)	68% (276)	408
All Christian	17% (351)	16% (339)	68% (1435)	2125
All Non-Christian	25% (66)	25% (65)	50% (131)	263
Atheist	20% (38)	14% (26)	66% (121)	185
Agnostic/Nothing in particular	13% (133)	12% (122)	76% (804)	1059
Something Else	10% (80)	14% (106)	76% (582)	768
Religious Non-Protestant/Catholic	22% (69)	23% (72)	54% (167)	308
Evangelical	17% (220)	16% (207)	67% (864)	1292
Non-Evangelical	13% (189)	14% (208)	73% (1096)	1493
Community: Urban	24% (356)	19% (270)	57% (833)	1459
Community: Suburban	12% (230)	14% (256)	74% (1366)	1852
Community: Rural	8% (83)	12% (131)	80% (876)	1090
Employ: Private Sector	23% (317)	18% (252)	60% (840)	1410
Employ: Government	24% (66)	14% (39)	62% (171)	275
Employ: Self-Employed	19% (78)	23% (93)	58% (232)	404
Employ: Homemaker	8% (23)	12% (34)	80% (236)	294
Employ: Student	17% (34)	26% (52)	58% (119)	205
Employ: Retired	6% (61)	9% (95)	84% (852)	1008
Employ: Unemployed	13% (69)	13% (72)	74% (397)	537
Employ: Other	7% (19)	8% (21)	85% (227)	267
Military HH: Yes	12% (80)	16% (104)	72% (478)	663
Military HH: No	16% (588)	15% (554)	69% (2596)	3737
RD/WT: Right Direction	17% (247)	17% (250)	66% (954)	1451
RD/WT: Wrong Track	14% (422)	14% (407)	72% (2120)	2949
Trump Job Approve	14% (262)	16% (303)	70% (1330)	1896
Trump Job Disapprove	17% (391)	14% (330)	69% (1616)	2337

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**Table MCFEdem1\_5: Do you subscribe to the following streaming services?**  
**HBO Max**

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	15% (668)	15% (658)	70% (3074)	4400
Trump Job Strongly Approve	13% (132)	17% (172)	71% (735)	1040
Trump Job Somewhat Approve	15% (130)	15% (131)	69% (595)	856
Trump Job Somewhat Disapprove	20% (105)	20% (105)	61% (324)	534
Trump Job Strongly Disapprove	16% (286)	12% (225)	72% (1292)	1803
Favorable of Trump	15% (274)	15% (288)	70% (1302)	1864
Unfavorable of Trump	16% (381)	15% (338)	69% (1604)	2322
Very Favorable of Trump	15% (167)	16% (181)	69% (792)	1139
Somewhat Favorable of Trump	15% (108)	15% (107)	70% (510)	724
Somewhat Unfavorable of Trump	19% (79)	18% (74)	63% (263)	416
Very Unfavorable of Trump	16% (302)	14% (264)	70% (1341)	1906
#1 Issue: Economy	17% (280)	15% (247)	67% (1087)	1614
#1 Issue: Security	15% (69)	15% (72)	70% (337)	479
#1 Issue: Health Care	18% (150)	16% (134)	66% (552)	836
#1 Issue: Medicare / Social Security	8% (48)	11% (66)	81% (489)	604
#1 Issue: Women's Issues	16% (37)	12% (27)	72% (163)	227
#1 Issue: Education	16% (29)	30% (52)	54% (96)	177
#1 Issue: Energy	22% (34)	17% (26)	61% (94)	154
#1 Issue: Other	7% (21)	10% (32)	83% (256)	309
2018 House Vote: Democrat	21% (303)	15% (219)	63% (894)	1416
2018 House Vote: Republican	15% (189)	16% (193)	69% (862)	1243
2018 House Vote: Someone else	15% (12)	8% (7)	76% (60)	79
2016 Vote: Hillary Clinton	21% (277)	15% (194)	64% (824)	1295
2016 Vote: Donald Trump	15% (209)	15% (208)	70% (990)	1407
2016 Vote: Other	9% (17)	10% (20)	82% (163)	200
2016 Vote: Didn't Vote	11% (165)	16% (236)	73% (1093)	1494
Voted in 2014: Yes	17% (411)	14% (328)	69% (1615)	2353
Voted in 2014: No	13% (258)	16% (330)	71% (1459)	2047

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**Table MCFEdem1\_5: Do you subscribe to the following streaming services?**  
*HBO Max*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	15% (668)	15% (658)	70% (3074)	4400
2012 Vote: Barack Obama	19% (312)	15% (249)	65% (1064)	1625
2012 Vote: Mitt Romney	11% (109)	13% (128)	75% (719)	956
2012 Vote: Other	15% (18)	6% (7)	79% (96)	120
2012 Vote: Didn't Vote	13% (224)	16% (274)	71% (1193)	1692
4-Region: Northeast	22% (172)	14% (110)	64% (504)	787
4-Region: Midwest	9% (87)	13% (117)	78% (720)	925
4-Region: South	13% (208)	15% (243)	73% (1197)	1648
4-Region: West	19% (201)	18% (187)	63% (653)	1040
201043	15% (337)	14% (313)	70% (1550)	2200
201045	15% (331)	16% (345)	69% (1524)	2200
Netflix subscriber	22% (589)	18% (490)	60% (1644)	2723
Hulu subscriber	28% (414)	18% (263)	54% (809)	1486
Disney+ subscriber	32% (423)	19% (244)	49% (641)	1309
Peacock subscriber	29% (173)	14% (80)	57% (337)	590
HBO Max subscriber	100% (668)	— (0)	— (0)	668
Quibi subscriber	52% (95)	26% (48)	22% (41)	183
Amazon Prime Video subscriber	23% (467)	19% (385)	58% (1177)	2030
Paid podcast service subscriber	48% (217)	29% (130)	23% (106)	452
Paid membership platform subscriber	46% (200)	28% (122)	27% (117)	440
Frequent podcast listeners	28% (361)	21% (272)	51% (655)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_6: Do you subscribe to the following streaming services?**  
 Quibi

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	4% (183)	7% (329)	88% (3887)	4400
Gender: Male	6% (132)	9% (199)	84% (1792)	2124
Gender: Female	2% (51)	6% (130)	92% (2096)	2276
Age: 18-34	5% (68)	10% (134)	85% (1108)	1310
Age: 35-44	9% (67)	15% (108)	76% (540)	715
Age: 45-64	2% (36)	5% (76)	93% (1390)	1502
Age: 65+	1% (13)	1% (11)	97% (849)	873
GenZers: 1997-2012	3% (20)	6% (35)	91% (529)	584
Millennials: 1981-1996	8% (83)	14% (153)	78% (840)	1076
GenXers: 1965-1980	5% (57)	10% (111)	85% (980)	1148
Baby Boomers: 1946-1964	2% (23)	2% (30)	96% (1365)	1418
PID: Dem (no lean)	5% (76)	9% (146)	86% (1388)	1611
PID: Ind (no lean)	3% (41)	6% (75)	91% (1190)	1305
PID: Rep (no lean)	4% (66)	7% (108)	88% (1310)	1484
PID/Gender: Dem Men	7% (53)	12% (87)	81% (613)	754
PID/Gender: Dem Women	3% (23)	7% (59)	90% (775)	857
PID/Gender: Ind Men	4% (25)	6% (37)	90% (545)	607
PID/Gender: Ind Women	2% (16)	5% (38)	92% (644)	698
PID/Gender: Rep Men	7% (54)	10% (75)	83% (634)	763
PID/Gender: Rep Women	2% (12)	5% (33)	94% (676)	721
Ideo: Liberal (1-3)	6% (79)	11% (135)	83% (1057)	1272
Ideo: Moderate (4)	3% (43)	9% (123)	88% (1202)	1368
Ideo: Conservative (5-7)	3% (46)	5% (62)	92% (1265)	1373
Educ: < College	3% (88)	5% (147)	92% (2789)	3024
Educ: Bachelors degree	5% (40)	12% (107)	83% (741)	888
Educ: Post-grad	11% (55)	15% (76)	73% (358)	488
Income: Under 50k	3% (76)	5% (121)	91% (2092)	2289
Income: 50k-100k	3% (42)	7% (83)	90% (1149)	1274
Income: 100k+	8% (65)	15% (125)	77% (647)	837
Ethnicity: White	4% (142)	7% (249)	89% (3053)	3443
Ethnicity: Hispanic	5% (38)	12% (81)	83% (580)	699

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**Table MCFEdem1\_6: Do you subscribe to the following streaming services?**

*Quibi*

Demographic	Yes, I currently subscribe		No, but I previously subscribed		No, I have never subscribed		Total N
Adults	4%	(183)	7%	(329)	88%	(3887)	4400
Ethnicity: Black	5%	(28)	10%	(53)	85%	(468)	549
Ethnicity: Other	3%	(14)	7%	(27)	90%	(367)	408
All Christian	5%	(100)	9%	(184)	87%	(1841)	2125
All Non-Christian	10%	(27)	21%	(56)	68%	(180)	263
Atheist	5%	(8)	5%	(10)	90%	(167)	185
Agnostic/Nothing in particular	3%	(34)	5%	(50)	92%	(975)	1059
Something Else	2%	(14)	4%	(30)	94%	(724)	768
Religious Non-Protestant/Catholic	10%	(30)	19%	(57)	72%	(221)	308
Evangelical	6%	(77)	10%	(132)	84%	(1083)	1292
Non-Evangelical	2%	(26)	4%	(67)	94%	(1400)	1493
Community: Urban	8%	(113)	14%	(201)	78%	(1144)	1459
Community: Suburban	2%	(38)	4%	(82)	94%	(1731)	1852
Community: Rural	3%	(32)	4%	(46)	93%	(1012)	1090
Employ: Private Sector	7%	(92)	11%	(155)	82%	(1162)	1410
Employ: Government	7%	(20)	13%	(37)	79%	(218)	275
Employ: Self-Employed	6%	(25)	11%	(44)	83%	(334)	404
Employ: Homemaker	3%	(8)	6%	(17)	92%	(269)	294
Employ: Student	3%	(6)	9%	(18)	88%	(182)	205
Employ: Retired	1%	(14)	2%	(16)	97%	(979)	1008
Employ: Unemployed	2%	(13)	3%	(18)	94%	(506)	537
Employ: Other	2%	(6)	9%	(24)	89%	(237)	267
Military HH: Yes	3%	(22)	8%	(51)	89%	(590)	663
Military HH: No	4%	(162)	7%	(278)	88%	(3297)	3737
RD/WT: Right Direction	6%	(94)	11%	(153)	83%	(1203)	1451
RD/WT: Wrong Track	3%	(89)	6%	(176)	91%	(2684)	2949
Trump Job Approve	5%	(97)	8%	(158)	87%	(1640)	1896
Trump Job Disapprove	3%	(80)	7%	(171)	89%	(2087)	2337

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**Table MCFEdem1\_6: Do you subscribe to the following streaming services?**  
 Quibi

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	4% (183)	7% (329)	88% (3887)	4400
Trump Job Strongly Approve	7% (71)	9% (90)	85% (879)	1040
Trump Job Somewhat Approve	3% (26)	8% (68)	89% (762)	856
Trump Job Somewhat Disapprove	5% (25)	12% (63)	83% (445)	534
Trump Job Strongly Disapprove	3% (54)	6% (107)	91% (1642)	1803
Favorable of Trump	5% (91)	9% (164)	86% (1608)	1864
Unfavorable of Trump	3% (81)	6% (150)	90% (2092)	2322
Very Favorable of Trump	6% (69)	9% (108)	84% (963)	1139
Somewhat Favorable of Trump	3% (22)	8% (57)	89% (646)	724
Somewhat Unfavorable of Trump	4% (15)	9% (37)	88% (364)	416
Very Unfavorable of Trump	3% (66)	6% (113)	91% (1727)	1906
#1 Issue: Economy	4% (71)	8% (122)	88% (1421)	1614
#1 Issue: Security	6% (31)	7% (34)	87% (414)	479
#1 Issue: Health Care	3% (27)	10% (82)	87% (727)	836
#1 Issue: Medicare / Social Security	3% (17)	5% (28)	93% (559)	604
#1 Issue: Women's Issues	5% (11)	5% (12)	90% (204)	227
#1 Issue: Education	4% (7)	16% (28)	80% (142)	177
#1 Issue: Energy	9% (14)	7% (11)	83% (128)	154
#1 Issue: Other	2% (6)	4% (11)	94% (292)	309
2018 House Vote: Democrat	4% (58)	10% (143)	86% (1214)	1416
2018 House Vote: Republican	5% (64)	8% (99)	87% (1080)	1243
2018 House Vote: Someone else	9% (7)	8% (6)	83% (66)	79
2016 Vote: Hillary Clinton	5% (60)	10% (128)	86% (1107)	1295
2016 Vote: Donald Trump	5% (67)	8% (108)	88% (1232)	1407
2016 Vote: Other	2% (5)	3% (7)	94% (188)	200
2016 Vote: Didn't Vote	3% (52)	6% (86)	91% (1356)	1494
Voted in 2014: Yes	5% (107)	9% (201)	87% (2045)	2353
Voted in 2014: No	4% (76)	6% (128)	90% (1843)	2047

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**Table MCFEdem1\_6: Do you subscribe to the following streaming services?**

*Quibi*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	4% (183)	7% (329)	88% (3887)	4400
2012 Vote: Barack Obama	5% (82)	10% (166)	85% (1377)	1625
2012 Vote: Mitt Romney	4% (38)	6% (54)	90% (864)	956
2012 Vote: Other	1% (2)	2% (2)	97% (117)	120
2012 Vote: Didn't Vote	4% (60)	6% (107)	90% (1525)	1692
4-Region: Northeast	7% (57)	12% (97)	80% (634)	787
4-Region: Midwest	2% (22)	4% (36)	94% (866)	925
4-Region: South	3% (52)	7% (110)	90% (1487)	1648
4-Region: West	5% (53)	8% (86)	87% (901)	1040
201043	4% (88)	8% (170)	88% (1942)	2200
201045	4% (96)	7% (159)	88% (1945)	2200
Netflix subscriber	5% (145)	9% (241)	86% (2338)	2723
Hulu subscriber	8% (114)	10% (146)	83% (1227)	1486
Disney+ subscriber	8% (108)	13% (171)	79% (1030)	1309
Peacock subscriber	17% (103)	9% (51)	74% (436)	590
HBO Max subscriber	14% (95)	18% (121)	68% (453)	668
Quibi subscriber	100% (183)	— (0)	— (0)	183
Amazon Prime Video subscriber	6% (124)	9% (180)	85% (1726)	2030
Paid podcast service subscriber	19% (88)	30% (137)	50% (227)	452
Paid membership platform subscriber	20% (87)	27% (117)	54% (235)	440
Frequent podcast listeners	9% (112)	14% (177)	78% (998)	1287

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem1\_7: Do you subscribe to the following streaming services?**  
 Amazon Prime Video

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	46% (2030)	13% (591)	40% (1779)	4400
Gender: Male	47% (1003)	14% (306)	38% (815)	2124
Gender: Female	45% (1027)	13% (285)	42% (964)	2276
Age: 18-34	46% (605)	18% (233)	36% (472)	1310
Age: 35-44	58% (411)	19% (134)	24% (169)	715
Age: 45-64	47% (703)	11% (164)	42% (635)	1502
Age: 65+	36% (310)	7% (60)	58% (502)	873
GenZers: 1997-2012	39% (226)	18% (106)	43% (252)	584
Millennials: 1981-1996	54% (583)	19% (201)	27% (292)	1076
GenXers: 1965-1980	53% (609)	14% (162)	33% (377)	1148
Baby Boomers: 1946-1964	40% (571)	8% (107)	52% (740)	1418
PID: Dem (no lean)	50% (797)	14% (227)	36% (586)	1611
PID: Ind (no lean)	43% (555)	13% (165)	45% (586)	1305
PID: Rep (no lean)	46% (678)	13% (199)	41% (607)	1484
PID/Gender: Dem Men	51% (387)	14% (106)	35% (261)	754
PID/Gender: Dem Women	48% (411)	14% (121)	38% (325)	857
PID/Gender: Ind Men	44% (268)	12% (73)	44% (266)	607
PID/Gender: Ind Women	41% (287)	13% (92)	46% (320)	698
PID/Gender: Rep Men	46% (348)	17% (127)	38% (288)	763
PID/Gender: Rep Women	46% (330)	10% (73)	44% (319)	721
Ideo: Liberal (1-3)	54% (689)	15% (193)	31% (390)	1272
Ideo: Moderate (4)	45% (609)	14% (189)	42% (570)	1368
Ideo: Conservative (5-7)	44% (599)	11% (151)	45% (623)	1373
Educ: < College	41% (1248)	13% (392)	46% (1384)	3024
Educ: Bachelors degree	54% (477)	14% (128)	32% (283)	888
Educ: Post-grad	62% (305)	15% (72)	23% (112)	488
Income: Under 50k	37% (842)	15% (352)	48% (1095)	2289
Income: 50k-100k	52% (667)	10% (128)	38% (479)	1274
Income: 100k+	62% (520)	13% (112)	24% (205)	837
Ethnicity: White	47% (1627)	13% (440)	40% (1376)	3443
Ethnicity: Hispanic	49% (341)	18% (124)	34% (234)	699

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**Table MCFEdem1\_7: Do you subscribe to the following streaming services?**

*Amazon Prime Video*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	46% (2030)	13% (591)	40% (1779)	4400
Ethnicity: Black	40% (217)	16% (86)	45% (245)	549
Ethnicity: Other	45% (185)	16% (66)	38% (157)	408
All Christian	47% (1001)	12% (265)	40% (860)	2125
All Non-Christian	54% (141)	18% (47)	28% (74)	263
Atheist	55% (102)	13% (24)	32% (60)	185
Agnostic/Nothing in particular	45% (478)	14% (150)	41% (431)	1059
Something Else	40% (309)	14% (106)	46% (354)	768
Religious Non-Protestant/Catholic	54% (165)	17% (51)	30% (92)	308
Evangelical	45% (583)	15% (200)	39% (510)	1292
Non-Evangelical	45% (673)	10% (151)	45% (668)	1493
Community: Urban	49% (716)	18% (256)	33% (487)	1459
Community: Suburban	49% (908)	10% (190)	41% (754)	1852
Community: Rural	37% (406)	13% (145)	49% (539)	1090
Employ: Private Sector	53% (741)	14% (196)	34% (472)	1410
Employ: Government	51% (140)	19% (51)	31% (84)	275
Employ: Self-Employed	55% (220)	14% (58)	31% (126)	404
Employ: Homemaker	48% (142)	13% (38)	39% (113)	294
Employ: Student	45% (91)	20% (41)	35% (72)	205
Employ: Retired	37% (372)	8% (80)	55% (557)	1008
Employ: Unemployed	41% (221)	17% (89)	42% (227)	537
Employ: Other	39% (103)	14% (38)	47% (126)	267
Military HH: Yes	49% (322)	12% (82)	39% (259)	663
Military HH: No	46% (1708)	14% (509)	41% (1520)	3737
RD/WT: Right Direction	46% (661)	14% (205)	40% (585)	1451
RD/WT: Wrong Track	46% (1369)	13% (386)	40% (1194)	2949
Trump Job Approve	46% (876)	12% (236)	41% (784)	1896
Trump Job Disapprove	47% (1099)	14% (326)	39% (913)	2337

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**Table MCFEdem1\_7: Do you subscribe to the following streaming services?**  
 Amazon Prime Video

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	46% (2030)	13% (591)	40% (1779)	4400
Trump Job Strongly Approve	46% (477)	13% (136)	41% (426)	1040
Trump Job Somewhat Approve	47% (399)	12% (99)	42% (358)	856
Trump Job Somewhat Disapprove	43% (232)	19% (100)	38% (201)	534
Trump Job Strongly Disapprove	48% (867)	12% (225)	39% (712)	1803
Favorable of Trump	45% (836)	14% (257)	41% (771)	1864
Unfavorable of Trump	48% (1111)	13% (313)	39% (898)	2322
Very Favorable of Trump	46% (522)	14% (154)	41% (463)	1139
Somewhat Favorable of Trump	43% (314)	14% (102)	43% (308)	724
Somewhat Unfavorable of Trump	45% (186)	13% (56)	42% (174)	416
Very Unfavorable of Trump	49% (925)	13% (257)	38% (724)	1906
#1 Issue: Economy	48% (782)	15% (236)	37% (596)	1614
#1 Issue: Security	48% (229)	12% (59)	40% (191)	479
#1 Issue: Health Care	47% (391)	12% (100)	41% (344)	836
#1 Issue: Medicare / Social Security	38% (230)	11% (66)	51% (308)	604
#1 Issue: Women's Issues	50% (114)	13% (30)	37% (84)	227
#1 Issue: Education	44% (79)	22% (38)	34% (60)	177
#1 Issue: Energy	55% (85)	14% (21)	31% (48)	154
#1 Issue: Other	39% (120)	14% (42)	48% (147)	309
2018 House Vote: Democrat	53% (753)	14% (196)	33% (467)	1416
2018 House Vote: Republican	48% (599)	11% (141)	40% (503)	1243
2018 House Vote: Someone else	48% (37)	16% (12)	37% (29)	79
2016 Vote: Hillary Clinton	53% (684)	13% (167)	34% (444)	1295
2016 Vote: Donald Trump	49% (692)	11% (161)	39% (554)	1407
2016 Vote: Other	50% (100)	9% (19)	41% (82)	200
2016 Vote: Didn't Vote	37% (552)	16% (246)	47% (696)	1494
Voted in 2014: Yes	50% (1186)	12% (273)	38% (893)	2353
Voted in 2014: No	41% (843)	16% (318)	43% (885)	2047

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**Table MCFEdem1\_7: Do you subscribe to the following streaming services?**

*Amazon Prime Video*

Demographic	Yes, I currently subscribe	No, but I previously subscribed	No, I have never subscribed	Total N
Adults	46% (2030)	13% (591)	40% (1779)	4400
2012 Vote: Barack Obama	50% (813)	12% (202)	38% (610)	1625
2012 Vote: Mitt Romney	46% (436)	12% (113)	43% (407)	956
2012 Vote: Other	58% (70)	7% (8)	35% (42)	120
2012 Vote: Didn't Vote	42% (708)	16% (268)	42% (716)	1692
4-Region: Northeast	50% (392)	14% (108)	36% (287)	787
4-Region: Midwest	40% (365)	12% (116)	48% (444)	925
4-Region: South	44% (725)	14% (226)	42% (698)	1648
4-Region: West	53% (547)	14% (142)	34% (351)	1040
201043	46% (1018)	13% (290)	41% (892)	2200
201045	46% (1011)	14% (302)	40% (887)	2200
Netflix subscriber	59% (1610)	14% (374)	27% (739)	2723
Hulu subscriber	63% (941)	14% (210)	23% (336)	1486
Disney+ subscriber	67% (880)	12% (161)	20% (267)	1309
Peacock subscriber	62% (369)	12% (71)	25% (150)	590
HBO Max subscriber	70% (467)	15% (100)	15% (102)	668
Quibi subscriber	67% (124)	18% (32)	15% (28)	183
Amazon Prime Video subscriber	100% (2030)	— (0)	— (0)	2030
Paid podcast service subscriber	64% (292)	23% (106)	12% (55)	452
Paid membership platform subscriber	64% (282)	22% (95)	14% (62)	440
Frequent podcast listeners	61% (783)	15% (194)	24% (310)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem2\_INET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 A smart speaker (i.e. Google Home or Amazon's Alexa)

Demographic	Selected		Not Selected		Total N
Adults	33%	(1456)	67%	(2944)	4400
Gender: Male	36%	(766)	64%	(1358)	2124
Gender: Female	30%	(690)	70%	(1586)	2276
Age: 18-34	35%	(456)	65%	(854)	1310
Age: 35-44	47%	(336)	53%	(379)	715
Age: 45-64	29%	(437)	71%	(1065)	1502
Age: 65+	26%	(226)	74%	(646)	873
GenZers: 1997-2012	29%	(168)	71%	(416)	584
Millennials: 1981-1996	43%	(460)	57%	(616)	1076
GenXers: 1965-1980	34%	(395)	66%	(753)	1148
Baby Boomers: 1946-1964	28%	(397)	72%	(1022)	1418
PID: Dem (no lean)	36%	(574)	64%	(1036)	1611
PID: Ind (no lean)	28%	(370)	72%	(935)	1305
PID: Rep (no lean)	34%	(511)	66%	(973)	1484
PID/Gender: Dem Men	40%	(302)	60%	(451)	754
PID/Gender: Dem Women	32%	(272)	68%	(585)	857
PID/Gender: Ind Men	30%	(184)	70%	(423)	607
PID/Gender: Ind Women	27%	(186)	73%	(512)	698
PID/Gender: Rep Men	37%	(279)	63%	(484)	763
PID/Gender: Rep Women	32%	(232)	68%	(489)	721
Ideo: Liberal (1-3)	38%	(489)	62%	(783)	1272
Ideo: Moderate (4)	34%	(471)	66%	(897)	1368
Ideo: Conservative (5-7)	31%	(425)	69%	(948)	1373
Educ: < College	27%	(815)	73%	(2209)	3024
Educ: Bachelors degree	42%	(372)	58%	(516)	888
Educ: Post-grad	55%	(269)	45%	(219)	488
Income: Under 50k	21%	(488)	79%	(1801)	2289
Income: 50k-100k	38%	(486)	62%	(789)	1274
Income: 100k+	58%	(483)	42%	(354)	837
Ethnicity: White	34%	(1177)	66%	(2266)	3443
Ethnicity: Hispanic	36%	(249)	64%	(450)	699
Ethnicity: Black	31%	(171)	69%	(377)	549

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**Table MCFEdem2\_1NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
A smart speaker (i.e. Google Home or Amazon's Alexa)

Demographic	Selected	Not Selected	Total N
Adults	33% (1456)	67% (2944)	4400
Ethnicity: Other	26% (107)	74% (301)	408
All Christian	38% (803)	62% (1322)	2125
All Non-Christian	36% (94)	64% (169)	263
Atheist	29% (54)	71% (131)	185
Agnostic/Nothing in particular	28% (300)	72% (760)	1059
Something Else	27% (205)	73% (563)	768
Religious Non-Protestant/Catholic	36% (112)	64% (197)	308
Evangelical	35% (453)	65% (839)	1292
Non-Evangelical	34% (502)	66% (990)	1493
Community: Urban	42% (610)	58% (849)	1459
Community: Suburban	32% (600)	68% (1252)	1852
Community: Rural	23% (246)	77% (843)	1090
Employ: Private Sector	42% (591)	58% (819)	1410
Employ: Government	44% (121)	56% (155)	275
Employ: Self-Employed	32% (130)	68% (274)	404
Employ: Homemaker	28% (81)	72% (212)	294
Employ: Student	32% (65)	68% (140)	205
Employ: Retired	25% (250)	75% (758)	1008
Employ: Unemployed	26% (137)	74% (400)	537
Employ: Other	30% (81)	70% (186)	267
Military HH: Yes	34% (229)	66% (434)	663
Military HH: No	33% (1227)	67% (2510)	3737
RD/WT: Right Direction	36% (523)	64% (927)	1451
RD/WT: Wrong Track	32% (933)	68% (2017)	2949
Trump Job Approve	35% (670)	65% (1226)	1896
Trump Job Disapprove	33% (774)	67% (1563)	2337
Trump Job Strongly Approve	37% (383)	63% (657)	1040
Trump Job Somewhat Approve	34% (287)	66% (569)	856
Trump Job Somewhat Disapprove	34% (179)	66% (355)	534
Trump Job Strongly Disapprove	33% (595)	67% (1209)	1803

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**Table MCFEdem2\_1NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 A smart speaker (i.e. Google Home or Amazon's Alexa)

Demographic	Selected	Not Selected	Total N
Adults	33% (1456)	67% (2944)	4400
Favorable of Trump	35% (656)	65% (1208)	1864
Unfavorable of Trump	33% (772)	67% (1550)	2322
Very Favorable of Trump	35% (397)	65% (742)	1139
Somewhat Favorable of Trump	36% (259)	64% (466)	724
Somewhat Unfavorable of Trump	33% (139)	67% (277)	416
Very Unfavorable of Trump	33% (633)	67% (1274)	1906
#1 Issue: Economy	35% (569)	65% (1045)	1614
#1 Issue: Security	35% (167)	65% (312)	479
#1 Issue: Health Care	36% (299)	64% (537)	836
#1 Issue: Medicare / Social Security	26% (155)	74% (450)	604
#1 Issue: Women's Issues	32% (74)	68% (153)	227
#1 Issue: Education	38% (67)	62% (111)	177
#1 Issue: Energy	33% (50)	67% (103)	154
#1 Issue: Other	25% (76)	75% (233)	309
2018 House Vote: Democrat	38% (543)	62% (873)	1416
2018 House Vote: Republican	38% (476)	62% (767)	1243
2018 House Vote: Someone else	28% (22)	72% (56)	79
2016 Vote: Hillary Clinton	39% (509)	61% (786)	1295
2016 Vote: Donald Trump	37% (523)	63% (884)	1407
2016 Vote: Other	32% (63)	68% (137)	200
2016 Vote: Didn't Vote	24% (360)	76% (1134)	1494
Voted in 2014: Yes	38% (895)	62% (1458)	2353
Voted in 2014: No	27% (561)	73% (1486)	2047
2012 Vote: Barack Obama	39% (632)	61% (994)	1625
2012 Vote: Mitt Romney	34% (327)	66% (629)	956
2012 Vote: Other	30% (36)	70% (85)	120
2012 Vote: Didn't Vote	27% (460)	73% (1231)	1692
4-Region: Northeast	43% (336)	57% (452)	787
4-Region: Midwest	24% (222)	76% (702)	925
4-Region: South	33% (542)	67% (1106)	1648
4-Region: West	34% (356)	66% (684)	1040

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**Table MCFEdem2\_1NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
A smart speaker (i.e. Google Home or Amazon's Alexa)

Demographic	Selected	Not Selected	Total N
Adults	33% (1456)	67% (2944)	4400
201043	34% (738)	66% (1462)	2200
201045	33% (718)	67% (1482)	2200
Netflix subscriber	42% (1131)	58% (1593)	2723
Hulu subscriber	46% (689)	54% (797)	1486
Disney+ subscriber	51% (668)	49% (641)	1309
Peacock subscriber	44% (261)	56% (329)	590
HBO Max subscriber	56% (376)	44% (292)	668
Quibi subscriber	64% (118)	36% (66)	183
Amazon Prime Video subscriber	48% (969)	52% (1060)	2030
Paid podcast service subscriber	67% (301)	33% (151)	452
Paid membership platform subscriber	65% (286)	35% (154)	440
Frequent podcast listeners	48% (616)	52% (671)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem2\_2NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 A smart phone

Demographic	Selected	Not Selected	Total N
Adults	88% (3882)	12% (518)	4400
Gender: Male	87% (1844)	13% (280)	2124
Gender: Female	90% (2039)	10% (237)	2276
Age: 18-34	89% (1168)	11% (143)	1310
Age: 35-44	92% (660)	8% (55)	715
Age: 45-64	88% (1329)	12% (173)	1502
Age: 65+	83% (726)	17% (146)	873
GenZers: 1997-2012	88% (513)	12% (71)	584
Millennials: 1981-1996	92% (986)	8% (90)	1076
GenXers: 1965-1980	90% (1038)	10% (109)	1148
Baby Boomers: 1946-1964	85% (1210)	15% (208)	1418
PID: Dem (no lean)	89% (1433)	11% (178)	1611
PID: Ind (no lean)	88% (1152)	12% (153)	1305
PID: Rep (no lean)	87% (1297)	13% (187)	1484
PID/Gender: Dem Men	88% (665)	12% (89)	754
PID/Gender: Dem Women	90% (768)	10% (89)	857
PID/Gender: Ind Men	85% (518)	15% (89)	607
PID/Gender: Ind Women	91% (635)	9% (64)	698
PID/Gender: Rep Men	87% (661)	13% (102)	763
PID/Gender: Rep Women	88% (636)	12% (85)	721
Ideo: Liberal (1-3)	88% (1115)	12% (156)	1272
Ideo: Moderate (4)	89% (1223)	11% (144)	1368
Ideo: Conservative (5-7)	88% (1208)	12% (165)	1373
Educ: < College	86% (2603)	14% (421)	3024
Educ: Bachelors degree	93% (825)	7% (63)	888
Educ: Post-grad	93% (454)	7% (34)	488
Income: Under 50k	84% (1921)	16% (368)	2289
Income: 50k-100k	91% (1156)	9% (118)	1274
Income: 100k+	96% (806)	4% (31)	837
Ethnicity: White	89% (3071)	11% (372)	3443
Ethnicity: Hispanic	87% (608)	13% (91)	699
Ethnicity: Black	83% (455)	17% (94)	549

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**Table MCFEdem2\_2NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
A smart phone

Demographic	Selected	Not Selected	Total N
Adults	88% (3882)	12% (518)	4400
Ethnicity: Other	87% (357)	13% (51)	408
All Christian	89% (1892)	11% (233)	2125
All Non-Christian	88% (232)	12% (31)	263
Atheist	87% (162)	13% (23)	185
Agnostic/Nothing in particular	85% (905)	15% (154)	1059
Something Else	90% (691)	10% (77)	768
Religious Non-Protestant/Catholic	90% (276)	10% (32)	308
Evangelical	90% (1160)	10% (132)	1292
Non-Evangelical	88% (1320)	12% (173)	1493
Community: Urban	89% (1296)	11% (163)	1459
Community: Suburban	90% (1658)	10% (194)	1852
Community: Rural	85% (928)	15% (161)	1090
Employ: Private Sector	92% (1291)	8% (118)	1410
Employ: Government	90% (248)	10% (28)	275
Employ: Self-Employed	90% (364)	10% (40)	404
Employ: Homemaker	88% (258)	12% (36)	294
Employ: Student	93% (191)	7% (14)	205
Employ: Retired	84% (844)	16% (164)	1008
Employ: Unemployed	87% (470)	13% (67)	537
Employ: Other	81% (217)	19% (50)	267
Military HH: Yes	86% (568)	14% (95)	663
Military HH: No	89% (3314)	11% (423)	3737
RD/WT: Right Direction	86% (1251)	14% (199)	1451
RD/WT: Wrong Track	89% (2631)	11% (318)	2949
Trump Job Approve	87% (1658)	13% (238)	1896
Trump Job Disapprove	90% (2100)	10% (236)	2337
Trump Job Strongly Approve	87% (905)	13% (134)	1040
Trump Job Somewhat Approve	88% (753)	12% (104)	856
Trump Job Somewhat Disapprove	90% (479)	10% (54)	534
Trump Job Strongly Disapprove	90% (1621)	10% (182)	1803

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**Table MCFEdem2\_2NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 A smart phone

Demographic	Selected	Not Selected	Total N
Adults	88% (3882)	12% (518)	4400
Favorable of Trump	89% (1650)	11% (214)	1864
Unfavorable of Trump	90% (2082)	10% (240)	2322
Very Favorable of Trump	88% (1008)	12% (131)	1139
Somewhat Favorable of Trump	89% (642)	11% (83)	724
Somewhat Unfavorable of Trump	90% (375)	10% (40)	416
Very Unfavorable of Trump	90% (1707)	10% (199)	1906
#1 Issue: Economy	91% (1476)	9% (138)	1614
#1 Issue: Security	87% (416)	13% (63)	479
#1 Issue: Health Care	89% (747)	11% (89)	836
#1 Issue: Medicare / Social Security	84% (507)	16% (97)	604
#1 Issue: Women's Issues	86% (196)	14% (31)	227
#1 Issue: Education	88% (155)	12% (22)	177
#1 Issue: Energy	88% (135)	12% (19)	154
#1 Issue: Other	81% (250)	19% (59)	309
2018 House Vote: Democrat	90% (1274)	10% (142)	1416
2018 House Vote: Republican	88% (1093)	12% (150)	1243
2018 House Vote: Someone else	78% (62)	22% (17)	79
2016 Vote: Hillary Clinton	90% (1167)	10% (128)	1295
2016 Vote: Donald Trump	88% (1241)	12% (166)	1407
2016 Vote: Other	90% (180)	10% (20)	200
2016 Vote: Didn't Vote	86% (1291)	14% (203)	1494
Voted in 2014: Yes	88% (2078)	12% (275)	2353
Voted in 2014: No	88% (1805)	12% (242)	2047
2012 Vote: Barack Obama	88% (1438)	12% (187)	1625
2012 Vote: Mitt Romney	87% (836)	13% (121)	956
2012 Vote: Other	89% (107)	11% (13)	120
2012 Vote: Didn't Vote	88% (1495)	12% (196)	1692
4-Region: Northeast	88% (694)	12% (93)	787
4-Region: Midwest	88% (810)	12% (115)	925
4-Region: South	87% (1442)	13% (207)	1648
4-Region: West	90% (937)	10% (103)	1040

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**Table MCFEdem2\_2NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
A smart phone

Demographic	Selected	Not Selected	Total N
Adults	88% (3882)	12% (518)	4400
201043	88% (1938)	12% (262)	2200
201045	88% (1944)	12% (256)	2200
Netflix subscriber	93% (2530)	7% (193)	2723
Hulu subscriber	93% (1380)	7% (106)	1486
Disney+ subscriber	92% (1202)	8% (107)	1309
Peacock subscriber	91% (536)	9% (54)	590
HBO Max subscriber	93% (623)	7% (45)	668
Quibi subscriber	84% (154)	16% (30)	183
Amazon Prime Video subscriber	93% (1879)	7% (151)	2030
Paid podcast service subscriber	92% (415)	8% (37)	452
Paid membership platform subscriber	90% (397)	10% (43)	440
Frequent podcast listeners	92% (1184)	8% (103)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem2\_3NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 Electronic gaming system

Demographic	Selected		Not Selected		Total N
Adults	36%	(1584)	64%	(2816)	4400
Gender: Male	44%	(926)	56%	(1198)	2124
Gender: Female	29%	(659)	71%	(1618)	2276
Age: 18-34	51%	(669)	49%	(641)	1310
Age: 35-44	55%	(397)	45%	(318)	715
Age: 45-64	29%	(435)	71%	(1067)	1502
Age: 65+	10%	(84)	90%	(789)	873
GenZers: 1997-2012	47%	(277)	53%	(308)	584
Millennials: 1981-1996	55%	(589)	45%	(487)	1076
GenXers: 1965-1980	42%	(479)	58%	(669)	1148
Baby Boomers: 1946-1964	16%	(232)	84%	(1186)	1418
PID: Dem (no lean)	40%	(639)	60%	(971)	1611
PID: Ind (no lean)	35%	(457)	65%	(848)	1305
PID: Rep (no lean)	33%	(488)	67%	(996)	1484
PID/Gender: Dem Men	52%	(396)	48%	(358)	754
PID/Gender: Dem Women	28%	(244)	72%	(613)	857
PID/Gender: Ind Men	40%	(245)	60%	(362)	607
PID/Gender: Ind Women	30%	(212)	70%	(486)	698
PID/Gender: Rep Men	37%	(285)	63%	(478)	763
PID/Gender: Rep Women	28%	(202)	72%	(519)	721
Ideo: Liberal (1-3)	42%	(540)	58%	(732)	1272
Ideo: Moderate (4)	34%	(470)	66%	(898)	1368
Ideo: Conservative (5-7)	33%	(448)	67%	(925)	1373
Educ: < College	32%	(965)	68%	(2060)	3024
Educ: Bachelors degree	42%	(375)	58%	(512)	888
Educ: Post-grad	50%	(244)	50%	(244)	488
Income: Under 50k	29%	(653)	71%	(1636)	2289
Income: 50k-100k	37%	(477)	63%	(797)	1274
Income: 100k+	54%	(454)	46%	(383)	837
Ethnicity: White	36%	(1232)	64%	(2211)	3443
Ethnicity: Hispanic	44%	(311)	56%	(388)	699
Ethnicity: Black	35%	(194)	65%	(354)	549

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**Table MCFEdem2\_3NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
Electronic gaming system

Demographic	Selected	Not Selected	Total N
Adults	36% (1584)	64% (2816)	4400
Ethnicity: Other	39% (158)	61% (250)	408
All Christian	35% (747)	65% (1378)	2125
All Non-Christian	39% (102)	61% (161)	263
Atheist	55% (102)	45% (83)	185
Agnostic/Nothing in particular	34% (358)	66% (701)	1059
Something Else	36% (275)	64% (493)	768
Religious Non-Protestant/Catholic	40% (124)	60% (184)	308
Evangelical	39% (510)	61% (782)	1292
Non-Evangelical	31% (457)	69% (1035)	1493
Community: Urban	42% (614)	58% (845)	1459
Community: Suburban	35% (640)	65% (1212)	1852
Community: Rural	30% (331)	70% (759)	1090
Employ: Private Sector	47% (663)	53% (747)	1410
Employ: Government	48% (133)	52% (143)	275
Employ: Self-Employed	41% (167)	59% (237)	404
Employ: Homemaker	35% (103)	65% (191)	294
Employ: Student	47% (97)	53% (109)	205
Employ: Retired	12% (119)	88% (889)	1008
Employ: Unemployed	39% (208)	61% (329)	537
Employ: Other	36% (96)	64% (171)	267
Military HH: Yes	30% (196)	70% (467)	663
Military HH: No	37% (1389)	63% (2349)	3737
RD/WT: Right Direction	36% (522)	64% (928)	1451
RD/WT: Wrong Track	36% (1062)	64% (1888)	2949
Trump Job Approve	36% (686)	64% (1210)	1896
Trump Job Disapprove	37% (864)	63% (1472)	2337
Trump Job Strongly Approve	33% (347)	67% (693)	1040
Trump Job Somewhat Approve	40% (339)	60% (517)	856
Trump Job Somewhat Disapprove	47% (253)	53% (281)	534
Trump Job Strongly Disapprove	34% (612)	66% (1191)	1803

Continued on next page

**Table MCFEdem2\_3NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 Electronic gaming system

Demographic	Selected	Not Selected	Total N
Adults	36% (1584)	64% (2816)	4400
Favorable of Trump	37% (683)	63% (1181)	1864
Unfavorable of Trump	36% (845)	64% (1477)	2322
Very Favorable of Trump	34% (393)	66% (747)	1139
Somewhat Favorable of Trump	40% (290)	60% (434)	724
Somewhat Unfavorable of Trump	46% (193)	54% (223)	416
Very Unfavorable of Trump	34% (652)	66% (1255)	1906
#1 Issue: Economy	43% (695)	57% (919)	1614
#1 Issue: Security	32% (152)	68% (326)	479
#1 Issue: Health Care	37% (311)	63% (525)	836
#1 Issue: Medicare / Social Security	16% (94)	84% (510)	604
#1 Issue: Women's Issues	40% (91)	60% (136)	227
#1 Issue: Education	44% (78)	56% (99)	177
#1 Issue: Energy	45% (69)	55% (85)	154
#1 Issue: Other	30% (94)	70% (216)	309
2018 House Vote: Democrat	39% (548)	61% (868)	1416
2018 House Vote: Republican	33% (413)	67% (831)	1243
2018 House Vote: Someone else	42% (33)	58% (46)	79
2016 Vote: Hillary Clinton	38% (491)	62% (804)	1295
2016 Vote: Donald Trump	35% (492)	65% (915)	1407
2016 Vote: Other	37% (73)	63% (127)	200
2016 Vote: Didn't Vote	35% (528)	65% (966)	1494
Voted in 2014: Yes	35% (816)	65% (1537)	2353
Voted in 2014: No	38% (768)	62% (1279)	2047
2012 Vote: Barack Obama	36% (584)	64% (1042)	1625
2012 Vote: Mitt Romney	29% (276)	71% (680)	956
2012 Vote: Other	35% (43)	65% (78)	120
2012 Vote: Didn't Vote	40% (681)	60% (1011)	1692
4-Region: Northeast	41% (323)	59% (464)	787
4-Region: Midwest	30% (276)	70% (648)	925
4-Region: South	35% (580)	65% (1068)	1648
4-Region: West	39% (404)	61% (635)	1040

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**Table MCFEdem2\_3NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
Electronic gaming system

Demographic	Selected	Not Selected	Total N
Adults	36% (1584)	64% (2816)	4400
201043	36% (796)	64% (1404)	2200
201045	36% (788)	64% (1412)	2200
Netflix subscriber	46% (1244)	54% (1479)	2723
Hulu subscriber	51% (761)	49% (726)	1486
Disney+ subscriber	57% (740)	43% (568)	1309
Peacock subscriber	41% (243)	59% (347)	590
HBO Max subscriber	61% (411)	39% (257)	668
Quibi subscriber	58% (107)	42% (76)	183
Amazon Prime Video subscriber	46% (925)	54% (1105)	2030
Paid podcast service subscriber	65% (292)	35% (161)	452
Paid membership platform subscriber	64% (280)	36% (160)	440
Frequent podcast listeners	54% (696)	46% (591)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem2\_4NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 An e-reader

Demographic	Selected	Not Selected	Total N
Adults	18% (793)	82% (3607)	4400
Gender: Male	17% (362)	83% (1761)	2124
Gender: Female	19% (430)	81% (1846)	2276
Age: 18-34	11% (147)	89% (1164)	1310
Age: 35-44	26% (187)	74% (528)	715
Age: 45-64	18% (274)	82% (1228)	1502
Age: 65+	21% (186)	79% (687)	873
GenZers: 1997-2012	7% (40)	93% (544)	584
Millennials: 1981-1996	19% (200)	81% (877)	1076
GenXers: 1965-1980	21% (245)	79% (902)	1148
Baby Boomers: 1946-1964	19% (264)	81% (1154)	1418
PID: Dem (no lean)	19% (302)	81% (1309)	1611
PID: Ind (no lean)	18% (232)	82% (1074)	1305
PID: Rep (no lean)	17% (259)	83% (1225)	1484
PID/Gender: Dem Men	19% (140)	81% (613)	754
PID/Gender: Dem Women	19% (161)	81% (696)	857
PID/Gender: Ind Men	18% (112)	82% (495)	607
PID/Gender: Ind Women	17% (120)	83% (579)	698
PID/Gender: Rep Men	14% (110)	86% (653)	763
PID/Gender: Rep Women	21% (149)	79% (572)	721
Ideo: Liberal (1-3)	23% (294)	77% (978)	1272
Ideo: Moderate (4)	16% (222)	84% (1146)	1368
Ideo: Conservative (5-7)	18% (252)	82% (1121)	1373
Educ: < College	12% (369)	88% (2656)	3024
Educ: Bachelors degree	28% (250)	72% (638)	888
Educ: Post-grad	36% (174)	64% (314)	488
Income: Under 50k	13% (290)	87% (1999)	2289
Income: 50k-100k	18% (234)	82% (1041)	1274
Income: 100k+	32% (269)	68% (568)	837
Ethnicity: White	20% (690)	80% (2753)	3443
Ethnicity: Hispanic	11% (77)	89% (622)	699
Ethnicity: Black	11% (61)	89% (488)	549

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**Table MCFEdem2\_4NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.

An e-reader

Demographic	Selected	Not Selected	Total N
Adults	18% (793)	82% (3607)	4400
Ethnicity: Other	10% (42)	90% (366)	408
All Christian	21% (442)	79% (1683)	2125
All Non-Christian	19% (49)	81% (214)	263
Atheist	22% (41)	78% (144)	185
Agnostic/Nothing in particular	15% (156)	85% (903)	1059
Something Else	14% (105)	86% (663)	768
Religious Non-Protestant/Catholic	18% (55)	82% (254)	308
Evangelical	19% (246)	81% (1045)	1292
Non-Evangelical	19% (279)	81% (1213)	1493
Community: Urban	21% (305)	79% (1154)	1459
Community: Suburban	18% (325)	82% (1526)	1852
Community: Rural	15% (162)	85% (927)	1090
Employ: Private Sector	22% (306)	78% (1104)	1410
Employ: Government	24% (66)	76% (209)	275
Employ: Self-Employed	16% (64)	84% (339)	404
Employ: Homemaker	15% (44)	85% (249)	294
Employ: Student	14% (28)	86% (177)	205
Employ: Retired	20% (199)	80% (809)	1008
Employ: Unemployed	9% (46)	91% (491)	537
Employ: Other	15% (39)	85% (228)	267
Military HH: Yes	21% (136)	79% (527)	663
Military HH: No	18% (657)	82% (3081)	3737
RD/WT: Right Direction	17% (248)	83% (1203)	1451
RD/WT: Wrong Track	18% (545)	82% (2404)	2949
Trump Job Approve	17% (325)	83% (1570)	1896
Trump Job Disapprove	20% (457)	80% (1880)	2337
Trump Job Strongly Approve	16% (165)	84% (875)	1040
Trump Job Somewhat Approve	19% (161)	81% (695)	856
Trump Job Somewhat Disapprove	19% (104)	81% (430)	534
Trump Job Strongly Disapprove	20% (353)	80% (1450)	1803

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**Table MCFEdem2\_4NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 An e-reader

Demographic	Selected	Not Selected	Total N
Adults	18% (793)	82% (3607)	4400
Favorable of Trump	17% (320)	83% (1544)	1864
Unfavorable of Trump	20% (463)	80% (1859)	2322
Very Favorable of Trump	16% (186)	84% (953)	1139
Somewhat Favorable of Trump	19% (134)	81% (590)	724
Somewhat Unfavorable of Trump	19% (81)	81% (335)	416
Very Unfavorable of Trump	20% (382)	80% (1524)	1906
#1 Issue: Economy	18% (284)	82% (1330)	1614
#1 Issue: Security	17% (82)	83% (396)	479
#1 Issue: Health Care	20% (168)	80% (668)	836
#1 Issue: Medicare / Social Security	17% (100)	83% (504)	604
#1 Issue: Women's Issues	15% (34)	85% (193)	227
#1 Issue: Education	19% (34)	81% (143)	177
#1 Issue: Energy	21% (32)	79% (122)	154
#1 Issue: Other	19% (58)	81% (252)	309
2018 House Vote: Democrat	24% (347)	76% (1069)	1416
2018 House Vote: Republican	20% (252)	80% (991)	1243
2018 House Vote: Someone else	20% (15)	80% (63)	79
2016 Vote: Hillary Clinton	24% (305)	76% (990)	1295
2016 Vote: Donald Trump	21% (294)	79% (1114)	1407
2016 Vote: Other	22% (43)	78% (157)	200
2016 Vote: Didn't Vote	10% (150)	90% (1344)	1494
Voted in 2014: Yes	23% (538)	77% (1815)	2353
Voted in 2014: No	12% (255)	88% (1792)	2047
2012 Vote: Barack Obama	22% (365)	78% (1261)	1625
2012 Vote: Mitt Romney	21% (203)	79% (753)	956
2012 Vote: Other	27% (32)	73% (88)	120
2012 Vote: Didn't Vote	11% (191)	89% (1500)	1692
4-Region: Northeast	22% (170)	78% (617)	787
4-Region: Midwest	17% (161)	83% (763)	925
4-Region: South	15% (249)	85% (1399)	1648
4-Region: West	20% (213)	80% (827)	1040

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**Table MCFEdem2\_4NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
An e-reader

Demographic	Selected	Not Selected	Total N
Adults	18% (793)	82% (3607)	4400
201043	18% (391)	82% (1809)	2200
201045	18% (401)	82% (1799)	2200
Netflix subscriber	20% (547)	80% (2176)	2723
Hulu subscriber	23% (338)	77% (1149)	1486
Disney+ subscriber	25% (329)	75% (980)	1309
Peacock subscriber	27% (162)	73% (428)	590
HBO Max subscriber	28% (188)	72% (480)	668
Quibi subscriber	33% (61)	67% (122)	183
Amazon Prime Video subscriber	26% (522)	74% (1508)	2030
Paid podcast service subscriber	31% (141)	69% (311)	452
Paid membership platform subscriber	35% (152)	65% (288)	440
Frequent podcast listeners	27% (347)	73% (940)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem2\_5NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(301)	93%	(4099)	4400
Gender: Male	7%	(138)	93%	(1986)	2124
Gender: Female	7%	(163)	93%	(2113)	2276
Age: 18-34	4%	(57)	96%	(1253)	1310
Age: 35-44	4%	(28)	96%	(687)	715
Age: 45-64	7%	(101)	93%	(1401)	1502
Age: 65+	13%	(115)	87%	(757)	873
GenZers: 1997-2012	5%	(28)	95%	(557)	584
Millennials: 1981-1996	4%	(38)	96%	(1038)	1076
GenXers: 1965-1980	5%	(61)	95%	(1087)	1148
Baby Boomers: 1946-1964	10%	(143)	90%	(1276)	1418
PID: Dem (no lean)	6%	(90)	94%	(1521)	1611
PID: Ind (no lean)	7%	(95)	93%	(1210)	1305
PID: Rep (no lean)	8%	(116)	92%	(1368)	1484
PID/Gender: Dem Men	4%	(31)	96%	(722)	754
PID/Gender: Dem Women	7%	(59)	93%	(798)	857
PID/Gender: Ind Men	8%	(47)	92%	(560)	607
PID/Gender: Ind Women	7%	(48)	93%	(650)	698
PID/Gender: Rep Men	8%	(60)	92%	(703)	763
PID/Gender: Rep Women	8%	(56)	92%	(665)	721
Ideo: Liberal (1-3)	6%	(75)	94%	(1196)	1272
Ideo: Moderate (4)	6%	(85)	94%	(1282)	1368
Ideo: Conservative (5-7)	8%	(105)	92%	(1268)	1373
Educ: < College	8%	(256)	92%	(2768)	3024
Educ: Bachelors degree	3%	(30)	97%	(858)	888
Educ: Post-grad	3%	(15)	97%	(473)	488
Income: Under 50k	10%	(224)	90%	(2065)	2289
Income: 50k-100k	5%	(63)	95%	(1212)	1274
Income: 100k+	2%	(15)	98%	(822)	837
Ethnicity: White	7%	(234)	93%	(3210)	3443
Ethnicity: Hispanic	6%	(45)	94%	(654)	699
Ethnicity: Black	7%	(37)	93%	(512)	549

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**Table MCFEdem2\_5NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(301)	93%	(4099)	4400
Ethnicity: Other	8%	(31)	92%	(377)	408
All Christian	7%	(145)	93%	(1980)	2125
All Non-Christian	5%	(13)	95%	(250)	263
Atheist	5%	(9)	95%	(176)	185
Agnostic/Nothing in particular	8%	(88)	92%	(971)	1059
Something Else	6%	(47)	94%	(721)	768
Religious Non-Protestant/Catholic	4%	(14)	96%	(295)	308
Evangelical	6%	(75)	94%	(1217)	1292
Non-Evangelical	8%	(116)	92%	(1377)	1493
Community: Urban	6%	(81)	94%	(1378)	1459
Community: Suburban	6%	(120)	94%	(1732)	1852
Community: Rural	9%	(100)	91%	(989)	1090
Employ: Private Sector	3%	(43)	97%	(1366)	1410
Employ: Government	3%	(9)	97%	(266)	275
Employ: Self-Employed	4%	(16)	96%	(388)	404
Employ: Homemaker	9%	(28)	91%	(266)	294
Employ: Student	2%	(4)	98%	(202)	205
Employ: Retired	12%	(123)	88%	(885)	1008
Employ: Unemployed	7%	(35)	93%	(502)	537
Employ: Other	16%	(43)	84%	(224)	267
Military HH: Yes	8%	(52)	92%	(611)	663
Military HH: No	7%	(250)	93%	(3488)	3737
RD/WT: Right Direction	8%	(116)	92%	(1334)	1451
RD/WT: Wrong Track	6%	(185)	94%	(2764)	2949
Trump Job Approve	7%	(128)	93%	(1767)	1896
Trump Job Disapprove	6%	(141)	94%	(2196)	2337
Trump Job Strongly Approve	7%	(71)	93%	(969)	1040
Trump Job Somewhat Approve	7%	(58)	93%	(799)	856
Trump Job Somewhat Disapprove	4%	(24)	96%	(510)	534
Trump Job Strongly Disapprove	6%	(117)	94%	(1686)	1803

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**Table MCFEdem2\_5NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(301)	93%	(4099)	4400
Favorable of Trump	7%	(129)	93%	(1735)	1864
Unfavorable of Trump	6%	(130)	94%	(2192)	2322
Very Favorable of Trump	7%	(79)	93%	(1061)	1139
Somewhat Favorable of Trump	7%	(51)	93%	(674)	724
Somewhat Unfavorable of Trump	4%	(16)	96%	(400)	416
Very Unfavorable of Trump	6%	(114)	94%	(1793)	1906
#1 Issue: Economy	4%	(67)	96%	(1547)	1614
#1 Issue: Security	8%	(40)	92%	(438)	479
#1 Issue: Health Care	6%	(47)	94%	(788)	836
#1 Issue: Medicare / Social Security	12%	(75)	88%	(530)	604
#1 Issue: Women's Issues	4%	(10)	96%	(217)	227
#1 Issue: Education	4%	(8)	96%	(170)	177
#1 Issue: Energy	7%	(11)	93%	(142)	154
#1 Issue: Other	14%	(43)	86%	(266)	309
2018 House Vote: Democrat	6%	(80)	94%	(1336)	1416
2018 House Vote: Republican	8%	(94)	92%	(1149)	1243
2018 House Vote: Someone else	15%	(12)	85%	(67)	79
2016 Vote: Hillary Clinton	6%	(74)	94%	(1220)	1295
2016 Vote: Donald Trump	7%	(104)	93%	(1303)	1407
2016 Vote: Other	7%	(15)	93%	(185)	200
2016 Vote: Didn't Vote	7%	(109)	93%	(1385)	1494
Voted in 2014: Yes	8%	(181)	92%	(2172)	2353
Voted in 2014: No	6%	(120)	94%	(1927)	2047
2012 Vote: Barack Obama	7%	(121)	93%	(1505)	1625
2012 Vote: Mitt Romney	8%	(77)	92%	(880)	956
2012 Vote: Other	8%	(10)	92%	(111)	120
2012 Vote: Didn't Vote	6%	(94)	94%	(1597)	1692
4-Region: Northeast	7%	(52)	93%	(735)	787
4-Region: Midwest	8%	(77)	92%	(848)	925
4-Region: South	8%	(124)	92%	(1525)	1648
4-Region: West	5%	(49)	95%	(991)	1040

Continued on next page

**Table MCFEdem2\_5NET:** Do you currently own or have any of the following devices in your household? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	7%	(301)	93%	(4099)	4400
201043	7%	(160)	93%	(2040)	2200
201045	6%	(142)	94%	(2058)	2200
Netflix subscriber	3%	(80)	97%	(2643)	2723
Hulu subscriber	3%	(41)	97%	(1446)	1486
Disney+ subscriber	3%	(37)	97%	(1272)	1309
Peacock subscriber	4%	(25)	96%	(565)	590
HBO Max subscriber	2%	(12)	98%	(656)	668
Quibi subscriber	5%	(9)	95%	(174)	183
Amazon Prime Video subscriber	3%	(57)	97%	(1973)	2030
Paid podcast service subscriber	1%	(3)	99%	(449)	452
Paid membership platform subscriber	1%	(5)	99%	(434)	440
Frequent podcast listeners	3%	(44)	97%	(1243)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem3\_1: How often do the following listen to podcasts?**  
 Yourself

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	12% (537)	17% (750)	9% (381)	11% (502)	44% (1933)	7% (297)	4400
Gender: Male	15% (322)	22% (476)	8% (179)	11% (231)	37% (796)	6% (121)	2124
Gender: Female	9% (215)	12% (275)	9% (203)	12% (271)	50% (1137)	8% (176)	2276
Age: 18-34	18% (231)	21% (278)	10% (131)	12% (155)	31% (401)	9% (113)	1310
Age: 35-44	23% (164)	26% (183)	10% (73)	10% (71)	27% (193)	4% (32)	715
Age: 45-64	8% (121)	15% (231)	9% (134)	12% (179)	49% (733)	7% (104)	1502
Age: 65+	2% (20)	7% (58)	5% (44)	11% (97)	69% (605)	5% (48)	873
GenZers: 1997-2012	14% (85)	15% (90)	10% (57)	16% (96)	31% (182)	13% (75)	584
Millennials: 1981-1996	21% (226)	26% (283)	11% (113)	9% (94)	28% (306)	5% (54)	1076
GenXers: 1965-1980	15% (167)	20% (226)	9% (106)	12% (139)	38% (441)	6% (68)	1148
Baby Boomers: 1946-1964	4% (55)	10% (145)	7% (96)	11% (156)	61% (869)	7% (97)	1418
PID: Dem (no lean)	12% (194)	20% (329)	10% (157)	11% (183)	41% (665)	5% (83)	1611
PID: Ind (no lean)	11% (149)	14% (181)	8% (104)	13% (173)	44% (578)	9% (121)	1305
PID: Rep (no lean)	13% (194)	16% (240)	8% (120)	10% (146)	46% (690)	6% (93)	1484
PID/Gender: Dem Men	15% (111)	27% (206)	10% (74)	11% (81)	34% (259)	3% (22)	754
PID/Gender: Dem Women	10% (83)	14% (123)	10% (83)	12% (101)	47% (406)	7% (61)	857
PID/Gender: Ind Men	12% (73)	19% (113)	6% (38)	14% (88)	40% (243)	9% (52)	607
PID/Gender: Ind Women	11% (76)	10% (68)	9% (66)	12% (85)	48% (335)	10% (69)	698
PID/Gender: Rep Men	18% (138)	20% (156)	9% (66)	8% (62)	39% (294)	6% (46)	763
PID/Gender: Rep Women	8% (56)	12% (84)	7% (54)	12% (84)	55% (395)	7% (47)	721
Ideo: Liberal (1-3)	16% (197)	22% (281)	11% (134)	10% (132)	37% (473)	4% (54)	1272
Ideo: Moderate (4)	11% (150)	18% (248)	8% (114)	12% (162)	44% (606)	6% (88)	1368
Ideo: Conservative (5-7)	11% (151)	15% (201)	8% (117)	11% (154)	50% (680)	5% (70)	1373
Educ: < College	8% (241)	13% (394)	8% (239)	12% (349)	51% (1544)	8% (256)	3024
Educ: Bachelors degree	17% (152)	24% (211)	11% (100)	12% (109)	32% (287)	3% (28)	888
Educ: Post-grad	29% (143)	30% (146)	9% (42)	9% (44)	21% (101)	3% (13)	488
Income: Under 50k	9% (210)	12% (273)	7% (166)	12% (282)	50% (1150)	9% (207)	2289
Income: 50k-100k	11% (136)	20% (256)	11% (138)	11% (139)	43% (544)	5% (61)	1274
Income: 100k+	23% (190)	26% (222)	9% (77)	10% (81)	28% (238)	3% (29)	837
Ethnicity: White	12% (412)	17% (582)	8% (285)	11% (393)	46% (1587)	5% (185)	3443
Ethnicity: Hispanic	16% (115)	23% (159)	11% (80)	13% (88)	29% (204)	8% (53)	699

Continued on next page

**Table MCFEdem3\_1: How often do the following listen to podcasts?  
Yourself**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	12% (537)	17% (750)	9% (381)	11% (502)	44% (1933)	7% (297)	4400
Ethnicity: Black	13% (71)	15% (84)	9% (51)	13% (74)	40% (219)	9% (51)	549
Ethnicity: Other	13% (54)	21% (85)	11% (46)	9% (35)	31% (127)	15% (61)	408
All Christian	14% (290)	19% (395)	8% (165)	11% (236)	44% (939)	5% (100)	2125
All Non-Christian	18% (47)	22% (58)	13% (35)	9% (24)	32% (83)	6% (15)	263
Atheist	11% (19)	23% (42)	14% (26)	9% (16)	39% (73)	5% (8)	185
Agnostic/Nothing in particular	9% (100)	14% (152)	9% (94)	13% (133)	46% (485)	9% (96)	1059
Something Else	10% (81)	13% (104)	8% (61)	12% (92)	46% (352)	10% (78)	768
Religious Non-Protestant/Catholic	17% (54)	21% (65)	13% (40)	11% (33)	32% (98)	6% (18)	308
Evangelical	17% (219)	19% (248)	8% (107)	10% (135)	39% (503)	6% (80)	1292
Non-Evangelical	9% (127)	15% (226)	7% (104)	12% (181)	51% (761)	6% (94)	1493
Community: Urban	20% (294)	24% (351)	9% (133)	9% (130)	32% (463)	6% (87)	1459
Community: Suburban	8% (148)	15% (280)	9% (176)	13% (248)	48% (886)	6% (113)	1852
Community: Rural	9% (95)	11% (119)	7% (72)	11% (124)	54% (583)	9% (96)	1090
Employ: Private Sector	18% (257)	24% (343)	10% (145)	10% (140)	32% (454)	5% (69)	1410
Employ: Government	23% (65)	24% (67)	11% (31)	12% (33)	26% (71)	3% (9)	275
Employ: Self-Employed	16% (64)	25% (99)	8% (31)	15% (59)	29% (115)	9% (36)	404
Employ: Homemaker	6% (16)	9% (27)	11% (31)	13% (39)	52% (152)	10% (28)	294
Employ: Student	17% (36)	18% (38)	14% (29)	13% (27)	30% (62)	7% (14)	205
Employ: Retired	3% (29)	7% (71)	5% (54)	11% (108)	68% (685)	6% (61)	1008
Employ: Unemployed	8% (44)	14% (74)	8% (44)	12% (62)	49% (265)	9% (47)	537
Employ: Other	10% (27)	12% (31)	6% (17)	12% (33)	47% (127)	12% (32)	267
Military HH: Yes	12% (77)	12% (80)	8% (54)	11% (72)	53% (353)	4% (27)	663
Military HH: No	12% (460)	18% (670)	9% (327)	12% (430)	42% (1580)	7% (270)	3737
RD/WT: Right Direction	19% (272)	19% (272)	7% (108)	9% (126)	39% (561)	8% (112)	1451
RD/WT: Wrong Track	9% (265)	16% (478)	9% (273)	13% (375)	47% (1372)	6% (185)	2949
Trump Job Approve	15% (279)	17% (328)	7% (137)	11% (213)	43% (817)	6% (122)	1896
Trump Job Disapprove	10% (232)	18% (420)	10% (235)	12% (274)	45% (1043)	6% (134)	2337

Continued on next page

**Table MCFEdem3\_1: How often do the following listen to podcasts?  
 Yourself**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	12% (537)	17% (750)	9% (381)	11% (502)	44% (1933)	7% (297)	4400
Trump Job Strongly Approve	17% (173)	18% (184)	7% (72)	8% (85)	44% (461)	6% (65)	1040
Trump Job Somewhat Approve	12% (106)	17% (145)	8% (65)	15% (128)	42% (356)	7% (57)	856
Trump Job Somewhat Disapprove	13% (68)	22% (118)	11% (59)	10% (54)	38% (201)	6% (32)	534
Trump Job Strongly Disapprove	9% (164)	17% (301)	10% (176)	12% (219)	47% (842)	6% (101)	1803
Favorable of Trump	15% (271)	18% (345)	8% (143)	10% (182)	44% (814)	6% (109)	1864
Unfavorable of Trump	10% (237)	17% (394)	10% (225)	13% (293)	45% (1043)	6% (131)	2322
Very Favorable of Trump	16% (186)	18% (207)	7% (75)	8% (88)	44% (501)	7% (82)	1139
Somewhat Favorable of Trump	12% (85)	19% (137)	9% (68)	13% (94)	43% (313)	4% (27)	724
Somewhat Unfavorable of Trump	12% (49)	18% (74)	13% (54)	10% (43)	42% (175)	5% (21)	416
Very Unfavorable of Trump	10% (188)	17% (320)	9% (171)	13% (250)	45% (867)	6% (110)	1906
#1 Issue: Economy	14% (227)	20% (321)	9% (152)	11% (184)	39% (628)	6% (101)	1614
#1 Issue: Security	11% (51)	17% (83)	10% (48)	9% (42)	47% (223)	7% (32)	479
#1 Issue: Health Care	14% (118)	19% (155)	8% (67)	10% (87)	43% (362)	6% (47)	836
#1 Issue: Medicare / Social Security	4% (24)	10% (58)	6% (35)	10% (60)	64% (389)	7% (40)	604
#1 Issue: Women's Issues	13% (29)	14% (31)	6% (14)	21% (49)	34% (77)	12% (27)	227
#1 Issue: Education	20% (35)	23% (41)	8% (14)	17% (30)	23% (41)	9% (16)	177
#1 Issue: Energy	21% (32)	20% (30)	11% (17)	11% (17)	31% (48)	6% (10)	154
#1 Issue: Other	7% (21)	10% (32)	11% (35)	11% (33)	53% (164)	8% (24)	309
2018 House Vote: Democrat	13% (191)	20% (288)	9% (129)	12% (169)	42% (597)	3% (43)	1416
2018 House Vote: Republican	14% (173)	18% (225)	8% (102)	10% (122)	46% (566)	4% (55)	1243
2018 House Vote: Someone else	13% (10)	15% (12)	13% (11)	12% (10)	37% (29)	9% (7)	79
2016 Vote: Hillary Clinton	12% (159)	21% (269)	10% (129)	11% (145)	42% (549)	3% (44)	1295
2016 Vote: Donald Trump	14% (201)	18% (246)	7% (103)	10% (141)	46% (649)	5% (67)	1407
2016 Vote: Other	9% (18)	19% (39)	5% (10)	14% (27)	50% (101)	2% (5)	200
2016 Vote: Didn't Vote	11% (159)	13% (195)	9% (139)	13% (188)	42% (630)	12% (181)	1494
Voted in 2014: Yes	12% (284)	18% (426)	8% (198)	11% (253)	47% (1099)	4% (94)	2353
Voted in 2014: No	12% (253)	16% (325)	9% (183)	12% (249)	41% (834)	10% (203)	2047

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**Table MCFEdem3\_1: How often do the following listen to podcasts?  
Yourself**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	12% (537)	17% (750)	9% (381)	11% (502)	44% (1933)	7% (297)	4400
2012 Vote: Barack Obama	12% (201)	19% (311)	9% (145)	11% (182)	44% (723)	4% (64)	1625
2012 Vote: Mitt Romney	12% (117)	15% (141)	7% (67)	10% (97)	52% (495)	4% (40)	956
2012 Vote: Other	8% (9)	16% (20)	5% (7)	15% (18)	52% (62)	4% (5)	120
2012 Vote: Didn't Vote	12% (209)	16% (278)	9% (161)	12% (206)	38% (650)	11% (188)	1692
4-Region: Northeast	18% (142)	19% (152)	10% (81)	11% (86)	38% (301)	3% (25)	787
4-Region: Midwest	8% (72)	11% (105)	8% (79)	12% (113)	52% (483)	8% (73)	925
4-Region: South	10% (162)	17% (287)	7% (119)	11% (185)	48% (785)	7% (111)	1648
4-Region: West	15% (161)	20% (206)	10% (103)	11% (118)	35% (363)	8% (88)	1040
201043	12% (257)	18% (390)	9% (192)	11% (243)	44% (973)	7% (146)	2200
201045	13% (280)	16% (361)	9% (190)	12% (259)	44% (960)	7% (151)	2200
Netflix subscriber	16% (425)	21% (583)	9% (250)	12% (340)	35% (965)	6% (160)	2723
Hulu subscriber	18% (269)	23% (342)	8% (121)	11% (171)	34% (503)	5% (81)	1486
Disney+ subscriber	21% (270)	25% (326)	10% (131)	11% (146)	28% (371)	5% (64)	1309
Peacock subscriber	17% (99)	19% (111)	9% (54)	11% (63)	39% (231)	5% (32)	590
HBO Max subscriber	24% (161)	30% (199)	10% (68)	8% (51)	25% (169)	3% (20)	668
Quibi subscriber	33% (61)	28% (51)	6% (11)	11% (20)	18% (34)	4% (7)	183
Amazon Prime Video subscriber	17% (338)	22% (445)	8% (172)	12% (246)	36% (730)	5% (99)	2030
Paid podcast service subscriber	47% (214)	39% (178)	9% (42)	4% (18)	— (0)	— (0)	452
Paid membership platform subscriber	52% (227)	34% (149)	10% (44)	4% (20)	— (0)	— (0)	440
Frequent podcast listeners	42% (537)	58% (750)	— (0)	— (0)	— (0)	— (0)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem3\_2: How often do the following listen to podcasts?**  
 Your friends and family

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	8% (352)	17% (768)	6% (266)	7% (324)	33% (1447)	28% (1243)	4400
Gender: Male	9% (181)	22% (471)	7% (144)	8% (165)	30% (647)	24% (516)	2124
Gender: Female	8% (172)	13% (297)	5% (122)	7% (159)	35% (800)	32% (727)	2276
Age: 18-34	10% (136)	22% (291)	7% (86)	11% (140)	24% (321)	26% (337)	1310
Age: 35-44	15% (110)	31% (218)	9% (63)	6% (43)	21% (150)	18% (131)	715
Age: 45-64	6% (91)	13% (200)	7% (99)	7% (104)	36% (534)	32% (474)	1502
Age: 65+	2% (15)	7% (59)	2% (18)	4% (38)	51% (442)	34% (300)	873
GenZers: 1997-2012	8% (46)	16% (94)	5% (29)	13% (74)	25% (149)	33% (193)	584
Millennials: 1981-1996	14% (154)	28% (300)	9% (93)	8% (86)	22% (242)	19% (202)	1076
GenXers: 1965-1980	8% (91)	21% (247)	8% (97)	7% (82)	29% (329)	26% (302)	1148
Baby Boomers: 1946-1964	4% (56)	8% (121)	3% (44)	5% (77)	45% (636)	34% (485)	1418
PID: Dem (no lean)	8% (137)	20% (316)	7% (105)	8% (125)	32% (510)	26% (417)	1611
PID: Ind (no lean)	6% (72)	15% (192)	5% (71)	8% (105)	32% (419)	34% (446)	1305
PID: Rep (no lean)	10% (143)	18% (260)	6% (89)	6% (94)	35% (518)	26% (379)	1484
PID/Gender: Dem Men	9% (65)	26% (199)	8% (63)	9% (71)	28% (208)	20% (147)	754
PID/Gender: Dem Women	8% (72)	14% (117)	5% (42)	6% (54)	35% (302)	31% (270)	857
PID/Gender: Ind Men	5% (31)	16% (98)	6% (35)	9% (53)	33% (198)	32% (193)	607
PID/Gender: Ind Women	6% (42)	13% (93)	5% (36)	7% (52)	32% (221)	36% (254)	698
PID/Gender: Rep Men	11% (86)	23% (174)	6% (46)	5% (41)	32% (242)	23% (176)	763
PID/Gender: Rep Women	8% (58)	12% (87)	6% (44)	7% (53)	38% (276)	28% (203)	721
Ideo: Liberal (1-3)	12% (147)	21% (272)	7% (89)	6% (70)	31% (388)	24% (305)	1272
Ideo: Moderate (4)	6% (84)	18% (248)	6% (87)	9% (126)	31% (427)	29% (395)	1368
Ideo: Conservative (5-7)	7% (96)	15% (201)	5% (73)	7% (96)	38% (524)	28% (383)	1373
Educ: < College	6% (172)	13% (386)	5% (152)	8% (233)	38% (1137)	31% (944)	3024
Educ: Bachelors degree	11% (94)	24% (216)	8% (73)	7% (61)	27% (238)	23% (205)	888
Educ: Post-grad	18% (86)	34% (165)	8% (41)	6% (30)	15% (72)	19% (94)	488
Income: Under 50k	5% (126)	13% (293)	5% (116)	8% (179)	38% (866)	31% (710)	2289
Income: 50k-100k	8% (108)	17% (219)	6% (81)	7% (94)	32% (407)	29% (364)	1274
Income: 100k+	14% (119)	31% (256)	8% (69)	6% (51)	21% (174)	20% (168)	837
Ethnicity: White	8% (283)	18% (604)	6% (212)	7% (237)	34% (1157)	28% (951)	3443
Ethnicity: Hispanic	11% (77)	23% (161)	7% (51)	14% (98)	23% (158)	22% (153)	699

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**Table MCFEdem3\_2: How often do the following listen to podcasts?  
Your friends and family**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	8% (352)	17% (768)	6% (266)	7% (324)	33% (1447)	28% (1243)	4400
Ethnicity: Black	9% (51)	14% (80)	6% (35)	8% (44)	31% (168)	31% (171)	549
Ethnicity: Other	4% (18)	21% (84)	5% (20)	11% (43)	30% (122)	30% (121)	408
All Christian	9% (193)	19% (397)	6% (133)	8% (165)	32% (679)	26% (558)	2125
All Non-Christian	13% (35)	30% (78)	7% (18)	7% (18)	22% (59)	21% (55)	263
Atheist	5% (10)	15% (29)	7% (14)	6% (12)	30% (55)	36% (66)	185
Agnostic/Nothing in particular	5% (56)	15% (163)	5% (57)	7% (72)	35% (370)	32% (341)	1059
Something Else	8% (58)	13% (100)	6% (44)	8% (58)	37% (284)	29% (223)	768
Religious Non-Protestant/Catholic	12% (38)	28% (85)	7% (23)	7% (20)	23% (70)	24% (73)	308
Evangelical	12% (156)	21% (274)	6% (80)	6% (82)	29% (371)	25% (328)	1292
Non-Evangelical	6% (83)	13% (197)	5% (80)	9% (130)	38% (571)	29% (430)	1493
Community: Urban	13% (193)	26% (377)	8% (111)	7% (97)	24% (345)	23% (335)	1459
Community: Suburban	5% (96)	15% (272)	6% (112)	8% (143)	36% (673)	30% (557)	1852
Community: Rural	6% (63)	11% (119)	4% (43)	8% (84)	39% (429)	32% (350)	1090
Employ: Private Sector	12% (166)	25% (350)	8% (116)	8% (112)	23% (328)	24% (337)	1410
Employ: Government	15% (42)	28% (78)	8% (21)	6% (15)	22% (59)	21% (59)	275
Employ: Self-Employed	10% (40)	23% (91)	6% (25)	12% (47)	25% (103)	24% (98)	404
Employ: Homemaker	5% (15)	14% (43)	4% (12)	8% (24)	41% (121)	27% (80)	294
Employ: Student	7% (15)	19% (40)	6% (13)	13% (26)	28% (57)	26% (54)	205
Employ: Retired	3% (31)	6% (64)	3% (34)	5% (50)	49% (496)	33% (333)	1008
Employ: Unemployed	6% (33)	13% (68)	5% (25)	6% (31)	33% (176)	38% (204)	537
Employ: Other	3% (9)	13% (34)	7% (20)	7% (19)	40% (108)	29% (78)	267
Military HH: Yes	10% (65)	13% (83)	6% (38)	5% (35)	39% (257)	28% (184)	663
Military HH: No	8% (287)	18% (684)	6% (228)	8% (289)	32% (1190)	28% (1059)	3737
RD/WT: Right Direction	12% (180)	21% (304)	6% (87)	6% (82)	31% (446)	24% (351)	1451
RD/WT: Wrong Track	6% (172)	16% (464)	6% (179)	8% (242)	34% (1001)	30% (892)	2949
Trump Job Approve	10% (196)	18% (348)	6% (110)	7% (128)	33% (628)	26% (487)	1896
Trump Job Disapprove	6% (145)	17% (399)	6% (148)	8% (190)	33% (764)	30% (691)	2337

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**Table MCFEdem3\_2: How often do the following listen to podcasts?  
 Your friends and family**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	8% (352)	17% (768)	6% (266)	7% (324)	33% (1447)	28% (1243)	4400
Trump Job Strongly Approve	12% (128)	18% (191)	6% (61)	6% (58)	34% (354)	24% (247)	1040
Trump Job Somewhat Approve	8% (68)	18% (156)	6% (49)	8% (70)	32% (274)	28% (240)	856
Trump Job Somewhat Disapprove	7% (39)	21% (114)	8% (42)	11% (56)	27% (146)	26% (136)	534
Trump Job Strongly Disapprove	6% (107)	16% (285)	6% (105)	7% (134)	34% (618)	31% (555)	1803
Favorable of Trump	10% (186)	19% (360)	5% (97)	6% (119)	34% (625)	26% (476)	1864
Unfavorable of Trump	6% (144)	16% (378)	7% (157)	8% (188)	33% (758)	30% (697)	2322
Very Favorable of Trump	12% (142)	19% (213)	5% (52)	6% (65)	33% (381)	25% (286)	1139
Somewhat Favorable of Trump	6% (45)	20% (147)	6% (44)	8% (55)	34% (244)	26% (190)	724
Somewhat Unfavorable of Trump	8% (32)	18% (77)	8% (33)	9% (36)	30% (125)	27% (113)	416
Very Unfavorable of Trump	6% (111)	16% (302)	7% (124)	8% (151)	33% (633)	31% (584)	1906
#1 Issue: Economy	9% (137)	20% (325)	7% (109)	8% (124)	29% (470)	28% (449)	1614
#1 Issue: Security	9% (45)	16% (76)	8% (36)	8% (39)	34% (161)	25% (122)	479
#1 Issue: Health Care	8% (64)	20% (169)	6% (47)	8% (64)	33% (276)	26% (216)	836
#1 Issue: Medicare / Social Security	4% (24)	9% (57)	3% (20)	5% (30)	47% (286)	31% (187)	604
#1 Issue: Women's Issues	9% (21)	15% (35)	8% (17)	8% (19)	30% (68)	30% (67)	227
#1 Issue: Education	12% (20)	25% (43)	7% (12)	12% (22)	18% (32)	27% (47)	177
#1 Issue: Energy	16% (24)	21% (32)	7% (10)	8% (13)	22% (34)	27% (41)	154
#1 Issue: Other	6% (17)	10% (30)	4% (14)	5% (15)	39% (119)	37% (114)	309
2018 House Vote: Democrat	9% (129)	20% (290)	7% (96)	8% (108)	31% (439)	25% (355)	1416
2018 House Vote: Republican	10% (127)	18% (227)	6% (73)	6% (71)	35% (439)	25% (305)	1243
2018 House Vote: Someone else	7% (5)	20% (16)	10% (8)	5% (4)	22% (17)	37% (29)	79
2016 Vote: Hillary Clinton	9% (112)	20% (258)	6% (77)	8% (100)	32% (409)	26% (340)	1295
2016 Vote: Donald Trump	10% (136)	18% (248)	6% (82)	6% (88)	35% (486)	26% (368)	1407
2016 Vote: Other	2% (4)	19% (39)	6% (12)	7% (13)	30% (59)	36% (73)	200
2016 Vote: Didn't Vote	7% (101)	15% (224)	6% (94)	8% (124)	33% (492)	31% (461)	1494
Voted in 2014: Yes	8% (198)	18% (424)	6% (136)	7% (156)	34% (806)	27% (633)	2353
Voted in 2014: No	8% (155)	17% (344)	6% (130)	8% (168)	31% (641)	30% (610)	2047

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**Table MCFEdem3\_2: How often do the following listen to podcasts?  
Your friends and family**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	8% (352)	17% (768)	6% (266)	7% (324)	33% (1447)	28% (1243)	4400
2012 Vote: Barack Obama	9% (145)	19% (315)	6% (105)	6% (106)	31% (501)	28% (453)	1625
2012 Vote: Mitt Romney	8% (77)	16% (151)	5% (49)	7% (63)	39% (373)	25% (243)	956
2012 Vote: Other	5% (6)	20% (24)	1% (2)	7% (8)	36% (43)	31% (38)	120
2012 Vote: Didn't Vote	7% (124)	16% (277)	6% (108)	9% (147)	31% (528)	30% (507)	1692
4-Region: Northeast	11% (88)	24% (191)	8% (60)	6% (51)	29% (229)	21% (168)	787
4-Region: Midwest	5% (49)	11% (101)	5% (49)	6% (60)	39% (357)	33% (310)	925
4-Region: South	7% (122)	16% (262)	5% (89)	7% (118)	36% (594)	28% (463)	1648
4-Region: West	9% (94)	21% (214)	6% (67)	9% (95)	26% (267)	29% (302)	1040
201043	7% (164)	17% (370)	6% (130)	7% (153)	34% (757)	28% (626)	2200
201045	9% (188)	18% (398)	6% (135)	8% (171)	31% (690)	28% (617)	2200
Netflix subscriber	10% (282)	23% (619)	7% (196)	8% (204)	27% (727)	26% (695)	2723
Hulu subscriber	12% (183)	24% (357)	7% (99)	7% (106)	25% (375)	25% (366)	1486
Disney+ subscriber	13% (171)	29% (376)	7% (98)	9% (112)	20% (260)	22% (292)	1309
Peacock subscriber	11% (64)	18% (108)	6% (38)	9% (56)	28% (168)	26% (156)	590
HBO Max subscriber	17% (111)	32% (213)	10% (65)	6% (37)	19% (126)	17% (116)	668
Quibi subscriber	25% (45)	32% (59)	8% (15)	11% (20)	15% (28)	9% (16)	183
Amazon Prime Video subscriber	11% (214)	22% (442)	7% (148)	8% (160)	27% (540)	26% (526)	2030
Paid podcast service subscriber	34% (153)	47% (211)	9% (42)	5% (21)	2% (9)	4% (16)	452
Paid membership platform subscriber	34% (149)	44% (194)	10% (42)	3% (15)	2% (10)	7% (29)	440
Frequent podcast listeners	20% (262)	41% (528)	7% (85)	4% (57)	5% (59)	23% (296)	1287

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCFEdem3\_3: How often do the following listen to podcasts?**  
 Your child

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	10% (224)	16% (355)	6% (135)	6% (125)	40% (854)	22% (466)	2159
Gender: Male	12% (124)	24% (251)	8% (84)	7% (73)	33% (348)	16% (166)	1046
Gender: Female	9% (100)	9% (104)	5% (51)	5% (52)	45% (506)	27% (300)	1113
Age: 18-34	13% (60)	21% (100)	7% (31)	10% (47)	40% (189)	9% (43)	471
Age: 35-44	17% (89)	27% (138)	11% (56)	5% (27)	29% (149)	11% (59)	519
Age: 45-64	9% (70)	14% (103)	5% (37)	5% (41)	38% (289)	29% (218)	759
Age: 65+	1% (5)	3% (13)	3% (11)	2% (9)	55% (227)	35% (146)	411
GenZers: 1997-2012	6% (6)	8% (8)	8% (8)	23% (23)	37% (37)	18% (18)	100
Millennials: 1981-1996	16% (102)	25% (156)	9% (55)	6% (37)	36% (222)	8% (48)	620
GenXers: 1965-1980	12% (85)	21% (150)	6% (44)	6% (43)	33% (229)	21% (147)	699
Baby Boomers: 1946-1964	5% (30)	6% (39)	4% (27)	3% (18)	49% (321)	34% (226)	662
PID: Dem (no lean)	13% (98)	19% (141)	7% (51)	6% (48)	35% (261)	20% (151)	751
PID: Ind (no lean)	9% (50)	11% (66)	5% (29)	7% (40)	45% (262)	23% (131)	578
PID: Rep (no lean)	9% (76)	18% (147)	7% (55)	4% (37)	40% (331)	22% (184)	830
PID/Gender: Dem Men	14% (51)	28% (99)	8% (27)	10% (35)	26% (93)	14% (50)	355
PID/Gender: Dem Women	12% (47)	11% (42)	6% (24)	3% (13)	42% (168)	26% (102)	396
PID/Gender: Ind Men	10% (25)	15% (38)	8% (20)	8% (21)	43% (111)	17% (45)	260
PID/Gender: Ind Women	8% (25)	9% (29)	3% (10)	6% (19)	47% (151)	27% (86)	319
PID/Gender: Rep Men	11% (49)	26% (113)	9% (38)	4% (16)	33% (144)	16% (71)	432
PID/Gender: Rep Women	7% (28)	9% (34)	4% (17)	5% (20)	47% (187)	28% (113)	398
Ideo: Liberal (1-3)	15% (96)	23% (143)	6% (39)	6% (39)	33% (203)	16% (100)	620
Ideo: Moderate (4)	10% (67)	17% (113)	6% (41)	7% (49)	39% (269)	22% (148)	686
Ideo: Conservative (5-7)	7% (48)	13% (93)	7% (51)	5% (33)	47% (338)	22% (163)	725
Educ: < College	7% (84)	8% (102)	5% (63)	6% (80)	49% (628)	25% (327)	1285
Educ: Bachelors degree	13% (65)	23% (114)	9% (44)	6% (29)	32% (162)	18% (88)	503
Educ: Post-grad	20% (75)	37% (139)	7% (27)	4% (16)	17% (64)	14% (50)	372
Income: Under 50k	8% (73)	8% (74)	5% (42)	6% (54)	47% (426)	26% (232)	902
Income: 50k-100k	8% (52)	16% (102)	5% (32)	6% (41)	44% (282)	20% (128)	637
Income: 100k+	16% (99)	29% (178)	10% (61)	5% (30)	24% (146)	17% (106)	620
Ethnicity: White	10% (183)	18% (320)	6% (113)	5% (94)	40% (717)	21% (381)	1808
Ethnicity: Hispanic	14% (50)	20% (75)	9% (33)	11% (39)	32% (117)	14% (53)	366

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**Table MCFEdem3\_3: How often do the following listen to podcasts?  
Your child**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	10% (224)	16% (355)	6% (135)	6% (125)	40% (854)	22% (466)	2159
Ethnicity: Black	12% (25)	13% (26)	6% (13)	9% (19)	35% (71)	25% (52)	205
Ethnicity: Other	11% (16)	6% (9)	6% (9)	9% (13)	45% (66)	23% (33)	146
All Christian	12% (140)	19% (229)	7% (80)	6% (71)	37% (455)	20% (243)	1218
All Non-Christian	21% (28)	24% (34)	10% (13)	12% (16)	19% (26)	15% (20)	138
Atheist	5% (3)	22% (15)	11% (7)	7% (5)	37% (25)	18% (12)	66
Agnostic/Nothing in particular	7% (28)	9% (35)	6% (22)	4% (14)	46% (182)	29% (113)	394
Something Else	7% (25)	12% (42)	4% (12)	6% (20)	48% (166)	23% (78)	343
Religious Non-Protestant/Catholic	18% (29)	21% (35)	10% (16)	10% (17)	19% (31)	22% (36)	165
Evangelical	14% (109)	23% (174)	7% (51)	6% (43)	33% (255)	18% (135)	767
Non-Evangelical	6% (45)	11% (77)	5% (34)	6% (45)	49% (353)	23% (166)	720
Community: Urban	17% (132)	30% (240)	10% (76)	6% (49)	24% (189)	14% (110)	796
Community: Suburban	6% (56)	10% (91)	5% (41)	5% (48)	48% (419)	25% (219)	873
Community: Rural	7% (37)	5% (24)	4% (18)	6% (28)	50% (246)	28% (138)	490
Employ: Private Sector	15% (125)	24% (202)	8% (69)	7% (59)	29% (243)	16% (132)	831
Employ: Government	20% (34)	27% (47)	9% (16)	4% (7)	25% (44)	15% (26)	175
Employ: Self-Employed	14% (26)	27% (50)	8% (15)	8% (15)	27% (50)	16% (30)	186
Employ: Homemaker	3% (7)	7% (15)	3% (6)	5% (10)	62% (132)	20% (44)	213
Employ: Retired	3% (13)	4% (18)	2% (10)	2% (11)	55% (246)	34% (153)	452
Employ: Unemployed	6% (10)	8% (13)	7% (11)	5% (8)	44% (75)	31% (51)	169
Employ: Other	9% (10)	6% (7)	5% (6)	9% (10)	48% (53)	24% (27)	112
Military HH: Yes	9% (36)	14% (55)	4% (17)	5% (18)	42% (161)	25% (97)	383
Military HH: No	11% (188)	17% (299)	7% (118)	6% (108)	39% (693)	21% (369)	1776
RD/WT: Right Direction	14% (116)	23% (191)	8% (69)	5% (40)	30% (245)	19% (158)	818
RD/WT: Wrong Track	8% (108)	12% (163)	5% (66)	6% (86)	45% (609)	23% (309)	1341
Trump Job Approve	12% (125)	19% (194)	7% (69)	5% (57)	36% (383)	21% (221)	1049
Trump Job Disapprove	9% (97)	15% (158)	6% (60)	6% (69)	43% (452)	21% (226)	1061
Trump Job Strongly Approve	13% (75)	21% (118)	7% (37)	4% (20)	36% (201)	19% (109)	561
Trump Job Somewhat Approve	10% (51)	16% (76)	7% (32)	7% (36)	37% (181)	23% (112)	488
Trump Job Somewhat Disapprove	9% (27)	20% (59)	9% (25)	8% (23)	37% (106)	17% (49)	289
Trump Job Strongly Disapprove	9% (70)	13% (99)	5% (35)	6% (46)	45% (345)	23% (177)	772

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**Table MCFEdem3\_3: How often do the following listen to podcasts?**  
 Your child

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	10% (224)	16% (355)	6% (135)	6% (125)	40% (854)	22% (466)	2159
Favorable of Trump	12% (123)	19% (198)	7% (68)	5% (53)	37% (388)	21% (215)	1045
Unfavorable of Trump	9% (98)	14% (152)	6% (60)	6% (68)	42% (446)	22% (232)	1056
Very Favorable of Trump	13% (79)	21% (132)	7% (47)	5% (28)	36% (221)	18% (115)	621
Somewhat Favorable of Trump	10% (44)	16% (66)	5% (21)	6% (25)	39% (167)	24% (100)	423
Somewhat Unfavorable of Trump	10% (23)	18% (41)	7% (16)	9% (19)	38% (84)	18% (40)	223
Very Unfavorable of Trump	9% (74)	13% (111)	5% (45)	6% (49)	44% (363)	23% (192)	833
#1 Issue: Economy	9% (83)	19% (167)	8% (69)	6% (52)	39% (342)	19% (168)	881
#1 Issue: Security	12% (30)	17% (43)	9% (23)	4% (10)	38% (98)	20% (52)	255
#1 Issue: Health Care	12% (47)	19% (77)	5% (21)	6% (24)	36% (146)	22% (90)	405
#1 Issue: Medicare / Social Security	5% (14)	7% (18)	3% (7)	6% (15)	55% (146)	25% (68)	268
#1 Issue: Women's Issues	16% (13)	6% (5)	3% (3)	7% (6)	45% (37)	23% (19)	82
#1 Issue: Education	14% (13)	26% (24)	5% (4)	12% (11)	31% (29)	13% (12)	94
#1 Issue: Energy	25% (16)	24% (15)	7% (5)	2% (1)	25% (16)	16% (10)	64
#1 Issue: Other	8% (9)	5% (5)	3% (3)	5% (5)	36% (40)	44% (48)	111
2018 House Vote: Democrat	13% (103)	20% (156)	7% (53)	6% (46)	34% (262)	19% (147)	767
2018 House Vote: Republican	9% (68)	20% (149)	7% (52)	4% (31)	38% (285)	21% (157)	741
2016 Vote: Hillary Clinton	13% (90)	19% (135)	7% (51)	6% (39)	36% (254)	20% (141)	710
2016 Vote: Donald Trump	11% (89)	19% (159)	6% (48)	5% (37)	38% (316)	22% (181)	831
2016 Vote: Other	8% (8)	8% (9)	3% (3)	8% (8)	42% (44)	31% (32)	104
2016 Vote: Didn't Vote	7% (37)	10% (52)	6% (33)	8% (40)	47% (237)	22% (110)	510
Voted in 2014: Yes	12% (157)	17% (232)	7% (88)	5% (65)	38% (504)	22% (288)	1334
Voted in 2014: No	8% (67)	15% (123)	6% (47)	7% (60)	42% (350)	22% (178)	825
2012 Vote: Barack Obama	14% (122)	18% (160)	6% (53)	6% (50)	36% (320)	20% (181)	886
2012 Vote: Mitt Romney	9% (46)	17% (92)	7% (41)	4% (21)	41% (224)	22% (118)	542
2012 Vote: Other	7% (5)	6% (4)	4% (3)	4% (3)	49% (35)	30% (22)	72
2012 Vote: Didn't Vote	8% (51)	15% (98)	6% (38)	8% (51)	42% (273)	22% (143)	655
4-Region: Northeast	16% (71)	27% (124)	8% (37)	5% (21)	30% (136)	14% (63)	453
4-Region: Midwest	7% (28)	9% (35)	3% (14)	2% (7)	46% (190)	33% (136)	410
4-Region: South	10% (75)	12% (95)	5% (38)	7% (55)	46% (360)	21% (163)	785
4-Region: West	10% (50)	20% (100)	9% (47)	8% (41)	33% (168)	20% (104)	511

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**Table MCFEdem3\_3: How often do the following listen to podcasts?  
Your child**

Demographic	Everyday	A few times a week	Once a month	A few times a year	Never	Don't know / No opinion	Total N
Adults	10% (224)	16% (355)	6% (135)	6% (125)	40% (854)	22% (466)	2159
201043	9% (101)	16% (173)	6% (65)	6% (60)	41% (435)	22% (232)	1065
201045	11% (123)	17% (182)	6% (70)	6% (65)	38% (419)	21% (235)	1094
Netflix subscriber	12% (183)	21% (316)	7% (105)	6% (91)	35% (520)	19% (282)	1497
Hulu subscriber	14% (122)	23% (191)	6% (48)	5% (39)	35% (298)	17% (147)	845
Disney+ subscriber	17% (137)	26% (205)	7% (54)	5% (43)	33% (267)	12% (98)	804
Peacock subscriber	16% (54)	17% (55)	6% (20)	5% (17)	37% (121)	18% (60)	327
HBO Max subscriber	21% (94)	31% (136)	10% (44)	5% (21)	22% (98)	10% (45)	438
Quibi subscriber	33% (43)	31% (41)	11% (14)	6% (8)	14% (18)	5% (7)	132
Amazon Prime Video subscriber	14% (154)	21% (238)	6% (69)	5% (59)	34% (374)	19% (213)	1108
Paid podcast service subscriber	29% (115)	46% (181)	13% (52)	4% (17)	4% (16)	3% (10)	391
Paid membership platform subscriber	29% (104)	47% (169)	13% (46)	4% (13)	4% (16)	3% (11)	359
Frequent podcast listeners	24% (183)	37% (288)	9% (71)	4% (33)	14% (111)	12% (91)	778

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	4400	100%
xdemGender	Gender: Male	2124	48%
	Gender: Female	2276	52%
	N	4400	
age	Age: 18-34	1310	30%
	Age: 35-44	715	16%
	Age: 45-64	1502	34%
	Age: 65+	873	20%
	N	4400	
demAgeGeneration	GenZers: 1997-2012	584	13%
	Millennials: 1981-1996	1076	24%
	GenXers: 1965-1980	1148	26%
	Baby Boomers: 1946-1964	1418	32%
	N	4226	
xpid3	PID: Dem (no lean)	1611	37%
	PID: Ind (no lean)	1305	30%
	PID: Rep (no lean)	1484	34%
	N	4400	
xpidGender	PID/Gender: Dem Men	754	17%
	PID/Gender: Dem Women	857	19%
	PID/Gender: Ind Men	607	14%
	PID/Gender: Ind Women	698	16%
	PID/Gender: Rep Men	763	17%
	PID/Gender: Rep Women	721	16%
	N	4400	
xdemIdeo3	Ideo: Liberal (1-3)	1272	29%
	Ideo: Moderate (4)	1368	31%
	Ideo: Conservative (5-7)	1373	31%
	N	4012	
xeduc3	Educ: < College	3024	69%
	Educ: Bachelors degree	888	20%
	Educ: Post-grad	488	11%
	N	4400	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	2289	52%
	Income: 50k-100k	1274	29%
	Income: 100k+	837	19%
	N	4400	
xdemWhite	Ethnicity: White	3443	78%
xdemHispBin	Ethnicity: Hispanic	699	16%
demBlackBin	Ethnicity: Black	549	12%
demRaceOther	Ethnicity: Other	408	9%
xdemReligion	All Christian	2125	48%
	All Non-Christian	263	6%
	Atheist	185	4%
	Agnostic/Nothing in particular	1059	24%
	Something Else	768	17%
	N	4400	
xdemReligOther	Religious Non-Protestant/Catholic	308	7%
xdemEvang	Evangelical	1292	29%
	Non-Evangelical	1493	34%
	N	2784	
xdemUsr	Community: Urban	1459	33%
	Community: Suburban	1852	42%
	Community: Rural	1090	25%
	N	4400	
xdemEmploy	Employ: Private Sector	1410	32%
	Employ: Government	275	6%
	Employ: Self-Employed	404	9%
	Employ: Homemaker	294	7%
	Employ: Student	205	5%
	Employ: Retired	1008	23%
	Employ: Unemployed	537	12%
	Employ: Other	267	6%
	N	4400	
xdemMilHH1	Military HH: Yes	663	15%
	Military HH: No	3737	85%
	N	4400	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1451	33%
	RD/WT: Wrong Track	2949	67%
	N	4400	
Trump_Approve	Trump Job Approve	1896	43%
	Trump Job Disapprove	2337	53%
	N	4233	
Trump_Approve2	Trump Job Strongly Approve	1040	24%
	Trump Job Somewhat Approve	856	19%
	Trump Job Somewhat Disapprove	534	12%
	Trump Job Strongly Disapprove	1803	41%
	N	4233	
Trump_Fav	Favorable of Trump	1864	42%
	Unfavorable of Trump	2322	53%
	N	4186	
Trump_Fav_FULL	Very Favorable of Trump	1139	26%
	Somewhat Favorable of Trump	724	16%
	Somewhat Unfavorable of Trump	416	9%
	Very Unfavorable of Trump	1906	43%
	N	4186	
xnr3	#1 Issue: Economy	1614	37%
	#1 Issue: Security	479	11%
	#1 Issue: Health Care	836	19%
	#1 Issue: Medicare / Social Security	604	14%
	#1 Issue: Women's Issues	227	5%
	#1 Issue: Education	177	4%
	#1 Issue: Energy	154	3%
	#1 Issue: Other	309	7%
	N	4400	
xsubVote18O	2018 House Vote: Democrat	1416	32%
	2018 House Vote: Republican	1243	28%
	2018 House Vote: Someone else	79	2%
	N	2738	
xsubVote16O	2016 Vote: Hillary Clinton	1295	29%
	2016 Vote: Donald Trump	1407	32%
	2016 Vote: Other	200	5%
	2016 Vote: Didn't Vote	1494	34%
	N	4396	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	2353	53%
	Voted in 2014: No	2047	47%
	N	4400	
xsubVote12O	2012 Vote: Barack Obama	1625	37%
	2012 Vote: Mitt Romney	956	22%
	2012 Vote: Other	120	3%
	2012 Vote: Didn't Vote	1692	38%
	N	4394	
xreg4	4-Region: Northeast	787	18%
	4-Region: Midwest	925	21%
	4-Region: South	1648	37%
	4-Region: West	1040	24%
	N	4400	
poll	201043	2200	50%
	201045	2200	50%
	N	4400	
MCFExdem1	Netflix subscriber	2723	62%
MCFExdem2	Hulu subscriber	1486	34%
MCFExdem3	Disney+ subscriber	1309	30%
MCFExdem4	Peacock subscriber	590	13%
MCFExdem5	HBO Max subscriber	668	15%
MCFExdem6	Quibi subscriber	183	4%
MCFExdem7	Amazon Prime Video subscriber	2030	46%
MCFExdem15	Paid podcast service subscriber	452	10%
MCFExdem16	Paid membership platform subscriber	440	10%
MCFExdem21	Frequent podcast listeners	1287	29%

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



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