



National Tracking Poll #2012104
December 16-19, 2020

Crosstabulation Results

Methodology:

This poll was conducted between December 16-December 19, 2020 among a national sample of 2200 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 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCE1_1: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	28%	(619)	32%	(698)	8%	(168)	7%	(158)	25%	(556)	2200
Gender: Male	28%	(302)	35%	(367)	9%	(98)	6%	(67)	21%	(228)	1062
Gender: Female	28%	(317)	29%	(332)	6%	(71)	8%	(91)	29%	(328)	1138
Age: 18-34	39%	(257)	28%	(183)	10%	(66)	5%	(34)	17%	(115)	655
Age: 35-44	37%	(133)	33%	(120)	6%	(23)	9%	(34)	14%	(48)	358
Age: 45-64	22%	(168)	36%	(273)	7%	(49)	7%	(54)	28%	(207)	751
Age: 65+	14%	(61)	28%	(123)	7%	(30)	8%	(36)	43%	(187)	436
GenZers: 1997-2012	37%	(102)	28%	(76)	9%	(25)	5%	(14)	21%	(57)	274
Millennials: 1981-1996	39%	(234)	31%	(183)	10%	(59)	6%	(38)	14%	(85)	599
GenXers: 1965-1980	30%	(158)	36%	(190)	5%	(28)	8%	(42)	21%	(110)	529
Baby Boomers: 1946-1964	17%	(119)	32%	(229)	7%	(48)	8%	(54)	36%	(257)	706
PID: Dem (no lean)	33%	(303)	32%	(289)	8%	(74)	7%	(59)	20%	(186)	912
PID: Ind (no lean)	24%	(153)	31%	(199)	7%	(48)	6%	(38)	32%	(202)	640
PID: Rep (no lean)	25%	(163)	32%	(210)	7%	(46)	9%	(60)	26%	(168)	648
PID/Gender: Dem Men	32%	(142)	34%	(149)	11%	(47)	5%	(24)	17%	(75)	438
PID/Gender: Dem Women	34%	(162)	30%	(140)	6%	(27)	7%	(35)	23%	(110)	474
PID/Gender: Ind Men	25%	(70)	35%	(99)	7%	(21)	4%	(11)	29%	(82)	283
PID/Gender: Ind Women	23%	(83)	28%	(100)	8%	(27)	8%	(27)	34%	(120)	357
PID/Gender: Rep Men	27%	(91)	35%	(118)	9%	(29)	9%	(32)	21%	(71)	341
PID/Gender: Rep Women	24%	(72)	30%	(92)	6%	(17)	9%	(28)	32%	(98)	307
Ideo: Liberal (1-3)	37%	(251)	34%	(232)	8%	(55)	5%	(32)	17%	(113)	683
Ideo: Moderate (4)	24%	(150)	33%	(202)	10%	(59)	8%	(47)	25%	(156)	615
Ideo: Conservative (5-7)	24%	(163)	31%	(216)	7%	(49)	9%	(65)	28%	(195)	688
Educ: < College	26%	(401)	31%	(473)	7%	(109)	7%	(106)	28%	(423)	1512
Educ: Bachelors degree	31%	(136)	32%	(140)	9%	(38)	8%	(35)	21%	(95)	444
Educ: Post-grad	34%	(83)	35%	(85)	9%	(21)	7%	(16)	16%	(39)	244

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Table MCE1_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	28%	(619)	32%	(698)	8%	(168)	7%	(158)	25%	(556)	2200
Income: Under 50k	25%	(311)	29%	(355)	7%	(91)	7%	(92)	31%	(381)	1230
Income: 50k-100k	31%	(202)	36%	(235)	8%	(53)	7%	(46)	18%	(118)	654
Income: 100k+	33%	(105)	34%	(108)	8%	(24)	6%	(20)	18%	(58)	316
Ethnicity: White	27%	(457)	33%	(568)	7%	(127)	6%	(111)	27%	(458)	1722
Ethnicity: Hispanic	33%	(114)	36%	(125)	9%	(32)	6%	(21)	16%	(57)	349
Ethnicity: Black	36%	(99)	25%	(68)	9%	(24)	11%	(29)	20%	(54)	274
Ethnicity: Other	31%	(63)	31%	(63)	8%	(17)	9%	(17)	21%	(44)	204
All Christian	25%	(268)	34%	(368)	8%	(81)	8%	(86)	25%	(267)	1070
All Non-Christian	32%	(40)	27%	(33)	14%	(18)	4%	(5)	22%	(27)	122
Atheist	30%	(27)	38%	(34)	3%	(3)	10%	(9)	18%	(16)	90
Agnostic/Nothing in particular	30%	(159)	30%	(158)	8%	(42)	6%	(34)	27%	(142)	536
Something Else	33%	(125)	28%	(105)	7%	(25)	6%	(23)	27%	(104)	383
Religious Non-Protestant/Catholic	30%	(41)	26%	(36)	14%	(20)	5%	(7)	25%	(34)	137
Evangelical	30%	(204)	31%	(209)	7%	(48)	8%	(55)	24%	(163)	679
Non-Evangelical	25%	(183)	34%	(254)	7%	(53)	7%	(52)	27%	(198)	741
Community: Urban	34%	(255)	29%	(215)	9%	(67)	8%	(59)	20%	(146)	742
Community: Suburban	27%	(249)	36%	(334)	6%	(55)	6%	(55)	26%	(239)	932
Community: Rural	22%	(115)	28%	(149)	9%	(46)	8%	(44)	33%	(171)	526
Employ: Private Sector	34%	(213)	36%	(228)	9%	(54)	7%	(41)	16%	(99)	635
Employ: Government	34%	(49)	29%	(43)	9%	(14)	6%	(9)	21%	(31)	147
Employ: Self-Employed	31%	(66)	30%	(62)	10%	(22)	8%	(16)	21%	(44)	210
Employ: Homemaker	31%	(50)	28%	(45)	5%	(8)	8%	(14)	29%	(47)	164
Employ: Student	44%	(45)	27%	(28)	9%	(10)	1%	(1)	19%	(19)	103
Employ: Retired	13%	(67)	31%	(159)	8%	(39)	8%	(43)	39%	(201)	509
Employ: Unemployed	28%	(80)	31%	(87)	4%	(12)	9%	(24)	29%	(81)	283
Employ: Other	33%	(49)	31%	(46)	7%	(11)	6%	(9)	23%	(35)	149
Military HH: Yes	23%	(89)	30%	(117)	11%	(44)	10%	(39)	26%	(100)	390
Military HH: No	29%	(529)	32%	(581)	7%	(124)	7%	(119)	25%	(456)	1810

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Table MCE1_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	28%	(619)	32%	(698)	8%	(168)	7%	(158)	25%	(556)	2200
RD/WT: Right Direction	31%	(209)	31%	(208)	9%	(62)	7%	(47)	22%	(145)	671
RD/WT: Wrong Track	27%	(410)	32%	(491)	7%	(106)	7%	(110)	27%	(412)	1529
Trump Job Approve	29%	(251)	31%	(276)	7%	(65)	8%	(69)	25%	(216)	877
Trump Job Disapprove	28%	(349)	33%	(408)	8%	(101)	7%	(87)	24%	(293)	1238
Trump Job Strongly Approve	26%	(141)	31%	(167)	8%	(40)	9%	(50)	26%	(138)	536
Trump Job Somewhat Approve	32%	(111)	32%	(109)	7%	(24)	6%	(19)	23%	(78)	341
Trump Job Somewhat Disapprove	25%	(71)	32%	(92)	12%	(33)	8%	(22)	23%	(66)	285
Trump Job Strongly Disapprove	29%	(277)	33%	(316)	7%	(67)	7%	(65)	24%	(227)	953
Favorable of Trump	29%	(255)	31%	(272)	7%	(62)	8%	(67)	25%	(218)	874
Unfavorable of Trump	28%	(349)	33%	(408)	8%	(101)	7%	(80)	24%	(291)	1229
Very Favorable of Trump	27%	(147)	31%	(169)	7%	(36)	9%	(46)	26%	(142)	540
Somewhat Favorable of Trump	33%	(109)	31%	(103)	8%	(26)	6%	(21)	23%	(76)	334
Somewhat Unfavorable of Trump	25%	(58)	32%	(74)	10%	(24)	7%	(16)	26%	(59)	230
Very Unfavorable of Trump	29%	(291)	33%	(335)	8%	(77)	6%	(64)	23%	(232)	999
#1 Issue: Economy	30%	(264)	33%	(287)	8%	(67)	7%	(63)	22%	(189)	870
#1 Issue: Security	23%	(48)	34%	(71)	11%	(23)	6%	(12)	27%	(56)	210
#1 Issue: Health Care	28%	(107)	36%	(139)	7%	(28)	5%	(19)	25%	(97)	390
#1 Issue: Medicare / Social Security	16%	(43)	28%	(74)	5%	(14)	11%	(29)	39%	(102)	262
#1 Issue: Women's Issues	38%	(46)	20%	(25)	10%	(12)	9%	(11)	24%	(29)	122
#1 Issue: Education	34%	(35)	34%	(35)	11%	(12)	9%	(9)	13%	(13)	104
#1 Issue: Energy	44%	(39)	29%	(26)	6%	(6)	5%	(4)	17%	(15)	90
#1 Issue: Other	24%	(36)	28%	(42)	5%	(8)	7%	(11)	36%	(54)	152
2018 House Vote: Democrat	31%	(236)	34%	(255)	8%	(59)	5%	(39)	22%	(170)	760
2018 House Vote: Republican	23%	(133)	35%	(205)	8%	(46)	9%	(55)	25%	(142)	581
2016 Vote: Hillary Clinton	30%	(220)	34%	(242)	7%	(49)	6%	(40)	24%	(171)	722
2016 Vote: Donald Trump	24%	(163)	34%	(228)	8%	(52)	8%	(55)	25%	(167)	665
2016 Vote: Other	18%	(16)	34%	(29)	8%	(7)	10%	(9)	29%	(26)	87
2016 Vote: Didn't Vote	30%	(219)	27%	(198)	8%	(61)	7%	(54)	27%	(193)	725

Continued on next page

Table MCE1_1: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership to other streaming services

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	28%	(619)	32%	(698)	8%	(168)	7%	(158)	25%	(556)	2200
Voted in 2014: Yes	27%	(331)	33%	(402)	8%	(93)	7%	(89)	25%	(305)	1220
Voted in 2014: No	29%	(288)	30%	(297)	8%	(75)	7%	(69)	26%	(251)	980
2012 Vote: Barack Obama	31%	(265)	33%	(282)	8%	(66)	5%	(44)	24%	(208)	864
2012 Vote: Mitt Romney	20%	(90)	36%	(157)	7%	(30)	9%	(39)	28%	(125)	442
2012 Vote: Other	24%	(15)	18%	(11)	4%	(2)	17%	(10)	36%	(22)	60
2012 Vote: Didn't Vote	30%	(249)	30%	(248)	8%	(70)	8%	(63)	24%	(202)	832
4-Region: Northeast	28%	(110)	29%	(116)	10%	(37)	7%	(29)	26%	(101)	394
4-Region: Midwest	31%	(145)	27%	(126)	6%	(27)	8%	(37)	27%	(127)	462
4-Region: South	29%	(236)	33%	(269)	7%	(54)	8%	(63)	25%	(203)	824
4-Region: West	25%	(128)	36%	(187)	10%	(50)	6%	(29)	24%	(126)	520
Cable TV subscribers	30%	(297)	33%	(325)	7%	(69)	5%	(52)	25%	(243)	986
Satellite TV subscribers	30%	(145)	31%	(151)	11%	(54)	7%	(33)	20%	(98)	481
Former cable TV subscribers	30%	(235)	33%	(262)	8%	(66)	6%	(45)	23%	(179)	787
Former satellite TV subscribers	31%	(208)	35%	(234)	8%	(51)	6%	(38)	21%	(139)	670
Watches mostly scripted shows	30%	(245)	38%	(311)	7%	(61)	5%	(42)	20%	(169)	828
Watches mostly unscripted shows	28%	(73)	32%	(84)	16%	(41)	8%	(20)	16%	(41)	260
Watches scripted and unscripted	38%	(270)	34%	(247)	6%	(44)	5%	(38)	16%	(118)	718
Watches mostly for entertainment	31%	(345)	34%	(380)	8%	(85)	6%	(62)	21%	(230)	1103
Watches mostly for education	28%	(40)	35%	(51)	16%	(24)	14%	(20)	7%	(10)	145
Watches for entertainment and education	35%	(214)	36%	(221)	7%	(40)	5%	(30)	17%	(102)	607
Likely to subscribe to Discovery+	40%	(266)	34%	(226)	12%	(80)	6%	(39)	8%	(54)	665
Unlikely to subscribe to Discovery+	23%	(256)	31%	(355)	7%	(75)	9%	(98)	30%	(342)	1127
Subscribes to at least one streaming service	33%	(570)	35%	(591)	7%	(124)	6%	(106)	19%	(317)	1708
Subscribes to 3+ streaming services	41%	(433)	34%	(364)	8%	(81)	4%	(46)	13%	(135)	1059

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

Table MCE1_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(594)	32%	(701)	9%	(191)	7%	(157)	25%	(557)	2200
Gender: Male	27%	(288)	33%	(356)	11%	(113)	7%	(74)	22%	(231)	1062
Gender: Female	27%	(306)	30%	(346)	7%	(78)	7%	(83)	29%	(326)	1138
Age: 18-34	37%	(244)	27%	(176)	12%	(76)	6%	(39)	18%	(119)	655
Age: 35-44	35%	(125)	32%	(116)	11%	(38)	7%	(27)	15%	(52)	358
Age: 45-64	21%	(159)	36%	(269)	7%	(51)	7%	(54)	29%	(217)	751
Age: 65+	15%	(65)	32%	(140)	6%	(25)	9%	(37)	39%	(169)	436
GenZers: 1997-2012	37%	(100)	25%	(67)	9%	(25)	6%	(17)	23%	(64)	274
Millennials: 1981-1996	37%	(222)	30%	(183)	14%	(81)	6%	(34)	13%	(80)	599
GenXers: 1965-1980	28%	(148)	35%	(183)	7%	(36)	7%	(39)	23%	(123)	529
Baby Boomers: 1946-1964	16%	(115)	35%	(243)	6%	(45)	8%	(54)	35%	(248)	706
PID: Dem (no lean)	30%	(277)	33%	(299)	9%	(78)	8%	(69)	21%	(190)	912
PID: Ind (no lean)	23%	(147)	31%	(201)	7%	(48)	7%	(42)	32%	(202)	640
PID: Rep (no lean)	26%	(170)	31%	(201)	10%	(65)	7%	(47)	25%	(165)	648
PID/Gender: Dem Men	30%	(130)	35%	(153)	11%	(47)	7%	(32)	18%	(77)	438
PID/Gender: Dem Women	31%	(147)	31%	(146)	7%	(31)	8%	(37)	24%	(113)	474
PID/Gender: Ind Men	25%	(72)	32%	(90)	9%	(26)	5%	(15)	28%	(80)	283
PID/Gender: Ind Women	21%	(76)	31%	(111)	6%	(21)	8%	(27)	34%	(122)	357
PID/Gender: Rep Men	25%	(87)	33%	(113)	12%	(40)	8%	(28)	22%	(74)	341
PID/Gender: Rep Women	27%	(83)	29%	(88)	8%	(25)	6%	(19)	30%	(91)	307
Ideo: Liberal (1-3)	33%	(229)	36%	(248)	8%	(57)	5%	(34)	17%	(117)	683
Ideo: Moderate (4)	25%	(153)	32%	(197)	11%	(67)	7%	(44)	25%	(155)	615
Ideo: Conservative (5-7)	23%	(160)	32%	(221)	9%	(60)	9%	(62)	27%	(185)	688
Educ: < College	26%	(386)	30%	(448)	8%	(121)	8%	(116)	29%	(441)	1512
Educ: Bachelors degree	27%	(122)	36%	(162)	12%	(52)	6%	(28)	18%	(80)	444
Educ: Post-grad	35%	(86)	38%	(92)	7%	(18)	5%	(13)	14%	(35)	244
Income: Under 50k	25%	(308)	28%	(345)	7%	(86)	8%	(95)	32%	(396)	1230
Income: 50k-100k	28%	(186)	37%	(241)	11%	(72)	7%	(43)	17%	(112)	654
Income: 100k+	32%	(101)	36%	(115)	10%	(33)	6%	(19)	15%	(48)	316
Ethnicity: White	27%	(457)	33%	(566)	8%	(140)	6%	(112)	26%	(446)	1722

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Table MCE1_2: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(594)	32%	(701)	9%	(191)	7%	(157)	25%	(557)	2200
Ethnicity: Hispanic	34%	(119)	27%	(95)	14%	(49)	6%	(22)	18%	(64)	349
Ethnicity: Black	29%	(80)	30%	(83)	12%	(32)	6%	(17)	23%	(63)	274
Ethnicity: Other	28%	(56)	26%	(52)	9%	(19)	14%	(28)	24%	(49)	204
All Christian	24%	(261)	34%	(369)	9%	(99)	6%	(66)	26%	(275)	1070
All Non-Christian	27%	(33)	32%	(39)	17%	(20)	5%	(7)	19%	(23)	122
Atheist	29%	(26)	40%	(35)	7%	(6)	7%	(6)	18%	(16)	90
Agnostic/Nothing in particular	28%	(152)	29%	(157)	7%	(37)	9%	(51)	26%	(139)	536
Something Else	32%	(121)	26%	(101)	7%	(28)	7%	(28)	27%	(104)	383
Religious Non-Protestant/Catholic	24%	(34)	34%	(46)	15%	(21)	6%	(8)	21%	(29)	137
Evangelical	31%	(211)	29%	(199)	9%	(64)	7%	(46)	23%	(157)	679
Non-Evangelical	22%	(164)	35%	(260)	8%	(60)	6%	(46)	29%	(211)	741
Community: Urban	32%	(240)	30%	(221)	10%	(78)	8%	(59)	19%	(144)	742
Community: Suburban	26%	(245)	35%	(322)	8%	(73)	5%	(50)	26%	(241)	932
Community: Rural	21%	(109)	30%	(158)	7%	(39)	9%	(48)	33%	(172)	526
Employ: Private Sector	34%	(218)	34%	(216)	10%	(65)	6%	(38)	15%	(98)	635
Employ: Government	36%	(53)	30%	(45)	8%	(11)	5%	(7)	21%	(31)	147
Employ: Self-Employed	30%	(64)	32%	(67)	8%	(16)	8%	(16)	22%	(47)	210
Employ: Homemaker	27%	(45)	29%	(47)	8%	(13)	6%	(10)	29%	(48)	164
Employ: Student	41%	(42)	37%	(38)	6%	(6)	2%	(2)	14%	(15)	103
Employ: Retired	14%	(69)	34%	(171)	7%	(34)	10%	(51)	36%	(184)	509
Employ: Unemployed	20%	(58)	27%	(77)	10%	(29)	8%	(23)	34%	(97)	283
Employ: Other	31%	(46)	27%	(40)	10%	(15)	7%	(10)	25%	(37)	149
Military HH: Yes	24%	(92)	31%	(120)	13%	(53)	8%	(32)	24%	(94)	390
Military HH: No	28%	(502)	32%	(581)	8%	(138)	7%	(125)	26%	(463)	1810
RD/WT: Right Direction	31%	(208)	29%	(198)	12%	(79)	8%	(52)	20%	(134)	671
RD/WT: Wrong Track	25%	(386)	33%	(503)	7%	(111)	7%	(105)	28%	(423)	1529
Trump Job Approve	29%	(252)	30%	(264)	10%	(87)	7%	(58)	25%	(215)	877
Trump Job Disapprove	26%	(322)	34%	(421)	8%	(101)	8%	(94)	24%	(299)	1238

Continued on next page

Table MCE1_2: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(594)	32%	(701)	9%	(191)	7%	(157)	25%	(557)	2200
Trump Job Strongly Approve	26%	(139)	30%	(160)	9%	(46)	9%	(47)	27%	(144)	536
Trump Job Somewhat Approve	33%	(113)	30%	(104)	12%	(42)	3%	(11)	21%	(71)	341
Trump Job Somewhat Disapprove	24%	(67)	34%	(96)	14%	(39)	6%	(17)	23%	(66)	285
Trump Job Strongly Disapprove	27%	(255)	34%	(325)	7%	(62)	8%	(77)	24%	(233)	953
Favorable of Trump	29%	(250)	31%	(270)	8%	(74)	7%	(62)	25%	(218)	874
Unfavorable of Trump	28%	(338)	33%	(411)	8%	(104)	7%	(87)	24%	(290)	1229
Very Favorable of Trump	27%	(143)	30%	(161)	6%	(32)	10%	(52)	28%	(152)	540
Somewhat Favorable of Trump	32%	(106)	33%	(110)	12%	(42)	3%	(10)	20%	(66)	334
Somewhat Unfavorable of Trump	29%	(67)	32%	(74)	12%	(27)	4%	(10)	23%	(52)	230
Very Unfavorable of Trump	27%	(271)	34%	(337)	8%	(77)	8%	(77)	24%	(237)	999
#1 Issue: Economy	29%	(253)	35%	(304)	8%	(74)	6%	(53)	21%	(186)	870
#1 Issue: Security	22%	(45)	30%	(63)	8%	(18)	8%	(17)	32%	(66)	210
#1 Issue: Health Care	27%	(105)	34%	(134)	9%	(33)	6%	(25)	24%	(93)	390
#1 Issue: Medicare / Social Security	16%	(42)	29%	(77)	8%	(22)	9%	(25)	37%	(96)	262
#1 Issue: Women's Issues	38%	(46)	24%	(29)	6%	(7)	8%	(9)	24%	(29)	122
#1 Issue: Education	31%	(32)	34%	(35)	18%	(19)	7%	(7)	11%	(11)	104
#1 Issue: Energy	43%	(39)	24%	(22)	12%	(11)	6%	(6)	15%	(13)	90
#1 Issue: Other	21%	(32)	24%	(37)	4%	(7)	10%	(15)	40%	(61)	152
2018 House Vote: Democrat	28%	(212)	36%	(271)	9%	(67)	5%	(37)	23%	(173)	760
2018 House Vote: Republican	24%	(142)	33%	(194)	11%	(62)	8%	(44)	24%	(139)	581
2016 Vote: Hillary Clinton	28%	(205)	35%	(252)	8%	(56)	5%	(38)	24%	(171)	722
2016 Vote: Donald Trump	25%	(166)	33%	(221)	10%	(63)	7%	(48)	25%	(167)	665
2016 Vote: Other	19%	(17)	35%	(30)	8%	(7)	13%	(11)	25%	(22)	87
2016 Vote: Didn't Vote	28%	(206)	27%	(198)	9%	(64)	8%	(60)	27%	(197)	725
Voted in 2014: Yes	25%	(304)	35%	(431)	9%	(112)	7%	(82)	24%	(291)	1220
Voted in 2014: No	30%	(290)	28%	(270)	8%	(79)	8%	(75)	27%	(266)	980

Continued on next page

Table MCE1_2: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Multiple membership options for different prices*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(594)	32%	(701)	9%	(191)	7%	(157)	25%	(557)	2200
2012 Vote: Barack Obama	28%	(238)	35%	(302)	9%	(78)	6%	(53)	22%	(192)	864
2012 Vote: Mitt Romney	19%	(83)	37%	(165)	9%	(38)	8%	(33)	28%	(123)	442
2012 Vote: Other	26%	(16)	13%	(8)	7%	(4)	11%	(7)	42%	(25)	60
2012 Vote: Didn't Vote	31%	(257)	27%	(225)	8%	(70)	8%	(64)	26%	(216)	832
4-Region: Northeast	28%	(111)	32%	(126)	7%	(28)	8%	(30)	25%	(98)	394
4-Region: Midwest	27%	(124)	31%	(144)	9%	(42)	5%	(25)	27%	(127)	462
4-Region: South	26%	(217)	32%	(262)	8%	(69)	8%	(63)	26%	(212)	824
4-Region: West	27%	(141)	33%	(169)	10%	(51)	8%	(40)	23%	(119)	520
Cable TV subscribers	28%	(274)	35%	(348)	8%	(79)	5%	(53)	24%	(232)	986
Satellite TV subscribers	34%	(161)	33%	(158)	9%	(43)	6%	(30)	18%	(88)	481
Former cable TV subscribers	29%	(230)	32%	(251)	9%	(70)	7%	(52)	23%	(185)	787
Former satellite TV subscribers	28%	(188)	35%	(233)	11%	(72)	5%	(34)	21%	(143)	670
Watches mostly scripted shows	28%	(230)	36%	(294)	9%	(71)	6%	(51)	22%	(183)	828
Watches mostly unscripted shows	33%	(85)	31%	(79)	14%	(37)	7%	(18)	15%	(40)	260
Watches scripted and unscripted	34%	(243)	36%	(261)	7%	(53)	6%	(44)	16%	(115)	718
Watches mostly for entertainment	29%	(319)	36%	(397)	8%	(88)	6%	(70)	21%	(227)	1103
Watches mostly for education	29%	(41)	29%	(43)	28%	(40)	8%	(11)	6%	(9)	145
Watches for entertainment and education	35%	(214)	35%	(211)	6%	(36)	6%	(36)	18%	(110)	607
Likely to subscribe to Discovery+	40%	(266)	33%	(221)	13%	(88)	6%	(38)	8%	(52)	665
Unlikely to subscribe to Discovery+	20%	(230)	33%	(372)	8%	(86)	9%	(97)	30%	(342)	1127
Subscribes to at least one streaming service	31%	(535)	34%	(582)	9%	(151)	7%	(114)	19%	(325)	1708
Subscribes to 3+ streaming services	38%	(404)	34%	(356)	10%	(104)	5%	(48)	14%	(147)	1059

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

Table MCE1_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	32%	(705)	29%	(648)	7%	(162)	7%	(148)	24%	(537)	2200
Gender: Male	33%	(355)	30%	(324)	9%	(92)	6%	(66)	21%	(226)	1062
Gender: Female	31%	(350)	29%	(325)	6%	(69)	7%	(83)	27%	(311)	1138
Age: 18-34	43%	(284)	26%	(169)	10%	(66)	5%	(34)	15%	(102)	655
Age: 35-44	38%	(138)	31%	(110)	8%	(29)	8%	(27)	15%	(54)	358
Age: 45-64	26%	(193)	33%	(248)	6%	(45)	7%	(53)	28%	(213)	751
Age: 65+	21%	(90)	28%	(121)	5%	(22)	8%	(35)	39%	(168)	436
GenZers: 1997-2012	41%	(113)	24%	(66)	12%	(32)	4%	(12)	19%	(51)	274
Millennials: 1981-1996	43%	(259)	29%	(172)	9%	(52)	6%	(36)	13%	(81)	599
GenXers: 1965-1980	31%	(164)	34%	(182)	5%	(27)	6%	(34)	23%	(121)	529
Baby Boomers: 1946-1964	22%	(154)	29%	(204)	6%	(45)	8%	(56)	35%	(246)	706
PID: Dem (no lean)	36%	(329)	28%	(251)	9%	(78)	6%	(58)	21%	(196)	912
PID: Ind (no lean)	27%	(175)	31%	(201)	6%	(41)	6%	(39)	29%	(184)	640
PID: Rep (no lean)	31%	(201)	30%	(196)	7%	(43)	8%	(52)	24%	(157)	648
PID/Gender: Dem Men	37%	(162)	29%	(128)	10%	(42)	5%	(21)	19%	(85)	438
PID/Gender: Dem Women	35%	(167)	26%	(124)	8%	(36)	8%	(36)	23%	(111)	474
PID/Gender: Ind Men	26%	(73)	33%	(93)	8%	(22)	6%	(16)	28%	(80)	283
PID/Gender: Ind Women	29%	(102)	30%	(108)	5%	(19)	6%	(23)	29%	(105)	357
PID/Gender: Rep Men	35%	(120)	30%	(103)	8%	(29)	8%	(28)	18%	(61)	341
PID/Gender: Rep Women	26%	(81)	30%	(93)	5%	(14)	8%	(24)	31%	(96)	307
Ideo: Liberal (1-3)	39%	(264)	28%	(192)	9%	(61)	6%	(38)	19%	(128)	683
Ideo: Moderate (4)	29%	(175)	34%	(208)	8%	(47)	6%	(38)	24%	(147)	615
Ideo: Conservative (5-7)	30%	(203)	29%	(203)	6%	(44)	8%	(56)	26%	(182)	688
Educ: < College	32%	(479)	28%	(419)	7%	(101)	7%	(110)	27%	(403)	1512
Educ: Bachelors degree	30%	(132)	32%	(143)	10%	(43)	6%	(27)	22%	(98)	444
Educ: Post-grad	38%	(94)	35%	(86)	7%	(18)	4%	(11)	15%	(36)	244
Income: Under 50k	29%	(360)	28%	(345)	6%	(71)	7%	(90)	30%	(364)	1230
Income: 50k-100k	36%	(235)	29%	(187)	9%	(62)	7%	(43)	20%	(128)	654
Income: 100k+	35%	(110)	37%	(116)	9%	(29)	5%	(15)	14%	(45)	316
Ethnicity: White	32%	(550)	30%	(517)	6%	(111)	6%	(108)	25%	(435)	1722

Continued on next page

Table MCE1_3: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	32%	(705)	29%	(648)	7%	(162)	7%	(148)	24%	(537)	2200
Ethnicity: Hispanic	40%	(138)	29%	(100)	8%	(28)	8%	(28)	16%	(55)	349
Ethnicity: Black	33%	(90)	23%	(62)	13%	(36)	10%	(28)	21%	(58)	274
Ethnicity: Other	32%	(65)	34%	(69)	7%	(15)	6%	(12)	21%	(44)	204
All Christian	29%	(312)	31%	(335)	8%	(81)	6%	(66)	26%	(275)	1070
All Non-Christian	33%	(41)	24%	(30)	12%	(15)	8%	(10)	22%	(27)	122
Atheist	45%	(41)	28%	(26)	4%	(3)	6%	(5)	17%	(15)	90
Agnostic/Nothing in particular	33%	(178)	28%	(149)	8%	(42)	7%	(38)	24%	(129)	536
Something Else	35%	(134)	28%	(109)	5%	(20)	7%	(28)	24%	(92)	383
Religious Non-Protestant/Catholic	33%	(45)	23%	(32)	11%	(15)	8%	(11)	25%	(34)	137
Evangelical	38%	(257)	28%	(191)	5%	(36)	6%	(43)	22%	(152)	679
Non-Evangelical	24%	(176)	33%	(247)	9%	(64)	7%	(50)	27%	(204)	741
Community: Urban	36%	(270)	29%	(218)	8%	(61)	8%	(59)	18%	(135)	742
Community: Suburban	33%	(310)	30%	(276)	7%	(69)	5%	(47)	25%	(230)	932
Community: Rural	24%	(125)	29%	(155)	6%	(32)	8%	(43)	33%	(172)	526
Employ: Private Sector	35%	(223)	33%	(210)	10%	(64)	6%	(41)	15%	(97)	635
Employ: Government	38%	(55)	32%	(47)	5%	(8)	6%	(9)	19%	(28)	147
Employ: Self-Employed	44%	(93)	23%	(49)	8%	(16)	5%	(12)	19%	(41)	210
Employ: Homemaker	33%	(53)	27%	(45)	6%	(10)	7%	(11)	27%	(44)	164
Employ: Student	53%	(55)	23%	(23)	10%	(10)	3%	(3)	12%	(12)	103
Employ: Retired	19%	(96)	29%	(146)	6%	(29)	9%	(45)	38%	(194)	509
Employ: Unemployed	30%	(86)	28%	(79)	6%	(16)	7%	(19)	29%	(83)	283
Employ: Other	29%	(44)	33%	(49)	5%	(8)	6%	(10)	26%	(38)	149
Military HH: Yes	31%	(121)	31%	(121)	7%	(27)	7%	(25)	25%	(96)	390
Military HH: No	32%	(584)	29%	(528)	7%	(134)	7%	(123)	24%	(441)	1810
RD/WT: Right Direction	35%	(237)	28%	(187)	9%	(62)	7%	(50)	20%	(135)	671
RD/WT: Wrong Track	31%	(468)	30%	(462)	7%	(100)	6%	(98)	26%	(402)	1529
Trump Job Approve	33%	(291)	30%	(264)	6%	(53)	7%	(60)	24%	(209)	877
Trump Job Disapprove	32%	(394)	30%	(367)	8%	(104)	7%	(84)	23%	(289)	1238

Continued on next page

Table MCE1_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	32%	(705)	29%	(648)	7%	(162)	7%	(148)	24%	(537)	2200
Trump Job Strongly Approve	33%	(175)	28%	(150)	7%	(35)	9%	(46)	24%	(130)	536
Trump Job Somewhat Approve	34%	(116)	33%	(113)	5%	(18)	4%	(15)	23%	(79)	341
Trump Job Somewhat Disapprove	28%	(79)	34%	(97)	13%	(38)	5%	(15)	19%	(55)	285
Trump Job Strongly Disapprove	33%	(315)	28%	(270)	7%	(66)	7%	(69)	25%	(234)	953
Favorable of Trump	33%	(292)	29%	(255)	6%	(54)	7%	(60)	24%	(213)	874
Unfavorable of Trump	32%	(398)	30%	(371)	9%	(105)	7%	(80)	22%	(275)	1229
Very Favorable of Trump	33%	(178)	26%	(143)	6%	(34)	8%	(45)	26%	(141)	540
Somewhat Favorable of Trump	34%	(114)	34%	(113)	6%	(20)	4%	(15)	22%	(73)	334
Somewhat Unfavorable of Trump	30%	(70)	33%	(77)	11%	(24)	5%	(11)	21%	(48)	230
Very Unfavorable of Trump	33%	(329)	29%	(294)	8%	(80)	7%	(69)	23%	(227)	999
#1 Issue: Economy	33%	(289)	32%	(280)	6%	(50)	7%	(65)	22%	(187)	870
#1 Issue: Security	26%	(55)	30%	(63)	8%	(16)	5%	(10)	31%	(66)	210
#1 Issue: Health Care	31%	(122)	30%	(116)	9%	(35)	5%	(21)	25%	(95)	390
#1 Issue: Medicare / Social Security	27%	(71)	24%	(63)	8%	(21)	8%	(22)	33%	(86)	262
#1 Issue: Women's Issues	42%	(51)	23%	(28)	7%	(8)	7%	(8)	22%	(27)	122
#1 Issue: Education	41%	(42)	23%	(24)	15%	(16)	11%	(11)	11%	(11)	104
#1 Issue: Energy	38%	(34)	32%	(29)	11%	(10)	4%	(3)	15%	(14)	90
#1 Issue: Other	27%	(40)	30%	(46)	4%	(6)	6%	(9)	34%	(51)	152
2018 House Vote: Democrat	33%	(252)	31%	(236)	8%	(58)	4%	(27)	25%	(187)	760
2018 House Vote: Republican	29%	(166)	32%	(189)	6%	(37)	9%	(51)	24%	(139)	581
2016 Vote: Hillary Clinton	32%	(230)	32%	(231)	7%	(49)	5%	(35)	25%	(177)	722
2016 Vote: Donald Trump	30%	(199)	31%	(206)	7%	(46)	8%	(50)	25%	(164)	665
2016 Vote: Other	25%	(22)	31%	(27)	5%	(4)	9%	(8)	30%	(26)	87
2016 Vote: Didn't Vote	35%	(252)	26%	(185)	9%	(63)	8%	(55)	23%	(170)	725
Voted in 2014: Yes	31%	(375)	31%	(376)	7%	(80)	6%	(77)	25%	(311)	1220
Voted in 2014: No	34%	(330)	28%	(272)	8%	(81)	7%	(71)	23%	(226)	980

Continued on next page

Table MCE1_3: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Ad-free membership options

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	32%	(705)	29%	(648)	7%	(162)	7%	(148)	24%	(537)	2200
2012 Vote: Barack Obama	31%	(268)	31%	(272)	8%	(66)	5%	(45)	25%	(214)	864
2012 Vote: Mitt Romney	28%	(122)	32%	(141)	6%	(27)	8%	(36)	26%	(116)	442
2012 Vote: Other	24%	(14)	25%	(15)	1%	(0)	10%	(6)	41%	(25)	60
2012 Vote: Didn't Vote	36%	(301)	27%	(221)	8%	(68)	7%	(61)	22%	(181)	832
4-Region: Northeast	32%	(128)	29%	(113)	7%	(26)	8%	(30)	25%	(98)	394
4-Region: Midwest	32%	(149)	28%	(131)	5%	(25)	5%	(25)	28%	(132)	462
4-Region: South	32%	(260)	29%	(238)	8%	(67)	7%	(62)	24%	(197)	824
4-Region: West	32%	(168)	32%	(166)	8%	(44)	6%	(32)	21%	(111)	520
Cable TV subscribers	34%	(339)	29%	(284)	7%	(74)	5%	(50)	24%	(240)	986
Satellite TV subscribers	37%	(177)	27%	(132)	11%	(51)	6%	(30)	19%	(91)	481
Former cable TV subscribers	32%	(248)	34%	(271)	7%	(53)	6%	(48)	21%	(166)	787
Former satellite TV subscribers	34%	(225)	32%	(216)	8%	(53)	6%	(39)	21%	(138)	670
Watches mostly scripted shows	32%	(262)	35%	(286)	7%	(55)	5%	(44)	22%	(181)	828
Watches mostly unscripted shows	34%	(90)	27%	(70)	15%	(38)	9%	(23)	15%	(39)	260
Watches scripted and unscripted	42%	(303)	31%	(222)	7%	(51)	5%	(38)	14%	(103)	718
Watches mostly for entertainment	37%	(411)	30%	(330)	7%	(81)	6%	(62)	20%	(219)	1103
Watches mostly for education	32%	(47)	35%	(51)	17%	(24)	13%	(19)	3%	(4)	145
Watches for entertainment and education	36%	(219)	35%	(215)	6%	(37)	5%	(30)	17%	(106)	607
Likely to subscribe to Discovery+	44%	(292)	32%	(216)	10%	(66)	7%	(44)	7%	(48)	665
Unlikely to subscribe to Discovery+	27%	(301)	29%	(327)	7%	(81)	8%	(91)	29%	(328)	1127
Subscribes to at least one streaming service	37%	(639)	30%	(520)	8%	(128)	6%	(110)	18%	(311)	1708
Subscribes to 3+ streaming services	42%	(449)	31%	(329)	8%	(86)	6%	(59)	13%	(136)	1059

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

Table MCE1_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(443)	29%	(639)	14%	(313)	11%	(231)	26%	(575)	2200
Gender: Male	20%	(214)	33%	(345)	15%	(158)	9%	(100)	23%	(245)	1062
Gender: Female	20%	(229)	26%	(294)	14%	(154)	12%	(131)	29%	(330)	1138
Age: 18-34	24%	(154)	29%	(193)	16%	(104)	11%	(74)	20%	(130)	655
Age: 35-44	26%	(94)	34%	(120)	15%	(53)	10%	(36)	15%	(53)	358
Age: 45-64	20%	(153)	28%	(210)	14%	(104)	8%	(60)	30%	(224)	751
Age: 65+	9%	(41)	27%	(116)	12%	(51)	14%	(61)	38%	(167)	436
GenZers: 1997-2012	22%	(60)	28%	(77)	14%	(38)	12%	(34)	23%	(64)	274
Millennials: 1981-1996	25%	(151)	31%	(188)	17%	(104)	10%	(62)	16%	(94)	599
GenXers: 1965-1980	25%	(134)	30%	(158)	13%	(70)	8%	(44)	23%	(122)	529
Baby Boomers: 1946-1964	13%	(91)	28%	(197)	12%	(88)	11%	(74)	36%	(256)	706
PID: Dem (no lean)	23%	(213)	29%	(265)	16%	(143)	9%	(85)	23%	(205)	912
PID: Ind (no lean)	17%	(106)	27%	(173)	13%	(83)	12%	(74)	32%	(204)	640
PID: Rep (no lean)	19%	(123)	31%	(201)	13%	(87)	11%	(72)	25%	(165)	648
PID/Gender: Dem Men	21%	(91)	34%	(149)	15%	(66)	10%	(45)	20%	(87)	438
PID/Gender: Dem Women	26%	(123)	25%	(116)	16%	(76)	9%	(41)	25%	(118)	474
PID/Gender: Ind Men	20%	(55)	28%	(79)	12%	(35)	8%	(22)	32%	(92)	283
PID/Gender: Ind Women	14%	(51)	26%	(94)	13%	(47)	15%	(53)	32%	(113)	357
PID/Gender: Rep Men	20%	(68)	34%	(117)	17%	(57)	10%	(34)	19%	(66)	341
PID/Gender: Rep Women	18%	(56)	27%	(84)	10%	(31)	12%	(38)	32%	(100)	307
Ideo: Liberal (1-3)	24%	(167)	32%	(216)	16%	(106)	9%	(65)	19%	(130)	683
Ideo: Moderate (4)	17%	(107)	28%	(175)	16%	(97)	10%	(60)	29%	(177)	615
Ideo: Conservative (5-7)	20%	(136)	30%	(209)	12%	(82)	12%	(80)	26%	(181)	688
Educ: < College	19%	(289)	27%	(402)	15%	(231)	10%	(149)	29%	(441)	1512
Educ: Bachelors degree	19%	(85)	36%	(162)	12%	(55)	12%	(53)	20%	(90)	444
Educ: Post-grad	29%	(70)	31%	(75)	11%	(27)	12%	(29)	18%	(44)	244
Income: Under 50k	17%	(215)	25%	(311)	15%	(183)	11%	(136)	31%	(384)	1230
Income: 50k-100k	21%	(141)	34%	(225)	15%	(98)	9%	(62)	20%	(128)	654
Income: 100k+	28%	(87)	32%	(103)	10%	(31)	11%	(34)	20%	(62)	316
Ethnicity: White	20%	(340)	29%	(506)	14%	(234)	10%	(175)	27%	(467)	1722

Continued on next page

Table MCE1_4: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(443)	29%	(639)	14%	(313)	11%	(231)	26%	(575)	2200
Ethnicity: Hispanic	22%	(75)	27%	(94)	20%	(68)	11%	(39)	21%	(72)	349
Ethnicity: Black	22%	(60)	29%	(79)	17%	(47)	9%	(24)	23%	(63)	274
Ethnicity: Other	21%	(42)	26%	(54)	15%	(31)	16%	(32)	22%	(45)	204
All Christian	20%	(214)	32%	(338)	13%	(144)	9%	(100)	26%	(274)	1070
All Non-Christian	26%	(32)	24%	(29)	16%	(20)	11%	(14)	22%	(27)	122
Atheist	17%	(15)	32%	(29)	13%	(12)	18%	(16)	20%	(18)	90
Agnostic/Nothing in particular	18%	(97)	26%	(141)	16%	(88)	11%	(58)	28%	(150)	536
Something Else	22%	(84)	26%	(101)	13%	(49)	11%	(43)	28%	(106)	383
Religious Non-Protestant/Catholic	25%	(35)	24%	(34)	16%	(22)	12%	(17)	22%	(30)	137
Evangelical	25%	(170)	29%	(198)	12%	(81)	11%	(75)	23%	(155)	679
Non-Evangelical	16%	(121)	31%	(233)	15%	(108)	9%	(64)	29%	(215)	741
Community: Urban	25%	(187)	30%	(221)	15%	(110)	12%	(89)	18%	(134)	742
Community: Suburban	18%	(171)	29%	(270)	14%	(131)	10%	(93)	29%	(268)	932
Community: Rural	16%	(85)	28%	(148)	13%	(71)	9%	(49)	33%	(173)	526
Employ: Private Sector	25%	(162)	33%	(207)	16%	(105)	9%	(55)	17%	(107)	635
Employ: Government	26%	(38)	35%	(52)	11%	(16)	8%	(12)	20%	(30)	147
Employ: Self-Employed	21%	(44)	30%	(63)	17%	(36)	11%	(23)	21%	(45)	210
Employ: Homemaker	24%	(39)	25%	(41)	11%	(19)	11%	(18)	28%	(46)	164
Employ: Student	24%	(25)	31%	(32)	20%	(21)	8%	(8)	17%	(18)	103
Employ: Retired	10%	(52)	27%	(139)	12%	(59)	13%	(67)	38%	(192)	509
Employ: Unemployed	18%	(52)	24%	(67)	11%	(32)	14%	(39)	33%	(94)	283
Employ: Other	21%	(32)	26%	(39)	17%	(26)	6%	(9)	29%	(44)	149
Military HH: Yes	16%	(63)	28%	(109)	18%	(69)	13%	(52)	25%	(97)	390
Military HH: No	21%	(380)	29%	(530)	13%	(244)	10%	(179)	26%	(478)	1810
RD/WT: Right Direction	23%	(154)	31%	(209)	14%	(95)	10%	(70)	21%	(143)	671
RD/WT: Wrong Track	19%	(289)	28%	(430)	14%	(218)	11%	(161)	28%	(432)	1529
Trump Job Approve	21%	(185)	30%	(264)	12%	(106)	11%	(98)	25%	(223)	877
Trump Job Disapprove	20%	(242)	29%	(356)	16%	(203)	10%	(128)	25%	(308)	1238

Continued on next page

Table MCE1_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(443)	29%	(639)	14%	(313)	11%	(231)	26%	(575)	2200
Trump Job Strongly Approve	21%	(115)	26%	(142)	11%	(59)	14%	(75)	27%	(145)	536
Trump Job Somewhat Approve	21%	(70)	36%	(122)	14%	(47)	7%	(23)	23%	(78)	341
Trump Job Somewhat Disapprove	20%	(56)	30%	(85)	18%	(51)	7%	(21)	25%	(72)	285
Trump Job Strongly Disapprove	19%	(186)	28%	(271)	16%	(153)	11%	(107)	25%	(236)	953
Favorable of Trump	21%	(186)	30%	(260)	12%	(104)	11%	(99)	26%	(226)	874
Unfavorable of Trump	20%	(246)	29%	(354)	16%	(200)	10%	(126)	25%	(303)	1229
Very Favorable of Trump	21%	(116)	26%	(140)	10%	(56)	14%	(76)	28%	(153)	540
Somewhat Favorable of Trump	21%	(70)	36%	(121)	15%	(49)	7%	(23)	22%	(72)	334
Somewhat Unfavorable of Trump	19%	(45)	28%	(64)	17%	(39)	10%	(23)	26%	(59)	230
Very Unfavorable of Trump	20%	(201)	29%	(291)	16%	(161)	10%	(102)	24%	(244)	999
#1 Issue: Economy	19%	(162)	32%	(275)	15%	(130)	10%	(91)	24%	(213)	870
#1 Issue: Security	18%	(37)	26%	(56)	13%	(27)	13%	(27)	30%	(63)	210
#1 Issue: Health Care	24%	(94)	30%	(115)	15%	(58)	8%	(30)	24%	(93)	390
#1 Issue: Medicare / Social Security	15%	(40)	24%	(63)	12%	(31)	11%	(29)	38%	(98)	262
#1 Issue: Women's Issues	31%	(37)	23%	(29)	14%	(17)	12%	(15)	19%	(24)	122
#1 Issue: Education	25%	(26)	36%	(37)	18%	(19)	10%	(10)	11%	(12)	104
#1 Issue: Energy	24%	(22)	29%	(26)	16%	(15)	13%	(12)	17%	(16)	90
#1 Issue: Other	16%	(25)	25%	(38)	11%	(16)	11%	(17)	37%	(56)	152
2018 House Vote: Democrat	22%	(171)	30%	(229)	14%	(108)	9%	(70)	24%	(182)	760
2018 House Vote: Republican	18%	(106)	32%	(185)	14%	(79)	12%	(70)	24%	(141)	581
2016 Vote: Hillary Clinton	22%	(158)	31%	(227)	13%	(96)	9%	(63)	25%	(178)	722
2016 Vote: Donald Trump	19%	(126)	29%	(196)	15%	(103)	11%	(76)	25%	(164)	665
2016 Vote: Other	11%	(10)	27%	(23)	14%	(12)	14%	(12)	34%	(30)	87
2016 Vote: Didn't Vote	20%	(148)	26%	(191)	14%	(102)	11%	(80)	28%	(203)	725
Voted in 2014: Yes	20%	(250)	30%	(364)	14%	(175)	10%	(123)	25%	(307)	1220
Voted in 2014: No	20%	(193)	28%	(275)	14%	(137)	11%	(108)	27%	(267)	980

Continued on next page

Table MCE1_4: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Discounted membership options that include ads

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(443)	29%	(639)	14%	(313)	11%	(231)	26%	(575)	2200
2012 Vote: Barack Obama	22%	(190)	30%	(260)	14%	(123)	9%	(75)	25%	(217)	864
2012 Vote: Mitt Romney	17%	(75)	31%	(135)	14%	(64)	12%	(52)	26%	(116)	442
2012 Vote: Other	16%	(10)	22%	(13)	11%	(6)	15%	(9)	36%	(22)	60
2012 Vote: Didn't Vote	20%	(167)	28%	(231)	14%	(119)	12%	(96)	26%	(219)	832
4-Region: Northeast	20%	(80)	30%	(118)	13%	(53)	11%	(43)	25%	(100)	394
4-Region: Midwest	19%	(89)	31%	(143)	13%	(59)	11%	(49)	27%	(123)	462
4-Region: South	20%	(168)	28%	(230)	16%	(133)	9%	(77)	26%	(216)	824
4-Region: West	20%	(106)	28%	(148)	13%	(69)	12%	(62)	26%	(136)	520
Cable TV subscribers	21%	(207)	30%	(297)	15%	(143)	9%	(87)	26%	(252)	986
Satellite TV subscribers	27%	(129)	30%	(143)	14%	(69)	8%	(38)	21%	(102)	481
Former cable TV subscribers	21%	(169)	31%	(244)	16%	(122)	9%	(72)	23%	(180)	787
Former satellite TV subscribers	21%	(140)	34%	(228)	16%	(110)	9%	(61)	20%	(131)	670
Watches mostly scripted shows	20%	(168)	33%	(272)	15%	(124)	11%	(92)	21%	(171)	828
Watches mostly unscripted shows	27%	(70)	32%	(82)	15%	(38)	8%	(20)	19%	(49)	260
Watches scripted and unscripted	23%	(168)	32%	(231)	17%	(119)	8%	(57)	20%	(142)	718
Watches mostly for entertainment	23%	(249)	30%	(332)	15%	(161)	10%	(112)	23%	(248)	1103
Watches mostly for education	23%	(33)	35%	(52)	22%	(32)	13%	(18)	7%	(11)	145
Watches for entertainment and education	24%	(148)	34%	(203)	16%	(97)	8%	(49)	18%	(110)	607
Likely to subscribe to Discovery+	31%	(208)	35%	(231)	17%	(112)	8%	(50)	10%	(64)	665
Unlikely to subscribe to Discovery+	15%	(166)	28%	(313)	14%	(162)	13%	(142)	31%	(345)	1127
Subscribes to at least one streaming service	24%	(407)	31%	(528)	15%	(250)	10%	(172)	21%	(351)	1708
Subscribes to 3+ streaming services	29%	(305)	31%	(330)	15%	(161)	9%	(98)	16%	(165)	1059

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

Table MCE1_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(593)	31%	(687)	7%	(153)	8%	(179)	27%	(588)	2200
Gender: Male	28%	(296)	33%	(349)	8%	(89)	8%	(80)	23%	(248)	1062
Gender: Female	26%	(297)	30%	(338)	6%	(63)	9%	(99)	30%	(340)	1138
Age: 18-34	38%	(247)	26%	(172)	8%	(53)	8%	(55)	20%	(128)	655
Age: 35-44	35%	(124)	31%	(111)	10%	(37)	9%	(31)	15%	(55)	358
Age: 45-64	21%	(158)	37%	(277)	5%	(36)	8%	(57)	30%	(223)	751
Age: 65+	14%	(63)	29%	(127)	6%	(27)	9%	(37)	42%	(182)	436
GenZers: 1997-2012	38%	(103)	27%	(73)	4%	(10)	10%	(27)	22%	(61)	274
Millennials: 1981-1996	36%	(218)	28%	(167)	12%	(72)	8%	(47)	16%	(95)	599
GenXers: 1965-1980	27%	(145)	34%	(181)	5%	(27)	7%	(36)	26%	(139)	529
Baby Boomers: 1946-1964	17%	(119)	34%	(240)	6%	(39)	8%	(59)	35%	(250)	706
PID: Dem (no lean)	31%	(284)	33%	(297)	6%	(56)	8%	(71)	22%	(204)	912
PID: Ind (no lean)	25%	(158)	27%	(175)	8%	(54)	8%	(49)	32%	(204)	640
PID: Rep (no lean)	23%	(151)	33%	(215)	7%	(43)	9%	(60)	28%	(179)	648
PID/Gender: Dem Men	29%	(129)	35%	(153)	8%	(35)	8%	(34)	20%	(86)	438
PID/Gender: Dem Women	33%	(155)	30%	(143)	5%	(21)	8%	(37)	25%	(118)	474
PID/Gender: Ind Men	29%	(81)	28%	(79)	8%	(24)	4%	(13)	31%	(87)	283
PID/Gender: Ind Women	22%	(77)	27%	(96)	8%	(30)	10%	(36)	33%	(117)	357
PID/Gender: Rep Men	25%	(86)	34%	(117)	9%	(31)	10%	(33)	22%	(74)	341
PID/Gender: Rep Women	21%	(65)	32%	(98)	4%	(12)	9%	(27)	34%	(105)	307
Ideo: Liberal (1-3)	33%	(225)	37%	(252)	7%	(50)	7%	(45)	16%	(112)	683
Ideo: Moderate (4)	24%	(148)	29%	(180)	9%	(56)	8%	(49)	30%	(183)	615
Ideo: Conservative (5-7)	23%	(159)	33%	(226)	5%	(37)	10%	(66)	29%	(200)	688
Educ: < College	27%	(406)	30%	(448)	5%	(81)	9%	(132)	29%	(444)	1512
Educ: Bachelors degree	25%	(113)	32%	(142)	12%	(51)	8%	(34)	23%	(103)	444
Educ: Post-grad	30%	(74)	39%	(96)	8%	(20)	5%	(13)	17%	(41)	244
Income: Under 50k	26%	(317)	28%	(341)	6%	(68)	9%	(111)	32%	(394)	1230
Income: 50k-100k	28%	(181)	36%	(233)	9%	(56)	7%	(46)	21%	(137)	654
Income: 100k+	30%	(95)	36%	(113)	9%	(29)	7%	(23)	18%	(57)	316
Ethnicity: White	26%	(445)	33%	(561)	7%	(114)	8%	(133)	27%	(469)	1722

Continued on next page

Table MCE1_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(593)	31%	(687)	7%	(153)	8%	(179)	27%	(588)	2200
Ethnicity: Hispanic	36%	(127)	31%	(108)	8%	(28)	7%	(23)	18%	(64)	349
Ethnicity: Black	29%	(80)	25%	(70)	10%	(28)	10%	(27)	25%	(69)	274
Ethnicity: Other	33%	(68)	28%	(57)	5%	(10)	10%	(19)	24%	(50)	204
All Christian	24%	(252)	34%	(361)	7%	(70)	8%	(88)	28%	(299)	1070
All Non-Christian	27%	(33)	28%	(34)	13%	(16)	8%	(10)	25%	(30)	122
Atheist	40%	(36)	31%	(27)	5%	(5)	12%	(11)	12%	(11)	90
Agnostic/Nothing in particular	29%	(155)	31%	(164)	8%	(40)	6%	(35)	27%	(142)	536
Something Else	31%	(118)	26%	(101)	6%	(22)	9%	(35)	28%	(106)	383
Religious Non-Protestant/Catholic	25%	(35)	29%	(40)	11%	(16)	8%	(11)	26%	(36)	137
Evangelical	28%	(191)	32%	(217)	7%	(47)	9%	(59)	24%	(164)	679
Non-Evangelical	23%	(171)	31%	(231)	6%	(42)	9%	(63)	31%	(233)	741
Community: Urban	32%	(234)	30%	(225)	9%	(66)	9%	(70)	20%	(147)	742
Community: Suburban	26%	(242)	33%	(311)	7%	(63)	7%	(64)	27%	(252)	932
Community: Rural	22%	(117)	29%	(151)	5%	(24)	9%	(45)	36%	(189)	526
Employ: Private Sector	29%	(186)	36%	(228)	10%	(64)	7%	(47)	17%	(110)	635
Employ: Government	33%	(48)	31%	(45)	10%	(14)	6%	(9)	20%	(30)	147
Employ: Self-Employed	34%	(71)	27%	(57)	8%	(16)	7%	(15)	24%	(51)	210
Employ: Homemaker	28%	(46)	29%	(48)	7%	(11)	8%	(13)	28%	(46)	164
Employ: Student	43%	(44)	27%	(28)	3%	(4)	11%	(11)	16%	(16)	103
Employ: Retired	14%	(70)	32%	(164)	5%	(26)	10%	(49)	39%	(199)	509
Employ: Unemployed	30%	(85)	26%	(74)	3%	(9)	8%	(23)	33%	(93)	283
Employ: Other	28%	(41)	29%	(43)	6%	(9)	8%	(12)	29%	(43)	149
Military HH: Yes	23%	(89)	35%	(135)	9%	(36)	7%	(28)	26%	(103)	390
Military HH: No	28%	(504)	31%	(552)	6%	(117)	8%	(152)	27%	(485)	1810
RD/WT: Right Direction	28%	(191)	29%	(198)	9%	(61)	9%	(62)	24%	(159)	671
RD/WT: Wrong Track	26%	(402)	32%	(489)	6%	(92)	8%	(118)	28%	(429)	1529
Trump Job Approve	26%	(227)	34%	(296)	7%	(61)	8%	(68)	26%	(224)	877
Trump Job Disapprove	28%	(346)	31%	(378)	7%	(90)	8%	(103)	26%	(322)	1238

Continued on next page

Table MCE1_5: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(593)	31%	(687)	7%	(153)	8%	(179)	27%	(588)	2200
Trump Job Strongly Approve	26%	(141)	31%	(164)	6%	(33)	9%	(50)	27%	(147)	536
Trump Job Somewhat Approve	25%	(87)	39%	(132)	8%	(27)	5%	(18)	23%	(78)	341
Trump Job Somewhat Disapprove	26%	(73)	25%	(71)	10%	(29)	9%	(25)	30%	(86)	285
Trump Job Strongly Disapprove	29%	(273)	32%	(306)	6%	(60)	8%	(77)	25%	(236)	953
Favorable of Trump	26%	(226)	33%	(292)	6%	(53)	8%	(68)	27%	(235)	874
Unfavorable of Trump	29%	(355)	30%	(375)	7%	(92)	8%	(96)	25%	(310)	1229
Very Favorable of Trump	26%	(139)	31%	(167)	5%	(25)	9%	(51)	29%	(158)	540
Somewhat Favorable of Trump	26%	(86)	37%	(125)	8%	(27)	5%	(17)	23%	(78)	334
Somewhat Unfavorable of Trump	29%	(68)	30%	(69)	9%	(20)	5%	(11)	27%	(62)	230
Very Unfavorable of Trump	29%	(288)	31%	(306)	7%	(72)	9%	(85)	25%	(248)	999
#1 Issue: Economy	28%	(240)	32%	(279)	7%	(57)	8%	(66)	26%	(228)	870
#1 Issue: Security	23%	(47)	33%	(69)	8%	(16)	9%	(18)	29%	(60)	210
#1 Issue: Health Care	28%	(108)	35%	(138)	8%	(31)	7%	(28)	22%	(85)	390
#1 Issue: Medicare / Social Security	18%	(48)	29%	(75)	5%	(13)	10%	(26)	38%	(100)	262
#1 Issue: Women's Issues	39%	(47)	22%	(27)	8%	(10)	8%	(9)	24%	(29)	122
#1 Issue: Education	33%	(34)	29%	(30)	9%	(10)	13%	(14)	16%	(17)	104
#1 Issue: Energy	35%	(31)	30%	(27)	12%	(11)	6%	(6)	18%	(16)	90
#1 Issue: Other	24%	(36)	28%	(43)	4%	(7)	8%	(13)	36%	(54)	152
2018 House Vote: Democrat	30%	(226)	35%	(267)	8%	(63)	5%	(37)	22%	(166)	760
2018 House Vote: Republican	22%	(126)	34%	(200)	8%	(45)	9%	(51)	27%	(160)	581
2016 Vote: Hillary Clinton	28%	(205)	34%	(247)	7%	(53)	6%	(41)	24%	(176)	722
2016 Vote: Donald Trump	23%	(153)	34%	(229)	8%	(51)	8%	(55)	27%	(177)	665
2016 Vote: Other	27%	(23)	24%	(21)	9%	(8)	8%	(7)	32%	(28)	87
2016 Vote: Didn't Vote	29%	(210)	26%	(190)	6%	(41)	10%	(76)	29%	(207)	725
Voted in 2014: Yes	25%	(310)	34%	(415)	8%	(93)	7%	(88)	26%	(314)	1220
Voted in 2014: No	29%	(283)	28%	(272)	6%	(59)	9%	(91)	28%	(274)	980

Continued on next page

Table MCE1_5: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Rare or hard to find content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	27%	(593)	31%	(687)	7%	(153)	8%	(179)	27%	(588)	2200
2012 Vote: Barack Obama	28%	(241)	34%	(292)	8%	(72)	7%	(59)	23%	(200)	864
2012 Vote: Mitt Romney	19%	(85)	35%	(155)	7%	(29)	8%	(33)	31%	(139)	442
2012 Vote: Other	18%	(11)	27%	(16)	4%	(3)	13%	(8)	38%	(23)	60
2012 Vote: Didn't Vote	31%	(256)	27%	(223)	6%	(49)	9%	(79)	27%	(226)	832
4-Region: Northeast	27%	(106)	29%	(114)	6%	(23)	10%	(39)	28%	(112)	394
4-Region: Midwest	24%	(113)	32%	(146)	8%	(36)	7%	(34)	29%	(134)	462
4-Region: South	27%	(224)	32%	(265)	6%	(50)	8%	(65)	27%	(220)	824
4-Region: West	29%	(150)	31%	(162)	8%	(43)	8%	(41)	24%	(123)	520
Cable TV subscribers	27%	(271)	34%	(333)	7%	(67)	7%	(67)	25%	(248)	986
Satellite TV subscribers	30%	(146)	33%	(158)	9%	(43)	8%	(37)	20%	(97)	481
Former cable TV subscribers	29%	(227)	34%	(264)	7%	(52)	7%	(58)	24%	(186)	787
Former satellite TV subscribers	29%	(191)	34%	(230)	6%	(42)	7%	(48)	24%	(160)	670
Watches mostly scripted shows	29%	(238)	33%	(272)	9%	(74)	7%	(61)	22%	(183)	828
Watches mostly unscripted shows	26%	(67)	31%	(81)	10%	(26)	11%	(27)	23%	(59)	260
Watches scripted and unscripted	35%	(251)	37%	(268)	4%	(32)	7%	(51)	16%	(116)	718
Watches mostly for entertainment	29%	(316)	36%	(393)	6%	(71)	8%	(85)	22%	(238)	1103
Watches mostly for education	24%	(34)	36%	(52)	17%	(25)	13%	(18)	10%	(15)	145
Watches for entertainment and education	36%	(218)	31%	(191)	6%	(36)	7%	(40)	20%	(122)	607
Likely to subscribe to Discovery+	37%	(246)	33%	(222)	11%	(72)	8%	(52)	11%	(73)	665
Unlikely to subscribe to Discovery+	22%	(250)	32%	(361)	7%	(75)	10%	(108)	30%	(334)	1127
Subscribes to at least one streaming service	31%	(534)	33%	(566)	7%	(118)	8%	(130)	21%	(360)	1708
Subscribes to 3+ streaming services	36%	(383)	34%	(362)	8%	(84)	6%	(61)	16%	(170)	1059

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

Table MCE1_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Exclusive content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(511)	33%	(737)	8%	(171)	6%	(143)	29%	(640)	2200
Gender: Male	24%	(257)	36%	(383)	9%	(95)	6%	(60)	25%	(267)	1062
Gender: Female	22%	(254)	31%	(353)	7%	(76)	7%	(83)	33%	(373)	1138
Age: 18-34	32%	(209)	32%	(210)	11%	(73)	6%	(37)	19%	(126)	655
Age: 35-44	33%	(118)	34%	(122)	10%	(35)	7%	(26)	16%	(58)	358
Age: 45-64	20%	(147)	36%	(270)	5%	(39)	6%	(45)	33%	(250)	751
Age: 65+	9%	(37)	31%	(135)	5%	(23)	8%	(35)	47%	(206)	436
GenZers: 1997-2012	27%	(75)	37%	(102)	7%	(20)	7%	(20)	21%	(57)	274
Millennials: 1981-1996	35%	(210)	31%	(183)	13%	(77)	5%	(31)	16%	(97)	599
GenXers: 1965-1980	25%	(131)	36%	(188)	5%	(29)	5%	(28)	29%	(154)	529
Baby Boomers: 1946-1964	12%	(88)	34%	(239)	6%	(41)	8%	(53)	40%	(284)	706
PID: Dem (no lean)	28%	(252)	34%	(310)	8%	(76)	6%	(56)	24%	(217)	912
PID: Ind (no lean)	18%	(116)	33%	(211)	8%	(50)	7%	(44)	34%	(220)	640
PID: Rep (no lean)	22%	(143)	33%	(216)	7%	(44)	7%	(43)	31%	(202)	648
PID/Gender: Dem Men	27%	(119)	35%	(155)	12%	(51)	5%	(21)	21%	(92)	438
PID/Gender: Dem Women	28%	(133)	33%	(155)	5%	(25)	7%	(35)	26%	(126)	474
PID/Gender: Ind Men	21%	(60)	35%	(98)	7%	(21)	6%	(18)	30%	(85)	283
PID/Gender: Ind Women	16%	(55)	32%	(112)	8%	(29)	7%	(25)	38%	(135)	357
PID/Gender: Rep Men	23%	(78)	38%	(130)	7%	(22)	6%	(20)	26%	(90)	341
PID/Gender: Rep Women	21%	(65)	28%	(86)	7%	(22)	7%	(22)	37%	(112)	307
Ideo: Liberal (1-3)	29%	(201)	37%	(252)	8%	(55)	4%	(30)	21%	(145)	683
Ideo: Moderate (4)	20%	(123)	36%	(221)	9%	(54)	6%	(38)	29%	(179)	615
Ideo: Conservative (5-7)	20%	(138)	32%	(219)	8%	(53)	8%	(57)	32%	(221)	688
Educ: < College	22%	(337)	32%	(483)	7%	(110)	7%	(101)	32%	(481)	1512
Educ: Bachelors degree	23%	(100)	37%	(163)	10%	(46)	5%	(24)	25%	(111)	444
Educ: Post-grad	30%	(74)	37%	(90)	6%	(14)	7%	(17)	20%	(48)	244
Income: Under 50k	21%	(258)	30%	(372)	7%	(89)	7%	(90)	34%	(422)	1230
Income: 50k-100k	24%	(158)	39%	(257)	9%	(56)	5%	(34)	23%	(149)	654
Income: 100k+	30%	(95)	34%	(108)	8%	(26)	6%	(19)	22%	(69)	316
Ethnicity: White	22%	(387)	34%	(588)	7%	(121)	6%	(106)	30%	(519)	1722

Continued on next page

Table MCE1_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Exclusive content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(511)	33%	(737)	8%	(171)	6%	(143)	29%	(640)	2200
Ethnicity: Hispanic	26%	(91)	39%	(135)	13%	(46)	5%	(19)	17%	(59)	349
Ethnicity: Black	27%	(75)	30%	(82)	11%	(30)	8%	(21)	24%	(66)	274
Ethnicity: Other	24%	(48)	32%	(66)	10%	(20)	8%	(15)	27%	(55)	204
All Christian	21%	(229)	35%	(370)	8%	(85)	6%	(69)	30%	(316)	1070
All Non-Christian	26%	(32)	31%	(37)	16%	(19)	5%	(6)	22%	(27)	122
Atheist	36%	(32)	32%	(29)	5%	(4)	8%	(7)	18%	(16)	90
Agnostic/Nothing in particular	22%	(120)	36%	(190)	6%	(35)	6%	(31)	30%	(159)	536
Something Else	25%	(96)	29%	(110)	7%	(27)	7%	(29)	32%	(121)	383
Religious Non-Protestant/Catholic	25%	(34)	29%	(40)	14%	(19)	5%	(7)	26%	(36)	137
Evangelical	27%	(184)	32%	(219)	6%	(42)	7%	(48)	27%	(185)	679
Non-Evangelical	18%	(135)	34%	(253)	9%	(66)	7%	(50)	32%	(237)	741
Community: Urban	30%	(219)	32%	(239)	10%	(76)	6%	(47)	22%	(161)	742
Community: Suburban	23%	(216)	36%	(333)	7%	(64)	5%	(48)	29%	(271)	932
Community: Rural	14%	(76)	31%	(165)	6%	(31)	9%	(47)	39%	(207)	526
Employ: Private Sector	29%	(187)	37%	(237)	9%	(55)	5%	(35)	19%	(121)	635
Employ: Government	32%	(47)	33%	(49)	7%	(10)	6%	(8)	22%	(33)	147
Employ: Self-Employed	21%	(43)	34%	(71)	12%	(24)	7%	(15)	27%	(57)	210
Employ: Homemaker	27%	(44)	23%	(37)	8%	(13)	7%	(12)	35%	(58)	164
Employ: Student	31%	(32)	43%	(44)	10%	(10)	6%	(6)	11%	(11)	103
Employ: Retired	9%	(45)	33%	(170)	6%	(30)	9%	(44)	43%	(220)	509
Employ: Unemployed	25%	(72)	29%	(83)	6%	(18)	6%	(17)	33%	(94)	283
Employ: Other	26%	(39)	31%	(46)	7%	(10)	4%	(6)	31%	(46)	149
Military HH: Yes	19%	(73)	36%	(142)	9%	(35)	7%	(28)	29%	(113)	390
Military HH: No	24%	(438)	33%	(594)	7%	(136)	6%	(115)	29%	(527)	1810
RD/WT: Right Direction	27%	(183)	31%	(206)	12%	(78)	6%	(43)	24%	(162)	671
RD/WT: Wrong Track	21%	(328)	35%	(531)	6%	(93)	7%	(100)	31%	(478)	1529
Trump Job Approve	23%	(200)	33%	(291)	8%	(70)	6%	(56)	30%	(260)	877
Trump Job Disapprove	24%	(291)	35%	(433)	8%	(96)	7%	(85)	27%	(333)	1238

Continued on next page

Table MCE1_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Exclusive content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(511)	33%	(737)	8%	(171)	6%	(143)	29%	(640)	2200
Trump Job Strongly Approve	24%	(131)	29%	(153)	7%	(40)	8%	(43)	32%	(169)	536
Trump Job Somewhat Approve	20%	(69)	40%	(138)	9%	(30)	4%	(13)	27%	(91)	341
Trump Job Somewhat Disapprove	20%	(56)	36%	(102)	12%	(35)	5%	(15)	27%	(77)	285
Trump Job Strongly Disapprove	25%	(235)	35%	(331)	6%	(61)	7%	(70)	27%	(256)	953
Favorable of Trump	23%	(203)	32%	(281)	8%	(73)	6%	(55)	30%	(262)	874
Unfavorable of Trump	24%	(298)	35%	(434)	7%	(89)	7%	(82)	27%	(326)	1229
Very Favorable of Trump	24%	(127)	29%	(159)	7%	(36)	8%	(44)	32%	(175)	540
Somewhat Favorable of Trump	23%	(75)	37%	(122)	11%	(38)	3%	(11)	26%	(88)	334
Somewhat Unfavorable of Trump	24%	(56)	35%	(81)	9%	(20)	6%	(13)	26%	(61)	230
Very Unfavorable of Trump	24%	(242)	35%	(353)	7%	(69)	7%	(69)	27%	(266)	999
#1 Issue: Economy	22%	(191)	37%	(322)	7%	(59)	6%	(54)	28%	(245)	870
#1 Issue: Security	24%	(50)	26%	(55)	11%	(23)	6%	(13)	33%	(69)	210
#1 Issue: Health Care	23%	(88)	36%	(139)	8%	(32)	5%	(19)	28%	(110)	390
#1 Issue: Medicare / Social Security	16%	(42)	28%	(73)	10%	(25)	9%	(23)	38%	(100)	262
#1 Issue: Women's Issues	41%	(50)	24%	(29)	8%	(10)	5%	(6)	22%	(26)	122
#1 Issue: Education	30%	(31)	36%	(38)	12%	(12)	10%	(10)	12%	(13)	104
#1 Issue: Energy	30%	(27)	38%	(34)	5%	(5)	9%	(8)	18%	(17)	90
#1 Issue: Other	20%	(31)	31%	(47)	3%	(4)	6%	(10)	40%	(60)	152
2018 House Vote: Democrat	27%	(201)	36%	(275)	7%	(56)	5%	(35)	25%	(193)	760
2018 House Vote: Republican	18%	(106)	36%	(208)	7%	(43)	8%	(46)	31%	(178)	581
2016 Vote: Hillary Clinton	28%	(199)	36%	(257)	5%	(39)	5%	(36)	26%	(191)	722
2016 Vote: Donald Trump	19%	(125)	35%	(233)	7%	(50)	7%	(46)	32%	(211)	665
2016 Vote: Other	15%	(13)	36%	(31)	6%	(5)	12%	(11)	32%	(28)	87
2016 Vote: Didn't Vote	24%	(173)	30%	(216)	10%	(76)	7%	(50)	29%	(210)	725
Voted in 2014: Yes	23%	(284)	35%	(425)	6%	(75)	6%	(77)	29%	(359)	1220
Voted in 2014: No	23%	(227)	32%	(312)	10%	(96)	7%	(65)	29%	(280)	980

Continued on next page

Table MCE1_6: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
Exclusive content

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(511)	33%	(737)	8%	(171)	6%	(143)	29%	(640)	2200
2012 Vote: Barack Obama	25%	(213)	36%	(315)	7%	(61)	5%	(45)	27%	(230)	864
2012 Vote: Mitt Romney	19%	(83)	35%	(155)	5%	(22)	8%	(33)	34%	(149)	442
2012 Vote: Other	12%	(7)	23%	(14)	—	(0)	13%	(8)	52%	(31)	60
2012 Vote: Didn't Vote	25%	(207)	30%	(252)	10%	(87)	7%	(56)	27%	(229)	832
4-Region: Northeast	27%	(105)	32%	(126)	7%	(26)	7%	(28)	27%	(108)	394
4-Region: Midwest	21%	(98)	35%	(162)	5%	(23)	5%	(21)	34%	(158)	462
4-Region: South	23%	(193)	33%	(270)	8%	(64)	7%	(60)	29%	(237)	824
4-Region: West	22%	(114)	34%	(179)	11%	(57)	6%	(33)	26%	(137)	520
Cable TV subscribers	28%	(273)	33%	(329)	7%	(66)	4%	(44)	28%	(275)	986
Satellite TV subscribers	29%	(138)	35%	(167)	8%	(40)	7%	(33)	21%	(102)	481
Former cable TV subscribers	20%	(160)	39%	(304)	9%	(70)	5%	(41)	27%	(212)	787
Former satellite TV subscribers	22%	(150)	38%	(256)	9%	(61)	4%	(26)	26%	(177)	670
Watches mostly scripted shows	23%	(192)	39%	(323)	9%	(75)	5%	(40)	24%	(198)	828
Watches mostly unscripted shows	25%	(65)	30%	(78)	16%	(41)	8%	(20)	22%	(56)	260
Watches scripted and unscripted	31%	(220)	38%	(274)	5%	(34)	5%	(34)	22%	(155)	718
Watches mostly for entertainment	24%	(266)	39%	(427)	8%	(87)	6%	(61)	24%	(261)	1103
Watches mostly for education	31%	(45)	29%	(42)	24%	(35)	9%	(13)	7%	(10)	145
Watches for entertainment and education	30%	(183)	37%	(222)	5%	(31)	4%	(27)	24%	(145)	607
Likely to subscribe to Discovery+	36%	(241)	34%	(229)	13%	(85)	5%	(33)	12%	(77)	665
Unlikely to subscribe to Discovery+	17%	(194)	35%	(394)	6%	(72)	8%	(91)	33%	(376)	1127
Subscribes to at least one streaming service	27%	(465)	37%	(626)	8%	(133)	6%	(101)	22%	(382)	1708
Subscribes to 3+ streaming services	34%	(357)	36%	(386)	8%	(85)	4%	(47)	17%	(184)	1059

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

Table MCE1_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(571)	32%	(694)	8%	(171)	7%	(152)	28%	(613)	2200
Gender: Male	28%	(293)	35%	(371)	8%	(85)	6%	(68)	23%	(245)	1062
Gender: Female	24%	(278)	28%	(323)	8%	(86)	7%	(84)	32%	(367)	1138
Age: 18-34	38%	(248)	29%	(188)	11%	(72)	7%	(46)	16%	(102)	655
Age: 35-44	35%	(127)	34%	(120)	8%	(28)	6%	(23)	17%	(59)	358
Age: 45-64	22%	(162)	33%	(246)	7%	(53)	6%	(46)	33%	(245)	751
Age: 65+	8%	(35)	32%	(140)	4%	(18)	9%	(37)	47%	(207)	436
GenZers: 1997-2012	34%	(93)	26%	(71)	12%	(33)	8%	(23)	20%	(53)	274
Millennials: 1981-1996	40%	(238)	32%	(193)	9%	(56)	6%	(35)	13%	(78)	599
GenXers: 1965-1980	27%	(142)	32%	(169)	9%	(46)	5%	(28)	27%	(144)	529
Baby Boomers: 1946-1964	13%	(92)	33%	(236)	5%	(33)	8%	(55)	41%	(290)	706
PID: Dem (no lean)	28%	(256)	34%	(310)	8%	(76)	7%	(61)	23%	(209)	912
PID: Ind (no lean)	25%	(159)	28%	(180)	8%	(50)	6%	(36)	34%	(216)	640
PID: Rep (no lean)	24%	(156)	31%	(204)	7%	(45)	8%	(55)	29%	(188)	648
PID/Gender: Dem Men	26%	(116)	39%	(171)	9%	(40)	6%	(27)	19%	(84)	438
PID/Gender: Dem Women	30%	(140)	29%	(139)	8%	(36)	7%	(34)	26%	(125)	474
PID/Gender: Ind Men	29%	(83)	30%	(86)	7%	(19)	4%	(10)	30%	(85)	283
PID/Gender: Ind Women	21%	(76)	26%	(93)	9%	(31)	7%	(26)	37%	(130)	357
PID/Gender: Rep Men	28%	(95)	33%	(114)	8%	(26)	9%	(30)	22%	(76)	341
PID/Gender: Rep Women	20%	(61)	29%	(90)	6%	(19)	8%	(25)	37%	(112)	307
Ideo: Liberal (1-3)	32%	(221)	35%	(238)	9%	(61)	5%	(31)	19%	(133)	683
Ideo: Moderate (4)	23%	(142)	31%	(189)	9%	(54)	8%	(49)	30%	(182)	615
Ideo: Conservative (5-7)	22%	(150)	33%	(226)	7%	(46)	8%	(57)	30%	(209)	688
Educ: < College	25%	(385)	30%	(450)	8%	(118)	7%	(104)	30%	(455)	1512
Educ: Bachelors degree	26%	(114)	34%	(151)	8%	(36)	7%	(30)	25%	(112)	444
Educ: Post-grad	29%	(71)	38%	(92)	7%	(17)	8%	(18)	19%	(45)	244
Income: Under 50k	25%	(308)	29%	(356)	7%	(87)	7%	(86)	32%	(392)	1230
Income: 50k-100k	27%	(174)	33%	(215)	9%	(62)	7%	(46)	24%	(157)	654
Income: 100k+	28%	(89)	39%	(122)	7%	(21)	6%	(20)	20%	(64)	316
Ethnicity: White	25%	(426)	32%	(553)	7%	(120)	7%	(114)	30%	(509)	1722

Continued on next page

Table MCE1_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(571)	32%	(694)	8%	(171)	7%	(152)	28%	(613)	2200
Ethnicity: Hispanic	31%	(108)	32%	(110)	13%	(45)	7%	(23)	18%	(63)	349
Ethnicity: Black	34%	(93)	29%	(78)	9%	(24)	9%	(23)	20%	(56)	274
Ethnicity: Other	25%	(52)	31%	(62)	13%	(27)	7%	(14)	24%	(48)	204
All Christian	23%	(245)	33%	(357)	8%	(85)	7%	(73)	29%	(311)	1070
All Non-Christian	27%	(33)	29%	(36)	11%	(14)	7%	(8)	26%	(31)	122
Atheist	34%	(30)	36%	(32)	5%	(5)	8%	(7)	16%	(15)	90
Agnostic/Nothing in particular	28%	(149)	30%	(159)	7%	(38)	7%	(38)	28%	(151)	536
Something Else	30%	(114)	29%	(109)	8%	(29)	7%	(26)	27%	(105)	383
Religious Non-Protestant/Catholic	25%	(35)	27%	(37)	12%	(16)	7%	(10)	29%	(40)	137
Evangelical	29%	(196)	32%	(216)	7%	(45)	7%	(49)	25%	(172)	679
Non-Evangelical	21%	(156)	33%	(243)	9%	(65)	6%	(48)	31%	(230)	741
Community: Urban	33%	(248)	31%	(232)	10%	(77)	6%	(48)	18%	(136)	742
Community: Suburban	22%	(206)	35%	(326)	7%	(64)	6%	(52)	31%	(284)	932
Community: Rural	22%	(117)	26%	(135)	6%	(30)	10%	(52)	36%	(192)	526
Employ: Private Sector	32%	(206)	33%	(209)	10%	(62)	6%	(38)	19%	(120)	635
Employ: Government	31%	(46)	31%	(46)	9%	(13)	6%	(9)	22%	(33)	147
Employ: Self-Employed	34%	(71)	30%	(63)	9%	(18)	6%	(14)	21%	(45)	210
Employ: Homemaker	25%	(42)	27%	(44)	8%	(14)	7%	(12)	32%	(53)	164
Employ: Student	32%	(33)	38%	(39)	10%	(10)	4%	(4)	17%	(17)	103
Employ: Retired	9%	(46)	34%	(173)	4%	(19)	9%	(47)	44%	(225)	509
Employ: Unemployed	32%	(91)	26%	(73)	6%	(18)	7%	(19)	29%	(83)	283
Employ: Other	25%	(38)	31%	(46)	12%	(18)	6%	(9)	25%	(38)	149
Military HH: Yes	24%	(94)	36%	(139)	7%	(27)	8%	(32)	25%	(97)	390
Military HH: No	26%	(477)	31%	(554)	8%	(144)	7%	(120)	28%	(515)	1810
RD/WT: Right Direction	29%	(192)	29%	(197)	12%	(78)	8%	(55)	22%	(149)	671
RD/WT: Wrong Track	25%	(379)	32%	(497)	6%	(93)	6%	(97)	30%	(464)	1529
Trump Job Approve	25%	(218)	33%	(287)	8%	(72)	7%	(62)	27%	(238)	877
Trump Job Disapprove	27%	(333)	32%	(393)	8%	(96)	7%	(85)	27%	(331)	1238

Continued on next page

Table MCE1_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(571)	32%	(694)	8%	(171)	7%	(152)	28%	(613)	2200
Trump Job Strongly Approve	23%	(124)	31%	(168)	7%	(38)	10%	(51)	29%	(154)	536
Trump Job Somewhat Approve	27%	(93)	35%	(119)	10%	(34)	3%	(10)	24%	(83)	341
Trump Job Somewhat Disapprove	22%	(63)	34%	(97)	10%	(29)	5%	(16)	28%	(80)	285
Trump Job Strongly Disapprove	28%	(270)	31%	(296)	7%	(67)	7%	(70)	26%	(251)	953
Favorable of Trump	25%	(215)	33%	(289)	8%	(67)	7%	(64)	27%	(239)	874
Unfavorable of Trump	28%	(341)	32%	(393)	7%	(90)	7%	(83)	26%	(322)	1229
Very Favorable of Trump	24%	(130)	31%	(166)	6%	(32)	10%	(53)	30%	(160)	540
Somewhat Favorable of Trump	25%	(85)	37%	(123)	11%	(35)	3%	(11)	24%	(79)	334
Somewhat Unfavorable of Trump	24%	(56)	35%	(80)	8%	(19)	5%	(12)	27%	(63)	230
Very Unfavorable of Trump	29%	(285)	31%	(313)	7%	(72)	7%	(70)	26%	(259)	999
#1 Issue: Economy	28%	(247)	34%	(293)	8%	(66)	6%	(56)	24%	(208)	870
#1 Issue: Security	23%	(48)	29%	(61)	8%	(18)	6%	(13)	34%	(71)	210
#1 Issue: Health Care	26%	(102)	31%	(121)	9%	(33)	6%	(22)	29%	(111)	390
#1 Issue: Medicare / Social Security	16%	(43)	26%	(69)	7%	(18)	11%	(28)	40%	(104)	262
#1 Issue: Women's Issues	32%	(39)	28%	(34)	8%	(10)	7%	(9)	25%	(30)	122
#1 Issue: Education	38%	(39)	26%	(27)	15%	(15)	9%	(9)	13%	(14)	104
#1 Issue: Energy	34%	(30)	36%	(32)	6%	(5)	7%	(7)	18%	(16)	90
#1 Issue: Other	15%	(24)	38%	(58)	3%	(4)	6%	(9)	38%	(58)	152
2018 House Vote: Democrat	26%	(198)	37%	(279)	7%	(54)	5%	(35)	25%	(193)	760
2018 House Vote: Republican	22%	(126)	34%	(195)	7%	(39)	9%	(52)	29%	(169)	581
2016 Vote: Hillary Clinton	26%	(185)	35%	(255)	6%	(46)	5%	(39)	27%	(196)	722
2016 Vote: Donald Trump	22%	(149)	35%	(234)	6%	(39)	7%	(49)	29%	(193)	665
2016 Vote: Other	23%	(20)	24%	(21)	7%	(6)	9%	(8)	37%	(32)	87
2016 Vote: Didn't Vote	30%	(215)	25%	(183)	11%	(79)	8%	(55)	26%	(191)	725
Voted in 2014: Yes	24%	(294)	35%	(422)	6%	(71)	7%	(82)	29%	(352)	1220
Voted in 2014: No	28%	(277)	28%	(272)	10%	(100)	7%	(70)	27%	(261)	980

Continued on next page

Table MCE1_7: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a daily basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(571)	32%	(694)	8%	(171)	7%	(152)	28%	(613)	2200
2012 Vote: Barack Obama	26%	(226)	34%	(296)	7%	(56)	6%	(52)	27%	(234)	864
2012 Vote: Mitt Romney	19%	(85)	34%	(149)	5%	(23)	8%	(35)	34%	(149)	442
2012 Vote: Other	12%	(7)	28%	(17)	4%	(2)	11%	(6)	46%	(28)	60
2012 Vote: Didn't Vote	30%	(253)	28%	(231)	11%	(90)	7%	(58)	24%	(200)	832
4-Region: Northeast	27%	(106)	30%	(116)	10%	(39)	7%	(28)	27%	(105)	394
4-Region: Midwest	29%	(133)	28%	(129)	6%	(28)	6%	(26)	32%	(146)	462
4-Region: South	25%	(207)	32%	(265)	8%	(68)	7%	(59)	27%	(225)	824
4-Region: West	24%	(126)	35%	(183)	7%	(35)	8%	(39)	26%	(137)	520
Cable TV subscribers	26%	(255)	34%	(335)	7%	(73)	6%	(56)	27%	(267)	986
Satellite TV subscribers	27%	(131)	35%	(167)	8%	(40)	8%	(38)	22%	(105)	481
Former cable TV subscribers	28%	(223)	32%	(255)	8%	(60)	6%	(43)	26%	(205)	787
Former satellite TV subscribers	29%	(195)	34%	(226)	9%	(59)	5%	(30)	24%	(161)	670
Watches mostly scripted shows	26%	(213)	36%	(296)	9%	(73)	5%	(44)	24%	(201)	828
Watches mostly unscripted shows	33%	(86)	32%	(82)	11%	(28)	9%	(24)	15%	(39)	260
Watches scripted and unscripted	33%	(240)	36%	(261)	6%	(44)	5%	(36)	19%	(137)	718
Watches mostly for entertainment	28%	(305)	36%	(395)	8%	(83)	6%	(68)	23%	(252)	1103
Watches mostly for education	27%	(39)	35%	(50)	22%	(32)	9%	(13)	8%	(12)	145
Watches for entertainment and education	35%	(210)	33%	(199)	5%	(33)	5%	(32)	22%	(133)	607
Likely to subscribe to Discovery+	39%	(259)	35%	(231)	12%	(83)	5%	(33)	9%	(59)	665
Unlikely to subscribe to Discovery+	20%	(227)	31%	(351)	7%	(74)	9%	(100)	33%	(375)	1127
Subscribes to at least one streaming service	30%	(517)	33%	(570)	8%	(137)	6%	(107)	22%	(376)	1708
Subscribes to 3+ streaming services	37%	(389)	34%	(364)	8%	(84)	5%	(50)	16%	(172)	1059

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

Table MCE1_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(581)	32%	(708)	8%	(176)	6%	(137)	27%	(598)	2200
Gender: Male	27%	(288)	34%	(366)	9%	(97)	6%	(65)	23%	(247)	1062
Gender: Female	26%	(293)	30%	(343)	7%	(79)	6%	(72)	31%	(351)	1138
Age: 18-34	36%	(237)	30%	(194)	10%	(69)	5%	(35)	18%	(121)	655
Age: 35-44	36%	(128)	32%	(114)	11%	(41)	5%	(19)	16%	(56)	358
Age: 45-64	22%	(163)	35%	(264)	6%	(45)	7%	(51)	30%	(228)	751
Age: 65+	12%	(54)	31%	(137)	5%	(21)	7%	(32)	44%	(192)	436
GenZers: 1997-2012	34%	(93)	28%	(77)	9%	(24)	6%	(16)	23%	(64)	274
Millennials: 1981-1996	38%	(227)	31%	(188)	12%	(73)	5%	(28)	14%	(83)	599
GenXers: 1965-1980	28%	(145)	32%	(172)	7%	(35)	6%	(32)	27%	(145)	529
Baby Boomers: 1946-1964	15%	(109)	35%	(245)	5%	(38)	7%	(51)	37%	(263)	706
PID: Dem (no lean)	29%	(262)	34%	(309)	9%	(84)	6%	(52)	23%	(205)	912
PID: Ind (no lean)	24%	(153)	29%	(185)	7%	(44)	6%	(40)	34%	(217)	640
PID: Rep (no lean)	26%	(166)	33%	(214)	7%	(48)	7%	(44)	27%	(176)	648
PID/Gender: Dem Men	26%	(112)	37%	(161)	12%	(51)	6%	(26)	20%	(86)	438
PID/Gender: Dem Women	32%	(149)	31%	(147)	7%	(33)	6%	(26)	25%	(119)	474
PID/Gender: Ind Men	28%	(81)	31%	(88)	5%	(13)	6%	(16)	30%	(85)	283
PID/Gender: Ind Women	20%	(73)	27%	(97)	9%	(31)	7%	(24)	37%	(132)	357
PID/Gender: Rep Men	28%	(95)	34%	(116)	9%	(32)	7%	(22)	22%	(75)	341
PID/Gender: Rep Women	23%	(71)	32%	(98)	5%	(15)	7%	(22)	33%	(101)	307
Ideo: Liberal (1-3)	32%	(220)	36%	(246)	9%	(64)	4%	(29)	18%	(124)	683
Ideo: Moderate (4)	23%	(142)	34%	(208)	8%	(49)	6%	(40)	29%	(176)	615
Ideo: Conservative (5-7)	24%	(166)	31%	(215)	7%	(48)	8%	(55)	30%	(203)	688
Educ: < College	26%	(395)	30%	(455)	8%	(118)	6%	(94)	30%	(450)	1512
Educ: Bachelors degree	26%	(115)	35%	(154)	10%	(43)	7%	(29)	23%	(103)	444
Educ: Post-grad	29%	(71)	41%	(100)	6%	(15)	6%	(14)	18%	(45)	244
Income: Under 50k	25%	(308)	28%	(344)	7%	(84)	7%	(88)	33%	(406)	1230
Income: 50k-100k	28%	(180)	37%	(241)	11%	(71)	5%	(31)	20%	(131)	654
Income: 100k+	29%	(93)	39%	(123)	7%	(21)	6%	(18)	19%	(61)	316
Ethnicity: White	26%	(445)	33%	(563)	7%	(124)	6%	(101)	28%	(488)	1722

Continued on next page

Table MCE1_8: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(581)	32%	(708)	8%	(176)	6%	(137)	27%	(598)	2200
Ethnicity: Hispanic	34%	(118)	29%	(100)	13%	(45)	6%	(22)	18%	(64)	349
Ethnicity: Black	29%	(80)	31%	(85)	11%	(30)	7%	(20)	22%	(59)	274
Ethnicity: Other	28%	(56)	29%	(60)	11%	(22)	8%	(16)	25%	(50)	204
All Christian	23%	(247)	34%	(369)	8%	(89)	6%	(69)	28%	(297)	1070
All Non-Christian	19%	(24)	33%	(40)	12%	(15)	8%	(10)	27%	(33)	122
Atheist	39%	(35)	30%	(27)	6%	(6)	6%	(6)	18%	(16)	90
Agnostic/Nothing in particular	29%	(153)	30%	(163)	8%	(45)	5%	(28)	27%	(147)	536
Something Else	32%	(123)	29%	(109)	5%	(21)	6%	(24)	27%	(105)	383
Religious Non-Protestant/Catholic	18%	(25)	32%	(44)	12%	(16)	9%	(13)	29%	(39)	137
Evangelical	32%	(214)	30%	(206)	7%	(47)	6%	(42)	25%	(169)	679
Non-Evangelical	20%	(148)	35%	(262)	8%	(62)	6%	(47)	30%	(221)	741
Community: Urban	31%	(228)	33%	(244)	10%	(73)	7%	(55)	19%	(143)	742
Community: Suburban	25%	(236)	33%	(311)	8%	(74)	4%	(40)	29%	(271)	932
Community: Rural	22%	(118)	29%	(153)	6%	(29)	8%	(42)	35%	(184)	526
Employ: Private Sector	33%	(208)	34%	(217)	10%	(64)	5%	(30)	18%	(116)	635
Employ: Government	27%	(40)	37%	(54)	8%	(12)	5%	(8)	23%	(34)	147
Employ: Self-Employed	31%	(65)	32%	(68)	10%	(22)	5%	(10)	22%	(46)	210
Employ: Homemaker	28%	(47)	26%	(43)	9%	(15)	4%	(6)	32%	(53)	164
Employ: Student	39%	(40)	29%	(30)	9%	(9)	3%	(4)	20%	(21)	103
Employ: Retired	11%	(58)	34%	(173)	5%	(26)	9%	(48)	40%	(204)	509
Employ: Unemployed	28%	(79)	26%	(75)	9%	(24)	8%	(22)	29%	(83)	283
Employ: Other	30%	(45)	33%	(49)	4%	(5)	5%	(8)	28%	(42)	149
Military HH: Yes	21%	(83)	38%	(148)	9%	(34)	7%	(28)	25%	(98)	390
Military HH: No	27%	(498)	31%	(561)	8%	(142)	6%	(109)	28%	(500)	1810
RD/WT: Right Direction	29%	(193)	31%	(208)	10%	(64)	7%	(49)	23%	(157)	671
RD/WT: Wrong Track	25%	(388)	33%	(500)	7%	(112)	6%	(88)	29%	(441)	1529
Trump Job Approve	29%	(251)	31%	(273)	8%	(69)	6%	(52)	26%	(231)	877
Trump Job Disapprove	26%	(317)	34%	(418)	8%	(104)	7%	(82)	26%	(318)	1238

Continued on next page

Table MCE1_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(581)	32%	(708)	8%	(176)	6%	(137)	27%	(598)	2200
Trump Job Strongly Approve	27%	(144)	29%	(153)	9%	(48)	7%	(39)	28%	(151)	536
Trump Job Somewhat Approve	31%	(106)	35%	(121)	6%	(21)	4%	(13)	24%	(80)	341
Trump Job Somewhat Disapprove	22%	(62)	37%	(106)	8%	(24)	5%	(15)	28%	(78)	285
Trump Job Strongly Disapprove	27%	(255)	33%	(312)	8%	(80)	7%	(67)	25%	(239)	953
Favorable of Trump	28%	(242)	30%	(265)	8%	(70)	7%	(57)	27%	(240)	874
Unfavorable of Trump	27%	(327)	35%	(426)	8%	(100)	6%	(72)	25%	(304)	1229
Very Favorable of Trump	28%	(153)	28%	(150)	7%	(36)	8%	(43)	30%	(159)	540
Somewhat Favorable of Trump	27%	(90)	34%	(115)	10%	(34)	4%	(14)	24%	(81)	334
Somewhat Unfavorable of Trump	26%	(59)	39%	(89)	7%	(16)	4%	(10)	24%	(55)	230
Very Unfavorable of Trump	27%	(268)	34%	(337)	8%	(84)	6%	(62)	25%	(249)	999
#1 Issue: Economy	28%	(246)	34%	(300)	7%	(63)	5%	(45)	25%	(215)	870
#1 Issue: Security	23%	(49)	30%	(62)	9%	(19)	7%	(14)	31%	(66)	210
#1 Issue: Health Care	27%	(104)	34%	(132)	9%	(36)	5%	(19)	25%	(99)	390
#1 Issue: Medicare / Social Security	18%	(46)	24%	(63)	9%	(24)	9%	(24)	40%	(105)	262
#1 Issue: Women's Issues	38%	(46)	25%	(31)	6%	(8)	7%	(9)	23%	(28)	122
#1 Issue: Education	34%	(35)	32%	(34)	10%	(10)	14%	(14)	10%	(11)	104
#1 Issue: Energy	29%	(26)	39%	(35)	12%	(10)	3%	(3)	18%	(16)	90
#1 Issue: Other	18%	(27)	34%	(52)	4%	(6)	6%	(9)	38%	(58)	152
2018 House Vote: Democrat	29%	(217)	36%	(276)	8%	(57)	4%	(29)	24%	(180)	760
2018 House Vote: Republican	23%	(132)	35%	(203)	8%	(47)	7%	(42)	27%	(157)	581
2016 Vote: Hillary Clinton	28%	(200)	36%	(260)	7%	(53)	4%	(32)	24%	(177)	722
2016 Vote: Donald Trump	25%	(163)	34%	(225)	7%	(44)	7%	(45)	28%	(188)	665
2016 Vote: Other	18%	(15)	30%	(26)	7%	(6)	10%	(8)	36%	(32)	87
2016 Vote: Didn't Vote	28%	(202)	27%	(197)	10%	(73)	7%	(51)	28%	(201)	725
Voted in 2014: Yes	25%	(306)	35%	(431)	7%	(84)	6%	(74)	27%	(324)	1220
Voted in 2014: No	28%	(275)	28%	(277)	9%	(92)	6%	(63)	28%	(273)	980

Continued on next page

Table MCE1_8: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a weekly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	26%	(581)	32%	(708)	8%	(176)	6%	(137)	27%	(598)	2200
2012 Vote: Barack Obama	27%	(231)	36%	(309)	7%	(63)	5%	(44)	25%	(216)	864
2012 Vote: Mitt Romney	19%	(84)	36%	(159)	6%	(28)	8%	(35)	31%	(136)	442
2012 Vote: Other	19%	(11)	25%	(15)	4%	(3)	10%	(6)	42%	(25)	60
2012 Vote: Didn't Vote	30%	(253)	27%	(226)	10%	(82)	6%	(52)	26%	(220)	832
4-Region: Northeast	25%	(99)	32%	(126)	8%	(30)	8%	(31)	28%	(109)	394
4-Region: Midwest	30%	(138)	30%	(138)	6%	(28)	4%	(20)	30%	(139)	462
4-Region: South	25%	(210)	34%	(280)	9%	(76)	6%	(51)	25%	(208)	824
4-Region: West	26%	(135)	32%	(165)	8%	(42)	7%	(35)	27%	(142)	520
Cable TV subscribers	28%	(277)	32%	(313)	9%	(86)	5%	(45)	27%	(265)	986
Satellite TV subscribers	30%	(142)	32%	(156)	11%	(54)	6%	(28)	21%	(102)	481
Former cable TV subscribers	28%	(219)	36%	(287)	6%	(47)	6%	(44)	24%	(190)	787
Former satellite TV subscribers	29%	(196)	35%	(234)	8%	(51)	5%	(32)	24%	(158)	670
Watches mostly scripted shows	28%	(233)	38%	(314)	7%	(62)	5%	(41)	22%	(179)	828
Watches mostly unscripted shows	28%	(72)	30%	(79)	15%	(39)	8%	(20)	19%	(50)	260
Watches scripted and unscripted	34%	(243)	36%	(261)	7%	(47)	5%	(34)	18%	(131)	718
Watches mostly for entertainment	28%	(303)	36%	(400)	9%	(95)	6%	(62)	22%	(243)	1103
Watches mostly for education	32%	(47)	31%	(45)	21%	(31)	7%	(10)	9%	(13)	145
Watches for entertainment and education	36%	(218)	35%	(210)	4%	(25)	5%	(32)	20%	(121)	607
Likely to subscribe to Discovery+	39%	(259)	34%	(226)	12%	(83)	5%	(36)	9%	(62)	665
Unlikely to subscribe to Discovery+	22%	(244)	32%	(364)	7%	(77)	7%	(82)	32%	(359)	1127
Subscribes to at least one streaming service	32%	(540)	34%	(577)	8%	(139)	6%	(99)	21%	(353)	1708
Subscribes to 3+ streaming services	38%	(400)	34%	(365)	8%	(89)	5%	(48)	15%	(157)	1059

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

Table MCE1_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(512)	35%	(760)	8%	(173)	7%	(155)	27%	(599)	2200
Gender: Male	23%	(244)	37%	(397)	9%	(98)	7%	(70)	24%	(253)	1062
Gender: Female	24%	(268)	32%	(363)	7%	(76)	7%	(85)	30%	(347)	1138
Age: 18-34	32%	(213)	32%	(209)	10%	(67)	7%	(44)	19%	(123)	655
Age: 35-44	33%	(117)	38%	(135)	8%	(28)	7%	(24)	15%	(53)	358
Age: 45-64	18%	(138)	36%	(270)	7%	(54)	7%	(55)	31%	(234)	751
Age: 65+	10%	(45)	34%	(146)	6%	(24)	7%	(31)	44%	(190)	436
GenZers: 1997-2012	31%	(86)	27%	(75)	11%	(31)	6%	(17)	24%	(65)	274
Millennials: 1981-1996	33%	(200)	37%	(221)	9%	(55)	7%	(41)	14%	(83)	599
GenXers: 1965-1980	24%	(127)	35%	(184)	8%	(41)	7%	(39)	26%	(138)	529
Baby Boomers: 1946-1964	13%	(90)	36%	(257)	6%	(41)	7%	(51)	38%	(267)	706
PID: Dem (no lean)	27%	(242)	35%	(320)	9%	(82)	6%	(53)	24%	(215)	912
PID: Ind (no lean)	20%	(131)	33%	(210)	7%	(44)	7%	(48)	32%	(208)	640
PID: Rep (no lean)	22%	(139)	36%	(231)	7%	(48)	8%	(53)	27%	(176)	648
PID/Gender: Dem Men	24%	(107)	37%	(161)	11%	(48)	6%	(28)	22%	(94)	438
PID/Gender: Dem Women	28%	(135)	33%	(159)	7%	(34)	5%	(25)	26%	(121)	474
PID/Gender: Ind Men	22%	(62)	37%	(106)	5%	(15)	6%	(17)	29%	(83)	283
PID/Gender: Ind Women	19%	(69)	29%	(104)	8%	(29)	9%	(31)	35%	(124)	357
PID/Gender: Rep Men	22%	(75)	38%	(131)	10%	(35)	7%	(25)	22%	(75)	341
PID/Gender: Rep Women	21%	(65)	33%	(100)	4%	(13)	9%	(28)	33%	(101)	307
Ideo: Liberal (1-3)	27%	(187)	39%	(269)	9%	(64)	4%	(27)	20%	(135)	683
Ideo: Moderate (4)	19%	(118)	35%	(215)	9%	(57)	8%	(52)	28%	(173)	615
Ideo: Conservative (5-7)	22%	(153)	34%	(233)	6%	(40)	9%	(59)	30%	(204)	688
Educ: < College	23%	(345)	32%	(491)	8%	(117)	7%	(111)	30%	(449)	1512
Educ: Bachelors degree	22%	(99)	40%	(179)	8%	(34)	7%	(30)	23%	(102)	444
Educ: Post-grad	28%	(69)	37%	(90)	9%	(22)	6%	(15)	20%	(48)	244
Income: Under 50k	22%	(269)	31%	(381)	7%	(81)	8%	(102)	32%	(397)	1230
Income: 50k-100k	23%	(152)	40%	(261)	10%	(68)	5%	(34)	21%	(138)	654
Income: 100k+	29%	(91)	37%	(118)	8%	(24)	6%	(19)	20%	(64)	316
Ethnicity: White	22%	(381)	36%	(623)	7%	(127)	7%	(117)	28%	(474)	1722

Continued on next page

Table MCE1_9: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?*
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(512)	35%	(760)	8%	(173)	7%	(155)	27%	(599)	2200
Ethnicity: Hispanic	27%	(93)	35%	(123)	10%	(37)	10%	(34)	18%	(63)	349
Ethnicity: Black	33%	(90)	27%	(73)	8%	(22)	8%	(21)	25%	(69)	274
Ethnicity: Other	20%	(42)	32%	(65)	12%	(25)	9%	(17)	27%	(56)	204
All Christian	22%	(238)	36%	(386)	8%	(88)	6%	(68)	27%	(290)	1070
All Non-Christian	23%	(28)	33%	(40)	10%	(13)	8%	(10)	25%	(31)	122
Atheist	22%	(20)	51%	(45)	3%	(3)	8%	(7)	16%	(15)	90
Agnostic/Nothing in particular	23%	(125)	34%	(180)	8%	(42)	7%	(38)	28%	(151)	536
Something Else	27%	(102)	28%	(108)	7%	(28)	8%	(32)	29%	(113)	383
Religious Non-Protestant/Catholic	21%	(29)	33%	(46)	10%	(14)	8%	(11)	27%	(37)	137
Evangelical	28%	(189)	34%	(228)	7%	(47)	7%	(50)	24%	(165)	679
Non-Evangelical	20%	(145)	35%	(256)	9%	(65)	6%	(48)	31%	(227)	741
Community: Urban	29%	(218)	33%	(246)	9%	(68)	8%	(58)	20%	(152)	742
Community: Suburban	21%	(192)	37%	(341)	8%	(75)	5%	(50)	29%	(274)	932
Community: Rural	20%	(103)	33%	(174)	6%	(30)	9%	(47)	33%	(173)	526
Employ: Private Sector	29%	(181)	37%	(233)	11%	(69)	6%	(36)	18%	(116)	635
Employ: Government	32%	(47)	35%	(51)	7%	(10)	5%	(8)	21%	(31)	147
Employ: Self-Employed	27%	(57)	34%	(71)	9%	(18)	7%	(16)	23%	(48)	210
Employ: Homemaker	25%	(40)	28%	(45)	8%	(13)	5%	(8)	35%	(57)	164
Employ: Student	35%	(36)	39%	(41)	7%	(7)	4%	(4)	15%	(16)	103
Employ: Retired	10%	(50)	35%	(178)	6%	(29)	9%	(45)	41%	(207)	509
Employ: Unemployed	24%	(68)	31%	(87)	7%	(19)	10%	(30)	28%	(80)	283
Employ: Other	22%	(33)	37%	(55)	7%	(10)	6%	(8)	29%	(43)	149
Military HH: Yes	20%	(79)	37%	(144)	9%	(34)	9%	(33)	25%	(99)	390
Military HH: No	24%	(433)	34%	(616)	8%	(139)	7%	(121)	28%	(501)	1810
RD/WT: Right Direction	25%	(169)	34%	(230)	11%	(72)	8%	(56)	22%	(145)	671
RD/WT: Wrong Track	22%	(344)	35%	(531)	7%	(101)	6%	(99)	30%	(454)	1529
Trump Job Approve	23%	(199)	35%	(305)	8%	(73)	9%	(75)	26%	(225)	877
Trump Job Disapprove	24%	(295)	36%	(445)	7%	(91)	6%	(74)	27%	(333)	1238

Continued on next page

Table MCE1_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(512)	35%	(760)	8%	(173)	7%	(155)	27%	(599)	2200
Trump Job Strongly Approve	22%	(120)	32%	(173)	7%	(37)	10%	(56)	28%	(150)	536
Trump Job Somewhat Approve	23%	(79)	39%	(132)	11%	(37)	6%	(19)	22%	(75)	341
Trump Job Somewhat Disapprove	21%	(61)	38%	(109)	8%	(24)	4%	(12)	28%	(79)	285
Trump Job Strongly Disapprove	25%	(235)	35%	(336)	7%	(67)	6%	(62)	27%	(254)	953
Favorable of Trump	23%	(200)	34%	(300)	8%	(69)	9%	(75)	26%	(229)	874
Unfavorable of Trump	24%	(300)	36%	(443)	8%	(96)	6%	(72)	26%	(318)	1229
Very Favorable of Trump	23%	(124)	32%	(171)	6%	(33)	10%	(55)	29%	(157)	540
Somewhat Favorable of Trump	23%	(76)	39%	(129)	11%	(36)	6%	(21)	22%	(73)	334
Somewhat Unfavorable of Trump	24%	(55)	39%	(90)	6%	(13)	7%	(15)	25%	(57)	230
Very Unfavorable of Trump	25%	(246)	35%	(353)	8%	(84)	6%	(56)	26%	(261)	999
#1 Issue: Economy	25%	(217)	38%	(330)	7%	(58)	6%	(54)	24%	(212)	870
#1 Issue: Security	18%	(37)	38%	(80)	7%	(15)	7%	(15)	30%	(63)	210
#1 Issue: Health Care	25%	(96)	33%	(127)	12%	(47)	5%	(18)	26%	(102)	390
#1 Issue: Medicare / Social Security	16%	(41)	27%	(71)	9%	(23)	9%	(23)	40%	(105)	262
#1 Issue: Women's Issues	37%	(45)	27%	(33)	7%	(9)	7%	(9)	21%	(26)	122
#1 Issue: Education	27%	(28)	43%	(45)	7%	(7)	13%	(13)	11%	(11)	104
#1 Issue: Energy	26%	(23)	31%	(28)	11%	(10)	13%	(11)	19%	(17)	90
#1 Issue: Other	17%	(26)	31%	(46)	3%	(4)	7%	(11)	42%	(64)	152
2018 House Vote: Democrat	24%	(183)	38%	(288)	8%	(63)	4%	(29)	26%	(196)	760
2018 House Vote: Republican	20%	(119)	37%	(214)	7%	(43)	9%	(54)	26%	(152)	581
2016 Vote: Hillary Clinton	24%	(176)	37%	(268)	8%	(58)	4%	(28)	27%	(192)	722
2016 Vote: Donald Trump	21%	(139)	36%	(242)	7%	(47)	9%	(57)	27%	(179)	665
2016 Vote: Other	13%	(11)	36%	(31)	7%	(6)	9%	(8)	35%	(30)	87
2016 Vote: Didn't Vote	25%	(185)	30%	(218)	9%	(63)	8%	(61)	27%	(198)	725
Voted in 2014: Yes	22%	(271)	37%	(455)	7%	(88)	6%	(74)	27%	(332)	1220
Voted in 2014: No	25%	(242)	31%	(306)	9%	(85)	8%	(81)	27%	(267)	980

Continued on next page

Table MCE1_9: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
New content added on a monthly basis

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	23%	(512)	35%	(760)	8%	(173)	7%	(155)	27%	(599)	2200
2012 Vote: Barack Obama	24%	(206)	37%	(324)	8%	(65)	4%	(37)	27%	(233)	864
2012 Vote: Mitt Romney	19%	(82)	37%	(164)	7%	(30)	9%	(39)	29%	(127)	442
2012 Vote: Other	16%	(10)	27%	(16)	4%	(2)	12%	(7)	41%	(25)	60
2012 Vote: Didn't Vote	26%	(214)	31%	(256)	9%	(76)	9%	(72)	26%	(214)	832
4-Region: Northeast	23%	(92)	36%	(140)	7%	(26)	8%	(32)	26%	(104)	394
4-Region: Midwest	26%	(119)	31%	(143)	9%	(40)	5%	(23)	30%	(138)	462
4-Region: South	25%	(203)	35%	(286)	8%	(66)	7%	(56)	26%	(214)	824
4-Region: West	19%	(99)	37%	(192)	8%	(41)	9%	(45)	28%	(144)	520
Cable TV subscribers	25%	(250)	35%	(345)	8%	(76)	5%	(54)	26%	(261)	986
Satellite TV subscribers	29%	(139)	35%	(168)	9%	(41)	7%	(34)	21%	(99)	481
Former cable TV subscribers	24%	(186)	38%	(297)	8%	(63)	5%	(42)	25%	(199)	787
Former satellite TV subscribers	25%	(166)	37%	(247)	10%	(65)	5%	(36)	23%	(156)	670
Watches mostly scripted shows	25%	(210)	39%	(322)	8%	(68)	5%	(39)	23%	(189)	828
Watches mostly unscripted shows	26%	(68)	31%	(82)	11%	(30)	12%	(30)	19%	(51)	260
Watches scripted and unscripted	28%	(204)	40%	(288)	6%	(46)	6%	(41)	19%	(139)	718
Watches mostly for entertainment	25%	(276)	39%	(427)	8%	(88)	6%	(66)	22%	(246)	1103
Watches mostly for education	20%	(29)	42%	(61)	17%	(25)	14%	(20)	7%	(10)	145
Watches for entertainment and education	31%	(190)	37%	(223)	6%	(36)	5%	(31)	21%	(128)	607
Likely to subscribe to Discovery+	36%	(236)	37%	(244)	12%	(78)	7%	(48)	9%	(59)	665
Unlikely to subscribe to Discovery+	17%	(193)	36%	(408)	7%	(82)	7%	(84)	32%	(361)	1127
Subscribes to at least one streaming service	27%	(469)	37%	(634)	8%	(129)	7%	(112)	21%	(364)	1708
Subscribes to 3+ streaming services	34%	(355)	38%	(407)	7%	(77)	6%	(61)	15%	(159)	1059

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

Table MCE1_10: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	30%	(663)	30%	(657)	7%	(156)	8%	(167)	25%	(557)	2200
Gender: Male	30%	(318)	32%	(338)	8%	(83)	8%	(89)	22%	(233)	1062
Gender: Female	30%	(344)	28%	(319)	6%	(74)	7%	(78)	28%	(323)	1138
Age: 18-34	37%	(241)	28%	(185)	10%	(64)	7%	(48)	18%	(117)	655
Age: 35-44	37%	(133)	32%	(113)	10%	(34)	7%	(25)	15%	(53)	358
Age: 45-64	28%	(211)	31%	(230)	5%	(40)	7%	(52)	29%	(219)	751
Age: 65+	18%	(77)	30%	(129)	4%	(19)	10%	(42)	39%	(169)	436
GenZers: 1997-2012	34%	(93)	24%	(67)	9%	(26)	10%	(27)	22%	(61)	274
Millennials: 1981-1996	39%	(231)	30%	(183)	10%	(61)	6%	(38)	14%	(86)	599
GenXers: 1965-1980	35%	(183)	30%	(159)	7%	(35)	5%	(25)	24%	(126)	529
Baby Boomers: 1946-1964	21%	(147)	32%	(225)	4%	(26)	9%	(66)	34%	(241)	706
PID: Dem (no lean)	36%	(327)	28%	(253)	8%	(71)	7%	(63)	22%	(197)	912
PID: Ind (no lean)	24%	(156)	32%	(205)	6%	(39)	6%	(41)	31%	(199)	640
PID: Rep (no lean)	28%	(180)	31%	(199)	7%	(46)	10%	(63)	25%	(160)	648
PID/Gender: Dem Men	35%	(154)	30%	(133)	7%	(31)	7%	(31)	20%	(89)	438
PID/Gender: Dem Women	37%	(173)	25%	(120)	8%	(40)	7%	(32)	23%	(108)	474
PID/Gender: Ind Men	27%	(76)	32%	(92)	7%	(19)	5%	(15)	29%	(82)	283
PID/Gender: Ind Women	23%	(80)	32%	(113)	6%	(20)	7%	(26)	33%	(117)	357
PID/Gender: Rep Men	26%	(89)	33%	(114)	10%	(32)	13%	(44)	18%	(62)	341
PID/Gender: Rep Women	29%	(90)	28%	(86)	4%	(13)	6%	(20)	32%	(98)	307
Ideo: Liberal (1-3)	37%	(253)	32%	(216)	8%	(56)	5%	(36)	18%	(122)	683
Ideo: Moderate (4)	27%	(167)	30%	(187)	9%	(54)	7%	(45)	26%	(162)	615
Ideo: Conservative (5-7)	26%	(182)	31%	(213)	6%	(38)	10%	(70)	27%	(185)	688
Educ: < College	29%	(439)	29%	(432)	6%	(97)	8%	(124)	28%	(420)	1512
Educ: Bachelors degree	30%	(131)	32%	(141)	10%	(44)	7%	(31)	22%	(97)	444
Educ: Post-grad	38%	(93)	34%	(84)	6%	(16)	5%	(12)	16%	(39)	244
Income: Under 50k	27%	(327)	29%	(359)	6%	(70)	8%	(100)	30%	(374)	1230
Income: 50k-100k	32%	(211)	32%	(207)	9%	(60)	8%	(50)	19%	(126)	654
Income: 100k+	40%	(125)	29%	(92)	8%	(26)	5%	(17)	18%	(56)	316
Ethnicity: White	30%	(510)	31%	(533)	6%	(102)	7%	(127)	26%	(449)	1722

Continued on next page

Table MCE1_10: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	30%	(663)	30%	(657)	7%	(156)	8%	(167)	25%	(557)	2200
Ethnicity: Hispanic	39%	(136)	29%	(101)	9%	(31)	7%	(24)	16%	(57)	349
Ethnicity: Black	32%	(87)	28%	(76)	12%	(32)	8%	(21)	21%	(58)	274
Ethnicity: Other	32%	(66)	23%	(48)	11%	(22)	9%	(19)	24%	(49)	204
All Christian	28%	(303)	32%	(340)	7%	(70)	8%	(84)	25%	(273)	1070
All Non-Christian	30%	(37)	28%	(35)	10%	(12)	6%	(7)	26%	(32)	122
Atheist	35%	(32)	34%	(31)	5%	(4)	12%	(11)	13%	(12)	90
Agnostic/Nothing in particular	30%	(163)	28%	(152)	9%	(47)	7%	(38)	25%	(136)	536
Something Else	34%	(128)	26%	(100)	6%	(23)	7%	(27)	27%	(104)	383
Religious Non-Protestant/Catholic	28%	(39)	30%	(41)	9%	(12)	5%	(7)	28%	(39)	137
Evangelical	34%	(229)	29%	(195)	6%	(40)	8%	(56)	23%	(158)	679
Non-Evangelical	26%	(194)	31%	(232)	7%	(53)	7%	(54)	28%	(208)	741
Community: Urban	35%	(263)	29%	(217)	9%	(69)	7%	(48)	19%	(143)	742
Community: Suburban	30%	(275)	32%	(297)	6%	(55)	7%	(63)	26%	(241)	932
Community: Rural	24%	(124)	27%	(143)	6%	(32)	11%	(56)	33%	(172)	526
Employ: Private Sector	36%	(226)	32%	(206)	10%	(66)	6%	(38)	16%	(99)	635
Employ: Government	36%	(53)	30%	(44)	6%	(8)	9%	(13)	20%	(29)	147
Employ: Self-Employed	34%	(72)	29%	(60)	8%	(16)	5%	(11)	24%	(51)	210
Employ: Homemaker	30%	(49)	27%	(45)	8%	(13)	6%	(10)	29%	(47)	164
Employ: Student	42%	(43)	30%	(31)	10%	(10)	4%	(4)	15%	(15)	103
Employ: Retired	17%	(89)	30%	(154)	4%	(21)	11%	(54)	38%	(192)	509
Employ: Unemployed	28%	(81)	27%	(77)	6%	(16)	10%	(29)	29%	(82)	283
Employ: Other	34%	(50)	28%	(42)	4%	(7)	5%	(8)	28%	(42)	149
Military HH: Yes	29%	(113)	30%	(117)	8%	(29)	11%	(44)	22%	(86)	390
Military HH: No	30%	(549)	30%	(540)	7%	(127)	7%	(123)	26%	(471)	1810
RD/WT: Right Direction	32%	(213)	30%	(198)	9%	(61)	9%	(60)	21%	(138)	671
RD/WT: Wrong Track	29%	(449)	30%	(459)	6%	(96)	7%	(107)	27%	(418)	1529
Trump Job Approve	30%	(261)	31%	(275)	7%	(57)	8%	(71)	24%	(213)	877
Trump Job Disapprove	31%	(385)	30%	(372)	8%	(93)	8%	(95)	24%	(293)	1238

Continued on next page

Table MCE1_10: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	30%	(663)	30%	(657)	7%	(156)	8%	(167)	25%	(557)	2200
Trump Job Strongly Approve	29%	(158)	29%	(155)	7%	(36)	9%	(49)	26%	(138)	536
Trump Job Somewhat Approve	30%	(103)	35%	(120)	6%	(22)	6%	(22)	22%	(75)	341
Trump Job Somewhat Disapprove	28%	(79)	37%	(104)	10%	(29)	6%	(16)	20%	(57)	285
Trump Job Strongly Disapprove	32%	(306)	28%	(268)	7%	(64)	8%	(78)	25%	(236)	953
Favorable of Trump	29%	(251)	31%	(275)	7%	(57)	8%	(70)	25%	(221)	874
Unfavorable of Trump	32%	(398)	30%	(366)	7%	(92)	7%	(88)	23%	(286)	1229
Very Favorable of Trump	30%	(160)	27%	(148)	6%	(31)	9%	(49)	28%	(152)	540
Somewhat Favorable of Trump	27%	(91)	38%	(126)	8%	(27)	6%	(21)	21%	(69)	334
Somewhat Unfavorable of Trump	32%	(74)	34%	(78)	7%	(15)	8%	(17)	20%	(46)	230
Very Unfavorable of Trump	32%	(324)	29%	(288)	8%	(77)	7%	(70)	24%	(240)	999
#1 Issue: Economy	32%	(282)	31%	(269)	6%	(55)	8%	(70)	22%	(193)	870
#1 Issue: Security	24%	(51)	31%	(64)	7%	(15)	7%	(15)	31%	(65)	210
#1 Issue: Health Care	30%	(116)	33%	(129)	8%	(30)	5%	(19)	24%	(94)	390
#1 Issue: Medicare / Social Security	19%	(49)	28%	(73)	8%	(20)	10%	(27)	36%	(93)	262
#1 Issue: Women's Issues	41%	(50)	24%	(29)	6%	(8)	7%	(8)	22%	(27)	122
#1 Issue: Education	38%	(40)	32%	(33)	8%	(9)	12%	(13)	9%	(10)	104
#1 Issue: Energy	43%	(39)	19%	(17)	16%	(15)	3%	(3)	17%	(16)	90
#1 Issue: Other	23%	(36)	27%	(42)	3%	(5)	8%	(12)	38%	(58)	152
2018 House Vote: Democrat	33%	(254)	32%	(246)	7%	(52)	5%	(36)	23%	(171)	760
2018 House Vote: Republican	25%	(147)	34%	(196)	7%	(40)	9%	(55)	25%	(144)	581
2016 Vote: Hillary Clinton	33%	(239)	32%	(229)	7%	(47)	5%	(36)	23%	(170)	722
2016 Vote: Donald Trump	26%	(176)	34%	(226)	7%	(43)	8%	(54)	25%	(166)	665
2016 Vote: Other	22%	(19)	28%	(25)	10%	(8)	7%	(6)	33%	(29)	87
2016 Vote: Didn't Vote	31%	(227)	24%	(177)	8%	(57)	10%	(70)	27%	(193)	725
Voted in 2014: Yes	29%	(352)	33%	(401)	7%	(82)	7%	(82)	25%	(303)	1220
Voted in 2014: No	32%	(310)	26%	(256)	8%	(74)	9%	(85)	26%	(254)	980

Continued on next page

Table MCE1_10: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
The option to bundle different streaming services under one account*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	30%	(663)	30%	(657)	7%	(156)	8%	(167)	25%	(557)	2200
2012 Vote: Barack Obama	32%	(275)	31%	(272)	7%	(63)	6%	(54)	23%	(201)	864
2012 Vote: Mitt Romney	23%	(100)	36%	(160)	5%	(23)	8%	(34)	28%	(125)	442
2012 Vote: Other	20%	(12)	25%	(15)	4%	(2)	10%	(6)	41%	(24)	60
2012 Vote: Didn't Vote	33%	(274)	25%	(211)	8%	(68)	9%	(73)	25%	(206)	832
4-Region: Northeast	32%	(128)	29%	(112)	6%	(23)	8%	(32)	25%	(98)	394
4-Region: Midwest	33%	(152)	24%	(113)	6%	(29)	7%	(32)	29%	(136)	462
4-Region: South	27%	(221)	33%	(269)	8%	(66)	8%	(63)	25%	(206)	824
4-Region: West	31%	(162)	31%	(163)	7%	(38)	8%	(40)	22%	(117)	520
Cable TV subscribers	32%	(316)	32%	(316)	7%	(70)	5%	(48)	24%	(235)	986
Satellite TV subscribers	33%	(159)	32%	(151)	7%	(34)	8%	(38)	20%	(98)	481
Former cable TV subscribers	31%	(246)	30%	(239)	7%	(54)	7%	(56)	24%	(192)	787
Former satellite TV subscribers	32%	(213)	33%	(220)	9%	(63)	5%	(33)	21%	(142)	670
Watches mostly scripted shows	32%	(269)	33%	(271)	7%	(61)	5%	(42)	22%	(186)	828
Watches mostly unscripted shows	34%	(89)	28%	(73)	17%	(44)	8%	(20)	13%	(34)	260
Watches scripted and unscripted	37%	(265)	35%	(253)	5%	(39)	6%	(46)	16%	(116)	718
Watches mostly for entertainment	32%	(353)	33%	(369)	7%	(78)	6%	(68)	21%	(235)	1103
Watches mostly for education	37%	(53)	27%	(39)	17%	(25)	11%	(16)	8%	(11)	145
Watches for entertainment and education	39%	(235)	33%	(198)	7%	(41)	6%	(34)	16%	(100)	607
Likely to subscribe to Discovery+	42%	(279)	34%	(223)	12%	(78)	4%	(30)	8%	(55)	665
Unlikely to subscribe to Discovery+	24%	(276)	30%	(336)	6%	(67)	10%	(109)	30%	(340)	1127
Subscribes to at least one streaming service	35%	(593)	32%	(546)	7%	(119)	7%	(115)	20%	(334)	1708
Subscribes to 3+ streaming services	43%	(451)	31%	(326)	8%	(81)	5%	(50)	14%	(151)	1059

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

Table MCE1_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend*

Demographic	Much more likely to purchase	Somewhat more likely to purchase	Somewhat less likely to purchase	Much less likely to purchase	Don't know / No opinion	Total N
Adults	20% (444)	31% (683)	8% (184)	7% (162)	33% (728)	2200
Gender: Male	21% (224)	33% (349)	9% (100)	7% (73)	30% (314)	1062
Gender: Female	19% (219)	29% (334)	7% (83)	8% (88)	36% (413)	1138
Age: 18-34	31% (202)	32% (211)	11% (69)	7% (45)	20% (128)	655
Age: 35-44	32% (116)	31% (111)	8% (30)	8% (27)	21% (74)	358
Age: 45-64	12% (91)	31% (236)	8% (57)	7% (52)	42% (315)	751
Age: 65+	8% (36)	29% (125)	6% (28)	9% (38)	48% (210)	436
GenZers: 1997-2012	30% (81)	32% (87)	8% (23)	8% (21)	22% (61)	274
Millennials: 1981-1996	33% (200)	32% (193)	10% (62)	7% (40)	17% (104)	599
GenXers: 1965-1980	17% (88)	31% (166)	10% (51)	6% (32)	36% (191)	529
Baby Boomers: 1946-1964	10% (70)	30% (212)	6% (40)	8% (57)	46% (326)	706
PID: Dem (no lean)	25% (224)	32% (294)	9% (83)	7% (62)	27% (248)	912
PID: Ind (no lean)	14% (88)	32% (202)	8% (52)	7% (48)	39% (250)	640
PID: Rep (no lean)	20% (132)	29% (186)	8% (49)	8% (52)	35% (230)	648
PID/Gender: Dem Men	23% (102)	35% (154)	12% (51)	6% (28)	23% (102)	438
PID/Gender: Dem Women	26% (122)	30% (140)	7% (32)	7% (34)	31% (146)	474
PID/Gender: Ind Men	14% (40)	32% (92)	7% (20)	8% (22)	39% (110)	283
PID/Gender: Ind Women	14% (49)	31% (110)	9% (32)	7% (26)	39% (140)	357
PID/Gender: Rep Men	24% (83)	30% (103)	9% (29)	7% (24)	30% (102)	341
PID/Gender: Rep Women	16% (49)	27% (83)	6% (20)	9% (28)	41% (127)	307
Ideo: Liberal (1-3)	25% (171)	36% (243)	9% (62)	5% (35)	25% (172)	683
Ideo: Moderate (4)	20% (120)	30% (187)	10% (61)	7% (41)	33% (206)	615
Ideo: Conservative (5-7)	16% (113)	31% (210)	7% (47)	10% (68)	36% (251)	688
Educ: < College	18% (272)	29% (438)	8% (123)	8% (116)	37% (563)	1512
Educ: Bachelors degree	22% (99)	37% (163)	9% (39)	7% (29)	26% (114)	444
Educ: Post-grad	30% (74)	34% (82)	9% (21)	7% (16)	21% (51)	244
Income: Under 50k	17% (206)	29% (352)	8% (98)	8% (98)	39% (476)	1230
Income: 50k-100k	21% (138)	35% (230)	9% (56)	7% (46)	28% (185)	654
Income: 100k+	32% (100)	32% (102)	9% (29)	6% (18)	21% (67)	316
Ethnicity: White	19% (335)	32% (543)	7% (125)	7% (118)	35% (601)	1722

Continued on next page

Table MCE1_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(444)	31%	(683)	8%	(184)	7%	(162)	33%	(728)	2200
Ethnicity: Hispanic	30%	(105)	29%	(101)	10%	(35)	8%	(28)	23%	(81)	349
Ethnicity: Black	23%	(64)	29%	(80)	11%	(30)	10%	(27)	27%	(74)	274
Ethnicity: Other	22%	(45)	30%	(60)	14%	(29)	8%	(17)	26%	(53)	204
All Christian	19%	(206)	32%	(340)	8%	(85)	7%	(79)	34%	(361)	1070
All Non-Christian	24%	(29)	29%	(36)	13%	(16)	9%	(11)	25%	(30)	122
Atheist	20%	(18)	40%	(36)	6%	(5)	9%	(8)	25%	(23)	90
Agnostic/Nothing in particular	20%	(108)	32%	(170)	10%	(51)	7%	(36)	32%	(171)	536
Something Else	22%	(83)	27%	(102)	7%	(27)	7%	(28)	37%	(142)	383
Religious Non-Protestant/Catholic	23%	(32)	28%	(38)	12%	(16)	10%	(14)	27%	(37)	137
Evangelical	25%	(171)	30%	(206)	9%	(61)	7%	(48)	29%	(194)	679
Non-Evangelical	15%	(114)	31%	(227)	7%	(50)	7%	(55)	40%	(296)	741
Community: Urban	28%	(207)	28%	(210)	11%	(84)	9%	(64)	24%	(177)	742
Community: Suburban	19%	(179)	34%	(313)	8%	(72)	6%	(52)	34%	(316)	932
Community: Rural	11%	(58)	30%	(160)	5%	(28)	9%	(46)	45%	(234)	526
Employ: Private Sector	28%	(176)	34%	(215)	10%	(62)	6%	(40)	22%	(142)	635
Employ: Government	28%	(41)	35%	(51)	8%	(12)	7%	(10)	22%	(33)	147
Employ: Self-Employed	21%	(45)	33%	(70)	11%	(23)	4%	(8)	30%	(64)	210
Employ: Homemaker	17%	(28)	31%	(51)	6%	(10)	8%	(13)	38%	(61)	164
Employ: Student	36%	(37)	39%	(40)	8%	(9)	1%	(1)	16%	(16)	103
Employ: Retired	8%	(40)	27%	(138)	5%	(24)	11%	(55)	49%	(252)	509
Employ: Unemployed	16%	(44)	27%	(77)	9%	(27)	10%	(27)	38%	(109)	283
Employ: Other	22%	(32)	27%	(41)	11%	(17)	6%	(9)	34%	(50)	149
Military HH: Yes	19%	(74)	30%	(115)	12%	(47)	7%	(27)	33%	(127)	390
Military HH: No	20%	(370)	31%	(568)	8%	(137)	7%	(135)	33%	(601)	1810
RD/WT: Right Direction	26%	(176)	29%	(196)	10%	(70)	8%	(52)	26%	(177)	671
RD/WT: Wrong Track	18%	(268)	32%	(487)	7%	(114)	7%	(110)	36%	(551)	1529
Trump Job Approve	21%	(188)	30%	(267)	8%	(72)	6%	(56)	34%	(294)	877
Trump Job Disapprove	19%	(237)	33%	(403)	9%	(107)	8%	(104)	31%	(388)	1238

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Table MCE1_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(444)	31%	(683)	8%	(184)	7%	(162)	33%	(728)	2200
Trump Job Strongly Approve	22%	(119)	26%	(137)	8%	(42)	8%	(43)	36%	(195)	536
Trump Job Somewhat Approve	20%	(69)	38%	(130)	9%	(30)	4%	(12)	29%	(99)	341
Trump Job Somewhat Disapprove	18%	(50)	35%	(101)	12%	(34)	9%	(25)	26%	(74)	285
Trump Job Strongly Disapprove	20%	(186)	32%	(302)	8%	(72)	8%	(79)	33%	(314)	953
Favorable of Trump	21%	(187)	30%	(260)	8%	(66)	7%	(63)	34%	(298)	874
Unfavorable of Trump	19%	(238)	33%	(405)	9%	(112)	7%	(90)	31%	(383)	1229
Very Favorable of Trump	23%	(123)	26%	(139)	6%	(32)	9%	(47)	37%	(200)	540
Somewhat Favorable of Trump	19%	(64)	36%	(122)	10%	(34)	5%	(17)	29%	(98)	334
Somewhat Unfavorable of Trump	17%	(38)	37%	(84)	10%	(23)	7%	(17)	29%	(67)	230
Very Unfavorable of Trump	20%	(200)	32%	(320)	9%	(90)	7%	(73)	32%	(316)	999
#1 Issue: Economy	20%	(175)	34%	(295)	7%	(64)	7%	(58)	32%	(278)	870
#1 Issue: Security	19%	(40)	29%	(62)	8%	(17)	10%	(21)	34%	(71)	210
#1 Issue: Health Care	22%	(85)	31%	(121)	11%	(41)	5%	(19)	32%	(123)	390
#1 Issue: Medicare / Social Security	13%	(34)	24%	(62)	8%	(20)	10%	(27)	45%	(118)	262
#1 Issue: Women's Issues	32%	(39)	25%	(30)	10%	(12)	8%	(10)	25%	(30)	122
#1 Issue: Education	29%	(31)	30%	(31)	10%	(11)	11%	(12)	19%	(20)	104
#1 Issue: Energy	24%	(22)	45%	(41)	10%	(9)	4%	(3)	18%	(16)	90
#1 Issue: Other	12%	(18)	27%	(40)	6%	(10)	8%	(12)	47%	(72)	152
2018 House Vote: Democrat	22%	(167)	34%	(261)	9%	(67)	5%	(39)	30%	(226)	760
2018 House Vote: Republican	19%	(112)	30%	(174)	8%	(46)	8%	(48)	35%	(202)	581
2016 Vote: Hillary Clinton	23%	(163)	33%	(241)	7%	(51)	5%	(40)	32%	(228)	722
2016 Vote: Donald Trump	19%	(125)	31%	(208)	8%	(56)	7%	(45)	35%	(231)	665
2016 Vote: Other	12%	(11)	28%	(24)	9%	(8)	11%	(9)	40%	(35)	87
2016 Vote: Didn't Vote	20%	(144)	29%	(210)	9%	(69)	9%	(68)	32%	(234)	725
Voted in 2014: Yes	21%	(256)	31%	(381)	7%	(87)	7%	(84)	34%	(414)	1220
Voted in 2014: No	19%	(188)	31%	(302)	10%	(97)	8%	(78)	32%	(314)	980

Continued on next page

Table MCE1_11: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Content your friends and family recommend*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(444)	31%	(683)	8%	(184)	7%	(162)	33%	(728)	2200
2012 Vote: Barack Obama	22%	(189)	33%	(289)	7%	(62)	5%	(44)	32%	(280)	864
2012 Vote: Mitt Romney	15%	(67)	30%	(133)	8%	(36)	8%	(34)	39%	(171)	442
2012 Vote: Other	16%	(10)	18%	(11)	6%	(3)	12%	(7)	48%	(29)	60
2012 Vote: Didn't Vote	21%	(178)	30%	(250)	10%	(82)	9%	(76)	30%	(247)	832
4-Region: Northeast	23%	(91)	30%	(116)	8%	(30)	8%	(32)	31%	(123)	394
4-Region: Midwest	19%	(90)	29%	(136)	7%	(33)	6%	(29)	38%	(175)	462
4-Region: South	17%	(144)	33%	(274)	9%	(71)	8%	(62)	33%	(274)	824
4-Region: West	23%	(119)	30%	(158)	9%	(49)	7%	(39)	30%	(156)	520
Cable TV subscribers	24%	(235)	30%	(297)	8%	(77)	5%	(52)	33%	(326)	986
Satellite TV subscribers	28%	(137)	30%	(143)	10%	(48)	8%	(37)	24%	(116)	481
Former cable TV subscribers	19%	(152)	35%	(279)	8%	(63)	7%	(55)	30%	(238)	787
Former satellite TV subscribers	18%	(124)	36%	(244)	9%	(59)	5%	(33)	31%	(211)	670
Watches mostly scripted shows	21%	(172)	35%	(290)	9%	(75)	7%	(56)	28%	(235)	828
Watches mostly unscripted shows	22%	(58)	29%	(74)	12%	(31)	10%	(26)	27%	(71)	260
Watches scripted and unscripted	26%	(189)	37%	(267)	7%	(48)	4%	(31)	25%	(183)	718
Watches mostly for entertainment	22%	(239)	34%	(375)	8%	(87)	7%	(80)	29%	(322)	1103
Watches mostly for education	27%	(40)	31%	(45)	20%	(30)	12%	(17)	10%	(14)	145
Watches for entertainment and education	25%	(150)	37%	(223)	6%	(39)	4%	(24)	28%	(172)	607
Likely to subscribe to Discovery+	36%	(237)	33%	(218)	13%	(84)	6%	(39)	13%	(86)	665
Unlikely to subscribe to Discovery+	14%	(152)	32%	(363)	7%	(83)	9%	(99)	38%	(430)	1127
Subscribes to at least one streaming service	24%	(403)	33%	(561)	8%	(143)	7%	(123)	28%	(478)	1708
Subscribes to 3+ streaming services	30%	(317)	33%	(355)	9%	(92)	5%	(52)	23%	(244)	1059

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

**Table MCE1_12: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content**

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(445)	31%	(680)	8%	(186)	7%	(151)	33%	(737)	2200
Gender: Male	22%	(238)	34%	(358)	9%	(97)	7%	(72)	28%	(297)	1062
Gender: Female	18%	(208)	28%	(323)	8%	(89)	7%	(79)	39%	(440)	1138
Age: 18-34	27%	(178)	31%	(204)	11%	(75)	6%	(39)	24%	(159)	655
Age: 35-44	30%	(108)	32%	(113)	9%	(32)	7%	(25)	22%	(79)	358
Age: 45-64	17%	(127)	32%	(237)	8%	(57)	6%	(45)	38%	(285)	751
Age: 65+	7%	(33)	29%	(126)	5%	(22)	10%	(42)	49%	(213)	436
GenZers: 1997-2012	22%	(61)	29%	(80)	11%	(29)	7%	(19)	31%	(84)	274
Millennials: 1981-1996	32%	(192)	32%	(192)	11%	(65)	6%	(34)	19%	(117)	599
GenXers: 1965-1980	20%	(108)	32%	(169)	8%	(43)	6%	(30)	34%	(178)	529
Baby Boomers: 1946-1964	11%	(78)	31%	(220)	6%	(43)	8%	(58)	44%	(308)	706
PID: Dem (no lean)	27%	(242)	33%	(300)	8%	(77)	5%	(48)	27%	(245)	912
PID: Ind (no lean)	13%	(84)	31%	(198)	8%	(54)	7%	(47)	40%	(257)	640
PID: Rep (no lean)	18%	(119)	28%	(182)	9%	(56)	9%	(56)	36%	(234)	648
PID/Gender: Dem Men	29%	(126)	35%	(153)	9%	(41)	5%	(23)	22%	(95)	438
PID/Gender: Dem Women	24%	(116)	31%	(146)	8%	(36)	5%	(25)	32%	(150)	474
PID/Gender: Ind Men	15%	(42)	37%	(105)	6%	(17)	6%	(16)	36%	(103)	283
PID/Gender: Ind Women	12%	(42)	26%	(93)	10%	(37)	9%	(30)	43%	(154)	357
PID/Gender: Rep Men	20%	(69)	29%	(99)	12%	(40)	10%	(33)	29%	(99)	341
PID/Gender: Rep Women	16%	(50)	27%	(83)	5%	(16)	8%	(23)	44%	(135)	307
Ideo: Liberal (1-3)	28%	(191)	38%	(260)	7%	(49)	5%	(36)	22%	(147)	683
Ideo: Moderate (4)	18%	(109)	32%	(195)	9%	(57)	5%	(34)	36%	(220)	615
Ideo: Conservative (5-7)	17%	(119)	27%	(186)	9%	(60)	9%	(61)	38%	(261)	688
Educ: < College	18%	(274)	29%	(431)	8%	(128)	7%	(105)	38%	(574)	1512
Educ: Bachelors degree	22%	(99)	36%	(160)	9%	(39)	7%	(33)	25%	(112)	444
Educ: Post-grad	29%	(72)	36%	(89)	8%	(19)	5%	(13)	21%	(51)	244
Income: Under 50k	18%	(216)	26%	(322)	8%	(99)	7%	(90)	41%	(503)	1230
Income: 50k-100k	22%	(143)	37%	(243)	9%	(61)	7%	(43)	25%	(164)	654
Income: 100k+	27%	(86)	36%	(115)	8%	(27)	6%	(18)	22%	(70)	316
Ethnicity: White	19%	(331)	32%	(556)	8%	(132)	6%	(109)	35%	(594)	1722

Continued on next page

Table MCE1_12: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(445)	31%	(680)	8%	(186)	7%	(151)	33%	(737)	2200
Ethnicity: Hispanic	25%	(89)	36%	(127)	9%	(30)	7%	(24)	23%	(79)	349
Ethnicity: Black	25%	(70)	26%	(71)	10%	(28)	8%	(22)	30%	(84)	274
Ethnicity: Other	22%	(45)	26%	(54)	13%	(27)	10%	(20)	29%	(59)	204
All Christian	19%	(201)	32%	(345)	8%	(90)	7%	(77)	33%	(357)	1070
All Non-Christian	25%	(30)	30%	(37)	11%	(14)	4%	(5)	30%	(36)	122
Atheist	31%	(28)	32%	(29)	1%	(1)	8%	(7)	28%	(25)	90
Agnostic/Nothing in particular	19%	(99)	33%	(177)	9%	(46)	8%	(42)	32%	(172)	536
Something Else	23%	(87)	24%	(92)	9%	(36)	5%	(20)	38%	(147)	383
Religious Non-Protestant/Catholic	24%	(32)	28%	(38)	10%	(14)	6%	(8)	32%	(44)	137
Evangelical	25%	(170)	30%	(205)	8%	(52)	6%	(41)	31%	(211)	679
Non-Evangelical	15%	(112)	31%	(227)	9%	(70)	7%	(53)	38%	(279)	741
Community: Urban	27%	(204)	30%	(219)	10%	(74)	7%	(50)	26%	(195)	742
Community: Suburban	17%	(160)	35%	(329)	8%	(75)	6%	(56)	33%	(312)	932
Community: Rural	15%	(81)	25%	(132)	7%	(37)	9%	(45)	44%	(230)	526
Employ: Private Sector	26%	(168)	36%	(232)	10%	(63)	5%	(33)	22%	(140)	635
Employ: Government	27%	(39)	38%	(56)	6%	(8)	6%	(8)	24%	(35)	147
Employ: Self-Employed	25%	(53)	25%	(52)	8%	(17)	9%	(19)	33%	(69)	210
Employ: Homemaker	20%	(33)	29%	(47)	11%	(17)	6%	(9)	35%	(57)	164
Employ: Student	28%	(29)	31%	(32)	14%	(15)	2%	(2)	25%	(25)	103
Employ: Retired	7%	(38)	30%	(155)	7%	(33)	9%	(47)	46%	(236)	509
Employ: Unemployed	17%	(49)	24%	(68)	8%	(22)	8%	(23)	43%	(121)	283
Employ: Other	24%	(36)	26%	(38)	7%	(11)	6%	(9)	37%	(54)	149
Military HH: Yes	17%	(65)	36%	(142)	8%	(30)	8%	(32)	31%	(121)	390
Military HH: No	21%	(380)	30%	(538)	9%	(156)	7%	(119)	34%	(616)	1810
RD/WT: Right Direction	24%	(158)	33%	(223)	10%	(65)	8%	(56)	25%	(169)	671
RD/WT: Wrong Track	19%	(288)	30%	(457)	8%	(121)	6%	(95)	37%	(568)	1529
Trump Job Approve	19%	(168)	31%	(271)	8%	(74)	8%	(71)	33%	(293)	877
Trump Job Disapprove	21%	(265)	32%	(391)	9%	(111)	6%	(73)	32%	(398)	1238

Continued on next page

Table MCE1_12: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(445)	31%	(680)	8%	(186)	7%	(151)	33%	(737)	2200
Trump Job Strongly Approve	20%	(108)	25%	(135)	8%	(44)	10%	(54)	36%	(194)	536
Trump Job Somewhat Approve	18%	(60)	40%	(136)	9%	(29)	5%	(17)	29%	(99)	341
Trump Job Somewhat Disapprove	20%	(57)	30%	(86)	13%	(36)	4%	(11)	33%	(94)	285
Trump Job Strongly Disapprove	22%	(207)	32%	(305)	8%	(76)	6%	(62)	32%	(304)	953
Favorable of Trump	19%	(169)	29%	(256)	8%	(73)	8%	(72)	35%	(305)	874
Unfavorable of Trump	22%	(266)	33%	(402)	9%	(109)	6%	(68)	31%	(384)	1229
Very Favorable of Trump	19%	(105)	26%	(141)	6%	(34)	11%	(60)	37%	(200)	540
Somewhat Favorable of Trump	19%	(64)	34%	(115)	12%	(39)	4%	(12)	31%	(104)	334
Somewhat Unfavorable of Trump	22%	(51)	33%	(75)	10%	(22)	4%	(10)	31%	(72)	230
Very Unfavorable of Trump	22%	(216)	33%	(327)	9%	(87)	6%	(58)	31%	(311)	999
#1 Issue: Economy	21%	(181)	32%	(280)	8%	(71)	6%	(56)	32%	(283)	870
#1 Issue: Security	20%	(41)	26%	(55)	8%	(16)	7%	(15)	39%	(83)	210
#1 Issue: Health Care	21%	(83)	34%	(132)	10%	(40)	5%	(20)	29%	(115)	390
#1 Issue: Medicare / Social Security	12%	(31)	24%	(62)	11%	(28)	10%	(27)	44%	(114)	262
#1 Issue: Women's Issues	33%	(40)	25%	(31)	8%	(10)	6%	(7)	27%	(33)	122
#1 Issue: Education	22%	(23)	38%	(39)	8%	(8)	12%	(13)	21%	(22)	104
#1 Issue: Energy	28%	(25)	41%	(37)	7%	(6)	4%	(3)	20%	(18)	90
#1 Issue: Other	14%	(21)	29%	(44)	5%	(7)	7%	(10)	46%	(69)	152
2018 House Vote: Democrat	25%	(191)	35%	(265)	8%	(63)	5%	(34)	27%	(206)	760
2018 House Vote: Republican	17%	(97)	31%	(180)	9%	(51)	9%	(55)	34%	(198)	581
2016 Vote: Hillary Clinton	25%	(179)	33%	(238)	8%	(59)	5%	(34)	29%	(212)	722
2016 Vote: Donald Trump	18%	(119)	31%	(208)	8%	(54)	8%	(54)	34%	(229)	665
2016 Vote: Other	14%	(13)	28%	(24)	9%	(8)	10%	(9)	38%	(33)	87
2016 Vote: Didn't Vote	18%	(133)	29%	(210)	9%	(65)	7%	(54)	36%	(263)	725
Voted in 2014: Yes	21%	(255)	32%	(391)	8%	(95)	7%	(87)	32%	(393)	1220
Voted in 2014: No	19%	(190)	30%	(289)	9%	(92)	7%	(64)	35%	(344)	980

Continued on next page

Table MCE1_12: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Critically acclaimed content*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(445)	31%	(680)	8%	(186)	7%	(151)	33%	(737)	2200
2012 Vote: Barack Obama	24%	(205)	33%	(288)	9%	(80)	5%	(44)	29%	(247)	864
2012 Vote: Mitt Romney	13%	(56)	31%	(135)	7%	(32)	9%	(41)	40%	(178)	442
2012 Vote: Other	12%	(7)	25%	(15)	3%	(2)	13%	(8)	47%	(28)	60
2012 Vote: Didn't Vote	21%	(176)	29%	(242)	9%	(72)	7%	(59)	34%	(282)	832
4-Region: Northeast	23%	(91)	28%	(110)	8%	(33)	8%	(30)	33%	(130)	394
4-Region: Midwest	19%	(87)	30%	(136)	6%	(30)	6%	(28)	39%	(181)	462
4-Region: South	19%	(156)	33%	(276)	8%	(68)	7%	(61)	32%	(263)	824
4-Region: West	22%	(112)	30%	(158)	11%	(55)	6%	(32)	31%	(163)	520
Cable TV subscribers	22%	(220)	33%	(322)	8%	(75)	5%	(52)	32%	(316)	986
Satellite TV subscribers	25%	(120)	37%	(177)	9%	(44)	5%	(26)	24%	(114)	481
Former cable TV subscribers	20%	(159)	33%	(260)	10%	(76)	6%	(46)	31%	(247)	787
Former satellite TV subscribers	22%	(145)	32%	(215)	10%	(64)	5%	(34)	32%	(212)	670
Watches mostly scripted shows	22%	(179)	35%	(289)	9%	(75)	6%	(47)	29%	(238)	828
Watches mostly unscripted shows	20%	(53)	35%	(91)	11%	(27)	6%	(15)	28%	(73)	260
Watches scripted and unscripted	26%	(187)	36%	(256)	8%	(58)	5%	(34)	25%	(182)	718
Watches mostly for entertainment	21%	(226)	35%	(381)	10%	(106)	6%	(62)	30%	(327)	1103
Watches mostly for education	33%	(48)	34%	(49)	14%	(20)	10%	(15)	9%	(13)	145
Watches for entertainment and education	27%	(162)	35%	(215)	6%	(35)	5%	(28)	27%	(166)	607
Likely to subscribe to Discovery+	33%	(222)	36%	(239)	11%	(73)	6%	(39)	14%	(93)	665
Unlikely to subscribe to Discovery+	14%	(160)	30%	(338)	9%	(100)	8%	(87)	39%	(442)	1127
Subscribes to at least one streaming service	24%	(405)	34%	(575)	9%	(152)	6%	(107)	27%	(468)	1708
Subscribes to 3+ streaming services	31%	(325)	34%	(358)	10%	(102)	4%	(43)	22%	(232)	1059

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

Table MCE1_13: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Exclusive content from your favorite TV shows

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(558)	33%	(724)	7%	(152)	7%	(153)	28%	(612)	2200
Gender: Male	26%	(275)	34%	(365)	7%	(79)	7%	(79)	25%	(263)	1062
Gender: Female	25%	(283)	32%	(359)	6%	(73)	6%	(74)	31%	(349)	1138
Age: 18-34	35%	(233)	29%	(188)	10%	(64)	6%	(37)	20%	(133)	655
Age: 35-44	36%	(128)	35%	(123)	8%	(27)	6%	(23)	16%	(56)	358
Age: 45-64	19%	(140)	38%	(282)	5%	(39)	8%	(58)	31%	(231)	751
Age: 65+	13%	(58)	30%	(130)	5%	(21)	8%	(35)	44%	(192)	436
GenZers: 1997-2012	36%	(98)	27%	(75)	7%	(18)	7%	(18)	24%	(65)	274
Millennials: 1981-1996	36%	(216)	32%	(190)	11%	(65)	5%	(31)	16%	(97)	599
GenXers: 1965-1980	25%	(134)	37%	(197)	5%	(28)	6%	(31)	26%	(140)	529
Baby Boomers: 1946-1964	14%	(102)	34%	(240)	5%	(35)	9%	(66)	37%	(263)	706
PID: Dem (no lean)	30%	(273)	34%	(309)	8%	(70)	6%	(53)	23%	(206)	912
PID: Ind (no lean)	20%	(128)	32%	(206)	6%	(41)	7%	(48)	34%	(218)	640
PID: Rep (no lean)	24%	(158)	32%	(209)	6%	(41)	8%	(52)	29%	(188)	648
PID/Gender: Dem Men	29%	(129)	33%	(146)	10%	(44)	6%	(28)	21%	(91)	438
PID/Gender: Dem Women	30%	(144)	34%	(163)	6%	(27)	5%	(25)	24%	(115)	474
PID/Gender: Ind Men	19%	(54)	38%	(106)	5%	(14)	7%	(19)	32%	(90)	283
PID/Gender: Ind Women	21%	(74)	28%	(100)	7%	(27)	8%	(29)	36%	(128)	357
PID/Gender: Rep Men	27%	(92)	33%	(113)	6%	(21)	10%	(32)	24%	(82)	341
PID/Gender: Rep Women	21%	(65)	31%	(96)	6%	(20)	6%	(20)	35%	(106)	307
Ideo: Liberal (1-3)	32%	(217)	36%	(248)	7%	(50)	5%	(33)	20%	(135)	683
Ideo: Moderate (4)	21%	(131)	34%	(212)	9%	(57)	7%	(45)	28%	(171)	615
Ideo: Conservative (5-7)	22%	(153)	32%	(220)	6%	(39)	8%	(57)	32%	(219)	688
Educ: < College	24%	(369)	32%	(484)	7%	(103)	7%	(104)	30%	(453)	1512
Educ: Bachelors degree	24%	(105)	36%	(158)	8%	(36)	7%	(32)	25%	(113)	444
Educ: Post-grad	35%	(85)	34%	(82)	6%	(14)	7%	(17)	19%	(46)	244
Income: Under 50k	23%	(289)	30%	(366)	7%	(87)	7%	(87)	33%	(401)	1230
Income: 50k-100k	26%	(172)	37%	(241)	7%	(43)	7%	(47)	23%	(152)	654
Income: 100k+	31%	(98)	37%	(117)	7%	(23)	6%	(19)	19%	(59)	316
Ethnicity: White	25%	(425)	33%	(566)	6%	(112)	7%	(121)	29%	(497)	1722

Continued on next page

Table MCE1_13: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV shows*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(558)	33%	(724)	7%	(152)	7%	(153)	28%	(612)	2200
Ethnicity: Hispanic	31%	(107)	36%	(128)	10%	(34)	5%	(18)	18%	(63)	349
Ethnicity: Black	28%	(77)	32%	(89)	10%	(27)	7%	(18)	23%	(63)	274
Ethnicity: Other	27%	(56)	34%	(69)	7%	(14)	7%	(14)	25%	(52)	204
All Christian	24%	(254)	35%	(375)	7%	(70)	7%	(75)	28%	(296)	1070
All Non-Christian	23%	(28)	27%	(33)	16%	(20)	7%	(9)	27%	(33)	122
Atheist	34%	(31)	31%	(28)	6%	(5)	8%	(7)	21%	(19)	90
Agnostic/Nothing in particular	25%	(136)	32%	(173)	6%	(33)	7%	(39)	29%	(155)	536
Something Else	29%	(110)	30%	(115)	6%	(24)	6%	(23)	29%	(110)	383
Religious Non-Protestant/Catholic	22%	(31)	27%	(37)	15%	(20)	7%	(9)	30%	(41)	137
Evangelical	32%	(214)	31%	(212)	5%	(36)	7%	(46)	25%	(170)	679
Non-Evangelical	19%	(144)	36%	(265)	8%	(57)	7%	(51)	30%	(225)	741
Community: Urban	30%	(225)	32%	(239)	9%	(68)	8%	(60)	20%	(150)	742
Community: Suburban	25%	(230)	35%	(328)	6%	(58)	5%	(51)	28%	(265)	932
Community: Rural	20%	(103)	30%	(157)	5%	(26)	8%	(43)	37%	(197)	526
Employ: Private Sector	31%	(199)	36%	(227)	9%	(58)	6%	(35)	18%	(116)	635
Employ: Government	30%	(43)	38%	(56)	5%	(8)	6%	(8)	22%	(32)	147
Employ: Self-Employed	26%	(54)	32%	(68)	10%	(21)	8%	(16)	24%	(50)	210
Employ: Homemaker	26%	(42)	28%	(46)	6%	(10)	7%	(11)	33%	(54)	164
Employ: Student	35%	(36)	34%	(35)	8%	(9)	4%	(4)	18%	(19)	103
Employ: Retired	13%	(67)	31%	(159)	5%	(24)	10%	(52)	41%	(207)	509
Employ: Unemployed	24%	(68)	31%	(88)	6%	(16)	7%	(20)	32%	(91)	283
Employ: Other	32%	(48)	30%	(44)	5%	(7)	5%	(7)	28%	(42)	149
Military HH: Yes	19%	(74)	38%	(148)	9%	(35)	8%	(31)	26%	(102)	390
Military HH: No	27%	(485)	32%	(576)	6%	(117)	7%	(122)	28%	(510)	1810
RD/WT: Right Direction	28%	(190)	34%	(227)	9%	(59)	7%	(45)	22%	(150)	671
RD/WT: Wrong Track	24%	(368)	33%	(497)	6%	(93)	7%	(108)	30%	(462)	1529
Trump Job Approve	25%	(221)	33%	(289)	7%	(60)	7%	(64)	28%	(242)	877
Trump Job Disapprove	26%	(318)	34%	(424)	7%	(89)	7%	(84)	26%	(323)	1238

Continued on next page

Table MCE1_13: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV shows

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(558)	33%	(724)	7%	(152)	7%	(153)	28%	(612)	2200
Trump Job Strongly Approve	25%	(132)	31%	(167)	7%	(37)	7%	(40)	30%	(159)	536
Trump Job Somewhat Approve	26%	(89)	36%	(122)	7%	(23)	7%	(24)	24%	(83)	341
Trump Job Somewhat Disapprove	25%	(71)	36%	(102)	10%	(29)	5%	(13)	24%	(69)	285
Trump Job Strongly Disapprove	26%	(247)	34%	(322)	6%	(60)	7%	(71)	27%	(253)	953
Favorable of Trump	26%	(224)	32%	(278)	7%	(60)	7%	(61)	29%	(251)	874
Unfavorable of Trump	26%	(320)	35%	(427)	7%	(83)	7%	(85)	26%	(314)	1229
Very Favorable of Trump	25%	(136)	31%	(165)	5%	(28)	8%	(42)	31%	(169)	540
Somewhat Favorable of Trump	27%	(89)	34%	(113)	10%	(32)	6%	(19)	24%	(81)	334
Somewhat Unfavorable of Trump	24%	(56)	40%	(92)	7%	(17)	7%	(15)	22%	(50)	230
Very Unfavorable of Trump	26%	(263)	34%	(335)	7%	(66)	7%	(70)	26%	(264)	999
#1 Issue: Economy	25%	(222)	36%	(313)	7%	(62)	6%	(49)	26%	(224)	870
#1 Issue: Security	22%	(47)	33%	(70)	6%	(13)	6%	(13)	32%	(68)	210
#1 Issue: Health Care	29%	(113)	32%	(126)	8%	(31)	6%	(25)	24%	(95)	390
#1 Issue: Medicare / Social Security	14%	(38)	30%	(78)	7%	(19)	9%	(24)	39%	(103)	262
#1 Issue: Women's Issues	43%	(52)	20%	(24)	10%	(13)	5%	(6)	22%	(27)	122
#1 Issue: Education	29%	(31)	42%	(44)	4%	(4)	13%	(13)	11%	(12)	104
#1 Issue: Energy	30%	(27)	31%	(28)	10%	(9)	7%	(6)	22%	(20)	90
#1 Issue: Other	19%	(29)	28%	(42)	1%	(1)	11%	(16)	42%	(63)	152
2018 House Vote: Democrat	27%	(202)	36%	(272)	8%	(62)	5%	(39)	24%	(184)	760
2018 House Vote: Republican	23%	(131)	33%	(189)	7%	(42)	8%	(48)	29%	(171)	581
2016 Vote: Hillary Clinton	28%	(199)	35%	(250)	6%	(46)	5%	(39)	26%	(189)	722
2016 Vote: Donald Trump	23%	(154)	33%	(221)	7%	(48)	8%	(52)	29%	(191)	665
2016 Vote: Other	17%	(15)	31%	(27)	5%	(4)	10%	(9)	36%	(32)	87
2016 Vote: Didn't Vote	26%	(189)	31%	(225)	8%	(55)	7%	(54)	28%	(201)	725
Voted in 2014: Yes	24%	(290)	34%	(416)	7%	(83)	8%	(93)	28%	(338)	1220
Voted in 2014: No	27%	(269)	31%	(308)	7%	(69)	6%	(60)	28%	(274)	980

Continued on next page

Table MCE1_13: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV shows*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(558)	33%	(724)	7%	(152)	7%	(153)	28%	(612)	2200
2012 Vote: Barack Obama	25%	(217)	36%	(308)	8%	(65)	6%	(52)	26%	(222)	864
2012 Vote: Mitt Romney	19%	(82)	35%	(157)	6%	(25)	8%	(34)	33%	(145)	442
2012 Vote: Other	19%	(11)	13%	(8)	3%	(2)	18%	(11)	48%	(29)	60
2012 Vote: Didn't Vote	30%	(248)	30%	(251)	7%	(60)	7%	(57)	26%	(215)	832
4-Region: Northeast	30%	(118)	29%	(115)	7%	(27)	7%	(27)	27%	(108)	394
4-Region: Midwest	25%	(115)	30%	(140)	6%	(27)	6%	(29)	33%	(151)	462
4-Region: South	23%	(193)	36%	(293)	6%	(51)	7%	(61)	27%	(226)	824
4-Region: West	26%	(133)	34%	(177)	9%	(47)	7%	(37)	24%	(127)	520
Cable TV subscribers	27%	(264)	34%	(332)	7%	(65)	5%	(53)	28%	(271)	986
Satellite TV subscribers	31%	(150)	35%	(166)	8%	(38)	7%	(32)	20%	(95)	481
Former cable TV subscribers	27%	(213)	35%	(277)	6%	(46)	6%	(49)	26%	(203)	787
Former satellite TV subscribers	28%	(186)	36%	(242)	8%	(51)	5%	(33)	24%	(159)	670
Watches mostly scripted shows	27%	(225)	35%	(287)	7%	(59)	6%	(47)	25%	(211)	828
Watches mostly unscripted shows	30%	(79)	33%	(87)	12%	(30)	7%	(17)	18%	(47)	260
Watches scripted and unscripted	31%	(219)	40%	(286)	5%	(38)	6%	(41)	19%	(134)	718
Watches mostly for entertainment	27%	(301)	36%	(392)	7%	(72)	7%	(74)	24%	(264)	1103
Watches mostly for education	28%	(40)	33%	(48)	22%	(33)	9%	(13)	8%	(12)	145
Watches for entertainment and education	33%	(198)	38%	(232)	4%	(26)	4%	(27)	20%	(124)	607
Likely to subscribe to Discovery+	40%	(267)	34%	(229)	11%	(76)	5%	(36)	9%	(57)	665
Unlikely to subscribe to Discovery+	19%	(214)	33%	(368)	6%	(70)	8%	(93)	34%	(383)	1127
Subscribes to at least one streaming service	29%	(490)	35%	(598)	7%	(128)	7%	(114)	22%	(378)	1708
Subscribes to 3+ streaming services	36%	(385)	35%	(366)	8%	(84)	5%	(56)	16%	(168)	1059

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

Table MCE1_14: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
 Exclusive content from your favorite TV personalities

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(447)	28%	(618)	9%	(197)	8%	(173)	35%	(764)	2200
Gender: Male	21%	(227)	30%	(323)	9%	(95)	8%	(81)	32%	(335)	1062
Gender: Female	19%	(220)	26%	(294)	9%	(102)	8%	(92)	38%	(430)	1138
Age: 18-34	31%	(200)	29%	(191)	10%	(66)	5%	(32)	25%	(165)	655
Age: 35-44	30%	(108)	33%	(117)	8%	(29)	8%	(27)	21%	(76)	358
Age: 45-64	14%	(104)	30%	(222)	9%	(64)	8%	(60)	40%	(300)	751
Age: 65+	8%	(34)	20%	(87)	9%	(38)	12%	(54)	51%	(224)	436
GenZers: 1997-2012	27%	(74)	26%	(72)	12%	(33)	5%	(14)	29%	(81)	274
Millennials: 1981-1996	32%	(194)	33%	(195)	9%	(53)	5%	(32)	21%	(126)	599
GenXers: 1965-1980	21%	(113)	30%	(159)	7%	(38)	7%	(37)	34%	(181)	529
Baby Boomers: 1946-1964	9%	(60)	24%	(171)	9%	(64)	11%	(79)	47%	(331)	706
PID: Dem (no lean)	25%	(230)	32%	(290)	8%	(74)	7%	(66)	28%	(251)	912
PID: Ind (no lean)	14%	(93)	26%	(168)	11%	(68)	8%	(50)	41%	(261)	640
PID: Rep (no lean)	19%	(125)	25%	(160)	8%	(55)	9%	(57)	39%	(252)	648
PID/Gender: Dem Men	27%	(118)	34%	(147)	8%	(35)	7%	(28)	25%	(109)	438
PID/Gender: Dem Women	23%	(111)	30%	(144)	8%	(39)	8%	(38)	30%	(142)	474
PID/Gender: Ind Men	15%	(42)	27%	(77)	11%	(31)	8%	(23)	39%	(111)	283
PID/Gender: Ind Women	14%	(51)	25%	(90)	10%	(37)	8%	(28)	42%	(151)	357
PID/Gender: Rep Men	20%	(67)	29%	(100)	8%	(29)	9%	(30)	34%	(115)	341
PID/Gender: Rep Women	19%	(57)	20%	(60)	9%	(26)	9%	(26)	44%	(137)	307
Ideo: Liberal (1-3)	26%	(175)	34%	(235)	8%	(54)	6%	(42)	26%	(177)	683
Ideo: Moderate (4)	18%	(112)	29%	(179)	11%	(70)	7%	(46)	34%	(208)	615
Ideo: Conservative (5-7)	16%	(111)	25%	(173)	9%	(60)	10%	(70)	40%	(274)	688
Educ: < College	18%	(280)	27%	(408)	9%	(131)	8%	(119)	38%	(574)	1512
Educ: Bachelors degree	22%	(99)	30%	(133)	10%	(46)	8%	(36)	29%	(130)	444
Educ: Post-grad	28%	(69)	31%	(77)	9%	(21)	7%	(18)	25%	(60)	244
Income: Under 50k	17%	(215)	25%	(311)	9%	(109)	8%	(95)	41%	(500)	1230
Income: 50k-100k	22%	(145)	31%	(205)	10%	(63)	8%	(56)	28%	(186)	654
Income: 100k+	28%	(87)	32%	(102)	8%	(26)	7%	(23)	25%	(79)	316
Ethnicity: White	19%	(335)	29%	(497)	8%	(139)	7%	(127)	36%	(624)	1722

Continued on next page

Table MCE1_14: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV personalities*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(447)	28%	(618)	9%	(197)	8%	(173)	35%	(764)	2200
Ethnicity: Hispanic	27%	(94)	30%	(105)	11%	(37)	6%	(21)	27%	(93)	349
Ethnicity: Black	26%	(71)	24%	(67)	12%	(32)	11%	(29)	27%	(75)	274
Ethnicity: Other	20%	(41)	27%	(54)	13%	(26)	8%	(17)	32%	(66)	204
All Christian	20%	(210)	28%	(300)	9%	(100)	9%	(92)	34%	(368)	1070
All Non-Christian	27%	(33)	27%	(32)	11%	(14)	7%	(9)	28%	(34)	122
Atheist	17%	(16)	33%	(30)	3%	(3)	6%	(6)	40%	(36)	90
Agnostic/Nothing in particular	19%	(101)	27%	(145)	9%	(51)	7%	(39)	37%	(201)	536
Something Else	23%	(87)	29%	(111)	8%	(30)	7%	(28)	33%	(126)	383
Religious Non-Protestant/Catholic	25%	(34)	27%	(36)	10%	(14)	7%	(10)	31%	(42)	137
Evangelical	27%	(184)	27%	(186)	8%	(51)	8%	(52)	30%	(206)	679
Non-Evangelical	15%	(109)	29%	(215)	10%	(76)	9%	(66)	37%	(276)	741
Community: Urban	29%	(218)	26%	(192)	10%	(73)	9%	(67)	26%	(192)	742
Community: Suburban	16%	(150)	30%	(284)	10%	(90)	7%	(65)	37%	(344)	932
Community: Rural	15%	(79)	27%	(142)	7%	(35)	8%	(42)	43%	(228)	526
Employ: Private Sector	27%	(172)	32%	(205)	10%	(66)	7%	(41)	24%	(150)	635
Employ: Government	28%	(41)	30%	(44)	9%	(14)	8%	(12)	24%	(36)	147
Employ: Self-Employed	21%	(45)	31%	(64)	8%	(17)	7%	(15)	33%	(70)	210
Employ: Homemaker	20%	(33)	23%	(37)	7%	(11)	8%	(12)	43%	(70)	164
Employ: Student	34%	(35)	26%	(26)	10%	(10)	4%	(4)	26%	(27)	103
Employ: Retired	8%	(43)	23%	(117)	9%	(45)	12%	(59)	48%	(246)	509
Employ: Unemployed	17%	(48)	27%	(75)	9%	(27)	7%	(21)	40%	(112)	283
Employ: Other	20%	(30)	33%	(49)	6%	(9)	6%	(8)	36%	(53)	149
Military HH: Yes	21%	(80)	27%	(105)	9%	(33)	9%	(37)	35%	(135)	390
Military HH: No	20%	(367)	28%	(513)	9%	(164)	8%	(137)	35%	(630)	1810
RD/WT: Right Direction	26%	(175)	27%	(182)	10%	(70)	8%	(51)	29%	(194)	671
RD/WT: Wrong Track	18%	(272)	29%	(436)	8%	(127)	8%	(123)	37%	(570)	1529
Trump Job Approve	21%	(183)	26%	(230)	10%	(84)	8%	(71)	35%	(309)	877
Trump Job Disapprove	20%	(250)	30%	(370)	9%	(111)	8%	(99)	33%	(408)	1238

Continued on next page

Table MCE1_14: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV personalities

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(447)	28%	(618)	9%	(197)	8%	(173)	35%	(764)	2200
Trump Job Strongly Approve	20%	(108)	24%	(127)	9%	(49)	9%	(51)	38%	(201)	536
Trump Job Somewhat Approve	22%	(75)	30%	(103)	10%	(35)	6%	(20)	32%	(108)	341
Trump Job Somewhat Disapprove	22%	(62)	27%	(77)	12%	(35)	6%	(17)	33%	(94)	285
Trump Job Strongly Disapprove	20%	(189)	31%	(294)	8%	(76)	9%	(81)	33%	(314)	953
Favorable of Trump	22%	(189)	25%	(223)	8%	(74)	8%	(70)	36%	(319)	874
Unfavorable of Trump	20%	(246)	31%	(376)	10%	(118)	8%	(94)	32%	(395)	1229
Very Favorable of Trump	21%	(115)	23%	(126)	7%	(39)	10%	(53)	38%	(207)	540
Somewhat Favorable of Trump	22%	(74)	29%	(97)	10%	(34)	5%	(17)	33%	(112)	334
Somewhat Unfavorable of Trump	19%	(45)	29%	(66)	14%	(31)	6%	(14)	32%	(74)	230
Very Unfavorable of Trump	20%	(202)	31%	(310)	9%	(87)	8%	(80)	32%	(321)	999
#1 Issue: Economy	19%	(165)	32%	(279)	6%	(56)	7%	(64)	35%	(307)	870
#1 Issue: Security	21%	(44)	22%	(47)	12%	(26)	8%	(16)	37%	(77)	210
#1 Issue: Health Care	22%	(85)	33%	(130)	9%	(37)	6%	(25)	29%	(113)	390
#1 Issue: Medicare / Social Security	9%	(23)	20%	(51)	11%	(28)	12%	(30)	49%	(128)	262
#1 Issue: Women's Issues	36%	(44)	23%	(27)	10%	(12)	5%	(6)	27%	(32)	122
#1 Issue: Education	32%	(33)	31%	(32)	13%	(13)	10%	(10)	15%	(16)	104
#1 Issue: Energy	34%	(31)	25%	(22)	14%	(13)	4%	(4)	23%	(20)	90
#1 Issue: Other	14%	(21)	20%	(30)	8%	(13)	12%	(18)	46%	(70)	152
2018 House Vote: Democrat	24%	(181)	32%	(245)	8%	(59)	7%	(51)	29%	(224)	760
2018 House Vote: Republican	18%	(103)	25%	(148)	11%	(61)	10%	(56)	37%	(213)	581
2016 Vote: Hillary Clinton	24%	(172)	32%	(229)	6%	(46)	7%	(54)	31%	(222)	722
2016 Vote: Donald Trump	17%	(111)	27%	(181)	10%	(67)	9%	(60)	37%	(246)	665
2016 Vote: Other	14%	(12)	21%	(19)	13%	(12)	9%	(8)	42%	(37)	87
2016 Vote: Didn't Vote	21%	(150)	26%	(190)	10%	(73)	7%	(52)	36%	(260)	725
Voted in 2014: Yes	20%	(245)	28%	(341)	9%	(108)	9%	(110)	34%	(416)	1220
Voted in 2014: No	21%	(202)	28%	(277)	9%	(90)	6%	(63)	36%	(348)	980

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Table MCE1_14: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV personalities

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	20%	(447)	28%	(618)	9%	(197)	8%	(173)	35%	(764)	2200
2012 Vote: Barack Obama	21%	(183)	31%	(272)	9%	(77)	7%	(62)	31%	(271)	864
2012 Vote: Mitt Romney	16%	(69)	24%	(107)	10%	(42)	10%	(45)	40%	(178)	442
2012 Vote: Other	10%	(6)	16%	(10)	7%	(4)	15%	(9)	53%	(32)	60
2012 Vote: Didn't Vote	23%	(189)	28%	(229)	9%	(74)	7%	(58)	34%	(282)	832
4-Region: Northeast	23%	(92)	26%	(101)	8%	(32)	9%	(35)	34%	(134)	394
4-Region: Midwest	18%	(82)	30%	(137)	8%	(38)	7%	(33)	37%	(171)	462
4-Region: South	20%	(162)	29%	(235)	10%	(80)	8%	(66)	34%	(280)	824
4-Region: West	21%	(110)	28%	(145)	9%	(47)	8%	(39)	35%	(179)	520
Cable TV subscribers	23%	(228)	28%	(280)	8%	(84)	6%	(64)	34%	(330)	986
Satellite TV subscribers	30%	(143)	29%	(137)	10%	(48)	7%	(33)	25%	(119)	481
Former cable TV subscribers	19%	(153)	31%	(247)	9%	(70)	8%	(61)	32%	(256)	787
Former satellite TV subscribers	19%	(127)	33%	(222)	11%	(70)	7%	(44)	31%	(208)	670
Watches mostly scripted shows	20%	(164)	33%	(277)	9%	(75)	7%	(59)	31%	(254)	828
Watches mostly unscripted shows	29%	(75)	23%	(61)	16%	(42)	6%	(15)	26%	(67)	260
Watches scripted and unscripted	24%	(175)	33%	(236)	8%	(54)	6%	(44)	29%	(209)	718
Watches mostly for entertainment	20%	(218)	32%	(349)	9%	(101)	8%	(89)	31%	(346)	1103
Watches mostly for education	27%	(39)	36%	(53)	18%	(26)	7%	(10)	12%	(17)	145
Watches for entertainment and education	28%	(173)	29%	(176)	8%	(49)	5%	(30)	30%	(180)	607
Likely to subscribe to Discovery+	36%	(242)	34%	(224)	12%	(77)	5%	(32)	13%	(90)	665
Unlikely to subscribe to Discovery+	13%	(141)	27%	(304)	9%	(101)	10%	(116)	41%	(464)	1127
Subscribes to at least one streaming service	23%	(401)	30%	(517)	9%	(158)	7%	(125)	30%	(506)	1708
Subscribes to 3+ streaming services	30%	(316)	32%	(339)	8%	(88)	6%	(66)	24%	(250)	1059

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

Table MCE1_15: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV channels

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(552)	33%	(730)	7%	(156)	7%	(161)	27%	(602)	2200
Gender: Male	25%	(262)	35%	(368)	9%	(94)	7%	(73)	25%	(265)	1062
Gender: Female	25%	(289)	32%	(361)	5%	(62)	8%	(88)	30%	(337)	1138
Age: 18-34	34%	(220)	30%	(199)	11%	(69)	6%	(39)	20%	(128)	655
Age: 35-44	34%	(123)	32%	(113)	7%	(25)	9%	(34)	17%	(62)	358
Age: 45-64	19%	(144)	38%	(289)	6%	(45)	7%	(50)	30%	(223)	751
Age: 65+	15%	(65)	30%	(129)	4%	(17)	9%	(38)	43%	(189)	436
GenZers: 1997-2012	35%	(96)	30%	(81)	8%	(21)	7%	(19)	21%	(57)	274
Millennials: 1981-1996	34%	(205)	31%	(187)	10%	(62)	7%	(44)	17%	(101)	599
GenXers: 1965-1980	24%	(126)	35%	(187)	7%	(35)	6%	(33)	28%	(149)	529
Baby Boomers: 1946-1964	16%	(116)	35%	(248)	5%	(33)	8%	(56)	36%	(253)	706
PID: Dem (no lean)	29%	(268)	33%	(305)	7%	(68)	8%	(73)	22%	(198)	912
PID: Ind (no lean)	22%	(139)	32%	(208)	6%	(42)	6%	(40)	33%	(212)	640
PID: Rep (no lean)	22%	(145)	34%	(217)	7%	(47)	7%	(47)	30%	(192)	648
PID/Gender: Dem Men	28%	(122)	35%	(151)	12%	(52)	6%	(28)	19%	(84)	438
PID/Gender: Dem Women	31%	(146)	32%	(153)	3%	(16)	9%	(45)	24%	(114)	474
PID/Gender: Ind Men	22%	(61)	34%	(95)	6%	(18)	6%	(16)	33%	(92)	283
PID/Gender: Ind Women	22%	(77)	31%	(112)	7%	(23)	7%	(24)	34%	(120)	357
PID/Gender: Rep Men	23%	(79)	36%	(121)	7%	(24)	8%	(28)	26%	(88)	341
PID/Gender: Rep Women	21%	(66)	31%	(96)	7%	(23)	6%	(19)	34%	(104)	307
Ideo: Liberal (1-3)	31%	(212)	34%	(235)	8%	(57)	6%	(43)	20%	(136)	683
Ideo: Moderate (4)	23%	(141)	35%	(216)	7%	(46)	7%	(45)	27%	(167)	615
Ideo: Conservative (5-7)	21%	(143)	33%	(229)	7%	(46)	8%	(58)	31%	(211)	688
Educ: < College	25%	(375)	32%	(478)	7%	(99)	7%	(111)	30%	(448)	1512
Educ: Bachelors degree	23%	(103)	37%	(164)	9%	(40)	7%	(32)	24%	(106)	444
Educ: Post-grad	30%	(74)	36%	(88)	7%	(17)	7%	(18)	19%	(48)	244
Income: Under 50k	22%	(271)	31%	(379)	7%	(83)	8%	(94)	33%	(403)	1230
Income: 50k-100k	28%	(181)	36%	(238)	8%	(53)	7%	(45)	21%	(137)	654
Income: 100k+	32%	(100)	35%	(112)	7%	(21)	7%	(22)	20%	(62)	316
Ethnicity: White	25%	(424)	33%	(574)	7%	(122)	7%	(118)	28%	(483)	1722

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Table MCE1_15: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV channels*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(552)	33%	(730)	7%	(156)	7%	(161)	27%	(602)	2200
Ethnicity: Hispanic	34%	(120)	31%	(108)	11%	(38)	6%	(20)	18%	(64)	349
Ethnicity: Black	28%	(78)	29%	(80)	8%	(23)	10%	(28)	24%	(66)	274
Ethnicity: Other	24%	(49)	37%	(75)	5%	(11)	7%	(15)	26%	(53)	204
All Christian	24%	(256)	34%	(363)	9%	(93)	7%	(76)	26%	(282)	1070
All Non-Christian	25%	(31)	31%	(37)	9%	(11)	7%	(9)	28%	(34)	122
Atheist	31%	(28)	34%	(30)	4%	(3)	6%	(5)	26%	(23)	90
Agnostic/Nothing in particular	26%	(139)	33%	(178)	5%	(24)	8%	(41)	29%	(154)	536
Something Else	26%	(98)	32%	(122)	6%	(24)	8%	(30)	28%	(108)	383
Religious Non-Protestant/Catholic	24%	(33)	32%	(44)	9%	(12)	7%	(10)	28%	(39)	137
Evangelical	30%	(202)	32%	(214)	7%	(46)	8%	(54)	24%	(163)	679
Non-Evangelical	20%	(146)	35%	(259)	9%	(67)	7%	(51)	29%	(218)	741
Community: Urban	31%	(231)	31%	(229)	9%	(69)	8%	(62)	20%	(151)	742
Community: Suburban	25%	(230)	34%	(320)	6%	(57)	6%	(59)	29%	(267)	932
Community: Rural	17%	(91)	34%	(180)	6%	(30)	8%	(40)	35%	(184)	526
Employ: Private Sector	31%	(196)	34%	(218)	9%	(58)	7%	(44)	19%	(119)	635
Employ: Government	31%	(45)	34%	(50)	6%	(8)	9%	(13)	20%	(30)	147
Employ: Self-Employed	24%	(49)	32%	(67)	11%	(23)	6%	(13)	28%	(59)	210
Employ: Homemaker	23%	(37)	35%	(57)	6%	(9)	5%	(9)	31%	(51)	164
Employ: Student	38%	(40)	35%	(36)	7%	(8)	4%	(4)	15%	(16)	103
Employ: Retired	15%	(77)	32%	(164)	5%	(27)	9%	(44)	39%	(198)	509
Employ: Unemployed	22%	(61)	32%	(90)	6%	(17)	8%	(23)	33%	(93)	283
Employ: Other	31%	(47)	31%	(46)	4%	(6)	8%	(12)	25%	(37)	149
Military HH: Yes	23%	(89)	33%	(130)	9%	(35)	8%	(33)	26%	(102)	390
Military HH: No	26%	(462)	33%	(600)	7%	(121)	7%	(128)	28%	(499)	1810
RD/WT: Right Direction	28%	(188)	31%	(208)	11%	(71)	7%	(48)	23%	(155)	671
RD/WT: Wrong Track	24%	(363)	34%	(521)	6%	(85)	7%	(113)	29%	(447)	1529
Trump Job Approve	25%	(217)	32%	(284)	8%	(71)	6%	(54)	28%	(250)	877
Trump Job Disapprove	26%	(318)	35%	(428)	7%	(83)	8%	(98)	25%	(310)	1238

Continued on next page

Table MCE1_15: Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV channels

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(552)	33%	(730)	7%	(156)	7%	(161)	27%	(602)	2200
Trump Job Strongly Approve	24%	(128)	31%	(165)	8%	(43)	7%	(40)	30%	(160)	536
Trump Job Somewhat Approve	26%	(89)	35%	(119)	8%	(29)	4%	(14)	26%	(89)	341
Trump Job Somewhat Disapprove	20%	(56)	40%	(114)	8%	(23)	9%	(27)	22%	(64)	285
Trump Job Strongly Disapprove	27%	(262)	33%	(314)	6%	(60)	7%	(71)	26%	(246)	953
Favorable of Trump	24%	(210)	33%	(289)	7%	(61)	7%	(60)	29%	(254)	874
Unfavorable of Trump	27%	(328)	35%	(424)	7%	(87)	7%	(88)	24%	(301)	1229
Very Favorable of Trump	25%	(134)	30%	(164)	6%	(31)	8%	(42)	31%	(169)	540
Somewhat Favorable of Trump	23%	(76)	38%	(125)	9%	(29)	6%	(19)	25%	(85)	334
Somewhat Unfavorable of Trump	22%	(51)	40%	(91)	8%	(19)	8%	(18)	22%	(51)	230
Very Unfavorable of Trump	28%	(277)	33%	(334)	7%	(68)	7%	(71)	25%	(250)	999
#1 Issue: Economy	25%	(213)	38%	(327)	6%	(56)	7%	(57)	25%	(216)	870
#1 Issue: Security	22%	(46)	30%	(62)	10%	(21)	7%	(14)	32%	(67)	210
#1 Issue: Health Care	27%	(103)	35%	(136)	9%	(36)	6%	(24)	23%	(91)	390
#1 Issue: Medicare / Social Security	16%	(42)	26%	(68)	8%	(21)	9%	(25)	41%	(107)	262
#1 Issue: Women's Issues	41%	(49)	19%	(23)	9%	(10)	9%	(11)	23%	(28)	122
#1 Issue: Education	35%	(36)	34%	(35)	6%	(7)	13%	(13)	13%	(13)	104
#1 Issue: Energy	37%	(34)	34%	(30)	3%	(3)	6%	(5)	20%	(18)	90
#1 Issue: Other	19%	(28)	32%	(48)	1%	(2)	8%	(12)	40%	(61)	152
2018 House Vote: Democrat	27%	(205)	36%	(270)	7%	(56)	6%	(43)	24%	(185)	760
2018 House Vote: Republican	20%	(118)	33%	(194)	8%	(48)	8%	(44)	30%	(177)	581
2016 Vote: Hillary Clinton	28%	(201)	34%	(244)	6%	(46)	7%	(47)	25%	(183)	722
2016 Vote: Donald Trump	22%	(148)	34%	(225)	8%	(53)	7%	(45)	29%	(194)	665
2016 Vote: Other	15%	(13)	28%	(24)	5%	(4)	10%	(9)	42%	(37)	87
2016 Vote: Didn't Vote	26%	(187)	33%	(236)	7%	(53)	8%	(60)	26%	(188)	725
Voted in 2014: Yes	24%	(291)	35%	(422)	6%	(78)	7%	(89)	28%	(340)	1220
Voted in 2014: No	27%	(261)	31%	(308)	8%	(78)	7%	(72)	27%	(261)	980

Continued on next page

Table MCE1_15: *Would you be more or less likely to purchase a subscription to a streaming service if it included the following features?
Exclusive content from your favorite TV channels*

Demographic	Much more likely to purchase		Somewhat more likely to purchase		Somewhat less likely to purchase		Much less likely to purchase		Don't know / No opinion		Total N
Adults	25%	(552)	33%	(730)	7%	(156)	7%	(161)	27%	(602)	2200
2012 Vote: Barack Obama	26%	(222)	35%	(303)	6%	(55)	7%	(61)	26%	(223)	864
2012 Vote: Mitt Romney	19%	(85)	36%	(161)	5%	(24)	7%	(30)	32%	(142)	442
2012 Vote: Other	13%	(8)	21%	(13)	3%	(2)	12%	(7)	51%	(31)	60
2012 Vote: Didn't Vote	28%	(237)	30%	(252)	9%	(74)	8%	(63)	25%	(206)	832
4-Region: Northeast	28%	(110)	29%	(112)	7%	(29)	9%	(34)	27%	(108)	394
4-Region: Midwest	24%	(112)	33%	(152)	6%	(26)	6%	(28)	31%	(145)	462
4-Region: South	25%	(207)	34%	(280)	7%	(55)	7%	(60)	27%	(223)	824
4-Region: West	24%	(123)	36%	(186)	9%	(46)	8%	(40)	24%	(126)	520
Cable TV subscribers	29%	(285)	32%	(317)	7%	(65)	6%	(61)	26%	(258)	986
Satellite TV subscribers	31%	(150)	34%	(162)	7%	(34)	8%	(36)	20%	(98)	481
Former cable TV subscribers	24%	(189)	39%	(307)	7%	(53)	5%	(40)	25%	(198)	787
Former satellite TV subscribers	26%	(176)	37%	(247)	7%	(46)	6%	(37)	25%	(165)	670
Watches mostly scripted shows	27%	(227)	35%	(288)	8%	(65)	6%	(48)	24%	(201)	828
Watches mostly unscripted shows	28%	(74)	34%	(87)	13%	(34)	8%	(21)	17%	(44)	260
Watches scripted and unscripted	30%	(213)	41%	(291)	6%	(41)	6%	(43)	18%	(130)	718
Watches mostly for entertainment	28%	(308)	36%	(399)	7%	(78)	7%	(75)	22%	(243)	1103
Watches mostly for education	31%	(45)	32%	(46)	20%	(30)	9%	(13)	8%	(11)	145
Watches for entertainment and education	30%	(180)	38%	(233)	5%	(30)	6%	(34)	21%	(130)	607
Likely to subscribe to Discovery+	38%	(256)	36%	(236)	11%	(71)	7%	(49)	8%	(54)	665
Unlikely to subscribe to Discovery+	19%	(214)	34%	(381)	7%	(76)	8%	(93)	32%	(364)	1127
Subscribes to at least one streaming service	29%	(495)	36%	(608)	7%	(119)	7%	(121)	21%	(365)	1708
Subscribes to 3+ streaming services	35%	(366)	36%	(383)	8%	(85)	6%	(58)	16%	(166)	1059

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

Table MCE2: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly scripted shows, such as comedies and dramas		Mostly unscripted shows, such as reality shows, documentaries or home shows		An equal mix of scripted and unscripted shows		Don't know / No opinion		Total N
Adults	38%	(828)	12%	(260)	33%	(718)	18%	(394)	2200
Gender: Male	40%	(427)	11%	(118)	33%	(350)	16%	(167)	1062
Gender: Female	35%	(401)	12%	(142)	32%	(368)	20%	(227)	1138
Age: 18-34	38%	(250)	15%	(100)	33%	(219)	13%	(86)	655
Age: 35-44	38%	(134)	17%	(59)	38%	(134)	8%	(30)	358
Age: 45-64	37%	(281)	10%	(74)	34%	(253)	19%	(143)	751
Age: 65+	37%	(163)	6%	(27)	25%	(110)	31%	(136)	436
GenZers: 1997-2012	33%	(91)	15%	(40)	33%	(90)	19%	(53)	274
Millennials: 1981-1996	40%	(241)	15%	(90)	36%	(219)	8%	(49)	599
GenXers: 1965-1980	36%	(189)	15%	(80)	32%	(171)	17%	(89)	529
Baby Boomers: 1946-1964	40%	(282)	6%	(41)	32%	(223)	22%	(159)	706
PID: Dem (no lean)	39%	(356)	13%	(117)	32%	(291)	16%	(148)	912
PID: Ind (no lean)	39%	(249)	11%	(71)	31%	(200)	19%	(119)	640
PID: Rep (no lean)	34%	(223)	11%	(72)	35%	(226)	20%	(127)	648
PID/Gender: Dem Men	43%	(189)	13%	(58)	29%	(126)	15%	(65)	438
PID/Gender: Dem Women	35%	(167)	12%	(58)	35%	(166)	17%	(83)	474
PID/Gender: Ind Men	40%	(113)	10%	(27)	33%	(94)	17%	(49)	283
PID/Gender: Ind Women	38%	(136)	12%	(44)	30%	(106)	20%	(70)	357
PID/Gender: Rep Men	37%	(125)	9%	(32)	38%	(130)	16%	(53)	341
PID/Gender: Rep Women	32%	(98)	13%	(40)	31%	(96)	24%	(74)	307
Ideo: Liberal (1-3)	42%	(286)	11%	(77)	35%	(242)	12%	(79)	683
Ideo: Moderate (4)	37%	(227)	13%	(79)	32%	(194)	19%	(114)	615
Ideo: Conservative (5-7)	37%	(255)	10%	(72)	33%	(227)	20%	(134)	688
Educ: < College	34%	(520)	11%	(173)	33%	(499)	21%	(321)	1512
Educ: Bachelors degree	45%	(198)	13%	(56)	32%	(143)	10%	(46)	444
Educ: Post-grad	45%	(111)	13%	(31)	31%	(76)	11%	(27)	244
Income: Under 50k	35%	(432)	12%	(146)	32%	(390)	21%	(262)	1230
Income: 50k-100k	40%	(259)	11%	(70)	34%	(224)	15%	(101)	654
Income: 100k+	43%	(137)	14%	(44)	33%	(103)	10%	(32)	316

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Table MCE2: *Thinking about what you typically watch on streaming services, what do you typically watch?*

Demographic	Mostly scripted shows, such as comedies and dramas		Mostly unscripted shows, such as reality shows, documentaries or home shows		An equal mix of scripted and unscripted shows		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(828)	12%	(260)	33%	(718)	18%	(394)	2200
Ethnicity: White	38%	(657)	12%	(202)	33%	(560)	18%	(303)	1722
Ethnicity: Hispanic	38%	(134)	17%	(59)	31%	(110)	13%	(46)	349
Ethnicity: Black	36%	(98)	13%	(34)	34%	(93)	18%	(48)	274
Ethnicity: Other	36%	(73)	11%	(23)	31%	(64)	21%	(43)	204
All Christian	38%	(404)	11%	(122)	30%	(324)	21%	(220)	1070
All Non-Christian	43%	(52)	21%	(25)	23%	(28)	14%	(17)	122
Atheist	51%	(45)	4%	(3)	37%	(33)	9%	(8)	90
Agnostic/Nothing in particular	37%	(200)	11%	(61)	35%	(188)	16%	(87)	536
Something Else	33%	(127)	13%	(49)	38%	(145)	16%	(62)	383
Religious Non-Protestant/Catholic	43%	(58)	19%	(26)	26%	(36)	12%	(17)	137
Evangelical	35%	(236)	14%	(93)	34%	(230)	18%	(120)	679
Non-Evangelical	38%	(279)	10%	(74)	31%	(229)	22%	(160)	741
Community: Urban	36%	(269)	15%	(112)	33%	(247)	15%	(115)	742
Community: Suburban	41%	(378)	9%	(80)	34%	(314)	17%	(160)	932
Community: Rural	35%	(182)	13%	(68)	30%	(157)	23%	(119)	526
Employ: Private Sector	40%	(257)	13%	(84)	38%	(239)	9%	(56)	635
Employ: Government	39%	(57)	14%	(20)	34%	(51)	13%	(19)	147
Employ: Self-Employed	43%	(89)	13%	(27)	34%	(72)	10%	(22)	210
Employ: Homemaker	29%	(47)	18%	(29)	31%	(52)	22%	(36)	164
Employ: Student	35%	(36)	12%	(12)	37%	(38)	16%	(16)	103
Employ: Retired	38%	(194)	7%	(34)	26%	(131)	30%	(151)	509
Employ: Unemployed	32%	(91)	15%	(42)	29%	(82)	24%	(69)	283
Employ: Other	38%	(57)	8%	(12)	36%	(54)	17%	(25)	149
Military HH: Yes	37%	(145)	10%	(39)	32%	(125)	21%	(81)	390
Military HH: No	38%	(684)	12%	(221)	33%	(593)	17%	(313)	1810
RD/WT: Right Direction	37%	(246)	16%	(107)	32%	(217)	15%	(101)	671
RD/WT: Wrong Track	38%	(582)	10%	(153)	33%	(501)	19%	(293)	1529

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Table MCE2: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly scripted shows, such as comedies and dramas		Mostly unscripted shows, such as reality shows, documentaries or home shows		An equal mix of scripted and unscripted shows		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(828)	12%	(260)	33%	(718)	18%	(394)	2200
Trump Job Approve	36%	(314)	13%	(115)	31%	(274)	20%	(173)	877
Trump Job Disapprove	40%	(490)	11%	(130)	34%	(418)	16%	(199)	1238
Trump Job Strongly Approve	35%	(189)	14%	(76)	30%	(160)	21%	(110)	536
Trump Job Somewhat Approve	37%	(125)	11%	(39)	34%	(114)	18%	(63)	341
Trump Job Somewhat Disapprove	39%	(111)	11%	(32)	36%	(102)	14%	(40)	285
Trump Job Strongly Disapprove	40%	(380)	10%	(98)	33%	(316)	17%	(159)	953
Favorable of Trump	35%	(309)	13%	(116)	32%	(277)	20%	(172)	874
Unfavorable of Trump	40%	(493)	11%	(129)	34%	(414)	16%	(193)	1229
Very Favorable of Trump	35%	(188)	13%	(72)	31%	(165)	21%	(116)	540
Somewhat Favorable of Trump	36%	(121)	13%	(44)	33%	(112)	17%	(56)	334
Somewhat Unfavorable of Trump	36%	(82)	10%	(22)	42%	(96)	13%	(29)	230
Very Unfavorable of Trump	41%	(411)	11%	(107)	32%	(318)	16%	(164)	999
#1 Issue: Economy	35%	(308)	13%	(111)	37%	(320)	15%	(131)	870
#1 Issue: Security	44%	(92)	12%	(24)	24%	(50)	21%	(44)	210
#1 Issue: Health Care	37%	(144)	12%	(48)	36%	(141)	15%	(57)	390
#1 Issue: Medicare / Social Security	35%	(92)	8%	(20)	23%	(59)	35%	(91)	262
#1 Issue: Women's Issues	41%	(49)	15%	(18)	29%	(36)	15%	(18)	122
#1 Issue: Education	41%	(43)	14%	(14)	39%	(41)	6%	(6)	104
#1 Issue: Energy	42%	(38)	15%	(13)	33%	(29)	11%	(10)	90
#1 Issue: Other	41%	(62)	7%	(11)	27%	(41)	25%	(38)	152
2018 House Vote: Democrat	43%	(324)	12%	(90)	31%	(233)	15%	(113)	760
2018 House Vote: Republican	36%	(209)	11%	(63)	34%	(198)	19%	(111)	581
2016 Vote: Hillary Clinton	41%	(295)	12%	(87)	32%	(230)	15%	(110)	722
2016 Vote: Donald Trump	37%	(246)	10%	(67)	34%	(225)	19%	(127)	665
2016 Vote: Other	45%	(40)	8%	(7)	30%	(26)	16%	(14)	87
2016 Vote: Didn't Vote	34%	(247)	14%	(99)	33%	(236)	20%	(143)	725
Voted in 2014: Yes	39%	(482)	11%	(134)	33%	(397)	17%	(208)	1220
Voted in 2014: No	35%	(347)	13%	(125)	33%	(321)	19%	(187)	980

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Table MCE2: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly scripted shows, such as comedies and dramas		Mostly unscripted shows, such as reality shows, documentaries or home shows		An equal mix of scripted and unscripted shows		Don't know / No opinion		Total N
Adults	38%	(828)	12%	(260)	33%	(718)	18%	(394)	2200
2012 Vote: Barack Obama	40%	(346)	11%	(99)	34%	(292)	15%	(126)	864
2012 Vote: Mitt Romney	39%	(173)	9%	(39)	31%	(135)	21%	(95)	442
2012 Vote: Other	35%	(21)	11%	(7)	34%	(20)	20%	(12)	60
2012 Vote: Didn't Vote	34%	(287)	14%	(114)	32%	(270)	19%	(161)	832
4-Region: Northeast	39%	(153)	13%	(50)	30%	(119)	18%	(72)	394
4-Region: Midwest	36%	(168)	12%	(56)	33%	(150)	19%	(88)	462
4-Region: South	37%	(305)	11%	(94)	33%	(273)	18%	(152)	824
4-Region: West	39%	(203)	11%	(59)	34%	(176)	16%	(82)	520
Cable TV subscribers	38%	(373)	12%	(115)	33%	(329)	17%	(170)	986
Satellite TV subscribers	40%	(190)	14%	(66)	28%	(132)	19%	(93)	481
Former cable TV subscribers	41%	(319)	11%	(89)	34%	(267)	14%	(111)	787
Former satellite TV subscribers	39%	(259)	12%	(82)	37%	(247)	12%	(82)	670
Watches mostly scripted shows	100%	(828)	—	(0)	—	(0)	—	(0)	828
Watches mostly unscripted shows	—	(0)	100%	(260)	—	(0)	—	(0)	260
Watches scripted and unscripted	—	(0)	—	(0)	100%	(718)	—	(0)	718
Watches mostly for entertainment	53%	(586)	11%	(124)	30%	(333)	5%	(59)	1103
Watches mostly for education	37%	(54)	35%	(51)	23%	(34)	4%	(6)	145
Watches for entertainment and education	28%	(170)	13%	(76)	54%	(329)	5%	(32)	607
Likely to subscribe to Discovery+	39%	(259)	20%	(131)	36%	(239)	5%	(36)	665
Unlikely to subscribe to Discovery+	40%	(451)	9%	(98)	30%	(336)	22%	(242)	1127
Subscribes to at least one streaming service	42%	(712)	12%	(212)	35%	(603)	11%	(181)	1708
Subscribes to 3+ streaming services	40%	(419)	15%	(158)	38%	(403)	8%	(80)	1059

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

Table MCE3: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly shows for entertainment		Mostly shows for education		An equal mix of entertainment and educational shows		Don't know / No opinion		Total N
Adults	50%	(1103)	7%	(145)	28%	(607)	16%	(345)	2200
Gender: Male	48%	(506)	9%	(98)	30%	(314)	14%	(144)	1062
Gender: Female	52%	(597)	4%	(47)	26%	(293)	18%	(201)	1138
Age: 18-34	51%	(333)	10%	(62)	29%	(188)	11%	(72)	655
Age: 35-44	47%	(168)	13%	(46)	32%	(114)	8%	(29)	358
Age: 45-64	53%	(401)	4%	(34)	27%	(204)	15%	(112)	751
Age: 65+	46%	(200)	1%	(3)	23%	(101)	30%	(132)	436
GenZers: 1997-2012	57%	(157)	5%	(15)	23%	(62)	15%	(40)	274
Millennials: 1981-1996	47%	(283)	13%	(80)	31%	(185)	9%	(51)	599
GenXers: 1965-1980	49%	(258)	7%	(37)	32%	(170)	12%	(64)	529
Baby Boomers: 1946-1964	53%	(374)	2%	(13)	25%	(174)	21%	(145)	706
PID: Dem (no lean)	51%	(464)	9%	(78)	27%	(243)	14%	(127)	912
PID: Ind (no lean)	51%	(326)	3%	(18)	31%	(199)	15%	(97)	640
PID: Rep (no lean)	48%	(313)	8%	(49)	25%	(165)	19%	(121)	648
PID/Gender: Dem Men	46%	(201)	12%	(53)	29%	(128)	13%	(56)	438
PID/Gender: Dem Women	56%	(263)	5%	(25)	24%	(115)	15%	(71)	474
PID/Gender: Ind Men	50%	(141)	3%	(8)	33%	(94)	14%	(40)	283
PID/Gender: Ind Women	52%	(185)	3%	(10)	29%	(105)	16%	(57)	357
PID/Gender: Rep Men	48%	(164)	11%	(37)	27%	(92)	14%	(48)	341
PID/Gender: Rep Women	48%	(148)	4%	(13)	24%	(73)	24%	(73)	307
Ideo: Liberal (1-3)	52%	(356)	9%	(62)	29%	(201)	9%	(63)	683
Ideo: Moderate (4)	48%	(296)	7%	(40)	29%	(176)	17%	(103)	615
Ideo: Conservative (5-7)	51%	(348)	6%	(39)	26%	(181)	17%	(120)	688
Educ: < College	50%	(754)	5%	(81)	26%	(395)	19%	(283)	1512
Educ: Bachelors degree	50%	(220)	9%	(39)	32%	(143)	9%	(42)	444
Educ: Post-grad	53%	(129)	11%	(26)	28%	(70)	8%	(20)	244
Income: Under 50k	49%	(603)	5%	(65)	27%	(334)	18%	(228)	1230
Income: 50k-100k	51%	(335)	8%	(55)	27%	(175)	14%	(90)	654
Income: 100k+	52%	(165)	8%	(25)	31%	(99)	9%	(28)	316
Ethnicity: White	49%	(849)	7%	(115)	28%	(481)	16%	(276)	1722
Ethnicity: Hispanic	52%	(182)	14%	(49)	25%	(89)	9%	(30)	349

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Table MCE3: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly shows for entertainment		Mostly shows for education		An equal mix of entertainment and educational shows		Don't know / No opinion		Total N
Adults	50%	(1103)	7%	(145)	28%	(607)	16%	(345)	2200
Ethnicity: Black	53%	(146)	8%	(21)	24%	(66)	15%	(42)	274
Ethnicity: Other	53%	(108)	4%	(9)	30%	(60)	13%	(27)	204
All Christian	47%	(508)	7%	(76)	27%	(290)	18%	(196)	1070
All Non-Christian	45%	(55)	14%	(18)	29%	(35)	12%	(15)	122
Atheist	64%	(57)	6%	(5)	24%	(22)	6%	(5)	90
Agnostic/Nothing in particular	54%	(288)	4%	(22)	28%	(151)	14%	(74)	536
Something Else	51%	(194)	6%	(24)	28%	(109)	15%	(56)	383
Religious Non-Protestant/Catholic	44%	(61)	13%	(18)	30%	(41)	13%	(18)	137
Evangelical	46%	(315)	11%	(72)	26%	(177)	17%	(115)	679
Non-Evangelical	50%	(370)	3%	(25)	29%	(213)	18%	(132)	741
Community: Urban	46%	(344)	10%	(73)	31%	(227)	13%	(98)	742
Community: Suburban	54%	(503)	6%	(51)	26%	(238)	15%	(139)	932
Community: Rural	49%	(256)	4%	(21)	27%	(142)	20%	(108)	526
Employ: Private Sector	52%	(328)	9%	(60)	31%	(198)	8%	(48)	635
Employ: Government	53%	(78)	9%	(13)	27%	(40)	11%	(15)	147
Employ: Self-Employed	49%	(103)	12%	(25)	29%	(60)	11%	(22)	210
Employ: Homemaker	48%	(79)	7%	(11)	28%	(45)	17%	(28)	164
Employ: Student	54%	(55)	2%	(2)	33%	(34)	11%	(12)	103
Employ: Retired	48%	(242)	2%	(9)	22%	(114)	28%	(144)	509
Employ: Unemployed	49%	(139)	3%	(9)	27%	(77)	20%	(58)	283
Employ: Other	52%	(77)	11%	(16)	26%	(38)	12%	(18)	149
Military HH: Yes	44%	(171)	9%	(35)	29%	(114)	18%	(70)	390
Military HH: No	51%	(931)	6%	(110)	27%	(494)	15%	(275)	1810
RD/WT: Right Direction	46%	(311)	14%	(91)	26%	(174)	14%	(95)	671
RD/WT: Wrong Track	52%	(791)	4%	(55)	28%	(433)	16%	(250)	1529
Trump Job Approve	49%	(433)	9%	(76)	24%	(215)	17%	(153)	877
Trump Job Disapprove	50%	(624)	5%	(68)	30%	(374)	14%	(172)	1238

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Table MCE3: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly shows for entertainment		Mostly shows for education		An equal mix of entertainment and educational shows		Don't know / No opinion		Total N
Adults	50%	(1103)	7%	(145)	28%	(607)	16%	(345)	2200
Trump Job Strongly Approve	47%	(249)	9%	(50)	25%	(135)	19%	(101)	536
Trump Job Somewhat Approve	54%	(184)	8%	(26)	23%	(80)	15%	(51)	341
Trump Job Somewhat Disapprove	49%	(140)	8%	(23)	31%	(89)	12%	(33)	285
Trump Job Strongly Disapprove	51%	(485)	5%	(45)	30%	(285)	15%	(139)	953
Favorable of Trump	49%	(431)	8%	(72)	26%	(224)	17%	(147)	874
Unfavorable of Trump	52%	(636)	5%	(67)	29%	(358)	14%	(168)	1229
Very Favorable of Trump	46%	(248)	9%	(46)	27%	(146)	19%	(100)	540
Somewhat Favorable of Trump	55%	(184)	8%	(25)	23%	(78)	14%	(47)	334
Somewhat Unfavorable of Trump	51%	(117)	6%	(14)	32%	(74)	11%	(26)	230
Very Unfavorable of Trump	52%	(519)	5%	(53)	28%	(285)	14%	(142)	999
#1 Issue: Economy	50%	(435)	7%	(62)	30%	(260)	13%	(112)	870
#1 Issue: Security	50%	(105)	9%	(19)	21%	(44)	20%	(42)	210
#1 Issue: Health Care	49%	(192)	7%	(26)	32%	(126)	12%	(46)	390
#1 Issue: Medicare / Social Security	49%	(127)	3%	(8)	18%	(47)	30%	(80)	262
#1 Issue: Women's Issues	58%	(70)	6%	(7)	26%	(31)	11%	(13)	122
#1 Issue: Education	55%	(58)	15%	(16)	23%	(24)	7%	(7)	104
#1 Issue: Energy	52%	(47)	6%	(6)	31%	(28)	11%	(10)	90
#1 Issue: Other	45%	(69)	1%	(2)	31%	(46)	23%	(35)	152
2018 House Vote: Democrat	49%	(371)	7%	(55)	30%	(224)	14%	(110)	760
2018 House Vote: Republican	48%	(276)	8%	(45)	27%	(158)	18%	(102)	581
2016 Vote: Hillary Clinton	51%	(365)	7%	(48)	28%	(205)	14%	(104)	722
2016 Vote: Donald Trump	47%	(313)	8%	(54)	27%	(181)	18%	(117)	665
2016 Vote: Other	50%	(44)	3%	(3)	32%	(27)	15%	(13)	87
2016 Vote: Didn't Vote	52%	(380)	6%	(41)	27%	(193)	15%	(111)	725
Voted in 2014: Yes	50%	(607)	6%	(72)	28%	(345)	16%	(196)	1220
Voted in 2014: No	51%	(496)	7%	(73)	27%	(262)	15%	(149)	980
2012 Vote: Barack Obama	49%	(427)	7%	(57)	30%	(256)	14%	(125)	864
2012 Vote: Mitt Romney	50%	(221)	5%	(22)	25%	(112)	20%	(86)	442
2012 Vote: Other	50%	(30)	3%	(2)	30%	(18)	17%	(10)	60
2012 Vote: Didn't Vote	51%	(424)	8%	(64)	26%	(220)	15%	(124)	832

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Table MCE3: Thinking about what you typically watch on streaming services, what do you typically watch?

Demographic	Mostly shows for entertainment		Mostly shows for education		An equal mix of entertainment and educational shows		Don't know / No opinion		Total N
Adults	50%	(1103)	7%	(145)	28%	(607)	16%	(345)	2200
4-Region: Northeast	48%	(188)	9%	(35)	30%	(117)	14%	(54)	394
4-Region: Midwest	53%	(244)	5%	(24)	24%	(110)	18%	(85)	462
4-Region: South	48%	(397)	5%	(42)	29%	(243)	17%	(142)	824
4-Region: West	53%	(273)	9%	(45)	26%	(138)	12%	(64)	520
Cable TV subscribers	52%	(513)	6%	(61)	27%	(262)	15%	(150)	986
Satellite TV subscribers	48%	(230)	10%	(49)	25%	(120)	17%	(81)	481
Former cable TV subscribers	53%	(417)	6%	(46)	29%	(228)	12%	(96)	787
Former satellite TV subscribers	51%	(341)	8%	(51)	32%	(212)	10%	(66)	670
Watches mostly scripted shows	71%	(586)	7%	(54)	21%	(170)	2%	(18)	828
Watches mostly unscripted shows	48%	(124)	20%	(51)	29%	(76)	3%	(9)	260
Watches scripted and unscripted	46%	(333)	5%	(34)	46%	(329)	3%	(21)	718
Watches mostly for entertainment	100%	(1103)	—	(0)	—	(0)	—	(0)	1103
Watches mostly for education	—	(0)	100%	(145)	—	(0)	—	(0)	145
Watches for entertainment and education	—	(0)	—	(0)	100%	(607)	—	(0)	607
Likely to subscribe to Discovery+	45%	(300)	15%	(103)	35%	(231)	5%	(31)	665
Unlikely to subscribe to Discovery+	56%	(628)	3%	(35)	22%	(250)	19%	(214)	1127
Subscribes to at least one streaming service	55%	(942)	7%	(125)	30%	(507)	8%	(134)	1708
Subscribes to 3+ streaming services	56%	(589)	9%	(94)	31%	(327)	5%	(49)	1059

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

Table MCE4_1: How interested are you in the following genres of nonfiction programming?*Love and relationships*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (487)	28% (623)	24% (520)	21% (457)	5% (114)	2200
Gender: Male	17% (180)	26% (279)	28% (293)	24% (258)	5% (52)	1062
Gender: Female	27% (307)	30% (343)	20% (226)	17% (199)	5% (62)	1138
Age: 18-34	34% (220)	29% (189)	16% (108)	13% (88)	8% (50)	655
Age: 35-44	31% (111)	33% (117)	18% (64)	13% (46)	6% (20)	358
Age: 45-64	16% (121)	26% (199)	28% (213)	24% (184)	5% (35)	751
Age: 65+	8% (35)	27% (118)	31% (135)	32% (139)	2% (9)	436
GenZers: 1997-2012	31% (84)	31% (85)	14% (39)	16% (43)	8% (23)	274
Millennials: 1981-1996	34% (205)	30% (180)	17% (102)	12% (74)	6% (38)	599
GenXers: 1965-1980	21% (114)	29% (151)	26% (140)	19% (98)	5% (26)	529
Baby Boomers: 1946-1964	11% (76)	26% (182)	31% (216)	30% (209)	3% (22)	706
PID: Dem (no lean)	27% (245)	30% (271)	21% (192)	18% (160)	5% (45)	912
PID: Ind (no lean)	18% (116)	26% (166)	26% (168)	24% (154)	6% (37)	640
PID: Rep (no lean)	20% (127)	29% (186)	25% (160)	22% (144)	5% (32)	648
PID/Gender: Dem Men	22% (94)	29% (127)	23% (100)	22% (96)	5% (20)	438
PID/Gender: Dem Women	32% (151)	30% (144)	19% (92)	13% (63)	5% (25)	474
PID/Gender: Ind Men	10% (29)	23% (66)	32% (92)	28% (79)	6% (18)	283
PID/Gender: Ind Women	24% (87)	28% (100)	21% (77)	21% (75)	5% (19)	357
PID/Gender: Rep Men	17% (57)	25% (86)	30% (102)	24% (83)	4% (13)	341
PID/Gender: Rep Women	23% (70)	33% (100)	19% (58)	20% (60)	6% (19)	307
Ideo: Liberal (1-3)	26% (178)	31% (210)	22% (150)	18% (124)	3% (22)	683
Ideo: Moderate (4)	20% (123)	29% (178)	25% (154)	20% (123)	6% (38)	615
Ideo: Conservative (5-7)	20% (134)	26% (177)	25% (173)	25% (174)	4% (29)	688
Educ: < College	21% (322)	27% (407)	24% (362)	21% (322)	7% (99)	1512
Educ: Bachelors degree	22% (97)	29% (130)	25% (110)	22% (96)	3% (11)	444
Educ: Post-grad	28% (68)	35% (86)	19% (47)	16% (39)	2% (4)	244
Income: Under 50k	20% (251)	27% (329)	24% (296)	21% (260)	8% (94)	1230
Income: 50k-100k	22% (142)	29% (190)	24% (160)	22% (146)	2% (15)	654
Income: 100k+	30% (94)	33% (103)	20% (63)	16% (51)	2% (5)	316
Ethnicity: White	20% (347)	28% (489)	25% (426)	22% (380)	5% (79)	1722
Ethnicity: Hispanic	32% (112)	37% (130)	14% (48)	11% (39)	6% (20)	349

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Table MCE4_1: How interested are you in the following genres of nonfiction programming?

Love and relationships

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (487)	28% (623)	24% (520)	21% (457)	5% (114)	2200
Ethnicity: Black	33% (90)	24% (65)	19% (53)	17% (47)	7% (19)	274
Ethnicity: Other	24% (49)	34% (69)	20% (41)	14% (29)	8% (16)	204
All Christian	21% (221)	30% (326)	24% (254)	22% (236)	3% (33)	1070
All Non-Christian	39% (47)	28% (34)	16% (20)	12% (14)	5% (7)	122
Atheist	19% (17)	18% (16)	26% (23)	35% (32)	3% (2)	90
Agnostic/Nothing in particular	19% (102)	25% (135)	29% (158)	20% (105)	7% (36)	536
Something Else	26% (100)	29% (112)	17% (65)	18% (70)	9% (36)	383
Religious Non-Protestant/Catholic	34% (47)	27% (37)	22% (30)	12% (16)	5% (7)	137
Evangelical	26% (180)	33% (223)	18% (120)	18% (123)	5% (33)	679
Non-Evangelical	18% (136)	28% (205)	25% (186)	24% (179)	5% (35)	741
Community: Urban	29% (214)	30% (226)	19% (144)	17% (123)	5% (35)	742
Community: Suburban	19% (174)	29% (269)	26% (240)	22% (207)	4% (41)	932
Community: Rural	19% (99)	24% (128)	26% (135)	24% (126)	7% (39)	526
Employ: Private Sector	26% (166)	30% (193)	24% (152)	16% (101)	4% (23)	635
Employ: Government	27% (40)	39% (58)	18% (26)	11% (16)	5% (7)	147
Employ: Self-Employed	23% (49)	23% (49)	29% (60)	22% (47)	2% (5)	210
Employ: Homemaker	24% (40)	27% (45)	18% (30)	17% (28)	13% (21)	164
Employ: Student	32% (33)	34% (35)	18% (19)	14% (14)	2% (2)	103
Employ: Retired	8% (40)	25% (129)	32% (161)	32% (165)	3% (14)	509
Employ: Unemployed	29% (81)	26% (73)	15% (41)	19% (54)	12% (34)	283
Employ: Other	25% (37)	29% (43)	20% (29)	21% (31)	6% (8)	149
Military HH: Yes	19% (76)	24% (95)	27% (104)	26% (100)	4% (15)	390
Military HH: No	23% (411)	29% (528)	23% (415)	20% (357)	5% (99)	1810
RD/WT: Right Direction	28% (191)	31% (208)	20% (134)	16% (106)	5% (32)	671
RD/WT: Wrong Track	19% (296)	27% (415)	25% (386)	23% (351)	5% (82)	1529
Trump Job Approve	22% (193)	29% (256)	23% (202)	21% (182)	5% (44)	877
Trump Job Disapprove	22% (269)	29% (356)	24% (293)	21% (265)	4% (55)	1238

Continued on next page

Table MCE4_1: How interested are you in the following genres of nonfiction programming?*Love and relationships*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (487)	28% (623)	24% (520)	21% (457)	5% (114)	2200
Trump Job Strongly Approve	24% (130)	27% (147)	22% (116)	22% (117)	5% (26)	536
Trump Job Somewhat Approve	19% (64)	32% (109)	25% (86)	19% (65)	5% (18)	341
Trump Job Somewhat Disapprove	23% (65)	27% (77)	26% (74)	16% (46)	8% (22)	285
Trump Job Strongly Disapprove	21% (204)	29% (279)	23% (219)	23% (219)	3% (33)	953
Favorable of Trump	23% (198)	29% (255)	23% (199)	21% (180)	5% (42)	874
Unfavorable of Trump	22% (267)	28% (350)	25% (304)	21% (264)	4% (45)	1229
Very Favorable of Trump	23% (122)	28% (153)	22% (116)	23% (122)	5% (27)	540
Somewhat Favorable of Trump	23% (77)	30% (101)	25% (83)	17% (58)	5% (15)	334
Somewhat Unfavorable of Trump	15% (34)	29% (67)	33% (76)	18% (41)	5% (12)	230
Very Unfavorable of Trump	23% (233)	28% (282)	23% (228)	22% (223)	3% (33)	999
#1 Issue: Economy	23% (200)	27% (235)	25% (217)	19% (167)	6% (52)	870
#1 Issue: Security	23% (48)	31% (65)	19% (41)	24% (50)	3% (6)	210
#1 Issue: Health Care	28% (108)	28% (110)	23% (89)	18% (71)	3% (12)	390
#1 Issue: Medicare / Social Security	13% (33)	27% (69)	26% (67)	28% (74)	7% (18)	262
#1 Issue: Women's Issues	34% (42)	29% (35)	16% (19)	13% (16)	8% (10)	122
#1 Issue: Education	32% (34)	30% (31)	24% (25)	10% (11)	4% (4)	104
#1 Issue: Energy	15% (13)	40% (36)	21% (19)	23% (21)	1% (1)	90
#1 Issue: Other	6% (10)	27% (42)	28% (42)	31% (46)	8% (11)	152
2018 House Vote: Democrat	25% (189)	29% (217)	24% (184)	19% (142)	4% (29)	760
2018 House Vote: Republican	17% (98)	29% (167)	26% (150)	25% (145)	4% (21)	581
2016 Vote: Hillary Clinton	25% (183)	30% (214)	23% (169)	18% (126)	4% (29)	722
2016 Vote: Donald Trump	17% (115)	30% (198)	25% (167)	25% (163)	3% (21)	665
2016 Vote: Other	15% (13)	24% (21)	32% (28)	27% (23)	3% (3)	87
2016 Vote: Didn't Vote	24% (176)	26% (188)	21% (155)	20% (144)	8% (61)	725
Voted in 2014: Yes	21% (258)	29% (351)	25% (308)	21% (259)	4% (44)	1220
Voted in 2014: No	23% (229)	28% (271)	22% (212)	20% (198)	7% (70)	980
2012 Vote: Barack Obama	23% (202)	30% (263)	25% (216)	17% (147)	4% (37)	864
2012 Vote: Mitt Romney	15% (68)	26% (116)	26% (115)	29% (128)	3% (15)	442
2012 Vote: Other	11% (7)	22% (13)	27% (16)	35% (21)	4% (3)	60
2012 Vote: Didn't Vote	25% (210)	28% (229)	21% (172)	19% (161)	7% (59)	832

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Table MCE4_1: How interested are you in the following genres of nonfiction programming?
Love and relationships

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	22% (487)	28% (623)	24% (520)	21% (457)	5% (114)	2200
4-Region: Northeast	24% (96)	28% (111)	24% (93)	20% (79)	4% (14)	394
4-Region: Midwest	16% (72)	27% (125)	25% (118)	27% (124)	5% (24)	462
4-Region: South	24% (196)	30% (249)	23% (188)	18% (146)	5% (45)	824
4-Region: West	24% (123)	26% (137)	23% (121)	21% (108)	6% (31)	520
Cable TV subscribers	23% (222)	29% (289)	24% (237)	20% (201)	4% (36)	986
Satellite TV subscribers	31% (150)	28% (133)	21% (102)	15% (74)	5% (23)	481
Former cable TV subscribers	17% (137)	29% (227)	27% (210)	22% (176)	5% (36)	787
Former satellite TV subscribers	17% (116)	30% (201)	28% (185)	21% (142)	4% (27)	670
Watches mostly scripted shows	22% (182)	29% (238)	24% (195)	22% (184)	4% (30)	828
Watches mostly unscripted shows	35% (90)	31% (81)	17% (44)	15% (40)	2% (5)	260
Watches scripted and unscripted	23% (164)	32% (233)	28% (201)	15% (107)	2% (12)	718
Watches mostly for entertainment	22% (247)	30% (330)	24% (265)	21% (230)	3% (31)	1103
Watches mostly for education	42% (62)	31% (45)	12% (17)	13% (18)	3% (4)	145
Watches for entertainment and education	23% (141)	29% (179)	28% (171)	16% (98)	3% (18)	607
Likely to subscribe to Discovery+	40% (268)	30% (198)	16% (106)	11% (73)	3% (19)	665
Unlikely to subscribe to Discovery+	13% (151)	27% (309)	30% (333)	27% (299)	3% (36)	1127
Subscribes to at least one streaming service	25% (429)	30% (506)	23% (387)	19% (321)	4% (64)	1708
Subscribes to 3+ streaming services	32% (337)	30% (320)	20% (210)	15% (162)	3% (30)	1059

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

Table MCE4_2: How interested are you in the following genres of nonfiction programming?*Lifestyle*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (389)	34% (752)	24% (534)	18% (394)	6% (131)	2200
Gender: Male	18% (188)	28% (295)	27% (285)	22% (232)	6% (62)	1062
Gender: Female	18% (200)	40% (457)	22% (249)	14% (162)	6% (69)	1138
Age: 18-34	22% (142)	36% (237)	20% (134)	13% (87)	8% (55)	655
Age: 35-44	31% (112)	36% (130)	17% (61)	10% (37)	5% (17)	358
Age: 45-64	13% (100)	34% (254)	27% (204)	20% (150)	6% (44)	751
Age: 65+	8% (34)	30% (132)	31% (134)	28% (120)	4% (16)	436
GenZers: 1997-2012	16% (45)	38% (105)	18% (49)	17% (47)	10% (28)	274
Millennials: 1981-1996	28% (169)	34% (201)	21% (124)	11% (64)	7% (42)	599
GenXers: 1965-1980	20% (108)	38% (201)	24% (125)	13% (71)	5% (24)	529
Baby Boomers: 1946-1964	8% (58)	30% (214)	31% (216)	26% (186)	5% (32)	706
PID: Dem (no lean)	21% (189)	37% (335)	23% (207)	15% (134)	5% (47)	912
PID: Ind (no lean)	13% (86)	35% (225)	24% (156)	19% (124)	8% (50)	640
PID: Rep (no lean)	18% (114)	30% (192)	26% (170)	21% (137)	5% (35)	648
PID/Gender: Dem Men	23% (99)	31% (135)	23% (100)	19% (85)	4% (19)	438
PID/Gender: Dem Women	19% (90)	42% (200)	23% (107)	10% (49)	6% (28)	474
PID/Gender: Ind Men	10% (29)	30% (84)	27% (78)	24% (69)	8% (24)	283
PID/Gender: Ind Women	16% (57)	39% (141)	22% (79)	15% (55)	7% (26)	357
PID/Gender: Rep Men	18% (61)	22% (76)	31% (107)	23% (78)	6% (19)	341
PID/Gender: Rep Women	17% (53)	38% (116)	21% (64)	19% (59)	5% (16)	307
Ideo: Liberal (1-3)	22% (149)	37% (251)	25% (168)	12% (85)	5% (31)	683
Ideo: Moderate (4)	15% (94)	37% (225)	23% (139)	19% (117)	7% (41)	615
Ideo: Conservative (5-7)	17% (115)	31% (214)	25% (175)	22% (151)	5% (33)	688
Educ: < College	14% (215)	34% (517)	25% (384)	19% (285)	7% (112)	1512
Educ: Bachelors degree	22% (98)	34% (150)	22% (100)	19% (83)	3% (13)	444
Educ: Post-grad	31% (75)	35% (86)	21% (50)	11% (27)	2% (6)	244
Income: Under 50k	15% (179)	32% (399)	25% (308)	20% (244)	8% (100)	1230
Income: 50k-100k	19% (122)	34% (221)	26% (171)	18% (117)	3% (23)	654
Income: 100k+	28% (87)	42% (132)	17% (54)	11% (34)	3% (8)	316
Ethnicity: White	17% (293)	33% (576)	26% (442)	18% (313)	6% (97)	1722
Ethnicity: Hispanic	22% (78)	40% (139)	23% (80)	9% (31)	6% (22)	349

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Table MCE4_2: How interested are you in the following genres of nonfiction programming?
Lifestyle

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (389)	34% (752)	24% (534)	18% (394)	6% (131)	2200
Ethnicity: Black	23% (63)	33% (90)	20% (54)	16% (43)	9% (24)	274
Ethnicity: Other	16% (33)	42% (86)	18% (37)	19% (38)	5% (11)	204
All Christian	19% (201)	34% (368)	26% (273)	17% (182)	4% (45)	1070
All Non-Christian	24% (29)	43% (53)	12% (14)	15% (19)	6% (7)	122
Atheist	13% (12)	28% (26)	27% (24)	28% (25)	3% (3)	90
Agnostic/Nothing in particular	14% (74)	33% (178)	26% (140)	19% (99)	8% (44)	536
Something Else	19% (72)	33% (127)	21% (82)	18% (69)	9% (33)	383
Religious Non-Protestant/Catholic	23% (31)	41% (56)	14% (19)	17% (24)	5% (7)	137
Evangelical	24% (160)	33% (224)	23% (154)	16% (105)	5% (36)	679
Non-Evangelical	14% (104)	35% (262)	26% (193)	19% (140)	6% (42)	741
Community: Urban	25% (183)	35% (258)	22% (160)	14% (105)	5% (37)	742
Community: Suburban	14% (134)	35% (326)	26% (243)	19% (175)	6% (53)	932
Community: Rural	14% (72)	32% (169)	25% (131)	22% (114)	8% (41)	526
Employ: Private Sector	26% (163)	34% (213)	24% (154)	12% (77)	4% (27)	635
Employ: Government	22% (32)	43% (63)	17% (25)	11% (16)	7% (11)	147
Employ: Self-Employed	18% (39)	27% (57)	28% (59)	19% (40)	8% (16)	210
Employ: Homemaker	20% (32)	40% (65)	16% (27)	12% (20)	12% (19)	164
Employ: Student	13% (14)	43% (45)	33% (34)	8% (9)	2% (3)	103
Employ: Retired	7% (38)	30% (151)	30% (152)	30% (152)	3% (17)	509
Employ: Unemployed	14% (40)	38% (109)	20% (56)	19% (54)	9% (25)	283
Employ: Other	20% (30)	33% (49)	19% (28)	18% (27)	10% (14)	149
Military HH: Yes	16% (62)	28% (111)	28% (110)	22% (84)	6% (23)	390
Military HH: No	18% (326)	35% (641)	23% (424)	17% (310)	6% (109)	1810
RD/WT: Right Direction	26% (171)	32% (215)	21% (142)	14% (97)	7% (46)	671
RD/WT: Wrong Track	14% (217)	35% (537)	26% (391)	19% (298)	6% (86)	1529
Trump Job Approve	20% (176)	31% (269)	24% (213)	19% (164)	6% (55)	877
Trump Job Disapprove	16% (195)	37% (456)	24% (301)	18% (225)	5% (61)	1238

Continued on next page

Table MCE4_2: How interested are you in the following genres of nonfiction programming?
Lifestyle

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (389)	34% (752)	24% (534)	18% (394)	6% (131)	2200
Trump Job Strongly Approve	23% (121)	27% (143)	22% (120)	22% (119)	6% (33)	536
Trump Job Somewhat Approve	16% (55)	37% (126)	27% (92)	13% (45)	7% (23)	341
Trump Job Somewhat Disapprove	15% (42)	38% (108)	25% (70)	14% (41)	9% (24)	285
Trump Job Strongly Disapprove	16% (153)	37% (348)	24% (230)	19% (184)	4% (37)	953
Favorable of Trump	19% (166)	31% (274)	24% (213)	19% (169)	6% (52)	874
Unfavorable of Trump	17% (204)	36% (448)	25% (313)	17% (214)	4% (50)	1229
Very Favorable of Trump	21% (115)	27% (147)	23% (126)	23% (122)	6% (30)	540
Somewhat Favorable of Trump	15% (51)	38% (127)	26% (87)	14% (48)	6% (21)	334
Somewhat Unfavorable of Trump	15% (35)	37% (85)	29% (67)	14% (33)	5% (10)	230
Very Unfavorable of Trump	17% (169)	36% (363)	25% (246)	18% (182)	4% (39)	999
#1 Issue: Economy	16% (143)	36% (316)	23% (204)	19% (165)	5% (42)	870
#1 Issue: Security	19% (39)	33% (69)	21% (44)	20% (42)	8% (16)	210
#1 Issue: Health Care	22% (86)	36% (140)	24% (93)	14% (56)	4% (15)	390
#1 Issue: Medicare / Social Security	14% (36)	29% (76)	25% (64)	24% (62)	9% (23)	262
#1 Issue: Women's Issues	18% (22)	28% (35)	24% (29)	18% (22)	11% (13)	122
#1 Issue: Education	25% (26)	36% (38)	29% (30)	3% (4)	7% (7)	104
#1 Issue: Energy	22% (20)	33% (29)	24% (21)	19% (17)	3% (2)	90
#1 Issue: Other	10% (15)	33% (50)	32% (48)	17% (26)	8% (12)	152
2018 House Vote: Democrat	22% (169)	36% (275)	24% (182)	14% (107)	4% (27)	760
2018 House Vote: Republican	16% (94)	29% (167)	27% (159)	22% (129)	5% (32)	581
2016 Vote: Hillary Clinton	22% (159)	38% (273)	22% (162)	14% (100)	4% (28)	722
2016 Vote: Donald Trump	16% (107)	30% (203)	27% (181)	21% (142)	5% (32)	665
2016 Vote: Other	16% (14)	34% (30)	29% (25)	17% (15)	3% (3)	87
2016 Vote: Didn't Vote	15% (107)	34% (246)	23% (166)	19% (137)	9% (68)	725
Voted in 2014: Yes	20% (242)	34% (414)	24% (294)	18% (219)	4% (51)	1220
Voted in 2014: No	15% (147)	34% (338)	24% (240)	18% (175)	8% (80)	980
2012 Vote: Barack Obama	20% (176)	38% (329)	23% (197)	15% (125)	4% (37)	864
2012 Vote: Mitt Romney	15% (66)	29% (127)	27% (119)	26% (114)	4% (16)	442
2012 Vote: Other	9% (5)	27% (16)	34% (21)	19% (11)	11% (7)	60
2012 Vote: Didn't Vote	17% (140)	34% (280)	24% (197)	17% (144)	9% (71)	832

Continued on next page

Table MCE4_2: How interested are you in the following genres of nonfiction programming?
Lifestyle

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (389)	34% (752)	24% (534)	18% (394)	6% (131)	2200
4-Region: Northeast	24% (93)	36% (142)	21% (81)	15% (60)	4% (17)	394
4-Region: Midwest	11% (50)	36% (166)	24% (113)	22% (104)	7% (30)	462
4-Region: South	19% (157)	35% (287)	23% (190)	17% (137)	6% (53)	824
4-Region: West	17% (89)	30% (157)	29% (150)	18% (94)	6% (31)	520
Cable TV subscribers	19% (190)	35% (345)	25% (247)	16% (159)	5% (44)	986
Satellite TV subscribers	25% (121)	33% (160)	22% (105)	14% (70)	5% (25)	481
Former cable TV subscribers	14% (114)	35% (272)	26% (207)	19% (152)	5% (43)	787
Former satellite TV subscribers	15% (102)	36% (240)	26% (174)	18% (117)	6% (37)	670
Watches mostly scripted shows	16% (132)	32% (265)	28% (232)	21% (170)	4% (30)	828
Watches mostly unscripted shows	27% (70)	41% (106)	17% (43)	11% (27)	5% (13)	260
Watches scripted and unscripted	21% (151)	39% (281)	25% (179)	12% (88)	3% (18)	718
Watches mostly for entertainment	15% (167)	33% (369)	29% (317)	19% (209)	4% (40)	1103
Watches mostly for education	38% (55)	30% (44)	16% (23)	11% (16)	5% (7)	145
Watches for entertainment and education	23% (141)	42% (253)	21% (126)	12% (74)	2% (14)	607
Likely to subscribe to Discovery+	36% (239)	36% (236)	17% (110)	9% (59)	3% (21)	665
Unlikely to subscribe to Discovery+	9% (104)	33% (372)	30% (333)	25% (281)	3% (39)	1127
Subscribes to at least one streaming service	20% (347)	35% (600)	24% (408)	16% (268)	5% (85)	1708
Subscribes to 3+ streaming services	27% (286)	36% (379)	21% (220)	12% (131)	4% (43)	1059

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

Table MCE4_3: How interested are you in the following genres of nonfiction programming?*Food*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	30% (668)	37% (821)	16% (344)	13% (278)	4% (89)	2200
Gender: Male	29% (305)	36% (387)	17% (180)	13% (143)	4% (46)	1062
Gender: Female	32% (363)	38% (435)	14% (163)	12% (135)	4% (42)	1138
Age: 18-34	36% (238)	35% (228)	13% (87)	10% (64)	6% (38)	655
Age: 35-44	44% (156)	35% (126)	11% (40)	7% (26)	3% (11)	358
Age: 45-64	25% (190)	41% (307)	17% (126)	13% (97)	4% (31)	751
Age: 65+	19% (84)	37% (160)	21% (92)	21% (92)	2% (9)	436
GenZers: 1997-2012	34% (92)	36% (98)	13% (36)	11% (29)	7% (18)	274
Millennials: 1981-1996	42% (251)	33% (196)	13% (75)	8% (48)	5% (30)	599
GenXers: 1965-1980	31% (164)	41% (215)	15% (78)	10% (55)	3% (17)	529
Baby Boomers: 1946-1964	20% (145)	39% (277)	19% (136)	18% (126)	3% (23)	706
PID: Dem (no lean)	35% (318)	37% (337)	14% (128)	11% (97)	4% (32)	912
PID: Ind (no lean)	25% (162)	39% (250)	17% (111)	13% (83)	5% (35)	640
PID: Rep (no lean)	29% (188)	36% (235)	16% (105)	15% (98)	3% (22)	648
PID/Gender: Dem Men	34% (151)	35% (154)	15% (67)	11% (48)	4% (18)	438
PID/Gender: Dem Women	35% (167)	39% (183)	13% (60)	10% (49)	3% (14)	474
PID/Gender: Ind Men	24% (68)	36% (103)	19% (53)	15% (43)	6% (17)	283
PID/Gender: Ind Women	26% (94)	41% (147)	16% (58)	11% (40)	5% (18)	357
PID/Gender: Rep Men	25% (87)	38% (129)	18% (61)	15% (52)	3% (12)	341
PID/Gender: Rep Women	33% (101)	34% (105)	15% (45)	15% (46)	3% (10)	307
Ideo: Liberal (1-3)	36% (243)	37% (254)	15% (100)	10% (68)	3% (18)	683
Ideo: Moderate (4)	29% (180)	39% (238)	15% (92)	13% (78)	4% (27)	615
Ideo: Conservative (5-7)	28% (195)	37% (253)	18% (125)	14% (97)	3% (18)	688
Educ: < College	29% (439)	38% (579)	14% (219)	13% (200)	5% (76)	1512
Educ: Bachelors degree	32% (143)	33% (149)	19% (84)	13% (58)	2% (10)	444
Educ: Post-grad	35% (86)	39% (94)	17% (41)	8% (21)	1% (3)	244
Income: Under 50k	28% (347)	38% (466)	14% (173)	14% (167)	6% (76)	1230
Income: 50k-100k	30% (199)	36% (235)	19% (126)	13% (85)	1% (8)	654
Income: 100k+	38% (121)	38% (120)	14% (45)	8% (26)	1% (5)	316
Ethnicity: White	29% (504)	38% (656)	16% (282)	13% (219)	4% (61)	1722
Ethnicity: Hispanic	40% (140)	35% (122)	10% (36)	11% (37)	4% (13)	349

Continued on next page

Table MCE4_3: How interested are you in the following genres of nonfiction programming?

Food

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	30% (668)	37% (821)	16% (344)	13% (278)	4% (89)	2200
Ethnicity: Black	35% (96)	32% (87)	15% (42)	12% (33)	6% (17)	274
Ethnicity: Other	33% (68)	39% (79)	10% (20)	13% (26)	5% (10)	204
All Christian	31% (328)	40% (425)	14% (153)	13% (137)	3% (28)	1070
All Non-Christian	38% (46)	35% (43)	18% (22)	5% (6)	4% (5)	122
Atheist	39% (35)	32% (29)	12% (11)	14% (13)	3% (2)	90
Agnostic/Nothing in particular	28% (152)	38% (204)	17% (89)	13% (68)	4% (24)	536
Something Else	28% (106)	32% (122)	18% (70)	14% (55)	8% (29)	383
Religious Non-Protestant/Catholic	36% (49)	34% (47)	21% (28)	6% (8)	4% (5)	137
Evangelical	33% (226)	38% (258)	13% (91)	12% (82)	3% (20)	679
Non-Evangelical	27% (199)	37% (275)	16% (122)	15% (108)	5% (37)	741
Community: Urban	35% (262)	34% (254)	16% (116)	10% (76)	5% (34)	742
Community: Suburban	29% (267)	39% (366)	17% (159)	12% (112)	3% (28)	932
Community: Rural	26% (139)	38% (202)	13% (68)	17% (91)	5% (26)	526
Employ: Private Sector	37% (237)	38% (243)	13% (83)	9% (54)	3% (17)	635
Employ: Government	32% (48)	38% (56)	15% (22)	9% (14)	5% (7)	147
Employ: Self-Employed	36% (76)	37% (78)	12% (26)	13% (26)	2% (4)	210
Employ: Homemaker	31% (50)	36% (59)	13% (22)	10% (17)	10% (16)	164
Employ: Student	35% (36)	42% (43)	17% (18)	6% (7)	— (0)	103
Employ: Retired	18% (89)	37% (189)	22% (114)	20% (100)	3% (17)	509
Employ: Unemployed	30% (86)	33% (92)	13% (37)	16% (45)	8% (22)	283
Employ: Other	30% (45)	41% (61)	15% (22)	10% (15)	4% (5)	149
Military HH: Yes	28% (109)	34% (132)	18% (71)	18% (69)	2% (9)	390
Military HH: No	31% (559)	38% (690)	15% (273)	12% (209)	4% (80)	1810
RD/WT: Right Direction	38% (258)	37% (247)	10% (70)	10% (65)	4% (30)	671
RD/WT: Wrong Track	27% (410)	38% (574)	18% (273)	14% (213)	4% (59)	1529
Trump Job Approve	30% (262)	40% (347)	15% (128)	12% (108)	4% (32)	877
Trump Job Disapprove	31% (378)	36% (451)	17% (204)	13% (161)	4% (43)	1238

Continued on next page

Table MCE4_3: How interested are you in the following genres of nonfiction programming?**Food**

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	30% (668)	37% (821)	16% (344)	13% (278)	4% (89)	2200
Trump Job Strongly Approve	31% (164)	37% (200)	15% (82)	13% (70)	4% (21)	536
Trump Job Somewhat Approve	29% (98)	43% (148)	13% (46)	11% (38)	3% (11)	341
Trump Job Somewhat Disapprove	27% (77)	35% (101)	21% (60)	11% (32)	5% (14)	285
Trump Job Strongly Disapprove	32% (301)	37% (350)	15% (144)	14% (129)	3% (29)	953
Favorable of Trump	30% (259)	40% (347)	14% (127)	13% (112)	3% (30)	874
Unfavorable of Trump	31% (384)	36% (445)	17% (208)	13% (160)	3% (33)	1229
Very Favorable of Trump	30% (161)	37% (202)	15% (80)	14% (76)	4% (21)	540
Somewhat Favorable of Trump	29% (98)	43% (145)	14% (47)	11% (35)	2% (8)	334
Somewhat Unfavorable of Trump	33% (76)	34% (77)	19% (44)	12% (29)	2% (4)	230
Very Unfavorable of Trump	31% (308)	37% (367)	16% (163)	13% (132)	3% (29)	999
#1 Issue: Economy	30% (262)	39% (335)	15% (130)	13% (113)	3% (30)	870
#1 Issue: Security	28% (60)	39% (82)	18% (38)	14% (29)	1% (2)	210
#1 Issue: Health Care	37% (142)	34% (134)	15% (58)	11% (43)	3% (12)	390
#1 Issue: Medicare / Social Security	22% (58)	34% (88)	20% (53)	18% (48)	6% (15)	262
#1 Issue: Women's Issues	32% (38)	32% (39)	15% (19)	13% (16)	8% (10)	122
#1 Issue: Education	33% (34)	43% (45)	16% (17)	4% (4)	4% (4)	104
#1 Issue: Energy	46% (42)	28% (25)	8% (7)	16% (14)	2% (2)	90
#1 Issue: Other	20% (31)	48% (73)	15% (23)	7% (11)	9% (14)	152
2018 House Vote: Democrat	34% (261)	36% (274)	16% (118)	11% (85)	3% (21)	760
2018 House Vote: Republican	26% (148)	41% (238)	17% (99)	15% (84)	2% (11)	581
2016 Vote: Hillary Clinton	34% (247)	37% (265)	15% (110)	11% (78)	3% (21)	722
2016 Vote: Donald Trump	26% (175)	41% (271)	16% (107)	15% (102)	2% (11)	665
2016 Vote: Other	25% (22)	39% (34)	22% (19)	12% (11)	1% (1)	87
2016 Vote: Didn't Vote	31% (222)	35% (252)	15% (108)	12% (88)	8% (55)	725
Voted in 2014: Yes	31% (382)	37% (457)	16% (195)	13% (161)	2% (25)	1220
Voted in 2014: No	29% (286)	37% (364)	15% (149)	12% (117)	6% (64)	980
2012 Vote: Barack Obama	33% (285)	38% (325)	16% (136)	11% (94)	3% (25)	864
2012 Vote: Mitt Romney	26% (115)	38% (168)	16% (70)	17% (77)	2% (11)	442
2012 Vote: Other	21% (12)	38% (23)	19% (11)	22% (13)	1% (0)	60
2012 Vote: Didn't Vote	31% (255)	37% (305)	15% (126)	11% (94)	6% (52)	832

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Table MCE4_3: How interested are you in the following genres of nonfiction programming?

Food

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	30% (668)	37% (821)	16% (344)	13% (278)	4% (89)	2200
4-Region: Northeast	34% (134)	36% (142)	15% (58)	12% (47)	3% (13)	394
4-Region: Midwest	22% (103)	41% (188)	17% (80)	15% (70)	5% (22)	462
4-Region: South	31% (258)	38% (312)	15% (120)	12% (97)	5% (38)	824
4-Region: West	33% (173)	35% (180)	16% (86)	12% (65)	3% (17)	520
Cable TV subscribers	33% (322)	39% (381)	15% (151)	11% (106)	3% (26)	986
Satellite TV subscribers	36% (171)	37% (177)	12% (60)	11% (54)	4% (18)	481
Former cable TV subscribers	28% (224)	38% (300)	16% (129)	13% (103)	4% (31)	787
Former satellite TV subscribers	30% (199)	37% (249)	17% (117)	13% (85)	3% (21)	670
Watches mostly scripted shows	28% (233)	39% (322)	18% (149)	13% (108)	2% (17)	828
Watches mostly unscripted shows	33% (86)	42% (108)	14% (36)	9% (24)	2% (6)	260
Watches scripted and unscripted	38% (274)	38% (273)	15% (105)	9% (61)	1% (4)	718
Watches mostly for entertainment	28% (309)	39% (430)	18% (199)	13% (143)	2% (22)	1103
Watches mostly for education	43% (63)	36% (53)	10% (15)	9% (13)	1% (2)	145
Watches for entertainment and education	38% (231)	38% (232)	14% (85)	9% (54)	1% (6)	607
Likely to subscribe to Discovery+	45% (299)	38% (251)	10% (66)	6% (40)	1% (9)	665
Unlikely to subscribe to Discovery+	23% (257)	37% (420)	20% (224)	17% (194)	3% (32)	1127
Subscribes to at least one streaming service	33% (560)	38% (642)	16% (266)	11% (193)	3% (46)	1708
Subscribes to 3+ streaming services	37% (394)	38% (403)	14% (147)	9% (95)	2% (20)	1059

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

Table MCE4_4: How interested are you in the following genres of nonfiction programming?

Home

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (462)	36% (799)	21% (473)	14% (307)	7% (159)	2200
Gender: Male	18% (191)	34% (363)	26% (273)	15% (163)	7% (71)	1062
Gender: Female	24% (271)	38% (436)	17% (199)	13% (144)	8% (88)	1138
Age: 18-34	22% (145)	32% (212)	22% (145)	13% (87)	10% (66)	655
Age: 35-44	27% (95)	39% (140)	22% (78)	7% (26)	5% (18)	358
Age: 45-64	20% (150)	38% (285)	21% (156)	15% (115)	6% (44)	751
Age: 65+	16% (72)	37% (163)	21% (93)	18% (78)	7% (31)	436
GenZers: 1997-2012	19% (51)	30% (81)	20% (55)	17% (47)	14% (38)	274
Millennials: 1981-1996	26% (154)	34% (204)	24% (143)	10% (57)	7% (41)	599
GenXers: 1965-1980	22% (116)	41% (215)	20% (107)	12% (62)	6% (29)	529
Baby Boomers: 1946-1964	18% (128)	37% (262)	22% (155)	17% (121)	6% (39)	706
PID: Dem (no lean)	24% (219)	38% (345)	19% (170)	12% (111)	7% (67)	912
PID: Ind (no lean)	16% (103)	35% (225)	25% (161)	15% (93)	9% (58)	640
PID: Rep (no lean)	22% (140)	35% (229)	22% (142)	16% (103)	5% (34)	648
PID/Gender: Dem Men	22% (98)	35% (155)	20% (88)	15% (67)	7% (29)	438
PID/Gender: Dem Women	25% (121)	40% (190)	17% (82)	9% (43)	8% (38)	474
PID/Gender: Ind Men	13% (36)	31% (89)	32% (90)	14% (39)	10% (29)	283
PID/Gender: Ind Women	19% (67)	38% (136)	20% (71)	15% (54)	8% (29)	357
PID/Gender: Rep Men	16% (56)	35% (119)	28% (96)	17% (57)	4% (14)	341
PID/Gender: Rep Women	27% (84)	36% (110)	15% (46)	15% (46)	7% (21)	307
Ideo: Liberal (1-3)	24% (161)	38% (259)	22% (147)	11% (78)	5% (37)	683
Ideo: Moderate (4)	19% (115)	37% (225)	21% (130)	16% (99)	7% (45)	615
Ideo: Conservative (5-7)	22% (149)	38% (258)	22% (150)	13% (91)	6% (40)	688
Educ: < College	19% (293)	35% (529)	21% (322)	15% (230)	9% (137)	1512
Educ: Bachelors degree	22% (96)	38% (169)	24% (105)	13% (57)	4% (16)	444
Educ: Post-grad	30% (72)	41% (101)	18% (45)	8% (19)	3% (7)	244
Income: Under 50k	17% (211)	35% (427)	21% (258)	17% (207)	10% (127)	1230
Income: 50k-100k	24% (160)	35% (231)	25% (165)	12% (77)	3% (22)	654
Income: 100k+	29% (91)	45% (142)	16% (50)	7% (23)	3% (10)	316
Ethnicity: White	21% (359)	37% (633)	22% (384)	14% (233)	7% (112)	1722
Ethnicity: Hispanic	24% (85)	36% (125)	21% (72)	15% (51)	4% (16)	349

Continued on next page

Table MCE4_4: How interested are you in the following genres of nonfiction programming?

Home

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (462)	36% (799)	21% (473)	14% (307)	7% (159)	2200
Ethnicity: Black	23% (63)	31% (84)	20% (54)	16% (43)	11% (30)	274
Ethnicity: Other	20% (40)	41% (83)	17% (34)	15% (30)	8% (17)	204
All Christian	21% (229)	41% (437)	19% (208)	13% (137)	5% (58)	1070
All Non-Christian	34% (41)	30% (36)	18% (22)	12% (15)	6% (8)	122
Atheist	17% (15)	33% (29)	29% (26)	18% (17)	3% (3)	90
Agnostic/Nothing in particular	18% (98)	34% (182)	24% (127)	14% (77)	10% (52)	536
Something Else	20% (78)	30% (115)	23% (89)	16% (61)	10% (39)	383
Religious Non-Protestant/Catholic	32% (45)	28% (39)	20% (28)	13% (17)	7% (9)	137
Evangelical	24% (162)	40% (275)	18% (123)	12% (80)	6% (39)	679
Non-Evangelical	19% (139)	36% (266)	23% (167)	15% (114)	7% (55)	741
Community: Urban	25% (188)	34% (253)	20% (149)	14% (102)	7% (51)	742
Community: Suburban	18% (168)	38% (355)	23% (218)	14% (129)	7% (62)	932
Community: Rural	20% (106)	36% (192)	20% (106)	14% (76)	9% (47)	526
Employ: Private Sector	23% (149)	40% (256)	21% (136)	11% (70)	4% (23)	635
Employ: Government	26% (39)	35% (51)	20% (30)	10% (15)	8% (12)	147
Employ: Self-Employed	28% (59)	30% (64)	23% (48)	14% (29)	5% (10)	210
Employ: Homemaker	27% (44)	35% (58)	17% (28)	10% (16)	11% (19)	164
Employ: Student	18% (18)	35% (36)	32% (33)	10% (10)	6% (6)	103
Employ: Retired	15% (76)	39% (199)	22% (114)	18% (90)	6% (29)	509
Employ: Unemployed	19% (53)	28% (79)	21% (61)	19% (55)	12% (35)	283
Employ: Other	15% (22)	38% (56)	16% (23)	14% (21)	17% (26)	149
Military HH: Yes	18% (70)	37% (145)	21% (83)	16% (63)	7% (29)	390
Military HH: No	22% (392)	36% (654)	22% (390)	13% (244)	7% (131)	1810
RD/WT: Right Direction	27% (179)	39% (260)	16% (110)	11% (76)	7% (45)	671
RD/WT: Wrong Track	18% (283)	35% (539)	24% (362)	15% (231)	7% (114)	1529
Trump Job Approve	24% (209)	37% (321)	20% (177)	12% (110)	7% (61)	877
Trump Job Disapprove	19% (232)	37% (456)	22% (277)	15% (189)	7% (83)	1238

Continued on next page

Table MCE4_4: How interested are you in the following genres of nonfiction programming?

Home

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (462)	36% (799)	21% (473)	14% (307)	7% (159)	2200
Trump Job Strongly Approve	28% (149)	31% (168)	20% (107)	14% (77)	7% (35)	536
Trump Job Somewhat Approve	18% (60)	45% (153)	20% (70)	10% (33)	7% (25)	341
Trump Job Somewhat Disapprove	16% (45)	38% (109)	22% (63)	14% (39)	10% (28)	285
Trump Job Strongly Disapprove	20% (187)	36% (347)	22% (214)	16% (150)	6% (55)	953
Favorable of Trump	23% (201)	36% (318)	21% (181)	13% (116)	7% (58)	874
Unfavorable of Trump	19% (240)	37% (457)	23% (277)	15% (181)	6% (74)	1229
Very Favorable of Trump	25% (135)	31% (168)	21% (113)	16% (85)	7% (39)	540
Somewhat Favorable of Trump	20% (65)	45% (150)	20% (68)	9% (32)	6% (19)	334
Somewhat Unfavorable of Trump	18% (42)	39% (91)	22% (52)	15% (34)	5% (12)	230
Very Unfavorable of Trump	20% (197)	37% (367)	23% (226)	15% (147)	6% (63)	999
#1 Issue: Economy	20% (174)	38% (327)	22% (195)	13% (116)	7% (58)	870
#1 Issue: Security	19% (41)	41% (85)	17% (35)	17% (35)	6% (14)	210
#1 Issue: Health Care	25% (96)	39% (152)	18% (72)	13% (52)	5% (18)	390
#1 Issue: Medicare / Social Security	18% (47)	29% (77)	26% (67)	17% (44)	10% (27)	262
#1 Issue: Women's Issues	25% (30)	28% (34)	26% (31)	11% (14)	10% (12)	122
#1 Issue: Education	23% (24)	37% (39)	25% (26)	8% (8)	6% (7)	104
#1 Issue: Energy	26% (23)	32% (29)	22% (20)	17% (15)	4% (4)	90
#1 Issue: Other	18% (27)	37% (56)	17% (26)	15% (22)	13% (20)	152
2018 House Vote: Democrat	24% (183)	39% (295)	22% (167)	11% (82)	4% (34)	760
2018 House Vote: Republican	22% (131)	36% (208)	22% (127)	15% (87)	5% (28)	581
2016 Vote: Hillary Clinton	24% (175)	39% (283)	20% (147)	11% (79)	5% (38)	722
2016 Vote: Donald Trump	23% (153)	36% (240)	22% (143)	15% (99)	4% (29)	665
2016 Vote: Other	12% (10)	51% (44)	24% (21)	11% (10)	2% (2)	87
2016 Vote: Didn't Vote	17% (122)	32% (232)	22% (161)	16% (119)	12% (90)	725
Voted in 2014: Yes	24% (298)	38% (464)	21% (258)	12% (145)	5% (55)	1220
Voted in 2014: No	17% (164)	34% (335)	22% (215)	16% (161)	11% (104)	980
2012 Vote: Barack Obama	25% (216)	38% (330)	22% (193)	10% (87)	5% (39)	864
2012 Vote: Mitt Romney	20% (90)	35% (156)	21% (94)	17% (76)	6% (25)	442
2012 Vote: Other	18% (11)	34% (21)	29% (17)	12% (7)	8% (5)	60
2012 Vote: Didn't Vote	17% (145)	35% (291)	20% (169)	16% (137)	11% (90)	832

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Table MCE4_4: How interested are you in the following genres of nonfiction programming?

Home

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	21% (462)	36% (799)	21% (473)	14% (307)	7% (159)	2200
4-Region: Northeast	25% (97)	35% (136)	23% (89)	12% (46)	7% (26)	394
4-Region: Midwest	15% (69)	36% (167)	20% (94)	21% (96)	8% (36)	462
4-Region: South	23% (190)	38% (315)	20% (168)	11% (90)	7% (61)	824
4-Region: West	20% (106)	35% (181)	23% (121)	14% (75)	7% (37)	520
Cable TV subscribers	23% (224)	38% (377)	21% (211)	12% (115)	6% (59)	986
Satellite TV subscribers	30% (142)	37% (177)	16% (78)	11% (55)	6% (29)	481
Former cable TV subscribers	19% (150)	36% (281)	24% (192)	14% (109)	7% (55)	787
Former satellite TV subscribers	18% (121)	38% (252)	25% (166)	12% (82)	7% (49)	670
Watches mostly scripted shows	18% (152)	36% (296)	26% (212)	15% (128)	5% (40)	828
Watches mostly unscripted shows	29% (74)	41% (106)	18% (46)	8% (22)	5% (12)	260
Watches scripted and unscripted	26% (189)	39% (282)	22% (156)	9% (64)	4% (26)	718
Watches mostly for entertainment	19% (206)	36% (401)	26% (284)	14% (152)	5% (60)	1103
Watches mostly for education	33% (48)	38% (55)	14% (21)	11% (16)	4% (5)	145
Watches for entertainment and education	27% (164)	40% (244)	20% (120)	9% (56)	4% (23)	607
Likely to subscribe to Discovery+	36% (237)	38% (254)	17% (110)	7% (44)	3% (20)	665
Unlikely to subscribe to Discovery+	13% (152)	35% (393)	26% (297)	20% (222)	6% (64)	1127
Subscribes to at least one streaming service	23% (391)	36% (617)	22% (381)	13% (227)	5% (93)	1708
Subscribes to 3+ streaming services	28% (301)	36% (385)	20% (217)	10% (110)	4% (46)	1059

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

Table MCE4_5: How interested are you in the following genres of nonfiction programming?*True crime*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	36% (803)	32% (709)	15% (321)	12% (256)	5% (112)	2200
Gender: Male	32% (343)	33% (355)	18% (187)	11% (120)	5% (57)	1062
Gender: Female	40% (460)	31% (354)	12% (134)	12% (135)	5% (55)	1138
Age: 18-34	43% (283)	28% (184)	14% (89)	7% (46)	8% (53)	655
Age: 35-44	44% (156)	34% (121)	11% (39)	7% (25)	5% (17)	358
Age: 45-64	32% (242)	36% (272)	14% (106)	13% (97)	5% (35)	751
Age: 65+	28% (122)	30% (131)	20% (87)	20% (88)	2% (8)	436
GenZers: 1997-2012	46% (126)	23% (63)	13% (36)	8% (21)	10% (28)	274
Millennials: 1981-1996	42% (252)	32% (191)	13% (80)	7% (41)	6% (35)	599
GenXers: 1965-1980	38% (202)	38% (201)	11% (58)	8% (41)	5% (27)	529
Baby Boomers: 1946-1964	28% (201)	34% (238)	17% (123)	18% (125)	3% (19)	706
PID: Dem (no lean)	40% (365)	32% (294)	14% (129)	9% (83)	5% (41)	912
PID: Ind (no lean)	32% (203)	33% (210)	16% (104)	12% (78)	7% (46)	640
PID: Rep (no lean)	36% (235)	32% (205)	14% (88)	15% (95)	4% (25)	648
PID/Gender: Dem Men	33% (144)	36% (158)	17% (76)	8% (36)	5% (23)	438
PID/Gender: Dem Women	47% (220)	29% (135)	11% (53)	10% (47)	4% (19)	474
PID/Gender: Ind Men	27% (77)	32% (90)	21% (59)	13% (36)	8% (21)	283
PID/Gender: Ind Women	35% (126)	34% (120)	12% (44)	12% (43)	7% (24)	357
PID/Gender: Rep Men	36% (121)	31% (107)	15% (51)	14% (49)	4% (13)	341
PID/Gender: Rep Women	37% (114)	32% (99)	12% (37)	15% (46)	4% (12)	307
Ideo: Liberal (1-3)	40% (270)	31% (211)	16% (109)	10% (67)	4% (26)	683
Ideo: Moderate (4)	35% (212)	35% (215)	14% (85)	10% (60)	7% (43)	615
Ideo: Conservative (5-7)	34% (237)	33% (225)	15% (106)	14% (98)	3% (22)	688
Educ: < College	39% (588)	30% (451)	14% (213)	11% (167)	6% (94)	1512
Educ: Bachelors degree	30% (133)	37% (166)	16% (71)	13% (60)	3% (14)	444
Educ: Post-grad	33% (81)	38% (92)	15% (37)	12% (30)	2% (4)	244
Income: Under 50k	36% (449)	31% (377)	14% (172)	12% (143)	7% (89)	1230
Income: 50k-100k	37% (241)	32% (206)	17% (110)	12% (80)	3% (17)	654
Income: 100k+	36% (113)	40% (126)	12% (39)	10% (32)	2% (6)	316
Ethnicity: White	36% (618)	32% (552)	16% (268)	12% (214)	4% (70)	1722
Ethnicity: Hispanic	43% (150)	34% (120)	12% (40)	4% (15)	7% (24)	349

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Table MCE4_5: How interested are you in the following genres of nonfiction programming?

True crime

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	36% (803)	32% (709)	15% (321)	12% (256)	5% (112)	2200
Ethnicity: Black	41% (112)	28% (78)	14% (38)	8% (21)	9% (26)	274
Ethnicity: Other	36% (74)	39% (79)	7% (14)	10% (21)	8% (17)	204
All Christian	35% (373)	34% (360)	15% (161)	13% (141)	3% (34)	1070
All Non-Christian	36% (45)	28% (35)	18% (22)	11% (13)	6% (7)	122
Atheist	30% (27)	30% (27)	17% (15)	20% (18)	3% (3)	90
Agnostic/Nothing in particular	38% (206)	30% (163)	15% (80)	9% (46)	8% (41)	536
Something Else	40% (153)	32% (124)	11% (41)	10% (38)	7% (27)	383
Religious Non-Protestant/Catholic	34% (47)	28% (39)	20% (27)	12% (17)	5% (7)	137
Evangelical	38% (259)	32% (219)	14% (92)	11% (76)	5% (33)	679
Non-Evangelical	35% (259)	34% (251)	14% (105)	13% (96)	4% (29)	741
Community: Urban	38% (280)	36% (265)	13% (98)	9% (68)	4% (32)	742
Community: Suburban	37% (342)	30% (283)	16% (152)	12% (116)	4% (40)	932
Community: Rural	34% (181)	31% (161)	13% (71)	14% (72)	8% (41)	526
Employ: Private Sector	39% (250)	35% (223)	12% (78)	9% (56)	4% (28)	635
Employ: Government	38% (56)	34% (50)	15% (22)	7% (11)	5% (7)	147
Employ: Self-Employed	35% (74)	36% (75)	14% (29)	13% (28)	2% (4)	210
Employ: Homemaker	48% (79)	21% (35)	11% (19)	7% (11)	12% (20)	164
Employ: Student	43% (45)	28% (29)	15% (15)	7% (7)	7% (7)	103
Employ: Retired	28% (140)	32% (164)	18% (92)	19% (98)	3% (15)	509
Employ: Unemployed	34% (97)	29% (83)	15% (42)	13% (36)	9% (26)	283
Employ: Other	41% (61)	33% (50)	15% (23)	6% (9)	4% (6)	149
Military HH: Yes	36% (140)	31% (121)	16% (62)	12% (46)	5% (20)	390
Military HH: No	37% (663)	32% (587)	14% (258)	12% (209)	5% (93)	1810
RD/WT: Right Direction	39% (263)	31% (208)	14% (95)	11% (71)	5% (34)	671
RD/WT: Wrong Track	35% (540)	33% (500)	15% (225)	12% (185)	5% (79)	1529
Trump Job Approve	38% (337)	32% (277)	13% (115)	12% (104)	5% (44)	877
Trump Job Disapprove	36% (444)	33% (405)	16% (196)	11% (142)	4% (52)	1238

Continued on next page

Table MCE4_5: How interested are you in the following genres of nonfiction programming?*True crime*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	36% (803)	32% (709)	15% (321)	12% (256)	5% (112)	2200
Trump Job Strongly Approve	39% (211)	29% (156)	13% (69)	14% (76)	5% (25)	536
Trump Job Somewhat Approve	37% (126)	36% (122)	13% (46)	8% (28)	6% (19)	341
Trump Job Somewhat Disapprove	34% (98)	34% (96)	18% (52)	9% (27)	4% (12)	285
Trump Job Strongly Disapprove	36% (346)	32% (310)	15% (143)	12% (115)	4% (39)	953
Favorable of Trump	38% (335)	32% (277)	13% (117)	12% (103)	5% (41)	874
Unfavorable of Trump	37% (453)	33% (402)	16% (191)	11% (141)	3% (43)	1229
Very Favorable of Trump	39% (209)	31% (165)	12% (66)	14% (74)	5% (26)	540
Somewhat Favorable of Trump	38% (126)	34% (112)	15% (52)	9% (29)	5% (15)	334
Somewhat Unfavorable of Trump	34% (77)	35% (80)	19% (43)	11% (26)	2% (4)	230
Very Unfavorable of Trump	38% (376)	32% (322)	15% (148)	11% (115)	4% (39)	999
#1 Issue: Economy	36% (315)	35% (308)	13% (113)	10% (86)	6% (49)	870
#1 Issue: Security	37% (79)	32% (68)	16% (33)	12% (26)	3% (6)	210
#1 Issue: Health Care	38% (147)	30% (118)	17% (68)	10% (39)	5% (18)	390
#1 Issue: Medicare / Social Security	34% (90)	28% (73)	13% (34)	20% (52)	5% (12)	262
#1 Issue: Women's Issues	45% (55)	23% (28)	9% (11)	13% (16)	9% (11)	122
#1 Issue: Education	39% (40)	38% (40)	15% (16)	5% (5)	3% (4)	104
#1 Issue: Energy	38% (34)	27% (24)	21% (19)	11% (10)	4% (3)	90
#1 Issue: Other	28% (43)	33% (50)	18% (27)	14% (22)	6% (10)	152
2018 House Vote: Democrat	38% (286)	33% (249)	14% (109)	11% (84)	4% (32)	760
2018 House Vote: Republican	36% (209)	34% (198)	14% (83)	13% (77)	3% (15)	581
2016 Vote: Hillary Clinton	38% (273)	33% (239)	14% (101)	11% (79)	4% (31)	722
2016 Vote: Donald Trump	36% (237)	33% (222)	15% (102)	13% (86)	3% (17)	665
2016 Vote: Other	28% (24)	38% (33)	15% (13)	17% (15)	2% (2)	87
2016 Vote: Didn't Vote	37% (268)	30% (214)	14% (104)	11% (76)	9% (62)	725
Voted in 2014: Yes	36% (440)	34% (409)	15% (177)	13% (153)	3% (40)	1220
Voted in 2014: No	37% (362)	31% (299)	15% (144)	10% (103)	7% (72)	980
2012 Vote: Barack Obama	37% (316)	35% (302)	13% (116)	11% (93)	4% (37)	864
2012 Vote: Mitt Romney	34% (149)	30% (134)	16% (69)	16% (72)	4% (17)	442
2012 Vote: Other	35% (21)	25% (15)	17% (10)	21% (13)	2% (1)	60
2012 Vote: Didn't Vote	38% (317)	31% (256)	15% (125)	9% (78)	7% (57)	832

Continued on next page

Table MCE4_5: How interested are you in the following genres of nonfiction programming?

True crime

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	36% (803)	32% (709)	15% (321)	12% (256)	5% (112)	2200
4-Region: Northeast	37% (146)	30% (116)	16% (62)	14% (56)	3% (13)	394
4-Region: Midwest	35% (161)	38% (175)	10% (48)	13% (59)	4% (20)	462
4-Region: South	37% (304)	30% (250)	15% (124)	11% (95)	6% (51)	824
4-Region: West	37% (191)	32% (167)	17% (87)	9% (46)	5% (28)	520
Cable TV subscribers	38% (376)	31% (306)	15% (149)	12% (116)	4% (39)	986
Satellite TV subscribers	39% (187)	31% (148)	15% (74)	11% (52)	4% (20)	481
Former cable TV subscribers	33% (263)	35% (279)	15% (116)	12% (94)	4% (35)	787
Former satellite TV subscribers	35% (236)	36% (242)	14% (94)	10% (66)	5% (33)	670
Watches mostly scripted shows	32% (267)	34% (283)	17% (144)	14% (114)	2% (20)	828
Watches mostly unscripted shows	44% (114)	31% (80)	14% (36)	8% (20)	4% (10)	260
Watches scripted and unscripted	45% (326)	34% (242)	12% (87)	7% (49)	2% (14)	718
Watches mostly for entertainment	38% (414)	33% (359)	16% (172)	12% (137)	2% (21)	1103
Watches mostly for education	45% (66)	33% (47)	12% (17)	5% (8)	5% (7)	145
Watches for entertainment and education	41% (248)	35% (211)	13% (80)	8% (49)	3% (19)	607
Likely to subscribe to Discovery+	46% (306)	33% (219)	12% (81)	6% (43)	2% (15)	665
Unlikely to subscribe to Discovery+	30% (336)	33% (371)	18% (198)	16% (177)	4% (45)	1127
Subscribes to at least one streaming service	40% (682)	33% (556)	14% (235)	10% (170)	4% (65)	1708
Subscribes to 3+ streaming services	44% (470)	33% (354)	11% (121)	8% (85)	3% (30)	1059

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

Table MCE4_6: How interested are you in the following genres of nonfiction programming?*Adventure*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	33% (724)	43% (938)	13% (279)	7% (153)	5% (107)	2200
Gender: Male	37% (398)	44% (465)	10% (101)	5% (49)	5% (49)	1062
Gender: Female	29% (326)	42% (473)	16% (177)	9% (104)	5% (58)	1138
Age: 18-34	39% (255)	39% (256)	11% (70)	4% (25)	8% (49)	655
Age: 35-44	42% (149)	37% (134)	10% (37)	6% (21)	5% (16)	358
Age: 45-64	26% (196)	47% (355)	14% (108)	8% (62)	4% (30)	751
Age: 65+	28% (124)	44% (193)	14% (63)	10% (45)	3% (11)	436
GenZers: 1997-2012	35% (97)	37% (101)	14% (37)	5% (13)	10% (27)	274
Millennials: 1981-1996	42% (250)	39% (235)	9% (55)	4% (25)	6% (34)	599
GenXers: 1965-1980	32% (168)	44% (233)	14% (75)	6% (30)	4% (23)	529
Baby Boomers: 1946-1964	26% (186)	48% (336)	13% (93)	10% (71)	3% (19)	706
PID: Dem (no lean)	35% (318)	43% (390)	13% (114)	5% (48)	5% (41)	912
PID: Ind (no lean)	30% (191)	44% (279)	14% (87)	7% (42)	7% (42)	640
PID: Rep (no lean)	33% (215)	42% (269)	12% (78)	10% (62)	4% (23)	648
PID/Gender: Dem Men	39% (170)	43% (189)	9% (41)	4% (17)	5% (20)	438
PID/Gender: Dem Women	31% (148)	42% (201)	15% (73)	7% (31)	4% (21)	474
PID/Gender: Ind Men	31% (88)	47% (132)	10% (30)	5% (13)	7% (20)	283
PID/Gender: Ind Women	29% (103)	41% (146)	16% (57)	8% (29)	6% (22)	357
PID/Gender: Rep Men	41% (139)	42% (143)	9% (30)	5% (19)	3% (9)	341
PID/Gender: Rep Women	25% (76)	41% (126)	15% (47)	14% (44)	5% (14)	307
Ideo: Liberal (1-3)	35% (242)	43% (294)	13% (88)	5% (37)	3% (23)	683
Ideo: Moderate (4)	32% (195)	42% (260)	13% (83)	7% (44)	5% (33)	615
Ideo: Conservative (5-7)	33% (228)	44% (306)	11% (79)	8% (52)	3% (23)	688
Educ: < College	31% (470)	43% (648)	13% (198)	7% (109)	6% (87)	1512
Educ: Bachelors degree	36% (160)	41% (183)	13% (56)	7% (31)	3% (14)	444
Educ: Post-grad	39% (94)	43% (106)	10% (25)	5% (13)	2% (5)	244
Income: Under 50k	31% (380)	42% (513)	13% (160)	7% (90)	7% (87)	1230
Income: 50k-100k	33% (213)	46% (299)	13% (85)	7% (44)	2% (12)	654
Income: 100k+	41% (131)	40% (126)	11% (33)	6% (18)	2% (8)	316
Ethnicity: White	32% (543)	44% (750)	13% (225)	7% (125)	5% (79)	1722
Ethnicity: Hispanic	39% (138)	35% (122)	14% (48)	7% (23)	5% (18)	349

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Table MCE4_6: How interested are you in the following genres of nonfiction programming?

Adventure

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	33% (724)	43% (938)	13% (279)	7% (153)	5% (107)	2200
Ethnicity: Black	39% (108)	39% (106)	10% (29)	5% (14)	6% (18)	274
Ethnicity: Other	36% (73)	40% (82)	12% (25)	7% (14)	5% (10)	204
All Christian	34% (360)	43% (461)	14% (145)	6% (65)	4% (40)	1070
All Non-Christian	31% (37)	50% (61)	7% (9)	7% (8)	6% (7)	122
Atheist	31% (28)	49% (44)	10% (9)	6% (5)	4% (4)	90
Agnostic/Nothing in particular	30% (163)	40% (217)	15% (79)	8% (45)	6% (32)	536
Something Else	36% (136)	41% (156)	10% (37)	8% (29)	6% (24)	383
Religious Non-Protestant/Catholic	28% (39)	50% (68)	10% (13)	7% (9)	5% (7)	137
Evangelical	40% (269)	39% (266)	10% (67)	7% (47)	4% (30)	679
Non-Evangelical	30% (219)	45% (335)	15% (109)	6% (47)	4% (32)	741
Community: Urban	39% (288)	41% (307)	10% (76)	6% (43)	4% (28)	742
Community: Suburban	31% (293)	44% (409)	13% (126)	7% (66)	4% (38)	932
Community: Rural	27% (144)	42% (222)	15% (77)	8% (43)	8% (40)	526
Employ: Private Sector	39% (245)	42% (268)	11% (67)	5% (33)	3% (22)	635
Employ: Government	32% (47)	45% (66)	9% (14)	9% (14)	4% (7)	147
Employ: Self-Employed	39% (81)	39% (81)	15% (32)	4% (9)	3% (6)	210
Employ: Homemaker	24% (40)	42% (70)	16% (25)	5% (8)	13% (21)	164
Employ: Student	31% (32)	49% (51)	15% (15)	2% (2)	3% (3)	103
Employ: Retired	26% (135)	46% (235)	15% (75)	10% (48)	3% (16)	509
Employ: Unemployed	35% (99)	36% (103)	11% (32)	9% (25)	9% (25)	283
Employ: Other	31% (45)	44% (65)	13% (19)	9% (13)	4% (7)	149
Military HH: Yes	35% (137)	44% (172)	10% (39)	7% (28)	3% (13)	390
Military HH: No	32% (587)	42% (766)	13% (239)	7% (125)	5% (94)	1810
RD/WT: Right Direction	39% (261)	42% (281)	8% (57)	6% (42)	4% (29)	671
RD/WT: Wrong Track	30% (463)	43% (657)	14% (222)	7% (111)	5% (77)	1529
Trump Job Approve	35% (307)	42% (370)	10% (91)	8% (68)	5% (41)	877
Trump Job Disapprove	32% (396)	43% (535)	14% (176)	6% (80)	4% (52)	1238

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Table MCE4_6: How interested are you in the following genres of nonfiction programming?*Adventure*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	33% (724)	43% (938)	13% (279)	7% (153)	5% (107)	2200
Trump Job Strongly Approve	35% (186)	41% (220)	11% (57)	9% (50)	4% (23)	536
Trump Job Somewhat Approve	35% (121)	44% (150)	10% (34)	5% (18)	5% (18)	341
Trump Job Somewhat Disapprove	29% (84)	46% (131)	11% (31)	6% (17)	7% (21)	285
Trump Job Strongly Disapprove	33% (313)	42% (403)	15% (144)	7% (63)	3% (31)	953
Favorable of Trump	34% (300)	42% (365)	11% (99)	8% (71)	5% (40)	874
Unfavorable of Trump	32% (397)	44% (538)	14% (173)	6% (79)	4% (43)	1229
Very Favorable of Trump	36% (193)	39% (209)	12% (63)	10% (52)	4% (24)	540
Somewhat Favorable of Trump	32% (106)	47% (156)	11% (36)	6% (19)	5% (16)	334
Somewhat Unfavorable of Trump	33% (75)	45% (103)	12% (28)	6% (14)	4% (9)	230
Very Unfavorable of Trump	32% (321)	43% (435)	15% (145)	6% (64)	3% (34)	999
#1 Issue: Economy	34% (299)	42% (367)	13% (112)	6% (55)	4% (38)	870
#1 Issue: Security	37% (78)	41% (85)	10% (22)	8% (18)	3% (7)	210
#1 Issue: Health Care	33% (129)	43% (167)	14% (56)	6% (23)	4% (15)	390
#1 Issue: Medicare / Social Security	23% (61)	48% (127)	13% (33)	9% (24)	6% (17)	262
#1 Issue: Women's Issues	34% (41)	39% (47)	9% (11)	10% (12)	8% (10)	122
#1 Issue: Education	36% (38)	42% (44)	15% (16)	3% (3)	4% (4)	104
#1 Issue: Energy	48% (43)	34% (31)	12% (11)	2% (2)	3% (3)	90
#1 Issue: Other	23% (35)	46% (70)	12% (18)	10% (15)	9% (13)	152
2018 House Vote: Democrat	36% (273)	42% (323)	12% (95)	6% (42)	4% (27)	760
2018 House Vote: Republican	35% (205)	44% (253)	11% (66)	8% (45)	2% (11)	581
2016 Vote: Hillary Clinton	34% (245)	43% (307)	14% (101)	6% (41)	4% (27)	722
2016 Vote: Donald Trump	35% (232)	44% (293)	10% (68)	9% (57)	2% (15)	665
2016 Vote: Other	29% (26)	47% (41)	14% (13)	8% (7)	2% (1)	87
2016 Vote: Didn't Vote	30% (219)	41% (297)	13% (96)	7% (48)	9% (64)	725
Voted in 2014: Yes	36% (436)	43% (520)	12% (143)	7% (85)	3% (36)	1220
Voted in 2014: No	29% (288)	43% (418)	14% (136)	7% (68)	7% (70)	980
2012 Vote: Barack Obama	35% (304)	43% (375)	11% (96)	6% (55)	4% (35)	864
2012 Vote: Mitt Romney	32% (142)	41% (181)	14% (62)	10% (43)	3% (14)	442
2012 Vote: Other	30% (18)	52% (31)	9% (6)	8% (5)	1% (0)	60
2012 Vote: Didn't Vote	31% (259)	42% (351)	14% (115)	6% (49)	7% (58)	832

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Table MCE4_6: How interested are you in the following genres of nonfiction programming?

Adventure

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	33% (724)	43% (938)	13% (279)	7% (153)	5% (107)	2200
4-Region: Northeast	35% (137)	36% (143)	17% (67)	7% (27)	5% (19)	394
4-Region: Midwest	28% (129)	46% (212)	14% (63)	8% (38)	5% (21)	462
4-Region: South	34% (276)	45% (373)	10% (81)	7% (56)	5% (38)	824
4-Region: West	35% (182)	40% (210)	13% (67)	6% (32)	6% (29)	520
Cable TV subscribers	37% (360)	42% (418)	11% (110)	6% (62)	4% (36)	986
Satellite TV subscribers	40% (190)	40% (193)	10% (46)	7% (34)	4% (17)	481
Former cable TV subscribers	28% (220)	46% (363)	14% (111)	7% (57)	5% (36)	787
Former satellite TV subscribers	33% (224)	44% (294)	13% (88)	5% (34)	4% (30)	670
Watches mostly scripted shows	34% (284)	45% (371)	13% (107)	5% (44)	3% (23)	828
Watches mostly unscripted shows	32% (84)	47% (122)	12% (30)	8% (21)	1% (3)	260
Watches scripted and unscripted	40% (290)	43% (308)	10% (75)	4% (32)	2% (12)	718
Watches mostly for entertainment	32% (349)	46% (504)	13% (148)	7% (77)	2% (26)	1103
Watches mostly for education	39% (57)	40% (57)	12% (18)	6% (9)	3% (4)	145
Watches for entertainment and education	44% (268)	43% (259)	10% (58)	2% (12)	2% (9)	607
Likely to subscribe to Discovery+	52% (343)	36% (237)	8% (52)	4% (24)	1% (10)	665
Unlikely to subscribe to Discovery+	24% (271)	47% (527)	16% (182)	9% (105)	4% (41)	1127
Subscribes to at least one streaming service	37% (629)	42% (721)	12% (204)	6% (99)	3% (55)	1708
Subscribes to 3+ streaming services	42% (441)	41% (434)	10% (111)	5% (49)	2% (23)	1059

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

Table MCE4_7: How interested are you in the following genres of nonfiction programming?*Nature and science*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	29% (627)	41% (898)	14% (316)	11% (238)	5% (121)	2200
Gender: Male	33% (354)	43% (452)	12% (125)	7% (78)	5% (53)	1062
Gender: Female	24% (273)	39% (446)	17% (190)	14% (160)	6% (68)	1138
Age: 18-34	27% (180)	37% (241)	15% (101)	11% (74)	9% (59)	655
Age: 35-44	38% (136)	35% (127)	14% (52)	7% (24)	5% (19)	358
Age: 45-64	25% (189)	45% (337)	14% (102)	12% (92)	4% (32)	751
Age: 65+	28% (122)	44% (194)	14% (61)	11% (48)	3% (11)	436
GenZers: 1997-2012	23% (64)	35% (96)	16% (45)	14% (39)	11% (30)	274
Millennials: 1981-1996	34% (205)	36% (218)	15% (91)	8% (47)	6% (39)	599
GenXers: 1965-1980	28% (148)	43% (228)	13% (68)	11% (58)	5% (27)	529
Baby Boomers: 1946-1964	26% (185)	46% (322)	14% (96)	12% (82)	3% (21)	706
PID: Dem (no lean)	30% (276)	41% (378)	14% (129)	9% (82)	5% (46)	912
PID: Ind (no lean)	29% (185)	40% (257)	14% (89)	10% (63)	7% (46)	640
PID: Rep (no lean)	26% (167)	41% (263)	15% (97)	14% (93)	4% (29)	648
PID/Gender: Dem Men	35% (154)	43% (190)	10% (42)	7% (29)	5% (22)	438
PID/Gender: Dem Women	26% (121)	40% (188)	18% (87)	11% (54)	5% (24)	474
PID/Gender: Ind Men	33% (93)	46% (129)	10% (28)	5% (14)	7% (18)	283
PID/Gender: Ind Women	26% (92)	36% (128)	17% (61)	14% (48)	8% (27)	357
PID/Gender: Rep Men	31% (107)	39% (133)	16% (54)	10% (34)	3% (12)	341
PID/Gender: Rep Women	19% (59)	42% (130)	14% (43)	19% (58)	5% (17)	307
Ideo: Liberal (1-3)	34% (232)	43% (293)	13% (88)	7% (46)	4% (24)	683
Ideo: Moderate (4)	27% (165)	40% (247)	16% (96)	12% (71)	6% (35)	615
Ideo: Conservative (5-7)	27% (189)	43% (296)	13% (91)	12% (83)	4% (29)	688
Educ: < College	25% (376)	40% (598)	15% (231)	13% (198)	7% (108)	1512
Educ: Bachelors degree	35% (157)	45% (198)	12% (54)	6% (28)	2% (8)	444
Educ: Post-grad	39% (95)	42% (102)	12% (30)	5% (12)	2% (5)	244
Income: Under 50k	26% (321)	39% (480)	14% (177)	12% (147)	9% (105)	1230
Income: 50k-100k	30% (194)	43% (282)	15% (98)	11% (70)	1% (10)	654
Income: 100k+	36% (113)	43% (136)	13% (41)	7% (21)	2% (6)	316
Ethnicity: White	29% (501)	42% (722)	15% (250)	10% (166)	5% (82)	1722
Ethnicity: Hispanic	27% (95)	39% (137)	16% (54)	12% (40)	7% (23)	349

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Table MCE4_7: How interested are you in the following genres of nonfiction programming?

Nature and science

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	29% (627)	41% (898)	14% (316)	11% (238)	5% (121)	2200
Ethnicity: Black	26% (72)	33% (91)	16% (44)	16% (44)	8% (23)	274
Ethnicity: Other	26% (54)	42% (85)	11% (22)	14% (28)	8% (15)	204
All Christian	28% (304)	41% (444)	15% (163)	11% (118)	4% (40)	1070
All Non-Christian	40% (49)	34% (41)	14% (17)	6% (7)	6% (8)	122
Atheist	39% (35)	40% (36)	9% (8)	8% (7)	4% (3)	90
Agnostic/Nothing in particular	27% (145)	44% (237)	11% (59)	10% (55)	7% (40)	536
Something Else	25% (95)	37% (140)	18% (68)	13% (51)	8% (30)	383
Religious Non-Protestant/Catholic	37% (51)	35% (48)	16% (21)	7% (9)	6% (8)	137
Evangelical	29% (197)	39% (265)	17% (114)	10% (68)	5% (33)	679
Non-Evangelical	26% (192)	41% (303)	15% (111)	13% (98)	5% (37)	741
Community: Urban	35% (260)	39% (289)	11% (81)	10% (76)	5% (36)	742
Community: Suburban	24% (224)	43% (400)	16% (151)	12% (108)	5% (49)	932
Community: Rural	27% (143)	40% (210)	16% (83)	10% (54)	7% (36)	526
Employ: Private Sector	32% (200)	43% (274)	13% (85)	8% (50)	4% (26)	635
Employ: Government	25% (37)	42% (61)	18% (26)	9% (13)	7% (10)	147
Employ: Self-Employed	35% (73)	35% (73)	16% (33)	9% (20)	5% (11)	210
Employ: Homemaker	30% (50)	33% (54)	14% (24)	10% (16)	12% (20)	164
Employ: Student	26% (27)	43% (44)	13% (13)	14% (15)	4% (4)	103
Employ: Retired	26% (131)	46% (237)	13% (67)	12% (60)	3% (14)	509
Employ: Unemployed	26% (73)	34% (97)	16% (44)	17% (47)	8% (22)	283
Employ: Other	25% (37)	38% (57)	15% (23)	12% (17)	10% (15)	149
Military HH: Yes	33% (129)	37% (142)	15% (59)	11% (42)	5% (18)	390
Military HH: No	28% (498)	42% (756)	14% (257)	11% (196)	6% (103)	1810
RD/WT: Right Direction	32% (212)	39% (259)	14% (97)	9% (62)	6% (42)	671
RD/WT: Wrong Track	27% (415)	42% (639)	14% (219)	12% (176)	5% (79)	1529
Trump Job Approve	27% (237)	41% (362)	15% (129)	12% (102)	5% (47)	877
Trump Job Disapprove	30% (374)	41% (512)	13% (166)	10% (129)	5% (57)	1238

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Table MCE4_7: How interested are you in the following genres of nonfiction programming?*Nature and science*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	29% (627)	41% (898)	14% (316)	11% (238)	5% (121)	2200
Trump Job Strongly Approve	29% (155)	39% (211)	14% (77)	12% (65)	5% (28)	536
Trump Job Somewhat Approve	24% (82)	44% (151)	15% (52)	11% (37)	6% (20)	341
Trump Job Somewhat Disapprove	29% (81)	41% (116)	16% (47)	8% (23)	6% (18)	285
Trump Job Strongly Disapprove	31% (293)	42% (396)	12% (119)	11% (106)	4% (39)	953
Favorable of Trump	27% (240)	42% (364)	15% (129)	11% (99)	5% (43)	874
Unfavorable of Trump	30% (366)	41% (509)	14% (173)	11% (133)	4% (48)	1229
Very Favorable of Trump	28% (152)	39% (213)	15% (79)	13% (68)	5% (29)	540
Somewhat Favorable of Trump	26% (88)	45% (151)	15% (50)	9% (31)	4% (14)	334
Somewhat Unfavorable of Trump	31% (70)	41% (94)	14% (31)	11% (26)	3% (8)	230
Very Unfavorable of Trump	30% (296)	42% (415)	14% (141)	11% (107)	4% (40)	999
#1 Issue: Economy	28% (243)	41% (353)	15% (133)	11% (95)	5% (46)	870
#1 Issue: Security	27% (57)	46% (97)	13% (28)	11% (24)	2% (4)	210
#1 Issue: Health Care	34% (134)	41% (160)	12% (47)	8% (32)	4% (17)	390
#1 Issue: Medicare / Social Security	22% (58)	43% (112)	15% (39)	14% (38)	6% (16)	262
#1 Issue: Women's Issues	25% (31)	33% (40)	15% (19)	18% (22)	8% (10)	122
#1 Issue: Education	28% (29)	44% (46)	19% (20)	6% (6)	3% (4)	104
#1 Issue: Energy	36% (32)	35% (32)	13% (12)	11% (10)	4% (4)	90
#1 Issue: Other	28% (43)	39% (59)	12% (18)	7% (11)	13% (20)	152
2018 House Vote: Democrat	35% (265)	42% (319)	14% (104)	6% (42)	4% (29)	760
2018 House Vote: Republican	26% (150)	45% (264)	14% (82)	12% (71)	2% (15)	581
2016 Vote: Hillary Clinton	33% (241)	42% (302)	14% (99)	7% (51)	4% (29)	722
2016 Vote: Donald Trump	27% (178)	44% (292)	14% (94)	12% (82)	3% (19)	665
2016 Vote: Other	33% (29)	42% (36)	12% (11)	10% (9)	3% (2)	87
2016 Vote: Didn't Vote	25% (178)	37% (267)	15% (112)	13% (96)	10% (71)	725
Voted in 2014: Yes	32% (396)	43% (525)	13% (158)	9% (106)	3% (35)	1220
Voted in 2014: No	24% (232)	38% (373)	16% (158)	13% (132)	9% (86)	980
2012 Vote: Barack Obama	34% (290)	41% (358)	13% (114)	8% (68)	4% (34)	864
2012 Vote: Mitt Romney	27% (119)	43% (189)	14% (61)	14% (61)	3% (12)	442
2012 Vote: Other	29% (18)	50% (30)	12% (7)	8% (5)	1% (0)	60
2012 Vote: Didn't Vote	24% (199)	39% (321)	16% (134)	12% (104)	9% (74)	832

Continued on next page

Table MCE4_7: How interested are you in the following genres of nonfiction programming?

Nature and science

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	29% (627)	41% (898)	14% (316)	11% (238)	5% (121)	2200
4-Region: Northeast	32% (126)	41% (159)	14% (56)	9% (34)	5% (19)	394
4-Region: Midwest	23% (105)	44% (205)	13% (62)	14% (62)	6% (27)	462
4-Region: South	28% (233)	38% (317)	16% (128)	11% (95)	6% (52)	824
4-Region: West	31% (163)	42% (217)	13% (69)	9% (47)	5% (24)	520
Cable TV subscribers	29% (287)	45% (447)	12% (116)	10% (101)	3% (34)	986
Satellite TV subscribers	32% (152)	44% (211)	12% (60)	8% (37)	5% (22)	481
Former cable TV subscribers	26% (206)	40% (314)	18% (139)	11% (84)	6% (44)	787
Former satellite TV subscribers	27% (178)	42% (282)	18% (119)	8% (57)	5% (35)	670
Watches mostly scripted shows	27% (223)	44% (367)	15% (122)	11% (92)	3% (24)	828
Watches mostly unscripted shows	34% (87)	37% (96)	17% (45)	10% (26)	3% (7)	260
Watches scripted and unscripted	33% (238)	43% (306)	15% (105)	7% (51)	2% (18)	718
Watches mostly for entertainment	20% (216)	47% (518)	18% (200)	13% (145)	2% (24)	1103
Watches mostly for education	37% (54)	32% (46)	20% (29)	6% (8)	5% (8)	145
Watches for entertainment and education	47% (287)	39% (235)	8% (49)	4% (22)	2% (13)	607
Likely to subscribe to Discovery+	43% (285)	39% (262)	11% (71)	5% (31)	2% (15)	665
Unlikely to subscribe to Discovery+	21% (242)	42% (473)	18% (206)	15% (168)	3% (37)	1127
Subscribes to at least one streaming service	30% (517)	41% (699)	15% (252)	10% (170)	4% (70)	1708
Subscribes to 3+ streaming services	33% (348)	39% (418)	15% (164)	9% (92)	4% (38)	1059

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

Table MCE4_8: How interested are you in the following genres of nonfiction programming?*Documentaries*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	34% (743)	38% (844)	14% (301)	9% (201)	5% (111)	2200
Gender: Male	34% (360)	42% (444)	13% (137)	6% (68)	5% (53)	1062
Gender: Female	34% (383)	35% (401)	14% (164)	12% (133)	5% (58)	1138
Age: 18-34	33% (219)	34% (222)	15% (98)	11% (71)	7% (45)	655
Age: 35-44	40% (142)	42% (149)	7% (26)	7% (26)	4% (15)	358
Age: 45-64	33% (245)	38% (289)	16% (120)	8% (60)	5% (37)	751
Age: 65+	31% (137)	42% (185)	13% (58)	10% (43)	3% (14)	436
GenZers: 1997-2012	31% (85)	32% (87)	16% (43)	11% (31)	10% (27)	274
Millennials: 1981-1996	36% (218)	37% (220)	12% (73)	10% (63)	4% (26)	599
GenXers: 1965-1980	37% (198)	38% (202)	14% (76)	6% (32)	4% (21)	529
Baby Boomers: 1946-1964	31% (221)	42% (297)	13% (93)	9% (62)	5% (32)	706
PID: Dem (no lean)	38% (349)	37% (338)	13% (119)	7% (66)	4% (39)	912
PID: Ind (no lean)	31% (200)	41% (260)	13% (85)	9% (60)	6% (36)	640
PID: Rep (no lean)	30% (195)	38% (246)	15% (97)	11% (74)	5% (36)	648
PID/Gender: Dem Men	37% (163)	40% (176)	13% (55)	6% (24)	5% (20)	438
PID/Gender: Dem Women	39% (186)	34% (162)	14% (64)	9% (42)	4% (19)	474
PID/Gender: Ind Men	29% (83)	48% (136)	11% (32)	5% (15)	6% (17)	283
PID/Gender: Ind Women	33% (117)	35% (124)	15% (53)	13% (45)	5% (19)	357
PID/Gender: Rep Men	34% (114)	39% (132)	15% (51)	8% (28)	5% (16)	341
PID/Gender: Rep Women	26% (80)	37% (115)	15% (46)	15% (46)	6% (20)	307
Ideo: Liberal (1-3)	42% (288)	40% (271)	9% (64)	6% (40)	3% (20)	683
Ideo: Moderate (4)	30% (182)	39% (242)	16% (97)	10% (60)	6% (35)	615
Ideo: Conservative (5-7)	31% (212)	40% (273)	16% (107)	9% (63)	5% (32)	688
Educ: < College	32% (478)	36% (548)	15% (225)	11% (167)	6% (94)	1512
Educ: Bachelors degree	38% (168)	42% (185)	12% (54)	6% (27)	2% (10)	444
Educ: Post-grad	40% (97)	46% (111)	9% (22)	3% (7)	3% (7)	244
Income: Under 50k	31% (385)	37% (456)	14% (173)	10% (127)	7% (89)	1230
Income: 50k-100k	36% (232)	38% (250)	15% (98)	9% (59)	2% (14)	654
Income: 100k+	40% (126)	44% (138)	9% (30)	5% (15)	2% (8)	316
Ethnicity: White	34% (587)	39% (679)	13% (231)	8% (143)	5% (82)	1722
Ethnicity: Hispanic	36% (125)	37% (128)	12% (40)	11% (40)	5% (16)	349

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Table MCE4_8: How interested are you in the following genres of nonfiction programming?

Documentaries

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	34% (743)	38% (844)	14% (301)	9% (201)	5% (111)	2200
Ethnicity: Black	33% (90)	34% (94)	13% (36)	13% (35)	7% (19)	274
Ethnicity: Other	33% (66)	35% (71)	16% (33)	11% (23)	5% (10)	204
All Christian	34% (364)	39% (422)	14% (145)	9% (100)	4% (39)	1070
All Non-Christian	33% (40)	37% (45)	19% (23)	5% (6)	6% (7)	122
Atheist	39% (35)	32% (29)	9% (8)	17% (16)	3% (2)	90
Agnostic/Nothing in particular	33% (175)	40% (212)	15% (78)	7% (40)	6% (31)	536
Something Else	34% (129)	36% (137)	12% (47)	10% (39)	8% (31)	383
Religious Non-Protestant/Catholic	34% (47)	36% (49)	20% (27)	5% (6)	5% (7)	137
Evangelical	34% (232)	39% (262)	13% (89)	9% (60)	5% (36)	679
Non-Evangelical	33% (247)	39% (286)	13% (95)	11% (79)	5% (34)	741
Community: Urban	38% (281)	37% (277)	13% (93)	8% (61)	4% (29)	742
Community: Suburban	31% (290)	40% (372)	14% (135)	10% (90)	5% (46)	932
Community: Rural	33% (173)	37% (195)	14% (73)	9% (49)	7% (36)	526
Employ: Private Sector	37% (234)	41% (259)	12% (75)	8% (48)	3% (19)	635
Employ: Government	39% (57)	38% (56)	7% (10)	11% (16)	5% (8)	147
Employ: Self-Employed	28% (58)	37% (77)	23% (48)	7% (15)	6% (13)	210
Employ: Homemaker	34% (56)	31% (51)	14% (22)	9% (15)	12% (20)	164
Employ: Student	31% (32)	36% (37)	22% (23)	8% (9)	3% (3)	103
Employ: Retired	31% (157)	41% (210)	15% (78)	9% (45)	4% (19)	509
Employ: Unemployed	34% (96)	36% (103)	9% (25)	15% (41)	6% (18)	283
Employ: Other	36% (54)	35% (52)	13% (19)	9% (13)	8% (12)	149
Military HH: Yes	31% (122)	41% (161)	14% (56)	10% (39)	3% (11)	390
Military HH: No	34% (621)	38% (683)	13% (244)	9% (162)	5% (100)	1810
RD/WT: Right Direction	36% (242)	39% (261)	11% (74)	8% (53)	6% (41)	671
RD/WT: Wrong Track	33% (501)	38% (584)	15% (227)	10% (148)	5% (70)	1529
Trump Job Approve	32% (284)	38% (332)	14% (120)	10% (90)	6% (50)	877
Trump Job Disapprove	35% (429)	40% (494)	14% (168)	8% (102)	4% (46)	1238

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Table MCE4_8: How interested are you in the following genres of nonfiction programming?*Documentaries*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	34% (743)	38% (844)	14% (301)	9% (201)	5% (111)	2200
Trump Job Strongly Approve	34% (181)	35% (188)	15% (79)	10% (55)	6% (32)	536
Trump Job Somewhat Approve	30% (103)	42% (144)	12% (41)	10% (35)	5% (18)	341
Trump Job Somewhat Disapprove	30% (85)	40% (114)	18% (50)	8% (22)	5% (15)	285
Trump Job Strongly Disapprove	36% (344)	40% (380)	12% (118)	8% (80)	3% (31)	953
Favorable of Trump	32% (282)	38% (334)	14% (122)	10% (89)	5% (47)	874
Unfavorable of Trump	36% (439)	39% (478)	14% (169)	9% (107)	3% (36)	1229
Very Favorable of Trump	32% (174)	37% (198)	15% (81)	10% (53)	6% (34)	540
Somewhat Favorable of Trump	32% (108)	40% (135)	12% (41)	11% (36)	4% (13)	334
Somewhat Unfavorable of Trump	33% (76)	38% (87)	18% (41)	9% (20)	3% (6)	230
Very Unfavorable of Trump	36% (364)	39% (392)	13% (127)	9% (87)	3% (30)	999
#1 Issue: Economy	36% (315)	38% (329)	13% (112)	9% (78)	4% (37)	870
#1 Issue: Security	31% (66)	40% (83)	11% (23)	12% (25)	7% (14)	210
#1 Issue: Health Care	38% (147)	39% (151)	13% (49)	7% (28)	4% (15)	390
#1 Issue: Medicare / Social Security	26% (68)	38% (101)	20% (51)	10% (25)	6% (16)	262
#1 Issue: Women's Issues	31% (38)	27% (32)	13% (16)	22% (27)	7% (9)	122
#1 Issue: Education	36% (37)	37% (39)	17% (18)	6% (6)	4% (4)	104
#1 Issue: Energy	29% (26)	47% (43)	15% (13)	7% (6)	2% (2)	90
#1 Issue: Other	31% (46)	44% (66)	12% (19)	4% (6)	9% (14)	152
2018 House Vote: Democrat	39% (296)	39% (298)	12% (95)	6% (45)	3% (26)	760
2018 House Vote: Republican	30% (175)	42% (242)	15% (88)	10% (56)	4% (21)	581
2016 Vote: Hillary Clinton	37% (269)	41% (294)	12% (88)	6% (46)	3% (24)	722
2016 Vote: Donald Trump	31% (205)	42% (277)	16% (104)	8% (55)	3% (23)	665
2016 Vote: Other	26% (22)	51% (45)	13% (12)	7% (6)	2% (2)	87
2016 Vote: Didn't Vote	34% (244)	32% (228)	13% (97)	13% (93)	8% (61)	725
Voted in 2014: Yes	35% (430)	42% (508)	12% (147)	8% (92)	4% (43)	1220
Voted in 2014: No	32% (314)	34% (336)	16% (153)	11% (109)	7% (68)	980
2012 Vote: Barack Obama	36% (308)	42% (364)	12% (102)	7% (57)	4% (33)	864
2012 Vote: Mitt Romney	31% (138)	40% (178)	15% (67)	10% (44)	3% (14)	442
2012 Vote: Other	30% (18)	40% (24)	7% (4)	13% (8)	9% (6)	60
2012 Vote: Didn't Vote	34% (279)	33% (277)	15% (127)	11% (91)	7% (58)	832

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Table MCE4_8: How interested are you in the following genres of nonfiction programming?

Documentaries

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	34%	(743)	38%	(844)	14%	(301)	9%	(201)	5%	(111)	2200
4-Region: Northeast	38%	(149)	37%	(147)	13%	(51)	8%	(32)	3%	(14)	394
4-Region: Midwest	30%	(140)	38%	(176)	16%	(76)	10%	(45)	5%	(25)	462
4-Region: South	34%	(278)	39%	(323)	12%	(101)	9%	(77)	5%	(45)	824
4-Region: West	34%	(175)	38%	(197)	14%	(73)	9%	(47)	5%	(27)	520
Cable TV subscribers	35%	(341)	42%	(411)	11%	(110)	9%	(87)	4%	(37)	986
Satellite TV subscribers	35%	(169)	36%	(171)	16%	(75)	9%	(43)	5%	(23)	481
Former cable TV subscribers	35%	(272)	36%	(283)	16%	(126)	10%	(75)	4%	(32)	787
Former satellite TV subscribers	32%	(216)	43%	(289)	14%	(94)	6%	(43)	4%	(28)	670
Watches mostly scripted shows	28%	(232)	42%	(347)	17%	(142)	10%	(81)	3%	(25)	828
Watches mostly unscripted shows	47%	(123)	32%	(83)	9%	(24)	9%	(23)	3%	(7)	260
Watches scripted and unscripted	41%	(292)	44%	(313)	10%	(69)	4%	(32)	2%	(12)	718
Watches mostly for entertainment	27%	(296)	43%	(478)	17%	(188)	10%	(114)	2%	(27)	1103
Watches mostly for education	42%	(62)	29%	(42)	16%	(24)	8%	(12)	4%	(6)	145
Watches for entertainment and education	51%	(313)	39%	(236)	5%	(33)	3%	(18)	1%	(8)	607
Likely to subscribe to Discovery+	46%	(306)	37%	(249)	10%	(66)	5%	(35)	1%	(10)	665
Unlikely to subscribe to Discovery+	26%	(296)	41%	(463)	17%	(196)	12%	(133)	4%	(40)	1127
Subscribes to at least one streaming service	37%	(626)	39%	(662)	13%	(218)	8%	(138)	4%	(64)	1708
Subscribes to 3+ streaming services	40%	(426)	38%	(403)	12%	(123)	8%	(80)	3%	(27)	1059

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

Table MCE4_9: How interested are you in the following genres of nonfiction programming?
Paranormal or mystical

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	26% (563)	29% (629)	18% (385)	23% (501)	6% (122)	2200
Gender: Male	25% (261)	32% (337)	18% (187)	21% (222)	5% (55)	1062
Gender: Female	27% (302)	26% (292)	17% (199)	25% (279)	6% (66)	1138
Age: 18-34	34% (223)	32% (208)	15% (96)	11% (70)	9% (58)	655
Age: 35-44	38% (135)	29% (104)	15% (52)	13% (47)	6% (20)	358
Age: 45-64	20% (151)	30% (222)	19% (142)	27% (205)	4% (32)	751
Age: 65+	13% (55)	22% (95)	22% (96)	41% (179)	3% (12)	436
GenZers: 1997-2012	37% (100)	27% (74)	17% (46)	8% (22)	12% (33)	274
Millennials: 1981-1996	36% (213)	32% (189)	14% (83)	13% (77)	6% (37)	599
GenXers: 1965-1980	28% (146)	32% (171)	16% (83)	19% (102)	5% (26)	529
Baby Boomers: 1946-1964	12% (88)	26% (181)	22% (156)	37% (260)	3% (21)	706
PID: Dem (no lean)	29% (269)	30% (271)	17% (155)	19% (170)	5% (47)	912
PID: Ind (no lean)	22% (142)	30% (192)	18% (116)	23% (144)	7% (46)	640
PID: Rep (no lean)	24% (152)	26% (166)	18% (115)	29% (186)	4% (29)	648
PID/Gender: Dem Men	26% (115)	36% (158)	18% (80)	14% (63)	5% (21)	438
PID/Gender: Dem Women	32% (154)	24% (113)	16% (74)	23% (108)	5% (25)	474
PID/Gender: Ind Men	20% (57)	31% (87)	19% (53)	23% (67)	7% (19)	283
PID/Gender: Ind Women	24% (86)	29% (104)	17% (62)	22% (78)	8% (27)	357
PID/Gender: Rep Men	26% (90)	27% (91)	15% (53)	27% (93)	4% (14)	341
PID/Gender: Rep Women	20% (63)	24% (75)	20% (62)	30% (94)	5% (14)	307
Ideo: Liberal (1-3)	28% (191)	31% (210)	19% (127)	19% (132)	3% (22)	683
Ideo: Moderate (4)	22% (136)	32% (198)	18% (109)	21% (129)	7% (42)	615
Ideo: Conservative (5-7)	25% (175)	25% (170)	18% (121)	28% (193)	4% (29)	688
Educ: < College	26% (400)	28% (420)	16% (247)	23% (343)	7% (103)	1512
Educ: Bachelors degree	23% (101)	30% (132)	21% (95)	23% (104)	3% (12)	444
Educ: Post-grad	26% (63)	31% (76)	18% (44)	22% (54)	3% (7)	244
Income: Under 50k	27% (332)	30% (374)	14% (177)	20% (251)	8% (97)	1230
Income: 50k-100k	24% (157)	26% (168)	22% (143)	26% (173)	2% (14)	654
Income: 100k+	24% (75)	27% (87)	21% (66)	24% (77)	4% (12)	316
Ethnicity: White	25% (431)	28% (487)	18% (310)	24% (409)	5% (85)	1722
Ethnicity: Hispanic	33% (114)	33% (116)	12% (43)	15% (52)	7% (23)	349

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Table MCE4_9: How interested are you in the following genres of nonfiction programming?
Paranormal or mystical

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	26% (563)	29% (629)	18% (385)	23% (501)	6% (122)	2200
Ethnicity: Black	28% (78)	27% (74)	17% (48)	19% (52)	8% (22)	274
Ethnicity: Other	26% (54)	33% (68)	14% (28)	20% (40)	7% (15)	204
All Christian	22% (239)	30% (318)	19% (202)	25% (263)	5% (48)	1070
All Non-Christian	28% (34)	29% (35)	19% (23)	18% (22)	7% (8)	122
Atheist	21% (19)	33% (30)	14% (13)	28% (25)	3% (3)	90
Agnostic/Nothing in particular	29% (156)	29% (157)	16% (86)	20% (105)	6% (30)	536
Something Else	30% (115)	23% (88)	16% (61)	22% (86)	8% (32)	383
Religious Non-Protestant/Catholic	27% (37)	29% (40)	22% (30)	16% (23)	6% (8)	137
Evangelical	26% (179)	27% (185)	17% (118)	23% (156)	6% (41)	679
Non-Evangelical	22% (166)	28% (211)	19% (137)	26% (189)	5% (38)	741
Community: Urban	30% (224)	32% (239)	16% (117)	16% (122)	5% (41)	742
Community: Suburban	21% (195)	28% (264)	19% (175)	27% (253)	5% (44)	932
Community: Rural	27% (145)	24% (125)	18% (94)	24% (126)	7% (37)	526
Employ: Private Sector	29% (187)	31% (199)	18% (117)	17% (107)	4% (26)	635
Employ: Government	27% (39)	33% (49)	17% (25)	17% (24)	6% (9)	147
Employ: Self-Employed	26% (55)	27% (57)	17% (35)	27% (56)	4% (7)	210
Employ: Homemaker	29% (47)	25% (41)	17% (27)	17% (27)	13% (21)	164
Employ: Student	26% (27)	33% (34)	24% (25)	13% (13)	4% (4)	103
Employ: Retired	13% (67)	25% (129)	20% (101)	39% (198)	3% (15)	509
Employ: Unemployed	34% (98)	27% (78)	11% (31)	16% (47)	11% (30)	283
Employ: Other	30% (44)	29% (43)	16% (24)	20% (30)	5% (8)	149
Military HH: Yes	22% (84)	31% (122)	16% (61)	28% (108)	4% (15)	390
Military HH: No	26% (479)	28% (506)	18% (324)	22% (393)	6% (107)	1810
RD/WT: Right Direction	27% (181)	32% (212)	15% (99)	20% (137)	6% (42)	671
RD/WT: Wrong Track	25% (382)	27% (417)	19% (286)	24% (364)	5% (80)	1529
Trump Job Approve	24% (212)	28% (243)	17% (147)	25% (223)	6% (52)	877
Trump Job Disapprove	27% (338)	29% (358)	18% (228)	21% (261)	4% (54)	1238

Continued on next page

Table MCE4_9: How interested are you in the following genres of nonfiction programming?
Paranormal or mystical

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	26% (563)	29% (629)	18% (385)	23% (501)	6% (122)	2200
Trump Job Strongly Approve	27% (146)	23% (124)	17% (89)	27% (147)	6% (30)	536
Trump Job Somewhat Approve	20% (67)	35% (119)	17% (58)	22% (76)	6% (21)	341
Trump Job Somewhat Disapprove	31% (89)	36% (102)	17% (48)	12% (34)	4% (12)	285
Trump Job Strongly Disapprove	26% (248)	27% (256)	19% (181)	24% (227)	4% (41)	953
Favorable of Trump	25% (218)	28% (247)	17% (146)	25% (217)	5% (46)	874
Unfavorable of Trump	27% (331)	29% (356)	18% (225)	22% (268)	4% (48)	1229
Very Favorable of Trump	28% (152)	22% (120)	16% (87)	28% (150)	6% (32)	540
Somewhat Favorable of Trump	20% (66)	38% (128)	18% (59)	20% (67)	4% (14)	334
Somewhat Unfavorable of Trump	32% (74)	38% (86)	12% (28)	16% (36)	3% (6)	230
Very Unfavorable of Trump	26% (257)	27% (270)	20% (198)	23% (232)	4% (42)	999
#1 Issue: Economy	26% (227)	29% (253)	18% (153)	22% (190)	6% (48)	870
#1 Issue: Security	29% (61)	26% (55)	13% (28)	27% (58)	4% (9)	210
#1 Issue: Health Care	27% (105)	34% (132)	15% (58)	20% (78)	4% (16)	390
#1 Issue: Medicare / Social Security	16% (42)	27% (72)	22% (56)	29% (76)	6% (15)	262
#1 Issue: Women's Issues	38% (46)	25% (30)	11% (14)	17% (21)	9% (10)	122
#1 Issue: Education	31% (32)	32% (34)	25% (26)	9% (9)	3% (4)	104
#1 Issue: Energy	31% (28)	29% (26)	15% (14)	21% (19)	4% (3)	90
#1 Issue: Other	15% (23)	17% (26)	25% (38)	33% (50)	10% (15)	152
2018 House Vote: Democrat	26% (201)	29% (217)	19% (141)	22% (170)	4% (31)	760
2018 House Vote: Republican	23% (136)	28% (162)	18% (102)	28% (163)	3% (17)	581
2016 Vote: Hillary Clinton	26% (187)	29% (207)	18% (129)	23% (169)	4% (30)	722
2016 Vote: Donald Trump	22% (147)	29% (195)	17% (112)	29% (192)	3% (19)	665
2016 Vote: Other	26% (23)	25% (22)	29% (25)	18% (16)	3% (2)	87
2016 Vote: Didn't Vote	28% (206)	28% (204)	16% (119)	17% (124)	10% (71)	725
Voted in 2014: Yes	24% (296)	27% (329)	19% (231)	27% (324)	3% (40)	1220
Voted in 2014: No	27% (267)	31% (300)	16% (154)	18% (177)	8% (82)	980
2012 Vote: Barack Obama	26% (221)	28% (244)	19% (164)	23% (200)	4% (35)	864
2012 Vote: Mitt Romney	20% (87)	25% (108)	17% (77)	35% (154)	4% (16)	442
2012 Vote: Other	20% (12)	27% (16)	25% (15)	25% (15)	3% (2)	60
2012 Vote: Didn't Vote	29% (242)	31% (260)	16% (129)	16% (132)	8% (69)	832

Continued on next page

Table MCE4_9: How interested are you in the following genres of nonfiction programming?
Paranormal or mystical

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(563)	29%	(629)	18%	(385)	23%	(501)	6%	(122)	2200
4-Region: Northeast	25%	(99)	31%	(123)	20%	(77)	19%	(75)	5%	(20)	394
4-Region: Midwest	24%	(112)	27%	(124)	18%	(81)	26%	(121)	5%	(25)	462
4-Region: South	26%	(217)	27%	(226)	18%	(148)	22%	(185)	6%	(48)	824
4-Region: West	26%	(136)	30%	(156)	15%	(79)	23%	(120)	5%	(28)	520
Cable TV subscribers	26%	(253)	28%	(274)	18%	(174)	25%	(244)	4%	(41)	986
Satellite TV subscribers	31%	(151)	32%	(153)	14%	(67)	18%	(84)	5%	(25)	481
Former cable TV subscribers	24%	(187)	29%	(231)	21%	(162)	22%	(171)	5%	(37)	787
Former satellite TV subscribers	27%	(183)	31%	(206)	20%	(131)	18%	(122)	4%	(29)	670
Watches mostly scripted shows	22%	(181)	32%	(267)	19%	(158)	24%	(198)	3%	(24)	828
Watches mostly unscripted shows	33%	(86)	30%	(79)	16%	(41)	18%	(48)	3%	(7)	260
Watches scripted and unscripted	32%	(226)	29%	(209)	18%	(126)	19%	(137)	3%	(19)	718
Watches mostly for entertainment	27%	(293)	29%	(320)	18%	(200)	24%	(264)	2%	(26)	1103
Watches mostly for education	31%	(45)	36%	(53)	16%	(23)	11%	(16)	5%	(8)	145
Watches for entertainment and education	30%	(180)	33%	(198)	17%	(105)	18%	(112)	2%	(12)	607
Likely to subscribe to Discovery+	38%	(252)	35%	(232)	14%	(94)	10%	(69)	3%	(18)	665
Unlikely to subscribe to Discovery+	21%	(232)	26%	(297)	20%	(224)	30%	(337)	3%	(38)	1127
Subscribes to at least one streaming service	28%	(485)	29%	(501)	17%	(295)	21%	(359)	4%	(68)	1708
Subscribes to 3+ streaming services	33%	(349)	31%	(329)	14%	(153)	18%	(194)	3%	(35)	1059

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

Table MCE5: As you may know, Discovery+ launches on January 4. How likely are you to subscribe to the streaming service?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (273)	18% (391)	17% (372)	34% (756)	19% (408)	2200
Gender: Male	16% (165)	19% (205)	18% (193)	30% (314)	17% (184)	1062
Gender: Female	9% (108)	16% (186)	16% (178)	39% (442)	20% (224)	1138
Age: 18-34	15% (100)	26% (169)	17% (114)	25% (162)	17% (111)	655
Age: 35-44	28% (99)	25% (89)	13% (45)	19% (66)	17% (59)	358
Age: 45-64	8% (64)	14% (103)	18% (137)	39% (292)	21% (155)	751
Age: 65+	3% (11)	7% (31)	17% (75)	54% (236)	19% (83)	436
GenZers: 1997-2012	8% (23)	21% (57)	20% (55)	33% (89)	18% (50)	274
Millennials: 1981-1996	24% (142)	28% (168)	14% (85)	18% (110)	16% (95)	599
GenXers: 1965-1980	17% (88)	18% (97)	14% (75)	29% (155)	22% (114)	529
Baby Boomers: 1946-1964	3% (21)	9% (60)	20% (144)	49% (345)	19% (136)	706
PID: Dem (no lean)	16% (148)	19% (176)	16% (143)	32% (290)	17% (155)	912
PID: Ind (no lean)	8% (54)	16% (105)	18% (113)	33% (214)	24% (154)	640
PID: Rep (no lean)	11% (71)	17% (110)	18% (116)	39% (251)	15% (99)	648
PID/Gender: Dem Men	21% (91)	22% (95)	17% (73)	25% (110)	16% (69)	438
PID/Gender: Dem Women	12% (57)	17% (81)	15% (70)	38% (180)	18% (86)	474
PID/Gender: Ind Men	8% (24)	17% (49)	20% (57)	31% (88)	23% (66)	283
PID/Gender: Ind Women	9% (31)	16% (56)	16% (56)	36% (127)	24% (87)	357
PID/Gender: Rep Men	15% (51)	18% (61)	19% (64)	34% (117)	14% (49)	341
PID/Gender: Rep Women	7% (21)	16% (49)	17% (53)	44% (135)	16% (50)	307
Ideo: Liberal (1-3)	19% (130)	19% (128)	17% (116)	31% (210)	14% (99)	683
Ideo: Moderate (4)	10% (63)	18% (112)	19% (118)	33% (200)	20% (122)	615
Ideo: Conservative (5-7)	10% (69)	17% (117)	16% (113)	39% (265)	18% (123)	688
Educ: < College	9% (135)	16% (241)	18% (267)	36% (552)	21% (318)	1512
Educ: Bachelors degree	16% (73)	21% (95)	17% (77)	32% (140)	13% (59)	444
Educ: Post-grad	27% (66)	23% (55)	11% (28)	26% (64)	12% (30)	244
Income: Under 50k	9% (112)	16% (192)	16% (203)	37% (456)	22% (267)	1230
Income: 50k-100k	13% (83)	19% (124)	18% (121)	33% (218)	16% (107)	654
Income: 100k+	25% (78)	24% (75)	15% (48)	26% (81)	11% (34)	316
Ethnicity: White	13% (219)	17% (300)	17% (298)	35% (598)	18% (307)	1722
Ethnicity: Hispanic	19% (65)	22% (77)	20% (71)	20% (71)	19% (66)	349
Ethnicity: Black	15% (41)	21% (56)	13% (36)	33% (91)	18% (51)	274

Continued on next page

Table MCE5: As you may know, Discovery+ launches on January 4. How likely are you to subscribe to the streaming service?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (273)	18% (391)	17% (372)	34% (756)	19% (408)	2200
Ethnicity: Other	7% (14)	17% (35)	18% (38)	33% (67)	25% (50)	204
All Christian	14% (149)	17% (187)	17% (177)	37% (393)	15% (164)	1070
All Non-Christian	26% (31)	22% (27)	11% (14)	25% (30)	16% (19)	122
Atheist	8% (7)	16% (14)	29% (26)	30% (27)	17% (15)	90
Agnostic/Nothing in particular	9% (46)	16% (87)	20% (106)	32% (173)	23% (124)	536
Something Else	10% (39)	20% (76)	13% (49)	35% (133)	22% (85)	383
Religious Non-Protestant/Catholic	25% (34)	22% (30)	11% (15)	27% (36)	16% (22)	137
Evangelical	20% (138)	19% (132)	13% (89)	31% (210)	16% (110)	679
Non-Evangelical	6% (43)	17% (125)	18% (133)	41% (304)	18% (137)	741
Community: Urban	22% (165)	21% (159)	15% (108)	25% (183)	17% (127)	742
Community: Suburban	8% (78)	16% (151)	19% (179)	38% (357)	18% (167)	932
Community: Rural	6% (31)	16% (82)	16% (85)	41% (216)	21% (113)	526
Employ: Private Sector	23% (149)	20% (130)	15% (98)	27% (169)	14% (90)	635
Employ: Government	19% (27)	27% (40)	16% (24)	22% (33)	15% (22)	147
Employ: Self-Employed	15% (32)	23% (48)	15% (32)	32% (67)	15% (32)	210
Employ: Homemaker	11% (18)	20% (33)	12% (20)	29% (48)	27% (45)	164
Employ: Student	1% (1)	24% (25)	25% (26)	32% (33)	18% (19)	103
Employ: Retired	3% (14)	9% (45)	19% (95)	51% (261)	19% (95)	509
Employ: Unemployed	7% (20)	18% (51)	18% (51)	34% (98)	23% (64)	283
Employ: Other	8% (12)	14% (20)	18% (27)	32% (48)	28% (42)	149
Military HH: Yes	14% (55)	15% (60)	15% (60)	38% (149)	17% (65)	390
Military HH: No	12% (218)	18% (331)	17% (312)	34% (606)	19% (343)	1810
RD/WT: Right Direction	20% (135)	23% (152)	15% (99)	27% (181)	15% (103)	671
RD/WT: Wrong Track	9% (138)	16% (239)	18% (273)	38% (575)	20% (304)	1529
Trump Job Approve	14% (127)	18% (155)	18% (156)	35% (304)	15% (135)	877
Trump Job Disapprove	11% (140)	18% (218)	17% (209)	35% (434)	19% (236)	1238
Trump Job Strongly Approve	16% (88)	14% (76)	17% (90)	37% (201)	15% (81)	536
Trump Job Somewhat Approve	11% (39)	23% (79)	19% (66)	30% (103)	16% (54)	341
Trump Job Somewhat Disapprove	13% (36)	26% (74)	20% (58)	26% (75)	15% (42)	285
Trump Job Strongly Disapprove	11% (104)	15% (145)	16% (151)	38% (359)	20% (194)	953

Continued on next page

Table MCE5: As you may know, Discovery+ launches on January 4. How likely are you to subscribe to the streaming service?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	12% (273)	18% (391)	17% (372)	34% (756)	19% (408)	2200
Favorable of Trump	15% (132)	17% (151)	17% (148)	35% (304)	16% (139)	874
Unfavorable of Trump	11% (135)	17% (215)	17% (207)	35% (435)	19% (238)	1229
Very Favorable of Trump	15% (83)	14% (77)	16% (85)	37% (202)	17% (94)	540
Somewhat Favorable of Trump	15% (49)	22% (74)	19% (63)	31% (102)	14% (46)	334
Somewhat Unfavorable of Trump	13% (29)	22% (50)	19% (44)	30% (68)	17% (39)	230
Very Unfavorable of Trump	11% (105)	17% (165)	16% (163)	37% (366)	20% (199)	999
#1 Issue: Economy	12% (106)	19% (165)	17% (144)	33% (285)	20% (170)	870
#1 Issue: Security	14% (29)	19% (40)	18% (37)	35% (74)	14% (30)	210
#1 Issue: Health Care	14% (53)	18% (71)	21% (80)	31% (121)	17% (64)	390
#1 Issue: Medicare / Social Security	8% (21)	11% (28)	16% (41)	46% (122)	19% (51)	262
#1 Issue: Women's Issues	14% (17)	21% (26)	15% (18)	31% (37)	19% (24)	122
#1 Issue: Education	18% (19)	33% (34)	12% (13)	25% (26)	13% (13)	104
#1 Issue: Energy	28% (25)	16% (15)	13% (11)	29% (26)	14% (13)	90
#1 Issue: Other	3% (4)	9% (13)	18% (28)	42% (64)	28% (43)	152
2018 House Vote: Democrat	18% (138)	18% (139)	14% (109)	30% (229)	19% (146)	760
2018 House Vote: Republican	12% (70)	17% (100)	17% (100)	40% (230)	14% (81)	581
2016 Vote: Hillary Clinton	17% (121)	19% (134)	15% (111)	30% (219)	19% (137)	722
2016 Vote: Donald Trump	12% (77)	16% (107)	17% (112)	40% (265)	16% (104)	665
2016 Vote: Other	7% (6)	15% (13)	21% (19)	39% (34)	18% (15)	87
2016 Vote: Didn't Vote	9% (68)	19% (136)	18% (131)	33% (238)	21% (151)	725
Voted in 2014: Yes	14% (176)	17% (202)	16% (200)	35% (424)	18% (218)	1220
Voted in 2014: No	10% (97)	19% (190)	17% (171)	34% (332)	19% (189)	980
2012 Vote: Barack Obama	16% (140)	17% (145)	16% (135)	32% (279)	19% (164)	864
2012 Vote: Mitt Romney	7% (33)	16% (72)	18% (79)	43% (190)	15% (67)	442
2012 Vote: Other	4% (2)	11% (7)	19% (11)	38% (23)	29% (17)	60
2012 Vote: Didn't Vote	12% (97)	20% (167)	18% (146)	32% (263)	19% (159)	832
4-Region: Northeast	20% (80)	17% (66)	15% (61)	31% (122)	16% (65)	394
4-Region: Midwest	11% (50)	14% (67)	17% (80)	40% (183)	18% (81)	462
4-Region: South	11% (93)	20% (168)	14% (115)	34% (280)	20% (168)	824
4-Region: West	10% (51)	17% (90)	22% (116)	33% (170)	18% (93)	520
Cable TV subscribers	14% (142)	17% (164)	19% (184)	32% (320)	18% (175)	986

Continued on next page

Table MCE5: As you may know, Discovery+ launches on January 4. How likely are you to subscribe to the streaming service?

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	12%	(273)	18%	(391)	17%	(372)	34%	(756)	19%	(408)	2200
Satellite TV subscribers	24%	(118)	21%	(103)	11%	(53)	29%	(140)	14%	(68)	481
Former cable TV subscribers	10%	(76)	18%	(143)	18%	(142)	34%	(270)	20%	(156)	787
Former satellite TV subscribers	11%	(75)	23%	(154)	21%	(139)	27%	(182)	18%	(120)	670
Watches mostly scripted shows	13%	(104)	19%	(155)	20%	(164)	35%	(287)	14%	(119)	828
Watches mostly unscripted shows	24%	(62)	26%	(68)	14%	(37)	23%	(60)	12%	(31)	260
Watches scripted and unscripted	13%	(95)	20%	(145)	18%	(126)	29%	(210)	20%	(142)	718
Watches mostly for entertainment	10%	(114)	17%	(186)	20%	(224)	37%	(404)	16%	(175)	1103
Watches mostly for education	45%	(65)	26%	(37)	10%	(14)	15%	(21)	5%	(7)	145
Watches for entertainment and education	15%	(89)	23%	(142)	17%	(104)	24%	(146)	21%	(126)	607
Likely to subscribe to Discovery+	41%	(273)	59%	(391)	—	(0)	—	(0)	—	(0)	665
Unlikely to subscribe to Discovery+	—	(0)	—	(0)	33%	(372)	67%	(756)	—	(0)	1127
Subscribes to at least one streaming service	15%	(263)	21%	(350)	17%	(295)	29%	(504)	17%	(296)	1708
Subscribes to 3+ streaming services	22%	(236)	25%	(262)	16%	(166)	23%	(242)	14%	(153)	1059

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

Table MCE7_1NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 90 Day Fiance

Demographic	Selected	Not Selected	Total N
Adults	13% (295)	87% (1905)	2200
Gender: Male	13% (137)	87% (925)	1062
Gender: Female	14% (158)	86% (980)	1138
Age: 18-34	18% (116)	82% (539)	655
Age: 35-44	17% (60)	83% (297)	358
Age: 45-64	11% (82)	89% (669)	751
Age: 65+	8% (36)	92% (400)	436
GenZers: 1997-2012	16% (43)	84% (230)	274
Millennials: 1981-1996	18% (109)	82% (491)	599
GenXers: 1965-1980	14% (72)	86% (457)	529
Baby Boomers: 1946-1964	9% (65)	91% (640)	706
PID: Dem (no lean)	16% (143)	84% (768)	912
PID: Ind (no lean)	12% (74)	88% (566)	640
PID: Rep (no lean)	12% (77)	88% (571)	648
PID/Gender: Dem Men	16% (68)	84% (370)	438
PID/Gender: Dem Women	16% (75)	84% (399)	474
PID/Gender: Ind Men	10% (29)	90% (255)	283
PID/Gender: Ind Women	13% (46)	87% (311)	357
PID/Gender: Rep Men	12% (40)	88% (301)	341
PID/Gender: Rep Women	12% (37)	88% (270)	307
Ideo: Liberal (1-3)	16% (109)	84% (574)	683
Ideo: Moderate (4)	14% (86)	86% (529)	615
Ideo: Conservative (5-7)	11% (78)	89% (610)	688
Educ: < College	12% (184)	88% (1329)	1512
Educ: Bachelors degree	15% (68)	85% (376)	444
Educ: Post-grad	18% (43)	82% (201)	244
Income: Under 50k	12% (143)	88% (1087)	1230
Income: 50k-100k	15% (98)	85% (556)	654
Income: 100k+	17% (55)	83% (261)	316
Ethnicity: White	13% (232)	87% (1490)	1722
Ethnicity: Hispanic	20% (71)	80% (279)	349
Ethnicity: Black	14% (39)	86% (235)	274

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Table MCE7_1NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
90 Day Fiance

Demographic	Selected		Not Selected		Total N
Adults	13%	(295)	87%	(1905)	2200
Ethnicity: Other	11%	(23)	89%	(181)	204
All Christian	16%	(172)	84%	(898)	1070
All Non-Christian	17%	(21)	83%	(101)	122
Atheist	2%	(2)	98%	(88)	90
Agnostic/Nothing in particular	12%	(64)	88%	(472)	536
Something Else	9%	(36)	91%	(347)	383
Religious Non-Protestant/Catholic	16%	(22)	84%	(115)	137
Evangelical	14%	(92)	86%	(587)	679
Non-Evangelical	15%	(111)	85%	(630)	741
Community: Urban	17%	(123)	83%	(619)	742
Community: Suburban	12%	(112)	88%	(820)	932
Community: Rural	11%	(60)	89%	(466)	526
Employ: Private Sector	20%	(126)	80%	(509)	635
Employ: Government	11%	(16)	89%	(131)	147
Employ: Self-Employed	15%	(32)	85%	(178)	210
Employ: Homemaker	8%	(14)	92%	(150)	164
Employ: Student	12%	(13)	88%	(90)	103
Employ: Retired	7%	(35)	93%	(475)	509
Employ: Unemployed	14%	(40)	86%	(243)	283
Employ: Other	13%	(20)	87%	(129)	149
Military HH: Yes	12%	(47)	88%	(342)	390
Military HH: No	14%	(247)	86%	(1563)	1810
RD/WT: Right Direction	18%	(123)	82%	(547)	671
RD/WT: Wrong Track	11%	(171)	89%	(1358)	1529
Trump Job Approve	14%	(127)	86%	(750)	877
Trump Job Disapprove	13%	(158)	87%	(1080)	1238
Trump Job Strongly Approve	14%	(74)	86%	(462)	536
Trump Job Somewhat Approve	15%	(53)	85%	(288)	341
Trump Job Somewhat Disapprove	14%	(39)	86%	(246)	285
Trump Job Strongly Disapprove	13%	(120)	87%	(834)	953

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Table MCE7_1NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 90 Day Fiance

Demographic	Selected		Not Selected		Total N
Adults	13%	(295)	87%	(1905)	2200
Favorable of Trump	14%	(125)	86%	(750)	874
Unfavorable of Trump	13%	(158)	87%	(1072)	1229
Very Favorable of Trump	12%	(66)	88%	(474)	540
Somewhat Favorable of Trump	18%	(59)	82%	(275)	334
Somewhat Unfavorable of Trump	11%	(26)	89%	(204)	230
Very Unfavorable of Trump	13%	(132)	87%	(867)	999
#1 Issue: Economy	14%	(118)	86%	(752)	870
#1 Issue: Security	13%	(27)	87%	(183)	210
#1 Issue: Health Care	13%	(52)	87%	(337)	390
#1 Issue: Medicare / Social Security	10%	(26)	90%	(235)	262
#1 Issue: Women's Issues	13%	(16)	87%	(105)	122
#1 Issue: Education	23%	(24)	77%	(80)	104
#1 Issue: Energy	17%	(15)	83%	(75)	90
#1 Issue: Other	10%	(15)	90%	(137)	152
2018 House Vote: Democrat	16%	(119)	84%	(641)	760
2018 House Vote: Republican	14%	(79)	86%	(502)	581
2016 Vote: Hillary Clinton	15%	(108)	85%	(614)	722
2016 Vote: Donald Trump	15%	(98)	85%	(566)	665
2016 Vote: Other	7%	(6)	93%	(81)	87
2016 Vote: Didn't Vote	11%	(83)	89%	(642)	725
Voted in 2014: Yes	14%	(172)	86%	(1048)	1220
Voted in 2014: No	13%	(123)	87%	(857)	980
2012 Vote: Barack Obama	15%	(126)	85%	(739)	864
2012 Vote: Mitt Romney	13%	(57)	87%	(384)	442
2012 Vote: Other	3%	(2)	97%	(58)	60
2012 Vote: Didn't Vote	13%	(109)	87%	(723)	832
4-Region: Northeast	16%	(62)	84%	(332)	394
4-Region: Midwest	14%	(63)	86%	(399)	462
4-Region: South	13%	(110)	87%	(714)	824
4-Region: West	12%	(60)	88%	(460)	520
Cable TV subscribers	17%	(167)	83%	(819)	986

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Table MCE7_1NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
90 Day Fiance

Demographic	Selected		Not Selected		Total N
Adults	13%	(295)	87%	(1905)	2200
Satellite TV subscribers	18%	(88)	82%	(393)	481
Former cable TV subscribers	12%	(95)	88%	(692)	787
Former satellite TV subscribers	12%	(79)	88%	(592)	670
Watches mostly scripted shows	14%	(115)	86%	(714)	828
Watches mostly unscripted shows	19%	(51)	81%	(209)	260
Watches scripted and unscripted	15%	(105)	85%	(613)	718
Watches mostly for entertainment	12%	(134)	88%	(969)	1103
Watches mostly for education	24%	(35)	76%	(110)	145
Watches for entertainment and education	16%	(98)	84%	(510)	607
Likely to subscribe to Discovery+	23%	(153)	77%	(511)	665
Unlikely to subscribe to Discovery+	9%	(97)	91%	(1030)	1127
Subscribes to at least one streaming service	15%	(257)	85%	(1451)	1708
Subscribes to 3+ streaming services	17%	(183)	83%	(876)	1059

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

Table MCE7_2NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 The First 48

Demographic	Selected	Not Selected	Total N
Adults	17% (375)	83% (1825)	2200
Gender: Male	19% (198)	81% (864)	1062
Gender: Female	16% (178)	84% (961)	1138
Age: 18-34	18% (121)	82% (535)	655
Age: 35-44	21% (75)	79% (282)	358
Age: 45-64	17% (125)	83% (626)	751
Age: 65+	12% (54)	88% (382)	436
GenZers: 1997-2012	13% (37)	87% (237)	274
Millennials: 1981-1996	22% (133)	78% (466)	599
GenXers: 1965-1980	18% (94)	82% (435)	529
Baby Boomers: 1946-1964	15% (106)	85% (600)	706
PID: Dem (no lean)	19% (171)	81% (741)	912
PID: Ind (no lean)	14% (89)	86% (551)	640
PID: Rep (no lean)	18% (115)	82% (533)	648
PID/Gender: Dem Men	20% (87)	80% (350)	438
PID/Gender: Dem Women	18% (84)	82% (390)	474
PID/Gender: Ind Men	14% (39)	86% (245)	283
PID/Gender: Ind Women	14% (51)	86% (306)	357
PID/Gender: Rep Men	21% (72)	79% (269)	341
PID/Gender: Rep Women	14% (43)	86% (264)	307
Ideo: Liberal (1-3)	18% (121)	82% (562)	683
Ideo: Moderate (4)	17% (107)	83% (508)	615
Ideo: Conservative (5-7)	16% (110)	84% (578)	688
Educ: < College	17% (256)	83% (1256)	1512
Educ: Bachelors degree	17% (75)	83% (369)	444
Educ: Post-grad	18% (44)	82% (200)	244
Income: Under 50k	16% (196)	84% (1034)	1230
Income: 50k-100k	18% (120)	82% (534)	654
Income: 100k+	19% (59)	81% (257)	316
Ethnicity: White	17% (288)	83% (1433)	1722
Ethnicity: Hispanic	20% (69)	80% (280)	349
Ethnicity: Black	23% (63)	77% (211)	274

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Table MCE7_2NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
The First 48

Demographic	Selected		Not Selected		Total N
Adults	17%	(375)	83%	(1825)	2200
Ethnicity: Other	12%	(24)	88%	(180)	204
All Christian	17%	(186)	83%	(884)	1070
All Non-Christian	12%	(15)	88%	(107)	122
Atheist	12%	(11)	88%	(79)	90
Agnostic/Nothing in particular	18%	(95)	82%	(441)	536
Something Else	18%	(69)	82%	(314)	383
Religious Non-Protestant/Catholic	12%	(16)	88%	(121)	137
Evangelical	20%	(134)	80%	(544)	679
Non-Evangelical	16%	(116)	84%	(625)	741
Community: Urban	21%	(153)	79%	(589)	742
Community: Suburban	15%	(141)	85%	(790)	932
Community: Rural	15%	(81)	85%	(445)	526
Employ: Private Sector	20%	(126)	80%	(509)	635
Employ: Government	17%	(25)	83%	(121)	147
Employ: Self-Employed	14%	(29)	86%	(181)	210
Employ: Homemaker	20%	(32)	80%	(131)	164
Employ: Student	8%	(8)	92%	(95)	103
Employ: Retired	13%	(66)	87%	(443)	509
Employ: Unemployed	20%	(57)	80%	(226)	283
Employ: Other	21%	(31)	79%	(118)	149
Military HH: Yes	20%	(76)	80%	(314)	390
Military HH: No	17%	(299)	83%	(1511)	1810
RD/WT: Right Direction	18%	(123)	82%	(548)	671
RD/WT: Wrong Track	16%	(252)	84%	(1277)	1529
Trump Job Approve	19%	(166)	81%	(711)	877
Trump Job Disapprove	16%	(200)	84%	(1038)	1238
Trump Job Strongly Approve	21%	(111)	79%	(425)	536
Trump Job Somewhat Approve	16%	(55)	84%	(285)	341
Trump Job Somewhat Disapprove	17%	(49)	83%	(236)	285
Trump Job Strongly Disapprove	16%	(152)	84%	(802)	953

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Table MCE7_2NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 The First 48

Demographic	Selected		Not Selected		Total N
Adults	17%	(375)	83%	(1825)	2200
Favorable of Trump	19%	(165)	81%	(709)	874
Unfavorable of Trump	16%	(197)	84%	(1032)	1229
Very Favorable of Trump	20%	(109)	80%	(431)	540
Somewhat Favorable of Trump	17%	(57)	83%	(278)	334
Somewhat Unfavorable of Trump	16%	(37)	84%	(193)	230
Very Unfavorable of Trump	16%	(160)	84%	(839)	999
#1 Issue: Economy	19%	(165)	81%	(705)	870
#1 Issue: Security	16%	(33)	84%	(178)	210
#1 Issue: Health Care	17%	(68)	83%	(322)	390
#1 Issue: Medicare / Social Security	13%	(33)	87%	(229)	262
#1 Issue: Women's Issues	14%	(17)	86%	(105)	122
#1 Issue: Education	23%	(24)	77%	(80)	104
#1 Issue: Energy	17%	(16)	83%	(75)	90
#1 Issue: Other	13%	(20)	87%	(132)	152
2018 House Vote: Democrat	18%	(140)	82%	(619)	760
2018 House Vote: Republican	18%	(104)	82%	(477)	581
2016 Vote: Hillary Clinton	18%	(133)	82%	(589)	722
2016 Vote: Donald Trump	18%	(122)	82%	(542)	665
2016 Vote: Other	10%	(9)	90%	(78)	87
2016 Vote: Didn't Vote	15%	(111)	85%	(614)	725
Voted in 2014: Yes	19%	(229)	81%	(991)	1220
Voted in 2014: No	15%	(146)	85%	(834)	980
2012 Vote: Barack Obama	19%	(166)	81%	(699)	864
2012 Vote: Mitt Romney	18%	(79)	82%	(363)	442
2012 Vote: Other	10%	(6)	90%	(54)	60
2012 Vote: Didn't Vote	15%	(125)	85%	(707)	832
4-Region: Northeast	19%	(76)	81%	(317)	394
4-Region: Midwest	17%	(80)	83%	(382)	462
4-Region: South	18%	(144)	82%	(680)	824
4-Region: West	14%	(74)	86%	(446)	520
Cable TV subscribers	18%	(177)	82%	(809)	986

Continued on next page

Table MCE7_2NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
The First 48

Demographic	Selected		Not Selected		Total N
Adults	17%	(375)	83%	(1825)	2200
Satellite TV subscribers	19%	(89)	81%	(392)	481
Former cable TV subscribers	16%	(127)	84%	(660)	787
Former satellite TV subscribers	17%	(117)	83%	(554)	670
Watches mostly scripted shows	16%	(135)	84%	(694)	828
Watches mostly unscripted shows	23%	(59)	77%	(201)	260
Watches scripted and unscripted	20%	(147)	80%	(571)	718
Watches mostly for entertainment	17%	(182)	83%	(920)	1103
Watches mostly for education	25%	(36)	75%	(110)	145
Watches for entertainment and education	19%	(117)	81%	(491)	607
Likely to subscribe to Discovery+	26%	(175)	74%	(490)	665
Unlikely to subscribe to Discovery+	12%	(133)	88%	(994)	1127
Subscribes to at least one streaming service	19%	(319)	81%	(1389)	1708
Subscribes to 3+ streaming services	21%	(223)	79%	(836)	1059

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

Table MCE7_3NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Dance Moms

Demographic	Selected		Not Selected		Total N
Adults	8%	(186)	92%	(2014)	2200
Gender: Male	9%	(94)	91%	(968)	1062
Gender: Female	8%	(92)	92%	(1046)	1138
Age: 18-34	11%	(71)	89%	(584)	655
Age: 35-44	13%	(48)	87%	(310)	358
Age: 45-64	6%	(46)	94%	(705)	751
Age: 65+	5%	(22)	95%	(414)	436
GenZers: 1997-2012	8%	(22)	92%	(252)	274
Millennials: 1981-1996	13%	(78)	87%	(521)	599
GenXers: 1965-1980	8%	(44)	92%	(485)	529
Baby Boomers: 1946-1964	5%	(37)	95%	(668)	706
PID: Dem (no lean)	11%	(97)	89%	(814)	912
PID: Ind (no lean)	5%	(35)	95%	(605)	640
PID: Rep (no lean)	8%	(54)	92%	(595)	648
PID/Gender: Dem Men	11%	(50)	89%	(388)	438
PID/Gender: Dem Women	10%	(47)	90%	(427)	474
PID/Gender: Ind Men	5%	(15)	95%	(268)	283
PID/Gender: Ind Women	6%	(20)	94%	(337)	357
PID/Gender: Rep Men	8%	(29)	92%	(312)	341
PID/Gender: Rep Women	8%	(25)	92%	(283)	307
Ideo: Liberal (1-3)	12%	(81)	88%	(602)	683
Ideo: Moderate (4)	8%	(52)	92%	(563)	615
Ideo: Conservative (5-7)	7%	(50)	93%	(638)	688
Educ: < College	7%	(104)	93%	(1408)	1512
Educ: Bachelors degree	13%	(57)	87%	(387)	444
Educ: Post-grad	10%	(25)	90%	(219)	244
Income: Under 50k	6%	(73)	94%	(1157)	1230
Income: 50k-100k	11%	(71)	89%	(583)	654
Income: 100k+	13%	(43)	87%	(274)	316
Ethnicity: White	9%	(150)	91%	(1572)	1722
Ethnicity: Hispanic	14%	(48)	86%	(301)	349
Ethnicity: Black	7%	(19)	93%	(255)	274

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Table MCE7_3NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.

Dance Moms

Demographic	Selected		Not Selected		Total N
Adults	8%	(186)	92%	(2014)	2200
Ethnicity: Other	8%	(16)	92%	(188)	204
All Christian	11%	(117)	89%	(952)	1070
All Non-Christian	10%	(13)	90%	(109)	122
Atheist	1%	(0)	99%	(89)	90
Agnostic/Nothing in particular	6%	(32)	94%	(503)	536
Something Else	6%	(23)	94%	(359)	383
Religious Non-Protestant/Catholic	9%	(13)	91%	(124)	137
Evangelical	12%	(82)	88%	(596)	679
Non-Evangelical	7%	(55)	93%	(686)	741
Community: Urban	10%	(76)	90%	(666)	742
Community: Suburban	8%	(71)	92%	(861)	932
Community: Rural	7%	(39)	93%	(487)	526
Employ: Private Sector	12%	(75)	88%	(560)	635
Employ: Government	11%	(16)	89%	(131)	147
Employ: Self-Employed	8%	(16)	92%	(194)	210
Employ: Homemaker	12%	(19)	88%	(145)	164
Employ: Student	7%	(7)	93%	(96)	103
Employ: Retired	5%	(27)	95%	(483)	509
Employ: Unemployed	8%	(22)	92%	(261)	283
Employ: Other	3%	(5)	97%	(144)	149
Military HH: Yes	10%	(38)	90%	(352)	390
Military HH: No	8%	(148)	92%	(1662)	1810
RD/WT: Right Direction	12%	(79)	88%	(592)	671
RD/WT: Wrong Track	7%	(107)	93%	(1422)	1529
Trump Job Approve	9%	(80)	91%	(797)	877
Trump Job Disapprove	8%	(98)	92%	(1139)	1238
Trump Job Strongly Approve	9%	(46)	91%	(489)	536
Trump Job Somewhat Approve	10%	(33)	90%	(307)	341
Trump Job Somewhat Disapprove	10%	(27)	90%	(257)	285
Trump Job Strongly Disapprove	7%	(71)	93%	(882)	953

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Table MCE7_3NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Dance Moms

Demographic	Selected		Not Selected		Total N
Adults	8%	(186)	92%	(2014)	2200
Favorable of Trump	10%	(90)	90%	(784)	874
Unfavorable of Trump	7%	(91)	93%	(1138)	1229
Very Favorable of Trump	10%	(52)	90%	(488)	540
Somewhat Favorable of Trump	11%	(38)	89%	(296)	334
Somewhat Unfavorable of Trump	7%	(15)	93%	(215)	230
Very Unfavorable of Trump	8%	(76)	92%	(924)	999
#1 Issue: Economy	7%	(64)	93%	(807)	870
#1 Issue: Security	10%	(21)	90%	(189)	210
#1 Issue: Health Care	10%	(40)	90%	(349)	390
#1 Issue: Medicare / Social Security	8%	(20)	92%	(242)	262
#1 Issue: Women's Issues	10%	(12)	90%	(109)	122
#1 Issue: Education	9%	(10)	91%	(95)	104
#1 Issue: Energy	15%	(13)	85%	(77)	90
#1 Issue: Other	4%	(6)	96%	(146)	152
2018 House Vote: Democrat	11%	(82)	89%	(678)	760
2018 House Vote: Republican	8%	(47)	92%	(534)	581
2016 Vote: Hillary Clinton	10%	(72)	90%	(650)	722
2016 Vote: Donald Trump	8%	(55)	92%	(610)	665
2016 Vote: Other	6%	(6)	94%	(82)	87
2016 Vote: Didn't Vote	7%	(52)	93%	(672)	725
Voted in 2014: Yes	10%	(119)	90%	(1101)	1220
Voted in 2014: No	7%	(67)	93%	(913)	980
2012 Vote: Barack Obama	10%	(86)	90%	(778)	864
2012 Vote: Mitt Romney	7%	(32)	93%	(410)	442
2012 Vote: Other	4%	(2)	96%	(58)	60
2012 Vote: Didn't Vote	8%	(66)	92%	(766)	832
4-Region: Northeast	9%	(34)	91%	(360)	394
4-Region: Midwest	9%	(41)	91%	(421)	462
4-Region: South	9%	(73)	91%	(752)	824
4-Region: West	7%	(39)	93%	(481)	520
Cable TV subscribers	9%	(90)	91%	(896)	986

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Table MCE7_3NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Dance Moms

Demographic	Selected		Not Selected		Total N
Adults	8%	(186)	92%	(2014)	2200
Satellite TV subscribers	13%	(62)	87%	(419)	481
Former cable TV subscribers	9%	(68)	91%	(719)	787
Former satellite TV subscribers	9%	(58)	91%	(613)	670
Watches mostly scripted shows	10%	(84)	90%	(744)	828
Watches mostly unscripted shows	12%	(31)	88%	(229)	260
Watches scripted and unscripted	8%	(59)	92%	(659)	718
Watches mostly for entertainment	7%	(82)	93%	(1021)	1103
Watches mostly for education	15%	(22)	85%	(123)	145
Watches for entertainment and education	12%	(70)	88%	(537)	607
Likely to subscribe to Discovery+	17%	(110)	83%	(554)	665
Unlikely to subscribe to Discovery+	5%	(55)	95%	(1072)	1127
Subscribes to at least one streaming service	10%	(169)	90%	(1539)	1708
Subscribes to 3+ streaming services	12%	(127)	88%	(932)	1059

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

Table MCE7_4NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Pawn Stars

Demographic	Selected	Not Selected	Total N
Adults	21% (470)	79% (1730)	2200
Gender: Male	26% (272)	74% (790)	1062
Gender: Female	17% (198)	83% (940)	1138
Age: 18-34	24% (154)	76% (501)	655
Age: 35-44	31% (112)	69% (246)	358
Age: 45-64	18% (138)	82% (613)	751
Age: 65+	15% (67)	85% (369)	436
GenZers: 1997-2012	23% (63)	77% (210)	274
Millennials: 1981-1996	27% (161)	73% (438)	599
GenXers: 1965-1980	22% (117)	78% (412)	529
Baby Boomers: 1946-1964	16% (116)	84% (590)	706
PID: Dem (no lean)	23% (208)	77% (704)	912
PID: Ind (no lean)	22% (138)	78% (502)	640
PID: Rep (no lean)	19% (124)	81% (524)	648
PID/Gender: Dem Men	27% (117)	73% (321)	438
PID/Gender: Dem Women	19% (91)	81% (383)	474
PID/Gender: Ind Men	28% (79)	72% (204)	283
PID/Gender: Ind Women	16% (59)	84% (298)	357
PID/Gender: Rep Men	22% (76)	78% (265)	341
PID/Gender: Rep Women	16% (49)	84% (259)	307
Ideo: Liberal (1-3)	23% (158)	77% (525)	683
Ideo: Moderate (4)	24% (149)	76% (465)	615
Ideo: Conservative (5-7)	19% (131)	81% (557)	688
Educ: < College	20% (308)	80% (1205)	1512
Educ: Bachelors degree	23% (102)	77% (342)	444
Educ: Post-grad	25% (61)	75% (183)	244
Income: Under 50k	19% (239)	81% (991)	1230
Income: 50k-100k	23% (148)	77% (506)	654
Income: 100k+	26% (83)	74% (233)	316
Ethnicity: White	21% (368)	79% (1353)	1722
Ethnicity: Hispanic	25% (87)	75% (263)	349
Ethnicity: Black	24% (66)	76% (208)	274

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Table MCE7_4NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.

Pawn Stars

Demographic	Selected		Not Selected		Total N
Adults	21%	(470)	79%	(1730)	2200
Ethnicity: Other	18%	(36)	82%	(168)	204
All Christian	22%	(238)	78%	(832)	1070
All Non-Christian	30%	(37)	70%	(85)	122
Atheist	15%	(13)	85%	(77)	90
Agnostic/Nothing in particular	19%	(102)	81%	(433)	536
Something Else	21%	(80)	79%	(303)	383
Religious Non-Protestant/Catholic	29%	(40)	71%	(98)	137
Evangelical	23%	(155)	77%	(523)	679
Non-Evangelical	21%	(157)	79%	(584)	741
Community: Urban	24%	(182)	76%	(560)	742
Community: Suburban	18%	(172)	82%	(760)	932
Community: Rural	22%	(117)	78%	(409)	526
Employ: Private Sector	24%	(152)	76%	(483)	635
Employ: Government	20%	(29)	80%	(118)	147
Employ: Self-Employed	22%	(47)	78%	(163)	210
Employ: Homemaker	26%	(42)	74%	(121)	164
Employ: Student	19%	(19)	81%	(84)	103
Employ: Retired	18%	(91)	82%	(418)	509
Employ: Unemployed	22%	(61)	78%	(222)	283
Employ: Other	18%	(27)	82%	(121)	149
Military HH: Yes	22%	(86)	78%	(303)	390
Military HH: No	21%	(384)	79%	(1426)	1810
RD/WT: Right Direction	28%	(185)	72%	(486)	671
RD/WT: Wrong Track	19%	(285)	81%	(1244)	1529
Trump Job Approve	23%	(200)	77%	(677)	877
Trump Job Disapprove	21%	(257)	79%	(981)	1238
Trump Job Strongly Approve	22%	(115)	78%	(420)	536
Trump Job Somewhat Approve	25%	(85)	75%	(256)	341
Trump Job Somewhat Disapprove	22%	(62)	78%	(222)	285
Trump Job Strongly Disapprove	20%	(195)	80%	(758)	953

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Table MCE7_4NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Pawn Stars

Demographic	Selected		Not Selected		Total N
Adults	21%	(470)	79%	(1730)	2200
Favorable of Trump	23%	(200)	77%	(674)	874
Unfavorable of Trump	21%	(254)	79%	(975)	1229
Very Favorable of Trump	23%	(122)	77%	(418)	540
Somewhat Favorable of Trump	23%	(78)	77%	(256)	334
Somewhat Unfavorable of Trump	24%	(54)	76%	(175)	230
Very Unfavorable of Trump	20%	(200)	80%	(799)	999
#1 Issue: Economy	18%	(156)	82%	(714)	870
#1 Issue: Security	27%	(57)	73%	(153)	210
#1 Issue: Health Care	23%	(91)	77%	(299)	390
#1 Issue: Medicare / Social Security	18%	(47)	82%	(215)	262
#1 Issue: Women's Issues	23%	(27)	77%	(94)	122
#1 Issue: Education	32%	(34)	68%	(71)	104
#1 Issue: Energy	35%	(31)	65%	(59)	90
#1 Issue: Other	18%	(27)	82%	(125)	152
2018 House Vote: Democrat	23%	(173)	77%	(587)	760
2018 House Vote: Republican	22%	(130)	78%	(451)	581
2016 Vote: Hillary Clinton	22%	(158)	78%	(564)	722
2016 Vote: Donald Trump	21%	(140)	79%	(525)	665
2016 Vote: Other	17%	(15)	83%	(73)	87
2016 Vote: Didn't Vote	22%	(158)	78%	(566)	725
Voted in 2014: Yes	23%	(280)	77%	(940)	1220
Voted in 2014: No	19%	(191)	81%	(789)	980
2012 Vote: Barack Obama	23%	(195)	77%	(669)	864
2012 Vote: Mitt Romney	21%	(93)	79%	(349)	442
2012 Vote: Other	20%	(12)	80%	(48)	60
2012 Vote: Didn't Vote	20%	(170)	80%	(662)	832
4-Region: Northeast	25%	(97)	75%	(297)	394
4-Region: Midwest	23%	(107)	77%	(355)	462
4-Region: South	20%	(168)	80%	(656)	824
4-Region: West	19%	(98)	81%	(422)	520
Cable TV subscribers	24%	(239)	76%	(747)	986

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Table MCE7_4NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Pawn Stars

Demographic	Selected		Not Selected		Total N
Adults	21%	(470)	79%	(1730)	2200
Satellite TV subscribers	22%	(106)	78%	(374)	481
Former cable TV subscribers	19%	(151)	81%	(636)	787
Former satellite TV subscribers	22%	(149)	78%	(522)	670
Watches mostly scripted shows	17%	(144)	83%	(685)	828
Watches mostly unscripted shows	32%	(83)	68%	(177)	260
Watches scripted and unscripted	26%	(188)	74%	(530)	718
Watches mostly for entertainment	19%	(210)	81%	(893)	1103
Watches mostly for education	28%	(41)	72%	(105)	145
Watches for entertainment and education	29%	(176)	71%	(431)	607
Likely to subscribe to Discovery+	32%	(214)	68%	(451)	665
Unlikely to subscribe to Discovery+	15%	(175)	85%	(953)	1127
Subscribes to at least one streaming service	23%	(399)	77%	(1309)	1708
Subscribes to 3+ streaming services	26%	(280)	74%	(779)	1059

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

Table MCE7_5NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Storage Wars

Demographic	Selected	Not Selected	Total N
Adults	19% (425)	81% (1775)	2200
Gender: Male	24% (250)	76% (812)	1062
Gender: Female	15% (175)	85% (963)	1138
Age: 18-34	22% (141)	78% (514)	655
Age: 35-44	27% (97)	73% (261)	358
Age: 45-64	17% (127)	83% (624)	751
Age: 65+	14% (60)	86% (376)	436
GenZers: 1997-2012	19% (53)	81% (221)	274
Millennials: 1981-1996	25% (150)	75% (449)	599
GenXers: 1965-1980	19% (102)	81% (427)	529
Baby Boomers: 1946-1964	15% (108)	85% (598)	706
PID: Dem (no lean)	19% (173)	81% (739)	912
PID: Ind (no lean)	20% (129)	80% (511)	640
PID: Rep (no lean)	19% (123)	81% (525)	648
PID/Gender: Dem Men	24% (104)	76% (334)	438
PID/Gender: Dem Women	15% (69)	85% (405)	474
PID/Gender: Ind Men	23% (65)	77% (218)	283
PID/Gender: Ind Women	18% (64)	82% (293)	357
PID/Gender: Rep Men	24% (81)	76% (260)	341
PID/Gender: Rep Women	14% (42)	86% (265)	307
Ideo: Liberal (1-3)	20% (139)	80% (544)	683
Ideo: Moderate (4)	21% (131)	79% (484)	615
Ideo: Conservative (5-7)	18% (121)	82% (567)	688
Educ: < College	19% (282)	81% (1230)	1512
Educ: Bachelors degree	21% (93)	79% (351)	444
Educ: Post-grad	21% (50)	79% (194)	244
Income: Under 50k	18% (225)	82% (1005)	1230
Income: 50k-100k	20% (129)	80% (525)	654
Income: 100k+	23% (71)	77% (245)	316
Ethnicity: White	20% (344)	80% (1378)	1722
Ethnicity: Hispanic	17% (60)	83% (289)	349
Ethnicity: Black	19% (51)	81% (223)	274

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Table MCE7_5NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Storage Wars

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Ethnicity: Other	15%	(30)	85%	(174)	204
All Christian	20%	(211)	80%	(859)	1070
All Non-Christian	24%	(30)	76%	(92)	122
Atheist	15%	(13)	85%	(76)	90
Agnostic/Nothing in particular	18%	(98)	82%	(438)	536
Something Else	19%	(73)	81%	(309)	383
Religious Non-Protestant/Catholic	23%	(32)	77%	(105)	137
Evangelical	22%	(149)	78%	(529)	679
Non-Evangelical	18%	(131)	82%	(610)	741
Community: Urban	21%	(156)	79%	(586)	742
Community: Suburban	18%	(170)	82%	(762)	932
Community: Rural	19%	(100)	81%	(427)	526
Employ: Private Sector	23%	(149)	77%	(486)	635
Employ: Government	16%	(23)	84%	(123)	147
Employ: Self-Employed	20%	(42)	80%	(168)	210
Employ: Homemaker	22%	(36)	78%	(127)	164
Employ: Student	16%	(16)	84%	(87)	103
Employ: Retired	15%	(79)	85%	(430)	509
Employ: Unemployed	19%	(53)	81%	(231)	283
Employ: Other	18%	(27)	82%	(121)	149
Military HH: Yes	20%	(77)	80%	(313)	390
Military HH: No	19%	(348)	81%	(1462)	1810
RD/WT: Right Direction	24%	(158)	76%	(513)	671
RD/WT: Wrong Track	17%	(267)	83%	(1262)	1529
Trump Job Approve	21%	(182)	79%	(695)	877
Trump Job Disapprove	19%	(233)	81%	(1005)	1238
Trump Job Strongly Approve	20%	(105)	80%	(431)	536
Trump Job Somewhat Approve	23%	(77)	77%	(264)	341
Trump Job Somewhat Disapprove	21%	(59)	79%	(226)	285
Trump Job Strongly Disapprove	18%	(175)	82%	(779)	953

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Table MCE7_5NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Storage Wars

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Favorable of Trump	20%	(178)	80%	(696)	874
Unfavorable of Trump	19%	(232)	81%	(997)	1229
Very Favorable of Trump	20%	(107)	80%	(433)	540
Somewhat Favorable of Trump	21%	(71)	79%	(263)	334
Somewhat Unfavorable of Trump	23%	(54)	77%	(176)	230
Very Unfavorable of Trump	18%	(178)	82%	(821)	999
#1 Issue: Economy	18%	(154)	82%	(716)	870
#1 Issue: Security	24%	(50)	76%	(160)	210
#1 Issue: Health Care	23%	(88)	77%	(301)	390
#1 Issue: Medicare / Social Security	16%	(42)	84%	(220)	262
#1 Issue: Women's Issues	14%	(17)	86%	(105)	122
#1 Issue: Education	24%	(25)	76%	(80)	104
#1 Issue: Energy	33%	(30)	67%	(61)	90
#1 Issue: Other	13%	(20)	87%	(132)	152
2018 House Vote: Democrat	20%	(149)	80%	(611)	760
2018 House Vote: Republican	21%	(121)	79%	(460)	581
2016 Vote: Hillary Clinton	20%	(142)	80%	(580)	722
2016 Vote: Donald Trump	21%	(137)	79%	(528)	665
2016 Vote: Other	13%	(11)	87%	(76)	87
2016 Vote: Didn't Vote	19%	(136)	81%	(589)	725
Voted in 2014: Yes	20%	(249)	80%	(971)	1220
Voted in 2014: No	18%	(176)	82%	(804)	980
2012 Vote: Barack Obama	20%	(176)	80%	(688)	864
2012 Vote: Mitt Romney	19%	(85)	81%	(357)	442
2012 Vote: Other	14%	(9)	86%	(52)	60
2012 Vote: Didn't Vote	19%	(156)	81%	(676)	832
4-Region: Northeast	20%	(77)	80%	(316)	394
4-Region: Midwest	22%	(100)	78%	(362)	462
4-Region: South	20%	(162)	80%	(662)	824
4-Region: West	17%	(86)	83%	(434)	520
Cable TV subscribers	20%	(194)	80%	(792)	986

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Table MCE7_5NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Storage Wars

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Satellite TV subscribers	21%	(102)	79%	(378)	481
Former cable TV subscribers	21%	(165)	79%	(622)	787
Former satellite TV subscribers	19%	(129)	81%	(541)	670
Watches mostly scripted shows	18%	(150)	82%	(679)	828
Watches mostly unscripted shows	27%	(69)	73%	(191)	260
Watches scripted and unscripted	22%	(157)	78%	(560)	718
Watches mostly for entertainment	18%	(199)	82%	(903)	1103
Watches mostly for education	23%	(33)	77%	(112)	145
Watches for entertainment and education	25%	(152)	75%	(455)	607
Likely to subscribe to Discovery+	30%	(198)	70%	(467)	665
Unlikely to subscribe to Discovery+	13%	(151)	87%	(976)	1127
Subscribes to at least one streaming service	21%	(366)	79%	(1342)	1708
Subscribes to 3+ streaming services	25%	(261)	75%	(799)	1059

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

Table MCE7_6NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Planet Earth

Demographic	Selected		Not Selected		Total N
Adults	50%	(1106)	50%	(1094)	2200
Gender: Male	51%	(540)	49%	(522)	1062
Gender: Female	50%	(566)	50%	(572)	1138
Age: 18-34	57%	(371)	43%	(284)	655
Age: 35-44	50%	(179)	50%	(179)	358
Age: 45-64	48%	(359)	52%	(391)	751
Age: 65+	45%	(196)	55%	(240)	436
GenZers: 1997-2012	54%	(147)	46%	(126)	274
Millennials: 1981-1996	55%	(331)	45%	(268)	599
GenXers: 1965-1980	49%	(259)	51%	(270)	529
Baby Boomers: 1946-1964	48%	(337)	52%	(369)	706
PID: Dem (no lean)	51%	(466)	49%	(446)	912
PID: Ind (no lean)	53%	(339)	47%	(301)	640
PID: Rep (no lean)	46%	(301)	54%	(347)	648
PID/Gender: Dem Men	50%	(217)	50%	(221)	438
PID/Gender: Dem Women	52%	(249)	48%	(225)	474
PID/Gender: Ind Men	57%	(160)	43%	(123)	283
PID/Gender: Ind Women	50%	(179)	50%	(178)	357
PID/Gender: Rep Men	48%	(162)	52%	(178)	341
PID/Gender: Rep Women	45%	(139)	55%	(169)	307
Ideo: Liberal (1-3)	55%	(374)	45%	(309)	683
Ideo: Moderate (4)	48%	(295)	52%	(320)	615
Ideo: Conservative (5-7)	47%	(325)	53%	(363)	688
Educ: < College	50%	(754)	50%	(758)	1512
Educ: Bachelors degree	51%	(228)	49%	(216)	444
Educ: Post-grad	51%	(124)	49%	(120)	244
Income: Under 50k	50%	(612)	50%	(618)	1230
Income: 50k-100k	51%	(333)	49%	(321)	654
Income: 100k+	51%	(161)	49%	(155)	316
Ethnicity: White	51%	(870)	49%	(852)	1722
Ethnicity: Hispanic	53%	(185)	47%	(164)	349
Ethnicity: Black	49%	(134)	51%	(141)	274

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Table MCE7_6NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Planet Earth

Demographic	Selected		Not Selected		Total N
Adults	50%	(1106)	50%	(1094)	2200
Ethnicity: Other	50%	(103)	50%	(101)	204
All Christian	46%	(497)	54%	(573)	1070
All Non-Christian	46%	(56)	54%	(66)	122
Atheist	63%	(56)	37%	(33)	90
Agnostic/Nothing in particular	55%	(294)	45%	(242)	536
Something Else	53%	(203)	47%	(180)	383
Religious Non-Protestant/Catholic	45%	(62)	55%	(75)	137
Evangelical	47%	(318)	53%	(360)	679
Non-Evangelical	49%	(365)	51%	(376)	741
Community: Urban	51%	(382)	49%	(360)	742
Community: Suburban	51%	(471)	49%	(461)	932
Community: Rural	48%	(253)	52%	(273)	526
Employ: Private Sector	52%	(328)	48%	(307)	635
Employ: Government	44%	(65)	56%	(82)	147
Employ: Self-Employed	49%	(103)	51%	(107)	210
Employ: Homemaker	48%	(78)	52%	(86)	164
Employ: Student	63%	(65)	37%	(38)	103
Employ: Retired	49%	(249)	51%	(260)	509
Employ: Unemployed	47%	(134)	53%	(149)	283
Employ: Other	57%	(84)	43%	(64)	149
Military HH: Yes	45%	(174)	55%	(215)	390
Military HH: No	51%	(932)	49%	(879)	1810
RD/WT: Right Direction	47%	(319)	53%	(352)	671
RD/WT: Wrong Track	51%	(787)	49%	(742)	1529
Trump Job Approve	47%	(409)	53%	(468)	877
Trump Job Disapprove	53%	(662)	47%	(576)	1238
Trump Job Strongly Approve	41%	(219)	59%	(317)	536
Trump Job Somewhat Approve	56%	(190)	44%	(151)	341
Trump Job Somewhat Disapprove	51%	(146)	49%	(139)	285
Trump Job Strongly Disapprove	54%	(516)	46%	(437)	953

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Table MCE7_6NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Planet Earth

Demographic	Selected		Not Selected		Total N
Adults	50%	(1106)	50%	(1094)	2200
Favorable of Trump	46%	(405)	54%	(470)	874
Unfavorable of Trump	54%	(667)	46%	(562)	1229
Very Favorable of Trump	43%	(233)	57%	(308)	540
Somewhat Favorable of Trump	51%	(172)	49%	(162)	334
Somewhat Unfavorable of Trump	56%	(129)	44%	(100)	230
Very Unfavorable of Trump	54%	(537)	46%	(462)	999
#1 Issue: Economy	51%	(442)	49%	(428)	870
#1 Issue: Security	47%	(98)	53%	(112)	210
#1 Issue: Health Care	56%	(218)	44%	(172)	390
#1 Issue: Medicare / Social Security	44%	(114)	56%	(148)	262
#1 Issue: Women's Issues	51%	(62)	49%	(60)	122
#1 Issue: Education	49%	(51)	51%	(53)	104
#1 Issue: Energy	59%	(53)	41%	(37)	90
#1 Issue: Other	44%	(67)	56%	(85)	152
2018 House Vote: Democrat	54%	(408)	46%	(351)	760
2018 House Vote: Republican	45%	(260)	55%	(321)	581
2016 Vote: Hillary Clinton	53%	(386)	47%	(336)	722
2016 Vote: Donald Trump	46%	(305)	54%	(360)	665
2016 Vote: Other	54%	(47)	46%	(40)	87
2016 Vote: Didn't Vote	51%	(367)	49%	(358)	725
Voted in 2014: Yes	49%	(600)	51%	(620)	1220
Voted in 2014: No	52%	(506)	48%	(474)	980
2012 Vote: Barack Obama	52%	(450)	48%	(414)	864
2012 Vote: Mitt Romney	45%	(199)	55%	(243)	442
2012 Vote: Other	41%	(25)	59%	(35)	60
2012 Vote: Didn't Vote	52%	(432)	48%	(400)	832
4-Region: Northeast	49%	(194)	51%	(200)	394
4-Region: Midwest	51%	(235)	49%	(227)	462
4-Region: South	50%	(409)	50%	(415)	824
4-Region: West	52%	(268)	48%	(252)	520
Cable TV subscribers	53%	(522)	47%	(464)	986

Continued on next page

Table MCE7_6NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Planet Earth

Demographic	Selected		Not Selected		Total N
Adults	50%	(1106)	50%	(1094)	2200
Satellite TV subscribers	49%	(233)	51%	(247)	481
Former cable TV subscribers	51%	(398)	49%	(389)	787
Former satellite TV subscribers	54%	(361)	46%	(310)	670
Watches mostly scripted shows	53%	(441)	47%	(388)	828
Watches mostly unscripted shows	45%	(118)	55%	(142)	260
Watches scripted and unscripted	58%	(414)	42%	(303)	718
Watches mostly for entertainment	54%	(594)	46%	(509)	1103
Watches mostly for education	35%	(51)	65%	(94)	145
Watches for entertainment and education	59%	(356)	41%	(251)	607
Likely to subscribe to Discovery+	58%	(384)	42%	(281)	665
Unlikely to subscribe to Discovery+	49%	(557)	51%	(571)	1127
Subscribes to at least one streaming service	53%	(903)	47%	(805)	1708
Subscribes to 3+ streaming services	56%	(595)	44%	(464)	1059

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

Table MCE7_7NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Fixer Upper

Demographic	Selected		Not Selected		Total N
Adults	21%	(451)	79%	(1749)	2200
Gender: Male	22%	(233)	78%	(829)	1062
Gender: Female	19%	(219)	81%	(920)	1138
Age: 18-34	21%	(135)	79%	(520)	655
Age: 35-44	20%	(70)	80%	(288)	358
Age: 45-64	20%	(148)	80%	(603)	751
Age: 65+	23%	(98)	77%	(338)	436
GenZers: 1997-2012	15%	(40)	85%	(234)	274
Millennials: 1981-1996	22%	(130)	78%	(470)	599
GenXers: 1965-1980	22%	(114)	78%	(414)	529
Baby Boomers: 1946-1964	22%	(152)	78%	(554)	706
PID: Dem (no lean)	20%	(182)	80%	(729)	912
PID: Ind (no lean)	18%	(113)	82%	(527)	640
PID: Rep (no lean)	24%	(156)	76%	(492)	648
PID/Gender: Dem Men	21%	(91)	79%	(347)	438
PID/Gender: Dem Women	19%	(91)	81%	(383)	474
PID/Gender: Ind Men	20%	(57)	80%	(226)	283
PID/Gender: Ind Women	16%	(56)	84%	(301)	357
PID/Gender: Rep Men	25%	(85)	75%	(256)	341
PID/Gender: Rep Women	23%	(71)	77%	(236)	307
Ideo: Liberal (1-3)	21%	(143)	79%	(541)	683
Ideo: Moderate (4)	18%	(110)	82%	(505)	615
Ideo: Conservative (5-7)	24%	(164)	76%	(524)	688
Educ: < College	21%	(311)	79%	(1201)	1512
Educ: Bachelors degree	18%	(81)	82%	(363)	444
Educ: Post-grad	24%	(60)	76%	(184)	244
Income: Under 50k	20%	(245)	80%	(985)	1230
Income: 50k-100k	21%	(136)	79%	(518)	654
Income: 100k+	22%	(70)	78%	(246)	316
Ethnicity: White	21%	(368)	79%	(1354)	1722
Ethnicity: Hispanic	18%	(64)	82%	(285)	349
Ethnicity: Black	22%	(60)	78%	(214)	274

Continued on next page

Table MCE7_7NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Fixer Upper

Demographic	Selected		Not Selected		Total N
Adults	21%	(451)	79%	(1749)	2200
Ethnicity: Other	11%	(23)	89%	(181)	204
All Christian	24%	(253)	76%	(817)	1070
All Non-Christian	14%	(17)	86%	(105)	122
Atheist	23%	(20)	77%	(69)	90
Agnostic/Nothing in particular	16%	(88)	84%	(448)	536
Something Else	19%	(73)	81%	(310)	383
Religious Non-Protestant/Catholic	15%	(21)	85%	(116)	137
Evangelical	23%	(155)	77%	(524)	679
Non-Evangelical	22%	(161)	78%	(580)	741
Community: Urban	19%	(144)	81%	(598)	742
Community: Suburban	21%	(198)	79%	(734)	932
Community: Rural	21%	(109)	79%	(417)	526
Employ: Private Sector	23%	(144)	77%	(491)	635
Employ: Government	17%	(25)	83%	(121)	147
Employ: Self-Employed	20%	(42)	80%	(168)	210
Employ: Homemaker	20%	(32)	80%	(131)	164
Employ: Student	9%	(9)	91%	(94)	103
Employ: Retired	22%	(112)	78%	(398)	509
Employ: Unemployed	24%	(67)	76%	(217)	283
Employ: Other	13%	(20)	87%	(129)	149
Military HH: Yes	22%	(84)	78%	(306)	390
Military HH: No	20%	(367)	80%	(1443)	1810
RD/WT: Right Direction	23%	(154)	77%	(517)	671
RD/WT: Wrong Track	19%	(297)	81%	(1232)	1529
Trump Job Approve	25%	(217)	75%	(660)	877
Trump Job Disapprove	18%	(228)	82%	(1010)	1238
Trump Job Strongly Approve	23%	(124)	77%	(412)	536
Trump Job Somewhat Approve	27%	(93)	73%	(248)	341
Trump Job Somewhat Disapprove	20%	(58)	80%	(227)	285
Trump Job Strongly Disapprove	18%	(170)	82%	(783)	953

Continued on next page

Table MCE7_7NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Fixer Upper

Demographic	Selected		Not Selected		Total N
Adults	21%	(451)	79%	(1749)	2200
Favorable of Trump	24%	(213)	76%	(662)	874
Unfavorable of Trump	18%	(225)	82%	(1004)	1229
Very Favorable of Trump	23%	(122)	77%	(418)	540
Somewhat Favorable of Trump	27%	(91)	73%	(243)	334
Somewhat Unfavorable of Trump	25%	(57)	75%	(173)	230
Very Unfavorable of Trump	17%	(168)	83%	(831)	999
#1 Issue: Economy	20%	(174)	80%	(696)	870
#1 Issue: Security	28%	(59)	72%	(152)	210
#1 Issue: Health Care	22%	(85)	78%	(304)	390
#1 Issue: Medicare / Social Security	23%	(60)	77%	(202)	262
#1 Issue: Women's Issues	18%	(22)	82%	(100)	122
#1 Issue: Education	22%	(23)	78%	(81)	104
#1 Issue: Energy	17%	(15)	83%	(75)	90
#1 Issue: Other	9%	(14)	91%	(138)	152
2018 House Vote: Democrat	21%	(156)	79%	(604)	760
2018 House Vote: Republican	26%	(153)	74%	(428)	581
2016 Vote: Hillary Clinton	20%	(146)	80%	(575)	722
2016 Vote: Donald Trump	26%	(172)	74%	(492)	665
2016 Vote: Other	16%	(14)	84%	(73)	87
2016 Vote: Didn't Vote	16%	(119)	84%	(606)	725
Voted in 2014: Yes	23%	(278)	77%	(943)	1220
Voted in 2014: No	18%	(174)	82%	(806)	980
2012 Vote: Barack Obama	21%	(180)	79%	(684)	864
2012 Vote: Mitt Romney	26%	(114)	74%	(328)	442
2012 Vote: Other	13%	(8)	87%	(52)	60
2012 Vote: Didn't Vote	18%	(149)	82%	(683)	832
4-Region: Northeast	20%	(79)	80%	(315)	394
4-Region: Midwest	21%	(96)	79%	(367)	462
4-Region: South	20%	(168)	80%	(656)	824
4-Region: West	21%	(109)	79%	(411)	520
Cable TV subscribers	22%	(220)	78%	(766)	986

Continued on next page

Table MCE7_7NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Fixer Upper

Demographic	Selected		Not Selected		Total N
Adults	21%	(451)	79%	(1749)	2200
Satellite TV subscribers	24%	(114)	76%	(367)	481
Former cable TV subscribers	19%	(150)	81%	(637)	787
Former satellite TV subscribers	20%	(136)	80%	(534)	670
Watches mostly scripted shows	19%	(158)	81%	(671)	828
Watches mostly unscripted shows	24%	(61)	76%	(199)	260
Watches scripted and unscripted	24%	(173)	76%	(544)	718
Watches mostly for entertainment	19%	(209)	81%	(894)	1103
Watches mostly for education	23%	(34)	77%	(111)	145
Watches for entertainment and education	26%	(158)	74%	(450)	607
Likely to subscribe to Discovery+	28%	(188)	72%	(477)	665
Unlikely to subscribe to Discovery+	18%	(203)	82%	(924)	1127
Subscribes to at least one streaming service	22%	(374)	78%	(1334)	1708
Subscribes to 3+ streaming services	24%	(256)	76%	(804)	1059

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

Table MCE7_8NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Diners, Drive Ins and Dives

Demographic	Selected		Not Selected		Total N
Adults	19%	(415)	81%	(1785)	2200
Gender: Male	22%	(233)	78%	(829)	1062
Gender: Female	16%	(183)	84%	(956)	1138
Age: 18-34	18%	(118)	82%	(537)	655
Age: 35-44	21%	(77)	79%	(281)	358
Age: 45-64	19%	(142)	81%	(609)	751
Age: 65+	18%	(79)	82%	(357)	436
GenZers: 1997-2012	13%	(34)	87%	(239)	274
Millennials: 1981-1996	20%	(121)	80%	(479)	599
GenXers: 1965-1980	19%	(102)	81%	(427)	529
Baby Boomers: 1946-1964	20%	(144)	80%	(562)	706
PID: Dem (no lean)	19%	(176)	81%	(736)	912
PID: Ind (no lean)	17%	(106)	83%	(534)	640
PID: Rep (no lean)	21%	(133)	79%	(515)	648
PID/Gender: Dem Men	23%	(99)	77%	(338)	438
PID/Gender: Dem Women	16%	(76)	84%	(398)	474
PID/Gender: Ind Men	19%	(55)	81%	(229)	283
PID/Gender: Ind Women	14%	(51)	86%	(306)	357
PID/Gender: Rep Men	23%	(78)	77%	(262)	341
PID/Gender: Rep Women	18%	(55)	82%	(252)	307
Ideo: Liberal (1-3)	19%	(130)	81%	(553)	683
Ideo: Moderate (4)	19%	(117)	81%	(498)	615
Ideo: Conservative (5-7)	21%	(142)	79%	(545)	688
Educ: < College	18%	(267)	82%	(1245)	1512
Educ: Bachelors degree	21%	(94)	79%	(350)	444
Educ: Post-grad	22%	(54)	78%	(190)	244
Income: Under 50k	17%	(212)	83%	(1018)	1230
Income: 50k-100k	21%	(135)	79%	(519)	654
Income: 100k+	22%	(68)	78%	(248)	316
Ethnicity: White	20%	(348)	80%	(1374)	1722
Ethnicity: Hispanic	19%	(66)	81%	(284)	349
Ethnicity: Black	15%	(40)	85%	(234)	274

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Table MCE7_8NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Diners, Drive Ins and Dives

Demographic	Selected		Not Selected		Total N
Adults	19%	(415)	81%	(1785)	2200
Ethnicity: Other	13%	(27)	87%	(177)	204
All Christian	22%	(232)	78%	(838)	1070
All Non-Christian	22%	(27)	78%	(96)	122
Atheist	15%	(14)	85%	(76)	90
Agnostic/Nothing in particular	17%	(89)	83%	(447)	536
Something Else	14%	(54)	86%	(328)	383
Religious Non-Protestant/Catholic	22%	(31)	78%	(107)	137
Evangelical	20%	(139)	80%	(540)	679
Non-Evangelical	19%	(140)	81%	(601)	741
Community: Urban	18%	(132)	82%	(610)	742
Community: Suburban	19%	(178)	81%	(754)	932
Community: Rural	20%	(105)	80%	(421)	526
Employ: Private Sector	21%	(134)	79%	(501)	635
Employ: Government	18%	(26)	82%	(121)	147
Employ: Self-Employed	20%	(42)	80%	(168)	210
Employ: Homemaker	17%	(27)	83%	(137)	164
Employ: Student	7%	(7)	93%	(96)	103
Employ: Retired	20%	(103)	80%	(406)	509
Employ: Unemployed	19%	(55)	81%	(229)	283
Employ: Other	14%	(21)	86%	(127)	149
Military HH: Yes	21%	(83)	79%	(307)	390
Military HH: No	18%	(332)	82%	(1478)	1810
RD/WT: Right Direction	20%	(136)	80%	(535)	671
RD/WT: Wrong Track	18%	(280)	82%	(1250)	1529
Trump Job Approve	21%	(188)	79%	(688)	877
Trump Job Disapprove	18%	(218)	82%	(1020)	1238
Trump Job Strongly Approve	21%	(114)	79%	(422)	536
Trump Job Somewhat Approve	22%	(75)	78%	(266)	341
Trump Job Somewhat Disapprove	20%	(56)	80%	(228)	285
Trump Job Strongly Disapprove	17%	(162)	83%	(792)	953

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Table MCE7_8NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Diners, Drive Ins and Dives

Demographic	Selected		Not Selected		Total N
Adults	19%	(415)	81%	(1785)	2200
Favorable of Trump	22%	(194)	78%	(680)	874
Unfavorable of Trump	17%	(208)	83%	(1021)	1229
Very Favorable of Trump	20%	(109)	80%	(431)	540
Somewhat Favorable of Trump	26%	(85)	74%	(249)	334
Somewhat Unfavorable of Trump	21%	(49)	79%	(181)	230
Very Unfavorable of Trump	16%	(159)	84%	(840)	999
#1 Issue: Economy	19%	(168)	81%	(702)	870
#1 Issue: Security	19%	(39)	81%	(171)	210
#1 Issue: Health Care	20%	(79)	80%	(310)	390
#1 Issue: Medicare / Social Security	21%	(54)	79%	(208)	262
#1 Issue: Women's Issues	8%	(10)	92%	(112)	122
#1 Issue: Education	22%	(23)	78%	(82)	104
#1 Issue: Energy	25%	(22)	75%	(68)	90
#1 Issue: Other	13%	(20)	87%	(131)	152
2018 House Vote: Democrat	21%	(157)	79%	(602)	760
2018 House Vote: Republican	22%	(130)	78%	(451)	581
2016 Vote: Hillary Clinton	19%	(139)	81%	(583)	722
2016 Vote: Donald Trump	24%	(160)	76%	(505)	665
2016 Vote: Other	11%	(9)	89%	(78)	87
2016 Vote: Didn't Vote	15%	(106)	85%	(619)	725
Voted in 2014: Yes	22%	(266)	78%	(954)	1220
Voted in 2014: No	15%	(149)	85%	(830)	980
2012 Vote: Barack Obama	19%	(164)	81%	(701)	864
2012 Vote: Mitt Romney	24%	(108)	76%	(334)	442
2012 Vote: Other	17%	(10)	83%	(50)	60
2012 Vote: Didn't Vote	16%	(134)	84%	(698)	832
4-Region: Northeast	18%	(72)	82%	(322)	394
4-Region: Midwest	18%	(84)	82%	(378)	462
4-Region: South	19%	(159)	81%	(666)	824
4-Region: West	19%	(100)	81%	(420)	520
Cable TV subscribers	22%	(216)	78%	(770)	986

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Table MCE7_8NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Diners, Drive Ins and Dives

Demographic	Selected		Not Selected		Total N
Adults	19%	(415)	81%	(1785)	2200
Satellite TV subscribers	21%	(102)	79%	(379)	481
Former cable TV subscribers	17%	(132)	83%	(655)	787
Former satellite TV subscribers	17%	(116)	83%	(554)	670
Watches mostly scripted shows	19%	(154)	81%	(675)	828
Watches mostly unscripted shows	23%	(61)	77%	(199)	260
Watches scripted and unscripted	21%	(151)	79%	(567)	718
Watches mostly for entertainment	17%	(189)	83%	(913)	1103
Watches mostly for education	24%	(35)	76%	(110)	145
Watches for entertainment and education	25%	(149)	75%	(458)	607
Likely to subscribe to Discovery+	26%	(174)	74%	(491)	665
Unlikely to subscribe to Discovery+	15%	(168)	85%	(959)	1127
Subscribes to at least one streaming service	20%	(341)	80%	(1367)	1708
Subscribes to 3+ streaming services	21%	(221)	79%	(838)	1059

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

Table MCE7_9NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 House Hunters

Demographic	Selected	Not Selected	Total N
Adults	21% (465)	79% (1735)	2200
Gender: Male	23% (248)	77% (814)	1062
Gender: Female	19% (217)	81% (921)	1138
Age: 18-34	21% (140)	79% (515)	655
Age: 35-44	23% (81)	77% (276)	358
Age: 45-64	21% (159)	79% (592)	751
Age: 65+	20% (85)	80% (351)	436
GenZers: 1997-2012	14% (38)	86% (236)	274
Millennials: 1981-1996	24% (142)	76% (458)	599
GenXers: 1965-1980	23% (123)	77% (406)	529
Baby Boomers: 1946-1964	21% (145)	79% (561)	706
PID: Dem (no lean)	22% (199)	78% (713)	912
PID: Ind (no lean)	18% (115)	82% (526)	640
PID: Rep (no lean)	23% (151)	77% (497)	648
PID/Gender: Dem Men	26% (113)	74% (324)	438
PID/Gender: Dem Women	18% (86)	82% (388)	474
PID/Gender: Ind Men	18% (51)	82% (232)	283
PID/Gender: Ind Women	18% (63)	82% (294)	357
PID/Gender: Rep Men	24% (83)	76% (258)	341
PID/Gender: Rep Women	22% (68)	78% (239)	307
Ideo: Liberal (1-3)	22% (154)	78% (529)	683
Ideo: Moderate (4)	19% (117)	81% (498)	615
Ideo: Conservative (5-7)	22% (153)	78% (535)	688
Educ: < College	20% (302)	80% (1210)	1512
Educ: Bachelors degree	23% (100)	77% (343)	444
Educ: Post-grad	26% (62)	74% (182)	244
Income: Under 50k	18% (227)	82% (1003)	1230
Income: 50k-100k	24% (156)	76% (498)	654
Income: 100k+	26% (82)	74% (234)	316
Ethnicity: White	22% (376)	78% (1346)	1722
Ethnicity: Hispanic	19% (66)	81% (283)	349
Ethnicity: Black	20% (54)	80% (220)	274

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Table MCE7_9NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.

House Hunters

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1735)	2200
Ethnicity: Other	17%	(35)	83%	(169)	204
All Christian	23%	(248)	77%	(822)	1070
All Non-Christian	25%	(30)	75%	(92)	122
Atheist	22%	(20)	78%	(70)	90
Agnostic/Nothing in particular	16%	(84)	84%	(452)	536
Something Else	22%	(82)	78%	(300)	383
Religious Non-Protestant/Catholic	24%	(33)	76%	(104)	137
Evangelical	22%	(150)	78%	(529)	679
Non-Evangelical	24%	(174)	76%	(567)	741
Community: Urban	22%	(161)	78%	(581)	742
Community: Suburban	22%	(202)	78%	(730)	932
Community: Rural	19%	(102)	81%	(424)	526
Employ: Private Sector	26%	(168)	74%	(467)	635
Employ: Government	22%	(32)	78%	(114)	147
Employ: Self-Employed	20%	(43)	80%	(168)	210
Employ: Homemaker	23%	(38)	77%	(126)	164
Employ: Student	12%	(12)	88%	(91)	103
Employ: Retired	18%	(91)	82%	(419)	509
Employ: Unemployed	21%	(59)	79%	(225)	283
Employ: Other	15%	(23)	85%	(126)	149
Military HH: Yes	23%	(90)	77%	(299)	390
Military HH: No	21%	(375)	79%	(1436)	1810
RD/WT: Right Direction	23%	(155)	77%	(516)	671
RD/WT: Wrong Track	20%	(310)	80%	(1220)	1529
Trump Job Approve	23%	(201)	77%	(675)	877
Trump Job Disapprove	20%	(252)	80%	(986)	1238
Trump Job Strongly Approve	21%	(115)	79%	(421)	536
Trump Job Somewhat Approve	25%	(86)	75%	(255)	341
Trump Job Somewhat Disapprove	23%	(64)	77%	(220)	285
Trump Job Strongly Disapprove	20%	(188)	80%	(766)	953

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Table MCE7_9NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 House Hunters

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1735)	2200
Favorable of Trump	23%	(201)	77%	(674)	874
Unfavorable of Trump	20%	(250)	80%	(979)	1229
Very Favorable of Trump	22%	(119)	78%	(421)	540
Somewhat Favorable of Trump	24%	(81)	76%	(253)	334
Somewhat Unfavorable of Trump	26%	(59)	74%	(171)	230
Very Unfavorable of Trump	19%	(191)	81%	(808)	999
#1 Issue: Economy	21%	(185)	79%	(685)	870
#1 Issue: Security	23%	(49)	77%	(161)	210
#1 Issue: Health Care	21%	(84)	79%	(306)	390
#1 Issue: Medicare / Social Security	20%	(53)	80%	(209)	262
#1 Issue: Women's Issues	19%	(23)	81%	(99)	122
#1 Issue: Education	30%	(32)	70%	(73)	104
#1 Issue: Energy	19%	(17)	81%	(73)	90
#1 Issue: Other	15%	(23)	85%	(129)	152
2018 House Vote: Democrat	22%	(167)	78%	(593)	760
2018 House Vote: Republican	26%	(148)	74%	(433)	581
2016 Vote: Hillary Clinton	21%	(154)	79%	(568)	722
2016 Vote: Donald Trump	25%	(167)	75%	(497)	665
2016 Vote: Other	16%	(14)	84%	(73)	87
2016 Vote: Didn't Vote	18%	(130)	82%	(595)	725
Voted in 2014: Yes	24%	(289)	76%	(931)	1220
Voted in 2014: No	18%	(176)	82%	(804)	980
2012 Vote: Barack Obama	22%	(192)	78%	(672)	864
2012 Vote: Mitt Romney	24%	(108)	76%	(334)	442
2012 Vote: Other	16%	(10)	84%	(51)	60
2012 Vote: Didn't Vote	19%	(156)	81%	(676)	832
4-Region: Northeast	24%	(94)	76%	(300)	394
4-Region: Midwest	22%	(104)	78%	(358)	462
4-Region: South	20%	(169)	80%	(655)	824
4-Region: West	19%	(98)	81%	(422)	520
Cable TV subscribers	24%	(234)	76%	(752)	986

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Table MCE7_9NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
House Hunters

Demographic	Selected		Not Selected		Total N
Adults	21%	(465)	79%	(1735)	2200
Satellite TV subscribers	22%	(105)	78%	(375)	481
Former cable TV subscribers	20%	(160)	80%	(627)	787
Former satellite TV subscribers	20%	(133)	80%	(538)	670
Watches mostly scripted shows	20%	(170)	80%	(659)	828
Watches mostly unscripted shows	26%	(69)	74%	(191)	260
Watches scripted and unscripted	24%	(176)	76%	(542)	718
Watches mostly for entertainment	19%	(211)	81%	(891)	1103
Watches mostly for education	26%	(37)	74%	(108)	145
Watches for entertainment and education	28%	(170)	72%	(437)	607
Likely to subscribe to Discovery+	31%	(203)	69%	(462)	665
Unlikely to subscribe to Discovery+	17%	(188)	83%	(940)	1127
Subscribes to at least one streaming service	22%	(383)	78%	(1325)	1708
Subscribes to 3+ streaming services	25%	(265)	75%	(795)	1059

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

Table MCE7_10NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Love Is Blind

Demographic	Selected	Not Selected	Total N
Adults	9% (207)	91% (1993)	2200
Gender: Male	11% (120)	89% (942)	1062
Gender: Female	8% (87)	92% (1051)	1138
Age: 18-34	13% (84)	87% (572)	655
Age: 35-44	17% (60)	83% (297)	358
Age: 45-64	6% (46)	94% (705)	751
Age: 65+	4% (18)	96% (419)	436
GenZers: 1997-2012	7% (20)	93% (254)	274
Millennials: 1981-1996	17% (102)	83% (498)	599
GenXers: 1965-1980	10% (55)	90% (473)	529
Baby Boomers: 1946-1964	4% (28)	96% (678)	706
PID: Dem (no lean)	12% (108)	88% (803)	912
PID: Ind (no lean)	7% (47)	93% (593)	640
PID: Rep (no lean)	8% (52)	92% (596)	648
PID/Gender: Dem Men	14% (59)	86% (378)	438
PID/Gender: Dem Women	10% (49)	90% (425)	474
PID/Gender: Ind Men	9% (25)	91% (258)	283
PID/Gender: Ind Women	6% (22)	94% (335)	357
PID/Gender: Rep Men	11% (36)	89% (305)	341
PID/Gender: Rep Women	5% (16)	95% (291)	307
Ideo: Liberal (1-3)	13% (89)	87% (594)	683
Ideo: Moderate (4)	8% (48)	92% (567)	615
Ideo: Conservative (5-7)	8% (54)	92% (634)	688
Educ: < College	7% (101)	93% (1411)	1512
Educ: Bachelors degree	13% (60)	87% (384)	444
Educ: Post-grad	19% (46)	81% (198)	244
Income: Under 50k	6% (77)	94% (1153)	1230
Income: 50k-100k	11% (70)	89% (584)	654
Income: 100k+	19% (60)	81% (256)	316
Ethnicity: White	9% (161)	91% (1561)	1722
Ethnicity: Hispanic	14% (48)	86% (302)	349
Ethnicity: Black	11% (30)	89% (244)	274

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Table MCE7_10NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Love Is Blind

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1993)	2200
Ethnicity: Other	8%	(16)	92%	(188)	204
All Christian	10%	(111)	90%	(959)	1070
All Non-Christian	20%	(24)	80%	(98)	122
Atheist	8%	(7)	92%	(82)	90
Agnostic/Nothing in particular	9%	(46)	91%	(490)	536
Something Else	5%	(19)	95%	(363)	383
Religious Non-Protestant/Catholic	18%	(24)	82%	(113)	137
Evangelical	13%	(87)	87%	(592)	679
Non-Evangelical	5%	(40)	95%	(701)	741
Community: Urban	14%	(104)	86%	(638)	742
Community: Suburban	8%	(70)	92%	(862)	932
Community: Rural	6%	(33)	94%	(493)	526
Employ: Private Sector	13%	(85)	87%	(550)	635
Employ: Government	19%	(27)	81%	(120)	147
Employ: Self-Employed	9%	(18)	91%	(192)	210
Employ: Homemaker	8%	(13)	92%	(151)	164
Employ: Student	10%	(10)	90%	(93)	103
Employ: Retired	3%	(17)	97%	(492)	509
Employ: Unemployed	9%	(25)	91%	(258)	283
Employ: Other	7%	(11)	93%	(138)	149
Military HH: Yes	11%	(42)	89%	(347)	390
Military HH: No	9%	(165)	91%	(1645)	1810
RD/WT: Right Direction	16%	(107)	84%	(564)	671
RD/WT: Wrong Track	7%	(101)	93%	(1429)	1529
Trump Job Approve	10%	(90)	90%	(787)	877
Trump Job Disapprove	9%	(111)	91%	(1127)	1238
Trump Job Strongly Approve	10%	(54)	90%	(482)	536
Trump Job Somewhat Approve	10%	(36)	90%	(305)	341
Trump Job Somewhat Disapprove	11%	(32)	89%	(253)	285
Trump Job Strongly Disapprove	8%	(79)	92%	(874)	953

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Table MCE7_10NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Love Is Blind

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1993)	2200
Favorable of Trump	11%	(93)	89%	(781)	874
Unfavorable of Trump	9%	(107)	91%	(1122)	1229
Very Favorable of Trump	11%	(60)	89%	(480)	540
Somewhat Favorable of Trump	10%	(33)	90%	(301)	334
Somewhat Unfavorable of Trump	11%	(26)	89%	(204)	230
Very Unfavorable of Trump	8%	(81)	92%	(918)	999
#1 Issue: Economy	8%	(70)	92%	(800)	870
#1 Issue: Security	13%	(27)	87%	(183)	210
#1 Issue: Health Care	12%	(47)	88%	(343)	390
#1 Issue: Medicare / Social Security	5%	(14)	95%	(248)	262
#1 Issue: Women's Issues	12%	(14)	88%	(107)	122
#1 Issue: Education	15%	(16)	85%	(88)	104
#1 Issue: Energy	18%	(16)	82%	(74)	90
#1 Issue: Other	3%	(4)	97%	(148)	152
2018 House Vote: Democrat	12%	(91)	88%	(669)	760
2018 House Vote: Republican	8%	(45)	92%	(536)	581
2016 Vote: Hillary Clinton	11%	(80)	89%	(642)	722
2016 Vote: Donald Trump	9%	(61)	91%	(604)	665
2016 Vote: Other	6%	(5)	94%	(82)	87
2016 Vote: Didn't Vote	8%	(61)	92%	(664)	725
Voted in 2014: Yes	10%	(126)	90%	(1095)	1220
Voted in 2014: No	8%	(82)	92%	(898)	980
2012 Vote: Barack Obama	11%	(97)	89%	(767)	864
2012 Vote: Mitt Romney	8%	(33)	92%	(408)	442
2012 Vote: Other	3%	(2)	97%	(59)	60
2012 Vote: Didn't Vote	9%	(75)	91%	(757)	832
4-Region: Northeast	14%	(56)	86%	(338)	394
4-Region: Midwest	6%	(29)	94%	(433)	462
4-Region: South	9%	(70)	91%	(754)	824
4-Region: West	10%	(52)	90%	(468)	520
Cable TV subscribers	11%	(111)	89%	(875)	986

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Table MCE7_10NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Love Is Blind

Demographic	Selected		Not Selected		Total N
Adults	9%	(207)	91%	(1993)	2200
Satellite TV subscribers	17%	(82)	83%	(399)	481
Former cable TV subscribers	7%	(57)	93%	(730)	787
Former satellite TV subscribers	8%	(54)	92%	(617)	670
Watches mostly scripted shows	11%	(94)	89%	(735)	828
Watches mostly unscripted shows	12%	(31)	88%	(229)	260
Watches scripted and unscripted	9%	(64)	91%	(653)	718
Watches mostly for entertainment	9%	(99)	91%	(1004)	1103
Watches mostly for education	21%	(31)	79%	(114)	145
Watches for entertainment and education	11%	(65)	89%	(542)	607
Likely to subscribe to Discovery+	20%	(133)	80%	(532)	665
Unlikely to subscribe to Discovery+	4%	(47)	96%	(1081)	1127
Subscribes to at least one streaming service	11%	(190)	89%	(1518)	1708
Subscribes to 3+ streaming services	15%	(156)	85%	(903)	1059

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

Table MCE7_11NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 The Bachelor

Demographic	Selected	Not Selected	Total N
Adults	11% (233)	89% (1967)	2200
Gender: Male	12% (128)	88% (934)	1062
Gender: Female	9% (105)	91% (1033)	1138
Age: 18-34	16% (106)	84% (549)	655
Age: 35-44	16% (59)	84% (299)	358
Age: 45-64	6% (43)	94% (708)	751
Age: 65+	6% (25)	94% (411)	436
GenZers: 1997-2012	12% (33)	88% (240)	274
Millennials: 1981-1996	18% (109)	82% (490)	599
GenXers: 1965-1980	9% (49)	91% (480)	529
Baby Boomers: 1946-1964	5% (37)	95% (668)	706
PID: Dem (no lean)	13% (120)	87% (792)	912
PID: Ind (no lean)	7% (42)	93% (598)	640
PID: Rep (no lean)	11% (72)	89% (576)	648
PID/Gender: Dem Men	16% (70)	84% (368)	438
PID/Gender: Dem Women	11% (50)	89% (424)	474
PID/Gender: Ind Men	6% (17)	94% (266)	283
PID/Gender: Ind Women	7% (25)	93% (332)	357
PID/Gender: Rep Men	12% (42)	88% (299)	341
PID/Gender: Rep Women	10% (30)	90% (277)	307
Ideo: Liberal (1-3)	13% (91)	87% (592)	683
Ideo: Moderate (4)	12% (71)	88% (544)	615
Ideo: Conservative (5-7)	9% (59)	91% (629)	688
Educ: < College	9% (134)	91% (1378)	1512
Educ: Bachelors degree	13% (57)	87% (387)	444
Educ: Post-grad	17% (42)	83% (202)	244
Income: Under 50k	8% (94)	92% (1136)	1230
Income: 50k-100k	13% (82)	87% (572)	654
Income: 100k+	18% (58)	82% (259)	316
Ethnicity: White	10% (180)	90% (1542)	1722
Ethnicity: Hispanic	19% (66)	81% (284)	349
Ethnicity: Black	13% (35)	87% (239)	274

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Table MCE7_11NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
The Bachelor

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
Ethnicity: Other	9%	(18)	91%	(186)	204
All Christian	12%	(123)	88%	(946)	1070
All Non-Christian	24%	(29)	76%	(93)	122
Atheist	5%	(5)	95%	(85)	90
Agnostic/Nothing in particular	8%	(42)	92%	(493)	536
Something Else	9%	(34)	91%	(349)	383
Religious Non-Protestant/Catholic	22%	(31)	78%	(107)	137
Evangelical	14%	(94)	86%	(585)	679
Non-Evangelical	8%	(60)	92%	(681)	741
Community: Urban	14%	(106)	86%	(636)	742
Community: Suburban	9%	(84)	91%	(847)	932
Community: Rural	8%	(43)	92%	(483)	526
Employ: Private Sector	15%	(96)	85%	(539)	635
Employ: Government	14%	(20)	86%	(127)	147
Employ: Self-Employed	13%	(27)	87%	(183)	210
Employ: Homemaker	9%	(14)	91%	(150)	164
Employ: Student	11%	(11)	89%	(92)	103
Employ: Retired	4%	(20)	96%	(490)	509
Employ: Unemployed	12%	(34)	88%	(250)	283
Employ: Other	8%	(12)	92%	(137)	149
Military HH: Yes	12%	(46)	88%	(344)	390
Military HH: No	10%	(188)	90%	(1622)	1810
RD/WT: Right Direction	16%	(104)	84%	(567)	671
RD/WT: Wrong Track	8%	(129)	92%	(1400)	1529
Trump Job Approve	13%	(112)	87%	(765)	877
Trump Job Disapprove	10%	(119)	90%	(1119)	1238
Trump Job Strongly Approve	15%	(79)	85%	(457)	536
Trump Job Somewhat Approve	10%	(33)	90%	(308)	341
Trump Job Somewhat Disapprove	16%	(45)	84%	(240)	285
Trump Job Strongly Disapprove	8%	(74)	92%	(880)	953

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Table MCE7_11NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 The Bachelor

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
Favorable of Trump	13%	(111)	87%	(763)	874
Unfavorable of Trump	9%	(116)	91%	(1113)	1229
Very Favorable of Trump	13%	(72)	87%	(468)	540
Somewhat Favorable of Trump	12%	(40)	88%	(294)	334
Somewhat Unfavorable of Trump	13%	(31)	87%	(199)	230
Very Unfavorable of Trump	8%	(85)	92%	(914)	999
#1 Issue: Economy	11%	(96)	89%	(774)	870
#1 Issue: Security	11%	(24)	89%	(187)	210
#1 Issue: Health Care	12%	(46)	88%	(343)	390
#1 Issue: Medicare / Social Security	5%	(12)	95%	(250)	262
#1 Issue: Women's Issues	10%	(13)	90%	(109)	122
#1 Issue: Education	18%	(19)	82%	(85)	104
#1 Issue: Energy	18%	(16)	82%	(74)	90
#1 Issue: Other	4%	(7)	96%	(145)	152
2018 House Vote: Democrat	11%	(82)	89%	(678)	760
2018 House Vote: Republican	12%	(68)	88%	(513)	581
2016 Vote: Hillary Clinton	10%	(72)	90%	(650)	722
2016 Vote: Donald Trump	12%	(82)	88%	(583)	665
2016 Vote: Other	8%	(7)	92%	(80)	87
2016 Vote: Didn't Vote	10%	(71)	90%	(654)	725
Voted in 2014: Yes	11%	(133)	89%	(1087)	1220
Voted in 2014: No	10%	(100)	90%	(879)	980
2012 Vote: Barack Obama	11%	(94)	89%	(770)	864
2012 Vote: Mitt Romney	10%	(43)	90%	(399)	442
2012 Vote: Other	4%	(2)	96%	(58)	60
2012 Vote: Didn't Vote	11%	(94)	89%	(738)	832
4-Region: Northeast	12%	(48)	88%	(346)	394
4-Region: Midwest	9%	(41)	91%	(422)	462
4-Region: South	11%	(89)	89%	(735)	824
4-Region: West	11%	(56)	89%	(464)	520
Cable TV subscribers	12%	(116)	88%	(870)	986

Continued on next page

Table MCE7_11NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
The Bachelor

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
Satellite TV subscribers	16%	(75)	84%	(405)	481
Former cable TV subscribers	9%	(71)	91%	(716)	787
Former satellite TV subscribers	11%	(70)	89%	(600)	670
Watches mostly scripted shows	9%	(73)	91%	(755)	828
Watches mostly unscripted shows	20%	(52)	80%	(207)	260
Watches scripted and unscripted	13%	(93)	87%	(624)	718
Watches mostly for entertainment	8%	(93)	92%	(1010)	1103
Watches mostly for education	21%	(31)	79%	(114)	145
Watches for entertainment and education	16%	(94)	84%	(513)	607
Likely to subscribe to Discovery+	22%	(148)	78%	(517)	665
Unlikely to subscribe to Discovery+	5%	(59)	95%	(1068)	1127
Subscribes to at least one streaming service	12%	(207)	88%	(1501)	1708
Subscribes to 3+ streaming services	15%	(158)	85%	(901)	1059

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

Table MCE7_12NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Selling Sunset

Demographic	Selected	Not Selected	Total N
Adults	11% (235)	89% (1965)	2200
Gender: Male	11% (119)	89% (942)	1062
Gender: Female	10% (116)	90% (1022)	1138
Age: 18-34	13% (88)	87% (568)	655
Age: 35-44	14% (52)	86% (306)	358
Age: 45-64	9% (68)	91% (683)	751
Age: 65+	6% (28)	94% (408)	436
GenZers: 1997-2012	11% (31)	89% (242)	274
Millennials: 1981-1996	14% (83)	86% (517)	599
GenXers: 1965-1980	12% (66)	88% (463)	529
Baby Boomers: 1946-1964	7% (49)	93% (657)	706
PID: Dem (no lean)	12% (108)	88% (804)	912
PID: Ind (no lean)	9% (60)	91% (580)	640
PID: Rep (no lean)	10% (67)	90% (581)	648
PID/Gender: Dem Men	14% (60)	86% (378)	438
PID/Gender: Dem Women	10% (49)	90% (425)	474
PID/Gender: Ind Men	9% (26)	91% (258)	283
PID/Gender: Ind Women	10% (34)	90% (323)	357
PID/Gender: Rep Men	10% (34)	90% (307)	341
PID/Gender: Rep Women	11% (33)	89% (274)	307
Ideo: Liberal (1-3)	12% (83)	88% (600)	683
Ideo: Moderate (4)	10% (60)	90% (554)	615
Ideo: Conservative (5-7)	11% (75)	89% (612)	688
Educ: < College	9% (133)	91% (1379)	1512
Educ: Bachelors degree	13% (57)	87% (386)	444
Educ: Post-grad	18% (45)	82% (199)	244
Income: Under 50k	8% (104)	92% (1126)	1230
Income: 50k-100k	11% (75)	89% (579)	654
Income: 100k+	18% (56)	82% (260)	316
Ethnicity: White	11% (188)	89% (1534)	1722
Ethnicity: Hispanic	11% (37)	89% (312)	349
Ethnicity: Black	12% (33)	88% (241)	274

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Table MCE7_12NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Selling Sunset

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1965)	2200
Ethnicity: Other	7%	(14)	93%	(190)	204
All Christian	11%	(121)	89%	(949)	1070
All Non-Christian	15%	(18)	85%	(104)	122
Atheist	13%	(12)	87%	(78)	90
Agnostic/Nothing in particular	8%	(44)	92%	(492)	536
Something Else	11%	(40)	89%	(342)	383
Religious Non-Protestant/Catholic	15%	(21)	85%	(116)	137
Evangelical	12%	(81)	88%	(597)	679
Non-Evangelical	10%	(73)	90%	(668)	741
Community: Urban	14%	(100)	86%	(642)	742
Community: Suburban	11%	(100)	89%	(832)	932
Community: Rural	7%	(35)	93%	(491)	526
Employ: Private Sector	15%	(97)	85%	(538)	635
Employ: Government	11%	(16)	89%	(130)	147
Employ: Self-Employed	7%	(15)	93%	(195)	210
Employ: Homemaker	11%	(18)	89%	(146)	164
Employ: Student	10%	(11)	90%	(92)	103
Employ: Retired	7%	(38)	93%	(472)	509
Employ: Unemployed	9%	(25)	91%	(258)	283
Employ: Other	10%	(15)	90%	(134)	149
Military HH: Yes	11%	(41)	89%	(349)	390
Military HH: No	11%	(194)	89%	(1616)	1810
RD/WT: Right Direction	12%	(82)	88%	(589)	671
RD/WT: Wrong Track	10%	(153)	90%	(1376)	1529
Trump Job Approve	12%	(104)	88%	(773)	877
Trump Job Disapprove	10%	(127)	90%	(1111)	1238
Trump Job Strongly Approve	12%	(62)	88%	(473)	536
Trump Job Somewhat Approve	12%	(41)	88%	(299)	341
Trump Job Somewhat Disapprove	11%	(31)	89%	(253)	285
Trump Job Strongly Disapprove	10%	(95)	90%	(858)	953

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Table MCE7_12NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Selling Sunset

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1965)	2200
Favorable of Trump	11%	(98)	89%	(777)	874
Unfavorable of Trump	11%	(131)	89%	(1098)	1229
Very Favorable of Trump	10%	(55)	90%	(485)	540
Somewhat Favorable of Trump	13%	(42)	87%	(292)	334
Somewhat Unfavorable of Trump	11%	(26)	89%	(204)	230
Very Unfavorable of Trump	11%	(105)	89%	(894)	999
#1 Issue: Economy	10%	(89)	90%	(781)	870
#1 Issue: Security	17%	(36)	83%	(175)	210
#1 Issue: Health Care	11%	(43)	89%	(346)	390
#1 Issue: Medicare / Social Security	9%	(23)	91%	(239)	262
#1 Issue: Women's Issues	13%	(16)	87%	(106)	122
#1 Issue: Education	9%	(10)	91%	(95)	104
#1 Issue: Energy	10%	(9)	90%	(81)	90
#1 Issue: Other	6%	(10)	94%	(142)	152
2018 House Vote: Democrat	13%	(97)	87%	(662)	760
2018 House Vote: Republican	10%	(60)	90%	(521)	581
2016 Vote: Hillary Clinton	13%	(92)	87%	(630)	722
2016 Vote: Donald Trump	9%	(63)	91%	(602)	665
2016 Vote: Other	9%	(8)	91%	(79)	87
2016 Vote: Didn't Vote	10%	(73)	90%	(652)	725
Voted in 2014: Yes	12%	(147)	88%	(1073)	1220
Voted in 2014: No	9%	(88)	91%	(891)	980
2012 Vote: Barack Obama	11%	(97)	89%	(767)	864
2012 Vote: Mitt Romney	11%	(48)	89%	(394)	442
2012 Vote: Other	11%	(7)	89%	(54)	60
2012 Vote: Didn't Vote	10%	(83)	90%	(749)	832
4-Region: Northeast	12%	(48)	88%	(346)	394
4-Region: Midwest	9%	(39)	91%	(423)	462
4-Region: South	11%	(93)	89%	(731)	824
4-Region: West	11%	(55)	89%	(465)	520
Cable TV subscribers	11%	(107)	89%	(878)	986

Continued on next page

Table MCE7_12NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Selling Sunset

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1965)	2200
Satellite TV subscribers	15%	(71)	85%	(410)	481
Former cable TV subscribers	11%	(89)	89%	(698)	787
Former satellite TV subscribers	10%	(70)	90%	(600)	670
Watches mostly scripted shows	13%	(110)	87%	(718)	828
Watches mostly unscripted shows	11%	(27)	89%	(232)	260
Watches scripted and unscripted	12%	(84)	88%	(633)	718
Watches mostly for entertainment	12%	(137)	88%	(966)	1103
Watches mostly for education	14%	(21)	86%	(125)	145
Watches for entertainment and education	11%	(69)	89%	(538)	607
Likely to subscribe to Discovery+	17%	(116)	83%	(549)	665
Unlikely to subscribe to Discovery+	9%	(106)	91%	(1022)	1127
Subscribes to at least one streaming service	12%	(198)	88%	(1510)	1708
Subscribes to 3+ streaming services	13%	(141)	87%	(918)	1059

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

Table MCE7_13NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Chef's Table

Demographic	Selected	Not Selected	Total N
Adults	13% (294)	87% (1906)	2200
Gender: Male	14% (154)	86% (908)	1062
Gender: Female	12% (140)	88% (998)	1138
Age: 18-34	14% (91)	86% (564)	655
Age: 35-44	16% (59)	84% (299)	358
Age: 45-64	12% (88)	88% (663)	751
Age: 65+	13% (55)	87% (381)	436
GenZers: 1997-2012	12% (31)	88% (242)	274
Millennials: 1981-1996	15% (92)	85% (507)	599
GenXers: 1965-1980	13% (70)	87% (459)	529
Baby Boomers: 1946-1964	13% (92)	87% (613)	706
PID: Dem (no lean)	16% (148)	84% (764)	912
PID: Ind (no lean)	10% (66)	90% (574)	640
PID: Rep (no lean)	12% (80)	88% (568)	648
PID/Gender: Dem Men	18% (80)	82% (358)	438
PID/Gender: Dem Women	14% (68)	86% (406)	474
PID/Gender: Ind Men	11% (30)	89% (253)	283
PID/Gender: Ind Women	10% (36)	90% (321)	357
PID/Gender: Rep Men	13% (44)	87% (297)	341
PID/Gender: Rep Women	12% (36)	88% (271)	307
Ideo: Liberal (1-3)	16% (109)	84% (574)	683
Ideo: Moderate (4)	12% (73)	88% (542)	615
Ideo: Conservative (5-7)	14% (94)	86% (594)	688
Educ: < College	11% (167)	89% (1346)	1512
Educ: Bachelors degree	17% (78)	83% (366)	444
Educ: Post-grad	20% (49)	80% (195)	244
Income: Under 50k	11% (133)	89% (1097)	1230
Income: 50k-100k	14% (89)	86% (565)	654
Income: 100k+	23% (71)	77% (245)	316
Ethnicity: White	14% (239)	86% (1483)	1722
Ethnicity: Hispanic	16% (56)	84% (293)	349
Ethnicity: Black	11% (31)	89% (244)	274

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Table MCE7_13NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Chef's Table

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1906)	2200
Ethnicity: Other	12%	(25)	88%	(179)	204
All Christian	17%	(183)	83%	(887)	1070
All Non-Christian	17%	(21)	83%	(101)	122
Atheist	10%	(9)	90%	(81)	90
Agnostic/Nothing in particular	9%	(48)	91%	(488)	536
Something Else	9%	(33)	91%	(349)	383
Religious Non-Protestant/Catholic	17%	(23)	83%	(114)	137
Evangelical	16%	(106)	84%	(573)	679
Non-Evangelical	14%	(101)	86%	(640)	741
Community: Urban	16%	(118)	84%	(624)	742
Community: Suburban	13%	(122)	87%	(810)	932
Community: Rural	10%	(54)	90%	(472)	526
Employ: Private Sector	17%	(105)	83%	(530)	635
Employ: Government	16%	(23)	84%	(123)	147
Employ: Self-Employed	14%	(29)	86%	(181)	210
Employ: Homemaker	12%	(20)	88%	(143)	164
Employ: Student	13%	(13)	87%	(90)	103
Employ: Retired	13%	(67)	87%	(443)	509
Employ: Unemployed	8%	(23)	92%	(260)	283
Employ: Other	9%	(13)	91%	(136)	149
Military HH: Yes	14%	(53)	86%	(337)	390
Military HH: No	13%	(241)	87%	(1570)	1810
RD/WT: Right Direction	18%	(122)	82%	(548)	671
RD/WT: Wrong Track	11%	(171)	89%	(1358)	1529
Trump Job Approve	16%	(138)	84%	(738)	877
Trump Job Disapprove	12%	(152)	88%	(1086)	1238
Trump Job Strongly Approve	14%	(76)	86%	(460)	536
Trump Job Somewhat Approve	18%	(62)	82%	(279)	341
Trump Job Somewhat Disapprove	12%	(34)	88%	(250)	285
Trump Job Strongly Disapprove	12%	(117)	88%	(836)	953

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Table MCE7_13NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Chef's Table

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1906)	2200
Favorable of Trump	16%	(137)	84%	(737)	874
Unfavorable of Trump	13%	(155)	87%	(1074)	1229
Very Favorable of Trump	14%	(74)	86%	(467)	540
Somewhat Favorable of Trump	19%	(64)	81%	(271)	334
Somewhat Unfavorable of Trump	14%	(33)	86%	(197)	230
Very Unfavorable of Trump	12%	(122)	88%	(877)	999
#1 Issue: Economy	13%	(113)	87%	(757)	870
#1 Issue: Security	15%	(32)	85%	(178)	210
#1 Issue: Health Care	15%	(59)	85%	(330)	390
#1 Issue: Medicare / Social Security	14%	(37)	86%	(225)	262
#1 Issue: Women's Issues	11%	(13)	89%	(109)	122
#1 Issue: Education	11%	(11)	89%	(93)	104
#1 Issue: Energy	20%	(18)	80%	(72)	90
#1 Issue: Other	6%	(9)	94%	(143)	152
2018 House Vote: Democrat	16%	(124)	84%	(636)	760
2018 House Vote: Republican	13%	(74)	87%	(508)	581
2016 Vote: Hillary Clinton	15%	(111)	85%	(611)	722
2016 Vote: Donald Trump	15%	(98)	85%	(566)	665
2016 Vote: Other	8%	(7)	92%	(80)	87
2016 Vote: Didn't Vote	10%	(76)	90%	(649)	725
Voted in 2014: Yes	15%	(184)	85%	(1037)	1220
Voted in 2014: No	11%	(110)	89%	(870)	980
2012 Vote: Barack Obama	15%	(129)	85%	(735)	864
2012 Vote: Mitt Romney	14%	(63)	86%	(378)	442
2012 Vote: Other	4%	(2)	96%	(58)	60
2012 Vote: Didn't Vote	12%	(98)	88%	(734)	832
4-Region: Northeast	18%	(70)	82%	(324)	394
4-Region: Midwest	10%	(45)	90%	(417)	462
4-Region: South	14%	(112)	86%	(712)	824
4-Region: West	13%	(67)	87%	(453)	520
Cable TV subscribers	15%	(151)	85%	(835)	986

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Table MCE7_13NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Chef's Table

Demographic	Selected		Not Selected		Total N
Adults	13%	(294)	87%	(1906)	2200
Satellite TV subscribers	19%	(92)	81%	(389)	481
Former cable TV subscribers	12%	(92)	88%	(695)	787
Former satellite TV subscribers	11%	(73)	89%	(597)	670
Watches mostly scripted shows	16%	(133)	84%	(695)	828
Watches mostly unscripted shows	16%	(42)	84%	(218)	260
Watches scripted and unscripted	13%	(95)	87%	(623)	718
Watches mostly for entertainment	13%	(146)	87%	(957)	1103
Watches mostly for education	26%	(37)	74%	(108)	145
Watches for entertainment and education	15%	(94)	85%	(513)	607
Likely to subscribe to Discovery+	23%	(155)	77%	(510)	665
Unlikely to subscribe to Discovery+	9%	(104)	91%	(1024)	1127
Subscribes to at least one streaming service	15%	(254)	85%	(1453)	1708
Subscribes to 3+ streaming services	17%	(183)	83%	(876)	1059

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

Table MCE7_14NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Tidying Up with Marie Kondo

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2001)	2200
Gender: Male	9%	(99)	91%	(963)	1062
Gender: Female	9%	(100)	91%	(1038)	1138
Age: 18-34	9%	(58)	91%	(597)	655
Age: 35-44	16%	(56)	84%	(301)	358
Age: 45-64	8%	(61)	92%	(690)	751
Age: 65+	5%	(24)	95%	(412)	436
GenZers: 1997-2012	5%	(13)	95%	(261)	274
Millennials: 1981-1996	14%	(83)	86%	(516)	599
GenXers: 1965-1980	9%	(47)	91%	(482)	529
Baby Boomers: 1946-1964	7%	(50)	93%	(656)	706
PID: Dem (no lean)	11%	(103)	89%	(808)	912
PID: Ind (no lean)	8%	(49)	92%	(592)	640
PID: Rep (no lean)	7%	(47)	93%	(601)	648
PID/Gender: Dem Men	11%	(48)	89%	(390)	438
PID/Gender: Dem Women	12%	(55)	88%	(419)	474
PID/Gender: Ind Men	9%	(24)	91%	(259)	283
PID/Gender: Ind Women	7%	(24)	93%	(333)	357
PID/Gender: Rep Men	8%	(27)	92%	(314)	341
PID/Gender: Rep Women	7%	(20)	93%	(287)	307
Ideo: Liberal (1-3)	14%	(97)	86%	(586)	683
Ideo: Moderate (4)	7%	(41)	93%	(573)	615
Ideo: Conservative (5-7)	8%	(54)	92%	(634)	688
Educ: < College	7%	(98)	93%	(1414)	1512
Educ: Bachelors degree	15%	(69)	85%	(375)	444
Educ: Post-grad	13%	(32)	87%	(212)	244
Income: Under 50k	6%	(79)	94%	(1151)	1230
Income: 50k-100k	10%	(66)	90%	(588)	654
Income: 100k+	17%	(55)	83%	(261)	316
Ethnicity: White	9%	(154)	91%	(1568)	1722
Ethnicity: Hispanic	11%	(38)	89%	(311)	349
Ethnicity: Black	12%	(33)	88%	(241)	274

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Table MCE7_14NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Tidying Up with Marie Kondo

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2001)	2200
Ethnicity: Other	6%	(12)	94%	(192)	204
All Christian	10%	(109)	90%	(961)	1070
All Non-Christian	10%	(12)	90%	(110)	122
Atheist	16%	(15)	84%	(75)	90
Agnostic/Nothing in particular	7%	(39)	93%	(497)	536
Something Else	6%	(24)	94%	(358)	383
Religious Non-Protestant/Catholic	10%	(13)	90%	(124)	137
Evangelical	9%	(59)	91%	(620)	679
Non-Evangelical	10%	(71)	90%	(670)	741
Community: Urban	11%	(85)	89%	(657)	742
Community: Suburban	9%	(87)	91%	(845)	932
Community: Rural	5%	(27)	95%	(499)	526
Employ: Private Sector	13%	(83)	87%	(552)	635
Employ: Government	14%	(20)	86%	(127)	147
Employ: Self-Employed	6%	(12)	94%	(198)	210
Employ: Homemaker	11%	(17)	89%	(146)	164
Employ: Student	6%	(6)	94%	(97)	103
Employ: Retired	6%	(29)	94%	(480)	509
Employ: Unemployed	8%	(24)	92%	(260)	283
Employ: Other	5%	(8)	95%	(141)	149
Military HH: Yes	11%	(44)	89%	(346)	390
Military HH: No	9%	(155)	91%	(1655)	1810
RD/WT: Right Direction	12%	(80)	88%	(591)	671
RD/WT: Wrong Track	8%	(119)	92%	(1410)	1529
Trump Job Approve	8%	(73)	92%	(804)	877
Trump Job Disapprove	10%	(122)	90%	(1116)	1238
Trump Job Strongly Approve	8%	(44)	92%	(492)	536
Trump Job Somewhat Approve	8%	(29)	92%	(312)	341
Trump Job Somewhat Disapprove	10%	(28)	90%	(257)	285
Trump Job Strongly Disapprove	10%	(94)	90%	(859)	953

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Table MCE7_14NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 Tidying Up with Marie Kondo

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2001)	2200
Favorable of Trump	8%	(66)	92%	(808)	874
Unfavorable of Trump	10%	(126)	90%	(1103)	1229
Very Favorable of Trump	7%	(39)	93%	(502)	540
Somewhat Favorable of Trump	8%	(27)	92%	(307)	334
Somewhat Unfavorable of Trump	11%	(24)	89%	(206)	230
Very Unfavorable of Trump	10%	(102)	90%	(897)	999
#1 Issue: Economy	8%	(72)	92%	(798)	870
#1 Issue: Security	14%	(29)	86%	(181)	210
#1 Issue: Health Care	9%	(35)	91%	(354)	390
#1 Issue: Medicare / Social Security	9%	(23)	91%	(238)	262
#1 Issue: Women's Issues	10%	(12)	90%	(110)	122
#1 Issue: Education	11%	(12)	89%	(93)	104
#1 Issue: Energy	11%	(10)	89%	(80)	90
#1 Issue: Other	4%	(6)	96%	(146)	152
2018 House Vote: Democrat	14%	(106)	86%	(654)	760
2018 House Vote: Republican	7%	(43)	93%	(539)	581
2016 Vote: Hillary Clinton	14%	(98)	86%	(624)	722
2016 Vote: Donald Trump	8%	(52)	92%	(613)	665
2016 Vote: Other	11%	(10)	89%	(77)	87
2016 Vote: Didn't Vote	6%	(40)	94%	(684)	725
Voted in 2014: Yes	12%	(143)	88%	(1077)	1220
Voted in 2014: No	6%	(56)	94%	(924)	980
2012 Vote: Barack Obama	13%	(113)	87%	(752)	864
2012 Vote: Mitt Romney	8%	(35)	92%	(407)	442
2012 Vote: Other	4%	(2)	96%	(58)	60
2012 Vote: Didn't Vote	6%	(50)	94%	(782)	832
4-Region: Northeast	12%	(48)	88%	(346)	394
4-Region: Midwest	7%	(30)	93%	(432)	462
4-Region: South	9%	(70)	91%	(754)	824
4-Region: West	10%	(51)	90%	(469)	520
Cable TV subscribers	9%	(91)	91%	(895)	986

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Table MCE7_14NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
Tidying Up with Marie Kondo

Demographic	Selected		Not Selected		Total N
Adults	9%	(199)	91%	(2001)	2200
Satellite TV subscribers	12%	(56)	88%	(424)	481
Former cable TV subscribers	9%	(74)	91%	(713)	787
Former satellite TV subscribers	9%	(62)	91%	(608)	670
Watches mostly scripted shows	10%	(84)	90%	(745)	828
Watches mostly unscripted shows	8%	(21)	92%	(239)	260
Watches scripted and unscripted	12%	(86)	88%	(632)	718
Watches mostly for entertainment	9%	(95)	91%	(1008)	1103
Watches mostly for education	13%	(19)	87%	(126)	145
Watches for entertainment and education	12%	(74)	88%	(533)	607
Likely to subscribe to Discovery+	16%	(104)	84%	(561)	665
Unlikely to subscribe to Discovery+	6%	(73)	94%	(1055)	1127
Subscribes to at least one streaming service	10%	(175)	90%	(1533)	1708
Subscribes to 3+ streaming services	12%	(129)	88%	(930)	1059

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

Table MCE7_15NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	26% (567)	74% (1633)	2200
Gender: Male	25% (265)	75% (796)	1062
Gender: Female	27% (302)	73% (836)	1138
Age: 18-34	15% (97)	85% (558)	655
Age: 35-44	18% (65)	82% (293)	358
Age: 45-64	30% (229)	70% (522)	751
Age: 65+	41% (177)	59% (259)	436
GenZers: 1997-2012	19% (53)	81% (221)	274
Millennials: 1981-1996	13% (80)	87% (519)	599
GenXers: 1965-1980	26% (136)	74% (393)	529
Baby Boomers: 1946-1964	35% (248)	65% (457)	706
PID: Dem (no lean)	23% (207)	77% (705)	912
PID: Ind (no lean)	27% (175)	73% (465)	640
PID: Rep (no lean)	29% (186)	71% (463)	648
PID/Gender: Dem Men	22% (95)	78% (342)	438
PID/Gender: Dem Women	23% (111)	77% (363)	474
PID/Gender: Ind Men	27% (76)	73% (207)	283
PID/Gender: Ind Women	28% (99)	72% (257)	357
PID/Gender: Rep Men	28% (94)	72% (247)	341
PID/Gender: Rep Women	30% (91)	70% (216)	307
Ideo: Liberal (1-3)	21% (143)	79% (540)	683
Ideo: Moderate (4)	25% (153)	75% (462)	615
Ideo: Conservative (5-7)	30% (205)	70% (482)	688
Educ: < College	27% (409)	73% (1103)	1512
Educ: Bachelors degree	24% (106)	76% (338)	444
Educ: Post-grad	21% (52)	79% (192)	244
Income: Under 50k	27% (335)	73% (895)	1230
Income: 50k-100k	25% (165)	75% (489)	654
Income: 100k+	21% (67)	79% (249)	316
Ethnicity: White	27% (456)	73% (1265)	1722
Ethnicity: Hispanic	16% (57)	84% (293)	349
Ethnicity: Black	21% (57)	79% (218)	274

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Table MCE7_15NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
Ethnicity: Other	27%	(54)	73%	(150)	204
All Christian	27%	(288)	73%	(782)	1070
All Non-Christian	17%	(20)	83%	(102)	122
Atheist	25%	(22)	75%	(68)	90
Agnostic/Nothing in particular	25%	(135)	75%	(401)	536
Something Else	27%	(102)	73%	(281)	383
Religious Non-Protestant/Catholic	19%	(25)	81%	(112)	137
Evangelical	25%	(172)	75%	(506)	679
Non-Evangelical	28%	(209)	72%	(532)	741
Community: Urban	19%	(145)	81%	(598)	742
Community: Suburban	29%	(271)	71%	(660)	932
Community: Rural	29%	(152)	71%	(375)	526
Employ: Private Sector	19%	(121)	81%	(514)	635
Employ: Government	23%	(34)	77%	(112)	147
Employ: Self-Employed	23%	(48)	77%	(163)	210
Employ: Homemaker	27%	(44)	73%	(120)	164
Employ: Student	17%	(18)	83%	(85)	103
Employ: Retired	38%	(193)	62%	(316)	509
Employ: Unemployed	26%	(75)	74%	(209)	283
Employ: Other	24%	(35)	76%	(114)	149
Military HH: Yes	31%	(122)	69%	(268)	390
Military HH: No	25%	(446)	75%	(1364)	1810
RD/WT: Right Direction	20%	(135)	80%	(535)	671
RD/WT: Wrong Track	28%	(432)	72%	(1097)	1529
Trump Job Approve	27%	(233)	73%	(644)	877
Trump Job Disapprove	25%	(306)	75%	(932)	1238
Trump Job Strongly Approve	31%	(164)	69%	(372)	536
Trump Job Somewhat Approve	20%	(69)	80%	(272)	341
Trump Job Somewhat Disapprove	20%	(56)	80%	(228)	285
Trump Job Strongly Disapprove	26%	(249)	74%	(704)	953

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Table MCE7_15NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
Favorable of Trump	27%	(233)	73%	(642)	874
Unfavorable of Trump	25%	(305)	75%	(924)	1229
Very Favorable of Trump	30%	(161)	70%	(380)	540
Somewhat Favorable of Trump	22%	(72)	78%	(262)	334
Somewhat Unfavorable of Trump	21%	(49)	79%	(181)	230
Very Unfavorable of Trump	26%	(256)	74%	(743)	999
#1 Issue: Economy	25%	(220)	75%	(650)	870
#1 Issue: Security	21%	(45)	79%	(165)	210
#1 Issue: Health Care	21%	(80)	79%	(310)	390
#1 Issue: Medicare / Social Security	38%	(98)	62%	(163)	262
#1 Issue: Women's Issues	24%	(30)	76%	(92)	122
#1 Issue: Education	10%	(10)	90%	(94)	104
#1 Issue: Energy	21%	(19)	79%	(72)	90
#1 Issue: Other	43%	(65)	57%	(87)	152
2018 House Vote: Democrat	23%	(174)	77%	(586)	760
2018 House Vote: Republican	28%	(164)	72%	(417)	581
2016 Vote: Hillary Clinton	23%	(167)	77%	(555)	722
2016 Vote: Donald Trump	29%	(190)	71%	(475)	665
2016 Vote: Other	33%	(29)	67%	(58)	87
2016 Vote: Didn't Vote	25%	(181)	75%	(544)	725
Voted in 2014: Yes	26%	(319)	74%	(901)	1220
Voted in 2014: No	25%	(248)	75%	(731)	980
2012 Vote: Barack Obama	24%	(212)	76%	(653)	864
2012 Vote: Mitt Romney	30%	(135)	70%	(307)	442
2012 Vote: Other	44%	(26)	56%	(34)	60
2012 Vote: Didn't Vote	23%	(194)	77%	(638)	832
4-Region: Northeast	23%	(92)	77%	(302)	394
4-Region: Midwest	26%	(121)	74%	(341)	462
4-Region: South	27%	(223)	73%	(601)	824
4-Region: West	25%	(132)	75%	(388)	520
Cable TV subscribers	24%	(235)	76%	(750)	986

Continued on next page

Table MCE7_15NET: Based on what you know, which of the following TV shows will be available on Discovery+? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
Satellite TV subscribers	22%	(105)	78%	(375)	481
Former cable TV subscribers	26%	(205)	74%	(582)	787
Former satellite TV subscribers	21%	(143)	79%	(527)	670
Watches mostly scripted shows	23%	(192)	77%	(637)	828
Watches mostly unscripted shows	16%	(41)	84%	(219)	260
Watches scripted and unscripted	20%	(145)	80%	(573)	718
Watches mostly for entertainment	24%	(270)	76%	(833)	1103
Watches mostly for education	10%	(14)	90%	(131)	145
Watches for entertainment and education	19%	(113)	81%	(494)	607
Likely to subscribe to Discovery+	7%	(48)	93%	(617)	665
Unlikely to subscribe to Discovery+	34%	(380)	66%	(748)	1127
Subscribes to at least one streaming service	22%	(373)	78%	(1335)	1708
Subscribes to 3+ streaming services	17%	(183)	83%	(876)	1059

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

Table MCE8_1: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

90 Day Fiance

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (234)	13% (291)	22% (484)	11% (238)	28% (621)	15% (333)	2200
Gender: Male	10% (103)	14% (145)	22% (230)	13% (133)	28% (293)	15% (157)	1062
Gender: Female	12% (131)	13% (146)	22% (254)	9% (104)	29% (328)	15% (176)	1138
Age: 18-34	16% (103)	21% (135)	20% (134)	11% (70)	16% (105)	17% (109)	655
Age: 35-44	19% (66)	20% (72)	22% (79)	10% (35)	18% (64)	12% (42)	358
Age: 45-64	7% (49)	9% (69)	24% (178)	11% (86)	34% (259)	15% (110)	751
Age: 65+	4% (16)	3% (15)	21% (93)	11% (46)	44% (194)	17% (73)	436
GenZers: 1997-2012	14% (37)	19% (52)	23% (63)	8% (22)	14% (37)	23% (62)	274
Millennials: 1981-1996	19% (112)	22% (129)	20% (121)	11% (65)	17% (102)	12% (70)	599
GenXers: 1965-1980	11% (56)	15% (77)	22% (115)	13% (69)	26% (135)	15% (77)	529
Baby Boomers: 1946-1964	4% (29)	4% (29)	24% (168)	10% (69)	44% (307)	15% (103)	706
PID: Dem (no lean)	14% (125)	17% (158)	19% (170)	11% (98)	26% (233)	14% (126)	912
PID: Ind (no lean)	8% (54)	8% (52)	23% (150)	11% (68)	31% (195)	19% (121)	640
PID: Rep (no lean)	8% (55)	12% (80)	25% (164)	11% (71)	30% (192)	13% (85)	648
PID/Gender: Dem Men	14% (60)	18% (77)	19% (82)	11% (48)	24% (105)	15% (66)	438
PID/Gender: Dem Women	14% (65)	17% (81)	19% (89)	11% (51)	27% (128)	13% (60)	474
PID/Gender: Ind Men	8% (24)	6% (16)	24% (69)	13% (37)	31% (87)	17% (50)	283
PID/Gender: Ind Women	8% (30)	10% (36)	23% (80)	9% (31)	30% (108)	20% (72)	357
PID/Gender: Rep Men	5% (19)	15% (51)	23% (79)	14% (49)	30% (101)	12% (42)	341
PID/Gender: Rep Women	12% (36)	9% (29)	28% (85)	7% (22)	30% (91)	14% (44)	307
Ideo: Liberal (1-3)	16% (111)	16% (111)	20% (138)	10% (71)	27% (186)	10% (67)	683
Ideo: Moderate (4)	9% (55)	15% (91)	22% (136)	11% (70)	27% (164)	16% (97)	615
Ideo: Conservative (5-7)	8% (55)	9% (65)	26% (178)	11% (77)	31% (215)	14% (97)	688
Educ: < College	9% (136)	13% (190)	21% (314)	11% (161)	30% (451)	17% (260)	1512
Educ: Bachelors degree	12% (52)	13% (59)	26% (117)	12% (54)	26% (117)	10% (44)	444
Educ: Post-grad	19% (46)	17% (42)	21% (52)	9% (22)	22% (53)	12% (29)	244
Income: Under 50k	8% (104)	11% (137)	21% (257)	11% (135)	31% (377)	18% (220)	1230
Income: 50k-100k	11% (72)	15% (98)	23% (154)	11% (73)	27% (179)	12% (79)	654
Income: 100k+	18% (58)	18% (56)	23% (73)	9% (29)	21% (65)	11% (34)	316
Ethnicity: White	10% (171)	12% (200)	24% (408)	10% (175)	30% (513)	15% (254)	1722

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Table MCE8_1: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
90 Day Fiance

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (234)	13% (291)	22% (484)	11% (238)	28% (621)	15% (333)	2200
Ethnicity: Hispanic	16% (57)	25% (87)	17% (61)	10% (35)	16% (56)	15% (54)	349
Ethnicity: Black	16% (43)	17% (48)	20% (54)	12% (34)	23% (64)	12% (32)	274
Ethnicity: Other	10% (20)	21% (43)	11% (22)	14% (28)	22% (44)	23% (47)	204
All Christian	11% (120)	13% (140)	23% (251)	11% (113)	30% (317)	12% (129)	1070
All Non-Christian	16% (19)	16% (20)	19% (24)	10% (13)	15% (18)	24% (29)	122
Atheist	6% (6)	10% (9)	24% (21)	8% (7)	36% (32)	15% (14)	90
Agnostic/Nothing in particular	9% (50)	14% (74)	20% (109)	11% (61)	28% (149)	17% (93)	536
Something Else	10% (39)	12% (47)	21% (79)	11% (44)	27% (105)	18% (69)	383
Religious Non-Protestant/Catholic	15% (21)	15% (21)	18% (25)	12% (17)	15% (21)	24% (33)	137
Evangelical	15% (101)	15% (104)	22% (150)	8% (54)	26% (177)	13% (92)	679
Non-Evangelical	7% (52)	11% (81)	23% (173)	13% (97)	32% (239)	13% (99)	741
Community: Urban	16% (117)	18% (136)	20% (151)	12% (89)	22% (163)	12% (87)	742
Community: Suburban	9% (81)	11% (101)	24% (221)	10% (90)	31% (286)	16% (153)	932
Community: Rural	7% (36)	10% (53)	21% (113)	11% (58)	33% (172)	18% (93)	526
Employ: Private Sector	15% (98)	18% (113)	24% (149)	10% (65)	22% (140)	11% (69)	635
Employ: Government	19% (27)	16% (23)	29% (43)	9% (14)	14% (21)	12% (18)	147
Employ: Self-Employed	11% (22)	16% (34)	17% (36)	15% (31)	28% (59)	14% (28)	210
Employ: Homemaker	9% (15)	11% (19)	16% (27)	15% (25)	22% (36)	25% (42)	164
Employ: Student	18% (18)	27% (28)	18% (19)	10% (11)	11% (12)	16% (16)	103
Employ: Retired	2% (12)	4% (18)	24% (123)	9% (44)	47% (237)	15% (74)	509
Employ: Unemployed	10% (29)	11% (32)	18% (51)	11% (32)	28% (79)	21% (61)	283
Employ: Other	9% (13)	16% (24)	24% (35)	11% (16)	24% (36)	16% (24)	149
Military HH: Yes	9% (34)	9% (36)	23% (89)	13% (50)	33% (130)	13% (51)	390
Military HH: No	11% (200)	14% (254)	22% (395)	10% (187)	27% (491)	16% (282)	1810
RD/WT: Right Direction	14% (94)	17% (116)	23% (152)	11% (75)	21% (141)	14% (92)	671
RD/WT: Wrong Track	9% (140)	11% (174)	22% (332)	11% (162)	31% (480)	16% (241)	1529
Trump Job Approve	11% (100)	13% (110)	23% (201)	11% (95)	27% (239)	15% (132)	877
Trump Job Disapprove	10% (130)	14% (172)	22% (269)	10% (128)	29% (364)	14% (175)	1238

Continued on next page

Table MCE8_1: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

90 Day Fiance

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (234)	13% (291)	22% (484)	11% (238)	28% (621)	15% (333)	2200
Trump Job Strongly Approve	12% (65)	12% (66)	20% (108)	10% (56)	30% (160)	15% (82)	536
Trump Job Somewhat Approve	10% (36)	13% (44)	27% (93)	11% (39)	23% (78)	15% (50)	341
Trump Job Somewhat Disapprove	10% (28)	19% (54)	26% (75)	12% (35)	21% (59)	12% (34)	285
Trump Job Strongly Disapprove	11% (102)	12% (118)	20% (194)	10% (94)	32% (305)	15% (141)	953
Favorable of Trump	12% (103)	13% (112)	22% (196)	11% (97)	27% (238)	15% (129)	874
Unfavorable of Trump	10% (126)	14% (170)	22% (271)	10% (127)	29% (362)	14% (173)	1229
Very Favorable of Trump	11% (60)	12% (68)	20% (107)	10% (52)	30% (161)	17% (94)	540
Somewhat Favorable of Trump	13% (43)	13% (44)	27% (89)	13% (45)	23% (78)	11% (35)	334
Somewhat Unfavorable of Trump	9% (20)	17% (38)	31% (71)	13% (29)	20% (46)	11% (25)	230
Very Unfavorable of Trump	11% (107)	13% (132)	20% (200)	10% (98)	32% (315)	15% (148)	999
#1 Issue: Economy	10% (86)	16% (135)	21% (182)	11% (98)	27% (235)	15% (134)	870
#1 Issue: Security	13% (27)	10% (22)	26% (55)	7% (16)	27% (57)	16% (34)	210
#1 Issue: Health Care	13% (50)	13% (51)	23% (88)	11% (42)	30% (115)	11% (44)	390
#1 Issue: Medicare / Social Security	4% (12)	4% (10)	19% (51)	13% (34)	39% (102)	20% (53)	262
#1 Issue: Women's Issues	14% (17)	21% (25)	23% (28)	8% (10)	20% (24)	14% (18)	122
#1 Issue: Education	21% (21)	22% (23)	24% (25)	11% (12)	10% (11)	12% (13)	104
#1 Issue: Energy	10% (9)	21% (19)	27% (24)	8% (7)	27% (24)	8% (7)	90
#1 Issue: Other	8% (12)	3% (5)	21% (32)	13% (19)	35% (53)	21% (31)	152
2018 House Vote: Democrat	13% (98)	15% (111)	20% (155)	11% (83)	29% (218)	12% (94)	760
2018 House Vote: Republican	7% (39)	13% (74)	24% (140)	12% (68)	34% (195)	11% (64)	581
2016 Vote: Hillary Clinton	12% (88)	15% (111)	22% (158)	10% (70)	28% (199)	13% (95)	722
2016 Vote: Donald Trump	9% (61)	12% (78)	23% (151)	12% (77)	33% (218)	12% (78)	665
2016 Vote: Other	6% (5)	8% (7)	20% (17)	13% (12)	38% (33)	15% (13)	87
2016 Vote: Didn't Vote	11% (79)	13% (93)	22% (157)	11% (79)	24% (171)	20% (146)	725
Voted in 2014: Yes	10% (124)	13% (153)	22% (273)	10% (127)	32% (391)	12% (152)	1220
Voted in 2014: No	11% (109)	14% (138)	22% (211)	11% (110)	24% (230)	18% (181)	980

Continued on next page

Table MCE8_1: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
90 Day Fiance

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (234)	13% (291)	22% (484)	11% (238)	28% (621)	15% (333)	2200
2012 Vote: Barack Obama	12% (107)	14% (118)	21% (179)	11% (93)	29% (253)	13% (114)	864
2012 Vote: Mitt Romney	6% (28)	9% (40)	25% (111)	11% (50)	36% (158)	12% (54)	442
2012 Vote: Other	2% (1)	4% (2)	24% (14)	11% (6)	41% (25)	19% (12)	60
2012 Vote: Didn't Vote	12% (96)	16% (131)	22% (179)	11% (88)	22% (185)	18% (152)	832
4-Region: Northeast	13% (50)	17% (65)	23% (90)	9% (36)	23% (89)	16% (63)	394
4-Region: Midwest	8% (38)	11% (50)	21% (99)	11% (50)	33% (155)	15% (71)	462
4-Region: South	10% (84)	14% (114)	24% (201)	10% (86)	26% (215)	15% (124)	824
4-Region: West	12% (62)	12% (62)	18% (94)	13% (65)	31% (162)	14% (75)	520
Cable TV subscribers	13% (131)	13% (124)	21% (211)	10% (102)	28% (275)	14% (142)	986
Satellite TV subscribers	17% (81)	18% (89)	19% (89)	10% (49)	23% (112)	13% (61)	481
Former cable TV subscribers	8% (61)	13% (102)	24% (188)	12% (98)	30% (236)	13% (103)	787
Former satellite TV subscribers	8% (56)	14% (97)	24% (160)	13% (87)	28% (191)	12% (79)	670
Watches mostly scripted shows	11% (92)	11% (88)	23% (195)	12% (100)	31% (253)	12% (101)	828
Watches mostly unscripted shows	17% (43)	23% (61)	17% (44)	10% (27)	20% (52)	13% (33)	260
Watches scripted and unscripted	12% (84)	17% (122)	25% (181)	12% (84)	24% (172)	10% (74)	718
Watches mostly for entertainment	10% (114)	13% (142)	23% (259)	10% (110)	30% (336)	13% (142)	1103
Watches mostly for education	21% (30)	30% (44)	14% (20)	14% (20)	18% (26)	4% (6)	145
Watches for entertainment and education	13% (77)	14% (86)	23% (141)	14% (86)	24% (148)	11% (68)	607
Likely to subscribe to Discovery+	22% (143)	26% (175)	20% (132)	12% (78)	16% (104)	5% (33)	665
Unlikely to subscribe to Discovery+	6% (69)	8% (87)	24% (269)	10% (115)	37% (415)	15% (172)	1127
Subscribes to at least one streaming service	13% (217)	14% (243)	21% (362)	11% (184)	28% (476)	13% (226)	1708
Subscribes to 3+ streaming services	17% (181)	17% (175)	21% (227)	11% (118)	23% (244)	11% (113)	1059

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

Table MCE8_2: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

The First 48

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (459)	29% (631)	7% (149)	13% (292)	16% (358)	2200
Gender: Male	14% (145)	22% (239)	29% (306)	8% (85)	12% (131)	15% (156)	1062
Gender: Female	15% (166)	19% (220)	29% (325)	6% (64)	14% (161)	18% (202)	1138
Age: 18-34	16% (107)	23% (148)	23% (151)	8% (55)	11% (75)	18% (120)	655
Age: 35-44	24% (85)	27% (96)	24% (86)	7% (24)	6% (22)	12% (44)	358
Age: 45-64	12% (92)	21% (158)	34% (252)	5% (37)	13% (99)	15% (113)	751
Age: 65+	6% (28)	13% (57)	33% (142)	8% (33)	22% (96)	19% (81)	436
GenZers: 1997-2012	13% (34)	17% (45)	25% (68)	9% (23)	12% (34)	25% (69)	274
Millennials: 1981-1996	22% (130)	27% (162)	22% (134)	8% (47)	9% (53)	12% (73)	599
GenXers: 1965-1980	17% (92)	26% (137)	27% (143)	4% (23)	10% (51)	16% (83)	529
Baby Boomers: 1946-1964	7% (47)	15% (109)	37% (262)	7% (48)	18% (129)	16% (111)	706
PID: Dem (no lean)	17% (153)	22% (200)	26% (241)	6% (51)	14% (129)	15% (138)	912
PID: Ind (no lean)	11% (70)	20% (130)	28% (180)	6% (41)	13% (80)	22% (139)	640
PID: Rep (no lean)	14% (89)	20% (129)	32% (210)	9% (57)	13% (83)	12% (81)	648
PID/Gender: Dem Men	18% (78)	24% (104)	26% (114)	5% (23)	13% (57)	14% (63)	438
PID/Gender: Dem Women	16% (75)	20% (96)	27% (128)	6% (28)	15% (72)	16% (75)	474
PID/Gender: Ind Men	9% (27)	18% (52)	34% (97)	7% (19)	11% (31)	20% (57)	283
PID/Gender: Ind Women	12% (43)	22% (78)	23% (83)	6% (22)	14% (49)	23% (82)	357
PID/Gender: Rep Men	12% (41)	24% (82)	28% (96)	13% (43)	13% (43)	10% (35)	341
PID/Gender: Rep Women	15% (48)	15% (47)	37% (114)	4% (14)	13% (40)	15% (46)	307
Ideo: Liberal (1-3)	17% (117)	23% (156)	26% (175)	7% (45)	15% (100)	13% (90)	683
Ideo: Moderate (4)	13% (80)	20% (125)	31% (191)	6% (34)	13% (79)	17% (106)	615
Ideo: Conservative (5-7)	12% (85)	21% (144)	32% (222)	9% (62)	11% (78)	14% (96)	688
Educ: < College	14% (208)	20% (306)	28% (421)	7% (103)	14% (206)	18% (268)	1512
Educ: Bachelors degree	13% (57)	22% (97)	31% (138)	7% (33)	14% (64)	13% (56)	444
Educ: Post-grad	19% (46)	23% (56)	29% (71)	5% (13)	9% (23)	14% (34)	244
Income: Under 50k	13% (164)	18% (216)	28% (346)	7% (91)	15% (184)	19% (228)	1230
Income: 50k-100k	13% (87)	26% (170)	28% (185)	6% (40)	13% (83)	14% (88)	654
Income: 100k+	19% (60)	23% (73)	31% (99)	6% (18)	8% (24)	13% (42)	316
Ethnicity: White	14% (241)	20% (349)	30% (525)	7% (121)	13% (217)	16% (268)	1722

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Table MCE8_2: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
The First 48

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (459)	29% (631)	7% (149)	13% (292)	16% (358)	2200
Ethnicity: Hispanic	19% (66)	24% (85)	19% (68)	7% (25)	11% (39)	19% (66)	349
Ethnicity: Black	19% (52)	25% (68)	26% (72)	5% (14)	15% (41)	10% (28)	274
Ethnicity: Other	9% (18)	21% (42)	17% (34)	6% (13)	17% (35)	30% (62)	204
All Christian	15% (156)	21% (225)	32% (342)	7% (75)	12% (127)	14% (146)	1070
All Non-Christian	13% (16)	23% (28)	22% (27)	5% (6)	12% (14)	26% (32)	122
Atheist	10% (9)	11% (10)	38% (35)	6% (6)	18% (16)	16% (15)	90
Agnostic/Nothing in particular	12% (65)	22% (117)	28% (148)	8% (40)	14% (74)	17% (92)	536
Something Else	17% (65)	21% (80)	21% (80)	6% (22)	16% (62)	19% (74)	383
Religious Non-Protestant/Catholic	12% (16)	23% (31)	22% (31)	5% (7)	12% (17)	26% (36)	137
Evangelical	19% (127)	23% (158)	25% (170)	8% (53)	11% (76)	14% (94)	679
Non-Evangelical	12% (91)	19% (138)	33% (243)	6% (43)	15% (108)	16% (119)	741
Community: Urban	19% (143)	22% (161)	28% (209)	7% (52)	11% (84)	13% (94)	742
Community: Suburban	11% (102)	19% (177)	32% (295)	6% (60)	13% (122)	19% (176)	932
Community: Rural	13% (67)	23% (121)	24% (126)	7% (37)	16% (86)	17% (88)	526
Employ: Private Sector	19% (119)	25% (160)	27% (173)	7% (47)	10% (64)	11% (72)	635
Employ: Government	16% (24)	31% (45)	26% (38)	4% (6)	9% (13)	14% (20)	147
Employ: Self-Employed	14% (29)	23% (48)	27% (58)	10% (22)	12% (26)	14% (29)	210
Employ: Homemaker	16% (27)	24% (39)	21% (34)	7% (12)	10% (16)	22% (37)	164
Employ: Student	10% (11)	16% (16)	36% (37)	7% (7)	9% (9)	22% (23)	103
Employ: Retired	6% (31)	14% (72)	37% (186)	7% (33)	20% (101)	17% (86)	509
Employ: Unemployed	16% (45)	17% (49)	23% (65)	6% (17)	15% (44)	22% (63)	283
Employ: Other	18% (26)	20% (30)	26% (39)	3% (5)	12% (19)	20% (29)	149
Military HH: Yes	13% (52)	21% (83)	29% (112)	10% (40)	12% (48)	14% (54)	390
Military HH: No	14% (259)	21% (376)	29% (519)	6% (109)	13% (243)	17% (304)	1810
RD/WT: Right Direction	17% (115)	24% (162)	27% (181)	7% (49)	11% (74)	13% (90)	671
RD/WT: Wrong Track	13% (196)	19% (297)	29% (450)	7% (100)	14% (218)	18% (268)	1529
Trump Job Approve	17% (149)	21% (181)	29% (256)	7% (63)	12% (102)	14% (125)	877
Trump Job Disapprove	12% (154)	21% (264)	29% (364)	6% (75)	15% (180)	16% (201)	1238

Continued on next page

Table MCE8_2: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
The First 48

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (459)	29% (631)	7% (149)	13% (292)	16% (358)	2200
Trump Job Strongly Approve	19% (102)	19% (102)	28% (149)	6% (34)	13% (67)	15% (82)	536
Trump Job Somewhat Approve	14% (47)	23% (79)	31% (107)	8% (29)	10% (35)	13% (44)	341
Trump Job Somewhat Disapprove	9% (25)	30% (84)	30% (85)	10% (28)	9% (25)	13% (36)	285
Trump Job Strongly Disapprove	14% (129)	19% (180)	29% (279)	5% (46)	16% (155)	17% (164)	953
Favorable of Trump	17% (149)	21% (181)	30% (260)	7% (63)	12% (102)	14% (119)	874
Unfavorable of Trump	12% (151)	21% (259)	29% (356)	6% (78)	15% (178)	17% (206)	1229
Very Favorable of Trump	19% (100)	18% (99)	27% (147)	6% (31)	14% (75)	16% (88)	540
Somewhat Favorable of Trump	15% (49)	25% (82)	34% (113)	10% (32)	8% (27)	9% (32)	334
Somewhat Unfavorable of Trump	8% (18)	28% (64)	33% (76)	8% (19)	10% (22)	13% (31)	230
Very Unfavorable of Trump	13% (133)	20% (195)	28% (280)	6% (58)	16% (156)	18% (176)	999
#1 Issue: Economy	15% (127)	24% (210)	27% (234)	6% (50)	12% (102)	17% (146)	870
#1 Issue: Security	17% (36)	16% (33)	35% (75)	7% (15)	10% (22)	14% (29)	210
#1 Issue: Health Care	13% (52)	21% (83)	29% (112)	8% (31)	16% (63)	12% (48)	390
#1 Issue: Medicare / Social Security	7% (20)	16% (42)	29% (76)	8% (21)	20% (53)	19% (50)	262
#1 Issue: Women's Issues	17% (21)	16% (20)	31% (37)	5% (6)	13% (16)	18% (22)	122
#1 Issue: Education	24% (26)	24% (25)	24% (25)	6% (7)	8% (8)	14% (14)	104
#1 Issue: Energy	11% (10)	27% (25)	22% (20)	14% (12)	8% (7)	17% (16)	90
#1 Issue: Other	13% (20)	14% (21)	34% (52)	4% (6)	14% (21)	21% (32)	152
2018 House Vote: Democrat	16% (120)	23% (172)	27% (208)	6% (44)	13% (99)	15% (117)	760
2018 House Vote: Republican	12% (69)	21% (124)	35% (202)	9% (54)	12% (73)	10% (59)	581
2016 Vote: Hillary Clinton	15% (110)	24% (174)	28% (199)	5% (38)	13% (92)	15% (108)	722
2016 Vote: Donald Trump	13% (84)	21% (142)	33% (219)	8% (53)	13% (83)	13% (84)	665
2016 Vote: Other	6% (5)	16% (14)	26% (23)	8% (7)	22% (19)	21% (19)	87
2016 Vote: Didn't Vote	15% (111)	18% (129)	26% (189)	7% (51)	13% (98)	20% (147)	725
Voted in 2014: Yes	14% (176)	22% (263)	30% (365)	7% (83)	13% (160)	14% (173)	1220
Voted in 2014: No	14% (135)	20% (196)	27% (266)	7% (66)	13% (132)	19% (185)	980

Continued on next page

Table MCE8_2: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
The First 48

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (459)	29% (631)	7% (149)	13% (292)	16% (358)	2200
2012 Vote: Barack Obama	15% (126)	24% (207)	27% (237)	5% (44)	14% (123)	15% (127)	864
2012 Vote: Mitt Romney	13% (57)	16% (72)	33% (146)	10% (42)	14% (60)	14% (64)	442
2012 Vote: Other	8% (5)	13% (8)	33% (20)	9% (6)	16% (10)	20% (12)	60
2012 Vote: Didn't Vote	15% (123)	21% (172)	27% (227)	7% (57)	12% (98)	19% (155)	832
4-Region: Northeast	15% (60)	21% (82)	27% (105)	5% (21)	14% (56)	18% (69)	394
4-Region: Midwest	15% (69)	21% (99)	32% (146)	5% (22)	11% (51)	16% (75)	462
4-Region: South	14% (114)	21% (176)	30% (248)	8% (64)	12% (101)	15% (120)	824
4-Region: West	13% (69)	20% (102)	25% (131)	8% (41)	16% (84)	18% (93)	520
Cable TV subscribers	15% (151)	21% (205)	30% (292)	6% (60)	13% (129)	15% (149)	986
Satellite TV subscribers	16% (76)	25% (122)	27% (128)	7% (32)	13% (61)	13% (61)	481
Former cable TV subscribers	12% (96)	23% (179)	30% (240)	8% (61)	12% (97)	15% (114)	787
Former satellite TV subscribers	15% (100)	25% (169)	30% (199)	8% (51)	11% (72)	12% (79)	670
Watches mostly scripted shows	13% (105)	19% (160)	30% (249)	7% (59)	16% (130)	15% (125)	828
Watches mostly unscripted shows	23% (61)	28% (74)	21% (55)	7% (18)	11% (29)	9% (25)	260
Watches scripted and unscripted	17% (119)	26% (189)	31% (223)	7% (50)	9% (63)	10% (74)	718
Watches mostly for entertainment	12% (134)	20% (223)	32% (349)	7% (80)	14% (157)	14% (159)	1103
Watches mostly for education	28% (41)	30% (43)	17% (25)	11% (16)	8% (12)	5% (8)	145
Watches for entertainment and education	19% (113)	27% (164)	27% (166)	5% (32)	9% (57)	12% (75)	607
Likely to subscribe to Discovery+	31% (204)	31% (208)	20% (131)	7% (45)	7% (49)	4% (28)	665
Unlikely to subscribe to Discovery+	5% (62)	15% (170)	36% (401)	8% (85)	19% (210)	18% (200)	1127
Subscribes to at least one streaming service	16% (278)	22% (381)	28% (475)	7% (114)	13% (214)	14% (245)	1708
Subscribes to 3+ streaming services	21% (222)	25% (261)	26% (272)	7% (69)	11% (114)	11% (121)	1059

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

Table MCE8_3: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*Dance Moms*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	9% (206)	23% (496)	12% (266)	33% (725)	15% (330)	2200
Gender: Male	9% (91)	10% (104)	23% (246)	13% (133)	31% (333)	15% (155)	1062
Gender: Female	8% (86)	9% (102)	22% (250)	12% (133)	34% (392)	15% (174)	1138
Age: 18-34	13% (84)	15% (100)	22% (145)	12% (81)	21% (138)	16% (106)	655
Age: 35-44	17% (61)	16% (59)	24% (86)	10% (35)	21% (75)	12% (43)	358
Age: 45-64	4% (29)	5% (34)	24% (183)	13% (98)	40% (298)	14% (109)	751
Age: 65+	1% (3)	3% (12)	19% (83)	12% (52)	49% (214)	16% (71)	436
GenZers: 1997-2012	11% (29)	14% (39)	24% (66)	11% (30)	18% (48)	23% (62)	274
Millennials: 1981-1996	16% (95)	16% (97)	21% (128)	13% (77)	22% (131)	12% (71)	599
GenXers: 1965-1980	8% (43)	10% (51)	25% (133)	12% (66)	30% (159)	14% (76)	529
Baby Boomers: 1946-1964	1% (9)	2% (15)	22% (155)	12% (81)	49% (344)	14% (100)	706
PID: Dem (no lean)	11% (97)	11% (100)	21% (193)	13% (115)	30% (275)	14% (132)	912
PID: Ind (no lean)	4% (27)	8% (54)	22% (143)	12% (75)	34% (220)	19% (121)	640
PID: Rep (no lean)	8% (52)	8% (52)	25% (160)	12% (76)	35% (230)	12% (77)	648
PID/Gender: Dem Men	13% (56)	11% (49)	22% (98)	11% (50)	26% (116)	16% (68)	438
PID/Gender: Dem Women	9% (41)	11% (51)	20% (95)	14% (65)	34% (159)	13% (64)	474
PID/Gender: Ind Men	2% (7)	8% (22)	27% (75)	13% (37)	33% (95)	17% (47)	283
PID/Gender: Ind Women	6% (21)	9% (32)	19% (67)	11% (38)	35% (126)	21% (73)	357
PID/Gender: Rep Men	8% (28)	10% (33)	21% (72)	13% (45)	36% (122)	12% (40)	341
PID/Gender: Rep Women	8% (24)	6% (19)	29% (88)	10% (31)	35% (107)	12% (38)	307
Ideo: Liberal (1-3)	12% (80)	12% (83)	22% (152)	11% (77)	31% (211)	12% (81)	683
Ideo: Moderate (4)	7% (41)	9% (57)	24% (145)	14% (88)	33% (203)	13% (81)	615
Ideo: Conservative (5-7)	7% (49)	7% (45)	24% (168)	12% (83)	36% (247)	14% (95)	688
Educ: < College	6% (96)	7% (111)	22% (330)	12% (181)	36% (541)	17% (254)	1512
Educ: Bachelors degree	9% (42)	12% (55)	25% (113)	14% (63)	28% (123)	11% (47)	444
Educ: Post-grad	16% (39)	16% (40)	22% (54)	9% (22)	25% (61)	12% (29)	244
Income: Under 50k	6% (75)	8% (94)	23% (280)	12% (142)	35% (425)	17% (214)	1230
Income: 50k-100k	9% (56)	9% (59)	23% (149)	14% (89)	34% (220)	12% (81)	654
Income: 100k+	14% (46)	17% (54)	21% (67)	11% (35)	25% (80)	11% (35)	316
Ethnicity: White	8% (139)	8% (136)	23% (390)	13% (217)	34% (593)	14% (246)	1722

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Table MCE8_3: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Dance Moms

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	9% (206)	23% (496)	12% (266)	33% (725)	15% (330)	2200
Ethnicity: Hispanic	13% (45)	18% (62)	19% (66)	12% (42)	23% (81)	15% (53)	349
Ethnicity: Black	9% (26)	16% (44)	26% (70)	9% (25)	28% (77)	12% (32)	274
Ethnicity: Other	6% (12)	13% (26)	18% (36)	12% (24)	27% (55)	25% (51)	204
All Christian	10% (102)	10% (107)	23% (246)	13% (135)	33% (350)	12% (130)	1070
All Non-Christian	15% (18)	14% (17)	23% (28)	8% (10)	15% (19)	26% (31)	122
Atheist	4% (4)	4% (3)	26% (23)	8% (7)	42% (37)	16% (15)	90
Agnostic/Nothing in particular	5% (26)	9% (46)	22% (118)	13% (71)	34% (184)	17% (90)	536
Something Else	7% (27)	9% (33)	21% (80)	11% (43)	35% (135)	17% (64)	383
Religious Non-Protestant/Catholic	13% (18)	13% (18)	21% (29)	10% (14)	17% (23)	26% (35)	137
Evangelical	14% (96)	12% (81)	22% (146)	11% (72)	29% (198)	13% (86)	679
Non-Evangelical	4% (29)	8% (56)	24% (175)	14% (101)	38% (280)	14% (100)	741
Community: Urban	13% (93)	16% (116)	23% (168)	12% (87)	26% (192)	11% (85)	742
Community: Suburban	6% (60)	6% (53)	23% (212)	13% (125)	35% (328)	16% (154)	932
Community: Rural	5% (24)	7% (36)	22% (116)	10% (54)	39% (205)	17% (91)	526
Employ: Private Sector	12% (78)	14% (88)	24% (151)	13% (82)	25% (161)	12% (76)	635
Employ: Government	16% (23)	14% (21)	30% (44)	8% (12)	20% (30)	11% (17)	147
Employ: Self-Employed	10% (21)	13% (26)	19% (39)	12% (24)	32% (66)	15% (33)	210
Employ: Homemaker	10% (17)	6% (10)	24% (38)	11% (17)	31% (50)	19% (31)	164
Employ: Student	15% (15)	13% (14)	22% (23)	14% (14)	19% (19)	17% (18)	103
Employ: Retired	— (2)	1% (7)	22% (112)	12% (59)	51% (258)	14% (70)	509
Employ: Unemployed	4% (11)	10% (29)	19% (53)	12% (34)	34% (97)	21% (61)	283
Employ: Other	7% (10)	8% (12)	24% (36)	15% (23)	29% (43)	17% (26)	149
Military HH: Yes	9% (35)	6% (24)	20% (80)	14% (55)	36% (142)	14% (54)	390
Military HH: No	8% (142)	10% (183)	23% (416)	12% (211)	32% (583)	15% (275)	1810
RD/WT: Right Direction	14% (97)	13% (85)	22% (149)	13% (88)	24% (159)	14% (94)	671
RD/WT: Wrong Track	5% (80)	8% (122)	23% (348)	12% (178)	37% (566)	15% (236)	1529
Trump Job Approve	10% (92)	8% (72)	25% (215)	11% (100)	32% (283)	13% (115)	877
Trump Job Disapprove	7% (84)	10% (122)	22% (271)	13% (155)	34% (420)	15% (187)	1238

Continued on next page

Table MCE8_3: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*Dance Moms*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	9% (206)	23% (496)	12% (266)	33% (725)	15% (330)	2200
Trump Job Strongly Approve	12% (64)	8% (41)	21% (112)	10% (53)	36% (195)	13% (70)	536
Trump Job Somewhat Approve	8% (27)	9% (32)	30% (103)	14% (47)	26% (88)	13% (44)	341
Trump Job Somewhat Disapprove	8% (23)	18% (51)	25% (71)	15% (42)	22% (61)	13% (36)	285
Trump Job Strongly Disapprove	6% (60)	7% (71)	21% (200)	12% (113)	38% (359)	16% (151)	953
Favorable of Trump	11% (98)	9% (75)	23% (204)	11% (98)	33% (284)	13% (114)	874
Unfavorable of Trump	6% (74)	9% (113)	22% (277)	13% (158)	34% (421)	15% (187)	1229
Very Favorable of Trump	11% (58)	8% (42)	20% (108)	10% (54)	37% (198)	15% (80)	540
Somewhat Favorable of Trump	12% (40)	10% (33)	29% (97)	13% (44)	26% (86)	10% (34)	334
Somewhat Unfavorable of Trump	5% (13)	13% (31)	29% (68)	15% (35)	24% (56)	12% (27)	230
Very Unfavorable of Trump	6% (62)	8% (82)	21% (209)	12% (123)	36% (365)	16% (159)	999
#1 Issue: Economy	8% (66)	10% (84)	22% (189)	13% (111)	34% (294)	15% (126)	870
#1 Issue: Security	12% (26)	10% (21)	26% (54)	9% (20)	30% (63)	13% (27)	210
#1 Issue: Health Care	10% (37)	9% (37)	24% (94)	13% (52)	31% (121)	13% (49)	390
#1 Issue: Medicare / Social Security	2% (6)	4% (11)	18% (48)	13% (33)	44% (116)	18% (48)	262
#1 Issue: Women's Issues	13% (16)	10% (13)	27% (33)	4% (5)	26% (32)	18% (22)	122
#1 Issue: Education	15% (15)	22% (23)	20% (21)	15% (16)	16% (16)	12% (13)	104
#1 Issue: Energy	7% (7)	12% (11)	22% (20)	17% (16)	29% (26)	12% (11)	90
#1 Issue: Other	3% (4)	4% (6)	25% (38)	9% (14)	38% (58)	21% (33)	152
2018 House Vote: Democrat	9% (71)	11% (82)	21% (161)	12% (90)	33% (253)	13% (102)	760
2018 House Vote: Republican	7% (38)	8% (49)	24% (142)	13% (77)	37% (217)	10% (58)	581
2016 Vote: Hillary Clinton	9% (65)	11% (77)	23% (165)	11% (82)	32% (228)	14% (104)	722
2016 Vote: Donald Trump	8% (50)	7% (49)	24% (159)	13% (84)	37% (248)	11% (74)	665
2016 Vote: Other	2% (2)	3% (2)	15% (13)	20% (18)	46% (40)	15% (13)	87
2016 Vote: Didn't Vote	8% (58)	11% (77)	22% (159)	11% (83)	29% (209)	19% (138)	725
Voted in 2014: Yes	8% (98)	9% (105)	23% (275)	13% (153)	36% (440)	12% (150)	1220
Voted in 2014: No	8% (79)	10% (101)	23% (221)	12% (113)	29% (285)	18% (180)	980

Continued on next page

Table MCE8_3: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Dance Moms

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (177)	9% (206)	23% (496)	12% (266)	33% (725)	15% (330)	2200
2012 Vote: Barack Obama	9% (80)	9% (81)	22% (190)	13% (112)	33% (283)	14% (118)	864
2012 Vote: Mitt Romney	4% (19)	6% (28)	25% (109)	13% (58)	40% (177)	12% (51)	442
2012 Vote: Other	— (0)	1% (1)	20% (12)	12% (7)	47% (28)	20% (12)	60
2012 Vote: Didn't Vote	9% (78)	12% (97)	22% (184)	11% (88)	28% (235)	18% (149)	832
4-Region: Northeast	10% (40)	12% (47)	21% (83)	10% (41)	29% (116)	17% (66)	394
4-Region: Midwest	4% (20)	8% (37)	23% (108)	13% (60)	38% (178)	13% (60)	462
4-Region: South	8% (67)	9% (75)	25% (210)	12% (98)	30% (249)	15% (125)	824
4-Region: West	10% (49)	9% (48)	18% (94)	13% (67)	35% (183)	15% (79)	520
Cable TV subscribers	10% (97)	9% (84)	21% (207)	13% (127)	33% (323)	15% (148)	986
Satellite TV subscribers	15% (74)	15% (70)	20% (95)	12% (60)	26% (126)	12% (56)	481
Former cable TV subscribers	6% (47)	9% (75)	25% (199)	12% (95)	34% (271)	13% (101)	787
Former satellite TV subscribers	7% (45)	12% (78)	25% (170)	13% (85)	33% (219)	11% (72)	670
Watches mostly scripted shows	9% (75)	9% (79)	21% (173)	13% (109)	36% (294)	12% (98)	828
Watches mostly unscripted shows	14% (35)	15% (40)	21% (54)	13% (34)	26% (68)	11% (28)	260
Watches scripted and unscripted	7% (52)	10% (71)	29% (208)	14% (97)	30% (214)	11% (76)	718
Watches mostly for entertainment	6% (64)	10% (105)	24% (268)	11% (127)	37% (408)	12% (130)	1103
Watches mostly for education	27% (40)	17% (25)	11% (16)	19% (27)	20% (29)	6% (8)	145
Watches for entertainment and education	10% (60)	10% (63)	25% (150)	14% (88)	27% (165)	13% (81)	607
Likely to subscribe to Discovery+	20% (135)	20% (136)	22% (144)	14% (94)	18% (118)	6% (37)	665
Unlikely to subscribe to Discovery+	2% (26)	5% (55)	23% (262)	11% (126)	43% (490)	15% (169)	1127
Subscribes to at least one streaming service	9% (161)	11% (184)	22% (375)	12% (212)	33% (559)	13% (218)	1708
Subscribes to 3+ streaming services	13% (140)	14% (147)	21% (227)	12% (123)	29% (308)	11% (114)	1059

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

Table MCE8_4: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Pawn Stars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	18% (396)	27% (605)	9% (188)	19% (416)	14% (311)	2200
Gender: Male	16% (169)	21% (224)	27% (286)	9% (91)	15% (159)	12% (132)	1062
Gender: Female	10% (116)	15% (171)	28% (319)	8% (96)	23% (257)	16% (179)	1138
Age: 18-34	19% (121)	22% (141)	27% (175)	7% (45)	10% (68)	16% (105)	655
Age: 35-44	20% (73)	25% (89)	22% (80)	9% (32)	13% (45)	11% (38)	358
Age: 45-64	10% (72)	16% (121)	31% (232)	8% (59)	21% (161)	14% (106)	751
Age: 65+	4% (18)	10% (45)	27% (117)	12% (52)	33% (142)	14% (62)	436
GenZers: 1997-2012	17% (47)	16% (45)	28% (77)	6% (17)	10% (26)	23% (62)	274
Millennials: 1981-1996	21% (125)	26% (153)	25% (151)	8% (48)	10% (62)	10% (61)	599
GenXers: 1965-1980	12% (64)	20% (106)	28% (150)	8% (43)	16% (87)	15% (79)	529
Baby Boomers: 1946-1964	6% (46)	12% (82)	29% (205)	10% (71)	29% (206)	14% (97)	706
PID: Dem (no lean)	14% (127)	19% (173)	26% (235)	8% (70)	20% (185)	13% (122)	912
PID: Ind (no lean)	12% (79)	14% (89)	29% (183)	8% (52)	19% (120)	18% (118)	640
PID: Rep (no lean)	12% (79)	21% (133)	29% (187)	10% (66)	17% (111)	11% (71)	648
PID/Gender: Dem Men	18% (77)	22% (95)	24% (105)	8% (35)	17% (73)	12% (53)	438
PID/Gender: Dem Women	10% (49)	17% (79)	28% (131)	7% (35)	23% (111)	15% (69)	474
PID/Gender: Ind Men	15% (42)	15% (43)	32% (90)	7% (19)	15% (42)	17% (48)	283
PID/Gender: Ind Women	10% (37)	13% (47)	26% (92)	9% (32)	22% (78)	20% (70)	357
PID/Gender: Rep Men	15% (50)	26% (87)	27% (91)	11% (37)	13% (44)	9% (31)	341
PID/Gender: Rep Women	9% (29)	15% (46)	31% (96)	9% (29)	22% (68)	13% (40)	307
Ideo: Liberal (1-3)	14% (99)	20% (138)	27% (186)	9% (59)	19% (130)	10% (72)	683
Ideo: Moderate (4)	14% (87)	18% (113)	28% (173)	8% (47)	19% (117)	13% (78)	615
Ideo: Conservative (5-7)	12% (81)	17% (120)	30% (208)	9% (65)	18% (125)	13% (88)	688
Educ: < College	13% (191)	16% (248)	26% (397)	8% (124)	21% (317)	16% (235)	1512
Educ: Bachelors degree	10% (46)	21% (92)	33% (146)	10% (44)	15% (67)	11% (50)	444
Educ: Post-grad	19% (47)	23% (56)	26% (63)	8% (20)	13% (32)	11% (26)	244
Income: Under 50k	12% (145)	16% (193)	26% (323)	9% (106)	21% (256)	17% (207)	1230
Income: 50k-100k	13% (85)	19% (123)	31% (200)	9% (57)	18% (118)	11% (71)	654
Income: 100k+	17% (54)	25% (79)	26% (82)	8% (25)	13% (43)	11% (33)	316
Ethnicity: White	12% (206)	19% (321)	29% (501)	8% (146)	19% (327)	13% (222)	1722

Continued on next page

Table MCE8_4: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Pawn Stars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	18% (396)	27% (605)	9% (188)	19% (416)	14% (311)	2200
Ethnicity: Hispanic	17% (60)	18% (65)	24% (83)	7% (26)	17% (58)	16% (57)	349
Ethnicity: Black	18% (49)	15% (40)	23% (64)	11% (31)	19% (51)	14% (39)	274
Ethnicity: Other	14% (29)	17% (35)	20% (40)	5% (11)	19% (38)	25% (51)	204
All Christian	13% (136)	22% (235)	27% (289)	9% (91)	18% (190)	12% (128)	1070
All Non-Christian	19% (23)	18% (22)	20% (24)	8% (9)	16% (19)	20% (24)	122
Atheist	7% (6)	14% (13)	29% (26)	9% (8)	27% (24)	13% (12)	90
Agnostic/Nothing in particular	11% (58)	11% (61)	32% (169)	9% (49)	21% (111)	16% (87)	536
Something Else	16% (60)	17% (65)	25% (97)	8% (30)	19% (71)	16% (59)	383
Religious Non-Protestant/Catholic	17% (23)	19% (25)	21% (28)	8% (11)	15% (21)	20% (28)	137
Evangelical	19% (129)	22% (152)	26% (175)	7% (45)	14% (92)	13% (87)	679
Non-Evangelical	8% (63)	19% (142)	27% (200)	10% (75)	23% (167)	13% (94)	741
Community: Urban	15% (113)	22% (160)	27% (201)	9% (65)	15% (112)	12% (91)	742
Community: Suburban	12% (108)	15% (141)	29% (271)	9% (84)	21% (196)	14% (132)	932
Community: Rural	12% (64)	18% (95)	25% (133)	7% (39)	21% (108)	17% (88)	526
Employ: Private Sector	19% (118)	22% (139)	28% (177)	7% (43)	14% (89)	11% (68)	635
Employ: Government	12% (17)	21% (31)	34% (50)	5% (8)	10% (15)	18% (26)	147
Employ: Self-Employed	16% (34)	21% (43)	27% (56)	11% (22)	14% (30)	12% (25)	210
Employ: Homemaker	13% (21)	15% (25)	26% (43)	8% (13)	17% (28)	21% (34)	164
Employ: Student	14% (14)	15% (16)	32% (33)	12% (12)	13% (14)	14% (15)	103
Employ: Retired	5% (26)	12% (62)	29% (146)	11% (57)	31% (157)	12% (62)	509
Employ: Unemployed	12% (34)	17% (47)	23% (64)	8% (21)	20% (58)	21% (59)	283
Employ: Other	14% (20)	22% (32)	24% (36)	8% (11)	18% (26)	15% (23)	149
Military HH: Yes	11% (42)	20% (76)	27% (106)	12% (46)	19% (73)	12% (47)	390
Military HH: No	13% (242)	18% (319)	28% (499)	8% (142)	19% (343)	15% (264)	1810
RD/WT: Right Direction	16% (108)	23% (156)	25% (170)	9% (58)	13% (89)	13% (90)	671
RD/WT: Wrong Track	12% (176)	16% (240)	28% (435)	8% (130)	21% (327)	14% (221)	1529
Trump Job Approve	15% (131)	20% (173)	27% (240)	10% (88)	15% (133)	13% (111)	877
Trump Job Disapprove	12% (144)	17% (216)	28% (349)	8% (94)	21% (265)	14% (170)	1238

Continued on next page

Table MCE8_4: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Pawn Stars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	18% (396)	27% (605)	9% (188)	19% (416)	14% (311)	2200
Trump Job Strongly Approve	16% (84)	18% (95)	27% (146)	9% (51)	17% (90)	13% (69)	536
Trump Job Somewhat Approve	14% (47)	23% (78)	28% (94)	11% (38)	12% (43)	12% (42)	341
Trump Job Somewhat Disapprove	12% (36)	22% (62)	33% (95)	8% (22)	12% (35)	12% (35)	285
Trump Job Strongly Disapprove	11% (109)	16% (154)	27% (254)	8% (72)	24% (230)	14% (135)	953
Favorable of Trump	15% (133)	20% (177)	26% (226)	10% (89)	16% (138)	13% (112)	874
Unfavorable of Trump	12% (146)	17% (209)	29% (352)	8% (93)	21% (263)	14% (167)	1229
Very Favorable of Trump	15% (81)	18% (95)	26% (141)	9% (48)	17% (94)	15% (82)	540
Somewhat Favorable of Trump	16% (52)	24% (82)	26% (86)	12% (41)	13% (43)	9% (30)	334
Somewhat Unfavorable of Trump	15% (33)	19% (44)	36% (83)	8% (19)	10% (24)	12% (27)	230
Very Unfavorable of Trump	11% (113)	16% (164)	27% (270)	7% (74)	24% (239)	14% (140)	999
#1 Issue: Economy	14% (118)	19% (163)	26% (230)	10% (90)	17% (148)	14% (122)	870
#1 Issue: Security	14% (30)	16% (34)	28% (60)	11% (22)	15% (32)	16% (33)	210
#1 Issue: Health Care	14% (54)	20% (78)	32% (124)	4% (14)	20% (76)	11% (44)	390
#1 Issue: Medicare / Social Security	6% (16)	12% (31)	25% (67)	11% (29)	30% (78)	16% (41)	262
#1 Issue: Women's Issues	13% (16)	18% (22)	22% (26)	8% (10)	18% (21)	22% (26)	122
#1 Issue: Education	22% (23)	23% (24)	26% (27)	13% (14)	4% (4)	12% (12)	104
#1 Issue: Energy	17% (15)	26% (24)	25% (22)	7% (6)	18% (16)	8% (7)	90
#1 Issue: Other	8% (12)	13% (20)	33% (50)	2% (4)	27% (41)	17% (26)	152
2018 House Vote: Democrat	14% (109)	18% (137)	28% (214)	7% (56)	21% (158)	11% (86)	760
2018 House Vote: Republican	12% (67)	21% (123)	29% (170)	11% (67)	16% (92)	11% (61)	581
2016 Vote: Hillary Clinton	14% (98)	19% (135)	28% (202)	8% (55)	20% (142)	12% (89)	722
2016 Vote: Donald Trump	13% (83)	20% (135)	29% (190)	11% (70)	17% (114)	11% (72)	665
2016 Vote: Other	9% (7)	7% (6)	32% (28)	10% (9)	29% (26)	13% (12)	87
2016 Vote: Didn't Vote	13% (95)	16% (119)	26% (185)	7% (53)	18% (134)	19% (138)	725
Voted in 2014: Yes	13% (155)	19% (227)	28% (345)	9% (104)	20% (248)	12% (141)	1220
Voted in 2014: No	13% (129)	17% (169)	27% (260)	9% (84)	17% (168)	17% (170)	980

Continued on next page

Table MCE8_4: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Pawn Stars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (284)	18% (396)	27% (605)	9% (188)	19% (416)	14% (311)	2200
2012 Vote: Barack Obama	14% (117)	19% (160)	28% (242)	7% (58)	21% (184)	12% (102)	864
2012 Vote: Mitt Romney	10% (42)	18% (79)	28% (123)	13% (57)	19% (84)	13% (56)	442
2012 Vote: Other	7% (4)	9% (5)	24% (14)	9% (5)	30% (18)	21% (13)	60
2012 Vote: Didn't Vote	14% (121)	18% (150)	27% (225)	8% (66)	16% (130)	17% (141)	832
4-Region: Northeast	15% (58)	19% (76)	25% (97)	8% (32)	17% (67)	16% (63)	394
4-Region: Midwest	11% (52)	16% (75)	32% (148)	8% (37)	21% (96)	12% (54)	462
4-Region: South	14% (112)	19% (158)	28% (231)	9% (77)	17% (139)	13% (108)	824
4-Region: West	12% (63)	17% (86)	25% (128)	8% (41)	22% (115)	17% (86)	520
Cable TV subscribers	14% (141)	18% (181)	27% (270)	8% (84)	19% (182)	13% (128)	986
Satellite TV subscribers	18% (89)	22% (107)	22% (108)	9% (46)	16% (78)	11% (53)	481
Former cable TV subscribers	11% (89)	17% (138)	30% (236)	9% (70)	20% (154)	13% (100)	787
Former satellite TV subscribers	12% (77)	21% (141)	32% (212)	9% (62)	16% (106)	11% (72)	670
Watches mostly scripted shows	11% (92)	16% (135)	30% (245)	9% (77)	22% (185)	12% (96)	828
Watches mostly unscripted shows	23% (59)	25% (65)	20% (51)	13% (34)	13% (35)	6% (16)	260
Watches scripted and unscripted	14% (104)	22% (160)	33% (235)	8% (56)	13% (95)	9% (68)	718
Watches mostly for entertainment	12% (128)	17% (193)	29% (320)	9% (97)	22% (237)	12% (128)	1103
Watches mostly for education	25% (37)	28% (41)	23% (34)	11% (16)	9% (13)	3% (5)	145
Watches for entertainment and education	16% (97)	23% (137)	28% (170)	9% (53)	14% (85)	11% (65)	607
Likely to subscribe to Discovery+	27% (180)	27% (182)	23% (151)	9% (58)	9% (60)	5% (34)	665
Unlikely to subscribe to Discovery+	6% (67)	13% (142)	32% (361)	10% (111)	26% (288)	14% (158)	1127
Subscribes to at least one streaming service	15% (250)	19% (325)	27% (460)	9% (149)	18% (308)	13% (214)	1708
Subscribes to 3+ streaming services	20% (208)	21% (227)	25% (263)	9% (92)	16% (166)	10% (103)	1059

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

Table MCE8_5: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*Storage Wars*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (266)	17% (373)	28% (625)	10% (213)	18% (405)	14% (319)	2200
Gender: Male	15% (161)	19% (202)	27% (292)	9% (100)	16% (165)	13% (142)	1062
Gender: Female	9% (104)	15% (171)	29% (334)	10% (112)	21% (239)	16% (177)	1138
Age: 18-34	16% (108)	22% (147)	25% (164)	8% (53)	12% (76)	16% (107)	655
Age: 35-44	22% (80)	22% (77)	24% (85)	10% (36)	11% (40)	11% (39)	358
Age: 45-64	9% (64)	16% (120)	32% (243)	9% (66)	20% (152)	14% (106)	751
Age: 65+	3% (14)	6% (28)	31% (133)	13% (58)	31% (137)	15% (67)	436
GenZers: 1997-2012	12% (33)	17% (47)	29% (79)	7% (19)	10% (27)	25% (68)	274
Millennials: 1981-1996	22% (131)	24% (144)	23% (137)	10% (61)	11% (67)	10% (60)	599
GenXers: 1965-1980	12% (66)	20% (106)	30% (159)	7% (38)	15% (81)	15% (79)	529
Baby Boomers: 1946-1964	5% (32)	10% (71)	32% (227)	11% (78)	29% (203)	13% (94)	706
PID: Dem (no lean)	14% (128)	17% (156)	26% (241)	9% (85)	20% (179)	13% (123)	912
PID: Ind (no lean)	10% (61)	15% (97)	29% (187)	8% (54)	18% (116)	19% (124)	640
PID: Rep (no lean)	12% (76)	18% (120)	30% (197)	11% (73)	17% (110)	11% (72)	648
PID/Gender: Dem Men	18% (77)	18% (80)	25% (108)	8% (34)	18% (79)	14% (60)	438
PID/Gender: Dem Women	11% (50)	16% (77)	28% (133)	11% (51)	21% (100)	13% (63)	474
PID/Gender: Ind Men	12% (33)	16% (45)	33% (94)	9% (25)	14% (40)	17% (47)	283
PID/Gender: Ind Women	8% (29)	14% (51)	26% (94)	8% (30)	21% (77)	22% (77)	357
PID/Gender: Rep Men	15% (51)	22% (76)	26% (90)	12% (42)	14% (47)	10% (35)	341
PID/Gender: Rep Women	8% (25)	14% (43)	35% (107)	10% (32)	20% (63)	12% (37)	307
Ideo: Liberal (1-3)	16% (109)	17% (119)	28% (190)	10% (69)	19% (129)	10% (67)	683
Ideo: Moderate (4)	12% (71)	18% (111)	29% (177)	9% (56)	19% (117)	13% (83)	615
Ideo: Conservative (5-7)	10% (72)	16% (112)	32% (221)	11% (75)	17% (118)	13% (89)	688
Educ: < College	11% (163)	15% (233)	28% (423)	9% (138)	20% (309)	16% (245)	1512
Educ: Bachelors degree	12% (52)	20% (90)	32% (142)	12% (53)	14% (63)	10% (44)	444
Educ: Post-grad	20% (50)	20% (50)	25% (60)	9% (22)	13% (32)	12% (30)	244
Income: Under 50k	10% (122)	15% (183)	29% (352)	8% (104)	20% (247)	18% (222)	1230
Income: 50k-100k	12% (78)	19% (127)	29% (192)	13% (83)	17% (113)	9% (62)	654
Income: 100k+	21% (66)	20% (63)	26% (82)	8% (26)	14% (44)	11% (35)	316
Ethnicity: White	12% (207)	17% (292)	29% (504)	10% (167)	18% (318)	14% (234)	1722

Continued on next page

Table MCE8_5: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Storage Wars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (266)	17% (373)	28% (625)	10% (213)	18% (405)	14% (319)	2200
Ethnicity: Hispanic	16% (57)	22% (78)	19% (65)	9% (32)	20% (69)	14% (48)	349
Ethnicity: Black	14% (39)	16% (45)	27% (73)	9% (25)	19% (53)	14% (40)	274
Ethnicity: Other	10% (19)	18% (36)	24% (48)	10% (21)	17% (34)	22% (45)	204
All Christian	13% (135)	18% (191)	29% (311)	10% (112)	19% (199)	11% (122)	1070
All Non-Christian	18% (22)	16% (19)	22% (26)	10% (12)	12% (15)	22% (27)	122
Atheist	9% (8)	11% (10)	31% (28)	8% (7)	26% (23)	14% (13)	90
Agnostic/Nothing in particular	9% (48)	17% (92)	29% (154)	8% (41)	20% (107)	18% (94)	536
Something Else	14% (52)	16% (61)	28% (106)	10% (40)	16% (61)	16% (62)	383
Religious Non-Protestant/Catholic	16% (22)	17% (23)	22% (30)	9% (12)	12% (17)	23% (32)	137
Evangelical	20% (134)	18% (122)	26% (174)	10% (67)	15% (100)	12% (81)	679
Non-Evangelical	7% (52)	16% (120)	32% (235)	11% (84)	21% (156)	13% (95)	741
Community: Urban	17% (124)	18% (135)	26% (193)	10% (74)	17% (126)	12% (88)	742
Community: Suburban	10% (91)	16% (149)	31% (288)	9% (84)	19% (177)	15% (141)	932
Community: Rural	9% (50)	17% (88)	27% (144)	10% (54)	19% (101)	17% (90)	526
Employ: Private Sector	17% (109)	22% (139)	28% (177)	9% (59)	13% (85)	10% (66)	635
Employ: Government	17% (25)	23% (34)	29% (42)	8% (12)	10% (15)	13% (19)	147
Employ: Self-Employed	14% (29)	23% (49)	23% (49)	7% (14)	20% (42)	13% (27)	210
Employ: Homemaker	18% (30)	15% (25)	24% (39)	9% (15)	13% (21)	20% (33)	164
Employ: Student	7% (8)	18% (19)	35% (36)	6% (6)	13% (13)	21% (21)	103
Employ: Retired	4% (21)	9% (45)	33% (166)	12% (62)	30% (152)	12% (63)	509
Employ: Unemployed	12% (33)	11% (31)	27% (76)	12% (33)	17% (49)	22% (63)	283
Employ: Other	8% (12)	21% (31)	27% (39)	7% (11)	20% (29)	18% (26)	149
Military HH: Yes	11% (44)	17% (68)	25% (97)	13% (50)	22% (85)	12% (46)	390
Military HH: No	12% (222)	17% (305)	29% (528)	9% (163)	18% (319)	15% (273)	1810
RD/WT: Right Direction	18% (123)	21% (144)	24% (159)	8% (56)	14% (95)	14% (95)	671
RD/WT: Wrong Track	9% (143)	15% (229)	31% (467)	10% (157)	20% (309)	15% (224)	1529
Trump Job Approve	16% (136)	19% (169)	27% (241)	10% (88)	15% (131)	13% (112)	877
Trump Job Disapprove	10% (127)	16% (196)	30% (367)	9% (115)	21% (258)	14% (174)	1238

Continued on next page

Table MCE8_5: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Storage Wars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (266)	17% (373)	28% (625)	10% (213)	18% (405)	14% (319)	2200
Trump Job Strongly Approve	16% (84)	17% (92)	28% (148)	9% (47)	17% (91)	14% (73)	536
Trump Job Somewhat Approve	15% (52)	22% (77)	27% (92)	12% (41)	12% (40)	11% (39)	341
Trump Job Somewhat Disapprove	8% (24)	23% (65)	32% (90)	12% (34)	12% (34)	13% (37)	285
Trump Job Strongly Disapprove	11% (103)	14% (131)	29% (277)	8% (81)	24% (224)	14% (137)	953
Favorable of Trump	15% (131)	20% (171)	28% (244)	10% (87)	15% (133)	12% (108)	874
Unfavorable of Trump	10% (125)	16% (192)	30% (364)	10% (119)	21% (255)	14% (175)	1229
Very Favorable of Trump	15% (83)	17% (91)	27% (145)	8% (44)	16% (89)	16% (87)	540
Somewhat Favorable of Trump	14% (48)	24% (79)	30% (99)	13% (43)	13% (44)	6% (21)	334
Somewhat Unfavorable of Trump	13% (30)	18% (42)	35% (81)	10% (22)	11% (26)	13% (30)	230
Very Unfavorable of Trump	10% (96)	15% (150)	28% (283)	10% (97)	23% (228)	15% (145)	999
#1 Issue: Economy	12% (105)	19% (167)	28% (244)	10% (85)	17% (148)	14% (121)	870
#1 Issue: Security	16% (33)	14% (29)	30% (63)	12% (26)	15% (32)	13% (27)	210
#1 Issue: Health Care	12% (45)	20% (78)	29% (111)	10% (38)	18% (71)	12% (46)	390
#1 Issue: Medicare / Social Security	5% (14)	10% (26)	28% (74)	11% (29)	30% (78)	16% (42)	262
#1 Issue: Women's Issues	17% (21)	11% (14)	30% (37)	5% (6)	16% (19)	20% (25)	122
#1 Issue: Education	21% (21)	27% (28)	22% (23)	11% (12)	5% (5)	14% (15)	104
#1 Issue: Energy	20% (18)	18% (17)	26% (23)	12% (11)	15% (14)	9% (8)	90
#1 Issue: Other	5% (7)	10% (15)	33% (51)	4% (7)	24% (36)	23% (35)	152
2018 House Vote: Democrat	14% (110)	17% (133)	27% (207)	10% (79)	19% (144)	11% (87)	760
2018 House Vote: Republican	11% (65)	18% (107)	31% (181)	12% (68)	18% (102)	10% (58)	581
2016 Vote: Hillary Clinton	14% (100)	18% (127)	29% (209)	9% (68)	19% (134)	12% (85)	722
2016 Vote: Donald Trump	12% (82)	18% (118)	30% (197)	12% (79)	18% (117)	11% (72)	665
2016 Vote: Other	6% (5)	11% (10)	28% (24)	15% (13)	26% (22)	15% (13)	87
2016 Vote: Didn't Vote	11% (78)	16% (117)	27% (196)	7% (52)	18% (132)	21% (150)	725
Voted in 2014: Yes	12% (147)	17% (211)	29% (353)	11% (132)	19% (235)	12% (140)	1220
Voted in 2014: No	12% (118)	16% (161)	28% (272)	8% (80)	17% (169)	18% (178)	980

Continued on next page

Table MCE8_5: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Storage Wars

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (266)	17% (373)	28% (625)	10% (213)	18% (405)	14% (319)	2200
2012 Vote: Barack Obama	13% (114)	17% (143)	29% (251)	10% (88)	19% (168)	12% (100)	864
2012 Vote: Mitt Romney	9% (41)	15% (67)	31% (138)	13% (58)	18% (81)	13% (57)	442
2012 Vote: Other	4% (2)	13% (8)	20% (12)	14% (9)	29% (17)	20% (12)	60
2012 Vote: Didn't Vote	13% (107)	19% (155)	27% (224)	7% (57)	17% (139)	18% (150)	832
4-Region: Northeast	14% (57)	17% (65)	26% (103)	9% (36)	17% (67)	17% (66)	394
4-Region: Midwest	11% (52)	18% (82)	32% (146)	7% (34)	19% (88)	13% (61)	462
4-Region: South	11% (93)	19% (159)	28% (230)	11% (90)	16% (130)	15% (124)	824
4-Region: West	12% (65)	13% (66)	28% (147)	10% (53)	23% (120)	13% (69)	520
Cable TV subscribers	13% (130)	16% (159)	29% (287)	11% (104)	18% (173)	13% (132)	986
Satellite TV subscribers	17% (82)	23% (111)	21% (102)	9% (45)	17% (81)	12% (58)	481
Former cable TV subscribers	10% (80)	19% (147)	31% (241)	9% (67)	20% (154)	12% (98)	787
Former satellite TV subscribers	9% (62)	21% (141)	32% (213)	11% (71)	16% (108)	11% (75)	670
Watches mostly scripted shows	10% (86)	16% (137)	29% (240)	10% (85)	22% (180)	12% (101)	828
Watches mostly unscripted shows	19% (48)	23% (60)	24% (63)	10% (26)	15% (39)	9% (24)	260
Watches scripted and unscripted	15% (104)	21% (154)	33% (234)	10% (72)	12% (87)	9% (66)	718
Watches mostly for entertainment	10% (112)	18% (197)	29% (324)	10% (109)	21% (232)	12% (129)	1103
Watches mostly for education	27% (40)	23% (33)	16% (24)	12% (17)	17% (25)	5% (7)	145
Watches for entertainment and education	15% (92)	22% (131)	32% (192)	9% (56)	12% (70)	11% (66)	607
Likely to subscribe to Discovery+	27% (179)	29% (194)	21% (138)	9% (58)	9% (63)	5% (33)	665
Unlikely to subscribe to Discovery+	5% (61)	12% (130)	33% (367)	11% (124)	25% (278)	15% (168)	1127
Subscribes to at least one streaming service	15% (251)	18% (306)	27% (470)	10% (169)	18% (306)	12% (205)	1708
Subscribes to 3+ streaming services	19% (205)	21% (222)	25% (265)	10% (104)	15% (159)	10% (106)	1059

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

Table MCE8_6: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*Planet Earth*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (407)	25% (558)	27% (591)	5% (118)	10% (213)	14% (314)	2200
Gender: Male	21% (224)	31% (325)	26% (273)	4% (42)	6% (66)	12% (133)	1062
Gender: Female	16% (183)	20% (233)	28% (319)	7% (76)	13% (147)	16% (181)	1138
Age: 18-34	24% (156)	23% (154)	23% (150)	7% (43)	8% (49)	16% (103)	655
Age: 35-44	23% (83)	28% (99)	26% (94)	6% (22)	6% (20)	11% (39)	358
Age: 45-64	14% (108)	26% (198)	29% (219)	4% (29)	11% (86)	15% (111)	751
Age: 65+	14% (60)	25% (107)	29% (129)	5% (23)	13% (57)	14% (60)	436
GenZers: 1997-2012	18% (51)	16% (45)	26% (71)	5% (12)	10% (27)	25% (68)	274
Millennials: 1981-1996	27% (161)	28% (169)	22% (134)	7% (45)	6% (34)	9% (56)	599
GenXers: 1965-1980	16% (86)	27% (144)	28% (148)	5% (25)	10% (52)	14% (74)	529
Baby Boomers: 1946-1964	14% (99)	26% (181)	30% (209)	5% (33)	12% (83)	14% (99)	706
PID: Dem (no lean)	22% (198)	25% (229)	24% (221)	6% (56)	10% (90)	13% (119)	912
PID: Ind (no lean)	17% (110)	25% (160)	26% (170)	5% (29)	8% (53)	19% (119)	640
PID: Rep (no lean)	15% (100)	26% (169)	31% (201)	5% (33)	11% (70)	12% (76)	648
PID/Gender: Dem Men	26% (114)	30% (132)	22% (96)	4% (17)	6% (26)	12% (52)	438
PID/Gender: Dem Women	18% (83)	20% (97)	26% (125)	8% (39)	14% (64)	14% (66)	474
PID/Gender: Ind Men	17% (47)	32% (89)	29% (82)	4% (10)	4% (13)	15% (42)	283
PID/Gender: Ind Women	18% (63)	20% (71)	25% (88)	5% (19)	11% (40)	22% (77)	357
PID/Gender: Rep Men	18% (62)	31% (104)	28% (94)	4% (15)	8% (27)	11% (38)	341
PID/Gender: Rep Women	12% (37)	21% (65)	35% (106)	6% (18)	14% (42)	12% (38)	307
Ideo: Liberal (1-3)	25% (169)	28% (191)	25% (171)	5% (34)	8% (53)	10% (65)	683
Ideo: Moderate (4)	16% (98)	26% (157)	27% (165)	6% (36)	10% (63)	15% (94)	615
Ideo: Conservative (5-7)	16% (108)	25% (171)	31% (216)	6% (38)	10% (66)	13% (88)	688
Educ: < College	16% (248)	23% (352)	27% (409)	5% (82)	12% (175)	16% (246)	1512
Educ: Bachelors degree	21% (94)	29% (128)	29% (129)	6% (25)	5% (24)	10% (43)	444
Educ: Post-grad	27% (65)	32% (77)	22% (53)	5% (11)	5% (13)	10% (25)	244
Income: Under 50k	17% (204)	23% (278)	27% (336)	5% (63)	11% (138)	17% (211)	1230
Income: 50k-100k	18% (118)	28% (182)	29% (188)	6% (36)	9% (58)	11% (71)	654
Income: 100k+	27% (85)	31% (98)	21% (68)	6% (18)	5% (17)	10% (31)	316
Ethnicity: White	18% (317)	26% (445)	28% (489)	5% (85)	9% (157)	13% (230)	1722

Continued on next page

Table MCE8_6: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Planet Earth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (407)	25% (558)	27% (591)	5% (118)	10% (213)	14% (314)	2200
Ethnicity: Hispanic	19% (67)	26% (91)	24% (83)	7% (26)	9% (32)	15% (51)	349
Ethnicity: Black	19% (52)	24% (67)	21% (57)	8% (22)	15% (41)	13% (35)	274
Ethnicity: Other	19% (38)	23% (46)	23% (46)	5% (10)	7% (15)	24% (49)	204
All Christian	18% (190)	26% (275)	29% (311)	5% (57)	10% (105)	12% (132)	1070
All Non-Christian	23% (28)	22% (27)	23% (28)	9% (11)	4% (5)	19% (23)	122
Atheist	27% (24)	30% (27)	24% (22)	5% (4)	4% (4)	10% (9)	90
Agnostic/Nothing in particular	18% (96)	24% (131)	28% (152)	4% (20)	10% (51)	16% (86)	536
Something Else	18% (68)	26% (98)	20% (78)	7% (26)	13% (48)	17% (64)	383
Religious Non-Protestant/Catholic	24% (32)	21% (29)	23% (31)	8% (12)	5% (6)	20% (27)	137
Evangelical	20% (137)	26% (175)	25% (166)	6% (42)	11% (74)	12% (84)	679
Non-Evangelical	15% (112)	26% (192)	29% (213)	5% (40)	10% (78)	14% (106)	741
Community: Urban	24% (179)	27% (204)	26% (190)	5% (35)	8% (59)	10% (75)	742
Community: Suburban	16% (151)	26% (245)	27% (250)	5% (46)	10% (98)	15% (143)	932
Community: Rural	15% (77)	21% (109)	29% (151)	7% (37)	11% (56)	18% (96)	526
Employ: Private Sector	23% (144)	28% (175)	25% (156)	6% (36)	9% (60)	10% (65)	635
Employ: Government	20% (30)	32% (47)	24% (35)	5% (8)	6% (9)	13% (20)	147
Employ: Self-Employed	20% (43)	21% (43)	30% (64)	8% (17)	7% (15)	14% (29)	210
Employ: Homemaker	16% (26)	24% (39)	23% (38)	4% (6)	9% (15)	24% (39)	164
Employ: Student	23% (23)	21% (22)	32% (33)	5% (5)	6% (7)	13% (13)	103
Employ: Retired	13% (68)	28% (142)	29% (149)	4% (20)	13% (67)	12% (64)	509
Employ: Unemployed	16% (46)	21% (58)	26% (73)	6% (17)	11% (31)	21% (58)	283
Employ: Other	19% (28)	21% (31)	30% (44)	6% (9)	7% (10)	18% (26)	149
Military HH: Yes	19% (76)	25% (99)	28% (107)	7% (26)	10% (39)	11% (43)	390
Military HH: No	18% (331)	25% (459)	27% (484)	5% (92)	10% (174)	15% (270)	1810
RD/WT: Right Direction	22% (145)	27% (184)	25% (165)	5% (37)	7% (48)	14% (92)	671
RD/WT: Wrong Track	17% (262)	24% (374)	28% (426)	5% (81)	11% (164)	15% (222)	1529
Trump Job Approve	17% (150)	25% (218)	29% (259)	5% (43)	10% (88)	14% (120)	877
Trump Job Disapprove	20% (246)	26% (327)	26% (317)	6% (68)	10% (119)	13% (161)	1238

Continued on next page

Table MCE8_6: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Planet Earth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (407)	25% (558)	27% (591)	5% (118)	10% (213)	14% (314)	2200
Trump Job Strongly Approve	18% (94)	22% (119)	29% (156)	5% (28)	12% (63)	14% (75)	536
Trump Job Somewhat Approve	16% (56)	29% (99)	30% (103)	4% (15)	7% (24)	13% (45)	341
Trump Job Somewhat Disapprove	16% (44)	28% (80)	31% (87)	7% (19)	5% (15)	13% (38)	285
Trump Job Strongly Disapprove	21% (202)	26% (247)	24% (230)	5% (49)	11% (104)	13% (122)	953
Favorable of Trump	18% (154)	25% (216)	30% (260)	5% (46)	10% (83)	13% (115)	874
Unfavorable of Trump	20% (242)	26% (321)	26% (314)	5% (66)	10% (120)	13% (166)	1229
Very Favorable of Trump	18% (99)	23% (122)	28% (151)	4% (22)	11% (62)	16% (85)	540
Somewhat Favorable of Trump	17% (55)	28% (94)	33% (110)	7% (24)	6% (21)	9% (30)	334
Somewhat Unfavorable of Trump	14% (32)	29% (68)	34% (79)	2% (5)	7% (16)	13% (29)	230
Very Unfavorable of Trump	21% (210)	25% (254)	24% (235)	6% (60)	10% (104)	14% (136)	999
#1 Issue: Economy	19% (164)	24% (212)	27% (234)	6% (49)	9% (81)	15% (130)	870
#1 Issue: Security	13% (28)	26% (55)	29% (62)	7% (15)	11% (22)	13% (28)	210
#1 Issue: Health Care	22% (84)	27% (104)	28% (109)	5% (19)	8% (29)	11% (43)	390
#1 Issue: Medicare / Social Security	15% (40)	23% (60)	26% (69)	5% (12)	13% (34)	18% (47)	262
#1 Issue: Women's Issues	23% (28)	20% (25)	25% (31)	6% (8)	6% (7)	19% (23)	122
#1 Issue: Education	23% (24)	36% (38)	23% (24)	5% (5)	5% (5)	8% (8)	104
#1 Issue: Energy	19% (17)	33% (30)	23% (21)	6% (5)	13% (11)	6% (6)	90
#1 Issue: Other	14% (21)	22% (33)	27% (42)	3% (5)	15% (22)	19% (29)	152
2018 House Vote: Democrat	23% (173)	28% (212)	26% (194)	5% (37)	7% (55)	12% (89)	760
2018 House Vote: Republican	15% (88)	26% (151)	31% (181)	6% (36)	11% (62)	11% (62)	581
2016 Vote: Hillary Clinton	22% (159)	27% (195)	26% (188)	5% (36)	8% (58)	12% (86)	722
2016 Vote: Donald Trump	16% (106)	25% (166)	31% (209)	6% (38)	11% (72)	11% (74)	665
2016 Vote: Other	15% (13)	30% (26)	19% (17)	3% (3)	15% (13)	18% (15)	87
2016 Vote: Didn't Vote	18% (129)	23% (170)	24% (177)	6% (40)	10% (70)	19% (138)	725
Voted in 2014: Yes	20% (243)	27% (328)	28% (337)	5% (59)	9% (111)	12% (141)	1220
Voted in 2014: No	17% (164)	23% (229)	26% (254)	6% (58)	10% (101)	18% (173)	980

Continued on next page

Table MCE8_6: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Planet Earth

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (407)	25% (558)	27% (591)	5% (118)	10% (213)	14% (314)	2200
2012 Vote: Barack Obama	21% (181)	28% (243)	27% (229)	5% (43)	8% (68)	12% (100)	864
2012 Vote: Mitt Romney	16% (72)	23% (103)	30% (133)	6% (27)	11% (51)	13% (57)	442
2012 Vote: Other	10% (6)	19% (12)	29% (18)	3% (2)	18% (11)	21% (13)	60
2012 Vote: Didn't Vote	18% (149)	24% (199)	25% (211)	5% (46)	10% (83)	17% (145)	832
4-Region: Northeast	20% (78)	28% (111)	22% (87)	5% (21)	10% (39)	15% (58)	394
4-Region: Midwest	18% (82)	24% (112)	26% (122)	7% (32)	9% (43)	16% (72)	462
4-Region: South	18% (147)	24% (196)	30% (248)	5% (40)	11% (89)	13% (104)	824
4-Region: West	19% (99)	27% (139)	26% (135)	5% (24)	8% (43)	15% (80)	520
Cable TV subscribers	20% (198)	27% (264)	26% (259)	5% (46)	9% (85)	14% (134)	986
Satellite TV subscribers	23% (113)	27% (128)	21% (103)	9% (43)	9% (44)	10% (50)	481
Former cable TV subscribers	18% (138)	26% (203)	30% (234)	6% (46)	9% (74)	12% (92)	787
Former satellite TV subscribers	18% (119)	29% (192)	31% (207)	5% (32)	8% (50)	11% (71)	670
Watches mostly scripted shows	18% (150)	28% (231)	27% (223)	5% (45)	10% (82)	12% (98)	828
Watches mostly unscripted shows	24% (62)	27% (69)	21% (54)	9% (24)	11% (29)	8% (21)	260
Watches scripted and unscripted	22% (155)	28% (202)	31% (222)	4% (29)	6% (41)	10% (69)	718
Watches mostly for entertainment	16% (172)	28% (304)	29% (316)	5% (55)	11% (122)	12% (134)	1103
Watches mostly for education	26% (37)	26% (38)	20% (30)	14% (21)	8% (11)	6% (9)	145
Watches for entertainment and education	27% (167)	29% (176)	25% (153)	4% (27)	4% (26)	10% (58)	607
Likely to subscribe to Discovery+	38% (250)	32% (214)	16% (109)	6% (37)	5% (30)	4% (24)	665
Unlikely to subscribe to Discovery+	10% (112)	21% (237)	34% (379)	6% (64)	15% (166)	15% (171)	1127
Subscribes to at least one streaming service	21% (355)	26% (444)	26% (440)	5% (93)	10% (165)	12% (211)	1708
Subscribes to 3+ streaming services	25% (264)	27% (290)	23% (248)	5% (56)	9% (96)	10% (106)	1059

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

Table MCE8_7: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Fixer Upper

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (262)	21% (451)	29% (633)	8% (179)	16% (353)	15% (322)	2200
Gender: Male	12% (131)	22% (237)	29% (312)	9% (96)	14% (148)	13% (137)	1062
Gender: Female	11% (131)	19% (214)	28% (321)	7% (83)	18% (204)	16% (185)	1138
Age: 18-34	15% (99)	19% (125)	27% (174)	9% (61)	12% (76)	18% (120)	655
Age: 35-44	18% (66)	25% (90)	25% (88)	7% (27)	12% (44)	12% (43)	358
Age: 45-64	9% (64)	21% (161)	31% (234)	8% (57)	18% (133)	14% (102)	751
Age: 65+	7% (33)	17% (75)	31% (137)	8% (34)	23% (100)	13% (57)	436
GenZers: 1997-2012	12% (33)	15% (41)	25% (69)	6% (17)	13% (36)	28% (78)	274
Millennials: 1981-1996	19% (113)	23% (140)	26% (156)	10% (61)	11% (65)	11% (64)	599
GenXers: 1965-1980	11% (58)	22% (118)	32% (168)	7% (39)	13% (68)	15% (78)	529
Baby Boomers: 1946-1964	7% (52)	20% (139)	30% (209)	8% (59)	22% (157)	13% (91)	706
PID: Dem (no lean)	15% (133)	21% (194)	27% (243)	7% (59)	16% (149)	15% (133)	912
PID: Ind (no lean)	9% (59)	16% (103)	32% (204)	7% (43)	18% (114)	18% (118)	640
PID: Rep (no lean)	11% (70)	24% (155)	29% (186)	12% (77)	14% (90)	11% (71)	648
PID/Gender: Dem Men	15% (67)	25% (110)	26% (113)	5% (24)	14% (60)	14% (62)	438
PID/Gender: Dem Women	14% (66)	18% (83)	27% (130)	7% (35)	19% (89)	15% (70)	474
PID/Gender: Ind Men	9% (26)	14% (39)	39% (109)	7% (20)	17% (47)	15% (41)	283
PID/Gender: Ind Women	9% (32)	18% (64)	27% (95)	6% (23)	19% (67)	21% (77)	357
PID/Gender: Rep Men	11% (37)	26% (88)	26% (89)	15% (52)	12% (41)	10% (34)	341
PID/Gender: Rep Women	11% (32)	22% (67)	32% (97)	8% (25)	16% (49)	12% (38)	307
Ideo: Liberal (1-3)	16% (112)	21% (145)	29% (197)	8% (56)	15% (99)	11% (73)	683
Ideo: Moderate (4)	8% (50)	21% (127)	32% (196)	7% (44)	17% (106)	15% (93)	615
Ideo: Conservative (5-7)	12% (81)	22% (152)	29% (198)	10% (69)	15% (105)	12% (83)	688
Educ: < College	10% (151)	18% (271)	28% (430)	9% (131)	18% (276)	17% (254)	1512
Educ: Bachelors degree	14% (61)	26% (115)	31% (138)	7% (32)	12% (55)	10% (43)	444
Educ: Post-grad	21% (50)	27% (66)	27% (65)	7% (17)	9% (21)	10% (25)	244
Income: Under 50k	9% (111)	16% (202)	29% (358)	9% (105)	18% (227)	18% (227)	1230
Income: 50k-100k	13% (86)	25% (161)	29% (187)	9% (58)	15% (98)	10% (64)	654
Income: 100k+	21% (65)	28% (88)	28% (88)	5% (16)	9% (27)	10% (31)	316
Ethnicity: White	11% (194)	21% (364)	30% (516)	8% (140)	16% (275)	14% (234)	1722

Continued on next page

Table MCE8_7: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Fixer Upper

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (262)	21% (451)	29% (633)	8% (179)	16% (353)	15% (322)	2200
Ethnicity: Hispanic	14% (48)	21% (73)	24% (85)	9% (31)	14% (50)	18% (62)	349
Ethnicity: Black	18% (50)	18% (49)	26% (70)	10% (26)	16% (44)	12% (34)	274
Ethnicity: Other	9% (18)	19% (39)	23% (47)	7% (13)	16% (33)	27% (54)	204
All Christian	13% (142)	23% (247)	29% (313)	8% (82)	15% (157)	12% (129)	1070
All Non-Christian	14% (17)	20% (24)	28% (34)	9% (11)	9% (11)	20% (24)	122
Atheist	12% (11)	5% (5)	37% (33)	14% (13)	20% (18)	11% (10)	90
Agnostic/Nothing in particular	10% (51)	18% (99)	30% (158)	8% (44)	17% (93)	17% (90)	536
Something Else	11% (41)	20% (76)	25% (95)	8% (30)	19% (73)	18% (68)	383
Religious Non-Protestant/Catholic	14% (19)	19% (27)	28% (38)	9% (12)	9% (13)	21% (28)	137
Evangelical	17% (115)	24% (165)	25% (172)	8% (57)	13% (86)	12% (84)	679
Non-Evangelical	8% (63)	20% (150)	30% (226)	7% (53)	19% (142)	14% (107)	741
Community: Urban	16% (118)	22% (163)	26% (189)	9% (68)	15% (109)	13% (94)	742
Community: Suburban	11% (99)	20% (184)	32% (300)	7% (64)	15% (142)	15% (143)	932
Community: Rural	8% (45)	20% (104)	27% (144)	9% (48)	19% (101)	16% (85)	526
Employ: Private Sector	15% (98)	26% (162)	28% (176)	7% (46)	13% (83)	11% (71)	635
Employ: Government	21% (31)	23% (34)	24% (35)	9% (14)	8% (12)	15% (22)	147
Employ: Self-Employed	12% (24)	26% (56)	30% (63)	6% (13)	13% (28)	12% (26)	210
Employ: Homemaker	14% (23)	20% (33)	26% (43)	6% (10)	13% (22)	20% (33)	164
Employ: Student	15% (15)	14% (14)	28% (29)	8% (8)	16% (16)	20% (20)	103
Employ: Retired	7% (36)	18% (92)	31% (157)	8% (42)	24% (122)	12% (60)	509
Employ: Unemployed	9% (26)	12% (33)	30% (84)	10% (29)	16% (47)	23% (64)	283
Employ: Other	6% (8)	18% (27)	31% (46)	12% (18)	16% (23)	17% (25)	149
Military HH: Yes	12% (48)	21% (82)	26% (103)	11% (43)	16% (61)	13% (52)	390
Military HH: No	12% (214)	20% (370)	29% (530)	7% (136)	16% (291)	15% (270)	1810
RD/WT: Right Direction	16% (110)	23% (155)	28% (185)	8% (56)	10% (69)	14% (96)	671
RD/WT: Wrong Track	10% (152)	19% (296)	29% (448)	8% (124)	19% (284)	15% (226)	1529
Trump Job Approve	12% (108)	23% (201)	29% (257)	9% (75)	13% (115)	14% (121)	877
Trump Job Disapprove	12% (148)	19% (241)	29% (358)	8% (93)	18% (222)	14% (176)	1238

Continued on next page

Table MCE8_7: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Fixer Upper

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (262)	21% (451)	29% (633)	8% (179)	16% (353)	15% (322)	2200
Trump Job Strongly Approve	13% (71)	22% (117)	27% (146)	8% (43)	15% (80)	14% (77)	536
Trump Job Somewhat Approve	11% (36)	24% (83)	32% (110)	9% (32)	10% (35)	13% (44)	341
Trump Job Somewhat Disapprove	10% (27)	26% (75)	29% (82)	12% (33)	12% (33)	12% (34)	285
Trump Job Strongly Disapprove	13% (121)	17% (165)	29% (275)	6% (60)	20% (190)	15% (142)	953
Favorable of Trump	14% (119)	23% (197)	29% (253)	8% (73)	14% (119)	13% (114)	874
Unfavorable of Trump	11% (138)	20% (241)	30% (364)	8% (93)	18% (221)	14% (173)	1229
Very Favorable of Trump	14% (77)	21% (111)	26% (141)	8% (42)	15% (82)	16% (86)	540
Somewhat Favorable of Trump	12% (42)	26% (86)	33% (112)	9% (30)	11% (37)	8% (28)	334
Somewhat Unfavorable of Trump	8% (17)	26% (60)	37% (85)	9% (20)	11% (24)	10% (23)	230
Very Unfavorable of Trump	12% (120)	18% (181)	28% (279)	7% (73)	20% (196)	15% (150)	999
#1 Issue: Economy	12% (101)	22% (190)	28% (244)	9% (78)	14% (126)	15% (132)	870
#1 Issue: Security	11% (23)	21% (43)	28% (58)	10% (22)	15% (32)	15% (32)	210
#1 Issue: Health Care	15% (57)	21% (83)	29% (113)	7% (27)	17% (67)	11% (43)	390
#1 Issue: Medicare / Social Security	9% (23)	20% (53)	27% (70)	7% (19)	22% (57)	15% (40)	262
#1 Issue: Women's Issues	13% (16)	8% (9)	32% (39)	9% (11)	17% (21)	21% (26)	122
#1 Issue: Education	18% (19)	29% (30)	24% (25)	12% (12)	6% (6)	11% (12)	104
#1 Issue: Energy	12% (11)	19% (17)	37% (33)	6% (6)	16% (14)	10% (9)	90
#1 Issue: Other	8% (12)	17% (26)	34% (51)	3% (5)	19% (29)	19% (28)	152
2018 House Vote: Democrat	14% (107)	23% (176)	29% (218)	7% (52)	15% (113)	12% (93)	760
2018 House Vote: Republican	12% (70)	23% (134)	31% (180)	10% (56)	16% (91)	9% (50)	581
2016 Vote: Hillary Clinton	13% (96)	23% (169)	28% (201)	6% (46)	16% (116)	13% (94)	722
2016 Vote: Donald Trump	13% (84)	22% (146)	31% (207)	10% (65)	14% (94)	10% (68)	665
2016 Vote: Other	13% (12)	14% (12)	35% (31)	8% (7)	17% (15)	12% (11)	87
2016 Vote: Didn't Vote	10% (69)	17% (124)	27% (194)	8% (61)	18% (127)	21% (149)	725
Voted in 2014: Yes	14% (172)	22% (272)	29% (350)	8% (103)	15% (186)	11% (136)	1220
Voted in 2014: No	9% (89)	18% (179)	29% (283)	8% (76)	17% (166)	19% (186)	980

Continued on next page

Table MCE8_7: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Fixer Upper

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (262)	21% (451)	29% (633)	8% (179)	16% (353)	15% (322)	2200
2012 Vote: Barack Obama	14% (124)	22% (188)	30% (256)	8% (66)	15% (130)	12% (100)	864
2012 Vote: Mitt Romney	12% (53)	20% (88)	30% (131)	10% (43)	17% (74)	12% (53)	442
2012 Vote: Other	10% (6)	21% (13)	15% (9)	9% (6)	26% (15)	19% (12)	60
2012 Vote: Didn't Vote	9% (78)	19% (162)	28% (236)	8% (65)	16% (133)	19% (157)	832
4-Region: Northeast	13% (51)	24% (94)	26% (102)	7% (27)	14% (56)	16% (63)	394
4-Region: Midwest	8% (35)	22% (101)	31% (144)	7% (32)	18% (81)	15% (68)	462
4-Region: South	13% (111)	20% (166)	29% (241)	8% (70)	15% (120)	14% (116)	824
4-Region: West	12% (64)	17% (91)	28% (145)	10% (50)	18% (95)	14% (75)	520
Cable TV subscribers	13% (129)	21% (206)	30% (297)	8% (79)	15% (145)	13% (131)	986
Satellite TV subscribers	19% (93)	24% (113)	24% (114)	10% (48)	14% (65)	10% (48)	481
Former cable TV subscribers	10% (77)	22% (171)	31% (241)	8% (63)	17% (134)	13% (101)	787
Former satellite TV subscribers	10% (66)	24% (163)	29% (196)	8% (55)	16% (109)	12% (81)	670
Watches mostly scripted shows	10% (83)	20% (162)	30% (250)	9% (78)	18% (152)	12% (102)	828
Watches mostly unscripted shows	17% (44)	24% (63)	25% (65)	12% (31)	13% (34)	9% (22)	260
Watches scripted and unscripted	16% (111)	25% (182)	31% (225)	8% (58)	10% (73)	10% (68)	718
Watches mostly for entertainment	10% (108)	20% (222)	30% (334)	10% (106)	18% (203)	12% (129)	1103
Watches mostly for education	19% (27)	29% (41)	23% (34)	15% (21)	10% (14)	5% (7)	145
Watches for entertainment and education	18% (107)	25% (153)	29% (176)	7% (40)	10% (60)	12% (71)	607
Likely to subscribe to Discovery+	26% (171)	31% (206)	21% (138)	8% (54)	9% (58)	6% (38)	665
Unlikely to subscribe to Discovery+	6% (64)	15% (166)	34% (382)	9% (97)	22% (253)	15% (165)	1127
Subscribes to at least one streaming service	14% (233)	21% (360)	28% (475)	9% (150)	15% (262)	13% (227)	1708
Subscribes to 3+ streaming services	18% (188)	23% (244)	26% (277)	10% (102)	13% (141)	10% (107)	1059

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

Table MCE8_8: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*Diners, Drive Ins and Dives*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (427)	29% (641)	8% (178)	13% (296)	16% (360)	2200
Gender: Male	15% (160)	22% (235)	28% (300)	8% (86)	12% (128)	14% (153)	1062
Gender: Female	12% (138)	17% (192)	30% (341)	8% (91)	15% (168)	18% (207)	1138
Age: 18-34	17% (108)	23% (152)	25% (162)	8% (49)	8% (51)	20% (133)	655
Age: 35-44	22% (80)	22% (79)	25% (88)	10% (35)	8% (29)	13% (47)	358
Age: 45-64	12% (91)	20% (152)	31% (236)	8% (58)	14% (102)	15% (111)	751
Age: 65+	4% (19)	10% (44)	36% (155)	8% (35)	26% (113)	16% (69)	436
GenZers: 1997-2012	10% (26)	19% (53)	27% (74)	7% (20)	7% (19)	30% (82)	274
Millennials: 1981-1996	23% (138)	24% (142)	24% (143)	8% (48)	8% (49)	13% (79)	599
GenXers: 1965-1980	14% (76)	22% (118)	29% (152)	9% (47)	10% (53)	16% (83)	529
Baby Boomers: 1946-1964	8% (56)	15% (107)	34% (241)	8% (58)	21% (148)	13% (95)	706
PID: Dem (no lean)	15% (135)	20% (187)	27% (244)	8% (71)	14% (128)	16% (147)	912
PID: Ind (no lean)	12% (76)	15% (97)	29% (188)	7% (47)	15% (98)	21% (133)	640
PID: Rep (no lean)	13% (87)	22% (143)	32% (209)	9% (59)	11% (70)	12% (80)	648
PID/Gender: Dem Men	18% (78)	24% (104)	23% (102)	7% (32)	13% (56)	15% (66)	438
PID/Gender: Dem Women	12% (58)	17% (83)	30% (142)	8% (39)	15% (72)	17% (81)	474
PID/Gender: Ind Men	10% (29)	18% (50)	34% (97)	5% (15)	15% (43)	17% (49)	283
PID/Gender: Ind Women	13% (47)	13% (48)	25% (91)	9% (32)	15% (55)	24% (84)	357
PID/Gender: Rep Men	16% (54)	24% (81)	29% (100)	12% (39)	8% (29)	11% (38)	341
PID/Gender: Rep Women	11% (33)	20% (62)	35% (109)	6% (20)	13% (41)	14% (43)	307
Ideo: Liberal (1-3)	16% (108)	22% (149)	29% (200)	9% (64)	12% (85)	11% (78)	683
Ideo: Moderate (4)	13% (77)	20% (123)	29% (177)	8% (47)	15% (90)	17% (102)	615
Ideo: Conservative (5-7)	13% (88)	19% (132)	34% (234)	8% (56)	12% (86)	13% (92)	688
Educ: < College	12% (180)	17% (264)	29% (436)	8% (125)	14% (218)	19% (288)	1512
Educ: Bachelors degree	16% (70)	21% (94)	32% (143)	8% (35)	13% (58)	10% (44)	444
Educ: Post-grad	20% (48)	28% (69)	26% (63)	7% (18)	8% (19)	11% (28)	244
Income: Under 50k	11% (139)	17% (206)	28% (344)	9% (107)	15% (185)	20% (248)	1230
Income: 50k-100k	14% (92)	20% (131)	33% (217)	8% (49)	13% (85)	12% (81)	654
Income: 100k+	21% (68)	28% (90)	25% (80)	7% (21)	8% (26)	10% (31)	316
Ethnicity: White	13% (229)	19% (335)	31% (534)	8% (135)	13% (227)	15% (262)	1722

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Table MCE8_8: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Diners, Drive Ins and Dives

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (427)	29% (641)	8% (178)	13% (296)	16% (360)	2200
Ethnicity: Hispanic	19% (67)	20% (69)	23% (80)	8% (29)	10% (37)	19% (67)	349
Ethnicity: Black	16% (45)	18% (49)	24% (65)	11% (31)	15% (42)	15% (42)	274
Ethnicity: Other	12% (25)	21% (42)	21% (42)	5% (11)	13% (27)	28% (57)	204
All Christian	15% (158)	21% (222)	31% (332)	8% (83)	13% (140)	13% (135)	1070
All Non-Christian	15% (18)	24% (29)	20% (25)	9% (11)	8% (10)	23% (29)	122
Atheist	9% (8)	27% (24)	32% (29)	8% (7)	12% (11)	12% (11)	90
Agnostic/Nothing in particular	12% (65)	16% (88)	28% (149)	10% (56)	13% (72)	20% (105)	536
Something Else	13% (50)	17% (64)	28% (106)	5% (20)	16% (63)	21% (80)	383
Religious Non-Protestant/Catholic	15% (21)	23% (31)	21% (29)	8% (11)	8% (12)	24% (33)	137
Evangelical	19% (127)	22% (147)	26% (179)	7% (46)	13% (91)	13% (89)	679
Non-Evangelical	10% (73)	18% (133)	34% (249)	8% (57)	15% (110)	16% (119)	741
Community: Urban	19% (141)	21% (155)	27% (203)	8% (61)	12% (85)	13% (96)	742
Community: Suburban	11% (102)	20% (182)	30% (278)	8% (74)	14% (127)	18% (168)	932
Community: Rural	11% (55)	17% (90)	30% (160)	8% (43)	16% (83)	18% (95)	526
Employ: Private Sector	19% (119)	26% (167)	27% (171)	7% (43)	10% (62)	11% (73)	635
Employ: Government	18% (27)	27% (40)	29% (43)	3% (5)	8% (11)	14% (21)	147
Employ: Self-Employed	19% (39)	23% (49)	27% (56)	6% (12)	11% (24)	14% (30)	210
Employ: Homemaker	14% (23)	22% (37)	26% (43)	9% (14)	5% (8)	24% (39)	164
Employ: Student	11% (11)	19% (20)	30% (31)	10% (10)	9% (9)	21% (21)	103
Employ: Retired	6% (30)	11% (55)	37% (187)	8% (40)	25% (126)	14% (71)	509
Employ: Unemployed	12% (33)	12% (34)	24% (69)	12% (35)	13% (38)	26% (74)	283
Employ: Other	11% (17)	17% (25)	28% (42)	12% (18)	12% (17)	20% (30)	149
Military HH: Yes	12% (47)	18% (71)	29% (113)	12% (45)	15% (60)	14% (54)	390
Military HH: No	14% (252)	20% (356)	29% (528)	7% (132)	13% (236)	17% (306)	1810
RD/WT: Right Direction	17% (117)	24% (163)	23% (157)	7% (46)	12% (82)	16% (106)	671
RD/WT: Wrong Track	12% (182)	17% (264)	32% (484)	9% (132)	14% (214)	17% (254)	1529
Trump Job Approve	16% (143)	21% (182)	31% (271)	6% (57)	11% (97)	14% (127)	877
Trump Job Disapprove	12% (149)	19% (235)	29% (354)	9% (117)	15% (184)	16% (199)	1238

Continued on next page

Table MCE8_8: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?

Diners, Drive Ins and Dives

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (427)	29% (641)	8% (178)	13% (296)	16% (360)	2200
Trump Job Strongly Approve	18% (95)	18% (98)	31% (168)	5% (29)	12% (66)	15% (80)	536
Trump Job Somewhat Approve	14% (47)	25% (84)	30% (103)	8% (28)	9% (31)	14% (47)	341
Trump Job Somewhat Disapprove	11% (31)	24% (69)	30% (85)	14% (40)	8% (23)	13% (37)	285
Trump Job Strongly Disapprove	12% (118)	17% (166)	28% (269)	8% (77)	17% (161)	17% (162)	953
Favorable of Trump	17% (147)	20% (176)	31% (267)	7% (58)	12% (102)	14% (125)	874
Unfavorable of Trump	11% (141)	19% (237)	29% (354)	9% (115)	15% (185)	16% (197)	1229
Very Favorable of Trump	17% (94)	17% (92)	31% (168)	5% (27)	13% (69)	17% (92)	540
Somewhat Favorable of Trump	16% (53)	25% (84)	30% (100)	9% (31)	10% (33)	10% (33)	334
Somewhat Unfavorable of Trump	11% (25)	23% (53)	36% (83)	9% (22)	9% (20)	12% (27)	230
Very Unfavorable of Trump	12% (116)	18% (184)	27% (271)	9% (93)	16% (165)	17% (170)	999
#1 Issue: Economy	15% (129)	22% (188)	27% (237)	8% (74)	12% (104)	16% (139)	870
#1 Issue: Security	11% (22)	17% (36)	32% (67)	11% (23)	14% (30)	15% (32)	210
#1 Issue: Health Care	15% (60)	22% (84)	30% (118)	7% (27)	13% (51)	12% (49)	390
#1 Issue: Medicare / Social Security	9% (23)	13% (33)	29% (75)	9% (24)	22% (57)	19% (49)	262
#1 Issue: Women's Issues	14% (16)	15% (19)	26% (31)	7% (8)	13% (16)	25% (31)	122
#1 Issue: Education	20% (21)	24% (25)	32% (34)	7% (7)	5% (5)	12% (13)	104
#1 Issue: Energy	18% (16)	23% (21)	29% (27)	5% (4)	15% (14)	9% (8)	90
#1 Issue: Other	7% (10)	14% (21)	35% (53)	7% (10)	12% (19)	26% (39)	152
2018 House Vote: Democrat	17% (130)	19% (143)	29% (219)	7% (56)	14% (109)	13% (102)	760
2018 House Vote: Republican	13% (74)	23% (133)	35% (201)	8% (47)	12% (70)	10% (56)	581
2016 Vote: Hillary Clinton	16% (117)	19% (140)	29% (210)	6% (44)	15% (108)	14% (102)	722
2016 Vote: Donald Trump	13% (87)	22% (149)	34% (227)	8% (53)	12% (80)	10% (69)	665
2016 Vote: Other	15% (13)	14% (12)	25% (22)	9% (8)	19% (17)	17% (15)	87
2016 Vote: Didn't Vote	11% (82)	17% (125)	25% (181)	10% (73)	13% (91)	24% (174)	725
Voted in 2014: Yes	15% (186)	20% (240)	31% (382)	7% (86)	15% (179)	12% (148)	1220
Voted in 2014: No	11% (113)	19% (187)	26% (260)	9% (92)	12% (117)	22% (212)	980

Continued on next page

Table MCE8_8: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
Diners, Drive Ins and Dives

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	19% (427)	29% (641)	8% (178)	13% (296)	16% (360)	2200
2012 Vote: Barack Obama	17% (146)	20% (175)	29% (249)	7% (57)	15% (129)	13% (109)	864
2012 Vote: Mitt Romney	11% (49)	19% (85)	35% (155)	8% (37)	14% (62)	12% (53)	442
2012 Vote: Other	9% (5)	16% (10)	23% (14)	8% (5)	23% (14)	21% (13)	60
2012 Vote: Didn't Vote	12% (98)	19% (157)	27% (222)	9% (78)	11% (91)	22% (185)	832
4-Region: Northeast	14% (56)	22% (88)	28% (110)	6% (24)	14% (54)	16% (62)	394
4-Region: Midwest	11% (50)	20% (94)	30% (140)	9% (40)	14% (64)	16% (76)	462
4-Region: South	14% (119)	19% (156)	31% (257)	8% (66)	12% (101)	15% (125)	824
4-Region: West	14% (74)	17% (89)	26% (135)	9% (48)	15% (77)	19% (97)	520
Cable TV subscribers	17% (164)	18% (177)	32% (313)	7% (67)	13% (126)	14% (139)	986
Satellite TV subscribers	18% (87)	21% (102)	26% (126)	7% (36)	14% (66)	13% (64)	481
Former cable TV subscribers	11% (86)	22% (177)	31% (241)	8% (66)	13% (99)	15% (119)	787
Former satellite TV subscribers	12% (80)	22% (149)	31% (208)	11% (71)	12% (79)	12% (84)	670
Watches mostly scripted shows	13% (110)	18% (150)	29% (243)	12% (95)	14% (120)	13% (110)	828
Watches mostly unscripted shows	18% (47)	28% (73)	24% (61)	10% (27)	10% (26)	10% (27)	260
Watches scripted and unscripted	16% (118)	24% (171)	34% (245)	6% (44)	9% (63)	11% (78)	718
Watches mostly for entertainment	12% (127)	19% (206)	32% (354)	9% (101)	14% (159)	14% (156)	1103
Watches mostly for education	24% (35)	29% (42)	19% (28)	11% (16)	11% (15)	5% (8)	145
Watches for entertainment and education	19% (115)	26% (156)	26% (161)	8% (51)	8% (49)	12% (76)	607
Likely to subscribe to Discovery+	29% (190)	29% (195)	21% (141)	9% (59)	6% (38)	6% (41)	665
Unlikely to subscribe to Discovery+	7% (83)	14% (158)	35% (394)	8% (94)	19% (218)	16% (180)	1127
Subscribes to at least one streaming service	16% (267)	21% (351)	28% (480)	8% (142)	13% (216)	15% (251)	1708
Subscribes to 3+ streaming services	21% (218)	22% (238)	27% (284)	8% (80)	10% (105)	13% (134)	1059

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

Table MCE8_9: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*House Hunters*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (259)	20% (436)	29% (629)	8% (173)	18% (389)	14% (315)	2200
Gender: Male	12% (129)	22% (231)	29% (307)	9% (91)	17% (179)	12% (125)	1062
Gender: Female	11% (130)	18% (205)	28% (323)	7% (81)	18% (210)	17% (189)	1138
Age: 18-34	18% (121)	22% (142)	25% (161)	8% (50)	11% (69)	17% (113)	655
Age: 35-44	17% (61)	25% (89)	25% (91)	6% (21)	15% (53)	12% (43)	358
Age: 45-64	8% (60)	19% (144)	33% (245)	8% (60)	19% (142)	13% (98)	751
Age: 65+	4% (17)	14% (60)	30% (132)	10% (42)	29% (125)	14% (60)	436
GenZers: 1997-2012	14% (38)	17% (47)	27% (73)	5% (13)	9% (26)	28% (77)	274
Millennials: 1981-1996	21% (123)	25% (152)	23% (139)	9% (51)	13% (75)	10% (59)	599
GenXers: 1965-1980	12% (61)	21% (109)	32% (171)	8% (44)	13% (67)	14% (76)	529
Baby Boomers: 1946-1964	4% (32)	17% (118)	31% (216)	8% (59)	27% (191)	13% (89)	706
PID: Dem (no lean)	14% (131)	20% (186)	25% (229)	8% (74)	18% (161)	14% (131)	912
PID: Ind (no lean)	9% (58)	16% (100)	31% (201)	7% (44)	19% (122)	18% (116)	640
PID: Rep (no lean)	11% (70)	23% (150)	31% (200)	8% (55)	16% (105)	10% (68)	648
PID/Gender: Dem Men	17% (75)	20% (88)	25% (110)	9% (39)	15% (67)	13% (57)	438
PID/Gender: Dem Women	12% (55)	21% (97)	25% (118)	7% (35)	20% (94)	16% (74)	474
PID/Gender: Ind Men	7% (20)	16% (45)	36% (102)	8% (22)	19% (55)	14% (39)	283
PID/Gender: Ind Women	11% (38)	15% (54)	28% (99)	6% (21)	19% (67)	22% (77)	357
PID/Gender: Rep Men	10% (34)	28% (97)	28% (94)	9% (30)	16% (56)	9% (30)	341
PID/Gender: Rep Women	12% (36)	17% (53)	34% (106)	8% (25)	16% (49)	12% (38)	307
Ideo: Liberal (1-3)	16% (107)	21% (144)	28% (192)	9% (59)	17% (114)	10% (67)	683
Ideo: Moderate (4)	10% (60)	21% (130)	31% (188)	7% (43)	17% (106)	14% (88)	615
Ideo: Conservative (5-7)	10% (71)	20% (139)	31% (213)	9% (59)	18% (124)	12% (82)	688
Educ: < College	10% (155)	17% (263)	28% (427)	8% (124)	19% (293)	17% (250)	1512
Educ: Bachelors degree	13% (56)	24% (105)	32% (142)	6% (29)	16% (73)	9% (40)	444
Educ: Post-grad	20% (48)	28% (68)	25% (61)	8% (20)	9% (22)	10% (25)	244
Income: Under 50k	10% (119)	15% (188)	29% (353)	8% (98)	20% (247)	18% (225)	1230
Income: 50k-100k	13% (82)	24% (155)	29% (192)	8% (54)	17% (110)	9% (62)	654
Income: 100k+	19% (59)	29% (93)	27% (85)	7% (21)	10% (31)	9% (28)	316
Ethnicity: White	11% (191)	20% (350)	30% (508)	8% (142)	18% (304)	13% (226)	1722

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Table MCE8_9: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
House Hunters

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (259)	20% (436)	29% (629)	8% (173)	18% (389)	14% (315)	2200
Ethnicity: Hispanic	16% (57)	20% (71)	23% (82)	7% (23)	15% (51)	19% (65)	349
Ethnicity: Black	16% (44)	17% (48)	28% (78)	7% (19)	19% (52)	12% (33)	274
Ethnicity: Other	12% (24)	19% (38)	21% (43)	5% (11)	16% (32)	27% (55)	204
All Christian	12% (131)	22% (239)	29% (310)	8% (84)	17% (181)	12% (125)	1070
All Non-Christian	20% (25)	20% (25)	17% (21)	12% (14)	9% (11)	21% (26)	122
Atheist	5% (5)	15% (14)	36% (33)	10% (9)	22% (20)	10% (9)	90
Agnostic/Nothing in particular	11% (57)	16% (88)	31% (167)	8% (43)	17% (93)	16% (88)	536
Something Else	11% (43)	18% (70)	26% (99)	6% (21)	22% (85)	17% (65)	383
Religious Non-Protestant/Catholic	19% (26)	20% (27)	19% (26)	11% (15)	9% (12)	22% (31)	137
Evangelical	17% (117)	23% (156)	24% (165)	6% (38)	17% (114)	13% (89)	679
Non-Evangelical	7% (52)	20% (147)	31% (233)	9% (66)	20% (148)	13% (94)	741
Community: Urban	18% (136)	20% (150)	26% (192)	8% (57)	16% (117)	12% (91)	742
Community: Suburban	9% (86)	20% (188)	31% (289)	7% (68)	17% (160)	15% (141)	932
Community: Rural	7% (37)	18% (97)	28% (149)	9% (48)	21% (112)	16% (83)	526
Employ: Private Sector	15% (95)	27% (170)	30% (191)	7% (42)	12% (78)	9% (59)	635
Employ: Government	23% (34)	22% (32)	27% (39)	6% (8)	10% (14)	13% (19)	147
Employ: Self-Employed	18% (37)	20% (41)	24% (50)	10% (22)	16% (34)	13% (26)	210
Employ: Homemaker	13% (21)	23% (37)	22% (37)	6% (10)	13% (21)	23% (37)	164
Employ: Student	15% (16)	19% (20)	26% (27)	4% (4)	17% (17)	19% (20)	103
Employ: Retired	4% (20)	16% (79)	31% (157)	8% (41)	29% (147)	13% (65)	509
Employ: Unemployed	9% (25)	14% (41)	29% (82)	8% (23)	18% (52)	21% (60)	283
Employ: Other	7% (10)	11% (16)	31% (46)	15% (22)	17% (26)	19% (28)	149
Military HH: Yes	11% (43)	19% (74)	28% (110)	9% (37)	21% (82)	11% (44)	390
Military HH: No	12% (216)	20% (362)	29% (520)	7% (136)	17% (306)	15% (270)	1810
RD/WT: Right Direction	16% (110)	25% (165)	25% (171)	7% (47)	12% (81)	14% (97)	671
RD/WT: Wrong Track	10% (149)	18% (271)	30% (458)	8% (125)	20% (308)	14% (218)	1529
Trump Job Approve	13% (116)	21% (184)	31% (273)	7% (61)	15% (135)	12% (109)	877
Trump Job Disapprove	11% (136)	20% (243)	28% (344)	8% (102)	19% (241)	14% (172)	1238

Continued on next page

Table MCE8_9: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?*House Hunters*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (259)	20% (436)	29% (629)	8% (173)	18% (389)	14% (315)	2200
Trump Job Strongly Approve	15% (83)	19% (100)	30% (160)	4% (24)	18% (98)	13% (70)	536
Trump Job Somewhat Approve	10% (33)	24% (83)	33% (113)	11% (37)	11% (36)	11% (38)	341
Trump Job Somewhat Disapprove	11% (32)	25% (70)	30% (87)	9% (26)	11% (33)	13% (37)	285
Trump Job Strongly Disapprove	11% (104)	18% (173)	27% (257)	8% (76)	22% (208)	14% (135)	953
Favorable of Trump	14% (120)	22% (194)	30% (259)	7% (64)	15% (131)	12% (108)	874
Unfavorable of Trump	11% (131)	19% (231)	29% (353)	8% (104)	19% (239)	14% (171)	1229
Very Favorable of Trump	14% (74)	19% (102)	29% (157)	5% (26)	18% (99)	15% (82)	540
Somewhat Favorable of Trump	14% (45)	27% (92)	30% (102)	11% (38)	9% (32)	8% (26)	334
Somewhat Unfavorable of Trump	8% (19)	26% (60)	34% (78)	8% (18)	12% (28)	12% (27)	230
Very Unfavorable of Trump	11% (111)	17% (171)	28% (275)	9% (86)	21% (211)	14% (144)	999
#1 Issue: Economy	10% (88)	23% (196)	28% (241)	8% (74)	18% (155)	13% (117)	870
#1 Issue: Security	13% (27)	20% (42)	31% (65)	8% (17)	14% (29)	14% (30)	210
#1 Issue: Health Care	15% (57)	20% (78)	26% (103)	8% (32)	18% (71)	12% (48)	390
#1 Issue: Medicare / Social Security	6% (17)	17% (45)	27% (72)	6% (16)	26% (69)	17% (44)	262
#1 Issue: Women's Issues	19% (23)	12% (15)	27% (33)	4% (5)	15% (18)	23% (28)	122
#1 Issue: Education	20% (21)	22% (23)	32% (33)	11% (12)	5% (5)	10% (11)	104
#1 Issue: Energy	12% (11)	23% (21)	33% (30)	9% (8)	16% (15)	7% (7)	90
#1 Issue: Other	10% (16)	11% (17)	35% (52)	6% (10)	18% (27)	20% (31)	152
2018 House Vote: Democrat	13% (97)	21% (160)	29% (219)	8% (63)	17% (129)	12% (91)	760
2018 House Vote: Republican	10% (61)	24% (141)	30% (173)	9% (50)	18% (107)	8% (49)	581
2016 Vote: Hillary Clinton	12% (89)	21% (151)	29% (208)	7% (50)	19% (134)	12% (89)	722
2016 Vote: Donald Trump	11% (71)	23% (155)	32% (213)	8% (52)	17% (113)	9% (61)	665
2016 Vote: Other	8% (7)	19% (17)	27% (24)	10% (9)	20% (17)	16% (14)	87
2016 Vote: Didn't Vote	13% (91)	16% (112)	25% (184)	8% (61)	17% (124)	21% (151)	725
Voted in 2014: Yes	11% (138)	22% (263)	30% (362)	8% (99)	19% (227)	11% (131)	1220
Voted in 2014: No	12% (121)	18% (173)	27% (267)	8% (74)	17% (162)	19% (183)	980

Continued on next page

Table MCE8_9: As you may know, Discovery+ will include the following TV shows. Based on what you know now, are you more or less likely to subscribe to Discovery+?
House Hunters

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	12% (259)	20% (436)	29% (629)	8% (173)	18% (389)	14% (315)	2200
2012 Vote: Barack Obama	12% (101)	22% (188)	29% (252)	7% (62)	19% (161)	12% (100)	864
2012 Vote: Mitt Romney	9% (38)	19% (84)	33% (146)	10% (42)	19% (84)	11% (47)	442
2012 Vote: Other	5% (3)	18% (11)	20% (12)	5% (3)	30% (18)	22% (14)	60
2012 Vote: Didn't Vote	14% (116)	18% (152)	26% (219)	8% (65)	15% (126)	19% (154)	832
4-Region: Northeast	15% (60)	22% (86)	27% (106)	6% (24)	16% (61)	14% (57)	394
4-Region: Midwest	8% (39)	20% (93)	31% (144)	7% (30)	20% (92)	14% (63)	462
4-Region: South	13% (107)	18% (150)	31% (254)	8% (65)	16% (132)	14% (115)	824
4-Region: West	10% (54)	20% (106)	24% (125)	10% (54)	20% (103)	15% (79)	520
Cable TV subscribers	13% (126)	21% (209)	29% (286)	8% (76)	16% (162)	13% (126)	986
Satellite TV subscribers	19% (91)	21% (101)	25% (122)	8% (38)	15% (73)	12% (55)	481
Former cable TV subscribers	10% (78)	18% (143)	32% (248)	9% (69)	19% (148)	13% (101)	787
Former satellite TV subscribers	11% (71)	21% (141)	31% (205)	8% (57)	18% (121)	11% (75)	670
Watches mostly scripted shows	11% (92)	19% (156)	29% (241)	10% (81)	20% (163)	12% (95)	828
Watches mostly unscripted shows	23% (60)	23% (60)	23% (59)	8% (20)	15% (40)	8% (20)	260
Watches scripted and unscripted	12% (87)	24% (175)	34% (241)	8% (55)	13% (95)	9% (66)	718
Watches mostly for entertainment	10% (108)	19% (215)	30% (335)	9% (95)	20% (224)	11% (126)	1103
Watches mostly for education	26% (38)	29% (43)	15% (21)	12% (17)	13% (19)	5% (7)	145
Watches for entertainment and education	16% (94)	24% (148)	30% (183)	8% (48)	11% (67)	11% (66)	607
Likely to subscribe to Discovery+	27% (180)	31% (207)	21% (137)	7% (50)	9% (59)	5% (33)	665
Unlikely to subscribe to Discovery+	4% (50)	14% (160)	34% (384)	8% (96)	24% (274)	15% (164)	1127
Subscribes to at least one streaming service	13% (229)	21% (359)	28% (481)	7% (128)	18% (302)	12% (208)	1708
Subscribes to 3+ streaming services	18% (188)	23% (241)	27% (281)	8% (81)	15% (164)	10% (105)	1059

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

Table MCE9_1: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Discovery Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (487)	28% (616)	26% (566)	4% (88)	8% (173)	12% (271)	2200
Gender: Male	24% (258)	33% (350)	23% (246)	4% (42)	5% (57)	10% (109)	1062
Gender: Female	20% (229)	23% (266)	28% (320)	4% (46)	10% (116)	14% (162)	1138
Age: 18-34	26% (170)	25% (166)	22% (143)	6% (42)	6% (40)	14% (94)	655
Age: 35-44	29% (105)	30% (108)	20% (72)	4% (13)	5% (16)	12% (42)	358
Age: 45-64	20% (151)	29% (218)	28% (210)	3% (21)	9% (65)	11% (85)	751
Age: 65+	14% (61)	28% (124)	32% (140)	2% (11)	12% (51)	11% (50)	436
GenZers: 1997-2012	23% (63)	18% (48)	25% (69)	6% (18)	8% (21)	20% (54)	274
Millennials: 1981-1996	30% (179)	30% (180)	18% (111)	6% (33)	5% (30)	11% (66)	599
GenXers: 1965-1980	23% (121)	30% (160)	26% (138)	3% (16)	7% (36)	11% (59)	529
Baby Boomers: 1946-1964	16% (111)	30% (211)	31% (221)	2% (16)	10% (69)	11% (77)	706
PID: Dem (no lean)	24% (221)	29% (260)	24% (220)	4% (38)	8% (71)	11% (101)	912
PID: Ind (no lean)	20% (125)	27% (173)	26% (165)	4% (26)	7% (43)	17% (108)	640
PID: Rep (no lean)	22% (141)	28% (182)	28% (181)	4% (23)	9% (58)	10% (63)	648
PID/Gender: Dem Men	29% (126)	32% (140)	21% (92)	3% (14)	6% (25)	9% (41)	438
PID/Gender: Dem Women	20% (95)	25% (120)	27% (128)	5% (24)	10% (47)	13% (60)	474
PID/Gender: Ind Men	19% (53)	33% (95)	26% (74)	4% (10)	3% (7)	15% (44)	283
PID/Gender: Ind Women	20% (72)	22% (79)	25% (90)	4% (16)	10% (36)	18% (64)	357
PID/Gender: Rep Men	23% (79)	34% (115)	24% (80)	5% (17)	7% (25)	7% (24)	341
PID/Gender: Rep Women	20% (63)	22% (67)	33% (101)	2% (6)	11% (33)	12% (38)	307
Ideo: Liberal (1-3)	28% (190)	27% (184)	26% (179)	4% (30)	6% (40)	9% (59)	683
Ideo: Moderate (4)	20% (126)	29% (181)	25% (155)	4% (23)	8% (51)	13% (79)	615
Ideo: Conservative (5-7)	20% (135)	30% (207)	28% (195)	3% (22)	8% (56)	10% (72)	688
Educ: < College	21% (320)	25% (383)	26% (399)	4% (61)	9% (138)	14% (211)	1512
Educ: Bachelors degree	21% (92)	33% (148)	27% (119)	4% (18)	6% (26)	9% (42)	444
Educ: Post-grad	31% (76)	35% (84)	19% (48)	4% (9)	4% (9)	8% (18)	244
Income: Under 50k	19% (229)	26% (318)	27% (333)	4% (48)	9% (110)	16% (192)	1230
Income: 50k-100k	23% (149)	30% (199)	26% (170)	5% (32)	7% (48)	9% (56)	654
Income: 100k+	34% (109)	31% (99)	20% (63)	3% (8)	5% (14)	7% (23)	316
Ethnicity: White	22% (377)	29% (497)	27% (465)	3% (59)	7% (125)	12% (199)	1722

Continued on next page

Table MCE9_1: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (487)	28% (616)	26% (566)	4% (88)	8% (173)	12% (271)	2200
Ethnicity: Hispanic	23% (82)	24% (82)	20% (71)	6% (22)	10% (33)	17% (60)	349
Ethnicity: Black	24% (65)	23% (63)	22% (62)	6% (18)	12% (33)	12% (34)	274
Ethnicity: Other	22% (45)	27% (55)	19% (39)	6% (11)	7% (15)	19% (38)	204
All Christian	23% (243)	29% (308)	26% (275)	4% (44)	8% (88)	11% (113)	1070
All Non-Christian	21% (26)	29% (35)	29% (36)	4% (5)	2% (3)	14% (17)	122
Atheist	18% (16)	30% (27)	35% (31)	1% (1)	8% (7)	8% (7)	90
Agnostic/Nothing in particular	21% (113)	28% (152)	25% (133)	5% (27)	8% (41)	13% (70)	536
Something Else	23% (90)	25% (94)	24% (90)	3% (12)	9% (34)	16% (63)	383
Religious Non-Protestant/Catholic	22% (30)	27% (38)	29% (39)	3% (5)	3% (4)	16% (21)	137
Evangelical	25% (172)	29% (200)	22% (147)	5% (31)	7% (51)	11% (77)	679
Non-Evangelical	20% (149)	27% (198)	28% (208)	3% (24)	9% (70)	12% (92)	741
Community: Urban	28% (205)	28% (205)	25% (185)	4% (29)	6% (47)	10% (72)	742
Community: Suburban	19% (176)	30% (276)	26% (246)	4% (39)	9% (81)	12% (114)	932
Community: Rural	20% (106)	26% (136)	26% (135)	4% (20)	9% (45)	16% (85)	526
Employ: Private Sector	27% (170)	30% (188)	23% (146)	4% (26)	7% (48)	9% (58)	635
Employ: Government	21% (31)	33% (48)	20% (30)	8% (12)	5% (7)	13% (19)	147
Employ: Self-Employed	28% (58)	25% (52)	23% (49)	7% (16)	5% (12)	12% (25)	210
Employ: Homemaker	21% (34)	31% (51)	18% (30)	3% (5)	7% (11)	20% (33)	164
Employ: Student	24% (25)	31% (32)	25% (26)	6% (6)	4% (4)	11% (11)	103
Employ: Retired	15% (76)	29% (146)	31% (160)	3% (13)	12% (60)	11% (55)	509
Employ: Unemployed	22% (61)	22% (63)	29% (81)	3% (8)	9% (26)	16% (44)	283
Employ: Other	23% (34)	24% (36)	30% (45)	1% (1)	4% (6)	18% (27)	149
Military HH: Yes	19% (76)	35% (137)	26% (102)	2% (9)	9% (34)	8% (33)	390
Military HH: No	23% (411)	26% (479)	26% (464)	4% (78)	8% (139)	13% (238)	1810
RD/WT: Right Direction	26% (176)	29% (193)	22% (146)	4% (29)	7% (47)	12% (80)	671
RD/WT: Wrong Track	20% (311)	28% (423)	27% (420)	4% (58)	8% (126)	12% (191)	1529
Trump Job Approve	24% (208)	26% (230)	27% (236)	4% (39)	8% (66)	11% (97)	877
Trump Job Disapprove	21% (263)	30% (371)	26% (317)	3% (42)	8% (101)	12% (144)	1238

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Table MCE9_1: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
 Discovery Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (487)	28% (616)	26% (566)	4% (88)	8% (173)	12% (271)	2200
Trump Job Strongly Approve	26% (137)	23% (124)	29% (156)	4% (21)	8% (44)	10% (54)	536
Trump Job Somewhat Approve	21% (71)	31% (106)	23% (80)	5% (19)	7% (22)	13% (43)	341
Trump Job Somewhat Disapprove	17% (48)	39% (112)	27% (78)	3% (8)	4% (12)	9% (27)	285
Trump Job Strongly Disapprove	22% (214)	27% (259)	25% (239)	4% (34)	9% (89)	12% (117)	953
Favorable of Trump	24% (208)	27% (237)	27% (234)	4% (36)	7% (63)	11% (96)	874
Unfavorable of Trump	21% (258)	29% (360)	26% (317)	4% (48)	8% (102)	12% (144)	1229
Very Favorable of Trump	26% (140)	24% (127)	27% (145)	4% (19)	9% (47)	12% (62)	540
Somewhat Favorable of Trump	20% (68)	33% (110)	27% (90)	5% (17)	5% (16)	10% (34)	334
Somewhat Unfavorable of Trump	19% (44)	34% (79)	28% (65)	3% (7)	6% (13)	9% (22)	230
Very Unfavorable of Trump	21% (214)	28% (281)	25% (252)	4% (40)	9% (89)	12% (122)	999
#1 Issue: Economy	21% (186)	30% (260)	24% (210)	5% (44)	7% (62)	13% (109)	870
#1 Issue: Security	23% (47)	27% (57)	27% (57)	2% (4)	10% (22)	11% (23)	210
#1 Issue: Health Care	26% (101)	29% (111)	28% (107)	4% (16)	6% (24)	8% (30)	390
#1 Issue: Medicare / Social Security	16% (43)	28% (74)	28% (74)	2% (6)	10% (27)	14% (38)	262
#1 Issue: Women's Issues	25% (30)	18% (21)	26% (32)	4% (4)	8% (9)	20% (24)	122
#1 Issue: Education	21% (22)	30% (32)	22% (23)	7% (7)	6% (7)	13% (14)	104
#1 Issue: Energy	39% (35)	26% (24)	15% (14)	4% (3)	7% (7)	8% (8)	90
#1 Issue: Other	16% (24)	24% (36)	32% (49)	1% (2)	10% (16)	17% (25)	152
2018 House Vote: Democrat	25% (191)	30% (231)	24% (186)	3% (25)	5% (38)	12% (88)	760
2018 House Vote: Republican	20% (119)	31% (181)	29% (167)	4% (25)	8% (48)	7% (42)	581
2016 Vote: Hillary Clinton	24% (172)	30% (215)	25% (181)	3% (22)	6% (43)	12% (89)	722
2016 Vote: Donald Trump	21% (138)	30% (200)	29% (192)	5% (30)	8% (54)	8% (51)	665
2016 Vote: Other	17% (15)	27% (23)	29% (26)	4% (3)	10% (9)	13% (11)	87
2016 Vote: Didn't Vote	22% (161)	25% (178)	23% (168)	4% (32)	9% (68)	16% (119)	725
Voted in 2014: Yes	24% (289)	30% (367)	26% (312)	4% (44)	7% (83)	10% (125)	1220
Voted in 2014: No	20% (198)	25% (249)	26% (254)	4% (43)	9% (90)	15% (146)	980

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Table MCE9_1: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (487)	28% (616)	26% (566)	4% (88)	8% (173)	12% (271)	2200
2012 Vote: Barack Obama	25% (213)	30% (261)	24% (210)	3% (30)	6% (54)	11% (97)	864
2012 Vote: Mitt Romney	20% (88)	29% (126)	29% (129)	4% (17)	9% (40)	9% (41)	442
2012 Vote: Other	15% (9)	25% (15)	23% (14)	2% (1)	17% (10)	18% (11)	60
2012 Vote: Didn't Vote	21% (177)	26% (213)	26% (213)	5% (39)	8% (68)	15% (122)	832
4-Region: Northeast	24% (96)	25% (100)	25% (99)	5% (18)	9% (35)	12% (46)	394
4-Region: Midwest	23% (104)	24% (113)	33% (153)	4% (19)	6% (26)	10% (47)	462
4-Region: South	21% (172)	29% (237)	25% (208)	4% (31)	8% (69)	13% (107)	824
4-Region: West	22% (115)	32% (167)	20% (105)	4% (19)	8% (43)	14% (71)	520
Cable TV subscribers	25% (243)	28% (271)	26% (258)	4% (36)	7% (68)	11% (110)	986
Satellite TV subscribers	27% (132)	26% (127)	25% (121)	5% (23)	7% (34)	9% (44)	481
Former cable TV subscribers	21% (162)	28% (223)	27% (214)	5% (43)	7% (59)	11% (85)	787
Former satellite TV subscribers	22% (150)	32% (213)	28% (187)	5% (33)	6% (42)	7% (45)	670
Watches mostly scripted shows	21% (173)	27% (227)	30% (250)	4% (30)	8% (69)	10% (80)	828
Watches mostly unscripted shows	31% (81)	27% (71)	20% (53)	7% (17)	6% (15)	9% (24)	260
Watches scripted and unscripted	25% (180)	34% (242)	24% (175)	5% (34)	6% (43)	6% (44)	718
Watches mostly for entertainment	19% (214)	28% (307)	29% (322)	5% (51)	9% (103)	10% (106)	1103
Watches mostly for education	30% (44)	32% (47)	18% (26)	9% (13)	5% (7)	6% (8)	145
Watches for entertainment and education	32% (192)	33% (199)	22% (134)	3% (16)	4% (23)	7% (42)	607
Likely to subscribe to Discovery+	43% (286)	35% (234)	13% (83)	3% (23)	3% (21)	3% (17)	665
Unlikely to subscribe to Discovery+	12% (135)	23% (258)	35% (398)	5% (56)	12% (137)	13% (142)	1127
Subscribes to at least one streaming service	25% (427)	28% (479)	25% (425)	4% (71)	8% (132)	10% (174)	1708
Subscribes to 3+ streaming services	30% (315)	29% (303)	22% (231)	5% (48)	7% (75)	8% (87)	1059

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

Table MCE9_2: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

HGTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	23% (501)	27% (604)	8% (173)	13% (295)	15% (328)	2200
Gender: Male	12% (132)	24% (258)	29% (306)	8% (84)	13% (141)	13% (140)	1062
Gender: Female	15% (167)	21% (243)	26% (297)	8% (89)	13% (154)	17% (188)	1138
Age: 18-34	15% (96)	23% (154)	24% (158)	11% (70)	9% (56)	18% (121)	655
Age: 35-44	16% (57)	27% (95)	28% (100)	6% (21)	13% (46)	11% (39)	358
Age: 45-64	14% (103)	23% (174)	28% (212)	6% (45)	15% (112)	14% (104)	751
Age: 65+	10% (43)	18% (78)	31% (133)	9% (37)	18% (80)	15% (64)	436
GenZers: 1997-2012	13% (34)	17% (46)	26% (71)	10% (28)	11% (29)	24% (66)	274
Millennials: 1981-1996	16% (98)	28% (165)	24% (146)	9% (56)	9% (55)	13% (79)	599
GenXers: 1965-1980	14% (77)	26% (139)	28% (148)	5% (29)	13% (70)	13% (67)	529
Baby Boomers: 1946-1964	11% (80)	21% (145)	29% (208)	8% (55)	17% (120)	14% (98)	706
PID: Dem (no lean)	16% (145)	23% (213)	26% (235)	7% (67)	14% (123)	14% (128)	912
PID: Ind (no lean)	11% (70)	18% (118)	31% (195)	8% (53)	12% (77)	20% (126)	640
PID: Rep (no lean)	13% (85)	26% (170)	27% (173)	8% (53)	15% (94)	11% (74)	648
PID/Gender: Dem Men	14% (62)	27% (118)	27% (117)	7% (30)	13% (56)	12% (54)	438
PID/Gender: Dem Women	17% (82)	20% (95)	25% (119)	8% (37)	14% (67)	16% (74)	474
PID/Gender: Ind Men	10% (28)	15% (42)	38% (107)	10% (28)	10% (29)	18% (50)	283
PID/Gender: Ind Women	12% (42)	22% (77)	25% (88)	7% (25)	14% (48)	21% (76)	357
PID/Gender: Rep Men	12% (42)	29% (99)	24% (82)	8% (26)	16% (55)	11% (36)	341
PID/Gender: Rep Women	14% (43)	23% (71)	29% (90)	9% (27)	13% (39)	12% (38)	307
Ideo: Liberal (1-3)	18% (126)	25% (169)	28% (194)	7% (46)	12% (84)	9% (65)	683
Ideo: Moderate (4)	11% (70)	21% (129)	27% (169)	10% (60)	15% (95)	15% (93)	615
Ideo: Conservative (5-7)	12% (83)	25% (173)	29% (198)	7% (50)	13% (92)	13% (92)	688
Educ: < College	12% (182)	20% (299)	27% (403)	9% (132)	16% (236)	17% (261)	1512
Educ: Bachelors degree	15% (67)	28% (125)	32% (141)	6% (27)	9% (41)	10% (43)	444
Educ: Post-grad	21% (50)	32% (77)	24% (60)	6% (15)	7% (18)	10% (24)	244
Income: Under 50k	10% (128)	19% (233)	28% (348)	9% (108)	15% (185)	18% (227)	1230
Income: 50k-100k	17% (112)	25% (161)	27% (175)	8% (51)	13% (86)	11% (69)	654
Income: 100k+	19% (60)	34% (107)	25% (80)	4% (14)	7% (23)	10% (32)	316
Ethnicity: White	13% (224)	24% (412)	29% (492)	8% (140)	13% (224)	13% (229)	1722

Continued on next page

Table MCE9_2: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
HGTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	23% (501)	27% (604)	8% (173)	13% (295)	15% (328)	2200
Ethnicity: Hispanic	13% (46)	23% (80)	22% (78)	9% (33)	15% (51)	18% (61)	349
Ethnicity: Black	17% (46)	14% (38)	25% (68)	9% (25)	16% (43)	19% (53)	274
Ethnicity: Other	14% (29)	25% (51)	21% (43)	4% (8)	13% (27)	22% (46)	204
All Christian	14% (151)	27% (286)	28% (301)	7% (72)	13% (135)	12% (125)	1070
All Non-Christian	13% (16)	26% (31)	30% (37)	7% (9)	7% (9)	16% (20)	122
Atheist	11% (9)	16% (14)	40% (36)	14% (13)	13% (12)	6% (6)	90
Agnostic/Nothing in particular	13% (70)	20% (107)	26% (142)	9% (47)	15% (83)	16% (88)	536
Something Else	14% (53)	16% (63)	23% (88)	8% (32)	15% (56)	23% (90)	383
Religious Non-Protestant/Catholic	14% (20)	25% (34)	28% (39)	8% (10)	8% (11)	17% (24)	137
Evangelical	17% (116)	27% (185)	24% (166)	5% (37)	12% (81)	14% (93)	679
Non-Evangelical	11% (82)	21% (155)	29% (216)	9% (65)	14% (107)	16% (115)	741
Community: Urban	15% (111)	26% (196)	27% (199)	7% (51)	12% (90)	13% (94)	742
Community: Suburban	13% (123)	23% (210)	29% (268)	7% (69)	13% (126)	15% (136)	932
Community: Rural	12% (65)	18% (95)	26% (137)	10% (53)	15% (79)	19% (97)	526
Employ: Private Sector	17% (107)	27% (170)	26% (162)	7% (47)	13% (84)	10% (66)	635
Employ: Government	20% (29)	34% (49)	25% (36)	3% (5)	6% (9)	12% (17)	147
Employ: Self-Employed	15% (32)	24% (50)	25% (52)	9% (20)	14% (29)	13% (28)	210
Employ: Homemaker	14% (23)	24% (40)	24% (39)	7% (12)	11% (19)	19% (31)	164
Employ: Student	17% (18)	24% (25)	31% (32)	7% (8)	6% (6)	14% (15)	103
Employ: Retired	10% (49)	21% (107)	30% (154)	8% (40)	18% (93)	13% (66)	509
Employ: Unemployed	8% (23)	15% (42)	28% (81)	10% (28)	13% (36)	26% (74)	283
Employ: Other	12% (18)	13% (19)	32% (47)	10% (14)	13% (19)	21% (31)	149
Military HH: Yes	13% (49)	21% (83)	30% (116)	8% (31)	17% (68)	11% (43)	390
Military HH: No	14% (250)	23% (418)	27% (488)	8% (143)	13% (227)	16% (285)	1810
RD/WT: Right Direction	15% (102)	29% (193)	26% (176)	7% (45)	10% (67)	13% (87)	671
RD/WT: Wrong Track	13% (198)	20% (308)	28% (427)	8% (128)	15% (227)	16% (241)	1529
Trump Job Approve	13% (115)	24% (215)	28% (249)	8% (69)	13% (113)	13% (116)	877
Trump Job Disapprove	14% (174)	22% (274)	28% (342)	8% (95)	14% (176)	14% (179)	1238

Continued on next page

Table MCE9_2: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

HGTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	23% (501)	27% (604)	8% (173)	13% (295)	15% (328)	2200
Trump Job Strongly Approve	14% (75)	24% (128)	27% (147)	8% (44)	14% (76)	12% (66)	536
Trump Job Somewhat Approve	12% (40)	25% (86)	30% (103)	7% (25)	11% (37)	15% (50)	341
Trump Job Somewhat Disapprove	13% (37)	30% (86)	30% (86)	7% (21)	6% (18)	13% (38)	285
Trump Job Strongly Disapprove	14% (137)	20% (188)	27% (256)	8% (74)	17% (157)	15% (141)	953
Favorable of Trump	14% (126)	24% (214)	28% (245)	8% (66)	13% (113)	13% (110)	874
Unfavorable of Trump	14% (170)	22% (270)	27% (335)	8% (100)	14% (176)	14% (177)	1229
Very Favorable of Trump	15% (81)	22% (121)	26% (142)	8% (43)	14% (77)	14% (77)	540
Somewhat Favorable of Trump	13% (45)	28% (93)	31% (103)	7% (23)	11% (37)	10% (33)	334
Somewhat Unfavorable of Trump	11% (24)	27% (63)	34% (78)	9% (22)	8% (18)	11% (26)	230
Very Unfavorable of Trump	15% (146)	21% (207)	26% (258)	8% (78)	16% (159)	15% (152)	999
#1 Issue: Economy	13% (117)	22% (190)	29% (252)	7% (61)	13% (117)	15% (134)	870
#1 Issue: Security	12% (26)	22% (45)	30% (63)	10% (20)	13% (28)	13% (28)	210
#1 Issue: Health Care	15% (58)	27% (104)	25% (98)	7% (27)	16% (60)	11% (42)	390
#1 Issue: Medicare / Social Security	11% (28)	23% (60)	27% (70)	7% (19)	15% (40)	17% (44)	262
#1 Issue: Women's Issues	14% (17)	19% (24)	25% (31)	12% (15)	9% (11)	21% (25)	122
#1 Issue: Education	21% (22)	29% (30)	20% (21)	10% (10)	6% (7)	15% (15)	104
#1 Issue: Energy	16% (14)	22% (20)	25% (23)	14% (13)	11% (10)	11% (10)	90
#1 Issue: Other	12% (18)	19% (29)	30% (46)	6% (9)	14% (22)	19% (29)	152
2018 House Vote: Democrat	16% (120)	25% (188)	29% (217)	6% (42)	12% (92)	13% (100)	760
2018 House Vote: Republican	14% (83)	27% (159)	27% (154)	8% (44)	15% (89)	9% (51)	581
2016 Vote: Hillary Clinton	16% (113)	24% (175)	29% (208)	5% (38)	12% (89)	14% (99)	722
2016 Vote: Donald Trump	14% (95)	26% (171)	28% (189)	8% (53)	13% (89)	10% (68)	665
2016 Vote: Other	13% (11)	27% (24)	28% (25)	7% (6)	13% (12)	12% (10)	87
2016 Vote: Didn't Vote	11% (78)	18% (133)	25% (183)	11% (77)	14% (104)	21% (150)	725
Voted in 2014: Yes	16% (198)	25% (305)	29% (348)	6% (70)	13% (157)	12% (141)	1220
Voted in 2014: No	10% (101)	20% (196)	26% (255)	11% (103)	14% (137)	19% (187)	980

Continued on next page

Table MCE9_2: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
HGTV

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (299)	23% (501)	27% (604)	8% (173)	13% (295)	15% (328)	2200
2012 Vote: Barack Obama	17% (144)	24% (207)	29% (255)	6% (50)	12% (102)	12% (107)	864
2012 Vote: Mitt Romney	12% (55)	26% (114)	26% (115)	8% (34)	16% (72)	12% (52)	442
2012 Vote: Other	12% (8)	24% (15)	21% (13)	7% (4)	18% (11)	17% (10)	60
2012 Vote: Didn't Vote	11% (93)	20% (165)	26% (220)	10% (86)	13% (110)	19% (158)	832
4-Region: Northeast	16% (65)	22% (88)	29% (114)	7% (27)	11% (42)	15% (58)	394
4-Region: Midwest	11% (52)	23% (107)	26% (121)	8% (36)	17% (80)	14% (65)	462
4-Region: South	13% (109)	23% (192)	29% (237)	8% (65)	12% (98)	15% (122)	824
4-Region: West	14% (73)	22% (114)	25% (131)	9% (45)	14% (74)	16% (82)	520
Cable TV subscribers	14% (143)	25% (243)	27% (261)	8% (77)	12% (121)	14% (142)	986
Satellite TV subscribers	19% (90)	25% (121)	26% (125)	7% (33)	12% (57)	12% (55)	481
Former cable TV subscribers	13% (100)	23% (178)	31% (241)	8% (60)	14% (108)	13% (100)	787
Former satellite TV subscribers	12% (80)	26% (178)	28% (186)	10% (67)	14% (91)	10% (69)	670
Watches mostly scripted shows	11% (91)	23% (189)	31% (258)	9% (78)	15% (124)	11% (88)	828
Watches mostly unscripted shows	17% (45)	25% (64)	26% (68)	10% (25)	11% (28)	12% (30)	260
Watches scripted and unscripted	19% (139)	28% (204)	24% (173)	7% (53)	10% (74)	10% (74)	718
Watches mostly for entertainment	11% (125)	24% (269)	28% (309)	9% (100)	15% (165)	12% (135)	1103
Watches mostly for education	20% (29)	30% (44)	20% (29)	13% (19)	12% (17)	5% (7)	145
Watches for entertainment and education	21% (124)	25% (152)	29% (173)	7% (41)	10% (59)	10% (58)	607
Likely to subscribe to Discovery+	25% (168)	35% (231)	20% (135)	8% (52)	7% (44)	5% (35)	665
Unlikely to subscribe to Discovery+	8% (92)	17% (196)	33% (368)	9% (97)	19% (210)	15% (164)	1127
Subscribes to at least one streaming service	15% (261)	24% (407)	27% (460)	9% (147)	13% (229)	12% (203)	1708
Subscribes to 3+ streaming services	19% (203)	26% (271)	25% (264)	8% (88)	11% (122)	11% (112)	1059

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

Table MCE9_3: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Food Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (444)	24% (534)	26% (581)	6% (136)	10% (228)	13% (277)	2200
Gender: Male	17% (185)	26% (276)	28% (292)	8% (82)	10% (107)	11% (120)	1062
Gender: Female	23% (260)	23% (258)	25% (289)	5% (54)	11% (121)	14% (156)	1138
Age: 18-34	24% (155)	28% (182)	23% (152)	5% (31)	7% (43)	14% (92)	655
Age: 35-44	27% (95)	25% (90)	26% (93)	6% (23)	6% (22)	10% (35)	358
Age: 45-64	20% (148)	23% (170)	28% (213)	6% (46)	10% (78)	13% (96)	751
Age: 65+	10% (46)	21% (93)	28% (123)	8% (35)	19% (85)	13% (55)	436
GenZers: 1997-2012	21% (59)	24% (64)	25% (68)	3% (8)	7% (20)	20% (54)	274
Millennials: 1981-1996	27% (161)	28% (170)	23% (140)	6% (35)	6% (37)	9% (56)	599
GenXers: 1965-1980	21% (109)	26% (135)	27% (143)	8% (41)	7% (37)	12% (64)	529
Baby Boomers: 1946-1964	15% (104)	21% (146)	29% (208)	7% (47)	16% (113)	12% (88)	706
PID: Dem (no lean)	22% (203)	24% (215)	27% (245)	7% (64)	9% (81)	11% (103)	912
PID: Ind (no lean)	20% (128)	21% (134)	26% (164)	4% (28)	11% (72)	18% (115)	640
PID: Rep (no lean)	17% (113)	29% (185)	27% (172)	7% (44)	11% (74)	9% (59)	648
PID/Gender: Dem Men	20% (88)	25% (110)	27% (117)	8% (35)	10% (42)	10% (45)	438
PID/Gender: Dem Women	24% (115)	22% (105)	27% (128)	6% (29)	8% (39)	12% (58)	474
PID/Gender: Ind Men	17% (47)	20% (56)	30% (86)	6% (18)	10% (28)	17% (48)	283
PID/Gender: Ind Women	23% (81)	22% (78)	22% (78)	3% (9)	12% (44)	19% (67)	357
PID/Gender: Rep Men	15% (50)	32% (110)	26% (89)	8% (28)	11% (37)	8% (28)	341
PID/Gender: Rep Women	21% (64)	25% (75)	27% (83)	5% (16)	12% (38)	10% (31)	307
Ideo: Liberal (1-3)	24% (166)	25% (173)	28% (191)	7% (50)	8% (52)	8% (52)	683
Ideo: Moderate (4)	20% (121)	22% (138)	25% (152)	7% (43)	12% (72)	14% (89)	615
Ideo: Conservative (5-7)	19% (127)	25% (174)	29% (200)	5% (36)	12% (80)	10% (70)	688
Educ: < College	19% (290)	23% (354)	25% (380)	6% (89)	12% (178)	15% (221)	1512
Educ: Bachelors degree	20% (90)	25% (111)	31% (138)	8% (34)	8% (35)	8% (36)	444
Educ: Post-grad	26% (64)	28% (69)	26% (63)	5% (13)	6% (15)	8% (19)	244
Income: Under 50k	18% (225)	23% (282)	24% (296)	7% (86)	11% (141)	16% (200)	1230
Income: 50k-100k	19% (123)	25% (164)	31% (205)	6% (39)	11% (69)	8% (54)	654
Income: 100k+	30% (96)	28% (88)	25% (80)	3% (11)	6% (18)	7% (23)	316
Ethnicity: White	20% (337)	25% (422)	27% (470)	6% (109)	10% (175)	12% (209)	1722

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Table MCE9_3: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Food Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (444)	24% (534)	26% (581)	6% (136)	10% (228)	13% (277)	2200
Ethnicity: Hispanic	25% (87)	23% (81)	26% (92)	7% (23)	5% (18)	13% (47)	349
Ethnicity: Black	26% (71)	20% (56)	21% (57)	8% (22)	12% (32)	13% (36)	274
Ethnicity: Other	18% (36)	28% (57)	26% (53)	3% (6)	10% (20)	15% (32)	204
All Christian	22% (235)	24% (260)	26% (279)	7% (72)	10% (106)	11% (118)	1070
All Non-Christian	23% (28)	24% (30)	29% (35)	7% (9)	6% (8)	11% (13)	122
Atheist	16% (14)	38% (34)	29% (26)	3% (3)	7% (7)	7% (6)	90
Agnostic/Nothing in particular	17% (93)	23% (121)	28% (150)	7% (36)	12% (63)	14% (73)	536
Something Else	19% (74)	24% (91)	24% (90)	4% (17)	12% (45)	17% (66)	383
Religious Non-Protestant/Catholic	23% (32)	23% (32)	27% (37)	8% (10)	7% (9)	13% (18)	137
Evangelical	24% (160)	27% (184)	25% (169)	5% (32)	9% (63)	10% (71)	679
Non-Evangelical	19% (142)	22% (161)	26% (192)	7% (53)	12% (86)	14% (106)	741
Community: Urban	24% (176)	25% (187)	25% (187)	8% (56)	9% (64)	10% (72)	742
Community: Suburban	19% (177)	25% (234)	29% (270)	4% (42)	11% (100)	12% (110)	932
Community: Rural	17% (91)	22% (114)	24% (124)	7% (38)	12% (64)	18% (95)	526
Employ: Private Sector	24% (153)	28% (178)	28% (178)	5% (32)	7% (45)	8% (48)	635
Employ: Government	28% (41)	26% (38)	25% (37)	6% (8)	7% (10)	9% (13)	147
Employ: Self-Employed	27% (57)	22% (47)	21% (44)	8% (17)	9% (18)	13% (27)	210
Employ: Homemaker	25% (40)	25% (41)	21% (34)	6% (10)	5% (8)	19% (30)	164
Employ: Student	27% (27)	23% (24)	33% (34)	1% (1)	6% (6)	11% (11)	103
Employ: Retired	12% (60)	20% (103)	30% (152)	7% (35)	19% (97)	12% (62)	509
Employ: Unemployed	15% (43)	25% (71)	23% (66)	6% (17)	11% (31)	20% (56)	283
Employ: Other	16% (23)	22% (33)	24% (36)	11% (16)	8% (12)	19% (28)	149
Military HH: Yes	19% (75)	23% (91)	27% (106)	7% (29)	15% (57)	8% (32)	390
Military HH: No	20% (369)	25% (444)	26% (475)	6% (107)	9% (171)	13% (244)	1810
RD/WT: Right Direction	24% (164)	28% (186)	23% (155)	6% (39)	8% (52)	11% (75)	671
RD/WT: Wrong Track	18% (281)	23% (348)	28% (426)	6% (96)	12% (176)	13% (202)	1529
Trump Job Approve	20% (176)	26% (225)	27% (233)	6% (49)	11% (96)	11% (98)	877
Trump Job Disapprove	20% (251)	23% (290)	27% (334)	7% (85)	10% (127)	12% (151)	1238

Continued on next page

Table MCE9_3: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Food Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (444)	24% (534)	26% (581)	6% (136)	10% (228)	13% (277)	2200
Trump Job Strongly Approve	20% (107)	25% (132)	27% (144)	5% (28)	12% (66)	11% (58)	536
Trump Job Somewhat Approve	20% (68)	27% (93)	26% (89)	6% (21)	9% (30)	12% (39)	341
Trump Job Somewhat Disapprove	21% (61)	26% (74)	27% (78)	8% (24)	6% (17)	11% (31)	285
Trump Job Strongly Disapprove	20% (190)	23% (216)	27% (256)	6% (61)	12% (110)	13% (121)	953
Favorable of Trump	21% (186)	25% (218)	26% (228)	6% (52)	11% (95)	11% (96)	874
Unfavorable of Trump	20% (245)	24% (295)	27% (335)	6% (79)	10% (128)	12% (148)	1229
Very Favorable of Trump	19% (104)	24% (130)	27% (145)	5% (24)	13% (71)	12% (66)	540
Somewhat Favorable of Trump	24% (81)	26% (88)	25% (84)	8% (27)	7% (24)	9% (30)	334
Somewhat Unfavorable of Trump	20% (46)	26% (59)	30% (69)	8% (18)	7% (16)	9% (22)	230
Very Unfavorable of Trump	20% (199)	24% (235)	27% (266)	6% (61)	11% (112)	13% (127)	999
#1 Issue: Economy	19% (168)	27% (233)	25% (218)	7% (59)	10% (83)	13% (109)	870
#1 Issue: Security	18% (37)	20% (41)	31% (66)	5% (11)	12% (25)	14% (30)	210
#1 Issue: Health Care	26% (103)	22% (85)	27% (105)	5% (19)	12% (47)	8% (32)	390
#1 Issue: Medicare / Social Security	14% (37)	22% (58)	25% (66)	8% (21)	15% (40)	15% (40)	262
#1 Issue: Women's Issues	28% (34)	22% (27)	23% (28)	7% (9)	5% (6)	15% (18)	122
#1 Issue: Education	25% (26)	21% (22)	31% (32)	8% (9)	5% (5)	10% (11)	104
#1 Issue: Energy	21% (19)	33% (30)	21% (19)	5% (5)	9% (8)	10% (9)	90
#1 Issue: Other	14% (22)	26% (39)	30% (46)	3% (5)	8% (13)	18% (28)	152
2018 House Vote: Democrat	22% (169)	25% (186)	27% (202)	6% (48)	9% (69)	11% (85)	760
2018 House Vote: Republican	19% (108)	28% (163)	27% (158)	5% (30)	14% (79)	7% (43)	581
2016 Vote: Hillary Clinton	22% (156)	23% (168)	29% (209)	5% (39)	9% (67)	12% (84)	722
2016 Vote: Donald Trump	19% (126)	28% (189)	27% (182)	6% (38)	12% (79)	8% (51)	665
2016 Vote: Other	18% (16)	25% (22)	25% (22)	4% (3)	16% (14)	13% (11)	87
2016 Vote: Didn't Vote	20% (147)	21% (155)	23% (168)	8% (55)	9% (69)	18% (131)	725
Voted in 2014: Yes	21% (262)	26% (314)	26% (317)	6% (67)	12% (141)	10% (119)	1220
Voted in 2014: No	19% (183)	22% (220)	27% (264)	7% (68)	9% (87)	16% (158)	980

Continued on next page

Table MCE9_3: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Food Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (444)	24% (534)	26% (581)	6% (136)	10% (228)	13% (277)	2200
2012 Vote: Barack Obama	22% (189)	25% (218)	28% (239)	5% (46)	9% (82)	10% (90)	864
2012 Vote: Mitt Romney	18% (81)	27% (121)	25% (110)	6% (28)	14% (60)	9% (41)	442
2012 Vote: Other	14% (8)	20% (12)	17% (10)	3% (2)	25% (15)	21% (13)	60
2012 Vote: Didn't Vote	20% (166)	22% (183)	26% (220)	7% (60)	9% (71)	16% (133)	832
4-Region: Northeast	22% (85)	23% (92)	26% (103)	6% (24)	10% (39)	13% (51)	394
4-Region: Midwest	19% (89)	21% (96)	27% (124)	6% (26)	14% (63)	14% (64)	462
4-Region: South	20% (169)	26% (211)	27% (222)	6% (47)	9% (78)	12% (97)	824
4-Region: West	19% (101)	26% (136)	25% (132)	7% (38)	9% (48)	12% (65)	520
Cable TV subscribers	22% (214)	27% (270)	25% (251)	7% (67)	8% (81)	10% (103)	986
Satellite TV subscribers	25% (120)	24% (114)	26% (126)	6% (31)	10% (46)	9% (44)	481
Former cable TV subscribers	21% (162)	23% (182)	29% (226)	5% (43)	11% (87)	11% (87)	787
Former satellite TV subscribers	19% (128)	26% (176)	29% (195)	7% (48)	10% (66)	9% (59)	670
Watches mostly scripted shows	20% (163)	24% (202)	28% (235)	7% (54)	11% (91)	10% (84)	828
Watches mostly unscripted shows	28% (74)	25% (66)	21% (56)	9% (23)	8% (20)	9% (22)	260
Watches scripted and unscripted	24% (173)	30% (212)	27% (193)	6% (46)	7% (50)	6% (43)	718
Watches mostly for entertainment	20% (219)	25% (277)	29% (314)	7% (73)	11% (117)	9% (103)	1103
Watches mostly for education	22% (32)	26% (37)	27% (40)	12% (18)	7% (11)	5% (8)	145
Watches for entertainment and education	27% (166)	29% (173)	24% (145)	6% (39)	7% (43)	7% (42)	607
Likely to subscribe to Discovery+	36% (237)	30% (201)	20% (133)	7% (44)	4% (27)	4% (23)	665
Unlikely to subscribe to Discovery+	13% (146)	22% (245)	32% (361)	6% (72)	15% (170)	12% (134)	1127
Subscribes to at least one streaming service	23% (395)	25% (432)	25% (434)	7% (112)	9% (161)	10% (173)	1708
Subscribes to 3+ streaming services	28% (299)	27% (286)	24% (251)	6% (67)	7% (77)	8% (80)	1059

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

Table MCE9_4: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

TLC

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	22% (489)	30% (668)	8% (176)	10% (212)	15% (329)	2200
Gender: Male	12% (129)	23% (239)	32% (344)	9% (96)	10% (108)	14% (147)	1062
Gender: Female	17% (198)	22% (250)	28% (324)	7% (81)	9% (104)	16% (182)	1138
Age: 18-34	19% (122)	26% (171)	24% (156)	9% (62)	6% (36)	16% (107)	655
Age: 35-44	21% (76)	26% (91)	26% (93)	9% (31)	6% (22)	12% (43)	358
Age: 45-64	13% (95)	21% (159)	34% (255)	6% (46)	11% (84)	15% (111)	751
Age: 65+	8% (33)	15% (67)	37% (163)	8% (37)	16% (69)	15% (66)	436
GenZers: 1997-2012	18% (48)	22% (59)	23% (63)	9% (26)	6% (16)	23% (62)	274
Millennials: 1981-1996	22% (130)	28% (169)	24% (145)	9% (56)	5% (30)	12% (69)	599
GenXers: 1965-1980	14% (74)	23% (123)	32% (167)	9% (46)	8% (43)	15% (77)	529
Baby Boomers: 1946-1964	10% (72)	19% (132)	37% (258)	6% (40)	14% (101)	15% (103)	706
PID: Dem (no lean)	17% (159)	24% (216)	27% (245)	9% (79)	10% (88)	14% (124)	912
PID: Ind (no lean)	13% (81)	21% (136)	29% (186)	8% (50)	9% (57)	20% (130)	640
PID: Rep (no lean)	13% (87)	21% (137)	36% (236)	7% (46)	10% (67)	11% (74)	648
PID/Gender: Dem Men	16% (70)	22% (97)	30% (130)	8% (36)	11% (47)	13% (58)	438
PID/Gender: Dem Women	19% (89)	25% (119)	24% (115)	9% (44)	9% (41)	14% (67)	474
PID/Gender: Ind Men	10% (27)	20% (58)	33% (93)	9% (26)	9% (26)	19% (53)	283
PID/Gender: Ind Women	15% (54)	22% (78)	26% (93)	7% (24)	9% (31)	22% (77)	357
PID/Gender: Rep Men	9% (32)	25% (84)	35% (121)	10% (34)	10% (35)	10% (36)	341
PID/Gender: Rep Women	18% (55)	17% (53)	38% (116)	4% (13)	10% (32)	13% (39)	307
Ideo: Liberal (1-3)	20% (135)	24% (163)	28% (192)	10% (69)	8% (52)	11% (72)	683
Ideo: Moderate (4)	15% (94)	23% (139)	29% (180)	9% (55)	10% (60)	14% (86)	615
Ideo: Conservative (5-7)	10% (71)	22% (151)	38% (258)	6% (39)	11% (75)	14% (94)	688
Educ: < College	15% (221)	21% (316)	29% (440)	8% (127)	10% (155)	17% (252)	1512
Educ: Bachelors degree	13% (60)	24% (106)	36% (160)	6% (29)	9% (41)	11% (48)	444
Educ: Post-grad	19% (46)	27% (67)	27% (67)	8% (21)	7% (16)	11% (28)	244
Income: Under 50k	13% (157)	21% (262)	28% (341)	9% (113)	11% (130)	18% (227)	1230
Income: 50k-100k	16% (106)	23% (149)	35% (229)	7% (44)	9% (61)	10% (65)	654
Income: 100k+	20% (64)	25% (79)	31% (97)	6% (19)	7% (21)	11% (36)	316
Ethnicity: White	14% (240)	22% (387)	32% (558)	8% (131)	10% (165)	14% (241)	1722

Continued on next page

Table MCE9_4: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
TLC

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	22% (489)	30% (668)	8% (176)	10% (212)	15% (329)	2200
Ethnicity: Hispanic	22% (77)	26% (91)	19% (68)	10% (35)	6% (22)	16% (57)	349
Ethnicity: Black	19% (51)	23% (64)	22% (59)	11% (30)	11% (29)	15% (40)	274
Ethnicity: Other	18% (36)	19% (39)	25% (50)	7% (15)	8% (17)	23% (48)	204
All Christian	15% (164)	22% (233)	33% (349)	8% (90)	9% (99)	13% (135)	1070
All Non-Christian	17% (21)	28% (34)	23% (28)	7% (9)	7% (9)	17% (21)	122
Atheist	9% (8)	24% (22)	35% (31)	9% (8)	11% (10)	11% (10)	90
Agnostic/Nothing in particular	13% (71)	21% (113)	31% (165)	9% (51)	10% (55)	15% (82)	536
Something Else	16% (63)	23% (88)	24% (94)	5% (18)	10% (39)	21% (81)	383
Religious Non-Protestant/Catholic	15% (21)	27% (37)	24% (33)	7% (10)	9% (12)	18% (25)	137
Evangelical	19% (128)	23% (157)	29% (199)	6% (43)	7% (51)	15% (99)	679
Non-Evangelical	13% (95)	21% (158)	31% (231)	9% (64)	11% (83)	15% (109)	741
Community: Urban	17% (126)	26% (195)	28% (204)	9% (69)	7% (52)	13% (96)	742
Community: Suburban	14% (129)	20% (186)	33% (307)	8% (77)	10% (97)	15% (136)	932
Community: Rural	14% (72)	20% (108)	30% (157)	6% (31)	12% (62)	18% (97)	526
Employ: Private Sector	19% (123)	27% (171)	27% (171)	8% (52)	7% (47)	11% (72)	635
Employ: Government	18% (26)	25% (37)	27% (40)	10% (15)	8% (11)	12% (18)	147
Employ: Self-Employed	13% (27)	22% (45)	29% (62)	11% (23)	8% (17)	17% (36)	210
Employ: Homemaker	15% (25)	25% (40)	30% (50)	3% (5)	6% (9)	21% (34)	164
Employ: Student	22% (23)	19% (20)	31% (32)	10% (10)	5% (5)	14% (14)	103
Employ: Retired	7% (36)	18% (89)	38% (194)	7% (37)	16% (81)	14% (71)	509
Employ: Unemployed	16% (44)	20% (58)	26% (74)	9% (24)	10% (27)	20% (56)	283
Employ: Other	15% (23)	20% (30)	31% (46)	7% (10)	9% (14)	18% (27)	149
Military HH: Yes	15% (59)	21% (82)	32% (124)	10% (39)	11% (44)	11% (41)	390
Military HH: No	15% (267)	23% (408)	30% (543)	8% (137)	9% (167)	16% (288)	1810
RD/WT: Right Direction	18% (123)	25% (170)	27% (180)	9% (63)	7% (49)	13% (85)	671
RD/WT: Wrong Track	13% (204)	21% (320)	32% (488)	7% (113)	11% (162)	16% (243)	1529
Trump Job Approve	15% (134)	21% (187)	33% (291)	7% (66)	9% (77)	14% (121)	877
Trump Job Disapprove	15% (186)	23% (287)	29% (362)	8% (102)	10% (128)	14% (173)	1238

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Table MCE9_4: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

TLC

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	22% (489)	30% (668)	8% (176)	10% (212)	15% (329)	2200
Trump Job Strongly Approve	17% (90)	20% (108)	34% (182)	6% (32)	10% (52)	13% (71)	536
Trump Job Somewhat Approve	13% (44)	23% (80)	32% (109)	10% (33)	7% (25)	15% (50)	341
Trump Job Somewhat Disapprove	15% (44)	27% (77)	32% (92)	7% (20)	6% (17)	12% (33)	285
Trump Job Strongly Disapprove	15% (142)	22% (210)	28% (269)	9% (82)	12% (110)	15% (140)	953
Favorable of Trump	15% (133)	22% (196)	33% (287)	7% (59)	9% (80)	14% (119)	874
Unfavorable of Trump	15% (185)	22% (274)	29% (361)	9% (106)	10% (126)	14% (176)	1229
Very Favorable of Trump	16% (88)	19% (104)	33% (180)	6% (33)	10% (56)	15% (79)	540
Somewhat Favorable of Trump	14% (46)	27% (92)	32% (107)	8% (26)	7% (24)	12% (39)	334
Somewhat Unfavorable of Trump	13% (29)	25% (58)	36% (82)	9% (21)	7% (15)	11% (26)	230
Very Unfavorable of Trump	16% (156)	22% (216)	28% (279)	9% (86)	11% (111)	15% (151)	999
#1 Issue: Economy	15% (130)	23% (199)	31% (268)	7% (63)	10% (84)	15% (127)	870
#1 Issue: Security	12% (26)	17% (35)	37% (77)	7% (15)	11% (24)	16% (33)	210
#1 Issue: Health Care	17% (66)	25% (96)	31% (122)	7% (28)	11% (41)	9% (37)	390
#1 Issue: Medicare / Social Security	9% (24)	19% (51)	32% (84)	8% (22)	12% (32)	19% (50)	262
#1 Issue: Women's Issues	23% (28)	23% (28)	20% (24)	9% (11)	6% (7)	20% (24)	122
#1 Issue: Education	26% (27)	27% (28)	22% (23)	11% (12)	5% (5)	9% (10)	104
#1 Issue: Energy	18% (16)	27% (25)	25% (23)	12% (11)	3% (3)	15% (13)	90
#1 Issue: Other	7% (10)	19% (29)	31% (47)	10% (15)	11% (16)	23% (35)	152
2018 House Vote: Democrat	17% (131)	24% (183)	28% (216)	8% (62)	8% (61)	14% (106)	760
2018 House Vote: Republican	13% (74)	23% (135)	38% (220)	7% (40)	10% (58)	9% (53)	581
2016 Vote: Hillary Clinton	18% (128)	24% (176)	28% (200)	7% (53)	8% (55)	15% (109)	722
2016 Vote: Donald Trump	14% (90)	23% (153)	37% (245)	7% (44)	10% (65)	10% (67)	665
2016 Vote: Other	7% (6)	20% (18)	36% (31)	6% (5)	17% (15)	14% (12)	87
2016 Vote: Didn't Vote	14% (102)	20% (142)	26% (191)	10% (73)	11% (77)	19% (140)	725
Voted in 2014: Yes	16% (192)	23% (282)	32% (393)	6% (78)	10% (119)	13% (155)	1220
Voted in 2014: No	14% (135)	21% (207)	28% (274)	10% (98)	9% (92)	18% (173)	980

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Table MCE9_4: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
TLC

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	15% (327)	22% (489)	30% (668)	8% (176)	10% (212)	15% (329)	2200
2012 Vote: Barack Obama	17% (151)	25% (220)	29% (248)	7% (59)	8% (73)	13% (114)	864
2012 Vote: Mitt Romney	12% (54)	19% (86)	37% (162)	7% (32)	13% (57)	11% (50)	442
2012 Vote: Other	10% (6)	13% (8)	38% (23)	1% (1)	16% (10)	22% (13)	60
2012 Vote: Didn't Vote	14% (115)	21% (175)	28% (235)	10% (84)	9% (72)	18% (151)	832
4-Region: Northeast	16% (64)	21% (82)	31% (124)	8% (31)	10% (39)	14% (54)	394
4-Region: Midwest	13% (58)	22% (100)	35% (160)	8% (36)	8% (39)	15% (70)	462
4-Region: South	15% (127)	24% (197)	30% (249)	7% (54)	10% (82)	14% (115)	824
4-Region: West	15% (78)	21% (111)	26% (135)	10% (54)	10% (52)	17% (89)	520
Cable TV subscribers	17% (171)	23% (226)	31% (307)	7% (70)	8% (84)	13% (129)	986
Satellite TV subscribers	19% (93)	26% (127)	26% (125)	7% (32)	10% (50)	11% (53)	481
Former cable TV subscribers	12% (93)	23% (182)	32% (250)	9% (73)	11% (85)	13% (104)	787
Former satellite TV subscribers	15% (101)	24% (164)	33% (221)	10% (68)	9% (58)	9% (58)	670
Watches mostly scripted shows	14% (119)	21% (178)	32% (267)	9% (75)	12% (99)	11% (91)	828
Watches mostly unscripted shows	20% (53)	29% (76)	24% (63)	9% (22)	7% (19)	10% (26)	260
Watches scripted and unscripted	17% (125)	26% (188)	33% (235)	8% (57)	5% (39)	10% (73)	718
Watches mostly for entertainment	13% (145)	23% (254)	33% (359)	8% (94)	11% (120)	12% (131)	1103
Watches mostly for education	26% (38)	27% (39)	18% (26)	15% (22)	9% (13)	5% (7)	145
Watches for entertainment and education	20% (121)	26% (158)	31% (190)	7% (42)	6% (34)	10% (63)	607
Likely to subscribe to Discovery+	29% (190)	33% (217)	20% (134)	9% (59)	4% (23)	6% (41)	665
Unlikely to subscribe to Discovery+	8% (92)	17% (193)	38% (424)	8% (88)	15% (164)	15% (166)	1127
Subscribes to at least one streaming service	18% (300)	24% (406)	29% (493)	8% (142)	9% (150)	13% (217)	1708
Subscribes to 3+ streaming services	23% (240)	25% (268)	26% (272)	9% (94)	7% (77)	10% (108)	1059

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

Table MCE9_5: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?*Investigation Discovery*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (437)	25% (556)	27% (586)	6% (127)	8% (186)	14% (308)	2200
Gender: Male	18% (196)	28% (292)	28% (294)	6% (67)	8% (84)	12% (128)	1062
Gender: Female	21% (242)	23% (263)	26% (292)	5% (60)	9% (102)	16% (179)	1138
Age: 18-34	21% (135)	23% (151)	25% (161)	8% (54)	8% (54)	15% (100)	655
Age: 35-44	32% (115)	28% (101)	21% (77)	4% (14)	3% (11)	11% (40)	358
Age: 45-64	19% (140)	27% (204)	28% (211)	4% (32)	8% (63)	14% (102)	751
Age: 65+	11% (48)	23% (100)	31% (137)	6% (27)	13% (58)	15% (65)	436
GenZers: 1997-2012	16% (43)	16% (43)	29% (80)	9% (26)	8% (22)	22% (59)	274
Millennials: 1981-1996	27% (163)	28% (170)	20% (123)	7% (39)	6% (38)	11% (65)	599
GenXers: 1965-1980	25% (131)	29% (153)	25% (135)	3% (16)	4% (23)	13% (70)	529
Baby Boomers: 1946-1964	13% (90)	25% (176)	32% (223)	6% (40)	12% (82)	13% (94)	706
PID: Dem (no lean)	22% (199)	26% (238)	24% (221)	7% (62)	7% (67)	14% (125)	912
PID: Ind (no lean)	17% (107)	26% (167)	28% (176)	4% (24)	8% (49)	18% (117)	640
PID: Rep (no lean)	20% (131)	23% (150)	29% (189)	6% (41)	11% (71)	10% (66)	648
PID/Gender: Dem Men	22% (96)	28% (123)	24% (106)	6% (28)	7% (32)	12% (51)	438
PID/Gender: Dem Women	22% (102)	24% (115)	24% (115)	7% (34)	7% (35)	15% (73)	474
PID/Gender: Ind Men	13% (38)	26% (73)	33% (92)	6% (16)	6% (17)	17% (47)	283
PID/Gender: Ind Women	19% (70)	26% (94)	23% (84)	2% (8)	9% (32)	19% (69)	357
PID/Gender: Rep Men	18% (62)	28% (96)	28% (96)	7% (23)	10% (35)	9% (29)	341
PID/Gender: Rep Women	23% (70)	18% (54)	30% (94)	6% (18)	12% (36)	12% (37)	307
Ideo: Liberal (1-3)	22% (154)	28% (189)	26% (177)	7% (45)	7% (46)	11% (72)	683
Ideo: Moderate (4)	19% (116)	26% (159)	25% (153)	7% (42)	10% (59)	14% (86)	615
Ideo: Conservative (5-7)	19% (132)	24% (167)	31% (214)	4% (31)	9% (63)	12% (81)	688
Educ: < College	19% (286)	24% (365)	26% (389)	6% (86)	10% (145)	16% (242)	1512
Educ: Bachelors degree	20% (89)	26% (117)	30% (135)	7% (32)	6% (27)	10% (44)	444
Educ: Post-grad	26% (63)	30% (74)	26% (62)	4% (10)	6% (14)	9% (22)	244
Income: Under 50k	18% (217)	24% (301)	26% (320)	5% (66)	10% (119)	17% (208)	1230
Income: 50k-100k	20% (132)	25% (161)	29% (192)	7% (45)	8% (53)	11% (71)	654
Income: 100k+	28% (88)	29% (93)	24% (75)	5% (16)	5% (15)	9% (29)	316
Ethnicity: White	19% (334)	26% (440)	27% (472)	6% (96)	8% (146)	14% (235)	1722

Continued on next page

Table MCE9_5: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Investigation Discovery

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (437)	25% (556)	27% (586)	6% (127)	8% (186)	14% (308)	2200
Ethnicity: Hispanic	25% (88)	23% (81)	20% (71)	9% (33)	5% (16)	17% (60)	349
Ethnicity: Black	24% (65)	23% (64)	22% (60)	7% (20)	10% (28)	13% (36)	274
Ethnicity: Other	19% (38)	25% (51)	27% (54)	5% (11)	6% (12)	18% (37)	204
All Christian	21% (220)	25% (273)	28% (299)	6% (63)	8% (88)	12% (128)	1070
All Non-Christian	21% (25)	25% (31)	21% (26)	10% (12)	4% (5)	19% (23)	122
Atheist	16% (15)	27% (24)	29% (26)	8% (7)	10% (9)	9% (8)	90
Agnostic/Nothing in particular	19% (104)	26% (137)	28% (149)	5% (25)	8% (41)	15% (80)	536
Something Else	19% (72)	24% (91)	23% (87)	5% (21)	11% (43)	18% (68)	383
Religious Non-Protestant/Catholic	19% (27)	24% (34)	22% (30)	9% (13)	5% (7)	20% (28)	137
Evangelical	23% (157)	24% (162)	26% (180)	6% (42)	8% (58)	12% (81)	679
Non-Evangelical	18% (133)	26% (195)	26% (194)	5% (40)	10% (71)	15% (108)	741
Community: Urban	26% (189)	26% (192)	24% (181)	6% (42)	8% (60)	11% (78)	742
Community: Suburban	17% (162)	25% (233)	29% (268)	6% (53)	8% (78)	15% (138)	932
Community: Rural	16% (86)	25% (130)	26% (138)	6% (33)	9% (48)	17% (91)	526
Employ: Private Sector	25% (158)	31% (199)	23% (148)	4% (28)	6% (39)	10% (63)	635
Employ: Government	22% (33)	26% (38)	24% (35)	9% (13)	8% (12)	11% (17)	147
Employ: Self-Employed	16% (34)	25% (53)	27% (57)	8% (16)	10% (22)	14% (29)	210
Employ: Homemaker	25% (40)	24% (40)	24% (39)	5% (8)	4% (6)	19% (31)	164
Employ: Student	19% (20)	20% (20)	37% (38)	5% (6)	6% (6)	13% (13)	103
Employ: Retired	11% (56)	23% (120)	32% (165)	5% (27)	14% (71)	14% (70)	509
Employ: Unemployed	23% (64)	18% (50)	23% (65)	7% (19)	8% (23)	22% (61)	283
Employ: Other	22% (32)	24% (35)	26% (39)	7% (11)	5% (7)	16% (24)	149
Military HH: Yes	16% (62)	28% (108)	27% (104)	8% (33)	11% (42)	10% (41)	390
Military HH: No	21% (375)	25% (447)	27% (482)	5% (94)	8% (144)	15% (267)	1810
RD/WT: Right Direction	23% (156)	24% (162)	25% (166)	8% (57)	6% (43)	13% (88)	671
RD/WT: Wrong Track	18% (282)	26% (394)	28% (421)	5% (70)	9% (143)	14% (219)	1529
Trump Job Approve	22% (195)	23% (201)	28% (242)	6% (53)	10% (84)	12% (103)	877
Trump Job Disapprove	19% (236)	28% (342)	26% (325)	5% (66)	8% (98)	14% (171)	1238

Continued on next page

Table MCE9_5: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?*Investigation Discovery*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (437)	25% (556)	27% (586)	6% (127)	8% (186)	14% (308)	2200
Trump Job Strongly Approve	25% (131)	20% (108)	28% (152)	6% (33)	9% (49)	12% (62)	536
Trump Job Somewhat Approve	19% (63)	27% (93)	26% (90)	6% (19)	10% (35)	12% (41)	341
Trump Job Somewhat Disapprove	20% (57)	30% (85)	30% (86)	5% (14)	6% (16)	9% (26)	285
Trump Job Strongly Disapprove	19% (179)	27% (257)	25% (239)	5% (52)	9% (82)	15% (145)	953
Favorable of Trump	22% (195)	23% (203)	28% (242)	5% (48)	9% (82)	12% (105)	874
Unfavorable of Trump	19% (231)	27% (335)	26% (322)	6% (70)	8% (102)	14% (169)	1229
Very Favorable of Trump	24% (129)	20% (108)	29% (156)	5% (26)	9% (49)	13% (72)	540
Somewhat Favorable of Trump	20% (66)	28% (95)	26% (86)	7% (22)	10% (33)	10% (33)	334
Somewhat Unfavorable of Trump	17% (40)	28% (65)	34% (79)	3% (6)	8% (18)	9% (22)	230
Very Unfavorable of Trump	19% (191)	27% (270)	24% (244)	6% (64)	8% (84)	15% (148)	999
#1 Issue: Economy	19% (169)	27% (238)	26% (225)	6% (52)	8% (65)	14% (120)	870
#1 Issue: Security	23% (48)	20% (43)	27% (56)	8% (16)	10% (22)	12% (26)	210
#1 Issue: Health Care	23% (88)	24% (94)	29% (114)	5% (19)	10% (37)	9% (37)	390
#1 Issue: Medicare / Social Security	12% (32)	23% (59)	32% (83)	5% (12)	12% (32)	17% (45)	262
#1 Issue: Women's Issues	25% (30)	20% (24)	22% (26)	5% (6)	7% (8)	22% (26)	122
#1 Issue: Education	23% (25)	28% (29)	21% (22)	9% (9)	6% (6)	13% (13)	104
#1 Issue: Energy	26% (24)	28% (25)	19% (17)	11% (10)	6% (5)	10% (9)	90
#1 Issue: Other	14% (21)	28% (43)	28% (42)	2% (3)	7% (11)	21% (32)	152
2018 House Vote: Democrat	22% (167)	28% (214)	25% (192)	5% (36)	6% (45)	14% (105)	760
2018 House Vote: Republican	19% (112)	23% (136)	33% (191)	6% (37)	11% (62)	7% (43)	581
2016 Vote: Hillary Clinton	22% (158)	27% (197)	25% (183)	5% (36)	6% (46)	14% (101)	722
2016 Vote: Donald Trump	20% (130)	24% (162)	31% (204)	5% (36)	11% (71)	9% (62)	665
2016 Vote: Other	13% (11)	32% (28)	24% (21)	6% (5)	10% (9)	15% (13)	87
2016 Vote: Didn't Vote	19% (137)	23% (168)	25% (178)	7% (50)	8% (59)	18% (132)	725
Voted in 2014: Yes	21% (252)	26% (319)	28% (339)	5% (66)	8% (98)	12% (146)	1220
Voted in 2014: No	19% (185)	24% (237)	25% (247)	6% (61)	9% (88)	16% (161)	980

Continued on next page

Table MCE9_5: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Investigation Discovery

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (437)	25% (556)	27% (586)	6% (127)	8% (186)	14% (308)	2200
2012 Vote: Barack Obama	21% (185)	28% (245)	25% (215)	6% (50)	6% (54)	13% (116)	864
2012 Vote: Mitt Romney	19% (83)	23% (102)	31% (138)	5% (20)	12% (54)	10% (44)	442
2012 Vote: Other	15% (9)	19% (11)	24% (15)	4% (3)	19% (11)	19% (12)	60
2012 Vote: Didn't Vote	19% (160)	24% (197)	26% (219)	7% (54)	8% (67)	16% (136)	832
4-Region: Northeast	24% (96)	25% (97)	23% (89)	6% (22)	8% (33)	14% (56)	394
4-Region: Midwest	21% (95)	25% (116)	30% (138)	6% (28)	6% (30)	12% (56)	462
4-Region: South	17% (138)	27% (221)	28% (229)	4% (36)	10% (79)	15% (122)	824
4-Region: West	21% (108)	23% (122)	25% (131)	8% (41)	9% (45)	14% (74)	520
Cable TV subscribers	23% (223)	26% (254)	27% (264)	5% (53)	7% (68)	12% (123)	986
Satellite TV subscribers	20% (98)	26% (127)	26% (126)	6% (31)	10% (49)	11% (50)	481
Former cable TV subscribers	19% (147)	24% (191)	30% (235)	6% (44)	10% (76)	12% (94)	787
Former satellite TV subscribers	21% (144)	29% (193)	28% (188)	7% (45)	8% (51)	7% (49)	670
Watches mostly scripted shows	19% (159)	25% (209)	27% (220)	6% (53)	11% (88)	12% (100)	828
Watches mostly unscripted shows	28% (74)	27% (71)	21% (56)	9% (22)	5% (13)	9% (25)	260
Watches scripted and unscripted	21% (154)	31% (223)	30% (212)	5% (38)	5% (39)	7% (51)	718
Watches mostly for entertainment	18% (195)	26% (285)	29% (315)	7% (75)	10% (109)	11% (124)	1103
Watches mostly for education	27% (40)	28% (40)	19% (27)	13% (18)	9% (13)	5% (8)	145
Watches for entertainment and education	27% (165)	32% (197)	25% (151)	4% (22)	4% (22)	8% (49)	607
Likely to subscribe to Discovery+	37% (243)	33% (219)	16% (104)	7% (45)	4% (26)	4% (28)	665
Unlikely to subscribe to Discovery+	11% (126)	20% (230)	35% (390)	6% (70)	13% (147)	15% (164)	1127
Subscribes to at least one streaming service	22% (379)	27% (467)	25% (430)	6% (95)	8% (136)	12% (200)	1708
Subscribes to 3+ streaming services	27% (289)	28% (293)	24% (252)	6% (59)	6% (67)	9% (99)	1059

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

Table MCE9_6: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Travel Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (360)	25% (553)	28% (617)	7% (159)	10% (214)	14% (298)	2200
Gender: Male	18% (190)	30% (313)	28% (292)	6% (64)	8% (82)	11% (120)	1062
Gender: Female	15% (170)	21% (239)	28% (324)	8% (95)	12% (132)	16% (178)	1138
Age: 18-34	19% (122)	25% (161)	24% (159)	9% (58)	6% (41)	18% (115)	655
Age: 35-44	24% (84)	30% (106)	23% (82)	7% (26)	6% (20)	11% (38)	358
Age: 45-64	15% (111)	24% (184)	32% (237)	6% (45)	11% (82)	12% (92)	751
Age: 65+	10% (43)	23% (102)	32% (139)	7% (30)	16% (71)	12% (52)	436
GenZers: 1997-2012	15% (42)	17% (47)	28% (75)	10% (28)	7% (20)	22% (61)	274
Millennials: 1981-1996	22% (132)	30% (177)	21% (129)	9% (52)	6% (33)	13% (76)	599
GenXers: 1965-1980	19% (100)	29% (152)	28% (146)	6% (32)	7% (36)	12% (62)	529
Baby Boomers: 1946-1964	11% (75)	23% (162)	33% (236)	6% (42)	15% (106)	12% (84)	706
PID: Dem (no lean)	20% (178)	26% (237)	25% (232)	7% (60)	9% (84)	13% (121)	912
PID: Ind (no lean)	13% (86)	24% (154)	29% (187)	7% (43)	10% (61)	17% (109)	640
PID: Rep (no lean)	15% (95)	25% (161)	31% (198)	9% (56)	11% (69)	11% (69)	648
PID/Gender: Dem Men	23% (99)	30% (130)	26% (114)	4% (17)	7% (30)	11% (48)	438
PID/Gender: Dem Women	17% (79)	23% (107)	25% (118)	9% (43)	12% (55)	15% (72)	474
PID/Gender: Ind Men	14% (39)	29% (82)	29% (83)	6% (17)	7% (20)	15% (43)	283
PID/Gender: Ind Women	13% (48)	20% (72)	29% (104)	7% (26)	12% (41)	18% (66)	357
PID/Gender: Rep Men	15% (53)	30% (102)	28% (95)	9% (30)	10% (33)	9% (29)	341
PID/Gender: Rep Women	14% (43)	20% (60)	34% (103)	8% (25)	12% (36)	13% (40)	307
Ideo: Liberal (1-3)	22% (148)	27% (182)	25% (173)	8% (55)	7% (50)	11% (76)	683
Ideo: Moderate (4)	14% (85)	27% (164)	28% (173)	8% (48)	11% (68)	12% (76)	615
Ideo: Conservative (5-7)	15% (102)	24% (168)	32% (222)	7% (47)	10% (70)	12% (79)	688
Educ: < College	14% (216)	22% (330)	28% (425)	8% (127)	12% (175)	16% (239)	1512
Educ: Bachelors degree	18% (80)	31% (138)	30% (135)	5% (21)	6% (27)	10% (43)	444
Educ: Post-grad	26% (64)	35% (85)	23% (56)	5% (12)	5% (11)	7% (16)	244
Income: Under 50k	13% (165)	22% (277)	28% (345)	7% (87)	12% (142)	17% (215)	1230
Income: 50k-100k	17% (111)	27% (174)	29% (189)	8% (55)	10% (62)	10% (62)	654
Income: 100k+	27% (84)	32% (102)	26% (83)	6% (17)	3% (9)	6% (20)	316
Ethnicity: White	16% (275)	26% (447)	29% (499)	7% (120)	10% (167)	12% (215)	1722

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Table MCE9_6: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Travel Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (360)	25% (553)	28% (617)	7% (159)	10% (214)	14% (298)	2200
Ethnicity: Hispanic	18% (64)	27% (95)	19% (66)	13% (46)	7% (23)	16% (56)	349
Ethnicity: Black	21% (58)	21% (57)	23% (63)	7% (19)	13% (36)	15% (41)	274
Ethnicity: Other	13% (27)	24% (49)	27% (55)	10% (21)	5% (10)	21% (42)	204
All Christian	19% (203)	26% (274)	28% (300)	7% (74)	10% (106)	11% (114)	1070
All Non-Christian	18% (22)	33% (41)	25% (30)	6% (8)	4% (5)	14% (17)	122
Atheist	19% (17)	26% (23)	39% (35)	5% (4)	6% (5)	5% (4)	90
Agnostic/Nothing in particular	12% (66)	26% (139)	29% (158)	6% (33)	11% (58)	15% (81)	536
Something Else	13% (51)	20% (76)	25% (94)	11% (40)	11% (40)	21% (81)	383
Religious Non-Protestant/Catholic	17% (24)	32% (44)	24% (33)	7% (9)	5% (7)	15% (21)	137
Evangelical	21% (142)	25% (170)	25% (170)	8% (52)	9% (62)	12% (82)	679
Non-Evangelical	14% (105)	24% (174)	29% (215)	8% (59)	11% (82)	14% (105)	741
Community: Urban	19% (142)	27% (202)	25% (189)	9% (69)	8% (61)	11% (80)	742
Community: Suburban	16% (146)	25% (234)	30% (281)	6% (55)	10% (89)	14% (126)	932
Community: Rural	13% (71)	22% (117)	28% (147)	7% (36)	12% (64)	17% (92)	526
Employ: Private Sector	22% (140)	29% (185)	24% (153)	7% (46)	8% (51)	9% (60)	635
Employ: Government	20% (30)	34% (50)	22% (33)	8% (12)	6% (8)	9% (13)	147
Employ: Self-Employed	18% (38)	25% (53)	26% (55)	8% (16)	8% (17)	15% (31)	210
Employ: Homemaker	17% (28)	27% (45)	22% (37)	6% (10)	6% (11)	21% (34)	164
Employ: Student	17% (17)	19% (19)	33% (34)	12% (13)	6% (6)	13% (14)	103
Employ: Retired	9% (48)	23% (118)	33% (169)	5% (28)	17% (88)	11% (58)	509
Employ: Unemployed	14% (38)	21% (60)	28% (79)	7% (20)	9% (26)	21% (60)	283
Employ: Other	13% (20)	15% (22)	39% (57)	10% (14)	5% (7)	19% (28)	149
Military HH: Yes	16% (62)	23% (89)	30% (117)	8% (32)	12% (47)	11% (43)	390
Military HH: No	16% (298)	26% (463)	28% (500)	7% (128)	9% (167)	14% (255)	1810
RD/WT: Right Direction	21% (138)	27% (183)	22% (149)	10% (67)	7% (49)	13% (85)	671
RD/WT: Wrong Track	14% (221)	24% (369)	31% (468)	6% (93)	11% (165)	14% (213)	1529
Trump Job Approve	18% (158)	23% (201)	28% (250)	8% (67)	10% (86)	13% (116)	877
Trump Job Disapprove	16% (194)	27% (339)	28% (345)	7% (85)	10% (124)	12% (150)	1238

Continued on next page

Table MCE9_6: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Travel Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (360)	25% (553)	28% (617)	7% (159)	10% (214)	14% (298)	2200
Trump Job Strongly Approve	19% (101)	23% (123)	28% (148)	8% (42)	11% (59)	12% (63)	536
Trump Job Somewhat Approve	17% (57)	23% (78)	30% (102)	7% (25)	8% (27)	15% (53)	341
Trump Job Somewhat Disapprove	11% (32)	29% (83)	36% (102)	9% (26)	4% (12)	10% (29)	285
Trump Job Strongly Disapprove	17% (162)	27% (256)	26% (244)	6% (60)	12% (112)	13% (121)	953
Favorable of Trump	18% (155)	24% (207)	28% (247)	7% (64)	10% (83)	13% (118)	874
Unfavorable of Trump	16% (195)	27% (327)	28% (346)	7% (90)	10% (125)	12% (146)	1229
Very Favorable of Trump	19% (104)	23% (123)	27% (144)	7% (38)	10% (55)	14% (76)	540
Somewhat Favorable of Trump	15% (51)	25% (83)	31% (104)	8% (26)	8% (28)	13% (42)	334
Somewhat Unfavorable of Trump	14% (32)	27% (62)	37% (85)	9% (21)	5% (12)	7% (17)	230
Very Unfavorable of Trump	16% (163)	26% (265)	26% (260)	7% (69)	11% (113)	13% (129)	999
#1 Issue: Economy	17% (146)	28% (245)	26% (223)	7% (62)	9% (78)	13% (117)	870
#1 Issue: Security	16% (34)	18% (39)	32% (67)	8% (17)	12% (25)	13% (28)	210
#1 Issue: Health Care	20% (77)	27% (104)	30% (115)	6% (24)	10% (38)	8% (33)	390
#1 Issue: Medicare / Social Security	9% (25)	23% (59)	30% (79)	5% (14)	15% (40)	17% (45)	262
#1 Issue: Women's Issues	15% (19)	19% (23)	24% (30)	13% (15)	9% (11)	20% (24)	122
#1 Issue: Education	22% (23)	20% (21)	29% (30)	15% (15)	4% (4)	11% (11)	104
#1 Issue: Energy	22% (20)	27% (24)	26% (24)	7% (6)	5% (4)	13% (12)	90
#1 Issue: Other	10% (16)	25% (39)	33% (49)	4% (6)	9% (14)	18% (28)	152
2018 House Vote: Democrat	21% (157)	28% (209)	27% (203)	6% (46)	7% (55)	12% (89)	760
2018 House Vote: Republican	15% (90)	29% (168)	30% (172)	7% (43)	11% (65)	8% (44)	581
2016 Vote: Hillary Clinton	20% (145)	27% (192)	27% (195)	7% (50)	8% (56)	12% (84)	722
2016 Vote: Donald Trump	15% (102)	29% (192)	31% (203)	6% (42)	10% (66)	9% (60)	665
2016 Vote: Other	13% (11)	27% (24)	31% (27)	3% (2)	14% (12)	13% (11)	87
2016 Vote: Didn't Vote	14% (100)	20% (144)	26% (191)	9% (65)	11% (80)	20% (143)	725
Voted in 2014: Yes	18% (219)	28% (336)	29% (352)	7% (80)	9% (109)	10% (123)	1220
Voted in 2014: No	14% (140)	22% (217)	27% (264)	8% (79)	11% (105)	18% (175)	980

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Table MCE9_6: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Travel Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	16% (360)	25% (553)	28% (617)	7% (159)	10% (214)	14% (298)	2200
2012 Vote: Barack Obama	19% (161)	27% (237)	28% (244)	6% (54)	8% (68)	12% (100)	864
2012 Vote: Mitt Romney	17% (73)	26% (114)	30% (133)	6% (28)	12% (54)	9% (40)	442
2012 Vote: Other	6% (4)	21% (13)	31% (19)	4% (2)	18% (11)	20% (12)	60
2012 Vote: Didn't Vote	15% (121)	23% (188)	27% (221)	9% (74)	10% (82)	17% (146)	832
4-Region: Northeast	19% (76)	25% (100)	25% (99)	8% (30)	10% (38)	13% (50)	394
4-Region: Midwest	14% (63)	24% (112)	31% (144)	8% (37)	10% (48)	13% (59)	462
4-Region: South	16% (134)	24% (201)	30% (245)	6% (53)	10% (81)	13% (111)	824
4-Region: West	17% (86)	27% (140)	25% (129)	8% (40)	9% (47)	15% (78)	520
Cable TV subscribers	18% (182)	26% (258)	28% (276)	7% (74)	8% (80)	12% (116)	986
Satellite TV subscribers	22% (104)	24% (117)	25% (122)	7% (35)	10% (46)	12% (56)	481
Former cable TV subscribers	14% (112)	25% (197)	30% (238)	8% (63)	11% (83)	12% (94)	787
Former satellite TV subscribers	14% (97)	30% (202)	30% (203)	9% (59)	8% (53)	8% (56)	670
Watches mostly scripted shows	16% (130)	26% (213)	29% (238)	9% (71)	10% (86)	11% (91)	828
Watches mostly unscripted shows	22% (56)	27% (69)	26% (67)	9% (24)	7% (19)	9% (25)	260
Watches scripted and unscripted	19% (136)	29% (209)	31% (222)	7% (49)	6% (45)	8% (57)	718
Watches mostly for entertainment	14% (150)	25% (275)	30% (335)	9% (98)	11% (119)	11% (126)	1103
Watches mostly for education	29% (42)	26% (37)	21% (31)	11% (16)	8% (11)	5% (7)	145
Watches for entertainment and education	23% (142)	33% (200)	26% (156)	5% (33)	5% (29)	8% (47)	607
Likely to subscribe to Discovery+	34% (224)	32% (216)	17% (113)	9% (57)	3% (19)	5% (35)	665
Unlikely to subscribe to Discovery+	9% (96)	21% (241)	35% (394)	7% (83)	15% (168)	13% (146)	1127
Subscribes to at least one streaming service	19% (319)	27% (458)	25% (434)	8% (142)	9% (155)	12% (200)	1708
Subscribes to 3+ streaming services	23% (240)	28% (301)	24% (251)	8% (86)	8% (83)	9% (99)	1059

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

Table MCE9_7: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Turbo/Velocity

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (221)	32% (707)	9% (200)	16% (346)	26% (580)	2200
Gender: Male	10% (107)	13% (139)	32% (342)	10% (103)	13% (136)	22% (234)	1062
Gender: Female	3% (38)	7% (82)	32% (365)	8% (96)	18% (210)	30% (346)	1138
Age: 18-34	9% (62)	14% (93)	28% (187)	9% (60)	11% (74)	27% (179)	655
Age: 35-44	13% (48)	15% (54)	31% (113)	7% (27)	11% (38)	22% (78)	358
Age: 45-64	4% (32)	8% (60)	38% (286)	8% (59)	16% (123)	25% (191)	751
Age: 65+	1% (4)	3% (14)	28% (122)	12% (54)	25% (111)	30% (132)	436
GenZers: 1997-2012	6% (17)	8% (23)	32% (88)	8% (21)	12% (32)	34% (92)	274
Millennials: 1981-1996	13% (79)	17% (100)	28% (167)	9% (57)	11% (67)	22% (129)	599
GenXers: 1965-1980	7% (38)	12% (65)	37% (193)	8% (43)	12% (63)	24% (126)	529
Baby Boomers: 1946-1964	2% (11)	4% (30)	33% (234)	10% (71)	22% (155)	29% (205)	706
PID: Dem (no lean)	9% (79)	13% (118)	29% (262)	9% (79)	16% (150)	24% (223)	912
PID: Ind (no lean)	5% (29)	6% (41)	35% (222)	10% (66)	14% (89)	30% (193)	640
PID: Rep (no lean)	6% (38)	10% (62)	34% (222)	8% (55)	17% (107)	25% (164)	648
PID/Gender: Dem Men	14% (63)	17% (74)	28% (123)	9% (41)	13% (56)	19% (81)	438
PID/Gender: Dem Women	3% (16)	9% (45)	29% (140)	8% (38)	20% (94)	30% (142)	474
PID/Gender: Ind Men	6% (16)	9% (26)	38% (108)	10% (29)	11% (31)	26% (74)	283
PID/Gender: Ind Women	4% (13)	4% (15)	32% (114)	11% (38)	16% (58)	33% (119)	357
PID/Gender: Rep Men	8% (28)	12% (40)	33% (111)	10% (34)	14% (49)	23% (79)	341
PID/Gender: Rep Women	3% (10)	7% (22)	36% (111)	7% (21)	19% (58)	28% (85)	307
Ideo: Liberal (1-3)	10% (69)	13% (88)	31% (209)	9% (61)	15% (104)	22% (152)	683
Ideo: Moderate (4)	5% (34)	11% (65)	34% (208)	10% (63)	15% (92)	25% (153)	615
Ideo: Conservative (5-7)	6% (38)	9% (60)	35% (239)	8% (58)	16% (112)	26% (181)	688
Educ: < College	4% (66)	7% (111)	32% (490)	9% (140)	18% (269)	29% (436)	1512
Educ: Bachelors degree	9% (42)	13% (60)	33% (146)	10% (45)	12% (53)	22% (99)	444
Educ: Post-grad	15% (38)	21% (50)	29% (71)	6% (15)	10% (24)	19% (46)	244
Income: Under 50k	4% (50)	8% (98)	32% (390)	8% (104)	18% (222)	30% (365)	1230
Income: 50k-100k	8% (52)	11% (72)	33% (214)	10% (69)	15% (97)	23% (151)	654
Income: 100k+	14% (43)	16% (51)	32% (102)	8% (27)	9% (28)	20% (64)	316
Ethnicity: White	7% (122)	10% (164)	33% (568)	9% (157)	15% (266)	26% (445)	1722

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Table MCE9_7: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Turbo/Velocity

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (221)	32% (707)	9% (200)	16% (346)	26% (580)	2200
Ethnicity: Hispanic	9% (31)	15% (51)	26% (90)	10% (35)	14% (50)	26% (93)	349
Ethnicity: Black	4% (12)	14% (38)	32% (89)	7% (19)	17% (47)	25% (70)	274
Ethnicity: Other	6% (12)	9% (19)	25% (50)	12% (24)	16% (33)	32% (65)	204
All Christian	8% (86)	12% (124)	31% (337)	10% (102)	15% (166)	24% (256)	1070
All Non-Christian	14% (17)	13% (16)	26% (31)	14% (17)	9% (10)	25% (31)	122
Atheist	5% (5)	8% (7)	45% (40)	7% (6)	12% (11)	23% (21)	90
Agnostic/Nothing in particular	4% (20)	9% (46)	34% (180)	9% (46)	18% (94)	28% (149)	536
Something Else	5% (18)	7% (28)	31% (119)	7% (28)	17% (65)	32% (124)	383
Religious Non-Protestant/Catholic	12% (17)	12% (17)	26% (35)	12% (17)	10% (13)	27% (38)	137
Evangelical	12% (81)	12% (84)	30% (203)	7% (49)	15% (105)	23% (156)	679
Non-Evangelical	3% (20)	9% (64)	33% (242)	11% (79)	16% (121)	29% (214)	741
Community: Urban	11% (80)	13% (97)	31% (230)	10% (75)	14% (105)	21% (156)	742
Community: Suburban	5% (48)	9% (82)	34% (314)	8% (76)	17% (157)	27% (254)	932
Community: Rural	3% (18)	8% (42)	31% (163)	9% (49)	16% (83)	32% (170)	526
Employ: Private Sector	12% (75)	15% (95)	31% (197)	8% (49)	13% (82)	22% (137)	635
Employ: Government	11% (16)	12% (18)	37% (55)	14% (20)	8% (11)	18% (27)	147
Employ: Self-Employed	9% (18)	9% (20)	35% (73)	12% (25)	9% (19)	26% (55)	210
Employ: Homemaker	8% (13)	9% (14)	28% (46)	5% (7)	17% (28)	34% (55)	164
Employ: Student	3% (3)	11% (11)	40% (41)	10% (10)	8% (8)	28% (29)	103
Employ: Retired	2% (9)	5% (25)	32% (161)	10% (50)	26% (130)	26% (134)	509
Employ: Unemployed	3% (8)	9% (26)	27% (76)	8% (23)	16% (47)	37% (104)	283
Employ: Other	2% (3)	8% (11)	40% (59)	10% (15)	14% (21)	27% (39)	149
Military HH: Yes	7% (28)	10% (37)	30% (118)	14% (56)	17% (65)	22% (86)	390
Military HH: No	7% (118)	10% (184)	33% (588)	8% (144)	16% (281)	27% (495)	1810
RD/WT: Right Direction	12% (80)	15% (102)	29% (191)	10% (68)	12% (81)	22% (149)	671
RD/WT: Wrong Track	4% (66)	8% (119)	34% (515)	9% (132)	17% (265)	28% (432)	1529
Trump Job Approve	7% (63)	11% (94)	33% (292)	9% (79)	15% (128)	25% (221)	877
Trump Job Disapprove	6% (80)	10% (125)	32% (395)	9% (108)	17% (207)	26% (322)	1238

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Table MCE9_7: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Turbo/Velocity

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (221)	32% (707)	9% (200)	16% (346)	26% (580)	2200
Trump Job Strongly Approve	8% (45)	10% (54)	31% (168)	8% (41)	16% (88)	26% (139)	536
Trump Job Somewhat Approve	5% (18)	12% (40)	36% (124)	11% (37)	12% (41)	24% (82)	341
Trump Job Somewhat Disapprove	9% (26)	13% (37)	42% (118)	8% (23)	9% (25)	20% (56)	285
Trump Job Strongly Disapprove	6% (55)	9% (87)	29% (277)	9% (85)	19% (183)	28% (267)	953
Favorable of Trump	8% (68)	11% (99)	33% (287)	9% (75)	15% (130)	25% (216)	874
Unfavorable of Trump	6% (76)	9% (116)	32% (393)	9% (115)	17% (207)	26% (323)	1229
Very Favorable of Trump	8% (41)	11% (60)	30% (164)	6% (31)	17% (94)	28% (151)	540
Somewhat Favorable of Trump	8% (27)	12% (39)	37% (123)	13% (44)	11% (36)	19% (65)	334
Somewhat Unfavorable of Trump	7% (16)	13% (30)	43% (98)	8% (19)	10% (23)	19% (44)	230
Very Unfavorable of Trump	6% (60)	9% (86)	30% (295)	10% (95)	18% (184)	28% (279)	999
#1 Issue: Economy	6% (51)	12% (101)	32% (279)	8% (74)	14% (122)	28% (243)	870
#1 Issue: Security	8% (17)	11% (23)	32% (66)	8% (17)	17% (36)	24% (50)	210
#1 Issue: Health Care	11% (43)	10% (38)	31% (123)	12% (46)	17% (66)	19% (73)	390
#1 Issue: Medicare / Social Security	3% (8)	5% (14)	32% (84)	11% (28)	22% (56)	27% (70)	262
#1 Issue: Women's Issues	5% (6)	8% (9)	31% (38)	7% (9)	20% (25)	29% (35)	122
#1 Issue: Education	12% (12)	16% (17)	31% (33)	7% (8)	3% (4)	30% (31)	104
#1 Issue: Energy	7% (6)	13% (12)	28% (25)	12% (10)	15% (14)	26% (24)	90
#1 Issue: Other	2% (3)	4% (6)	39% (58)	5% (8)	15% (23)	35% (54)	152
2018 House Vote: Democrat	9% (71)	12% (87)	31% (233)	10% (77)	14% (107)	24% (184)	760
2018 House Vote: Republican	6% (36)	10% (60)	36% (210)	10% (56)	17% (101)	20% (118)	581
2016 Vote: Hillary Clinton	8% (56)	13% (90)	32% (232)	9% (65)	15% (105)	24% (173)	722
2016 Vote: Donald Trump	7% (46)	10% (66)	34% (224)	10% (65)	17% (110)	23% (152)	665
2016 Vote: Other	8% (7)	4% (4)	33% (29)	5% (5)	23% (20)	27% (24)	87
2016 Vote: Didn't Vote	5% (36)	8% (60)	31% (222)	9% (65)	15% (111)	32% (230)	725
Voted in 2014: Yes	8% (94)	10% (126)	34% (411)	9% (109)	16% (192)	24% (289)	1220
Voted in 2014: No	5% (52)	10% (95)	30% (296)	9% (91)	16% (155)	30% (292)	980

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Table MCE9_7: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Turbo/Velocity

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (221)	32% (707)	9% (200)	16% (346)	26% (580)	2200
2012 Vote: Barack Obama	8% (71)	11% (95)	32% (281)	9% (79)	15% (134)	24% (205)	864
2012 Vote: Mitt Romney	5% (23)	8% (37)	35% (154)	9% (38)	18% (81)	25% (109)	442
2012 Vote: Other	3% (2)	6% (3)	29% (18)	5% (3)	22% (13)	36% (22)	60
2012 Vote: Didn't Vote	6% (50)	10% (85)	31% (255)	10% (79)	14% (118)	29% (244)	832
4-Region: Northeast	9% (36)	13% (51)	30% (119)	8% (32)	15% (58)	25% (99)	394
4-Region: Midwest	3% (15)	7% (33)	36% (167)	9% (40)	17% (77)	28% (131)	462
4-Region: South	7% (55)	10% (84)	32% (265)	9% (72)	16% (133)	26% (215)	824
4-Region: West	8% (40)	10% (53)	30% (155)	11% (57)	15% (79)	26% (136)	520
Cable TV subscribers	9% (88)	11% (104)	31% (308)	10% (99)	15% (145)	25% (243)	986
Satellite TV subscribers	13% (61)	15% (73)	29% (141)	7% (35)	14% (70)	21% (100)	481
Former cable TV subscribers	4% (31)	9% (72)	38% (296)	9% (71)	15% (119)	25% (198)	787
Former satellite TV subscribers	6% (43)	11% (77)	38% (254)	11% (76)	13% (90)	20% (131)	670
Watches mostly scripted shows	7% (61)	11% (87)	32% (269)	10% (87)	17% (137)	23% (187)	828
Watches mostly unscripted shows	9% (23)	17% (45)	26% (67)	10% (25)	14% (36)	24% (63)	260
Watches scripted and unscripted	7% (49)	10% (74)	39% (277)	10% (70)	13% (94)	21% (153)	718
Watches mostly for entertainment	6% (61)	9% (97)	34% (377)	9% (105)	17% (192)	25% (272)	1103
Watches mostly for education	25% (37)	21% (30)	17% (25)	14% (21)	10% (15)	13% (19)	145
Watches for entertainment and education	7% (44)	14% (85)	36% (218)	9% (55)	12% (75)	21% (130)	607
Likely to subscribe to Discovery+	18% (122)	23% (152)	27% (183)	10% (67)	7% (46)	14% (96)	665
Unlikely to subscribe to Discovery+	2% (18)	5% (53)	36% (403)	9% (104)	22% (252)	26% (298)	1127
Subscribes to at least one streaming service	8% (137)	12% (200)	31% (537)	9% (149)	15% (259)	25% (426)	1708
Subscribes to 3+ streaming services	11% (119)	14% (149)	31% (324)	9% (94)	13% (137)	22% (236)	1059

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

Table MCE9_8: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Animal Planet

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (483)	27% (592)	26% (564)	6% (126)	8% (168)	12% (267)	2200
Gender: Male	23% (244)	31% (324)	26% (279)	6% (60)	5% (52)	10% (103)	1062
Gender: Female	21% (240)	24% (268)	25% (284)	6% (67)	10% (116)	14% (163)	1138
Age: 18-34	26% (170)	25% (165)	22% (146)	7% (48)	6% (40)	13% (86)	655
Age: 35-44	30% (108)	28% (101)	21% (76)	5% (17)	6% (21)	10% (35)	358
Age: 45-64	19% (140)	28% (207)	28% (213)	5% (39)	7% (55)	13% (97)	751
Age: 65+	15% (65)	27% (119)	30% (129)	5% (22)	12% (52)	11% (49)	436
GenZers: 1997-2012	20% (56)	22% (61)	25% (69)	6% (18)	6% (17)	19% (53)	274
Millennials: 1981-1996	30% (183)	27% (161)	20% (121)	7% (43)	6% (36)	9% (56)	599
GenXers: 1965-1980	23% (122)	31% (162)	24% (125)	6% (30)	7% (35)	10% (54)	529
Baby Boomers: 1946-1964	16% (113)	27% (187)	32% (222)	4% (28)	9% (66)	13% (89)	706
PID: Dem (no lean)	26% (238)	27% (250)	23% (209)	6% (56)	7% (64)	11% (96)	912
PID: Ind (no lean)	20% (125)	27% (172)	24% (155)	6% (37)	8% (48)	16% (103)	640
PID: Rep (no lean)	19% (121)	26% (170)	31% (200)	5% (34)	9% (55)	10% (68)	648
PID/Gender: Dem Men	28% (125)	30% (131)	25% (109)	6% (25)	4% (17)	7% (32)	438
PID/Gender: Dem Women	24% (113)	25% (120)	21% (99)	7% (31)	10% (47)	13% (64)	474
PID/Gender: Ind Men	18% (52)	32% (92)	23% (65)	5% (15)	6% (16)	15% (43)	283
PID/Gender: Ind Women	20% (73)	23% (81)	25% (90)	6% (22)	9% (32)	17% (59)	357
PID/Gender: Rep Men	20% (67)	30% (102)	31% (106)	6% (20)	6% (19)	8% (28)	341
PID/Gender: Rep Women	18% (54)	22% (68)	31% (95)	4% (14)	12% (36)	13% (40)	307
Ideo: Liberal (1-3)	28% (190)	28% (191)	24% (166)	6% (40)	6% (42)	8% (54)	683
Ideo: Moderate (4)	18% (109)	32% (196)	24% (146)	6% (35)	9% (57)	12% (73)	615
Ideo: Conservative (5-7)	20% (141)	25% (171)	31% (216)	6% (43)	6% (42)	11% (75)	688
Educ: < College	21% (310)	27% (407)	25% (372)	6% (90)	8% (125)	14% (208)	1512
Educ: Bachelors degree	24% (105)	25% (111)	30% (134)	5% (24)	7% (31)	9% (39)	444
Educ: Post-grad	28% (68)	30% (74)	24% (58)	5% (13)	5% (12)	8% (19)	244
Income: Under 50k	20% (246)	27% (331)	24% (295)	6% (72)	9% (105)	15% (181)	1230
Income: 50k-100k	22% (144)	26% (168)	30% (196)	6% (39)	8% (50)	9% (57)	654
Income: 100k+	29% (93)	30% (93)	23% (73)	5% (16)	4% (13)	9% (29)	316
Ethnicity: White	21% (370)	28% (474)	27% (458)	5% (90)	7% (127)	12% (202)	1722

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Table MCE9_8: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Animal Planet

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (483)	27% (592)	26% (564)	6% (126)	8% (168)	12% (267)	2200
Ethnicity: Hispanic	22% (78)	24% (83)	23% (81)	6% (22)	10% (35)	15% (52)	349
Ethnicity: Black	26% (71)	24% (65)	22% (60)	9% (25)	9% (24)	11% (29)	274
Ethnicity: Other	21% (43)	26% (53)	22% (45)	6% (11)	8% (17)	17% (35)	204
All Christian	22% (232)	26% (274)	28% (295)	7% (71)	8% (80)	11% (118)	1070
All Non-Christian	29% (35)	22% (27)	24% (30)	10% (13)	2% (3)	12% (15)	122
Atheist	23% (20)	29% (26)	33% (30)	1% (1)	7% (6)	7% (6)	90
Agnostic/Nothing in particular	20% (108)	31% (164)	24% (128)	4% (22)	8% (42)	13% (71)	536
Something Else	23% (87)	27% (102)	21% (81)	5% (19)	9% (36)	15% (58)	383
Religious Non-Protestant/Catholic	28% (38)	21% (29)	24% (32)	11% (16)	3% (4)	13% (18)	137
Evangelical	25% (168)	25% (173)	27% (181)	6% (38)	7% (50)	10% (68)	679
Non-Evangelical	20% (145)	27% (198)	25% (184)	7% (49)	9% (63)	14% (101)	741
Community: Urban	28% (210)	27% (198)	24% (179)	6% (48)	6% (46)	8% (61)	742
Community: Suburban	20% (183)	27% (254)	28% (260)	5% (50)	7% (66)	13% (119)	932
Community: Rural	17% (90)	27% (140)	24% (125)	5% (29)	10% (55)	16% (86)	526
Employ: Private Sector	28% (179)	26% (168)	24% (150)	6% (36)	7% (45)	9% (57)	635
Employ: Government	23% (34)	28% (41)	20% (30)	11% (17)	6% (9)	11% (16)	147
Employ: Self-Employed	22% (47)	27% (57)	22% (46)	9% (20)	6% (13)	13% (27)	210
Employ: Homemaker	21% (35)	28% (46)	24% (39)	6% (9)	4% (6)	17% (28)	164
Employ: Student	28% (29)	25% (25)	31% (32)	5% (5)	3% (3)	8% (8)	103
Employ: Retired	14% (73)	29% (146)	31% (156)	4% (18)	11% (58)	12% (59)	509
Employ: Unemployed	20% (57)	27% (76)	24% (67)	4% (11)	9% (25)	17% (48)	283
Employ: Other	20% (29)	23% (34)	30% (45)	7% (10)	5% (8)	16% (24)	149
Military HH: Yes	23% (91)	25% (99)	27% (106)	6% (24)	9% (35)	9% (35)	390
Military HH: No	22% (392)	27% (493)	25% (458)	6% (103)	7% (133)	13% (231)	1810
RD/WT: Right Direction	25% (165)	27% (184)	25% (167)	5% (35)	7% (48)	11% (72)	671
RD/WT: Wrong Track	21% (318)	27% (409)	26% (397)	6% (91)	8% (120)	13% (195)	1529
Trump Job Approve	22% (190)	24% (210)	29% (255)	6% (53)	7% (65)	12% (104)	877
Trump Job Disapprove	23% (279)	29% (362)	24% (298)	6% (69)	8% (97)	11% (133)	1238

Continued on next page

Table MCE9_8: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Animal Planet

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (483)	27% (592)	26% (564)	6% (126)	8% (168)	12% (267)	2200
Trump Job Strongly Approve	22% (117)	23% (123)	30% (162)	6% (31)	8% (40)	12% (63)	536
Trump Job Somewhat Approve	21% (73)	26% (88)	27% (93)	6% (22)	7% (25)	12% (41)	341
Trump Job Somewhat Disapprove	16% (45)	32% (91)	28% (81)	9% (25)	4% (13)	11% (30)	285
Trump Job Strongly Disapprove	24% (233)	28% (271)	23% (218)	5% (44)	9% (84)	11% (102)	953
Favorable of Trump	23% (200)	24% (213)	28% (247)	6% (52)	7% (58)	12% (104)	874
Unfavorable of Trump	21% (264)	29% (354)	25% (301)	6% (71)	8% (103)	11% (136)	1229
Very Favorable of Trump	23% (123)	22% (118)	29% (157)	6% (31)	7% (40)	13% (72)	540
Somewhat Favorable of Trump	23% (77)	28% (95)	27% (90)	6% (21)	5% (18)	10% (32)	334
Somewhat Unfavorable of Trump	15% (35)	33% (75)	30% (68)	6% (14)	7% (16)	10% (22)	230
Very Unfavorable of Trump	23% (229)	28% (278)	23% (234)	6% (58)	9% (87)	11% (113)	999
#1 Issue: Economy	21% (185)	27% (237)	25% (218)	5% (48)	8% (73)	13% (110)	870
#1 Issue: Security	19% (40)	25% (52)	28% (60)	7% (14)	9% (19)	12% (25)	210
#1 Issue: Health Care	30% (116)	29% (113)	25% (96)	5% (19)	5% (21)	6% (24)	390
#1 Issue: Medicare / Social Security	15% (40)	30% (79)	27% (71)	4% (11)	8% (21)	15% (39)	262
#1 Issue: Women's Issues	29% (35)	18% (22)	24% (30)	7% (9)	8% (9)	14% (17)	122
#1 Issue: Education	20% (21)	24% (26)	24% (25)	15% (16)	4% (4)	12% (13)	104
#1 Issue: Energy	26% (23)	32% (29)	20% (18)	4% (4)	8% (7)	9% (8)	90
#1 Issue: Other	15% (23)	23% (34)	31% (47)	3% (5)	9% (13)	19% (29)	152
2018 House Vote: Democrat	27% (204)	30% (225)	24% (183)	5% (36)	5% (36)	10% (75)	760
2018 House Vote: Republican	19% (109)	26% (153)	32% (185)	7% (38)	8% (48)	8% (47)	581
2016 Vote: Hillary Clinton	27% (192)	28% (205)	24% (175)	5% (33)	6% (44)	10% (74)	722
2016 Vote: Donald Trump	20% (131)	26% (172)	31% (207)	6% (43)	8% (51)	9% (60)	665
2016 Vote: Other	18% (15)	33% (29)	23% (20)	5% (5)	9% (8)	13% (11)	87
2016 Vote: Didn't Vote	20% (144)	26% (186)	22% (162)	6% (46)	9% (65)	17% (122)	725
Voted in 2014: Yes	24% (288)	28% (337)	27% (326)	5% (60)	7% (85)	10% (125)	1220
Voted in 2014: No	20% (196)	26% (255)	24% (238)	7% (66)	8% (83)	15% (142)	980

Continued on next page

Table MCE9_8: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Animal Planet

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (483)	27% (592)	26% (564)	6% (126)	8% (168)	12% (267)	2200
2012 Vote: Barack Obama	25% (219)	30% (259)	24% (210)	4% (37)	6% (49)	11% (91)	864
2012 Vote: Mitt Romney	20% (87)	24% (106)	31% (139)	6% (25)	10% (43)	10% (42)	442
2012 Vote: Other	14% (8)	23% (14)	22% (13)	5% (3)	13% (8)	23% (14)	60
2012 Vote: Didn't Vote	20% (168)	26% (213)	24% (202)	7% (62)	8% (68)	14% (120)	832
4-Region: Northeast	26% (102)	25% (100)	25% (99)	6% (24)	6% (25)	11% (42)	394
4-Region: Midwest	18% (85)	25% (114)	31% (144)	5% (23)	8% (39)	12% (58)	462
4-Region: South	23% (186)	28% (232)	23% (193)	6% (49)	8% (66)	12% (99)	824
4-Region: West	21% (111)	28% (146)	24% (127)	6% (31)	7% (37)	13% (68)	520
Cable TV subscribers	23% (230)	27% (271)	25% (251)	6% (57)	7% (68)	11% (109)	986
Satellite TV subscribers	27% (127)	30% (146)	22% (107)	7% (33)	7% (32)	7% (35)	481
Former cable TV subscribers	21% (164)	28% (220)	29% (227)	5% (43)	7% (56)	10% (76)	787
Former satellite TV subscribers	22% (150)	29% (195)	29% (194)	5% (36)	7% (46)	7% (48)	670
Watches mostly scripted shows	20% (163)	29% (237)	28% (233)	6% (53)	8% (67)	9% (77)	828
Watches mostly unscripted shows	25% (64)	29% (74)	22% (56)	7% (18)	8% (21)	10% (27)	260
Watches scripted and unscripted	27% (191)	29% (207)	28% (201)	5% (39)	5% (39)	6% (42)	718
Watches mostly for entertainment	18% (201)	28% (311)	29% (319)	6% (72)	8% (93)	10% (107)	1103
Watches mostly for education	25% (36)	27% (39)	28% (40)	9% (13)	8% (12)	3% (5)	145
Watches for entertainment and education	33% (202)	31% (188)	21% (129)	4% (25)	4% (24)	7% (40)	607
Likely to subscribe to Discovery+	40% (266)	32% (215)	16% (104)	6% (40)	3% (19)	3% (19)	665
Unlikely to subscribe to Discovery+	12% (138)	24% (268)	33% (372)	6% (73)	12% (130)	13% (146)	1127
Subscribes to at least one streaming service	24% (411)	27% (467)	25% (423)	6% (103)	8% (129)	10% (175)	1708
Subscribes to 3+ streaming services	28% (300)	28% (297)	22% (231)	7% (73)	7% (71)	8% (88)	1059

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

Table MCE9_9: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Science Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (399)	27% (595)	26% (566)	6% (133)	9% (207)	14% (301)	2200
Gender: Male	22% (229)	33% (355)	24% (252)	6% (59)	6% (60)	10% (107)	1062
Gender: Female	15% (170)	21% (240)	28% (313)	7% (74)	13% (146)	17% (194)	1138
Age: 18-34	21% (140)	24% (157)	22% (142)	9% (60)	7% (47)	17% (110)	655
Age: 35-44	28% (101)	30% (106)	21% (77)	4% (13)	5% (19)	12% (43)	358
Age: 45-64	14% (105)	28% (211)	30% (224)	4% (32)	11% (80)	13% (99)	751
Age: 65+	12% (53)	28% (122)	28% (123)	7% (29)	14% (60)	11% (49)	436
GenZers: 1997-2012	21% (56)	18% (49)	20% (54)	11% (31)	8% (22)	22% (61)	274
Millennials: 1981-1996	25% (147)	29% (171)	22% (135)	6% (37)	6% (35)	12% (75)	599
GenXers: 1965-1980	18% (96)	31% (162)	26% (136)	4% (21)	9% (45)	13% (68)	529
Baby Boomers: 1946-1964	13% (90)	27% (191)	31% (217)	5% (35)	13% (89)	12% (84)	706
PID: Dem (no lean)	21% (195)	29% (260)	23% (208)	6% (55)	9% (82)	12% (111)	912
PID: Ind (no lean)	17% (112)	25% (159)	26% (166)	5% (30)	9% (56)	18% (118)	640
PID: Rep (no lean)	14% (92)	27% (175)	29% (191)	7% (48)	11% (69)	11% (72)	648
PID/Gender: Dem Men	27% (120)	33% (143)	21% (93)	5% (23)	5% (20)	9% (38)	438
PID/Gender: Dem Women	16% (75)	25% (117)	24% (115)	7% (32)	13% (62)	16% (74)	474
PID/Gender: Ind Men	17% (47)	32% (91)	28% (78)	4% (11)	5% (14)	15% (42)	283
PID/Gender: Ind Women	18% (64)	19% (68)	25% (88)	5% (19)	12% (42)	21% (76)	357
PID/Gender: Rep Men	18% (61)	35% (121)	24% (81)	7% (25)	8% (26)	8% (27)	341
PID/Gender: Rep Women	10% (31)	18% (55)	36% (110)	8% (24)	14% (43)	15% (45)	307
Ideo: Liberal (1-3)	23% (160)	30% (207)	23% (159)	7% (47)	7% (48)	9% (63)	683
Ideo: Moderate (4)	15% (94)	26% (158)	28% (170)	6% (39)	11% (70)	13% (83)	615
Ideo: Conservative (5-7)	17% (114)	28% (194)	29% (199)	6% (39)	9% (59)	12% (83)	688
Educ: < College	16% (244)	24% (364)	27% (403)	6% (95)	11% (172)	16% (236)	1512
Educ: Bachelors degree	20% (90)	34% (149)	25% (109)	6% (25)	6% (27)	10% (45)	444
Educ: Post-grad	27% (66)	34% (82)	22% (54)	5% (13)	3% (8)	8% (21)	244
Income: Under 50k	17% (204)	25% (301)	26% (322)	5% (56)	11% (133)	17% (213)	1230
Income: 50k-100k	19% (122)	29% (189)	26% (171)	8% (55)	8% (56)	9% (61)	654
Income: 100k+	23% (73)	33% (104)	23% (73)	7% (22)	6% (18)	8% (26)	316
Ethnicity: White	18% (305)	27% (469)	27% (472)	6% (104)	9% (149)	13% (223)	1722

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Table MCE9_9: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Science Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (399)	27% (595)	26% (566)	6% (133)	9% (207)	14% (301)	2200
Ethnicity: Hispanic	19% (67)	25% (88)	22% (77)	10% (35)	10% (33)	14% (49)	349
Ethnicity: Black	21% (59)	24% (66)	20% (54)	7% (19)	14% (38)	14% (39)	274
Ethnicity: Other	18% (36)	29% (60)	19% (39)	5% (10)	10% (20)	19% (40)	204
All Christian	18% (196)	28% (296)	26% (279)	7% (70)	9% (98)	12% (131)	1070
All Non-Christian	23% (28)	34% (41)	19% (23)	9% (11)	2% (3)	13% (16)	122
Atheist	23% (20)	21% (19)	42% (38)	2% (1)	7% (6)	6% (5)	90
Agnostic/Nothing in particular	19% (100)	26% (140)	26% (140)	5% (28)	9% (51)	14% (77)	536
Something Else	14% (54)	26% (98)	22% (86)	6% (23)	13% (50)	19% (72)	383
Religious Non-Protestant/Catholic	24% (32)	33% (45)	17% (24)	9% (12)	3% (4)	15% (20)	137
Evangelical	20% (133)	25% (171)	26% (179)	7% (45)	10% (67)	12% (83)	679
Non-Evangelical	14% (106)	29% (217)	24% (180)	6% (46)	11% (80)	15% (112)	741
Community: Urban	24% (181)	29% (215)	24% (181)	6% (41)	7% (52)	10% (72)	742
Community: Suburban	15% (141)	27% (250)	27% (248)	7% (68)	11% (99)	14% (126)	932
Community: Rural	15% (77)	25% (130)	26% (137)	5% (24)	11% (55)	19% (102)	526
Employ: Private Sector	23% (146)	31% (195)	22% (138)	7% (45)	7% (45)	10% (67)	635
Employ: Government	15% (23)	30% (44)	25% (37)	9% (13)	8% (11)	13% (19)	147
Employ: Self-Employed	22% (47)	28% (59)	22% (47)	10% (21)	5% (11)	12% (26)	210
Employ: Homemaker	19% (31)	20% (33)	28% (45)	4% (6)	9% (14)	21% (34)	164
Employ: Student	22% (22)	26% (27)	26% (26)	7% (7)	2% (3)	17% (17)	103
Employ: Retired	12% (63)	29% (147)	29% (147)	5% (25)	14% (73)	11% (55)	509
Employ: Unemployed	16% (44)	22% (61)	26% (75)	4% (11)	13% (38)	19% (53)	283
Employ: Other	15% (22)	19% (28)	34% (51)	3% (5)	9% (13)	20% (30)	149
Military HH: Yes	19% (74)	30% (117)	24% (94)	6% (24)	10% (40)	10% (40)	390
Military HH: No	18% (325)	26% (478)	26% (471)	6% (109)	9% (167)	14% (261)	1810
RD/WT: Right Direction	22% (149)	29% (192)	22% (148)	8% (57)	7% (44)	12% (80)	671
RD/WT: Wrong Track	16% (250)	26% (402)	27% (417)	5% (76)	11% (163)	14% (221)	1529
Trump Job Approve	18% (155)	25% (215)	27% (240)	7% (64)	10% (91)	13% (112)	877
Trump Job Disapprove	19% (229)	30% (372)	25% (306)	5% (65)	9% (108)	13% (158)	1238

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Table MCE9_9: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Science Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (399)	27% (595)	26% (566)	6% (133)	9% (207)	14% (301)	2200
Trump Job Strongly Approve	18% (95)	22% (120)	29% (153)	8% (41)	11% (60)	12% (66)	536
Trump Job Somewhat Approve	18% (60)	28% (95)	25% (87)	7% (22)	9% (31)	13% (46)	341
Trump Job Somewhat Disapprove	18% (51)	34% (95)	28% (79)	7% (19)	3% (9)	11% (31)	285
Trump Job Strongly Disapprove	19% (178)	29% (276)	24% (226)	5% (46)	10% (99)	13% (127)	953
Favorable of Trump	18% (159)	25% (220)	26% (231)	7% (62)	10% (88)	13% (113)	874
Unfavorable of Trump	18% (221)	29% (361)	25% (311)	5% (66)	9% (111)	13% (159)	1229
Very Favorable of Trump	17% (92)	24% (129)	26% (143)	8% (41)	11% (60)	14% (75)	540
Somewhat Favorable of Trump	20% (67)	27% (91)	26% (88)	6% (22)	8% (28)	11% (37)	334
Somewhat Unfavorable of Trump	16% (36)	35% (80)	31% (72)	5% (11)	5% (12)	8% (19)	230
Very Unfavorable of Trump	19% (185)	28% (281)	24% (239)	5% (55)	10% (99)	14% (139)	999
#1 Issue: Economy	18% (153)	29% (252)	24% (209)	6% (52)	9% (82)	14% (122)	870
#1 Issue: Security	16% (33)	17% (36)	31% (66)	12% (24)	11% (23)	14% (29)	210
#1 Issue: Health Care	20% (78)	30% (117)	27% (104)	6% (22)	9% (36)	9% (34)	390
#1 Issue: Medicare / Social Security	15% (38)	24% (62)	30% (79)	5% (14)	10% (27)	16% (41)	262
#1 Issue: Women's Issues	20% (25)	24% (29)	24% (30)	6% (8)	8% (10)	16% (20)	122
#1 Issue: Education	25% (26)	33% (34)	19% (20)	6% (6)	4% (4)	14% (15)	104
#1 Issue: Energy	33% (29)	22% (19)	19% (17)	7% (6)	8% (8)	12% (11)	90
#1 Issue: Other	11% (17)	30% (45)	27% (41)	1% (2)	12% (18)	19% (29)	152
2018 House Vote: Democrat	22% (164)	32% (241)	25% (190)	5% (37)	5% (41)	11% (86)	760
2018 House Vote: Republican	15% (88)	30% (171)	30% (173)	8% (46)	10% (57)	8% (46)	581
2016 Vote: Hillary Clinton	21% (150)	30% (219)	25% (183)	5% (34)	7% (50)	12% (86)	722
2016 Vote: Donald Trump	15% (101)	29% (190)	30% (200)	7% (48)	10% (65)	9% (60)	665
2016 Vote: Other	15% (13)	28% (24)	27% (23)	4% (4)	10% (9)	15% (13)	87
2016 Vote: Didn't Vote	19% (135)	22% (160)	22% (159)	6% (47)	11% (83)	19% (141)	725
Voted in 2014: Yes	19% (230)	30% (366)	27% (331)	6% (68)	8% (99)	10% (127)	1220
Voted in 2014: No	17% (169)	23% (229)	24% (235)	7% (65)	11% (108)	18% (174)	980

Continued on next page

Table MCE9_9: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Science Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (399)	27% (595)	26% (566)	6% (133)	9% (207)	14% (301)	2200
2012 Vote: Barack Obama	20% (174)	30% (258)	26% (225)	5% (42)	7% (62)	12% (102)	864
2012 Vote: Mitt Romney	15% (68)	27% (120)	30% (135)	7% (29)	11% (50)	9% (41)	442
2012 Vote: Other	14% (8)	25% (15)	27% (16)	— (0)	13% (8)	21% (13)	60
2012 Vote: Didn't Vote	18% (148)	24% (201)	23% (189)	7% (62)	10% (87)	17% (145)	832
4-Region: Northeast	21% (83)	26% (101)	25% (99)	6% (23)	8% (33)	14% (54)	394
4-Region: Midwest	17% (79)	23% (105)	31% (142)	7% (30)	10% (45)	13% (61)	462
4-Region: South	17% (142)	28% (227)	25% (207)	5% (45)	10% (85)	14% (118)	824
4-Region: West	18% (95)	31% (161)	23% (117)	7% (36)	8% (42)	13% (68)	520
Cable TV subscribers	20% (193)	29% (281)	26% (252)	7% (70)	8% (82)	11% (108)	986
Satellite TV subscribers	22% (104)	27% (131)	23% (112)	9% (43)	9% (44)	10% (48)	481
Former cable TV subscribers	18% (142)	26% (207)	29% (226)	4% (33)	10% (78)	13% (101)	787
Former satellite TV subscribers	19% (130)	30% (199)	29% (192)	6% (39)	8% (52)	9% (59)	670
Watches mostly scripted shows	17% (141)	27% (224)	28% (229)	7% (62)	10% (83)	11% (90)	828
Watches mostly unscripted shows	25% (64)	31% (80)	16% (42)	10% (25)	9% (24)	10% (25)	260
Watches scripted and unscripted	21% (149)	32% (230)	28% (200)	5% (36)	7% (49)	7% (53)	718
Watches mostly for entertainment	14% (155)	27% (297)	30% (330)	7% (79)	11% (126)	10% (116)	1103
Watches mostly for education	31% (45)	30% (44)	17% (25)	14% (21)	4% (6)	4% (5)	145
Watches for entertainment and education	27% (163)	36% (218)	19% (118)	4% (25)	5% (31)	9% (52)	607
Likely to subscribe to Discovery+	35% (230)	35% (233)	15% (99)	8% (55)	3% (20)	4% (29)	665
Unlikely to subscribe to Discovery+	11% (121)	22% (252)	32% (365)	6% (72)	15% (164)	14% (154)	1127
Subscribes to at least one streaming service	20% (344)	28% (470)	24% (414)	7% (119)	9% (158)	12% (203)	1708
Subscribes to 3+ streaming services	24% (253)	29% (310)	21% (225)	7% (71)	9% (98)	10% (102)	1059

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

Table MCE9_10: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

OWN: Oprah Winfrey Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	9% (201)	13% (281)	27% (596)	11% (246)	26% (562)	14% (314)	2200
Gender: Male	11% (113)	11% (121)	25% (267)	13% (136)	29% (306)	11% (119)	1062
Gender: Female	8% (88)	14% (160)	29% (329)	10% (110)	22% (255)	17% (195)	1138
Age: 18-34	10% (67)	17% (110)	27% (179)	13% (85)	15% (97)	18% (117)	655
Age: 35-44	17% (60)	17% (60)	25% (89)	8% (30)	19% (68)	14% (51)	358
Age: 45-64	7% (54)	10% (78)	28% (207)	12% (92)	31% (230)	12% (89)	751
Age: 65+	5% (20)	8% (33)	28% (121)	9% (40)	38% (166)	13% (56)	436
GenZers: 1997-2012	7% (19)	12% (32)	28% (77)	12% (33)	14% (37)	28% (75)	274
Millennials: 1981-1996	15% (92)	19% (113)	25% (151)	12% (74)	17% (103)	11% (67)	599
GenXers: 1965-1980	10% (54)	13% (70)	28% (147)	10% (55)	24% (127)	14% (75)	529
Baby Boomers: 1946-1964	5% (33)	8% (59)	29% (204)	10% (74)	37% (260)	11% (77)	706
PID: Dem (no lean)	14% (126)	17% (151)	29% (261)	10% (89)	17% (155)	14% (128)	912
PID: Ind (no lean)	7% (44)	10% (62)	28% (180)	12% (76)	24% (154)	19% (125)	640
PID: Rep (no lean)	5% (31)	10% (68)	24% (155)	13% (81)	39% (253)	9% (61)	648
PID/Gender: Dem Men	16% (70)	14% (62)	29% (128)	11% (48)	18% (80)	12% (50)	438
PID/Gender: Dem Women	12% (56)	19% (90)	28% (134)	9% (42)	16% (75)	16% (78)	474
PID/Gender: Ind Men	7% (19)	7% (19)	27% (75)	13% (38)	29% (83)	17% (48)	283
PID/Gender: Ind Women	7% (25)	12% (43)	29% (104)	11% (38)	20% (71)	21% (76)	357
PID/Gender: Rep Men	7% (23)	12% (40)	19% (64)	15% (50)	42% (144)	6% (20)	341
PID/Gender: Rep Women	2% (8)	9% (28)	30% (91)	10% (31)	36% (109)	13% (41)	307
Ideo: Liberal (1-3)	16% (110)	17% (115)	30% (204)	10% (66)	15% (105)	12% (84)	683
Ideo: Moderate (4)	7% (45)	13% (82)	29% (180)	12% (75)	25% (151)	13% (82)	615
Ideo: Conservative (5-7)	5% (37)	9% (63)	24% (166)	12% (83)	39% (266)	10% (72)	688
Educ: < College	7% (100)	11% (163)	27% (404)	12% (178)	28% (428)	16% (241)	1512
Educ: Bachelors degree	12% (52)	16% (72)	31% (136)	10% (43)	21% (94)	11% (47)	444
Educ: Post-grad	21% (50)	19% (46)	23% (56)	11% (26)	16% (39)	11% (26)	244
Income: Under 50k	6% (73)	11% (138)	26% (316)	12% (148)	27% (335)	18% (221)	1230
Income: 50k-100k	11% (73)	14% (88)	30% (199)	10% (66)	25% (165)	10% (63)	654
Income: 100k+	18% (56)	17% (54)	26% (81)	10% (33)	20% (62)	9% (29)	316
Ethnicity: White	8% (140)	11% (196)	28% (477)	12% (203)	28% (480)	13% (226)	1722

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Table MCE9_10: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
OWN: Oprah Winfrey Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	9% (201)	13% (281)	27% (596)	11% (246)	26% (562)	14% (314)	2200
Ethnicity: Hispanic	13% (44)	15% (54)	24% (85)	10% (34)	16% (56)	22% (77)	349
Ethnicity: Black	18% (48)	22% (60)	23% (64)	8% (23)	16% (44)	13% (35)	274
Ethnicity: Other	7% (13)	12% (25)	27% (55)	10% (20)	19% (38)	26% (53)	204
All Christian	11% (115)	13% (134)	29% (307)	9% (95)	27% (289)	12% (130)	1070
All Non-Christian	13% (16)	17% (20)	28% (34)	17% (20)	9% (11)	16% (20)	122
Atheist	5% (5)	14% (12)	33% (29)	16% (15)	22% (20)	11% (9)	90
Agnostic/Nothing in particular	5% (27)	12% (63)	26% (137)	17% (93)	25% (133)	15% (83)	536
Something Else	10% (39)	14% (52)	23% (89)	6% (24)	28% (109)	19% (71)	383
Religious Non-Protestant/Catholic	13% (18)	16% (21)	26% (36)	16% (22)	12% (16)	17% (23)	137
Evangelical	15% (101)	14% (93)	24% (161)	7% (49)	29% (194)	12% (81)	679
Non-Evangelical	6% (45)	12% (90)	31% (228)	9% (67)	27% (197)	15% (114)	741
Community: Urban	14% (105)	18% (134)	25% (188)	14% (103)	17% (129)	11% (84)	742
Community: Suburban	7% (68)	10% (89)	30% (277)	10% (98)	28% (259)	15% (142)	932
Community: Rural	6% (29)	11% (58)	25% (131)	9% (46)	33% (174)	17% (88)	526
Employ: Private Sector	15% (95)	15% (97)	26% (167)	11% (73)	21% (132)	11% (70)	635
Employ: Government	17% (24)	20% (30)	33% (48)	5% (8)	13% (19)	12% (18)	147
Employ: Self-Employed	11% (23)	11% (23)	24% (50)	10% (22)	29% (61)	15% (31)	210
Employ: Homemaker	3% (5)	12% (19)	26% (43)	13% (22)	26% (43)	19% (32)	164
Employ: Student	7% (7)	16% (16)	32% (33)	12% (12)	13% (14)	20% (21)	103
Employ: Retired	4% (18)	9% (44)	27% (137)	10% (52)	39% (197)	12% (62)	509
Employ: Unemployed	6% (17)	13% (38)	25% (71)	12% (35)	22% (63)	21% (59)	283
Employ: Other	8% (11)	10% (14)	31% (46)	15% (23)	21% (32)	15% (22)	149
Military HH: Yes	9% (34)	13% (52)	24% (92)	10% (39)	34% (132)	11% (41)	390
Military HH: No	9% (167)	13% (229)	28% (504)	11% (208)	24% (429)	15% (273)	1810
RD/WT: Right Direction	13% (84)	17% (114)	26% (171)	9% (58)	23% (152)	14% (92)	671
RD/WT: Wrong Track	8% (117)	11% (168)	28% (425)	12% (188)	27% (410)	15% (222)	1529
Trump Job Approve	7% (63)	11% (99)	24% (213)	10% (89)	36% (313)	11% (99)	877
Trump Job Disapprove	11% (131)	14% (177)	29% (365)	12% (148)	19% (237)	14% (179)	1238

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Table MCE9_10: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
OWN: Oprah Winfrey Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	9% (201)	13% (281)	27% (596)	11% (246)	26% (562)	14% (314)	2200
Trump Job Strongly Approve	8% (44)	10% (55)	21% (111)	10% (55)	40% (214)	11% (56)	536
Trump Job Somewhat Approve	6% (19)	13% (43)	30% (103)	10% (34)	29% (99)	12% (42)	341
Trump Job Somewhat Disapprove	9% (24)	15% (44)	29% (84)	18% (52)	17% (47)	12% (33)	285
Trump Job Strongly Disapprove	11% (107)	14% (133)	29% (281)	10% (97)	20% (190)	15% (146)	953
Favorable of Trump	7% (65)	11% (96)	24% (210)	10% (90)	35% (309)	12% (104)	874
Unfavorable of Trump	10% (123)	14% (177)	30% (366)	12% (148)	19% (239)	14% (177)	1229
Very Favorable of Trump	8% (42)	10% (53)	19% (103)	10% (57)	41% (222)	12% (64)	540
Somewhat Favorable of Trump	7% (24)	13% (43)	32% (106)	10% (34)	26% (87)	12% (40)	334
Somewhat Unfavorable of Trump	8% (19)	10% (24)	34% (78)	20% (45)	19% (44)	8% (19)	230
Very Unfavorable of Trump	10% (103)	15% (153)	29% (288)	10% (103)	19% (194)	16% (157)	999
#1 Issue: Economy	9% (78)	12% (107)	26% (229)	10% (88)	28% (243)	14% (125)	870
#1 Issue: Security	10% (20)	12% (25)	22% (47)	14% (30)	33% (68)	10% (20)	210
#1 Issue: Health Care	10% (40)	14% (54)	32% (125)	11% (42)	22% (86)	11% (42)	390
#1 Issue: Medicare / Social Security	5% (14)	11% (28)	27% (71)	13% (35)	29% (75)	15% (40)	262
#1 Issue: Women’s Issues	10% (12)	16% (20)	26% (32)	8% (9)	17% (21)	23% (28)	122
#1 Issue: Education	16% (17)	20% (21)	27% (28)	10% (10)	14% (14)	13% (14)	104
#1 Issue: Energy	12% (11)	13% (11)	27% (24)	18% (16)	16% (15)	14% (13)	90
#1 Issue: Other	7% (10)	10% (16)	26% (39)	10% (15)	26% (39)	21% (32)	152
2018 House Vote: Democrat	16% (119)	16% (123)	30% (225)	10% (72)	16% (123)	13% (97)	760
2018 House Vote: Republican	5% (29)	10% (60)	25% (146)	11% (64)	42% (244)	7% (39)	581
2016 Vote: Hillary Clinton	15% (112)	16% (113)	32% (230)	8% (59)	14% (104)	14% (104)	722
2016 Vote: Donald Trump	5% (36)	10% (68)	23% (153)	12% (78)	42% (280)	7% (49)	665
2016 Vote: Other	6% (5)	16% (14)	21% (18)	13% (11)	26% (23)	17% (15)	87
2016 Vote: Didn’t Vote	7% (48)	12% (85)	27% (194)	13% (98)	21% (155)	20% (146)	725
Voted in 2014: Yes	11% (134)	13% (160)	27% (332)	10% (116)	28% (347)	11% (131)	1220
Voted in 2014: No	7% (67)	12% (121)	27% (264)	13% (130)	22% (215)	19% (183)	980

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Table MCE9_10: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
OWN: Oprah Winfrey Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	9% (201)	13% (281)	27% (596)	11% (246)	26% (562)	14% (314)	2200
2012 Vote: Barack Obama	13% (116)	15% (132)	32% (277)	9% (81)	18% (154)	12% (106)	864
2012 Vote: Mitt Romney	4% (18)	9% (41)	21% (93)	10% (44)	46% (204)	9% (42)	442
2012 Vote: Other	3% (2)	6% (4)	16% (10)	6% (4)	51% (30)	18% (11)	60
2012 Vote: Didn’t Vote	8% (65)	13% (104)	26% (217)	14% (118)	21% (173)	19% (155)	832
4-Region: Northeast	12% (47)	14% (54)	26% (102)	12% (47)	22% (87)	15% (58)	394
4-Region: Midwest	5% (22)	10% (44)	33% (153)	11% (53)	29% (134)	12% (56)	462
4-Region: South	10% (80)	14% (113)	25% (208)	10% (82)	27% (219)	15% (122)	824
4-Region: West	10% (53)	13% (70)	26% (133)	12% (65)	23% (121)	15% (78)	520
Cable TV subscribers	12% (115)	13% (129)	28% (278)	11% (105)	24% (233)	13% (126)	986
Satellite TV subscribers	16% (76)	19% (90)	24% (114)	9% (44)	21% (100)	12% (56)	481
Former cable TV subscribers	6% (46)	12% (93)	29% (226)	11% (89)	30% (234)	12% (98)	787
Former satellite TV subscribers	9% (60)	13% (87)	29% (198)	16% (106)	25% (169)	7% (50)	670
Watches mostly scripted shows	10% (79)	14% (119)	27% (226)	12% (96)	27% (224)	10% (85)	828
Watches mostly unscripted shows	13% (33)	18% (46)	24% (63)	16% (41)	18% (48)	11% (29)	260
Watches scripted and unscripted	11% (79)	13% (91)	32% (228)	12% (86)	24% (172)	9% (62)	718
Watches mostly for entertainment	7% (77)	13% (140)	29% (318)	12% (131)	29% (317)	11% (121)	1103
Watches mostly for education	19% (28)	26% (38)	19% (28)	11% (16)	21% (30)	4% (5)	145
Watches for entertainment and education	15% (88)	13% (80)	28% (168)	13% (82)	21% (127)	10% (62)	607
Likely to subscribe to Discovery+	21% (140)	22% (149)	24% (157)	11% (75)	15% (101)	7% (44)	665
Unlikely to subscribe to Discovery+	4% (43)	8% (95)	31% (345)	12% (137)	32% (356)	13% (152)	1127
Subscribes to at least one streaming service	10% (179)	14% (237)	27% (463)	11% (188)	25% (433)	12% (208)	1708
Subscribes to 3+ streaming services	14% (148)	16% (166)	27% (289)	11% (115)	21% (227)	11% (115)	1059

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

Table MCE9_11: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
 Motortrend

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (167)	12% (266)	30% (663)	11% (248)	19% (422)	20% (434)	2200
Gender: Male	11% (122)	18% (190)	30% (323)	12% (123)	14% (145)	15% (159)	1062
Gender: Female	4% (45)	7% (77)	30% (340)	11% (125)	24% (276)	24% (275)	1138
Age: 18-34	10% (65)	14% (89)	29% (188)	11% (72)	11% (74)	25% (167)	655
Age: 35-44	12% (44)	20% (71)	28% (101)	9% (32)	14% (49)	17% (60)	358
Age: 45-64	6% (48)	10% (77)	33% (250)	11% (85)	21% (156)	18% (136)	751
Age: 65+	2% (11)	7% (30)	28% (124)	13% (59)	33% (142)	16% (71)	436
GenZers: 1997-2012	7% (18)	7% (20)	33% (90)	11% (30)	9% (26)	33% (90)	274
Millennials: 1981-1996	13% (79)	19% (111)	26% (158)	11% (65)	12% (73)	19% (113)	599
GenXers: 1965-1980	8% (44)	14% (75)	32% (171)	12% (61)	16% (84)	18% (93)	529
Baby Boomers: 1946-1964	3% (23)	8% (58)	32% (222)	11% (80)	29% (205)	17% (117)	706
PID: Dem (no lean)	8% (77)	14% (130)	28% (256)	10% (94)	20% (184)	19% (170)	912
PID: Ind (no lean)	5% (32)	9% (60)	31% (201)	10% (67)	19% (124)	24% (157)	640
PID: Rep (no lean)	9% (58)	12% (76)	32% (207)	14% (88)	18% (114)	16% (107)	648
PID/Gender: Dem Men	14% (61)	22% (95)	27% (119)	9% (38)	15% (66)	14% (60)	438
PID/Gender: Dem Women	3% (16)	8% (36)	29% (136)	12% (56)	25% (119)	23% (111)	474
PID/Gender: Ind Men	7% (20)	14% (39)	35% (100)	9% (26)	14% (40)	21% (59)	283
PID/Gender: Ind Women	3% (12)	6% (21)	28% (101)	11% (41)	23% (84)	27% (98)	357
PID/Gender: Rep Men	12% (41)	16% (56)	30% (104)	18% (60)	12% (40)	12% (41)	341
PID/Gender: Rep Women	5% (17)	7% (20)	34% (103)	9% (28)	24% (74)	21% (66)	307
Ideo: Liberal (1-3)	10% (67)	15% (104)	29% (200)	11% (75)	19% (132)	16% (107)	683
Ideo: Moderate (4)	6% (35)	12% (74)	30% (183)	12% (75)	20% (125)	20% (122)	615
Ideo: Conservative (5-7)	8% (57)	12% (80)	34% (231)	12% (81)	18% (123)	17% (116)	688
Educ: < College	6% (88)	9% (132)	30% (460)	12% (175)	21% (310)	23% (347)	1512
Educ: Bachelors degree	9% (41)	18% (80)	31% (138)	11% (49)	18% (79)	13% (57)	444
Educ: Post-grad	16% (38)	22% (54)	27% (65)	10% (24)	13% (33)	12% (30)	244
Income: Under 50k	5% (62)	8% (103)	30% (371)	11% (137)	22% (272)	23% (285)	1230
Income: 50k-100k	9% (60)	14% (94)	32% (211)	12% (78)	17% (110)	15% (101)	654
Income: 100k+	14% (45)	22% (68)	26% (81)	11% (33)	12% (39)	15% (48)	316
Ethnicity: White	8% (139)	12% (207)	31% (537)	11% (196)	19% (332)	18% (310)	1722

Continued on next page

Table MCE9_11: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Motortrend

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	8% (167)	12% (266)	30% (663)	11% (248)	19% (422)	20% (434)	2200
Ethnicity: Hispanic	9% (30)	15% (54)	26% (89)	11% (39)	15% (53)	24% (84)	349
Ethnicity: Black	8% (22)	13% (36)	26% (70)	10% (27)	20% (54)	23% (64)	274
Ethnicity: Other	3% (6)	12% (24)	27% (55)	12% (25)	17% (35)	29% (59)	204
All Christian	9% (96)	14% (146)	30% (325)	12% (130)	20% (210)	15% (164)	1070
All Non-Christian	14% (17)	24% (29)	27% (33)	7% (9)	11% (13)	18% (22)	122
Atheist	9% (8)	10% (9)	39% (35)	13% (12)	18% (16)	12% (11)	90
Agnostic/Nothing in particular	6% (30)	10% (52)	30% (158)	12% (62)	20% (109)	23% (124)	536
Something Else	4% (16)	8% (31)	29% (112)	9% (36)	19% (74)	30% (113)	383
Religious Non-Protestant/Catholic	13% (18)	21% (29)	28% (38)	7% (9)	12% (17)	19% (26)	137
Evangelical	12% (83)	14% (93)	30% (204)	10% (67)	16% (109)	18% (121)	679
Non-Evangelical	3% (25)	11% (82)	30% (220)	13% (97)	23% (169)	20% (148)	741
Community: Urban	12% (90)	17% (124)	29% (213)	11% (83)	16% (117)	16% (115)	742
Community: Suburban	5% (51)	9% (84)	31% (287)	13% (121)	21% (192)	21% (196)	932
Community: Rural	5% (26)	11% (58)	31% (163)	8% (44)	21% (113)	23% (122)	526
Employ: Private Sector	13% (82)	18% (113)	29% (187)	8% (53)	17% (107)	15% (93)	635
Employ: Government	7% (11)	20% (30)	33% (48)	14% (20)	11% (16)	15% (22)	147
Employ: Self-Employed	12% (25)	16% (33)	30% (63)	12% (25)	13% (27)	18% (38)	210
Employ: Homemaker	4% (7)	11% (19)	24% (39)	13% (21)	16% (25)	32% (53)	164
Employ: Student	7% (7)	8% (9)	35% (37)	12% (13)	10% (10)	28% (28)	103
Employ: Retired	3% (14)	7% (35)	31% (159)	11% (58)	32% (162)	16% (82)	509
Employ: Unemployed	6% (18)	7% (20)	28% (81)	11% (32)	18% (51)	29% (82)	283
Employ: Other	3% (4)	6% (9)	34% (50)	18% (26)	16% (23)	24% (36)	149
Military HH: Yes	8% (33)	14% (55)	32% (125)	12% (46)	20% (78)	14% (53)	390
Military HH: No	7% (134)	12% (212)	30% (538)	11% (202)	19% (343)	21% (381)	1810
RD/WT: Right Direction	13% (84)	17% (116)	29% (195)	10% (66)	14% (91)	18% (118)	671
RD/WT: Wrong Track	5% (83)	10% (150)	31% (468)	12% (182)	22% (331)	21% (316)	1529
Trump Job Approve	10% (86)	13% (111)	31% (275)	11% (97)	17% (152)	18% (156)	877
Trump Job Disapprove	6% (79)	12% (155)	29% (365)	11% (141)	21% (261)	19% (237)	1238

Continued on next page

Table MCE9_11: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Motortrend

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	8% (167)	12% (266)	30% (663)	11% (248)	19% (422)	20% (434)	2200
Trump Job Strongly Approve	11% (59)	13% (68)	30% (158)	11% (58)	19% (100)	17% (93)	536
Trump Job Somewhat Approve	8% (27)	13% (43)	34% (117)	11% (39)	15% (52)	18% (62)	341
Trump Job Somewhat Disapprove	9% (25)	17% (49)	38% (108)	11% (30)	10% (30)	15% (43)	285
Trump Job Strongly Disapprove	6% (54)	11% (106)	27% (257)	12% (111)	24% (232)	20% (194)	953
Favorable of Trump	11% (95)	13% (111)	31% (271)	10% (90)	17% (151)	18% (156)	874
Unfavorable of Trump	5% (65)	12% (149)	30% (371)	12% (148)	21% (262)	19% (233)	1229
Very Favorable of Trump	11% (61)	10% (55)	28% (150)	11% (58)	20% (108)	20% (109)	540
Somewhat Favorable of Trump	10% (34)	17% (56)	36% (121)	10% (32)	13% (43)	14% (47)	334
Somewhat Unfavorable of Trump	6% (13)	17% (40)	41% (95)	12% (28)	10% (22)	14% (32)	230
Very Unfavorable of Trump	5% (53)	11% (109)	28% (276)	12% (120)	24% (240)	20% (201)	999
#1 Issue: Economy	8% (67)	12% (102)	31% (274)	11% (92)	18% (154)	21% (181)	870
#1 Issue: Security	9% (19)	10% (21)	32% (68)	7% (16)	23% (48)	18% (39)	210
#1 Issue: Health Care	9% (34)	14% (54)	32% (125)	12% (48)	20% (80)	13% (50)	390
#1 Issue: Medicare / Social Security	4% (10)	9% (23)	29% (77)	14% (37)	23% (61)	20% (53)	262
#1 Issue: Women’s Issues	8% (10)	10% (12)	23% (29)	10% (12)	20% (24)	29% (35)	122
#1 Issue: Education	10% (11)	18% (19)	26% (27)	16% (16)	10% (10)	20% (21)	104
#1 Issue: Energy	14% (12)	17% (15)	25% (22)	12% (10)	14% (13)	20% (18)	90
#1 Issue: Other	2% (4)	13% (20)	28% (43)	11% (16)	21% (31)	25% (38)	152
2018 House Vote: Democrat	9% (69)	15% (115)	28% (213)	11% (83)	20% (149)	17% (130)	760
2018 House Vote: Republican	9% (53)	12% (72)	32% (188)	13% (74)	20% (116)	14% (79)	581
2016 Vote: Hillary Clinton	8% (61)	15% (110)	28% (206)	10% (74)	20% (146)	17% (125)	722
2016 Vote: Donald Trump	10% (63)	13% (84)	32% (215)	13% (84)	19% (124)	14% (95)	665
2016 Vote: Other	3% (3)	8% (7)	27% (24)	14% (12)	29% (25)	19% (17)	87
2016 Vote: Didn’t Vote	6% (40)	9% (65)	30% (218)	11% (78)	17% (127)	27% (197)	725
Voted in 2014: Yes	9% (110)	13% (163)	31% (374)	11% (130)	20% (250)	16% (194)	1220
Voted in 2014: No	6% (58)	11% (103)	30% (289)	12% (119)	18% (172)	24% (239)	980

Continued on next page

Table MCE9_11: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Motortrend

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	8% (167)	12% (266)	30% (663)	11% (248)	19% (422)	20% (434)	2200
2012 Vote: Barack Obama	9% (75)	14% (123)	29% (249)	10% (86)	21% (185)	17% (146)	864
2012 Vote: Mitt Romney	8% (35)	11% (49)	31% (139)	12% (52)	22% (97)	16% (70)	442
2012 Vote: Other	3% (2)	7% (4)	32% (19)	13% (8)	22% (13)	23% (14)	60
2012 Vote: Didn’t Vote	7% (54)	11% (90)	31% (255)	12% (102)	15% (127)	24% (204)	832
4-Region: Northeast	9% (36)	16% (62)	28% (110)	11% (43)	17% (66)	19% (76)	394
4-Region: Midwest	8% (37)	7% (34)	30% (138)	14% (63)	23% (109)	18% (83)	462
4-Region: South	6% (53)	13% (107)	32% (267)	9% (78)	18% (150)	21% (170)	824
4-Region: West	8% (42)	12% (64)	29% (148)	12% (64)	19% (97)	20% (105)	520
Cable TV subscribers	9% (88)	13% (124)	29% (287)	13% (129)	18% (175)	18% (182)	986
Satellite TV subscribers	11% (54)	19% (91)	29% (139)	9% (42)	16% (79)	16% (76)	481
Former cable TV subscribers	6% (46)	11% (87)	35% (273)	11% (85)	20% (156)	18% (140)	787
Former satellite TV subscribers	9% (61)	13% (85)	36% (244)	12% (80)	16% (110)	13% (90)	670
Watches mostly scripted shows	9% (72)	12% (103)	32% (265)	12% (102)	20% (164)	15% (122)	828
Watches mostly unscripted shows	11% (28)	20% (52)	23% (60)	9% (24)	17% (45)	19% (51)	260
Watches scripted and unscripted	6% (46)	13% (92)	35% (251)	13% (92)	17% (124)	16% (112)	718
Watches mostly for entertainment	6% (66)	12% (131)	32% (350)	12% (130)	22% (241)	17% (185)	1103
Watches mostly for education	25% (36)	20% (29)	23% (34)	13% (19)	12% (17)	7% (9)	145
Watches for entertainment and education	9% (52)	15% (92)	32% (196)	13% (78)	15% (89)	16% (100)	607
Likely to subscribe to Discovery+	19% (126)	24% (158)	27% (178)	10% (65)	10% (64)	11% (73)	665
Unlikely to subscribe to Discovery+	2% (26)	7% (77)	33% (370)	14% (157)	26% (294)	18% (203)	1127
Subscribes to at least one streaming service	9% (148)	13% (227)	30% (504)	11% (196)	19% (322)	18% (311)	1708
Subscribes to 3+ streaming services	12% (122)	16% (165)	28% (297)	12% (124)	17% (177)	16% (175)	1059

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

Table MCE9_12: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

DIY Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (303)	24% (523)	29% (643)	6% (142)	12% (253)	15% (336)	2200
Gender: Male	13% (139)	25% (267)	32% (336)	7% (71)	10% (111)	13% (137)	1062
Gender: Female	14% (164)	22% (256)	27% (307)	6% (71)	13% (143)	17% (199)	1138
Age: 18-34	17% (114)	28% (182)	23% (150)	5% (35)	8% (53)	18% (120)	655
Age: 35-44	18% (63)	26% (94)	29% (103)	7% (24)	7% (26)	13% (47)	358
Age: 45-64	12% (89)	21% (161)	34% (255)	6% (48)	12% (92)	14% (105)	751
Age: 65+	8% (36)	20% (86)	31% (135)	8% (35)	19% (81)	15% (63)	436
GenZers: 1997-2012	16% (44)	20% (55)	25% (68)	5% (14)	9% (25)	25% (68)	274
Millennials: 1981-1996	19% (112)	30% (178)	25% (148)	7% (41)	7% (41)	13% (80)	599
GenXers: 1965-1980	15% (77)	24% (128)	32% (168)	6% (33)	9% (49)	14% (74)	529
Baby Boomers: 1946-1964	9% (64)	22% (152)	32% (229)	7% (51)	16% (113)	14% (97)	706
PID: Dem (no lean)	15% (137)	24% (215)	28% (259)	7% (60)	11% (105)	15% (134)	912
PID: Ind (no lean)	12% (80)	21% (133)	30% (192)	5% (30)	12% (78)	20% (126)	640
PID: Rep (no lean)	13% (85)	27% (174)	30% (191)	8% (51)	11% (70)	12% (75)	648
PID/Gender: Dem Men	14% (61)	27% (116)	30% (132)	6% (28)	11% (47)	13% (55)	438
PID/Gender: Dem Women	16% (77)	21% (99)	27% (128)	7% (33)	12% (58)	17% (80)	474
PID/Gender: Ind Men	12% (34)	20% (58)	36% (102)	5% (13)	10% (28)	17% (49)	283
PID/Gender: Ind Women	13% (46)	21% (76)	25% (91)	5% (17)	14% (50)	22% (77)	357
PID/Gender: Rep Men	13% (45)	27% (93)	30% (103)	9% (30)	11% (36)	10% (33)	341
PID/Gender: Rep Women	13% (40)	26% (81)	29% (89)	7% (21)	11% (35)	14% (42)	307
Ideo: Liberal (1-3)	18% (121)	24% (164)	29% (197)	7% (49)	11% (77)	11% (75)	683
Ideo: Moderate (4)	11% (69)	23% (139)	32% (199)	6% (39)	12% (72)	16% (97)	615
Ideo: Conservative (5-7)	12% (85)	26% (180)	31% (215)	6% (43)	11% (74)	13% (91)	688
Educ: < College	13% (193)	21% (312)	30% (447)	7% (102)	13% (192)	18% (266)	1512
Educ: Bachelors degree	14% (61)	31% (138)	29% (130)	5% (24)	10% (45)	11% (47)	444
Educ: Post-grad	20% (49)	30% (73)	27% (67)	7% (16)	6% (16)	9% (23)	244
Income: Under 50k	11% (133)	22% (269)	28% (344)	7% (81)	13% (162)	20% (240)	1230
Income: 50k-100k	16% (106)	23% (150)	34% (219)	6% (40)	12% (76)	9% (62)	654
Income: 100k+	20% (63)	33% (103)	25% (80)	6% (20)	5% (15)	11% (34)	316
Ethnicity: White	13% (228)	24% (421)	30% (520)	7% (118)	11% (190)	14% (244)	1722

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Table MCE9_12: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
DIY Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (303)	24% (523)	29% (643)	6% (142)	12% (253)	15% (336)	2200
Ethnicity: Hispanic	15% (51)	27% (93)	22% (78)	8% (28)	11% (38)	18% (62)	349
Ethnicity: Black	18% (50)	19% (53)	26% (72)	5% (12)	15% (40)	17% (46)	274
Ethnicity: Other	12% (24)	24% (49)	25% (51)	6% (11)	11% (23)	22% (46)	204
All Christian	15% (158)	24% (257)	31% (332)	7% (75)	11% (121)	12% (128)	1070
All Non-Christian	14% (17)	30% (37)	28% (34)	6% (7)	5% (6)	17% (21)	122
Atheist	8% (8)	31% (28)	34% (31)	6% (5)	13% (12)	7% (6)	90
Agnostic/Nothing in particular	12% (65)	24% (126)	28% (150)	6% (31)	14% (74)	17% (89)	536
Something Else	15% (56)	20% (75)	25% (96)	6% (23)	11% (40)	24% (92)	383
Religious Non-Protestant/Catholic	15% (20)	29% (40)	28% (38)	6% (8)	5% (6)	18% (25)	137
Evangelical	19% (126)	26% (178)	27% (180)	6% (41)	8% (56)	14% (97)	679
Non-Evangelical	11% (81)	20% (149)	32% (237)	7% (55)	14% (103)	16% (116)	741
Community: Urban	18% (131)	24% (179)	27% (203)	7% (53)	10% (75)	14% (101)	742
Community: Suburban	11% (105)	25% (230)	32% (294)	6% (59)	12% (109)	14% (134)	932
Community: Rural	13% (67)	22% (114)	28% (146)	6% (30)	13% (69)	19% (101)	526
Employ: Private Sector	17% (111)	28% (178)	28% (179)	8% (49)	9% (55)	10% (64)	635
Employ: Government	18% (26)	27% (40)	29% (43)	5% (7)	6% (9)	15% (22)	147
Employ: Self-Employed	23% (48)	27% (57)	22% (46)	4% (8)	10% (21)	14% (30)	210
Employ: Homemaker	16% (26)	26% (42)	25% (41)	4% (6)	8% (14)	21% (35)	164
Employ: Student	16% (16)	21% (21)	34% (35)	7% (8)	4% (4)	19% (19)	103
Employ: Retired	7% (37)	19% (97)	33% (170)	7% (35)	20% (103)	13% (68)	509
Employ: Unemployed	8% (22)	20% (58)	30% (85)	6% (17)	13% (35)	23% (66)	283
Employ: Other	11% (17)	20% (30)	30% (44)	8% (12)	9% (13)	22% (33)	149
Military HH: Yes	16% (64)	22% (87)	27% (106)	8% (31)	14% (56)	12% (46)	390
Military HH: No	13% (239)	24% (436)	30% (538)	6% (111)	11% (197)	16% (290)	1810
RD/WT: Right Direction	18% (119)	27% (180)	27% (178)	6% (41)	9% (58)	14% (95)	671
RD/WT: Wrong Track	12% (184)	22% (343)	30% (465)	7% (101)	13% (196)	16% (240)	1529
Trump Job Approve	15% (130)	26% (227)	28% (245)	7% (65)	10% (89)	14% (120)	877
Trump Job Disapprove	14% (168)	22% (278)	31% (378)	6% (74)	13% (158)	15% (182)	1238

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Table MCE9_12: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
DIY Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (303)	24% (523)	29% (643)	6% (142)	12% (253)	15% (336)	2200
Trump Job Strongly Approve	15% (81)	23% (122)	28% (151)	8% (44)	11% (60)	15% (79)	536
Trump Job Somewhat Approve	14% (49)	31% (105)	28% (94)	6% (22)	9% (30)	12% (41)	341
Trump Job Somewhat Disapprove	16% (45)	26% (73)	38% (107)	5% (15)	5% (13)	11% (31)	285
Trump Job Strongly Disapprove	13% (124)	21% (205)	28% (271)	6% (59)	15% (144)	16% (151)	953
Favorable of Trump	15% (134)	26% (227)	28% (242)	8% (66)	10% (88)	14% (118)	874
Unfavorable of Trump	13% (161)	23% (277)	30% (374)	6% (74)	13% (157)	15% (185)	1229
Very Favorable of Trump	15% (83)	23% (127)	25% (137)	8% (42)	12% (64)	16% (88)	540
Somewhat Favorable of Trump	15% (51)	30% (100)	31% (104)	7% (24)	7% (24)	9% (30)	334
Somewhat Unfavorable of Trump	12% (27)	26% (61)	40% (92)	5% (11)	6% (14)	11% (25)	230
Very Unfavorable of Trump	13% (133)	22% (217)	28% (283)	6% (63)	14% (143)	16% (160)	999
#1 Issue: Economy	14% (118)	25% (219)	29% (254)	6% (50)	10% (87)	16% (142)	870
#1 Issue: Security	12% (25)	22% (47)	27% (57)	8% (17)	14% (28)	17% (36)	210
#1 Issue: Health Care	16% (63)	25% (98)	32% (124)	6% (25)	11% (42)	10% (38)	390
#1 Issue: Medicare / Social Security	11% (29)	19% (51)	28% (72)	8% (20)	17% (44)	17% (46)	262
#1 Issue: Women’s Issues	13% (16)	19% (23)	33% (40)	6% (7)	12% (15)	17% (21)	122
#1 Issue: Education	22% (23)	25% (26)	25% (26)	12% (13)	7% (7)	10% (10)	104
#1 Issue: Energy	16% (15)	30% (27)	27% (25)	3% (3)	10% (9)	13% (12)	90
#1 Issue: Other	9% (14)	22% (33)	30% (45)	5% (8)	14% (21)	21% (31)	152
2018 House Vote: Democrat	16% (122)	24% (185)	29% (223)	6% (48)	11% (83)	13% (98)	760
2018 House Vote: Republican	14% (80)	27% (156)	31% (179)	7% (43)	11% (64)	10% (59)	581
2016 Vote: Hillary Clinton	15% (109)	23% (163)	31% (226)	7% (48)	11% (78)	14% (98)	722
2016 Vote: Donald Trump	14% (91)	29% (190)	31% (203)	7% (48)	10% (66)	10% (67)	665
2016 Vote: Other	14% (12)	22% (19)	27% (24)	4% (4)	16% (14)	17% (15)	87
2016 Vote: Didn’t Vote	12% (90)	21% (151)	26% (190)	6% (42)	13% (96)	22% (157)	725
Voted in 2014: Yes	16% (191)	25% (303)	30% (371)	6% (76)	11% (133)	12% (147)	1220
Voted in 2014: No	11% (112)	23% (220)	28% (272)	7% (66)	12% (120)	19% (189)	980

Continued on next page

Table MCE9_12: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
DIY Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (303)	24% (523)	29% (643)	6% (142)	12% (253)	15% (336)	2200
2012 Vote: Barack Obama	17% (147)	23% (203)	31% (268)	6% (50)	10% (89)	12% (108)	864
2012 Vote: Mitt Romney	11% (50)	27% (118)	29% (130)	7% (33)	13% (56)	12% (55)	442
2012 Vote: Other	12% (7)	23% (14)	23% (14)	10% (6)	14% (8)	19% (11)	60
2012 Vote: Didn’t Vote	12% (100)	22% (187)	28% (230)	6% (54)	12% (100)	19% (162)	832
4-Region: Northeast	16% (64)	20% (78)	29% (115)	7% (28)	11% (44)	16% (65)	394
4-Region: Midwest	12% (55)	24% (110)	30% (140)	7% (33)	15% (67)	12% (57)	462
4-Region: South	14% (118)	25% (205)	30% (244)	6% (52)	10% (83)	15% (122)	824
4-Region: West	13% (66)	25% (130)	28% (144)	6% (29)	11% (58)	18% (92)	520
Cable TV subscribers	16% (157)	22% (219)	31% (306)	7% (65)	10% (103)	14% (135)	986
Satellite TV subscribers	19% (94)	27% (129)	27% (131)	5% (25)	10% (48)	11% (54)	481
Former cable TV subscribers	12% (98)	26% (203)	29% (232)	6% (50)	12% (92)	14% (112)	787
Former satellite TV subscribers	15% (98)	24% (159)	34% (228)	8% (52)	10% (69)	10% (65)	670
Watches mostly scripted shows	13% (112)	24% (197)	31% (253)	7% (60)	14% (113)	11% (93)	828
Watches mostly unscripted shows	17% (45)	27% (70)	25% (65)	7% (19)	10% (27)	13% (33)	260
Watches scripted and unscripted	18% (126)	28% (201)	32% (230)	6% (44)	7% (47)	10% (69)	718
Watches mostly for entertainment	12% (136)	24% (262)	31% (342)	8% (83)	13% (143)	12% (136)	1103
Watches mostly for education	19% (27)	29% (42)	23% (33)	14% (20)	9% (13)	6% (9)	145
Watches for entertainment and education	20% (121)	29% (174)	30% (182)	5% (29)	6% (38)	10% (63)	607
Likely to subscribe to Discovery+	27% (182)	33% (218)	22% (145)	6% (43)	6% (38)	6% (39)	665
Unlikely to subscribe to Discovery+	8% (95)	19% (213)	34% (387)	7% (78)	17% (195)	14% (160)	1127
Subscribes to at least one streaming service	16% (267)	25% (435)	28% (478)	7% (122)	11% (184)	13% (222)	1708
Subscribes to 3+ streaming services	20% (213)	27% (283)	26% (272)	8% (82)	9% (97)	11% (112)	1059

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

Table MCE9_13: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Cooking Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	24% (530)	26% (562)	7% (165)	12% (254)	14% (297)	2200
Gender: Male	16% (168)	25% (266)	27% (287)	9% (93)	12% (122)	12% (126)	1062
Gender: Female	20% (223)	23% (264)	24% (275)	6% (72)	12% (132)	15% (171)	1138
Age: 18-34	23% (148)	26% (170)	23% (151)	5% (30)	8% (52)	16% (103)	655
Age: 35-44	23% (84)	27% (96)	25% (90)	7% (26)	6% (21)	12% (41)	358
Age: 45-64	16% (120)	23% (176)	28% (208)	7% (53)	13% (94)	13% (99)	751
Age: 65+	9% (39)	20% (88)	26% (112)	13% (56)	20% (88)	12% (53)	436
GenZers: 1997-2012	19% (52)	23% (63)	24% (65)	3% (9)	7% (20)	24% (64)	274
Millennials: 1981-1996	26% (156)	27% (163)	23% (141)	6% (36)	7% (42)	10% (62)	599
GenXers: 1965-1980	18% (97)	27% (144)	25% (131)	8% (42)	9% (45)	13% (69)	529
Baby Boomers: 1946-1964	11% (76)	20% (143)	29% (202)	10% (69)	18% (126)	13% (89)	706
PID: Dem (no lean)	21% (191)	24% (219)	24% (220)	7% (68)	11% (102)	12% (112)	912
PID: Ind (no lean)	17% (107)	20% (129)	26% (167)	7% (42)	11% (73)	19% (122)	640
PID: Rep (no lean)	14% (94)	28% (183)	27% (175)	8% (55)	12% (78)	10% (63)	648
PID/Gender: Dem Men	20% (89)	24% (104)	25% (108)	8% (36)	12% (54)	11% (47)	438
PID/Gender: Dem Women	21% (102)	24% (115)	24% (112)	7% (31)	10% (48)	14% (65)	474
PID/Gender: Ind Men	14% (41)	20% (57)	30% (86)	7% (20)	10% (28)	18% (51)	283
PID/Gender: Ind Women	18% (66)	20% (71)	23% (82)	6% (22)	13% (45)	20% (71)	357
PID/Gender: Rep Men	11% (38)	31% (105)	27% (93)	11% (36)	12% (40)	8% (28)	341
PID/Gender: Rep Women	18% (56)	25% (78)	27% (82)	6% (19)	12% (38)	11% (35)	307
Ideo: Liberal (1-3)	22% (154)	26% (175)	25% (168)	8% (52)	10% (68)	10% (67)	683
Ideo: Moderate (4)	17% (107)	22% (138)	26% (161)	8% (49)	12% (71)	14% (88)	615
Ideo: Conservative (5-7)	16% (108)	26% (178)	28% (192)	8% (54)	12% (83)	10% (71)	688
Educ: < College	17% (252)	23% (345)	25% (375)	7% (104)	13% (198)	16% (238)	1512
Educ: Bachelors degree	19% (82)	25% (112)	29% (127)	10% (44)	9% (39)	9% (40)	444
Educ: Post-grad	23% (57)	30% (74)	25% (61)	7% (17)	7% (17)	8% (19)	244
Income: Under 50k	16% (194)	23% (284)	24% (292)	8% (97)	12% (147)	18% (216)	1230
Income: 50k-100k	18% (117)	22% (146)	30% (195)	8% (54)	13% (84)	9% (57)	654
Income: 100k+	25% (81)	32% (100)	24% (75)	4% (14)	7% (23)	8% (24)	316
Ethnicity: White	17% (286)	25% (427)	26% (453)	9% (147)	11% (187)	13% (221)	1722

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Table MCE9_13: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Cooking Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	18% (391)	24% (530)	26% (562)	7% (165)	12% (254)	14% (297)	2200
Ethnicity: Hispanic	23% (81)	25% (89)	21% (74)	5% (18)	8% (29)	17% (58)	349
Ethnicity: Black	24% (67)	17% (47)	23% (64)	6% (16)	16% (44)	13% (37)	274
Ethnicity: Other	19% (39)	27% (56)	22% (45)	1% (3)	11% (23)	19% (39)	204
All Christian	18% (197)	25% (272)	25% (271)	7% (78)	11% (121)	12% (130)	1070
All Non-Christian	20% (24)	24% (29)	27% (33)	9% (11)	5% (6)	15% (18)	122
Atheist	16% (14)	29% (26)	32% (29)	8% (7)	9% (8)	7% (6)	90
Agnostic/Nothing in particular	16% (85)	21% (113)	26% (138)	9% (46)	13% (71)	15% (81)	536
Something Else	19% (71)	23% (89)	24% (91)	6% (22)	13% (48)	16% (62)	383
Religious Non-Protestant/Catholic	21% (28)	22% (30)	26% (35)	10% (14)	5% (7)	17% (23)	137
Evangelical	21% (143)	26% (177)	26% (175)	5% (37)	11% (74)	11% (73)	679
Non-Evangelical	15% (114)	25% (182)	24% (180)	8% (61)	13% (93)	15% (112)	741
Community: Urban	22% (163)	24% (181)	25% (183)	9% (66)	9% (70)	10% (77)	742
Community: Suburban	16% (150)	26% (242)	26% (241)	6% (60)	12% (108)	14% (130)	932
Community: Rural	15% (78)	20% (107)	26% (138)	7% (39)	14% (75)	17% (90)	526
Employ: Private Sector	23% (145)	29% (183)	23% (146)	6% (37)	9% (60)	10% (65)	635
Employ: Government	21% (31)	32% (47)	18% (27)	10% (14)	7% (10)	11% (17)	147
Employ: Self-Employed	21% (44)	23% (49)	25% (52)	7% (15)	10% (21)	14% (29)	210
Employ: Homemaker	19% (31)	25% (41)	23% (38)	6% (10)	7% (11)	20% (32)	164
Employ: Student	25% (26)	22% (22)	32% (33)	2% (2)	6% (6)	13% (14)	103
Employ: Retired	9% (46)	18% (94)	30% (151)	12% (60)	20% (102)	11% (56)	509
Employ: Unemployed	14% (39)	21% (59)	27% (77)	5% (15)	12% (34)	21% (58)	283
Employ: Other	19% (28)	24% (35)	25% (37)	8% (12)	6% (10)	17% (26)	149
Military HH: Yes	16% (62)	24% (93)	27% (104)	9% (35)	14% (54)	11% (42)	390
Military HH: No	18% (330)	24% (438)	25% (458)	7% (130)	11% (200)	14% (255)	1810
RD/WT: Right Direction	22% (151)	29% (193)	22% (145)	7% (45)	8% (53)	13% (85)	671
RD/WT: Wrong Track	16% (241)	22% (337)	27% (418)	8% (120)	13% (201)	14% (213)	1529
Trump Job Approve	17% (153)	25% (222)	28% (249)	7% (58)	11% (98)	11% (97)	877
Trump Job Disapprove	18% (224)	24% (294)	24% (298)	9% (107)	12% (149)	13% (166)	1238

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Table MCE9_13: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?*Cooking Channel*

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (391)	24% (530)	26% (562)	7% (165)	12% (254)	14% (297)	2200
Trump Job Strongly Approve	16% (87)	25% (135)	29% (156)	6% (31)	12% (67)	11% (59)	536
Trump Job Somewhat Approve	19% (65)	25% (87)	27% (92)	8% (27)	9% (31)	11% (38)	341
Trump Job Somewhat Disapprove	17% (48)	29% (82)	26% (73)	12% (33)	7% (20)	10% (29)	285
Trump Job Strongly Disapprove	18% (176)	22% (212)	24% (225)	8% (74)	14% (129)	14% (137)	953
Favorable of Trump	18% (154)	25% (220)	27% (238)	7% (58)	12% (103)	12% (101)	874
Unfavorable of Trump	18% (222)	24% (291)	25% (302)	8% (104)	12% (146)	13% (164)	1229
Very Favorable of Trump	18% (95)	24% (128)	26% (141)	6% (32)	13% (73)	13% (71)	540
Somewhat Favorable of Trump	18% (59)	27% (92)	29% (96)	8% (26)	9% (30)	9% (30)	334
Somewhat Unfavorable of Trump	19% (44)	24% (56)	28% (64)	12% (27)	8% (18)	10% (23)	230
Very Unfavorable of Trump	18% (178)	24% (235)	24% (238)	8% (78)	13% (129)	14% (142)	999
#1 Issue: Economy	16% (141)	27% (235)	26% (226)	7% (61)	11% (95)	13% (112)	870
#1 Issue: Security	15% (32)	18% (37)	28% (59)	11% (22)	13% (27)	16% (33)	210
#1 Issue: Health Care	22% (87)	24% (95)	26% (100)	6% (24)	12% (48)	9% (36)	390
#1 Issue: Medicare / Social Security	12% (32)	20% (52)	24% (62)	13% (33)	17% (43)	15% (39)	262
#1 Issue: Women's Issues	26% (31)	15% (19)	23% (28)	8% (10)	10% (12)	18% (21)	122
#1 Issue: Education	26% (27)	27% (29)	25% (26)	7% (7)	3% (4)	12% (12)	104
#1 Issue: Energy	26% (24)	24% (22)	22% (20)	5% (5)	9% (8)	13% (12)	90
#1 Issue: Other	11% (16)	27% (41)	27% (41)	3% (4)	11% (17)	21% (32)	152
2018 House Vote: Democrat	22% (164)	25% (188)	23% (176)	8% (62)	10% (76)	12% (92)	760
2018 House Vote: Republican	15% (90)	27% (158)	28% (165)	8% (46)	13% (78)	8% (45)	581
2016 Vote: Hillary Clinton	21% (149)	24% (174)	25% (179)	8% (61)	10% (69)	12% (90)	722
2016 Vote: Donald Trump	16% (106)	27% (182)	28% (188)	8% (54)	12% (80)	8% (55)	665
2016 Vote: Other	16% (14)	24% (20)	26% (23)	3% (2)	16% (14)	16% (14)	87
2016 Vote: Didn't Vote	17% (121)	21% (153)	24% (173)	7% (48)	13% (91)	19% (139)	725
Voted in 2014: Yes	19% (233)	25% (307)	26% (314)	8% (97)	12% (143)	10% (128)	1220
Voted in 2014: No	16% (159)	23% (223)	25% (249)	7% (68)	11% (111)	17% (170)	980

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Table MCE9_13: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Cooking Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	18% (391)	24% (530)	26% (562)	7% (165)	12% (254)	14% (297)	2200
2012 Vote: Barack Obama	21% (179)	24% (211)	25% (215)	8% (71)	11% (93)	11% (95)	864
2012 Vote: Mitt Romney	15% (65)	26% (115)	29% (127)	7% (33)	13% (58)	10% (44)	442
2012 Vote: Other	9% (5)	20% (12)	22% (13)	4% (3)	24% (15)	20% (12)	60
2012 Vote: Didn’t Vote	17% (141)	23% (191)	25% (207)	7% (58)	11% (89)	18% (146)	832
4-Region: Northeast	20% (80)	23% (90)	25% (98)	7% (29)	12% (47)	13% (51)	394
4-Region: Midwest	14% (67)	21% (96)	29% (133)	7% (33)	15% (71)	14% (63)	462
4-Region: South	18% (148)	26% (215)	26% (213)	7% (55)	10% (81)	14% (111)	824
4-Region: West	19% (97)	25% (129)	23% (118)	9% (48)	11% (56)	14% (72)	520
Cable TV subscribers	21% (205)	24% (237)	26% (256)	8% (81)	10% (95)	11% (113)	986
Satellite TV subscribers	23% (113)	22% (106)	24% (113)	7% (36)	12% (59)	11% (54)	481
Former cable TV subscribers	16% (123)	28% (217)	26% (202)	7% (52)	12% (97)	12% (95)	787
Former satellite TV subscribers	17% (116)	27% (182)	29% (192)	8% (53)	10% (70)	8% (57)	670
Watches mostly scripted shows	17% (140)	23% (193)	28% (230)	8% (68)	13% (108)	11% (90)	828
Watches mostly unscripted shows	25% (66)	28% (73)	21% (54)	9% (24)	8% (21)	9% (22)	260
Watches scripted and unscripted	22% (160)	30% (218)	25% (181)	7% (53)	7% (51)	8% (54)	718
Watches mostly for entertainment	17% (182)	24% (270)	28% (312)	8% (91)	12% (133)	10% (115)	1103
Watches mostly for education	27% (40)	22% (31)	26% (38)	9% (13)	9% (14)	6% (9)	145
Watches for entertainment and education	25% (149)	30% (182)	21% (129)	8% (47)	8% (50)	8% (50)	607
Likely to subscribe to Discovery+	34% (229)	32% (209)	18% (117)	7% (49)	4% (29)	5% (32)	665
Unlikely to subscribe to Discovery+	10% (111)	21% (236)	32% (356)	9% (97)	16% (185)	13% (142)	1127
Subscribes to at least one streaming service	20% (348)	24% (413)	25% (425)	8% (133)	11% (186)	12% (202)	1708
Subscribes to 3+ streaming services	25% (267)	27% (284)	23% (242)	7% (79)	8% (89)	9% (98)	1059

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

Table MCE9_14: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?

Discovery Family

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (293)	20% (444)	32% (715)	8% (168)	10% (223)	16% (358)	2200
Gender: Male	15% (154)	22% (232)	33% (353)	8% (87)	9% (92)	14% (144)	1062
Gender: Female	12% (138)	19% (212)	32% (362)	7% (81)	11% (131)	19% (215)	1138
Age: 18-34	15% (100)	23% (154)	26% (170)	10% (68)	7% (46)	18% (118)	655
Age: 35-44	23% (83)	22% (78)	26% (94)	7% (25)	7% (26)	14% (51)	358
Age: 45-64	11% (85)	20% (147)	37% (277)	7% (51)	10% (74)	15% (116)	751
Age: 65+	5% (24)	15% (64)	40% (174)	6% (24)	18% (77)	17% (73)	436
GenZers: 1997-2012	10% (27)	16% (43)	30% (83)	10% (28)	9% (24)	25% (68)	274
Millennials: 1981-1996	21% (129)	27% (163)	24% (142)	8% (50)	6% (38)	13% (79)	599
GenXers: 1965-1980	17% (88)	22% (115)	32% (168)	8% (45)	7% (38)	14% (75)	529
Baby Boomers: 1946-1964	6% (43)	17% (116)	42% (296)	5% (37)	14% (99)	16% (114)	706
PID: Dem (no lean)	17% (158)	22% (200)	29% (262)	8% (71)	9% (86)	15% (134)	912
PID: Ind (no lean)	8% (52)	18% (115)	34% (217)	8% (48)	11% (70)	22% (138)	640
PID: Rep (no lean)	13% (83)	20% (129)	36% (235)	7% (48)	10% (67)	13% (86)	648
PID/Gender: Dem Men	21% (92)	25% (110)	26% (115)	8% (35)	9% (37)	11% (48)	438
PID/Gender: Dem Women	14% (65)	19% (90)	31% (148)	8% (36)	10% (49)	18% (86)	474
PID/Gender: Ind Men	7% (21)	17% (49)	40% (112)	7% (21)	9% (27)	19% (53)	283
PID/Gender: Ind Women	9% (31)	19% (66)	29% (105)	8% (27)	12% (43)	24% (85)	357
PID/Gender: Rep Men	12% (41)	21% (73)	37% (125)	9% (31)	8% (28)	12% (42)	341
PID/Gender: Rep Women	14% (42)	18% (56)	36% (110)	6% (18)	13% (39)	14% (44)	307
Ideo: Liberal (1-3)	17% (115)	23% (160)	32% (216)	7% (46)	8% (57)	13% (90)	683
Ideo: Moderate (4)	12% (75)	20% (126)	34% (208)	8% (52)	11% (66)	14% (88)	615
Ideo: Conservative (5-7)	12% (80)	19% (127)	36% (246)	8% (53)	11% (74)	16% (107)	688
Educ: < College	11% (168)	19% (294)	33% (493)	7% (110)	11% (174)	18% (273)	1512
Educ: Bachelors degree	14% (63)	21% (93)	34% (153)	9% (41)	9% (38)	12% (55)	444
Educ: Post-grad	25% (61)	23% (56)	28% (69)	7% (17)	5% (11)	12% (30)	244
Income: Under 50k	10% (129)	19% (237)	31% (382)	9% (105)	12% (142)	19% (235)	1230
Income: 50k-100k	13% (87)	21% (137)	35% (230)	7% (46)	10% (64)	14% (91)	654
Income: 100k+	25% (78)	22% (69)	32% (102)	5% (17)	5% (17)	10% (33)	316
Ethnicity: White	13% (223)	20% (343)	34% (587)	8% (131)	10% (167)	16% (271)	1722

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Table MCE9_14: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Family

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (293)	20% (444)	32% (715)	8% (168)	10% (223)	16% (358)	2200
Ethnicity: Hispanic	15% (53)	26% (91)	24% (84)	8% (28)	9% (30)	18% (63)	349
Ethnicity: Black	16% (45)	19% (53)	27% (75)	11% (29)	12% (32)	15% (40)	274
Ethnicity: Other	12% (24)	23% (48)	26% (53)	4% (8)	12% (24)	23% (47)	204
All Christian	14% (154)	22% (234)	34% (363)	7% (72)	10% (110)	13% (137)	1070
All Non-Christian	21% (26)	19% (23)	26% (32)	14% (17)	3% (3)	17% (21)	122
Atheist	10% (9)	11% (10)	53% (47)	4% (3)	10% (9)	12% (11)	90
Agnostic/Nothing in particular	8% (43)	21% (113)	33% (176)	9% (51)	11% (57)	18% (96)	536
Something Else	16% (60)	16% (62)	25% (97)	7% (25)	12% (45)	24% (93)	383
Religious Non-Protestant/Catholic	20% (27)	18% (25)	27% (37)	12% (17)	3% (5)	19% (26)	137
Evangelical	21% (141)	19% (132)	29% (196)	7% (48)	10% (66)	14% (96)	679
Non-Evangelical	9% (69)	21% (157)	34% (253)	6% (48)	12% (87)	17% (126)	741
Community: Urban	17% (128)	24% (178)	29% (212)	8% (61)	8% (58)	14% (105)	742
Community: Suburban	11% (102)	19% (178)	36% (332)	7% (69)	11% (100)	16% (152)	932
Community: Rural	12% (63)	17% (87)	32% (171)	7% (39)	12% (66)	19% (101)	526
Employ: Private Sector	20% (126)	25% (158)	29% (185)	6% (40)	8% (48)	12% (78)	635
Employ: Government	13% (20)	27% (40)	34% (49)	10% (15)	4% (5)	12% (17)	147
Employ: Self-Employed	14% (29)	24% (51)	29% (61)	11% (23)	8% (17)	14% (30)	210
Employ: Homemaker	17% (27)	18% (30)	27% (44)	8% (13)	9% (15)	21% (34)	164
Employ: Student	9% (9)	16% (17)	40% (41)	15% (16)	3% (3)	16% (17)	103
Employ: Retired	5% (25)	16% (79)	39% (200)	5% (27)	18% (93)	17% (85)	509
Employ: Unemployed	11% (31)	15% (42)	31% (87)	8% (24)	11% (32)	24% (68)	283
Employ: Other	17% (26)	17% (26)	32% (48)	7% (11)	6% (9)	20% (30)	149
Military HH: Yes	10% (41)	21% (83)	35% (135)	9% (35)	12% (48)	12% (48)	390
Military HH: No	14% (252)	20% (361)	32% (580)	7% (133)	10% (175)	17% (310)	1810
RD/WT: Right Direction	17% (114)	25% (169)	28% (185)	8% (53)	8% (51)	15% (99)	671
RD/WT: Wrong Track	12% (179)	18% (275)	35% (530)	7% (114)	11% (172)	17% (259)	1529
Trump Job Approve	14% (121)	19% (170)	33% (291)	8% (71)	10% (86)	16% (136)	877
Trump Job Disapprove	13% (165)	21% (263)	33% (403)	7% (87)	11% (133)	15% (187)	1238

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Table MCE9_14: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Family

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (293)	20% (444)	32% (715)	8% (168)	10% (223)	16% (358)	2200
Trump Job Strongly Approve	14% (75)	17% (93)	36% (190)	7% (39)	11% (58)	15% (81)	536
Trump Job Somewhat Approve	14% (46)	23% (77)	30% (101)	10% (33)	8% (29)	16% (55)	341
Trump Job Somewhat Disapprove	16% (45)	22% (63)	38% (108)	9% (26)	4% (12)	11% (31)	285
Trump Job Strongly Disapprove	13% (121)	21% (200)	31% (294)	6% (62)	13% (120)	16% (156)	953
Favorable of Trump	15% (129)	19% (170)	33% (284)	8% (72)	10% (83)	16% (136)	874
Unfavorable of Trump	13% (156)	21% (260)	33% (405)	7% (86)	11% (136)	15% (187)	1229
Very Favorable of Trump	16% (85)	17% (91)	33% (180)	6% (35)	11% (60)	17% (91)	540
Somewhat Favorable of Trump	13% (44)	24% (79)	31% (105)	11% (37)	7% (24)	14% (46)	334
Somewhat Unfavorable of Trump	14% (33)	22% (50)	40% (92)	8% (19)	7% (15)	9% (21)	230
Very Unfavorable of Trump	12% (123)	21% (210)	31% (313)	7% (67)	12% (121)	17% (165)	999
#1 Issue: Economy	14% (118)	21% (186)	31% (268)	8% (70)	10% (83)	17% (146)	870
#1 Issue: Security	14% (30)	18% (38)	34% (71)	5% (10)	13% (26)	16% (34)	210
#1 Issue: Health Care	16% (62)	25% (98)	32% (123)	9% (34)	8% (33)	10% (40)	390
#1 Issue: Medicare / Social Security	8% (21)	13% (33)	39% (101)	7% (18)	16% (41)	18% (47)	262
#1 Issue: Women’s Issues	19% (23)	16% (19)	31% (37)	7% (8)	8% (9)	21% (25)	122
#1 Issue: Education	17% (18)	23% (24)	29% (31)	13% (14)	3% (3)	14% (15)	104
#1 Issue: Energy	14% (13)	28% (26)	27% (24)	6% (6)	12% (11)	12% (11)	90
#1 Issue: Other	5% (7)	13% (20)	39% (59)	5% (8)	11% (16)	27% (40)	152
2018 House Vote: Democrat	18% (140)	23% (175)	31% (232)	7% (50)	7% (52)	15% (111)	760
2018 House Vote: Republican	12% (68)	19% (108)	38% (222)	8% (47)	12% (68)	12% (68)	581
2016 Vote: Hillary Clinton	17% (125)	23% (169)	31% (222)	6% (42)	8% (56)	15% (108)	722
2016 Vote: Donald Trump	12% (80)	20% (132)	38% (250)	8% (52)	10% (68)	12% (83)	665
2016 Vote: Other	9% (8)	15% (13)	33% (29)	9% (8)	13% (11)	21% (18)	87
2016 Vote: Didn’t Vote	11% (78)	18% (129)	29% (214)	9% (66)	12% (88)	21% (150)	725
Voted in 2014: Yes	15% (188)	21% (260)	34% (416)	6% (77)	9% (109)	14% (170)	1220
Voted in 2014: No	11% (104)	19% (183)	31% (299)	9% (91)	12% (114)	19% (188)	980

Continued on next page

Table MCE9_14: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Family

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (293)	20% (444)	32% (715)	8% (168)	10% (223)	16% (358)	2200
2012 Vote: Barack Obama	18% (151)	24% (208)	30% (264)	6% (51)	8% (67)	14% (123)	864
2012 Vote: Mitt Romney	10% (46)	17% (73)	40% (176)	8% (34)	12% (54)	13% (58)	442
2012 Vote: Other	6% (4)	8% (5)	32% (20)	12% (7)	19% (11)	23% (14)	60
2012 Vote: Didn’t Vote	11% (91)	19% (157)	31% (254)	9% (76)	11% (90)	20% (164)	832
4-Region: Northeast	18% (70)	18% (70)	33% (129)	7% (28)	10% (40)	14% (56)	394
4-Region: Midwest	11% (49)	20% (95)	34% (158)	10% (46)	9% (42)	16% (73)	462
4-Region: South	14% (113)	21% (173)	33% (271)	7% (54)	10% (86)	16% (128)	824
4-Region: West	12% (61)	20% (106)	30% (156)	8% (40)	11% (55)	19% (101)	520
Cable TV subscribers	17% (165)	19% (189)	34% (339)	6% (62)	9% (86)	15% (145)	986
Satellite TV subscribers	20% (96)	20% (96)	29% (139)	8% (40)	9% (44)	13% (65)	481
Former cable TV subscribers	10% (80)	22% (174)	33% (261)	9% (74)	11% (83)	15% (115)	787
Former satellite TV subscribers	11% (76)	25% (165)	36% (241)	9% (63)	9% (61)	10% (64)	670
Watches mostly scripted shows	12% (101)	22% (180)	33% (274)	9% (76)	12% (96)	12% (101)	828
Watches mostly unscripted shows	21% (55)	21% (56)	24% (63)	11% (29)	8% (22)	14% (35)	260
Watches scripted and unscripted	15% (110)	24% (170)	38% (273)	6% (41)	6% (42)	11% (81)	718
Watches mostly for entertainment	11% (121)	18% (201)	37% (409)	8% (83)	12% (131)	14% (158)	1103
Watches mostly for education	26% (37)	28% (40)	20% (29)	15% (22)	6% (9)	5% (8)	145
Watches for entertainment and education	19% (115)	28% (172)	30% (181)	7% (45)	5% (32)	10% (62)	607
Likely to subscribe to Discovery+	31% (208)	33% (217)	20% (136)	8% (53)	3% (21)	5% (30)	665
Unlikely to subscribe to Discovery+	5% (58)	14% (153)	40% (449)	8% (93)	16% (185)	17% (190)	1127
Subscribes to at least one streaming service	15% (258)	21% (365)	32% (544)	8% (138)	9% (162)	14% (240)	1708
Subscribes to 3+ streaming services	19% (206)	24% (249)	29% (311)	8% (82)	8% (88)	12% (123)	1059

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

Table MCE9_15: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
American Heroes Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (243)	19% (408)	31% (681)	8% (181)	12% (255)	20% (432)	2200
Gender: Male	14% (154)	23% (244)	29% (311)	8% (88)	9% (95)	16% (170)	1062
Gender: Female	8% (89)	14% (164)	33% (370)	8% (93)	14% (160)	23% (262)	1138
Age: 18-34	13% (83)	16% (106)	27% (177)	11% (71)	11% (71)	23% (148)	655
Age: 35-44	19% (68)	22% (79)	28% (99)	6% (23)	8% (30)	16% (58)	358
Age: 45-64	8% (61)	18% (138)	35% (263)	8% (60)	11% (85)	19% (144)	751
Age: 65+	7% (30)	19% (85)	33% (143)	6% (27)	16% (69)	19% (83)	436
GenZers: 1997-2012	9% (24)	10% (27)	27% (74)	10% (27)	13% (35)	32% (87)	274
Millennials: 1981-1996	18% (109)	21% (128)	26% (157)	10% (61)	9% (53)	15% (91)	599
GenXers: 1965-1980	10% (55)	21% (109)	33% (173)	8% (43)	8% (43)	20% (107)	529
Baby Boomers: 1946-1964	7% (50)	19% (134)	35% (245)	7% (48)	15% (104)	18% (125)	706
PID: Dem (no lean)	12% (111)	17% (154)	29% (265)	10% (88)	12% (112)	20% (181)	912
PID: Ind (no lean)	8% (53)	16% (102)	33% (210)	8% (48)	10% (67)	25% (161)	640
PID: Rep (no lean)	12% (79)	23% (152)	32% (205)	7% (45)	12% (77)	14% (90)	648
PID/Gender: Dem Men	16% (70)	21% (93)	27% (116)	9% (41)	10% (45)	17% (73)	438
PID/Gender: Dem Women	9% (41)	13% (61)	31% (149)	10% (48)	14% (67)	23% (108)	474
PID/Gender: Ind Men	10% (29)	19% (54)	35% (99)	7% (19)	6% (18)	23% (64)	283
PID/Gender: Ind Women	7% (24)	13% (47)	31% (111)	8% (29)	14% (49)	27% (97)	357
PID/Gender: Rep Men	16% (54)	28% (97)	28% (95)	8% (28)	10% (32)	10% (33)	341
PID/Gender: Rep Women	8% (24)	18% (55)	36% (110)	5% (16)	14% (44)	19% (57)	307
Ideo: Liberal (1-3)	15% (100)	16% (109)	32% (219)	10% (67)	10% (66)	18% (122)	683
Ideo: Moderate (4)	9% (56)	18% (111)	30% (183)	9% (57)	13% (82)	20% (125)	615
Ideo: Conservative (5-7)	11% (75)	24% (165)	34% (233)	6% (39)	11% (76)	14% (99)	688
Educ: < College	9% (137)	16% (244)	31% (468)	9% (134)	12% (185)	23% (344)	1512
Educ: Bachelors degree	12% (55)	23% (100)	32% (144)	8% (35)	12% (54)	13% (56)	444
Educ: Post-grad	21% (51)	26% (64)	28% (69)	5% (12)	6% (15)	13% (33)	244
Income: Under 50k	8% (102)	15% (187)	31% (385)	9% (109)	13% (156)	24% (291)	1230
Income: 50k-100k	11% (75)	20% (134)	33% (213)	8% (55)	12% (79)	15% (98)	654
Income: 100k+	21% (65)	28% (88)	26% (83)	5% (17)	6% (20)	14% (43)	316
Ethnicity: White	11% (189)	19% (335)	33% (560)	8% (131)	11% (183)	19% (324)	1722

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Table MCE9_15: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
American Heroes Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	11% (243)	19% (408)	31% (681)	8% (181)	12% (255)	20% (432)	2200
Ethnicity: Hispanic	12% (42)	21% (74)	20% (71)	10% (35)	13% (45)	24% (83)	349
Ethnicity: Black	14% (37)	14% (37)	24% (66)	11% (31)	14% (37)	24% (65)	274
Ethnicity: Other	8% (17)	17% (36)	27% (55)	9% (19)	17% (35)	21% (43)	204
All Christian	14% (147)	20% (218)	31% (334)	7% (79)	11% (114)	17% (178)	1070
All Non-Christian	16% (20)	23% (29)	23% (28)	6% (7)	11% (13)	20% (25)	122
Atheist	6% (5)	24% (22)	36% (32)	11% (10)	14% (12)	10% (9)	90
Agnostic/Nothing in particular	8% (43)	12% (64)	33% (175)	11% (58)	13% (68)	24% (128)	536
Something Else	7% (28)	20% (76)	29% (112)	7% (27)	12% (48)	24% (92)	383
Religious Non-Protestant/Catholic	15% (21)	23% (32)	22% (31)	6% (8)	11% (15)	23% (31)	137
Evangelical	15% (105)	23% (157)	29% (200)	7% (50)	10% (71)	14% (97)	679
Non-Evangelical	9% (65)	17% (129)	32% (238)	7% (55)	12% (89)	22% (165)	741
Community: Urban	15% (113)	23% (169)	26% (194)	10% (77)	10% (74)	15% (115)	742
Community: Suburban	9% (81)	16% (152)	35% (329)	7% (63)	13% (119)	20% (189)	932
Community: Rural	9% (49)	17% (87)	30% (158)	8% (41)	12% (62)	25% (129)	526
Employ: Private Sector	16% (104)	22% (141)	29% (182)	6% (39)	11% (68)	16% (102)	635
Employ: Government	13% (19)	19% (28)	35% (51)	8% (12)	8% (11)	17% (25)	147
Employ: Self-Employed	12% (26)	22% (46)	29% (60)	12% (26)	7% (15)	18% (37)	210
Employ: Homemaker	10% (16)	14% (23)	30% (50)	10% (16)	11% (18)	25% (40)	164
Employ: Student	5% (5)	11% (11)	33% (34)	11% (12)	14% (14)	26% (27)	103
Employ: Retired	7% (34)	19% (98)	35% (176)	6% (31)	17% (85)	17% (85)	509
Employ: Unemployed	9% (26)	14% (40)	29% (81)	9% (26)	11% (30)	29% (81)	283
Employ: Other	8% (12)	14% (20)	32% (47)	13% (19)	10% (14)	24% (35)	149
Military HH: Yes	13% (49)	26% (102)	29% (114)	9% (36)	10% (38)	13% (50)	390
Military HH: No	11% (193)	17% (306)	31% (568)	8% (145)	12% (217)	21% (382)	1810
RD/WT: Right Direction	17% (113)	23% (157)	26% (173)	9% (57)	9% (63)	16% (107)	671
RD/WT: Wrong Track	8% (130)	16% (251)	33% (508)	8% (124)	13% (192)	21% (325)	1529
Trump Job Approve	14% (120)	22% (195)	30% (260)	7% (65)	11% (96)	16% (142)	877
Trump Job Disapprove	10% (118)	16% (203)	33% (402)	9% (107)	12% (152)	21% (255)	1238

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Table MCE9_15: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
American Heroes Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	11% (243)	19% (408)	31% (681)	8% (181)	12% (255)	20% (432)	2200
Trump Job Strongly Approve	15% (78)	23% (121)	29% (153)	8% (41)	10% (56)	16% (87)	536
Trump Job Somewhat Approve	12% (42)	22% (74)	32% (107)	7% (24)	12% (39)	16% (54)	341
Trump Job Somewhat Disapprove	10% (29)	25% (70)	36% (104)	6% (17)	7% (21)	16% (45)	285
Trump Job Strongly Disapprove	9% (90)	14% (133)	31% (299)	9% (90)	14% (132)	22% (210)	953
Favorable of Trump	14% (123)	21% (186)	30% (263)	8% (67)	11% (94)	16% (140)	874
Unfavorable of Trump	9% (108)	17% (209)	32% (397)	9% (108)	13% (154)	21% (252)	1229
Very Favorable of Trump	14% (78)	20% (110)	29% (155)	7% (38)	11% (62)	18% (98)	540
Somewhat Favorable of Trump	14% (46)	23% (76)	32% (108)	9% (30)	10% (32)	13% (42)	334
Somewhat Unfavorable of Trump	10% (23)	26% (61)	39% (89)	3% (8)	8% (19)	13% (30)	230
Very Unfavorable of Trump	8% (85)	15% (149)	31% (308)	10% (101)	14% (136)	22% (222)	999
#1 Issue: Economy	10% (86)	23% (198)	28% (248)	9% (76)	11% (94)	19% (168)	870
#1 Issue: Security	15% (32)	19% (39)	32% (67)	5% (10)	12% (26)	17% (36)	210
#1 Issue: Health Care	14% (54)	15% (58)	33% (129)	11% (42)	13% (51)	15% (57)	390
#1 Issue: Medicare / Social Security	8% (21)	16% (41)	35% (92)	5% (14)	15% (38)	21% (55)	262
#1 Issue: Women’s Issues	14% (16)	13% (15)	28% (34)	7% (8)	12% (15)	27% (33)	122
#1 Issue: Education	11% (12)	23% (24)	29% (31)	10% (10)	7% (8)	20% (21)	104
#1 Issue: Energy	16% (14)	16% (15)	27% (25)	16% (14)	7% (6)	18% (17)	90
#1 Issue: Other	5% (7)	12% (18)	37% (56)	5% (7)	11% (17)	30% (46)	152
2018 House Vote: Democrat	13% (101)	18% (138)	32% (239)	9% (69)	9% (69)	19% (144)	760
2018 House Vote: Republican	13% (76)	26% (151)	33% (194)	6% (35)	12% (69)	10% (56)	581
2016 Vote: Hillary Clinton	13% (92)	18% (132)	32% (234)	8% (57)	10% (75)	18% (133)	722
2016 Vote: Donald Trump	13% (85)	25% (164)	33% (217)	6% (43)	12% (77)	12% (78)	665
2016 Vote: Other	5% (4)	15% (13)	37% (32)	8% (7)	14% (12)	22% (19)	87
2016 Vote: Didn’t Vote	8% (59)	14% (99)	27% (198)	10% (75)	13% (91)	28% (202)	725
Voted in 2014: Yes	13% (154)	22% (271)	32% (396)	7% (83)	11% (130)	15% (187)	1220
Voted in 2014: No	9% (89)	14% (137)	29% (285)	10% (98)	13% (125)	25% (245)	980

Continued on next page

Table MCE9_15: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
American Heroes Channel

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	11% (243)	19% (408)	31% (681)	8% (181)	12% (255)	20% (432)	2200
2012 Vote: Barack Obama	12% (101)	20% (172)	31% (269)	9% (75)	11% (96)	17% (150)	864
2012 Vote: Mitt Romney	13% (58)	24% (106)	34% (149)	5% (20)	13% (56)	12% (53)	442
2012 Vote: Other	9% (6)	14% (9)	27% (17)	7% (4)	16% (10)	26% (16)	60
2012 Vote: Didn’t Vote	9% (78)	15% (121)	29% (245)	10% (82)	11% (93)	26% (213)	832
4-Region: Northeast	12% (48)	20% (78)	31% (121)	9% (35)	11% (43)	17% (68)	394
4-Region: Midwest	10% (46)	16% (75)	34% (155)	10% (45)	9% (40)	22% (101)	462
4-Region: South	12% (95)	19% (160)	31% (255)	7% (57)	12% (99)	19% (158)	824
4-Region: West	10% (53)	18% (95)	29% (150)	9% (45)	14% (72)	20% (106)	520
Cable TV subscribers	14% (139)	20% (193)	29% (290)	9% (88)	10% (94)	18% (182)	986
Satellite TV subscribers	18% (84)	24% (115)	26% (123)	8% (39)	11% (52)	14% (67)	481
Former cable TV subscribers	8% (66)	16% (128)	36% (285)	10% (75)	12% (95)	18% (138)	787
Former satellite TV subscribers	12% (79)	21% (142)	33% (218)	10% (68)	10% (68)	14% (95)	670
Watches mostly scripted shows	11% (90)	18% (151)	33% (272)	10% (80)	12% (101)	16% (133)	828
Watches mostly unscripted shows	15% (40)	22% (58)	23% (61)	11% (30)	10% (26)	17% (45)	260
Watches scripted and unscripted	12% (86)	22% (160)	35% (249)	7% (52)	10% (72)	14% (98)	718
Watches mostly for entertainment	9% (100)	17% (186)	34% (371)	10% (105)	13% (147)	18% (193)	1103
Watches mostly for education	23% (33)	31% (46)	17% (24)	14% (20)	8% (11)	7% (10)	145
Watches for entertainment and education	14% (87)	25% (149)	32% (196)	7% (41)	8% (51)	14% (83)	607
Likely to subscribe to Discovery+	25% (164)	31% (203)	23% (151)	7% (50)	5% (33)	10% (64)	665
Unlikely to subscribe to Discovery+	5% (52)	12% (138)	37% (421)	10% (109)	17% (192)	19% (216)	1127
Subscribes to at least one streaming service	12% (206)	20% (343)	30% (517)	8% (141)	11% (195)	18% (305)	1708
Subscribes to 3+ streaming services	15% (155)	21% (226)	29% (307)	9% (93)	10% (102)	17% (176)	1059

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

Table MCE9_16: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Destination America

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (278)	22% (475)	31% (692)	6% (124)	11% (239)	18% (391)	2200
Gender: Male	15% (155)	28% (292)	29% (311)	5% (48)	9% (93)	15% (161)	1062
Gender: Female	11% (123)	16% (183)	33% (381)	7% (75)	13% (146)	20% (230)	1138
Age: 18-34	14% (94)	20% (134)	27% (177)	6% (40)	9% (61)	23% (148)	655
Age: 35-44	24% (85)	23% (84)	25% (90)	5% (19)	8% (30)	14% (51)	358
Age: 45-64	9% (69)	22% (168)	35% (265)	5% (37)	10% (78)	18% (135)	751
Age: 65+	7% (31)	20% (89)	37% (161)	6% (28)	16% (71)	13% (58)	436
GenZers: 1997-2012	12% (32)	17% (46)	29% (80)	5% (13)	8% (22)	30% (81)	274
Millennials: 1981-1996	19% (116)	23% (136)	26% (155)	7% (40)	10% (57)	16% (96)	599
GenXers: 1965-1980	14% (74)	23% (123)	31% (164)	5% (28)	8% (42)	18% (97)	529
Baby Boomers: 1946-1964	7% (51)	22% (156)	37% (258)	5% (38)	14% (99)	15% (103)	706
PID: Dem (no lean)	16% (144)	22% (199)	28% (258)	7% (61)	11% (100)	16% (150)	912
PID: Ind (no lean)	8% (52)	19% (120)	34% (217)	4% (27)	10% (65)	25% (160)	640
PID: Rep (no lean)	13% (83)	24% (156)	34% (218)	5% (35)	12% (75)	13% (82)	648
PID/Gender: Dem Men	20% (86)	27% (119)	25% (111)	5% (22)	9% (38)	14% (61)	438
PID/Gender: Dem Women	12% (58)	17% (80)	31% (147)	8% (39)	13% (61)	19% (89)	474
PID/Gender: Ind Men	6% (17)	24% (68)	36% (102)	3% (10)	8% (24)	22% (63)	283
PID/Gender: Ind Women	10% (35)	15% (52)	32% (114)	5% (18)	11% (41)	27% (97)	357
PID/Gender: Rep Men	15% (52)	31% (105)	29% (98)	5% (16)	9% (31)	11% (38)	341
PID/Gender: Rep Women	10% (31)	16% (51)	39% (119)	6% (19)	14% (44)	14% (44)	307
Ideo: Liberal (1-3)	17% (113)	23% (159)	30% (207)	6% (43)	10% (66)	14% (95)	683
Ideo: Moderate (4)	10% (63)	22% (136)	31% (191)	6% (39)	11% (69)	19% (118)	615
Ideo: Conservative (5-7)	12% (86)	23% (159)	36% (247)	4% (27)	11% (73)	14% (95)	688
Educ: < College	10% (155)	19% (291)	32% (484)	6% (87)	13% (189)	20% (306)	1512
Educ: Bachelors degree	15% (68)	25% (113)	32% (143)	6% (25)	8% (37)	13% (59)	444
Educ: Post-grad	23% (55)	29% (72)	27% (65)	5% (12)	5% (13)	11% (27)	244
Income: Under 50k	10% (122)	19% (234)	31% (384)	5% (67)	13% (155)	22% (268)	1230
Income: 50k-100k	15% (97)	22% (146)	32% (209)	6% (41)	11% (72)	14% (90)	654
Income: 100k+	19% (60)	30% (95)	31% (99)	5% (16)	4% (13)	11% (34)	316
Ethnicity: White	13% (216)	22% (387)	33% (575)	5% (90)	10% (173)	16% (281)	1722

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Table MCE9_16: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Destination America

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (278)	22% (475)	31% (692)	6% (124)	11% (239)	18% (391)	2200
Ethnicity: Hispanic	14% (49)	22% (76)	22% (78)	7% (26)	13% (44)	22% (76)	349
Ethnicity: Black	15% (42)	18% (48)	25% (68)	8% (23)	16% (43)	18% (50)	274
Ethnicity: Other	10% (20)	20% (40)	24% (49)	5% (11)	11% (23)	30% (61)	204
All Christian	14% (145)	24% (256)	31% (335)	6% (68)	10% (109)	15% (157)	1070
All Non-Christian	18% (22)	25% (30)	29% (36)	5% (6)	6% (8)	16% (20)	122
Atheist	13% (11)	18% (16)	52% (47)	1% (1)	7% (6)	10% (9)	90
Agnostic/Nothing in particular	11% (58)	19% (100)	31% (166)	7% (38)	13% (67)	20% (106)	536
Something Else	11% (43)	19% (72)	28% (108)	3% (10)	13% (49)	26% (100)	383
Religious Non-Protestant/Catholic	17% (23)	24% (33)	30% (41)	5% (6)	7% (9)	18% (25)	137
Evangelical	18% (121)	23% (157)	28% (192)	4% (29)	10% (67)	16% (112)	679
Non-Evangelical	8% (58)	23% (168)	32% (239)	6% (48)	12% (89)	19% (138)	741
Community: Urban	20% (150)	20% (145)	28% (211)	7% (52)	10% (75)	15% (109)	742
Community: Suburban	9% (82)	24% (224)	33% (306)	5% (51)	11% (103)	18% (165)	932
Community: Rural	9% (47)	20% (106)	33% (175)	4% (20)	12% (61)	22% (117)	526
Employ: Private Sector	17% (107)	26% (163)	27% (172)	6% (39)	9% (60)	15% (94)	635
Employ: Government	25% (36)	23% (34)	27% (39)	4% (5)	8% (12)	13% (19)	147
Employ: Self-Employed	13% (28)	24% (51)	28% (59)	7% (16)	8% (16)	19% (40)	210
Employ: Homemaker	11% (18)	16% (25)	33% (55)	4% (7)	12% (20)	24% (39)	164
Employ: Student	9% (9)	19% (19)	42% (44)	5% (5)	6% (6)	20% (21)	103
Employ: Retired	7% (35)	21% (108)	37% (190)	5% (27)	16% (83)	13% (65)	509
Employ: Unemployed	9% (27)	18% (52)	27% (76)	5% (14)	11% (31)	29% (84)	283
Employ: Other	12% (18)	15% (22)	38% (56)	7% (11)	8% (11)	21% (31)	149
Military HH: Yes	12% (46)	25% (97)	33% (130)	6% (22)	11% (42)	13% (51)	390
Military HH: No	13% (232)	21% (378)	31% (562)	6% (101)	11% (197)	19% (340)	1810
RD/WT: Right Direction	18% (123)	25% (169)	27% (181)	6% (41)	8% (57)	15% (100)	671
RD/WT: Wrong Track	10% (156)	20% (306)	33% (511)	5% (82)	12% (183)	19% (291)	1529
Trump Job Approve	15% (135)	22% (190)	32% (279)	6% (49)	10% (88)	15% (135)	877
Trump Job Disapprove	11% (138)	22% (275)	32% (395)	5% (67)	12% (144)	18% (219)	1238

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Table MCE9_16: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Destination America

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (278)	22% (475)	31% (692)	6% (124)	11% (239)	18% (391)	2200
Trump Job Strongly Approve	16% (88)	22% (119)	31% (164)	6% (32)	11% (59)	14% (73)	536
Trump Job Somewhat Approve	14% (47)	21% (71)	34% (115)	5% (17)	9% (29)	18% (62)	341
Trump Job Somewhat Disapprove	11% (31)	25% (71)	37% (106)	5% (14)	7% (19)	15% (43)	285
Trump Job Strongly Disapprove	11% (107)	21% (205)	30% (289)	6% (53)	13% (124)	18% (175)	953
Favorable of Trump	15% (134)	22% (194)	31% (275)	6% (50)	10% (84)	16% (137)	874
Unfavorable of Trump	11% (131)	22% (273)	32% (395)	6% (71)	12% (145)	17% (214)	1229
Very Favorable of Trump	15% (79)	22% (119)	31% (166)	6% (31)	10% (56)	16% (89)	540
Somewhat Favorable of Trump	16% (55)	22% (75)	33% (109)	6% (19)	9% (28)	14% (48)	334
Somewhat Unfavorable of Trump	11% (25)	25% (58)	40% (92)	3% (8)	8% (17)	13% (30)	230
Very Unfavorable of Trump	11% (106)	21% (214)	30% (303)	6% (64)	13% (128)	18% (184)	999
#1 Issue: Economy	12% (102)	23% (198)	32% (276)	6% (48)	11% (91)	18% (154)	870
#1 Issue: Security	14% (30)	18% (38)	34% (72)	4% (8)	14% (30)	15% (32)	210
#1 Issue: Health Care	13% (52)	25% (98)	29% (112)	6% (23)	12% (46)	15% (60)	390
#1 Issue: Medicare / Social Security	12% (31)	15% (40)	34% (89)	8% (20)	13% (34)	18% (48)	262
#1 Issue: Women’s Issues	12% (14)	14% (17)	35% (42)	6% (7)	7% (9)	26% (32)	122
#1 Issue: Education	22% (23)	22% (23)	29% (30)	6% (7)	4% (5)	16% (16)	104
#1 Issue: Energy	17% (15)	33% (30)	20% (18)	6% (5)	6% (6)	18% (16)	90
#1 Issue: Other	7% (10)	20% (30)	35% (53)	4% (6)	12% (19)	22% (33)	152
2018 House Vote: Democrat	15% (112)	24% (180)	31% (233)	6% (47)	9% (67)	16% (121)	760
2018 House Vote: Republican	12% (73)	26% (153)	34% (200)	5% (30)	12% (67)	10% (59)	581
2016 Vote: Hillary Clinton	15% (105)	23% (162)	31% (223)	7% (50)	10% (72)	15% (110)	722
2016 Vote: Donald Trump	12% (77)	26% (174)	34% (227)	5% (33)	11% (73)	12% (80)	665
2016 Vote: Other	8% (7)	24% (21)	32% (28)	4% (4)	15% (13)	17% (15)	87
2016 Vote: Didn’t Vote	12% (88)	16% (117)	30% (214)	5% (37)	11% (81)	26% (187)	725
Voted in 2014: Yes	14% (170)	24% (292)	33% (399)	6% (68)	10% (126)	14% (167)	1220
Voted in 2014: No	11% (109)	19% (183)	30% (294)	6% (56)	12% (114)	23% (225)	980

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Table MCE9_16: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Destination America

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	13% (278)	22% (475)	31% (692)	6% (124)	11% (239)	18% (391)	2200
2012 Vote: Barack Obama	14% (125)	23% (196)	31% (270)	6% (56)	10% (85)	15% (133)	864
2012 Vote: Mitt Romney	10% (46)	25% (112)	34% (152)	6% (24)	12% (51)	13% (57)	442
2012 Vote: Other	10% (6)	11% (6)	36% (22)	5% (3)	15% (9)	23% (14)	60
2012 Vote: Didn’t Vote	12% (101)	19% (160)	30% (249)	5% (41)	11% (94)	23% (188)	832
4-Region: Northeast	14% (56)	26% (101)	26% (103)	6% (24)	10% (39)	18% (72)	394
4-Region: Midwest	10% (47)	19% (89)	36% (168)	6% (26)	11% (51)	18% (82)	462
4-Region: South	13% (111)	21% (173)	33% (269)	6% (46)	11% (89)	16% (135)	824
4-Region: West	13% (66)	22% (112)	29% (152)	5% (27)	12% (61)	20% (102)	520
Cable TV subscribers	15% (149)	25% (242)	30% (293)	6% (58)	9% (87)	16% (156)	986
Satellite TV subscribers	18% (88)	24% (116)	28% (132)	6% (28)	10% (48)	14% (68)	481
Former cable TV subscribers	10% (81)	19% (151)	36% (284)	5% (42)	12% (95)	17% (133)	787
Former satellite TV subscribers	13% (86)	23% (151)	36% (239)	6% (41)	11% (70)	12% (83)	670
Watches mostly scripted shows	13% (106)	21% (170)	33% (274)	7% (56)	13% (106)	14% (118)	828
Watches mostly unscripted shows	21% (54)	23% (60)	25% (64)	9% (24)	9% (24)	13% (35)	260
Watches scripted and unscripted	13% (93)	27% (197)	35% (248)	4% (31)	8% (59)	13% (90)	718
Watches mostly for entertainment	11% (120)	20% (217)	34% (380)	7% (76)	12% (137)	16% (173)	1103
Watches mostly for education	27% (40)	29% (42)	15% (22)	12% (17)	9% (13)	8% (11)	145
Watches for entertainment and education	17% (101)	29% (176)	31% (186)	4% (23)	7% (45)	13% (76)	607
Likely to subscribe to Discovery+	30% (198)	31% (209)	20% (132)	6% (38)	5% (34)	8% (53)	665
Unlikely to subscribe to Discovery+	5% (61)	15% (173)	39% (443)	6% (70)	16% (183)	18% (197)	1127
Subscribes to at least one streaming service	14% (247)	23% (400)	30% (510)	6% (102)	10% (177)	16% (271)	1708
Subscribes to 3+ streaming services	18% (192)	25% (261)	28% (300)	6% (67)	9% (98)	13% (141)	1059

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

Table MCE9_17: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Life

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (318)	23% (512)	32% (701)	6% (122)	9% (195)	16% (351)	2200
Gender: Male	15% (164)	27% (286)	31% (331)	6% (65)	7% (72)	14% (145)	1062
Gender: Female	14% (154)	20% (226)	33% (371)	5% (57)	11% (123)	18% (206)	1138
Age: 18-34	18% (119)	26% (170)	24% (156)	7% (47)	8% (52)	17% (113)	655
Age: 35-44	24% (86)	26% (93)	29% (104)	4% (15)	4% (14)	13% (46)	358
Age: 45-64	10% (77)	23% (170)	36% (274)	5% (38)	9% (68)	16% (124)	751
Age: 65+	8% (35)	18% (79)	38% (168)	5% (24)	14% (61)	16% (69)	436
GenZers: 1997-2012	14% (37)	17% (46)	27% (73)	11% (30)	9% (24)	23% (64)	274
Millennials: 1981-1996	23% (140)	30% (178)	25% (148)	4% (26)	6% (37)	12% (70)	599
GenXers: 1965-1980	14% (75)	26% (138)	32% (170)	5% (27)	6% (34)	16% (85)	529
Baby Boomers: 1946-1964	8% (58)	20% (138)	39% (278)	5% (36)	12% (85)	16% (111)	706
PID: Dem (no lean)	17% (156)	25% (229)	28% (255)	6% (58)	8% (76)	15% (138)	912
PID: Ind (no lean)	13% (86)	21% (134)	31% (197)	5% (34)	9% (56)	21% (134)	640
PID: Rep (no lean)	12% (76)	23% (149)	38% (249)	5% (31)	10% (64)	12% (79)	648
PID/Gender: Dem Men	21% (92)	28% (122)	26% (115)	6% (28)	5% (23)	13% (58)	438
PID/Gender: Dem Women	14% (64)	23% (107)	29% (139)	6% (30)	11% (53)	17% (81)	474
PID/Gender: Ind Men	11% (31)	24% (69)	33% (94)	6% (17)	8% (22)	18% (50)	283
PID/Gender: Ind Women	15% (55)	18% (65)	29% (103)	5% (17)	9% (34)	24% (84)	357
PID/Gender: Rep Men	12% (41)	28% (94)	35% (121)	6% (20)	8% (27)	11% (37)	341
PID/Gender: Rep Women	12% (35)	18% (55)	42% (128)	3% (10)	12% (37)	14% (42)	307
Ideo: Liberal (1-3)	20% (133)	28% (190)	27% (188)	6% (41)	7% (46)	12% (85)	683
Ideo: Moderate (4)	13% (78)	22% (134)	35% (214)	5% (32)	9% (55)	17% (102)	615
Ideo: Conservative (5-7)	12% (83)	22% (149)	38% (259)	6% (39)	10% (69)	13% (90)	688
Educ: < College	12% (189)	22% (326)	32% (487)	6% (86)	10% (155)	18% (271)	1512
Educ: Bachelors degree	15% (68)	27% (121)	33% (147)	5% (23)	7% (29)	12% (55)	444
Educ: Post-grad	25% (61)	27% (65)	28% (68)	5% (13)	5% (11)	10% (25)	244
Income: Under 50k	13% (155)	21% (254)	32% (398)	5% (65)	10% (118)	19% (240)	1230
Income: 50k-100k	13% (83)	26% (168)	32% (210)	7% (43)	10% (65)	13% (86)	654
Income: 100k+	25% (79)	29% (91)	30% (94)	5% (15)	4% (12)	8% (26)	316
Ethnicity: White	14% (245)	23% (404)	34% (588)	5% (81)	8% (144)	15% (259)	1722

Continued on next page

Table MCE9_17: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Life

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (318)	23% (512)	32% (701)	6% (122)	9% (195)	16% (351)	2200
Ethnicity: Hispanic	17% (61)	24% (85)	23% (81)	5% (17)	11% (39)	19% (66)	349
Ethnicity: Black	16% (45)	22% (61)	25% (68)	10% (27)	11% (30)	16% (43)	274
Ethnicity: Other	14% (28)	23% (47)	22% (45)	7% (14)	10% (21)	24% (49)	204
All Christian	15% (156)	24% (259)	33% (356)	6% (66)	8% (88)	14% (145)	1070
All Non-Christian	22% (27)	23% (28)	29% (35)	5% (6)	4% (5)	17% (21)	122
Atheist	17% (16)	20% (18)	40% (36)	4% (3)	8% (8)	11% (9)	90
Agnostic/Nothing in particular	13% (71)	22% (116)	32% (173)	6% (33)	8% (45)	18% (97)	536
Something Else	13% (48)	24% (91)	26% (101)	4% (15)	13% (50)	20% (78)	383
Religious Non-Protestant/Catholic	22% (31)	21% (29)	29% (39)	4% (6)	5% (6)	19% (26)	137
Evangelical	18% (125)	23% (159)	30% (202)	6% (39)	10% (66)	13% (89)	679
Non-Evangelical	9% (70)	25% (183)	33% (248)	6% (42)	10% (71)	17% (127)	741
Community: Urban	22% (161)	25% (188)	29% (213)	5% (35)	8% (59)	12% (87)	742
Community: Suburban	11% (101)	23% (210)	34% (317)	7% (64)	9% (80)	17% (159)	932
Community: Rural	11% (56)	22% (114)	33% (171)	4% (23)	11% (57)	20% (105)	526
Employ: Private Sector	18% (114)	29% (186)	28% (179)	5% (30)	8% (49)	12% (77)	635
Employ: Government	17% (24)	26% (38)	32% (47)	8% (12)	7% (10)	10% (15)	147
Employ: Self-Employed	18% (37)	23% (48)	31% (66)	7% (15)	6% (13)	15% (31)	210
Employ: Homemaker	17% (28)	23% (37)	28% (45)	3% (5)	9% (15)	21% (35)	164
Employ: Student	13% (14)	20% (21)	36% (37)	9% (10)	5% (5)	16% (16)	103
Employ: Retired	8% (41)	17% (89)	39% (198)	5% (28)	14% (71)	16% (83)	509
Employ: Unemployed	14% (41)	23% (66)	27% (76)	4% (12)	10% (27)	22% (62)	283
Employ: Other	13% (19)	18% (27)	36% (53)	8% (11)	4% (6)	22% (32)	149
Military HH: Yes	14% (53)	24% (93)	35% (138)	5% (21)	9% (33)	13% (52)	390
Military HH: No	15% (265)	23% (419)	31% (564)	6% (101)	9% (162)	17% (299)	1810
RD/WT: Right Direction	21% (138)	26% (173)	29% (192)	5% (35)	6% (42)	13% (90)	671
RD/WT: Wrong Track	12% (179)	22% (339)	33% (509)	6% (88)	10% (153)	17% (261)	1529
Trump Job Approve	15% (132)	22% (191)	35% (309)	5% (42)	9% (80)	14% (124)	877
Trump Job Disapprove	14% (177)	25% (306)	30% (377)	6% (74)	9% (108)	16% (196)	1238

Continued on next page

Table MCE9_17: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
 Discovery Life

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (318)	23% (512)	32% (701)	6% (122)	9% (195)	16% (351)	2200
Trump Job Strongly Approve	15% (79)	19% (100)	38% (204)	5% (27)	10% (54)	13% (72)	536
Trump Job Somewhat Approve	15% (52)	27% (91)	31% (105)	4% (14)	7% (26)	15% (53)	341
Trump Job Somewhat Disapprove	13% (36)	27% (76)	36% (102)	7% (19)	4% (12)	14% (40)	285
Trump Job Strongly Disapprove	15% (141)	24% (230)	29% (275)	6% (55)	10% (96)	16% (156)	953
Favorable of Trump	16% (136)	22% (191)	35% (307)	5% (46)	8% (72)	14% (123)	874
Unfavorable of Trump	14% (168)	25% (302)	30% (374)	6% (69)	10% (120)	16% (195)	1229
Very Favorable of Trump	15% (83)	18% (99)	36% (193)	5% (29)	10% (52)	16% (84)	540
Somewhat Favorable of Trump	16% (53)	27% (92)	34% (114)	5% (17)	6% (20)	12% (38)	334
Somewhat Unfavorable of Trump	12% (27)	24% (56)	41% (93)	2% (5)	9% (20)	12% (28)	230
Very Unfavorable of Trump	14% (142)	25% (246)	28% (281)	6% (64)	10% (100)	17% (167)	999
#1 Issue: Economy	14% (119)	24% (211)	31% (273)	5% (46)	8% (72)	17% (149)	870
#1 Issue: Security	16% (34)	15% (32)	38% (80)	7% (14)	11% (24)	12% (26)	210
#1 Issue: Health Care	17% (65)	30% (118)	28% (109)	6% (24)	8% (30)	11% (44)	390
#1 Issue: Medicare / Social Security	8% (20)	20% (53)	37% (98)	5% (14)	12% (32)	17% (46)	262
#1 Issue: Women’s Issues	20% (25)	16% (20)	30% (37)	4% (5)	9% (11)	19% (24)	122
#1 Issue: Education	17% (18)	27% (28)	30% (31)	9% (10)	3% (3)	14% (14)	104
#1 Issue: Energy	22% (20)	24% (22)	23% (21)	7% (6)	8% (7)	17% (15)	90
#1 Issue: Other	11% (17)	19% (29)	35% (53)	2% (3)	10% (16)	23% (34)	152
2018 House Vote: Democrat	18% (138)	27% (206)	29% (221)	5% (38)	6% (44)	15% (112)	760
2018 House Vote: Republican	11% (61)	24% (141)	39% (227)	5% (30)	10% (60)	11% (61)	581
2016 Vote: Hillary Clinton	18% (129)	26% (189)	29% (208)	4% (31)	7% (50)	16% (115)	722
2016 Vote: Donald Trump	12% (77)	23% (151)	40% (264)	5% (34)	10% (65)	11% (74)	665
2016 Vote: Other	8% (7)	21% (19)	34% (30)	5% (4)	11% (10)	20% (18)	87
2016 Vote: Didn’t Vote	14% (104)	21% (153)	27% (199)	7% (53)	10% (70)	20% (145)	725
Voted in 2014: Yes	15% (183)	25% (302)	34% (414)	5% (57)	8% (100)	13% (164)	1220
Voted in 2014: No	14% (134)	21% (210)	29% (288)	7% (66)	10% (95)	19% (187)	980

Continued on next page

Table MCE9_17: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Discovery Life

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	14% (318)	23% (512)	32% (701)	6% (122)	9% (195)	16% (351)	2200
2012 Vote: Barack Obama	16% (142)	27% (232)	31% (266)	4% (37)	7% (60)	15% (127)	864
2012 Vote: Mitt Romney	11% (47)	21% (93)	39% (171)	5% (24)	12% (51)	13% (55)	442
2012 Vote: Other	6% (4)	10% (6)	42% (25)	6% (3)	12% (7)	23% (14)	60
2012 Vote: Didn’t Vote	15% (124)	22% (180)	29% (239)	7% (59)	9% (77)	19% (154)	832
4-Region: Northeast	18% (70)	22% (87)	28% (111)	6% (25)	10% (38)	16% (63)	394
4-Region: Midwest	13% (62)	21% (98)	38% (178)	6% (27)	6% (28)	15% (69)	462
4-Region: South	15% (121)	24% (194)	31% (254)	5% (42)	9% (75)	17% (137)	824
4-Region: West	12% (65)	26% (133)	30% (158)	5% (28)	10% (54)	16% (81)	520
Cable TV subscribers	16% (160)	25% (242)	32% (313)	5% (53)	7% (72)	15% (145)	986
Satellite TV subscribers	20% (94)	26% (123)	29% (138)	6% (29)	8% (40)	12% (57)	481
Former cable TV subscribers	12% (92)	23% (178)	36% (282)	5% (43)	9% (74)	15% (118)	787
Former satellite TV subscribers	14% (92)	27% (182)	34% (230)	8% (50)	8% (51)	10% (64)	670
Watches mostly scripted shows	14% (115)	25% (204)	33% (275)	6% (51)	10% (79)	13% (104)	828
Watches mostly unscripted shows	23% (61)	24% (62)	25% (65)	8% (20)	7% (19)	13% (33)	260
Watches scripted and unscripted	16% (114)	28% (197)	35% (250)	5% (39)	7% (47)	10% (69)	718
Watches mostly for entertainment	12% (132)	22% (237)	36% (401)	6% (64)	10% (115)	14% (153)	1103
Watches mostly for education	29% (43)	29% (42)	19% (28)	12% (17)	7% (10)	4% (6)	145
Watches for entertainment and education	20% (124)	32% (196)	28% (168)	5% (31)	5% (28)	10% (59)	607
Likely to subscribe to Discovery+	32% (213)	38% (253)	17% (112)	4% (28)	4% (28)	5% (30)	665
Unlikely to subscribe to Discovery+	7% (75)	15% (170)	41% (462)	7% (74)	13% (152)	17% (195)	1127
Subscribes to at least one streaming service	16% (282)	25% (434)	30% (519)	6% (98)	9% (147)	13% (228)	1708
Subscribes to 3+ streaming services	20% (213)	27% (289)	28% (297)	6% (59)	8% (82)	11% (118)	1059

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

Table MCE9_18: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
 Great American Country

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (238)	17% (372)	33% (729)	8% (167)	13% (284)	19% (411)	2200
Gender: Male	12% (128)	21% (219)	34% (365)	6% (68)	11% (120)	15% (161)	1062
Gender: Female	10% (110)	13% (153)	32% (364)	9% (99)	14% (164)	22% (249)	1138
Age: 18-34	10% (66)	16% (102)	32% (207)	10% (66)	11% (74)	21% (140)	655
Age: 35-44	21% (75)	19% (67)	26% (95)	8% (30)	10% (35)	16% (56)	358
Age: 45-64	8% (63)	17% (126)	37% (276)	5% (40)	14% (104)	19% (142)	751
Age: 65+	8% (33)	18% (77)	35% (151)	7% (31)	16% (72)	17% (73)	436
GenZers: 1997-2012	6% (18)	9% (26)	31% (85)	12% (33)	13% (37)	28% (76)	274
Millennials: 1981-1996	17% (100)	19% (116)	30% (180)	9% (53)	9% (55)	16% (95)	599
GenXers: 1965-1980	13% (68)	17% (90)	35% (184)	6% (33)	12% (63)	17% (91)	529
Baby Boomers: 1946-1964	6% (43)	18% (126)	36% (253)	6% (43)	15% (108)	19% (132)	706
PID: Dem (no lean)	13% (115)	17% (156)	30% (277)	9% (79)	14% (124)	18% (161)	912
PID: Ind (no lean)	8% (49)	14% (93)	34% (216)	7% (42)	14% (88)	24% (153)	640
PID: Rep (no lean)	11% (74)	19% (123)	36% (236)	7% (46)	11% (72)	15% (97)	648
PID/Gender: Dem Men	17% (73)	21% (94)	32% (139)	5% (23)	12% (51)	13% (58)	438
PID/Gender: Dem Women	9% (43)	13% (63)	29% (138)	12% (56)	15% (72)	22% (102)	474
PID/Gender: Ind Men	8% (21)	19% (54)	36% (101)	6% (17)	12% (33)	20% (58)	283
PID/Gender: Ind Women	8% (27)	11% (39)	32% (115)	7% (25)	16% (55)	27% (95)	357
PID/Gender: Rep Men	10% (34)	21% (72)	37% (125)	8% (28)	11% (36)	13% (45)	341
PID/Gender: Rep Women	13% (40)	17% (51)	36% (111)	6% (18)	12% (36)	17% (51)	307
Ideo: Liberal (1-3)	14% (93)	17% (115)	34% (232)	9% (65)	12% (83)	14% (96)	683
Ideo: Moderate (4)	10% (62)	17% (104)	33% (202)	7% (41)	14% (89)	19% (117)	615
Ideo: Conservative (5-7)	11% (73)	20% (137)	36% (247)	6% (44)	10% (72)	17% (114)	688
Educ: < College	9% (134)	14% (214)	34% (512)	8% (117)	14% (215)	21% (320)	1512
Educ: Bachelors degree	14% (61)	21% (94)	33% (145)	7% (33)	11% (50)	14% (60)	444
Educ: Post-grad	17% (43)	26% (64)	29% (71)	7% (17)	8% (18)	12% (30)	244
Income: Under 50k	8% (103)	14% (170)	33% (408)	7% (88)	15% (188)	22% (273)	1230
Income: 50k-100k	11% (75)	20% (129)	34% (225)	8% (53)	12% (77)	14% (94)	654
Income: 100k+	19% (60)	23% (74)	30% (95)	8% (26)	6% (19)	14% (43)	316
Ethnicity: White	11% (191)	18% (306)	35% (597)	7% (124)	12% (202)	17% (301)	1722

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Table MCE9_18: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Great American Country

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	11% (238)	17% (372)	33% (729)	8% (167)	13% (284)	19% (411)	2200
Ethnicity: Hispanic	12% (40)	14% (50)	28% (97)	9% (32)	14% (49)	23% (81)	349
Ethnicity: Black	10% (27)	15% (40)	28% (76)	10% (26)	18% (48)	21% (57)	274
Ethnicity: Other	10% (20)	12% (25)	27% (56)	8% (16)	17% (34)	26% (53)	204
All Christian	13% (137)	21% (230)	32% (342)	7% (77)	11% (117)	16% (167)	1070
All Non-Christian	19% (23)	15% (19)	32% (39)	10% (12)	8% (9)	16% (20)	122
Atheist	7% (7)	11% (10)	45% (40)	9% (8)	17% (15)	12% (10)	90
Agnostic/Nothing in particular	7% (39)	11% (57)	37% (200)	8% (43)	15% (81)	21% (115)	536
Something Else	8% (32)	15% (57)	28% (107)	7% (27)	16% (61)	26% (99)	383
Religious Non-Protestant/Catholic	18% (25)	15% (21)	31% (42)	10% (13)	9% (12)	18% (24)	137
Evangelical	16% (105)	22% (150)	29% (194)	6% (39)	11% (74)	17% (116)	679
Non-Evangelical	8% (58)	18% (131)	33% (245)	9% (63)	14% (103)	19% (141)	741
Community: Urban	15% (114)	19% (139)	31% (227)	9% (67)	13% (94)	14% (101)	742
Community: Suburban	8% (73)	16% (148)	36% (332)	8% (72)	13% (122)	20% (184)	932
Community: Rural	10% (51)	16% (85)	32% (169)	5% (28)	13% (68)	24% (125)	526
Employ: Private Sector	15% (98)	22% (139)	31% (200)	6% (37)	10% (63)	16% (98)	635
Employ: Government	17% (25)	23% (34)	26% (38)	11% (15)	9% (13)	15% (22)	147
Employ: Self-Employed	11% (24)	16% (33)	37% (77)	8% (17)	12% (26)	16% (34)	210
Employ: Homemaker	13% (21)	11% (17)	34% (55)	10% (16)	9% (15)	24% (39)	164
Employ: Student	5% (5)	9% (9)	36% (37)	16% (16)	10% (11)	25% (25)	103
Employ: Retired	7% (35)	18% (94)	35% (176)	7% (33)	18% (90)	16% (81)	509
Employ: Unemployed	5% (16)	13% (36)	32% (90)	7% (20)	16% (44)	28% (78)	283
Employ: Other	10% (14)	7% (10)	38% (57)	7% (11)	15% (22)	23% (33)	149
Military HH: Yes	11% (44)	18% (68)	37% (144)	7% (26)	13% (51)	14% (56)	390
Military HH: No	11% (194)	17% (303)	32% (585)	8% (140)	13% (233)	20% (355)	1810
RD/WT: Right Direction	18% (118)	19% (129)	32% (213)	8% (51)	8% (54)	16% (106)	671
RD/WT: Wrong Track	8% (120)	16% (243)	34% (516)	8% (116)	15% (230)	20% (305)	1529
Trump Job Approve	14% (120)	19% (165)	34% (300)	6% (51)	10% (92)	17% (149)	877
Trump Job Disapprove	9% (113)	16% (202)	33% (406)	9% (111)	15% (182)	18% (224)	1238

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Table MCE9_18: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Great American Country

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (238)	17% (372)	33% (729)	8% (167)	13% (284)	19% (411)	2200
Trump Job Strongly Approve	15% (80)	16% (88)	35% (186)	6% (33)	11% (59)	17% (89)	536
Trump Job Somewhat Approve	12% (40)	23% (77)	33% (114)	5% (18)	10% (33)	18% (60)	341
Trump Job Somewhat Disapprove	9% (25)	20% (56)	43% (121)	8% (22)	8% (22)	14% (39)	285
Trump Job Strongly Disapprove	9% (88)	15% (146)	30% (285)	9% (89)	17% (161)	19% (185)	953
Favorable of Trump	13% (117)	20% (174)	34% (298)	6% (52)	10% (90)	16% (144)	874
Unfavorable of Trump	9% (112)	15% (190)	33% (406)	9% (111)	15% (185)	18% (226)	1229
Very Favorable of Trump	15% (82)	16% (84)	33% (177)	6% (33)	12% (65)	18% (99)	540
Somewhat Favorable of Trump	10% (34)	27% (90)	36% (121)	6% (18)	7% (25)	14% (45)	334
Somewhat Unfavorable of Trump	10% (24)	16% (37)	47% (109)	6% (15)	8% (19)	12% (27)	230
Very Unfavorable of Trump	9% (88)	15% (153)	30% (297)	10% (96)	17% (166)	20% (199)	999
#1 Issue: Economy	10% (83)	18% (157)	33% (286)	7% (63)	12% (106)	20% (174)	870
#1 Issue: Security	15% (32)	15% (32)	33% (69)	7% (16)	12% (26)	17% (36)	210
#1 Issue: Health Care	15% (58)	18% (68)	31% (119)	9% (36)	13% (52)	14% (56)	390
#1 Issue: Medicare / Social Security	6% (17)	14% (38)	37% (96)	8% (22)	15% (40)	19% (49)	262
#1 Issue: Women’s Issues	15% (19)	12% (15)	31% (37)	6% (7)	16% (20)	20% (24)	122
#1 Issue: Education	11% (12)	20% (21)	33% (34)	8% (8)	9% (9)	18% (19)	104
#1 Issue: Energy	8% (7)	22% (20)	37% (33)	7% (7)	12% (11)	14% (13)	90
#1 Issue: Other	7% (11)	14% (21)	35% (53)	5% (8)	13% (20)	26% (39)	152
2018 House Vote: Democrat	14% (105)	19% (146)	31% (235)	8% (64)	11% (84)	17% (126)	760
2018 House Vote: Republican	11% (62)	23% (132)	38% (218)	6% (32)	11% (63)	13% (74)	581
2016 Vote: Hillary Clinton	14% (99)	19% (137)	31% (224)	7% (54)	12% (84)	17% (125)	722
2016 Vote: Donald Trump	10% (69)	22% (145)	37% (243)	6% (42)	11% (73)	14% (94)	665
2016 Vote: Other	6% (5)	16% (14)	36% (32)	6% (5)	18% (15)	19% (17)	87
2016 Vote: Didn’t Vote	9% (64)	11% (77)	32% (230)	9% (66)	15% (112)	24% (175)	725
Voted in 2014: Yes	13% (155)	21% (251)	32% (394)	7% (84)	12% (141)	16% (195)	1220
Voted in 2014: No	8% (83)	12% (121)	34% (334)	8% (82)	15% (143)	22% (216)	980

Continued on next page

Table MCE9_18: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Great American Country

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	11% (238)	17% (372)	33% (729)	8% (167)	13% (284)	19% (411)	2200
2012 Vote: Barack Obama	13% (114)	19% (165)	31% (268)	7% (64)	12% (104)	17% (149)	864
2012 Vote: Mitt Romney	9% (41)	23% (102)	35% (156)	6% (25)	11% (51)	15% (67)	442
2012 Vote: Other	8% (5)	11% (6)	29% (18)	8% (5)	19% (11)	25% (15)	60
2012 Vote: Didn’t Vote	9% (77)	12% (98)	34% (287)	9% (73)	14% (118)	22% (179)	832
4-Region: Northeast	15% (57)	16% (63)	29% (114)	10% (38)	13% (52)	17% (69)	394
4-Region: Midwest	8% (38)	19% (88)	36% (165)	7% (31)	14% (64)	16% (76)	462
4-Region: South	13% (104)	16% (135)	34% (279)	6% (52)	12% (99)	19% (155)	824
4-Region: West	7% (38)	16% (85)	33% (170)	9% (46)	13% (69)	21% (111)	520
Cable TV subscribers	13% (125)	19% (187)	32% (318)	8% (83)	11% (106)	17% (167)	986
Satellite TV subscribers	17% (82)	22% (107)	29% (141)	7% (33)	10% (48)	14% (70)	481
Former cable TV subscribers	7% (58)	16% (129)	36% (286)	8% (59)	14% (112)	18% (144)	787
Former satellite TV subscribers	10% (64)	19% (127)	36% (243)	9% (59)	13% (90)	13% (87)	670
Watches mostly scripted shows	11% (91)	18% (152)	33% (272)	9% (75)	14% (116)	15% (122)	828
Watches mostly unscripted shows	14% (36)	18% (46)	28% (73)	10% (25)	13% (33)	18% (47)	260
Watches scripted and unscripted	11% (81)	18% (131)	39% (279)	8% (54)	11% (76)	14% (98)	718
Watches mostly for entertainment	8% (89)	16% (175)	35% (385)	9% (100)	15% (168)	17% (186)	1103
Watches mostly for education	18% (26)	25% (36)	29% (42)	8% (12)	13% (18)	7% (11)	145
Watches for entertainment and education	16% (100)	21% (128)	34% (209)	7% (40)	8% (49)	13% (82)	607
Likely to subscribe to Discovery+	25% (167)	27% (176)	26% (170)	8% (55)	7% (44)	8% (52)	665
Unlikely to subscribe to Discovery+	4% (49)	12% (135)	38% (425)	8% (95)	18% (207)	19% (215)	1127
Subscribes to at least one streaming service	12% (208)	18% (304)	33% (558)	8% (137)	12% (212)	17% (289)	1708
Subscribes to 3+ streaming services	15% (164)	19% (206)	30% (316)	9% (92)	11% (120)	15% (161)	1059

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

Table MCE9_19: As you may know, Discovery+ will also include TV shows from Discovery's library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
 Magnolia Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (162)	12% (261)	31% (686)	8% (178)	14% (312)	27% (601)	2200
Gender: Male	7% (79)	13% (139)	32% (345)	9% (99)	14% (148)	24% (252)	1062
Gender: Female	7% (83)	11% (122)	30% (341)	7% (79)	14% (164)	31% (349)	1138
Age: 18-34	10% (63)	15% (98)	29% (187)	10% (65)	10% (65)	27% (177)	655
Age: 35-44	13% (46)	17% (60)	31% (111)	8% (28)	9% (34)	22% (79)	358
Age: 45-64	5% (40)	10% (77)	33% (248)	7% (52)	16% (123)	28% (210)	751
Age: 65+	3% (14)	6% (26)	32% (139)	8% (34)	21% (90)	31% (134)	436
GenZers: 1997-2012	7% (20)	11% (29)	28% (77)	9% (26)	9% (25)	35% (97)	274
Millennials: 1981-1996	13% (76)	17% (104)	29% (175)	10% (59)	10% (63)	20% (123)	599
GenXers: 1965-1980	7% (34)	15% (78)	33% (176)	7% (37)	12% (66)	26% (137)	529
Baby Boomers: 1946-1964	4% (29)	7% (48)	33% (230)	7% (49)	19% (137)	30% (214)	706
PID: Dem (no lean)	9% (86)	13% (116)	30% (271)	9% (79)	13% (120)	26% (239)	912
PID: Ind (no lean)	6% (39)	9% (54)	32% (204)	7% (42)	14% (90)	33% (210)	640
PID: Rep (no lean)	6% (37)	14% (91)	32% (210)	9% (57)	16% (101)	23% (152)	648
PID/Gender: Dem Men	12% (52)	13% (57)	32% (140)	9% (39)	13% (57)	21% (92)	438
PID/Gender: Dem Women	7% (34)	12% (59)	28% (131)	9% (40)	13% (63)	31% (147)	474
PID/Gender: Ind Men	5% (13)	9% (24)	37% (105)	6% (18)	12% (34)	31% (89)	283
PID/Gender: Ind Women	7% (26)	8% (30)	28% (99)	7% (24)	16% (56)	34% (122)	357
PID/Gender: Rep Men	4% (14)	17% (58)	29% (99)	12% (42)	16% (56)	21% (71)	341
PID/Gender: Rep Women	7% (23)	11% (33)	36% (111)	5% (15)	15% (45)	26% (80)	307
Ideo: Liberal (1-3)	10% (67)	15% (100)	32% (221)	7% (46)	12% (81)	25% (168)	683
Ideo: Moderate (4)	6% (37)	12% (74)	30% (184)	9% (57)	16% (96)	27% (166)	615
Ideo: Conservative (5-7)	7% (48)	11% (76)	34% (237)	8% (57)	14% (99)	25% (171)	688
Educ: < College	5% (80)	9% (129)	31% (473)	9% (129)	16% (243)	30% (458)	1512
Educ: Bachelors degree	10% (45)	18% (78)	33% (148)	6% (25)	11% (51)	22% (96)	444
Educ: Post-grad	15% (37)	22% (54)	26% (64)	10% (24)	8% (18)	19% (47)	244
Income: Under 50k	5% (61)	9% (107)	31% (377)	8% (97)	16% (200)	32% (388)	1230
Income: 50k-100k	9% (58)	14% (90)	33% (214)	9% (57)	13% (86)	23% (149)	654
Income: 100k+	14% (43)	21% (65)	30% (94)	8% (24)	8% (25)	20% (64)	316
Ethnicity: White	8% (138)	12% (201)	32% (550)	8% (144)	14% (234)	26% (455)	1722

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Table MCE9_19: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Magnolia Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	7% (162)	12% (261)	31% (686)	8% (178)	14% (312)	27% (601)	2200
Ethnicity: Hispanic	10% (35)	16% (55)	24% (84)	7% (26)	15% (52)	28% (98)	349
Ethnicity: Black	6% (16)	14% (38)	25% (68)	9% (24)	19% (52)	28% (76)	274
Ethnicity: Other	4% (8)	11% (22)	33% (68)	5% (10)	13% (26)	34% (70)	204
All Christian	9% (93)	14% (154)	31% (331)	8% (83)	14% (146)	25% (263)	1070
All Non-Christian	12% (15)	14% (17)	27% (33)	15% (18)	9% (11)	24% (29)	122
Atheist	5% (4)	5% (4)	41% (37)	14% (13)	12% (11)	23% (21)	90
Agnostic/Nothing in particular	5% (29)	9% (51)	33% (175)	6% (34)	16% (87)	30% (160)	536
Something Else	6% (21)	9% (36)	29% (110)	8% (30)	15% (58)	33% (128)	383
Religious Non-Protestant/Catholic	11% (15)	13% (18)	27% (38)	13% (18)	9% (12)	27% (37)	137
Evangelical	12% (80)	16% (106)	30% (202)	8% (53)	14% (93)	22% (146)	679
Non-Evangelical	4% (31)	11% (79)	31% (231)	8% (59)	15% (108)	32% (234)	741
Community: Urban	11% (79)	16% (118)	30% (224)	9% (65)	13% (100)	21% (156)	742
Community: Suburban	5% (50)	10% (94)	32% (301)	8% (77)	15% (136)	29% (274)	932
Community: Rural	6% (32)	9% (49)	31% (161)	7% (36)	14% (76)	33% (171)	526
Employ: Private Sector	12% (74)	16% (100)	31% (194)	9% (55)	13% (85)	20% (128)	635
Employ: Government	12% (17)	20% (30)	30% (44)	11% (16)	10% (14)	17% (25)	147
Employ: Self-Employed	7% (14)	15% (32)	32% (67)	7% (14)	12% (26)	27% (57)	210
Employ: Homemaker	10% (16)	9% (15)	30% (50)	7% (11)	11% (18)	34% (55)	164
Employ: Student	10% (11)	12% (12)	29% (30)	12% (12)	5% (5)	33% (34)	103
Employ: Retired	3% (17)	6% (31)	33% (167)	8% (39)	21% (109)	29% (146)	509
Employ: Unemployed	4% (10)	10% (29)	28% (79)	5% (14)	13% (38)	40% (113)	283
Employ: Other	2% (2)	8% (13)	37% (55)	11% (17)	12% (17)	30% (44)	149
Military HH: Yes	7% (28)	11% (42)	31% (120)	9% (34)	18% (69)	25% (97)	390
Military HH: No	7% (134)	12% (219)	31% (566)	8% (144)	13% (243)	28% (504)	1810
RD/WT: Right Direction	11% (74)	18% (120)	28% (188)	10% (64)	10% (69)	23% (155)	671
RD/WT: Wrong Track	6% (88)	9% (142)	33% (498)	7% (114)	16% (243)	29% (446)	1529
Trump Job Approve	8% (72)	13% (113)	32% (278)	8% (68)	15% (130)	25% (215)	877
Trump Job Disapprove	7% (87)	11% (140)	31% (386)	9% (106)	14% (172)	28% (347)	1238

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Table MCE9_19: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Magnolia Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	7% (162)	12% (261)	31% (686)	8% (178)	14% (312)	27% (601)	2200
Trump Job Strongly Approve	9% (49)	12% (63)	32% (171)	7% (39)	17% (91)	23% (124)	536
Trump Job Somewhat Approve	7% (23)	15% (51)	32% (107)	9% (29)	12% (39)	27% (91)	341
Trump Job Somewhat Disapprove	6% (17)	15% (43)	39% (112)	11% (30)	7% (21)	22% (61)	285
Trump Job Strongly Disapprove	7% (70)	10% (97)	29% (274)	8% (75)	16% (151)	30% (286)	953
Favorable of Trump	8% (73)	13% (114)	31% (274)	7% (61)	15% (128)	26% (224)	874
Unfavorable of Trump	7% (84)	11% (132)	32% (388)	9% (111)	14% (176)	28% (339)	1229
Very Favorable of Trump	8% (44)	13% (68)	30% (162)	7% (37)	17% (90)	26% (139)	540
Somewhat Favorable of Trump	8% (28)	14% (46)	33% (111)	7% (24)	12% (39)	26% (85)	334
Somewhat Unfavorable of Trump	6% (15)	10% (22)	45% (104)	11% (25)	10% (24)	18% (40)	230
Very Unfavorable of Trump	7% (69)	11% (110)	28% (284)	9% (86)	15% (153)	30% (298)	999
#1 Issue: Economy	7% (60)	13% (109)	31% (270)	9% (76)	14% (121)	27% (235)	870
#1 Issue: Security	6% (12)	12% (26)	34% (72)	8% (16)	13% (28)	26% (56)	210
#1 Issue: Health Care	11% (45)	13% (50)	32% (125)	8% (32)	14% (54)	21% (84)	390
#1 Issue: Medicare / Social Security	5% (13)	7% (18)	30% (78)	7% (19)	21% (56)	30% (79)	262
#1 Issue: Women’s Issues	7% (8)	9% (11)	32% (38)	6% (7)	10% (12)	36% (44)	122
#1 Issue: Education	11% (12)	18% (18)	26% (27)	13% (13)	7% (7)	26% (27)	104
#1 Issue: Energy	9% (8)	18% (17)	28% (25)	5% (5)	14% (12)	26% (23)	90
#1 Issue: Other	3% (4)	8% (12)	33% (50)	7% (11)	14% (22)	35% (54)	152
2018 House Vote: Democrat	11% (83)	14% (107)	31% (239)	7% (54)	10% (78)	26% (198)	760
2018 House Vote: Republican	5% (31)	15% (85)	32% (189)	10% (56)	17% (99)	21% (121)	581
2016 Vote: Hillary Clinton	10% (70)	14% (103)	31% (224)	8% (56)	12% (84)	26% (185)	722
2016 Vote: Donald Trump	6% (43)	14% (92)	33% (217)	9% (57)	16% (103)	23% (152)	665
2016 Vote: Other	10% (9)	7% (6)	27% (24)	5% (5)	20% (18)	31% (27)	87
2016 Vote: Didn’t Vote	5% (40)	8% (60)	30% (220)	8% (60)	15% (107)	33% (237)	725
Voted in 2014: Yes	9% (105)	13% (162)	32% (391)	7% (90)	14% (172)	25% (300)	1220
Voted in 2014: No	6% (56)	10% (99)	30% (295)	9% (88)	14% (140)	31% (301)	980

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Table MCE9_19: As you may know, Discovery+ will also include TV shows from Discovery’s library. Would TV shows from the following channels make you more or less likely to subscribe to Discovery+?
Magnolia Network

Demographic	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	Don’t know / No opinion	Total N
Adults	7% (162)	12% (261)	31% (686)	8% (178)	14% (312)	27% (601)	2200
2012 Vote: Barack Obama	10% (82)	13% (114)	31% (266)	7% (63)	13% (113)	26% (225)	864
2012 Vote: Mitt Romney	5% (21)	13% (58)	32% (140)	9% (39)	17% (75)	25% (109)	442
2012 Vote: Other	4% (2)	7% (4)	23% (14)	7% (4)	27% (17)	32% (19)	60
2012 Vote: Didn’t Vote	7% (55)	10% (85)	32% (265)	9% (72)	13% (107)	30% (248)	832
4-Region: Northeast	9% (36)	14% (53)	30% (116)	9% (36)	13% (52)	26% (101)	394
4-Region: Midwest	5% (23)	11% (50)	36% (164)	6% (29)	16% (75)	26% (121)	462
4-Region: South	8% (66)	11% (93)	32% (263)	9% (72)	13% (109)	27% (220)	824
4-Region: West	7% (37)	12% (65)	27% (142)	8% (41)	15% (76)	31% (159)	520
Cable TV subscribers	9% (86)	14% (133)	30% (298)	8% (78)	13% (127)	27% (263)	986
Satellite TV subscribers	13% (64)	19% (94)	27% (131)	6% (28)	14% (65)	21% (100)	481
Former cable TV subscribers	6% (46)	9% (73)	36% (282)	8% (66)	15% (117)	26% (203)	787
Former satellite TV subscribers	7% (45)	11% (76)	36% (241)	11% (75)	14% (93)	21% (140)	670
Watches mostly scripted shows	8% (69)	14% (112)	32% (262)	8% (66)	15% (121)	24% (198)	828
Watches mostly unscripted shows	11% (30)	16% (40)	25% (64)	10% (27)	16% (40)	22% (58)	260
Watches scripted and unscripted	7% (53)	12% (84)	39% (279)	9% (61)	12% (85)	22% (156)	718
Watches mostly for entertainment	6% (72)	11% (119)	32% (354)	9% (105)	15% (165)	26% (289)	1103
Watches mostly for education	17% (25)	24% (35)	26% (38)	8% (12)	16% (23)	8% (12)	145
Watches for entertainment and education	9% (54)	14% (83)	36% (216)	8% (49)	12% (72)	22% (132)	607
Likely to subscribe to Discovery+	18% (122)	24% (158)	29% (191)	8% (53)	8% (50)	14% (90)	665
Unlikely to subscribe to Discovery+	2% (25)	7% (82)	33% (369)	9% (104)	19% (219)	29% (327)	1127
Subscribes to at least one streaming service	9% (146)	13% (227)	30% (517)	9% (151)	14% (237)	25% (430)	1708
Subscribes to 3+ streaming services	11% (119)	15% (161)	29% (305)	9% (92)	13% (140)	23% (242)	1059

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

Table MCE10_1: Do you agree or disagree with the following statements?
There are too many TV streaming service options.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	27% (604)	34% (753)	15% (332)	10% (216)	13% (295)	2200
Gender: Male	30% (317)	35% (369)	15% (164)	9% (90)	11% (121)	1062
Gender: Female	25% (287)	34% (384)	15% (168)	11% (125)	15% (174)	1138
Age: 18-34	26% (171)	34% (224)	16% (103)	11% (73)	13% (84)	655
Age: 35-44	28% (101)	35% (124)	18% (64)	11% (40)	8% (28)	358
Age: 45-64	25% (191)	37% (277)	15% (111)	10% (73)	13% (98)	751
Age: 65+	32% (140)	29% (129)	12% (53)	7% (30)	19% (85)	436
GenZers: 1997-2012	21% (58)	35% (95)	16% (43)	10% (27)	18% (50)	274
Millennials: 1981-1996	28% (169)	33% (199)	18% (109)	12% (72)	8% (50)	599
GenXers: 1965-1980	26% (139)	37% (197)	15% (79)	11% (58)	10% (55)	529
Baby Boomers: 1946-1964	30% (209)	34% (238)	14% (98)	7% (49)	16% (110)	706
PID: Dem (no lean)	27% (244)	36% (332)	15% (135)	10% (91)	12% (109)	912
PID: Ind (no lean)	25% (161)	34% (219)	15% (93)	9% (59)	17% (108)	640
PID: Rep (no lean)	31% (199)	31% (202)	16% (104)	10% (66)	12% (77)	648
PID/Gender: Dem Men	30% (131)	37% (160)	16% (68)	9% (38)	9% (40)	438
PID/Gender: Dem Women	24% (113)	36% (172)	14% (66)	11% (53)	15% (69)	474
PID/Gender: Ind Men	26% (74)	35% (99)	16% (44)	8% (23)	15% (44)	283
PID/Gender: Ind Women	24% (87)	34% (120)	14% (49)	10% (36)	18% (65)	357
PID/Gender: Rep Men	33% (112)	32% (110)	15% (52)	9% (30)	11% (37)	341
PID/Gender: Rep Women	28% (86)	30% (92)	17% (53)	12% (36)	13% (40)	307
Ideo: Liberal (1-3)	29% (195)	35% (237)	18% (120)	10% (68)	9% (63)	683
Ideo: Moderate (4)	27% (167)	37% (230)	15% (91)	8% (50)	12% (77)	615
Ideo: Conservative (5-7)	27% (186)	35% (237)	14% (96)	11% (78)	13% (91)	688
Educ: < College	27% (409)	32% (485)	15% (227)	10% (153)	16% (238)	1512
Educ: Bachelors degree	27% (120)	40% (175)	14% (63)	10% (45)	9% (40)	444
Educ: Post-grad	30% (74)	38% (93)	17% (42)	7% (18)	7% (17)	244
Income: Under 50k	25% (310)	31% (384)	15% (190)	10% (125)	18% (220)	1230
Income: 50k-100k	29% (190)	38% (250)	14% (91)	10% (68)	8% (55)	654
Income: 100k+	33% (103)	38% (120)	16% (51)	7% (22)	6% (20)	316
Ethnicity: White	28% (485)	33% (571)	15% (267)	9% (161)	14% (238)	1722
Ethnicity: Hispanic	25% (89)	34% (120)	17% (60)	11% (39)	12% (41)	349

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Table MCE10_1: Do you agree or disagree with the following statements?
There are too many TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(604)	34%	(753)	15%	(332)	10%	(216)	13%	(295)	2200
Ethnicity: Black	25%	(70)	32%	(88)	15%	(41)	14%	(38)	13%	(37)	274
Ethnicity: Other	24%	(49)	46%	(94)	12%	(24)	8%	(16)	10%	(20)	204
All Christian	30%	(317)	35%	(372)	15%	(156)	9%	(99)	12%	(126)	1070
All Non-Christian	29%	(35)	43%	(53)	7%	(8)	4%	(5)	17%	(21)	122
Atheist	28%	(25)	33%	(30)	16%	(15)	6%	(5)	17%	(15)	90
Agnostic/Nothing in particular	26%	(139)	33%	(178)	17%	(92)	10%	(56)	13%	(71)	536
Something Else	23%	(89)	32%	(121)	16%	(61)	13%	(50)	16%	(61)	383
Religious Non-Protestant/Catholic	27%	(37)	43%	(59)	6%	(8)	6%	(8)	19%	(26)	137
Evangelical	27%	(185)	33%	(221)	16%	(106)	11%	(77)	13%	(90)	679
Non-Evangelical	29%	(211)	35%	(261)	14%	(107)	9%	(70)	12%	(92)	741
Community: Urban	30%	(221)	35%	(262)	14%	(105)	10%	(75)	11%	(79)	742
Community: Suburban	28%	(261)	36%	(336)	14%	(135)	8%	(79)	13%	(121)	932
Community: Rural	23%	(121)	30%	(155)	18%	(93)	12%	(62)	18%	(95)	526
Employ: Private Sector	29%	(182)	38%	(242)	15%	(96)	11%	(70)	7%	(45)	635
Employ: Government	27%	(40)	41%	(60)	18%	(27)	6%	(9)	8%	(11)	147
Employ: Self-Employed	32%	(66)	30%	(63)	19%	(41)	8%	(16)	11%	(24)	210
Employ: Homemaker	26%	(43)	25%	(42)	16%	(27)	13%	(21)	19%	(31)	164
Employ: Student	22%	(23)	34%	(35)	21%	(22)	12%	(12)	11%	(11)	103
Employ: Retired	30%	(153)	34%	(173)	12%	(61)	7%	(37)	17%	(86)	509
Employ: Unemployed	24%	(69)	30%	(86)	13%	(37)	11%	(32)	21%	(60)	283
Employ: Other	19%	(28)	35%	(53)	15%	(23)	12%	(18)	18%	(27)	149
Military HH: Yes	32%	(126)	33%	(128)	15%	(58)	9%	(34)	11%	(44)	390
Military HH: No	26%	(478)	35%	(625)	15%	(274)	10%	(182)	14%	(251)	1810
RD/WT: Right Direction	29%	(193)	35%	(234)	14%	(93)	11%	(71)	12%	(80)	671
RD/WT: Wrong Track	27%	(411)	34%	(520)	16%	(239)	9%	(145)	14%	(215)	1529
Trump Job Approve	28%	(250)	33%	(286)	15%	(134)	10%	(92)	13%	(115)	877
Trump Job Disapprove	27%	(329)	36%	(450)	15%	(186)	10%	(120)	12%	(153)	1238

Continued on next page

Table MCE10_1: Do you agree or disagree with the following statements?

There are too many TV streaming service options.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	27% (604)	34% (753)	15% (332)	10% (216)	13% (295)	2200
Trump Job Strongly Approve	33% (179)	28% (149)	14% (74)	12% (64)	13% (71)	536
Trump Job Somewhat Approve	21% (71)	40% (138)	18% (60)	8% (28)	13% (44)	341
Trump Job Somewhat Disapprove	24% (68)	42% (118)	12% (33)	8% (22)	15% (43)	285
Trump Job Strongly Disapprove	27% (261)	35% (332)	16% (153)	10% (97)	12% (110)	953
Favorable of Trump	29% (257)	32% (281)	14% (124)	11% (97)	13% (115)	874
Unfavorable of Trump	26% (325)	37% (449)	16% (195)	9% (114)	12% (145)	1229
Very Favorable of Trump	32% (171)	28% (154)	13% (68)	13% (70)	14% (78)	540
Somewhat Favorable of Trump	26% (86)	38% (127)	17% (56)	8% (27)	11% (37)	334
Somewhat Unfavorable of Trump	27% (63)	38% (87)	17% (38)	7% (16)	11% (26)	230
Very Unfavorable of Trump	26% (262)	36% (362)	16% (157)	10% (98)	12% (119)	999
#1 Issue: Economy	28% (245)	36% (317)	16% (135)	10% (85)	10% (88)	870
#1 Issue: Security	31% (64)	27% (57)	13% (27)	13% (27)	17% (35)	210
#1 Issue: Health Care	26% (100)	37% (143)	18% (69)	9% (34)	11% (43)	390
#1 Issue: Medicare / Social Security	30% (77)	34% (89)	10% (26)	9% (24)	17% (45)	262
#1 Issue: Women's Issues	28% (35)	33% (40)	8% (9)	10% (12)	21% (26)	122
#1 Issue: Education	21% (22)	39% (41)	18% (19)	11% (12)	10% (11)	104
#1 Issue: Energy	21% (19)	32% (29)	28% (25)	10% (9)	10% (9)	90
#1 Issue: Other	28% (42)	24% (36)	14% (21)	8% (13)	25% (39)	152
2018 House Vote: Democrat	27% (207)	38% (289)	16% (120)	8% (57)	11% (85)	760
2018 House Vote: Republican	32% (187)	33% (191)	15% (87)	10% (57)	10% (59)	581
2016 Vote: Hillary Clinton	27% (197)	36% (260)	15% (111)	8% (60)	13% (94)	722
2016 Vote: Donald Trump	31% (203)	34% (224)	15% (98)	10% (65)	11% (76)	665
2016 Vote: Other	24% (21)	41% (36)	12% (11)	8% (7)	16% (14)	87
2016 Vote: Didn't Vote	25% (181)	32% (235)	16% (113)	12% (84)	15% (112)	725
Voted in 2014: Yes	29% (354)	34% (417)	15% (189)	9% (109)	12% (151)	1220
Voted in 2014: No	25% (250)	34% (337)	15% (143)	11% (106)	15% (144)	980
2012 Vote: Barack Obama	28% (242)	36% (307)	16% (135)	8% (72)	12% (107)	864
2012 Vote: Mitt Romney	31% (135)	31% (136)	14% (62)	11% (49)	13% (59)	442
2012 Vote: Other	21% (12)	30% (18)	18% (11)	12% (7)	19% (11)	60
2012 Vote: Didn't Vote	26% (213)	35% (292)	15% (123)	11% (88)	14% (116)	832

Continued on next page

Table MCE10_1: Do you agree or disagree with the following statements?
There are too many TV streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(604)	34%	(753)	15%	(332)	10%	(216)	13%	(295)	2200
4-Region: Northeast	32%	(125)	36%	(141)	13%	(50)	9%	(36)	11%	(42)	394
4-Region: Midwest	27%	(123)	32%	(150)	16%	(73)	10%	(48)	15%	(68)	462
4-Region: South	26%	(213)	33%	(269)	15%	(126)	12%	(100)	14%	(117)	824
4-Region: West	28%	(143)	37%	(193)	16%	(82)	6%	(33)	13%	(69)	520
Cable TV subscribers	30%	(294)	37%	(367)	13%	(130)	8%	(84)	11%	(111)	986
Satellite TV subscribers	31%	(148)	33%	(161)	16%	(76)	8%	(37)	12%	(60)	481
Former cable TV subscribers	23%	(185)	34%	(264)	19%	(150)	11%	(85)	13%	(103)	787
Former satellite TV subscribers	22%	(147)	37%	(251)	19%	(129)	11%	(73)	11%	(71)	670
Watches mostly scripted shows	29%	(237)	37%	(308)	15%	(123)	10%	(84)	9%	(76)	828
Watches mostly unscripted shows	27%	(69)	39%	(101)	16%	(41)	10%	(27)	8%	(22)	260
Watches scripted and unscripted	26%	(187)	36%	(255)	19%	(139)	10%	(75)	8%	(61)	718
Watches mostly for entertainment	26%	(290)	36%	(399)	17%	(188)	11%	(117)	10%	(109)	1103
Watches mostly for education	35%	(51)	34%	(50)	14%	(20)	14%	(20)	3%	(4)	145
Watches for entertainment and education	27%	(166)	38%	(228)	18%	(107)	10%	(59)	8%	(48)	607
Likely to subscribe to Discovery+	28%	(184)	36%	(236)	19%	(128)	13%	(86)	4%	(30)	665
Unlikely to subscribe to Discovery+	29%	(325)	36%	(401)	12%	(140)	8%	(95)	15%	(167)	1127
Subscribes to at least one streaming service	28%	(473)	35%	(595)	17%	(291)	10%	(176)	10%	(173)	1708
Subscribes to 3+ streaming services	28%	(300)	35%	(366)	18%	(186)	12%	(128)	7%	(79)	1059

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

Table MCE10_2: Do you agree or disagree with the following statements?
There are too many music streaming service options.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (648)	19% (410)	12% (264)	19% (421)	2200
Gender: Male	22% (233)	33% (348)	18% (192)	11% (116)	16% (173)	1062
Gender: Female	20% (225)	26% (301)	19% (218)	13% (148)	22% (248)	1138
Age: 18-34	22% (146)	27% (176)	23% (151)	14% (92)	14% (89)	655
Age: 35-44	24% (85)	33% (117)	18% (66)	15% (55)	10% (34)	358
Age: 45-64	16% (121)	31% (235)	18% (138)	11% (81)	23% (175)	751
Age: 65+	24% (106)	27% (119)	12% (54)	8% (35)	28% (122)	436
GenZers: 1997-2012	17% (48)	26% (72)	27% (73)	13% (36)	16% (44)	274
Millennials: 1981-1996	25% (148)	29% (175)	20% (121)	15% (93)	11% (63)	599
GenXers: 1965-1980	17% (92)	31% (166)	21% (109)	12% (63)	19% (98)	529
Baby Boomers: 1946-1964	21% (148)	31% (219)	14% (98)	9% (65)	25% (176)	706
PID: Dem (no lean)	24% (216)	30% (272)	20% (179)	13% (115)	14% (131)	912
PID: Ind (no lean)	15% (98)	28% (176)	18% (118)	14% (92)	24% (156)	640
PID: Rep (no lean)	22% (144)	31% (200)	17% (113)	9% (57)	21% (134)	648
PID/Gender: Dem Men	25% (111)	33% (143)	18% (79)	13% (58)	11% (47)	438
PID/Gender: Dem Women	22% (105)	27% (129)	21% (100)	12% (57)	18% (84)	474
PID/Gender: Ind Men	14% (39)	31% (87)	19% (53)	12% (34)	25% (70)	283
PID/Gender: Ind Women	17% (59)	25% (89)	18% (65)	16% (58)	24% (86)	357
PID/Gender: Rep Men	24% (83)	35% (118)	18% (61)	7% (24)	16% (56)	341
PID/Gender: Rep Women	20% (61)	27% (82)	17% (53)	11% (33)	25% (78)	307
Ideo: Liberal (1-3)	25% (168)	27% (185)	23% (155)	13% (89)	13% (86)	683
Ideo: Moderate (4)	19% (119)	33% (204)	19% (116)	11% (65)	18% (111)	615
Ideo: Conservative (5-7)	21% (143)	32% (217)	15% (104)	11% (73)	22% (151)	688
Educ: < College	20% (304)	28% (420)	18% (268)	13% (197)	21% (323)	1512
Educ: Bachelors degree	21% (92)	32% (142)	21% (95)	10% (47)	15% (68)	444
Educ: Post-grad	25% (62)	35% (86)	19% (47)	8% (20)	12% (30)	244
Income: Under 50k	18% (222)	27% (333)	18% (223)	13% (164)	23% (287)	1230
Income: 50k-100k	22% (146)	31% (203)	20% (128)	12% (77)	15% (100)	654
Income: 100k+	28% (90)	35% (111)	19% (59)	7% (22)	11% (34)	316
Ethnicity: White	21% (365)	30% (510)	18% (307)	11% (189)	20% (351)	1722
Ethnicity: Hispanic	19% (66)	32% (110)	22% (76)	13% (44)	15% (53)	349

Continued on next page

Table MCE10_2: Do you agree or disagree with the following statements?
There are too many music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	21%	(458)	29%	(648)	19%	(410)	12%	(264)	19%	(421)	2200
Ethnicity: Black	19%	(52)	26%	(71)	20%	(55)	17%	(46)	18%	(49)	274
Ethnicity: Other	20%	(41)	33%	(67)	23%	(47)	14%	(28)	10%	(21)	204
All Christian	23%	(242)	32%	(340)	17%	(184)	10%	(103)	19%	(201)	1070
All Non-Christian	29%	(35)	39%	(48)	10%	(12)	9%	(11)	14%	(17)	122
Atheist	11%	(10)	33%	(29)	25%	(23)	10%	(9)	21%	(19)	90
Agnostic/Nothing in particular	21%	(113)	24%	(128)	21%	(113)	14%	(77)	19%	(104)	536
Something Else	15%	(58)	27%	(103)	20%	(78)	17%	(64)	21%	(80)	383
Religious Non-Protestant/Catholic	28%	(38)	39%	(53)	11%	(15)	10%	(13)	13%	(18)	137
Evangelical	22%	(149)	30%	(201)	17%	(115)	12%	(81)	19%	(132)	679
Non-Evangelical	19%	(142)	31%	(231)	19%	(143)	11%	(83)	19%	(143)	741
Community: Urban	23%	(174)	32%	(236)	18%	(136)	12%	(91)	14%	(106)	742
Community: Suburban	21%	(191)	30%	(280)	19%	(179)	11%	(101)	19%	(181)	932
Community: Rural	18%	(93)	25%	(133)	18%	(95)	14%	(72)	25%	(134)	526
Employ: Private Sector	22%	(141)	35%	(223)	18%	(114)	11%	(73)	13%	(83)	635
Employ: Government	22%	(32)	37%	(55)	22%	(33)	7%	(10)	12%	(17)	147
Employ: Self-Employed	28%	(60)	22%	(45)	23%	(48)	11%	(23)	16%	(34)	210
Employ: Homemaker	19%	(32)	21%	(35)	21%	(35)	13%	(21)	25%	(41)	164
Employ: Student	14%	(14)	32%	(33)	34%	(35)	12%	(13)	8%	(8)	103
Employ: Retired	23%	(119)	29%	(147)	13%	(66)	9%	(46)	26%	(130)	509
Employ: Unemployed	13%	(35)	25%	(70)	20%	(57)	18%	(51)	25%	(70)	283
Employ: Other	16%	(24)	26%	(39)	15%	(23)	18%	(27)	24%	(35)	149
Military HH: Yes	25%	(96)	28%	(111)	15%	(59)	11%	(42)	21%	(83)	390
Military HH: No	20%	(362)	30%	(537)	19%	(351)	12%	(222)	19%	(338)	1810
RD/WT: Right Direction	27%	(178)	29%	(194)	17%	(114)	9%	(60)	19%	(125)	671
RD/WT: Wrong Track	18%	(280)	30%	(454)	19%	(296)	13%	(204)	19%	(296)	1529
Trump Job Approve	23%	(202)	29%	(253)	17%	(148)	11%	(95)	20%	(178)	877
Trump Job Disapprove	20%	(244)	30%	(377)	20%	(246)	13%	(158)	17%	(213)	1238

Continued on next page

Table MCE10_2: Do you agree or disagree with the following statements?*There are too many music streaming service options.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (648)	19% (410)	12% (264)	19% (421)	2200
Trump Job Strongly Approve	25% (136)	28% (149)	16% (88)	10% (53)	20% (110)	536
Trump Job Somewhat Approve	19% (66)	31% (104)	18% (61)	12% (41)	20% (69)	341
Trump Job Somewhat Disapprove	21% (59)	36% (102)	16% (45)	11% (31)	17% (48)	285
Trump Job Strongly Disapprove	19% (185)	29% (275)	21% (201)	13% (127)	17% (166)	953
Favorable of Trump	23% (205)	29% (256)	16% (139)	11% (94)	21% (181)	874
Unfavorable of Trump	19% (239)	31% (376)	21% (253)	13% (161)	16% (200)	1229
Very Favorable of Trump	26% (138)	28% (149)	15% (79)	11% (59)	21% (116)	540
Somewhat Favorable of Trump	20% (67)	32% (106)	18% (61)	10% (35)	20% (65)	334
Somewhat Unfavorable of Trump	21% (48)	34% (79)	18% (42)	13% (29)	14% (32)	230
Very Unfavorable of Trump	19% (191)	30% (297)	21% (211)	13% (133)	17% (168)	999
#1 Issue: Economy	18% (153)	33% (289)	19% (169)	12% (105)	18% (154)	870
#1 Issue: Security	26% (56)	27% (57)	11% (24)	14% (29)	21% (44)	210
#1 Issue: Health Care	21% (81)	32% (126)	21% (83)	11% (42)	15% (58)	390
#1 Issue: Medicare / Social Security	28% (74)	27% (71)	13% (33)	9% (22)	23% (61)	262
#1 Issue: Women's Issues	25% (31)	24% (29)	21% (26)	12% (15)	18% (22)	122
#1 Issue: Education	19% (20)	27% (28)	23% (24)	16% (17)	15% (16)	104
#1 Issue: Energy	19% (17)	23% (21)	25% (23)	17% (16)	15% (14)	90
#1 Issue: Other	17% (26)	18% (28)	19% (28)	12% (18)	34% (52)	152
2018 House Vote: Democrat	23% (177)	30% (229)	20% (152)	11% (85)	15% (117)	760
2018 House Vote: Republican	24% (137)	31% (178)	15% (88)	10% (57)	21% (121)	581
2016 Vote: Hillary Clinton	23% (168)	30% (218)	19% (138)	11% (81)	16% (117)	722
2016 Vote: Donald Trump	22% (149)	29% (195)	15% (101)	11% (73)	22% (146)	665
2016 Vote: Other	16% (14)	35% (30)	17% (15)	13% (11)	19% (17)	87
2016 Vote: Didn't Vote	17% (126)	28% (204)	21% (155)	14% (99)	19% (141)	725
Voted in 2014: Yes	22% (273)	30% (371)	17% (202)	11% (135)	20% (239)	1220
Voted in 2014: No	19% (184)	28% (277)	21% (208)	13% (128)	19% (182)	980
2012 Vote: Barack Obama	22% (188)	31% (266)	18% (159)	11% (95)	18% (156)	864
2012 Vote: Mitt Romney	22% (95)	29% (127)	15% (68)	12% (51)	23% (101)	442
2012 Vote: Other	22% (13)	22% (14)	14% (8)	15% (9)	27% (16)	60
2012 Vote: Didn't Vote	19% (161)	29% (242)	21% (173)	13% (109)	18% (147)	832

Continued on next page

Table MCE10_2: Do you agree or disagree with the following statements?
There are too many music streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	21%	(458)	29%	(648)	19%	(410)	12%	(264)	19%	(421)	2200
4-Region: Northeast	24%	(94)	33%	(128)	19%	(73)	9%	(36)	16%	(62)	394
4-Region: Midwest	22%	(101)	28%	(130)	17%	(78)	13%	(59)	21%	(95)	462
4-Region: South	18%	(152)	28%	(232)	18%	(150)	14%	(114)	21%	(176)	824
4-Region: West	22%	(112)	30%	(157)	21%	(108)	10%	(55)	17%	(88)	520
Cable TV subscribers	23%	(224)	32%	(316)	16%	(155)	11%	(109)	18%	(181)	986
Satellite TV subscribers	26%	(124)	30%	(144)	19%	(89)	9%	(42)	17%	(81)	481
Former cable TV subscribers	17%	(137)	28%	(224)	24%	(187)	13%	(105)	17%	(133)	787
Former satellite TV subscribers	19%	(130)	27%	(183)	23%	(151)	14%	(96)	17%	(111)	670
Watches mostly scripted shows	22%	(182)	29%	(242)	19%	(154)	13%	(111)	17%	(140)	828
Watches mostly unscripted shows	21%	(56)	38%	(99)	20%	(53)	10%	(27)	10%	(26)	260
Watches scripted and unscripted	19%	(135)	31%	(221)	22%	(161)	13%	(92)	15%	(110)	718
Watches mostly for entertainment	18%	(199)	31%	(344)	19%	(215)	13%	(146)	18%	(198)	1103
Watches mostly for education	38%	(55)	29%	(42)	17%	(24)	12%	(18)	4%	(6)	145
Watches for entertainment and education	21%	(127)	30%	(183)	24%	(146)	13%	(76)	12%	(75)	607
Likely to subscribe to Discovery+	25%	(164)	33%	(217)	21%	(140)	15%	(98)	7%	(45)	665
Unlikely to subscribe to Discovery+	20%	(225)	31%	(346)	17%	(190)	11%	(129)	21%	(238)	1127
Subscribes to at least one streaming service	21%	(364)	30%	(513)	20%	(337)	13%	(219)	16%	(275)	1708
Subscribes to 3+ streaming services	22%	(238)	29%	(311)	21%	(224)	15%	(155)	12%	(131)	1059

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

Table MCE10_3: Do you agree or disagree with the following statements?*There are too many movie streaming service options.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	25% (545)	33% (720)	18% (400)	10% (230)	14% (306)	2200
Gender: Male	27% (289)	35% (377)	17% (182)	10% (105)	10% (109)	1062
Gender: Female	22% (256)	30% (343)	19% (218)	11% (125)	17% (197)	1138
Age: 18-34	24% (159)	31% (201)	19% (123)	14% (93)	12% (80)	655
Age: 35-44	26% (91)	34% (123)	20% (71)	12% (44)	8% (29)	358
Age: 45-64	22% (168)	35% (263)	19% (144)	9% (68)	14% (107)	751
Age: 65+	29% (127)	30% (132)	14% (62)	6% (26)	21% (90)	436
GenZers: 1997-2012	20% (54)	25% (69)	25% (69)	12% (34)	18% (48)	274
Millennials: 1981-1996	26% (158)	34% (203)	17% (101)	15% (87)	8% (51)	599
GenXers: 1965-1980	23% (120)	36% (192)	20% (105)	10% (51)	12% (62)	529
Baby Boomers: 1946-1964	27% (188)	34% (238)	17% (118)	7% (52)	16% (111)	706
PID: Dem (no lean)	26% (238)	33% (303)	18% (166)	12% (105)	11% (100)	912
PID: Ind (no lean)	22% (143)	32% (205)	19% (119)	10% (65)	17% (109)	640
PID: Rep (no lean)	25% (164)	33% (212)	18% (115)	9% (60)	15% (97)	648
PID/Gender: Dem Men	29% (129)	36% (157)	16% (72)	12% (51)	7% (29)	438
PID/Gender: Dem Women	23% (109)	31% (146)	20% (94)	11% (54)	15% (71)	474
PID/Gender: Ind Men	22% (63)	37% (104)	17% (49)	10% (28)	14% (38)	283
PID/Gender: Ind Women	22% (80)	28% (101)	19% (69)	10% (37)	20% (70)	357
PID/Gender: Rep Men	29% (97)	34% (115)	18% (61)	8% (26)	12% (41)	341
PID/Gender: Rep Women	22% (67)	31% (96)	18% (55)	11% (34)	18% (56)	307
Ideo: Liberal (1-3)	27% (182)	34% (230)	20% (139)	10% (70)	9% (61)	683
Ideo: Moderate (4)	24% (147)	36% (221)	17% (105)	9% (57)	14% (85)	615
Ideo: Conservative (5-7)	24% (165)	32% (220)	19% (129)	11% (78)	14% (96)	688
Educ: < College	24% (361)	31% (470)	18% (271)	11% (167)	16% (242)	1512
Educ: Bachelors degree	25% (109)	37% (164)	18% (79)	10% (45)	10% (46)	444
Educ: Post-grad	30% (74)	35% (86)	20% (49)	7% (17)	7% (17)	244
Income: Under 50k	22% (269)	31% (382)	18% (227)	11% (136)	18% (215)	1230
Income: 50k-100k	28% (180)	34% (221)	17% (112)	11% (74)	10% (67)	654
Income: 100k+	30% (96)	37% (117)	19% (61)	6% (20)	7% (23)	316
Ethnicity: White	25% (436)	33% (572)	18% (304)	10% (164)	14% (246)	1722
Ethnicity: Hispanic	23% (80)	30% (106)	23% (81)	12% (41)	12% (41)	349

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Table MCE10_3: Do you agree or disagree with the following statements?
There are too many movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(545)	33%	(720)	18%	(400)	10%	(230)	14%	(306)	2200
Ethnicity: Black	21%	(59)	28%	(77)	20%	(55)	16%	(45)	14%	(39)	274
Ethnicity: Other	25%	(50)	35%	(71)	20%	(41)	10%	(21)	10%	(21)	204
All Christian	26%	(281)	34%	(359)	17%	(185)	10%	(106)	13%	(139)	1070
All Non-Christian	29%	(35)	39%	(48)	11%	(13)	7%	(9)	13%	(16)	122
Atheist	30%	(27)	33%	(30)	16%	(15)	9%	(8)	12%	(10)	90
Agnostic/Nothing in particular	22%	(116)	32%	(173)	21%	(114)	11%	(57)	14%	(75)	536
Something Else	22%	(86)	29%	(110)	19%	(73)	13%	(50)	17%	(64)	383
Religious Non-Protestant/Catholic	26%	(35)	41%	(56)	11%	(16)	9%	(12)	13%	(18)	137
Evangelical	26%	(175)	32%	(214)	17%	(118)	12%	(80)	14%	(92)	679
Non-Evangelical	25%	(185)	32%	(240)	18%	(136)	10%	(71)	15%	(108)	741
Community: Urban	28%	(207)	32%	(235)	19%	(138)	11%	(80)	11%	(82)	742
Community: Suburban	24%	(227)	35%	(331)	17%	(158)	10%	(93)	13%	(123)	932
Community: Rural	21%	(111)	29%	(154)	20%	(104)	11%	(56)	19%	(100)	526
Employ: Private Sector	24%	(155)	38%	(244)	18%	(115)	11%	(67)	8%	(54)	635
Employ: Government	25%	(37)	37%	(54)	21%	(30)	5%	(8)	12%	(18)	147
Employ: Self-Employed	32%	(68)	29%	(60)	20%	(43)	10%	(21)	9%	(18)	210
Employ: Homemaker	26%	(42)	19%	(31)	20%	(32)	13%	(21)	22%	(37)	164
Employ: Student	20%	(21)	32%	(33)	23%	(24)	16%	(16)	9%	(9)	103
Employ: Retired	27%	(139)	33%	(167)	15%	(75)	7%	(36)	18%	(92)	509
Employ: Unemployed	21%	(59)	28%	(79)	19%	(55)	14%	(39)	18%	(51)	283
Employ: Other	16%	(24)	34%	(51)	17%	(25)	15%	(22)	18%	(27)	149
Military HH: Yes	26%	(102)	33%	(129)	19%	(72)	10%	(38)	12%	(48)	390
Military HH: No	24%	(443)	33%	(591)	18%	(328)	11%	(191)	14%	(257)	1810
RD/WT: Right Direction	27%	(184)	34%	(226)	17%	(115)	9%	(61)	13%	(85)	671
RD/WT: Wrong Track	24%	(361)	32%	(493)	19%	(285)	11%	(169)	14%	(221)	1529
Trump Job Approve	26%	(228)	31%	(276)	18%	(154)	11%	(96)	14%	(123)	877
Trump Job Disapprove	24%	(297)	34%	(425)	18%	(229)	11%	(131)	13%	(156)	1238

Continued on next page

Table MCE10_3: Do you agree or disagree with the following statements?*There are too many movie streaming service options.*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(545)	33%	(720)	18%	(400)	10%	(230)	14%	(306)	2200
Trump Job Strongly Approve	29%	(155)	29%	(158)	16%	(87)	10%	(55)	15%	(81)	536
Trump Job Somewhat Approve	21%	(73)	35%	(118)	20%	(67)	12%	(41)	13%	(43)	341
Trump Job Somewhat Disapprove	22%	(62)	36%	(104)	17%	(48)	10%	(30)	14%	(41)	285
Trump Job Strongly Disapprove	25%	(235)	34%	(321)	19%	(181)	11%	(101)	12%	(115)	953
Favorable of Trump	26%	(231)	31%	(273)	17%	(148)	11%	(100)	14%	(122)	874
Unfavorable of Trump	24%	(295)	35%	(426)	19%	(232)	10%	(125)	12%	(151)	1229
Very Favorable of Trump	29%	(154)	29%	(158)	16%	(85)	11%	(59)	16%	(84)	540
Somewhat Favorable of Trump	23%	(77)	34%	(114)	19%	(63)	12%	(41)	11%	(38)	334
Somewhat Unfavorable of Trump	22%	(50)	39%	(89)	21%	(48)	7%	(16)	12%	(27)	230
Very Unfavorable of Trump	24%	(245)	34%	(338)	18%	(184)	11%	(109)	12%	(124)	999
#1 Issue: Economy	26%	(225)	35%	(309)	17%	(150)	11%	(92)	11%	(94)	870
#1 Issue: Security	27%	(57)	27%	(56)	18%	(38)	13%	(27)	15%	(33)	210
#1 Issue: Health Care	23%	(91)	36%	(139)	20%	(76)	12%	(45)	10%	(40)	390
#1 Issue: Medicare / Social Security	28%	(74)	32%	(84)	14%	(37)	6%	(14)	20%	(52)	262
#1 Issue: Women's Issues	21%	(25)	34%	(41)	17%	(21)	11%	(13)	17%	(21)	122
#1 Issue: Education	20%	(21)	35%	(37)	19%	(20)	14%	(15)	11%	(12)	104
#1 Issue: Energy	23%	(21)	21%	(19)	35%	(31)	9%	(8)	13%	(11)	90
#1 Issue: Other	21%	(32)	23%	(36)	17%	(26)	10%	(15)	28%	(42)	152
2018 House Vote: Democrat	26%	(194)	35%	(269)	18%	(136)	9%	(72)	12%	(88)	760
2018 House Vote: Republican	27%	(158)	33%	(194)	16%	(95)	10%	(57)	13%	(77)	581
2016 Vote: Hillary Clinton	26%	(185)	35%	(251)	17%	(124)	9%	(68)	13%	(94)	722
2016 Vote: Donald Trump	26%	(173)	33%	(220)	18%	(119)	10%	(63)	13%	(89)	665
2016 Vote: Other	23%	(20)	38%	(33)	13%	(11)	8%	(7)	18%	(16)	87
2016 Vote: Didn't Vote	23%	(166)	30%	(215)	20%	(145)	13%	(91)	15%	(107)	725
Voted in 2014: Yes	26%	(316)	34%	(416)	17%	(212)	10%	(116)	13%	(159)	1220
Voted in 2014: No	23%	(229)	31%	(303)	19%	(188)	12%	(113)	15%	(147)	980
2012 Vote: Barack Obama	26%	(228)	35%	(299)	17%	(146)	9%	(78)	13%	(113)	864
2012 Vote: Mitt Romney	25%	(109)	33%	(145)	17%	(74)	11%	(47)	15%	(66)	442
2012 Vote: Other	20%	(12)	33%	(20)	15%	(9)	16%	(10)	16%	(10)	60
2012 Vote: Didn't Vote	23%	(195)	31%	(254)	21%	(172)	11%	(95)	14%	(116)	832

Continued on next page

Table MCE10_3: Do you agree or disagree with the following statements?
There are too many movie streaming service options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	25%	(545)	33%	(720)	18%	(400)	10%	(230)	14%	(306)	2200
4-Region: Northeast	28%	(110)	34%	(134)	16%	(65)	9%	(36)	12%	(48)	394
4-Region: Midwest	26%	(122)	32%	(149)	19%	(86)	10%	(47)	13%	(59)	462
4-Region: South	22%	(185)	30%	(249)	19%	(157)	13%	(104)	16%	(129)	824
4-Region: West	25%	(128)	36%	(187)	18%	(93)	8%	(43)	13%	(70)	520
Cable TV subscribers	25%	(248)	36%	(356)	17%	(168)	9%	(88)	13%	(125)	986
Satellite TV subscribers	29%	(141)	30%	(143)	17%	(83)	10%	(49)	14%	(65)	481
Former cable TV subscribers	22%	(172)	32%	(249)	21%	(166)	13%	(99)	13%	(101)	787
Former satellite TV subscribers	21%	(141)	35%	(232)	22%	(148)	12%	(81)	10%	(68)	670
Watches mostly scripted shows	26%	(213)	36%	(296)	19%	(156)	11%	(89)	9%	(75)	828
Watches mostly unscripted shows	24%	(63)	37%	(95)	18%	(48)	11%	(28)	10%	(25)	260
Watches scripted and unscripted	23%	(162)	34%	(243)	22%	(161)	12%	(86)	9%	(65)	718
Watches mostly for entertainment	23%	(255)	33%	(366)	22%	(239)	12%	(131)	10%	(112)	1103
Watches mostly for education	35%	(51)	32%	(46)	17%	(24)	13%	(19)	3%	(5)	145
Watches for entertainment and education	24%	(147)	38%	(232)	20%	(119)	10%	(61)	8%	(49)	607
Likely to subscribe to Discovery+	25%	(169)	32%	(215)	24%	(160)	13%	(87)	5%	(33)	665
Unlikely to subscribe to Discovery+	26%	(291)	35%	(394)	15%	(174)	9%	(106)	14%	(163)	1127
Subscribes to at least one streaming service	24%	(414)	35%	(590)	20%	(346)	11%	(196)	10%	(163)	1708
Subscribes to 3+ streaming services	24%	(258)	34%	(362)	22%	(232)	13%	(135)	7%	(72)	1059

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

Table MCE10_4: Do you agree or disagree with the following statements?
There are too many combined TV and movie streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	24% (526)	33% (715)	16% (362)	11% (242)	16% (354)	2200
Gender: Male	24% (257)	34% (364)	18% (187)	10% (105)	14% (149)	1062
Gender: Female	24% (269)	31% (351)	15% (175)	12% (137)	18% (205)	1138
Age: 18-34	26% (167)	28% (185)	20% (130)	13% (82)	14% (91)	655
Age: 35-44	22% (80)	37% (133)	19% (68)	13% (45)	9% (32)	358
Age: 45-64	21% (156)	35% (261)	15% (111)	11% (81)	19% (141)	751
Age: 65+	28% (123)	31% (137)	12% (53)	8% (34)	21% (90)	436
GenZers: 1997-2012	24% (65)	26% (70)	21% (57)	12% (32)	18% (49)	274
Millennials: 1981-1996	26% (153)	32% (190)	20% (119)	13% (78)	10% (59)	599
GenXers: 1965-1980	20% (103)	37% (195)	15% (81)	12% (64)	16% (85)	529
Baby Boomers: 1946-1964	25% (179)	34% (238)	14% (96)	8% (60)	19% (134)	706
PID: Dem (no lean)	25% (227)	32% (295)	17% (152)	13% (115)	13% (122)	912
PID: Ind (no lean)	21% (136)	32% (207)	16% (101)	10% (65)	20% (131)	640
PID: Rep (no lean)	25% (163)	33% (213)	17% (109)	10% (62)	16% (102)	648
PID/Gender: Dem Men	26% (115)	32% (141)	18% (78)	13% (57)	11% (46)	438
PID/Gender: Dem Women	24% (112)	33% (154)	16% (74)	12% (58)	16% (75)	474
PID/Gender: Ind Men	20% (56)	35% (99)	17% (48)	9% (25)	19% (55)	283
PID/Gender: Ind Women	22% (80)	30% (108)	15% (52)	11% (40)	21% (76)	357
PID/Gender: Rep Men	25% (86)	37% (124)	18% (60)	7% (23)	14% (47)	341
PID/Gender: Rep Women	25% (77)	29% (89)	16% (49)	13% (39)	18% (54)	307
Ideo: Liberal (1-3)	26% (178)	32% (216)	19% (130)	12% (82)	11% (76)	683
Ideo: Moderate (4)	24% (148)	37% (226)	15% (93)	10% (61)	14% (87)	615
Ideo: Conservative (5-7)	23% (158)	33% (230)	15% (105)	11% (77)	17% (118)	688
Educ: < College	23% (354)	30% (460)	16% (247)	12% (177)	18% (274)	1512
Educ: Bachelors degree	24% (106)	38% (171)	16% (70)	10% (44)	12% (53)	444
Educ: Post-grad	27% (66)	35% (84)	18% (44)	9% (22)	11% (27)	244
Income: Under 50k	21% (260)	30% (367)	17% (211)	11% (139)	21% (254)	1230
Income: 50k-100k	27% (174)	34% (224)	16% (102)	12% (77)	12% (76)	654
Income: 100k+	29% (92)	39% (125)	15% (49)	8% (26)	8% (24)	316
Ethnicity: White	24% (412)	33% (564)	16% (277)	10% (170)	17% (299)	1722
Ethnicity: Hispanic	22% (76)	35% (122)	20% (68)	12% (43)	11% (40)	349

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Table MCE10_4: Do you agree or disagree with the following statements?
There are too many combined TV and movie streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	24%	(526)	33%	(715)	16%	(362)	11%	(242)	16%	(354)	2200
Ethnicity: Black	23%	(62)	29%	(79)	18%	(49)	19%	(51)	12%	(33)	274
Ethnicity: Other	26%	(52)	35%	(72)	18%	(36)	10%	(21)	11%	(23)	204
All Christian	26%	(275)	34%	(368)	14%	(152)	10%	(109)	16%	(167)	1070
All Non-Christian	23%	(28)	38%	(46)	15%	(18)	10%	(12)	15%	(18)	122
Atheist	31%	(28)	29%	(26)	19%	(17)	7%	(7)	13%	(11)	90
Agnostic/Nothing in particular	20%	(107)	32%	(173)	20%	(107)	11%	(59)	17%	(90)	536
Something Else	23%	(88)	27%	(103)	18%	(68)	15%	(56)	18%	(68)	383
Religious Non-Protestant/Catholic	21%	(29)	39%	(53)	14%	(19)	11%	(15)	15%	(20)	137
Evangelical	24%	(160)	31%	(208)	15%	(104)	13%	(89)	17%	(117)	679
Non-Evangelical	26%	(193)	34%	(253)	15%	(110)	10%	(72)	15%	(114)	741
Community: Urban	27%	(198)	31%	(233)	17%	(125)	12%	(88)	13%	(98)	742
Community: Suburban	23%	(218)	35%	(322)	16%	(151)	10%	(93)	16%	(148)	932
Community: Rural	21%	(110)	31%	(161)	16%	(86)	12%	(61)	21%	(108)	526
Employ: Private Sector	22%	(138)	39%	(251)	17%	(109)	11%	(73)	10%	(65)	635
Employ: Government	25%	(37)	39%	(57)	18%	(27)	6%	(9)	12%	(17)	147
Employ: Self-Employed	26%	(55)	33%	(69)	17%	(37)	11%	(23)	13%	(26)	210
Employ: Homemaker	23%	(38)	23%	(37)	19%	(31)	10%	(17)	25%	(41)	164
Employ: Student	30%	(31)	27%	(28)	20%	(21)	14%	(14)	9%	(9)	103
Employ: Retired	27%	(139)	32%	(162)	14%	(71)	8%	(42)	19%	(95)	509
Employ: Unemployed	20%	(57)	27%	(77)	14%	(41)	13%	(37)	25%	(72)	283
Employ: Other	22%	(33)	24%	(35)	17%	(25)	18%	(27)	19%	(29)	149
Military HH: Yes	21%	(83)	34%	(133)	15%	(60)	12%	(48)	17%	(65)	390
Military HH: No	25%	(444)	32%	(582)	17%	(302)	11%	(194)	16%	(289)	1810
RD/WT: Right Direction	25%	(168)	34%	(225)	18%	(120)	10%	(68)	13%	(89)	671
RD/WT: Wrong Track	23%	(359)	32%	(490)	16%	(242)	11%	(174)	17%	(265)	1529
Trump Job Approve	24%	(211)	33%	(287)	16%	(143)	11%	(95)	16%	(140)	877
Trump Job Disapprove	24%	(298)	33%	(412)	17%	(206)	11%	(136)	15%	(187)	1238

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Table MCE10_4: Do you agree or disagree with the following statements?
There are too many combined TV and movie streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	24%	(526)	33%	(715)	16%	(362)	11%	(242)	16%	(354)	2200
Trump Job Strongly Approve	26%	(142)	29%	(156)	16%	(87)	11%	(58)	17%	(94)	536
Trump Job Somewhat Approve	20%	(69)	39%	(132)	17%	(57)	11%	(38)	13%	(46)	341
Trump Job Somewhat Disapprove	22%	(63)	34%	(98)	20%	(57)	7%	(19)	17%	(48)	285
Trump Job Strongly Disapprove	25%	(235)	33%	(314)	16%	(149)	12%	(117)	15%	(138)	953
Favorable of Trump	25%	(217)	33%	(286)	15%	(133)	11%	(100)	16%	(139)	874
Unfavorable of Trump	24%	(294)	33%	(409)	18%	(216)	11%	(132)	15%	(179)	1229
Very Favorable of Trump	27%	(146)	30%	(162)	14%	(75)	12%	(63)	17%	(94)	540
Somewhat Favorable of Trump	21%	(71)	37%	(123)	17%	(58)	11%	(37)	13%	(44)	334
Somewhat Unfavorable of Trump	20%	(47)	36%	(83)	23%	(52)	6%	(14)	15%	(34)	230
Very Unfavorable of Trump	25%	(247)	33%	(326)	16%	(164)	12%	(118)	14%	(144)	999
#1 Issue: Economy	23%	(201)	36%	(313)	17%	(145)	10%	(91)	14%	(120)	870
#1 Issue: Security	25%	(53)	30%	(62)	17%	(35)	14%	(29)	15%	(31)	210
#1 Issue: Health Care	22%	(87)	34%	(131)	20%	(78)	10%	(38)	14%	(55)	390
#1 Issue: Medicare / Social Security	28%	(73)	31%	(81)	10%	(26)	9%	(23)	23%	(59)	262
#1 Issue: Women's Issues	25%	(30)	31%	(38)	14%	(18)	15%	(18)	15%	(18)	122
#1 Issue: Education	26%	(27)	33%	(34)	14%	(15)	9%	(10)	17%	(18)	104
#1 Issue: Energy	27%	(25)	24%	(21)	19%	(17)	19%	(17)	11%	(10)	90
#1 Issue: Other	19%	(29)	24%	(36)	18%	(28)	11%	(17)	28%	(42)	152
2018 House Vote: Democrat	25%	(189)	37%	(279)	16%	(118)	10%	(76)	13%	(98)	760
2018 House Vote: Republican	27%	(155)	35%	(201)	15%	(85)	10%	(60)	14%	(80)	581
2016 Vote: Hillary Clinton	24%	(176)	36%	(259)	15%	(110)	10%	(75)	14%	(102)	722
2016 Vote: Donald Trump	25%	(168)	33%	(218)	16%	(103)	11%	(73)	15%	(103)	665
2016 Vote: Other	20%	(18)	36%	(32)	16%	(14)	8%	(7)	20%	(17)	87
2016 Vote: Didn't Vote	23%	(164)	28%	(206)	19%	(136)	12%	(86)	18%	(132)	725
Voted in 2014: Yes	24%	(289)	36%	(436)	16%	(191)	10%	(123)	15%	(181)	1220
Voted in 2014: No	24%	(237)	29%	(280)	17%	(171)	12%	(119)	18%	(173)	980
2012 Vote: Barack Obama	24%	(206)	36%	(312)	16%	(138)	10%	(83)	14%	(125)	864
2012 Vote: Mitt Romney	25%	(109)	34%	(148)	15%	(64)	11%	(47)	16%	(73)	442
2012 Vote: Other	19%	(12)	36%	(22)	11%	(7)	18%	(11)	15%	(9)	60
2012 Vote: Didn't Vote	24%	(199)	28%	(233)	18%	(153)	12%	(100)	18%	(147)	832

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Table MCE10_4: Do you agree or disagree with the following statements?
There are too many combined TV and movie streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	24%	(526)	33%	(715)	16%	(362)	11%	(242)	16%	(354)	2200
4-Region: Northeast	26%	(104)	35%	(136)	14%	(56)	9%	(36)	16%	(62)	394
4-Region: Midwest	24%	(111)	31%	(143)	16%	(73)	13%	(60)	16%	(75)	462
4-Region: South	21%	(175)	32%	(266)	16%	(135)	13%	(103)	18%	(145)	824
4-Region: West	26%	(136)	33%	(171)	19%	(98)	8%	(43)	14%	(72)	520
Cable TV subscribers	26%	(254)	37%	(365)	14%	(140)	10%	(94)	13%	(132)	986
Satellite TV subscribers	27%	(128)	33%	(160)	15%	(74)	11%	(54)	13%	(65)	481
Former cable TV subscribers	21%	(163)	30%	(238)	21%	(165)	12%	(97)	16%	(125)	787
Former satellite TV subscribers	23%	(157)	33%	(221)	19%	(126)	12%	(80)	13%	(87)	670
Watches mostly scripted shows	23%	(194)	35%	(291)	18%	(152)	12%	(99)	11%	(92)	828
Watches mostly unscripted shows	25%	(64)	36%	(95)	15%	(39)	13%	(35)	10%	(27)	260
Watches scripted and unscripted	23%	(164)	33%	(238)	21%	(153)	11%	(81)	11%	(82)	718
Watches mostly for entertainment	23%	(249)	33%	(361)	19%	(214)	12%	(131)	13%	(148)	1103
Watches mostly for education	26%	(38)	33%	(49)	17%	(25)	18%	(26)	6%	(8)	145
Watches for entertainment and education	24%	(146)	38%	(229)	18%	(110)	11%	(68)	9%	(55)	607
Likely to subscribe to Discovery+	25%	(165)	35%	(231)	20%	(132)	14%	(95)	6%	(43)	665
Unlikely to subscribe to Discovery+	25%	(284)	33%	(376)	15%	(170)	10%	(110)	17%	(189)	1127
Subscribes to at least one streaming service	24%	(404)	34%	(583)	18%	(311)	12%	(200)	12%	(210)	1708
Subscribes to 3+ streaming services	24%	(256)	34%	(359)	19%	(197)	14%	(144)	10%	(104)	1059

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

Table MCE10_5: Do you agree or disagree with the following statements?*There are too many options when it comes to streaming services.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (611)	35% (769)	17% (363)	9% (200)	12% (257)	2200
Gender: Male	30% (322)	34% (356)	18% (193)	8% (84)	10% (107)	1062
Gender: Female	25% (289)	36% (413)	15% (170)	10% (117)	13% (149)	1138
Age: 18-34	30% (194)	33% (216)	18% (119)	10% (67)	9% (59)	655
Age: 35-44	28% (99)	36% (130)	19% (69)	9% (32)	8% (27)	358
Age: 45-64	25% (190)	37% (278)	16% (119)	9% (70)	12% (93)	751
Age: 65+	30% (129)	33% (144)	13% (56)	7% (30)	18% (77)	436
GenZers: 1997-2012	25% (67)	33% (91)	23% (62)	7% (19)	12% (34)	274
Millennials: 1981-1996	31% (183)	34% (206)	17% (103)	11% (65)	7% (42)	599
GenXers: 1965-1980	25% (130)	38% (203)	17% (89)	10% (55)	10% (52)	529
Baby Boomers: 1946-1964	29% (202)	35% (248)	14% (101)	8% (55)	14% (100)	706
PID: Dem (no lean)	27% (245)	36% (327)	17% (159)	10% (88)	10% (92)	912
PID: Ind (no lean)	26% (167)	35% (224)	16% (100)	9% (60)	14% (89)	640
PID: Rep (no lean)	31% (199)	33% (217)	16% (104)	8% (52)	12% (76)	648
PID/Gender: Dem Men	29% (127)	34% (150)	20% (86)	9% (37)	8% (37)	438
PID/Gender: Dem Women	25% (118)	37% (177)	15% (73)	11% (51)	12% (55)	474
PID/Gender: Ind Men	28% (81)	33% (93)	17% (49)	9% (26)	12% (35)	283
PID/Gender: Ind Women	24% (86)	37% (132)	14% (52)	10% (34)	15% (53)	357
PID/Gender: Rep Men	33% (114)	33% (113)	17% (59)	6% (20)	10% (35)	341
PID/Gender: Rep Women	28% (85)	34% (104)	15% (45)	10% (32)	13% (41)	307
Ideo: Liberal (1-3)	29% (196)	36% (247)	19% (128)	9% (61)	8% (52)	683
Ideo: Moderate (4)	28% (172)	36% (221)	17% (106)	8% (48)	11% (67)	615
Ideo: Conservative (5-7)	27% (184)	36% (247)	15% (103)	10% (69)	12% (85)	688
Educ: < College	27% (410)	34% (516)	16% (240)	10% (150)	13% (197)	1512
Educ: Bachelors degree	27% (122)	37% (163)	19% (84)	8% (34)	9% (41)	444
Educ: Post-grad	33% (80)	37% (90)	16% (40)	7% (16)	8% (18)	244
Income: Under 50k	25% (305)	34% (423)	17% (204)	9% (117)	15% (180)	1230
Income: 50k-100k	31% (201)	33% (217)	17% (113)	10% (65)	9% (58)	654
Income: 100k+	33% (105)	40% (128)	14% (46)	6% (18)	6% (19)	316
Ethnicity: White	28% (477)	35% (607)	17% (287)	8% (144)	12% (206)	1722
Ethnicity: Hispanic	27% (95)	37% (128)	20% (69)	9% (31)	8% (27)	349

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Table MCE10_5: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	28%	(611)	35%	(769)	17%	(363)	9%	(200)	12%	(257)	2200
Ethnicity: Black	27%	(73)	31%	(84)	17%	(46)	14%	(37)	12%	(34)	274
Ethnicity: Other	30%	(61)	38%	(77)	15%	(30)	9%	(19)	8%	(17)	204
All Christian	29%	(309)	36%	(386)	15%	(166)	9%	(92)	11%	(117)	1070
All Non-Christian	24%	(30)	40%	(49)	14%	(17)	7%	(8)	15%	(19)	122
Atheist	33%	(30)	30%	(27)	22%	(20)	7%	(6)	7%	(6)	90
Agnostic/Nothing in particular	27%	(147)	35%	(185)	19%	(100)	9%	(48)	10%	(56)	536
Something Else	25%	(96)	32%	(121)	16%	(62)	12%	(46)	15%	(58)	383
Religious Non-Protestant/Catholic	23%	(31)	40%	(56)	14%	(19)	8%	(11)	15%	(20)	137
Evangelical	26%	(174)	34%	(228)	18%	(120)	11%	(74)	12%	(83)	679
Non-Evangelical	30%	(219)	36%	(268)	14%	(104)	8%	(61)	12%	(89)	741
Community: Urban	30%	(223)	37%	(274)	17%	(123)	8%	(62)	8%	(61)	742
Community: Suburban	29%	(267)	35%	(322)	16%	(146)	9%	(89)	12%	(108)	932
Community: Rural	23%	(121)	33%	(173)	18%	(95)	10%	(50)	17%	(87)	526
Employ: Private Sector	30%	(188)	37%	(236)	16%	(102)	10%	(65)	7%	(45)	635
Employ: Government	25%	(36)	40%	(59)	22%	(32)	5%	(7)	8%	(12)	147
Employ: Self-Employed	33%	(69)	31%	(65)	19%	(41)	8%	(17)	9%	(18)	210
Employ: Homemaker	31%	(51)	27%	(43)	19%	(32)	5%	(8)	18%	(30)	164
Employ: Student	30%	(30)	38%	(39)	19%	(20)	9%	(9)	5%	(5)	103
Employ: Retired	29%	(148)	36%	(184)	13%	(65)	7%	(38)	14%	(73)	509
Employ: Unemployed	20%	(56)	35%	(99)	15%	(41)	14%	(40)	17%	(47)	283
Employ: Other	22%	(33)	29%	(43)	20%	(30)	11%	(16)	18%	(27)	149
Military HH: Yes	31%	(121)	30%	(118)	17%	(68)	9%	(34)	13%	(50)	390
Military HH: No	27%	(490)	36%	(651)	16%	(296)	9%	(167)	11%	(207)	1810
RD/WT: Right Direction	31%	(205)	34%	(226)	18%	(120)	7%	(48)	11%	(72)	671
RD/WT: Wrong Track	27%	(407)	35%	(542)	16%	(244)	10%	(152)	12%	(185)	1529
Trump Job Approve	28%	(245)	34%	(301)	15%	(134)	10%	(87)	13%	(110)	877
Trump Job Disapprove	28%	(343)	36%	(443)	18%	(218)	9%	(108)	10%	(125)	1238

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Table MCE10_5: Do you agree or disagree with the following statements?*There are too many options when it comes to streaming services.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	28% (611)	35% (769)	17% (363)	9% (200)	12% (257)	2200
Trump Job Strongly Approve	31% (166)	32% (169)	15% (80)	10% (54)	12% (67)	536
Trump Job Somewhat Approve	23% (79)	39% (132)	16% (54)	10% (33)	13% (43)	341
Trump Job Somewhat Disapprove	26% (75)	35% (99)	21% (60)	6% (16)	12% (35)	285
Trump Job Strongly Disapprove	28% (268)	36% (344)	17% (158)	10% (92)	10% (91)	953
Favorable of Trump	28% (245)	35% (305)	15% (128)	10% (92)	12% (106)	874
Unfavorable of Trump	28% (343)	36% (440)	18% (221)	8% (102)	10% (123)	1229
Very Favorable of Trump	29% (157)	33% (180)	12% (67)	12% (62)	14% (74)	540
Somewhat Favorable of Trump	26% (87)	37% (125)	18% (61)	9% (29)	10% (32)	334
Somewhat Unfavorable of Trump	28% (65)	34% (78)	23% (54)	4% (9)	11% (25)	230
Very Unfavorable of Trump	28% (278)	36% (362)	17% (167)	9% (93)	10% (99)	999
#1 Issue: Economy	29% (250)	36% (315)	17% (144)	10% (83)	9% (79)	870
#1 Issue: Security	29% (61)	31% (66)	16% (33)	10% (22)	14% (29)	210
#1 Issue: Health Care	26% (100)	40% (154)	19% (76)	7% (25)	9% (34)	390
#1 Issue: Medicare / Social Security	30% (80)	33% (87)	12% (30)	7% (20)	17% (46)	262
#1 Issue: Women's Issues	29% (36)	35% (42)	14% (17)	12% (14)	10% (12)	122
#1 Issue: Education	22% (23)	35% (37)	17% (18)	12% (13)	13% (14)	104
#1 Issue: Energy	22% (20)	39% (35)	24% (21)	6% (6)	9% (8)	90
#1 Issue: Other	28% (42)	21% (32)	16% (24)	12% (18)	23% (35)	152
2018 House Vote: Democrat	28% (212)	38% (287)	16% (121)	8% (62)	10% (77)	760
2018 House Vote: Republican	31% (180)	34% (200)	15% (86)	10% (56)	10% (60)	581
2016 Vote: Hillary Clinton	29% (207)	37% (269)	15% (105)	8% (60)	11% (81)	722
2016 Vote: Donald Trump	29% (194)	35% (230)	15% (99)	10% (68)	11% (74)	665
2016 Vote: Other	24% (21)	37% (33)	16% (14)	6% (6)	16% (14)	87
2016 Vote: Didn't Vote	26% (188)	33% (237)	20% (145)	9% (67)	12% (88)	725
Voted in 2014: Yes	28% (344)	36% (438)	15% (181)	9% (110)	12% (147)	1220
Voted in 2014: No	27% (267)	34% (330)	19% (182)	9% (90)	11% (109)	980
2012 Vote: Barack Obama	28% (240)	38% (328)	15% (131)	8% (68)	11% (98)	864
2012 Vote: Mitt Romney	30% (131)	33% (145)	13% (57)	11% (51)	13% (59)	442
2012 Vote: Other	20% (12)	26% (16)	20% (12)	14% (9)	19% (11)	60
2012 Vote: Didn't Vote	27% (228)	34% (280)	20% (163)	9% (73)	11% (88)	832

Continued on next page

Table MCE10_5: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	28%	(611)	35%	(769)	17%	(363)	9%	(200)	12%	(257)	2200
4-Region: Northeast	30%	(120)	35%	(136)	16%	(63)	9%	(35)	10%	(40)	394
4-Region: Midwest	28%	(132)	36%	(166)	16%	(72)	9%	(40)	11%	(52)	462
4-Region: South	26%	(212)	34%	(277)	16%	(132)	11%	(92)	14%	(112)	824
4-Region: West	28%	(148)	36%	(189)	19%	(97)	6%	(33)	10%	(53)	520
Cable TV subscribers	31%	(302)	38%	(372)	14%	(135)	8%	(81)	10%	(95)	986
Satellite TV subscribers	29%	(138)	35%	(168)	18%	(86)	8%	(37)	11%	(51)	481
Former cable TV subscribers	23%	(182)	35%	(275)	21%	(166)	10%	(80)	11%	(85)	787
Former satellite TV subscribers	25%	(165)	35%	(236)	21%	(144)	10%	(65)	9%	(61)	670
Watches mostly scripted shows	30%	(245)	37%	(306)	16%	(129)	10%	(80)	8%	(68)	828
Watches mostly unscripted shows	28%	(72)	38%	(98)	20%	(51)	9%	(24)	6%	(16)	260
Watches scripted and unscripted	25%	(182)	37%	(263)	21%	(152)	10%	(74)	6%	(46)	718
Watches mostly for entertainment	27%	(299)	37%	(405)	18%	(194)	10%	(108)	9%	(96)	1103
Watches mostly for education	30%	(44)	28%	(41)	29%	(42)	11%	(16)	2%	(3)	145
Watches for entertainment and education	28%	(167)	40%	(242)	17%	(105)	10%	(58)	6%	(34)	607
Likely to subscribe to Discovery+	29%	(192)	35%	(236)	20%	(134)	12%	(77)	4%	(26)	665
Unlikely to subscribe to Discovery+	29%	(326)	36%	(408)	15%	(170)	8%	(89)	12%	(135)	1127
Subscribes to at least one streaming service	28%	(476)	36%	(617)	18%	(309)	10%	(164)	8%	(142)	1708
Subscribes to 3+ streaming services	28%	(296)	37%	(387)	18%	(195)	11%	(114)	6%	(68)	1059

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

Table MCE10_6: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming devices like smart TVs or streaming media devices.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	24% (522)	34% (746)	17% (372)	11% (240)	15% (320)	2200
Gender: Male	25% (265)	35% (369)	18% (187)	11% (112)	12% (128)	1062
Gender: Female	23% (257)	33% (377)	16% (185)	11% (128)	17% (191)	1138
Age: 18-34	24% (157)	32% (209)	18% (117)	13% (84)	13% (87)	655
Age: 35-44	26% (92)	35% (126)	19% (68)	11% (40)	9% (33)	358
Age: 45-64	20% (150)	38% (282)	17% (127)	11% (83)	15% (110)	751
Age: 65+	28% (124)	30% (130)	14% (60)	8% (34)	21% (90)	436
GenZers: 1997-2012	19% (51)	32% (86)	21% (58)	9% (25)	19% (53)	274
Millennials: 1981-1996	27% (162)	33% (199)	17% (103)	13% (81)	9% (54)	599
GenXers: 1965-1980	22% (114)	36% (191)	18% (93)	12% (65)	12% (64)	529
Baby Boomers: 1946-1964	24% (168)	35% (247)	16% (111)	9% (60)	17% (119)	706
PID: Dem (no lean)	24% (221)	35% (320)	17% (156)	12% (107)	12% (108)	912
PID: Ind (no lean)	21% (132)	33% (214)	17% (109)	11% (70)	18% (115)	640
PID: Rep (no lean)	26% (169)	33% (211)	17% (107)	10% (63)	15% (97)	648
PID/Gender: Dem Men	26% (115)	36% (158)	18% (79)	12% (51)	8% (34)	438
PID/Gender: Dem Women	22% (106)	34% (162)	16% (77)	12% (56)	16% (74)	474
PID/Gender: Ind Men	19% (55)	37% (104)	18% (52)	11% (30)	15% (43)	283
PID/Gender: Ind Women	22% (77)	31% (110)	16% (57)	11% (40)	20% (72)	357
PID/Gender: Rep Men	28% (96)	31% (107)	16% (56)	9% (31)	15% (51)	341
PID/Gender: Rep Women	24% (74)	34% (105)	17% (51)	10% (32)	15% (46)	307
Ideo: Liberal (1-3)	26% (176)	33% (228)	19% (129)	11% (78)	11% (72)	683
Ideo: Moderate (4)	22% (134)	37% (226)	17% (105)	11% (65)	14% (85)	615
Ideo: Conservative (5-7)	24% (164)	35% (238)	16% (113)	10% (69)	15% (104)	688
Educ: < College	23% (348)	32% (482)	17% (254)	12% (177)	17% (252)	1512
Educ: Bachelors degree	23% (100)	40% (176)	17% (76)	10% (43)	11% (50)	444
Educ: Post-grad	30% (74)	36% (89)	17% (42)	9% (21)	7% (18)	244
Income: Under 50k	20% (245)	32% (396)	17% (204)	12% (147)	19% (238)	1230
Income: 50k-100k	28% (180)	35% (226)	18% (115)	11% (71)	9% (62)	654
Income: 100k+	31% (96)	39% (124)	17% (54)	7% (22)	6% (20)	316
Ethnicity: White	24% (405)	36% (614)	16% (275)	10% (174)	15% (254)	1722
Ethnicity: Hispanic	25% (87)	28% (97)	23% (81)	11% (39)	13% (46)	349

Continued on next page

Table MCE10_6: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming devices like smart TVs or streaming media devices.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	24% (522)	34% (746)	17% (372)	11% (240)	15% (320)	2200
Ethnicity: Black	25% (67)	24% (67)	19% (51)	17% (45)	16% (44)	274
Ethnicity: Other	24% (50)	32% (65)	22% (46)	10% (21)	11% (22)	204
All Christian	25% (271)	35% (372)	16% (168)	10% (106)	14% (153)	1070
All Non-Christian	26% (31)	36% (44)	15% (19)	8% (10)	14% (18)	122
Atheist	24% (21)	39% (35)	15% (14)	9% (8)	14% (12)	90
Agnostic/Nothing in particular	21% (114)	33% (174)	20% (108)	12% (65)	14% (75)	536
Something Else	22% (85)	32% (120)	17% (63)	13% (51)	16% (62)	383
Religious Non-Protestant/Catholic	23% (32)	38% (52)	15% (21)	10% (14)	13% (18)	137
Evangelical	26% (179)	31% (210)	17% (112)	11% (75)	15% (101)	679
Non-Evangelical	23% (167)	36% (269)	16% (116)	10% (77)	15% (112)	741
Community: Urban	28% (205)	34% (252)	16% (116)	11% (84)	11% (85)	742
Community: Suburban	23% (216)	34% (320)	18% (165)	10% (91)	15% (141)	932
Community: Rural	19% (101)	33% (174)	17% (91)	12% (65)	18% (94)	526
Employ: Private Sector	26% (163)	39% (248)	16% (104)	11% (69)	8% (52)	635
Employ: Government	24% (35)	35% (52)	25% (37)	7% (10)	8% (12)	147
Employ: Self-Employed	27% (56)	33% (68)	18% (38)	12% (25)	11% (23)	210
Employ: Homemaker	26% (42)	28% (45)	18% (29)	10% (16)	19% (31)	164
Employ: Student	28% (29)	30% (31)	20% (21)	14% (15)	8% (8)	103
Employ: Retired	26% (131)	34% (171)	14% (72)	8% (42)	18% (94)	509
Employ: Unemployed	16% (45)	31% (89)	14% (41)	14% (39)	25% (70)	283
Employ: Other	14% (21)	29% (43)	20% (30)	17% (25)	20% (30)	149
Military HH: Yes	28% (109)	28% (108)	20% (79)	10% (40)	14% (54)	390
Military HH: No	23% (413)	35% (638)	16% (293)	11% (200)	15% (266)	1810
RD/WT: Right Direction	27% (181)	33% (221)	16% (109)	10% (68)	14% (92)	671
RD/WT: Wrong Track	22% (341)	34% (525)	17% (263)	11% (172)	15% (228)	1529
Trump Job Approve	25% (220)	33% (290)	16% (144)	11% (100)	14% (123)	877
Trump Job Disapprove	23% (280)	36% (444)	17% (212)	11% (134)	14% (168)	1238

Continued on next page

Table MCE10_6: Do you agree or disagree with the following statements?*There are too many options when it comes to streaming devices like smart TVs or streaming media devices.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	24% (522)	34% (746)	17% (372)	11% (240)	15% (320)	2200
Trump Job Strongly Approve	26% (142)	33% (175)	17% (89)	10% (55)	14% (76)	536
Trump Job Somewhat Approve	23% (78)	34% (115)	16% (55)	13% (45)	14% (47)	341
Trump Job Somewhat Disapprove	18% (51)	41% (116)	17% (49)	7% (21)	17% (48)	285
Trump Job Strongly Disapprove	24% (229)	34% (328)	17% (163)	12% (113)	13% (121)	953
Favorable of Trump	25% (218)	34% (293)	15% (131)	12% (103)	15% (128)	874
Unfavorable of Trump	23% (283)	35% (435)	18% (222)	11% (129)	13% (160)	1229
Very Favorable of Trump	27% (146)	32% (171)	15% (79)	11% (58)	16% (85)	540
Somewhat Favorable of Trump	22% (73)	36% (122)	15% (52)	13% (45)	13% (43)	334
Somewhat Unfavorable of Trump	20% (46)	39% (89)	23% (53)	5% (12)	13% (30)	230
Very Unfavorable of Trump	24% (238)	35% (346)	17% (169)	12% (117)	13% (130)	999
#1 Issue: Economy	23% (200)	37% (324)	17% (144)	11% (94)	12% (109)	870
#1 Issue: Security	25% (53)	32% (67)	16% (33)	12% (26)	15% (32)	210
#1 Issue: Health Care	24% (93)	36% (141)	18% (70)	11% (43)	11% (43)	390
#1 Issue: Medicare / Social Security	28% (72)	32% (84)	11% (28)	11% (28)	19% (49)	262
#1 Issue: Women's Issues	21% (25)	36% (43)	14% (16)	12% (14)	18% (22)	122
#1 Issue: Education	27% (28)	27% (28)	24% (25)	9% (10)	12% (13)	104
#1 Issue: Energy	21% (19)	27% (25)	27% (25)	12% (11)	12% (10)	90
#1 Issue: Other	21% (32)	22% (34)	20% (30)	9% (13)	28% (43)	152
2018 House Vote: Democrat	25% (193)	36% (273)	17% (132)	10% (76)	11% (86)	760
2018 House Vote: Republican	26% (152)	32% (186)	17% (97)	11% (62)	15% (85)	581
2016 Vote: Hillary Clinton	25% (181)	35% (251)	18% (128)	10% (73)	12% (89)	722
2016 Vote: Donald Trump	26% (171)	33% (216)	17% (111)	11% (72)	14% (93)	665
2016 Vote: Other	16% (14)	36% (31)	22% (19)	6% (5)	20% (18)	87
2016 Vote: Didn't Vote	21% (154)	34% (247)	16% (114)	12% (90)	16% (119)	725
Voted in 2014: Yes	25% (305)	34% (413)	17% (211)	10% (127)	14% (165)	1220
Voted in 2014: No	22% (217)	34% (333)	16% (161)	12% (114)	16% (155)	980
2012 Vote: Barack Obama	25% (216)	35% (302)	17% (149)	10% (85)	13% (113)	864
2012 Vote: Mitt Romney	25% (110)	30% (134)	17% (77)	11% (47)	17% (73)	442
2012 Vote: Other	17% (10)	31% (19)	17% (10)	18% (11)	17% (10)	60
2012 Vote: Didn't Vote	22% (186)	35% (290)	16% (136)	12% (97)	15% (123)	832

Continued on next page

Table MCE10_6: Do you agree or disagree with the following statements?
There are too many options when it comes to streaming devices like smart TVs or streaming media devices.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	24%	(522)	34%	(746)	17%	(372)	11%	(240)	15%	(320)	2200
4-Region: Northeast	29%	(113)	34%	(135)	14%	(57)	11%	(43)	12%	(46)	394
4-Region: Midwest	27%	(125)	31%	(143)	16%	(72)	12%	(54)	15%	(67)	462
4-Region: South	21%	(174)	32%	(264)	18%	(152)	12%	(101)	16%	(133)	824
4-Region: West	21%	(109)	39%	(204)	18%	(91)	8%	(42)	14%	(73)	520
Cable TV subscribers	27%	(262)	36%	(353)	15%	(147)	9%	(94)	13%	(130)	986
Satellite TV subscribers	28%	(134)	34%	(163)	15%	(70)	9%	(44)	15%	(70)	481
Former cable TV subscribers	19%	(149)	34%	(268)	20%	(156)	14%	(107)	14%	(107)	787
Former satellite TV subscribers	24%	(158)	33%	(220)	20%	(133)	12%	(83)	11%	(75)	670
Watches mostly scripted shows	25%	(203)	35%	(288)	18%	(151)	12%	(96)	11%	(91)	828
Watches mostly unscripted shows	23%	(59)	39%	(102)	18%	(46)	12%	(31)	9%	(22)	260
Watches scripted and unscripted	22%	(157)	35%	(253)	21%	(148)	12%	(84)	10%	(75)	718
Watches mostly for entertainment	22%	(246)	36%	(399)	19%	(206)	12%	(130)	11%	(122)	1103
Watches mostly for education	33%	(48)	21%	(31)	25%	(36)	18%	(26)	3%	(4)	145
Watches for entertainment and education	23%	(140)	37%	(225)	18%	(110)	11%	(66)	11%	(66)	607
Likely to subscribe to Discovery+	27%	(178)	34%	(228)	20%	(131)	13%	(88)	6%	(40)	665
Unlikely to subscribe to Discovery+	23%	(259)	36%	(401)	16%	(180)	10%	(109)	16%	(179)	1127
Subscribes to at least one streaming service	23%	(401)	35%	(597)	19%	(324)	12%	(197)	11%	(188)	1708
Subscribes to 3+ streaming services	24%	(256)	34%	(362)	19%	(206)	12%	(132)	10%	(102)	1059

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

Table MCE10_7: Do you agree or disagree with the following statements?
I already subscribe to too many streaming services.

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (359)	27% (589)	20% (435)	24% (536)	13% (280)	2200
Gender: Male	16% (172)	29% (306)	22% (231)	22% (230)	12% (122)	1062
Gender: Female	16% (187)	25% (283)	18% (204)	27% (306)	14% (157)	1138
Age: 18-34	25% (163)	29% (190)	19% (124)	17% (109)	11% (69)	655
Age: 35-44	22% (78)	34% (121)	20% (72)	14% (51)	10% (34)	358
Age: 45-64	11% (80)	27% (204)	21% (158)	27% (206)	14% (103)	751
Age: 65+	9% (38)	17% (74)	18% (81)	39% (170)	17% (74)	436
GenZers: 1997-2012	24% (66)	24% (66)	19% (53)	18% (50)	14% (39)	274
Millennials: 1981-1996	24% (143)	34% (204)	19% (116)	14% (86)	9% (51)	599
GenXers: 1965-1980	16% (83)	32% (169)	19% (100)	22% (116)	11% (60)	529
Baby Boomers: 1946-1964	8% (59)	20% (143)	22% (155)	33% (235)	16% (113)	706
PID: Dem (no lean)	19% (175)	28% (253)	19% (174)	24% (215)	10% (94)	912
PID: Ind (no lean)	15% (95)	28% (179)	19% (120)	23% (144)	16% (101)	640
PID: Rep (no lean)	14% (89)	24% (157)	22% (141)	27% (177)	13% (85)	648
PID/Gender: Dem Men	22% (96)	28% (121)	22% (95)	20% (85)	9% (41)	438
PID/Gender: Dem Women	17% (79)	28% (132)	17% (79)	27% (130)	11% (54)	474
PID/Gender: Ind Men	12% (35)	31% (88)	20% (57)	22% (63)	14% (40)	283
PID/Gender: Ind Women	17% (60)	25% (91)	18% (63)	23% (81)	17% (62)	357
PID/Gender: Rep Men	12% (40)	29% (98)	23% (79)	24% (81)	12% (42)	341
PID/Gender: Rep Women	16% (49)	19% (60)	20% (62)	31% (95)	14% (42)	307
Ideo: Liberal (1-3)	22% (152)	27% (183)	21% (144)	22% (151)	8% (53)	683
Ideo: Moderate (4)	14% (86)	31% (192)	21% (131)	22% (133)	12% (73)	615
Ideo: Conservative (5-7)	13% (88)	25% (172)	19% (130)	30% (206)	13% (91)	688
Educ: < College	14% (219)	26% (395)	19% (290)	26% (386)	15% (223)	1512
Educ: Bachelors degree	20% (91)	26% (117)	20% (90)	24% (107)	9% (39)	444
Educ: Post-grad	20% (50)	32% (77)	23% (56)	18% (44)	7% (18)	244
Income: Under 50k	14% (178)	24% (300)	18% (227)	27% (330)	16% (196)	1230
Income: 50k-100k	17% (111)	28% (184)	22% (141)	25% (161)	9% (57)	654
Income: 100k+	22% (70)	33% (106)	21% (68)	14% (46)	9% (27)	316
Ethnicity: White	15% (252)	27% (464)	21% (354)	25% (428)	13% (224)	1722
Ethnicity: Hispanic	23% (80)	35% (121)	19% (67)	13% (46)	10% (35)	349

Continued on next page

Table MCE10_7: Do you agree or disagree with the following statements?
I already subscribe to too many streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(359)	27%	(589)	20%	(435)	24%	(536)	13%	(280)	2200
Ethnicity: Black	21%	(57)	24%	(66)	19%	(52)	25%	(68)	11%	(31)	274
Ethnicity: Other	24%	(49)	29%	(60)	14%	(29)	20%	(41)	12%	(25)	204
All Christian	15%	(160)	26%	(276)	21%	(220)	26%	(280)	13%	(135)	1070
All Non-Christian	23%	(29)	31%	(37)	16%	(20)	20%	(24)	10%	(12)	122
Atheist	16%	(15)	32%	(29)	24%	(21)	19%	(17)	9%	(8)	90
Agnostic/Nothing in particular	17%	(92)	30%	(159)	19%	(103)	21%	(113)	13%	(69)	536
Something Else	17%	(64)	23%	(89)	19%	(72)	27%	(103)	14%	(55)	383
Religious Non-Protestant/Catholic	22%	(31)	31%	(42)	16%	(21)	20%	(27)	11%	(15)	137
Evangelical	18%	(120)	23%	(159)	22%	(148)	25%	(169)	12%	(83)	679
Non-Evangelical	13%	(97)	26%	(196)	19%	(138)	28%	(208)	14%	(102)	741
Community: Urban	20%	(150)	28%	(208)	19%	(144)	22%	(162)	11%	(78)	742
Community: Suburban	16%	(147)	27%	(249)	20%	(188)	25%	(233)	12%	(115)	932
Community: Rural	12%	(62)	25%	(133)	20%	(103)	27%	(142)	16%	(87)	526
Employ: Private Sector	20%	(130)	31%	(197)	21%	(132)	19%	(122)	9%	(54)	635
Employ: Government	20%	(30)	30%	(45)	25%	(37)	15%	(21)	10%	(15)	147
Employ: Self-Employed	19%	(39)	32%	(66)	28%	(58)	13%	(28)	9%	(18)	210
Employ: Homemaker	19%	(30)	29%	(47)	15%	(24)	19%	(31)	19%	(31)	164
Employ: Student	19%	(20)	31%	(32)	23%	(23)	19%	(19)	9%	(9)	103
Employ: Retired	8%	(40)	20%	(101)	18%	(94)	40%	(202)	14%	(73)	509
Employ: Unemployed	18%	(51)	25%	(71)	13%	(37)	24%	(68)	20%	(56)	283
Employ: Other	14%	(21)	20%	(30)	20%	(30)	30%	(44)	17%	(25)	149
Military HH: Yes	15%	(60)	23%	(88)	19%	(75)	29%	(111)	14%	(55)	390
Military HH: No	17%	(299)	28%	(501)	20%	(360)	23%	(425)	12%	(225)	1810
RD/WT: Right Direction	20%	(137)	30%	(199)	18%	(124)	19%	(126)	13%	(85)	671
RD/WT: Wrong Track	15%	(222)	26%	(391)	20%	(311)	27%	(410)	13%	(195)	1529
Trump Job Approve	14%	(122)	26%	(231)	19%	(168)	27%	(234)	14%	(122)	877
Trump Job Disapprove	18%	(221)	27%	(333)	21%	(259)	24%	(292)	11%	(132)	1238

Continued on next page

Table MCE10_7: Do you agree or disagree with the following statements?
I already subscribe to too many streaming services.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(359)	27%	(589)	20%	(435)	24%	(536)	13%	(280)	2200
Trump Job Strongly Approve	16%	(84)	25%	(136)	19%	(100)	28%	(149)	12%	(67)	536
Trump Job Somewhat Approve	11%	(38)	28%	(95)	20%	(67)	25%	(85)	16%	(55)	341
Trump Job Somewhat Disapprove	15%	(44)	30%	(85)	24%	(68)	19%	(53)	12%	(35)	285
Trump Job Strongly Disapprove	19%	(177)	26%	(248)	20%	(191)	25%	(240)	10%	(97)	953
Favorable of Trump	13%	(117)	27%	(236)	18%	(158)	28%	(241)	14%	(121)	874
Unfavorable of Trump	19%	(229)	26%	(325)	22%	(266)	23%	(280)	11%	(130)	1229
Very Favorable of Trump	15%	(80)	25%	(134)	17%	(93)	29%	(158)	14%	(76)	540
Somewhat Favorable of Trump	11%	(38)	31%	(102)	20%	(65)	25%	(83)	14%	(46)	334
Somewhat Unfavorable of Trump	17%	(39)	30%	(70)	26%	(61)	15%	(36)	11%	(25)	230
Very Unfavorable of Trump	19%	(190)	26%	(256)	21%	(205)	24%	(244)	10%	(105)	999
#1 Issue: Economy	16%	(138)	31%	(268)	20%	(172)	22%	(191)	12%	(101)	870
#1 Issue: Security	14%	(29)	28%	(60)	16%	(34)	27%	(56)	15%	(31)	210
#1 Issue: Health Care	20%	(77)	25%	(97)	23%	(90)	24%	(92)	9%	(35)	390
#1 Issue: Medicare / Social Security	9%	(25)	18%	(47)	19%	(51)	38%	(100)	15%	(40)	262
#1 Issue: Women's Issues	26%	(31)	26%	(32)	16%	(20)	17%	(20)	15%	(18)	122
#1 Issue: Education	24%	(25)	26%	(27)	24%	(25)	14%	(15)	12%	(13)	104
#1 Issue: Energy	15%	(13)	29%	(27)	24%	(21)	21%	(19)	11%	(10)	90
#1 Issue: Other	15%	(22)	21%	(32)	15%	(22)	29%	(43)	21%	(32)	152
2018 House Vote: Democrat	18%	(137)	28%	(213)	21%	(156)	23%	(178)	10%	(75)	760
2018 House Vote: Republican	12%	(71)	25%	(148)	21%	(123)	28%	(161)	13%	(78)	581
2016 Vote: Hillary Clinton	19%	(138)	26%	(190)	21%	(155)	22%	(162)	11%	(77)	722
2016 Vote: Donald Trump	12%	(77)	26%	(172)	20%	(133)	30%	(197)	13%	(84)	665
2016 Vote: Other	16%	(14)	27%	(24)	18%	(16)	24%	(21)	14%	(12)	87
2016 Vote: Didn't Vote	18%	(129)	28%	(203)	18%	(131)	22%	(156)	15%	(106)	725
Voted in 2014: Yes	16%	(189)	26%	(316)	20%	(243)	26%	(319)	13%	(153)	1220
Voted in 2014: No	17%	(170)	28%	(273)	20%	(192)	22%	(217)	13%	(127)	980
2012 Vote: Barack Obama	17%	(143)	27%	(231)	21%	(178)	24%	(208)	12%	(104)	864
2012 Vote: Mitt Romney	10%	(45)	25%	(111)	21%	(92)	30%	(131)	14%	(63)	442
2012 Vote: Other	17%	(10)	18%	(11)	17%	(10)	34%	(20)	14%	(9)	60
2012 Vote: Didn't Vote	19%	(161)	28%	(236)	19%	(155)	21%	(177)	12%	(103)	832

Continued on next page

**Table MCE10_7: Do you agree or disagree with the following statements?
I already subscribe to too many streaming services.**

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(359)	27%	(589)	20%	(435)	24%	(536)	13%	(280)	2200
4-Region: Northeast	20%	(77)	29%	(113)	19%	(76)	20%	(80)	12%	(48)	394
4-Region: Midwest	16%	(74)	22%	(102)	19%	(87)	29%	(135)	14%	(64)	462
4-Region: South	14%	(118)	27%	(224)	20%	(168)	25%	(202)	14%	(113)	824
4-Region: West	17%	(90)	29%	(150)	20%	(105)	23%	(120)	11%	(55)	520
Cable TV subscribers	16%	(158)	28%	(274)	19%	(184)	26%	(252)	12%	(118)	986
Satellite TV subscribers	17%	(83)	27%	(131)	22%	(105)	21%	(103)	12%	(58)	481
Former cable TV subscribers	14%	(110)	28%	(222)	23%	(179)	24%	(192)	11%	(84)	787
Former satellite TV subscribers	17%	(115)	26%	(177)	24%	(160)	22%	(149)	10%	(68)	670
Watches mostly scripted shows	18%	(150)	31%	(256)	22%	(181)	20%	(167)	9%	(74)	828
Watches mostly unscripted shows	21%	(55)	35%	(91)	17%	(45)	19%	(50)	7%	(19)	260
Watches scripted and unscripted	18%	(129)	29%	(205)	24%	(172)	22%	(157)	8%	(55)	718
Watches mostly for entertainment	18%	(196)	31%	(340)	21%	(235)	21%	(235)	9%	(96)	1103
Watches mostly for education	36%	(53)	27%	(39)	20%	(30)	14%	(21)	2%	(3)	145
Watches for entertainment and education	16%	(97)	30%	(184)	23%	(141)	22%	(131)	9%	(54)	607
Likely to subscribe to Discovery+	24%	(163)	32%	(214)	23%	(152)	15%	(100)	5%	(36)	665
Unlikely to subscribe to Discovery+	14%	(153)	24%	(274)	19%	(216)	31%	(352)	12%	(132)	1127
Subscribes to at least one streaming service	19%	(322)	32%	(542)	22%	(371)	19%	(319)	9%	(154)	1708
Subscribes to 3+ streaming services	25%	(263)	35%	(372)	20%	(207)	13%	(139)	7%	(78)	1059

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

Table MCE10_8: Do you agree or disagree with the following statements?*It is harder to decide what to watch when there are too many options.*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	27% (605)	35% (772)	16% (352)	11% (241)	10% (230)	2200
Gender: Male	26% (280)	36% (387)	18% (186)	10% (108)	9% (100)	1062
Gender: Female	29% (325)	34% (385)	15% (166)	12% (133)	11% (129)	1138
Age: 18-34	28% (186)	33% (217)	17% (112)	10% (68)	11% (73)	655
Age: 35-44	27% (96)	34% (122)	20% (71)	11% (40)	8% (28)	358
Age: 45-64	25% (187)	38% (285)	16% (121)	11% (81)	10% (77)	751
Age: 65+	31% (137)	34% (148)	11% (48)	12% (51)	12% (53)	436
GenZers: 1997-2012	31% (84)	32% (88)	15% (42)	7% (20)	15% (41)	274
Millennials: 1981-1996	27% (162)	34% (203)	20% (117)	12% (71)	8% (46)	599
GenXers: 1965-1980	24% (129)	39% (204)	16% (86)	10% (54)	11% (56)	529
Baby Boomers: 1946-1964	29% (202)	36% (254)	14% (98)	12% (82)	10% (70)	706
PID: Dem (no lean)	28% (258)	36% (325)	17% (154)	10% (92)	9% (82)	912
PID: Ind (no lean)	26% (167)	34% (218)	16% (102)	11% (70)	13% (83)	640
PID: Rep (no lean)	28% (180)	35% (229)	15% (96)	12% (79)	10% (64)	648
PID/Gender: Dem Men	27% (120)	36% (157)	20% (86)	9% (42)	8% (34)	438
PID/Gender: Dem Women	29% (139)	35% (168)	14% (69)	11% (51)	10% (48)	474
PID/Gender: Ind Men	24% (69)	37% (105)	17% (47)	9% (26)	13% (37)	283
PID/Gender: Ind Women	27% (98)	32% (113)	15% (55)	12% (45)	13% (47)	357
PID/Gender: Rep Men	27% (92)	37% (126)	16% (54)	12% (41)	9% (29)	341
PID/Gender: Rep Women	29% (88)	34% (103)	14% (43)	12% (38)	11% (35)	307
Ideo: Liberal (1-3)	29% (201)	35% (242)	18% (123)	11% (73)	6% (44)	683
Ideo: Moderate (4)	30% (186)	35% (217)	16% (101)	9% (54)	9% (57)	615
Ideo: Conservative (5-7)	25% (173)	36% (247)	15% (106)	13% (91)	10% (70)	688
Educ: < College	27% (413)	34% (511)	16% (238)	11% (166)	12% (185)	1512
Educ: Bachelors degree	27% (119)	40% (178)	16% (72)	10% (44)	7% (31)	444
Educ: Post-grad	30% (73)	34% (83)	17% (42)	13% (32)	5% (13)	244
Income: Under 50k	26% (317)	34% (415)	16% (191)	11% (133)	14% (174)	1230
Income: 50k-100k	29% (190)	35% (230)	18% (115)	12% (78)	6% (41)	654
Income: 100k+	31% (98)	40% (127)	15% (46)	10% (30)	4% (14)	316
Ethnicity: White	27% (469)	35% (610)	16% (277)	11% (187)	10% (179)	1722
Ethnicity: Hispanic	29% (103)	36% (126)	18% (64)	5% (19)	11% (38)	349

Continued on next page

Table MCE10_8: Do you agree or disagree with the following statements?
It is harder to decide what to watch when there are too many options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(605)	35%	(772)	16%	(352)	11%	(241)	10%	(230)	2200
Ethnicity: Black	24%	(67)	34%	(92)	15%	(42)	13%	(37)	13%	(36)	274
Ethnicity: Other	34%	(69)	34%	(70)	16%	(33)	9%	(18)	7%	(15)	204
All Christian	29%	(312)	36%	(387)	16%	(166)	10%	(110)	9%	(95)	1070
All Non-Christian	30%	(37)	37%	(45)	13%	(16)	6%	(7)	13%	(16)	122
Atheist	33%	(29)	32%	(28)	13%	(12)	13%	(12)	9%	(8)	90
Agnostic/Nothing in particular	26%	(141)	33%	(178)	19%	(99)	10%	(53)	12%	(65)	536
Something Else	23%	(86)	35%	(133)	15%	(59)	15%	(59)	12%	(45)	383
Religious Non-Protestant/Catholic	28%	(38)	39%	(53)	14%	(19)	7%	(10)	12%	(17)	137
Evangelical	27%	(184)	33%	(222)	17%	(117)	13%	(86)	10%	(70)	679
Non-Evangelical	28%	(208)	38%	(282)	14%	(102)	11%	(80)	9%	(69)	741
Community: Urban	30%	(223)	34%	(253)	17%	(128)	11%	(79)	8%	(59)	742
Community: Suburban	26%	(244)	37%	(343)	16%	(152)	11%	(100)	10%	(93)	932
Community: Rural	26%	(137)	34%	(176)	14%	(72)	12%	(63)	15%	(78)	526
Employ: Private Sector	26%	(165)	38%	(243)	15%	(96)	13%	(83)	8%	(48)	635
Employ: Government	23%	(34)	43%	(64)	19%	(28)	7%	(11)	7%	(10)	147
Employ: Self-Employed	29%	(61)	33%	(70)	21%	(43)	11%	(22)	6%	(13)	210
Employ: Homemaker	28%	(46)	29%	(48)	17%	(28)	9%	(14)	17%	(28)	164
Employ: Student	27%	(27)	40%	(42)	16%	(16)	11%	(11)	6%	(7)	103
Employ: Retired	30%	(150)	37%	(188)	12%	(62)	11%	(58)	10%	(50)	509
Employ: Unemployed	27%	(76)	28%	(80)	18%	(51)	8%	(23)	19%	(54)	283
Employ: Other	30%	(45)	25%	(38)	19%	(28)	13%	(20)	12%	(18)	149
Military HH: Yes	27%	(106)	32%	(125)	16%	(64)	15%	(59)	9%	(36)	390
Military HH: No	28%	(499)	36%	(647)	16%	(289)	10%	(182)	11%	(193)	1810
RD/WT: Right Direction	30%	(198)	35%	(235)	17%	(113)	9%	(60)	10%	(64)	671
RD/WT: Wrong Track	27%	(407)	35%	(537)	16%	(239)	12%	(181)	11%	(165)	1529
Trump Job Approve	26%	(232)	34%	(302)	17%	(148)	12%	(109)	10%	(86)	877
Trump Job Disapprove	29%	(356)	36%	(444)	15%	(192)	10%	(127)	10%	(120)	1238

Continued on next page

Table MCE10_8: Do you agree or disagree with the following statements?
It is harder to decide what to watch when there are too many options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(605)	35%	(772)	16%	(352)	11%	(241)	10%	(230)	2200
Trump Job Strongly Approve	28%	(150)	32%	(170)	18%	(95)	12%	(66)	10%	(55)	536
Trump Job Somewhat Approve	24%	(82)	39%	(131)	16%	(53)	13%	(43)	9%	(31)	341
Trump Job Somewhat Disapprove	29%	(82)	34%	(98)	17%	(49)	8%	(21)	12%	(34)	285
Trump Job Strongly Disapprove	29%	(274)	36%	(346)	15%	(142)	11%	(105)	9%	(86)	953
Favorable of Trump	27%	(238)	34%	(298)	16%	(136)	13%	(111)	10%	(91)	874
Unfavorable of Trump	28%	(350)	36%	(446)	16%	(199)	10%	(127)	9%	(107)	1229
Very Favorable of Trump	27%	(146)	33%	(180)	15%	(80)	13%	(72)	12%	(62)	540
Somewhat Favorable of Trump	28%	(92)	35%	(118)	17%	(56)	12%	(39)	9%	(29)	334
Somewhat Unfavorable of Trump	29%	(67)	36%	(82)	21%	(47)	6%	(14)	9%	(20)	230
Very Unfavorable of Trump	28%	(283)	36%	(364)	15%	(151)	11%	(113)	9%	(88)	999
#1 Issue: Economy	28%	(247)	36%	(316)	17%	(147)	10%	(91)	8%	(69)	870
#1 Issue: Security	24%	(50)	34%	(70)	18%	(39)	14%	(29)	11%	(23)	210
#1 Issue: Health Care	26%	(103)	36%	(139)	18%	(71)	10%	(40)	9%	(37)	390
#1 Issue: Medicare / Social Security	32%	(84)	35%	(93)	9%	(25)	14%	(35)	10%	(26)	262
#1 Issue: Women's Issues	24%	(30)	38%	(46)	10%	(12)	10%	(12)	18%	(22)	122
#1 Issue: Education	28%	(29)	39%	(40)	16%	(16)	7%	(7)	11%	(11)	104
#1 Issue: Energy	32%	(28)	29%	(26)	23%	(21)	10%	(9)	6%	(6)	90
#1 Issue: Other	23%	(35)	28%	(42)	13%	(20)	12%	(17)	24%	(37)	152
2018 House Vote: Democrat	29%	(221)	38%	(292)	15%	(110)	10%	(75)	8%	(60)	760
2018 House Vote: Republican	28%	(165)	36%	(207)	15%	(84)	13%	(76)	9%	(50)	581
2016 Vote: Hillary Clinton	28%	(199)	37%	(266)	16%	(114)	11%	(79)	9%	(64)	722
2016 Vote: Donald Trump	29%	(190)	35%	(233)	15%	(101)	13%	(87)	8%	(54)	665
2016 Vote: Other	23%	(20)	38%	(33)	19%	(16)	9%	(7)	12%	(10)	87
2016 Vote: Didn't Vote	27%	(195)	33%	(240)	17%	(120)	9%	(68)	14%	(101)	725
Voted in 2014: Yes	27%	(333)	36%	(444)	16%	(189)	12%	(142)	9%	(112)	1220
Voted in 2014: No	28%	(272)	33%	(328)	17%	(163)	10%	(99)	12%	(118)	980
2012 Vote: Barack Obama	27%	(233)	36%	(314)	17%	(147)	10%	(87)	10%	(84)	864
2012 Vote: Mitt Romney	27%	(120)	36%	(159)	13%	(58)	14%	(63)	9%	(42)	442
2012 Vote: Other	16%	(10)	41%	(25)	15%	(9)	20%	(12)	8%	(5)	60
2012 Vote: Didn't Vote	29%	(242)	33%	(273)	17%	(139)	10%	(80)	12%	(99)	832

Continued on next page

Table MCE10_8: Do you agree or disagree with the following statements?
It is harder to decide what to watch when there are too many options.

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	27%	(605)	35%	(772)	16%	(352)	11%	(241)	10%	(230)	2200
4-Region: Northeast	31%	(123)	36%	(143)	15%	(61)	9%	(34)	8%	(33)	394
4-Region: Midwest	29%	(133)	36%	(166)	15%	(68)	12%	(56)	8%	(39)	462
4-Region: South	23%	(191)	35%	(291)	17%	(138)	12%	(101)	13%	(103)	824
4-Region: West	30%	(158)	33%	(172)	16%	(85)	10%	(50)	10%	(54)	520
Cable TV subscribers	29%	(289)	36%	(351)	15%	(148)	11%	(108)	9%	(88)	986
Satellite TV subscribers	30%	(145)	36%	(175)	14%	(66)	11%	(53)	9%	(42)	481
Former cable TV subscribers	25%	(197)	36%	(283)	19%	(149)	11%	(89)	9%	(70)	787
Former satellite TV subscribers	27%	(180)	33%	(222)	20%	(137)	11%	(75)	8%	(55)	670
Watches mostly scripted shows	29%	(243)	37%	(308)	14%	(120)	12%	(96)	7%	(62)	828
Watches mostly unscripted shows	32%	(82)	39%	(101)	15%	(38)	9%	(24)	5%	(13)	260
Watches scripted and unscripted	23%	(167)	37%	(266)	23%	(165)	11%	(79)	6%	(42)	718
Watches mostly for entertainment	26%	(291)	37%	(405)	16%	(175)	13%	(147)	8%	(86)	1103
Watches mostly for education	31%	(45)	38%	(55)	17%	(24)	10%	(14)	4%	(6)	145
Watches for entertainment and education	28%	(168)	38%	(229)	21%	(129)	9%	(54)	4%	(27)	607
Likely to subscribe to Discovery+	29%	(194)	36%	(239)	19%	(127)	12%	(78)	4%	(28)	665
Unlikely to subscribe to Discovery+	28%	(315)	36%	(402)	15%	(166)	11%	(128)	10%	(117)	1127
Subscribes to at least one streaming service	28%	(474)	37%	(631)	17%	(296)	11%	(183)	7%	(124)	1708
Subscribes to 3+ streaming services	29%	(303)	36%	(384)	18%	(187)	12%	(124)	6%	(61)	1059

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

Table MCEdem1_1: Do you, or anyone in your household, subscribe to the following?
 Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(986)	36%	(787)	19%	(427)	2200
Gender: Male	49%	(524)	33%	(354)	17%	(184)	1062
Gender: Female	41%	(462)	38%	(433)	21%	(243)	1138
Age: 18-34	37%	(240)	38%	(246)	26%	(169)	655
Age: 35-44	43%	(153)	36%	(130)	21%	(75)	358
Age: 45-64	49%	(364)	37%	(277)	15%	(110)	751
Age: 65+	52%	(228)	31%	(134)	17%	(74)	436
GenZers: 1997-2012	33%	(89)	39%	(107)	28%	(77)	274
Millennials: 1981-1996	43%	(255)	35%	(212)	22%	(132)	599
GenXers: 1965-1980	46%	(245)	37%	(196)	17%	(88)	529
Baby Boomers: 1946-1964	50%	(352)	34%	(240)	16%	(113)	706
PID: Dem (no lean)	49%	(444)	34%	(310)	17%	(158)	912
PID: Ind (no lean)	39%	(248)	39%	(251)	22%	(141)	640
PID: Rep (no lean)	45%	(294)	35%	(226)	20%	(129)	648
PID/Gender: Dem Men	52%	(227)	32%	(139)	16%	(72)	438
PID/Gender: Dem Women	46%	(216)	36%	(172)	18%	(86)	474
PID/Gender: Ind Men	46%	(131)	36%	(103)	18%	(50)	283
PID/Gender: Ind Women	33%	(118)	42%	(148)	25%	(91)	357
PID/Gender: Rep Men	49%	(166)	33%	(112)	18%	(62)	341
PID/Gender: Rep Women	42%	(128)	37%	(113)	22%	(66)	307
Ideo: Liberal (1-3)	48%	(330)	36%	(249)	15%	(105)	683
Ideo: Moderate (4)	45%	(279)	35%	(216)	20%	(121)	615
Ideo: Conservative (5-7)	45%	(312)	34%	(237)	20%	(139)	688
Educ: < College	43%	(652)	37%	(561)	20%	(300)	1512
Educ: Bachelors degree	47%	(209)	34%	(153)	18%	(81)	444
Educ: Post-grad	51%	(125)	30%	(73)	19%	(46)	244
Income: Under 50k	38%	(467)	40%	(490)	22%	(273)	1230
Income: 50k-100k	53%	(344)	32%	(208)	16%	(103)	654
Income: 100k+	56%	(176)	28%	(89)	16%	(51)	316
Ethnicity: White	45%	(773)	36%	(617)	19%	(332)	1722

Continued on next page

Table MCEdem1_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(986)	36%	(787)	19%	(427)	2200
Ethnicity: Hispanic	45%	(158)	34%	(120)	20%	(71)	349
Ethnicity: Black	49%	(134)	34%	(92)	18%	(48)	274
Ethnicity: Other	39%	(79)	38%	(78)	23%	(47)	204
All Christian	50%	(533)	33%	(354)	17%	(183)	1070
All Non-Christian	57%	(70)	20%	(25)	23%	(28)	122
Atheist	39%	(35)	32%	(29)	29%	(26)	90
Agnostic/Nothing in particular	37%	(200)	42%	(227)	20%	(109)	536
Something Else	39%	(148)	40%	(153)	21%	(81)	383
Religious Non-Protestant/Catholic	57%	(79)	20%	(28)	22%	(31)	137
Evangelical	41%	(281)	37%	(251)	22%	(147)	679
Non-Evangelical	52%	(382)	34%	(250)	15%	(109)	741
Community: Urban	47%	(347)	35%	(263)	18%	(132)	742
Community: Suburban	50%	(465)	33%	(306)	17%	(161)	932
Community: Rural	33%	(174)	41%	(218)	25%	(134)	526
Employ: Private Sector	51%	(327)	33%	(208)	16%	(101)	635
Employ: Government	34%	(51)	42%	(62)	23%	(34)	147
Employ: Self-Employed	41%	(85)	35%	(73)	24%	(51)	210
Employ: Homemaker	33%	(55)	45%	(74)	21%	(35)	164
Employ: Student	35%	(36)	42%	(43)	23%	(23)	103
Employ: Retired	50%	(255)	34%	(171)	16%	(83)	509
Employ: Unemployed	41%	(115)	33%	(94)	26%	(74)	283
Employ: Other	42%	(62)	41%	(61)	17%	(25)	149
Military HH: Yes	48%	(186)	33%	(128)	19%	(76)	390
Military HH: No	44%	(800)	36%	(659)	19%	(351)	1810
RD/WT: Right Direction	47%	(318)	31%	(210)	21%	(143)	671
RD/WT: Wrong Track	44%	(667)	38%	(577)	19%	(284)	1529
Trump Job Approve	47%	(408)	33%	(290)	20%	(179)	877
Trump Job Disapprove	44%	(550)	37%	(459)	19%	(229)	1238

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Table MCEdem1_1: Do you, or anyone in your household, subscribe to the following?
 Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(986)	36%	(787)	19%	(427)	2200
Trump Job Strongly Approve	48%	(257)	31%	(167)	21%	(112)	536
Trump Job Somewhat Approve	44%	(151)	36%	(123)	20%	(67)	341
Trump Job Somewhat Disapprove	38%	(108)	40%	(114)	22%	(63)	285
Trump Job Strongly Disapprove	46%	(442)	36%	(344)	17%	(167)	953
Favorable of Trump	47%	(410)	33%	(286)	20%	(178)	874
Unfavorable of Trump	44%	(539)	38%	(465)	18%	(225)	1229
Very Favorable of Trump	49%	(265)	30%	(163)	21%	(113)	540
Somewhat Favorable of Trump	44%	(145)	37%	(124)	19%	(65)	334
Somewhat Unfavorable of Trump	38%	(88)	39%	(90)	23%	(52)	230
Very Unfavorable of Trump	45%	(451)	38%	(375)	17%	(173)	999
#1 Issue: Economy	46%	(396)	35%	(308)	19%	(166)	870
#1 Issue: Security	54%	(114)	23%	(49)	22%	(47)	210
#1 Issue: Health Care	44%	(170)	41%	(160)	15%	(60)	390
#1 Issue: Medicare / Social Security	48%	(126)	35%	(92)	17%	(43)	262
#1 Issue: Women's Issues	34%	(41)	38%	(47)	28%	(34)	122
#1 Issue: Education	37%	(38)	40%	(42)	24%	(25)	104
#1 Issue: Energy	43%	(39)	32%	(29)	25%	(23)	90
#1 Issue: Other	41%	(62)	40%	(60)	20%	(30)	152
2018 House Vote: Democrat	52%	(398)	32%	(246)	15%	(116)	760
2018 House Vote: Republican	48%	(280)	34%	(195)	18%	(106)	581
2016 Vote: Hillary Clinton	52%	(376)	32%	(232)	16%	(114)	722
2016 Vote: Donald Trump	47%	(312)	34%	(228)	19%	(125)	665
2016 Vote: Other	42%	(36)	44%	(38)	15%	(13)	87
2016 Vote: Didn't Vote	36%	(261)	40%	(288)	24%	(175)	725
Voted in 2014: Yes	51%	(619)	33%	(402)	16%	(199)	1220
Voted in 2014: No	37%	(367)	39%	(385)	23%	(228)	980

Continued on next page

Table MCEdem1_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(986)	36%	(787)	19%	(427)	2200
2012 Vote: Barack Obama	53%	(459)	32%	(275)	15%	(130)	864
2012 Vote: Mitt Romney	47%	(206)	35%	(153)	19%	(82)	442
2012 Vote: Other	42%	(26)	44%	(27)	13%	(8)	60
2012 Vote: Didn't Vote	36%	(296)	40%	(332)	25%	(205)	832
4-Region: Northeast	57%	(225)	28%	(109)	15%	(60)	394
4-Region: Midwest	41%	(190)	41%	(188)	18%	(85)	462
4-Region: South	43%	(354)	37%	(307)	20%	(163)	824
4-Region: West	42%	(217)	35%	(183)	23%	(120)	520
Cable TV subscribers	100%	(986)	—	(0)	—	(0)	986
Satellite TV subscribers	37%	(178)	41%	(199)	22%	(104)	481
Former cable TV subscribers	—	(0)	100%	(787)	—	(0)	787
Former satellite TV subscribers	40%	(265)	49%	(331)	11%	(75)	670
Watches mostly scripted shows	45%	(373)	39%	(319)	16%	(136)	828
Watches mostly unscripted shows	44%	(115)	34%	(89)	22%	(56)	260
Watches scripted and unscripted	46%	(329)	37%	(267)	17%	(121)	718
Watches mostly for entertainment	47%	(513)	38%	(417)	16%	(172)	1103
Watches mostly for education	42%	(61)	32%	(46)	26%	(38)	145
Watches for entertainment and education	43%	(262)	37%	(228)	19%	(117)	607
Likely to subscribe to Discovery+	46%	(307)	33%	(219)	21%	(140)	665
Unlikely to subscribe to Discovery+	45%	(504)	37%	(412)	19%	(211)	1127
Subscribes to at least one streaming service	45%	(763)	37%	(627)	19%	(318)	1708
Subscribes to 3+ streaming services	48%	(506)	36%	(377)	17%	(175)	1059

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

Table MCEdem1_2: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(481)	30%	(670)	48%	(1049)	2200
Gender: Male	23%	(242)	31%	(328)	46%	(491)	1062
Gender: Female	21%	(239)	30%	(342)	49%	(558)	1138
Age: 18-34	26%	(167)	33%	(214)	42%	(274)	655
Age: 35-44	27%	(96)	33%	(118)	40%	(143)	358
Age: 45-64	17%	(131)	31%	(235)	51%	(384)	751
Age: 65+	20%	(86)	24%	(103)	57%	(247)	436
GenZers: 1997-2012	25%	(69)	34%	(92)	41%	(113)	274
Millennials: 1981-1996	26%	(155)	34%	(203)	40%	(241)	599
GenXers: 1965-1980	22%	(118)	29%	(154)	49%	(257)	529
Baby Boomers: 1946-1964	16%	(115)	28%	(199)	56%	(392)	706
PID: Dem (no lean)	25%	(228)	27%	(250)	48%	(434)	912
PID: Ind (no lean)	16%	(102)	35%	(223)	49%	(315)	640
PID: Rep (no lean)	23%	(151)	30%	(197)	46%	(301)	648
PID/Gender: Dem Men	28%	(125)	29%	(125)	43%	(188)	438
PID/Gender: Dem Women	22%	(103)	27%	(126)	52%	(245)	474
PID/Gender: Ind Men	17%	(48)	34%	(96)	49%	(139)	283
PID/Gender: Ind Women	15%	(55)	35%	(127)	49%	(176)	357
PID/Gender: Rep Men	20%	(70)	31%	(107)	48%	(164)	341
PID/Gender: Rep Women	26%	(81)	29%	(90)	44%	(137)	307
Ideo: Liberal (1-3)	24%	(164)	29%	(198)	47%	(321)	683
Ideo: Moderate (4)	20%	(125)	32%	(195)	48%	(294)	615
Ideo: Conservative (5-7)	21%	(143)	33%	(225)	47%	(320)	688
Educ: < College	19%	(286)	32%	(485)	49%	(741)	1512
Educ: Bachelors degree	25%	(111)	27%	(121)	48%	(211)	444
Educ: Post-grad	34%	(83)	26%	(64)	40%	(97)	244
Income: Under 50k	18%	(218)	32%	(392)	50%	(620)	1230
Income: 50k-100k	23%	(150)	31%	(204)	46%	(300)	654
Income: 100k+	36%	(113)	23%	(74)	41%	(129)	316
Ethnicity: White	22%	(378)	31%	(528)	47%	(816)	1722

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Table MCEdem1_2: Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(481)	30%	(670)	48%	(1049)	2200
Ethnicity: Hispanic	26%	(89)	33%	(114)	42%	(146)	349
Ethnicity: Black	24%	(67)	29%	(80)	47%	(128)	274
Ethnicity: Other	18%	(36)	30%	(62)	52%	(106)	204
All Christian	25%	(271)	27%	(288)	48%	(512)	1070
All Non-Christian	24%	(30)	26%	(32)	49%	(60)	122
Atheist	20%	(18)	28%	(25)	52%	(47)	90
Agnostic/Nothing in particular	16%	(85)	34%	(180)	51%	(271)	536
Something Else	20%	(78)	38%	(145)	42%	(159)	383
Religious Non-Protestant/Catholic	24%	(33)	27%	(37)	49%	(67)	137
Evangelical	30%	(202)	31%	(210)	39%	(267)	679
Non-Evangelical	18%	(136)	29%	(215)	53%	(390)	741
Community: Urban	25%	(185)	30%	(224)	45%	(333)	742
Community: Suburban	19%	(177)	29%	(267)	52%	(487)	932
Community: Rural	23%	(118)	34%	(179)	44%	(229)	526
Employ: Private Sector	27%	(175)	29%	(182)	44%	(278)	635
Employ: Government	29%	(43)	31%	(46)	40%	(59)	147
Employ: Self-Employed	23%	(48)	39%	(82)	38%	(81)	210
Employ: Homemaker	11%	(19)	34%	(56)	54%	(89)	164
Employ: Student	28%	(28)	38%	(39)	35%	(36)	103
Employ: Retired	19%	(96)	27%	(137)	54%	(277)	509
Employ: Unemployed	17%	(48)	30%	(84)	53%	(151)	283
Employ: Other	17%	(25)	31%	(45)	53%	(78)	149
Military HH: Yes	23%	(92)	30%	(118)	46%	(180)	390
Military HH: No	21%	(389)	31%	(552)	48%	(869)	1810
RD/WT: Right Direction	29%	(194)	31%	(207)	40%	(270)	671
RD/WT: Wrong Track	19%	(287)	30%	(464)	51%	(779)	1529
Trump Job Approve	23%	(201)	32%	(276)	46%	(400)	877
Trump Job Disapprove	21%	(259)	30%	(369)	49%	(611)	1238

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Table MCEdem1_2: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	22%	(481)	30%	(670)	48%	(1049)	2200
Trump Job Strongly Approve	24%	(128)	30%	(162)	46%	(245)	536
Trump Job Somewhat Approve	21%	(72)	33%	(114)	45%	(155)	341
Trump Job Somewhat Disapprove	24%	(68)	37%	(106)	39%	(111)	285
Trump Job Strongly Disapprove	20%	(191)	28%	(263)	52%	(500)	953
Favorable of Trump	24%	(212)	31%	(269)	45%	(394)	874
Unfavorable of Trump	20%	(246)	29%	(362)	51%	(621)	1229
Very Favorable of Trump	24%	(132)	30%	(161)	46%	(247)	540
Somewhat Favorable of Trump	24%	(79)	32%	(108)	44%	(147)	334
Somewhat Unfavorable of Trump	21%	(47)	34%	(79)	45%	(104)	230
Very Unfavorable of Trump	20%	(199)	28%	(283)	52%	(517)	999
#1 Issue: Economy	21%	(183)	32%	(274)	48%	(413)	870
#1 Issue: Security	24%	(51)	27%	(57)	48%	(102)	210
#1 Issue: Health Care	24%	(94)	32%	(126)	44%	(170)	390
#1 Issue: Medicare / Social Security	19%	(49)	29%	(76)	52%	(137)	262
#1 Issue: Women's Issues	25%	(31)	29%	(36)	45%	(55)	122
#1 Issue: Education	27%	(28)	33%	(34)	41%	(42)	104
#1 Issue: Energy	27%	(24)	26%	(23)	47%	(43)	90
#1 Issue: Other	13%	(20)	29%	(45)	57%	(87)	152
2018 House Vote: Democrat	24%	(186)	26%	(198)	49%	(375)	760
2018 House Vote: Republican	25%	(145)	31%	(181)	44%	(255)	581
2016 Vote: Hillary Clinton	25%	(177)	27%	(193)	49%	(351)	722
2016 Vote: Donald Trump	23%	(154)	31%	(208)	46%	(303)	665
2016 Vote: Other	8%	(7)	39%	(34)	53%	(46)	87
2016 Vote: Didn't Vote	19%	(140)	33%	(236)	48%	(348)	725
Voted in 2014: Yes	24%	(288)	28%	(336)	49%	(596)	1220
Voted in 2014: No	20%	(193)	34%	(334)	46%	(453)	980

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Table MCEdem1_2: Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	22% (481)	30% (670)	48% (1049)	2200
2012 Vote: Barack Obama	24% (203)	26% (227)	50% (434)	864
2012 Vote: Mitt Romney	23% (102)	30% (134)	46% (205)	442
2012 Vote: Other	11% (7)	41% (25)	48% (29)	60
2012 Vote: Didn't Vote	20% (168)	34% (284)	46% (380)	832
4-Region: Northeast	19% (73)	27% (108)	54% (212)	394
4-Region: Midwest	16% (73)	38% (175)	47% (215)	462
4-Region: South	24% (200)	31% (255)	45% (369)	824
4-Region: West	26% (134)	26% (133)	49% (252)	520
Cable TV subscribers	18% (178)	27% (265)	55% (543)	986
Satellite TV subscribers	100% (481)	— (0)	— (0)	481
Former cable TV subscribers	25% (199)	42% (331)	33% (257)	787
Former satellite TV subscribers	— (0)	100% (670)	— (0)	670
Watches mostly scripted shows	23% (190)	31% (259)	46% (380)	828
Watches mostly unscripted shows	25% (66)	32% (82)	43% (112)	260
Watches scripted and unscripted	18% (132)	34% (247)	47% (338)	718
Watches mostly for entertainment	21% (230)	31% (341)	48% (531)	1103
Watches mostly for education	34% (49)	35% (51)	31% (45)	145
Watches for entertainment and education	20% (120)	35% (212)	45% (275)	607
Likely to subscribe to Discovery+	33% (220)	35% (230)	32% (215)	665
Unlikely to subscribe to Discovery+	17% (193)	28% (321)	54% (614)	1127
Subscribes to at least one streaming service	24% (403)	31% (528)	46% (777)	1708
Subscribes to 3+ streaming services	25% (269)	32% (342)	42% (448)	1059

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

Table MCEdem2_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	52% (1153)	12% (254)	11% (246)	23% (506)	2% (41)	2200
Gender: Male	53% (562)	11% (120)	10% (105)	24% (257)	2% (18)	1062
Gender: Female	52% (591)	12% (134)	12% (142)	22% (249)	2% (23)	1138
Age: 18-34	63% (415)	17% (114)	10% (62)	7% (46)	3% (18)	655
Age: 35-44	64% (229)	15% (53)	11% (39)	9% (31)	2% (6)	358
Age: 45-64	48% (361)	8% (60)	14% (102)	29% (219)	1% (10)	751
Age: 65+	34% (148)	6% (26)	10% (44)	48% (211)	2% (8)	436
GenZers: 1997-2012	63% (174)	21% (58)	7% (19)	5% (14)	3% (8)	274
Millennials: 1981-1996	64% (386)	16% (94)	10% (59)	8% (46)	2% (13)	599
GenXers: 1965-1980	55% (293)	10% (53)	15% (77)	18% (95)	2% (10)	529
Baby Boomers: 1946-1964	40% (282)	7% (46)	11% (79)	41% (293)	1% (6)	706
PID: Dem (no lean)	56% (509)	14% (128)	9% (80)	19% (177)	2% (18)	912
PID: Ind (no lean)	54% (346)	10% (66)	13% (82)	21% (133)	2% (12)	640
PID: Rep (no lean)	46% (298)	9% (59)	13% (84)	30% (195)	2% (11)	648
PID/Gender: Dem Men	55% (241)	15% (66)	9% (38)	19% (84)	2% (9)	438
PID/Gender: Dem Women	56% (267)	13% (62)	9% (42)	20% (93)	2% (9)	474
PID/Gender: Ind Men	57% (161)	8% (23)	10% (27)	25% (72)	— (1)	283
PID/Gender: Ind Women	52% (185)	12% (44)	15% (55)	17% (62)	3% (11)	357
PID/Gender: Rep Men	47% (160)	9% (31)	12% (40)	30% (102)	2% (8)	341
PID/Gender: Rep Women	45% (138)	9% (28)	14% (44)	30% (94)	1% (3)	307
Ideo: Liberal (1-3)	60% (412)	14% (98)	8% (53)	16% (108)	2% (11)	683
Ideo: Moderate (4)	54% (330)	11% (65)	12% (74)	22% (136)	2% (10)	615
Ideo: Conservative (5-7)	45% (308)	9% (63)	13% (89)	32% (218)	1% (10)	688
Educ: < College	49% (736)	12% (179)	12% (184)	25% (380)	2% (32)	1512
Educ: Bachelors degree	58% (259)	10% (46)	9% (42)	20% (90)	2% (7)	444
Educ: Post-grad	65% (158)	12% (29)	8% (20)	15% (36)	1% (1)	244
Income: Under 50k	47% (575)	12% (143)	13% (160)	26% (319)	3% (33)	1230
Income: 50k-100k	55% (358)	12% (78)	9% (62)	23% (150)	1% (6)	654
Income: 100k+	69% (219)	10% (33)	8% (25)	12% (37)	1% (2)	316

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Table MCEdem2_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	52% (1153)	12% (254)	11% (246)	23% (506)	2% (41)	2200
Ethnicity: White	52% (894)	11% (192)	11% (181)	24% (420)	2% (34)	1722
Ethnicity: Hispanic	58% (201)	20% (70)	7% (25)	12% (41)	3% (12)	349
Ethnicity: Black	57% (157)	11% (30)	14% (39)	17% (46)	1% (3)	274
Ethnicity: Other	50% (102)	15% (31)	13% (26)	20% (40)	2% (4)	204
All Christian	49% (519)	11% (119)	11% (116)	28% (297)	2% (19)	1070
All Non-Christian	58% (71)	13% (15)	5% (7)	21% (26)	3% (4)	122
Atheist	67% (60)	11% (10)	10% (9)	11% (10)	1% (1)	90
Agnostic/Nothing in particular	54% (289)	15% (78)	14% (72)	16% (88)	2% (9)	536
Something Else	56% (214)	8% (32)	11% (42)	22% (86)	2% (8)	383
Religious Non-Protestant/Catholic	60% (83)	11% (15)	6% (8)	20% (28)	3% (4)	137
Evangelical	51% (343)	12% (83)	11% (74)	25% (167)	2% (13)	679
Non-Evangelical	49% (366)	9% (67)	11% (82)	29% (212)	2% (15)	741
Community: Urban	57% (425)	12% (91)	10% (72)	20% (145)	1% (10)	742
Community: Suburban	53% (497)	12% (108)	11% (105)	23% (211)	1% (11)	932
Community: Rural	44% (232)	10% (55)	13% (70)	28% (150)	4% (20)	526
Employ: Private Sector	65% (410)	12% (75)	9% (56)	14% (86)	1% (8)	635
Employ: Government	63% (92)	13% (19)	10% (14)	11% (16)	4% (5)	147
Employ: Self-Employed	60% (126)	14% (29)	10% (20)	16% (34)	1% (1)	210
Employ: Homemaker	59% (96)	7% (12)	12% (20)	17% (28)	5% (9)	164
Employ: Student	55% (56)	31% (32)	9% (9)	5% (5)	— (0)	103
Employ: Retired	36% (182)	6% (30)	11% (58)	45% (231)	2% (9)	509
Employ: Unemployed	45% (128)	14% (41)	13% (37)	24% (69)	3% (9)	283
Employ: Other	43% (63)	11% (17)	21% (31)	25% (37)	— (0)	149
Military HH: Yes	48% (188)	12% (45)	12% (45)	27% (105)	2% (7)	390
Military HH: No	53% (965)	12% (208)	11% (201)	22% (401)	2% (34)	1810
RD/WT: Right Direction	54% (365)	14% (96)	12% (77)	18% (119)	2% (13)	671
RD/WT: Wrong Track	52% (788)	10% (158)	11% (169)	25% (387)	2% (27)	1529

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Table MCEdem2_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	52% (1153)	12% (254)	11% (246)	23% (506)	2% (41)	2200
Trump Job Approve	48% (423)	11% (100)	13% (113)	26% (226)	2% (15)	877
Trump Job Disapprove	55% (686)	12% (146)	10% (121)	21% (265)	2% (20)	1238
Trump Job Strongly Approve	48% (257)	10% (54)	12% (63)	28% (151)	2% (11)	536
Trump Job Somewhat Approve	49% (166)	13% (46)	15% (50)	22% (75)	1% (4)	341
Trump Job Somewhat Disapprove	62% (176)	12% (34)	8% (24)	16% (46)	2% (5)	285
Trump Job Strongly Disapprove	53% (510)	12% (112)	10% (97)	23% (220)	2% (15)	953
Favorable of Trump	48% (423)	11% (96)	13% (113)	26% (228)	2% (14)	874
Unfavorable of Trump	56% (688)	12% (150)	10% (117)	21% (256)	1% (18)	1229
Very Favorable of Trump	48% (257)	9% (48)	13% (72)	28% (151)	2% (13)	540
Somewhat Favorable of Trump	50% (166)	14% (48)	12% (41)	23% (78)	1% (2)	334
Somewhat Unfavorable of Trump	64% (147)	10% (24)	9% (21)	17% (39)	— (0)	230
Very Unfavorable of Trump	54% (541)	13% (126)	10% (97)	22% (217)	2% (18)	999
#1 Issue: Economy	59% (513)	10% (88)	12% (100)	18% (155)	2% (13)	870
#1 Issue: Security	48% (101)	11% (22)	12% (26)	28% (59)	1% (2)	210
#1 Issue: Health Care	49% (190)	16% (61)	11% (43)	21% (84)	3% (12)	390
#1 Issue: Medicare / Social Security	38% (101)	6% (17)	9% (23)	44% (115)	2% (6)	262
#1 Issue: Women's Issues	61% (74)	16% (19)	10% (12)	11% (13)	3% (4)	122
#1 Issue: Education	64% (66)	15% (16)	14% (14)	8% (8)	— (0)	104
#1 Issue: Energy	53% (48)	21% (19)	10% (9)	16% (14)	1% (1)	90
#1 Issue: Other	40% (60)	8% (12)	12% (18)	38% (58)	2% (3)	152
2018 House Vote: Democrat	56% (423)	11% (87)	8% (61)	23% (173)	2% (15)	760
2018 House Vote: Republican	46% (269)	10% (60)	12% (72)	31% (179)	— (2)	581
2016 Vote: Hillary Clinton	57% (409)	11% (79)	8% (59)	22% (159)	2% (16)	722
2016 Vote: Donald Trump	46% (305)	11% (70)	11% (76)	31% (204)	1% (10)	665
2016 Vote: Other	50% (44)	8% (7)	14% (13)	28% (24)	— (0)	87
2016 Vote: Didn't Vote	54% (393)	14% (98)	14% (98)	17% (120)	2% (15)	725
Voted in 2014: Yes	52% (637)	9% (107)	10% (126)	27% (332)	2% (18)	1220
Voted in 2014: No	53% (516)	15% (147)	12% (120)	18% (174)	2% (22)	980

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Table MCEdem2_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	52% (1153)	12% (254)	11% (246)	23% (506)	2% (41)	2200
2012 Vote: Barack Obama	56% (480)	10% (89)	10% (83)	23% (195)	2% (16)	864
2012 Vote: Mitt Romney	46% (203)	8% (34)	13% (58)	32% (142)	1% (5)	442
2012 Vote: Other	38% (23)	1% (1)	20% (12)	41% (25)	— (0)	60
2012 Vote: Didn't Vote	54% (446)	16% (129)	11% (93)	17% (144)	2% (20)	832
4-Region: Northeast	57% (223)	10% (40)	10% (40)	22% (85)	1% (6)	394
4-Region: Midwest	48% (223)	9% (42)	11% (53)	29% (133)	2% (12)	462
4-Region: South	53% (434)	12% (96)	11% (93)	23% (189)	2% (13)	824
4-Region: West	53% (273)	15% (77)	12% (60)	19% (99)	2% (11)	520
Cable TV subscribers	55% (538)	10% (98)	9% (89)	26% (253)	1% (8)	986
Satellite TV subscribers	57% (275)	14% (66)	8% (40)	19% (92)	2% (8)	481
Former cable TV subscribers	52% (412)	13% (104)	14% (114)	18% (144)	2% (13)	787
Former satellite TV subscribers	53% (353)	14% (95)	15% (99)	17% (117)	1% (6)	670
Watches mostly scripted shows	58% (481)	14% (115)	12% (97)	15% (123)	1% (12)	828
Watches mostly unscripted shows	53% (138)	16% (42)	14% (37)	15% (38)	2% (5)	260
Watches scripted and unscripted	60% (433)	11% (80)	11% (76)	17% (119)	1% (9)	718
Watches mostly for entertainment	60% (658)	12% (137)	12% (127)	15% (165)	1% (16)	1103
Watches mostly for education	53% (77)	27% (40)	13% (18)	6% (8)	2% (2)	145
Watches for entertainment and education	57% (349)	10% (62)	14% (83)	18% (112)	— (2)	607
Likely to subscribe to Discovery+	68% (454)	15% (97)	9% (60)	7% (46)	1% (7)	665
Unlikely to subscribe to Discovery+	45% (508)	11% (119)	12% (137)	31% (347)	1% (16)	1127
Subscribes to at least one streaming service	68% (1153)	10% (177)	10% (165)	12% (199)	1% (13)	1708
Subscribes to 3+ streaming services	82% (873)	8% (86)	5% (52)	4% (43)	— (5)	1059

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

Table MCEdem2_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	44% (967)	8% (166)	9% (200)	34% (744)	6% (123)	2200
Gender: Male	44% (467)	8% (89)	10% (108)	33% (346)	5% (53)	1062
Gender: Female	44% (500)	7% (78)	8% (92)	35% (398)	6% (70)	1138
Age: 18-34	41% (272)	13% (83)	14% (92)	23% (153)	9% (56)	655
Age: 35-44	54% (194)	11% (40)	11% (39)	20% (73)	3% (12)	358
Age: 45-64	46% (347)	4% (28)	6% (48)	40% (298)	4% (30)	751
Age: 65+	35% (154)	3% (15)	5% (21)	51% (221)	6% (25)	436
GenZers: 1997-2012	37% (102)	11% (31)	11% (31)	29% (79)	11% (31)	274
Millennials: 1981-1996	48% (285)	14% (83)	14% (85)	19% (113)	6% (34)	599
GenXers: 1965-1980	51% (270)	5% (27)	7% (39)	33% (172)	4% (21)	529
Baby Boomers: 1946-1964	41% (288)	3% (20)	6% (43)	47% (328)	4% (26)	706
PID: Dem (no lean)	45% (409)	9% (81)	10% (87)	30% (276)	6% (58)	912
PID: Ind (no lean)	43% (276)	6% (37)	10% (63)	37% (234)	5% (30)	640
PID: Rep (no lean)	43% (281)	7% (48)	8% (50)	36% (233)	5% (35)	648
PID/Gender: Dem Men	41% (181)	9% (41)	12% (51)	31% (136)	7% (29)	438
PID/Gender: Dem Women	48% (228)	8% (40)	8% (36)	30% (141)	6% (29)	474
PID/Gender: Ind Men	49% (139)	6% (17)	8% (24)	35% (98)	2% (6)	283
PID/Gender: Ind Women	38% (137)	6% (20)	11% (40)	38% (136)	7% (24)	357
PID/Gender: Rep Men	43% (147)	9% (31)	10% (33)	33% (112)	5% (18)	341
PID/Gender: Rep Women	44% (135)	6% (18)	6% (17)	39% (121)	5% (17)	307
Ideo: Liberal (1-3)	49% (334)	12% (85)	10% (67)	24% (162)	5% (35)	683
Ideo: Moderate (4)	42% (257)	7% (41)	7% (46)	38% (235)	6% (37)	615
Ideo: Conservative (5-7)	45% (310)	5% (33)	9% (59)	37% (254)	5% (31)	688
Educ: < College	40% (601)	5% (80)	10% (147)	38% (580)	7% (103)	1512
Educ: Bachelors degree	47% (210)	15% (67)	8% (35)	26% (117)	3% (15)	444
Educ: Post-grad	64% (155)	8% (19)	7% (18)	19% (47)	2% (5)	244
Income: Under 50k	38% (464)	6% (71)	11% (133)	39% (478)	7% (84)	1230
Income: 50k-100k	48% (316)	10% (63)	8% (49)	29% (190)	5% (35)	654
Income: 100k+	59% (187)	10% (32)	6% (18)	24% (76)	1% (4)	316

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Table MCEdem2_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	44% (967)	8% (166)	9% (200)	34% (744)	6% (123)	2200
Ethnicity: White	46% (783)	8% (129)	8% (144)	34% (583)	5% (82)	1722
Ethnicity: Hispanic	48% (167)	13% (47)	11% (40)	21% (72)	7% (24)	349
Ethnicity: Black	41% (111)	8% (21)	11% (31)	31% (86)	9% (25)	274
Ethnicity: Other	35% (72)	8% (16)	12% (25)	37% (76)	8% (16)	204
All Christian	43% (456)	8% (85)	7% (80)	37% (393)	5% (56)	1070
All Non-Christian	49% (60)	10% (13)	7% (8)	26% (31)	8% (10)	122
Atheist	44% (39)	12% (11)	16% (14)	26% (23)	3% (3)	90
Agnostic/Nothing in particular	42% (226)	7% (37)	11% (57)	34% (180)	7% (35)	536
Something Else	48% (185)	5% (20)	11% (41)	31% (117)	5% (20)	383
Religious Non-Protestant/Catholic	51% (70)	9% (13)	7% (10)	25% (35)	7% (10)	137
Evangelical	44% (298)	9% (61)	10% (70)	32% (216)	5% (33)	679
Non-Evangelical	44% (325)	6% (42)	6% (47)	38% (285)	6% (42)	741
Community: Urban	45% (336)	9% (66)	10% (78)	30% (221)	6% (41)	742
Community: Suburban	46% (431)	7% (67)	8% (74)	33% (311)	5% (48)	932
Community: Rural	38% (199)	6% (33)	9% (48)	40% (212)	7% (34)	526
Employ: Private Sector	52% (327)	9% (58)	10% (66)	25% (158)	4% (25)	635
Employ: Government	46% (67)	13% (19)	8% (11)	25% (37)	8% (12)	147
Employ: Self-Employed	48% (101)	10% (21)	10% (21)	26% (56)	6% (12)	210
Employ: Homemaker	48% (78)	6% (9)	10% (16)	29% (48)	7% (12)	164
Employ: Student	45% (46)	13% (14)	9% (9)	28% (29)	5% (5)	103
Employ: Retired	36% (186)	2% (12)	6% (30)	50% (256)	5% (26)	509
Employ: Unemployed	38% (108)	9% (24)	10% (29)	36% (102)	7% (20)	283
Employ: Other	36% (53)	5% (8)	12% (18)	40% (59)	7% (10)	149
Military HH: Yes	42% (163)	10% (38)	9% (33)	32% (126)	8% (30)	390
Military HH: No	44% (804)	7% (129)	9% (167)	34% (618)	5% (93)	1810
RD/WT: Right Direction	42% (282)	11% (75)	12% (78)	29% (197)	6% (39)	671
RD/WT: Wrong Track	45% (685)	6% (91)	8% (122)	36% (548)	5% (84)	1529

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Table MCEdem2_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	44% (967)	8% (166)	9% (200)	34% (744)	6% (123)	2200
Trump Job Approve	44% (382)	7% (58)	10% (84)	34% (301)	6% (51)	877
Trump Job Disapprove	45% (557)	8% (103)	9% (107)	33% (406)	5% (66)	1238
Trump Job Strongly Approve	46% (246)	7% (36)	6% (34)	34% (184)	7% (35)	536
Trump Job Somewhat Approve	40% (136)	6% (22)	15% (50)	34% (117)	5% (16)	341
Trump Job Somewhat Disapprove	38% (109)	10% (27)	13% (38)	31% (89)	7% (21)	285
Trump Job Strongly Disapprove	47% (448)	8% (76)	7% (69)	33% (316)	5% (44)	953
Favorable of Trump	45% (390)	6% (56)	9% (79)	34% (297)	6% (53)	874
Unfavorable of Trump	45% (551)	8% (100)	9% (111)	34% (412)	4% (55)	1229
Very Favorable of Trump	46% (249)	5% (29)	7% (38)	33% (180)	8% (44)	540
Somewhat Favorable of Trump	42% (140)	8% (27)	12% (41)	35% (117)	3% (9)	334
Somewhat Unfavorable of Trump	45% (105)	7% (17)	12% (28)	31% (72)	4% (8)	230
Very Unfavorable of Trump	45% (446)	8% (83)	8% (83)	34% (340)	5% (47)	999
#1 Issue: Economy	46% (398)	7% (58)	11% (92)	32% (280)	5% (42)	870
#1 Issue: Security	45% (94)	9% (19)	6% (13)	35% (73)	5% (11)	210
#1 Issue: Health Care	46% (180)	9% (35)	7% (28)	34% (131)	4% (16)	390
#1 Issue: Medicare / Social Security	37% (96)	2% (6)	5% (14)	49% (129)	6% (17)	262
#1 Issue: Women's Issues	44% (53)	14% (17)	12% (14)	18% (22)	13% (16)	122
#1 Issue: Education	51% (53)	13% (14)	13% (13)	19% (20)	4% (4)	104
#1 Issue: Energy	42% (38)	13% (12)	11% (10)	31% (28)	3% (3)	90
#1 Issue: Other	37% (55)	4% (5)	10% (15)	41% (62)	9% (14)	152
2018 House Vote: Democrat	49% (369)	8% (61)	9% (68)	30% (226)	5% (36)	760
2018 House Vote: Republican	45% (263)	7% (42)	8% (44)	36% (208)	4% (25)	581
2016 Vote: Hillary Clinton	50% (359)	8% (60)	8% (60)	28% (205)	5% (38)	722
2016 Vote: Donald Trump	45% (299)	5% (34)	9% (59)	36% (239)	5% (33)	665
2016 Vote: Other	41% (36)	8% (7)	6% (5)	45% (39)	— (0)	87
2016 Vote: Didn't Vote	37% (272)	9% (66)	10% (75)	36% (260)	7% (52)	725
Voted in 2014: Yes	47% (570)	7% (87)	7% (82)	35% (426)	5% (55)	1220
Voted in 2014: No	40% (397)	8% (80)	12% (118)	32% (318)	7% (68)	980

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Table MCEdem2_2: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	44% (967)	8% (166)	9% (200)	34% (744)	6% (123)	2200
2012 Vote: Barack Obama	48% (412)	8% (65)	8% (66)	32% (274)	5% (46)	864
2012 Vote: Mitt Romney	44% (195)	6% (28)	7% (32)	38% (166)	5% (20)	442
2012 Vote: Other	52% (31)	2% (1)	3% (2)	43% (26)	— (0)	60
2012 Vote: Didn't Vote	39% (327)	9% (71)	12% (100)	33% (278)	7% (56)	832
4-Region: Northeast	48% (188)	8% (33)	9% (34)	30% (116)	6% (22)	394
4-Region: Midwest	40% (184)	5% (25)	10% (47)	39% (178)	6% (28)	462
4-Region: South	42% (345)	6% (48)	8% (65)	39% (319)	6% (47)	824
4-Region: West	48% (250)	12% (60)	10% (54)	25% (130)	5% (25)	520
Cable TV subscribers	46% (449)	7% (64)	8% (74)	36% (356)	4% (42)	986
Satellite TV subscribers	43% (209)	9% (43)	8% (38)	33% (157)	7% (35)	481
Former cable TV subscribers	47% (367)	8% (65)	11% (87)	30% (236)	4% (32)	787
Former satellite TV subscribers	46% (308)	9% (63)	12% (83)	29% (191)	4% (26)	670
Watches mostly scripted shows	48% (400)	9% (77)	10% (83)	28% (234)	4% (34)	828
Watches mostly unscripted shows	49% (127)	10% (26)	13% (34)	24% (63)	4% (11)	260
Watches scripted and unscripted	50% (360)	7% (53)	9% (66)	31% (221)	2% (18)	718
Watches mostly for entertainment	49% (537)	7% (82)	10% (113)	29% (324)	4% (46)	1103
Watches mostly for education	42% (60)	19% (27)	17% (24)	15% (21)	8% (12)	145
Watches for entertainment and education	52% (317)	8% (48)	8% (48)	30% (181)	2% (14)	607
Likely to subscribe to Discovery+	56% (372)	11% (76)	12% (80)	17% (112)	4% (25)	665
Unlikely to subscribe to Discovery+	39% (437)	6% (69)	8% (88)	42% (477)	5% (57)	1127
Subscribes to at least one streaming service	57% (967)	7% (113)	9% (149)	24% (411)	4% (67)	1708
Subscribes to 3+ streaming services	70% (743)	6% (68)	7% (76)	13% (141)	3% (31)	1059

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

Table MCEdem2_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(256)	4%	(82)	10%	(223)	60%	(1310)	15%	(328)	2200
Gender: Male	14%	(145)	5%	(53)	13%	(142)	55%	(588)	13%	(133)	1062
Gender: Female	10%	(111)	3%	(30)	7%	(81)	63%	(722)	17%	(194)	1138
Age: 18-34	12%	(81)	5%	(31)	14%	(90)	47%	(309)	22%	(144)	655
Age: 35-44	19%	(69)	9%	(31)	13%	(47)	50%	(178)	9%	(32)	358
Age: 45-64	11%	(84)	2%	(16)	8%	(60)	67%	(504)	12%	(87)	751
Age: 65+	5%	(22)	1%	(3)	6%	(27)	73%	(320)	15%	(65)	436
GenZers: 1997-2012	8%	(21)	3%	(8)	10%	(26)	49%	(133)	31%	(85)	274
Millennials: 1981-1996	18%	(106)	8%	(46)	16%	(98)	45%	(270)	13%	(79)	599
GenXers: 1965-1980	14%	(74)	5%	(25)	8%	(44)	61%	(321)	12%	(65)	529
Baby Boomers: 1946-1964	7%	(51)	1%	(4)	7%	(49)	75%	(527)	11%	(75)	706
PID: Dem (no lean)	14%	(128)	5%	(44)	11%	(103)	55%	(504)	15%	(133)	912
PID: Ind (no lean)	8%	(53)	3%	(17)	9%	(59)	62%	(400)	17%	(112)	640
PID: Rep (no lean)	12%	(75)	3%	(22)	9%	(61)	63%	(407)	13%	(83)	648
PID/Gender: Dem Men	16%	(70)	6%	(24)	15%	(66)	51%	(222)	13%	(55)	438
PID/Gender: Dem Women	12%	(58)	4%	(20)	8%	(37)	59%	(281)	16%	(78)	474
PID/Gender: Ind Men	10%	(28)	4%	(10)	12%	(33)	61%	(174)	14%	(39)	283
PID/Gender: Ind Women	7%	(24)	2%	(6)	7%	(26)	63%	(227)	21%	(73)	357
PID/Gender: Rep Men	14%	(47)	5%	(18)	13%	(44)	57%	(193)	12%	(40)	341
PID/Gender: Rep Women	9%	(29)	1%	(3)	6%	(18)	70%	(214)	14%	(43)	307
Ideo: Liberal (1-3)	16%	(110)	6%	(41)	12%	(85)	53%	(364)	12%	(84)	683
Ideo: Moderate (4)	10%	(59)	3%	(18)	9%	(57)	62%	(383)	16%	(97)	615
Ideo: Conservative (5-7)	11%	(74)	3%	(20)	9%	(62)	64%	(439)	13%	(92)	688
Educ: < College	10%	(144)	2%	(31)	9%	(138)	62%	(942)	17%	(258)	1512
Educ: Bachelors degree	12%	(54)	7%	(30)	13%	(58)	58%	(256)	10%	(45)	444
Educ: Post-grad	24%	(58)	9%	(21)	11%	(27)	46%	(113)	10%	(24)	244
Income: Under 50k	8%	(104)	2%	(27)	9%	(114)	62%	(767)	18%	(218)	1230
Income: 50k-100k	13%	(86)	5%	(31)	11%	(73)	58%	(380)	13%	(84)	654
Income: 100k+	21%	(66)	8%	(24)	11%	(36)	52%	(164)	8%	(26)	316

Continued on next page

Table MCEdem2_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(256)	4%	(82)	10%	(223)	60%	(1310)	15%	(328)	2200
Ethnicity: White	12%	(213)	4%	(65)	10%	(164)	61%	(1049)	13%	(231)	1722
Ethnicity: Hispanic	12%	(42)	6%	(20)	15%	(53)	47%	(163)	21%	(72)	349
Ethnicity: Black	12%	(32)	5%	(14)	14%	(40)	52%	(141)	17%	(47)	274
Ethnicity: Other	5%	(11)	2%	(3)	10%	(20)	59%	(120)	25%	(50)	204
All Christian	13%	(144)	4%	(47)	10%	(112)	59%	(633)	12%	(133)	1070
All Non-Christian	18%	(21)	8%	(9)	9%	(12)	48%	(59)	17%	(21)	122
Atheist	11%	(10)	—	(0)	9%	(8)	77%	(69)	3%	(3)	90
Agnostic/Nothing in particular	8%	(41)	3%	(15)	10%	(51)	60%	(319)	20%	(110)	536
Something Else	10%	(39)	3%	(11)	11%	(41)	60%	(230)	16%	(61)	383
Religious Non-Protestant/Catholic	17%	(23)	7%	(10)	9%	(12)	50%	(68)	17%	(23)	137
Evangelical	16%	(106)	6%	(39)	14%	(92)	52%	(350)	14%	(92)	679
Non-Evangelical	10%	(73)	2%	(16)	8%	(57)	67%	(497)	13%	(98)	741
Community: Urban	17%	(125)	6%	(47)	13%	(96)	49%	(360)	15%	(114)	742
Community: Suburban	10%	(95)	3%	(24)	9%	(81)	65%	(608)	13%	(124)	932
Community: Rural	7%	(37)	2%	(11)	9%	(47)	65%	(342)	17%	(90)	526
Employ: Private Sector	18%	(114)	5%	(33)	12%	(77)	55%	(348)	10%	(63)	635
Employ: Government	12%	(18)	12%	(17)	14%	(20)	45%	(66)	18%	(26)	147
Employ: Self-Employed	11%	(23)	7%	(15)	11%	(24)	53%	(112)	17%	(36)	210
Employ: Homemaker	11%	(18)	3%	(5)	3%	(5)	62%	(101)	21%	(34)	164
Employ: Student	8%	(8)	1%	(1)	13%	(14)	52%	(53)	27%	(28)	103
Employ: Retired	7%	(37)	1%	(4)	8%	(40)	71%	(363)	13%	(65)	509
Employ: Unemployed	8%	(23)	1%	(4)	11%	(30)	62%	(177)	18%	(50)	283
Employ: Other	10%	(16)	2%	(3)	9%	(13)	61%	(91)	18%	(26)	149
Military HH: Yes	13%	(49)	5%	(20)	10%	(40)	56%	(219)	16%	(61)	390
Military HH: No	11%	(207)	3%	(62)	10%	(183)	60%	(1091)	15%	(267)	1810
RD/WT: Right Direction	16%	(105)	7%	(49)	13%	(87)	48%	(322)	16%	(108)	671
RD/WT: Wrong Track	10%	(152)	2%	(33)	9%	(136)	65%	(989)	14%	(220)	1529

Continued on next page

Table MCEdem2_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(256)	4%	(82)	10%	(223)	60%	(1310)	15%	(328)	2200
Trump Job Approve	12%	(104)	4%	(35)	11%	(94)	57%	(501)	16%	(143)	877
Trump Job Disapprove	12%	(148)	4%	(45)	10%	(119)	62%	(762)	13%	(164)	1238
Trump Job Strongly Approve	13%	(69)	3%	(16)	12%	(63)	56%	(298)	17%	(90)	536
Trump Job Somewhat Approve	10%	(35)	6%	(19)	9%	(31)	59%	(202)	16%	(53)	341
Trump Job Somewhat Disapprove	16%	(46)	6%	(18)	12%	(33)	52%	(147)	14%	(41)	285
Trump Job Strongly Disapprove	11%	(102)	3%	(27)	9%	(86)	65%	(615)	13%	(123)	953
Favorable of Trump	12%	(106)	4%	(36)	11%	(94)	57%	(495)	17%	(144)	874
Unfavorable of Trump	12%	(148)	3%	(39)	9%	(113)	63%	(773)	13%	(156)	1229
Very Favorable of Trump	12%	(65)	4%	(21)	11%	(58)	56%	(301)	18%	(96)	540
Somewhat Favorable of Trump	12%	(41)	5%	(16)	11%	(35)	58%	(194)	15%	(49)	334
Somewhat Unfavorable of Trump	12%	(28)	6%	(13)	9%	(21)	60%	(138)	13%	(29)	230
Very Unfavorable of Trump	12%	(120)	3%	(26)	9%	(92)	64%	(635)	13%	(127)	999
#1 Issue: Economy	13%	(116)	3%	(28)	10%	(90)	58%	(508)	15%	(127)	870
#1 Issue: Security	15%	(31)	8%	(16)	7%	(14)	56%	(118)	15%	(31)	210
#1 Issue: Health Care	13%	(52)	4%	(16)	11%	(43)	58%	(227)	13%	(52)	390
#1 Issue: Medicare / Social Security	6%	(17)	1%	(2)	8%	(22)	71%	(187)	13%	(35)	262
#1 Issue: Women's Issues	13%	(15)	2%	(3)	5%	(6)	54%	(66)	26%	(31)	122
#1 Issue: Education	8%	(8)	8%	(8)	24%	(25)	46%	(48)	15%	(15)	104
#1 Issue: Energy	11%	(10)	6%	(6)	17%	(15)	49%	(45)	17%	(15)	90
#1 Issue: Other	4%	(6)	2%	(4)	6%	(8)	74%	(112)	14%	(21)	152
2018 House Vote: Democrat	15%	(117)	5%	(41)	10%	(76)	57%	(436)	12%	(89)	760
2018 House Vote: Republican	13%	(77)	3%	(18)	12%	(68)	59%	(343)	13%	(76)	581
2016 Vote: Hillary Clinton	16%	(113)	5%	(37)	10%	(76)	58%	(417)	11%	(79)	722
2016 Vote: Donald Trump	12%	(82)	3%	(21)	10%	(69)	62%	(411)	12%	(82)	665
2016 Vote: Other	13%	(11)	2%	(2)	6%	(6)	65%	(57)	13%	(12)	87
2016 Vote: Didn't Vote	7%	(50)	3%	(23)	10%	(73)	59%	(426)	21%	(154)	725
Voted in 2014: Yes	14%	(171)	4%	(48)	10%	(124)	61%	(738)	11%	(139)	1220
Voted in 2014: No	9%	(85)	4%	(35)	10%	(99)	58%	(572)	19%	(189)	980

Continued on next page

Table MCEdem2_3: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

CBS All Access

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(256)	4%	(82)	10%	(223)	60%	(1310)	15%	(328)	2200
2012 Vote: Barack Obama	14%	(120)	5%	(41)	10%	(85)	60%	(517)	12%	(101)	864
2012 Vote: Mitt Romney	12%	(53)	1%	(6)	9%	(40)	67%	(294)	11%	(49)	442
2012 Vote: Other	8%	(5)	3%	(2)	12%	(7)	57%	(34)	21%	(12)	60
2012 Vote: Didn't Vote	9%	(78)	4%	(33)	11%	(91)	56%	(465)	20%	(165)	832
4-Region: Northeast	13%	(53)	6%	(24)	12%	(46)	56%	(219)	13%	(51)	394
4-Region: Midwest	8%	(37)	3%	(12)	7%	(34)	63%	(291)	19%	(88)	462
4-Region: South	13%	(103)	3%	(26)	11%	(91)	60%	(494)	13%	(109)	824
4-Region: West	12%	(63)	4%	(21)	10%	(51)	59%	(306)	15%	(79)	520
Cable TV subscribers	13%	(128)	3%	(33)	9%	(88)	62%	(608)	13%	(129)	986
Satellite TV subscribers	19%	(92)	6%	(28)	10%	(47)	49%	(236)	16%	(79)	481
Former cable TV subscribers	10%	(79)	4%	(33)	14%	(108)	59%	(463)	13%	(105)	787
Former satellite TV subscribers	10%	(68)	5%	(35)	15%	(100)	58%	(388)	12%	(80)	670
Watches mostly scripted shows	12%	(100)	5%	(40)	10%	(85)	61%	(506)	12%	(97)	828
Watches mostly unscripted shows	13%	(35)	6%	(17)	17%	(44)	45%	(118)	18%	(47)	260
Watches scripted and unscripted	14%	(101)	3%	(24)	10%	(75)	60%	(427)	13%	(91)	718
Watches mostly for entertainment	11%	(122)	3%	(34)	10%	(112)	62%	(685)	14%	(149)	1103
Watches mostly for education	24%	(35)	17%	(25)	20%	(29)	23%	(33)	16%	(23)	145
Watches for entertainment and education	14%	(87)	4%	(22)	10%	(62)	60%	(362)	12%	(75)	607
Likely to subscribe to Discovery+	25%	(164)	9%	(61)	16%	(105)	39%	(258)	12%	(77)	665
Unlikely to subscribe to Discovery+	6%	(69)	1%	(14)	7%	(80)	71%	(795)	15%	(170)	1127
Subscribes to at least one streaming service	15%	(256)	4%	(68)	11%	(188)	57%	(973)	13%	(223)	1708
Subscribes to 3+ streaming services	23%	(239)	5%	(54)	13%	(133)	49%	(518)	11%	(115)	1059

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

Table MCEdem2_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	14%	(315)	5%	(100)	7%	(153)	62%	(1367)	12%	(265)	2200
Gender: Male	19%	(201)	6%	(63)	8%	(83)	59%	(622)	9%	(92)	1062
Gender: Female	10%	(114)	3%	(37)	6%	(69)	65%	(745)	15%	(173)	1138
Age: 18-34	19%	(125)	7%	(44)	9%	(58)	50%	(327)	16%	(102)	655
Age: 35-44	25%	(89)	10%	(36)	10%	(35)	47%	(168)	9%	(31)	358
Age: 45-64	11%	(84)	2%	(16)	6%	(42)	69%	(520)	12%	(88)	751
Age: 65+	4%	(18)	1%	(4)	4%	(18)	81%	(352)	10%	(45)	436
GenZers: 1997-2012	13%	(35)	5%	(15)	8%	(21)	50%	(137)	24%	(66)	274
Millennials: 1981-1996	24%	(145)	9%	(56)	10%	(62)	47%	(283)	9%	(54)	599
GenXers: 1965-1980	19%	(98)	5%	(26)	7%	(35)	57%	(302)	13%	(68)	529
Baby Boomers: 1946-1964	5%	(36)	—	(2)	4%	(29)	81%	(575)	9%	(63)	706
PID: Dem (no lean)	18%	(163)	6%	(53)	7%	(66)	56%	(512)	13%	(118)	912
PID: Ind (no lean)	12%	(74)	4%	(25)	7%	(48)	65%	(417)	12%	(77)	640
PID: Rep (no lean)	12%	(79)	3%	(23)	6%	(39)	67%	(437)	11%	(71)	648
PID/Gender: Dem Men	26%	(112)	6%	(27)	8%	(37)	50%	(221)	9%	(41)	438
PID/Gender: Dem Women	11%	(51)	5%	(25)	6%	(29)	62%	(292)	16%	(77)	474
PID/Gender: Ind Men	12%	(33)	7%	(20)	8%	(22)	69%	(195)	5%	(13)	283
PID/Gender: Ind Women	11%	(41)	1%	(5)	7%	(26)	62%	(222)	18%	(63)	357
PID/Gender: Rep Men	16%	(56)	5%	(16)	7%	(25)	61%	(206)	11%	(38)	341
PID/Gender: Rep Women	7%	(23)	2%	(7)	5%	(14)	75%	(231)	11%	(33)	307
Ideo: Liberal (1-3)	19%	(132)	7%	(51)	8%	(54)	55%	(376)	10%	(70)	683
Ideo: Moderate (4)	12%	(75)	3%	(21)	6%	(38)	64%	(395)	14%	(85)	615
Ideo: Conservative (5-7)	12%	(84)	4%	(27)	6%	(42)	68%	(466)	10%	(68)	688
Educ: < College	11%	(168)	3%	(42)	6%	(95)	66%	(994)	14%	(213)	1512
Educ: Bachelors degree	17%	(74)	8%	(38)	9%	(40)	57%	(251)	9%	(40)	444
Educ: Post-grad	30%	(72)	9%	(21)	7%	(18)	49%	(121)	5%	(13)	244
Income: Under 50k	11%	(138)	2%	(30)	5%	(67)	67%	(825)	14%	(170)	1230
Income: 50k-100k	14%	(91)	6%	(40)	8%	(55)	60%	(391)	12%	(78)	654
Income: 100k+	28%	(87)	9%	(30)	10%	(31)	48%	(151)	5%	(17)	316

Continued on next page

Table MCEdem2_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	14%	(315)	5%	(100)	7%	(153)	62%	(1367)	12%	(265)	2200
Ethnicity: White	14%	(247)	4%	(75)	6%	(102)	64%	(1104)	11%	(194)	1722
Ethnicity: Hispanic	21%	(72)	11%	(38)	8%	(30)	42%	(147)	18%	(63)	349
Ethnicity: Black	16%	(44)	7%	(20)	13%	(36)	50%	(138)	13%	(36)	274
Ethnicity: Other	12%	(25)	2%	(5)	8%	(15)	61%	(124)	17%	(35)	204
All Christian	16%	(168)	5%	(59)	7%	(73)	61%	(658)	11%	(113)	1070
All Non-Christian	23%	(28)	12%	(14)	7%	(8)	49%	(59)	10%	(12)	122
Atheist	14%	(13)	6%	(6)	2%	(2)	72%	(65)	5%	(5)	90
Agnostic/Nothing in particular	11%	(57)	3%	(14)	8%	(42)	63%	(336)	16%	(87)	536
Something Else	13%	(50)	2%	(8)	7%	(28)	65%	(248)	13%	(49)	383
Religious Non-Protestant/Catholic	22%	(31)	11%	(15)	6%	(8)	50%	(69)	10%	(14)	137
Evangelical	20%	(139)	7%	(44)	8%	(52)	54%	(369)	11%	(74)	679
Non-Evangelical	10%	(73)	3%	(19)	6%	(46)	70%	(519)	11%	(84)	741
Community: Urban	22%	(160)	9%	(64)	7%	(53)	52%	(384)	11%	(81)	742
Community: Suburban	12%	(109)	3%	(25)	8%	(70)	67%	(623)	11%	(105)	932
Community: Rural	9%	(46)	2%	(12)	6%	(30)	68%	(359)	15%	(79)	526
Employ: Private Sector	22%	(140)	7%	(44)	8%	(51)	53%	(336)	10%	(63)	635
Employ: Government	19%	(28)	14%	(21)	11%	(16)	39%	(58)	17%	(24)	147
Employ: Self-Employed	16%	(33)	5%	(9)	11%	(24)	56%	(118)	12%	(25)	210
Employ: Homemaker	13%	(21)	1%	(1)	3%	(4)	68%	(111)	16%	(27)	164
Employ: Student	9%	(9)	4%	(4)	9%	(9)	54%	(55)	25%	(25)	103
Employ: Retired	5%	(26)	1%	(4)	4%	(19)	80%	(408)	10%	(51)	509
Employ: Unemployed	11%	(30)	5%	(13)	5%	(15)	68%	(194)	11%	(31)	283
Employ: Other	18%	(27)	2%	(3)	10%	(14)	59%	(87)	12%	(18)	149
Military HH: Yes	18%	(71)	5%	(21)	5%	(21)	60%	(235)	11%	(41)	390
Military HH: No	13%	(244)	4%	(79)	7%	(131)	62%	(1131)	12%	(224)	1810
RD/WT: Right Direction	19%	(127)	8%	(53)	10%	(67)	51%	(345)	12%	(79)	671
RD/WT: Wrong Track	12%	(188)	3%	(47)	6%	(86)	67%	(1022)	12%	(187)	1529

Continued on next page

Table MCEdem2_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
ESPN+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (315)	5% (100)	7% (153)	62% (1367)	12% (265)	2200
Trump Job Approve	14% (120)	5% (41)	8% (68)	62% (543)	12% (103)	877
Trump Job Disapprove	15% (181)	5% (59)	6% (80)	63% (775)	12% (143)	1238
Trump Job Strongly Approve	15% (81)	4% (22)	6% (30)	63% (337)	12% (66)	536
Trump Job Somewhat Approve	11% (39)	6% (19)	11% (38)	61% (206)	11% (38)	341
Trump Job Somewhat Disapprove	14% (40)	6% (18)	11% (31)	57% (162)	12% (34)	285
Trump Job Strongly Disapprove	15% (142)	4% (41)	5% (49)	64% (613)	11% (108)	953
Favorable of Trump	15% (133)	5% (40)	7% (65)	61% (534)	12% (103)	874
Unfavorable of Trump	14% (169)	4% (52)	7% (82)	63% (777)	12% (148)	1229
Very Favorable of Trump	14% (77)	3% (17)	7% (40)	62% (336)	13% (71)	540
Somewhat Favorable of Trump	17% (55)	7% (23)	7% (25)	59% (198)	10% (32)	334
Somewhat Unfavorable of Trump	13% (30)	6% (14)	9% (20)	60% (139)	12% (27)	230
Very Unfavorable of Trump	14% (139)	4% (38)	6% (62)	64% (639)	12% (122)	999
#1 Issue: Economy	15% (128)	4% (38)	8% (70)	62% (538)	11% (97)	870
#1 Issue: Security	14% (29)	5% (11)	10% (21)	62% (130)	9% (19)	210
#1 Issue: Health Care	16% (62)	3% (13)	7% (26)	61% (239)	13% (50)	390
#1 Issue: Medicare / Social Security	7% (18)	2% (4)	3% (7)	76% (199)	13% (34)	262
#1 Issue: Women's Issues	19% (23)	4% (4)	8% (10)	44% (54)	26% (31)	122
#1 Issue: Education	21% (22)	16% (16)	8% (8)	43% (45)	12% (13)	104
#1 Issue: Energy	17% (15)	13% (12)	8% (7)	55% (50)	6% (6)	90
#1 Issue: Other	12% (19)	1% (2)	2% (3)	74% (112)	11% (16)	152
2018 House Vote: Democrat	19% (143)	6% (48)	6% (49)	57% (436)	11% (83)	760
2018 House Vote: Republican	14% (79)	4% (23)	7% (39)	66% (385)	10% (55)	581
2016 Vote: Hillary Clinton	20% (141)	6% (42)	7% (50)	56% (408)	11% (81)	722
2016 Vote: Donald Trump	13% (84)	4% (24)	7% (44)	67% (445)	10% (67)	665
2016 Vote: Other	9% (8)	2% (2)	2% (1)	74% (64)	13% (12)	87
2016 Vote: Didn't Vote	11% (81)	5% (33)	8% (56)	62% (449)	15% (105)	725
Voted in 2014: Yes	16% (195)	4% (54)	6% (75)	63% (764)	11% (132)	1220
Voted in 2014: No	12% (120)	5% (46)	8% (77)	61% (602)	14% (134)	980

Continued on next page

Table MCEdem2_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

ESPN+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	14%	(315)	5%	(100)	7%	(153)	62%	(1367)	12%	(265)	2200
2012 Vote: Barack Obama	17%	(150)	5%	(45)	7%	(57)	59%	(512)	12%	(101)	864
2012 Vote: Mitt Romney	10%	(44)	3%	(13)	5%	(21)	73%	(323)	9%	(41)	442
2012 Vote: Other	8%	(5)	2%	(1)	2%	(1)	71%	(43)	18%	(11)	60
2012 Vote: Didn't Vote	14%	(116)	5%	(41)	9%	(73)	59%	(488)	14%	(113)	832
4-Region: Northeast	17%	(66)	7%	(26)	5%	(20)	58%	(229)	13%	(51)	394
4-Region: Midwest	7%	(34)	2%	(9)	8%	(36)	67%	(312)	15%	(71)	462
4-Region: South	15%	(126)	4%	(37)	8%	(62)	62%	(514)	10%	(85)	824
4-Region: West	17%	(88)	5%	(28)	7%	(34)	60%	(312)	11%	(57)	520
Cable TV subscribers	17%	(169)	4%	(39)	6%	(63)	62%	(612)	10%	(103)	986
Satellite TV subscribers	25%	(122)	7%	(35)	7%	(35)	49%	(238)	10%	(50)	481
Former cable TV subscribers	12%	(95)	5%	(36)	8%	(66)	64%	(506)	11%	(85)	787
Former satellite TV subscribers	13%	(85)	5%	(33)	11%	(75)	61%	(411)	10%	(67)	670
Watches mostly scripted shows	15%	(122)	5%	(41)	9%	(71)	62%	(510)	10%	(84)	828
Watches mostly unscripted shows	23%	(61)	8%	(21)	9%	(24)	49%	(128)	10%	(26)	260
Watches scripted and unscripted	16%	(113)	5%	(33)	6%	(46)	64%	(460)	9%	(64)	718
Watches mostly for entertainment	13%	(145)	5%	(60)	6%	(68)	64%	(705)	11%	(124)	1103
Watches mostly for education	36%	(52)	12%	(17)	17%	(24)	26%	(38)	9%	(14)	145
Watches for entertainment and education	17%	(104)	3%	(20)	8%	(50)	62%	(377)	9%	(56)	607
Likely to subscribe to Discovery+	31%	(209)	11%	(76)	11%	(76)	38%	(255)	7%	(49)	665
Unlikely to subscribe to Discovery+	7%	(74)	1%	(16)	5%	(54)	75%	(843)	12%	(141)	1127
Subscribes to at least one streaming service	18%	(315)	5%	(90)	7%	(123)	59%	(1001)	10%	(179)	1708
Subscribes to 3+ streaming services	27%	(287)	7%	(71)	7%	(77)	49%	(524)	10%	(101)	1059

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

Table MCEdem2_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	35% (767)	7% (162)	13% (288)	40% (871)	5% (113)	2200
Gender: Male	32% (338)	8% (83)	13% (142)	42% (441)	5% (57)	1062
Gender: Female	38% (429)	7% (79)	13% (145)	38% (430)	5% (56)	1138
Age: 18-34	46% (303)	11% (72)	17% (111)	20% (133)	6% (36)	655
Age: 35-44	44% (158)	12% (44)	12% (44)	28% (101)	3% (11)	358
Age: 45-64	32% (241)	5% (36)	11% (85)	47% (350)	5% (39)	751
Age: 65+	15% (66)	2% (9)	11% (48)	66% (287)	6% (27)	436
GenZers: 1997-2012	49% (133)	11% (31)	16% (43)	18% (49)	7% (19)	274
Millennials: 1981-1996	45% (272)	12% (70)	15% (92)	24% (143)	4% (23)	599
GenXers: 1965-1980	40% (210)	8% (41)	11% (60)	35% (184)	6% (33)	529
Baby Boomers: 1946-1964	21% (149)	2% (17)	11% (76)	62% (436)	4% (28)	706
PID: Dem (no lean)	40% (361)	9% (81)	12% (108)	36% (327)	4% (34)	912
PID: Ind (no lean)	32% (203)	7% (43)	16% (103)	39% (250)	6% (40)	640
PID: Rep (no lean)	31% (202)	6% (37)	12% (77)	45% (294)	6% (38)	648
PID/Gender: Dem Men	35% (153)	9% (41)	13% (57)	38% (168)	4% (19)	438
PID/Gender: Dem Women	44% (209)	8% (40)	11% (50)	34% (159)	3% (15)	474
PID/Gender: Ind Men	30% (85)	5% (15)	14% (40)	45% (129)	5% (15)	283
PID/Gender: Ind Women	33% (119)	8% (28)	18% (63)	34% (121)	7% (25)	357
PID/Gender: Rep Men	30% (101)	8% (26)	13% (45)	43% (145)	7% (23)	341
PID/Gender: Rep Women	33% (101)	3% (11)	10% (32)	48% (149)	5% (15)	307
Ideo: Liberal (1-3)	42% (288)	10% (66)	12% (80)	33% (228)	3% (22)	683
Ideo: Moderate (4)	33% (205)	8% (47)	13% (79)	39% (240)	7% (45)	615
Ideo: Conservative (5-7)	29% (199)	5% (37)	14% (94)	47% (325)	5% (33)	688
Educ: < College	35% (525)	6% (87)	14% (205)	40% (612)	6% (84)	1512
Educ: Bachelors degree	33% (148)	11% (47)	13% (57)	39% (171)	5% (21)	444
Educ: Post-grad	39% (94)	11% (28)	11% (26)	36% (87)	3% (8)	244
Income: Under 50k	34% (413)	6% (74)	15% (186)	39% (482)	6% (76)	1230
Income: 50k-100k	35% (229)	8% (50)	11% (70)	43% (279)	4% (25)	654
Income: 100k+	40% (125)	12% (38)	10% (32)	35% (110)	4% (11)	316

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Table MCEdem2_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	35% (767)	7% (162)	13% (288)	40% (871)	5% (113)	2200
Ethnicity: White	34% (588)	8% (131)	12% (211)	41% (700)	5% (91)	1722
Ethnicity: Hispanic	43% (151)	12% (42)	14% (51)	25% (87)	5% (18)	349
Ethnicity: Black	39% (107)	7% (18)	14% (39)	34% (94)	6% (16)	274
Ethnicity: Other	35% (72)	6% (12)	19% (38)	37% (76)	3% (6)	204
All Christian	31% (330)	7% (77)	12% (132)	44% (470)	6% (62)	1070
All Non-Christian	29% (35)	13% (16)	7% (9)	44% (54)	7% (9)	122
Atheist	46% (41)	6% (5)	14% (12)	27% (25)	7% (6)	90
Agnostic/Nothing in particular	39% (210)	7% (39)	14% (77)	36% (192)	3% (19)	536
Something Else	40% (151)	6% (24)	15% (59)	34% (131)	4% (17)	383
Religious Non-Protestant/Catholic	29% (40)	13% (17)	7% (9)	44% (61)	7% (10)	137
Evangelical	36% (247)	10% (65)	14% (93)	35% (241)	5% (34)	679
Non-Evangelical	30% (226)	4% (31)	12% (92)	47% (348)	6% (44)	741
Community: Urban	38% (280)	11% (78)	14% (104)	33% (243)	5% (37)	742
Community: Suburban	34% (313)	6% (58)	13% (120)	42% (395)	5% (46)	932
Community: Rural	33% (174)	5% (26)	12% (64)	44% (233)	6% (30)	526
Employ: Private Sector	42% (266)	8% (53)	12% (76)	33% (213)	4% (26)	635
Employ: Government	41% (60)	15% (22)	13% (19)	25% (37)	6% (9)	147
Employ: Self-Employed	36% (75)	10% (21)	15% (32)	32% (68)	6% (13)	210
Employ: Homemaker	53% (87)	6% (9)	9% (15)	25% (41)	7% (12)	164
Employ: Student	44% (45)	15% (15)	18% (18)	19% (20)	4% (4)	103
Employ: Retired	18% (91)	2% (11)	12% (60)	63% (319)	6% (28)	509
Employ: Unemployed	33% (94)	7% (20)	16% (44)	39% (112)	5% (14)	283
Employ: Other	33% (49)	6% (8)	15% (23)	42% (62)	5% (7)	149
Military HH: Yes	31% (119)	7% (25)	16% (63)	41% (161)	6% (22)	390
Military HH: No	36% (648)	8% (136)	12% (225)	39% (710)	5% (91)	1810
RD/WT: Right Direction	37% (251)	10% (69)	13% (87)	33% (222)	6% (42)	671
RD/WT: Wrong Track	34% (516)	6% (93)	13% (201)	42% (649)	5% (71)	1529

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Table MCEdem2_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Hulu

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	35%	(767)	7%	(162)	13%	(288)	40%	(871)	5%	(113)	2200
Trump Job Approve	32%	(277)	7%	(64)	13%	(115)	41%	(359)	7%	(63)	877
Trump Job Disapprove	37%	(454)	8%	(96)	12%	(152)	40%	(490)	4%	(46)	1238
Trump Job Strongly Approve	32%	(170)	6%	(32)	11%	(56)	44%	(236)	8%	(42)	536
Trump Job Somewhat Approve	31%	(107)	9%	(32)	17%	(59)	36%	(123)	6%	(20)	341
Trump Job Somewhat Disapprove	35%	(100)	9%	(26)	13%	(37)	39%	(110)	4%	(12)	285
Trump Job Strongly Disapprove	37%	(355)	7%	(70)	12%	(115)	40%	(381)	4%	(34)	953
Favorable of Trump	32%	(279)	7%	(64)	12%	(108)	42%	(365)	7%	(58)	874
Unfavorable of Trump	38%	(462)	8%	(97)	13%	(155)	38%	(471)	4%	(45)	1229
Very Favorable of Trump	31%	(168)	6%	(35)	11%	(60)	44%	(236)	8%	(41)	540
Somewhat Favorable of Trump	33%	(111)	9%	(30)	14%	(48)	38%	(128)	5%	(17)	334
Somewhat Unfavorable of Trump	37%	(85)	9%	(20)	13%	(30)	37%	(86)	4%	(9)	230
Very Unfavorable of Trump	38%	(376)	8%	(77)	13%	(126)	39%	(385)	4%	(36)	999
#1 Issue: Economy	35%	(302)	8%	(66)	15%	(132)	37%	(324)	5%	(46)	870
#1 Issue: Security	33%	(70)	6%	(12)	12%	(25)	45%	(95)	4%	(9)	210
#1 Issue: Health Care	39%	(154)	7%	(28)	12%	(47)	38%	(147)	4%	(14)	390
#1 Issue: Medicare / Social Security	23%	(60)	4%	(12)	9%	(25)	57%	(150)	6%	(15)	262
#1 Issue: Women's Issues	49%	(60)	11%	(14)	8%	(10)	23%	(28)	9%	(11)	122
#1 Issue: Education	44%	(46)	10%	(11)	18%	(19)	23%	(24)	4%	(4)	104
#1 Issue: Energy	42%	(38)	15%	(13)	11%	(10)	27%	(24)	5%	(5)	90
#1 Issue: Other	25%	(37)	4%	(7)	14%	(21)	51%	(78)	6%	(9)	152
2018 House Vote: Democrat	37%	(282)	9%	(65)	11%	(87)	40%	(303)	3%	(22)	760
2018 House Vote: Republican	28%	(162)	7%	(42)	11%	(64)	48%	(278)	6%	(35)	581
2016 Vote: Hillary Clinton	40%	(286)	7%	(53)	11%	(81)	38%	(272)	4%	(30)	722
2016 Vote: Donald Trump	27%	(181)	6%	(41)	13%	(84)	49%	(324)	5%	(34)	665
2016 Vote: Other	22%	(19)	11%	(9)	14%	(12)	51%	(45)	2%	(2)	87
2016 Vote: Didn't Vote	39%	(279)	8%	(59)	15%	(110)	32%	(230)	6%	(47)	725
Voted in 2014: Yes	32%	(392)	7%	(84)	12%	(141)	45%	(551)	4%	(53)	1220
Voted in 2014: No	38%	(375)	8%	(77)	15%	(147)	33%	(320)	6%	(59)	980

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Table MCEdem2_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	35% (767)	7% (162)	13% (288)	40% (871)	5% (113)	2200
2012 Vote: Barack Obama	35% (303)	8% (65)	12% (104)	42% (361)	4% (31)	864
2012 Vote: Mitt Romney	27% (118)	4% (19)	13% (55)	51% (227)	5% (22)	442
2012 Vote: Other	29% (18)	1% (0)	15% (9)	50% (30)	5% (3)	60
2012 Vote: Didn't Vote	39% (327)	9% (77)	14% (119)	30% (253)	7% (56)	832
4-Region: Northeast	33% (129)	9% (35)	10% (41)	41% (162)	7% (26)	394
4-Region: Midwest	31% (142)	7% (34)	13% (60)	41% (190)	7% (35)	462
4-Region: South	37% (302)	6% (51)	13% (110)	40% (329)	4% (32)	824
4-Region: West	37% (193)	8% (41)	15% (77)	36% (189)	4% (20)	520
Cable TV subscribers	36% (351)	6% (56)	11% (107)	44% (437)	4% (35)	986
Satellite TV subscribers	37% (180)	8% (39)	11% (55)	39% (185)	5% (23)	481
Former cable TV subscribers	35% (275)	9% (74)	18% (138)	33% (263)	5% (36)	787
Former satellite TV subscribers	36% (241)	10% (67)	18% (122)	32% (214)	4% (25)	670
Watches mostly scripted shows	37% (310)	8% (64)	16% (134)	35% (290)	4% (31)	828
Watches mostly unscripted shows	34% (88)	15% (38)	15% (39)	32% (83)	4% (11)	260
Watches scripted and unscripted	41% (295)	7% (50)	12% (89)	35% (253)	4% (31)	718
Watches mostly for entertainment	39% (428)	8% (88)	14% (152)	36% (394)	4% (41)	1103
Watches mostly for education	41% (59)	21% (30)	14% (20)	17% (25)	8% (11)	145
Watches for entertainment and education	37% (226)	6% (38)	15% (92)	37% (224)	5% (27)	607
Likely to subscribe to Discovery+	48% (318)	11% (71)	14% (92)	23% (152)	5% (31)	665
Unlikely to subscribe to Discovery+	28% (320)	6% (63)	13% (143)	48% (544)	5% (57)	1127
Subscribes to at least one streaming service	45% (767)	7% (122)	13% (224)	31% (535)	4% (61)	1708
Subscribes to 3+ streaming services	63% (665)	6% (68)	10% (103)	18% (195)	3% (28)	1059

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

Table MCEdem2_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Showtime

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (307)	5% (100)	20% (450)	52% (1152)	9% (190)	2200
Gender: Male	16% (174)	6% (62)	20% (207)	51% (537)	8% (82)	1062
Gender: Female	12% (133)	3% (38)	21% (243)	54% (616)	10% (108)	1138
Age: 18-34	13% (85)	7% (44)	16% (107)	47% (309)	17% (111)	655
Age: 35-44	19% (69)	12% (43)	18% (64)	45% (159)	6% (22)	358
Age: 45-64	15% (110)	1% (10)	23% (176)	56% (418)	5% (36)	751
Age: 65+	10% (43)	1% (3)	24% (104)	61% (266)	5% (21)	436
GenZers: 1997-2012	9% (26)	5% (12)	12% (33)	52% (143)	22% (59)	274
Millennials: 1981-1996	18% (105)	10% (62)	18% (109)	43% (258)	11% (65)	599
GenXers: 1965-1980	19% (98)	4% (20)	21% (111)	51% (268)	6% (32)	529
Baby Boomers: 1946-1964	10% (70)	1% (5)	24% (170)	62% (435)	4% (25)	706
PID: Dem (no lean)	17% (155)	6% (54)	20% (184)	49% (444)	8% (74)	912
PID: Ind (no lean)	13% (81)	2% (14)	19% (119)	56% (359)	11% (68)	640
PID: Rep (no lean)	11% (71)	5% (32)	23% (148)	54% (349)	7% (48)	648
PID/Gender: Dem Men	18% (77)	7% (29)	18% (79)	49% (213)	9% (39)	438
PID/Gender: Dem Women	17% (79)	5% (25)	22% (104)	49% (231)	7% (35)	474
PID/Gender: Ind Men	20% (57)	3% (7)	16% (46)	55% (155)	7% (19)	283
PID/Gender: Ind Women	7% (24)	2% (7)	20% (73)	57% (204)	14% (49)	357
PID/Gender: Rep Men	12% (41)	7% (25)	24% (82)	50% (169)	7% (24)	341
PID/Gender: Rep Women	10% (30)	2% (6)	21% (66)	59% (181)	8% (24)	307
Ideo: Liberal (1-3)	21% (144)	7% (48)	21% (144)	44% (304)	6% (43)	683
Ideo: Moderate (4)	11% (68)	5% (30)	20% (122)	55% (338)	9% (57)	615
Ideo: Conservative (5-7)	12% (82)	3% (21)	22% (153)	55% (377)	8% (55)	688
Educ: < College	12% (182)	3% (40)	21% (314)	55% (827)	10% (149)	1512
Educ: Bachelors degree	15% (65)	9% (39)	17% (76)	52% (231)	7% (31)	444
Educ: Post-grad	25% (60)	9% (21)	25% (60)	38% (94)	4% (10)	244
Income: Under 50k	10% (121)	3% (34)	19% (237)	57% (705)	11% (133)	1230
Income: 50k-100k	16% (107)	6% (42)	21% (139)	49% (323)	7% (43)	654
Income: 100k+	25% (79)	8% (24)	23% (74)	40% (125)	4% (13)	316

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Table MCEdem2_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	14%	(307)	5%	(100)	20%	(450)	52%	(1152)	9%	(190)	2200
Ethnicity: White	14%	(236)	4%	(76)	21%	(369)	53%	(914)	7%	(127)	1722
Ethnicity: Hispanic	16%	(57)	7%	(23)	20%	(70)	43%	(151)	14%	(48)	349
Ethnicity: Black	18%	(50)	5%	(15)	19%	(52)	47%	(129)	11%	(29)	274
Ethnicity: Other	11%	(22)	4%	(9)	15%	(30)	54%	(110)	17%	(34)	204
All Christian	15%	(156)	5%	(57)	21%	(219)	53%	(572)	6%	(65)	1070
All Non-Christian	22%	(27)	9%	(11)	16%	(20)	42%	(52)	11%	(13)	122
Atheist	15%	(14)	5%	(4)	12%	(10)	62%	(56)	6%	(5)	90
Agnostic/Nothing in particular	11%	(61)	3%	(15)	21%	(112)	52%	(281)	12%	(67)	536
Something Else	13%	(49)	4%	(14)	23%	(88)	50%	(192)	10%	(39)	383
Religious Non-Protestant/Catholic	21%	(28)	8%	(11)	17%	(23)	43%	(59)	12%	(16)	137
Evangelical	15%	(103)	8%	(53)	22%	(152)	47%	(322)	7%	(49)	679
Non-Evangelical	13%	(96)	2%	(14)	20%	(151)	58%	(428)	7%	(52)	741
Community: Urban	17%	(128)	8%	(62)	19%	(141)	46%	(342)	9%	(70)	742
Community: Suburban	14%	(132)	3%	(24)	22%	(209)	54%	(499)	7%	(67)	932
Community: Rural	9%	(47)	3%	(14)	19%	(100)	59%	(312)	10%	(53)	526
Employ: Private Sector	19%	(124)	7%	(44)	18%	(115)	49%	(308)	7%	(44)	635
Employ: Government	16%	(24)	11%	(17)	22%	(33)	41%	(60)	9%	(14)	147
Employ: Self-Employed	13%	(28)	4%	(8)	26%	(55)	47%	(99)	10%	(20)	210
Employ: Homemaker	11%	(19)	5%	(8)	18%	(30)	56%	(92)	9%	(15)	164
Employ: Student	8%	(9)	8%	(8)	9%	(9)	56%	(58)	18%	(19)	103
Employ: Retired	11%	(55)	—	(2)	25%	(127)	59%	(302)	5%	(23)	509
Employ: Unemployed	11%	(33)	3%	(9)	18%	(51)	53%	(150)	14%	(41)	283
Employ: Other	11%	(17)	3%	(4)	21%	(31)	56%	(83)	9%	(14)	149
Military HH: Yes	11%	(44)	7%	(28)	22%	(86)	52%	(204)	7%	(27)	390
Military HH: No	15%	(263)	4%	(72)	20%	(364)	52%	(948)	9%	(163)	1810
RD/WT: Right Direction	15%	(104)	9%	(58)	19%	(129)	45%	(300)	12%	(80)	671
RD/WT: Wrong Track	13%	(203)	3%	(42)	21%	(321)	56%	(853)	7%	(110)	1529

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Table MCEdem2_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Showtime

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (307)	5% (100)	20% (450)	52% (1152)	9% (190)	2200
Trump Job Approve	13% (113)	4% (36)	21% (181)	52% (455)	10% (91)	877
Trump Job Disapprove	15% (188)	5% (63)	21% (260)	52% (645)	7% (81)	1238
Trump Job Strongly Approve	16% (87)	4% (22)	21% (112)	50% (266)	9% (49)	536
Trump Job Somewhat Approve	8% (26)	4% (15)	20% (69)	56% (190)	12% (42)	341
Trump Job Somewhat Disapprove	11% (32)	10% (28)	23% (66)	47% (134)	9% (24)	285
Trump Job Strongly Disapprove	16% (156)	4% (35)	20% (194)	54% (511)	6% (57)	953
Favorable of Trump	13% (117)	4% (37)	20% (177)	52% (458)	10% (85)	874
Unfavorable of Trump	15% (181)	5% (59)	21% (261)	53% (651)	6% (77)	1229
Very Favorable of Trump	14% (78)	4% (23)	20% (109)	51% (278)	10% (53)	540
Somewhat Favorable of Trump	12% (39)	4% (14)	20% (68)	54% (180)	10% (32)	334
Somewhat Unfavorable of Trump	13% (30)	7% (16)	25% (58)	47% (109)	7% (16)	230
Very Unfavorable of Trump	15% (151)	4% (43)	20% (203)	54% (542)	6% (61)	999
#1 Issue: Economy	13% (117)	5% (44)	21% (182)	52% (449)	9% (78)	870
#1 Issue: Security	17% (36)	5% (12)	23% (49)	47% (100)	6% (14)	210
#1 Issue: Health Care	15% (60)	5% (21)	22% (86)	52% (202)	6% (22)	390
#1 Issue: Medicare / Social Security	10% (26)	1% (3)	19% (49)	63% (165)	7% (18)	262
#1 Issue: Women's Issues	12% (14)	3% (4)	16% (19)	46% (56)	24% (29)	122
#1 Issue: Education	24% (25)	12% (12)	17% (17)	35% (37)	12% (13)	104
#1 Issue: Energy	13% (12)	3% (3)	23% (20)	53% (48)	8% (7)	90
#1 Issue: Other	12% (18)	1% (2)	18% (27)	63% (95)	6% (10)	152
2018 House Vote: Democrat	18% (138)	6% (46)	21% (156)	49% (372)	6% (48)	760
2018 House Vote: Republican	13% (73)	5% (30)	21% (124)	54% (316)	7% (38)	581
2016 Vote: Hillary Clinton	19% (139)	6% (45)	21% (153)	48% (344)	6% (41)	722
2016 Vote: Donald Trump	12% (82)	4% (28)	22% (144)	55% (365)	7% (46)	665
2016 Vote: Other	11% (9)	1% (1)	14% (13)	69% (60)	5% (4)	87
2016 Vote: Didn't Vote	10% (76)	3% (25)	19% (141)	53% (384)	14% (99)	725
Voted in 2014: Yes	16% (197)	5% (62)	21% (262)	52% (633)	5% (66)	1220
Voted in 2014: No	11% (110)	4% (38)	19% (188)	53% (520)	13% (124)	980

Continued on next page

Table MCEdem2_6: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Showtime

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	14%	(307)	5%	(100)	20%	(450)	52%	(1152)	9%	(190)	2200
2012 Vote: Barack Obama	18%	(152)	5%	(47)	23%	(197)	48%	(417)	6%	(51)	864
2012 Vote: Mitt Romney	12%	(53)	4%	(19)	18%	(80)	60%	(265)	6%	(25)	442
2012 Vote: Other	5%	(3)	1%	(0)	19%	(11)	67%	(40)	8%	(5)	60
2012 Vote: Didn't Vote	12%	(99)	4%	(33)	19%	(161)	52%	(430)	13%	(109)	832
4-Region: Northeast	21%	(82)	7%	(28)	17%	(67)	48%	(187)	8%	(30)	394
4-Region: Midwest	9%	(44)	2%	(10)	20%	(94)	60%	(276)	8%	(39)	462
4-Region: South	12%	(97)	4%	(33)	22%	(181)	54%	(442)	9%	(71)	824
4-Region: West	16%	(85)	6%	(29)	21%	(109)	47%	(247)	10%	(50)	520
Cable TV subscribers	21%	(208)	4%	(39)	22%	(215)	47%	(462)	6%	(62)	986
Satellite TV subscribers	20%	(97)	7%	(36)	19%	(94)	42%	(200)	11%	(54)	481
Former cable TV subscribers	7%	(54)	4%	(31)	24%	(190)	58%	(459)	7%	(53)	787
Former satellite TV subscribers	11%	(71)	6%	(41)	27%	(184)	50%	(333)	6%	(41)	670
Watches mostly scripted shows	14%	(116)	6%	(48)	22%	(185)	52%	(427)	6%	(53)	828
Watches mostly unscripted shows	15%	(38)	8%	(22)	25%	(64)	42%	(109)	10%	(27)	260
Watches scripted and unscripted	17%	(119)	4%	(26)	22%	(159)	51%	(365)	7%	(48)	718
Watches mostly for entertainment	14%	(156)	4%	(41)	23%	(249)	53%	(583)	7%	(74)	1103
Watches mostly for education	20%	(29)	21%	(31)	20%	(29)	25%	(37)	13%	(20)	145
Watches for entertainment and education	17%	(100)	4%	(25)	22%	(133)	51%	(312)	6%	(38)	607
Likely to subscribe to Discovery+	24%	(163)	11%	(74)	23%	(153)	33%	(216)	9%	(59)	665
Unlikely to subscribe to Discovery+	10%	(116)	2%	(21)	19%	(212)	61%	(692)	8%	(86)	1127
Subscribes to at least one streaming service	18%	(307)	5%	(85)	22%	(374)	48%	(812)	8%	(130)	1708
Subscribes to 3+ streaming services	26%	(278)	6%	(69)	21%	(224)	39%	(413)	7%	(75)	1059

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

Table MCEdem2_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Starz

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (281)	4% (98)	18% (391)	54% (1191)	11% (239)	2200
Gender: Male	13% (136)	6% (68)	19% (204)	53% (560)	9% (94)	1062
Gender: Female	13% (145)	3% (30)	16% (188)	55% (631)	13% (145)	1138
Age: 18-34	12% (81)	7% (47)	17% (113)	46% (303)	17% (111)	655
Age: 35-44	20% (72)	10% (36)	15% (54)	47% (167)	8% (29)	358
Age: 45-64	11% (84)	2% (12)	20% (148)	59% (443)	9% (64)	751
Age: 65+	10% (44)	1% (3)	17% (76)	64% (278)	8% (36)	436
GenZers: 1997-2012	10% (27)	6% (16)	12% (32)	49% (134)	24% (65)	274
Millennials: 1981-1996	16% (98)	10% (58)	19% (112)	45% (269)	10% (62)	599
GenXers: 1965-1980	17% (91)	4% (21)	18% (94)	50% (266)	11% (57)	529
Baby Boomers: 1946-1964	9% (60)	— (3)	18% (129)	67% (472)	6% (41)	706
PID: Dem (no lean)	16% (150)	5% (50)	19% (170)	50% (452)	10% (90)	912
PID: Ind (no lean)	12% (77)	3% (17)	18% (114)	55% (349)	13% (84)	640
PID: Rep (no lean)	8% (54)	5% (32)	17% (108)	60% (389)	10% (65)	648
PID/Gender: Dem Men	14% (62)	7% (32)	20% (90)	49% (214)	9% (40)	438
PID/Gender: Dem Women	19% (88)	4% (17)	17% (80)	50% (239)	11% (50)	474
PID/Gender: Ind Men	16% (46)	3% (8)	17% (49)	55% (155)	9% (26)	283
PID/Gender: Ind Women	9% (31)	2% (8)	18% (65)	54% (194)	16% (58)	357
PID/Gender: Rep Men	8% (28)	8% (28)	19% (65)	56% (191)	8% (28)	341
PID/Gender: Rep Women	8% (26)	1% (4)	14% (43)	64% (198)	12% (37)	307
Ideo: Liberal (1-3)	17% (119)	7% (51)	20% (134)	47% (324)	8% (55)	683
Ideo: Moderate (4)	11% (69)	4% (26)	17% (103)	56% (342)	12% (74)	615
Ideo: Conservative (5-7)	11% (75)	3% (18)	18% (125)	59% (406)	9% (63)	688
Educ: < College	12% (184)	2% (34)	18% (269)	56% (844)	12% (181)	1512
Educ: Bachelors degree	11% (48)	9% (41)	16% (72)	55% (242)	9% (41)	444
Educ: Post-grad	20% (49)	9% (23)	21% (50)	43% (105)	7% (17)	244
Income: Under 50k	10% (122)	2% (31)	18% (217)	58% (710)	12% (150)	1230
Income: 50k-100k	14% (94)	6% (38)	17% (112)	53% (345)	10% (65)	654
Income: 100k+	21% (65)	9% (30)	20% (62)	43% (135)	8% (24)	316

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Table MCEdem2_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	13%	(281)	4%	(98)	18%	(391)	54%	(1191)	11%	(239)	2200
Ethnicity: White	12%	(211)	5%	(80)	18%	(303)	56%	(962)	10%	(164)	1722
Ethnicity: Hispanic	16%	(54)	10%	(34)	13%	(45)	47%	(163)	15%	(54)	349
Ethnicity: Black	20%	(54)	5%	(15)	20%	(56)	45%	(122)	10%	(27)	274
Ethnicity: Other	7%	(15)	1%	(3)	16%	(32)	52%	(106)	24%	(48)	204
All Christian	12%	(128)	6%	(63)	18%	(192)	54%	(576)	10%	(110)	1070
All Non-Christian	18%	(22)	3%	(4)	20%	(24)	42%	(51)	17%	(21)	122
Atheist	12%	(11)	7%	(6)	13%	(12)	64%	(57)	4%	(3)	90
Agnostic/Nothing in particular	13%	(68)	3%	(15)	17%	(90)	56%	(299)	12%	(64)	536
Something Else	13%	(51)	2%	(9)	19%	(73)	54%	(208)	11%	(41)	383
Religious Non-Protestant/Catholic	18%	(25)	4%	(5)	19%	(26)	43%	(59)	16%	(22)	137
Evangelical	14%	(93)	9%	(61)	16%	(112)	50%	(342)	10%	(70)	679
Non-Evangelical	11%	(80)	1%	(9)	20%	(149)	58%	(426)	10%	(77)	741
Community: Urban	16%	(118)	7%	(55)	19%	(144)	46%	(338)	12%	(87)	742
Community: Suburban	12%	(110)	3%	(31)	18%	(168)	58%	(538)	9%	(85)	932
Community: Rural	10%	(52)	2%	(12)	15%	(80)	60%	(315)	13%	(67)	526
Employ: Private Sector	15%	(94)	8%	(54)	18%	(117)	49%	(314)	9%	(57)	635
Employ: Government	13%	(19)	13%	(19)	20%	(29)	41%	(60)	14%	(20)	147
Employ: Self-Employed	14%	(28)	3%	(6)	20%	(43)	49%	(103)	14%	(30)	210
Employ: Homemaker	18%	(30)	1%	(1)	15%	(25)	54%	(89)	12%	(19)	164
Employ: Student	6%	(6)	5%	(5)	16%	(16)	48%	(50)	25%	(26)	103
Employ: Retired	9%	(48)	1%	(4)	20%	(99)	63%	(322)	7%	(36)	509
Employ: Unemployed	14%	(39)	3%	(8)	15%	(42)	57%	(162)	11%	(32)	283
Employ: Other	10%	(15)	1%	(2)	14%	(20)	62%	(92)	13%	(19)	149
Military HH: Yes	11%	(44)	7%	(27)	20%	(77)	53%	(205)	9%	(36)	390
Military HH: No	13%	(236)	4%	(71)	17%	(314)	54%	(986)	11%	(203)	1810
RD/WT: Right Direction	16%	(107)	7%	(50)	16%	(109)	47%	(317)	13%	(87)	671
RD/WT: Wrong Track	11%	(173)	3%	(48)	18%	(282)	57%	(874)	10%	(152)	1529

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Table MCEdem2_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Starz

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (281)	4% (98)	18% (391)	54% (1191)	11% (239)	2200
Trump Job Approve	12% (103)	4% (33)	16% (141)	57% (500)	11% (99)	877
Trump Job Disapprove	14% (173)	5% (64)	20% (243)	52% (644)	9% (113)	1238
Trump Job Strongly Approve	13% (67)	4% (22)	15% (82)	56% (298)	12% (66)	536
Trump Job Somewhat Approve	11% (36)	3% (11)	17% (59)	59% (202)	10% (33)	341
Trump Job Somewhat Disapprove	13% (37)	7% (19)	24% (68)	42% (118)	15% (42)	285
Trump Job Strongly Disapprove	14% (137)	5% (45)	18% (175)	55% (526)	7% (71)	953
Favorable of Trump	12% (107)	3% (30)	16% (142)	57% (497)	11% (98)	874
Unfavorable of Trump	13% (165)	5% (62)	20% (241)	53% (646)	9% (116)	1229
Very Favorable of Trump	12% (65)	3% (17)	15% (79)	57% (309)	13% (70)	540
Somewhat Favorable of Trump	12% (42)	4% (14)	19% (63)	56% (188)	8% (28)	334
Somewhat Unfavorable of Trump	11% (24)	6% (15)	26% (59)	48% (111)	9% (22)	230
Very Unfavorable of Trump	14% (141)	5% (48)	18% (182)	54% (535)	9% (94)	999
#1 Issue: Economy	12% (109)	5% (41)	18% (154)	54% (469)	11% (98)	870
#1 Issue: Security	12% (26)	6% (14)	19% (40)	52% (108)	11% (23)	210
#1 Issue: Health Care	16% (64)	4% (15)	17% (67)	51% (198)	12% (46)	390
#1 Issue: Medicare / Social Security	8% (21)	1% (4)	19% (49)	64% (167)	8% (22)	262
#1 Issue: Women's Issues	15% (19)	5% (6)	21% (25)	38% (46)	21% (26)	122
#1 Issue: Education	15% (16)	11% (11)	21% (22)	46% (48)	8% (8)	104
#1 Issue: Energy	12% (11)	10% (9)	9% (9)	60% (55)	9% (8)	90
#1 Issue: Other	11% (17)	— (0)	17% (26)	66% (101)	5% (8)	152
2018 House Vote: Democrat	18% (136)	5% (41)	18% (134)	52% (392)	7% (57)	760
2018 House Vote: Republican	11% (63)	5% (29)	18% (107)	57% (331)	9% (50)	581
2016 Vote: Hillary Clinton	19% (134)	6% (41)	19% (134)	49% (356)	8% (58)	722
2016 Vote: Donald Trump	10% (67)	4% (28)	18% (118)	59% (395)	8% (56)	665
2016 Vote: Other	9% (8)	1% (1)	20% (17)	64% (56)	6% (5)	87
2016 Vote: Didn't Vote	10% (73)	4% (28)	17% (122)	53% (383)	16% (119)	725
Voted in 2014: Yes	15% (178)	5% (61)	18% (220)	55% (666)	8% (96)	1220
Voted in 2014: No	11% (103)	4% (38)	17% (171)	54% (525)	15% (143)	980

Continued on next page

Table MCEdem2_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Starz

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	13%	(281)	4%	(98)	18%	(391)	54%	(1191)	11%	(239)	2200
2012 Vote: Barack Obama	16%	(141)	5%	(43)	20%	(173)	51%	(442)	8%	(65)	864
2012 Vote: Mitt Romney	10%	(46)	4%	(18)	14%	(63)	63%	(279)	8%	(36)	442
2012 Vote: Other	5%	(3)	1%	(0)	19%	(12)	67%	(40)	8%	(5)	60
2012 Vote: Didn't Vote	11%	(90)	4%	(37)	17%	(143)	51%	(428)	16%	(134)	832
4-Region: Northeast	17%	(67)	4%	(17)	16%	(65)	52%	(203)	11%	(41)	394
4-Region: Midwest	8%	(38)	3%	(16)	15%	(70)	61%	(281)	12%	(57)	462
4-Region: South	13%	(108)	4%	(36)	19%	(154)	54%	(446)	10%	(81)	824
4-Region: West	13%	(68)	6%	(29)	20%	(103)	50%	(261)	11%	(59)	520
Cable TV subscribers	17%	(168)	4%	(41)	19%	(183)	52%	(512)	8%	(83)	986
Satellite TV subscribers	21%	(103)	8%	(39)	16%	(78)	45%	(216)	9%	(45)	481
Former cable TV subscribers	9%	(73)	5%	(37)	20%	(154)	56%	(445)	10%	(78)	787
Former satellite TV subscribers	10%	(67)	6%	(37)	24%	(162)	51%	(344)	9%	(60)	670
Watches mostly scripted shows	13%	(107)	5%	(41)	18%	(148)	55%	(456)	9%	(77)	828
Watches mostly unscripted shows	14%	(38)	7%	(19)	22%	(57)	43%	(113)	13%	(33)	260
Watches scripted and unscripted	15%	(106)	5%	(34)	20%	(147)	54%	(385)	6%	(46)	718
Watches mostly for entertainment	13%	(145)	4%	(40)	18%	(197)	56%	(622)	9%	(98)	1103
Watches mostly for education	18%	(26)	19%	(27)	20%	(29)	33%	(47)	11%	(15)	145
Watches for entertainment and education	14%	(87)	4%	(27)	21%	(130)	51%	(311)	9%	(52)	607
Likely to subscribe to Discovery+	22%	(147)	11%	(75)	19%	(123)	37%	(248)	11%	(71)	665
Unlikely to subscribe to Discovery+	9%	(102)	2%	(18)	17%	(196)	62%	(698)	10%	(113)	1127
Subscribes to at least one streaming service	16%	(281)	5%	(85)	19%	(330)	50%	(858)	9%	(154)	1708
Subscribes to 3+ streaming services	23%	(246)	7%	(69)	18%	(195)	44%	(462)	8%	(85)	1059

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

Table MCEdem2_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (271)	5% (99)	7% (154)	63% (1396)	13% (279)	2200
Gender: Male	15% (155)	6% (63)	8% (88)	60% (635)	11% (121)	1062
Gender: Female	10% (116)	3% (36)	6% (67)	67% (761)	14% (158)	1138
Age: 18-34	15% (100)	6% (38)	11% (69)	55% (359)	14% (90)	655
Age: 35-44	23% (81)	10% (37)	9% (33)	49% (175)	9% (32)	358
Age: 45-64	10% (75)	3% (20)	5% (41)	70% (523)	12% (91)	751
Age: 65+	3% (15)	1% (4)	3% (11)	78% (340)	15% (66)	436
GenZers: 1997-2012	13% (37)	3% (9)	8% (22)	56% (154)	19% (51)	274
Millennials: 1981-1996	19% (112)	9% (55)	12% (70)	51% (304)	10% (58)	599
GenXers: 1965-1980	16% (82)	5% (26)	7% (35)	60% (316)	13% (69)	529
Baby Boomers: 1946-1964	6% (40)	1% (5)	3% (24)	79% (555)	11% (80)	706
PID: Dem (no lean)	14% (131)	6% (52)	8% (69)	60% (544)	13% (115)	912
PID: Ind (no lean)	10% (63)	3% (17)	7% (44)	69% (441)	12% (76)	640
PID: Rep (no lean)	12% (77)	5% (30)	6% (42)	63% (411)	14% (89)	648
PID/Gender: Dem Men	18% (77)	7% (29)	9% (41)	54% (238)	12% (53)	438
PID/Gender: Dem Women	11% (54)	5% (24)	6% (27)	65% (307)	13% (62)	474
PID/Gender: Ind Men	11% (30)	3% (9)	7% (20)	73% (206)	7% (19)	283
PID/Gender: Ind Women	9% (33)	2% (8)	7% (23)	66% (235)	16% (57)	357
PID/Gender: Rep Men	14% (48)	8% (26)	8% (26)	56% (191)	15% (50)	341
PID/Gender: Rep Women	10% (29)	1% (4)	5% (16)	72% (220)	12% (38)	307
Ideo: Liberal (1-3)	15% (103)	6% (41)	10% (69)	59% (401)	10% (70)	683
Ideo: Moderate (4)	11% (66)	5% (31)	6% (38)	64% (393)	14% (87)	615
Ideo: Conservative (5-7)	11% (77)	3% (24)	5% (32)	68% (469)	12% (85)	688
Educ: < College	8% (125)	3% (45)	7% (101)	67% (1012)	15% (229)	1512
Educ: Bachelors degree	16% (70)	8% (35)	8% (33)	60% (267)	8% (37)	444
Educ: Post-grad	31% (76)	8% (19)	8% (20)	48% (117)	5% (13)	244
Income: Under 50k	7% (84)	2% (29)	6% (76)	68% (839)	16% (202)	1230
Income: 50k-100k	14% (91)	7% (43)	7% (44)	63% (413)	10% (63)	654
Income: 100k+	30% (96)	8% (27)	11% (34)	46% (145)	5% (14)	316

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Table MCEdem2_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(271)	5%	(99)	7%	(154)	63%	(1396)	13%	(279)	2200
Ethnicity: White	12%	(210)	5%	(82)	6%	(106)	65%	(1113)	12%	(210)	1722
Ethnicity: Hispanic	18%	(62)	8%	(28)	10%	(37)	48%	(168)	16%	(55)	349
Ethnicity: Black	14%	(39)	3%	(10)	11%	(30)	56%	(154)	15%	(42)	274
Ethnicity: Other	11%	(22)	4%	(7)	9%	(19)	63%	(129)	13%	(27)	204
All Christian	14%	(148)	6%	(63)	6%	(69)	63%	(671)	11%	(120)	1070
All Non-Christian	18%	(23)	7%	(9)	9%	(11)	53%	(65)	12%	(14)	122
Atheist	11%	(9)	5%	(5)	8%	(7)	73%	(66)	3%	(2)	90
Agnostic/Nothing in particular	12%	(64)	3%	(16)	9%	(47)	61%	(326)	15%	(82)	536
Something Else	7%	(27)	2%	(7)	5%	(20)	70%	(268)	16%	(60)	383
Religious Non-Protestant/Catholic	19%	(26)	7%	(10)	9%	(12)	54%	(74)	11%	(16)	137
Evangelical	16%	(108)	7%	(50)	8%	(53)	56%	(383)	12%	(85)	679
Non-Evangelical	8%	(57)	2%	(16)	4%	(33)	73%	(542)	13%	(93)	741
Community: Urban	18%	(130)	8%	(56)	8%	(63)	53%	(391)	14%	(101)	742
Community: Suburban	11%	(101)	4%	(37)	6%	(60)	68%	(636)	10%	(98)	932
Community: Rural	8%	(40)	1%	(6)	6%	(31)	70%	(369)	15%	(81)	526
Employ: Private Sector	20%	(129)	7%	(41)	7%	(45)	57%	(360)	9%	(60)	635
Employ: Government	13%	(20)	14%	(20)	13%	(19)	52%	(76)	8%	(12)	147
Employ: Self-Employed	16%	(33)	8%	(16)	7%	(14)	54%	(114)	15%	(32)	210
Employ: Homemaker	9%	(15)	3%	(5)	5%	(9)	63%	(103)	20%	(32)	164
Employ: Student	9%	(10)	7%	(7)	10%	(11)	57%	(59)	16%	(17)	103
Employ: Retired	4%	(18)	—	(2)	3%	(17)	79%	(400)	14%	(72)	509
Employ: Unemployed	13%	(37)	—	(1)	9%	(26)	67%	(189)	11%	(30)	283
Employ: Other	6%	(9)	4%	(6)	10%	(14)	64%	(95)	16%	(24)	149
Military HH: Yes	11%	(43)	5%	(18)	9%	(35)	63%	(245)	13%	(49)	390
Military HH: No	13%	(228)	5%	(81)	7%	(120)	64%	(1151)	13%	(230)	1810
RD/WT: Right Direction	18%	(118)	8%	(57)	11%	(72)	50%	(336)	13%	(88)	671
RD/WT: Wrong Track	10%	(153)	3%	(42)	5%	(82)	69%	(1060)	13%	(192)	1529

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Table MCEdem2_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(271)	5%	(99)	7%	(154)	63%	(1396)	13%	(279)	2200
Trump Job Approve	13%	(112)	5%	(42)	6%	(54)	61%	(539)	15%	(130)	877
Trump Job Disapprove	12%	(147)	4%	(53)	8%	(96)	65%	(807)	11%	(135)	1238
Trump Job Strongly Approve	12%	(66)	4%	(24)	5%	(27)	63%	(335)	16%	(84)	536
Trump Job Somewhat Approve	13%	(46)	5%	(19)	8%	(27)	60%	(204)	13%	(46)	341
Trump Job Somewhat Disapprove	14%	(39)	6%	(17)	12%	(35)	57%	(162)	11%	(32)	285
Trump Job Strongly Disapprove	11%	(108)	4%	(35)	6%	(61)	68%	(646)	11%	(103)	953
Favorable of Trump	14%	(118)	5%	(40)	5%	(48)	62%	(543)	14%	(125)	874
Unfavorable of Trump	11%	(138)	4%	(54)	8%	(98)	65%	(797)	12%	(142)	1229
Very Favorable of Trump	13%	(69)	5%	(27)	5%	(25)	63%	(338)	15%	(81)	540
Somewhat Favorable of Trump	15%	(49)	4%	(13)	7%	(23)	61%	(205)	13%	(45)	334
Somewhat Unfavorable of Trump	13%	(30)	7%	(16)	10%	(24)	60%	(138)	10%	(23)	230
Very Unfavorable of Trump	11%	(109)	4%	(38)	7%	(74)	66%	(660)	12%	(119)	999
#1 Issue: Economy	12%	(103)	5%	(41)	8%	(72)	61%	(533)	14%	(122)	870
#1 Issue: Security	17%	(35)	5%	(10)	8%	(16)	59%	(124)	12%	(25)	210
#1 Issue: Health Care	15%	(57)	3%	(14)	8%	(30)	66%	(258)	8%	(32)	390
#1 Issue: Medicare / Social Security	6%	(16)	1%	(3)	5%	(13)	72%	(190)	15%	(40)	262
#1 Issue: Women's Issues	14%	(17)	8%	(9)	6%	(8)	57%	(69)	15%	(19)	122
#1 Issue: Education	19%	(20)	13%	(14)	6%	(6)	55%	(57)	7%	(7)	104
#1 Issue: Energy	14%	(13)	7%	(7)	4%	(3)	59%	(53)	16%	(14)	90
#1 Issue: Other	7%	(11)	1%	(2)	4%	(6)	74%	(112)	14%	(21)	152
2018 House Vote: Democrat	16%	(124)	5%	(36)	8%	(64)	61%	(466)	9%	(70)	760
2018 House Vote: Republican	11%	(66)	4%	(24)	6%	(35)	66%	(383)	13%	(73)	581
2016 Vote: Hillary Clinton	17%	(120)	5%	(38)	8%	(59)	61%	(439)	9%	(66)	722
2016 Vote: Donald Trump	11%	(74)	4%	(27)	5%	(35)	67%	(445)	13%	(85)	665
2016 Vote: Other	5%	(4)	2%	(2)	3%	(3)	82%	(71)	8%	(7)	87
2016 Vote: Didn't Vote	10%	(73)	5%	(33)	8%	(58)	61%	(440)	17%	(120)	725
Voted in 2014: Yes	14%	(177)	4%	(52)	6%	(79)	64%	(787)	10%	(125)	1220
Voted in 2014: No	10%	(94)	5%	(47)	8%	(75)	62%	(609)	16%	(154)	980

Continued on next page

Table MCEdem2_8: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Apple TV+

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	12%	(271)	5%	(99)	7%	(154)	63%	(1396)	13%	(279)	2200
2012 Vote: Barack Obama	16%	(137)	5%	(46)	7%	(62)	62%	(537)	10%	(83)	864
2012 Vote: Mitt Romney	9%	(42)	2%	(11)	5%	(20)	71%	(314)	13%	(56)	442
2012 Vote: Other	7%	(4)	2%	(1)	2%	(1)	79%	(48)	11%	(6)	60
2012 Vote: Didn't Vote	11%	(88)	5%	(41)	9%	(71)	60%	(498)	16%	(134)	832
4-Region: Northeast	17%	(68)	6%	(25)	6%	(24)	60%	(236)	11%	(42)	394
4-Region: Midwest	9%	(40)	2%	(9)	5%	(22)	67%	(311)	17%	(80)	462
4-Region: South	10%	(85)	4%	(30)	8%	(63)	67%	(552)	11%	(95)	824
4-Region: West	15%	(77)	7%	(36)	9%	(46)	57%	(298)	12%	(63)	520
Cable TV subscribers	15%	(152)	4%	(43)	5%	(53)	64%	(632)	11%	(106)	986
Satellite TV subscribers	24%	(114)	6%	(29)	9%	(44)	50%	(240)	11%	(54)	481
Former cable TV subscribers	9%	(71)	4%	(35)	9%	(74)	67%	(527)	10%	(80)	787
Former satellite TV subscribers	9%	(59)	6%	(43)	9%	(60)	65%	(434)	11%	(75)	670
Watches mostly scripted shows	12%	(98)	5%	(44)	9%	(73)	64%	(529)	10%	(85)	828
Watches mostly unscripted shows	20%	(52)	8%	(20)	10%	(25)	49%	(127)	14%	(36)	260
Watches scripted and unscripted	15%	(109)	5%	(33)	6%	(45)	64%	(460)	10%	(71)	718
Watches mostly for entertainment	13%	(141)	5%	(50)	7%	(78)	65%	(711)	11%	(123)	1103
Watches mostly for education	20%	(28)	17%	(25)	17%	(25)	30%	(43)	16%	(24)	145
Watches for entertainment and education	15%	(93)	4%	(23)	6%	(38)	64%	(390)	10%	(63)	607
Likely to subscribe to Discovery+	26%	(174)	11%	(73)	11%	(74)	43%	(283)	9%	(61)	665
Unlikely to subscribe to Discovery+	7%	(76)	2%	(17)	5%	(57)	73%	(828)	13%	(150)	1127
Subscribes to at least one streaming service	16%	(271)	5%	(84)	8%	(134)	61%	(1037)	11%	(182)	1708
Subscribes to 3+ streaming services	24%	(259)	6%	(58)	8%	(90)	53%	(558)	9%	(94)	1059

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

Table MCEdem2_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	28% (610)	9% (202)	11% (238)	47% (1040)	5% (110)	2200
Gender: Male	29% (309)	9% (98)	10% (111)	47% (495)	5% (49)	1062
Gender: Female	26% (301)	9% (104)	11% (128)	48% (545)	5% (61)	1138
Age: 18-34	38% (249)	15% (99)	16% (103)	27% (177)	4% (27)	655
Age: 35-44	45% (160)	13% (47)	14% (51)	25% (91)	2% (9)	358
Age: 45-64	21% (156)	6% (46)	8% (59)	59% (443)	6% (47)	751
Age: 65+	10% (45)	2% (10)	6% (26)	75% (328)	6% (27)	436
GenZers: 1997-2012	35% (95)	15% (42)	16% (44)	29% (78)	6% (15)	274
Millennials: 1981-1996	43% (258)	15% (89)	15% (93)	24% (145)	2% (15)	599
GenXers: 1965-1980	32% (170)	8% (44)	9% (47)	44% (231)	7% (37)	529
Baby Boomers: 1946-1964	12% (85)	4% (27)	7% (48)	73% (513)	5% (33)	706
PID: Dem (no lean)	31% (278)	11% (100)	12% (110)	41% (377)	5% (47)	912
PID: Ind (no lean)	29% (185)	9% (55)	11% (69)	46% (295)	6% (36)	640
PID: Rep (no lean)	23% (147)	7% (47)	9% (59)	57% (368)	4% (28)	648
PID/Gender: Dem Men	32% (141)	11% (50)	11% (49)	41% (178)	4% (19)	438
PID/Gender: Dem Women	29% (137)	10% (49)	13% (61)	42% (199)	6% (28)	474
PID/Gender: Ind Men	28% (79)	7% (20)	9% (26)	51% (145)	5% (14)	283
PID/Gender: Ind Women	30% (106)	10% (35)	12% (43)	42% (150)	6% (22)	357
PID/Gender: Rep Men	26% (90)	8% (28)	10% (36)	50% (172)	5% (16)	341
PID/Gender: Rep Women	19% (57)	6% (19)	8% (24)	64% (196)	4% (11)	307
Ideo: Liberal (1-3)	31% (214)	13% (90)	13% (88)	39% (266)	4% (25)	683
Ideo: Moderate (4)	29% (177)	8% (48)	10% (63)	48% (293)	5% (33)	615
Ideo: Conservative (5-7)	23% (159)	8% (52)	8% (58)	56% (386)	5% (33)	688
Educ: < College	25% (374)	8% (122)	12% (185)	49% (745)	6% (85)	1512
Educ: Bachelors degree	31% (137)	12% (55)	8% (35)	45% (201)	4% (17)	444
Educ: Post-grad	41% (100)	10% (25)	7% (18)	39% (94)	3% (8)	244
Income: Under 50k	24% (299)	7% (85)	12% (146)	50% (616)	7% (83)	1230
Income: 50k-100k	29% (191)	11% (70)	10% (69)	47% (305)	3% (20)	654
Income: 100k+	38% (120)	15% (47)	7% (24)	38% (119)	2% (7)	316

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Table MCEdem2_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	28% (610)	9% (202)	11% (238)	47% (1040)	5% (110)	2200
Ethnicity: White	28% (485)	9% (151)	9% (147)	50% (859)	5% (80)	1722
Ethnicity: Hispanic	34% (120)	15% (54)	18% (62)	26% (90)	7% (24)	349
Ethnicity: Black	26% (71)	11% (30)	18% (49)	39% (106)	6% (18)	274
Ethnicity: Other	26% (54)	10% (20)	21% (42)	37% (75)	6% (13)	204
All Christian	25% (272)	9% (98)	9% (94)	51% (546)	6% (60)	1070
All Non-Christian	36% (43)	11% (13)	10% (12)	42% (51)	2% (3)	122
Atheist	30% (27)	15% (13)	8% (8)	41% (37)	7% (6)	90
Agnostic/Nothing in particular	27% (147)	10% (52)	14% (75)	44% (237)	4% (24)	536
Something Else	32% (121)	7% (25)	13% (49)	44% (170)	5% (18)	383
Religious Non-Protestant/Catholic	36% (50)	10% (13)	9% (13)	42% (58)	3% (4)	137
Evangelical	31% (213)	12% (78)	12% (81)	40% (273)	5% (34)	679
Non-Evangelical	22% (166)	6% (43)	8% (61)	58% (430)	6% (42)	741
Community: Urban	33% (245)	10% (72)	13% (97)	39% (287)	6% (41)	742
Community: Suburban	26% (245)	10% (97)	9% (82)	51% (473)	4% (34)	932
Community: Rural	23% (121)	6% (32)	11% (59)	53% (280)	6% (34)	526
Employ: Private Sector	37% (234)	11% (68)	11% (68)	37% (237)	4% (28)	635
Employ: Government	35% (52)	15% (23)	16% (23)	26% (38)	8% (12)	147
Employ: Self-Employed	32% (66)	11% (24)	9% (19)	45% (96)	3% (6)	210
Employ: Homemaker	41% (66)	8% (13)	13% (22)	32% (53)	6% (10)	164
Employ: Student	28% (28)	24% (25)	13% (14)	32% (33)	3% (3)	103
Employ: Retired	11% (58)	3% (16)	7% (35)	73% (373)	5% (27)	509
Employ: Unemployed	23% (66)	9% (26)	12% (34)	50% (143)	5% (15)	283
Employ: Other	26% (38)	5% (8)	16% (24)	46% (69)	6% (9)	149
Military HH: Yes	29% (113)	9% (36)	8% (32)	47% (183)	6% (25)	390
Military HH: No	27% (497)	9% (166)	11% (206)	47% (857)	5% (85)	1810
RD/WT: Right Direction	32% (216)	14% (94)	10% (70)	38% (256)	5% (35)	671
RD/WT: Wrong Track	26% (394)	7% (108)	11% (169)	51% (784)	5% (75)	1529

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Table MCEdem2_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	28% (610)	9% (202)	11% (238)	47% (1040)	5% (110)	2200
Trump Job Approve	26% (227)	9% (75)	9% (82)	51% (444)	6% (49)	877
Trump Job Disapprove	28% (352)	10% (119)	12% (143)	46% (568)	5% (56)	1238
Trump Job Strongly Approve	25% (133)	6% (34)	8% (42)	54% (291)	7% (36)	536
Trump Job Somewhat Approve	27% (93)	12% (41)	12% (40)	45% (152)	4% (14)	341
Trump Job Somewhat Disapprove	28% (79)	15% (42)	15% (43)	39% (110)	4% (10)	285
Trump Job Strongly Disapprove	29% (273)	8% (77)	11% (100)	48% (458)	5% (45)	953
Favorable of Trump	26% (224)	9% (77)	9% (83)	51% (443)	5% (47)	874
Unfavorable of Trump	29% (361)	10% (117)	11% (139)	45% (554)	5% (57)	1229
Very Favorable of Trump	24% (129)	8% (42)	8% (42)	54% (289)	7% (38)	540
Somewhat Favorable of Trump	28% (95)	11% (35)	12% (41)	46% (154)	3% (9)	334
Somewhat Unfavorable of Trump	33% (76)	10% (23)	16% (36)	37% (86)	3% (8)	230
Very Unfavorable of Trump	29% (285)	9% (94)	10% (103)	47% (468)	5% (50)	999
#1 Issue: Economy	29% (256)	9% (74)	13% (109)	45% (390)	5% (41)	870
#1 Issue: Security	23% (48)	9% (20)	8% (17)	55% (116)	4% (9)	210
#1 Issue: Health Care	28% (109)	12% (45)	7% (26)	48% (189)	5% (20)	390
#1 Issue: Medicare / Social Security	17% (46)	2% (6)	8% (22)	64% (169)	7% (20)	262
#1 Issue: Women's Issues	41% (50)	20% (24)	12% (14)	20% (24)	8% (9)	122
#1 Issue: Education	40% (42)	15% (15)	17% (17)	28% (29)	1% (1)	104
#1 Issue: Energy	38% (34)	7% (6)	15% (13)	38% (34)	4% (3)	90
#1 Issue: Other	18% (27)	7% (11)	13% (19)	58% (89)	4% (6)	152
2018 House Vote: Democrat	32% (246)	9% (67)	10% (76)	45% (341)	4% (30)	760
2018 House Vote: Republican	22% (131)	8% (47)	8% (49)	57% (330)	4% (25)	581
2016 Vote: Hillary Clinton	32% (234)	9% (67)	10% (74)	43% (311)	5% (36)	722
2016 Vote: Donald Trump	24% (157)	7% (46)	8% (54)	57% (378)	4% (29)	665
2016 Vote: Other	27% (23)	6% (5)	7% (6)	57% (50)	2% (2)	87
2016 Vote: Didn't Vote	27% (195)	11% (83)	14% (103)	41% (300)	6% (43)	725
Voted in 2014: Yes	27% (326)	8% (93)	9% (110)	52% (637)	4% (55)	1220
Voted in 2014: No	29% (284)	11% (109)	13% (129)	41% (403)	6% (55)	980

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Table MCEdem2_9: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Disney+

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	28% (610)	9% (202)	11% (238)	47% (1040)	5% (110)	2200
2012 Vote: Barack Obama	30% (258)	9% (76)	9% (80)	48% (415)	4% (35)	864
2012 Vote: Mitt Romney	20% (87)	6% (25)	8% (34)	62% (273)	5% (22)	442
2012 Vote: Other	13% (8)	6% (4)	10% (6)	66% (40)	4% (3)	60
2012 Vote: Didn't Vote	31% (256)	12% (96)	14% (119)	37% (311)	6% (50)	832
4-Region: Northeast	31% (121)	10% (40)	9% (35)	45% (175)	6% (22)	394
4-Region: Midwest	23% (107)	12% (55)	6% (28)	53% (244)	6% (29)	462
4-Region: South	28% (230)	7% (56)	14% (115)	47% (387)	4% (36)	824
4-Region: West	29% (153)	10% (51)	11% (60)	45% (234)	4% (23)	520
Cable TV subscribers	29% (287)	8% (76)	8% (75)	52% (511)	4% (37)	986
Satellite TV subscribers	37% (177)	11% (52)	12% (58)	36% (174)	4% (19)	481
Former cable TV subscribers	27% (212)	9% (74)	15% (121)	44% (349)	4% (31)	787
Former satellite TV subscribers	25% (166)	12% (78)	15% (102)	44% (296)	4% (28)	670
Watches mostly scripted shows	29% (239)	11% (94)	10% (83)	47% (393)	2% (19)	828
Watches mostly unscripted shows	33% (87)	12% (30)	18% (46)	32% (84)	5% (13)	260
Watches scripted and unscripted	34% (242)	9% (65)	12% (83)	42% (303)	3% (23)	718
Watches mostly for entertainment	30% (330)	10% (107)	11% (118)	46% (508)	4% (40)	1103
Watches mostly for education	37% (53)	24% (35)	15% (21)	18% (27)	6% (8)	145
Watches for entertainment and education	33% (199)	8% (47)	12% (74)	44% (266)	3% (20)	607
Likely to subscribe to Discovery+	48% (319)	14% (96)	14% (92)	21% (140)	3% (18)	665
Unlikely to subscribe to Discovery+	18% (199)	7% (75)	9% (103)	61% (692)	5% (58)	1127
Subscribes to at least one streaming service	36% (610)	9% (156)	11% (192)	40% (691)	3% (59)	1708
Subscribes to 3+ streaming services	54% (574)	9% (91)	10% (106)	25% (260)	3% (28)	1059

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

Table MCEdem2_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Peacock

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	16%	(359)	4%	(93)	6%	(137)	51%	(1115)	23%	(496)	2200
Gender: Male	18%	(191)	5%	(58)	7%	(77)	51%	(537)	19%	(200)	1062
Gender: Female	15%	(168)	3%	(35)	5%	(60)	51%	(579)	26%	(296)	1138
Age: 18-34	14%	(92)	6%	(36)	9%	(61)	40%	(262)	31%	(204)	655
Age: 35-44	20%	(71)	10%	(34)	12%	(42)	44%	(157)	15%	(54)	358
Age: 45-64	19%	(144)	2%	(15)	4%	(30)	55%	(416)	19%	(146)	751
Age: 65+	12%	(52)	2%	(8)	1%	(4)	64%	(280)	21%	(92)	436
GenZers: 1997-2012	9%	(24)	3%	(9)	9%	(25)	37%	(102)	42%	(115)	274
Millennials: 1981-1996	19%	(114)	8%	(48)	11%	(64)	42%	(252)	20%	(121)	599
GenXers: 1965-1980	21%	(112)	4%	(21)	6%	(33)	48%	(256)	20%	(107)	529
Baby Boomers: 1946-1964	15%	(105)	2%	(14)	2%	(13)	64%	(448)	18%	(126)	706
PID: Dem (no lean)	17%	(158)	5%	(48)	8%	(70)	50%	(457)	20%	(178)	912
PID: Ind (no lean)	14%	(91)	3%	(16)	5%	(33)	51%	(326)	27%	(173)	640
PID: Rep (no lean)	17%	(110)	4%	(29)	5%	(34)	51%	(332)	22%	(144)	648
PID/Gender: Dem Men	18%	(81)	7%	(31)	10%	(44)	49%	(214)	15%	(67)	438
PID/Gender: Dem Women	16%	(77)	3%	(16)	5%	(26)	51%	(243)	23%	(111)	474
PID/Gender: Ind Men	17%	(48)	3%	(8)	3%	(10)	56%	(158)	21%	(60)	283
PID/Gender: Ind Women	12%	(43)	2%	(9)	6%	(23)	47%	(168)	32%	(113)	357
PID/Gender: Rep Men	18%	(62)	6%	(19)	7%	(23)	48%	(164)	21%	(72)	341
PID/Gender: Rep Women	15%	(47)	3%	(10)	3%	(11)	55%	(168)	23%	(72)	307
Ideo: Liberal (1-3)	19%	(132)	7%	(51)	8%	(54)	50%	(342)	15%	(105)	683
Ideo: Moderate (4)	15%	(91)	3%	(16)	7%	(40)	53%	(328)	23%	(139)	615
Ideo: Conservative (5-7)	17%	(115)	4%	(24)	5%	(32)	54%	(369)	21%	(147)	688
Educ: < College	16%	(235)	3%	(40)	5%	(78)	51%	(773)	26%	(386)	1512
Educ: Bachelors degree	17%	(73)	8%	(36)	7%	(33)	51%	(226)	17%	(76)	444
Educ: Post-grad	21%	(50)	7%	(17)	11%	(26)	48%	(116)	14%	(34)	244
Income: Under 50k	14%	(169)	3%	(38)	5%	(66)	52%	(642)	26%	(315)	1230
Income: 50k-100k	18%	(117)	5%	(36)	6%	(38)	50%	(326)	21%	(137)	654
Income: 100k+	23%	(72)	6%	(20)	10%	(32)	47%	(148)	14%	(44)	316

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Table MCEdem2_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Peacock

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	16%	(359)	4%	(93)	6%	(137)	51%	(1115)	23%	(496)	2200
Ethnicity: White	17%	(293)	4%	(73)	6%	(98)	52%	(891)	21%	(366)	1722
Ethnicity: Hispanic	13%	(46)	7%	(26)	10%	(34)	37%	(131)	32%	(113)	349
Ethnicity: Black	18%	(49)	5%	(15)	7%	(19)	46%	(126)	24%	(65)	274
Ethnicity: Other	8%	(16)	3%	(5)	10%	(20)	48%	(98)	32%	(65)	204
All Christian	18%	(188)	4%	(46)	7%	(75)	53%	(568)	18%	(193)	1070
All Non-Christian	18%	(22)	7%	(9)	11%	(13)	43%	(53)	20%	(25)	122
Atheist	18%	(16)	2%	(2)	7%	(7)	55%	(50)	17%	(15)	90
Agnostic/Nothing in particular	14%	(74)	5%	(26)	4%	(20)	49%	(264)	28%	(151)	536
Something Else	15%	(58)	3%	(10)	6%	(22)	47%	(181)	29%	(111)	383
Religious Non-Protestant/Catholic	18%	(25)	6%	(9)	10%	(14)	45%	(62)	20%	(28)	137
Evangelical	19%	(126)	6%	(39)	8%	(54)	46%	(311)	22%	(148)	679
Non-Evangelical	16%	(115)	2%	(15)	5%	(39)	57%	(421)	20%	(151)	741
Community: Urban	17%	(130)	7%	(51)	7%	(52)	46%	(342)	23%	(167)	742
Community: Suburban	17%	(156)	3%	(27)	6%	(60)	54%	(500)	20%	(188)	932
Community: Rural	14%	(73)	3%	(14)	5%	(25)	52%	(274)	27%	(140)	526
Employ: Private Sector	21%	(135)	6%	(39)	9%	(54)	46%	(292)	18%	(114)	635
Employ: Government	14%	(21)	11%	(16)	14%	(20)	40%	(58)	22%	(32)	147
Employ: Self-Employed	15%	(31)	6%	(12)	6%	(13)	44%	(93)	29%	(61)	210
Employ: Homemaker	17%	(28)	2%	(4)	4%	(7)	53%	(87)	24%	(39)	164
Employ: Student	12%	(12)	3%	(4)	11%	(11)	39%	(41)	35%	(36)	103
Employ: Retired	12%	(64)	2%	(11)	1%	(7)	65%	(330)	19%	(99)	509
Employ: Unemployed	16%	(46)	1%	(3)	5%	(15)	51%	(146)	26%	(73)	283
Employ: Other	15%	(23)	3%	(5)	7%	(11)	46%	(68)	28%	(42)	149
Military HH: Yes	16%	(64)	6%	(22)	7%	(29)	49%	(191)	22%	(84)	390
Military HH: No	16%	(295)	4%	(71)	6%	(108)	51%	(925)	23%	(411)	1810
RD/WT: Right Direction	17%	(113)	6%	(38)	9%	(63)	45%	(305)	23%	(152)	671
RD/WT: Wrong Track	16%	(245)	4%	(55)	5%	(74)	53%	(811)	22%	(344)	1529

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Table MCEdem2_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Peacock

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	16% (359)	4% (93)	6% (137)	51% (1115)	23% (496)	2200
Trump Job Approve	17% (150)	4% (36)	6% (54)	48% (418)	25% (219)	877
Trump Job Disapprove	16% (204)	5% (56)	6% (79)	53% (658)	19% (241)	1238
Trump Job Strongly Approve	19% (100)	4% (22)	5% (27)	47% (253)	25% (134)	536
Trump Job Somewhat Approve	15% (50)	4% (14)	8% (27)	49% (165)	25% (85)	341
Trump Job Somewhat Disapprove	13% (36)	8% (22)	11% (30)	44% (126)	25% (71)	285
Trump Job Strongly Disapprove	18% (168)	4% (35)	5% (49)	56% (532)	18% (171)	953
Favorable of Trump	18% (154)	4% (38)	4% (39)	49% (430)	24% (213)	874
Unfavorable of Trump	16% (195)	4% (51)	7% (86)	53% (650)	20% (248)	1229
Very Favorable of Trump	18% (96)	3% (16)	5% (28)	48% (260)	26% (140)	540
Somewhat Favorable of Trump	18% (58)	7% (22)	3% (11)	51% (170)	22% (73)	334
Somewhat Unfavorable of Trump	14% (33)	5% (12)	9% (20)	46% (106)	26% (59)	230
Very Unfavorable of Trump	16% (162)	4% (38)	7% (66)	55% (545)	19% (189)	999
#1 Issue: Economy	17% (144)	4% (32)	7% (58)	51% (443)	22% (193)	870
#1 Issue: Security	17% (36)	4% (9)	6% (12)	45% (96)	27% (57)	210
#1 Issue: Health Care	18% (70)	6% (22)	5% (21)	53% (205)	18% (72)	390
#1 Issue: Medicare / Social Security	12% (32)	2% (5)	1% (4)	65% (171)	19% (51)	262
#1 Issue: Women's Issues	13% (16)	3% (4)	7% (9)	39% (48)	37% (44)	122
#1 Issue: Education	20% (21)	10% (10)	12% (12)	30% (32)	28% (30)	104
#1 Issue: Energy	18% (17)	8% (7)	11% (10)	41% (37)	21% (19)	90
#1 Issue: Other	15% (23)	3% (4)	7% (11)	55% (84)	20% (30)	152
2018 House Vote: Democrat	20% (154)	6% (47)	5% (41)	53% (401)	15% (116)	760
2018 House Vote: Republican	17% (100)	4% (25)	6% (32)	54% (311)	19% (113)	581
2016 Vote: Hillary Clinton	19% (136)	7% (49)	7% (48)	53% (384)	15% (106)	722
2016 Vote: Donald Trump	18% (120)	3% (23)	5% (33)	53% (351)	21% (139)	665
2016 Vote: Other	15% (13)	4% (4)	3% (3)	58% (51)	19% (16)	87
2016 Vote: Didn't Vote	12% (90)	2% (18)	7% (53)	45% (329)	32% (234)	725
Voted in 2014: Yes	19% (236)	6% (68)	5% (61)	54% (658)	16% (197)	1220
Voted in 2014: No	13% (123)	3% (25)	8% (76)	47% (458)	30% (298)	980

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Table MCEdem2_10: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Peacock

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	16%	(359)	4%	(93)	6%	(137)	51%	(1115)	23%	(496)	2200
2012 Vote: Barack Obama	20%	(171)	6%	(51)	6%	(52)	53%	(459)	15%	(131)	864
2012 Vote: Mitt Romney	19%	(84)	3%	(14)	4%	(15)	55%	(243)	19%	(85)	442
2012 Vote: Other	8%	(5)	5%	(3)	4%	(2)	56%	(34)	27%	(16)	60
2012 Vote: Didn't Vote	12%	(98)	3%	(25)	8%	(66)	46%	(379)	32%	(264)	832
4-Region: Northeast	16%	(63)	6%	(23)	7%	(28)	50%	(199)	21%	(81)	394
4-Region: Midwest	17%	(79)	4%	(18)	5%	(25)	53%	(247)	20%	(93)	462
4-Region: South	17%	(137)	4%	(31)	5%	(43)	51%	(422)	23%	(192)	824
4-Region: West	15%	(81)	4%	(21)	8%	(41)	48%	(248)	25%	(130)	520
Cable TV subscribers	20%	(198)	4%	(41)	5%	(52)	50%	(498)	20%	(197)	986
Satellite TV subscribers	15%	(72)	7%	(34)	8%	(37)	48%	(230)	22%	(108)	481
Former cable TV subscribers	14%	(109)	4%	(35)	8%	(60)	54%	(427)	20%	(156)	787
Former satellite TV subscribers	16%	(107)	5%	(32)	9%	(62)	48%	(321)	22%	(149)	670
Watches mostly scripted shows	20%	(163)	6%	(49)	7%	(58)	48%	(401)	19%	(158)	828
Watches mostly unscripted shows	18%	(46)	7%	(19)	8%	(21)	41%	(106)	26%	(67)	260
Watches scripted and unscripted	18%	(128)	3%	(20)	7%	(47)	53%	(380)	20%	(142)	718
Watches mostly for entertainment	19%	(208)	4%	(43)	7%	(77)	50%	(548)	21%	(226)	1103
Watches mostly for education	17%	(25)	15%	(22)	15%	(21)	27%	(40)	25%	(37)	145
Watches for entertainment and education	18%	(111)	4%	(23)	5%	(31)	53%	(323)	20%	(120)	607
Likely to subscribe to Discovery+	24%	(161)	9%	(61)	11%	(73)	35%	(235)	20%	(133)	665
Unlikely to subscribe to Discovery+	13%	(142)	2%	(23)	4%	(49)	60%	(676)	21%	(238)	1127
Subscribes to at least one streaming service	21%	(359)	5%	(80)	7%	(111)	48%	(814)	20%	(344)	1708
Subscribes to 3+ streaming services	29%	(305)	5%	(53)	7%	(78)	41%	(436)	18%	(187)	1059

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

Table MCEdem2_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 HBO Max

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (381)	5% (101)	13% (279)	58% (1265)	8% (174)	2200
Gender: Male	21% (219)	6% (69)	12% (122)	54% (576)	7% (76)	1062
Gender: Female	14% (162)	3% (32)	14% (156)	61% (689)	9% (99)	1138
Age: 18-34	22% (143)	6% (42)	14% (93)	47% (306)	11% (71)	655
Age: 35-44	26% (92)	12% (42)	17% (62)	41% (145)	5% (17)	358
Age: 45-64	16% (119)	2% (16)	11% (86)	63% (474)	7% (56)	751
Age: 65+	6% (27)	— (1)	9% (38)	78% (340)	7% (30)	436
GenZers: 1997-2012	17% (48)	6% (15)	11% (29)	51% (140)	15% (42)	274
Millennials: 1981-1996	26% (154)	10% (57)	18% (107)	41% (245)	6% (36)	599
GenXers: 1965-1980	22% (119)	4% (23)	12% (63)	53% (282)	8% (42)	529
Baby Boomers: 1946-1964	8% (59)	1% (5)	10% (69)	75% (531)	6% (42)	706
PID: Dem (no lean)	22% (200)	7% (64)	12% (108)	53% (480)	6% (59)	912
PID: Ind (no lean)	13% (86)	2% (15)	14% (90)	59% (379)	11% (71)	640
PID: Rep (no lean)	15% (95)	3% (22)	12% (80)	63% (406)	7% (44)	648
PID/Gender: Dem Men	26% (112)	9% (38)	11% (48)	49% (213)	6% (26)	438
PID/Gender: Dem Women	19% (88)	5% (26)	13% (60)	56% (267)	7% (33)	474
PID/Gender: Ind Men	17% (49)	4% (11)	11% (32)	59% (166)	9% (25)	283
PID/Gender: Ind Women	10% (37)	1% (3)	16% (58)	60% (213)	13% (46)	357
PID/Gender: Rep Men	17% (58)	6% (19)	12% (42)	58% (197)	7% (25)	341
PID/Gender: Rep Women	12% (37)	1% (3)	12% (38)	68% (209)	6% (20)	307
Ideo: Liberal (1-3)	25% (168)	7% (49)	13% (91)	48% (330)	7% (46)	683
Ideo: Moderate (4)	16% (98)	4% (25)	11% (68)	61% (372)	8% (52)	615
Ideo: Conservative (5-7)	14% (96)	4% (25)	12% (79)	64% (437)	7% (50)	688
Educ: < College	14% (206)	3% (40)	13% (199)	62% (932)	9% (135)	1512
Educ: Bachelors degree	21% (92)	8% (38)	12% (55)	53% (233)	6% (26)	444
Educ: Post-grad	34% (83)	10% (24)	10% (25)	41% (99)	6% (13)	244
Income: Under 50k	13% (163)	2% (29)	12% (154)	62% (767)	10% (117)	1230
Income: 50k-100k	16% (103)	7% (43)	14% (92)	57% (374)	6% (42)	654
Income: 100k+	36% (115)	9% (28)	10% (33)	39% (125)	5% (15)	316

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Table MCEdem2_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Max

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (381)	5% (101)	13% (279)	58% (1265)	8% (174)	2200
Ethnicity: White	17% (294)	5% (85)	12% (199)	58% (1005)	8% (138)	1722
Ethnicity: Hispanic	20% (72)	7% (24)	17% (61)	45% (158)	10% (34)	349
Ethnicity: Black	21% (58)	4% (11)	16% (45)	51% (141)	7% (19)	274
Ethnicity: Other	14% (28)	2% (5)	17% (35)	58% (119)	8% (17)	204
All Christian	17% (182)	5% (51)	11% (118)	61% (656)	6% (63)	1070
All Non-Christian	23% (28)	6% (7)	8% (10)	50% (61)	13% (16)	122
Atheist	19% (17)	9% (8)	8% (7)	52% (47)	12% (11)	90
Agnostic/Nothing in particular	18% (95)	4% (23)	14% (74)	54% (287)	11% (57)	536
Something Else	15% (59)	3% (12)	18% (70)	56% (214)	7% (27)	383
Religious Non-Protestant/Catholic	22% (30)	6% (8)	10% (13)	50% (69)	13% (17)	137
Evangelical	19% (130)	7% (46)	16% (107)	52% (350)	7% (45)	679
Non-Evangelical	14% (105)	2% (13)	10% (74)	68% (506)	6% (44)	741
Community: Urban	23% (169)	7% (52)	16% (119)	47% (345)	8% (57)	742
Community: Suburban	18% (164)	4% (35)	9% (88)	63% (584)	7% (61)	932
Community: Rural	9% (48)	3% (14)	14% (72)	64% (336)	11% (56)	526
Employ: Private Sector	26% (167)	7% (43)	15% (92)	46% (293)	6% (40)	635
Employ: Government	26% (39)	10% (14)	17% (25)	35% (51)	12% (18)	147
Employ: Self-Employed	14% (28)	6% (13)	17% (35)	50% (105)	13% (28)	210
Employ: Homemaker	21% (34)	1% (2)	11% (18)	58% (96)	9% (15)	164
Employ: Student	18% (19)	8% (8)	14% (14)	51% (52)	10% (10)	103
Employ: Retired	7% (38)	1% (3)	8% (41)	77% (392)	7% (35)	509
Employ: Unemployed	13% (37)	4% (12)	9% (25)	66% (188)	8% (22)	283
Employ: Other	13% (20)	4% (6)	19% (28)	59% (88)	5% (7)	149
Military HH: Yes	11% (45)	5% (19)	14% (55)	59% (232)	10% (39)	390
Military HH: No	19% (336)	5% (82)	12% (223)	57% (1033)	7% (135)	1810
RD/WT: Right Direction	22% (148)	9% (58)	13% (84)	48% (321)	9% (59)	671
RD/WT: Wrong Track	15% (232)	3% (43)	13% (194)	62% (944)	8% (115)	1529

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Table MCEdem2_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Max

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	17%	(381)	5%	(101)	13%	(279)	58%	(1265)	8%	(174)	2200
Trump Job Approve	16%	(140)	4%	(33)	13%	(112)	59%	(514)	9%	(77)	877
Trump Job Disapprove	19%	(230)	5%	(65)	12%	(154)	57%	(706)	7%	(83)	1238
Trump Job Strongly Approve	18%	(97)	4%	(20)	11%	(60)	58%	(308)	9%	(51)	536
Trump Job Somewhat Approve	13%	(43)	4%	(13)	15%	(53)	60%	(206)	8%	(26)	341
Trump Job Somewhat Disapprove	18%	(52)	8%	(23)	14%	(40)	52%	(147)	8%	(22)	285
Trump Job Strongly Disapprove	19%	(178)	4%	(43)	12%	(114)	59%	(559)	6%	(60)	953
Favorable of Trump	17%	(150)	4%	(33)	12%	(102)	59%	(516)	9%	(75)	874
Unfavorable of Trump	18%	(222)	5%	(65)	13%	(162)	57%	(698)	7%	(82)	1229
Very Favorable of Trump	18%	(97)	3%	(17)	12%	(63)	58%	(312)	9%	(50)	540
Somewhat Favorable of Trump	16%	(52)	5%	(15)	11%	(38)	61%	(204)	7%	(24)	334
Somewhat Unfavorable of Trump	20%	(45)	5%	(11)	17%	(38)	51%	(117)	8%	(19)	230
Very Unfavorable of Trump	18%	(177)	5%	(53)	12%	(124)	58%	(581)	6%	(63)	999
#1 Issue: Economy	18%	(153)	4%	(36)	15%	(127)	57%	(493)	7%	(63)	870
#1 Issue: Security	19%	(39)	6%	(13)	13%	(27)	51%	(108)	11%	(24)	210
#1 Issue: Health Care	19%	(73)	6%	(24)	11%	(42)	58%	(227)	6%	(24)	390
#1 Issue: Medicare / Social Security	12%	(32)	1%	(4)	6%	(15)	72%	(189)	8%	(22)	262
#1 Issue: Women's Issues	20%	(24)	6%	(7)	18%	(22)	40%	(48)	17%	(20)	122
#1 Issue: Education	26%	(27)	10%	(11)	20%	(21)	38%	(39)	6%	(6)	104
#1 Issue: Energy	20%	(18)	6%	(6)	17%	(15)	47%	(43)	9%	(8)	90
#1 Issue: Other	10%	(15)	1%	(2)	6%	(10)	78%	(118)	5%	(7)	152
2018 House Vote: Democrat	22%	(168)	7%	(50)	11%	(84)	55%	(420)	5%	(38)	760
2018 House Vote: Republican	15%	(89)	5%	(29)	12%	(68)	61%	(356)	7%	(39)	581
2016 Vote: Hillary Clinton	23%	(163)	6%	(42)	12%	(84)	54%	(389)	6%	(44)	722
2016 Vote: Donald Trump	16%	(105)	4%	(24)	11%	(76)	63%	(417)	6%	(42)	665
2016 Vote: Other	12%	(11)	3%	(3)	14%	(12)	66%	(57)	5%	(4)	87
2016 Vote: Didn't Vote	14%	(101)	4%	(32)	15%	(106)	55%	(401)	12%	(84)	725
Voted in 2014: Yes	19%	(234)	5%	(63)	12%	(143)	59%	(715)	5%	(65)	1220
Voted in 2014: No	15%	(147)	4%	(38)	14%	(136)	56%	(550)	11%	(109)	980

Continued on next page

Table MCEdem2_11: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
HBO Max

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	17%	(381)	5%	(101)	13%	(279)	58%	(1265)	8%	(174)	2200
2012 Vote: Barack Obama	21%	(182)	5%	(44)	13%	(113)	56%	(483)	5%	(42)	864
2012 Vote: Mitt Romney	14%	(63)	4%	(17)	9%	(42)	66%	(293)	6%	(28)	442
2012 Vote: Other	9%	(5)	3%	(2)	12%	(7)	70%	(42)	6%	(4)	60
2012 Vote: Didn't Vote	16%	(130)	5%	(37)	14%	(117)	54%	(447)	12%	(101)	832
4-Region: Northeast	22%	(88)	7%	(26)	10%	(38)	55%	(217)	7%	(26)	394
4-Region: Midwest	14%	(62)	3%	(13)	13%	(60)	61%	(282)	10%	(44)	462
4-Region: South	17%	(140)	3%	(27)	14%	(115)	59%	(485)	7%	(57)	824
4-Region: West	17%	(91)	7%	(35)	13%	(66)	54%	(281)	9%	(47)	520
Cable TV subscribers	21%	(208)	5%	(47)	10%	(99)	58%	(571)	6%	(60)	986
Satellite TV subscribers	27%	(129)	7%	(35)	12%	(57)	45%	(217)	9%	(41)	481
Former cable TV subscribers	15%	(118)	4%	(29)	17%	(136)	58%	(453)	7%	(51)	787
Former satellite TV subscribers	14%	(96)	5%	(35)	18%	(122)	56%	(373)	7%	(44)	670
Watches mostly scripted shows	16%	(136)	6%	(49)	12%	(97)	60%	(496)	6%	(51)	828
Watches mostly unscripted shows	28%	(72)	6%	(16)	18%	(46)	40%	(103)	9%	(23)	260
Watches scripted and unscripted	21%	(152)	4%	(31)	15%	(104)	54%	(389)	6%	(42)	718
Watches mostly for entertainment	18%	(201)	5%	(55)	13%	(138)	58%	(643)	6%	(66)	1103
Watches mostly for education	33%	(48)	13%	(19)	21%	(31)	23%	(33)	10%	(14)	145
Watches for entertainment and education	20%	(122)	3%	(21)	13%	(80)	55%	(336)	8%	(48)	607
Likely to subscribe to Discovery+	34%	(228)	10%	(65)	17%	(112)	33%	(221)	6%	(39)	665
Unlikely to subscribe to Discovery+	10%	(112)	2%	(27)	10%	(110)	70%	(787)	8%	(91)	1127
Subscribes to at least one streaming service	22%	(381)	5%	(88)	13%	(223)	52%	(893)	7%	(123)	1708
Subscribes to 3+ streaming services	35%	(366)	6%	(65)	14%	(147)	40%	(426)	5%	(54)	1059

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

Table MCEdem2_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	18% (388)	5% (104)	8% (184)	61% (1331)	9% (193)	2200
Gender: Male	21% (226)	6% (60)	10% (107)	56% (599)	7% (70)	1062
Gender: Female	14% (162)	4% (44)	7% (77)	64% (732)	11% (123)	1138
Age: 18-34	23% (148)	7% (47)	13% (83)	47% (310)	10% (68)	655
Age: 35-44	35% (126)	8% (29)	10% (37)	42% (151)	4% (15)	358
Age: 45-64	13% (97)	3% (23)	5% (39)	71% (530)	8% (61)	751
Age: 65+	4% (18)	1% (4)	6% (25)	78% (340)	11% (48)	436
GenZers: 1997-2012	17% (48)	5% (14)	12% (33)	51% (138)	15% (41)	274
Millennials: 1981-1996	30% (178)	9% (54)	13% (77)	42% (254)	6% (37)	599
GenXers: 1965-1980	22% (119)	4% (21)	7% (34)	58% (306)	9% (49)	529
Baby Boomers: 1946-1964	6% (40)	2% (16)	5% (36)	80% (562)	7% (52)	706
PID: Dem (no lean)	20% (183)	6% (57)	10% (88)	57% (517)	7% (67)	912
PID: Ind (no lean)	15% (97)	3% (20)	9% (55)	63% (405)	10% (63)	640
PID: Rep (no lean)	17% (108)	4% (26)	6% (41)	63% (409)	10% (63)	648
PID/Gender: Dem Men	25% (110)	8% (34)	12% (50)	51% (222)	5% (21)	438
PID/Gender: Dem Women	15% (73)	5% (23)	8% (37)	62% (295)	10% (46)	474
PID/Gender: Ind Men	15% (42)	3% (8)	9% (26)	66% (187)	7% (21)	283
PID/Gender: Ind Women	15% (54)	3% (12)	8% (29)	61% (218)	12% (43)	357
PID/Gender: Rep Men	22% (74)	5% (18)	9% (31)	56% (189)	8% (28)	341
PID/Gender: Rep Women	11% (34)	3% (8)	3% (10)	72% (220)	11% (35)	307
Ideo: Liberal (1-3)	21% (143)	7% (46)	12% (81)	54% (367)	7% (46)	683
Ideo: Moderate (4)	18% (114)	4% (27)	6% (40)	60% (372)	10% (62)	615
Ideo: Conservative (5-7)	13% (92)	3% (21)	7% (50)	68% (469)	8% (57)	688
Educ: < College	14% (210)	4% (63)	8% (120)	64% (965)	10% (153)	1512
Educ: Bachelors degree	21% (91)	5% (23)	11% (48)	57% (254)	6% (28)	444
Educ: Post-grad	35% (87)	7% (18)	7% (16)	46% (111)	5% (12)	244
Income: Under 50k	14% (166)	4% (52)	8% (101)	63% (780)	11% (131)	1230
Income: 50k-100k	18% (115)	4% (29)	9% (61)	62% (403)	7% (46)	654
Income: 100k+	34% (107)	7% (23)	7% (23)	47% (148)	5% (16)	316

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Table MCEdem2_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	18% (388)	5% (104)	8% (184)	61% (1331)	9% (193)	2200
Ethnicity: White	18% (304)	4% (73)	7% (126)	63% (1079)	8% (140)	1722
Ethnicity: Hispanic	24% (82)	9% (31)	11% (40)	43% (151)	13% (46)	349
Ethnicity: Black	19% (52)	7% (20)	12% (34)	53% (146)	8% (23)	274
Ethnicity: Other	16% (33)	5% (11)	12% (24)	52% (106)	15% (30)	204
All Christian	18% (196)	4% (43)	8% (83)	61% (655)	9% (94)	1070
All Non-Christian	31% (38)	10% (13)	9% (11)	46% (56)	3% (4)	122
Atheist	16% (15)	3% (3)	6% (5)	69% (61)	7% (6)	90
Agnostic/Nothing in particular	13% (68)	5% (28)	10% (56)	61% (327)	11% (57)	536
Something Else	19% (72)	5% (17)	8% (29)	61% (232)	9% (33)	383
Religious Non-Protestant/Catholic	29% (40)	10% (14)	8% (11)	49% (67)	4% (5)	137
Evangelical	25% (167)	5% (32)	9% (62)	54% (367)	8% (51)	679
Non-Evangelical	12% (90)	4% (27)	7% (48)	68% (503)	10% (73)	741
Community: Urban	27% (201)	7% (49)	11% (83)	47% (352)	8% (57)	742
Community: Suburban	14% (127)	3% (32)	8% (70)	67% (625)	8% (78)	932
Community: Rural	12% (61)	4% (23)	6% (31)	67% (354)	11% (58)	526
Employ: Private Sector	26% (168)	6% (37)	8% (52)	53% (334)	7% (44)	635
Employ: Government	22% (33)	13% (19)	15% (22)	41% (60)	9% (14)	147
Employ: Self-Employed	23% (48)	9% (18)	10% (22)	50% (106)	8% (17)	210
Employ: Homemaker	11% (19)	3% (5)	8% (14)	66% (108)	11% (19)	164
Employ: Student	12% (12)	5% (5)	13% (14)	54% (56)	16% (16)	103
Employ: Retired	6% (28)	1% (6)	5% (27)	78% (399)	9% (48)	509
Employ: Unemployed	18% (50)	3% (8)	8% (22)	63% (179)	9% (25)	283
Employ: Other	21% (31)	4% (5)	8% (12)	60% (89)	7% (11)	149
Military HH: Yes	17% (65)	6% (23)	11% (42)	59% (232)	7% (28)	390
Military HH: No	18% (323)	4% (81)	8% (142)	61% (1099)	9% (165)	1810
RD/WT: Right Direction	25% (169)	7% (48)	10% (70)	48% (323)	9% (61)	671
RD/WT: Wrong Track	14% (220)	4% (56)	7% (114)	66% (1008)	9% (131)	1529

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Table MCEdem2_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	18% (388)	5% (104)	8% (184)	61% (1331)	9% (193)	2200
Trump Job Approve	19% (169)	4% (38)	7% (63)	60% (525)	9% (82)	877
Trump Job Disapprove	16% (201)	5% (60)	9% (114)	61% (761)	8% (102)	1238
Trump Job Strongly Approve	20% (107)	4% (24)	4% (22)	61% (327)	10% (56)	536
Trump Job Somewhat Approve	18% (62)	4% (15)	12% (41)	58% (198)	7% (25)	341
Trump Job Somewhat Disapprove	21% (59)	7% (20)	12% (34)	53% (150)	8% (21)	285
Trump Job Strongly Disapprove	15% (142)	4% (40)	8% (80)	64% (611)	9% (81)	953
Favorable of Trump	20% (173)	5% (44)	6% (57)	60% (528)	8% (73)	874
Unfavorable of Trump	16% (194)	5% (58)	9% (109)	62% (757)	9% (110)	1229
Very Favorable of Trump	20% (108)	4% (22)	5% (26)	61% (330)	10% (54)	540
Somewhat Favorable of Trump	19% (65)	7% (22)	9% (30)	59% (198)	6% (19)	334
Somewhat Unfavorable of Trump	18% (41)	6% (14)	11% (25)	58% (134)	7% (16)	230
Very Unfavorable of Trump	15% (153)	4% (44)	8% (84)	62% (623)	9% (94)	999
#1 Issue: Economy	18% (156)	6% (50)	9% (79)	58% (508)	9% (77)	870
#1 Issue: Security	18% (38)	5% (10)	4% (9)	63% (133)	10% (21)	210
#1 Issue: Health Care	19% (76)	5% (20)	10% (41)	59% (230)	6% (23)	390
#1 Issue: Medicare / Social Security	7% (19)	1% (2)	4% (10)	77% (201)	11% (30)	262
#1 Issue: Women's Issues	23% (28)	7% (8)	10% (12)	47% (57)	14% (17)	122
#1 Issue: Education	35% (36)	6% (6)	13% (14)	43% (44)	3% (4)	104
#1 Issue: Energy	22% (20)	1% (1)	12% (11)	49% (45)	15% (14)	90
#1 Issue: Other	10% (15)	4% (6)	6% (9)	74% (113)	6% (9)	152
2018 House Vote: Democrat	21% (157)	5% (36)	9% (70)	59% (450)	6% (46)	760
2018 House Vote: Republican	17% (100)	5% (27)	8% (47)	63% (366)	7% (41)	581
2016 Vote: Hillary Clinton	21% (151)	5% (33)	9% (63)	58% (421)	8% (54)	722
2016 Vote: Donald Trump	16% (107)	4% (27)	7% (45)	65% (435)	8% (52)	665
2016 Vote: Other	9% (8)	2% (1)	6% (5)	79% (69)	4% (3)	87
2016 Vote: Didn't Vote	17% (121)	6% (42)	10% (71)	56% (407)	11% (83)	725
Voted in 2014: Yes	19% (235)	4% (51)	7% (90)	62% (761)	7% (83)	1220
Voted in 2014: No	16% (153)	5% (53)	10% (94)	58% (570)	11% (110)	980

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Table MCEdem2_12: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
YouTube TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	18% (388)	5% (104)	8% (184)	61% (1331)	9% (193)	2200
2012 Vote: Barack Obama	20% (175)	5% (43)	8% (66)	60% (515)	7% (64)	864
2012 Vote: Mitt Romney	14% (62)	2% (11)	5% (22)	71% (311)	8% (35)	442
2012 Vote: Other	9% (6)	1% (1)	8% (5)	76% (46)	6% (4)	60
2012 Vote: Didn't Vote	17% (143)	6% (49)	11% (91)	55% (459)	11% (90)	832
4-Region: Northeast	22% (87)	6% (22)	7% (29)	56% (220)	9% (36)	394
4-Region: Midwest	16% (74)	2% (11)	8% (38)	64% (296)	9% (42)	462
4-Region: South	17% (136)	4% (33)	9% (72)	64% (526)	7% (58)	824
4-Region: West	17% (91)	7% (38)	9% (46)	56% (289)	11% (57)	520
Cable TV subscribers	20% (196)	4% (35)	6% (57)	63% (620)	8% (77)	986
Satellite TV subscribers	30% (144)	7% (33)	10% (47)	46% (223)	7% (34)	481
Former cable TV subscribers	15% (115)	5% (42)	13% (105)	62% (485)	5% (40)	787
Former satellite TV subscribers	17% (117)	6% (41)	13% (88)	58% (387)	6% (37)	670
Watches mostly scripted shows	17% (141)	5% (39)	10% (85)	61% (509)	7% (54)	828
Watches mostly unscripted shows	30% (78)	10% (25)	13% (33)	39% (101)	9% (22)	260
Watches scripted and unscripted	19% (135)	4% (32)	7% (48)	64% (456)	7% (47)	718
Watches mostly for entertainment	16% (172)	4% (48)	9% (101)	63% (692)	8% (90)	1103
Watches mostly for education	38% (55)	13% (18)	14% (20)	27% (40)	8% (12)	145
Watches for entertainment and education	22% (135)	5% (31)	9% (52)	58% (353)	6% (35)	607
Likely to subscribe to Discovery+	39% (260)	9% (59)	13% (88)	34% (224)	5% (35)	665
Unlikely to subscribe to Discovery+	8% (95)	3% (31)	6% (66)	73% (823)	10% (111)	1127
Subscribes to at least one streaming service	23% (388)	5% (83)	8% (136)	56% (961)	8% (140)	1708
Subscribes to 3+ streaming services	33% (349)	5% (58)	7% (74)	47% (503)	7% (76)	1059

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

Table MCEdem2_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Sling Orange TV, with live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	5% (119)	3% (62)	8% (176)	46% (1009)	38% (834)	2200
Gender: Male	7% (77)	4% (44)	10% (104)	47% (496)	32% (341)	1062
Gender: Female	4% (42)	2% (19)	6% (72)	45% (513)	43% (493)	1138
Age: 18-34	5% (36)	4% (26)	12% (81)	38% (247)	41% (265)	655
Age: 35-44	14% (49)	8% (27)	11% (40)	41% (147)	26% (94)	358
Age: 45-64	4% (32)	1% (9)	6% (47)	52% (391)	36% (272)	751
Age: 65+	— (2)	— (0)	2% (8)	51% (224)	46% (203)	436
GenZers: 1997-2012	2% (5)	2% (5)	10% (26)	36% (98)	51% (139)	274
Millennials: 1981-1996	11% (65)	7% (41)	14% (84)	38% (227)	30% (183)	599
GenXers: 1965-1980	6% (32)	3% (16)	7% (38)	48% (256)	35% (187)	529
Baby Boomers: 1946-1964	2% (17)	— (0)	3% (25)	55% (388)	39% (276)	706
PID: Dem (no lean)	7% (64)	4% (37)	9% (80)	46% (422)	34% (309)	912
PID: Ind (no lean)	3% (16)	2% (10)	6% (40)	45% (288)	45% (286)	640
PID: Rep (no lean)	6% (39)	2% (15)	9% (56)	46% (298)	37% (240)	648
PID/Gender: Dem Men	10% (42)	6% (28)	10% (46)	46% (201)	28% (121)	438
PID/Gender: Dem Women	5% (22)	2% (9)	7% (34)	47% (221)	40% (188)	474
PID/Gender: Ind Men	2% (6)	2% (5)	7% (19)	48% (137)	41% (116)	283
PID/Gender: Ind Women	3% (10)	1% (5)	6% (21)	42% (151)	47% (169)	357
PID/Gender: Rep Men	8% (29)	3% (11)	12% (40)	46% (157)	30% (104)	341
PID/Gender: Rep Women	3% (10)	1% (4)	5% (17)	46% (141)	44% (136)	307
Ideo: Liberal (1-3)	8% (55)	5% (32)	9% (61)	44% (299)	35% (236)	683
Ideo: Moderate (4)	4% (25)	2% (13)	8% (50)	48% (295)	38% (232)	615
Ideo: Conservative (5-7)	5% (36)	2% (12)	8% (53)	48% (327)	38% (259)	688
Educ: < College	3% (49)	1% (18)	7% (106)	47% (713)	41% (625)	1512
Educ: Bachelors degree	9% (38)	6% (26)	9% (41)	43% (191)	33% (147)	444
Educ: Post-grad	13% (31)	8% (18)	12% (29)	43% (104)	25% (62)	244
Income: Under 50k	3% (40)	1% (16)	7% (85)	47% (583)	41% (506)	1230
Income: 50k-100k	6% (41)	3% (23)	8% (56)	44% (288)	38% (247)	654
Income: 100k+	12% (38)	7% (24)	11% (35)	44% (138)	26% (82)	316

Continued on next page

Table MCEdem2_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(119)	3%	(62)	8%	(176)	46%	(1009)	38%	(834)	2200
Ethnicity: White	6%	(102)	3%	(49)	8%	(132)	46%	(790)	38%	(649)	1722
Ethnicity: Hispanic	7%	(26)	4%	(13)	10%	(36)	35%	(124)	43%	(150)	349
Ethnicity: Black	5%	(13)	3%	(9)	10%	(28)	45%	(123)	37%	(101)	274
Ethnicity: Other	2%	(4)	2%	(5)	8%	(16)	47%	(95)	41%	(84)	204
All Christian	8%	(82)	4%	(40)	8%	(81)	46%	(492)	35%	(374)	1070
All Non-Christian	9%	(11)	6%	(7)	7%	(9)	40%	(49)	38%	(46)	122
Atheist	1%	(0)	3%	(3)	7%	(6)	51%	(46)	38%	(34)	90
Agnostic/Nothing in particular	2%	(11)	1%	(8)	9%	(51)	45%	(239)	42%	(227)	536
Something Else	4%	(15)	1%	(4)	8%	(29)	48%	(182)	40%	(153)	383
Religious Non-Protestant/Catholic	9%	(12)	6%	(8)	7%	(10)	40%	(55)	38%	(52)	137
Evangelical	10%	(66)	5%	(35)	8%	(58)	44%	(300)	32%	(220)	679
Non-Evangelical	4%	(26)	1%	(7)	7%	(49)	49%	(364)	40%	(295)	741
Community: Urban	9%	(70)	5%	(40)	11%	(78)	40%	(299)	34%	(255)	742
Community: Suburban	3%	(28)	2%	(16)	7%	(62)	50%	(470)	38%	(355)	932
Community: Rural	4%	(21)	1%	(6)	7%	(36)	45%	(239)	43%	(224)	526
Employ: Private Sector	10%	(61)	6%	(36)	10%	(66)	44%	(281)	30%	(191)	635
Employ: Government	10%	(15)	10%	(14)	9%	(14)	38%	(55)	33%	(48)	147
Employ: Self-Employed	7%	(14)	2%	(4)	11%	(23)	46%	(96)	34%	(72)	210
Employ: Homemaker	4%	(6)	2%	(2)	6%	(10)	43%	(71)	46%	(75)	164
Employ: Student	2%	(2)	3%	(3)	10%	(10)	37%	(38)	49%	(50)	103
Employ: Retired	1%	(5)	—	(0)	4%	(19)	53%	(271)	42%	(215)	509
Employ: Unemployed	4%	(11)	—	(1)	7%	(21)	46%	(132)	42%	(119)	283
Employ: Other	3%	(5)	2%	(2)	9%	(13)	44%	(65)	43%	(63)	149
Military HH: Yes	7%	(26)	3%	(13)	7%	(26)	47%	(184)	36%	(141)	390
Military HH: No	5%	(93)	3%	(49)	8%	(149)	46%	(825)	38%	(693)	1810
RD/WT: Right Direction	10%	(68)	4%	(30)	11%	(74)	42%	(285)	32%	(215)	671
RD/WT: Wrong Track	3%	(51)	2%	(33)	7%	(102)	47%	(723)	41%	(620)	1529

Continued on next page

Table MCEdem2_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(119)	3%	(62)	8%	(176)	46%	(1009)	38%	(834)	2200
Trump Job Approve	7%	(62)	3%	(24)	8%	(73)	44%	(385)	38%	(334)	877
Trump Job Disapprove	4%	(55)	3%	(37)	8%	(101)	47%	(584)	37%	(460)	1238
Trump Job Strongly Approve	8%	(40)	3%	(14)	8%	(44)	41%	(222)	40%	(216)	536
Trump Job Somewhat Approve	6%	(21)	3%	(10)	9%	(30)	48%	(163)	35%	(118)	341
Trump Job Somewhat Disapprove	6%	(17)	7%	(19)	9%	(27)	47%	(134)	31%	(88)	285
Trump Job Strongly Disapprove	4%	(38)	2%	(18)	8%	(75)	47%	(450)	39%	(372)	953
Favorable of Trump	7%	(57)	3%	(26)	8%	(66)	45%	(397)	37%	(328)	874
Unfavorable of Trump	5%	(57)	3%	(33)	9%	(105)	47%	(574)	37%	(461)	1229
Very Favorable of Trump	6%	(33)	3%	(14)	8%	(41)	43%	(230)	41%	(221)	540
Somewhat Favorable of Trump	7%	(24)	3%	(12)	8%	(25)	50%	(166)	32%	(107)	334
Somewhat Unfavorable of Trump	6%	(13)	4%	(9)	11%	(26)	46%	(105)	34%	(77)	230
Very Unfavorable of Trump	4%	(45)	2%	(24)	8%	(79)	47%	(469)	38%	(383)	999
#1 Issue: Economy	7%	(58)	3%	(23)	8%	(72)	45%	(394)	37%	(323)	870
#1 Issue: Security	7%	(15)	4%	(9)	9%	(18)	40%	(84)	40%	(84)	210
#1 Issue: Health Care	5%	(20)	3%	(13)	10%	(38)	47%	(184)	35%	(135)	390
#1 Issue: Medicare / Social Security	3%	(9)	1%	(3)	4%	(12)	52%	(135)	39%	(103)	262
#1 Issue: Women's Issues	2%	(3)	1%	(2)	7%	(8)	39%	(47)	51%	(61)	122
#1 Issue: Education	4%	(5)	9%	(9)	11%	(11)	41%	(43)	35%	(36)	104
#1 Issue: Energy	8%	(7)	2%	(2)	13%	(12)	42%	(38)	34%	(31)	90
#1 Issue: Other	1%	(2)	1%	(1)	3%	(4)	54%	(83)	41%	(62)	152
2018 House Vote: Democrat	8%	(59)	4%	(29)	9%	(66)	47%	(355)	33%	(251)	760
2018 House Vote: Republican	6%	(34)	3%	(20)	9%	(52)	46%	(266)	36%	(209)	581
2016 Vote: Hillary Clinton	9%	(65)	3%	(24)	8%	(59)	45%	(324)	35%	(250)	722
2016 Vote: Donald Trump	5%	(31)	3%	(22)	8%	(54)	47%	(316)	36%	(242)	665
2016 Vote: Other	2%	(2)	2%	(2)	5%	(4)	48%	(42)	42%	(37)	87
2016 Vote: Didn't Vote	3%	(22)	2%	(14)	8%	(58)	45%	(326)	42%	(305)	725
Voted in 2014: Yes	7%	(87)	3%	(38)	8%	(96)	48%	(580)	34%	(419)	1220
Voted in 2014: No	3%	(32)	2%	(24)	8%	(80)	44%	(428)	42%	(415)	980

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Table MCEdem2_13: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Orange TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(119)	3%	(62)	8%	(176)	46%	(1009)	38%	(834)	2200
2012 Vote: Barack Obama	8%	(67)	3%	(28)	8%	(72)	48%	(413)	33%	(285)	864
2012 Vote: Mitt Romney	4%	(20)	2%	(9)	7%	(32)	47%	(207)	39%	(173)	442
2012 Vote: Other	6%	(3)	2%	(1)	1%	(0)	47%	(29)	44%	(27)	60
2012 Vote: Didn't Vote	3%	(29)	3%	(24)	9%	(71)	43%	(359)	42%	(350)	832
4-Region: Northeast	6%	(24)	5%	(21)	9%	(37)	45%	(177)	34%	(134)	394
4-Region: Midwest	3%	(12)	1%	(4)	7%	(31)	47%	(218)	43%	(197)	462
4-Region: South	5%	(40)	3%	(21)	8%	(69)	46%	(383)	38%	(311)	824
4-Region: West	8%	(42)	3%	(16)	8%	(40)	44%	(230)	37%	(192)	520
Cable TV subscribers	6%	(58)	3%	(27)	6%	(61)	49%	(480)	36%	(359)	986
Satellite TV subscribers	10%	(49)	6%	(29)	9%	(42)	43%	(207)	32%	(154)	481
Former cable TV subscribers	4%	(35)	3%	(22)	11%	(87)	46%	(366)	35%	(277)	787
Former satellite TV subscribers	5%	(31)	3%	(23)	12%	(81)	44%	(296)	36%	(240)	670
Watches mostly scripted shows	7%	(56)	3%	(29)	8%	(64)	46%	(380)	36%	(299)	828
Watches mostly unscripted shows	7%	(19)	7%	(17)	12%	(32)	36%	(94)	37%	(97)	260
Watches scripted and unscripted	5%	(36)	2%	(13)	10%	(69)	51%	(363)	33%	(237)	718
Watches mostly for entertainment	5%	(55)	2%	(27)	8%	(88)	47%	(518)	38%	(415)	1103
Watches mostly for education	18%	(26)	13%	(18)	18%	(27)	25%	(36)	27%	(39)	145
Watches for entertainment and education	6%	(34)	2%	(14)	9%	(55)	50%	(305)	33%	(200)	607
Likely to subscribe to Discovery+	14%	(90)	8%	(53)	13%	(88)	39%	(262)	26%	(171)	665
Unlikely to subscribe to Discovery+	2%	(22)	1%	(8)	6%	(65)	48%	(539)	44%	(494)	1127
Subscribes to at least one streaming service	7%	(119)	3%	(59)	9%	(151)	46%	(786)	35%	(594)	1708
Subscribes to 3+ streaming services	10%	(109)	5%	(49)	11%	(117)	43%	(454)	31%	(330)	1059

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

Table MCEdem2_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(110)	4%	(78)	9%	(188)	47%	(1043)	35%	(781)	2200
Gender: Male	7%	(70)	6%	(61)	11%	(112)	47%	(498)	30%	(321)	1062
Gender: Female	4%	(40)	2%	(17)	7%	(76)	48%	(545)	40%	(460)	1138
Age: 18-34	5%	(34)	5%	(31)	12%	(78)	38%	(250)	40%	(261)	655
Age: 35-44	11%	(39)	11%	(39)	14%	(49)	42%	(149)	23%	(81)	358
Age: 45-64	4%	(32)	1%	(8)	6%	(47)	54%	(405)	35%	(260)	751
Age: 65+	1%	(5)	—	(0)	3%	(13)	55%	(240)	41%	(179)	436
GenZers: 1997-2012	2%	(5)	2%	(6)	7%	(20)	36%	(98)	53%	(145)	274
Millennials: 1981-1996	9%	(54)	9%	(55)	15%	(91)	39%	(232)	28%	(167)	599
GenXers: 1965-1980	7%	(35)	3%	(17)	8%	(44)	49%	(257)	33%	(175)	529
Baby Boomers: 1946-1964	2%	(16)	—	(0)	4%	(28)	58%	(408)	36%	(254)	706
PID: Dem (no lean)	7%	(64)	5%	(41)	9%	(86)	47%	(428)	32%	(292)	912
PID: Ind (no lean)	3%	(18)	1%	(8)	8%	(50)	47%	(299)	42%	(266)	640
PID: Rep (no lean)	4%	(28)	4%	(28)	8%	(52)	49%	(317)	34%	(222)	648
PID/Gender: Dem Men	10%	(42)	7%	(29)	12%	(53)	44%	(193)	27%	(120)	438
PID/Gender: Dem Women	5%	(23)	3%	(12)	7%	(33)	49%	(234)	36%	(173)	474
PID/Gender: Ind Men	3%	(9)	2%	(5)	9%	(25)	52%	(146)	35%	(99)	283
PID/Gender: Ind Women	3%	(9)	1%	(4)	7%	(25)	43%	(152)	47%	(167)	357
PID/Gender: Rep Men	6%	(20)	8%	(26)	10%	(33)	47%	(159)	30%	(102)	341
PID/Gender: Rep Women	3%	(8)	1%	(2)	6%	(19)	52%	(159)	39%	(120)	307
Ideo: Liberal (1-3)	8%	(57)	5%	(35)	10%	(71)	45%	(308)	31%	(212)	683
Ideo: Moderate (4)	3%	(18)	4%	(24)	8%	(47)	51%	(314)	35%	(213)	615
Ideo: Conservative (5-7)	5%	(32)	2%	(16)	8%	(57)	49%	(339)	35%	(243)	688
Educ: < College	3%	(47)	2%	(24)	8%	(116)	49%	(740)	39%	(586)	1512
Educ: Bachelors degree	7%	(29)	7%	(33)	11%	(48)	44%	(196)	31%	(137)	444
Educ: Post-grad	14%	(34)	8%	(21)	10%	(24)	44%	(108)	23%	(57)	244
Income: Under 50k	3%	(37)	2%	(20)	8%	(104)	49%	(598)	38%	(471)	1230
Income: 50k-100k	6%	(40)	5%	(34)	7%	(47)	48%	(311)	34%	(221)	654
Income: 100k+	11%	(34)	8%	(24)	11%	(36)	42%	(134)	28%	(89)	316

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Table MCEdem2_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(110)	4%	(78)	9%	(188)	47%	(1043)	35%	(781)	2200
Ethnicity: White	5%	(85)	4%	(64)	8%	(140)	49%	(836)	35%	(596)	1722
Ethnicity: Hispanic	4%	(13)	10%	(35)	11%	(39)	34%	(118)	42%	(145)	349
Ethnicity: Black	7%	(20)	3%	(10)	10%	(28)	44%	(121)	35%	(96)	274
Ethnicity: Other	3%	(6)	2%	(5)	10%	(20)	42%	(85)	44%	(89)	204
All Christian	6%	(67)	5%	(54)	9%	(93)	48%	(510)	32%	(346)	1070
All Non-Christian	6%	(8)	9%	(11)	11%	(13)	44%	(54)	30%	(36)	122
Atheist	1%	(0)	4%	(4)	5%	(4)	53%	(47)	38%	(34)	90
Agnostic/Nothing in particular	2%	(12)	1%	(7)	10%	(54)	45%	(241)	41%	(221)	536
Something Else	6%	(24)	1%	(2)	6%	(23)	50%	(190)	37%	(143)	383
Religious Non-Protestant/Catholic	8%	(10)	8%	(11)	10%	(14)	44%	(60)	31%	(42)	137
Evangelical	9%	(60)	7%	(46)	10%	(69)	43%	(294)	31%	(210)	679
Non-Evangelical	4%	(26)	1%	(8)	6%	(43)	53%	(396)	36%	(268)	741
Community: Urban	9%	(69)	6%	(46)	11%	(85)	42%	(310)	31%	(232)	742
Community: Suburban	3%	(27)	3%	(24)	7%	(65)	51%	(479)	36%	(337)	932
Community: Rural	3%	(15)	2%	(9)	7%	(38)	48%	(254)	40%	(211)	526
Employ: Private Sector	8%	(52)	6%	(41)	10%	(61)	48%	(302)	28%	(179)	635
Employ: Government	11%	(16)	9%	(13)	15%	(22)	36%	(53)	29%	(42)	147
Employ: Self-Employed	9%	(18)	6%	(12)	13%	(28)	40%	(83)	33%	(69)	210
Employ: Homemaker	4%	(7)	1%	(1)	7%	(11)	45%	(74)	43%	(70)	164
Employ: Student	2%	(2)	2%	(2)	7%	(7)	43%	(44)	46%	(47)	103
Employ: Retired	1%	(5)	—	(0)	5%	(24)	55%	(280)	39%	(200)	509
Employ: Unemployed	2%	(5)	1%	(4)	8%	(22)	48%	(137)	41%	(115)	283
Employ: Other	4%	(6)	3%	(5)	9%	(13)	46%	(69)	38%	(57)	149
Military HH: Yes	6%	(22)	6%	(24)	11%	(42)	46%	(178)	32%	(123)	390
Military HH: No	5%	(88)	3%	(54)	8%	(145)	48%	(865)	36%	(657)	1810
RD/WT: Right Direction	9%	(62)	8%	(53)	12%	(80)	40%	(267)	31%	(210)	671
RD/WT: Wrong Track	3%	(49)	2%	(25)	7%	(108)	51%	(777)	37%	(570)	1529

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Table MCEdem2_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(110)	4%	(78)	9%	(188)	47%	(1043)	35%	(781)	2200
Trump Job Approve	6%	(52)	4%	(38)	9%	(75)	46%	(400)	36%	(312)	877
Trump Job Disapprove	5%	(58)	3%	(39)	9%	(109)	49%	(609)	34%	(423)	1238
Trump Job Strongly Approve	6%	(34)	5%	(26)	7%	(37)	45%	(239)	37%	(201)	536
Trump Job Somewhat Approve	5%	(18)	3%	(12)	11%	(39)	47%	(161)	33%	(111)	341
Trump Job Somewhat Disapprove	5%	(14)	6%	(17)	13%	(38)	45%	(129)	30%	(87)	285
Trump Job Strongly Disapprove	5%	(44)	2%	(22)	7%	(71)	50%	(480)	35%	(337)	953
Favorable of Trump	6%	(51)	5%	(41)	9%	(76)	46%	(402)	35%	(303)	874
Unfavorable of Trump	5%	(58)	3%	(36)	8%	(100)	49%	(604)	35%	(431)	1229
Very Favorable of Trump	5%	(28)	4%	(23)	7%	(36)	44%	(238)	40%	(215)	540
Somewhat Favorable of Trump	7%	(23)	6%	(19)	12%	(40)	49%	(164)	27%	(89)	334
Somewhat Unfavorable of Trump	6%	(15)	4%	(9)	12%	(28)	45%	(102)	33%	(75)	230
Very Unfavorable of Trump	4%	(43)	3%	(26)	7%	(72)	50%	(502)	36%	(356)	999
#1 Issue: Economy	6%	(49)	4%	(34)	9%	(75)	48%	(417)	34%	(295)	870
#1 Issue: Security	6%	(13)	6%	(12)	8%	(17)	45%	(95)	35%	(73)	210
#1 Issue: Health Care	5%	(21)	3%	(10)	10%	(38)	50%	(196)	32%	(124)	390
#1 Issue: Medicare / Social Security	3%	(8)	1%	(3)	4%	(10)	53%	(139)	39%	(102)	262
#1 Issue: Women's Issues	3%	(4)	4%	(4)	9%	(10)	34%	(41)	51%	(63)	122
#1 Issue: Education	6%	(6)	7%	(7)	17%	(18)	41%	(43)	29%	(30)	104
#1 Issue: Energy	6%	(6)	9%	(8)	13%	(12)	38%	(34)	34%	(31)	90
#1 Issue: Other	2%	(3)	—	(0)	5%	(7)	51%	(78)	42%	(63)	152
2018 House Vote: Democrat	7%	(53)	5%	(36)	9%	(72)	49%	(369)	30%	(231)	760
2018 House Vote: Republican	5%	(29)	6%	(33)	9%	(50)	49%	(285)	32%	(185)	581
2016 Vote: Hillary Clinton	7%	(51)	4%	(28)	9%	(68)	49%	(355)	30%	(219)	722
2016 Vote: Donald Trump	5%	(31)	6%	(37)	7%	(47)	49%	(328)	33%	(222)	665
2016 Vote: Other	2%	(1)	1%	(1)	7%	(6)	55%	(48)	35%	(31)	87
2016 Vote: Didn't Vote	4%	(27)	2%	(12)	9%	(65)	43%	(312)	43%	(309)	725
Voted in 2014: Yes	6%	(71)	5%	(57)	8%	(100)	49%	(599)	32%	(393)	1220
Voted in 2014: No	4%	(39)	2%	(21)	9%	(88)	45%	(444)	40%	(388)	980

Continued on next page

Table MCEdem2_14: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Sling Blue TV, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(110)	4%	(78)	9%	(188)	47%	(1043)	35%	(781)	2200
2012 Vote: Barack Obama	6%	(55)	5%	(42)	9%	(74)	49%	(426)	31%	(267)	864
2012 Vote: Mitt Romney	4%	(18)	3%	(13)	7%	(29)	50%	(222)	36%	(160)	442
2012 Vote: Other	4%	(2)	—	(0)	8%	(5)	53%	(32)	35%	(21)	60
2012 Vote: Didn't Vote	4%	(36)	3%	(23)	10%	(80)	44%	(363)	40%	(332)	832
4-Region: Northeast	7%	(27)	5%	(19)	9%	(37)	45%	(178)	33%	(132)	394
4-Region: Midwest	3%	(12)	1%	(7)	7%	(33)	50%	(231)	39%	(180)	462
4-Region: South	5%	(40)	3%	(23)	9%	(73)	50%	(409)	34%	(279)	824
4-Region: West	6%	(31)	6%	(29)	9%	(45)	43%	(225)	37%	(190)	520
Cable TV subscribers	5%	(52)	4%	(38)	6%	(60)	50%	(488)	35%	(348)	986
Satellite TV subscribers	9%	(45)	8%	(38)	10%	(49)	44%	(210)	29%	(139)	481
Former cable TV subscribers	5%	(36)	2%	(18)	13%	(102)	49%	(382)	32%	(250)	787
Former satellite TV subscribers	5%	(32)	4%	(25)	12%	(83)	47%	(315)	32%	(216)	670
Watches mostly scripted shows	6%	(46)	5%	(37)	9%	(79)	46%	(385)	34%	(281)	828
Watches mostly unscripted shows	8%	(20)	9%	(23)	14%	(37)	36%	(92)	33%	(87)	260
Watches scripted and unscripted	5%	(38)	2%	(14)	8%	(61)	53%	(377)	32%	(228)	718
Watches mostly for entertainment	5%	(52)	2%	(27)	10%	(105)	46%	(510)	37%	(409)	1103
Watches mostly for education	11%	(17)	24%	(35)	16%	(23)	26%	(38)	23%	(34)	145
Watches for entertainment and education	6%	(38)	2%	(14)	8%	(51)	54%	(327)	29%	(177)	607
Likely to subscribe to Discovery+	12%	(79)	10%	(68)	14%	(96)	38%	(252)	26%	(171)	665
Unlikely to subscribe to Discovery+	2%	(26)	1%	(7)	6%	(63)	50%	(569)	41%	(463)	1127
Subscribes to at least one streaming service	6%	(110)	4%	(73)	10%	(163)	47%	(803)	33%	(558)	1708
Subscribes to 3+ streaming services	10%	(107)	6%	(63)	11%	(113)	42%	(447)	31%	(328)	1059

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

Table MCEdem2_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Philo, with live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	4% (98)	4% (85)	6% (132)	39% (863)	46% (1022)	2200
Gender: Male	5% (57)	5% (58)	8% (87)	40% (421)	41% (439)	1062
Gender: Female	4% (41)	2% (27)	4% (46)	39% (441)	51% (583)	1138
Age: 18-34	4% (29)	6% (40)	11% (69)	33% (213)	47% (305)	655
Age: 35-44	11% (38)	8% (30)	11% (39)	40% (145)	30% (106)	358
Age: 45-64	4% (27)	2% (14)	3% (20)	45% (339)	47% (352)	751
Age: 65+	1% (4)	— (1)	1% (4)	38% (167)	59% (260)	436
GenZers: 1997-2012	2% (7)	3% (9)	7% (20)	28% (77)	59% (160)	274
Millennials: 1981-1996	9% (53)	8% (50)	13% (79)	35% (208)	35% (209)	599
GenXers: 1965-1980	5% (26)	4% (23)	5% (24)	42% (223)	44% (232)	529
Baby Boomers: 1946-1964	2% (11)	— (1)	1% (6)	47% (330)	51% (358)	706
PID: Dem (no lean)	7% (65)	4% (38)	8% (73)	37% (337)	44% (398)	912
PID: Ind (no lean)	1% (9)	4% (24)	3% (22)	39% (251)	52% (334)	640
PID: Rep (no lean)	4% (24)	4% (23)	6% (37)	42% (275)	45% (289)	648
PID/Gender: Dem Men	9% (38)	6% (28)	12% (50)	36% (156)	38% (165)	438
PID/Gender: Dem Women	6% (28)	2% (10)	5% (23)	38% (181)	49% (232)	474
PID/Gender: Ind Men	2% (6)	4% (13)	2% (6)	40% (113)	51% (145)	283
PID/Gender: Ind Women	1% (3)	3% (11)	4% (15)	39% (138)	53% (189)	357
PID/Gender: Rep Men	4% (14)	5% (17)	9% (30)	45% (152)	38% (128)	341
PID/Gender: Rep Women	3% (10)	2% (6)	2% (8)	40% (123)	52% (161)	307
Ideo: Liberal (1-3)	8% (52)	6% (38)	9% (59)	35% (239)	43% (295)	683
Ideo: Moderate (4)	4% (23)	3% (20)	6% (38)	40% (249)	46% (285)	615
Ideo: Conservative (5-7)	3% (20)	3% (23)	4% (28)	44% (301)	46% (316)	688
Educ: < College	3% (47)	2% (31)	5% (75)	41% (626)	49% (734)	1512
Educ: Bachelors degree	6% (25)	7% (32)	7% (33)	34% (153)	45% (201)	444
Educ: Post-grad	10% (25)	9% (23)	10% (25)	35% (84)	36% (87)	244
Income: Under 50k	4% (45)	2% (28)	5% (60)	41% (503)	48% (594)	1230
Income: 50k-100k	4% (23)	5% (33)	7% (43)	39% (254)	46% (301)	654
Income: 100k+	9% (30)	8% (25)	9% (29)	33% (106)	40% (127)	316

Continued on next page

Table MCEdem2_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(98)	4%	(85)	6%	(132)	39%	(863)	46%	(1022)	2200
Ethnicity: White	4%	(73)	4%	(68)	6%	(104)	40%	(682)	46%	(796)	1722
Ethnicity: Hispanic	6%	(21)	4%	(15)	13%	(46)	29%	(101)	48%	(166)	349
Ethnicity: Black	9%	(24)	5%	(14)	6%	(18)	40%	(108)	40%	(110)	274
Ethnicity: Other	1%	(1)	2%	(3)	5%	(11)	36%	(73)	57%	(116)	204
All Christian	5%	(57)	5%	(51)	6%	(63)	41%	(434)	43%	(465)	1070
All Non-Christian	6%	(8)	6%	(7)	10%	(13)	33%	(40)	45%	(55)	122
Atheist	—	(0)	1%	(1)	6%	(6)	53%	(47)	40%	(36)	90
Agnostic/Nothing in particular	3%	(15)	3%	(18)	6%	(33)	34%	(183)	54%	(287)	536
Something Else	5%	(18)	2%	(8)	5%	(17)	42%	(159)	47%	(179)	383
Religious Non-Protestant/Catholic	6%	(8)	5%	(7)	10%	(13)	33%	(46)	46%	(63)	137
Evangelical	9%	(60)	5%	(36)	9%	(63)	39%	(263)	38%	(256)	679
Non-Evangelical	2%	(14)	2%	(18)	2%	(16)	43%	(320)	50%	(373)	741
Community: Urban	8%	(60)	7%	(55)	9%	(65)	35%	(258)	41%	(304)	742
Community: Suburban	2%	(21)	2%	(21)	5%	(42)	40%	(372)	51%	(476)	932
Community: Rural	3%	(18)	2%	(9)	5%	(25)	44%	(233)	46%	(242)	526
Employ: Private Sector	7%	(42)	6%	(40)	9%	(58)	42%	(264)	36%	(231)	635
Employ: Government	7%	(10)	15%	(22)	8%	(12)	24%	(35)	45%	(67)	147
Employ: Self-Employed	3%	(7)	5%	(9)	12%	(24)	34%	(71)	47%	(99)	210
Employ: Homemaker	2%	(3)	3%	(4)	5%	(9)	42%	(69)	48%	(79)	164
Employ: Student	3%	(3)	4%	(4)	6%	(6)	31%	(31)	57%	(58)	103
Employ: Retired	2%	(8)	—	(1)	1%	(6)	42%	(213)	55%	(281)	509
Employ: Unemployed	5%	(13)	1%	(3)	3%	(8)	42%	(118)	50%	(141)	283
Employ: Other	7%	(11)	1%	(2)	5%	(8)	42%	(62)	44%	(66)	149
Military HH: Yes	5%	(20)	5%	(19)	7%	(28)	34%	(131)	49%	(192)	390
Military HH: No	4%	(78)	4%	(67)	6%	(105)	40%	(731)	46%	(830)	1810
RD/WT: Right Direction	8%	(53)	7%	(50)	10%	(67)	36%	(242)	39%	(259)	671
RD/WT: Wrong Track	3%	(45)	2%	(35)	4%	(65)	41%	(621)	50%	(763)	1529

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Table MCEdem2_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(98)	4%	(85)	6%	(132)	39%	(863)	46%	(1022)	2200
Trump Job Approve	4%	(39)	4%	(36)	7%	(61)	39%	(345)	45%	(395)	877
Trump Job Disapprove	5%	(58)	4%	(48)	5%	(67)	39%	(483)	47%	(582)	1238
Trump Job Strongly Approve	5%	(29)	4%	(21)	6%	(33)	41%	(221)	43%	(231)	536
Trump Job Somewhat Approve	3%	(11)	4%	(14)	8%	(28)	36%	(124)	48%	(164)	341
Trump Job Somewhat Disapprove	5%	(14)	8%	(22)	8%	(22)	35%	(99)	45%	(127)	285
Trump Job Strongly Disapprove	5%	(44)	3%	(26)	5%	(45)	40%	(384)	48%	(455)	953
Favorable of Trump	5%	(43)	4%	(35)	7%	(60)	39%	(345)	45%	(390)	874
Unfavorable of Trump	4%	(52)	4%	(46)	5%	(67)	39%	(483)	47%	(582)	1229
Very Favorable of Trump	4%	(24)	4%	(20)	6%	(31)	41%	(223)	45%	(242)	540
Somewhat Favorable of Trump	6%	(19)	4%	(15)	9%	(29)	37%	(122)	44%	(148)	334
Somewhat Unfavorable of Trump	2%	(5)	7%	(16)	8%	(19)	37%	(84)	46%	(106)	230
Very Unfavorable of Trump	5%	(47)	3%	(30)	5%	(48)	40%	(399)	48%	(476)	999
#1 Issue: Economy	5%	(42)	4%	(31)	7%	(60)	41%	(355)	44%	(382)	870
#1 Issue: Security	6%	(12)	5%	(11)	4%	(9)	40%	(85)	44%	(93)	210
#1 Issue: Health Care	4%	(16)	5%	(21)	7%	(26)	40%	(156)	44%	(171)	390
#1 Issue: Medicare / Social Security	3%	(9)	1%	(1)	4%	(10)	39%	(102)	54%	(140)	262
#1 Issue: Women's Issues	3%	(4)	4%	(5)	6%	(7)	33%	(40)	54%	(66)	122
#1 Issue: Education	9%	(10)	9%	(9)	12%	(13)	28%	(29)	42%	(44)	104
#1 Issue: Energy	5%	(5)	4%	(3)	7%	(6)	35%	(31)	49%	(44)	90
#1 Issue: Other	—	(0)	2%	(3)	1%	(1)	43%	(65)	54%	(82)	152
2018 House Vote: Democrat	6%	(49)	5%	(35)	7%	(53)	38%	(288)	44%	(335)	760
2018 House Vote: Republican	3%	(19)	5%	(30)	7%	(43)	43%	(248)	42%	(241)	581
2016 Vote: Hillary Clinton	7%	(50)	5%	(39)	6%	(43)	37%	(269)	45%	(321)	722
2016 Vote: Donald Trump	4%	(23)	3%	(23)	6%	(43)	41%	(275)	45%	(301)	665
2016 Vote: Other	—	(0)	3%	(3)	2%	(1)	43%	(38)	52%	(46)	87
2016 Vote: Didn't Vote	3%	(25)	3%	(21)	6%	(45)	39%	(281)	49%	(354)	725
Voted in 2014: Yes	5%	(65)	4%	(52)	6%	(70)	41%	(497)	44%	(536)	1220
Voted in 2014: No	3%	(33)	3%	(33)	6%	(63)	37%	(366)	50%	(486)	980

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Table MCEdem2_15: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Philo, with live TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(98)	4%	(85)	6%	(132)	39%	(863)	46%	(1022)	2200
2012 Vote: Barack Obama	6%	(55)	4%	(36)	7%	(57)	38%	(326)	45%	(391)	864
2012 Vote: Mitt Romney	3%	(13)	3%	(14)	4%	(18)	43%	(191)	47%	(206)	442
2012 Vote: Other	1%	(0)	3%	(2)	—	(0)	64%	(39)	32%	(19)	60
2012 Vote: Didn't Vote	4%	(30)	4%	(32)	7%	(58)	37%	(307)	49%	(405)	832
4-Region: Northeast	7%	(26)	5%	(21)	8%	(30)	38%	(149)	43%	(169)	394
4-Region: Midwest	3%	(12)	3%	(12)	5%	(22)	40%	(185)	50%	(231)	462
4-Region: South	4%	(35)	3%	(28)	6%	(48)	42%	(344)	45%	(369)	824
4-Region: West	5%	(25)	5%	(24)	6%	(33)	36%	(185)	49%	(253)	520
Cable TV subscribers	6%	(54)	4%	(36)	5%	(52)	39%	(389)	46%	(454)	986
Satellite TV subscribers	8%	(40)	7%	(35)	9%	(44)	35%	(171)	40%	(192)	481
Former cable TV subscribers	3%	(27)	4%	(29)	8%	(61)	43%	(336)	42%	(333)	787
Former satellite TV subscribers	5%	(34)	5%	(33)	8%	(56)	40%	(271)	41%	(275)	670
Watches mostly scripted shows	5%	(43)	6%	(46)	7%	(57)	37%	(308)	45%	(374)	828
Watches mostly unscripted shows	8%	(21)	5%	(13)	12%	(30)	36%	(94)	39%	(101)	260
Watches scripted and unscripted	4%	(30)	3%	(22)	5%	(35)	43%	(312)	44%	(319)	718
Watches mostly for entertainment	4%	(47)	3%	(33)	6%	(63)	39%	(429)	48%	(531)	1103
Watches mostly for education	12%	(18)	15%	(22)	23%	(34)	19%	(28)	30%	(44)	145
Watches for entertainment and education	5%	(31)	4%	(26)	5%	(28)	46%	(279)	40%	(243)	607
Likely to subscribe to Discovery+	11%	(72)	11%	(72)	12%	(81)	35%	(232)	31%	(208)	665
Unlikely to subscribe to Discovery+	1%	(17)	1%	(9)	3%	(30)	41%	(460)	54%	(612)	1127
Subscribes to at least one streaming service	6%	(98)	5%	(77)	7%	(112)	41%	(694)	42%	(726)	1708
Subscribes to 3+ streaming services	9%	(93)	6%	(63)	8%	(80)	38%	(404)	40%	(419)	1059

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

Table MCEdem2_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (289)	6% (125)	10% (224)	58% (1269)	13% (292)	2200
Gender: Male	13% (134)	7% (77)	12% (123)	57% (604)	12% (124)	1062
Gender: Female	14% (155)	4% (48)	9% (102)	58% (665)	15% (168)	1138
Age: 18-34	14% (93)	10% (67)	15% (99)	45% (294)	16% (102)	655
Age: 35-44	26% (94)	9% (33)	14% (49)	41% (148)	10% (34)	358
Age: 45-64	12% (86)	3% (19)	7% (54)	67% (507)	11% (84)	751
Age: 65+	4% (16)	1% (5)	5% (23)	74% (321)	16% (71)	436
GenZers: 1997-2012	16% (43)	7% (19)	12% (32)	43% (119)	22% (61)	274
Millennials: 1981-1996	18% (111)	12% (69)	16% (97)	43% (258)	11% (65)	599
GenXers: 1965-1980	18% (96)	5% (29)	9% (50)	56% (298)	11% (56)	529
Baby Boomers: 1946-1964	5% (36)	1% (6)	6% (39)	76% (536)	13% (88)	706
PID: Dem (no lean)	17% (153)	7% (60)	11% (99)	56% (506)	10% (94)	912
PID: Ind (no lean)	9% (60)	4% (28)	11% (71)	57% (367)	18% (113)	640
PID: Rep (no lean)	12% (76)	6% (37)	8% (54)	61% (396)	13% (85)	648
PID/Gender: Dem Men	15% (65)	8% (37)	14% (62)	52% (227)	11% (46)	438
PID/Gender: Dem Women	19% (88)	5% (23)	8% (37)	59% (279)	10% (47)	474
PID/Gender: Ind Men	9% (25)	4% (12)	10% (29)	65% (183)	12% (33)	283
PID/Gender: Ind Women	10% (35)	4% (16)	12% (42)	51% (184)	23% (81)	357
PID/Gender: Rep Men	13% (43)	8% (27)	9% (32)	57% (194)	13% (45)	341
PID/Gender: Rep Women	11% (32)	3% (10)	7% (23)	66% (202)	13% (40)	307
Ideo: Liberal (1-3)	17% (114)	8% (56)	12% (85)	53% (360)	10% (68)	683
Ideo: Moderate (4)	13% (80)	6% (37)	8% (50)	58% (359)	15% (90)	615
Ideo: Conservative (5-7)	11% (75)	4% (29)	9% (63)	63% (433)	13% (87)	688
Educ: < College	12% (175)	4% (64)	10% (154)	60% (907)	14% (212)	1512
Educ: Bachelors degree	13% (56)	9% (41)	10% (45)	56% (247)	13% (56)	444
Educ: Post-grad	24% (59)	8% (20)	11% (26)	47% (115)	10% (24)	244
Income: Under 50k	10% (119)	4% (50)	11% (141)	59% (722)	16% (199)	1230
Income: 50k-100k	15% (98)	7% (45)	8% (51)	60% (393)	10% (66)	654
Income: 100k+	23% (72)	10% (31)	10% (32)	49% (154)	8% (27)	316

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Table MCEdem2_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (289)	6% (125)	10% (224)	58% (1269)	13% (292)	2200
Ethnicity: White	12% (214)	5% (93)	10% (166)	59% (1014)	14% (234)	1722
Ethnicity: Hispanic	17% (60)	11% (38)	11% (40)	44% (153)	16% (58)	349
Ethnicity: Black	18% (49)	9% (24)	11% (29)	51% (139)	12% (33)	274
Ethnicity: Other	13% (26)	4% (8)	15% (30)	57% (116)	12% (24)	204
All Christian	12% (133)	6% (66)	9% (97)	60% (641)	12% (133)	1070
All Non-Christian	17% (21)	10% (13)	9% (11)	52% (64)	11% (14)	122
Atheist	8% (7)	5% (4)	15% (13)	65% (58)	7% (6)	90
Agnostic/Nothing in particular	12% (62)	5% (27)	10% (55)	56% (302)	17% (90)	536
Something Else	17% (66)	4% (15)	13% (49)	53% (203)	13% (49)	383
Religious Non-Protestant/Catholic	18% (25)	10% (14)	8% (11)	52% (71)	11% (16)	137
Evangelical	18% (120)	8% (53)	11% (75)	52% (354)	11% (77)	679
Non-Evangelical	10% (74)	3% (24)	9% (67)	64% (475)	14% (102)	741
Community: Urban	17% (128)	9% (65)	13% (96)	49% (361)	12% (91)	742
Community: Suburban	10% (98)	4% (37)	9% (88)	63% (586)	13% (123)	932
Community: Rural	12% (63)	4% (23)	8% (40)	61% (322)	15% (78)	526
Employ: Private Sector	20% (124)	8% (54)	12% (73)	51% (327)	9% (57)	635
Employ: Government	21% (31)	13% (20)	13% (19)	38% (56)	15% (22)	147
Employ: Self-Employed	20% (41)	11% (24)	12% (26)	47% (98)	10% (22)	210
Employ: Homemaker	11% (18)	2% (2)	11% (18)	62% (102)	14% (23)	164
Employ: Student	7% (7)	9% (9)	12% (12)	49% (50)	24% (25)	103
Employ: Retired	4% (19)	1% (6)	5% (26)	76% (385)	14% (74)	509
Employ: Unemployed	10% (28)	3% (8)	12% (35)	58% (166)	16% (47)	283
Employ: Other	15% (22)	2% (3)	10% (15)	58% (86)	15% (23)	149
Military HH: Yes	14% (53)	7% (26)	9% (36)	58% (225)	13% (51)	390
Military HH: No	13% (237)	6% (100)	10% (188)	58% (1045)	13% (241)	1810
RD/WT: Right Direction	17% (116)	9% (61)	12% (81)	49% (326)	13% (87)	671
RD/WT: Wrong Track	11% (173)	4% (64)	9% (144)	62% (943)	13% (205)	1529

Continued on next page

Table MCEdem2_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (289)	6% (125)	10% (224)	58% (1269)	13% (292)	2200
Trump Job Approve	13% (115)	7% (61)	11% (95)	56% (487)	14% (119)	877
Trump Job Disapprove	13% (163)	5% (60)	10% (124)	60% (744)	12% (147)	1238
Trump Job Strongly Approve	14% (75)	7% (36)	9% (48)	56% (301)	14% (76)	536
Trump Job Somewhat Approve	12% (39)	7% (25)	14% (47)	55% (186)	13% (43)	341
Trump Job Somewhat Disapprove	13% (36)	7% (21)	10% (29)	56% (160)	13% (38)	285
Trump Job Strongly Disapprove	13% (126)	4% (39)	10% (94)	61% (584)	12% (110)	953
Favorable of Trump	13% (116)	7% (59)	10% (90)	56% (493)	13% (116)	874
Unfavorable of Trump	13% (162)	5% (60)	10% (122)	60% (734)	12% (150)	1229
Very Favorable of Trump	13% (73)	5% (30)	9% (50)	57% (307)	15% (81)	540
Somewhat Favorable of Trump	13% (43)	9% (30)	12% (40)	56% (186)	10% (35)	334
Somewhat Unfavorable of Trump	13% (29)	9% (20)	9% (22)	55% (126)	14% (33)	230
Very Unfavorable of Trump	13% (132)	4% (41)	10% (101)	61% (608)	12% (118)	999
#1 Issue: Economy	14% (124)	6% (54)	11% (98)	57% (497)	11% (97)	870
#1 Issue: Security	15% (32)	6% (14)	8% (16)	58% (122)	13% (27)	210
#1 Issue: Health Care	15% (58)	5% (18)	13% (50)	56% (217)	12% (46)	390
#1 Issue: Medicare / Social Security	6% (15)	3% (7)	7% (19)	68% (179)	16% (42)	262
#1 Issue: Women's Issues	16% (20)	9% (11)	9% (10)	44% (53)	22% (27)	122
#1 Issue: Education	26% (27)	10% (11)	10% (11)	43% (44)	11% (12)	104
#1 Issue: Energy	9% (8)	11% (10)	10% (9)	51% (46)	18% (17)	90
#1 Issue: Other	4% (5)	— (1)	7% (11)	73% (110)	16% (25)	152
2018 House Vote: Democrat	17% (130)	5% (40)	11% (82)	56% (422)	11% (85)	760
2018 House Vote: Republican	11% (65)	7% (43)	8% (44)	62% (363)	11% (66)	581
2016 Vote: Hillary Clinton	18% (129)	6% (44)	10% (76)	54% (391)	11% (83)	722
2016 Vote: Donald Trump	10% (63)	6% (37)	8% (55)	65% (430)	12% (80)	665
2016 Vote: Other	10% (9)	6% (5)	4% (4)	66% (58)	13% (12)	87
2016 Vote: Didn't Vote	12% (88)	5% (40)	12% (89)	54% (390)	16% (117)	725
Voted in 2014: Yes	15% (179)	5% (60)	9% (107)	60% (734)	11% (140)	1220
Voted in 2014: No	11% (110)	7% (65)	12% (117)	55% (536)	16% (152)	980

Continued on next page

Table MCEdem2_16: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Hulu Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	13% (289)	6% (125)	10% (224)	58% (1269)	13% (292)	2200
2012 Vote: Barack Obama	16% (141)	5% (47)	9% (81)	58% (502)	11% (93)	864
2012 Vote: Mitt Romney	8% (35)	4% (18)	7% (33)	68% (300)	13% (55)	442
2012 Vote: Other	16% (10)	4% (2)	1% (0)	65% (39)	14% (9)	60
2012 Vote: Didn't Vote	12% (102)	7% (58)	13% (110)	51% (427)	16% (135)	832
4-Region: Northeast	13% (53)	7% (29)	10% (41)	54% (213)	15% (57)	394
4-Region: Midwest	9% (42)	5% (25)	8% (37)	64% (294)	14% (65)	462
4-Region: South	15% (120)	5% (40)	10% (86)	58% (480)	12% (97)	824
4-Region: West	14% (74)	6% (31)	12% (60)	54% (282)	14% (73)	520
Cable TV subscribers	15% (145)	5% (54)	8% (78)	61% (598)	11% (111)	986
Satellite TV subscribers	21% (102)	8% (39)	11% (51)	48% (233)	12% (56)	481
Former cable TV subscribers	13% (100)	6% (44)	14% (110)	55% (435)	12% (97)	787
Former satellite TV subscribers	13% (90)	7% (50)	14% (95)	54% (363)	11% (72)	670
Watches mostly scripted shows	13% (110)	8% (62)	10% (79)	58% (482)	11% (95)	828
Watches mostly unscripted shows	16% (42)	11% (28)	19% (49)	41% (107)	13% (35)	260
Watches scripted and unscripted	15% (111)	4% (26)	11% (81)	59% (426)	10% (73)	718
Watches mostly for entertainment	13% (138)	6% (64)	9% (103)	60% (664)	12% (134)	1103
Watches mostly for education	24% (35)	17% (24)	20% (28)	29% (42)	10% (15)	145
Watches for entertainment and education	16% (95)	5% (29)	13% (78)	57% (344)	10% (62)	607
Likely to subscribe to Discovery+	25% (167)	12% (79)	16% (108)	38% (252)	9% (59)	665
Unlikely to subscribe to Discovery+	7% (81)	3% (33)	7% (76)	69% (778)	14% (160)	1127
Subscribes to at least one streaming service	17% (289)	6% (108)	11% (187)	55% (940)	11% (183)	1708
Subscribes to 3+ streaming services	26% (273)	7% (71)	13% (133)	47% (493)	8% (89)	1059

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

Table MCEdem2_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	4% (86)	4% (79)	6% (125)	47% (1024)	40% (886)	2200
Gender: Male	6% (61)	5% (56)	8% (88)	48% (510)	33% (347)	1062
Gender: Female	2% (26)	2% (23)	3% (37)	45% (513)	47% (539)	1138
Age: 18-34	5% (30)	6% (40)	9% (61)	35% (228)	45% (296)	655
Age: 35-44	11% (38)	7% (26)	10% (37)	44% (158)	27% (98)	358
Age: 45-64	2% (17)	2% (13)	3% (22)	54% (409)	39% (289)	751
Age: 65+	— (1)	— (0)	1% (5)	52% (228)	46% (202)	436
GenZers: 1997-2012	3% (7)	3% (9)	5% (13)	35% (96)	54% (148)	274
Millennials: 1981-1996	9% (52)	8% (50)	11% (68)	37% (221)	35% (208)	599
GenXers: 1965-1980	4% (23)	3% (18)	6% (30)	49% (257)	38% (200)	529
Baby Boomers: 1946-1964	1% (4)	— (1)	2% (12)	59% (415)	39% (273)	706
PID: Dem (no lean)	6% (59)	4% (40)	7% (66)	46% (422)	36% (325)	912
PID: Ind (no lean)	2% (11)	1% (9)	5% (31)	47% (302)	45% (287)	640
PID: Rep (no lean)	3% (16)	5% (30)	4% (28)	46% (299)	42% (275)	648
PID/Gender: Dem Men	10% (42)	6% (28)	11% (48)	44% (194)	29% (126)	438
PID/Gender: Dem Women	4% (17)	3% (12)	4% (18)	48% (228)	42% (199)	474
PID/Gender: Ind Men	2% (7)	1% (4)	6% (18)	55% (157)	35% (98)	283
PID/Gender: Ind Women	1% (5)	1% (5)	4% (13)	41% (146)	53% (189)	357
PID/Gender: Rep Men	4% (12)	7% (24)	6% (22)	47% (160)	36% (123)	341
PID/Gender: Rep Women	1% (4)	2% (6)	2% (6)	45% (140)	49% (151)	307
Ideo: Liberal (1-3)	7% (51)	6% (39)	7% (51)	45% (304)	35% (238)	683
Ideo: Moderate (4)	2% (14)	3% (20)	7% (40)	47% (288)	41% (253)	615
Ideo: Conservative (5-7)	3% (20)	3% (20)	4% (29)	49% (338)	41% (282)	688
Educ: < College	2% (34)	2% (28)	4% (64)	48% (722)	44% (664)	1512
Educ: Bachelors degree	6% (25)	6% (28)	9% (39)	45% (200)	34% (151)	444
Educ: Post-grad	11% (27)	9% (23)	9% (22)	41% (101)	29% (71)	244
Income: Under 50k	2% (23)	2% (23)	5% (61)	47% (582)	44% (541)	1230
Income: 50k-100k	5% (35)	5% (33)	4% (27)	47% (306)	39% (253)	654
Income: 100k+	9% (28)	8% (24)	12% (36)	43% (136)	29% (92)	316

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Table MCEdem2_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(86)	4%	(79)	6%	(125)	47%	(1024)	40%	(886)	2200
Ethnicity: White	4%	(66)	4%	(64)	5%	(90)	47%	(814)	40%	(688)	1722
Ethnicity: Hispanic	7%	(23)	9%	(30)	6%	(22)	38%	(132)	41%	(142)	349
Ethnicity: Black	7%	(18)	4%	(11)	7%	(20)	46%	(125)	36%	(100)	274
Ethnicity: Other	1%	(2)	2%	(4)	8%	(15)	41%	(84)	48%	(98)	204
All Christian	6%	(62)	5%	(57)	6%	(60)	49%	(521)	35%	(371)	1070
All Non-Christian	6%	(7)	6%	(8)	6%	(7)	40%	(49)	42%	(52)	122
Atheist	4%	(3)	—	(0)	2%	(2)	55%	(49)	39%	(35)	90
Agnostic/Nothing in particular	1%	(6)	2%	(8)	7%	(39)	43%	(231)	47%	(250)	536
Something Else	2%	(7)	2%	(6)	4%	(17)	45%	(174)	47%	(178)	383
Religious Non-Protestant/Catholic	6%	(9)	6%	(8)	6%	(9)	41%	(56)	41%	(57)	137
Evangelical	7%	(50)	7%	(46)	6%	(43)	42%	(283)	38%	(256)	679
Non-Evangelical	2%	(17)	2%	(14)	4%	(29)	54%	(398)	38%	(284)	741
Community: Urban	8%	(58)	6%	(46)	8%	(62)	42%	(313)	35%	(263)	742
Community: Suburban	2%	(21)	3%	(23)	4%	(38)	50%	(465)	41%	(385)	932
Community: Rural	1%	(7)	2%	(10)	5%	(24)	47%	(246)	45%	(239)	526
Employ: Private Sector	8%	(48)	5%	(31)	9%	(55)	47%	(296)	32%	(205)	635
Employ: Government	5%	(7)	12%	(17)	10%	(15)	38%	(56)	35%	(51)	147
Employ: Self-Employed	5%	(10)	7%	(15)	5%	(10)	44%	(93)	39%	(82)	210
Employ: Homemaker	2%	(4)	1%	(1)	3%	(5)	45%	(74)	49%	(80)	164
Employ: Student	2%	(2)	2%	(2)	7%	(7)	37%	(38)	52%	(54)	103
Employ: Retired	1%	(4)	—	(1)	2%	(12)	55%	(282)	41%	(210)	509
Employ: Unemployed	2%	(6)	2%	(6)	6%	(17)	43%	(121)	47%	(134)	283
Employ: Other	3%	(5)	4%	(6)	3%	(4)	43%	(64)	47%	(70)	149
Military HH: Yes	3%	(12)	7%	(26)	6%	(23)	45%	(176)	39%	(153)	390
Military HH: No	4%	(74)	3%	(53)	6%	(102)	47%	(848)	41%	(733)	1810
RD/WT: Right Direction	7%	(45)	8%	(51)	9%	(59)	40%	(270)	37%	(246)	671
RD/WT: Wrong Track	3%	(41)	2%	(28)	4%	(66)	49%	(754)	42%	(640)	1529

Continued on next page

Table MCEdem2_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(86)	4%	(79)	6%	(125)	47%	(1024)	40%	(886)	2200
Trump Job Approve	4%	(38)	4%	(35)	5%	(45)	45%	(392)	42%	(367)	877
Trump Job Disapprove	4%	(48)	4%	(44)	6%	(77)	48%	(599)	38%	(469)	1238
Trump Job Strongly Approve	5%	(29)	3%	(17)	5%	(24)	43%	(229)	44%	(236)	536
Trump Job Somewhat Approve	3%	(9)	5%	(17)	6%	(21)	48%	(164)	38%	(131)	341
Trump Job Somewhat Disapprove	3%	(8)	9%	(24)	11%	(31)	43%	(122)	35%	(99)	285
Trump Job Strongly Disapprove	4%	(40)	2%	(20)	5%	(45)	50%	(477)	39%	(370)	953
Favorable of Trump	5%	(41)	4%	(36)	5%	(46)	44%	(388)	42%	(364)	874
Unfavorable of Trump	4%	(45)	4%	(43)	6%	(70)	49%	(601)	38%	(470)	1229
Very Favorable of Trump	4%	(24)	3%	(18)	4%	(23)	43%	(234)	45%	(241)	540
Somewhat Favorable of Trump	5%	(17)	5%	(18)	7%	(23)	46%	(154)	37%	(123)	334
Somewhat Unfavorable of Trump	3%	(8)	4%	(10)	8%	(20)	45%	(102)	39%	(90)	230
Very Unfavorable of Trump	4%	(37)	3%	(33)	5%	(50)	50%	(499)	38%	(380)	999
#1 Issue: Economy	4%	(37)	4%	(38)	6%	(53)	45%	(388)	41%	(354)	870
#1 Issue: Security	6%	(12)	3%	(6)	6%	(14)	47%	(99)	38%	(79)	210
#1 Issue: Health Care	4%	(17)	5%	(20)	6%	(22)	50%	(194)	35%	(136)	390
#1 Issue: Medicare / Social Security	2%	(5)	1%	(2)	3%	(9)	55%	(144)	39%	(102)	262
#1 Issue: Women's Issues	3%	(3)	2%	(3)	4%	(5)	41%	(50)	49%	(60)	122
#1 Issue: Education	4%	(4)	6%	(6)	15%	(15)	35%	(36)	41%	(43)	104
#1 Issue: Energy	6%	(5)	4%	(3)	7%	(6)	37%	(34)	46%	(42)	90
#1 Issue: Other	1%	(2)	—	(1)	1%	(1)	52%	(78)	46%	(70)	152
2018 House Vote: Democrat	7%	(55)	5%	(36)	5%	(42)	50%	(378)	33%	(249)	760
2018 House Vote: Republican	3%	(16)	5%	(29)	6%	(33)	49%	(285)	37%	(217)	581
2016 Vote: Hillary Clinton	7%	(51)	4%	(26)	7%	(49)	49%	(353)	34%	(243)	722
2016 Vote: Donald Trump	3%	(21)	5%	(30)	5%	(31)	48%	(319)	40%	(263)	665
2016 Vote: Other	1%	(1)	2%	(2)	1%	(1)	56%	(49)	40%	(35)	87
2016 Vote: Didn't Vote	2%	(13)	3%	(21)	6%	(43)	42%	(302)	48%	(345)	725
Voted in 2014: Yes	5%	(64)	4%	(44)	6%	(67)	50%	(606)	36%	(439)	1220
Voted in 2014: No	2%	(23)	4%	(35)	6%	(58)	43%	(417)	46%	(447)	980

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Table MCEdem2_17: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
Fubo TV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	4%	(86)	4%	(79)	6%	(125)	47%	(1024)	40%	(886)	2200
2012 Vote: Barack Obama	6%	(52)	4%	(32)	6%	(52)	49%	(422)	35%	(305)	864
2012 Vote: Mitt Romney	3%	(12)	2%	(10)	4%	(19)	50%	(220)	41%	(181)	442
2012 Vote: Other	1%	(0)	—	(0)	5%	(3)	54%	(33)	40%	(24)	60
2012 Vote: Didn't Vote	3%	(22)	4%	(37)	6%	(50)	42%	(348)	45%	(375)	832
4-Region: Northeast	5%	(21)	6%	(25)	8%	(31)	42%	(165)	38%	(151)	394
4-Region: Midwest	2%	(8)	2%	(8)	3%	(14)	52%	(239)	42%	(193)	462
4-Region: South	3%	(27)	3%	(23)	5%	(45)	49%	(408)	39%	(322)	824
4-Region: West	6%	(30)	4%	(23)	7%	(35)	41%	(212)	42%	(220)	520
Cable TV subscribers	6%	(55)	3%	(30)	5%	(47)	47%	(468)	39%	(386)	986
Satellite TV subscribers	9%	(44)	7%	(34)	10%	(46)	40%	(192)	34%	(165)	481
Former cable TV subscribers	2%	(17)	4%	(31)	7%	(59)	51%	(402)	35%	(278)	787
Former satellite TV subscribers	2%	(16)	5%	(33)	7%	(45)	49%	(327)	37%	(249)	670
Watches mostly scripted shows	5%	(43)	5%	(45)	6%	(50)	47%	(388)	36%	(302)	828
Watches mostly unscripted shows	6%	(17)	5%	(14)	14%	(35)	39%	(102)	36%	(92)	260
Watches scripted and unscripted	3%	(21)	3%	(18)	4%	(31)	51%	(366)	39%	(281)	718
Watches mostly for entertainment	3%	(37)	3%	(34)	5%	(57)	48%	(531)	40%	(443)	1103
Watches mostly for education	15%	(21)	19%	(28)	18%	(26)	18%	(26)	30%	(44)	145
Watches for entertainment and education	4%	(21)	2%	(14)	6%	(39)	53%	(319)	35%	(213)	607
Likely to subscribe to Discovery+	11%	(70)	10%	(64)	11%	(73)	38%	(254)	31%	(204)	665
Unlikely to subscribe to Discovery+	1%	(13)	1%	(13)	3%	(33)	50%	(564)	45%	(505)	1127
Subscribes to at least one streaming service	5%	(86)	4%	(66)	6%	(105)	48%	(812)	37%	(638)	1708
Subscribes to 3+ streaming services	8%	(80)	5%	(48)	8%	(82)	45%	(473)	36%	(376)	1059

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

Table MCEdem2_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(156)	3%	(69)	15%	(324)	59%	(1299)	16%	(353)	2200
Gender: Male	8%	(89)	4%	(46)	16%	(171)	56%	(597)	15%	(159)	1062
Gender: Female	6%	(67)	2%	(22)	13%	(152)	62%	(702)	17%	(195)	1138
Age: 18-34	8%	(55)	5%	(31)	16%	(104)	47%	(311)	24%	(155)	655
Age: 35-44	12%	(45)	7%	(26)	23%	(84)	46%	(163)	11%	(40)	358
Age: 45-64	6%	(46)	2%	(12)	12%	(88)	68%	(510)	13%	(95)	751
Age: 65+	2%	(11)	—	(0)	11%	(48)	72%	(315)	14%	(63)	436
GenZers: 1997-2012	6%	(17)	2%	(7)	13%	(37)	47%	(127)	32%	(86)	274
Millennials: 1981-1996	12%	(71)	7%	(39)	21%	(126)	45%	(270)	16%	(93)	599
GenXers: 1965-1980	9%	(50)	4%	(23)	14%	(76)	60%	(317)	12%	(63)	529
Baby Boomers: 1946-1964	2%	(14)	—	(0)	10%	(73)	75%	(531)	12%	(88)	706
PID: Dem (no lean)	9%	(87)	4%	(35)	15%	(141)	57%	(517)	14%	(132)	912
PID: Ind (no lean)	5%	(33)	2%	(10)	16%	(105)	59%	(380)	18%	(113)	640
PID: Rep (no lean)	6%	(37)	4%	(24)	12%	(78)	62%	(402)	17%	(108)	648
PID/Gender: Dem Men	13%	(55)	4%	(18)	18%	(79)	51%	(223)	14%	(62)	438
PID/Gender: Dem Women	7%	(31)	4%	(17)	13%	(61)	62%	(295)	15%	(70)	474
PID/Gender: Ind Men	5%	(13)	2%	(6)	19%	(53)	62%	(175)	13%	(37)	283
PID/Gender: Ind Women	6%	(20)	1%	(4)	15%	(52)	58%	(205)	21%	(76)	357
PID/Gender: Rep Men	6%	(21)	6%	(22)	12%	(39)	59%	(200)	17%	(59)	341
PID/Gender: Rep Women	5%	(16)	1%	(2)	13%	(38)	66%	(202)	16%	(49)	307
Ideo: Liberal (1-3)	10%	(69)	4%	(28)	17%	(118)	56%	(380)	13%	(89)	683
Ideo: Moderate (4)	6%	(35)	3%	(21)	13%	(82)	62%	(384)	15%	(92)	615
Ideo: Conservative (5-7)	5%	(37)	2%	(16)	14%	(94)	62%	(425)	17%	(115)	688
Educ: < College	5%	(70)	2%	(28)	14%	(216)	62%	(932)	18%	(266)	1512
Educ: Bachelors degree	10%	(43)	5%	(21)	15%	(66)	57%	(251)	14%	(63)	444
Educ: Post-grad	18%	(43)	8%	(19)	17%	(42)	47%	(116)	10%	(24)	244
Income: Under 50k	4%	(51)	2%	(19)	13%	(162)	62%	(757)	20%	(241)	1230
Income: 50k-100k	7%	(47)	5%	(30)	17%	(114)	58%	(380)	13%	(82)	654
Income: 100k+	18%	(57)	6%	(20)	15%	(48)	51%	(162)	9%	(30)	316

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Table MCEdem2_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(156)	3%	(69)	15%	(324)	59%	(1299)	16%	(353)	2200
Ethnicity: White	7%	(122)	3%	(55)	14%	(239)	60%	(1031)	16%	(275)	1722
Ethnicity: Hispanic	13%	(45)	5%	(17)	21%	(74)	43%	(152)	18%	(62)	349
Ethnicity: Black	5%	(14)	4%	(12)	16%	(45)	59%	(162)	15%	(41)	274
Ethnicity: Other	10%	(20)	1%	(2)	19%	(39)	52%	(105)	19%	(38)	204
All Christian	8%	(90)	4%	(44)	13%	(136)	60%	(645)	15%	(156)	1070
All Non-Christian	10%	(13)	4%	(5)	13%	(16)	48%	(59)	24%	(30)	122
Atheist	10%	(9)	3%	(2)	15%	(13)	62%	(56)	10%	(9)	90
Agnostic/Nothing in particular	4%	(23)	3%	(14)	16%	(86)	60%	(319)	17%	(93)	536
Something Else	5%	(20)	1%	(3)	19%	(72)	58%	(221)	17%	(66)	383
Religious Non-Protestant/Catholic	10%	(14)	4%	(6)	13%	(18)	50%	(69)	22%	(31)	137
Evangelical	11%	(72)	6%	(41)	18%	(120)	52%	(352)	14%	(94)	679
Non-Evangelical	4%	(31)	1%	(5)	11%	(85)	67%	(496)	17%	(124)	741
Community: Urban	13%	(95)	6%	(41)	17%	(125)	50%	(368)	15%	(114)	742
Community: Suburban	4%	(42)	2%	(19)	13%	(125)	65%	(603)	15%	(143)	932
Community: Rural	4%	(19)	2%	(9)	14%	(74)	62%	(328)	18%	(96)	526
Employ: Private Sector	12%	(76)	5%	(30)	17%	(106)	53%	(339)	13%	(83)	635
Employ: Government	10%	(14)	11%	(16)	20%	(29)	42%	(62)	17%	(25)	147
Employ: Self-Employed	9%	(19)	4%	(8)	10%	(22)	57%	(120)	19%	(41)	210
Employ: Homemaker	3%	(6)	2%	(3)	11%	(18)	66%	(108)	18%	(29)	164
Employ: Student	1%	(1)	3%	(3)	17%	(17)	54%	(55)	25%	(26)	103
Employ: Retired	2%	(9)	—	(0)	12%	(61)	73%	(371)	13%	(67)	509
Employ: Unemployed	7%	(20)	2%	(6)	15%	(41)	56%	(157)	21%	(59)	283
Employ: Other	6%	(9)	1%	(2)	20%	(29)	58%	(86)	15%	(22)	149
Military HH: Yes	7%	(28)	5%	(18)	16%	(63)	56%	(218)	16%	(63)	390
Military HH: No	7%	(127)	3%	(51)	14%	(261)	60%	(1081)	16%	(290)	1810
RD/WT: Right Direction	11%	(72)	6%	(39)	18%	(119)	49%	(329)	17%	(112)	671
RD/WT: Wrong Track	5%	(84)	2%	(30)	13%	(205)	63%	(970)	16%	(241)	1529

Continued on next page

Table MCEdem2_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	7% (156)	3% (69)	15% (324)	59% (1299)	16% (353)	2200
Trump Job Approve	7% (65)	3% (25)	15% (136)	58% (504)	17% (147)	877
Trump Job Disapprove	7% (83)	3% (40)	15% (181)	60% (748)	15% (186)	1238
Trump Job Strongly Approve	8% (43)	2% (11)	17% (90)	55% (297)	18% (94)	536
Trump Job Somewhat Approve	6% (22)	4% (14)	13% (45)	61% (208)	15% (52)	341
Trump Job Somewhat Disapprove	10% (28)	6% (16)	17% (49)	50% (144)	17% (48)	285
Trump Job Strongly Disapprove	6% (55)	2% (23)	14% (132)	63% (605)	15% (138)	953
Favorable of Trump	8% (66)	3% (28)	15% (128)	58% (504)	17% (149)	874
Unfavorable of Trump	7% (84)	3% (40)	15% (179)	61% (745)	15% (180)	1229
Very Favorable of Trump	7% (36)	4% (20)	14% (76)	58% (312)	18% (97)	540
Somewhat Favorable of Trump	9% (31)	3% (8)	15% (51)	57% (192)	15% (52)	334
Somewhat Unfavorable of Trump	8% (18)	5% (10)	16% (37)	56% (128)	16% (38)	230
Very Unfavorable of Trump	7% (67)	3% (30)	14% (143)	62% (618)	14% (142)	999
#1 Issue: Economy	7% (59)	3% (29)	16% (138)	57% (500)	17% (145)	870
#1 Issue: Security	9% (18)	5% (10)	14% (29)	56% (118)	17% (35)	210
#1 Issue: Health Care	10% (40)	3% (12)	16% (61)	57% (224)	14% (53)	390
#1 Issue: Medicare / Social Security	4% (10)	1% (1)	11% (28)	71% (187)	14% (35)	262
#1 Issue: Women's Issues	4% (5)	5% (6)	17% (21)	48% (58)	25% (31)	122
#1 Issue: Education	7% (8)	8% (8)	20% (21)	47% (50)	17% (18)	104
#1 Issue: Energy	15% (13)	2% (2)	13% (11)	55% (50)	15% (14)	90
#1 Issue: Other	1% (1)	— (1)	10% (15)	74% (113)	15% (22)	152
2018 House Vote: Democrat	10% (77)	4% (28)	15% (116)	59% (447)	12% (91)	760
2018 House Vote: Republican	7% (38)	4% (22)	14% (84)	61% (352)	15% (86)	581
2016 Vote: Hillary Clinton	10% (75)	4% (27)	17% (120)	57% (412)	12% (87)	722
2016 Vote: Donald Trump	7% (45)	4% (24)	13% (83)	61% (403)	16% (109)	665
2016 Vote: Other	2% (2)	— (0)	10% (9)	79% (68)	9% (8)	87
2016 Vote: Didn't Vote	5% (34)	2% (17)	15% (110)	57% (415)	21% (149)	725
Voted in 2014: Yes	8% (102)	3% (37)	14% (177)	62% (753)	12% (151)	1220
Voted in 2014: No	5% (53)	3% (31)	15% (147)	56% (546)	21% (202)	980

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Table MCEdem2_18: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
DirecTV Now

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(156)	3%	(69)	15%	(324)	59%	(1299)	16%	(353)	2200
2012 Vote: Barack Obama	9%	(77)	4%	(32)	16%	(135)	60%	(518)	12%	(102)	864
2012 Vote: Mitt Romney	5%	(23)	2%	(9)	11%	(49)	67%	(294)	15%	(66)	442
2012 Vote: Other	1%	(1)	—	(0)	14%	(8)	65%	(39)	20%	(12)	60
2012 Vote: Didn't Vote	6%	(54)	3%	(27)	16%	(131)	54%	(447)	21%	(173)	832
4-Region: Northeast	9%	(35)	5%	(21)	12%	(46)	57%	(225)	17%	(67)	394
4-Region: Midwest	2%	(11)	2%	(11)	13%	(58)	64%	(294)	19%	(88)	462
4-Region: South	7%	(57)	2%	(15)	17%	(142)	60%	(492)	14%	(119)	824
4-Region: West	10%	(52)	4%	(22)	15%	(77)	55%	(289)	15%	(80)	520
Cable TV subscribers	8%	(74)	2%	(20)	15%	(147)	62%	(607)	14%	(138)	986
Satellite TV subscribers	21%	(99)	6%	(28)	13%	(64)	46%	(220)	15%	(70)	481
Former cable TV subscribers	6%	(50)	4%	(28)	17%	(136)	58%	(456)	15%	(116)	787
Former satellite TV subscribers	4%	(24)	4%	(27)	28%	(185)	52%	(348)	13%	(87)	670
Watches mostly scripted shows	9%	(72)	4%	(34)	14%	(114)	60%	(495)	14%	(114)	828
Watches mostly unscripted shows	9%	(23)	5%	(13)	26%	(68)	46%	(119)	15%	(38)	260
Watches scripted and unscripted	7%	(48)	2%	(17)	16%	(116)	60%	(433)	14%	(103)	718
Watches mostly for entertainment	8%	(85)	2%	(27)	14%	(158)	60%	(665)	15%	(168)	1103
Watches mostly for education	13%	(20)	18%	(26)	23%	(33)	27%	(40)	18%	(26)	145
Watches for entertainment and education	6%	(38)	2%	(14)	18%	(109)	61%	(372)	12%	(74)	607
Likely to subscribe to Discovery+	17%	(111)	8%	(55)	22%	(146)	41%	(274)	12%	(80)	665
Unlikely to subscribe to Discovery+	3%	(34)	1%	(12)	11%	(128)	68%	(762)	17%	(192)	1127
Subscribes to at least one streaming service	9%	(156)	3%	(59)	16%	(267)	57%	(970)	15%	(257)	1708
Subscribes to 3+ streaming services	13%	(142)	4%	(47)	17%	(179)	51%	(538)	14%	(153)	1059

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

Table MCEdem2_19: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
 AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(159)	3%	(68)	6%	(138)	54%	(1183)	30%	(653)	2200
Gender: Male	11%	(114)	4%	(45)	7%	(76)	53%	(566)	25%	(261)	1062
Gender: Female	4%	(45)	2%	(23)	5%	(61)	54%	(617)	34%	(392)	1138
Age: 18-34	8%	(55)	4%	(28)	10%	(68)	47%	(307)	30%	(197)	655
Age: 35-44	19%	(68)	7%	(27)	8%	(30)	41%	(148)	24%	(85)	358
Age: 45-64	4%	(33)	2%	(12)	4%	(28)	60%	(448)	31%	(230)	751
Age: 65+	1%	(2)	—	(1)	3%	(12)	64%	(280)	32%	(141)	436
GenZers: 1997-2012	5%	(12)	3%	(8)	8%	(21)	44%	(120)	41%	(112)	274
Millennials: 1981-1996	14%	(87)	7%	(42)	10%	(61)	46%	(274)	23%	(135)	599
GenXers: 1965-1980	10%	(51)	3%	(14)	6%	(34)	50%	(264)	31%	(165)	529
Baby Boomers: 1946-1964	1%	(9)	—	(2)	3%	(18)	67%	(470)	29%	(208)	706
PID: Dem (no lean)	10%	(91)	4%	(32)	7%	(59)	52%	(475)	28%	(254)	912
PID: Ind (no lean)	5%	(32)	1%	(9)	6%	(37)	54%	(346)	34%	(215)	640
PID: Rep (no lean)	6%	(36)	4%	(27)	6%	(41)	56%	(361)	28%	(183)	648
PID/Gender: Dem Men	16%	(70)	4%	(17)	8%	(37)	49%	(214)	23%	(99)	438
PID/Gender: Dem Women	4%	(21)	3%	(15)	5%	(22)	55%	(261)	33%	(155)	474
PID/Gender: Ind Men	6%	(17)	3%	(7)	6%	(17)	58%	(164)	28%	(79)	283
PID/Gender: Ind Women	4%	(16)	—	(1)	6%	(20)	51%	(183)	38%	(137)	357
PID/Gender: Rep Men	8%	(27)	6%	(20)	7%	(22)	55%	(188)	25%	(84)	341
PID/Gender: Rep Women	3%	(9)	2%	(7)	6%	(18)	57%	(174)	32%	(100)	307
Ideo: Liberal (1-3)	11%	(77)	5%	(35)	8%	(57)	48%	(326)	28%	(189)	683
Ideo: Moderate (4)	5%	(32)	2%	(11)	6%	(35)	59%	(361)	29%	(177)	615
Ideo: Conservative (5-7)	6%	(38)	3%	(22)	5%	(33)	57%	(391)	30%	(204)	688
Educ: < College	3%	(47)	2%	(23)	7%	(100)	56%	(851)	32%	(491)	1512
Educ: Bachelors degree	10%	(46)	7%	(33)	5%	(22)	53%	(235)	24%	(107)	444
Educ: Post-grad	27%	(65)	5%	(12)	6%	(15)	39%	(96)	23%	(56)	244
Income: Under 50k	3%	(42)	1%	(16)	6%	(77)	56%	(688)	33%	(407)	1230
Income: 50k-100k	8%	(49)	5%	(33)	6%	(36)	54%	(354)	28%	(181)	654
Income: 100k+	21%	(67)	6%	(19)	8%	(24)	44%	(140)	21%	(65)	316

Continued on next page

Table MCEdem2_19: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(159)	3%	(68)	6%	(138)	54%	(1183)	30%	(653)	2200
Ethnicity: White	8%	(134)	3%	(53)	6%	(98)	55%	(939)	29%	(498)	1722
Ethnicity: Hispanic	10%	(34)	6%	(22)	9%	(32)	48%	(167)	27%	(95)	349
Ethnicity: Black	7%	(18)	3%	(9)	8%	(22)	51%	(140)	31%	(86)	274
Ethnicity: Other	3%	(7)	3%	(6)	9%	(18)	51%	(104)	34%	(69)	204
All Christian	9%	(98)	4%	(42)	6%	(64)	55%	(593)	26%	(273)	1070
All Non-Christian	17%	(20)	7%	(9)	9%	(11)	48%	(59)	19%	(24)	122
Atheist	7%	(6)	3%	(3)	8%	(7)	55%	(49)	27%	(24)	90
Agnostic/Nothing in particular	4%	(22)	2%	(9)	6%	(30)	48%	(258)	40%	(216)	536
Something Else	3%	(12)	2%	(6)	7%	(25)	58%	(223)	30%	(116)	383
Religious Non-Protestant/Catholic	16%	(21)	7%	(9)	8%	(12)	50%	(69)	19%	(26)	137
Evangelical	12%	(80)	5%	(34)	8%	(55)	51%	(345)	24%	(165)	679
Non-Evangelical	3%	(24)	2%	(12)	4%	(31)	61%	(453)	30%	(220)	741
Community: Urban	15%	(112)	6%	(43)	8%	(58)	45%	(335)	26%	(193)	742
Community: Suburban	3%	(29)	2%	(17)	6%	(53)	59%	(548)	30%	(284)	932
Community: Rural	3%	(17)	1%	(8)	5%	(26)	57%	(299)	33%	(176)	526
Employ: Private Sector	13%	(85)	5%	(35)	7%	(46)	49%	(312)	25%	(157)	635
Employ: Government	18%	(26)	10%	(14)	6%	(9)	41%	(61)	25%	(36)	147
Employ: Self-Employed	8%	(17)	5%	(10)	11%	(23)	47%	(100)	29%	(61)	210
Employ: Homemaker	4%	(7)	1%	(1)	3%	(4)	54%	(88)	39%	(63)	164
Employ: Student	4%	(4)	1%	(1)	7%	(7)	39%	(41)	48%	(50)	103
Employ: Retired	1%	(5)	—	(2)	2%	(12)	66%	(335)	31%	(156)	509
Employ: Unemployed	4%	(11)	—	(1)	8%	(23)	58%	(163)	30%	(85)	283
Employ: Other	3%	(4)	2%	(4)	9%	(13)	56%	(84)	30%	(45)	149
Military HH: Yes	8%	(32)	5%	(21)	5%	(20)	54%	(209)	28%	(109)	390
Military HH: No	7%	(127)	3%	(47)	6%	(118)	54%	(974)	30%	(544)	1810
RD/WT: Right Direction	14%	(91)	6%	(44)	9%	(62)	48%	(323)	23%	(151)	671
RD/WT: Wrong Track	4%	(67)	2%	(25)	5%	(75)	56%	(860)	33%	(502)	1529

Continued on next page

Table MCEdem2_19: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(159)	3%	(68)	6%	(138)	54%	(1183)	30%	(653)	2200
Trump Job Approve	8%	(71)	3%	(28)	8%	(67)	53%	(462)	28%	(248)	877
Trump Job Disapprove	7%	(84)	3%	(40)	5%	(64)	55%	(679)	30%	(371)	1238
Trump Job Strongly Approve	8%	(43)	4%	(20)	6%	(33)	53%	(285)	29%	(155)	536
Trump Job Somewhat Approve	8%	(28)	2%	(8)	10%	(34)	52%	(178)	27%	(93)	341
Trump Job Somewhat Disapprove	8%	(23)	7%	(20)	7%	(21)	50%	(141)	28%	(80)	285
Trump Job Strongly Disapprove	6%	(62)	2%	(20)	4%	(43)	56%	(538)	31%	(291)	953
Favorable of Trump	8%	(71)	3%	(29)	8%	(69)	52%	(451)	29%	(255)	874
Unfavorable of Trump	7%	(83)	3%	(36)	5%	(59)	55%	(681)	30%	(370)	1229
Very Favorable of Trump	7%	(37)	3%	(15)	7%	(36)	53%	(284)	31%	(168)	540
Somewhat Favorable of Trump	10%	(34)	4%	(13)	10%	(33)	50%	(167)	26%	(87)	334
Somewhat Unfavorable of Trump	10%	(23)	5%	(11)	4%	(10)	51%	(117)	30%	(69)	230
Very Unfavorable of Trump	6%	(60)	3%	(25)	5%	(49)	56%	(564)	30%	(301)	999
#1 Issue: Economy	7%	(62)	3%	(27)	7%	(57)	53%	(461)	30%	(263)	870
#1 Issue: Security	11%	(23)	4%	(9)	7%	(15)	54%	(114)	23%	(49)	210
#1 Issue: Health Care	8%	(33)	3%	(11)	7%	(26)	56%	(219)	26%	(102)	390
#1 Issue: Medicare / Social Security	5%	(13)	—	(0)	3%	(7)	62%	(163)	31%	(80)	262
#1 Issue: Women's Issues	9%	(11)	1%	(2)	10%	(12)	43%	(52)	37%	(45)	122
#1 Issue: Education	6%	(6)	12%	(12)	14%	(15)	45%	(47)	23%	(24)	104
#1 Issue: Energy	12%	(11)	6%	(5)	4%	(4)	45%	(41)	33%	(30)	90
#1 Issue: Other	1%	(1)	1%	(2)	2%	(2)	57%	(86)	40%	(60)	152
2018 House Vote: Democrat	11%	(85)	4%	(30)	6%	(48)	51%	(388)	28%	(209)	760
2018 House Vote: Republican	7%	(38)	4%	(23)	6%	(34)	58%	(338)	25%	(148)	581
2016 Vote: Hillary Clinton	12%	(85)	5%	(33)	6%	(44)	50%	(359)	28%	(202)	722
2016 Vote: Donald Trump	6%	(39)	3%	(20)	6%	(41)	59%	(389)	26%	(175)	665
2016 Vote: Other	3%	(3)	—	(0)	1%	(1)	68%	(59)	28%	(24)	87
2016 Vote: Didn't Vote	5%	(33)	2%	(15)	7%	(51)	52%	(374)	35%	(251)	725
Voted in 2014: Yes	9%	(111)	4%	(44)	6%	(68)	55%	(666)	27%	(331)	1220
Voted in 2014: No	5%	(48)	2%	(24)	7%	(70)	53%	(516)	33%	(322)	980

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Table MCEdem2_19: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?
AT&T WatchTV

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	7%	(159)	3%	(68)	6%	(138)	54%	(1183)	30%	(653)	2200
2012 Vote: Barack Obama	11%	(95)	4%	(34)	6%	(50)	51%	(445)	28%	(239)	864
2012 Vote: Mitt Romney	4%	(18)	2%	(10)	5%	(23)	61%	(270)	27%	(121)	442
2012 Vote: Other	—	(0)	—	(0)	3%	(2)	57%	(35)	40%	(24)	60
2012 Vote: Didn't Vote	5%	(44)	3%	(24)	8%	(62)	52%	(433)	32%	(269)	832
4-Region: Northeast	11%	(44)	5%	(19)	6%	(23)	50%	(199)	28%	(110)	394
4-Region: Midwest	5%	(21)	1%	(5)	6%	(29)	54%	(250)	34%	(158)	462
4-Region: South	6%	(52)	3%	(22)	7%	(56)	55%	(454)	29%	(240)	824
4-Region: West	8%	(41)	4%	(22)	6%	(30)	54%	(281)	28%	(146)	520
Cable TV subscribers	9%	(92)	3%	(28)	4%	(39)	57%	(567)	26%	(261)	986
Satellite TV subscribers	17%	(83)	6%	(31)	7%	(34)	46%	(219)	24%	(114)	481
Former cable TV subscribers	4%	(32)	4%	(30)	9%	(70)	54%	(422)	30%	(233)	787
Former satellite TV subscribers	4%	(26)	4%	(28)	11%	(71)	55%	(371)	26%	(175)	670
Watches mostly scripted shows	7%	(59)	4%	(30)	8%	(66)	54%	(449)	27%	(225)	828
Watches mostly unscripted shows	14%	(36)	6%	(16)	9%	(25)	44%	(113)	27%	(70)	260
Watches scripted and unscripted	8%	(55)	3%	(21)	5%	(35)	57%	(408)	28%	(198)	718
Watches mostly for entertainment	6%	(71)	3%	(28)	6%	(66)	55%	(606)	30%	(332)	1103
Watches mostly for education	18%	(26)	17%	(25)	16%	(23)	28%	(40)	22%	(32)	145
Watches for entertainment and education	9%	(54)	2%	(14)	7%	(40)	56%	(343)	26%	(156)	607
Likely to subscribe to Discovery+	20%	(132)	9%	(58)	13%	(88)	40%	(267)	18%	(120)	665
Unlikely to subscribe to Discovery+	2%	(19)	1%	(10)	3%	(33)	61%	(682)	34%	(383)	1127
Subscribes to at least one streaming service	9%	(159)	3%	(59)	7%	(115)	52%	(892)	28%	(483)	1708
Subscribes to 3+ streaming services	14%	(150)	4%	(47)	6%	(65)	50%	(532)	25%	(265)	1059

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	274	12%
	Millennials: 1981-1996	599	27%
	GenXers: 1965-1980	529	24%
	Baby Boomers: 1946-1964	706	32%
	N	2108	
xpid3	PID: Dem (no lean)	912	41%
	PID: Ind (no lean)	640	29%
	PID: Rep (no lean)	648	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	438	20%
	PID/Gender: Dem Women	474	22%
	PID/Gender: Ind Men	283	13%
	PID/Gender: Ind Women	357	16%
	PID/Gender: Rep Men	341	15%
	PID/Gender: Rep Women	307	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	683	31%
	Ideo: Moderate (4)	615	28%
	Ideo: Conservative (5-7)	688	31%
	N	1986	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1230	56%
	Income: 50k-100k	654	30%
	Income: 100k+	316	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1070	49%
	All Non-Christian	122	6%
	Atheist	90	4%
	Agnostic/Nothing in particular	536	24%
	Something Else	383	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	137	6%
xdemEvang	Evangelical	679	31%
	Non-Evangelical	741	34%
	N	1420	
xdemUsr	Community: Urban	742	34%
	Community: Suburban	932	42%
	Community: Rural	526	24%
	N	2200	
xdemEmploy	Employ: Private Sector	635	29%
	Employ: Government	147	7%
	Employ: Self-Employed	210	10%
	Employ: Homemaker	164	7%
	Employ: Student	103	5%
	Employ: Retired	509	23%
	Employ: Unemployed	283	13%
	Employ: Other	149	7%
	N	2200	
xdemMilHH1	Military HH: Yes	390	18%
	Military HH: No	1810	82%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	671	30%
	RD/WT: Wrong Track	1529	70%
	N	2200	
Trump_Approve	Trump Job Approve	877	40%
	Trump Job Disapprove	1238	56%
	N	2115	
Trump_Approve2	Trump Job Strongly Approve	536	24%
	Trump Job Somewhat Approve	341	15%
	Trump Job Somewhat Disapprove	285	13%
	Trump Job Strongly Disapprove	953	43%
	N	2115	
Trump_Fav	Favorable of Trump	874	40%
	Unfavorable of Trump	1229	56%
	N	2104	
Trump_Fav_FULL	Very Favorable of Trump	540	25%
	Somewhat Favorable of Trump	334	15%
	Somewhat Unfavorable of Trump	230	10%
	Very Unfavorable of Trump	999	45%
	N	2104	
xnr3	#1 Issue: Economy	870	40%
	#1 Issue: Security	210	10%
	#1 Issue: Health Care	390	18%
	#1 Issue: Medicare / Social Security	262	12%
	#1 Issue: Women's Issues	122	6%
	#1 Issue: Education	104	5%
	#1 Issue: Energy	90	4%
	#1 Issue: Other	152	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	760	35%
	2018 House Vote: Republican	581	26%
	2018 House Vote: Someone else	40	2%
	N	1380	
xsubVote16O	2016 Vote: Hillary Clinton	722	33%
	2016 Vote: Donald Trump	665	30%
	2016 Vote: Other	87	4%
	2016 Vote: Didn't Vote	725	33%
	N	2198	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1220	55%
	Voted in 2014: No	980	45%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	864	39%
	2012 Vote: Mitt Romney	442	20%
	2012 Vote: Other	60	3%
	2012 Vote: Didn't Vote	832	38%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCExdem1	Cable TV subscribers	986	45%
MCExdem2	Satellite TV subscribers	481	22%
MCExdem3	Former cable TV subscribers	787	36%
MCExdem4	Former satellite TV subscribers	670	30%
MCExdem5	Watches mostly scripted shows	828	38%
MCExdem6	Watches mostly unscripted shows	260	12%
MCExdem7	Watches scripted and unscripted	718	33%
MCExdem8	Watches mostly for entertainment	1103	50%
MCExdem9	Watches mostly for education	145	7%
MCExdem10	Watches for entertainment and education	607	28%
MCExdem11	Likely to subscribe to Discovery+	665	30%
MCExdem12	Unlikely to subscribe to Discovery+	1127	51%
MCExdem13	Subscribes to at least one streaming service	1708	78%
MCExdem14	Subscribes to 3+ streaming services	1059	48%

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

