



National Tracking Poll #210162  
January 15-17, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between January 15-January 17, 2021 among a national sample of 2201 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 MCEN1:** *And specifically, when did you start using Peacock?*

Demographic	July 2020, when it launched	August 2020 through December 2020	January 2021	Total N
Adults	36% (120)	50% (165)	14% (46)	331
Gender: Male	36% (62)	51% (89)	14% (24)	175
Gender: Female	37% (58)	49% (76)	14% (22)	156
Age: 18-34	36% (25)	44% (30)	21% (14)	69
Age: 35-44	41% (26)	53% (33)	6% (4)	63
Age: 45-64	36% (58)	50% (81)	15% (24)	163
Millennials: 1981-1996	40% (41)	45% (45)	15% (16)	101
GenXers: 1965-1980	37% (46)	49% (61)	14% (17)	125
Baby Boomers: 1946-1964	31% (27)	56% (48)	13% (11)	86
PID: Dem (no lean)	36% (57)	53% (84)	11% (18)	158
PID: Ind (no lean)	31% (27)	58% (50)	12% (10)	86
PID: Rep (no lean)	42% (37)	36% (32)	22% (19)	87
PID/Gender: Dem Men	36% (26)	56% (40)	8% (5)	71
PID/Gender: Dem Women	36% (31)	50% (44)	14% (12)	87
PID/Gender: Ind Men	30% (16)	55% (30)	14% (8)	54
PID/Gender: Rep Men	40% (20)	38% (19)	21% (11)	51
Ideo: Liberal (1-3)	37% (45)	53% (64)	10% (12)	122
Ideo: Moderate (4)	31% (28)	54% (49)	15% (14)	90
Ideo: Conservative (5-7)	44% (42)	39% (37)	18% (17)	96
Educ: < College	33% (70)	51% (108)	16% (34)	212
Educ: Bachelors degree	37% (23)	50% (31)	12% (8)	62
Educ: Post-grad	46% (26)	45% (26)	9% (5)	57
Income: Under 50k	31% (50)	53% (87)	16% (26)	163
Income: 50k-100k	36% (34)	47% (44)	17% (16)	94
Income: 100k+	48% (36)	46% (34)	6% (5)	74
Ethnicity: White	39% (101)	47% (122)	15% (38)	261
All Christian	41% (75)	47% (85)	12% (23)	182
Agnostic/Nothing in particular	26% (15)	59% (34)	15% (9)	58

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**Table MCEN1:** *And specifically, when did you start using Peacock?*

<b>Demographic</b>	<b>July 2020, when it launched</b>		<b>August 2020 through December 2020</b>		<b>January 2021</b>		<b>Total N</b>
Adults	36%	(120)	50%	(165)	14%	(46)	331
Evangelical	43%	(48)	45%	(51)	13%	(14)	113
Non-Evangelical	38%	(41)	51%	(55)	12%	(13)	109
Community: Urban	35%	(38)	54%	(58)	11%	(12)	108
Community: Suburban	39%	(61)	47%	(74)	14%	(21)	156
Community: Rural	32%	(21)	49%	(33)	19%	(13)	67
Employ: Private Sector	38%	(49)	51%	(66)	11%	(14)	129
Employ: Retired	28%	(15)	55%	(30)	17%	(9)	55
Military HH: No	34%	(97)	50%	(142)	15%	(43)	282
RD/WT: Right Direction	45%	(37)	44%	(36)	11%	(9)	81
RD/WT: Wrong Track	33%	(83)	52%	(129)	15%	(38)	250
Trump Job Approve	48%	(53)	39%	(43)	13%	(14)	110
Trump Job Disapprove	30%	(65)	56%	(122)	15%	(32)	218
Trump Job Strongly Approve	59%	(37)	34%	(21)	8%	(5)	64
Trump Job Strongly Disapprove	35%	(61)	51%	(89)	14%	(24)	174
Favorable of Trump	45%	(49)	40%	(44)	15%	(16)	110
Unfavorable of Trump	31%	(66)	56%	(120)	14%	(29)	216
Very Favorable of Trump	61%	(36)	31%	(18)	7%	(4)	59
Somewhat Favorable of Trump	25%	(13)	51%	(26)	24%	(12)	51
Very Unfavorable of Trump	34%	(59)	52%	(89)	14%	(24)	171
#1 Issue: Economy	32%	(42)	49%	(64)	19%	(25)	130
#1 Issue: Health Care	39%	(25)	51%	(33)	10%	(7)	65
2020 Vote: Joe Biden	36%	(64)	53%	(94)	12%	(21)	179
2020 Vote: Donald Trump	42%	(39)	38%	(35)	19%	(18)	92
2020 Vote: Didn't Vote	31%	(15)	57%	(28)	12%	(6)	50
2018 House Vote: Democrat	38%	(51)	52%	(70)	9%	(13)	133
2018 House Vote: Republican	47%	(40)	37%	(31)	15%	(13)	84
2016 Vote: Hillary Clinton	40%	(52)	51%	(67)	9%	(12)	131
2016 Vote: Donald Trump	43%	(41)	43%	(40)	14%	(13)	94
2016 Vote: Didn't Vote	26%	(23)	56%	(50)	18%	(16)	90
Voted in 2014: Yes	42%	(85)	47%	(95)	12%	(24)	204
Voted in 2014: No	27%	(35)	55%	(70)	18%	(23)	127

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**Table MCEN1:** And specifically, when did you start using Peacock?

Demographic	July 2020, when it launched		August 2020 through December 2020		January 2021		Total N
Adults	36%	(120)	50%	(165)	14%	(46)	331
4-Region: Northeast	46%	(24)	42%	(22)	11%	(6)	52
4-Region: Midwest	36%	(22)	51%	(31)	13%	(8)	60
4-Region: South	30%	(42)	54%	(76)	16%	(22)	141
4-Region: West	41%	(32)	46%	(36)	13%	(10)	79
Subscribed to Peacock at launch	100%	(120)	—	(0)	—	(0)	120
Subscribed to Peacock Aug-Dec.	—	(0)	100%	(165)	—	(0)	165
Peacock user	36%	(120)	50%	(165)	14%	(46)	331
Netflix user	37%	(93)	51%	(127)	12%	(29)	250
Amazon Prime Video user	38%	(88)	50%	(115)	12%	(28)	231
CBS All Access user	52%	(45)	39%	(34)	9%	(8)	87
ESPN+ user	51%	(29)	47%	(26)	2%	(1)	56
Hulu user	36%	(70)	50%	(96)	14%	(28)	194
Showtime user	40%	(23)	54%	(31)	6%	(3)	58
Apple TV+ user	53%	(33)	41%	(26)	6%	(4)	63
Disney+ user	41%	(61)	46%	(69)	12%	(18)	148
Discovery+ user	48%	(28)	41%	(24)	10%	(6)	58
HBO Max user	44%	(46)	47%	(49)	9%	(9)	103

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



**Table MCEN2\_1NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

World Series

Demographic	Selected		Not Selected		Total N
Adults	10%	(226)	90%	(1975)	2201
Gender: Male	13%	(142)	87%	(921)	1062
Gender: Female	7%	(84)	93%	(1054)	1139
Age: 18-34	10%	(67)	90%	(589)	655
Age: 35-44	19%	(67)	81%	(291)	358
Age: 45-64	7%	(56)	93%	(696)	751
Age: 65+	8%	(37)	92%	(400)	436
GenZers: 1997-2012	7%	(23)	93%	(289)	312
Millennials: 1981-1996	16%	(95)	84%	(506)	601
GenXers: 1965-1980	9%	(50)	91%	(488)	538
Baby Boomers: 1946-1964	7%	(52)	93%	(643)	695
PID: Dem (no lean)	12%	(107)	88%	(765)	872
PID: Ind (no lean)	9%	(59)	91%	(606)	665
PID: Rep (no lean)	9%	(59)	91%	(604)	664
PID/Gender: Dem Men	16%	(59)	84%	(304)	364
PID/Gender: Dem Women	9%	(48)	91%	(461)	509
PID/Gender: Ind Men	13%	(43)	87%	(299)	342
PID/Gender: Ind Women	5%	(16)	95%	(307)	323
PID/Gender: Rep Men	11%	(39)	89%	(317)	357
PID/Gender: Rep Women	7%	(20)	93%	(287)	307
Ideo: Liberal (1-3)	13%	(86)	87%	(570)	656
Ideo: Moderate (4)	12%	(71)	88%	(542)	613
Ideo: Conservative (5-7)	8%	(54)	92%	(648)	702
Educ: < College	8%	(122)	92%	(1391)	1513
Educ: Bachelors degree	14%	(61)	86%	(383)	444
Educ: Post-grad	18%	(43)	82%	(201)	244
Income: Under 50k	8%	(97)	92%	(1118)	1215
Income: 50k-100k	10%	(64)	90%	(546)	610
Income: 100k+	17%	(65)	83%	(311)	376
Ethnicity: White	11%	(191)	89%	(1532)	1722
Ethnicity: Hispanic	11%	(37)	89%	(313)	350

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**Table MCEN2\_1NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
World Series

Demographic	Selected	Not Selected	Total N
Adults	10% (226)	90% (1975)	2201
Ethnicity: Black	10% (26)	90% (248)	274
Ethnicity: Other	4% (9)	96% (195)	204
All Christian	14% (138)	86% (862)	1001
All Non-Christian	13% (17)	87% (114)	130
Atheist	10% (10)	90% (89)	99
Agnostic/Nothing in particular	6% (34)	94% (530)	564
Something Else	7% (27)	93% (380)	407
Religious Non-Protestant/Catholic	12% (18)	88% (135)	154
Evangelical	14% (86)	86% (545)	632
Non-Evangelical	10% (73)	90% (659)	732
Community: Urban	16% (109)	84% (570)	679
Community: Suburban	8% (75)	92% (866)	940
Community: Rural	7% (43)	93% (539)	582
Employ: Private Sector	14% (95)	86% (568)	663
Employ: Government	17% (26)	83% (130)	156
Employ: Self-Employed	6% (12)	94% (177)	189
Employ: Homemaker	5% (7)	95% (124)	131
Employ: Student	5% (6)	95% (124)	130
Employ: Retired	7% (36)	93% (468)	504
Employ: Unemployed	10% (33)	90% (278)	310
Employ: Other	9% (10)	91% (107)	117
Military HH: Yes	17% (61)	83% (303)	364
Military HH: No	9% (165)	91% (1672)	1837
RD/WT: Right Direction	16% (86)	84% (437)	523
RD/WT: Wrong Track	8% (140)	92% (1538)	1678
Trump Job Approve	12% (98)	88% (753)	851
Trump Job Disapprove	10% (125)	90% (1130)	1255

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**Table MCEN2\_1NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

World Series

Demographic	Selected	Not Selected	Total N
Adults	10% (226)	90% (1975)	2201
Trump Job Strongly Approve	13% (66)	87% (446)	512
Trump Job Somewhat Approve	10% (33)	90% (307)	340
Trump Job Somewhat Disapprove	9% (22)	91% (231)	254
Trump Job Strongly Disapprove	10% (103)	90% (899)	1002
Favorable of Trump	12% (103)	88% (729)	832
Unfavorable of Trump	9% (119)	91% (1142)	1261
Very Favorable of Trump	12% (59)	88% (421)	480
Somewhat Favorable of Trump	12% (44)	88% (308)	352
Somewhat Unfavorable of Trump	10% (23)	90% (206)	229
Very Unfavorable of Trump	9% (96)	91% (936)	1032
#1 Issue: Economy	11% (90)	89% (757)	848
#1 Issue: Security	9% (23)	91% (224)	247
#1 Issue: Health Care	13% (50)	87% (335)	385
#1 Issue: Medicare / Social Security	8% (23)	92% (271)	294
#1 Issue: Women's Issues	18% (20)	82% (90)	110
#1 Issue: Education	9% (8)	91% (77)	85
#1 Issue: Energy	12% (8)	88% (59)	68
#1 Issue: Other	2% (4)	98% (163)	167
2020 Vote: Joe Biden	12% (122)	88% (874)	997
2020 Vote: Donald Trump	11% (74)	89% (632)	706
2020 Vote: Other	9% (6)	91% (57)	62
2020 Vote: Didn't Vote	5% (24)	95% (411)	435
2018 House Vote: Democrat	13% (90)	87% (623)	713
2018 House Vote: Republican	11% (60)	89% (498)	558
2016 Vote: Hillary Clinton	13% (83)	87% (582)	666
2016 Vote: Donald Trump	13% (80)	87% (557)	638
2016 Vote: Other	5% (5)	95% (89)	94
2016 Vote: Didn't Vote	7% (57)	93% (746)	803
Voted in 2014: Yes	11% (132)	89% (1020)	1152
Voted in 2014: No	9% (94)	91% (955)	1049

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**Table MCEN2\_1NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
World Series

Demographic	Selected	Not Selected	Total N
Adults	10% (226)	90% (1975)	2201
4-Region: Northeast	14% (55)	86% (339)	394
4-Region: Midwest	7% (32)	93% (430)	462
4-Region: South	8% (68)	92% (757)	825
4-Region: West	14% (71)	86% (449)	520
Subscribed to Peacock at launch	22% (27)	78% (93)	120
Subscribed to Peacock Aug-Dec.	13% (21)	87% (144)	165
Peacock user	14% (48)	86% (283)	331
Netflix user	11% (157)	89% (1234)	1391
Amazon Prime Video user	11% (113)	89% (872)	984
CBS All Access user	25% (51)	75% (155)	206
ESPN+ user	27% (54)	73% (145)	198
Hulu user	11% (88)	89% (695)	783
Showtime user	29% (45)	71% (109)	154
Starz user	24% (38)	76% (122)	160
Apple TV+ user	28% (60)	72% (152)	211
Disney+ user	13% (89)	87% (578)	666
Discovery+ user	28% (45)	72% (115)	160
HBO Max user	18% (64)	82% (295)	359

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

**Table MCEN2\_2NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Super Bowl

Demographic	Selected	Not Selected	Total N
Adults	18% (401)	82% (1800)	2201
Gender: Male	21% (224)	79% (838)	1062
Gender: Female	16% (177)	84% (962)	1139
Age: 18-34	22% (145)	78% (510)	655
Age: 35-44	23% (83)	77% (274)	358
Age: 45-64	16% (118)	84% (633)	751
Age: 65+	12% (54)	88% (383)	436
GenZers: 1997-2012	20% (63)	80% (249)	312
Millennials: 1981-1996	24% (145)	76% (455)	601
GenXers: 1965-1980	18% (99)	82% (439)	538
Baby Boomers: 1946-1964	13% (87)	87% (607)	695
PID: Dem (no lean)	21% (187)	79% (685)	872
PID: Ind (no lean)	15% (100)	85% (565)	665
PID: Rep (no lean)	17% (114)	83% (550)	664
PID/Gender: Dem Men	25% (92)	75% (272)	364
PID/Gender: Dem Women	19% (95)	81% (413)	509
PID/Gender: Ind Men	18% (61)	82% (281)	342
PID/Gender: Ind Women	12% (39)	88% (284)	323
PID/Gender: Rep Men	20% (71)	80% (286)	357
PID/Gender: Rep Women	14% (43)	86% (264)	307
Ideo: Liberal (1-3)	21% (138)	79% (519)	656
Ideo: Moderate (4)	20% (125)	80% (488)	613
Ideo: Conservative (5-7)	16% (109)	84% (593)	702
Educ: < College	17% (258)	83% (1255)	1513
Educ: Bachelors degree	21% (92)	79% (352)	444
Educ: Post-grad	21% (51)	79% (194)	244
Income: Under 50k	18% (216)	82% (999)	1215
Income: 50k-100k	18% (112)	82% (498)	610
Income: 100k+	19% (73)	81% (303)	376
Ethnicity: White	18% (302)	82% (1420)	1722
Ethnicity: Hispanic	20% (68)	80% (281)	350

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**Table MCEN2\_2NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Super Bowl

Demographic	Selected		Not Selected		Total N
Adults	18%	(401)	82%	(1800)	2201
Ethnicity: Black	24%	(67)	76%	(208)	274
Ethnicity: Other	16%	(32)	84%	(172)	204
All Christian	19%	(185)	81%	(815)	1001
All Non-Christian	20%	(27)	80%	(104)	130
Atheist	15%	(15)	85%	(84)	99
Agnostic/Nothing in particular	16%	(92)	84%	(472)	564
Something Else	20%	(81)	80%	(325)	407
Religious Non-Protestant/Catholic	19%	(29)	81%	(125)	154
Evangelical	21%	(130)	79%	(502)	632
Non-Evangelical	18%	(130)	82%	(601)	732
Community: Urban	21%	(146)	79%	(533)	679
Community: Suburban	17%	(163)	83%	(777)	940
Community: Rural	16%	(92)	84%	(490)	582
Employ: Private Sector	21%	(137)	79%	(526)	663
Employ: Government	20%	(32)	80%	(125)	156
Employ: Self-Employed	22%	(41)	78%	(148)	189
Employ: Homemaker	11%	(14)	89%	(117)	131
Employ: Student	16%	(21)	84%	(109)	130
Employ: Retired	13%	(67)	87%	(437)	504
Employ: Unemployed	22%	(68)	78%	(242)	310
Employ: Other	17%	(20)	83%	(97)	117
Military HH: Yes	21%	(76)	79%	(288)	364
Military HH: No	18%	(325)	82%	(1512)	1837
RD/WT: Right Direction	22%	(114)	78%	(409)	523
RD/WT: Wrong Track	17%	(286)	83%	(1392)	1678
Trump Job Approve	19%	(158)	81%	(693)	851
Trump Job Disapprove	18%	(229)	82%	(1026)	1255

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**Table MCEN2\_2NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Super Bowl

Demographic	Selected	Not Selected	Total N
Adults	18% (401)	82% (1800)	2201
Trump Job Strongly Approve	18% (92)	82% (420)	512
Trump Job Somewhat Approve	19% (66)	81% (274)	340
Trump Job Somewhat Disapprove	19% (47)	81% (206)	254
Trump Job Strongly Disapprove	18% (182)	82% (820)	1002
Favorable of Trump	19% (155)	81% (677)	832
Unfavorable of Trump	19% (233)	81% (1027)	1261
Very Favorable of Trump	16% (78)	84% (403)	480
Somewhat Favorable of Trump	22% (78)	78% (274)	352
Somewhat Unfavorable of Trump	19% (44)	81% (185)	229
Very Unfavorable of Trump	18% (190)	82% (842)	1032
#1 Issue: Economy	20% (172)	80% (675)	848
#1 Issue: Security	14% (34)	86% (212)	247
#1 Issue: Health Care	18% (70)	82% (315)	385
#1 Issue: Medicare / Social Security	14% (41)	86% (253)	294
#1 Issue: Women's Issues	23% (25)	77% (84)	110
#1 Issue: Education	27% (23)	73% (62)	85
#1 Issue: Energy	20% (13)	80% (54)	68
#1 Issue: Other	13% (22)	87% (145)	167
2020 Vote: Joe Biden	20% (198)	80% (798)	997
2020 Vote: Donald Trump	17% (118)	83% (588)	706
2020 Vote: Other	17% (11)	83% (52)	62
2020 Vote: Didn't Vote	17% (73)	83% (362)	435
2018 House Vote: Democrat	20% (146)	80% (568)	713
2018 House Vote: Republican	16% (91)	84% (468)	558
2016 Vote: Hillary Clinton	19% (128)	81% (537)	666
2016 Vote: Donald Trump	18% (112)	82% (525)	638
2016 Vote: Other	10% (9)	90% (85)	94
2016 Vote: Didn't Vote	19% (151)	81% (652)	803
Voted in 2014: Yes	18% (205)	82% (946)	1152
Voted in 2014: No	19% (195)	81% (854)	1049

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**Table MCEN2\_2NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Super Bowl

Demographic	Selected		Not Selected		Total N
Adults	18%	(401)	82%	(1800)	2201
4-Region: Northeast	18%	(72)	82%	(322)	394
4-Region: Midwest	14%	(65)	86%	(397)	462
4-Region: South	18%	(147)	82%	(677)	825
4-Region: West	22%	(116)	78%	(404)	520
Subscribed to Peacock at launch	27%	(32)	73%	(88)	120
Subscribed to Peacock Aug-Dec.	16%	(27)	84%	(138)	165
Peacock user	22%	(72)	78%	(259)	331
Netflix user	20%	(276)	80%	(1115)	1391
Amazon Prime Video user	21%	(203)	79%	(781)	984
CBS All Access user	33%	(68)	67%	(138)	206
ESPN+ user	35%	(70)	65%	(128)	198
Hulu user	21%	(161)	79%	(622)	783
Showtime user	34%	(52)	66%	(101)	154
Starz user	29%	(47)	71%	(114)	160
Apple TV+ user	34%	(73)	66%	(138)	211
Disney+ user	22%	(147)	78%	(519)	666
Discovery+ user	34%	(54)	66%	(106)	160
HBO Max user	28%	(101)	72%	(258)	359

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



**Table MCEN2\_3NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Stanley Cup Final

Demographic	Selected	Not Selected	Total N
Adults	9% (191)	91% (2010)	2201
Gender: Male	12% (130)	88% (933)	1062
Gender: Female	5% (61)	95% (1077)	1139
Age: 18-34	7% (44)	93% (611)	655
Age: 35-44	15% (53)	85% (305)	358
Age: 45-64	8% (63)	92% (688)	751
Age: 65+	7% (31)	93% (406)	436
GenZers: 1997-2012	7% (23)	93% (289)	312
Millennials: 1981-1996	11% (68)	89% (533)	601
GenXers: 1965-1980	10% (53)	90% (485)	538
Baby Boomers: 1946-1964	6% (43)	94% (652)	695
PID: Dem (no lean)	11% (93)	89% (779)	872
PID: Ind (no lean)	6% (42)	94% (623)	665
PID: Rep (no lean)	8% (56)	92% (608)	664
PID/Gender: Dem Men	16% (57)	84% (306)	364
PID/Gender: Dem Women	7% (36)	93% (473)	509
PID/Gender: Ind Men	8% (28)	92% (314)	342
PID/Gender: Ind Women	4% (14)	96% (309)	323
PID/Gender: Rep Men	13% (45)	87% (312)	357
PID/Gender: Rep Women	4% (11)	96% (296)	307
Ideo: Liberal (1-3)	11% (74)	89% (583)	656
Ideo: Moderate (4)	8% (49)	92% (564)	613
Ideo: Conservative (5-7)	8% (59)	92% (643)	702
Educ: < College	6% (89)	94% (1423)	1513
Educ: Bachelors degree	14% (60)	86% (384)	444
Educ: Post-grad	17% (41)	83% (203)	244
Income: Under 50k	6% (73)	94% (1142)	1215
Income: 50k-100k	11% (66)	89% (544)	610
Income: 100k+	14% (52)	86% (324)	376
Ethnicity: White	9% (158)	91% (1564)	1722
Ethnicity: Hispanic	10% (33)	90% (316)	350

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**Table MCEN2\_3NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Stanley Cup Final

Demographic	Selected		Not Selected		Total N
Adults	9%	(191)	91%	(2010)	2201
Ethnicity: Black	6%	(18)	94%	(257)	274
Ethnicity: Other	7%	(15)	93%	(189)	204
All Christian	12%	(121)	88%	(879)	1001
All Non-Christian	13%	(18)	87%	(113)	130
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	5%	(26)	95%	(539)	564
Something Else	5%	(21)	95%	(386)	407
Religious Non-Protestant/Catholic	11%	(18)	89%	(136)	154
Evangelical	12%	(77)	88%	(554)	632
Non-Evangelical	8%	(62)	92%	(670)	732
Community: Urban	12%	(81)	88%	(597)	679
Community: Suburban	9%	(88)	91%	(852)	940
Community: Rural	4%	(21)	96%	(560)	582
Employ: Private Sector	12%	(80)	88%	(583)	663
Employ: Government	15%	(23)	85%	(133)	156
Employ: Self-Employed	10%	(19)	90%	(170)	189
Employ: Homemaker	3%	(4)	97%	(126)	131
Employ: Student	7%	(10)	93%	(121)	130
Employ: Retired	5%	(28)	95%	(477)	504
Employ: Unemployed	8%	(24)	92%	(287)	310
Employ: Other	3%	(3)	97%	(114)	117
Military HH: Yes	9%	(35)	91%	(329)	364
Military HH: No	9%	(156)	91%	(1681)	1837
RD/WT: Right Direction	12%	(63)	88%	(460)	523
RD/WT: Wrong Track	8%	(128)	92%	(1550)	1678
Trump Job Approve	9%	(77)	91%	(774)	851
Trump Job Disapprove	9%	(107)	91%	(1149)	1255

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**Table MCEN2\_3NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Stanley Cup Final

Demographic	Selected		Not Selected		Total N
Adults	9%	(191)	91%	(2010)	2201
Trump Job Strongly Approve	9%	(46)	91%	(466)	512
Trump Job Somewhat Approve	9%	(31)	91%	(308)	340
Trump Job Somewhat Disapprove	13%	(33)	87%	(220)	254
Trump Job Strongly Disapprove	7%	(73)	93%	(928)	1002
Favorable of Trump	9%	(78)	91%	(754)	832
Unfavorable of Trump	8%	(105)	92%	(1156)	1261
Very Favorable of Trump	8%	(38)	92%	(442)	480
Somewhat Favorable of Trump	11%	(40)	89%	(311)	352
Somewhat Unfavorable of Trump	14%	(33)	86%	(196)	229
Very Unfavorable of Trump	7%	(72)	93%	(960)	1032
#1 Issue: Economy	8%	(69)	92%	(779)	848
#1 Issue: Security	9%	(23)	91%	(224)	247
#1 Issue: Health Care	11%	(42)	89%	(343)	385
#1 Issue: Medicare / Social Security	6%	(18)	94%	(276)	294
#1 Issue: Women's Issues	6%	(7)	94%	(103)	110
#1 Issue: Education	10%	(8)	90%	(76)	85
#1 Issue: Energy	14%	(9)	86%	(58)	68
#1 Issue: Other	9%	(14)	91%	(152)	167
2020 Vote: Joe Biden	11%	(108)	89%	(889)	997
2020 Vote: Donald Trump	8%	(56)	92%	(650)	706
2020 Vote: Other	10%	(6)	90%	(56)	62
2020 Vote: Didn't Vote	5%	(20)	95%	(415)	435
2018 House Vote: Democrat	11%	(81)	89%	(632)	713
2018 House Vote: Republican	10%	(58)	90%	(501)	558
2016 Vote: Hillary Clinton	11%	(76)	89%	(589)	666
2016 Vote: Donald Trump	11%	(69)	89%	(568)	638
2016 Vote: Other	10%	(9)	90%	(85)	94
2016 Vote: Didn't Vote	5%	(36)	95%	(766)	803
Voted in 2014: Yes	12%	(133)	88%	(1019)	1152
Voted in 2014: No	6%	(58)	94%	(991)	1049

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**Table MCEN2\_3NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Stanley Cup Final

Demographic	Selected		Not Selected		Total N
Adults	9%	(191)	91%	(2010)	2201
4-Region: Northeast	13%	(53)	87%	(341)	394
4-Region: Midwest	7%	(34)	93%	(428)	462
4-Region: South	7%	(61)	93%	(764)	825
4-Region: West	8%	(43)	92%	(477)	520
Subscribed to Peacock at launch	18%	(22)	82%	(98)	120
Subscribed to Peacock Aug-Dec.	14%	(23)	86%	(142)	165
Peacock user	16%	(52)	84%	(279)	331
Netflix user	10%	(134)	90%	(1257)	1391
Amazon Prime Video user	11%	(111)	89%	(873)	984
CBS All Access user	20%	(42)	80%	(165)	206
ESPN+ user	27%	(53)	73%	(145)	198
Hulu user	11%	(85)	89%	(699)	783
Showtime user	23%	(36)	77%	(118)	154
Starz user	21%	(34)	79%	(126)	160
Apple TV+ user	23%	(49)	77%	(163)	211
Disney+ user	13%	(86)	87%	(580)	666
Discovery+ user	24%	(39)	76%	(121)	160
HBO Max user	17%	(63)	83%	(296)	359

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

**Table MCEN2\_4NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

NBA Finals

Demographic	Selected	Not Selected	Total N
Adults	14% (307)	86% (1894)	2201
Gender: Male	19% (198)	81% (865)	1062
Gender: Female	10% (109)	90% (1030)	1139
Age: 18-34	17% (114)	83% (541)	655
Age: 35-44	25% (89)	75% (268)	358
Age: 45-64	10% (73)	90% (678)	751
Age: 65+	7% (30)	93% (407)	436
GenZers: 1997-2012	15% (48)	85% (264)	312
Millennials: 1981-1996	22% (132)	78% (469)	601
GenXers: 1965-1980	14% (77)	86% (461)	538
Baby Boomers: 1946-1964	6% (44)	94% (650)	695
PID: Dem (no lean)	16% (144)	84% (729)	872
PID: Ind (no lean)	11% (72)	89% (593)	665
PID: Rep (no lean)	14% (91)	86% (573)	664
PID/Gender: Dem Men	22% (82)	78% (282)	364
PID/Gender: Dem Women	12% (62)	88% (447)	509
PID/Gender: Ind Men	13% (45)	87% (297)	342
PID/Gender: Ind Women	8% (27)	92% (296)	323
PID/Gender: Rep Men	20% (71)	80% (286)	357
PID/Gender: Rep Women	6% (20)	94% (287)	307
Ideo: Liberal (1-3)	18% (118)	82% (538)	656
Ideo: Moderate (4)	14% (86)	86% (527)	613
Ideo: Conservative (5-7)	12% (85)	88% (617)	702
Educ: < College	11% (173)	89% (1339)	1513
Educ: Bachelors degree	17% (76)	83% (369)	444
Educ: Post-grad	24% (58)	76% (186)	244
Income: Under 50k	11% (136)	89% (1078)	1215
Income: 50k-100k	14% (88)	86% (523)	610
Income: 100k+	22% (83)	78% (293)	376
Ethnicity: White	13% (229)	87% (1494)	1722
Ethnicity: Hispanic	10% (36)	90% (314)	350

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**Table MCEN2\_4NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

NBA Finals

Demographic	Selected		Not Selected		Total N
Adults	14%	(307)	86%	(1894)	2201
Ethnicity: Black	22%	(61)	78%	(214)	274
Ethnicity: Other	8%	(17)	92%	(187)	204
All Christian	17%	(165)	83%	(835)	1001
All Non-Christian	21%	(28)	79%	(103)	130
Atheist	10%	(10)	90%	(89)	99
Agnostic/Nothing in particular	8%	(47)	92%	(517)	564
Something Else	14%	(57)	86%	(350)	407
Religious Non-Protestant/Catholic	19%	(29)	81%	(124)	154
Evangelical	18%	(113)	82%	(518)	632
Non-Evangelical	14%	(99)	86%	(633)	732
Community: Urban	23%	(158)	77%	(521)	679
Community: Suburban	11%	(100)	89%	(840)	940
Community: Rural	8%	(48)	92%	(533)	582
Employ: Private Sector	19%	(127)	81%	(536)	663
Employ: Government	22%	(35)	78%	(121)	156
Employ: Self-Employed	17%	(32)	83%	(157)	189
Employ: Homemaker	12%	(16)	88%	(115)	131
Employ: Student	10%	(13)	90%	(117)	130
Employ: Retired	6%	(30)	94%	(474)	504
Employ: Unemployed	14%	(43)	86%	(267)	310
Employ: Other	9%	(10)	91%	(107)	117
Military HH: Yes	16%	(58)	84%	(306)	364
Military HH: No	14%	(249)	86%	(1589)	1837
RD/WT: Right Direction	24%	(127)	76%	(396)	523
RD/WT: Wrong Track	11%	(179)	89%	(1499)	1678
Trump Job Approve	17%	(142)	83%	(709)	851
Trump Job Disapprove	13%	(160)	87%	(1095)	1255

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**Table MCEN2\_4NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

NBA Finals

Demographic	Selected	Not Selected	Total N
Adults	14% (307)	86% (1894)	2201
Trump Job Strongly Approve	15% (78)	85% (433)	512
Trump Job Somewhat Approve	19% (63)	81% (276)	340
Trump Job Somewhat Disapprove	15% (39)	85% (215)	254
Trump Job Strongly Disapprove	12% (121)	88% (881)	1002
Favorable of Trump	16% (130)	84% (702)	832
Unfavorable of Trump	13% (169)	87% (1092)	1261
Very Favorable of Trump	13% (64)	87% (416)	480
Somewhat Favorable of Trump	19% (66)	81% (286)	352
Somewhat Unfavorable of Trump	17% (38)	83% (190)	229
Very Unfavorable of Trump	13% (130)	87% (902)	1032
#1 Issue: Economy	15% (130)	85% (718)	848
#1 Issue: Security	13% (31)	87% (215)	247
#1 Issue: Health Care	14% (53)	86% (331)	385
#1 Issue: Medicare / Social Security	8% (24)	92% (270)	294
#1 Issue: Women's Issues	16% (17)	84% (93)	110
#1 Issue: Education	30% (26)	70% (59)	85
#1 Issue: Energy	18% (12)	82% (55)	68
#1 Issue: Other	8% (13)	92% (153)	167
2020 Vote: Joe Biden	16% (162)	84% (834)	997
2020 Vote: Donald Trump	12% (88)	88% (618)	706
2020 Vote: Other	17% (10)	83% (52)	62
2020 Vote: Didn't Vote	11% (46)	89% (389)	435
2018 House Vote: Democrat	16% (112)	84% (601)	713
2018 House Vote: Republican	14% (78)	86% (480)	558
2016 Vote: Hillary Clinton	15% (102)	85% (563)	666
2016 Vote: Donald Trump	14% (92)	86% (546)	638
2016 Vote: Other	10% (10)	90% (84)	94
2016 Vote: Didn't Vote	13% (102)	87% (701)	803
Voted in 2014: Yes	14% (163)	86% (988)	1152
Voted in 2014: No	14% (143)	86% (906)	1049

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**Table MCEN2\_4NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
NBA Finals

Demographic	Selected		Not Selected		Total N
Adults	14%	(307)	86%	(1894)	2201
4-Region: Northeast	14%	(57)	86%	(337)	394
4-Region: Midwest	10%	(48)	90%	(415)	462
4-Region: South	12%	(103)	88%	(722)	825
4-Region: West	19%	(99)	81%	(421)	520
Subscribed to Peacock at launch	24%	(29)	76%	(91)	120
Subscribed to Peacock Aug-Dec.	18%	(30)	82%	(135)	165
Peacock user	20%	(66)	80%	(265)	331
Netflix user	17%	(233)	83%	(1158)	1391
Amazon Prime Video user	16%	(153)	84%	(831)	984
CBS All Access user	30%	(63)	70%	(143)	206
ESPN+ user	38%	(75)	62%	(123)	198
Hulu user	18%	(139)	82%	(644)	783
Showtime user	32%	(48)	68%	(105)	154
Starz user	35%	(56)	65%	(104)	160
Apple TV+ user	37%	(77)	63%	(134)	211
Disney+ user	20%	(134)	80%	(532)	666
Discovery+ user	39%	(62)	61%	(99)	160
HBO Max user	28%	(100)	72%	(259)	359

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



**Table MCEN2\_5NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The Tokyo Olympics*

Demographic	Selected	Not Selected	Total N
Adults	13% (276)	87% (1925)	2201
Gender: Male	17% (178)	83% (884)	1062
Gender: Female	9% (98)	91% (1041)	1139
Age: 18-34	11% (69)	89% (586)	655
Age: 35-44	20% (72)	80% (286)	358
Age: 45-64	11% (80)	89% (671)	751
Age: 65+	13% (55)	87% (381)	436
GenZers: 1997-2012	9% (29)	91% (283)	312
Millennials: 1981-1996	16% (96)	84% (505)	601
GenXers: 1965-1980	11% (61)	89% (478)	538
Baby Boomers: 1946-1964	13% (87)	87% (608)	695
PID: Dem (no lean)	16% (139)	84% (733)	872
PID: Ind (no lean)	10% (70)	90% (595)	665
PID: Rep (no lean)	10% (68)	90% (596)	664
PID/Gender: Dem Men	23% (82)	77% (282)	364
PID/Gender: Dem Women	11% (57)	89% (451)	509
PID/Gender: Ind Men	15% (51)	85% (291)	342
PID/Gender: Ind Women	6% (19)	94% (304)	323
PID/Gender: Rep Men	13% (45)	87% (311)	357
PID/Gender: Rep Women	7% (22)	93% (285)	307
Ideo: Liberal (1-3)	17% (112)	83% (544)	656
Ideo: Moderate (4)	13% (81)	87% (532)	613
Ideo: Conservative (5-7)	10% (73)	90% (629)	702
Educ: < College	9% (141)	91% (1372)	1513
Educ: Bachelors degree	17% (74)	83% (370)	444
Educ: Post-grad	25% (61)	75% (183)	244
Income: Under 50k	9% (106)	91% (1108)	1215
Income: 50k-100k	15% (94)	85% (516)	610
Income: 100k+	20% (76)	80% (300)	376
Ethnicity: White	13% (228)	87% (1494)	1722
Ethnicity: Hispanic	11% (40)	89% (309)	350

Continued on next page

**Table MCEN2\_5NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
The Tokyo Olympics

Demographic	Selected		Not Selected		Total N
Adults	13%	(276)	87%	(1925)	2201
Ethnicity: Black	10%	(26)	90%	(248)	274
Ethnicity: Other	11%	(22)	89%	(182)	204
All Christian	16%	(164)	84%	(837)	1001
All Non-Christian	21%	(27)	79%	(103)	130
Atheist	15%	(15)	85%	(85)	99
Agnostic/Nothing in particular	9%	(48)	91%	(516)	564
Something Else	6%	(23)	94%	(383)	407
Religious Non-Protestant/Catholic	19%	(30)	81%	(124)	154
Evangelical	12%	(75)	88%	(556)	632
Non-Evangelical	14%	(106)	86%	(626)	732
Community: Urban	16%	(107)	84%	(572)	679
Community: Suburban	13%	(127)	87%	(813)	940
Community: Rural	7%	(43)	93%	(539)	582
Employ: Private Sector	17%	(112)	83%	(551)	663
Employ: Government	21%	(33)	79%	(123)	156
Employ: Self-Employed	7%	(13)	93%	(176)	189
Employ: Homemaker	5%	(6)	95%	(125)	131
Employ: Student	10%	(13)	90%	(117)	130
Employ: Retired	11%	(56)	89%	(448)	504
Employ: Unemployed	13%	(40)	87%	(271)	310
Employ: Other	3%	(4)	97%	(114)	117
Military HH: Yes	16%	(57)	84%	(306)	364
Military HH: No	12%	(219)	88%	(1618)	1837
RD/WT: Right Direction	17%	(87)	83%	(436)	523
RD/WT: Wrong Track	11%	(189)	89%	(1489)	1678
Trump Job Approve	13%	(109)	87%	(742)	851
Trump Job Disapprove	13%	(164)	87%	(1091)	1255

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**Table MCEN2\_5NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

The Tokyo Olympics

Demographic	Selected	Not Selected	Total N
Adults	13% (276)	87% (1925)	2201
Trump Job Strongly Approve	13% (65)	87% (447)	512
Trump Job Somewhat Approve	13% (45)	87% (295)	340
Trump Job Somewhat Disapprove	12% (31)	88% (222)	254
Trump Job Strongly Disapprove	13% (133)	87% (869)	1002
Favorable of Trump	13% (106)	87% (726)	832
Unfavorable of Trump	13% (165)	87% (1096)	1261
Very Favorable of Trump	12% (59)	88% (421)	480
Somewhat Favorable of Trump	13% (47)	87% (305)	352
Somewhat Unfavorable of Trump	14% (33)	86% (196)	229
Very Unfavorable of Trump	13% (132)	87% (900)	1032
#1 Issue: Economy	11% (97)	89% (750)	848
#1 Issue: Security	11% (28)	89% (219)	247
#1 Issue: Health Care	18% (67)	82% (317)	385
#1 Issue: Medicare / Social Security	9% (26)	91% (268)	294
#1 Issue: Women's Issues	17% (19)	83% (91)	110
#1 Issue: Education	10% (8)	90% (77)	85
#1 Issue: Energy	26% (18)	74% (50)	68
#1 Issue: Other	8% (14)	92% (153)	167
2020 Vote: Joe Biden	16% (162)	84% (835)	997
2020 Vote: Donald Trump	13% (88)	87% (618)	706
2020 Vote: Other	9% (5)	91% (57)	62
2020 Vote: Didn't Vote	5% (21)	95% (414)	435
2018 House Vote: Democrat	17% (124)	83% (590)	713
2018 House Vote: Republican	13% (74)	87% (484)	558
2016 Vote: Hillary Clinton	16% (106)	84% (560)	666
2016 Vote: Donald Trump	14% (89)	86% (548)	638
2016 Vote: Other	16% (15)	84% (79)	94
2016 Vote: Didn't Vote	8% (66)	92% (737)	803
Voted in 2014: Yes	16% (180)	84% (972)	1152
Voted in 2014: No	9% (97)	91% (953)	1049

Continued on next page

**Table MCEN2\_5NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
The Tokyo Olympics

Demographic	Selected	Not Selected	Total N
Adults	13% (276)	87% (1925)	2201
4-Region: Northeast	16% (65)	84% (329)	394
4-Region: Midwest	9% (43)	91% (420)	462
4-Region: South	10% (79)	90% (745)	825
4-Region: West	17% (89)	83% (431)	520
Subscribed to Peacock at launch	24% (29)	76% (91)	120
Subscribed to Peacock Aug-Dec.	22% (37)	78% (128)	165
Peacock user	21% (68)	79% (263)	331
Netflix user	13% (185)	87% (1206)	1391
Amazon Prime Video user	15% (147)	85% (838)	984
CBS All Access user	24% (50)	76% (156)	206
ESPN+ user	29% (57)	71% (142)	198
Hulu user	13% (104)	87% (680)	783
Showtime user	23% (35)	77% (119)	154
Starz user	23% (38)	77% (123)	160
Apple TV+ user	28% (59)	72% (152)	211
Disney+ user	16% (108)	84% (559)	666
Discovery+ user	31% (49)	69% (111)	160
HBO Max user	23% (81)	77% (278)	359

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

**Table MCEN2\_6NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

English Premier League soccer

Demographic	Selected	Not Selected	Total N
Adults	10% (217)	90% (1984)	2201
Gender: Male	15% (156)	85% (906)	1062
Gender: Female	5% (61)	95% (1078)	1139
Age: 18-34	10% (68)	90% (588)	655
Age: 35-44	19% (69)	81% (289)	358
Age: 45-64	8% (60)	92% (691)	751
Age: 65+	4% (19)	96% (417)	436
GenZers: 1997-2012	7% (22)	93% (290)	312
Millennials: 1981-1996	18% (109)	82% (492)	601
GenXers: 1965-1980	9% (48)	91% (490)	538
Baby Boomers: 1946-1964	5% (36)	95% (659)	695
PID: Dem (no lean)	12% (108)	88% (764)	872
PID: Ind (no lean)	8% (54)	92% (611)	665
PID: Rep (no lean)	8% (55)	92% (609)	664
PID/Gender: Dem Men	20% (74)	80% (290)	364
PID/Gender: Dem Women	7% (34)	93% (474)	509
PID/Gender: Ind Men	12% (40)	88% (302)	342
PID/Gender: Ind Women	4% (14)	96% (309)	323
PID/Gender: Rep Men	12% (43)	88% (314)	357
PID/Gender: Rep Women	4% (13)	96% (295)	307
Ideo: Liberal (1-3)	12% (81)	88% (576)	656
Ideo: Moderate (4)	10% (62)	90% (551)	613
Ideo: Conservative (5-7)	9% (61)	91% (641)	702
Educ: < College	5% (71)	95% (1442)	1513
Educ: Bachelors degree	19% (84)	81% (360)	444
Educ: Post-grad	25% (62)	75% (182)	244
Income: Under 50k	5% (57)	95% (1157)	1215
Income: 50k-100k	11% (70)	89% (540)	610
Income: 100k+	24% (90)	76% (286)	376
Ethnicity: White	11% (192)	89% (1531)	1722
Ethnicity: Hispanic	11% (37)	89% (312)	350

Continued on next page

**Table MCEN2\_6NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

English Premier League soccer

Demographic	Selected		Not Selected		Total N
Adults	10%	(217)	90%	(1984)	2201
Ethnicity: Black	5%	(12)	95%	(262)	274
Ethnicity: Other	6%	(13)	94%	(191)	204
All Christian	14%	(141)	86%	(859)	1001
All Non-Christian	18%	(23)	82%	(107)	130
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	5%	(30)	95%	(535)	564
Something Else	4%	(18)	96%	(389)	407
Religious Non-Protestant/Catholic	15%	(23)	85%	(131)	154
Evangelical	16%	(101)	84%	(531)	632
Non-Evangelical	8%	(56)	92%	(676)	732
Community: Urban	18%	(122)	82%	(557)	679
Community: Suburban	7%	(65)	93%	(875)	940
Community: Rural	5%	(30)	95%	(552)	582
Employ: Private Sector	15%	(101)	85%	(562)	663
Employ: Government	23%	(36)	77%	(120)	156
Employ: Self-Employed	10%	(19)	90%	(170)	189
Employ: Homemaker	6%	(7)	94%	(123)	131
Employ: Student	10%	(13)	90%	(117)	130
Employ: Retired	5%	(25)	95%	(479)	504
Employ: Unemployed	3%	(10)	97%	(300)	310
Employ: Other	5%	(5)	95%	(112)	117
Military HH: Yes	10%	(36)	90%	(328)	364
Military HH: No	10%	(181)	90%	(1656)	1837
RD/WT: Right Direction	18%	(93)	82%	(430)	523
RD/WT: Wrong Track	7%	(124)	93%	(1554)	1678
Trump Job Approve	11%	(90)	89%	(761)	851
Trump Job Disapprove	10%	(122)	90%	(1134)	1255

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**Table MCEN2\_6NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

English Premier League soccer

Demographic	Selected		Not Selected		Total N
Adults	10%	(217)	90%	(1984)	2201
Trump Job Strongly Approve	9%	(44)	91%	(467)	512
Trump Job Somewhat Approve	13%	(45)	87%	(294)	340
Trump Job Somewhat Disapprove	12%	(31)	88%	(223)	254
Trump Job Strongly Disapprove	9%	(91)	91%	(911)	1002
Favorable of Trump	10%	(82)	90%	(750)	832
Unfavorable of Trump	10%	(130)	90%	(1131)	1261
Very Favorable of Trump	8%	(36)	92%	(444)	480
Somewhat Favorable of Trump	13%	(46)	87%	(306)	352
Somewhat Unfavorable of Trump	16%	(36)	84%	(193)	229
Very Unfavorable of Trump	9%	(94)	91%	(938)	1032
#1 Issue: Economy	10%	(82)	90%	(766)	848
#1 Issue: Security	9%	(21)	91%	(225)	247
#1 Issue: Health Care	13%	(51)	87%	(334)	385
#1 Issue: Medicare / Social Security	7%	(20)	93%	(274)	294
#1 Issue: Women's Issues	12%	(13)	88%	(97)	110
#1 Issue: Education	13%	(11)	87%	(74)	85
#1 Issue: Energy	18%	(12)	82%	(56)	68
#1 Issue: Other	5%	(8)	95%	(159)	167
2020 Vote: Joe Biden	14%	(135)	86%	(862)	997
2020 Vote: Donald Trump	8%	(55)	92%	(651)	706
2020 Vote: Other	18%	(11)	82%	(51)	62
2020 Vote: Didn't Vote	4%	(16)	96%	(419)	435
2018 House Vote: Democrat	15%	(104)	85%	(610)	713
2018 House Vote: Republican	10%	(53)	90%	(505)	558
2016 Vote: Hillary Clinton	14%	(92)	86%	(573)	666
2016 Vote: Donald Trump	10%	(63)	90%	(575)	638
2016 Vote: Other	10%	(10)	90%	(84)	94
2016 Vote: Didn't Vote	6%	(52)	94%	(751)	803
Voted in 2014: Yes	12%	(138)	88%	(1013)	1152
Voted in 2014: No	7%	(79)	93%	(971)	1049

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**Table MCEN2\_6NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
English Premier League soccer

Demographic	Selected		Not Selected		Total N
Adults	10%	(217)	90%	(1984)	2201
4-Region: Northeast	14%	(57)	86%	(337)	394
4-Region: Midwest	6%	(27)	94%	(435)	462
4-Region: South	8%	(63)	92%	(761)	825
4-Region: West	13%	(69)	87%	(451)	520
Subscribed to Peacock at launch	24%	(28)	76%	(92)	120
Subscribed to Peacock Aug-Dec.	18%	(29)	82%	(136)	165
Peacock user	19%	(62)	81%	(269)	331
Netflix user	12%	(163)	88%	(1228)	1391
Amazon Prime Video user	13%	(124)	87%	(860)	984
CBS All Access user	30%	(61)	70%	(145)	206
ESPN+ user	32%	(64)	68%	(134)	198
Hulu user	12%	(91)	88%	(692)	783
Showtime user	25%	(38)	75%	(115)	154
Starz user	20%	(31)	80%	(129)	160
Apple TV+ user	31%	(66)	69%	(145)	211
Disney+ user	16%	(109)	84%	(558)	666
Discovery+ user	33%	(53)	67%	(108)	160
HBO Max user	19%	(68)	81%	(291)	359

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



**Table MCEN2\_7NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Monaco Grand Prix

Demographic	Selected	Not Selected	Total N
Adults	4% (94)	96% (2107)	2201
Gender: Male	7% (69)	93% (993)	1062
Gender: Female	2% (25)	98% (1114)	1139
Age: 18-34	5% (31)	95% (624)	655
Age: 35-44	9% (31)	91% (327)	358
Age: 45-64	3% (21)	97% (730)	751
Age: 65+	3% (11)	97% (425)	436
GenZers: 1997-2012	2% (7)	98% (305)	312
Millennials: 1981-1996	9% (52)	91% (549)	601
GenXers: 1965-1980	3% (16)	97% (523)	538
Baby Boomers: 1946-1964	3% (19)	97% (675)	695
PID: Dem (no lean)	5% (48)	95% (825)	872
PID: Ind (no lean)	3% (18)	97% (647)	665
PID: Rep (no lean)	4% (28)	96% (635)	664
PID/Gender: Dem Men	10% (36)	90% (327)	364
PID/Gender: Dem Women	2% (11)	98% (497)	509
PID/Gender: Ind Men	4% (14)	96% (328)	342
PID/Gender: Ind Women	1% (4)	99% (319)	323
PID/Gender: Rep Men	5% (19)	95% (338)	357
PID/Gender: Rep Women	3% (9)	97% (298)	307
Ideo: Liberal (1-3)	7% (44)	93% (612)	656
Ideo: Moderate (4)	3% (19)	97% (594)	613
Ideo: Conservative (5-7)	4% (27)	96% (675)	702
Educ: < College	2% (32)	98% (1480)	1513
Educ: Bachelors degree	7% (30)	93% (414)	444
Educ: Post-grad	13% (31)	87% (213)	244
Income: Under 50k	2% (25)	98% (1190)	1215
Income: 50k-100k	4% (26)	96% (584)	610
Income: 100k+	11% (43)	89% (333)	376
Ethnicity: White	4% (77)	96% (1645)	1722
Ethnicity: Hispanic	5% (19)	95% (331)	350

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**Table MCEN2\_7NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Monaco Grand Prix

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
Ethnicity: Black	3%	(9)	97%	(265)	274
Ethnicity: Other	4%	(8)	96%	(196)	204
All Christian	6%	(62)	94%	(939)	1001
All Non-Christian	11%	(14)	89%	(117)	130
Atheist	2%	(1)	98%	(98)	99
Agnostic/Nothing in particular	2%	(10)	98%	(555)	564
Something Else	2%	(7)	98%	(400)	407
Religious Non-Protestant/Catholic	9%	(14)	91%	(140)	154
Evangelical	7%	(45)	93%	(587)	632
Non-Evangelical	3%	(21)	97%	(711)	732
Community: Urban	8%	(56)	92%	(623)	679
Community: Suburban	3%	(25)	97%	(915)	940
Community: Rural	2%	(13)	98%	(569)	582
Employ: Private Sector	7%	(48)	93%	(615)	663
Employ: Government	8%	(13)	92%	(144)	156
Employ: Self-Employed	3%	(5)	97%	(184)	189
Employ: Homemaker	2%	(2)	98%	(128)	131
Employ: Student	1%	(1)	99%	(129)	130
Employ: Retired	3%	(14)	97%	(490)	504
Employ: Unemployed	3%	(8)	97%	(302)	310
Employ: Other	2%	(3)	98%	(114)	117
Military HH: Yes	8%	(30)	92%	(334)	364
Military HH: No	3%	(64)	97%	(1773)	1837
RD/WT: Right Direction	9%	(45)	91%	(478)	523
RD/WT: Wrong Track	3%	(49)	97%	(1629)	1678
Trump Job Approve	6%	(49)	94%	(802)	851
Trump Job Disapprove	3%	(42)	97%	(1214)	1255

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**Table MCEN2\_7NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Monaco Grand Prix

Demographic	Selected	Not Selected	Total N
Adults	4% (94)	96% (2107)	2201
Trump Job Strongly Approve	7% (37)	93% (475)	512
Trump Job Somewhat Approve	4% (12)	96% (327)	340
Trump Job Somewhat Disapprove	6% (14)	94% (239)	254
Trump Job Strongly Disapprove	3% (27)	97% (974)	1002
Favorable of Trump	6% (48)	94% (784)	832
Unfavorable of Trump	3% (43)	97% (1217)	1261
Very Favorable of Trump	6% (30)	94% (451)	480
Somewhat Favorable of Trump	5% (18)	95% (334)	352
Somewhat Unfavorable of Trump	7% (16)	93% (213)	229
Very Unfavorable of Trump	3% (28)	97% (1004)	1032
#1 Issue: Economy	4% (30)	96% (818)	848
#1 Issue: Security	4% (9)	96% (237)	247
#1 Issue: Health Care	5% (21)	95% (363)	385
#1 Issue: Medicare / Social Security	4% (11)	96% (282)	294
#1 Issue: Women's Issues	8% (9)	92% (101)	110
#1 Issue: Education	4% (4)	96% (81)	85
#1 Issue: Energy	12% (8)	88% (60)	68
#1 Issue: Other	1% (1)	99% (165)	167
2020 Vote: Joe Biden	6% (56)	94% (941)	997
2020 Vote: Donald Trump	4% (30)	96% (676)	706
2020 Vote: Other	— (0)	100% (62)	62
2020 Vote: Didn't Vote	2% (8)	98% (428)	435
2018 House Vote: Democrat	6% (41)	94% (672)	713
2018 House Vote: Republican	6% (33)	94% (525)	558
2016 Vote: Hillary Clinton	5% (31)	95% (635)	666
2016 Vote: Donald Trump	6% (41)	94% (597)	638
2016 Vote: Other	— (0)	100% (94)	94
2016 Vote: Didn't Vote	3% (22)	97% (781)	803
Voted in 2014: Yes	5% (63)	95% (1089)	1152
Voted in 2014: No	3% (31)	97% (1018)	1049

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**Table MCEN2\_7NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Monaco Grand Prix

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
4-Region: Northeast	6%	(23)	94%	(370)	394
4-Region: Midwest	2%	(9)	98%	(454)	462
4-Region: South	4%	(34)	96%	(790)	825
4-Region: West	5%	(27)	95%	(493)	520
Subscribed to Peacock at launch	12%	(15)	88%	(105)	120
Subscribed to Peacock Aug-Dec.	9%	(15)	91%	(149)	165
Peacock user	10%	(32)	90%	(299)	331
Netflix user	5%	(64)	95%	(1327)	1391
Amazon Prime Video user	6%	(55)	94%	(929)	984
CBS All Access user	13%	(27)	87%	(179)	206
ESPN+ user	17%	(34)	83%	(164)	198
Hulu user	5%	(39)	95%	(744)	783
Showtime user	13%	(20)	87%	(134)	154
Starz user	13%	(21)	87%	(140)	160
Apple TV+ user	15%	(31)	85%	(180)	211
Disney+ user	7%	(46)	93%	(620)	666
Discovery+ user	15%	(24)	85%	(136)	160
HBO Max user	9%	(33)	91%	(326)	359

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

**Table MCEN2\_8NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Rugby World Cup

Demographic	Selected	Not Selected	Total N
Adults	5% (121)	95% (2080)	2201
Gender: Male	8% (86)	92% (976)	1062
Gender: Female	3% (35)	97% (1104)	1139
Age: 18-34	6% (39)	94% (616)	655
Age: 35-44	10% (34)	90% (323)	358
Age: 45-64	5% (34)	95% (717)	751
Age: 65+	3% (13)	97% (424)	436
GenZers: 1997-2012	4% (14)	96% (298)	312
Millennials: 1981-1996	9% (56)	91% (545)	601
GenXers: 1965-1980	6% (30)	94% (508)	538
Baby Boomers: 1946-1964	3% (20)	97% (675)	695
PID: Dem (no lean)	6% (55)	94% (817)	872
PID: Ind (no lean)	5% (33)	95% (632)	665
PID: Rep (no lean)	5% (32)	95% (631)	664
PID/Gender: Dem Men	11% (40)	89% (323)	364
PID/Gender: Dem Women	3% (15)	97% (494)	509
PID/Gender: Ind Men	7% (23)	93% (319)	342
PID/Gender: Ind Women	3% (10)	97% (313)	323
PID/Gender: Rep Men	6% (23)	94% (334)	357
PID/Gender: Rep Women	3% (10)	97% (297)	307
Ideo: Liberal (1-3)	8% (50)	92% (606)	656
Ideo: Moderate (4)	6% (39)	94% (575)	613
Ideo: Conservative (5-7)	4% (28)	96% (674)	702
Educ: < College	3% (47)	97% (1466)	1513
Educ: Bachelors degree	9% (38)	91% (406)	444
Educ: Post-grad	14% (35)	86% (209)	244
Income: Under 50k	3% (41)	97% (1173)	1215
Income: 50k-100k	5% (30)	95% (580)	610
Income: 100k+	13% (49)	87% (327)	376
Ethnicity: White	6% (105)	94% (1618)	1722
Ethnicity: Hispanic	8% (27)	92% (322)	350

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**Table MCEN2\_8NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Rugby World Cup

Demographic	Selected		Not Selected		Total N
Adults	5%	(121)	95%	(2080)	2201
Ethnicity: Black	3%	(7)	97%	(267)	274
Ethnicity: Other	4%	(8)	96%	(196)	204
All Christian	7%	(71)	93%	(929)	1001
All Non-Christian	14%	(18)	86%	(112)	130
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	3%	(16)	97%	(549)	564
Something Else	2%	(10)	98%	(397)	407
Religious Non-Protestant/Catholic	12%	(19)	88%	(135)	154
Evangelical	9%	(57)	91%	(574)	632
Non-Evangelical	3%	(21)	97%	(711)	732
Community: Urban	11%	(74)	89%	(605)	679
Community: Suburban	4%	(35)	96%	(906)	940
Community: Rural	2%	(12)	98%	(570)	582
Employ: Private Sector	10%	(65)	90%	(599)	663
Employ: Government	12%	(18)	88%	(138)	156
Employ: Self-Employed	3%	(5)	97%	(184)	189
Employ: Homemaker	2%	(2)	98%	(128)	131
Employ: Student	2%	(3)	98%	(127)	130
Employ: Retired	3%	(14)	97%	(490)	504
Employ: Unemployed	4%	(12)	96%	(298)	310
Employ: Other	1%	(1)	99%	(116)	117
Military HH: Yes	8%	(29)	92%	(334)	364
Military HH: No	5%	(91)	95%	(1746)	1837
RD/WT: Right Direction	10%	(51)	90%	(472)	523
RD/WT: Wrong Track	4%	(69)	96%	(1609)	1678
Trump Job Approve	6%	(54)	94%	(798)	851
Trump Job Disapprove	5%	(66)	95%	(1189)	1255

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**Table MCEN2\_8NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

Rugby World Cup

Demographic	Selected	Not Selected	Total N
Adults	5% (121)	95% (2080)	2201
Trump Job Strongly Approve	7% (33)	93% (478)	512
Trump Job Somewhat Approve	6% (20)	94% (320)	340
Trump Job Somewhat Disapprove	7% (18)	93% (235)	254
Trump Job Strongly Disapprove	5% (48)	95% (954)	1002
Favorable of Trump	6% (52)	94% (780)	832
Unfavorable of Trump	5% (65)	95% (1196)	1261
Very Favorable of Trump	6% (28)	94% (453)	480
Somewhat Favorable of Trump	7% (24)	93% (327)	352
Somewhat Unfavorable of Trump	10% (22)	90% (206)	229
Very Unfavorable of Trump	4% (43)	96% (989)	1032
#1 Issue: Economy	4% (37)	96% (811)	848
#1 Issue: Security	5% (13)	95% (233)	247
#1 Issue: Health Care	8% (30)	92% (354)	385
#1 Issue: Medicare / Social Security	3% (9)	97% (285)	294
#1 Issue: Women's Issues	10% (11)	90% (98)	110
#1 Issue: Education	6% (5)	94% (80)	85
#1 Issue: Energy	13% (9)	87% (59)	68
#1 Issue: Other	4% (6)	96% (160)	167
2020 Vote: Joe Biden	8% (75)	92% (921)	997
2020 Vote: Donald Trump	5% (35)	95% (671)	706
2020 Vote: Other	3% (2)	97% (61)	62
2020 Vote: Didn't Vote	2% (8)	98% (427)	435
2018 House Vote: Democrat	7% (50)	93% (663)	713
2018 House Vote: Republican	7% (39)	93% (519)	558
2016 Vote: Hillary Clinton	7% (46)	93% (620)	666
2016 Vote: Donald Trump	6% (39)	94% (599)	638
2016 Vote: Other	4% (3)	96% (90)	94
2016 Vote: Didn't Vote	4% (33)	96% (770)	803
Voted in 2014: Yes	7% (81)	93% (1071)	1152
Voted in 2014: No	4% (40)	96% (1009)	1049

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**Table MCEN2\_8NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
Rugby World Cup

Demographic	Selected		Not Selected		Total N
Adults	5%	(121)	95%	(2080)	2201
4-Region: Northeast	8%	(30)	92%	(364)	394
4-Region: Midwest	3%	(14)	97%	(448)	462
4-Region: South	5%	(39)	95%	(786)	825
4-Region: West	7%	(38)	93%	(482)	520
Subscribed to Peacock at launch	17%	(21)	83%	(100)	120
Subscribed to Peacock Aug-Dec.	12%	(19)	88%	(146)	165
Peacock user	13%	(42)	87%	(290)	331
Netflix user	7%	(98)	93%	(1293)	1391
Amazon Prime Video user	7%	(69)	93%	(915)	984
CBS All Access user	19%	(39)	81%	(167)	206
ESPN+ user	24%	(47)	76%	(151)	198
Hulu user	8%	(61)	92%	(722)	783
Showtime user	19%	(30)	81%	(124)	154
Starz user	20%	(33)	80%	(128)	160
Apple TV+ user	19%	(41)	81%	(171)	211
Disney+ user	9%	(62)	91%	(604)	666
Discovery+ user	29%	(46)	71%	(114)	160
HBO Max user	14%	(50)	86%	(309)	359

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



**Table MCEN2\_9NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

FIFA World Cup

Demographic	Selected	Not Selected	Total N
Adults	12% (265)	88% (1936)	2201
Gender: Male	17% (186)	83% (876)	1062
Gender: Female	7% (79)	93% (1060)	1139
Age: 18-34	15% (102)	85% (554)	655
Age: 35-44	24% (84)	76% (273)	358
Age: 45-64	7% (53)	93% (698)	751
Age: 65+	6% (25)	94% (411)	436
GenZers: 1997-2012	11% (36)	89% (276)	312
Millennials: 1981-1996	24% (141)	76% (460)	601
GenXers: 1965-1980	9% (46)	91% (492)	538
Baby Boomers: 1946-1964	6% (40)	94% (655)	695
PID: Dem (no lean)	16% (140)	84% (732)	872
PID: Ind (no lean)	8% (54)	92% (610)	665
PID: Rep (no lean)	11% (70)	89% (594)	664
PID/Gender: Dem Men	26% (95)	74% (269)	364
PID/Gender: Dem Women	9% (45)	91% (463)	509
PID/Gender: Ind Men	11% (37)	89% (305)	342
PID/Gender: Ind Women	5% (18)	95% (305)	323
PID/Gender: Rep Men	15% (55)	85% (302)	357
PID/Gender: Rep Women	5% (16)	95% (292)	307
Ideo: Liberal (1-3)	16% (105)	84% (552)	656
Ideo: Moderate (4)	11% (69)	89% (545)	613
Ideo: Conservative (5-7)	11% (74)	89% (628)	702
Educ: < College	7% (111)	93% (1401)	1513
Educ: Bachelors degree	20% (90)	80% (354)	444
Educ: Post-grad	26% (63)	74% (181)	244
Income: Under 50k	7% (88)	93% (1126)	1215
Income: 50k-100k	14% (86)	86% (524)	610
Income: 100k+	24% (90)	76% (286)	376
Ethnicity: White	12% (200)	88% (1522)	1722
Ethnicity: Hispanic	19% (66)	81% (284)	350

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**Table MCEN2\_9NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

FIFA World Cup

Demographic	Selected	Not Selected	Total N
Adults	12% (265)	88% (1936)	2201
Ethnicity: Black	15% (42)	85% (233)	274
Ethnicity: Other	11% (23)	89% (182)	204
All Christian	15% (155)	85% (846)	1001
All Non-Christian	29% (37)	71% (93)	130
Atheist	4% (4)	96% (95)	99
Agnostic/Nothing in particular	7% (40)	93% (524)	564
Something Else	7% (28)	93% (379)	407
Religious Non-Protestant/Catholic	25% (38)	75% (116)	154
Evangelical	17% (110)	83% (521)	632
Non-Evangelical	9% (67)	91% (665)	732
Community: Urban	23% (158)	77% (521)	679
Community: Suburban	8% (73)	92% (867)	940
Community: Rural	6% (33)	94% (549)	582
Employ: Private Sector	19% (125)	81% (538)	663
Employ: Government	25% (40)	75% (117)	156
Employ: Self-Employed	15% (29)	85% (160)	189
Employ: Homemaker	4% (6)	96% (125)	131
Employ: Student	8% (10)	92% (120)	130
Employ: Retired	5% (25)	95% (479)	504
Employ: Unemployed	7% (22)	93% (289)	310
Employ: Other	7% (8)	93% (109)	117
Military HH: Yes	14% (51)	86% (313)	364
Military HH: No	12% (214)	88% (1623)	1837
RD/WT: Right Direction	22% (114)	78% (408)	523
RD/WT: Wrong Track	9% (150)	91% (1528)	1678
Trump Job Approve	13% (107)	87% (745)	851
Trump Job Disapprove	12% (155)	88% (1100)	1255

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**Table MCEN2\_9NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

FIFA World Cup

Demographic	Selected	Not Selected	Total N
Adults	12% (265)	88% (1936)	2201
Trump Job Strongly Approve	12% (60)	88% (452)	512
Trump Job Somewhat Approve	14% (47)	86% (293)	340
Trump Job Somewhat Disapprove	16% (40)	84% (213)	254
Trump Job Strongly Disapprove	11% (115)	89% (887)	1002
Favorable of Trump	13% (105)	87% (727)	832
Unfavorable of Trump	12% (156)	88% (1105)	1261
Very Favorable of Trump	10% (50)	90% (430)	480
Somewhat Favorable of Trump	16% (55)	84% (297)	352
Somewhat Unfavorable of Trump	17% (38)	83% (191)	229
Very Unfavorable of Trump	11% (118)	89% (914)	1032
#1 Issue: Economy	11% (93)	89% (755)	848
#1 Issue: Security	11% (28)	89% (219)	247
#1 Issue: Health Care	16% (62)	84% (323)	385
#1 Issue: Medicare / Social Security	9% (27)	91% (267)	294
#1 Issue: Women's Issues	16% (18)	84% (92)	110
#1 Issue: Education	21% (17)	79% (67)	85
#1 Issue: Energy	17% (12)	83% (56)	68
#1 Issue: Other	6% (9)	94% (157)	167
2020 Vote: Joe Biden	17% (173)	83% (824)	997
2020 Vote: Donald Trump	8% (59)	92% (647)	706
2020 Vote: Other	5% (3)	95% (59)	62
2020 Vote: Didn't Vote	7% (30)	93% (405)	435
2018 House Vote: Democrat	17% (120)	83% (593)	713
2018 House Vote: Republican	11% (63)	89% (495)	558
2016 Vote: Hillary Clinton	16% (105)	84% (561)	666
2016 Vote: Donald Trump	11% (73)	89% (564)	638
2016 Vote: Other	3% (2)	97% (91)	94
2016 Vote: Didn't Vote	11% (84)	89% (718)	803
Voted in 2014: Yes	13% (150)	87% (1001)	1152
Voted in 2014: No	11% (114)	89% (935)	1049

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**Table MCEN2\_9NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

FIFA World Cup

Demographic	Selected		Not Selected		Total N
Adults	12%	(265)	88%	(1936)	2201
4-Region: Northeast	19%	(74)	81%	(320)	394
4-Region: Midwest	6%	(28)	94%	(434)	462
4-Region: South	11%	(87)	89%	(737)	825
4-Region: West	14%	(75)	86%	(445)	520
Subscribed to Peacock at launch	21%	(25)	79%	(95)	120
Subscribed to Peacock Aug-Dec.	18%	(30)	82%	(134)	165
Peacock user	18%	(58)	82%	(273)	331
Netflix user	14%	(201)	86%	(1190)	1391
Amazon Prime Video user	15%	(145)	85%	(839)	984
CBS All Access user	30%	(61)	70%	(145)	206
ESPN+ user	39%	(78)	61%	(120)	198
Hulu user	13%	(105)	87%	(678)	783
Showtime user	28%	(43)	72%	(111)	154
Starz user	25%	(40)	75%	(120)	160
Apple TV+ user	36%	(76)	64%	(136)	211
Disney+ user	17%	(111)	83%	(555)	666
Discovery+ user	38%	(60)	62%	(100)	160
HBO Max user	25%	(89)	75%	(270)	359

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

**Table MCEN2\_10NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

College Football Playoffs

Demographic	Selected	Not Selected	Total N
Adults	9% (204)	91% (1997)	2201
Gender: Male	13% (134)	87% (928)	1062
Gender: Female	6% (70)	94% (1069)	1139
Age: 18-34	9% (60)	91% (595)	655
Age: 35-44	14% (51)	86% (307)	358
Age: 45-64	9% (65)	91% (686)	751
Age: 65+	6% (27)	94% (409)	436
GenZers: 1997-2012	7% (21)	93% (291)	312
Millennials: 1981-1996	13% (79)	87% (522)	601
GenXers: 1965-1980	11% (57)	89% (481)	538
Baby Boomers: 1946-1964	6% (44)	94% (651)	695
PID: Dem (no lean)	12% (105)	88% (767)	872
PID: Ind (no lean)	7% (45)	93% (619)	665
PID: Rep (no lean)	8% (53)	92% (611)	664
PID/Gender: Dem Men	17% (62)	83% (302)	364
PID/Gender: Dem Women	9% (44)	91% (465)	509
PID/Gender: Ind Men	10% (33)	90% (309)	342
PID/Gender: Ind Women	4% (13)	96% (310)	323
PID/Gender: Rep Men	11% (40)	89% (317)	357
PID/Gender: Rep Women	4% (13)	96% (294)	307
Ideo: Liberal (1-3)	11% (75)	89% (581)	656
Ideo: Moderate (4)	9% (53)	91% (561)	613
Ideo: Conservative (5-7)	9% (61)	91% (641)	702
Educ: < College	7% (106)	93% (1406)	1513
Educ: Bachelors degree	13% (59)	87% (385)	444
Educ: Post-grad	16% (38)	84% (206)	244
Income: Under 50k	7% (89)	93% (1125)	1215
Income: 50k-100k	10% (59)	90% (552)	610
Income: 100k+	15% (56)	85% (320)	376
Ethnicity: White	9% (158)	91% (1564)	1722
Ethnicity: Hispanic	11% (37)	89% (312)	350

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**Table MCEN2\_10NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

College Football Playoffs

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(1997)	2201
Ethnicity: Black	11%	(31)	89%	(243)	274
Ethnicity: Other	7%	(14)	93%	(190)	204
All Christian	12%	(122)	88%	(879)	1001
All Non-Christian	11%	(14)	89%	(116)	130
Atheist	4%	(4)	96%	(95)	99
Agnostic/Nothing in particular	6%	(31)	94%	(533)	564
Something Else	8%	(32)	92%	(374)	407
Religious Non-Protestant/Catholic	11%	(16)	89%	(137)	154
Evangelical	14%	(90)	86%	(541)	632
Non-Evangelical	8%	(55)	92%	(676)	732
Community: Urban	16%	(112)	84%	(567)	679
Community: Suburban	7%	(62)	93%	(879)	940
Community: Rural	5%	(30)	95%	(552)	582
Employ: Private Sector	12%	(80)	88%	(583)	663
Employ: Government	13%	(21)	87%	(136)	156
Employ: Self-Employed	12%	(22)	88%	(166)	189
Employ: Homemaker	7%	(9)	93%	(122)	131
Employ: Student	3%	(4)	97%	(127)	130
Employ: Retired	6%	(30)	94%	(474)	504
Employ: Unemployed	8%	(23)	92%	(287)	310
Employ: Other	11%	(13)	89%	(104)	117
Military HH: Yes	10%	(38)	90%	(326)	364
Military HH: No	9%	(165)	91%	(1672)	1837
RD/WT: Right Direction	15%	(79)	85%	(444)	523
RD/WT: Wrong Track	7%	(125)	93%	(1553)	1678
Trump Job Approve	10%	(88)	90%	(763)	851
Trump Job Disapprove	9%	(107)	91%	(1148)	1255

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**Table MCEN2\_10NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

College Football Playoffs

Demographic	Selected	Not Selected	Total N
Adults	9% (204)	91% (1997)	2201
Trump Job Strongly Approve	10% (50)	90% (462)	512
Trump Job Somewhat Approve	11% (38)	89% (301)	340
Trump Job Somewhat Disapprove	9% (23)	91% (231)	254
Trump Job Strongly Disapprove	8% (85)	92% (917)	1002
Favorable of Trump	10% (86)	90% (746)	832
Unfavorable of Trump	8% (107)	92% (1154)	1261
Very Favorable of Trump	9% (42)	91% (439)	480
Somewhat Favorable of Trump	13% (44)	87% (308)	352
Somewhat Unfavorable of Trump	10% (23)	90% (206)	229
Very Unfavorable of Trump	8% (84)	92% (948)	1032
#1 Issue: Economy	10% (82)	90% (766)	848
#1 Issue: Security	7% (17)	93% (230)	247
#1 Issue: Health Care	11% (43)	89% (342)	385
#1 Issue: Medicare / Social Security	7% (21)	93% (272)	294
#1 Issue: Women's Issues	9% (9)	91% (100)	110
#1 Issue: Education	14% (12)	86% (73)	85
#1 Issue: Energy	9% (6)	91% (61)	68
#1 Issue: Other	8% (14)	92% (153)	167
2020 Vote: Joe Biden	11% (109)	89% (888)	997
2020 Vote: Donald Trump	9% (62)	91% (644)	706
2020 Vote: Other	18% (11)	82% (51)	62
2020 Vote: Didn't Vote	5% (21)	95% (414)	435
2018 House Vote: Democrat	11% (80)	89% (633)	713
2018 House Vote: Republican	10% (56)	90% (502)	558
2016 Vote: Hillary Clinton	11% (75)	89% (590)	666
2016 Vote: Donald Trump	10% (64)	90% (574)	638
2016 Vote: Other	8% (7)	92% (86)	94
2016 Vote: Didn't Vote	7% (57)	93% (746)	803
Voted in 2014: Yes	11% (128)	89% (1024)	1152
Voted in 2014: No	7% (76)	93% (973)	1049

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**Table MCEN2\_10NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
College Football Playoffs

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(1997)	2201
4-Region: Northeast	12%	(46)	88%	(348)	394
4-Region: Midwest	6%	(30)	94%	(433)	462
4-Region: South	9%	(72)	91%	(752)	825
4-Region: West	11%	(56)	89%	(465)	520
Subscribed to Peacock at launch	21%	(25)	79%	(95)	120
Subscribed to Peacock Aug-Dec.	12%	(20)	88%	(145)	165
Peacock user	15%	(51)	85%	(281)	331
Netflix user	11%	(149)	89%	(1242)	1391
Amazon Prime Video user	11%	(107)	89%	(878)	984
CBS All Access user	22%	(45)	78%	(161)	206
ESPN+ user	26%	(52)	74%	(146)	198
Hulu user	11%	(84)	89%	(699)	783
Showtime user	28%	(43)	72%	(111)	154
Starz user	23%	(36)	77%	(124)	160
Apple TV+ user	25%	(53)	75%	(158)	211
Disney+ user	13%	(83)	87%	(583)	666
Discovery+ user	26%	(41)	74%	(119)	160
HBO Max user	18%	(63)	82%	(296)	359

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



**Table MCEN2\_11NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The Masters Tournament*

Demographic	Selected	Not Selected	Total N
Adults	8% (168)	92% (2033)	2201
Gender: Male	10% (107)	90% (955)	1062
Gender: Female	5% (60)	95% (1079)	1139
Age: 18-34	7% (43)	93% (612)	655
Age: 35-44	12% (44)	88% (314)	358
Age: 45-64	7% (54)	93% (698)	751
Age: 65+	6% (27)	94% (410)	436
GenZers: 1997-2012	6% (19)	94% (293)	312
Millennials: 1981-1996	11% (65)	89% (536)	601
GenXers: 1965-1980	7% (36)	93% (502)	538
Baby Boomers: 1946-1964	6% (45)	94% (650)	695
PID: Dem (no lean)	9% (83)	91% (790)	872
PID: Ind (no lean)	6% (37)	94% (628)	665
PID: Rep (no lean)	7% (48)	93% (616)	664
PID/Gender: Dem Men	13% (49)	87% (315)	364
PID/Gender: Dem Women	7% (34)	93% (475)	509
PID/Gender: Ind Men	8% (28)	92% (314)	342
PID/Gender: Ind Women	3% (9)	97% (314)	323
PID/Gender: Rep Men	9% (31)	91% (326)	357
PID/Gender: Rep Women	6% (18)	94% (290)	307
Ideo: Liberal (1-3)	10% (67)	90% (589)	656
Ideo: Moderate (4)	7% (43)	93% (570)	613
Ideo: Conservative (5-7)	6% (43)	94% (659)	702
Educ: < College	5% (79)	95% (1433)	1513
Educ: Bachelors degree	11% (48)	89% (396)	444
Educ: Post-grad	17% (41)	83% (203)	244
Income: Under 50k	5% (57)	95% (1158)	1215
Income: 50k-100k	10% (62)	90% (548)	610
Income: 100k+	13% (49)	87% (327)	376
Ethnicity: White	8% (140)	92% (1582)	1722
Ethnicity: Hispanic	7% (25)	93% (325)	350

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**Table MCEN2\_11NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The Masters Tournament*

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2033)	2201
Ethnicity: Black	7%	(18)	93%	(256)	274
Ethnicity: Other	5%	(9)	95%	(195)	204
All Christian	10%	(101)	90%	(900)	1001
All Non-Christian	13%	(18)	87%	(113)	130
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	5%	(26)	95%	(538)	564
Something Else	4%	(17)	96%	(389)	407
Religious Non-Protestant/Catholic	11%	(18)	89%	(136)	154
Evangelical	10%	(65)	90%	(567)	632
Non-Evangelical	7%	(51)	93%	(681)	732
Community: Urban	10%	(70)	90%	(609)	679
Community: Suburban	7%	(64)	93%	(877)	940
Community: Rural	6%	(34)	94%	(548)	582
Employ: Private Sector	9%	(62)	91%	(601)	663
Employ: Government	10%	(16)	90%	(141)	156
Employ: Self-Employed	6%	(12)	94%	(177)	189
Employ: Homemaker	3%	(4)	97%	(127)	131
Employ: Student	9%	(11)	91%	(119)	130
Employ: Retired	7%	(36)	93%	(468)	504
Employ: Unemployed	8%	(24)	92%	(287)	310
Employ: Other	2%	(3)	98%	(114)	117
Military HH: Yes	9%	(32)	91%	(332)	364
Military HH: No	7%	(136)	93%	(1702)	1837
RD/WT: Right Direction	13%	(66)	87%	(457)	523
RD/WT: Wrong Track	6%	(101)	94%	(1577)	1678
Trump Job Approve	9%	(80)	91%	(771)	851
Trump Job Disapprove	6%	(78)	94%	(1177)	1255

Continued on next page

**Table MCEN2\_11NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The Masters Tournament*

Demographic	Selected	Not Selected	Total N
Adults	8% (168)	92% (2033)	2201
Trump Job Strongly Approve	9% (45)	91% (467)	512
Trump Job Somewhat Approve	10% (35)	90% (304)	340
Trump Job Somewhat Disapprove	4% (11)	96% (243)	254
Trump Job Strongly Disapprove	7% (67)	93% (934)	1002
Favorable of Trump	9% (77)	91% (755)	832
Unfavorable of Trump	6% (81)	94% (1180)	1261
Very Favorable of Trump	7% (33)	93% (447)	480
Somewhat Favorable of Trump	13% (44)	87% (308)	352
Somewhat Unfavorable of Trump	6% (14)	94% (214)	229
Very Unfavorable of Trump	6% (67)	94% (965)	1032
#1 Issue: Economy	7% (58)	93% (790)	848
#1 Issue: Security	9% (22)	91% (225)	247
#1 Issue: Health Care	8% (31)	92% (354)	385
#1 Issue: Medicare / Social Security	9% (27)	91% (267)	294
#1 Issue: Women's Issues	7% (8)	93% (102)	110
#1 Issue: Education	6% (5)	94% (80)	85
#1 Issue: Energy	10% (7)	90% (61)	68
#1 Issue: Other	7% (11)	93% (156)	167
2020 Vote: Joe Biden	10% (95)	90% (902)	997
2020 Vote: Donald Trump	7% (49)	93% (657)	706
2020 Vote: Other	6% (4)	94% (58)	62
2020 Vote: Didn't Vote	5% (20)	95% (416)	435
2018 House Vote: Democrat	9% (62)	91% (652)	713
2018 House Vote: Republican	10% (54)	90% (504)	558
2016 Vote: Hillary Clinton	9% (61)	91% (605)	666
2016 Vote: Donald Trump	9% (60)	91% (578)	638
2016 Vote: Other	4% (4)	96% (90)	94
2016 Vote: Didn't Vote	5% (43)	95% (760)	803
Voted in 2014: Yes	9% (107)	91% (1045)	1152
Voted in 2014: No	6% (61)	94% (988)	1049

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**Table MCEN2\_11NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The Masters Tournament*

Demographic	Selected		Not Selected		Total N
Adults	8%	(168)	92%	(2033)	2201
4-Region: Northeast	10%	(40)	90%	(354)	394
4-Region: Midwest	5%	(25)	95%	(437)	462
4-Region: South	6%	(50)	94%	(775)	825
4-Region: West	10%	(52)	90%	(468)	520
Subscribed to Peacock at launch	20%	(25)	80%	(96)	120
Subscribed to Peacock Aug-Dec.	13%	(21)	87%	(144)	165
Peacock user	14%	(47)	86%	(284)	331
Netflix user	8%	(111)	92%	(1280)	1391
Amazon Prime Video user	10%	(97)	90%	(888)	984
CBS All Access user	17%	(36)	83%	(170)	206
ESPN+ user	22%	(43)	78%	(155)	198
Hulu user	8%	(59)	92%	(724)	783
Showtime user	19%	(29)	81%	(124)	154
Starz user	14%	(23)	86%	(138)	160
Apple TV+ user	17%	(35)	83%	(176)	211
Disney+ user	9%	(58)	91%	(608)	666
Discovery+ user	29%	(46)	71%	(115)	160
HBO Max user	13%	(47)	87%	(312)	359

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

**Table MCEN2\_12NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The United States Open Tennis Championships*

Demographic	Selected	Not Selected	Total N
Adults	8% (171)	92% (2030)	2201
Gender: Male	10% (104)	90% (958)	1062
Gender: Female	6% (67)	94% (1072)	1139
Age: 18-34	7% (46)	93% (609)	655
Age: 35-44	13% (48)	87% (310)	358
Age: 45-64	7% (55)	93% (697)	751
Age: 65+	5% (22)	95% (414)	436
GenZers: 1997-2012	4% (13)	96% (299)	312
Millennials: 1981-1996	13% (77)	87% (524)	601
GenXers: 1965-1980	7% (36)	93% (502)	538
Baby Boomers: 1946-1964	6% (43)	94% (652)	695
PID: Dem (no lean)	10% (87)	90% (786)	872
PID: Ind (no lean)	5% (30)	95% (635)	665
PID: Rep (no lean)	8% (54)	92% (610)	664
PID/Gender: Dem Men	14% (50)	86% (314)	364
PID/Gender: Dem Women	7% (37)	93% (472)	509
PID/Gender: Ind Men	6% (19)	94% (323)	342
PID/Gender: Ind Women	3% (11)	97% (312)	323
PID/Gender: Rep Men	10% (34)	90% (322)	357
PID/Gender: Rep Women	6% (20)	94% (287)	307
Ideo: Liberal (1-3)	11% (71)	89% (586)	656
Ideo: Moderate (4)	8% (48)	92% (565)	613
Ideo: Conservative (5-7)	7% (46)	93% (656)	702
Educ: < College	5% (77)	95% (1436)	1513
Educ: Bachelors degree	10% (47)	90% (397)	444
Educ: Post-grad	19% (47)	81% (197)	244
Income: Under 50k	5% (58)	95% (1157)	1215
Income: 50k-100k	9% (53)	91% (557)	610
Income: 100k+	16% (60)	84% (316)	376
Ethnicity: White	8% (145)	92% (1577)	1722
Ethnicity: Hispanic	7% (23)	93% (327)	350

Continued on next page

**Table MCEN2\_12NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The United States Open Tennis Championships*

Demographic	Selected		Not Selected		Total N
Adults	8%	(171)	92%	(2030)	2201
Ethnicity: Black	7%	(20)	93%	(255)	274
Ethnicity: Other	3%	(6)	97%	(198)	204
All Christian	11%	(108)	89%	(893)	1001
All Non-Christian	10%	(13)	90%	(117)	130
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	5%	(28)	95%	(537)	564
Something Else	4%	(17)	96%	(389)	407
Religious Non-Protestant/Catholic	9%	(14)	91%	(140)	154
Evangelical	12%	(75)	88%	(556)	632
Non-Evangelical	6%	(44)	94%	(688)	732
Community: Urban	13%	(91)	87%	(588)	679
Community: Suburban	5%	(52)	95%	(889)	940
Community: Rural	5%	(28)	95%	(554)	582
Employ: Private Sector	11%	(71)	89%	(592)	663
Employ: Government	17%	(26)	83%	(130)	156
Employ: Self-Employed	6%	(12)	94%	(177)	189
Employ: Homemaker	5%	(6)	95%	(124)	131
Employ: Student	4%	(5)	96%	(126)	130
Employ: Retired	6%	(30)	94%	(474)	504
Employ: Unemployed	5%	(15)	95%	(296)	310
Employ: Other	5%	(6)	95%	(111)	117
Military HH: Yes	10%	(35)	90%	(329)	364
Military HH: No	7%	(136)	93%	(1701)	1837
RD/WT: Right Direction	13%	(66)	87%	(457)	523
RD/WT: Wrong Track	6%	(105)	94%	(1573)	1678
Trump Job Approve	10%	(82)	90%	(769)	851
Trump Job Disapprove	7%	(87)	93%	(1168)	1255

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**Table MCEN2\_12NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The United States Open Tennis Championships*

Demographic	Selected		Not Selected		Total N
Adults	8%	(171)	92%	(2030)	2201
Trump Job Strongly Approve	11%	(56)	89%	(455)	512
Trump Job Somewhat Approve	8%	(26)	92%	(313)	340
Trump Job Somewhat Disapprove	8%	(21)	92%	(233)	254
Trump Job Strongly Disapprove	7%	(66)	93%	(936)	1002
Favorable of Trump	9%	(76)	91%	(756)	832
Unfavorable of Trump	7%	(94)	93%	(1167)	1261
Very Favorable of Trump	9%	(44)	91%	(437)	480
Somewhat Favorable of Trump	9%	(32)	91%	(319)	352
Somewhat Unfavorable of Trump	10%	(24)	90%	(205)	229
Very Unfavorable of Trump	7%	(70)	93%	(962)	1032
#1 Issue: Economy	7%	(59)	93%	(789)	848
#1 Issue: Security	6%	(15)	94%	(231)	247
#1 Issue: Health Care	12%	(46)	88%	(339)	385
#1 Issue: Medicare / Social Security	5%	(16)	95%	(278)	294
#1 Issue: Women's Issues	7%	(8)	93%	(102)	110
#1 Issue: Education	7%	(6)	93%	(79)	85
#1 Issue: Energy	17%	(12)	83%	(56)	68
#1 Issue: Other	6%	(10)	94%	(157)	167
2020 Vote: Joe Biden	10%	(103)	90%	(894)	997
2020 Vote: Donald Trump	7%	(51)	93%	(655)	706
2020 Vote: Other	3%	(2)	97%	(60)	62
2020 Vote: Didn't Vote	3%	(15)	97%	(420)	435
2018 House Vote: Democrat	11%	(78)	89%	(635)	713
2018 House Vote: Republican	9%	(53)	91%	(506)	558
2016 Vote: Hillary Clinton	11%	(71)	89%	(594)	666
2016 Vote: Donald Trump	10%	(63)	90%	(575)	638
2016 Vote: Other	4%	(4)	96%	(90)	94
2016 Vote: Didn't Vote	4%	(32)	96%	(771)	803
Voted in 2014: Yes	10%	(121)	90%	(1031)	1152
Voted in 2014: No	5%	(50)	95%	(999)	1049

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**Table MCEN2\_12NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

*The United States Open Tennis Championships*

Demographic	Selected		Not Selected		Total N
Adults	8%	(171)	92%	(2030)	2201
4-Region: Northeast	10%	(41)	90%	(353)	394
4-Region: Midwest	5%	(23)	95%	(440)	462
4-Region: South	7%	(60)	93%	(765)	825
4-Region: West	9%	(48)	91%	(473)	520
Subscribed to Peacock at launch	15%	(18)	85%	(102)	120
Subscribed to Peacock Aug-Dec.	15%	(25)	85%	(140)	165
Peacock user	14%	(47)	86%	(284)	331
Netflix user	9%	(120)	91%	(1271)	1391
Amazon Prime Video user	11%	(105)	89%	(879)	984
CBS All Access user	26%	(53)	74%	(153)	206
ESPN+ user	25%	(50)	75%	(148)	198
Hulu user	9%	(70)	91%	(713)	783
Showtime user	26%	(40)	74%	(114)	154
Starz user	23%	(37)	77%	(124)	160
Apple TV+ user	24%	(50)	76%	(161)	211
Disney+ user	12%	(79)	88%	(587)	666
Discovery+ user	30%	(49)	70%	(112)	160
HBO Max user	16%	(58)	84%	(301)	359

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



**Table MCEN2\_13NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	60%	(1317)	40%	(884)	2201
Gender: Male	50%	(533)	50%	(529)	1062
Gender: Female	69%	(783)	31%	(355)	1139
Age: 18-34	55%	(361)	45%	(295)	655
Age: 35-44	44%	(158)	56%	(199)	358
Age: 45-64	63%	(477)	37%	(275)	751
Age: 65+	74%	(321)	26%	(115)	436
GenZers: 1997-2012	64%	(199)	36%	(113)	312
Millennials: 1981-1996	43%	(261)	57%	(340)	601
GenXers: 1965-1980	58%	(312)	42%	(226)	538
Baby Boomers: 1946-1964	72%	(498)	28%	(197)	695
PID: Dem (no lean)	51%	(447)	49%	(425)	872
PID: Ind (no lean)	68%	(453)	32%	(212)	665
PID: Rep (no lean)	63%	(417)	37%	(247)	664
PID/Gender: Dem Men	37%	(133)	63%	(231)	364
PID/Gender: Dem Women	62%	(314)	38%	(194)	509
PID/Gender: Ind Men	62%	(211)	38%	(130)	342
PID/Gender: Ind Women	75%	(241)	25%	(82)	323
PID/Gender: Rep Men	53%	(189)	47%	(168)	357
PID/Gender: Rep Women	74%	(228)	26%	(79)	307
Ideo: Liberal (1-3)	52%	(344)	48%	(312)	656
Ideo: Moderate (4)	58%	(354)	42%	(259)	613
Ideo: Conservative (5-7)	63%	(445)	37%	(257)	702
Educ: < College	66%	(1002)	34%	(511)	1513
Educ: Bachelors degree	47%	(211)	53%	(233)	444
Educ: Post-grad	43%	(104)	57%	(140)	244
Income: Under 50k	66%	(805)	34%	(409)	1215
Income: 50k-100k	54%	(327)	46%	(283)	610
Income: 100k+	49%	(184)	51%	(192)	376
Ethnicity: White	61%	(1043)	39%	(680)	1722
Ethnicity: Hispanic	56%	(195)	44%	(155)	350

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**Table MCEN2\_13NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.  
None of the above

Demographic	Selected	Not Selected	Total N
Adults	60% (1317)	40% (884)	2201
Ethnicity: Black	51% (141)	49% (134)	274
Ethnicity: Other	65% (133)	35% (71)	204
All Christian	53% (529)	47% (472)	1001
All Non-Christian	44% (57)	56% (73)	130
Atheist	65% (64)	35% (35)	99
Agnostic/Nothing in particular	70% (393)	30% (171)	564
Something Else	67% (274)	33% (133)	407
Religious Non-Protestant/Catholic	48% (73)	52% (80)	154
Evangelical	55% (346)	45% (286)	632
Non-Evangelical	59% (435)	41% (297)	732
Community: Urban	47% (321)	53% (358)	679
Community: Suburban	63% (591)	37% (350)	940
Community: Rural	70% (405)	30% (177)	582
Employ: Private Sector	52% (347)	48% (317)	663
Employ: Government	39% (60)	61% (96)	156
Employ: Self-Employed	51% (96)	49% (93)	189
Employ: Homemaker	72% (94)	28% (37)	131
Employ: Student	68% (88)	32% (42)	130
Employ: Retired	72% (364)	28% (140)	504
Employ: Unemployed	60% (185)	40% (125)	310
Employ: Other	70% (82)	30% (35)	117
Military HH: Yes	56% (204)	44% (160)	364
Military HH: No	61% (1112)	39% (725)	1837
RD/WT: Right Direction	45% (237)	55% (286)	523
RD/WT: Wrong Track	64% (1080)	36% (598)	1678
Trump Job Approve	59% (505)	41% (346)	851
Trump Job Disapprove	59% (742)	41% (514)	1255

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**Table MCEN2\_13NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	60% (1317)	40% (884)	2201
Trump Job Strongly Approve	60% (308)	40% (204)	512
Trump Job Somewhat Approve	58% (197)	42% (142)	340
Trump Job Somewhat Disapprove	58% (146)	42% (107)	254
Trump Job Strongly Disapprove	59% (595)	41% (406)	1002
Favorable of Trump	59% (494)	41% (338)	832
Unfavorable of Trump	59% (740)	41% (521)	1261
Very Favorable of Trump	63% (300)	37% (180)	480
Somewhat Favorable of Trump	55% (194)	45% (158)	352
Somewhat Unfavorable of Trump	56% (128)	44% (101)	229
Very Unfavorable of Trump	59% (612)	41% (420)	1032
#1 Issue: Economy	58% (489)	42% (359)	848
#1 Issue: Security	65% (160)	35% (86)	247
#1 Issue: Health Care	57% (218)	43% (166)	385
#1 Issue: Medicare / Social Security	71% (209)	29% (84)	294
#1 Issue: Women's Issues	56% (62)	44% (48)	110
#1 Issue: Education	43% (36)	57% (48)	85
#1 Issue: Energy	42% (28)	58% (39)	68
#1 Issue: Other	68% (114)	32% (53)	167
2020 Vote: Joe Biden	53% (529)	47% (468)	997
2020 Vote: Donald Trump	64% (452)	36% (254)	706
2020 Vote: Other	48% (30)	52% (32)	62
2020 Vote: Didn't Vote	70% (305)	30% (130)	435
2018 House Vote: Democrat	52% (369)	48% (344)	713
2018 House Vote: Republican	61% (343)	39% (216)	558
2016 Vote: Hillary Clinton	54% (357)	46% (308)	666
2016 Vote: Donald Trump	59% (379)	41% (259)	638
2016 Vote: Other	63% (59)	37% (34)	94
2016 Vote: Didn't Vote	65% (521)	35% (282)	803
Voted in 2014: Yes	57% (660)	43% (492)	1152
Voted in 2014: No	63% (657)	37% (393)	1049

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**Table MCEN2\_13NET:** Based on what you know, which of the following sporting events will be available to stream on Peacock? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	60%	(1317)	40%	(884)	2201
4-Region: Northeast	52%	(206)	48%	(188)	394
4-Region: Midwest	70%	(323)	30%	(139)	462
4-Region: South	62%	(513)	38%	(312)	825
4-Region: West	53%	(275)	47%	(245)	520
Subscribed to Peacock at launch	36%	(43)	64%	(77)	120
Subscribed to Peacock Aug-Dec.	48%	(79)	52%	(86)	165
Peacock user	44%	(144)	56%	(187)	331
Netflix user	55%	(762)	45%	(630)	1391
Amazon Prime Video user	54%	(535)	46%	(449)	984
CBS All Access user	33%	(67)	67%	(139)	206
ESPN+ user	25%	(50)	75%	(148)	198
Hulu user	55%	(430)	45%	(353)	783
Showtime user	32%	(50)	68%	(104)	154
Starz user	37%	(59)	63%	(102)	160
Apple TV+ user	28%	(60)	72%	(151)	211
Disney+ user	51%	(339)	49%	(327)	666
Discovery+ user	26%	(42)	74%	(119)	160
HBO Max user	40%	(142)	60%	(217)	359

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

**Table MCEN3\_1:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

'The Office'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(72)	24%	(79)	54%	(180)	331
Gender: Male	28%	(49)	29%	(51)	43%	(75)	175
Gender: Female	15%	(23)	18%	(28)	67%	(105)	156
Age: 18-34	41%	(29)	26%	(18)	33%	(23)	69
Age: 35-44	43%	(27)	28%	(18)	29%	(18)	63
Age: 45-64	9%	(14)	24%	(38)	68%	(111)	163
Millennials: 1981-1996	46%	(47)	29%	(30)	25%	(25)	101
GenXers: 1965-1980	13%	(16)	25%	(31)	63%	(78)	125
Baby Boomers: 1946-1964	6%	(5)	15%	(13)	79%	(68)	86
PID: Dem (no lean)	24%	(38)	28%	(44)	48%	(76)	158
PID: Ind (no lean)	19%	(17)	19%	(17)	61%	(53)	86
PID: Rep (no lean)	20%	(18)	21%	(18)	59%	(51)	87
PID/Gender: Dem Men	29%	(21)	36%	(25)	35%	(25)	71
PID/Gender: Dem Women	20%	(17)	22%	(19)	59%	(51)	87
PID/Gender: Ind Men	27%	(14)	21%	(11)	52%	(28)	54
PID/Gender: Rep Men	28%	(14)	29%	(15)	43%	(22)	51
Ideo: Liberal (1-3)	22%	(27)	28%	(34)	50%	(61)	122
Ideo: Moderate (4)	27%	(24)	24%	(22)	49%	(44)	90
Ideo: Conservative (5-7)	19%	(18)	21%	(20)	61%	(58)	96
Educ: < College	18%	(38)	19%	(41)	63%	(133)	212
Educ: Bachelors degree	27%	(17)	32%	(20)	42%	(26)	62
Educ: Post-grad	30%	(17)	33%	(19)	37%	(21)	57
Income: Under 50k	14%	(23)	22%	(36)	64%	(104)	163
Income: 50k-100k	22%	(21)	21%	(20)	56%	(53)	94
Income: 100k+	38%	(28)	30%	(22)	32%	(24)	74
Ethnicity: White	20%	(53)	23%	(61)	56%	(146)	261
All Christian	24%	(44)	28%	(51)	48%	(87)	182
Agnostic/Nothing in particular	14%	(8)	20%	(12)	66%	(38)	58
Evangelical	34%	(38)	25%	(29)	41%	(46)	113
Non-Evangelical	12%	(14)	27%	(29)	61%	(66)	109

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**Table MCEN3\_1:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
'The Office'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(72)	24%	(79)	54%	(180)	331
Community: Urban	40%	(44)	28%	(30)	32%	(34)	108
Community: Suburban	12%	(18)	23%	(36)	65%	(101)	156
Community: Rural	15%	(10)	19%	(13)	66%	(44)	67
Employ: Private Sector	31%	(40)	27%	(34)	42%	(54)	129
Employ: Retired	5%	(3)	14%	(8)	81%	(44)	55
Military HH: No	21%	(59)	25%	(71)	54%	(153)	282
RD/WT: Right Direction	37%	(30)	29%	(24)	34%	(27)	81
RD/WT: Wrong Track	17%	(42)	22%	(56)	61%	(153)	250
Trump Job Approve	22%	(25)	28%	(30)	50%	(55)	110
Trump Job Disapprove	21%	(47)	22%	(49)	56%	(123)	218
Trump Job Strongly Approve	28%	(18)	26%	(17)	45%	(29)	64
Trump Job Strongly Disapprove	18%	(31)	24%	(42)	58%	(101)	174
Favorable of Trump	22%	(24)	25%	(27)	53%	(58)	110
Unfavorable of Trump	21%	(46)	24%	(51)	55%	(118)	216
Very Favorable of Trump	23%	(14)	24%	(14)	53%	(31)	59
Somewhat Favorable of Trump	21%	(11)	26%	(13)	53%	(27)	51
Very Unfavorable of Trump	17%	(29)	25%	(43)	58%	(99)	171
#1 Issue: Economy	27%	(35)	29%	(37)	45%	(58)	130
#1 Issue: Health Care	20%	(13)	25%	(16)	55%	(36)	65
2020 Vote: Joe Biden	25%	(45)	25%	(45)	50%	(89)	179
2020 Vote: Donald Trump	17%	(16)	24%	(22)	58%	(54)	92
2020 Vote: Didn't Vote	18%	(9)	22%	(11)	60%	(30)	50
2018 House Vote: Democrat	23%	(30)	29%	(39)	48%	(64)	133
2018 House Vote: Republican	24%	(20)	24%	(20)	53%	(44)	84
2016 Vote: Hillary Clinton	22%	(29)	30%	(40)	47%	(62)	131
2016 Vote: Donald Trump	25%	(23)	23%	(21)	53%	(49)	94
2016 Vote: Didn't Vote	18%	(17)	17%	(16)	64%	(58)	90
Voted in 2014: Yes	22%	(46)	27%	(54)	51%	(104)	204
Voted in 2014: No	21%	(26)	19%	(25)	60%	(76)	127

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**Table MCEN3\_1:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
'The Office'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(72)	24%	(79)	54%	(180)	331
4-Region: Northeast	30%	(15)	34%	(18)	37%	(19)	52
4-Region: Midwest	13%	(8)	18%	(11)	69%	(42)	60
4-Region: South	21%	(29)	22%	(31)	57%	(80)	141
4-Region: West	25%	(20)	25%	(20)	50%	(39)	79
Subscribed to Peacock at launch	20%	(24)	33%	(40)	47%	(57)	120
Subscribed to Peacock Aug-Dec.	20%	(34)	18%	(29)	62%	(102)	165
Peacock user	22%	(72)	24%	(79)	54%	(180)	331
Netflix user	24%	(61)	27%	(68)	48%	(121)	250
Amazon Prime Video user	21%	(49)	25%	(59)	53%	(124)	231
CBS All Access user	27%	(23)	39%	(34)	34%	(29)	87
ESPN+ user	48%	(27)	36%	(20)	16%	(9)	56
Hulu user	25%	(49)	26%	(51)	48%	(94)	194
Showtime user	36%	(21)	36%	(21)	28%	(16)	58
Apple TV+ user	43%	(27)	36%	(23)	21%	(13)	63
Disney+ user	31%	(46)	30%	(44)	39%	(58)	148
Discovery+ user	45%	(26)	36%	(21)	19%	(11)	58
HBO Max user	31%	(33)	31%	(32)	38%	(39)	103

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

**Table MCEN3\_2:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
'Parks and Recreation'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	13%	(42)	26%	(87)	61%	(203)	331
Gender: Male	14%	(24)	32%	(56)	54%	(95)	175
Gender: Female	11%	(17)	20%	(31)	69%	(108)	156
Age: 18-34	19%	(13)	41%	(28)	40%	(28)	69
Age: 35-44	29%	(19)	41%	(26)	30%	(19)	63
Age: 45-64	6%	(10)	16%	(26)	78%	(127)	163
Millennials: 1981-1996	28%	(28)	40%	(41)	32%	(33)	101
GenXers: 1965-1980	8%	(10)	21%	(26)	71%	(89)	125
Baby Boomers: 1946-1964	—	(0)	14%	(12)	86%	(74)	86
PID: Dem (no lean)	18%	(28)	30%	(48)	52%	(82)	158
PID: Ind (no lean)	6%	(5)	23%	(20)	71%	(61)	86
PID: Rep (no lean)	9%	(8)	22%	(19)	68%	(60)	87
PID/Gender: Dem Men	20%	(14)	34%	(24)	45%	(32)	71
PID/Gender: Dem Women	16%	(14)	27%	(24)	57%	(50)	87
PID/Gender: Ind Men	6%	(3)	26%	(14)	68%	(37)	54
PID/Gender: Rep Men	13%	(7)	36%	(18)	51%	(26)	51
Ideo: Liberal (1-3)	16%	(20)	29%	(36)	54%	(66)	122
Ideo: Moderate (4)	10%	(9)	30%	(27)	60%	(54)	90
Ideo: Conservative (5-7)	12%	(11)	22%	(21)	66%	(64)	96
Educ: < College	8%	(17)	21%	(44)	71%	(151)	212
Educ: Bachelors degree	19%	(12)	34%	(21)	47%	(29)	62
Educ: Post-grad	22%	(13)	37%	(21)	40%	(23)	57
Income: Under 50k	7%	(11)	17%	(27)	76%	(125)	163
Income: 50k-100k	12%	(11)	31%	(30)	57%	(53)	94
Income: 100k+	26%	(19)	41%	(30)	34%	(25)	74
Ethnicity: White	13%	(35)	26%	(67)	61%	(159)	261
All Christian	15%	(27)	32%	(58)	54%	(98)	182
Agnostic/Nothing in particular	10%	(6)	19%	(11)	71%	(41)	58
Evangelical	23%	(26)	28%	(32)	49%	(56)	113
Non-Evangelical	7%	(7)	28%	(30)	65%	(71)	109

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**Table MCEN3\_2:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
 'Parks and Recreation'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	13%	(42)	26%	(87)	61%	(203)	331
Community: Urban	22%	(24)	34%	(37)	44%	(47)	108
Community: Suburban	7%	(11)	24%	(38)	69%	(108)	156
Community: Rural	11%	(7)	19%	(12)	71%	(48)	67
Employ: Private Sector	17%	(22)	34%	(44)	48%	(62)	129
Employ: Retired	—	(0)	14%	(8)	86%	(47)	55
Military HH: No	12%	(34)	25%	(70)	63%	(178)	282
RD/WT: Right Direction	23%	(19)	43%	(35)	34%	(27)	81
RD/WT: Wrong Track	9%	(23)	21%	(52)	70%	(175)	250
Trump Job Approve	15%	(16)	27%	(29)	59%	(64)	110
Trump Job Disapprove	11%	(24)	26%	(58)	62%	(136)	218
Trump Job Strongly Approve	18%	(11)	28%	(18)	55%	(35)	64
Trump Job Strongly Disapprove	11%	(20)	24%	(42)	65%	(112)	174
Favorable of Trump	15%	(17)	25%	(28)	59%	(65)	110
Unfavorable of Trump	11%	(23)	27%	(59)	62%	(134)	216
Very Favorable of Trump	12%	(7)	27%	(16)	61%	(36)	59
Somewhat Favorable of Trump	20%	(10)	23%	(12)	57%	(29)	51
Very Unfavorable of Trump	11%	(19)	24%	(40)	66%	(112)	171
#1 Issue: Economy	13%	(17)	27%	(36)	59%	(77)	130
#1 Issue: Health Care	15%	(9)	23%	(15)	62%	(41)	65
2020 Vote: Joe Biden	14%	(26)	31%	(55)	55%	(98)	179
2020 Vote: Donald Trump	9%	(8)	22%	(20)	70%	(64)	92
2020 Vote: Didn't Vote	12%	(6)	25%	(12)	63%	(31)	50
2018 House Vote: Democrat	17%	(23)	31%	(41)	53%	(70)	133
2018 House Vote: Republican	11%	(10)	27%	(23)	61%	(51)	84
2016 Vote: Hillary Clinton	18%	(23)	27%	(36)	55%	(72)	131
2016 Vote: Donald Trump	13%	(13)	31%	(30)	55%	(52)	94
2016 Vote: Didn't Vote	6%	(6)	22%	(19)	72%	(65)	90
Voted in 2014: Yes	14%	(28)	29%	(58)	58%	(118)	204
Voted in 2014: No	11%	(14)	22%	(29)	67%	(85)	127

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**Table MCEN3\_2:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
'Parks and Recreation'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	13%	(42)	26%	(87)	61%	(203)	331
4-Region: Northeast	17%	(9)	40%	(21)	43%	(22)	52
4-Region: Midwest	7%	(4)	20%	(12)	73%	(44)	60
4-Region: South	17%	(24)	21%	(29)	62%	(87)	141
4-Region: West	5%	(4)	32%	(25)	63%	(50)	79
Subscribed to Peacock at launch	14%	(17)	32%	(38)	54%	(65)	120
Subscribed to Peacock Aug-Dec.	11%	(18)	26%	(43)	62%	(103)	165
Peacock user	13%	(42)	26%	(87)	61%	(203)	331
Netflix user	13%	(33)	31%	(76)	56%	(140)	250
Amazon Prime Video user	13%	(30)	26%	(60)	61%	(142)	231
CBS All Access user	22%	(19)	34%	(30)	44%	(38)	87
ESPN+ user	33%	(18)	51%	(28)	17%	(9)	56
Hulu user	17%	(34)	29%	(56)	54%	(105)	194
Showtime user	30%	(17)	36%	(21)	34%	(20)	58
Apple TV+ user	30%	(19)	45%	(28)	25%	(16)	63
Disney+ user	18%	(27)	36%	(54)	45%	(67)	148
Discovery+ user	31%	(18)	45%	(26)	24%	(14)	58
HBO Max user	24%	(24)	36%	(37)	40%	(42)	103

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

**Table MCEN3\_3:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
 Peacock originals, such as 'Saved by the Bell'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(74)	29%	(96)	49%	(161)	331
Gender: Male	25%	(43)	30%	(53)	45%	(79)	175
Gender: Female	20%	(31)	27%	(43)	53%	(82)	156
Age: 18-34	20%	(14)	39%	(27)	42%	(29)	69
Age: 35-44	43%	(27)	36%	(23)	21%	(13)	63
Age: 45-64	18%	(29)	24%	(39)	58%	(94)	163
Millennials: 1981-1996	35%	(36)	33%	(33)	32%	(32)	101
GenXers: 1965-1980	20%	(25)	30%	(37)	50%	(62)	125
Baby Boomers: 1946-1964	12%	(11)	19%	(16)	69%	(59)	86
PID: Dem (no lean)	27%	(43)	34%	(54)	39%	(61)	158
PID: Ind (no lean)	17%	(15)	23%	(20)	61%	(52)	86
PID: Rep (no lean)	20%	(17)	26%	(23)	54%	(47)	87
PID/Gender: Dem Men	35%	(25)	32%	(23)	32%	(23)	71
PID/Gender: Dem Women	21%	(18)	35%	(31)	44%	(38)	87
PID/Gender: Ind Men	15%	(8)	21%	(11)	64%	(34)	54
PID/Gender: Rep Men	19%	(10)	38%	(19)	43%	(22)	51
Ideo: Liberal (1-3)	23%	(28)	32%	(39)	45%	(55)	122
Ideo: Moderate (4)	27%	(25)	30%	(27)	42%	(38)	90
Ideo: Conservative (5-7)	20%	(19)	26%	(25)	54%	(51)	96
Educ: < College	17%	(37)	28%	(60)	54%	(115)	212
Educ: Bachelors degree	23%	(14)	33%	(20)	44%	(28)	62
Educ: Post-grad	41%	(23)	27%	(16)	32%	(18)	57
Income: Under 50k	16%	(27)	28%	(46)	55%	(90)	163
Income: 50k-100k	19%	(18)	30%	(28)	51%	(48)	94
Income: 100k+	40%	(30)	29%	(21)	31%	(23)	74
Ethnicity: White	25%	(64)	28%	(72)	48%	(125)	261
All Christian	27%	(50)	27%	(49)	46%	(83)	182
Agnostic/Nothing in particular	15%	(9)	32%	(19)	53%	(31)	58
Evangelical	37%	(42)	28%	(32)	35%	(40)	113
Non-Evangelical	18%	(19)	26%	(28)	56%	(61)	109

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**Table MCEN3\_3:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all? Peacock originals, such as 'Saved by the Bell'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(74)	29%	(96)	49%	(161)	331
Community: Urban	34%	(37)	31%	(34)	35%	(37)	108
Community: Suburban	12%	(19)	31%	(49)	56%	(88)	156
Community: Rural	27%	(18)	20%	(13)	53%	(36)	67
Employ: Private Sector	26%	(33)	30%	(38)	44%	(57)	129
Employ: Retired	11%	(6)	23%	(13)	66%	(36)	55
Military HH: No	22%	(63)	30%	(85)	48%	(134)	282
RD/WT: Right Direction	39%	(32)	30%	(24)	31%	(26)	81
RD/WT: Wrong Track	17%	(43)	29%	(72)	54%	(135)	250
Trump Job Approve	29%	(32)	26%	(28)	45%	(50)	110
Trump Job Disapprove	20%	(43)	31%	(67)	50%	(109)	218
Trump Job Strongly Approve	35%	(22)	28%	(18)	37%	(24)	64
Trump Job Strongly Disapprove	21%	(36)	27%	(47)	52%	(91)	174
Favorable of Trump	30%	(33)	24%	(27)	46%	(50)	110
Unfavorable of Trump	19%	(42)	31%	(67)	49%	(107)	216
Very Favorable of Trump	35%	(20)	26%	(15)	39%	(23)	59
Somewhat Favorable of Trump	24%	(12)	22%	(11)	54%	(27)	51
Very Unfavorable of Trump	20%	(34)	27%	(47)	53%	(91)	171
#1 Issue: Economy	24%	(32)	31%	(40)	45%	(59)	130
#1 Issue: Health Care	25%	(16)	28%	(18)	47%	(30)	65
2020 Vote: Joe Biden	26%	(46)	31%	(56)	43%	(77)	179
2020 Vote: Donald Trump	19%	(17)	25%	(23)	56%	(51)	92
2020 Vote: Didn't Vote	20%	(10)	28%	(14)	52%	(26)	50
2018 House Vote: Democrat	29%	(38)	33%	(44)	38%	(51)	133
2018 House Vote: Republican	28%	(23)	21%	(18)	51%	(43)	84
2016 Vote: Hillary Clinton	32%	(41)	32%	(41)	37%	(48)	131
2016 Vote: Donald Trump	25%	(24)	29%	(27)	46%	(43)	94
2016 Vote: Didn't Vote	10%	(9)	28%	(25)	62%	(56)	90
Voted in 2014: Yes	28%	(58)	28%	(56)	44%	(90)	204
Voted in 2014: No	13%	(16)	31%	(40)	56%	(71)	127

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**Table MCEN3\_3:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
Peacock originals, such as 'Saved by the Bell'

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	22%	(74)	29%	(96)	49%	(161)	331
4-Region: Northeast	33%	(17)	30%	(16)	37%	(19)	52
4-Region: Midwest	11%	(7)	36%	(22)	53%	(32)	60
4-Region: South	26%	(37)	26%	(36)	48%	(67)	141
4-Region: West	17%	(14)	28%	(22)	54%	(43)	79
Subscribed to Peacock at launch	34%	(41)	26%	(31)	39%	(47)	120
Subscribed to Peacock Aug-Dec.	17%	(28)	33%	(54)	51%	(83)	165
Peacock user	22%	(74)	29%	(96)	49%	(161)	331
Netflix user	24%	(60)	31%	(78)	45%	(112)	250
Amazon Prime Video user	23%	(54)	29%	(67)	48%	(110)	231
CBS All Access user	34%	(29)	30%	(26)	36%	(31)	87
ESPN+ user	48%	(27)	29%	(16)	23%	(13)	56
Hulu user	25%	(49)	29%	(56)	46%	(89)	194
Showtime user	40%	(23)	28%	(16)	32%	(18)	58
Apple TV+ user	45%	(28)	32%	(20)	23%	(15)	63
Disney+ user	29%	(43)	33%	(50)	38%	(56)	148
Discovery+ user	47%	(28)	30%	(17)	23%	(13)	58
HBO Max user	38%	(39)	29%	(30)	33%	(34)	103

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

**Table MCEN3\_4:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
English Premier League soccer

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	15%	(48)	13%	(44)	72%	(239)	331
Gender: Male	21%	(37)	18%	(32)	61%	(107)	175
Gender: Female	7%	(11)	8%	(12)	85%	(133)	156
Age: 18-34	17%	(12)	19%	(13)	64%	(44)	69
Age: 35-44	36%	(23)	26%	(16)	38%	(24)	63
Age: 45-64	8%	(14)	7%	(11)	85%	(139)	163
Millennials: 1981-1996	30%	(31)	24%	(24)	46%	(47)	101
GenXers: 1965-1980	13%	(16)	7%	(8)	81%	(100)	125
Baby Boomers: 1946-1964	1%	(1)	9%	(8)	90%	(78)	86
PID: Dem (no lean)	17%	(28)	17%	(27)	65%	(103)	158
PID: Ind (no lean)	13%	(11)	10%	(8)	77%	(67)	86
PID: Rep (no lean)	11%	(9)	10%	(9)	79%	(69)	87
PID/Gender: Dem Men	26%	(18)	24%	(17)	50%	(36)	71
PID/Gender: Dem Women	11%	(9)	11%	(10)	78%	(68)	87
PID/Gender: Ind Men	20%	(11)	13%	(7)	67%	(36)	54
PID/Gender: Rep Men	15%	(8)	16%	(8)	69%	(35)	51
Ideo: Liberal (1-3)	18%	(22)	14%	(18)	67%	(82)	122
Ideo: Moderate (4)	16%	(15)	17%	(15)	67%	(60)	90
Ideo: Conservative (5-7)	12%	(12)	11%	(10)	77%	(74)	96
Educ: < College	7%	(15)	10%	(21)	83%	(176)	212
Educ: Bachelors degree	21%	(13)	22%	(14)	57%	(35)	62
Educ: Post-grad	35%	(20)	16%	(9)	49%	(28)	57
Income: Under 50k	5%	(8)	11%	(18)	84%	(138)	163
Income: 50k-100k	10%	(9)	15%	(15)	75%	(70)	94
Income: 100k+	42%	(31)	16%	(12)	42%	(31)	74
Ethnicity: White	16%	(41)	14%	(37)	70%	(183)	261
All Christian	22%	(40)	14%	(25)	64%	(117)	182
Agnostic/Nothing in particular	4%	(3)	10%	(6)	85%	(50)	58
Evangelical	28%	(32)	15%	(17)	57%	(64)	113
Non-Evangelical	6%	(7)	13%	(14)	81%	(88)	109

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**Table MCEN3\_4:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
 English Premier League soccer

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	15%	(48)	13%	(44)	72%	(239)	331
Community: Urban	33%	(36)	23%	(24)	44%	(48)	108
Community: Suburban	6%	(10)	8%	(12)	86%	(134)	156
Community: Rural	4%	(3)	11%	(8)	85%	(57)	67
Employ: Private Sector	26%	(33)	15%	(19)	60%	(77)	129
Employ: Retired	2%	(1)	12%	(6)	87%	(48)	55
Military HH: No	12%	(35)	13%	(36)	75%	(211)	282
RD/WT: Right Direction	39%	(31)	22%	(18)	40%	(32)	81
RD/WT: Wrong Track	7%	(17)	11%	(26)	83%	(207)	250
Trump Job Approve	21%	(23)	12%	(14)	67%	(73)	110
Trump Job Disapprove	12%	(25)	14%	(30)	75%	(163)	218
Trump Job Strongly Approve	22%	(14)	13%	(8)	66%	(42)	64
Trump Job Strongly Disapprove	11%	(20)	12%	(21)	76%	(133)	174
Favorable of Trump	20%	(22)	13%	(15)	67%	(73)	110
Unfavorable of Trump	12%	(26)	14%	(29)	74%	(160)	216
Very Favorable of Trump	23%	(13)	8%	(5)	69%	(40)	59
Somewhat Favorable of Trump	17%	(9)	19%	(10)	64%	(33)	51
Very Unfavorable of Trump	11%	(18)	12%	(20)	78%	(133)	171
#1 Issue: Economy	14%	(18)	17%	(22)	69%	(90)	130
#1 Issue: Health Care	24%	(16)	10%	(6)	66%	(43)	65
2020 Vote: Joe Biden	21%	(37)	14%	(25)	65%	(116)	179
2020 Vote: Donald Trump	9%	(8)	11%	(10)	81%	(74)	92
2020 Vote: Didn't Vote	4%	(2)	17%	(9)	79%	(39)	50
2018 House Vote: Democrat	20%	(26)	14%	(19)	66%	(88)	133
2018 House Vote: Republican	17%	(14)	12%	(10)	71%	(59)	84
2016 Vote: Hillary Clinton	19%	(25)	14%	(18)	67%	(88)	131
2016 Vote: Donald Trump	17%	(16)	17%	(16)	67%	(63)	94
2016 Vote: Didn't Vote	8%	(7)	10%	(9)	82%	(74)	90
Voted in 2014: Yes	20%	(40)	14%	(29)	66%	(135)	204
Voted in 2014: No	6%	(8)	12%	(15)	82%	(105)	127

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**Table MCEN3\_4:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
English Premier League soccer

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	15%	(48)	13%	(44)	72%	(239)	331
4-Region: Northeast	31%	(16)	12%	(6)	57%	(30)	52
4-Region: Midwest	6%	(4)	3%	(2)	90%	(54)	60
4-Region: South	13%	(18)	17%	(23)	71%	(100)	141
4-Region: West	14%	(11)	15%	(12)	71%	(56)	79
Subscribed to Peacock at launch	20%	(24)	15%	(18)	65%	(78)	120
Subscribed to Peacock Aug-Dec.	13%	(22)	14%	(24)	72%	(119)	165
Peacock user	15%	(48)	13%	(44)	72%	(239)	331
Netflix user	16%	(41)	14%	(35)	70%	(174)	250
Amazon Prime Video user	16%	(37)	12%	(29)	71%	(165)	231
CBS All Access user	35%	(31)	11%	(10)	53%	(46)	87
ESPN+ user	55%	(31)	22%	(12)	23%	(13)	56
Hulu user	18%	(36)	14%	(27)	68%	(131)	194
Showtime user	39%	(22)	17%	(10)	44%	(25)	58
Apple TV+ user	44%	(27)	18%	(11)	38%	(24)	63
Disney+ user	22%	(33)	14%	(21)	63%	(94)	148
Discovery+ user	48%	(28)	21%	(12)	31%	(18)	58
HBO Max user	31%	(32)	15%	(16)	54%	(55)	103

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



**Table MCEN3\_5:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

NFL games

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(83)	18%	(59)	57%	(189)	331
Gender: Male	31%	(55)	24%	(42)	45%	(79)	175
Gender: Female	18%	(28)	11%	(17)	71%	(111)	156
Age: 18-34	25%	(17)	26%	(18)	49%	(34)	69
Age: 35-44	45%	(29)	18%	(11)	37%	(23)	63
Age: 45-64	21%	(34)	16%	(26)	63%	(102)	163
Millennials: 1981-1996	40%	(40)	23%	(24)	37%	(37)	101
GenXers: 1965-1980	23%	(28)	17%	(21)	60%	(75)	125
Baby Boomers: 1946-1964	15%	(13)	11%	(9)	74%	(64)	86
PID: Dem (no lean)	26%	(41)	18%	(28)	56%	(89)	158
PID: Ind (no lean)	19%	(16)	21%	(18)	60%	(52)	86
PID: Rep (no lean)	30%	(26)	15%	(13)	56%	(48)	87
PID/Gender: Dem Men	34%	(24)	24%	(17)	42%	(30)	71
PID/Gender: Dem Women	19%	(17)	13%	(11)	68%	(59)	87
PID/Gender: Ind Men	18%	(10)	30%	(16)	52%	(28)	54
PID/Gender: Rep Men	42%	(21)	17%	(9)	41%	(21)	51
Ideo: Liberal (1-3)	21%	(26)	21%	(25)	58%	(71)	122
Ideo: Moderate (4)	29%	(26)	20%	(18)	52%	(46)	90
Ideo: Conservative (5-7)	31%	(30)	15%	(14)	54%	(52)	96
Educ: < College	19%	(39)	16%	(33)	66%	(140)	212
Educ: Bachelors degree	32%	(20)	25%	(16)	43%	(27)	62
Educ: Post-grad	42%	(24)	18%	(10)	39%	(22)	57
Income: Under 50k	16%	(26)	16%	(27)	68%	(110)	163
Income: 50k-100k	24%	(22)	18%	(17)	58%	(55)	94
Income: 100k+	47%	(35)	20%	(15)	33%	(24)	74
Ethnicity: White	27%	(69)	17%	(44)	57%	(148)	261
All Christian	32%	(58)	21%	(38)	47%	(86)	182
Agnostic/Nothing in particular	13%	(7)	10%	(6)	77%	(45)	58
Evangelical	36%	(41)	24%	(27)	40%	(45)	113
Non-Evangelical	22%	(24)	18%	(20)	60%	(65)	109

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**Table MCEN3\_5:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
NFL games

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(83)	18%	(59)	57%	(189)	331
Community: Urban	38%	(41)	24%	(26)	38%	(42)	108
Community: Suburban	18%	(28)	14%	(22)	68%	(106)	156
Community: Rural	21%	(14)	17%	(12)	61%	(41)	67
Employ: Private Sector	35%	(45)	20%	(26)	45%	(58)	129
Employ: Retired	9%	(5)	9%	(5)	82%	(45)	55
Military HH: No	22%	(63)	18%	(51)	59%	(167)	282
RD/WT: Right Direction	42%	(34)	29%	(23)	30%	(24)	81
RD/WT: Wrong Track	20%	(49)	14%	(36)	66%	(165)	250
Trump Job Approve	32%	(35)	23%	(25)	45%	(50)	110
Trump Job Disapprove	22%	(47)	15%	(34)	63%	(137)	218
Trump Job Strongly Approve	37%	(23)	20%	(13)	43%	(27)	64
Trump Job Strongly Disapprove	21%	(36)	14%	(25)	65%	(113)	174
Favorable of Trump	31%	(35)	22%	(25)	46%	(51)	110
Unfavorable of Trump	22%	(48)	16%	(34)	62%	(134)	216
Very Favorable of Trump	33%	(19)	20%	(11)	48%	(28)	59
Somewhat Favorable of Trump	30%	(15)	26%	(13)	44%	(23)	51
Very Unfavorable of Trump	20%	(35)	14%	(24)	65%	(112)	171
#1 Issue: Economy	27%	(35)	20%	(26)	53%	(69)	130
#1 Issue: Health Care	27%	(18)	14%	(9)	59%	(39)	65
2020 Vote: Joe Biden	26%	(46)	19%	(35)	55%	(98)	179
2020 Vote: Donald Trump	27%	(25)	14%	(13)	59%	(54)	92
2020 Vote: Didn't Vote	21%	(10)	18%	(9)	61%	(30)	50
2018 House Vote: Democrat	30%	(40)	19%	(25)	51%	(69)	133
2018 House Vote: Republican	30%	(26)	18%	(15)	52%	(43)	84
2016 Vote: Hillary Clinton	29%	(38)	17%	(22)	54%	(71)	131
2016 Vote: Donald Trump	35%	(33)	18%	(17)	47%	(44)	94
2016 Vote: Didn't Vote	11%	(10)	18%	(16)	71%	(64)	90
Voted in 2014: Yes	30%	(61)	19%	(38)	51%	(105)	204
Voted in 2014: No	17%	(22)	16%	(21)	66%	(85)	127

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**Table MCEN3\_5:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

NFL games

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	25%	(83)	18%	(59)	57%	(189)	331
4-Region: Northeast	34%	(18)	18%	(9)	48%	(25)	52
4-Region: Midwest	24%	(14)	7%	(4)	69%	(41)	60
4-Region: South	25%	(35)	17%	(24)	58%	(81)	141
4-Region: West	20%	(15)	27%	(21)	54%	(42)	79
Subscribed to Peacock at launch	35%	(42)	17%	(21)	48%	(58)	120
Subscribed to Peacock Aug-Dec.	21%	(34)	18%	(30)	61%	(101)	165
Peacock user	25%	(83)	18%	(59)	57%	(189)	331
Netflix user	28%	(71)	18%	(45)	53%	(133)	250
Amazon Prime Video user	25%	(59)	19%	(44)	55%	(128)	231
CBS All Access user	38%	(33)	17%	(15)	45%	(39)	87
ESPN+ user	60%	(34)	23%	(13)	18%	(10)	56
Hulu user	29%	(56)	16%	(32)	55%	(107)	194
Showtime user	48%	(28)	24%	(14)	28%	(16)	58
Apple TV+ user	44%	(28)	25%	(16)	31%	(19)	63
Disney+ user	35%	(51)	16%	(24)	49%	(73)	148
Discovery+ user	58%	(34)	25%	(15)	17%	(10)	58
HBO Max user	36%	(37)	21%	(22)	43%	(44)	103

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

**Table MCEN3\_6:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

Golf

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(37)	14%	(48)	74%	(247)	331
Gender: Male	16%	(29)	20%	(36)	63%	(111)	175
Gender: Female	5%	(8)	8%	(12)	87%	(136)	156
Age: 18-34	15%	(10)	15%	(10)	70%	(49)	69
Age: 35-44	25%	(16)	25%	(16)	49%	(31)	63
Age: 45-64	5%	(8)	11%	(19)	84%	(137)	163
Millennials: 1981-1996	24%	(24)	24%	(25)	52%	(53)	101
GenXers: 1965-1980	8%	(9)	12%	(15)	81%	(101)	125
Baby Boomers: 1946-1964	3%	(3)	9%	(8)	88%	(75)	86
PID: Dem (no lean)	16%	(25)	12%	(19)	72%	(114)	158
PID: Ind (no lean)	3%	(2)	15%	(13)	83%	(71)	86
PID: Rep (no lean)	11%	(10)	18%	(16)	71%	(62)	87
PID/Gender: Dem Men	27%	(19)	17%	(12)	56%	(40)	71
PID/Gender: Dem Women	7%	(6)	8%	(7)	85%	(74)	87
PID/Gender: Ind Men	2%	(1)	22%	(12)	76%	(41)	54
PID/Gender: Rep Men	17%	(9)	23%	(12)	60%	(30)	51
Ideo: Liberal (1-3)	14%	(18)	16%	(20)	69%	(84)	122
Ideo: Moderate (4)	9%	(8)	16%	(14)	75%	(67)	90
Ideo: Conservative (5-7)	12%	(11)	14%	(13)	74%	(71)	96
Educ: < College	4%	(8)	11%	(23)	86%	(181)	212
Educ: Bachelors degree	21%	(13)	18%	(11)	60%	(38)	62
Educ: Post-grad	28%	(16)	24%	(14)	49%	(28)	57
Income: Under 50k	2%	(3)	8%	(13)	91%	(148)	163
Income: 50k-100k	10%	(9)	15%	(14)	76%	(71)	94
Income: 100k+	33%	(25)	29%	(22)	38%	(28)	74
Ethnicity: White	12%	(33)	14%	(37)	73%	(191)	261
All Christian	18%	(33)	17%	(31)	65%	(118)	182
Agnostic/Nothing in particular	—	(0)	8%	(5)	92%	(54)	58
Evangelical	21%	(24)	25%	(28)	54%	(61)	113
Non-Evangelical	7%	(8)	9%	(9)	84%	(91)	109

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**Table MCEN3\_6:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

Golf

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(37)	14%	(48)	74%	(247)	331
Community: Urban	27%	(29)	25%	(27)	48%	(52)	108
Community: Suburban	3%	(5)	10%	(15)	87%	(136)	156
Community: Rural	4%	(3)	9%	(6)	87%	(59)	67
Employ: Private Sector	22%	(29)	22%	(28)	56%	(72)	129
Employ: Retired	5%	(3)	7%	(4)	88%	(48)	55
Military HH: No	11%	(31)	11%	(32)	78%	(219)	282
RD/WT: Right Direction	30%	(24)	28%	(23)	42%	(34)	81
RD/WT: Wrong Track	5%	(12)	10%	(25)	85%	(213)	250
Trump Job Approve	17%	(18)	21%	(23)	63%	(69)	110
Trump Job Disapprove	9%	(19)	12%	(25)	80%	(175)	218
Trump Job Strongly Approve	17%	(11)	27%	(17)	56%	(36)	64
Trump Job Strongly Disapprove	8%	(14)	10%	(18)	82%	(142)	174
Favorable of Trump	17%	(18)	20%	(22)	63%	(69)	110
Unfavorable of Trump	9%	(19)	12%	(26)	79%	(171)	216
Very Favorable of Trump	17%	(10)	25%	(14)	58%	(34)	59
Somewhat Favorable of Trump	16%	(8)	15%	(8)	69%	(36)	51
Very Unfavorable of Trump	7%	(13)	10%	(16)	83%	(142)	171
#1 Issue: Economy	10%	(13)	8%	(11)	82%	(106)	130
#1 Issue: Health Care	13%	(9)	17%	(11)	70%	(45)	65
2020 Vote: Joe Biden	16%	(28)	14%	(25)	70%	(126)	179
2020 Vote: Donald Trump	6%	(6)	17%	(16)	76%	(70)	92
2020 Vote: Didn't Vote	6%	(3)	14%	(7)	81%	(40)	50
2018 House Vote: Democrat	17%	(22)	17%	(22)	67%	(89)	133
2018 House Vote: Republican	15%	(12)	20%	(17)	65%	(55)	84
2016 Vote: Hillary Clinton	16%	(21)	15%	(20)	69%	(90)	131
2016 Vote: Donald Trump	14%	(13)	21%	(20)	65%	(61)	94
2016 Vote: Didn't Vote	3%	(3)	8%	(7)	89%	(80)	90
Voted in 2014: Yes	14%	(29)	18%	(38)	67%	(137)	204
Voted in 2014: No	6%	(7)	8%	(10)	86%	(110)	127

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**Table MCEN3\_6:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
Golf

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	11%	(37)	14%	(48)	74%	(247)	331
4-Region: Northeast	22%	(11)	20%	(10)	59%	(31)	52
4-Region: Midwest	2%	(1)	8%	(5)	90%	(54)	60
4-Region: South	11%	(15)	14%	(19)	76%	(107)	141
4-Region: West	12%	(9)	17%	(14)	71%	(56)	79
Subscribed to Peacock at launch	19%	(22)	18%	(21)	64%	(76)	120
Subscribed to Peacock Aug-Dec.	7%	(12)	14%	(23)	78%	(129)	165
Peacock user	11%	(37)	14%	(48)	74%	(247)	331
Netflix user	13%	(33)	15%	(37)	72%	(179)	250
Amazon Prime Video user	13%	(29)	15%	(36)	72%	(167)	231
CBS All Access user	22%	(19)	24%	(21)	54%	(47)	87
ESPN+ user	33%	(19)	42%	(23)	25%	(14)	56
Hulu user	13%	(25)	16%	(30)	72%	(139)	194
Showtime user	29%	(17)	27%	(16)	44%	(26)	58
Apple TV+ user	41%	(26)	26%	(16)	34%	(21)	63
Disney+ user	18%	(26)	18%	(27)	64%	(95)	148
Discovery+ user	41%	(24)	27%	(16)	32%	(19)	58
HBO Max user	22%	(23)	22%	(23)	56%	(58)	103

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

**Table MCEN3\_7:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(40)	22%	(73)	66%	(218)	331
Gender: Male	15%	(26)	30%	(53)	55%	(96)	175
Gender: Female	9%	(14)	13%	(20)	78%	(122)	156
Age: 18-34	14%	(10)	26%	(18)	60%	(42)	69
Age: 35-44	27%	(17)	34%	(21)	39%	(25)	63
Age: 45-64	7%	(12)	19%	(30)	74%	(121)	163
Millennials: 1981-1996	24%	(24)	33%	(34)	43%	(43)	101
GenXers: 1965-1980	8%	(10)	22%	(27)	70%	(88)	125
Baby Boomers: 1946-1964	5%	(5)	12%	(10)	83%	(71)	86
PID: Dem (no lean)	14%	(22)	21%	(33)	65%	(103)	158
PID: Ind (no lean)	8%	(7)	21%	(18)	70%	(61)	86
PID: Rep (no lean)	12%	(10)	25%	(22)	63%	(55)	87
PID/Gender: Dem Men	18%	(13)	31%	(22)	51%	(36)	71
PID/Gender: Dem Women	11%	(9)	13%	(11)	76%	(66)	87
PID/Gender: Ind Men	9%	(5)	29%	(16)	62%	(33)	54
PID/Gender: Rep Men	17%	(8)	31%	(16)	52%	(26)	51
Ideo: Liberal (1-3)	13%	(16)	21%	(26)	66%	(80)	122
Ideo: Moderate (4)	11%	(10)	26%	(23)	63%	(56)	90
Ideo: Conservative (5-7)	15%	(14)	21%	(20)	64%	(61)	96
Educ: < College	7%	(14)	20%	(43)	73%	(155)	212
Educ: Bachelors degree	23%	(15)	22%	(14)	55%	(34)	62
Educ: Post-grad	20%	(11)	29%	(16)	51%	(29)	57
Income: Under 50k	4%	(7)	19%	(32)	76%	(124)	163
Income: 50k-100k	14%	(13)	18%	(17)	68%	(64)	94
Income: 100k+	27%	(20)	33%	(25)	40%	(29)	74
Ethnicity: White	14%	(36)	23%	(61)	63%	(164)	261
All Christian	17%	(31)	25%	(45)	59%	(107)	182
Agnostic/Nothing in particular	3%	(1)	18%	(10)	79%	(46)	58
Evangelical	24%	(27)	32%	(36)	44%	(50)	113
Non-Evangelical	6%	(7)	14%	(15)	80%	(87)	109

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**Table MCEN3\_7:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(40)	22%	(73)	66%	(218)	331
Community: Urban	22%	(24)	35%	(37)	43%	(47)	108
Community: Suburban	7%	(11)	14%	(22)	79%	(123)	156
Community: Rural	7%	(5)	20%	(14)	72%	(49)	67
Employ: Private Sector	21%	(26)	26%	(33)	54%	(69)	129
Employ: Retired	2%	(1)	14%	(8)	84%	(46)	55
Military HH: No	11%	(30)	21%	(58)	69%	(194)	282
RD/WT: Right Direction	26%	(21)	30%	(25)	44%	(35)	81
RD/WT: Wrong Track	8%	(19)	19%	(49)	73%	(183)	250
Trump Job Approve	17%	(19)	29%	(32)	54%	(59)	110
Trump Job Disapprove	10%	(21)	19%	(41)	71%	(156)	218
Trump Job Strongly Approve	19%	(12)	30%	(19)	51%	(32)	64
Trump Job Strongly Disapprove	11%	(19)	17%	(29)	72%	(126)	174
Favorable of Trump	18%	(20)	26%	(28)	56%	(61)	110
Unfavorable of Trump	9%	(20)	21%	(45)	70%	(151)	216
Very Favorable of Trump	17%	(10)	25%	(15)	58%	(34)	59
Somewhat Favorable of Trump	19%	(10)	27%	(14)	54%	(28)	51
Very Unfavorable of Trump	9%	(16)	19%	(32)	72%	(123)	171
#1 Issue: Economy	13%	(17)	23%	(29)	64%	(84)	130
#1 Issue: Health Care	15%	(10)	19%	(12)	66%	(43)	65
2020 Vote: Joe Biden	15%	(27)	23%	(41)	62%	(111)	179
2020 Vote: Donald Trump	12%	(11)	23%	(21)	65%	(60)	92
2020 Vote: Didn't Vote	4%	(2)	19%	(10)	77%	(38)	50
2018 House Vote: Democrat	16%	(22)	23%	(30)	61%	(81)	133
2018 House Vote: Republican	15%	(12)	25%	(21)	60%	(50)	84
2016 Vote: Hillary Clinton	16%	(21)	20%	(27)	63%	(83)	131
2016 Vote: Donald Trump	14%	(13)	31%	(29)	55%	(52)	94
2016 Vote: Didn't Vote	7%	(6)	18%	(16)	76%	(68)	90
Voted in 2014: Yes	15%	(30)	23%	(46)	63%	(127)	204
Voted in 2014: No	7%	(9)	21%	(27)	71%	(91)	127

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**Table MCEN3\_7:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(40)	22%	(73)	66%	(218)	331
4-Region: Northeast	23%	(12)	33%	(17)	45%	(23)	52
4-Region: Midwest	4%	(2)	19%	(11)	78%	(47)	60
4-Region: South	14%	(20)	20%	(28)	66%	(92)	141
4-Region: West	7%	(6)	22%	(17)	71%	(56)	79
Subscribed to Peacock at launch	21%	(25)	27%	(33)	52%	(62)	120
Subscribed to Peacock Aug-Dec.	7%	(11)	21%	(34)	72%	(119)	165
Peacock user	12%	(40)	22%	(73)	66%	(218)	331
Netflix user	13%	(33)	24%	(61)	63%	(156)	250
Amazon Prime Video user	11%	(26)	26%	(59)	63%	(146)	231
CBS All Access user	20%	(17)	34%	(29)	47%	(40)	87
ESPN+ user	37%	(21)	39%	(22)	24%	(13)	56
Hulu user	16%	(31)	22%	(42)	63%	(121)	194
Showtime user	23%	(13)	38%	(22)	38%	(22)	58
Apple TV+ user	30%	(19)	33%	(21)	37%	(23)	63
Disney+ user	20%	(29)	24%	(36)	56%	(83)	148
Discovery+ user	35%	(20)	41%	(24)	24%	(14)	58
HBO Max user	19%	(20)	28%	(29)	53%	(54)	103

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

**Table MCEN3\_8:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
*The Tokyo Olympics*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(59)	25%	(83)	57%	(189)	331
Gender: Male	25%	(44)	28%	(49)	47%	(83)	175
Gender: Female	10%	(16)	22%	(34)	68%	(106)	156
Age: 18-34	17%	(12)	25%	(17)	58%	(40)	69
Age: 35-44	31%	(20)	35%	(22)	34%	(21)	63
Age: 45-64	15%	(25)	22%	(35)	63%	(103)	163
Millennials: 1981-1996	29%	(29)	30%	(31)	41%	(42)	101
GenXers: 1965-1980	14%	(17)	22%	(28)	64%	(80)	125
Baby Boomers: 1946-1964	14%	(12)	22%	(19)	64%	(55)	86
PID: Dem (no lean)	22%	(34)	24%	(38)	54%	(85)	158
PID: Ind (no lean)	10%	(8)	29%	(25)	61%	(53)	86
PID: Rep (no lean)	20%	(17)	22%	(19)	58%	(51)	87
PID/Gender: Dem Men	31%	(22)	28%	(20)	41%	(29)	71
PID/Gender: Dem Women	14%	(12)	21%	(18)	65%	(57)	87
PID/Gender: Ind Men	13%	(7)	32%	(17)	55%	(29)	54
PID/Gender: Rep Men	29%	(15)	23%	(11)	48%	(24)	51
Ideo: Liberal (1-3)	20%	(24)	26%	(32)	54%	(66)	122
Ideo: Moderate (4)	19%	(17)	29%	(26)	52%	(46)	90
Ideo: Conservative (5-7)	19%	(18)	25%	(24)	57%	(54)	96
Educ: < College	10%	(21)	22%	(46)	68%	(145)	212
Educ: Bachelors degree	28%	(17)	28%	(17)	44%	(28)	62
Educ: Post-grad	37%	(21)	33%	(19)	30%	(17)	57
Income: Under 50k	8%	(13)	22%	(36)	70%	(114)	163
Income: 50k-100k	24%	(23)	21%	(20)	55%	(51)	94
Income: 100k+	32%	(24)	36%	(26)	32%	(24)	74
Ethnicity: White	21%	(54)	26%	(69)	53%	(138)	261
All Christian	26%	(47)	24%	(43)	50%	(92)	182
Agnostic/Nothing in particular	6%	(4)	22%	(13)	71%	(41)	58
Evangelical	27%	(30)	24%	(28)	49%	(55)	113
Non-Evangelical	14%	(16)	31%	(34)	55%	(59)	109

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**Table MCEN3\_8:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
 The Tokyo Olympics

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(59)	25%	(83)	57%	(189)	331
Community: Urban	31%	(34)	25%	(27)	44%	(48)	108
Community: Suburban	11%	(17)	25%	(39)	64%	(99)	156
Community: Rural	13%	(8)	25%	(17)	63%	(42)	67
Employ: Private Sector	24%	(31)	28%	(36)	48%	(62)	129
Employ: Retired	12%	(6)	17%	(9)	71%	(39)	55
Military HH: No	17%	(47)	25%	(70)	59%	(166)	282
RD/WT: Right Direction	35%	(28)	35%	(29)	30%	(24)	81
RD/WT: Wrong Track	12%	(31)	22%	(54)	66%	(165)	250
Trump Job Approve	22%	(24)	31%	(34)	47%	(52)	110
Trump Job Disapprove	16%	(36)	22%	(48)	61%	(134)	218
Trump Job Strongly Approve	22%	(14)	32%	(20)	46%	(29)	64
Trump Job Strongly Disapprove	15%	(27)	23%	(40)	62%	(107)	174
Favorable of Trump	22%	(24)	30%	(33)	48%	(53)	110
Unfavorable of Trump	16%	(35)	23%	(49)	61%	(131)	216
Very Favorable of Trump	20%	(11)	30%	(18)	51%	(30)	59
Somewhat Favorable of Trump	25%	(13)	30%	(15)	46%	(23)	51
Very Unfavorable of Trump	15%	(25)	23%	(40)	62%	(106)	171
#1 Issue: Economy	16%	(21)	29%	(38)	55%	(72)	130
#1 Issue: Health Care	23%	(15)	23%	(15)	54%	(35)	65
2020 Vote: Joe Biden	22%	(39)	26%	(46)	53%	(94)	179
2020 Vote: Donald Trump	18%	(16)	25%	(23)	58%	(53)	92
2020 Vote: Didn't Vote	7%	(3)	26%	(13)	68%	(34)	50
2018 House Vote: Democrat	23%	(30)	27%	(36)	50%	(67)	133
2018 House Vote: Republican	21%	(18)	24%	(20)	55%	(46)	84
2016 Vote: Hillary Clinton	22%	(29)	27%	(35)	51%	(66)	131
2016 Vote: Donald Trump	22%	(21)	25%	(24)	53%	(50)	94
2016 Vote: Didn't Vote	11%	(9)	20%	(18)	69%	(62)	90
Voted in 2014: Yes	21%	(44)	26%	(54)	52%	(106)	204
Voted in 2014: No	13%	(16)	23%	(29)	65%	(83)	127

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**Table MCEN3\_8:** As you may know, the following content is available to stream on Peacock. To what extent were each of the following a reason why you decided to sign up for Peacock, or were they not a reason at all?  
*The Tokyo Olympics*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	18%	(59)	25%	(83)	57%	(189)	331
4-Region: Northeast	31%	(16)	23%	(12)	47%	(24)	52
4-Region: Midwest	9%	(5)	21%	(13)	70%	(42)	60
4-Region: South	17%	(24)	23%	(32)	60%	(84)	141
4-Region: West	18%	(14)	33%	(26)	49%	(39)	79
Subscribed to Peacock at launch	25%	(30)	33%	(39)	42%	(51)	120
Subscribed to Peacock Aug-Dec.	15%	(24)	23%	(38)	62%	(102)	165
Peacock user	18%	(59)	25%	(83)	57%	(189)	331
Netflix user	20%	(50)	26%	(64)	54%	(136)	250
Amazon Prime Video user	17%	(40)	28%	(64)	55%	(128)	231
CBS All Access user	30%	(26)	29%	(25)	40%	(35)	87
ESPN+ user	45%	(26)	31%	(18)	23%	(13)	56
Hulu user	19%	(36)	29%	(57)	52%	(101)	194
Showtime user	34%	(20)	30%	(17)	37%	(21)	58
Apple TV+ user	36%	(22)	35%	(22)	29%	(18)	63
Disney+ user	25%	(36)	25%	(37)	50%	(74)	148
Discovery+ user	41%	(24)	28%	(16)	31%	(18)	58
HBO Max user	28%	(29)	30%	(31)	42%	(44)	103

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

**Table MCEN4\_1:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
'The Office'

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion		Total N
Adults	10%	(190)	11%	(201)	36%	(675)	4%	(75)	14%	(266)	25%	(462)	1870
Gender: Male	12%	(108)	11%	(101)	39%	(349)	5%	(41)	14%	(122)	19%	(166)	887
Gender: Female	8%	(82)	10%	(100)	33%	(326)	3%	(34)	15%	(144)	30%	(296)	983
Age: 18-34	19%	(114)	18%	(103)	24%	(142)	6%	(34)	8%	(48)	25%	(145)	586
Age: 35-44	16%	(48)	15%	(43)	30%	(89)	4%	(11)	9%	(26)	26%	(78)	295
Age: 45-64	4%	(24)	8%	(46)	42%	(249)	3%	(17)	18%	(103)	25%	(148)	588
Age: 65+	1%	(5)	2%	(9)	49%	(195)	3%	(12)	22%	(90)	23%	(90)	401
GenZers: 1997-2012	24%	(71)	18%	(53)	17%	(50)	4%	(12)	6%	(19)	31%	(90)	294
Millennials: 1981-1996	17%	(85)	17%	(85)	28%	(142)	6%	(30)	10%	(48)	22%	(109)	499
GenXers: 1965-1980	6%	(27)	10%	(41)	41%	(171)	4%	(15)	11%	(44)	28%	(116)	413
Baby Boomers: 1946-1964	1%	(6)	3%	(21)	48%	(292)	3%	(19)	23%	(141)	21%	(129)	608
PID: Dem (no lean)	14%	(98)	11%	(79)	36%	(259)	6%	(40)	14%	(98)	20%	(140)	715
PID: Ind (no lean)	7%	(43)	12%	(69)	35%	(203)	3%	(17)	13%	(75)	30%	(171)	578
PID: Rep (no lean)	8%	(49)	9%	(53)	37%	(212)	3%	(18)	16%	(93)	26%	(151)	577
PID/Gender: Dem Men	18%	(52)	13%	(39)	37%	(109)	9%	(26)	13%	(39)	10%	(28)	293
PID/Gender: Dem Women	11%	(47)	9%	(40)	36%	(150)	3%	(14)	14%	(59)	27%	(112)	422
PID/Gender: Ind Men	7%	(20)	12%	(33)	41%	(117)	2%	(5)	13%	(37)	26%	(75)	288
PID/Gender: Ind Women	8%	(23)	12%	(36)	30%	(86)	4%	(12)	13%	(38)	33%	(95)	290
PID/Gender: Rep Men	12%	(36)	10%	(29)	40%	(122)	3%	(10)	15%	(46)	20%	(63)	306
PID/Gender: Rep Women	4%	(12)	9%	(24)	33%	(90)	3%	(8)	17%	(47)	33%	(89)	271
Ideo: Liberal (1-3)	14%	(73)	13%	(71)	41%	(217)	5%	(24)	11%	(59)	17%	(90)	534
Ideo: Moderate (4)	9%	(46)	10%	(52)	39%	(205)	4%	(19)	16%	(86)	22%	(115)	524
Ideo: Conservative (5-7)	9%	(52)	9%	(57)	38%	(229)	4%	(26)	17%	(100)	23%	(142)	606
Educ: < College	9%	(113)	10%	(126)	33%	(430)	4%	(53)	15%	(199)	29%	(381)	1301
Educ: Bachelors degree	12%	(45)	14%	(53)	44%	(168)	4%	(15)	12%	(44)	15%	(56)	382
Educ: Post-grad	17%	(33)	12%	(22)	41%	(78)	4%	(7)	12%	(23)	13%	(25)	187
Income: Under 50k	8%	(88)	11%	(112)	32%	(333)	4%	(47)	15%	(156)	30%	(315)	1052
Income: 50k-100k	11%	(57)	9%	(46)	41%	(210)	3%	(17)	16%	(83)	20%	(104)	516
Income: 100k+	15%	(45)	14%	(43)	44%	(132)	4%	(11)	9%	(27)	14%	(43)	302

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**Table MCEN4\_1:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
'The Office'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	10% (190)	11% (201)	36% (675)	4% (75)	14% (266)	25% (462)	1870
Ethnicity: White	10% (143)	10% (147)	39% (570)	4% (59)	15% (214)	22% (327)	1462
Ethnicity: Hispanic	15% (48)	15% (47)	26% (79)	3% (10)	11% (34)	30% (92)	310
Ethnicity: Black	14% (32)	11% (25)	24% (57)	4% (9)	17% (39)	30% (70)	232
Ethnicity: Other	8% (15)	16% (29)	27% (48)	4% (7)	8% (14)	37% (65)	177
All Christian	10% (81)	10% (80)	40% (328)	4% (29)	17% (138)	20% (162)	819
All Non-Christian	13% (14)	12% (14)	34% (38)	3% (4)	10% (12)	27% (30)	112
Atheist	12% (9)	12% (9)	38% (28)	8% (6)	8% (6)	22% (17)	75
Agnostic/Nothing in particular	10% (51)	12% (60)	35% (177)	4% (20)	12% (60)	27% (139)	506
Something Else	10% (35)	11% (38)	29% (104)	4% (15)	14% (51)	32% (114)	358
Religious Non-Protestant/Catholic	12% (16)	12% (15)	35% (45)	5% (6)	9% (12)	27% (35)	130
Evangelical	12% (61)	13% (65)	29% (153)	4% (23)	15% (77)	27% (139)	518
Non-Evangelical	8% (49)	8% (51)	43% (265)	3% (18)	18% (110)	21% (131)	623
Community: Urban	15% (87)	14% (82)	29% (168)	4% (22)	10% (57)	27% (154)	571
Community: Suburban	8% (66)	9% (71)	41% (325)	4% (35)	16% (129)	20% (159)	784
Community: Rural	7% (37)	9% (47)	35% (182)	4% (18)	16% (80)	29% (150)	515
Employ: Private Sector	16% (87)	11% (61)	39% (206)	4% (22)	10% (56)	19% (102)	535
Employ: Government	18% (23)	14% (18)	34% (43)	6% (8)	12% (16)	16% (20)	128
Employ: Self-Employed	12% (19)	15% (24)	36% (58)	3% (5)	11% (18)	23% (36)	161
Employ: Homemaker	3% (3)	9% (9)	32% (35)	5% (5)	11% (12)	40% (43)	107
Employ: Student	24% (28)	24% (28)	20% (23)	3% (4)	4% (4)	25% (29)	117
Employ: Retired	1% (7)	3% (12)	45% (202)	3% (14)	24% (109)	23% (105)	449
Employ: Unemployed	7% (20)	13% (35)	31% (85)	3% (8)	11% (31)	35% (96)	275
Employ: Other	5% (4)	14% (13)	22% (22)	9% (9)	19% (19)	31% (30)	98
Military HH: Yes	11% (35)	8% (26)	38% (119)	4% (13)	15% (48)	24% (74)	314
Military HH: No	10% (155)	11% (175)	36% (556)	4% (62)	14% (219)	25% (388)	1555
RD/WT: Right Direction	13% (58)	12% (54)	33% (145)	6% (27)	13% (57)	23% (100)	442
RD/WT: Wrong Track	9% (132)	10% (147)	37% (530)	3% (48)	15% (209)	25% (362)	1428

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**Table MCEN4\_1:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
'The Office'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	10% (190)	11% (201)	36% (675)	4% (75)	14% (266)	25% (462)	1870
Trump Job Approve	9% (66)	11% (83)	36% (268)	4% (33)	15% (113)	24% (178)	741
Trump Job Disapprove	11% (116)	11% (110)	38% (396)	4% (39)	14% (142)	23% (234)	1037
Trump Job Strongly Approve	10% (44)	11% (50)	32% (144)	3% (13)	19% (83)	25% (113)	448
Trump Job Somewhat Approve	8% (22)	11% (34)	42% (124)	7% (19)	10% (30)	22% (65)	294
Trump Job Somewhat Disapprove	14% (30)	14% (30)	30% (63)	6% (13)	14% (29)	21% (45)	209
Trump Job Strongly Disapprove	10% (86)	10% (81)	40% (333)	3% (26)	14% (113)	23% (189)	828
Favorable of Trump	9% (62)	11% (78)	37% (266)	3% (23)	16% (113)	25% (180)	722
Unfavorable of Trump	12% (122)	11% (114)	37% (389)	4% (46)	13% (141)	22% (233)	1045
Very Favorable of Trump	9% (38)	8% (35)	33% (141)	3% (12)	20% (82)	27% (113)	422
Somewhat Favorable of Trump	8% (24)	14% (43)	42% (125)	4% (11)	10% (31)	22% (67)	301
Somewhat Unfavorable of Trump	13% (23)	15% (28)	32% (59)	4% (7)	13% (23)	23% (42)	184
Very Unfavorable of Trump	11% (98)	10% (86)	38% (329)	4% (38)	14% (117)	22% (191)	861
#1 Issue: Economy	12% (87)	13% (95)	35% (252)	3% (25)	12% (88)	24% (171)	717
#1 Issue: Security	11% (23)	5% (11)	35% (73)	3% (7)	19% (41)	27% (56)	210
#1 Issue: Health Care	10% (30)	15% (46)	39% (126)	4% (12)	12% (39)	21% (66)	319
#1 Issue: Medicare / Social Security	3% (7)	5% (11)	40% (102)	4% (11)	21% (53)	27% (69)	253
#1 Issue: Women's Issues	15% (15)	9% (9)	38% (38)	11% (10)	4% (4)	22% (22)	98
#1 Issue: Education	16% (11)	17% (12)	22% (16)	8% (6)	15% (11)	21% (15)	72
#1 Issue: Energy	21% (11)	16% (9)	33% (18)	3% (2)	12% (6)	16% (9)	55
#1 Issue: Other	4% (6)	6% (8)	34% (50)	2% (2)	17% (24)	38% (55)	145
2020 Vote: Joe Biden	13% (103)	11% (88)	39% (317)	5% (39)	13% (109)	20% (161)	818
2020 Vote: Donald Trump	8% (50)	10% (64)	40% (248)	3% (19)	16% (96)	22% (138)	614
2020 Vote: Other	10% (5)	3% (2)	38% (19)	10% (5)	15% (8)	24% (13)	52
2020 Vote: Didn't Vote	9% (33)	12% (47)	23% (90)	3% (12)	14% (54)	39% (151)	386
2018 House Vote: Democrat	11% (65)	10% (57)	42% (243)	4% (25)	15% (89)	18% (102)	580
2018 House Vote: Republican	8% (39)	8% (37)	40% (192)	3% (15)	18% (86)	22% (106)	475

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'The Office'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	10% (190)	11% (201)	36% (675)	4% (75)	14% (266)	25% (462)	1870
2016 Vote: Hillary Clinton	11% (57)	10% (55)	41% (217)	4% (22)	15% (80)	19% (103)	534
2016 Vote: Donald Trump	7% (38)	9% (48)	43% (231)	3% (18)	17% (92)	21% (116)	543
2016 Vote: Other	5% (4)	11% (8)	48% (37)	4% (3)	13% (10)	21% (16)	78
2016 Vote: Didn't Vote	13% (92)	13% (89)	26% (189)	5% (32)	12% (84)	32% (226)	713
Voted in 2014: Yes	8% (77)	10% (93)	41% (390)	4% (35)	16% (155)	21% (198)	948
Voted in 2014: No	12% (113)	12% (108)	31% (285)	4% (40)	12% (111)	29% (264)	922
4-Region: Northeast	15% (52)	11% (36)	32% (109)	4% (14)	16% (54)	22% (76)	342
4-Region: Midwest	7% (27)	10% (40)	37% (148)	4% (18)	15% (62)	27% (107)	402
4-Region: South	10% (68)	12% (80)	35% (239)	3% (20)	15% (102)	25% (174)	684
4-Region: West	10% (43)	10% (45)	40% (178)	5% (23)	11% (48)	24% (105)	442
Netflix user	13% (147)	14% (163)	33% (378)	5% (53)	11% (124)	24% (277)	1142
Amazon Prime Video user	13% (97)	12% (91)	38% (286)	4% (33)	12% (90)	21% (156)	753
CBS All Access user	17% (21)	22% (26)	29% (34)	7% (8)	10% (12)	16% (19)	120
ESPN+ user	27% (39)	12% (17)	32% (46)	4% (6)	7% (10)	18% (25)	142
Hulu user	15% (86)	18% (107)	29% (171)	4% (26)	11% (65)	23% (135)	589
Showtime user	12% (11)	21% (20)	28% (27)	4% (4)	12% (11)	24% (23)	96
Starz user	17% (19)	18% (20)	25% (28)	4% (4)	12% (14)	24% (27)	112
Apple TV+ user	25% (36)	18% (26)	26% (38)	4% (6)	11% (17)	16% (24)	148
Disney+ user	17% (91)	16% (85)	31% (160)	5% (24)	11% (55)	20% (104)	518
Discovery+ user	26% (27)	19% (19)	24% (25)	2% (2)	7% (7)	22% (22)	102
HBO Max user	24% (61)	16% (40)	32% (82)	4% (10)	10% (27)	14% (36)	256

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



**Table MCEN4\_2:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

'Parks and Recreation'

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion		Total N
Adults	6%	(116)	10%	(196)	38%	(714)	4%	(82)	14%	(269)	26%	(492)	1870
Gender: Male	8%	(67)	12%	(103)	42%	(371)	6%	(52)	14%	(123)	19%	(171)	887
Gender: Female	5%	(49)	9%	(93)	35%	(343)	3%	(30)	15%	(147)	33%	(321)	983
Age: 18-34	10%	(59)	17%	(99)	31%	(181)	4%	(24)	6%	(38)	32%	(185)	586
Age: 35-44	12%	(34)	15%	(43)	33%	(98)	8%	(23)	8%	(23)	25%	(73)	295
Age: 45-64	3%	(18)	7%	(42)	42%	(247)	4%	(23)	19%	(114)	25%	(145)	588
Age: 65+	1%	(4)	3%	(12)	47%	(188)	3%	(12)	24%	(95)	22%	(89)	401
GenZers: 1997-2012	12%	(36)	17%	(49)	25%	(72)	1%	(3)	4%	(13)	41%	(120)	294
Millennials: 1981-1996	11%	(53)	17%	(84)	34%	(168)	8%	(41)	9%	(43)	22%	(110)	499
GenXers: 1965-1980	4%	(18)	9%	(38)	42%	(173)	5%	(22)	12%	(51)	27%	(111)	413
Baby Boomers: 1946-1964	1%	(7)	4%	(24)	45%	(277)	3%	(15)	25%	(151)	22%	(134)	608
PID: Dem (no lean)	9%	(63)	10%	(74)	41%	(289)	5%	(33)	13%	(91)	23%	(165)	715
PID: Ind (no lean)	5%	(28)	12%	(67)	36%	(211)	3%	(17)	14%	(81)	30%	(175)	578
PID: Rep (no lean)	4%	(25)	9%	(54)	37%	(214)	6%	(33)	17%	(97)	27%	(153)	577
PID/Gender: Dem Men	13%	(37)	14%	(41)	44%	(128)	7%	(19)	11%	(33)	12%	(35)	293
PID/Gender: Dem Women	6%	(26)	8%	(33)	38%	(161)	3%	(14)	14%	(58)	31%	(129)	422
PID/Gender: Ind Men	4%	(12)	12%	(34)	42%	(121)	3%	(10)	15%	(43)	24%	(68)	288
PID/Gender: Ind Women	5%	(15)	12%	(34)	31%	(89)	2%	(7)	13%	(38)	37%	(107)	290
PID/Gender: Rep Men	6%	(17)	9%	(29)	40%	(122)	8%	(23)	15%	(47)	22%	(68)	306
PID/Gender: Rep Women	3%	(8)	10%	(26)	34%	(92)	3%	(9)	19%	(50)	32%	(85)	271
Ideo: Liberal (1-3)	11%	(58)	12%	(65)	44%	(235)	3%	(17)	11%	(57)	19%	(101)	534
Ideo: Moderate (4)	5%	(27)	10%	(53)	41%	(217)	5%	(28)	15%	(81)	23%	(118)	524
Ideo: Conservative (5-7)	5%	(28)	10%	(61)	38%	(229)	5%	(32)	19%	(113)	24%	(143)	606
Educ: < College	4%	(58)	8%	(110)	36%	(470)	4%	(53)	15%	(197)	32%	(413)	1301
Educ: Bachelors degree	9%	(33)	16%	(61)	44%	(168)	5%	(20)	11%	(44)	14%	(55)	382
Educ: Post-grad	13%	(24)	13%	(25)	40%	(75)	5%	(9)	15%	(29)	13%	(25)	187
Income: Under 50k	4%	(46)	8%	(87)	35%	(370)	5%	(48)	15%	(158)	33%	(343)	1052
Income: 50k-100k	7%	(37)	12%	(61)	40%	(208)	5%	(24)	15%	(78)	21%	(110)	516
Income: 100k+	11%	(33)	16%	(48)	45%	(136)	4%	(11)	11%	(34)	13%	(40)	302

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'Parks and Recreation'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	6% (116)	10% (196)	38% (714)	4% (82)	14% (269)	26% (492)	1870
Ethnicity: White	6% (95)	11% (162)	40% (584)	4% (63)	15% (219)	23% (339)	1462
Ethnicity: Hispanic	9% (27)	16% (49)	27% (84)	5% (15)	11% (34)	33% (101)	310
Ethnicity: Black	5% (12)	9% (20)	31% (73)	5% (12)	16% (36)	34% (79)	232
Ethnicity: Other	5% (8)	8% (14)	33% (58)	4% (8)	8% (14)	42% (74)	177
All Christian	6% (51)	11% (93)	41% (335)	5% (38)	17% (140)	20% (162)	819
All Non-Christian	10% (11)	7% (8)	37% (41)	3% (4)	13% (14)	30% (33)	112
Atheist	10% (7)	14% (10)	42% (31)	4% (3)	8% (6)	23% (17)	75
Agnostic/Nothing in particular	6% (30)	10% (52)	37% (185)	5% (24)	13% (66)	29% (149)	506
Something Else	4% (16)	9% (33)	34% (121)	4% (14)	12% (43)	37% (131)	358
Religious Non-Protestant/Catholic	9% (12)	8% (11)	38% (49)	3% (4)	11% (14)	30% (40)	130
Evangelical	8% (40)	12% (60)	32% (168)	5% (28)	14% (72)	29% (151)	518
Non-Evangelical	4% (24)	9% (58)	44% (274)	3% (20)	18% (111)	22% (136)	623
Community: Urban	10% (59)	16% (94)	29% (167)	6% (32)	10% (59)	28% (161)	571
Community: Suburban	4% (34)	9% (70)	44% (347)	5% (36)	16% (128)	22% (169)	784
Community: Rural	5% (23)	6% (32)	39% (200)	3% (14)	16% (83)	31% (162)	515
Employ: Private Sector	11% (59)	14% (76)	37% (197)	6% (30)	11% (61)	21% (111)	535
Employ: Government	14% (18)	16% (20)	36% (46)	3% (4)	15% (19)	16% (21)	128
Employ: Self-Employed	5% (8)	14% (23)	39% (63)	7% (11)	9% (14)	26% (41)	161
Employ: Homemaker	1% (1)	12% (13)	28% (30)	9% (10)	11% (12)	39% (42)	107
Employ: Student	15% (17)	10% (11)	35% (41)	3% (3)	4% (5)	34% (39)	117
Employ: Retired	1% (4)	3% (15)	45% (202)	3% (11)	25% (113)	23% (104)	449
Employ: Unemployed	2% (6)	11% (31)	35% (96)	4% (12)	11% (29)	37% (101)	275
Employ: Other	3% (3)	6% (6)	39% (38)	2% (2)	16% (15)	34% (34)	98
Military HH: Yes	7% (21)	12% (37)	37% (116)	4% (12)	16% (51)	25% (77)	314
Military HH: No	6% (94)	10% (159)	38% (598)	5% (70)	14% (219)	27% (415)	1555
RD/WT: Right Direction	12% (52)	11% (51)	34% (151)	7% (30)	13% (58)	23% (100)	442
RD/WT: Wrong Track	4% (64)	10% (145)	39% (563)	4% (52)	15% (211)	27% (392)	1428

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Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	6% (116)	10% (196)	38% (714)	4% (82)	14% (269)	26% (492)	1870
Trump Job Approve	6% (45)	11% (84)	38% (279)	5% (40)	16% (122)	23% (173)	741
Trump Job Disapprove	6% (67)	10% (109)	41% (421)	4% (40)	13% (136)	25% (264)	1037
Trump Job Strongly Approve	7% (31)	11% (50)	34% (154)	5% (24)	18% (80)	24% (108)	448
Trump Job Somewhat Approve	5% (13)	12% (34)	42% (125)	5% (15)	14% (41)	22% (65)	294
Trump Job Somewhat Disapprove	4% (9)	18% (37)	34% (71)	7% (15)	13% (27)	24% (50)	209
Trump Job Strongly Disapprove	7% (57)	9% (72)	42% (350)	3% (26)	13% (109)	26% (214)	828
Favorable of Trump	6% (41)	11% (79)	38% (274)	4% (31)	17% (123)	24% (174)	722
Unfavorable of Trump	7% (72)	11% (113)	40% (421)	4% (47)	12% (130)	25% (261)	1045
Very Favorable of Trump	6% (24)	9% (39)	34% (145)	6% (24)	19% (80)	26% (110)	422
Somewhat Favorable of Trump	6% (17)	13% (39)	43% (129)	2% (7)	14% (43)	22% (65)	301
Somewhat Unfavorable of Trump	6% (11)	19% (36)	35% (65)	5% (10)	10% (19)	23% (43)	184
Very Unfavorable of Trump	7% (61)	9% (77)	41% (356)	4% (37)	13% (111)	25% (218)	861
#1 Issue: Economy	7% (50)	13% (96)	39% (280)	3% (25)	13% (94)	24% (172)	717
#1 Issue: Security	7% (15)	7% (16)	32% (68)	5% (11)	19% (39)	29% (62)	210
#1 Issue: Health Care	6% (18)	12% (39)	43% (137)	3% (11)	12% (37)	24% (77)	319
#1 Issue: Medicare / Social Security	2% (5)	4% (10)	39% (99)	6% (16)	21% (54)	28% (70)	253
#1 Issue: Women's Issues	8% (8)	11% (10)	47% (46)	3% (2)	4% (4)	28% (27)	98
#1 Issue: Education	14% (10)	7% (5)	29% (21)	14% (10)	13% (10)	22% (16)	72
#1 Issue: Energy	13% (7)	16% (9)	29% (16)	2% (1)	18% (10)	21% (12)	55
#1 Issue: Other	2% (3)	8% (12)	32% (47)	4% (6)	15% (22)	39% (56)	145
2020 Vote: Joe Biden	9% (76)	11% (86)	41% (337)	4% (30)	13% (109)	22% (179)	818
2020 Vote: Donald Trump	4% (25)	11% (68)	41% (251)	5% (29)	18% (109)	21% (131)	614
2020 Vote: Other	7% (4)	6% (3)	36% (19)	5% (3)	15% (8)	31% (16)	52
2020 Vote: Didn't Vote	3% (10)	10% (38)	28% (107)	5% (21)	11% (43)	43% (166)	386
2018 House Vote: Democrat	9% (55)	10% (60)	44% (257)	3% (18)	15% (89)	17% (101)	580
2018 House Vote: Republican	3% (17)	10% (45)	41% (193)	6% (26)	19% (91)	21% (102)	475

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'Parks and Recreation'

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	6%	(116)	10%	(196)	38%	(714)	4%	(82)	14%	(269)	26%	(492)	1870
2016 Vote: Hillary Clinton	9%	(47)	10%	(53)	42%	(227)	3%	(17)	17%	(88)	19%	(102)	534
2016 Vote: Donald Trump	4%	(24)	10%	(52)	43%	(231)	5%	(29)	18%	(98)	20%	(111)	543
2016 Vote: Other	4%	(3)	10%	(8)	49%	(38)	6%	(5)	12%	(9)	19%	(14)	78
2016 Vote: Didn't Vote	6%	(42)	12%	(83)	31%	(218)	4%	(32)	10%	(73)	37%	(265)	713
Voted in 2014: Yes	6%	(53)	10%	(92)	43%	(410)	4%	(37)	17%	(164)	20%	(192)	948
Voted in 2014: No	7%	(63)	11%	(104)	33%	(304)	5%	(45)	11%	(105)	33%	(300)	922
4-Region: Northeast	9%	(32)	12%	(42)	34%	(117)	6%	(20)	15%	(50)	24%	(81)	342
4-Region: Midwest	4%	(17)	7%	(30)	41%	(165)	4%	(16)	15%	(62)	28%	(112)	402
4-Region: South	5%	(37)	10%	(66)	37%	(253)	5%	(35)	15%	(101)	28%	(192)	684
4-Region: West	7%	(29)	13%	(58)	41%	(179)	3%	(11)	13%	(57)	24%	(107)	442
Netflix user	8%	(88)	13%	(152)	36%	(411)	5%	(54)	12%	(135)	26%	(301)	1142
Amazon Prime Video user	8%	(57)	13%	(99)	39%	(297)	5%	(36)	13%	(96)	22%	(168)	753
CBS All Access user	12%	(15)	22%	(26)	33%	(39)	4%	(4)	11%	(13)	19%	(23)	120
ESPN+ user	18%	(26)	20%	(29)	30%	(43)	4%	(6)	10%	(14)	17%	(24)	142
Hulu user	8%	(48)	16%	(96)	35%	(208)	4%	(23)	11%	(67)	25%	(148)	589
Showtime user	10%	(9)	27%	(26)	26%	(24)	5%	(5)	8%	(7)	25%	(24)	96
Starz user	9%	(10)	15%	(17)	27%	(30)	9%	(10)	9%	(10)	32%	(36)	112
Apple TV+ user	19%	(28)	21%	(31)	32%	(48)	6%	(9)	5%	(8)	16%	(24)	148
Disney+ user	10%	(51)	17%	(87)	37%	(190)	6%	(29)	10%	(50)	21%	(111)	518
Discovery+ user	16%	(16)	26%	(26)	27%	(27)	6%	(6)	8%	(8)	18%	(18)	102
HBO Max user	13%	(33)	22%	(56)	35%	(90)	4%	(11)	9%	(23)	17%	(43)	256

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

**Table MCEN4\_3:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
 Peacock originals, such as 'Saved by the Bell'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	7% (134)	11% (199)	37% (693)	5% (102)	13% (241)	27% (501)	1870
Gender: Male	7% (60)	14% (123)	40% (352)	6% (52)	13% (118)	20% (181)	887
Gender: Female	8% (74)	8% (76)	35% (341)	5% (50)	12% (123)	33% (320)	983
Age: 18-34	10% (61)	13% (75)	29% (168)	8% (46)	7% (39)	34% (196)	586
Age: 35-44	16% (47)	20% (59)	29% (84)	5% (14)	9% (27)	22% (63)	295
Age: 45-64	4% (22)	8% (50)	42% (248)	5% (29)	16% (93)	25% (147)	588
Age: 65+	1% (5)	4% (15)	48% (192)	3% (13)	20% (82)	24% (94)	401
GenZers: 1997-2012	11% (31)	7% (20)	24% (72)	6% (18)	8% (24)	44% (129)	294
Millennials: 1981-1996	13% (67)	19% (97)	30% (149)	8% (41)	7% (36)	22% (109)	499
GenXers: 1965-1980	7% (30)	14% (56)	40% (166)	5% (20)	8% (34)	26% (108)	413
Baby Boomers: 1946-1964	1% (5)	4% (23)	47% (288)	4% (22)	22% (136)	22% (134)	608
PID: Dem (no lean)	11% (81)	13% (90)	36% (259)	6% (44)	13% (90)	21% (151)	715
PID: Ind (no lean)	4% (25)	9% (53)	38% (217)	5% (31)	11% (65)	32% (187)	578
PID: Rep (no lean)	5% (28)	10% (56)	38% (216)	5% (27)	15% (87)	28% (163)	577
PID/Gender: Dem Men	12% (34)	18% (53)	41% (119)	6% (18)	13% (37)	11% (32)	293
PID/Gender: Dem Women	11% (47)	9% (37)	33% (140)	6% (26)	13% (53)	28% (119)	422
PID/Gender: Ind Men	3% (8)	10% (30)	43% (124)	4% (13)	12% (34)	27% (79)	288
PID/Gender: Ind Women	6% (18)	8% (23)	32% (94)	6% (18)	10% (30)	37% (108)	290
PID/Gender: Rep Men	6% (19)	13% (40)	36% (109)	7% (21)	15% (47)	23% (70)	306
PID/Gender: Rep Women	4% (10)	6% (16)	40% (107)	2% (6)	15% (39)	34% (93)	271
Ideo: Liberal (1-3)	11% (60)	14% (74)	40% (215)	6% (30)	10% (55)	19% (100)	534
Ideo: Moderate (4)	6% (33)	10% (52)	40% (211)	6% (30)	15% (77)	23% (122)	524
Ideo: Conservative (5-7)	6% (36)	9% (57)	39% (234)	6% (36)	14% (87)	26% (157)	606
Educ: < College	6% (78)	8% (99)	36% (467)	5% (63)	14% (183)	32% (410)	1301
Educ: Bachelors degree	7% (28)	19% (72)	41% (157)	7% (27)	9% (35)	17% (63)	382
Educ: Post-grad	15% (28)	15% (28)	37% (69)	6% (12)	12% (23)	15% (27)	187
Income: Under 50k	6% (59)	9% (93)	34% (354)	5% (51)	13% (141)	34% (352)	1052
Income: 50k-100k	9% (46)	10% (51)	40% (206)	7% (34)	14% (72)	21% (107)	516
Income: 100k+	10% (29)	18% (55)	44% (133)	5% (16)	9% (28)	14% (41)	302

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**Table MCEN4\_3:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
Peacock originals, such as 'Saved by the Bell'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	7% (134)	11% (199)	37% (693)	5% (102)	13% (241)	27% (501)	1870
Ethnicity: White	7% (97)	11% (154)	40% (580)	5% (74)	14% (201)	24% (355)	1462
Ethnicity: Hispanic	14% (43)	12% (37)	26% (81)	8% (24)	8% (25)	32% (100)	310
Ethnicity: Black	11% (27)	13% (31)	24% (56)	8% (19)	11% (25)	32% (74)	232
Ethnicity: Other	6% (10)	8% (14)	32% (56)	5% (8)	9% (15)	41% (72)	177
All Christian	9% (77)	13% (104)	40% (328)	5% (40)	14% (114)	19% (156)	819
All Non-Christian	9% (10)	9% (10)	32% (36)	5% (6)	13% (14)	32% (36)	112
Atheist	5% (4)	2% (2)	36% (27)	6% (4)	16% (12)	36% (27)	75
Agnostic/Nothing in particular	5% (26)	11% (55)	36% (183)	6% (29)	12% (62)	30% (151)	506
Something Else	5% (19)	8% (28)	33% (118)	6% (23)	11% (38)	37% (132)	358
Religious Non-Protestant/Catholic	7% (10)	9% (12)	35% (46)	6% (8)	11% (14)	31% (41)	130
Evangelical	10% (54)	14% (74)	31% (158)	5% (27)	11% (57)	29% (148)	518
Non-Evangelical	6% (40)	9% (54)	43% (270)	5% (32)	15% (94)	21% (134)	623
Community: Urban	14% (78)	15% (87)	29% (166)	6% (36)	9% (54)	26% (150)	571
Community: Suburban	4% (29)	10% (79)	42% (328)	6% (50)	14% (113)	24% (186)	784
Community: Rural	5% (28)	6% (33)	39% (199)	3% (16)	14% (74)	32% (166)	515
Employ: Private Sector	11% (56)	16% (83)	38% (202)	7% (40)	9% (47)	20% (106)	535
Employ: Government	11% (15)	15% (19)	31% (40)	10% (13)	11% (14)	21% (27)	128
Employ: Self-Employed	15% (24)	12% (20)	29% (47)	5% (8)	13% (21)	26% (41)	161
Employ: Homemaker	4% (4)	11% (12)	37% (39)	3% (3)	8% (9)	38% (40)	107
Employ: Student	9% (10)	11% (12)	35% (41)	4% (4)	10% (12)	31% (37)	117
Employ: Retired	1% (5)	4% (19)	45% (201)	4% (18)	21% (95)	25% (111)	449
Employ: Unemployed	5% (14)	10% (26)	36% (98)	3% (9)	9% (24)	38% (104)	275
Employ: Other	7% (7)	7% (7)	24% (24)	7% (7)	19% (19)	35% (35)	98
Military HH: Yes	7% (22)	10% (30)	37% (115)	6% (18)	15% (46)	27% (83)	314
Military HH: No	7% (112)	11% (169)	37% (577)	5% (84)	13% (195)	27% (417)	1555
RD/WT: Right Direction	12% (51)	12% (55)	35% (154)	6% (26)	14% (60)	22% (96)	442
RD/WT: Wrong Track	6% (83)	10% (144)	38% (539)	5% (76)	13% (181)	28% (405)	1428

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 Peacock originals, such as 'Saved by the Bell'

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	7% (134)	11% (199)	37% (693)	5% (102)	13% (241)	27% (501)	1870
Trump Job Approve	7% (52)	10% (78)	39% (286)	5% (36)	15% (109)	24% (181)	741
Trump Job Disapprove	7% (76)	11% (119)	37% (388)	6% (65)	12% (126)	25% (262)	1037
Trump Job Strongly Approve	9% (39)	10% (45)	36% (160)	4% (20)	15% (69)	26% (115)	448
Trump Job Somewhat Approve	4% (13)	11% (32)	43% (127)	5% (16)	14% (40)	22% (66)	294
Trump Job Somewhat Disapprove	6% (13)	15% (31)	30% (63)	12% (26)	12% (25)	24% (51)	209
Trump Job Strongly Disapprove	8% (63)	11% (88)	39% (325)	5% (39)	12% (101)	25% (211)	828
Favorable of Trump	7% (54)	10% (75)	38% (276)	5% (34)	15% (107)	24% (176)	722
Unfavorable of Trump	7% (76)	11% (116)	38% (395)	6% (67)	12% (124)	26% (267)	1045
Very Favorable of Trump	9% (37)	9% (36)	37% (156)	4% (15)	16% (67)	26% (111)	422
Somewhat Favorable of Trump	6% (17)	13% (39)	40% (120)	6% (18)	13% (40)	22% (66)	301
Somewhat Unfavorable of Trump	7% (13)	14% (25)	31% (57)	12% (22)	11% (20)	25% (46)	184
Very Unfavorable of Trump	7% (63)	10% (90)	39% (338)	5% (45)	12% (105)	26% (221)	861
#1 Issue: Economy	9% (67)	11% (82)	37% (267)	5% (37)	10% (75)	26% (189)	717
#1 Issue: Security	5% (11)	8% (17)	35% (74)	3% (6)	19% (39)	30% (64)	210
#1 Issue: Health Care	8% (27)	13% (41)	42% (133)	7% (24)	9% (29)	20% (65)	319
#1 Issue: Medicare / Social Security	3% (8)	6% (16)	37% (93)	6% (14)	19% (48)	29% (74)	253
#1 Issue: Women's Issues	11% (11)	13% (13)	37% (36)	3% (3)	9% (9)	27% (26)	98
#1 Issue: Education	4% (3)	18% (13)	24% (17)	11% (8)	21% (15)	21% (15)	72
#1 Issue: Energy	9% (5)	13% (7)	34% (19)	10% (5)	12% (7)	21% (12)	55
#1 Issue: Other	1% (2)	7% (10)	37% (53)	3% (4)	14% (20)	38% (56)	145
2020 Vote: Joe Biden	10% (85)	12% (98)	39% (315)	6% (47)	12% (95)	22% (178)	818
2020 Vote: Donald Trump	5% (29)	9% (55)	42% (259)	5% (31)	15% (94)	24% (147)	614
2020 Vote: Other	15% (8)	3% (1)	32% (16)	5% (3)	14% (7)	31% (16)	52
2020 Vote: Didn't Vote	3% (13)	12% (45)	26% (102)	6% (22)	11% (44)	41% (160)	386
2018 House Vote: Democrat	10% (61)	13% (74)	41% (237)	5% (30)	13% (73)	18% (105)	580
2018 House Vote: Republican	4% (21)	9% (45)	41% (194)	6% (29)	16% (74)	23% (111)	475

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Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	7%	(134)	11%	(199)	37%	(693)	5%	(102)	13%	(241)	27%	(501)	1870
2016 Vote: Hillary Clinton	10%	(52)	13%	(70)	40%	(214)	5%	(29)	13%	(70)	19%	(100)	534
2016 Vote: Donald Trump	5%	(26)	9%	(51)	43%	(234)	5%	(26)	15%	(84)	23%	(123)	543
2016 Vote: Other	4%	(3)	11%	(9)	45%	(35)	4%	(3)	12%	(9)	24%	(18)	78
2016 Vote: Didn't Vote	7%	(53)	10%	(69)	30%	(210)	6%	(44)	11%	(76)	36%	(260)	713
Voted in 2014: Yes	7%	(62)	10%	(97)	42%	(399)	5%	(49)	15%	(141)	21%	(200)	948
Voted in 2014: No	8%	(73)	11%	(102)	32%	(293)	6%	(53)	11%	(100)	33%	(301)	922
4-Region: Northeast	10%	(35)	16%	(55)	33%	(112)	6%	(22)	14%	(47)	21%	(71)	342
4-Region: Midwest	4%	(17)	10%	(42)	42%	(167)	4%	(18)	12%	(50)	27%	(109)	402
4-Region: South	6%	(42)	9%	(64)	37%	(251)	5%	(33)	13%	(91)	30%	(203)	684
4-Region: West	9%	(40)	9%	(39)	37%	(162)	7%	(30)	12%	(53)	27%	(118)	442
Netflix user	9%	(101)	14%	(154)	34%	(386)	6%	(73)	10%	(118)	27%	(309)	1142
Amazon Prime Video user	8%	(64)	14%	(102)	38%	(288)	7%	(49)	10%	(78)	23%	(172)	753
CBS All Access user	15%	(18)	20%	(24)	32%	(38)	7%	(8)	9%	(11)	17%	(21)	120
ESPN+ user	15%	(22)	24%	(34)	30%	(42)	7%	(10)	6%	(9)	18%	(26)	142
Hulu user	10%	(57)	13%	(78)	32%	(188)	7%	(40)	11%	(66)	27%	(160)	589
Showtime user	19%	(18)	23%	(22)	23%	(22)	3%	(3)	8%	(8)	24%	(23)	96
Starz user	13%	(15)	17%	(19)	23%	(26)	7%	(8)	16%	(18)	23%	(26)	112
Apple TV+ user	22%	(32)	19%	(28)	21%	(32)	8%	(12)	12%	(18)	18%	(26)	148
Disney+ user	9%	(48)	18%	(91)	35%	(181)	6%	(32)	8%	(41)	24%	(125)	518
Discovery+ user	15%	(16)	17%	(17)	34%	(34)	8%	(8)	6%	(6)	20%	(20)	102
HBO Max user	12%	(31)	22%	(55)	33%	(85)	8%	(21)	8%	(19)	17%	(44)	256

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



**Table MCEN4\_4:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

English Premier League soccer

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	6% (115)	5% (101)	35% (649)	5% (100)	20% (371)	29% (534)	1870
Gender: Male	10% (86)	8% (68)	38% (336)	5% (48)	18% (163)	21% (186)	887
Gender: Female	3% (29)	3% (33)	32% (314)	5% (52)	21% (208)	35% (348)	983
Age: 18-34	7% (42)	9% (50)	30% (174)	7% (39)	12% (70)	36% (210)	586
Age: 35-44	15% (44)	8% (23)	27% (78)	7% (21)	18% (52)	26% (76)	295
Age: 45-64	4% (22)	3% (20)	38% (225)	4% (25)	24% (140)	27% (156)	588
Age: 65+	2% (6)	2% (7)	43% (172)	4% (16)	27% (108)	23% (92)	401
GenZers: 1997-2012	5% (14)	8% (23)	24% (71)	6% (17)	12% (35)	45% (134)	294
Millennials: 1981-1996	14% (68)	10% (49)	31% (156)	7% (35)	13% (67)	25% (123)	499
GenXers: 1965-1980	5% (21)	4% (15)	37% (152)	5% (23)	19% (77)	31% (126)	413
Baby Boomers: 1946-1964	1% (9)	2% (14)	42% (254)	4% (25)	29% (177)	21% (130)	608
PID: Dem (no lean)	9% (66)	8% (58)	34% (245)	5% (39)	17% (122)	26% (184)	715
PID: Ind (no lean)	4% (21)	4% (20)	36% (206)	4% (26)	20% (114)	33% (192)	578
PID: Rep (no lean)	5% (28)	4% (22)	34% (199)	6% (35)	23% (135)	27% (158)	577
PID/Gender: Dem Men	17% (50)	13% (37)	37% (107)	6% (16)	15% (44)	13% (38)	293
PID/Gender: Dem Women	4% (16)	5% (21)	33% (138)	5% (23)	18% (78)	35% (146)	422
PID/Gender: Ind Men	5% (15)	5% (13)	38% (110)	4% (13)	21% (61)	26% (76)	288
PID/Gender: Ind Women	2% (5)	2% (7)	33% (96)	5% (13)	18% (53)	40% (116)	290
PID/Gender: Rep Men	7% (21)	6% (17)	39% (119)	6% (19)	19% (58)	23% (72)	306
PID/Gender: Rep Women	3% (7)	2% (5)	30% (80)	6% (16)	28% (76)	32% (86)	271
Ideo: Liberal (1-3)	9% (51)	9% (48)	39% (211)	6% (33)	16% (84)	20% (108)	534
Ideo: Moderate (4)	5% (28)	5% (27)	36% (189)	6% (31)	21% (110)	26% (139)	524
Ideo: Conservative (5-7)	5% (33)	4% (23)	36% (217)	5% (33)	24% (146)	25% (154)	606
Educ: < College	3% (37)	3% (41)	33% (431)	5% (68)	22% (283)	34% (441)	1301
Educ: Bachelors degree	11% (42)	11% (40)	40% (152)	7% (26)	14% (55)	17% (66)	382
Educ: Post-grad	19% (36)	10% (19)	35% (66)	3% (6)	17% (33)	14% (27)	187
Income: Under 50k	2% (23)	4% (43)	32% (334)	6% (58)	22% (233)	34% (361)	1052
Income: 50k-100k	8% (40)	6% (29)	38% (194)	5% (26)	19% (99)	25% (129)	516
Income: 100k+	17% (52)	10% (29)	40% (122)	5% (16)	13% (39)	15% (44)	302

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**Table MCEN4\_4:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
English Premier League soccer

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	6%	(115)	5%	(101)	35%	(649)	5%	(100)	20%	(371)	29%	(534)	1870
Ethnicity: White	7%	(95)	5%	(74)	37%	(534)	5%	(80)	22%	(316)	25%	(363)	1462
Ethnicity: Hispanic	11%	(33)	6%	(19)	27%	(84)	7%	(20)	14%	(42)	36%	(111)	310
Ethnicity: Black	4%	(9)	8%	(17)	26%	(59)	5%	(11)	17%	(38)	42%	(96)	232
Ethnicity: Other	6%	(10)	5%	(9)	32%	(56)	6%	(10)	9%	(16)	42%	(75)	177
All Christian	8%	(69)	7%	(56)	37%	(303)	6%	(46)	20%	(168)	22%	(177)	819
All Non-Christian	11%	(13)	9%	(10)	29%	(33)	8%	(9)	10%	(11)	33%	(36)	112
Atheist	3%	(2)	7%	(5)	43%	(32)	2%	(2)	15%	(12)	29%	(22)	75
Agnostic/Nothing in particular	4%	(20)	3%	(14)	35%	(178)	6%	(30)	20%	(103)	32%	(161)	506
Something Else	3%	(10)	5%	(17)	29%	(103)	4%	(13)	22%	(77)	39%	(138)	358
Religious Non-Protestant/Catholic	10%	(13)	8%	(10)	32%	(41)	9%	(11)	9%	(12)	33%	(43)	130
Evangelical	10%	(53)	9%	(44)	28%	(143)	5%	(25)	19%	(98)	30%	(156)	518
Non-Evangelical	4%	(22)	4%	(26)	40%	(252)	5%	(29)	23%	(144)	24%	(150)	623
Community: Urban	14%	(79)	10%	(57)	29%	(164)	4%	(25)	13%	(74)	30%	(172)	571
Community: Suburban	2%	(17)	3%	(24)	40%	(312)	7%	(51)	24%	(187)	25%	(194)	784
Community: Rural	4%	(19)	4%	(20)	34%	(174)	5%	(25)	21%	(109)	33%	(168)	515
Employ: Private Sector	11%	(60)	9%	(48)	37%	(200)	6%	(35)	15%	(78)	21%	(114)	535
Employ: Government	12%	(16)	10%	(13)	35%	(45)	4%	(5)	16%	(20)	23%	(29)	128
Employ: Self-Employed	9%	(14)	5%	(8)	28%	(45)	7%	(11)	17%	(27)	35%	(56)	161
Employ: Homemaker	—	(1)	3%	(3)	32%	(34)	8%	(8)	17%	(18)	40%	(43)	107
Employ: Student	7%	(8)	6%	(7)	35%	(41)	6%	(7)	11%	(13)	35%	(41)	117
Employ: Retired	1%	(5)	2%	(7)	41%	(184)	4%	(18)	29%	(128)	24%	(106)	449
Employ: Unemployed	2%	(5)	1%	(4)	30%	(82)	4%	(11)	23%	(65)	39%	(109)	275
Employ: Other	6%	(5)	10%	(10)	19%	(19)	6%	(6)	22%	(22)	37%	(36)	98
Military HH: Yes	7%	(22)	4%	(12)	38%	(119)	4%	(13)	19%	(61)	28%	(87)	314
Military HH: No	6%	(93)	6%	(88)	34%	(530)	6%	(87)	20%	(310)	29%	(447)	1555
RD/WT: Right Direction	13%	(56)	12%	(52)	27%	(121)	8%	(33)	17%	(77)	23%	(103)	442
RD/WT: Wrong Track	4%	(59)	3%	(49)	37%	(528)	5%	(67)	21%	(293)	30%	(431)	1428

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**Table MCEN4\_4:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
 English Premier League soccer

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	6%	(115)	5%	(101)	35%	(649)	5%	(100)	20%	(371)	29%	(534)	1870
Trump Job Approve	6%	(47)	5%	(39)	34%	(255)	6%	(42)	22%	(161)	27%	(197)	741
Trump Job Disapprove	6%	(65)	6%	(59)	36%	(378)	5%	(56)	19%	(197)	27%	(282)	1037
Trump Job Strongly Approve	7%	(33)	5%	(22)	33%	(147)	3%	(14)	26%	(118)	26%	(115)	448
Trump Job Somewhat Approve	5%	(14)	6%	(18)	37%	(109)	10%	(28)	15%	(43)	28%	(82)	294
Trump Job Somewhat Disapprove	7%	(14)	8%	(17)	31%	(66)	8%	(18)	20%	(41)	26%	(53)	209
Trump Job Strongly Disapprove	6%	(51)	5%	(42)	38%	(312)	5%	(38)	19%	(156)	28%	(229)	828
Favorable of Trump	7%	(50)	5%	(33)	35%	(253)	4%	(31)	22%	(161)	27%	(195)	722
Unfavorable of Trump	6%	(63)	6%	(66)	36%	(377)	6%	(62)	18%	(191)	27%	(284)	1045
Very Favorable of Trump	7%	(30)	3%	(12)	33%	(137)	2%	(10)	27%	(114)	28%	(119)	422
Somewhat Favorable of Trump	7%	(20)	7%	(21)	38%	(116)	7%	(22)	16%	(47)	25%	(76)	301
Somewhat Unfavorable of Trump	6%	(10)	11%	(21)	33%	(61)	7%	(14)	19%	(35)	24%	(44)	184
Very Unfavorable of Trump	6%	(53)	5%	(46)	37%	(316)	6%	(49)	18%	(157)	28%	(240)	861
#1 Issue: Economy	7%	(50)	7%	(50)	34%	(245)	5%	(36)	17%	(122)	30%	(213)	717
#1 Issue: Security	8%	(17)	4%	(8)	29%	(61)	2%	(5)	27%	(57)	29%	(62)	210
#1 Issue: Health Care	6%	(18)	6%	(20)	39%	(125)	8%	(25)	18%	(56)	24%	(75)	319
#1 Issue: Medicare / Social Security	5%	(12)	3%	(7)	34%	(85)	5%	(12)	27%	(68)	27%	(69)	253
#1 Issue: Women's Issues	3%	(3)	4%	(4)	38%	(37)	10%	(10)	17%	(16)	29%	(28)	98
#1 Issue: Education	7%	(5)	6%	(4)	38%	(27)	4%	(3)	20%	(14)	25%	(18)	72
#1 Issue: Energy	10%	(6)	6%	(3)	40%	(22)	5%	(3)	18%	(10)	21%	(11)	55
#1 Issue: Other	3%	(4)	3%	(4)	32%	(46)	4%	(7)	18%	(27)	40%	(58)	145
2020 Vote: Joe Biden	10%	(83)	8%	(65)	36%	(295)	6%	(46)	17%	(137)	24%	(192)	818
2020 Vote: Donald Trump	4%	(24)	4%	(23)	39%	(242)	4%	(25)	25%	(151)	24%	(149)	614
2020 Vote: Other	2%	(1)	3%	(2)	33%	(17)	6%	(3)	17%	(9)	38%	(20)	52
2020 Vote: Didn't Vote	2%	(7)	3%	(11)	25%	(96)	7%	(26)	19%	(73)	45%	(173)	386
2018 House Vote: Democrat	11%	(63)	8%	(48)	38%	(221)	5%	(27)	19%	(108)	20%	(114)	580
2018 House Vote: Republican	5%	(23)	4%	(19)	39%	(183)	6%	(26)	23%	(109)	24%	(113)	475

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**Table MCEN4\_4:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
English Premier League soccer

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	6%	(115)	5%	(101)	35%	(649)	5%	(100)	20%	(371)	29%	(534)	1870
2016 Vote: Hillary Clinton	10%	(52)	7%	(37)	38%	(206)	4%	(23)	20%	(109)	20%	(108)	534
2016 Vote: Donald Trump	6%	(31)	5%	(25)	37%	(204)	6%	(30)	25%	(134)	22%	(120)	543
2016 Vote: Other	1%	(1)	7%	(5)	47%	(37)	8%	(6)	16%	(13)	21%	(16)	78
2016 Vote: Didn't Vote	4%	(31)	5%	(33)	29%	(204)	6%	(41)	16%	(114)	41%	(290)	713
Voted in 2014: Yes	7%	(69)	5%	(46)	39%	(372)	5%	(44)	22%	(205)	22%	(212)	948
Voted in 2014: No	5%	(45)	6%	(55)	30%	(278)	6%	(56)	18%	(166)	35%	(322)	922
4-Region: Northeast	11%	(36)	6%	(21)	32%	(109)	7%	(23)	21%	(72)	24%	(81)	342
4-Region: Midwest	3%	(12)	4%	(14)	38%	(152)	6%	(24)	21%	(84)	29%	(116)	402
4-Region: South	4%	(27)	5%	(37)	34%	(235)	6%	(38)	20%	(135)	31%	(211)	684
4-Region: West	9%	(40)	6%	(28)	35%	(153)	3%	(15)	18%	(79)	29%	(126)	442
Netflix user	7%	(83)	6%	(69)	33%	(375)	6%	(66)	18%	(209)	30%	(340)	1142
Amazon Prime Video user	8%	(57)	5%	(39)	37%	(281)	8%	(56)	17%	(130)	25%	(189)	753
CBS All Access user	15%	(18)	12%	(15)	32%	(38)	7%	(8)	14%	(17)	19%	(22)	120
ESPN+ user	22%	(31)	18%	(25)	24%	(35)	10%	(14)	9%	(12)	18%	(25)	142
Hulu user	6%	(35)	7%	(39)	31%	(183)	7%	(42)	21%	(121)	29%	(168)	589
Showtime user	14%	(14)	7%	(7)	25%	(24)	7%	(7)	19%	(18)	28%	(26)	96
Starz user	13%	(14)	5%	(6)	25%	(28)	6%	(7)	18%	(21)	33%	(36)	112
Apple TV+ user	24%	(36)	12%	(18)	23%	(34)	7%	(10)	14%	(21)	20%	(30)	148
Disney+ user	9%	(45)	6%	(34)	36%	(187)	7%	(36)	17%	(86)	25%	(130)	518
Discovery+ user	20%	(20)	13%	(13)	30%	(31)	3%	(3)	13%	(13)	22%	(22)	102
HBO Max user	13%	(34)	10%	(27)	34%	(86)	7%	(17)	14%	(37)	22%	(56)	256

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

**Table MCEN4\_5:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

NFL games

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	13% (247)	16% (297)	29% (548)	4% (81)	14% (262)	23% (435)	1870
Gender: Male	18% (157)	22% (191)	30% (264)	5% (46)	10% (91)	15% (137)	887
Gender: Female	9% (90)	11% (106)	29% (284)	4% (34)	17% (171)	30% (298)	983
Age: 18-34	15% (89)	16% (92)	24% (142)	5% (30)	11% (63)	29% (171)	586
Age: 35-44	20% (58)	24% (70)	22% (66)	6% (18)	8% (23)	20% (59)	295
Age: 45-64	12% (71)	15% (86)	31% (182)	4% (25)	16% (95)	22% (129)	588
Age: 65+	7% (29)	12% (49)	39% (158)	2% (8)	20% (81)	19% (76)	401
GenZers: 1997-2012	15% (44)	13% (37)	20% (58)	4% (11)	12% (36)	36% (107)	294
Millennials: 1981-1996	18% (90)	21% (104)	26% (129)	7% (33)	9% (44)	20% (99)	499
GenXers: 1965-1980	16% (67)	18% (76)	28% (117)	4% (15)	10% (40)	24% (97)	413
Baby Boomers: 1946-1964	7% (42)	12% (74)	37% (227)	3% (20)	21% (129)	19% (117)	608
PID: Dem (no lean)	17% (118)	15% (109)	30% (214)	6% (41)	12% (88)	20% (144)	715
PID: Ind (no lean)	10% (58)	15% (88)	30% (176)	3% (18)	13% (76)	28% (162)	578
PID: Rep (no lean)	12% (71)	17% (101)	27% (158)	4% (21)	17% (98)	22% (129)	577
PID/Gender: Dem Men	23% (68)	19% (57)	32% (93)	9% (25)	8% (22)	10% (28)	293
PID/Gender: Dem Women	12% (51)	12% (52)	29% (121)	4% (16)	16% (66)	27% (116)	422
PID/Gender: Ind Men	13% (38)	23% (66)	30% (86)	3% (9)	11% (32)	19% (56)	288
PID/Gender: Ind Women	7% (20)	7% (22)	31% (90)	3% (9)	15% (44)	37% (106)	290
PID/Gender: Rep Men	17% (52)	22% (68)	28% (85)	4% (12)	12% (37)	17% (53)	306
PID/Gender: Rep Women	7% (19)	12% (33)	27% (73)	3% (9)	23% (61)	28% (76)	271
Ideo: Liberal (1-3)	19% (102)	14% (76)	34% (182)	5% (28)	10% (53)	17% (93)	534
Ideo: Moderate (4)	12% (61)	17% (87)	34% (180)	3% (18)	14% (75)	20% (103)	524
Ideo: Conservative (5-7)	11% (67)	18% (111)	25% (155)	5% (30)	19% (115)	21% (129)	606
Educ: < College	11% (143)	15% (196)	27% (355)	3% (45)	16% (205)	27% (357)	1301
Educ: Bachelors degree	16% (61)	18% (71)	35% (134)	7% (25)	9% (34)	14% (55)	382
Educ: Post-grad	23% (42)	17% (31)	32% (59)	5% (10)	12% (22)	12% (23)	187
Income: Under 50k	10% (102)	15% (153)	27% (282)	5% (47)	15% (157)	29% (310)	1052
Income: 50k-100k	16% (83)	17% (87)	32% (167)	3% (17)	15% (77)	17% (86)	516
Income: 100k+	21% (62)	19% (58)	33% (99)	5% (16)	9% (28)	13% (39)	302

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**Table MCEN4\_5:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
NFL games

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	13% (247)	16% (297)	29% (548)	4% (81)	14% (262)	23% (435)	1870
Ethnicity: White	13% (191)	17% (242)	31% (457)	5% (67)	14% (208)	20% (297)	1462
Ethnicity: Hispanic	13% (40)	19% (58)	21% (66)	6% (18)	13% (41)	28% (88)	310
Ethnicity: Black	16% (36)	11% (26)	23% (53)	3% (7)	16% (36)	32% (73)	232
Ethnicity: Other	11% (20)	17% (29)	21% (38)	4% (7)	10% (17)	37% (65)	177
All Christian	16% (133)	17% (141)	30% (249)	4% (32)	15% (123)	17% (142)	819
All Non-Christian	16% (18)	15% (17)	32% (36)	6% (7)	5% (6)	26% (29)	112
Atheist	9% (7)	13% (10)	40% (30)	5% (4)	13% (10)	21% (16)	75
Agnostic/Nothing in particular	12% (61)	15% (77)	29% (149)	4% (21)	14% (70)	25% (128)	506
Something Else	8% (29)	15% (52)	24% (85)	5% (18)	15% (53)	34% (121)	358
Religious Non-Protestant/Catholic	16% (21)	16% (21)	32% (41)	6% (7)	5% (7)	25% (32)	130
Evangelical	17% (87)	16% (82)	25% (127)	5% (24)	13% (68)	25% (129)	518
Non-Evangelical	11% (66)	17% (105)	31% (196)	4% (23)	17% (106)	21% (128)	623
Community: Urban	19% (107)	18% (105)	25% (141)	4% (25)	9% (50)	25% (143)	571
Community: Suburban	10% (81)	17% (130)	33% (257)	5% (37)	16% (124)	20% (156)	784
Community: Rural	11% (59)	12% (63)	29% (150)	4% (19)	17% (88)	26% (136)	515
Employ: Private Sector	17% (89)	21% (112)	29% (157)	5% (28)	11% (56)	17% (92)	535
Employ: Government	21% (27)	18% (23)	27% (34)	6% (7)	12% (16)	16% (21)	128
Employ: Self-Employed	16% (26)	14% (22)	25% (41)	3% (4)	16% (26)	26% (42)	161
Employ: Homemaker	12% (13)	12% (13)	19% (20)	5% (5)	15% (16)	37% (40)	107
Employ: Student	12% (14)	14% (17)	31% (36)	7% (8)	7% (9)	28% (33)	117
Employ: Retired	7% (31)	11% (48)	38% (172)	3% (15)	19% (86)	22% (97)	449
Employ: Unemployed	13% (35)	17% (45)	24% (66)	2% (5)	15% (41)	30% (83)	275
Employ: Other	13% (13)	18% (17)	21% (21)	8% (8)	11% (11)	28% (28)	98
Military HH: Yes	14% (44)	13% (40)	31% (99)	6% (20)	14% (43)	22% (70)	314
Military HH: No	13% (204)	17% (258)	29% (449)	4% (61)	14% (219)	23% (365)	1555
RD/WT: Right Direction	21% (94)	22% (96)	23% (100)	6% (29)	8% (38)	19% (86)	442
RD/WT: Wrong Track	11% (153)	14% (201)	31% (448)	4% (52)	16% (224)	24% (349)	1428

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**Table MCEN4\_5:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
 NFL games

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	13% (247)	16% (297)	29% (548)	4% (81)	14% (262)	23% (435)	1870
Trump Job Approve	14% (100)	19% (139)	26% (195)	5% (39)	16% (120)	20% (147)	741
Trump Job Disapprove	13% (137)	15% (151)	33% (340)	4% (39)	12% (128)	23% (241)	1037
Trump Job Strongly Approve	12% (55)	17% (75)	25% (113)	4% (17)	21% (93)	21% (95)	448
Trump Job Somewhat Approve	16% (46)	22% (64)	28% (82)	8% (22)	9% (27)	18% (53)	294
Trump Job Somewhat Disapprove	17% (36)	16% (34)	29% (61)	5% (10)	12% (26)	21% (44)	209
Trump Job Strongly Disapprove	12% (102)	14% (117)	34% (280)	4% (29)	12% (103)	24% (198)	828
Favorable of Trump	14% (98)	20% (142)	26% (190)	4% (32)	17% (121)	19% (140)	722
Unfavorable of Trump	14% (142)	14% (149)	32% (338)	4% (46)	12% (127)	23% (243)	1045
Very Favorable of Trump	13% (54)	16% (68)	25% (104)	4% (15)	21% (90)	21% (90)	422
Somewhat Favorable of Trump	14% (44)	25% (74)	29% (87)	6% (17)	10% (31)	16% (50)	301
Somewhat Unfavorable of Trump	17% (31)	14% (26)	32% (59)	4% (8)	10% (18)	23% (42)	184
Very Unfavorable of Trump	13% (111)	14% (123)	32% (280)	4% (38)	13% (109)	23% (201)	861
#1 Issue: Economy	16% (112)	18% (129)	27% (193)	4% (30)	14% (99)	21% (154)	717
#1 Issue: Security	11% (23)	16% (34)	27% (57)	3% (6)	18% (39)	25% (52)	210
#1 Issue: Health Care	14% (44)	18% (58)	33% (107)	4% (13)	12% (39)	18% (59)	319
#1 Issue: Medicare / Social Security	11% (28)	8% (20)	32% (81)	6% (14)	17% (44)	26% (65)	253
#1 Issue: Women's Issues	14% (13)	12% (12)	34% (33)	3% (3)	9% (9)	29% (28)	98
#1 Issue: Education	14% (10)	30% (22)	29% (21)	7% (5)	4% (3)	15% (11)	72
#1 Issue: Energy	15% (8)	19% (11)	22% (12)	8% (5)	16% (9)	20% (11)	55
#1 Issue: Other	5% (8)	9% (12)	30% (44)	3% (5)	14% (21)	38% (55)	145
2020 Vote: Joe Biden	18% (144)	15% (119)	33% (273)	4% (37)	11% (86)	19% (159)	818
2020 Vote: Donald Trump	11% (65)	18% (110)	29% (179)	4% (24)	20% (121)	19% (115)	614
2020 Vote: Other	8% (4)	9% (5)	38% (19)	3% (2)	12% (6)	30% (15)	52
2020 Vote: Didn't Vote	9% (34)	16% (63)	20% (77)	5% (19)	12% (48)	38% (146)	386
2018 House Vote: Democrat	17% (96)	16% (95)	34% (199)	4% (24)	12% (72)	16% (95)	580
2018 House Vote: Republican	12% (59)	17% (79)	31% (148)	3% (16)	19% (90)	18% (83)	475

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**Table MCEN4\_5:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
NFL games

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	13% (247)	16% (297)	29% (548)	4% (81)	14% (262)	23% (435)	1870
2016 Vote: Hillary Clinton	15% (78)	19% (100)	35% (188)	4% (21)	11% (57)	17% (90)	534
2016 Vote: Donald Trump	13% (69)	17% (94)	29% (157)	4% (22)	19% (104)	18% (96)	543
2016 Vote: Other	14% (11)	12% (10)	41% (32)	6% (4)	6% (5)	21% (16)	78
2016 Vote: Didn't Vote	12% (89)	13% (93)	24% (171)	5% (32)	13% (94)	33% (233)	713
Voted in 2014: Yes	12% (117)	17% (166)	33% (314)	4% (34)	16% (148)	18% (169)	948
Voted in 2014: No	14% (130)	14% (132)	25% (234)	5% (47)	12% (114)	29% (266)	922
4-Region: Northeast	18% (62)	17% (57)	25% (84)	6% (19)	15% (52)	20% (67)	342
4-Region: Midwest	11% (44)	14% (58)	32% (130)	4% (17)	14% (57)	24% (97)	402
4-Region: South	10% (72)	15% (104)	29% (198)	4% (30)	15% (103)	26% (177)	684
4-Region: West	16% (70)	18% (79)	31% (136)	3% (14)	11% (49)	21% (93)	442
Netflix user	16% (183)	17% (198)	27% (306)	4% (44)	12% (142)	24% (269)	1142
Amazon Prime Video user	15% (116)	16% (122)	31% (231)	5% (36)	13% (101)	20% (148)	753
CBS All Access user	22% (26)	21% (25)	23% (27)	10% (12)	9% (11)	15% (18)	120
ESPN+ user	33% (47)	27% (39)	16% (22)	7% (10)	5% (8)	12% (17)	142
Hulu user	17% (99)	19% (111)	26% (153)	4% (26)	12% (70)	22% (130)	589
Showtime user	20% (19)	25% (24)	20% (19)	1% (1)	11% (11)	22% (21)	96
Starz user	18% (20)	21% (24)	25% (28)	4% (4)	11% (12)	21% (24)	112
Apple TV+ user	33% (49)	18% (27)	21% (32)	4% (6)	8% (12)	15% (23)	148
Disney+ user	16% (82)	19% (96)	28% (146)	6% (30)	11% (56)	21% (108)	518
Discovery+ user	24% (24)	24% (24)	25% (25)	6% (6)	9% (10)	13% (13)	102
HBO Max user	23% (60)	22% (55)	27% (68)	3% (9)	9% (24)	16% (40)	256

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



**Table MCEN4\_6:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

Golf

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	5% (91)	7% (136)	34% (629)	5% (101)	20% (383)	28% (530)	1870
Gender: Male	7% (65)	10% (86)	38% (338)	6% (57)	17% (152)	21% (188)	887
Gender: Female	3% (26)	5% (50)	30% (291)	4% (44)	23% (230)	35% (341)	983
Age: 18-34	4% (24)	9% (56)	28% (163)	7% (42)	14% (83)	37% (219)	586
Age: 35-44	10% (29)	8% (25)	30% (87)	6% (17)	21% (62)	25% (75)	295
Age: 45-64	4% (21)	6% (37)	36% (212)	5% (27)	23% (137)	26% (154)	588
Age: 65+	4% (17)	5% (18)	42% (167)	4% (16)	25% (102)	20% (82)	401
GenZers: 1997-2012	5% (15)	6% (18)	23% (67)	5% (16)	17% (49)	44% (130)	294
Millennials: 1981-1996	7% (35)	11% (54)	31% (156)	8% (40)	15% (76)	28% (138)	499
GenXers: 1965-1980	5% (20)	7% (30)	36% (148)	5% (19)	19% (79)	29% (118)	413
Baby Boomers: 1946-1964	3% (18)	5% (33)	39% (240)	4% (27)	27% (165)	21% (125)	608
PID: Dem (no lean)	6% (43)	8% (60)	34% (242)	5% (37)	21% (148)	26% (185)	715
PID: Ind (no lean)	2% (14)	6% (36)	33% (194)	6% (36)	20% (113)	32% (185)	578
PID: Rep (no lean)	6% (34)	7% (40)	34% (193)	5% (28)	21% (122)	28% (160)	577
PID/Gender: Dem Men	9% (28)	12% (35)	42% (124)	6% (18)	17% (50)	13% (37)	293
PID/Gender: Dem Women	4% (15)	6% (25)	28% (118)	4% (19)	23% (98)	35% (147)	422
PID/Gender: Ind Men	4% (10)	7% (19)	38% (110)	7% (19)	19% (56)	25% (73)	288
PID/Gender: Ind Women	1% (4)	6% (17)	29% (83)	6% (17)	20% (58)	39% (112)	290
PID/Gender: Rep Men	9% (27)	10% (31)	34% (103)	6% (19)	15% (47)	26% (78)	306
PID/Gender: Rep Women	2% (7)	3% (8)	33% (90)	3% (9)	28% (75)	30% (82)	271
Ideo: Liberal (1-3)	6% (30)	9% (47)	40% (211)	5% (25)	19% (102)	22% (119)	534
Ideo: Moderate (4)	4% (19)	8% (41)	35% (186)	7% (39)	22% (116)	23% (123)	524
Ideo: Conservative (5-7)	7% (41)	7% (44)	33% (202)	5% (31)	22% (133)	26% (156)	606
Educ: < College	3% (45)	5% (65)	30% (396)	5% (60)	23% (297)	34% (438)	1301
Educ: Bachelors degree	5% (19)	13% (50)	43% (164)	8% (30)	14% (54)	17% (64)	382
Educ: Post-grad	14% (27)	11% (21)	37% (69)	6% (11)	17% (32)	15% (28)	187
Income: Under 50k	3% (29)	4% (41)	30% (317)	5% (54)	23% (246)	35% (365)	1052
Income: 50k-100k	6% (32)	10% (53)	35% (183)	5% (27)	19% (99)	24% (122)	516
Income: 100k+	10% (30)	14% (43)	43% (129)	7% (20)	12% (38)	14% (43)	302

Continued on next page

**Table MCEN4\_6:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
Golf

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	5% (91)	7% (136)	34% (629)	5% (101)	20% (383)	28% (530)	1870
Ethnicity: White	5% (77)	8% (114)	36% (526)	5% (79)	21% (311)	24% (354)	1462
Ethnicity: Hispanic	6% (17)	9% (29)	23% (72)	5% (15)	16% (50)	41% (126)	310
Ethnicity: Black	3% (8)	8% (19)	24% (56)	6% (14)	19% (45)	39% (90)	232
Ethnicity: Other	3% (6)	2% (3)	26% (47)	5% (8)	15% (27)	48% (86)	177
All Christian	8% (63)	10% (84)	36% (295)	6% (52)	19% (159)	20% (164)	819
All Non-Christian	8% (9)	8% (8)	29% (32)	9% (10)	13% (15)	34% (38)	112
Atheist	— (0)	15% (11)	35% (27)	5% (4)	16% (12)	29% (22)	75
Agnostic/Nothing in particular	2% (11)	3% (17)	33% (169)	5% (24)	23% (116)	33% (168)	506
Something Else	2% (8)	4% (15)	30% (107)	3% (11)	22% (80)	38% (137)	358
Religious Non-Protestant/Catholic	7% (9)	8% (10)	29% (38)	10% (13)	12% (16)	34% (44)	130
Evangelical	9% (47)	9% (49)	29% (153)	6% (29)	17% (87)	30% (153)	518
Non-Evangelical	3% (21)	7% (46)	38% (235)	5% (30)	24% (150)	23% (141)	623
Community: Urban	9% (50)	10% (59)	30% (169)	6% (37)	14% (80)	31% (177)	571
Community: Suburban	3% (22)	8% (61)	37% (289)	6% (49)	23% (179)	24% (185)	784
Community: Rural	4% (20)	3% (17)	33% (171)	3% (16)	24% (124)	33% (168)	515
Employ: Private Sector	8% (42)	10% (52)	36% (194)	8% (44)	16% (88)	21% (114)	535
Employ: Government	11% (14)	17% (21)	30% (39)	7% (9)	16% (20)	19% (25)	128
Employ: Self-Employed	3% (5)	12% (19)	33% (53)	4% (6)	15% (24)	33% (54)	161
Employ: Homemaker	2% (2)	1% (1)	35% (37)	5% (5)	20% (22)	38% (40)	107
Employ: Student	6% (7)	1% (1)	37% (43)	2% (3)	18% (21)	36% (42)	117
Employ: Retired	3% (13)	5% (25)	37% (167)	5% (22)	27% (120)	23% (103)	449
Employ: Unemployed	2% (4)	3% (9)	27% (74)	3% (8)	23% (62)	43% (118)	275
Employ: Other	3% (3)	8% (8)	23% (23)	5% (5)	26% (26)	34% (33)	98
Military HH: Yes	8% (24)	10% (32)	33% (102)	7% (21)	18% (57)	25% (77)	314
Military HH: No	4% (67)	7% (104)	34% (527)	5% (80)	21% (325)	29% (452)	1555
RD/WT: Right Direction	10% (43)	11% (51)	29% (128)	7% (31)	19% (82)	24% (107)	442
RD/WT: Wrong Track	3% (48)	6% (85)	35% (502)	5% (70)	21% (300)	30% (423)	1428

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**Table MCEN4\_6:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

Golf

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	5% (91)	7% (136)	34% (629)	5% (101)	20% (383)	28% (530)	1870
Trump Job Approve	6% (47)	8% (61)	34% (253)	5% (40)	21% (155)	25% (185)	741
Trump Job Disapprove	4% (41)	7% (69)	35% (363)	6% (60)	21% (216)	28% (288)	1037
Trump Job Strongly Approve	8% (36)	8% (34)	31% (138)	5% (20)	24% (107)	25% (112)	448
Trump Job Somewhat Approve	4% (12)	9% (27)	39% (115)	7% (19)	16% (48)	25% (72)	294
Trump Job Somewhat Disapprove	3% (6)	11% (23)	33% (70)	11% (24)	17% (36)	24% (51)	209
Trump Job Strongly Disapprove	4% (35)	6% (46)	35% (294)	4% (36)	22% (180)	29% (237)	828
Favorable of Trump	6% (44)	8% (60)	35% (252)	5% (33)	21% (150)	25% (184)	722
Unfavorable of Trump	4% (46)	7% (70)	35% (361)	6% (62)	21% (216)	28% (289)	1045
Very Favorable of Trump	6% (27)	7% (28)	32% (134)	5% (20)	25% (104)	26% (109)	422
Somewhat Favorable of Trump	6% (17)	11% (32)	39% (118)	4% (13)	15% (46)	25% (75)	301
Somewhat Unfavorable of Trump	5% (10)	11% (20)	32% (58)	11% (20)	15% (28)	27% (49)	184
Very Unfavorable of Trump	4% (37)	6% (51)	35% (303)	5% (43)	22% (188)	28% (240)	861
#1 Issue: Economy	6% (40)	8% (55)	35% (255)	5% (35)	19% (137)	27% (195)	717
#1 Issue: Security	5% (10)	10% (21)	29% (60)	3% (6)	24% (50)	30% (64)	210
#1 Issue: Health Care	5% (15)	6% (19)	37% (118)	8% (25)	19% (62)	25% (81)	319
#1 Issue: Medicare / Social Security	5% (13)	6% (16)	34% (86)	4% (11)	22% (55)	29% (73)	253
#1 Issue: Women's Issues	3% (3)	9% (9)	28% (27)	4% (3)	24% (23)	33% (32)	98
#1 Issue: Education	5% (4)	6% (5)	31% (22)	9% (6)	23% (17)	26% (18)	72
#1 Issue: Energy	6% (3)	13% (7)	31% (17)	10% (5)	23% (13)	18% (10)	55
#1 Issue: Other	2% (3)	3% (5)	31% (44)	7% (10)	18% (26)	40% (58)	145
2020 Vote: Joe Biden	6% (52)	9% (74)	35% (289)	6% (48)	19% (157)	24% (197)	818
2020 Vote: Donald Trump	6% (35)	7% (44)	37% (224)	6% (35)	22% (136)	23% (141)	614
2020 Vote: Other	2% (1)	8% (4)	28% (14)	4% (2)	21% (11)	38% (20)	52
2020 Vote: Didn't Vote	1% (3)	4% (14)	26% (102)	4% (16)	20% (78)	45% (172)	386
2018 House Vote: Democrat	6% (37)	10% (55)	37% (214)	6% (35)	21% (122)	20% (117)	580
2018 House Vote: Republican	6% (29)	8% (38)	37% (175)	7% (31)	21% (98)	22% (104)	475

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Golf

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	5% (91)	7% (136)	34% (629)	5% (101)	20% (383)	28% (530)	1870
2016 Vote: Hillary Clinton	7% (37)	8% (44)	36% (195)	7% (35)	21% (113)	21% (110)	534
2016 Vote: Donald Trump	5% (29)	8% (45)	37% (200)	6% (30)	23% (125)	21% (113)	543
2016 Vote: Other	3% (2)	9% (7)	44% (35)	8% (6)	18% (14)	18% (14)	78
2016 Vote: Didn't Vote	3% (22)	6% (40)	28% (199)	4% (29)	18% (130)	41% (293)	713
Voted in 2014: Yes	6% (57)	8% (75)	37% (352)	6% (57)	22% (207)	21% (200)	948
Voted in 2014: No	4% (34)	7% (61)	30% (277)	5% (45)	19% (176)	36% (329)	922
4-Region: Northeast	8% (27)	9% (31)	31% (105)	6% (21)	21% (73)	25% (85)	342
4-Region: Midwest	4% (16)	4% (15)	36% (146)	4% (18)	21% (86)	30% (121)	402
4-Region: South	4% (25)	7% (47)	33% (226)	6% (41)	22% (154)	28% (191)	684
4-Region: West	5% (22)	10% (43)	34% (152)	5% (21)	16% (71)	30% (133)	442
Netflix user	5% (62)	8% (96)	31% (357)	5% (62)	20% (224)	30% (340)	1142
Amazon Prime Video user	6% (46)	8% (63)	36% (272)	6% (45)	19% (145)	24% (182)	753
CBS All Access user	12% (14)	13% (16)	33% (39)	9% (11)	17% (21)	16% (19)	120
ESPN+ user	16% (23)	20% (29)	25% (36)	8% (12)	11% (16)	19% (26)	142
Hulu user	5% (27)	8% (50)	30% (178)	6% (34)	22% (128)	29% (173)	589
Showtime user	10% (10)	18% (17)	23% (22)	4% (4)	18% (17)	27% (26)	96
Starz user	9% (10)	8% (9)	24% (26)	7% (8)	22% (24)	30% (34)	112
Apple TV+ user	19% (28)	19% (28)	22% (33)	8% (11)	15% (23)	17% (25)	148
Disney+ user	6% (33)	9% (49)	33% (170)	6% (30)	19% (97)	27% (139)	518
Discovery+ user	19% (20)	16% (17)	21% (21)	8% (8)	14% (14)	22% (22)	102
HBO Max user	9% (22)	15% (38)	34% (86)	5% (13)	14% (37)	23% (59)	256

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

**Table MCEN4\_7:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	5% (99)	10% (184)	36% (677)	6% (116)	16% (307)	26% (487)	1870
Gender: Male	7% (66)	14% (122)	39% (345)	7% (59)	14% (123)	19% (172)	887
Gender: Female	3% (33)	6% (62)	34% (332)	6% (57)	19% (184)	32% (315)	983
Age: 18-34	6% (38)	12% (69)	30% (177)	8% (46)	12% (73)	31% (183)	586
Age: 35-44	12% (35)	15% (44)	30% (87)	8% (23)	13% (39)	22% (66)	295
Age: 45-64	3% (19)	8% (48)	40% (235)	4% (24)	18% (106)	27% (156)	588
Age: 65+	2% (6)	6% (23)	44% (177)	6% (24)	22% (89)	20% (81)	401
GenZers: 1997-2012	5% (16)	8% (24)	25% (73)	7% (22)	14% (40)	41% (119)	294
Millennials: 1981-1996	10% (49)	17% (83)	32% (160)	8% (42)	12% (59)	21% (105)	499
GenXers: 1965-1980	6% (24)	11% (44)	39% (160)	4% (18)	13% (54)	28% (114)	413
Baby Boomers: 1946-1964	1% (8)	5% (30)	43% (264)	5% (32)	23% (141)	22% (134)	608
PID: Dem (no lean)	8% (55)	12% (87)	36% (259)	7% (53)	14% (102)	22% (159)	715
PID: Ind (no lean)	3% (18)	9% (52)	36% (207)	5% (31)	16% (95)	30% (175)	578
PID: Rep (no lean)	5% (27)	8% (45)	37% (211)	5% (31)	19% (110)	27% (153)	577
PID/Gender: Dem Men	12% (35)	20% (58)	38% (111)	7% (21)	11% (33)	12% (35)	293
PID/Gender: Dem Women	5% (20)	7% (28)	35% (147)	8% (33)	16% (69)	29% (124)	422
PID/Gender: Ind Men	4% (12)	11% (30)	40% (115)	6% (18)	14% (41)	25% (71)	288
PID/Gender: Ind Women	2% (6)	8% (22)	32% (92)	5% (13)	19% (54)	36% (103)	290
PID/Gender: Rep Men	6% (20)	11% (33)	39% (118)	7% (20)	16% (49)	21% (66)	306
PID/Gender: Rep Women	2% (7)	4% (12)	34% (93)	4% (11)	23% (61)	32% (88)	271
Ideo: Liberal (1-3)	8% (44)	11% (57)	43% (230)	7% (35)	13% (70)	18% (98)	534
Ideo: Moderate (4)	5% (26)	11% (57)	36% (191)	7% (39)	18% (94)	22% (117)	524
Ideo: Conservative (5-7)	4% (26)	10% (58)	37% (223)	5% (31)	19% (117)	25% (151)	606
Educ: < College	3% (43)	7% (95)	34% (446)	6% (77)	18% (234)	31% (405)	1301
Educ: Bachelors degree	8% (31)	17% (63)	40% (154)	8% (30)	12% (47)	15% (58)	382
Educ: Post-grad	13% (25)	14% (26)	41% (77)	5% (9)	14% (26)	13% (24)	187
Income: Under 50k	3% (31)	7% (75)	32% (340)	6% (62)	19% (198)	33% (346)	1052
Income: 50k-100k	7% (39)	11% (56)	40% (206)	8% (39)	15% (78)	19% (99)	516
Income: 100k+	10% (30)	17% (53)	43% (131)	5% (15)	11% (32)	14% (41)	302

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**Table MCEN4\_7:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	5%	(99)	10%	(184)	36%	(677)	6%	(116)	16%	(307)	26%	(487)	1870
Ethnicity: White	6%	(81)	9%	(136)	38%	(561)	6%	(92)	17%	(253)	23%	(339)	1462
Ethnicity: Hispanic	10%	(30)	8%	(24)	25%	(76)	10%	(30)	16%	(49)	33%	(101)	310
Ethnicity: Black	3%	(6)	13%	(30)	28%	(66)	7%	(15)	14%	(33)	35%	(81)	232
Ethnicity: Other	6%	(11)	11%	(19)	28%	(50)	5%	(9)	12%	(20)	38%	(67)	177
All Christian	6%	(51)	13%	(103)	39%	(316)	6%	(48)	18%	(144)	19%	(157)	819
All Non-Christian	8%	(9)	13%	(15)	33%	(37)	7%	(7)	10%	(11)	29%	(33)	112
Atheist	4%	(3)	10%	(8)	35%	(26)	14%	(11)	14%	(10)	23%	(18)	75
Agnostic/Nothing in particular	4%	(18)	6%	(31)	38%	(193)	6%	(28)	16%	(82)	30%	(154)	506
Something Else	5%	(18)	8%	(28)	29%	(105)	6%	(21)	17%	(60)	35%	(126)	358
Religious Non-Protestant/Catholic	7%	(9)	14%	(18)	33%	(43)	7%	(9)	9%	(12)	30%	(39)	130
Evangelical	9%	(47)	11%	(55)	31%	(162)	5%	(27)	17%	(87)	27%	(140)	518
Non-Evangelical	3%	(19)	11%	(70)	40%	(246)	6%	(38)	18%	(114)	22%	(136)	623
Community: Urban	10%	(57)	15%	(84)	31%	(175)	6%	(35)	12%	(69)	26%	(150)	571
Community: Suburban	2%	(16)	8%	(62)	42%	(330)	7%	(54)	19%	(151)	22%	(172)	784
Community: Rural	5%	(25)	8%	(39)	33%	(172)	5%	(27)	17%	(87)	32%	(164)	515
Employ: Private Sector	8%	(42)	14%	(73)	38%	(202)	6%	(34)	15%	(78)	20%	(106)	535
Employ: Government	15%	(19)	16%	(21)	32%	(41)	7%	(8)	14%	(18)	16%	(21)	128
Employ: Self-Employed	6%	(10)	10%	(16)	32%	(51)	11%	(17)	15%	(24)	27%	(43)	161
Employ: Homemaker	1%	(1)	6%	(6)	39%	(42)	3%	(3)	11%	(11)	40%	(43)	107
Employ: Student	7%	(8)	7%	(9)	39%	(45)	7%	(8)	8%	(9)	32%	(37)	117
Employ: Retired	1%	(6)	6%	(28)	42%	(187)	6%	(28)	22%	(98)	23%	(103)	449
Employ: Unemployed	2%	(6)	9%	(25)	32%	(87)	2%	(6)	21%	(58)	34%	(93)	275
Employ: Other	7%	(7)	8%	(8)	23%	(22)	11%	(10)	11%	(11)	41%	(40)	98
Military HH: Yes	7%	(22)	7%	(21)	38%	(119)	7%	(22)	18%	(55)	24%	(74)	314
Military HH: No	5%	(77)	10%	(163)	36%	(558)	6%	(93)	16%	(252)	27%	(413)	1555
RD/WT: Right Direction	12%	(51)	14%	(60)	31%	(136)	6%	(28)	16%	(71)	22%	(96)	442
RD/WT: Wrong Track	3%	(48)	9%	(124)	38%	(541)	6%	(88)	17%	(236)	27%	(391)	1428

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**Table MCEN4\_7:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	5%	(99)	10%	(184)	36%	(677)	6%	(116)	16%	(307)	26%	(487)	1870
Trump Job Approve	6%	(42)	10%	(74)	36%	(266)	6%	(44)	18%	(134)	24%	(181)	741
Trump Job Disapprove	5%	(52)	10%	(105)	38%	(396)	7%	(69)	16%	(164)	24%	(251)	1037
Trump Job Strongly Approve	6%	(28)	10%	(43)	33%	(146)	4%	(20)	22%	(98)	25%	(112)	448
Trump Job Somewhat Approve	5%	(13)	10%	(31)	41%	(120)	8%	(25)	12%	(36)	23%	(69)	294
Trump Job Somewhat Disapprove	5%	(11)	16%	(33)	30%	(63)	9%	(18)	15%	(31)	25%	(51)	209
Trump Job Strongly Disapprove	5%	(41)	9%	(72)	40%	(333)	6%	(50)	16%	(132)	24%	(200)	828
Favorable of Trump	6%	(42)	10%	(70)	36%	(258)	6%	(40)	18%	(130)	25%	(182)	722
Unfavorable of Trump	5%	(53)	10%	(107)	38%	(399)	7%	(72)	16%	(164)	24%	(249)	1045
Very Favorable of Trump	6%	(24)	9%	(36)	33%	(140)	5%	(19)	22%	(93)	26%	(109)	422
Somewhat Favorable of Trump	6%	(18)	11%	(34)	39%	(118)	7%	(21)	12%	(36)	24%	(73)	301
Somewhat Unfavorable of Trump	4%	(8)	17%	(31)	32%	(60)	7%	(14)	15%	(28)	24%	(44)	184
Very Unfavorable of Trump	5%	(45)	9%	(77)	39%	(339)	7%	(59)	16%	(136)	24%	(205)	861
#1 Issue: Economy	5%	(35)	11%	(81)	36%	(261)	6%	(42)	16%	(112)	26%	(187)	717
#1 Issue: Security	5%	(12)	8%	(16)	35%	(73)	4%	(8)	19%	(40)	30%	(62)	210
#1 Issue: Health Care	6%	(18)	11%	(36)	41%	(130)	7%	(22)	14%	(44)	21%	(68)	319
#1 Issue: Medicare / Social Security	6%	(15)	7%	(19)	36%	(92)	6%	(15)	19%	(48)	26%	(66)	253
#1 Issue: Women's Issues	7%	(7)	10%	(10)	31%	(30)	9%	(9)	19%	(19)	24%	(23)	98
#1 Issue: Education	7%	(5)	10%	(7)	32%	(23)	14%	(10)	15%	(11)	22%	(16)	72
#1 Issue: Energy	5%	(3)	11%	(6)	41%	(22)	4%	(2)	23%	(13)	16%	(9)	55
#1 Issue: Other	3%	(5)	6%	(9)	32%	(46)	6%	(9)	15%	(21)	38%	(55)	145
2020 Vote: Joe Biden	8%	(64)	12%	(98)	39%	(318)	7%	(55)	14%	(111)	21%	(171)	818
2020 Vote: Donald Trump	4%	(22)	9%	(55)	39%	(242)	5%	(29)	21%	(130)	22%	(135)	614
2020 Vote: Other	6%	(3)	1%	(1)	27%	(14)	18%	(9)	11%	(6)	36%	(18)	52
2020 Vote: Didn't Vote	2%	(9)	8%	(31)	27%	(102)	6%	(22)	15%	(59)	42%	(162)	386
2018 House Vote: Democrat	7%	(43)	11%	(65)	42%	(242)	6%	(34)	16%	(93)	18%	(104)	580
2018 House Vote: Republican	3%	(15)	11%	(51)	39%	(186)	5%	(26)	19%	(92)	22%	(105)	475

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**Table MCEN4\_7:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

*Other sports including skiing, snowboarding, Supercross, rugby, speedskating, horse racing*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	5%	(99)	10%	(184)	36%	(677)	6%	(116)	16%	(307)	26%	(487)	1870
2016 Vote: Hillary Clinton	7%	(40)	11%	(60)	42%	(226)	6%	(32)	15%	(81)	18%	(96)	534
2016 Vote: Donald Trump	4%	(21)	11%	(59)	39%	(211)	4%	(24)	21%	(113)	21%	(116)	543
2016 Vote: Other	3%	(2)	9%	(7)	46%	(36)	9%	(7)	13%	(10)	21%	(16)	78
2016 Vote: Didn't Vote	5%	(36)	8%	(58)	29%	(204)	7%	(53)	14%	(103)	36%	(259)	713
Voted in 2014: Yes	5%	(49)	10%	(98)	42%	(396)	5%	(48)	17%	(165)	20%	(192)	948
Voted in 2014: No	5%	(50)	9%	(86)	30%	(280)	7%	(68)	15%	(143)	32%	(295)	922
4-Region: Northeast	7%	(25)	12%	(41)	32%	(110)	9%	(29)	17%	(58)	23%	(79)	342
4-Region: Midwest	3%	(13)	7%	(28)	40%	(160)	4%	(17)	19%	(76)	27%	(108)	402
4-Region: South	4%	(25)	9%	(63)	37%	(251)	6%	(41)	15%	(106)	29%	(198)	684
4-Region: West	8%	(36)	12%	(52)	35%	(156)	7%	(29)	15%	(67)	23%	(102)	442
Netflix user	6%	(68)	12%	(137)	34%	(389)	6%	(71)	16%	(182)	26%	(295)	1142
Amazon Prime Video user	6%	(44)	12%	(91)	38%	(289)	7%	(52)	15%	(111)	22%	(165)	753
CBS All Access user	13%	(15)	23%	(28)	29%	(35)	8%	(10)	13%	(15)	15%	(17)	120
ESPN+ user	18%	(25)	27%	(39)	22%	(32)	10%	(14)	8%	(12)	14%	(20)	142
Hulu user	6%	(38)	13%	(79)	33%	(192)	6%	(37)	17%	(98)	25%	(146)	589
Showtime user	17%	(17)	15%	(15)	23%	(22)	8%	(7)	15%	(14)	22%	(21)	96
Starz user	9%	(10)	15%	(16)	29%	(32)	8%	(9)	14%	(15)	26%	(29)	112
Apple TV+ user	18%	(26)	21%	(31)	23%	(35)	9%	(13)	12%	(19)	16%	(24)	148
Disney+ user	9%	(47)	12%	(61)	36%	(186)	5%	(27)	16%	(84)	22%	(113)	518
Discovery+ user	18%	(18)	26%	(27)	33%	(34)	2%	(3)	7%	(7)	13%	(14)	102
HBO Max user	12%	(30)	17%	(44)	38%	(98)	6%	(14)	9%	(23)	18%	(47)	256

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



**Table MCEN4\_8:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?

*The Tokyo Olympics*

Demographic	Much more likely to subscribe		Somewhat more likely to subscribe		Neither more nor less likely to subscribe		Somewhat less likely to subscribe		Much less likely to subscribe		Don't know / No opinion	Total N	
Adults	9%	(177)	14%	(260)	33%	(612)	4%	(69)	14%	(256)	27%	(497)	1870
Gender: Male	12%	(107)	17%	(152)	36%	(318)	4%	(40)	11%	(100)	19%	(170)	887
Gender: Female	7%	(70)	11%	(107)	30%	(294)	3%	(29)	16%	(156)	33%	(326)	983
Age: 18-34	11%	(65)	15%	(85)	29%	(167)	5%	(27)	11%	(62)	31%	(180)	586
Age: 35-44	13%	(37)	19%	(55)	26%	(77)	5%	(15)	11%	(31)	27%	(79)	295
Age: 45-64	7%	(41)	12%	(70)	34%	(202)	3%	(20)	16%	(97)	27%	(159)	588
Age: 65+	8%	(34)	12%	(49)	41%	(166)	2%	(8)	16%	(65)	20%	(79)	401
GenZers: 1997-2012	14%	(41)	15%	(43)	22%	(65)	2%	(6)	9%	(26)	38%	(113)	294
Millennials: 1981-1996	10%	(52)	17%	(83)	31%	(155)	7%	(32)	11%	(57)	24%	(120)	499
GenXers: 1965-1980	9%	(37)	13%	(53)	34%	(141)	3%	(12)	12%	(49)	30%	(122)	413
Baby Boomers: 1946-1964	7%	(43)	12%	(71)	38%	(234)	3%	(19)	19%	(113)	21%	(129)	608
PID: Dem (no lean)	13%	(91)	16%	(115)	33%	(233)	5%	(36)	11%	(81)	22%	(159)	715
PID: Ind (no lean)	7%	(39)	14%	(79)	31%	(181)	3%	(15)	13%	(77)	32%	(186)	578
PID: Rep (no lean)	8%	(48)	11%	(65)	34%	(198)	3%	(17)	17%	(97)	26%	(151)	577
PID/Gender: Dem Men	20%	(58)	19%	(56)	36%	(105)	8%	(22)	7%	(20)	11%	(32)	293
PID/Gender: Dem Women	8%	(33)	14%	(58)	30%	(128)	3%	(14)	14%	(61)	30%	(127)	422
PID/Gender: Ind Men	6%	(16)	19%	(54)	34%	(97)	3%	(8)	13%	(37)	26%	(76)	288
PID/Gender: Ind Women	8%	(23)	9%	(26)	29%	(84)	2%	(7)	14%	(40)	38%	(111)	290
PID/Gender: Rep Men	11%	(33)	14%	(42)	38%	(116)	3%	(10)	14%	(43)	21%	(63)	306
PID/Gender: Rep Women	6%	(15)	9%	(23)	30%	(82)	3%	(8)	20%	(54)	32%	(88)	271
Ideo: Liberal (1-3)	14%	(74)	19%	(101)	36%	(192)	5%	(27)	9%	(47)	17%	(92)	534
Ideo: Moderate (4)	5%	(27)	13%	(68)	36%	(186)	4%	(21)	17%	(87)	25%	(133)	524
Ideo: Conservative (5-7)	11%	(68)	13%	(81)	32%	(197)	3%	(17)	17%	(101)	23%	(142)	606
Educ: < College	6%	(80)	11%	(144)	31%	(407)	4%	(47)	16%	(205)	32%	(418)	1301
Educ: Bachelors degree	16%	(62)	20%	(78)	37%	(143)	4%	(14)	8%	(30)	14%	(55)	382
Educ: Post-grad	19%	(35)	20%	(38)	33%	(62)	4%	(7)	11%	(20)	13%	(24)	187
Income: Under 50k	6%	(64)	11%	(120)	29%	(307)	4%	(44)	16%	(169)	33%	(348)	1052
Income: 50k-100k	13%	(65)	15%	(78)	37%	(190)	3%	(13)	12%	(61)	21%	(109)	516
Income: 100k+	16%	(48)	21%	(62)	38%	(115)	4%	(11)	8%	(25)	13%	(40)	302

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**Table MCEN4\_8:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
*The Tokyo Olympics*

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	9% (177)	14% (260)	33% (612)	4% (69)	14% (256)	27% (497)	1870
Ethnicity: White	9% (135)	14% (211)	35% (511)	3% (48)	14% (205)	24% (351)	1462
Ethnicity: Hispanic	12% (38)	12% (38)	26% (82)	3% (10)	12% (36)	34% (106)	310
Ethnicity: Black	11% (25)	10% (24)	24% (56)	6% (14)	16% (37)	33% (76)	232
Ethnicity: Other	9% (17)	14% (24)	26% (45)	4% (6)	8% (14)	40% (70)	177
All Christian	12% (96)	18% (149)	34% (282)	3% (24)	13% (105)	20% (162)	819
All Non-Christian	14% (16)	15% (17)	28% (31)	5% (5)	11% (13)	27% (30)	112
Atheist	10% (8)	11% (8)	38% (28)	3% (3)	12% (9)	26% (19)	75
Agnostic/Nothing in particular	7% (34)	10% (50)	35% (175)	3% (16)	15% (74)	31% (157)	506
Something Else	7% (24)	10% (36)	26% (95)	6% (20)	15% (55)	36% (128)	358
Religious Non-Protestant/Catholic	12% (16)	15% (20)	30% (39)	5% (6)	10% (13)	28% (37)	130
Evangelical	11% (56)	15% (78)	27% (140)	3% (17)	16% (81)	28% (146)	518
Non-Evangelical	9% (58)	17% (104)	35% (221)	4% (25)	13% (78)	22% (137)	623
Community: Urban	15% (86)	17% (95)	25% (142)	4% (25)	10% (59)	29% (164)	571
Community: Suburban	7% (54)	14% (109)	39% (302)	3% (26)	15% (117)	23% (177)	784
Community: Rural	7% (37)	11% (56)	32% (167)	4% (18)	16% (80)	30% (156)	515
Employ: Private Sector	12% (63)	18% (97)	33% (175)	6% (30)	10% (54)	22% (116)	535
Employ: Government	24% (31)	19% (24)	30% (38)	3% (4)	10% (12)	15% (19)	128
Employ: Self-Employed	6% (10)	11% (17)	30% (48)	3% (5)	19% (30)	31% (50)	161
Employ: Homemaker	5% (5)	8% (9)	36% (38)	4% (4)	10% (11)	38% (41)	107
Employ: Student	12% (13)	14% (16)	31% (36)	1% (1)	10% (12)	33% (38)	117
Employ: Retired	8% (34)	12% (52)	38% (169)	3% (13)	19% (84)	22% (97)	449
Employ: Unemployed	6% (15)	13% (35)	30% (83)	2% (4)	13% (37)	37% (101)	275
Employ: Other	6% (6)	9% (9)	25% (24)	8% (8)	16% (16)	36% (35)	98
Military HH: Yes	16% (49)	12% (39)	33% (104)	2% (7)	13% (40)	24% (75)	314
Military HH: No	8% (128)	14% (221)	33% (508)	4% (62)	14% (215)	27% (422)	1555
RD/WT: Right Direction	14% (62)	21% (93)	27% (120)	4% (16)	13% (58)	21% (94)	442
RD/WT: Wrong Track	8% (115)	12% (167)	34% (492)	4% (53)	14% (198)	28% (403)	1428

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**Table MCEN4\_8:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
*The Tokyo Olympics*

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	9% (177)	14% (260)	33% (612)	4% (69)	14% (256)	27% (497)	1870
Trump Job Approve	8% (63)	12% (92)	34% (255)	3% (25)	16% (119)	25% (187)	741
Trump Job Disapprove	10% (106)	15% (161)	33% (344)	4% (40)	12% (128)	25% (258)	1037
Trump Job Strongly Approve	9% (42)	13% (57)	30% (136)	4% (17)	18% (80)	26% (116)	448
Trump Job Somewhat Approve	7% (21)	12% (36)	41% (119)	3% (8)	13% (39)	24% (71)	294
Trump Job Somewhat Disapprove	7% (15)	16% (33)	32% (68)	8% (16)	10% (22)	27% (56)	209
Trump Job Strongly Disapprove	11% (91)	15% (128)	33% (277)	3% (24)	13% (106)	24% (202)	828
Favorable of Trump	9% (64)	13% (91)	34% (243)	3% (22)	16% (115)	26% (187)	722
Unfavorable of Trump	11% (110)	16% (163)	33% (350)	4% (44)	12% (124)	24% (254)	1045
Very Favorable of Trump	9% (38)	12% (53)	30% (128)	3% (13)	18% (75)	27% (116)	422
Somewhat Favorable of Trump	9% (27)	13% (39)	38% (115)	3% (9)	13% (40)	24% (71)	301
Somewhat Unfavorable of Trump	10% (18)	17% (32)	34% (63)	7% (14)	8% (15)	23% (43)	184
Very Unfavorable of Trump	11% (92)	15% (132)	33% (287)	3% (30)	13% (110)	25% (211)	861
#1 Issue: Economy	9% (64)	15% (105)	32% (232)	4% (28)	12% (86)	28% (202)	717
#1 Issue: Security	11% (22)	10% (21)	33% (69)	4% (8)	15% (32)	28% (58)	210
#1 Issue: Health Care	12% (38)	17% (53)	35% (113)	5% (15)	12% (37)	20% (64)	319
#1 Issue: Medicare / Social Security	9% (22)	10% (25)	35% (88)	2% (6)	19% (48)	25% (64)	253
#1 Issue: Women's Issues	9% (9)	18% (17)	35% (34)	4% (4)	7% (7)	27% (27)	98
#1 Issue: Education	8% (6)	16% (11)	21% (15)	5% (3)	27% (19)	24% (17)	72
#1 Issue: Energy	18% (10)	15% (8)	33% (18)	3% (1)	15% (8)	17% (9)	55
#1 Issue: Other	4% (5)	13% (19)	30% (44)	2% (3)	12% (18)	39% (56)	145
2020 Vote: Joe Biden	13% (109)	17% (137)	35% (282)	4% (31)	11% (93)	20% (166)	818
2020 Vote: Donald Trump	7% (41)	15% (90)	36% (220)	2% (15)	17% (104)	24% (145)	614
2020 Vote: Other	11% (5)	5% (2)	30% (16)	5% (3)	8% (4)	41% (21)	52
2020 Vote: Didn't Vote	6% (22)	8% (30)	24% (94)	5% (21)	14% (54)	43% (165)	386
2018 House Vote: Democrat	12% (70)	18% (104)	34% (200)	4% (24)	13% (75)	19% (107)	580
2018 House Vote: Republican	8% (36)	14% (68)	37% (175)	3% (15)	17% (80)	21% (100)	475

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**Table MCEN4\_8:** As you may know, the following content is available to stream on Peacock. To what extent does access to the following make you more or less likely to subscribe to Peacock?  
*The Tokyo Olympics*

Demographic	Much more likely to subscribe	Somewhat more likely to subscribe	Neither more nor less likely to subscribe	Somewhat less likely to subscribe	Much less likely to subscribe	Don't know / No opinion	Total N
Adults	9% (177)	14% (260)	33% (612)	4% (69)	14% (256)	27% (497)	1870
2016 Vote: Hillary Clinton	11% (58)	18% (97)	35% (185)	4% (22)	13% (69)	19% (103)	534
2016 Vote: Donald Trump	7% (41)	14% (75)	37% (202)	3% (17)	17% (95)	21% (114)	543
2016 Vote: Other	11% (9)	19% (15)	32% (25)	5% (4)	12% (9)	22% (17)	78
2016 Vote: Didn't Vote	10% (70)	10% (72)	28% (200)	4% (26)	11% (82)	37% (263)	713
Voted in 2014: Yes	9% (88)	15% (146)	37% (349)	3% (33)	15% (140)	20% (192)	948
Voted in 2014: No	10% (89)	12% (113)	29% (263)	4% (36)	13% (116)	33% (305)	922
4-Region: Northeast	11% (39)	18% (61)	29% (100)	5% (18)	12% (42)	24% (81)	342
4-Region: Midwest	7% (28)	14% (58)	33% (133)	2% (10)	16% (63)	27% (111)	402
4-Region: South	8% (53)	10% (71)	34% (232)	4% (28)	15% (101)	29% (200)	684
4-Region: West	13% (57)	16% (70)	33% (146)	3% (13)	11% (50)	24% (106)	442
Netflix user	12% (136)	14% (163)	30% (341)	4% (44)	13% (149)	27% (307)	1142
Amazon Prime Video user	13% (94)	16% (122)	33% (250)	5% (37)	12% (88)	21% (161)	753
CBS All Access user	18% (22)	16% (20)	35% (41)	7% (8)	11% (13)	13% (16)	120
ESPN+ user	17% (24)	32% (45)	24% (33)	9% (13)	2% (3)	17% (24)	142
Hulu user	10% (60)	15% (90)	30% (177)	3% (17)	15% (88)	27% (157)	589
Showtime user	16% (15)	16% (16)	26% (25)	3% (3)	10% (9)	29% (28)	96
Starz user	12% (13)	16% (18)	21% (24)	6% (7)	9% (10)	36% (40)	112
Apple TV+ user	24% (35)	25% (37)	19% (28)	5% (7)	9% (13)	19% (28)	148
Disney+ user	12% (63)	17% (86)	32% (163)	4% (23)	12% (64)	23% (119)	518
Discovery+ user	23% (23)	24% (25)	24% (25)	1% (1)	11% (11)	16% (17)	102
HBO Max user	18% (47)	18% (45)	31% (78)	4% (10)	11% (27)	19% (48)	256

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

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	29%	(628)	56%	(1236)	15%	(337)	2201
Gender: Male	31%	(328)	56%	(600)	13%	(135)	1062
Gender: Female	26%	(300)	56%	(636)	18%	(203)	1139
Age: 18-34	30%	(196)	57%	(371)	14%	(89)	655
Age: 35-44	42%	(150)	45%	(161)	13%	(47)	358
Age: 45-64	27%	(201)	57%	(430)	16%	(120)	751
Age: 65+	19%	(81)	63%	(274)	19%	(81)	436
GenZers: 1997-2012	26%	(80)	58%	(182)	16%	(50)	312
Millennials: 1981-1996	39%	(235)	49%	(296)	12%	(70)	601
GenXers: 1965-1980	30%	(160)	55%	(294)	16%	(84)	538
Baby Boomers: 1946-1964	21%	(142)	63%	(434)	17%	(118)	695
PID: Dem (no lean)	34%	(300)	55%	(480)	11%	(93)	872
PID: Ind (no lean)	25%	(165)	59%	(394)	16%	(106)	665
PID: Rep (no lean)	25%	(163)	55%	(363)	21%	(138)	664
PID/Gender: Dem Men	36%	(132)	56%	(204)	7%	(27)	364
PID/Gender: Dem Women	33%	(168)	54%	(275)	13%	(66)	509
PID/Gender: Ind Men	28%	(95)	60%	(204)	12%	(43)	342
PID/Gender: Ind Women	22%	(70)	59%	(190)	20%	(64)	323
PID/Gender: Rep Men	28%	(100)	54%	(192)	18%	(65)	357
PID/Gender: Rep Women	20%	(63)	56%	(171)	24%	(73)	307
Ideo: Liberal (1-3)	37%	(243)	56%	(366)	7%	(48)	656
Ideo: Moderate (4)	25%	(151)	60%	(368)	15%	(95)	613
Ideo: Conservative (5-7)	26%	(182)	56%	(392)	18%	(128)	702
Educ: < College	25%	(380)	57%	(863)	18%	(271)	1513
Educ: Bachelors degree	33%	(148)	57%	(254)	9%	(41)	444
Educ: Post-grad	41%	(100)	49%	(119)	10%	(25)	244
Income: Under 50k	25%	(303)	57%	(687)	18%	(225)	1215
Income: 50k-100k	32%	(193)	55%	(337)	13%	(80)	610
Income: 100k+	35%	(132)	56%	(211)	9%	(33)	376
Ethnicity: White	28%	(481)	57%	(986)	15%	(256)	1722
Ethnicity: Hispanic	32%	(111)	51%	(178)	17%	(61)	350
Ethnicity: Black	29%	(80)	52%	(142)	19%	(52)	274

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(628)	56%	(1236)	15%	(337)	2201
Ethnicity: Other	32%	(66)	53%	(108)	14%	(29)	204
All Christian	28%	(281)	57%	(567)	15%	(152)	1001
All Non-Christian	34%	(44)	51%	(67)	14%	(19)	130
Atheist	34%	(33)	55%	(55)	11%	(11)	99
Agnostic/Nothing in particular	27%	(153)	57%	(324)	15%	(87)	564
Something Else	28%	(115)	55%	(223)	17%	(68)	407
Religious Non-Protestant/Catholic	31%	(47)	55%	(85)	14%	(21)	154
Evangelical	31%	(198)	51%	(324)	17%	(109)	632
Non-Evangelical	26%	(190)	60%	(437)	14%	(105)	732
Community: Urban	37%	(248)	51%	(348)	12%	(83)	679
Community: Suburban	28%	(261)	58%	(545)	14%	(134)	940
Community: Rural	20%	(119)	59%	(343)	21%	(120)	582
Employ: Private Sector	33%	(219)	55%	(363)	12%	(81)	663
Employ: Government	38%	(60)	53%	(83)	9%	(13)	156
Employ: Self-Employed	30%	(57)	54%	(102)	16%	(30)	189
Employ: Homemaker	29%	(38)	55%	(72)	16%	(22)	131
Employ: Student	23%	(30)	68%	(89)	9%	(12)	130
Employ: Retired	20%	(99)	61%	(305)	20%	(100)	504
Employ: Unemployed	30%	(93)	54%	(169)	16%	(49)	310
Employ: Other	28%	(32)	46%	(54)	26%	(31)	117
Military HH: Yes	29%	(104)	55%	(198)	17%	(62)	364
Military HH: No	29%	(524)	56%	(1038)	15%	(276)	1837
RD/WT: Right Direction	34%	(176)	52%	(271)	14%	(76)	523
RD/WT: Wrong Track	27%	(452)	57%	(965)	16%	(261)	1678
Trump Job Approve	24%	(207)	56%	(480)	19%	(164)	851
Trump Job Disapprove	32%	(402)	56%	(705)	12%	(148)	1255
Trump Job Strongly Approve	26%	(133)	52%	(266)	22%	(113)	512
Trump Job Somewhat Approve	22%	(75)	63%	(214)	15%	(50)	340
Trump Job Somewhat Disapprove	30%	(76)	57%	(144)	13%	(34)	254
Trump Job Strongly Disapprove	33%	(326)	56%	(561)	11%	(114)	1002

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**  
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(628)	56%	(1236)	15%	(337)	2201
Favorable of Trump	24%	(203)	56%	(470)	19%	(160)	832
Unfavorable of Trump	32%	(408)	56%	(705)	12%	(148)	1261
Very Favorable of Trump	24%	(116)	52%	(251)	24%	(113)	480
Somewhat Favorable of Trump	25%	(87)	62%	(219)	13%	(46)	352
Somewhat Unfavorable of Trump	33%	(74)	57%	(130)	10%	(24)	229
Very Unfavorable of Trump	32%	(334)	56%	(574)	12%	(124)	1032
#1 Issue: Economy	31%	(261)	55%	(464)	14%	(122)	848
#1 Issue: Security	24%	(59)	53%	(130)	23%	(57)	247
#1 Issue: Health Care	33%	(127)	57%	(220)	10%	(38)	385
#1 Issue: Medicare / Social Security	24%	(70)	58%	(171)	18%	(53)	294
#1 Issue: Women's Issues	26%	(28)	63%	(69)	11%	(12)	110
#1 Issue: Education	24%	(21)	57%	(48)	18%	(15)	85
#1 Issue: Energy	43%	(29)	46%	(31)	12%	(8)	68
#1 Issue: Other	20%	(33)	61%	(102)	19%	(31)	167
2020 Vote: Joe Biden	35%	(353)	56%	(560)	8%	(84)	997
2020 Vote: Donald Trump	23%	(163)	58%	(410)	19%	(133)	706
2020 Vote: Other	16%	(10)	64%	(40)	20%	(12)	62
2020 Vote: Didn't Vote	23%	(102)	52%	(225)	25%	(109)	435
2018 House Vote: Democrat	35%	(251)	56%	(398)	9%	(65)	713
2018 House Vote: Republican	26%	(144)	54%	(303)	20%	(111)	558
2016 Vote: Hillary Clinton	38%	(253)	53%	(351)	9%	(61)	666
2016 Vote: Donald Trump	25%	(156)	55%	(353)	20%	(128)	638
2016 Vote: Other	21%	(20)	64%	(60)	15%	(14)	94
2016 Vote: Didn't Vote	25%	(198)	59%	(470)	17%	(134)	803
Voted in 2014: Yes	31%	(353)	55%	(638)	14%	(161)	1152
Voted in 2014: No	26%	(275)	57%	(598)	17%	(176)	1049
4-Region: Northeast	33%	(128)	53%	(207)	15%	(58)	394
4-Region: Midwest	24%	(112)	56%	(260)	20%	(90)	462
4-Region: South	27%	(227)	55%	(451)	18%	(146)	825
4-Region: West	31%	(160)	61%	(318)	8%	(42)	520
Subscribed to Peacock at launch	49%	(59)	44%	(53)	7%	(8)	120

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	29%	(628)	56%	(1236)	15%	(337)	2201
Subscribed to Peacock Aug-Dec.	48%	(79)	45%	(74)	7%	(12)	165
Peacock user	46%	(153)	46%	(152)	8%	(26)	331
Netflix user	36%	(497)	54%	(750)	10%	(144)	1391
Amazon Prime Video user	36%	(355)	56%	(552)	8%	(77)	984
CBS All Access user	53%	(109)	43%	(89)	4%	(8)	206
ESPN+ user	50%	(99)	45%	(89)	5%	(10)	198
Hulu user	37%	(292)	54%	(424)	9%	(68)	783
Showtime user	55%	(84)	40%	(61)	6%	(9)	154
Starz user	49%	(79)	46%	(73)	5%	(8)	160
Apple TV+ user	48%	(102)	49%	(104)	3%	(6)	211
Disney+ user	40%	(268)	50%	(336)	9%	(63)	666
Discovery+ user	51%	(82)	41%	(66)	8%	(12)	160
HBO Max user	47%	(169)	48%	(172)	5%	(18)	359

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



**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(931)	49%	(1085)	8%	(184)	2201
Gender: Male	43%	(453)	48%	(507)	10%	(102)	1062
Gender: Female	42%	(478)	51%	(578)	7%	(82)	1139
Age: 18-34	34%	(220)	55%	(361)	11%	(74)	655
Age: 35-44	51%	(182)	42%	(151)	7%	(25)	358
Age: 45-64	45%	(342)	48%	(357)	7%	(53)	751
Age: 65+	43%	(188)	50%	(217)	7%	(32)	436
GenZers: 1997-2012	29%	(90)	59%	(184)	12%	(38)	312
Millennials: 1981-1996	44%	(265)	47%	(281)	9%	(55)	601
GenXers: 1965-1980	47%	(254)	46%	(250)	6%	(33)	538
Baby Boomers: 1946-1964	42%	(293)	50%	(348)	8%	(54)	695
PID: Dem (no lean)	52%	(454)	42%	(367)	6%	(52)	872
PID: Ind (no lean)	32%	(210)	57%	(378)	12%	(78)	665
PID: Rep (no lean)	40%	(268)	51%	(341)	8%	(54)	664
PID/Gender: Dem Men	51%	(184)	41%	(148)	9%	(32)	364
PID/Gender: Dem Women	53%	(270)	43%	(218)	4%	(20)	509
PID/Gender: Ind Men	35%	(118)	53%	(183)	12%	(41)	342
PID/Gender: Ind Women	28%	(92)	60%	(195)	11%	(37)	323
PID/Gender: Rep Men	42%	(151)	50%	(177)	8%	(29)	357
PID/Gender: Rep Women	38%	(117)	54%	(165)	8%	(25)	307
Ideo: Liberal (1-3)	52%	(340)	43%	(281)	5%	(35)	656
Ideo: Moderate (4)	39%	(241)	53%	(323)	8%	(49)	613
Ideo: Conservative (5-7)	41%	(286)	50%	(354)	9%	(62)	702
Educ: < College	41%	(617)	51%	(770)	8%	(126)	1513
Educ: Bachelors degree	44%	(197)	47%	(207)	9%	(40)	444
Educ: Post-grad	48%	(116)	45%	(109)	8%	(19)	244
Income: Under 50k	41%	(496)	49%	(594)	10%	(124)	1215
Income: 50k-100k	44%	(271)	48%	(294)	7%	(45)	610
Income: 100k+	44%	(164)	52%	(196)	4%	(15)	376
Ethnicity: White	43%	(749)	49%	(842)	8%	(132)	1722
Ethnicity: Hispanic	37%	(131)	50%	(176)	12%	(43)	350
Ethnicity: Black	41%	(113)	48%	(132)	11%	(29)	274

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(931)	49%	(1085)	8%	(184)	2201
Ethnicity: Other	34%	(69)	55%	(111)	11%	(23)	204
All Christian	45%	(451)	48%	(484)	7%	(65)	1001
All Non-Christian	40%	(52)	49%	(64)	11%	(14)	130
Atheist	45%	(45)	47%	(47)	7%	(7)	99
Agnostic/Nothing in particular	40%	(228)	49%	(277)	11%	(59)	564
Something Else	38%	(155)	53%	(214)	9%	(38)	407
Religious Non-Protestant/Catholic	39%	(60)	51%	(78)	10%	(16)	154
Evangelical	45%	(281)	46%	(292)	9%	(58)	632
Non-Evangelical	42%	(309)	52%	(380)	6%	(44)	732
Community: Urban	46%	(315)	45%	(307)	8%	(57)	679
Community: Suburban	42%	(396)	50%	(472)	8%	(72)	940
Community: Rural	38%	(221)	53%	(306)	9%	(55)	582
Employ: Private Sector	44%	(291)	50%	(328)	7%	(44)	663
Employ: Government	41%	(64)	51%	(79)	8%	(13)	156
Employ: Self-Employed	40%	(76)	52%	(99)	7%	(14)	189
Employ: Homemaker	46%	(60)	48%	(63)	6%	(8)	131
Employ: Student	27%	(35)	57%	(75)	15%	(20)	130
Employ: Retired	45%	(228)	46%	(232)	9%	(44)	504
Employ: Unemployed	45%	(141)	46%	(142)	9%	(27)	310
Employ: Other	30%	(35)	58%	(68)	12%	(14)	117
Military HH: Yes	40%	(145)	49%	(179)	11%	(40)	364
Military HH: No	43%	(786)	49%	(907)	8%	(144)	1837
RD/WT: Right Direction	45%	(236)	47%	(248)	7%	(38)	523
RD/WT: Wrong Track	41%	(695)	50%	(837)	9%	(146)	1678
Trump Job Approve	36%	(309)	55%	(468)	9%	(74)	851
Trump Job Disapprove	47%	(594)	46%	(578)	7%	(84)	1255
Trump Job Strongly Approve	38%	(197)	54%	(274)	8%	(41)	512
Trump Job Somewhat Approve	33%	(112)	57%	(195)	10%	(33)	340
Trump Job Somewhat Disapprove	42%	(107)	49%	(123)	9%	(24)	254
Trump Job Strongly Disapprove	49%	(487)	45%	(455)	6%	(60)	1002

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	42%	(931)	49%	(1085)	8%	(184)	2201
Favorable of Trump	37%	(308)	55%	(455)	8%	(69)	832
Unfavorable of Trump	47%	(598)	45%	(571)	7%	(92)	1261
Very Favorable of Trump	38%	(181)	53%	(256)	9%	(43)	480
Somewhat Favorable of Trump	36%	(127)	57%	(199)	7%	(26)	352
Somewhat Unfavorable of Trump	40%	(90)	51%	(116)	10%	(22)	229
Very Unfavorable of Trump	49%	(507)	44%	(455)	7%	(70)	1032
#1 Issue: Economy	43%	(361)	49%	(416)	8%	(70)	848
#1 Issue: Security	33%	(82)	57%	(140)	10%	(25)	247
#1 Issue: Health Care	48%	(184)	45%	(172)	8%	(29)	385
#1 Issue: Medicare / Social Security	47%	(139)	45%	(131)	8%	(24)	294
#1 Issue: Women's Issues	34%	(37)	61%	(67)	5%	(5)	110
#1 Issue: Education	39%	(33)	46%	(39)	15%	(12)	85
#1 Issue: Energy	55%	(37)	39%	(26)	6%	(4)	68
#1 Issue: Other	35%	(59)	56%	(93)	9%	(15)	167
2020 Vote: Joe Biden	50%	(501)	44%	(442)	5%	(54)	997
2020 Vote: Donald Trump	39%	(273)	54%	(381)	7%	(51)	706
2020 Vote: Other	22%	(14)	57%	(35)	22%	(13)	62
2020 Vote: Didn't Vote	33%	(143)	52%	(226)	15%	(66)	435
2018 House Vote: Democrat	53%	(375)	43%	(303)	5%	(35)	713
2018 House Vote: Republican	41%	(230)	51%	(286)	8%	(42)	558
2016 Vote: Hillary Clinton	57%	(378)	39%	(261)	4%	(27)	666
2016 Vote: Donald Trump	37%	(239)	56%	(355)	7%	(44)	638
2016 Vote: Other	36%	(34)	51%	(47)	13%	(12)	94
2016 Vote: Didn't Vote	35%	(280)	52%	(421)	13%	(102)	803
Voted in 2014: Yes	48%	(548)	46%	(533)	6%	(71)	1152
Voted in 2014: No	37%	(383)	53%	(553)	11%	(114)	1049
4-Region: Northeast	44%	(174)	46%	(179)	10%	(40)	394
4-Region: Midwest	41%	(189)	51%	(238)	8%	(36)	462
4-Region: South	43%	(352)	49%	(406)	8%	(67)	825
4-Region: West	42%	(216)	50%	(263)	8%	(41)	520
Subscribed to Peacock at launch	67%	(81)	30%	(37)	2%	(3)	120

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	42% (931)	49% (1085)	8% (184)	2201
Subscribed to Peacock Aug-Dec.	58% (96)	40% (66)	2% (3)	165
Peacock user	61% (201)	36% (120)	3% (10)	331
Netflix user	45% (625)	48% (673)	7% (93)	1391
Amazon Prime Video user	47% (460)	48% (474)	5% (51)	984
CBS All Access user	61% (125)	38% (79)	1% (3)	206
ESPN+ user	57% (113)	37% (73)	6% (13)	198
Hulu user	48% (373)	47% (367)	6% (43)	783
Showtime user	68% (105)	28% (43)	4% (5)	154
Starz user	58% (93)	39% (63)	3% (4)	160
Apple TV+ user	53% (111)	44% (94)	3% (6)	211
Disney+ user	49% (325)	46% (304)	6% (38)	666
Discovery+ user	62% (100)	35% (56)	3% (5)	160
HBO Max user	57% (204)	41% (147)	2% (8)	359

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

**Table MCENdem1\_3:** In general, what kind of fan do you consider yourself of the following?

## Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(589)	40%	(886)	33%	(726)	2201
Gender: Male	42%	(444)	38%	(407)	20%	(212)	1062
Gender: Female	13%	(145)	42%	(479)	45%	(515)	1139
Age: 18-34	25%	(161)	38%	(251)	37%	(243)	655
Age: 35-44	35%	(125)	44%	(157)	21%	(76)	358
Age: 45-64	30%	(222)	38%	(289)	32%	(240)	751
Age: 65+	18%	(80)	43%	(189)	38%	(167)	436
GenZers: 1997-2012	20%	(61)	38%	(118)	43%	(133)	312
Millennials: 1981-1996	34%	(204)	39%	(237)	27%	(161)	601
GenXers: 1965-1980	31%	(167)	41%	(220)	28%	(151)	538
Baby Boomers: 1946-1964	21%	(146)	42%	(295)	36%	(253)	695
PID: Dem (no lean)	30%	(259)	43%	(371)	28%	(242)	872
PID: Ind (no lean)	19%	(129)	42%	(278)	39%	(258)	665
PID: Rep (no lean)	30%	(201)	36%	(237)	34%	(226)	664
PID/Gender: Dem Men	49%	(178)	35%	(127)	16%	(59)	364
PID/Gender: Dem Women	16%	(81)	48%	(245)	36%	(183)	509
PID/Gender: Ind Men	31%	(107)	45%	(154)	24%	(81)	342
PID/Gender: Ind Women	7%	(22)	38%	(124)	55%	(177)	323
PID/Gender: Rep Men	45%	(159)	36%	(127)	20%	(71)	357
PID/Gender: Rep Women	14%	(42)	36%	(110)	50%	(155)	307
Ideo: Liberal (1-3)	30%	(194)	42%	(276)	28%	(186)	656
Ideo: Moderate (4)	27%	(163)	41%	(252)	32%	(198)	613
Ideo: Conservative (5-7)	29%	(206)	38%	(269)	32%	(226)	702
Educ: < College	22%	(326)	41%	(615)	38%	(572)	1513
Educ: Bachelors degree	35%	(155)	42%	(186)	23%	(103)	444
Educ: Post-grad	44%	(107)	35%	(86)	21%	(51)	244
Income: Under 50k	19%	(233)	40%	(487)	41%	(494)	1215
Income: 50k-100k	31%	(188)	42%	(256)	27%	(166)	610
Income: 100k+	44%	(167)	38%	(143)	18%	(66)	376
Ethnicity: White	28%	(482)	38%	(662)	34%	(578)	1722
Ethnicity: Hispanic	25%	(89)	40%	(141)	34%	(120)	350
Ethnicity: Black	23%	(62)	47%	(128)	31%	(84)	274

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

*Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(589)	40%	(886)	33%	(726)	2201
Ethnicity: Other	22%	(44)	47%	(96)	31%	(64)	204
All Christian	34%	(342)	39%	(393)	26%	(265)	1001
All Non-Christian	39%	(51)	38%	(50)	23%	(30)	130
Atheist	18%	(18)	35%	(35)	47%	(46)	99
Agnostic/Nothing in particular	17%	(96)	42%	(236)	41%	(232)	564
Something Else	20%	(81)	42%	(172)	38%	(153)	407
Religious Non-Protestant/Catholic	34%	(53)	41%	(62)	25%	(38)	154
Evangelical	33%	(209)	36%	(228)	31%	(195)	632
Non-Evangelical	28%	(204)	44%	(318)	29%	(210)	732
Community: Urban	35%	(240)	40%	(269)	25%	(170)	679
Community: Suburban	23%	(221)	44%	(409)	33%	(310)	940
Community: Rural	22%	(127)	36%	(208)	42%	(246)	582
Employ: Private Sector	36%	(237)	39%	(257)	26%	(169)	663
Employ: Government	42%	(66)	35%	(55)	23%	(36)	156
Employ: Self-Employed	31%	(58)	39%	(74)	30%	(57)	189
Employ: Homemaker	14%	(18)	38%	(50)	48%	(63)	131
Employ: Student	16%	(21)	44%	(57)	40%	(52)	130
Employ: Retired	20%	(101)	42%	(214)	37%	(189)	504
Employ: Unemployed	19%	(59)	44%	(136)	37%	(116)	310
Employ: Other	24%	(28)	38%	(44)	38%	(45)	117
Military HH: Yes	27%	(98)	39%	(141)	34%	(125)	364
Military HH: No	27%	(491)	41%	(745)	33%	(601)	1837
RD/WT: Right Direction	40%	(211)	37%	(196)	22%	(116)	523
RD/WT: Wrong Track	23%	(378)	41%	(691)	36%	(610)	1678
Trump Job Approve	29%	(246)	39%	(336)	32%	(269)	851
Trump Job Disapprove	26%	(327)	41%	(518)	33%	(410)	1255
Trump Job Strongly Approve	29%	(148)	38%	(193)	33%	(171)	512
Trump Job Somewhat Approve	29%	(98)	42%	(143)	29%	(98)	340
Trump Job Somewhat Disapprove	31%	(79)	42%	(107)	27%	(68)	254
Trump Job Strongly Disapprove	25%	(249)	41%	(411)	34%	(342)	1002

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**  
 Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(589)	40%	(886)	33%	(726)	2201
Favorable of Trump	30%	(246)	39%	(327)	31%	(260)	832
Unfavorable of Trump	26%	(333)	41%	(514)	33%	(413)	1261
Very Favorable of Trump	28%	(134)	38%	(185)	34%	(161)	480
Somewhat Favorable of Trump	32%	(112)	40%	(142)	28%	(98)	352
Somewhat Unfavorable of Trump	30%	(69)	41%	(94)	29%	(66)	229
Very Unfavorable of Trump	26%	(264)	41%	(421)	34%	(347)	1032
#1 Issue: Economy	28%	(241)	43%	(362)	29%	(245)	848
#1 Issue: Security	23%	(56)	40%	(99)	37%	(92)	247
#1 Issue: Health Care	32%	(122)	36%	(137)	33%	(126)	385
#1 Issue: Medicare / Social Security	23%	(68)	37%	(110)	39%	(116)	294
#1 Issue: Women's Issues	12%	(13)	50%	(55)	38%	(42)	110
#1 Issue: Education	35%	(29)	42%	(36)	23%	(20)	85
#1 Issue: Energy	38%	(25)	33%	(22)	30%	(20)	68
#1 Issue: Other	20%	(33)	40%	(67)	40%	(67)	167
2020 Vote: Joe Biden	30%	(295)	42%	(423)	28%	(280)	997
2020 Vote: Donald Trump	27%	(187)	40%	(279)	34%	(240)	706
2020 Vote: Other	22%	(14)	42%	(26)	36%	(22)	62
2020 Vote: Didn't Vote	21%	(93)	36%	(158)	42%	(184)	435
2018 House Vote: Democrat	32%	(230)	42%	(302)	26%	(182)	713
2018 House Vote: Republican	30%	(166)	39%	(220)	31%	(172)	558
2016 Vote: Hillary Clinton	31%	(206)	42%	(279)	27%	(181)	666
2016 Vote: Donald Trump	28%	(181)	42%	(268)	30%	(189)	638
2016 Vote: Other	28%	(26)	42%	(39)	31%	(29)	94
2016 Vote: Didn't Vote	22%	(176)	37%	(299)	41%	(327)	803
Voted in 2014: Yes	30%	(348)	42%	(486)	28%	(318)	1152
Voted in 2014: No	23%	(241)	38%	(400)	39%	(409)	1049
4-Region: Northeast	33%	(130)	39%	(154)	28%	(110)	394
4-Region: Midwest	24%	(110)	42%	(194)	34%	(158)	462
4-Region: South	24%	(202)	40%	(331)	35%	(292)	825
4-Region: West	28%	(147)	40%	(208)	32%	(166)	520
Subscribed to Peacock at launch	38%	(46)	39%	(47)	23%	(27)	120

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

*Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	27%	(589)	40%	(886)	33%	(726)	2201
Subscribed to Peacock Aug-Dec.	32%	(53)	39%	(64)	29%	(48)	165
Peacock user	32%	(108)	41%	(134)	27%	(89)	331
Netflix user	29%	(407)	40%	(555)	31%	(429)	1391
Amazon Prime Video user	27%	(269)	42%	(413)	31%	(302)	984
CBS All Access user	38%	(77)	38%	(77)	25%	(51)	206
ESPN+ user	70%	(140)	26%	(51)	4%	(8)	198
Hulu user	26%	(205)	40%	(317)	33%	(261)	783
Showtime user	42%	(65)	40%	(62)	17%	(27)	154
Starz user	44%	(70)	38%	(61)	18%	(29)	160
Apple TV+ user	47%	(100)	34%	(71)	19%	(40)	211
Disney+ user	30%	(200)	39%	(263)	30%	(203)	666
Discovery+ user	52%	(84)	37%	(60)	11%	(17)	160
HBO Max user	39%	(139)	43%	(154)	19%	(67)	359

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



**Table MCENdem2\_1NET: Do you currently use the following streaming services? Please select all that apply.**  
 Netflix

Demographic	Selected	Not Selected	Total N
Adults	63% (1391)	37% (810)	2201
Gender: Male	59% (623)	41% (439)	1062
Gender: Female	67% (768)	33% (371)	1139
Age: 18-34	80% (524)	20% (132)	655
Age: 35-44	73% (261)	27% (97)	358
Age: 45-64	57% (431)	43% (320)	751
Age: 65+	40% (175)	60% (261)	436
GenZers: 1997-2012	79% (248)	21% (64)	312
Millennials: 1981-1996	78% (470)	22% (131)	601
GenXers: 1965-1980	64% (343)	36% (195)	538
Baby Boomers: 1946-1964	45% (315)	55% (379)	695
PID: Dem (no lean)	69% (598)	31% (274)	872
PID: Ind (no lean)	62% (410)	38% (255)	665
PID: Rep (no lean)	58% (383)	42% (281)	664
PID/Gender: Dem Men	64% (232)	36% (132)	364
PID/Gender: Dem Women	72% (367)	28% (142)	509
PID/Gender: Ind Men	52% (178)	48% (163)	342
PID/Gender: Ind Women	72% (232)	28% (91)	323
PID/Gender: Rep Men	60% (213)	40% (144)	357
PID/Gender: Rep Women	55% (170)	45% (138)	307
Ideo: Liberal (1-3)	70% (459)	30% (198)	656
Ideo: Moderate (4)	62% (381)	38% (232)	613
Ideo: Conservative (5-7)	57% (401)	43% (301)	702
Educ: < College	62% (936)	38% (577)	1513
Educ: Bachelors degree	65% (289)	35% (155)	444
Educ: Post-grad	68% (166)	32% (78)	244
Income: Under 50k	59% (718)	41% (497)	1215
Income: 50k-100k	64% (393)	36% (217)	610
Income: 100k+	75% (280)	25% (96)	376
Ethnicity: White	62% (1065)	38% (657)	1722
Ethnicity: Hispanic	73% (257)	27% (93)	350
Ethnicity: Black	70% (191)	30% (84)	274

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**Table MCENdem2\_1NET: Do you currently use the following streaming services? Please select all that apply.**  
*Netflix*

Demographic	Selected		Not Selected		Total N
Adults	63%	(1391)	37%	(810)	2201
Ethnicity: Other	66%	(135)	34%	(69)	204
All Christian	58%	(581)	42%	(420)	1001
All Non-Christian	61%	(80)	39%	(51)	130
Atheist	83%	(83)	17%	(16)	99
Agnostic/Nothing in particular	66%	(373)	34%	(192)	564
Something Else	68%	(275)	32%	(132)	407
Religious Non-Protestant/Catholic	64%	(99)	36%	(55)	154
Evangelical	62%	(391)	38%	(241)	632
Non-Evangelical	60%	(437)	40%	(295)	732
Community: Urban	72%	(491)	28%	(188)	679
Community: Suburban	64%	(598)	36%	(342)	940
Community: Rural	52%	(302)	48%	(280)	582
Employ: Private Sector	72%	(474)	28%	(189)	663
Employ: Government	72%	(112)	28%	(44)	156
Employ: Self-Employed	67%	(126)	33%	(63)	189
Employ: Homemaker	71%	(93)	29%	(38)	131
Employ: Student	81%	(106)	19%	(24)	130
Employ: Retired	41%	(207)	59%	(297)	504
Employ: Unemployed	62%	(192)	38%	(118)	310
Employ: Other	68%	(80)	32%	(37)	117
Military HH: Yes	59%	(213)	41%	(150)	364
Military HH: No	64%	(1178)	36%	(660)	1837
RD/WT: Right Direction	64%	(337)	36%	(186)	523
RD/WT: Wrong Track	63%	(1054)	37%	(624)	1678
Trump Job Approve	58%	(492)	42%	(359)	851
Trump Job Disapprove	68%	(851)	32%	(404)	1255
Trump Job Strongly Approve	54%	(278)	46%	(234)	512
Trump Job Somewhat Approve	63%	(214)	37%	(125)	340
Trump Job Somewhat Disapprove	66%	(168)	34%	(86)	254
Trump Job Strongly Disapprove	68%	(683)	32%	(318)	1002

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**Table MCENdem2\_1NET:** Do you currently use the following streaming services? Please select all that apply.  
 Netflix

Demographic	Selected	Not Selected	Total N
Adults	63% (1391)	37% (810)	2201
Favorable of Trump	56% (470)	44% (362)	832
Unfavorable of Trump	67% (847)	33% (414)	1261
Very Favorable of Trump	52% (251)	48% (230)	480
Somewhat Favorable of Trump	62% (219)	38% (133)	352
Somewhat Unfavorable of Trump	63% (145)	37% (84)	229
Very Unfavorable of Trump	68% (702)	32% (330)	1032
#1 Issue: Economy	69% (585)	31% (263)	848
#1 Issue: Security	54% (134)	46% (113)	247
#1 Issue: Health Care	66% (254)	34% (130)	385
#1 Issue: Medicare / Social Security	45% (133)	55% (160)	294
#1 Issue: Women's Issues	69% (75)	31% (34)	110
#1 Issue: Education	74% (63)	26% (22)	85
#1 Issue: Energy	82% (55)	18% (12)	68
#1 Issue: Other	55% (91)	45% (76)	167
2020 Vote: Joe Biden	70% (696)	30% (301)	997
2020 Vote: Donald Trump	53% (374)	47% (332)	706
2020 Vote: Other	60% (38)	40% (25)	62
2020 Vote: Didn't Vote	65% (283)	35% (152)	435
2018 House Vote: Democrat	65% (465)	35% (248)	713
2018 House Vote: Republican	53% (294)	47% (264)	558
2016 Vote: Hillary Clinton	67% (447)	33% (219)	666
2016 Vote: Donald Trump	52% (329)	48% (308)	638
2016 Vote: Other	56% (52)	44% (41)	94
2016 Vote: Didn't Vote	70% (561)	30% (242)	803
Voted in 2014: Yes	59% (680)	41% (471)	1152
Voted in 2014: No	68% (711)	32% (338)	1049
4-Region: Northeast	67% (263)	33% (131)	394
4-Region: Midwest	61% (280)	39% (182)	462
4-Region: South	61% (499)	39% (325)	825
4-Region: West	67% (349)	33% (171)	520
Subscribed to Peacock at launch	77% (93)	23% (27)	120

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**Table MCENdem2\_1NET: Do you currently use the following streaming services? Please select all that apply.**  
*Netflix*

Demographic	Selected		Not Selected		Total N
Adults	63%	(1391)	37%	(810)	2201
Subscribed to Peacock Aug-Dec.	77%	(127)	23%	(38)	165
Peacock user	75%	(250)	25%	(82)	331
Netflix user	100%	(1391)	—	(0)	1391
Amazon Prime Video user	78%	(769)	22%	(215)	984
CBS All Access user	84%	(173)	16%	(33)	206
ESPN+ user	78%	(156)	22%	(43)	198
Hulu user	88%	(687)	12%	(96)	783
Showtime user	90%	(138)	10%	(15)	154
Starz user	82%	(131)	18%	(30)	160
Apple TV+ user	87%	(184)	13%	(27)	211
Disney+ user	86%	(576)	14%	(90)	666
Discovery+ user	88%	(140)	12%	(20)	160
HBO Max user	87%	(312)	13%	(48)	359

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

**Table MCENdem2\_2NET: Do you currently use the following streaming services? Please select all that apply.**  
 Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	45%	(984)	55%	(1217)	2201
Gender: Male	44%	(464)	56%	(598)	1062
Gender: Female	46%	(520)	54%	(619)	1139
Age: 18-34	48%	(316)	52%	(340)	655
Age: 35-44	49%	(174)	51%	(184)	358
Age: 45-64	46%	(342)	54%	(409)	751
Age: 65+	35%	(153)	65%	(284)	436
GenZers: 1997-2012	41%	(128)	59%	(184)	312
Millennials: 1981-1996	52%	(313)	48%	(287)	601
GenXers: 1965-1980	48%	(260)	52%	(278)	538
Baby Boomers: 1946-1964	39%	(274)	61%	(421)	695
PID: Dem (no lean)	50%	(437)	50%	(435)	872
PID: Ind (no lean)	44%	(289)	56%	(375)	665
PID: Rep (no lean)	39%	(258)	61%	(406)	664
PID/Gender: Dem Men	48%	(175)	52%	(189)	364
PID/Gender: Dem Women	52%	(262)	48%	(246)	509
PID/Gender: Ind Men	44%	(150)	56%	(192)	342
PID/Gender: Ind Women	43%	(139)	57%	(184)	323
PID/Gender: Rep Men	39%	(139)	61%	(217)	357
PID/Gender: Rep Women	39%	(119)	61%	(189)	307
Ideo: Liberal (1-3)	56%	(367)	44%	(289)	656
Ideo: Moderate (4)	41%	(252)	59%	(361)	613
Ideo: Conservative (5-7)	41%	(290)	59%	(412)	702
Educ: < College	41%	(624)	59%	(889)	1513
Educ: Bachelors degree	50%	(224)	50%	(220)	444
Educ: Post-grad	56%	(136)	44%	(108)	244
Income: Under 50k	40%	(485)	60%	(730)	1215
Income: 50k-100k	47%	(284)	53%	(326)	610
Income: 100k+	57%	(215)	43%	(161)	376
Ethnicity: White	45%	(768)	55%	(954)	1722
Ethnicity: Hispanic	46%	(162)	54%	(188)	350
Ethnicity: Black	45%	(125)	55%	(150)	274

Continued on next page

**Table MCENdem2\_2NET: Do you currently use the following streaming services? Please select all that apply.**  
*Amazon Prime Video*

Demographic	Selected		Not Selected		Total N
Adults	45%	(984)	55%	(1217)	2201
Ethnicity: Other	45%	(91)	55%	(113)	204
All Christian	46%	(461)	54%	(539)	1001
All Non-Christian	42%	(55)	58%	(75)	130
Atheist	53%	(52)	47%	(47)	99
Agnostic/Nothing in particular	45%	(253)	55%	(311)	564
Something Else	40%	(162)	60%	(245)	407
Religious Non-Protestant/Catholic	44%	(67)	56%	(87)	154
Evangelical	43%	(274)	57%	(357)	632
Non-Evangelical	45%	(329)	55%	(403)	732
Community: Urban	47%	(322)	53%	(357)	679
Community: Suburban	46%	(431)	54%	(509)	940
Community: Rural	40%	(231)	60%	(350)	582
Employ: Private Sector	50%	(333)	50%	(330)	663
Employ: Government	55%	(86)	45%	(70)	156
Employ: Self-Employed	48%	(90)	52%	(99)	189
Employ: Homemaker	50%	(66)	50%	(65)	131
Employ: Student	45%	(58)	55%	(72)	130
Employ: Retired	37%	(185)	63%	(319)	504
Employ: Unemployed	41%	(126)	59%	(184)	310
Employ: Other	34%	(40)	66%	(78)	117
Military HH: Yes	47%	(172)	53%	(192)	364
Military HH: No	44%	(812)	56%	(1025)	1837
RD/WT: Right Direction	40%	(210)	60%	(313)	523
RD/WT: Wrong Track	46%	(775)	54%	(904)	1678
Trump Job Approve	40%	(341)	60%	(510)	851
Trump Job Disapprove	49%	(613)	51%	(643)	1255
Trump Job Strongly Approve	39%	(197)	61%	(314)	512
Trump Job Somewhat Approve	42%	(144)	58%	(196)	340
Trump Job Somewhat Disapprove	46%	(118)	54%	(136)	254
Trump Job Strongly Disapprove	49%	(495)	51%	(506)	1002

Continued on next page

**Table MCENdem2\_2NET:** Do you currently use the following streaming services? Please select all that apply.  
 Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	45%	(984)	55%	(1217)	2201
Favorable of Trump	40%	(335)	60%	(497)	832
Unfavorable of Trump	48%	(611)	52%	(650)	1261
Very Favorable of Trump	38%	(180)	62%	(300)	480
Somewhat Favorable of Trump	44%	(155)	56%	(197)	352
Somewhat Unfavorable of Trump	42%	(95)	58%	(134)	229
Very Unfavorable of Trump	50%	(516)	50%	(516)	1032
#1 Issue: Economy	47%	(398)	53%	(449)	848
#1 Issue: Security	39%	(97)	61%	(149)	247
#1 Issue: Health Care	51%	(195)	49%	(190)	385
#1 Issue: Medicare / Social Security	35%	(102)	65%	(192)	294
#1 Issue: Women's Issues	48%	(53)	52%	(56)	110
#1 Issue: Education	48%	(41)	52%	(44)	85
#1 Issue: Energy	50%	(34)	50%	(34)	68
#1 Issue: Other	39%	(64)	61%	(102)	167
2020 Vote: Joe Biden	52%	(517)	48%	(480)	997
2020 Vote: Donald Trump	40%	(279)	60%	(427)	706
2020 Vote: Other	52%	(32)	48%	(30)	62
2020 Vote: Didn't Vote	36%	(156)	64%	(280)	435
2018 House Vote: Democrat	52%	(368)	48%	(345)	713
2018 House Vote: Republican	41%	(231)	59%	(327)	558
2016 Vote: Hillary Clinton	50%	(331)	50%	(335)	666
2016 Vote: Donald Trump	42%	(265)	58%	(373)	638
2016 Vote: Other	54%	(51)	46%	(43)	94
2016 Vote: Didn't Vote	42%	(337)	58%	(466)	803
Voted in 2014: Yes	47%	(539)	53%	(612)	1152
Voted in 2014: No	42%	(445)	58%	(604)	1049
4-Region: Northeast	46%	(180)	54%	(213)	394
4-Region: Midwest	43%	(197)	57%	(265)	462
4-Region: South	43%	(351)	57%	(474)	825
4-Region: West	49%	(256)	51%	(264)	520
Subscribed to Peacock at launch	74%	(88)	26%	(32)	120

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**Table MCENdem2\_2NET:** Do you currently use the following streaming services? Please select all that apply.

Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	45%	(984)	55%	(1217)	2201
Subscribed to Peacock Aug-Dec.	70%	(115)	30%	(50)	165
Peacock user	70%	(231)	30%	(100)	331
Netflix user	55%	(769)	45%	(622)	1391
Amazon Prime Video user	100%	(984)	—	(0)	984
CBS All Access user	78%	(160)	22%	(46)	206
ESPN+ user	62%	(123)	38%	(75)	198
Hulu user	63%	(490)	37%	(293)	783
Showtime user	73%	(112)	27%	(42)	154
Starz user	69%	(110)	31%	(50)	160
Apple TV+ user	76%	(160)	24%	(51)	211
Disney+ user	65%	(433)	35%	(233)	666
Discovery+ user	68%	(110)	32%	(51)	160
HBO Max user	67%	(239)	33%	(120)	359

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



**Table MCENdem2\_3NET: Do you currently use the following streaming services? Please select all that apply.**  
 CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	9%	(206)	91%	(1995)	2201
Gender: Male	12%	(125)	88%	(937)	1062
Gender: Female	7%	(81)	93%	(1057)	1139
Age: 18-34	8%	(54)	92%	(601)	655
Age: 35-44	14%	(51)	86%	(307)	358
Age: 45-64	11%	(82)	89%	(669)	751
Age: 65+	4%	(19)	96%	(418)	436
GenZers: 1997-2012	5%	(16)	95%	(296)	312
Millennials: 1981-1996	14%	(84)	86%	(517)	601
GenXers: 1965-1980	10%	(55)	90%	(483)	538
Baby Boomers: 1946-1964	7%	(51)	93%	(644)	695
PID: Dem (no lean)	13%	(113)	87%	(759)	872
PID: Ind (no lean)	7%	(47)	93%	(617)	665
PID: Rep (no lean)	7%	(46)	93%	(618)	664
PID/Gender: Dem Men	18%	(65)	82%	(299)	364
PID/Gender: Dem Women	9%	(48)	91%	(461)	509
PID/Gender: Ind Men	9%	(31)	91%	(311)	342
PID/Gender: Ind Women	5%	(17)	95%	(306)	323
PID/Gender: Rep Men	8%	(29)	92%	(328)	357
PID/Gender: Rep Women	5%	(16)	95%	(291)	307
Ideo: Liberal (1-3)	15%	(97)	85%	(559)	656
Ideo: Moderate (4)	9%	(55)	91%	(558)	613
Ideo: Conservative (5-7)	7%	(47)	93%	(655)	702
Educ: < College	7%	(103)	93%	(1410)	1513
Educ: Bachelors degree	13%	(59)	87%	(385)	444
Educ: Post-grad	18%	(45)	82%	(199)	244
Income: Under 50k	7%	(82)	93%	(1133)	1215
Income: 50k-100k	9%	(53)	91%	(557)	610
Income: 100k+	19%	(71)	81%	(305)	376
Ethnicity: White	10%	(171)	90%	(1551)	1722
Ethnicity: Hispanic	10%	(34)	90%	(315)	350
Ethnicity: Black	9%	(25)	91%	(250)	274

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**Table MCENdem2\_3NET: Do you currently use the following streaming services? Please select all that apply.**  
CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	9%	(206)	91%	(1995)	2201
Ethnicity: Other	5%	(10)	95%	(194)	204
All Christian	12%	(117)	88%	(883)	1001
All Non-Christian	11%	(14)	89%	(116)	130
Atheist	11%	(11)	89%	(88)	99
Agnostic/Nothing in particular	6%	(33)	94%	(532)	564
Something Else	8%	(31)	92%	(376)	407
Religious Non-Protestant/Catholic	12%	(18)	88%	(136)	154
Evangelical	13%	(83)	87%	(548)	632
Non-Evangelical	8%	(59)	92%	(673)	732
Community: Urban	14%	(94)	86%	(585)	679
Community: Suburban	8%	(74)	92%	(866)	940
Community: Rural	6%	(38)	94%	(544)	582
Employ: Private Sector	12%	(81)	88%	(582)	663
Employ: Government	16%	(24)	84%	(132)	156
Employ: Self-Employed	10%	(20)	90%	(169)	189
Employ: Homemaker	8%	(11)	92%	(120)	131
Employ: Student	4%	(5)	96%	(126)	130
Employ: Retired	6%	(30)	94%	(474)	504
Employ: Unemployed	7%	(21)	93%	(290)	310
Employ: Other	13%	(15)	87%	(102)	117
Military HH: Yes	13%	(48)	87%	(315)	364
Military HH: No	9%	(158)	91%	(1679)	1837
RD/WT: Right Direction	11%	(58)	89%	(465)	523
RD/WT: Wrong Track	9%	(148)	91%	(1530)	1678
Trump Job Approve	9%	(74)	91%	(777)	851
Trump Job Disapprove	10%	(130)	90%	(1125)	1255
Trump Job Strongly Approve	9%	(48)	91%	(463)	512
Trump Job Somewhat Approve	8%	(26)	92%	(314)	340
Trump Job Somewhat Disapprove	10%	(25)	90%	(229)	254
Trump Job Strongly Disapprove	11%	(106)	89%	(896)	1002

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**Table MCENdem2\_3NET:** Do you currently use the following streaming services? Please select all that apply.  
 CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	9%	(206)	91%	(1995)	2201
Favorable of Trump	8%	(70)	92%	(762)	832
Unfavorable of Trump	11%	(136)	89%	(1125)	1261
Very Favorable of Trump	8%	(40)	92%	(440)	480
Somewhat Favorable of Trump	9%	(30)	91%	(322)	352
Somewhat Unfavorable of Trump	11%	(25)	89%	(204)	229
Very Unfavorable of Trump	11%	(111)	89%	(921)	1032
#1 Issue: Economy	10%	(88)	90%	(760)	848
#1 Issue: Security	7%	(16)	93%	(230)	247
#1 Issue: Health Care	9%	(36)	91%	(348)	385
#1 Issue: Medicare / Social Security	8%	(23)	92%	(270)	294
#1 Issue: Women's Issues	10%	(11)	90%	(98)	110
#1 Issue: Education	7%	(6)	93%	(79)	85
#1 Issue: Energy	22%	(15)	78%	(53)	68
#1 Issue: Other	6%	(10)	94%	(156)	167
2020 Vote: Joe Biden	13%	(132)	87%	(864)	997
2020 Vote: Donald Trump	6%	(43)	94%	(663)	706
2020 Vote: Other	3%	(2)	97%	(61)	62
2020 Vote: Didn't Vote	7%	(29)	93%	(406)	435
2018 House Vote: Democrat	13%	(95)	87%	(618)	713
2018 House Vote: Republican	8%	(43)	92%	(515)	558
2016 Vote: Hillary Clinton	14%	(96)	86%	(570)	666
2016 Vote: Donald Trump	8%	(54)	92%	(584)	638
2016 Vote: Other	5%	(5)	95%	(89)	94
2016 Vote: Didn't Vote	7%	(52)	93%	(751)	803
Voted in 2014: Yes	12%	(135)	88%	(1017)	1152
Voted in 2014: No	7%	(72)	93%	(978)	1049
4-Region: Northeast	11%	(43)	89%	(351)	394
4-Region: Midwest	7%	(34)	93%	(429)	462
4-Region: South	9%	(77)	91%	(748)	825
4-Region: West	10%	(52)	90%	(468)	520
Subscribed to Peacock at launch	37%	(45)	63%	(75)	120

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**Table MCENdem2\_3NET:** Do you currently use the following streaming services? Please select all that apply.  
CBS All Access

Demographic	Selected		Not Selected		Total N
Adults	9%	(206)	91%	(1995)	2201
Subscribed to Peacock Aug-Dec.	21%	(34)	79%	(131)	165
Peacock user	26%	(87)	74%	(245)	331
Netflix user	12%	(173)	88%	(1218)	1391
Amazon Prime Video user	16%	(160)	84%	(824)	984
CBS All Access user	100%	(206)	—	(0)	206
ESPN+ user	30%	(60)	70%	(138)	198
Hulu user	17%	(132)	83%	(651)	783
Showtime user	40%	(62)	60%	(92)	154
Starz user	30%	(48)	70%	(113)	160
Apple TV+ user	36%	(76)	64%	(135)	211
Disney+ user	19%	(128)	81%	(538)	666
Discovery+ user	35%	(56)	65%	(104)	160
HBO Max user	28%	(102)	72%	(257)	359

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

**Table MCENdem2\_4NET: Do you currently use the following streaming services? Please select all that apply.**  
 ESPN+

Demographic	Selected		Not Selected		Total N
Adults	9%	(198)	91%	(2003)	2201
Gender: Male	14%	(146)	86%	(916)	1062
Gender: Female	5%	(52)	95%	(1087)	1139
Age: 18-34	13%	(87)	87%	(569)	655
Age: 35-44	17%	(61)	83%	(297)	358
Age: 45-64	5%	(40)	95%	(711)	751
Age: 65+	2%	(10)	98%	(426)	436
GenZers: 1997-2012	10%	(33)	90%	(279)	312
Millennials: 1981-1996	17%	(104)	83%	(497)	601
GenXers: 1965-1980	7%	(40)	93%	(498)	538
Baby Boomers: 1946-1964	3%	(18)	97%	(677)	695
PID: Dem (no lean)	10%	(83)	90%	(789)	872
PID: Ind (no lean)	9%	(57)	91%	(608)	665
PID: Rep (no lean)	9%	(58)	91%	(606)	664
PID/Gender: Dem Men	16%	(59)	84%	(305)	364
PID/Gender: Dem Women	5%	(24)	95%	(484)	509
PID/Gender: Ind Men	12%	(41)	88%	(301)	342
PID/Gender: Ind Women	5%	(16)	95%	(307)	323
PID/Gender: Rep Men	13%	(47)	87%	(310)	357
PID/Gender: Rep Women	4%	(12)	96%	(296)	307
Ideo: Liberal (1-3)	10%	(68)	90%	(588)	656
Ideo: Moderate (4)	10%	(59)	90%	(555)	613
Ideo: Conservative (5-7)	8%	(56)	92%	(646)	702
Educ: < College	6%	(92)	94%	(1421)	1513
Educ: Bachelors degree	12%	(51)	88%	(393)	444
Educ: Post-grad	23%	(55)	77%	(189)	244
Income: Under 50k	5%	(57)	95%	(1158)	1215
Income: 50k-100k	10%	(60)	90%	(550)	610
Income: 100k+	22%	(81)	78%	(295)	376
Ethnicity: White	9%	(153)	91%	(1569)	1722
Ethnicity: Hispanic	12%	(43)	88%	(307)	350
Ethnicity: Black	10%	(29)	90%	(246)	274

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**Table MCENdem2\_4NET: Do you currently use the following streaming services? Please select all that apply.**  
ESPN+

Demographic	Selected		Not Selected		Total N
Adults	9%	(198)	91%	(2003)	2201
Ethnicity: Other	8%	(17)	92%	(187)	204
All Christian	12%	(125)	88%	(876)	1001
All Non-Christian	13%	(16)	87%	(114)	130
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	4%	(23)	96%	(541)	564
Something Else	8%	(32)	92%	(375)	407
Religious Non-Protestant/Catholic	11%	(17)	89%	(137)	154
Evangelical	15%	(95)	85%	(537)	632
Non-Evangelical	8%	(57)	92%	(675)	732
Community: Urban	15%	(100)	85%	(579)	679
Community: Suburban	7%	(70)	93%	(870)	940
Community: Rural	5%	(29)	95%	(553)	582
Employ: Private Sector	15%	(102)	85%	(561)	663
Employ: Government	15%	(24)	85%	(133)	156
Employ: Self-Employed	10%	(20)	90%	(169)	189
Employ: Homemaker	3%	(4)	97%	(127)	131
Employ: Student	6%	(7)	94%	(123)	130
Employ: Retired	3%	(15)	97%	(489)	504
Employ: Unemployed	6%	(18)	94%	(293)	310
Employ: Other	8%	(9)	92%	(108)	117
Military HH: Yes	10%	(37)	90%	(326)	364
Military HH: No	9%	(161)	91%	(1676)	1837
RD/WT: Right Direction	16%	(86)	84%	(437)	523
RD/WT: Wrong Track	7%	(112)	93%	(1566)	1678
Trump Job Approve	11%	(91)	89%	(760)	851
Trump Job Disapprove	8%	(98)	92%	(1157)	1255
Trump Job Strongly Approve	12%	(62)	88%	(450)	512
Trump Job Somewhat Approve	9%	(30)	91%	(310)	340
Trump Job Somewhat Disapprove	12%	(31)	88%	(223)	254
Trump Job Strongly Disapprove	7%	(67)	93%	(935)	1002

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**Table MCENdem2\_4NET:** Do you currently use the following streaming services? Please select all that apply.  
 ESPN+

Demographic	Selected	Not Selected	Total N
Adults	9% (198)	91% (2003)	2201
Favorable of Trump	11% (90)	89% (742)	832
Unfavorable of Trump	8% (101)	92% (1159)	1261
Very Favorable of Trump	11% (54)	89% (427)	480
Somewhat Favorable of Trump	10% (37)	90% (315)	352
Somewhat Unfavorable of Trump	12% (27)	88% (201)	229
Very Unfavorable of Trump	7% (74)	93% (958)	1032
#1 Issue: Economy	9% (74)	91% (773)	848
#1 Issue: Security	9% (21)	91% (225)	247
#1 Issue: Health Care	12% (45)	88% (340)	385
#1 Issue: Medicare / Social Security	5% (14)	95% (280)	294
#1 Issue: Women's Issues	10% (10)	90% (99)	110
#1 Issue: Education	17% (14)	83% (71)	85
#1 Issue: Energy	10% (7)	90% (61)	68
#1 Issue: Other	8% (13)	92% (154)	167
2020 Vote: Joe Biden	11% (107)	89% (889)	997
2020 Vote: Donald Trump	8% (59)	92% (646)	706
2020 Vote: Other	9% (6)	91% (56)	62
2020 Vote: Didn't Vote	6% (26)	94% (410)	435
2018 House Vote: Democrat	11% (76)	89% (637)	713
2018 House Vote: Republican	10% (53)	90% (505)	558
2016 Vote: Hillary Clinton	10% (68)	90% (597)	666
2016 Vote: Donald Trump	9% (60)	91% (578)	638
2016 Vote: Other	6% (5)	94% (88)	94
2016 Vote: Didn't Vote	8% (65)	92% (737)	803
Voted in 2014: Yes	10% (111)	90% (1040)	1152
Voted in 2014: No	8% (87)	92% (962)	1049
4-Region: Northeast	14% (53)	86% (341)	394
4-Region: Midwest	8% (39)	92% (423)	462
4-Region: South	9% (72)	91% (752)	825
4-Region: West	6% (34)	94% (486)	520
Subscribed to Peacock at launch	24% (29)	76% (91)	120

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**Table MCENdem2\_4NET:** Do you currently use the following streaming services? Please select all that apply.  
ESPN+

Demographic	Selected		Not Selected		Total N
Adults	9%	(198)	91%	(2003)	2201
Subscribed to Peacock Aug-Dec.	16%	(26)	84%	(138)	165
Peacock user	17%	(56)	83%	(275)	331
Netflix user	11%	(156)	89%	(1236)	1391
Amazon Prime Video user	13%	(123)	87%	(861)	984
CBS All Access user	29%	(60)	71%	(146)	206
ESPN+ user	100%	(198)	—	(0)	198
Hulu user	15%	(118)	85%	(665)	783
Showtime user	28%	(43)	72%	(111)	154
Starz user	31%	(49)	69%	(111)	160
Apple TV+ user	31%	(65)	69%	(146)	211
Disney+ user	19%	(127)	81%	(540)	666
Discovery+ user	44%	(71)	56%	(90)	160
HBO Max user	24%	(86)	76%	(273)	359

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



**Table MCENdem2\_5NET: Do you currently use the following streaming services? Please select all that apply.**  
 Hulu

Demographic	Selected		Not Selected		Total N
Adults	36%	(783)	64%	(1418)	2201
Gender: Male	30%	(322)	70%	(740)	1062
Gender: Female	41%	(462)	59%	(677)	1139
Age: 18-34	55%	(359)	45%	(296)	655
Age: 35-44	41%	(148)	59%	(210)	358
Age: 45-64	31%	(231)	69%	(521)	751
Age: 65+	10%	(45)	90%	(391)	436
GenZers: 1997-2012	56%	(174)	44%	(138)	312
Millennials: 1981-1996	49%	(293)	51%	(308)	601
GenXers: 1965-1980	35%	(190)	65%	(348)	538
Baby Boomers: 1946-1964	17%	(121)	83%	(574)	695
PID: Dem (no lean)	39%	(338)	61%	(534)	872
PID: Ind (no lean)	37%	(247)	63%	(418)	665
PID: Rep (no lean)	30%	(198)	70%	(466)	664
PID/Gender: Dem Men	31%	(112)	69%	(252)	364
PID/Gender: Dem Women	45%	(227)	55%	(282)	509
PID/Gender: Ind Men	31%	(104)	69%	(237)	342
PID/Gender: Ind Women	44%	(143)	56%	(180)	323
PID/Gender: Rep Men	30%	(106)	70%	(251)	357
PID/Gender: Rep Women	30%	(92)	70%	(215)	307
Ideo: Liberal (1-3)	42%	(277)	58%	(380)	656
Ideo: Moderate (4)	33%	(203)	67%	(410)	613
Ideo: Conservative (5-7)	28%	(196)	72%	(506)	702
Educ: < College	36%	(550)	64%	(962)	1513
Educ: Bachelors degree	33%	(148)	67%	(296)	444
Educ: Post-grad	35%	(85)	65%	(159)	244
Income: Under 50k	36%	(435)	64%	(779)	1215
Income: 50k-100k	34%	(206)	66%	(404)	610
Income: 100k+	38%	(142)	62%	(234)	376
Ethnicity: White	34%	(588)	66%	(1134)	1722
Ethnicity: Hispanic	46%	(159)	54%	(190)	350
Ethnicity: Black	42%	(114)	58%	(160)	274

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**Table MCENdem2\_5NET: Do you currently use the following streaming services? Please select all that apply.**  
*Hulu*

Demographic	Selected	Not Selected	Total N
Adults	36% (783)	64% (1418)	2201
Ethnicity: Other	40% (81)	60% (123)	204
All Christian	30% (302)	70% (699)	1001
All Non-Christian	23% (31)	77% (100)	130
Atheist	46% (45)	54% (54)	99
Agnostic/Nothing in particular	40% (226)	60% (338)	564
Something Else	44% (180)	56% (227)	407
Religious Non-Protestant/Catholic	27% (42)	73% (112)	154
Evangelical	34% (217)	66% (415)	632
Non-Evangelical	34% (249)	66% (482)	732
Community: Urban	42% (283)	58% (396)	679
Community: Suburban	33% (309)	67% (631)	940
Community: Rural	33% (191)	67% (391)	582
Employ: Private Sector	39% (255)	61% (408)	663
Employ: Government	45% (70)	55% (87)	156
Employ: Self-Employed	35% (66)	65% (123)	189
Employ: Homemaker	49% (64)	51% (67)	131
Employ: Student	58% (76)	42% (54)	130
Employ: Retired	14% (72)	86% (432)	504
Employ: Unemployed	41% (128)	59% (183)	310
Employ: Other	46% (54)	54% (63)	117
Military HH: Yes	27% (99)	73% (264)	364
Military HH: No	37% (684)	63% (1153)	1837
RD/WT: Right Direction	33% (175)	67% (348)	523
RD/WT: Wrong Track	36% (608)	64% (1070)	1678
Trump Job Approve	30% (258)	70% (593)	851
Trump Job Disapprove	39% (486)	61% (769)	1255
Trump Job Strongly Approve	29% (150)	71% (362)	512
Trump Job Somewhat Approve	32% (108)	68% (232)	340
Trump Job Somewhat Disapprove	36% (92)	64% (162)	254
Trump Job Strongly Disapprove	39% (394)	61% (607)	1002

Continued on next page

**Table MCENdem2\_5NET: Do you currently use the following streaming services? Please select all that apply.**  
 Hulu

Demographic	Selected	Not Selected	Total N
Adults	36% (783)	64% (1418)	2201
Favorable of Trump	29% (240)	71% (592)	832
Unfavorable of Trump	39% (496)	61% (764)	1261
Very Favorable of Trump	29% (137)	71% (343)	480
Somewhat Favorable of Trump	29% (103)	71% (248)	352
Somewhat Unfavorable of Trump	39% (89)	61% (140)	229
Very Unfavorable of Trump	39% (407)	61% (625)	1032
#1 Issue: Economy	39% (335)	61% (513)	848
#1 Issue: Security	24% (58)	76% (188)	247
#1 Issue: Health Care	38% (146)	62% (238)	385
#1 Issue: Medicare / Social Security	23% (69)	77% (225)	294
#1 Issue: Women's Issues	46% (50)	54% (59)	110
#1 Issue: Education	52% (44)	48% (41)	85
#1 Issue: Energy	46% (31)	54% (36)	68
#1 Issue: Other	30% (50)	70% (117)	167
2020 Vote: Joe Biden	40% (400)	60% (596)	997
2020 Vote: Donald Trump	26% (185)	74% (520)	706
2020 Vote: Other	44% (27)	56% (35)	62
2020 Vote: Didn't Vote	39% (170)	61% (265)	435
2018 House Vote: Democrat	37% (262)	63% (451)	713
2018 House Vote: Republican	26% (146)	74% (412)	558
2016 Vote: Hillary Clinton	37% (249)	63% (416)	666
2016 Vote: Donald Trump	25% (162)	75% (476)	638
2016 Vote: Other	30% (28)	70% (65)	94
2016 Vote: Didn't Vote	43% (344)	57% (459)	803
Voted in 2014: Yes	31% (359)	69% (793)	1152
Voted in 2014: No	40% (425)	60% (625)	1049
4-Region: Northeast	35% (139)	65% (255)	394
4-Region: Midwest	34% (156)	66% (307)	462
4-Region: South	36% (297)	64% (528)	825
4-Region: West	37% (192)	63% (328)	520
Subscribed to Peacock at launch	58% (70)	42% (50)	120

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**Table MCENdem2\_5NET: Do you currently use the following streaming services? Please select all that apply.**

Demographic	Selected		Not Selected		Total N
Adults	36%	(783)	64%	(1418)	2201
Subscribed to Peacock Aug-Dec.	58%	(96)	42%	(68)	165
Peacock user	59%	(194)	41%	(137)	331
Netflix user	49%	(687)	51%	(704)	1391
Amazon Prime Video user	50%	(490)	50%	(494)	984
CBS All Access user	64%	(132)	36%	(74)	206
ESPN+ user	60%	(118)	40%	(80)	198
Hulu user	100%	(783)	—	(0)	783
Showtime user	62%	(95)	38%	(58)	154
Starz user	55%	(88)	45%	(72)	160
Apple TV+ user	58%	(123)	42%	(88)	211
Disney+ user	62%	(410)	38%	(256)	666
Discovery+ user	61%	(98)	39%	(62)	160
HBO Max user	63%	(227)	37%	(132)	359

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

**Table MCENdem2\_6NET: Do you currently use the following streaming services? Please select all that apply.**  
 Showtime

Demographic	Selected		Not Selected		Total N
Adults	7%	(154)	93%	(2047)	2201
Gender: Male	7%	(74)	93%	(988)	1062
Gender: Female	7%	(80)	93%	(1059)	1139
Age: 18-34	6%	(40)	94%	(616)	655
Age: 35-44	13%	(46)	87%	(311)	358
Age: 45-64	6%	(47)	94%	(704)	751
Age: 65+	5%	(20)	95%	(416)	436
GenZers: 1997-2012	4%	(11)	96%	(301)	312
Millennials: 1981-1996	10%	(63)	90%	(538)	601
GenXers: 1965-1980	8%	(41)	92%	(497)	538
Baby Boomers: 1946-1964	5%	(37)	95%	(658)	695
PID: Dem (no lean)	10%	(87)	90%	(786)	872
PID: Ind (no lean)	4%	(26)	96%	(639)	665
PID: Rep (no lean)	6%	(41)	94%	(623)	664
PID/Gender: Dem Men	11%	(41)	89%	(323)	364
PID/Gender: Dem Women	9%	(46)	91%	(463)	509
PID/Gender: Ind Men	3%	(11)	97%	(331)	342
PID/Gender: Ind Women	5%	(15)	95%	(308)	323
PID/Gender: Rep Men	6%	(22)	94%	(335)	357
PID/Gender: Rep Women	6%	(19)	94%	(288)	307
Ideo: Liberal (1-3)	11%	(70)	89%	(586)	656
Ideo: Moderate (4)	6%	(35)	94%	(579)	613
Ideo: Conservative (5-7)	6%	(41)	94%	(661)	702
Educ: < College	5%	(72)	95%	(1441)	1513
Educ: Bachelors degree	10%	(46)	90%	(398)	444
Educ: Post-grad	15%	(36)	85%	(208)	244
Income: Under 50k	5%	(63)	95%	(1152)	1215
Income: 50k-100k	7%	(41)	93%	(569)	610
Income: 100k+	13%	(49)	87%	(327)	376
Ethnicity: White	7%	(127)	93%	(1596)	1722
Ethnicity: Hispanic	10%	(36)	90%	(313)	350
Ethnicity: Black	7%	(20)	93%	(254)	274

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**Table MCENdem2\_6NET: Do you currently use the following streaming services? Please select all that apply.**  
*Showtime*

Demographic	Selected		Not Selected		Total N
Adults	7%	(154)	93%	(2047)	2201
Ethnicity: Other	3%	(7)	97%	(198)	204
All Christian	9%	(92)	91%	(908)	1001
All Non-Christian	8%	(10)	92%	(120)	130
Atheist	3%	(3)	97%	(96)	99
Agnostic/Nothing in particular	4%	(25)	96%	(539)	564
Something Else	6%	(23)	94%	(384)	407
Religious Non-Protestant/Catholic	7%	(11)	93%	(143)	154
Evangelical	10%	(62)	90%	(569)	632
Non-Evangelical	7%	(51)	93%	(681)	732
Community: Urban	12%	(83)	88%	(595)	679
Community: Suburban	6%	(52)	94%	(889)	940
Community: Rural	3%	(18)	97%	(563)	582
Employ: Private Sector	11%	(72)	89%	(591)	663
Employ: Government	12%	(19)	88%	(138)	156
Employ: Self-Employed	5%	(10)	95%	(179)	189
Employ: Homemaker	5%	(6)	95%	(125)	131
Employ: Student	3%	(4)	97%	(127)	130
Employ: Retired	5%	(26)	95%	(478)	504
Employ: Unemployed	3%	(10)	97%	(301)	310
Employ: Other	6%	(7)	94%	(110)	117
Military HH: Yes	7%	(25)	93%	(339)	364
Military HH: No	7%	(129)	93%	(1709)	1837
RD/WT: Right Direction	10%	(50)	90%	(473)	523
RD/WT: Wrong Track	6%	(103)	94%	(1575)	1678
Trump Job Approve	7%	(56)	93%	(795)	851
Trump Job Disapprove	8%	(94)	92%	(1161)	1255
Trump Job Strongly Approve	7%	(36)	93%	(476)	512
Trump Job Somewhat Approve	6%	(20)	94%	(320)	340
Trump Job Somewhat Disapprove	9%	(22)	91%	(232)	254
Trump Job Strongly Disapprove	7%	(72)	93%	(929)	1002

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**Table MCENdem2\_6NET:** Do you currently use the following streaming services? Please select all that apply.  
 Showtime

Demographic	Selected		Not Selected		Total N
Adults	7%	(154)	93%	(2047)	2201
Favorable of Trump	7%	(56)	93%	(776)	832
Unfavorable of Trump	7%	(92)	93%	(1168)	1261
Very Favorable of Trump	5%	(26)	95%	(454)	480
Somewhat Favorable of Trump	8%	(29)	92%	(322)	352
Somewhat Unfavorable of Trump	10%	(22)	90%	(206)	229
Very Unfavorable of Trump	7%	(70)	93%	(962)	1032
#1 Issue: Economy	7%	(58)	93%	(789)	848
#1 Issue: Security	7%	(17)	93%	(230)	247
#1 Issue: Health Care	9%	(35)	91%	(349)	385
#1 Issue: Medicare / Social Security	3%	(10)	97%	(284)	294
#1 Issue: Women's Issues	11%	(12)	89%	(97)	110
#1 Issue: Education	8%	(7)	92%	(78)	85
#1 Issue: Energy	8%	(5)	92%	(62)	68
#1 Issue: Other	5%	(9)	95%	(158)	167
2020 Vote: Joe Biden	9%	(92)	91%	(904)	997
2020 Vote: Donald Trump	5%	(36)	95%	(670)	706
2020 Vote: Other	2%	(1)	98%	(61)	62
2020 Vote: Didn't Vote	6%	(24)	94%	(411)	435
2018 House Vote: Democrat	9%	(67)	91%	(646)	713
2018 House Vote: Republican	6%	(34)	94%	(525)	558
2016 Vote: Hillary Clinton	11%	(71)	89%	(595)	666
2016 Vote: Donald Trump	6%	(37)	94%	(601)	638
2016 Vote: Other	2%	(1)	98%	(92)	94
2016 Vote: Didn't Vote	6%	(45)	94%	(758)	803
Voted in 2014: Yes	8%	(96)	92%	(1056)	1152
Voted in 2014: No	5%	(58)	95%	(992)	1049
4-Region: Northeast	10%	(41)	90%	(353)	394
4-Region: Midwest	7%	(35)	93%	(428)	462
4-Region: South	5%	(42)	95%	(783)	825
4-Region: West	7%	(36)	93%	(484)	520
Subscribed to Peacock at launch	19%	(23)	81%	(97)	120

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**Table MCENdem2\_6NET:** Do you currently use the following streaming services? Please select all that apply.  
Showtime

Demographic	Selected		Not Selected		Total N
Adults	7%	(154)	93%	(2047)	2201
Subscribed to Peacock Aug-Dec.	19%	(31)	81%	(133)	165
Peacock user	17%	(58)	83%	(273)	331
Netflix user	10%	(138)	90%	(1253)	1391
Amazon Prime Video user	11%	(112)	89%	(873)	984
CBS All Access user	30%	(62)	70%	(144)	206
ESPN+ user	21%	(43)	79%	(156)	198
Hulu user	12%	(95)	88%	(688)	783
Showtime user	100%	(154)	—	(0)	154
Starz user	38%	(62)	62%	(99)	160
Apple TV+ user	27%	(56)	73%	(155)	211
Disney+ user	11%	(74)	89%	(592)	666
Discovery+ user	27%	(43)	73%	(118)	160
HBO Max user	24%	(87)	76%	(272)	359

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



**Table MCENdem2\_7NET: Do you currently use the following streaming services? Please select all that apply.**

Starz

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2041)	2201
Gender: Male	7%	(78)	93%	(984)	1062
Gender: Female	7%	(82)	93%	(1057)	1139
Age: 18-34	9%	(59)	91%	(597)	655
Age: 35-44	12%	(42)	88%	(316)	358
Age: 45-64	7%	(49)	93%	(702)	751
Age: 65+	2%	(11)	98%	(426)	436
GenZers: 1997-2012	8%	(26)	92%	(286)	312
Millennials: 1981-1996	11%	(68)	89%	(533)	601
GenXers: 1965-1980	7%	(36)	93%	(502)	538
Baby Boomers: 1946-1964	4%	(30)	96%	(665)	695
PID: Dem (no lean)	9%	(74)	91%	(798)	872
PID: Ind (no lean)	7%	(46)	93%	(619)	665
PID: Rep (no lean)	6%	(40)	94%	(624)	664
PID/Gender: Dem Men	8%	(29)	92%	(334)	364
PID/Gender: Dem Women	9%	(45)	91%	(464)	509
PID/Gender: Ind Men	9%	(29)	91%	(313)	342
PID/Gender: Ind Women	5%	(17)	95%	(306)	323
PID/Gender: Rep Men	6%	(20)	94%	(337)	357
PID/Gender: Rep Women	7%	(20)	93%	(287)	307
Ideo: Liberal (1-3)	8%	(56)	92%	(600)	656
Ideo: Moderate (4)	9%	(58)	91%	(556)	613
Ideo: Conservative (5-7)	4%	(31)	96%	(671)	702
Educ: < College	6%	(96)	94%	(1417)	1513
Educ: Bachelors degree	8%	(34)	92%	(410)	444
Educ: Post-grad	13%	(31)	87%	(213)	244
Income: Under 50k	6%	(75)	94%	(1140)	1215
Income: 50k-100k	7%	(42)	93%	(568)	610
Income: 100k+	12%	(43)	88%	(333)	376
Ethnicity: White	7%	(115)	93%	(1608)	1722
Ethnicity: Hispanic	5%	(19)	95%	(331)	350
Ethnicity: Black	13%	(34)	87%	(240)	274

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**Table MCENdem2\_7NET: Do you currently use the following streaming services? Please select all that apply.**

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2041)	2201
Ethnicity: Other	6%	(11)	94%	(193)	204
All Christian	6%	(63)	94%	(938)	1001
All Non-Christian	12%	(15)	88%	(115)	130
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	7%	(38)	93%	(527)	564
Something Else	10%	(39)	90%	(368)	407
Religious Non-Protestant/Catholic	10%	(16)	90%	(138)	154
Evangelical	10%	(64)	90%	(568)	632
Non-Evangelical	5%	(34)	95%	(698)	732
Community: Urban	12%	(80)	88%	(599)	679
Community: Suburban	6%	(56)	94%	(885)	940
Community: Rural	4%	(25)	96%	(557)	582
Employ: Private Sector	10%	(69)	90%	(594)	663
Employ: Government	8%	(13)	92%	(144)	156
Employ: Self-Employed	9%	(17)	91%	(172)	189
Employ: Homemaker	5%	(6)	95%	(125)	131
Employ: Student	3%	(4)	97%	(127)	130
Employ: Retired	4%	(20)	96%	(485)	504
Employ: Unemployed	8%	(24)	92%	(286)	310
Employ: Other	7%	(8)	93%	(109)	117
Military HH: Yes	7%	(26)	93%	(338)	364
Military HH: No	7%	(135)	93%	(1703)	1837
RD/WT: Right Direction	11%	(56)	89%	(467)	523
RD/WT: Wrong Track	6%	(105)	94%	(1573)	1678
Trump Job Approve	8%	(64)	92%	(787)	851
Trump Job Disapprove	7%	(91)	93%	(1164)	1255
Trump Job Strongly Approve	8%	(43)	92%	(468)	512
Trump Job Somewhat Approve	6%	(21)	94%	(319)	340
Trump Job Somewhat Disapprove	8%	(20)	92%	(233)	254
Trump Job Strongly Disapprove	7%	(71)	93%	(931)	1002

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**Table MCENdem2\_7NET:** Do you currently use the following streaming services? Please select all that apply.

Starz

Demographic	Selected	Not Selected	Total N
Adults	7% (160)	93% (2041)	2201
Favorable of Trump	8% (63)	92% (769)	832
Unfavorable of Trump	7% (88)	93% (1173)	1261
Very Favorable of Trump	9% (41)	91% (439)	480
Somewhat Favorable of Trump	6% (22)	94% (330)	352
Somewhat Unfavorable of Trump	7% (16)	93% (213)	229
Very Unfavorable of Trump	7% (72)	93% (960)	1032
#1 Issue: Economy	6% (54)	94% (793)	848
#1 Issue: Security	7% (16)	93% (230)	247
#1 Issue: Health Care	10% (38)	90% (346)	385
#1 Issue: Medicare / Social Security	4% (13)	96% (281)	294
#1 Issue: Women's Issues	9% (10)	91% (100)	110
#1 Issue: Education	13% (11)	87% (73)	85
#1 Issue: Energy	11% (7)	89% (60)	68
#1 Issue: Other	6% (10)	94% (157)	167
2020 Vote: Joe Biden	9% (85)	91% (912)	997
2020 Vote: Donald Trump	5% (34)	95% (672)	706
2020 Vote: Other	10% (7)	90% (56)	62
2020 Vote: Didn't Vote	8% (34)	92% (401)	435
2018 House Vote: Democrat	9% (67)	91% (647)	713
2018 House Vote: Republican	6% (36)	94% (523)	558
2016 Vote: Hillary Clinton	9% (60)	91% (605)	666
2016 Vote: Donald Trump	6% (38)	94% (600)	638
2016 Vote: Other	4% (4)	96% (90)	94
2016 Vote: Didn't Vote	7% (58)	93% (745)	803
Voted in 2014: Yes	8% (89)	92% (1063)	1152
Voted in 2014: No	7% (72)	93% (978)	1049
4-Region: Northeast	10% (40)	90% (353)	394
4-Region: Midwest	7% (33)	93% (429)	462
4-Region: South	7% (55)	93% (770)	825
4-Region: West	6% (32)	94% (488)	520
Subscribed to Peacock at launch	19% (23)	81% (97)	120

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**Table MCENdem2\_7NET:** Do you currently use the following streaming services? Please select all that apply.  
Starz

Demographic	Selected	Not Selected	Total N
Adults	7% (160)	93% (2041)	2201
Subscribed to Peacock Aug-Dec.	12% (20)	88% (145)	165
Peacock user	15% (48)	85% (283)	331
Netflix user	9% (131)	91% (1260)	1391
Amazon Prime Video user	11% (110)	89% (874)	984
CBS All Access user	23% (48)	77% (158)	206
ESPN+ user	25% (49)	75% (149)	198
Hulu user	11% (88)	89% (695)	783
Showtime user	40% (62)	60% (92)	154
Starz user	100% (160)	— (0)	160
Apple TV+ user	21% (44)	79% (167)	211
Disney+ user	12% (81)	88% (585)	666
Discovery+ user	30% (47)	70% (113)	160
HBO Max user	23% (83)	77% (277)	359

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

**Table MCENdem2\_8NET: Do you currently use the following streaming services? Please select all that apply.**  
 Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1990)	2201
Gender: Male	12%	(130)	88%	(932)	1062
Gender: Female	7%	(81)	93%	(1058)	1139
Age: 18-34	13%	(86)	87%	(569)	655
Age: 35-44	18%	(66)	82%	(292)	358
Age: 45-64	6%	(46)	94%	(705)	751
Age: 65+	3%	(13)	97%	(424)	436
GenZers: 1997-2012	11%	(35)	89%	(276)	312
Millennials: 1981-1996	18%	(108)	82%	(492)	601
GenXers: 1965-1980	8%	(42)	92%	(496)	538
Baby Boomers: 1946-1964	4%	(25)	96%	(670)	695
PID: Dem (no lean)	12%	(105)	88%	(768)	872
PID: Ind (no lean)	9%	(59)	91%	(606)	665
PID: Rep (no lean)	7%	(47)	93%	(616)	664
PID/Gender: Dem Men	18%	(64)	82%	(300)	364
PID/Gender: Dem Women	8%	(41)	92%	(467)	509
PID/Gender: Ind Men	9%	(31)	91%	(311)	342
PID/Gender: Ind Women	9%	(28)	91%	(295)	323
PID/Gender: Rep Men	10%	(36)	90%	(321)	357
PID/Gender: Rep Women	4%	(12)	96%	(295)	307
Ideo: Liberal (1-3)	14%	(94)	86%	(562)	656
Ideo: Moderate (4)	9%	(56)	91%	(558)	613
Ideo: Conservative (5-7)	7%	(50)	93%	(652)	702
Educ: < College	6%	(91)	94%	(1422)	1513
Educ: Bachelors degree	14%	(64)	86%	(380)	444
Educ: Post-grad	23%	(56)	77%	(188)	244
Income: Under 50k	6%	(74)	94%	(1141)	1215
Income: 50k-100k	9%	(52)	91%	(558)	610
Income: 100k+	23%	(85)	77%	(291)	376
Ethnicity: White	10%	(164)	90%	(1559)	1722
Ethnicity: Hispanic	12%	(40)	88%	(309)	350
Ethnicity: Black	10%	(27)	90%	(247)	274

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**Table MCENdem2\_8NET: Do you currently use the following streaming services? Please select all that apply.**  
Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1990)	2201
Ethnicity: Other	10%	(20)	90%	(184)	204
All Christian	12%	(122)	88%	(878)	1001
All Non-Christian	16%	(21)	84%	(109)	130
Atheist	11%	(11)	89%	(88)	99
Agnostic/Nothing in particular	7%	(37)	93%	(527)	564
Something Else	5%	(20)	95%	(386)	407
Religious Non-Protestant/Catholic	15%	(24)	85%	(130)	154
Evangelical	14%	(86)	86%	(546)	632
Non-Evangelical	7%	(51)	93%	(681)	732
Community: Urban	18%	(122)	82%	(557)	679
Community: Suburban	7%	(69)	93%	(871)	940
Community: Rural	3%	(20)	97%	(562)	582
Employ: Private Sector	15%	(99)	85%	(564)	663
Employ: Government	21%	(33)	79%	(124)	156
Employ: Self-Employed	10%	(19)	90%	(170)	189
Employ: Homemaker	3%	(4)	97%	(126)	131
Employ: Student	9%	(12)	91%	(119)	130
Employ: Retired	3%	(14)	97%	(490)	504
Employ: Unemployed	4%	(12)	96%	(298)	310
Employ: Other	16%	(18)	84%	(99)	117
Military HH: Yes	11%	(40)	89%	(323)	364
Military HH: No	9%	(171)	91%	(1666)	1837
RD/WT: Right Direction	15%	(81)	85%	(442)	523
RD/WT: Wrong Track	8%	(130)	92%	(1548)	1678
Trump Job Approve	10%	(88)	90%	(763)	851
Trump Job Disapprove	9%	(119)	91%	(1136)	1255
Trump Job Strongly Approve	11%	(57)	89%	(454)	512
Trump Job Somewhat Approve	9%	(31)	91%	(309)	340
Trump Job Somewhat Disapprove	9%	(22)	91%	(231)	254
Trump Job Strongly Disapprove	10%	(97)	90%	(905)	1002

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**Table MCENdem2\_8NET: Do you currently use the following streaming services? Please select all that apply.**  
 Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1990)	2201
Favorable of Trump	10%	(86)	90%	(746)	832
Unfavorable of Trump	10%	(120)	90%	(1141)	1261
Very Favorable of Trump	10%	(46)	90%	(435)	480
Somewhat Favorable of Trump	12%	(41)	88%	(311)	352
Somewhat Unfavorable of Trump	9%	(22)	91%	(207)	229
Very Unfavorable of Trump	10%	(98)	90%	(934)	1032
#1 Issue: Economy	11%	(93)	89%	(755)	848
#1 Issue: Security	10%	(25)	90%	(222)	247
#1 Issue: Health Care	11%	(43)	89%	(341)	385
#1 Issue: Medicare / Social Security	7%	(20)	93%	(274)	294
#1 Issue: Women's Issues	8%	(9)	92%	(101)	110
#1 Issue: Education	9%	(7)	91%	(77)	85
#1 Issue: Energy	13%	(9)	87%	(59)	68
#1 Issue: Other	3%	(5)	97%	(162)	167
2020 Vote: Joe Biden	14%	(141)	86%	(856)	997
2020 Vote: Donald Trump	7%	(48)	93%	(658)	706
2020 Vote: Other	9%	(6)	91%	(57)	62
2020 Vote: Didn't Vote	4%	(17)	96%	(418)	435
2018 House Vote: Democrat	15%	(104)	85%	(610)	713
2018 House Vote: Republican	9%	(49)	91%	(509)	558
2016 Vote: Hillary Clinton	14%	(92)	86%	(574)	666
2016 Vote: Donald Trump	9%	(58)	91%	(580)	638
2016 Vote: Other	10%	(10)	90%	(84)	94
2016 Vote: Didn't Vote	6%	(52)	94%	(751)	803
Voted in 2014: Yes	12%	(135)	88%	(1017)	1152
Voted in 2014: No	7%	(76)	93%	(973)	1049
4-Region: Northeast	15%	(59)	85%	(335)	394
4-Region: Midwest	5%	(22)	95%	(440)	462
4-Region: South	8%	(63)	92%	(762)	825
4-Region: West	13%	(68)	87%	(453)	520
Subscribed to Peacock at launch	27%	(33)	73%	(87)	120

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**Table MCENdem2\_8NET:** Do you currently use the following streaming services? Please select all that apply.  
Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	10%	(211)	90%	(1990)	2201
Subscribed to Peacock Aug-Dec.	16%	(26)	84%	(139)	165
Peacock user	19%	(63)	81%	(268)	331
Netflix user	13%	(184)	87%	(1207)	1391
Amazon Prime Video user	16%	(160)	84%	(824)	984
CBS All Access user	37%	(76)	63%	(130)	206
ESPN+ user	33%	(65)	67%	(133)	198
Hulu user	16%	(123)	84%	(660)	783
Showtime user	37%	(56)	63%	(98)	154
Starz user	27%	(44)	73%	(116)	160
Apple TV+ user	100%	(211)	—	(0)	211
Disney+ user	20%	(131)	80%	(535)	666
Discovery+ user	38%	(61)	62%	(100)	160
HBO Max user	31%	(110)	69%	(249)	359

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



**Table MCENdem2\_9NET: Do you currently use the following streaming services? Please select all that apply.**  
 Disney+

Demographic	Selected		Not Selected		Total N
Adults	30%	(666)	70%	(1535)	2201
Gender: Male	28%	(296)	72%	(767)	1062
Gender: Female	33%	(371)	67%	(768)	1139
Age: 18-34	49%	(320)	51%	(336)	655
Age: 35-44	38%	(138)	62%	(220)	358
Age: 45-64	22%	(164)	78%	(587)	751
Age: 65+	10%	(44)	90%	(392)	436
GenZers: 1997-2012	48%	(149)	52%	(163)	312
Millennials: 1981-1996	46%	(275)	54%	(325)	601
GenXers: 1965-1980	25%	(135)	75%	(403)	538
Baby Boomers: 1946-1964	15%	(102)	85%	(593)	695
PID: Dem (no lean)	33%	(285)	67%	(588)	872
PID: Ind (no lean)	31%	(209)	69%	(456)	665
PID: Rep (no lean)	26%	(173)	74%	(491)	664
PID/Gender: Dem Men	30%	(111)	70%	(253)	364
PID/Gender: Dem Women	34%	(174)	66%	(335)	509
PID/Gender: Ind Men	25%	(86)	75%	(256)	342
PID/Gender: Ind Women	38%	(123)	62%	(200)	323
PID/Gender: Rep Men	28%	(99)	72%	(258)	357
PID/Gender: Rep Women	24%	(74)	76%	(233)	307
Ideo: Liberal (1-3)	35%	(229)	65%	(427)	656
Ideo: Moderate (4)	27%	(166)	73%	(447)	613
Ideo: Conservative (5-7)	27%	(187)	73%	(515)	702
Educ: < College	29%	(438)	71%	(1075)	1513
Educ: Bachelors degree	32%	(141)	68%	(303)	444
Educ: Post-grad	36%	(88)	64%	(157)	244
Income: Under 50k	26%	(320)	74%	(895)	1215
Income: 50k-100k	30%	(186)	70%	(425)	610
Income: 100k+	43%	(161)	57%	(215)	376
Ethnicity: White	30%	(515)	70%	(1208)	1722
Ethnicity: Hispanic	40%	(139)	60%	(210)	350
Ethnicity: Black	30%	(83)	70%	(192)	274

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**Table MCENdem2\_9NET: Do you currently use the following streaming services? Please select all that apply.**  
Disney+

Demographic	Selected	Not Selected	Total N
Adults	30% (666)	70% (1535)	2201
Ethnicity: Other	34% (69)	66% (135)	204
All Christian	30% (305)	70% (696)	1001
All Non-Christian	23% (30)	77% (100)	130
Atheist	35% (34)	65% (65)	99
Agnostic/Nothing in particular	28% (157)	72% (407)	564
Something Else	34% (140)	66% (267)	407
Religious Non-Protestant/Catholic	27% (41)	73% (113)	154
Evangelical	34% (217)	66% (414)	632
Non-Evangelical	28% (208)	72% (524)	732
Community: Urban	36% (246)	64% (433)	679
Community: Suburban	30% (282)	70% (658)	940
Community: Rural	24% (138)	76% (444)	582
Employ: Private Sector	36% (237)	64% (426)	663
Employ: Government	43% (66)	57% (90)	156
Employ: Self-Employed	25% (48)	75% (141)	189
Employ: Homemaker	42% (55)	58% (76)	131
Employ: Student	49% (63)	51% (67)	130
Employ: Retired	14% (70)	86% (434)	504
Employ: Unemployed	28% (86)	72% (224)	310
Employ: Other	34% (40)	66% (77)	117
Military HH: Yes	31% (111)	69% (252)	364
Military HH: No	30% (555)	70% (1282)	1837
RD/WT: Right Direction	33% (172)	67% (351)	523
RD/WT: Wrong Track	29% (495)	71% (1183)	1678
Trump Job Approve	29% (245)	71% (606)	851
Trump Job Disapprove	32% (396)	68% (860)	1255
Trump Job Strongly Approve	28% (142)	72% (370)	512
Trump Job Somewhat Approve	30% (103)	70% (236)	340
Trump Job Somewhat Disapprove	29% (73)	71% (181)	254
Trump Job Strongly Disapprove	32% (323)	68% (679)	1002

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**Table MCENdem2\_9NET:** Do you currently use the following streaming services? Please select all that apply.  
 Disney+

Demographic	Selected	Not Selected	Total N
Adults	30% (666)	70% (1535)	2201
Favorable of Trump	27% (225)	73% (607)	832
Unfavorable of Trump	33% (412)	67% (848)	1261
Very Favorable of Trump	27% (128)	73% (353)	480
Somewhat Favorable of Trump	28% (98)	72% (254)	352
Somewhat Unfavorable of Trump	31% (71)	69% (157)	229
Very Unfavorable of Trump	33% (341)	67% (691)	1032
#1 Issue: Economy	33% (282)	67% (565)	848
#1 Issue: Security	26% (65)	74% (181)	247
#1 Issue: Health Care	32% (121)	68% (263)	385
#1 Issue: Medicare / Social Security	16% (46)	84% (248)	294
#1 Issue: Women's Issues	39% (43)	61% (66)	110
#1 Issue: Education	48% (41)	52% (44)	85
#1 Issue: Energy	37% (25)	63% (42)	68
#1 Issue: Other	26% (43)	74% (124)	167
2020 Vote: Joe Biden	33% (330)	67% (667)	997
2020 Vote: Donald Trump	25% (177)	75% (529)	706
2020 Vote: Other	39% (24)	61% (38)	62
2020 Vote: Didn't Vote	31% (135)	69% (300)	435
2018 House Vote: Democrat	31% (219)	69% (495)	713
2018 House Vote: Republican	28% (157)	72% (401)	558
2016 Vote: Hillary Clinton	31% (203)	69% (462)	666
2016 Vote: Donald Trump	26% (168)	74% (470)	638
2016 Vote: Other	28% (26)	72% (68)	94
2016 Vote: Didn't Vote	34% (269)	66% (534)	803
Voted in 2014: Yes	28% (319)	72% (833)	1152
Voted in 2014: No	33% (348)	67% (702)	1049
4-Region: Northeast	34% (134)	66% (260)	394
4-Region: Midwest	27% (125)	73% (337)	462
4-Region: South	30% (245)	70% (580)	825
4-Region: West	31% (163)	69% (357)	520
Subscribed to Peacock at launch	51% (61)	49% (59)	120

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**Table MCENdem2\_9NET:** Do you currently use the following streaming services? Please select all that apply.  
Disney+

Demographic	Selected		Not Selected		Total N
Adults	30%	(666)	70%	(1535)	2201
Subscribed to Peacock Aug-Dec.	42%	(69)	58%	(96)	165
Peacock user	45%	(148)	55%	(183)	331
Netflix user	41%	(576)	59%	(815)	1391
Amazon Prime Video user	44%	(433)	56%	(551)	984
CBS All Access user	62%	(128)	38%	(78)	206
ESPN+ user	64%	(127)	36%	(72)	198
Hulu user	52%	(410)	48%	(373)	783
Showtime user	48%	(74)	52%	(79)	154
Starz user	51%	(81)	49%	(79)	160
Apple TV+ user	62%	(131)	38%	(80)	211
Disney+ user	100%	(666)	—	(0)	666
Discovery+ user	77%	(124)	23%	(36)	160
HBO Max user	59%	(213)	41%	(146)	359

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

**Table MCENdem2\_10NET: Do you currently use the following streaming services? Please select all that apply.**  
 Discovery+

Demographic	Selected		Not Selected		Total N
Adults	7%	(160)	93%	(2041)	2201
Gender: Male	10%	(106)	90%	(956)	1062
Gender: Female	5%	(54)	95%	(1084)	1139
Age: 18-34	9%	(58)	91%	(598)	655
Age: 35-44	14%	(50)	86%	(308)	358
Age: 45-64	5%	(41)	95%	(710)	751
Age: 65+	3%	(12)	97%	(425)	436
GenZers: 1997-2012	6%	(19)	94%	(293)	312
Millennials: 1981-1996	14%	(84)	86%	(517)	601
GenXers: 1965-1980	7%	(37)	93%	(501)	538
Baby Boomers: 1946-1964	2%	(16)	98%	(678)	695
PID: Dem (no lean)	7%	(61)	93%	(812)	872
PID: Ind (no lean)	7%	(47)	93%	(618)	665
PID: Rep (no lean)	8%	(53)	92%	(611)	664
PID/Gender: Dem Men	10%	(36)	90%	(327)	364
PID/Gender: Dem Women	5%	(24)	95%	(484)	509
PID/Gender: Ind Men	9%	(31)	91%	(311)	342
PID/Gender: Ind Women	5%	(17)	95%	(306)	323
PID/Gender: Rep Men	11%	(39)	89%	(318)	357
PID/Gender: Rep Women	4%	(13)	96%	(294)	307
Ideo: Liberal (1-3)	8%	(51)	92%	(605)	656
Ideo: Moderate (4)	7%	(42)	93%	(571)	613
Ideo: Conservative (5-7)	7%	(50)	93%	(652)	702
Educ: < College	5%	(83)	95%	(1430)	1513
Educ: Bachelors degree	7%	(33)	93%	(411)	444
Educ: Post-grad	19%	(45)	81%	(199)	244
Income: Under 50k	4%	(51)	96%	(1164)	1215
Income: 50k-100k	7%	(46)	93%	(564)	610
Income: 100k+	17%	(64)	83%	(312)	376
Ethnicity: White	8%	(137)	92%	(1585)	1722
Ethnicity: Hispanic	8%	(29)	92%	(321)	350
Ethnicity: Black	4%	(12)	96%	(262)	274

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**Table MCENdem2\_10NET: Do you currently use the following streaming services? Please select all that apply.**  
Discovery+

Demographic	Selected	Not Selected	Total N
Adults	7% (160)	93% (2041)	2201
Ethnicity: Other	6% (11)	94% (193)	204
All Christian	10% (97)	90% (904)	1001
All Non-Christian	11% (14)	89% (116)	130
Atheist	8% (8)	92% (91)	99
Agnostic/Nothing in particular	2% (11)	98% (553)	564
Something Else	7% (30)	93% (377)	407
Religious Non-Protestant/Catholic	9% (14)	91% (139)	154
Evangelical	12% (78)	88% (554)	632
Non-Evangelical	6% (45)	94% (687)	732
Community: Urban	14% (94)	86% (584)	679
Community: Suburban	4% (40)	96% (900)	940
Community: Rural	4% (26)	96% (556)	582
Employ: Private Sector	12% (81)	88% (582)	663
Employ: Government	12% (19)	88% (137)	156
Employ: Self-Employed	6% (12)	94% (177)	189
Employ: Homemaker	3% (4)	97% (127)	131
Employ: Student	6% (8)	94% (122)	130
Employ: Retired	3% (16)	97% (488)	504
Employ: Unemployed	5% (17)	95% (293)	310
Employ: Other	2% (3)	98% (114)	117
Military HH: Yes	9% (31)	91% (333)	364
Military HH: No	7% (129)	93% (1708)	1837
RD/WT: Right Direction	14% (71)	86% (452)	523
RD/WT: Wrong Track	5% (89)	95% (1589)	1678
Trump Job Approve	10% (83)	90% (768)	851
Trump Job Disapprove	6% (76)	94% (1179)	1255
Trump Job Strongly Approve	12% (60)	88% (452)	512
Trump Job Somewhat Approve	7% (23)	93% (316)	340
Trump Job Somewhat Disapprove	5% (13)	95% (241)	254
Trump Job Strongly Disapprove	6% (63)	94% (938)	1002

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**Table MCENdem2\_10NET:** Do you currently use the following streaming services? Please select all that apply.  
 Discovery+

Demographic	Selected	Not Selected	Total N
Adults	7% (160)	93% (2041)	2201
Favorable of Trump	10% (79)	90% (753)	832
Unfavorable of Trump	6% (77)	94% (1183)	1261
Very Favorable of Trump	11% (52)	89% (428)	480
Somewhat Favorable of Trump	8% (27)	92% (325)	352
Somewhat Unfavorable of Trump	6% (15)	94% (214)	229
Very Unfavorable of Trump	6% (62)	94% (970)	1032
#1 Issue: Economy	9% (74)	91% (774)	848
#1 Issue: Security	8% (19)	92% (227)	247
#1 Issue: Health Care	7% (28)	93% (356)	385
#1 Issue: Medicare / Social Security	4% (11)	96% (282)	294
#1 Issue: Women's Issues	6% (6)	94% (103)	110
#1 Issue: Education	9% (8)	91% (77)	85
#1 Issue: Energy	7% (5)	93% (63)	68
#1 Issue: Other	5% (9)	95% (158)	167
2020 Vote: Joe Biden	9% (88)	91% (908)	997
2020 Vote: Donald Trump	8% (56)	92% (649)	706
2020 Vote: Other	1% (1)	99% (62)	62
2020 Vote: Didn't Vote	3% (15)	97% (420)	435
2018 House Vote: Democrat	10% (68)	90% (646)	713
2018 House Vote: Republican	10% (55)	90% (503)	558
2016 Vote: Hillary Clinton	9% (58)	91% (607)	666
2016 Vote: Donald Trump	10% (64)	90% (574)	638
2016 Vote: Other	5% (5)	95% (89)	94
2016 Vote: Didn't Vote	4% (34)	96% (769)	803
Voted in 2014: Yes	10% (113)	90% (1039)	1152
Voted in 2014: No	5% (48)	95% (1002)	1049
4-Region: Northeast	9% (34)	91% (360)	394
4-Region: Midwest	7% (31)	93% (431)	462
4-Region: South	6% (50)	94% (775)	825
4-Region: West	9% (46)	91% (475)	520
Subscribed to Peacock at launch	24% (28)	76% (92)	120

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**Table MCENdem2\_10NET:** Do you currently use the following streaming services? Please select all that apply.  
Discovery+

Demographic	Selected	Not Selected	Total N
Adults	7% (160)	93% (2041)	2201
Subscribed to Peacock Aug-Dec.	15% (24)	85% (141)	165
Peacock user	18% (58)	82% (273)	331
Netflix user	10% (140)	90% (1251)	1391
Amazon Prime Video user	11% (110)	89% (874)	984
CBS All Access user	27% (56)	73% (150)	206
ESPN+ user	36% (71)	64% (128)	198
Hulu user	13% (98)	87% (685)	783
Showtime user	28% (43)	72% (111)	154
Starz user	30% (47)	70% (113)	160
Apple TV+ user	29% (61)	71% (150)	211
Disney+ user	19% (124)	81% (542)	666
Discovery+ user	100% (160)	— (0)	160
HBO Max user	22% (77)	78% (282)	359

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



**Table MCENdem2\_11NET:** Do you currently use the following streaming services? Please select all that apply.  
 Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(331)	85%	(1870)	2201
Gender: Male	16%	(175)	84%	(887)	1062
Gender: Female	14%	(156)	86%	(983)	1139
Age: 18-34	11%	(69)	89%	(586)	655
Age: 35-44	18%	(63)	82%	(295)	358
Age: 45-64	22%	(163)	78%	(588)	751
Age: 65+	8%	(36)	92%	(401)	436
GenZers: 1997-2012	6%	(18)	94%	(294)	312
Millennials: 1981-1996	17%	(101)	83%	(499)	601
GenXers: 1965-1980	23%	(125)	77%	(413)	538
Baby Boomers: 1946-1964	12%	(86)	88%	(608)	695
PID: Dem (no lean)	18%	(158)	82%	(715)	872
PID: Ind (no lean)	13%	(86)	87%	(578)	665
PID: Rep (no lean)	13%	(87)	87%	(577)	664
PID/Gender: Dem Men	19%	(71)	81%	(293)	364
PID/Gender: Dem Women	17%	(87)	83%	(422)	509
PID/Gender: Ind Men	16%	(54)	84%	(288)	342
PID/Gender: Ind Women	10%	(32)	90%	(290)	323
PID/Gender: Rep Men	14%	(51)	86%	(306)	357
PID/Gender: Rep Women	12%	(36)	88%	(271)	307
Ideo: Liberal (1-3)	19%	(122)	81%	(534)	656
Ideo: Moderate (4)	15%	(90)	85%	(524)	613
Ideo: Conservative (5-7)	14%	(96)	86%	(606)	702
Educ: < College	14%	(212)	86%	(1301)	1513
Educ: Bachelors degree	14%	(62)	86%	(382)	444
Educ: Post-grad	23%	(57)	77%	(187)	244
Income: Under 50k	13%	(163)	87%	(1052)	1215
Income: 50k-100k	15%	(94)	85%	(516)	610
Income: 100k+	20%	(74)	80%	(302)	376
Ethnicity: White	15%	(261)	85%	(1462)	1722
Ethnicity: Hispanic	11%	(39)	89%	(310)	350
Ethnicity: Black	16%	(43)	84%	(232)	274

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**Table MCENdem2\_11NET: Do you currently use the following streaming services? Please select all that apply.**  
Peacock

Demographic	Selected	Not Selected	Total N
Adults	15% (331)	85% (1870)	2201
Ethnicity: Other	13% (28)	87% (177)	204
All Christian	18% (182)	82% (819)	1001
All Non-Christian	14% (18)	86% (112)	130
Atheist	24% (24)	76% (75)	99
Agnostic/Nothing in particular	10% (58)	90% (506)	564
Something Else	12% (49)	88% (358)	407
Religious Non-Protestant/Catholic	15% (23)	85% (130)	154
Evangelical	18% (113)	82% (518)	632
Non-Evangelical	15% (109)	85% (623)	732
Community: Urban	16% (108)	84% (571)	679
Community: Suburban	17% (156)	83% (784)	940
Community: Rural	12% (67)	88% (515)	582
Employ: Private Sector	19% (129)	81% (535)	663
Employ: Government	18% (28)	82% (128)	156
Employ: Self-Employed	15% (28)	85% (161)	189
Employ: Homemaker	18% (23)	82% (107)	131
Employ: Student	11% (14)	89% (117)	130
Employ: Retired	11% (55)	89% (449)	504
Employ: Unemployed	11% (35)	89% (275)	310
Employ: Other	16% (19)	84% (98)	117
Military HH: Yes	14% (49)	86% (314)	364
Military HH: No	15% (282)	85% (1555)	1837
RD/WT: Right Direction	16% (81)	84% (442)	523
RD/WT: Wrong Track	15% (250)	85% (1428)	1678
Trump Job Approve	13% (110)	87% (741)	851
Trump Job Disapprove	17% (218)	83% (1037)	1255
Trump Job Strongly Approve	12% (64)	88% (448)	512
Trump Job Somewhat Approve	14% (46)	86% (294)	340
Trump Job Somewhat Disapprove	18% (45)	82% (209)	254
Trump Job Strongly Disapprove	17% (174)	83% (828)	1002

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**Table MCENdem2\_11NET:** Do you currently use the following streaming services? Please select all that apply.  
 Peacock

Demographic	Selected	Not Selected	Total N
Adults	15% (331)	85% (1870)	2201
Favorable of Trump	13% (110)	87% (722)	832
Unfavorable of Trump	17% (216)	83% (1045)	1261
Very Favorable of Trump	12% (59)	88% (422)	480
Somewhat Favorable of Trump	15% (51)	85% (301)	352
Somewhat Unfavorable of Trump	19% (45)	81% (184)	229
Very Unfavorable of Trump	17% (171)	83% (861)	1032
#1 Issue: Economy	15% (130)	85% (717)	848
#1 Issue: Security	15% (36)	85% (210)	247
#1 Issue: Health Care	17% (65)	83% (319)	385
#1 Issue: Medicare / Social Security	14% (41)	86% (253)	294
#1 Issue: Women's Issues	11% (12)	89% (98)	110
#1 Issue: Education	15% (13)	85% (72)	85
#1 Issue: Energy	18% (12)	82% (55)	68
#1 Issue: Other	13% (22)	87% (145)	167
2020 Vote: Joe Biden	18% (179)	82% (818)	997
2020 Vote: Donald Trump	13% (92)	87% (614)	706
2020 Vote: Other	17% (11)	83% (52)	62
2020 Vote: Didn't Vote	11% (50)	89% (386)	435
2018 House Vote: Democrat	19% (133)	81% (580)	713
2018 House Vote: Republican	15% (84)	85% (475)	558
2016 Vote: Hillary Clinton	20% (131)	80% (534)	666
2016 Vote: Donald Trump	15% (94)	85% (543)	638
2016 Vote: Other	17% (16)	83% (78)	94
2016 Vote: Didn't Vote	11% (90)	89% (713)	803
Voted in 2014: Yes	18% (204)	82% (948)	1152
Voted in 2014: No	12% (127)	88% (922)	1049
4-Region: Northeast	13% (52)	87% (342)	394
4-Region: Midwest	13% (60)	87% (402)	462
4-Region: South	17% (141)	83% (684)	825
4-Region: West	15% (79)	85% (442)	520
Subscribed to Peacock at launch	100% (120)	— (0)	120

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**Table MCENdem2\_11NET: Do you currently use the following streaming services? Please select all that apply.**  
Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(331)	85%	(1870)	2201
Subscribed to Peacock Aug-Dec.	100%	(165)	—	(0)	165
Peacock user	100%	(331)	—	(0)	331
Netflix user	18%	(250)	82%	(1142)	1391
Amazon Prime Video user	24%	(231)	76%	(753)	984
CBS All Access user	42%	(87)	58%	(120)	206
ESPN+ user	28%	(56)	72%	(142)	198
Hulu user	25%	(194)	75%	(589)	783
Showtime user	38%	(58)	62%	(96)	154
Starz user	30%	(48)	70%	(112)	160
Apple TV+ user	30%	(63)	70%	(148)	211
Disney+ user	22%	(148)	78%	(518)	666
Discovery+ user	36%	(58)	64%	(102)	160
HBO Max user	29%	(103)	71%	(256)	359

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

**Table MCENdem2\_12NET: Do you currently use the following streaming services? Please select all that apply.**  
 HBO Max

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Gender: Male	20%	(211)	80%	(851)	1062
Gender: Female	13%	(148)	87%	(991)	1139
Age: 18-34	21%	(137)	79%	(518)	655
Age: 35-44	26%	(92)	74%	(265)	358
Age: 45-64	14%	(105)	86%	(646)	751
Age: 65+	6%	(24)	94%	(412)	436
GenZers: 1997-2012	16%	(50)	84%	(262)	312
Millennials: 1981-1996	27%	(160)	73%	(441)	601
GenXers: 1965-1980	16%	(87)	84%	(451)	538
Baby Boomers: 1946-1964	9%	(61)	91%	(634)	695
PID: Dem (no lean)	20%	(171)	80%	(702)	872
PID: Ind (no lean)	13%	(87)	87%	(577)	665
PID: Rep (no lean)	15%	(101)	85%	(563)	664
PID/Gender: Dem Men	25%	(90)	75%	(274)	364
PID/Gender: Dem Women	16%	(81)	84%	(428)	509
PID/Gender: Ind Men	16%	(53)	84%	(289)	342
PID/Gender: Ind Women	11%	(34)	89%	(289)	323
PID/Gender: Rep Men	19%	(68)	81%	(289)	357
PID/Gender: Rep Women	11%	(33)	89%	(274)	307
Ideo: Liberal (1-3)	23%	(153)	77%	(503)	656
Ideo: Moderate (4)	14%	(88)	86%	(525)	613
Ideo: Conservative (5-7)	14%	(95)	86%	(607)	702
Educ: < College	13%	(190)	87%	(1323)	1513
Educ: Bachelors degree	21%	(94)	79%	(350)	444
Educ: Post-grad	31%	(75)	69%	(169)	244
Income: Under 50k	11%	(129)	89%	(1086)	1215
Income: 50k-100k	19%	(113)	81%	(497)	610
Income: 100k+	31%	(117)	69%	(259)	376
Ethnicity: White	17%	(295)	83%	(1427)	1722
Ethnicity: Hispanic	17%	(58)	83%	(291)	350
Ethnicity: Black	15%	(41)	85%	(234)	274

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**Table MCENdem2\_12NET: Do you currently use the following streaming services? Please select all that apply.**  
HBO Max

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Ethnicity: Other	11%	(23)	89%	(181)	204
All Christian	18%	(177)	82%	(824)	1001
All Non-Christian	25%	(32)	75%	(98)	130
Atheist	15%	(15)	85%	(84)	99
Agnostic/Nothing in particular	12%	(68)	88%	(496)	564
Something Else	16%	(67)	84%	(340)	407
Religious Non-Protestant/Catholic	24%	(36)	76%	(118)	154
Evangelical	17%	(110)	83%	(521)	632
Non-Evangelical	17%	(121)	83%	(611)	732
Community: Urban	24%	(164)	76%	(515)	679
Community: Suburban	15%	(145)	85%	(795)	940
Community: Rural	9%	(50)	91%	(532)	582
Employ: Private Sector	23%	(154)	77%	(509)	663
Employ: Government	18%	(28)	82%	(128)	156
Employ: Self-Employed	20%	(37)	80%	(152)	189
Employ: Homemaker	16%	(21)	84%	(110)	131
Employ: Student	16%	(21)	84%	(109)	130
Employ: Retired	6%	(32)	94%	(472)	504
Employ: Unemployed	14%	(42)	86%	(268)	310
Employ: Other	20%	(23)	80%	(94)	117
Military HH: Yes	15%	(55)	85%	(309)	364
Military HH: No	17%	(304)	83%	(1533)	1837
RD/WT: Right Direction	21%	(109)	79%	(414)	523
RD/WT: Wrong Track	15%	(250)	85%	(1428)	1678
Trump Job Approve	16%	(135)	84%	(716)	851
Trump Job Disapprove	17%	(215)	83%	(1040)	1255
Trump Job Strongly Approve	15%	(75)	85%	(436)	512
Trump Job Somewhat Approve	18%	(59)	82%	(280)	340
Trump Job Somewhat Disapprove	17%	(44)	83%	(209)	254
Trump Job Strongly Disapprove	17%	(171)	83%	(831)	1002

Continued on next page

**Table MCENdem2\_12NET:** Do you currently use the following streaming services? Please select all that apply.  
 HBO Max

Demographic	Selected	Not Selected	Total N
Adults	16% (359)	84% (1842)	2201
Favorable of Trump	15% (128)	85% (704)	832
Unfavorable of Trump	18% (223)	82% (1038)	1261
Very Favorable of Trump	14% (69)	86% (411)	480
Somewhat Favorable of Trump	17% (58)	83% (294)	352
Somewhat Unfavorable of Trump	19% (43)	81% (186)	229
Very Unfavorable of Trump	17% (180)	83% (852)	1032
#1 Issue: Economy	19% (157)	81% (691)	848
#1 Issue: Security	11% (28)	89% (219)	247
#1 Issue: Health Care	19% (72)	81% (312)	385
#1 Issue: Medicare / Social Security	10% (29)	90% (265)	294
#1 Issue: Women's Issues	18% (20)	82% (90)	110
#1 Issue: Education	30% (25)	70% (59)	85
#1 Issue: Energy	19% (13)	81% (54)	68
#1 Issue: Other	9% (15)	91% (151)	167
2020 Vote: Joe Biden	21% (207)	79% (790)	997
2020 Vote: Donald Trump	13% (94)	87% (612)	706
2020 Vote: Other	19% (12)	81% (51)	62
2020 Vote: Didn't Vote	11% (46)	89% (389)	435
2018 House Vote: Democrat	22% (159)	78% (554)	713
2018 House Vote: Republican	16% (88)	84% (470)	558
2016 Vote: Hillary Clinton	21% (142)	79% (524)	666
2016 Vote: Donald Trump	15% (97)	85% (541)	638
2016 Vote: Other	13% (12)	87% (81)	94
2016 Vote: Didn't Vote	13% (108)	87% (695)	803
Voted in 2014: Yes	18% (212)	82% (939)	1152
Voted in 2014: No	14% (147)	86% (902)	1049
4-Region: Northeast	18% (70)	82% (323)	394
4-Region: Midwest	12% (56)	88% (407)	462
4-Region: South	16% (133)	84% (691)	825
4-Region: West	19% (100)	81% (420)	520
Subscribed to Peacock at launch	38% (46)	62% (74)	120

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**Table MCENdem2\_12NET:** Do you currently use the following streaming services? Please select all that apply.  
HBO Max

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Subscribed to Peacock Aug-Dec.	29%	(49)	71%	(116)	165
Peacock user	31%	(103)	69%	(228)	331
Netflix user	22%	(312)	78%	(1080)	1391
Amazon Prime Video user	24%	(239)	76%	(745)	984
CBS All Access user	50%	(102)	50%	(104)	206
ESPN+ user	43%	(86)	57%	(112)	198
Hulu user	29%	(227)	71%	(556)	783
Showtime user	57%	(87)	43%	(67)	154
Starz user	51%	(83)	49%	(78)	160
Apple TV+ user	52%	(110)	48%	(101)	211
Disney+ user	32%	(213)	68%	(453)	666
Discovery+ user	48%	(77)	52%	(83)	160
HBO Max user	100%	(359)	—	(0)	359

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



**Table MCENdem2\_13NET:** Do you currently use the following streaming services? Please select all that apply.  
 YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Gender: Male	20%	(212)	80%	(851)	1062
Gender: Female	13%	(147)	87%	(992)	1139
Age: 18-34	23%	(149)	77%	(506)	655
Age: 35-44	25%	(88)	75%	(269)	358
Age: 45-64	14%	(102)	86%	(649)	751
Age: 65+	4%	(19)	96%	(418)	436
GenZers: 1997-2012	26%	(80)	74%	(232)	312
Millennials: 1981-1996	24%	(145)	76%	(456)	601
GenXers: 1965-1980	16%	(86)	84%	(452)	538
Baby Boomers: 1946-1964	7%	(47)	93%	(647)	695
PID: Dem (no lean)	18%	(157)	82%	(715)	872
PID: Ind (no lean)	16%	(106)	84%	(559)	665
PID: Rep (no lean)	14%	(96)	86%	(568)	664
PID/Gender: Dem Men	23%	(85)	77%	(279)	364
PID/Gender: Dem Women	14%	(72)	86%	(436)	509
PID/Gender: Ind Men	19%	(63)	81%	(279)	342
PID/Gender: Ind Women	13%	(43)	87%	(280)	323
PID/Gender: Rep Men	18%	(64)	82%	(293)	357
PID/Gender: Rep Women	10%	(32)	90%	(275)	307
Ideo: Liberal (1-3)	19%	(126)	81%	(530)	656
Ideo: Moderate (4)	15%	(95)	85%	(518)	613
Ideo: Conservative (5-7)	12%	(87)	88%	(615)	702
Educ: < College	14%	(211)	86%	(1301)	1513
Educ: Bachelors degree	18%	(81)	82%	(363)	444
Educ: Post-grad	27%	(66)	73%	(178)	244
Income: Under 50k	15%	(182)	85%	(1033)	1215
Income: 50k-100k	14%	(84)	86%	(527)	610
Income: 100k+	25%	(93)	75%	(283)	376
Ethnicity: White	15%	(251)	85%	(1471)	1722
Ethnicity: Hispanic	15%	(54)	85%	(296)	350
Ethnicity: Black	24%	(65)	76%	(209)	274

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**Table MCENdem2\_13NET:** Do you currently use the following streaming services? Please select all that apply.  
YouTube TV

Demographic	Selected	Not Selected	Total N
Adults	16% (359)	84% (1842)	2201
Ethnicity: Other	21% (43)	79% (161)	204
All Christian	17% (166)	83% (835)	1001
All Non-Christian	29% (37)	71% (93)	130
Atheist	11% (11)	89% (88)	99
Agnostic/Nothing in particular	12% (70)	88% (494)	564
Something Else	18% (74)	82% (332)	407
Religious Non-Protestant/Catholic	26% (41)	74% (113)	154
Evangelical	23% (148)	77% (484)	632
Non-Evangelical	11% (79)	89% (653)	732
Community: Urban	28% (193)	72% (486)	679
Community: Suburban	11% (101)	89% (840)	940
Community: Rural	11% (65)	89% (517)	582
Employ: Private Sector	21% (138)	79% (525)	663
Employ: Government	22% (34)	78% (123)	156
Employ: Self-Employed	19% (37)	81% (152)	189
Employ: Homemaker	7% (9)	93% (122)	131
Employ: Student	23% (29)	77% (101)	130
Employ: Retired	7% (36)	93% (468)	504
Employ: Unemployed	15% (48)	85% (263)	310
Employ: Other	24% (28)	76% (89)	117
Military HH: Yes	16% (60)	84% (304)	364
Military HH: No	16% (299)	84% (1538)	1837
RD/WT: Right Direction	25% (132)	75% (391)	523
RD/WT: Wrong Track	14% (227)	86% (1451)	1678
Trump Job Approve	16% (133)	84% (718)	851
Trump Job Disapprove	16% (196)	84% (1059)	1255
Trump Job Strongly Approve	16% (83)	84% (429)	512
Trump Job Somewhat Approve	15% (50)	85% (289)	340
Trump Job Somewhat Disapprove	22% (55)	78% (199)	254
Trump Job Strongly Disapprove	14% (141)	86% (860)	1002

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**Table MCENdem2\_13NET:** Do you currently use the following streaming services? Please select all that apply.  
 YouTube TV

Demographic	Selected	Not Selected	Total N
Adults	16% (359)	84% (1842)	2201
Favorable of Trump	17% (139)	83% (693)	832
Unfavorable of Trump	16% (195)	84% (1065)	1261
Very Favorable of Trump	15% (73)	85% (408)	480
Somewhat Favorable of Trump	19% (67)	81% (285)	352
Somewhat Unfavorable of Trump	19% (44)	81% (185)	229
Very Unfavorable of Trump	15% (152)	85% (880)	1032
#1 Issue: Economy	18% (149)	82% (698)	848
#1 Issue: Security	14% (35)	86% (211)	247
#1 Issue: Health Care	18% (71)	82% (313)	385
#1 Issue: Medicare / Social Security	7% (20)	93% (274)	294
#1 Issue: Women's Issues	19% (21)	81% (88)	110
#1 Issue: Education	34% (28)	66% (56)	85
#1 Issue: Energy	14% (9)	86% (58)	68
#1 Issue: Other	14% (24)	86% (143)	167
2020 Vote: Joe Biden	18% (184)	82% (813)	997
2020 Vote: Donald Trump	13% (90)	87% (615)	706
2020 Vote: Other	18% (11)	82% (51)	62
2020 Vote: Didn't Vote	17% (73)	83% (362)	435
2018 House Vote: Democrat	18% (126)	82% (587)	713
2018 House Vote: Republican	15% (84)	85% (474)	558
2016 Vote: Hillary Clinton	17% (110)	83% (555)	666
2016 Vote: Donald Trump	15% (95)	85% (543)	638
2016 Vote: Other	17% (16)	83% (78)	94
2016 Vote: Didn't Vote	17% (137)	83% (666)	803
Voted in 2014: Yes	16% (181)	84% (970)	1152
Voted in 2014: No	17% (177)	83% (872)	1049
4-Region: Northeast	21% (84)	79% (310)	394
4-Region: Midwest	12% (58)	88% (405)	462
4-Region: South	17% (144)	83% (680)	825
4-Region: West	14% (73)	86% (447)	520
Subscribed to Peacock at launch	30% (36)	70% (84)	120

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**Table MCENdem2\_13NET:** Do you currently use the following streaming services? Please select all that apply.  
YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	16%	(359)	84%	(1842)	2201
Subscribed to Peacock Aug-Dec.	19%	(31)	81%	(134)	165
Peacock user	22%	(74)	78%	(257)	331
Netflix user	20%	(275)	80%	(1116)	1391
Amazon Prime Video user	21%	(208)	79%	(777)	984
CBS All Access user	33%	(69)	67%	(137)	206
ESPN+ user	47%	(94)	53%	(105)	198
Hulu user	21%	(167)	79%	(616)	783
Showtime user	39%	(60)	61%	(93)	154
Starz user	43%	(69)	57%	(92)	160
Apple TV+ user	50%	(106)	50%	(105)	211
Disney+ user	25%	(166)	75%	(501)	666
Discovery+ user	53%	(85)	47%	(75)	160
HBO Max user	31%	(111)	69%	(248)	359

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

**Table MCENdem2\_14NET:** Do you currently use the following streaming services? Please select all that apply.  
 Sling TV

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
Gender: Male	6%	(61)	94%	(1001)	1062
Gender: Female	3%	(33)	97%	(1106)	1139
Age: 18-34	4%	(24)	96%	(632)	655
Age: 35-44	9%	(32)	91%	(325)	358
Age: 45-64	4%	(28)	96%	(724)	751
Age: 65+	2%	(10)	98%	(426)	436
GenZers: 1997-2012	1%	(4)	99%	(308)	312
Millennials: 1981-1996	8%	(49)	92%	(551)	601
GenXers: 1965-1980	5%	(26)	95%	(512)	538
Baby Boomers: 1946-1964	2%	(15)	98%	(680)	695
PID: Dem (no lean)	5%	(42)	95%	(831)	872
PID: Ind (no lean)	3%	(18)	97%	(647)	665
PID: Rep (no lean)	5%	(35)	95%	(629)	664
PID/Gender: Dem Men	7%	(24)	93%	(340)	364
PID/Gender: Dem Women	3%	(17)	97%	(491)	509
PID/Gender: Ind Men	4%	(13)	96%	(329)	342
PID/Gender: Ind Women	1%	(5)	99%	(318)	323
PID/Gender: Rep Men	7%	(24)	93%	(333)	357
PID/Gender: Rep Women	4%	(11)	96%	(296)	307
Ideo: Liberal (1-3)	5%	(35)	95%	(621)	656
Ideo: Moderate (4)	5%	(28)	95%	(585)	613
Ideo: Conservative (5-7)	4%	(27)	96%	(675)	702
Educ: < College	3%	(50)	97%	(1463)	1513
Educ: Bachelors degree	5%	(24)	95%	(420)	444
Educ: Post-grad	8%	(20)	92%	(224)	244
Income: Under 50k	3%	(33)	97%	(1182)	1215
Income: 50k-100k	4%	(27)	96%	(584)	610
Income: 100k+	9%	(35)	91%	(341)	376
Ethnicity: White	4%	(65)	96%	(1658)	1722
Ethnicity: Hispanic	4%	(15)	96%	(334)	350
Ethnicity: Black	7%	(18)	93%	(256)	274

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**Table MCENdem2\_14NET:** Do you currently use the following streaming services? Please select all that apply.  
Sling TV

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
Ethnicity: Other	5%	(11)	95%	(193)	204
All Christian	6%	(60)	94%	(941)	1001
All Non-Christian	3%	(4)	97%	(126)	130
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	3%	(15)	97%	(549)	564
Something Else	3%	(13)	97%	(394)	407
Religious Non-Protestant/Catholic	3%	(5)	97%	(149)	154
Evangelical	7%	(45)	93%	(587)	632
Non-Evangelical	3%	(24)	97%	(708)	732
Community: Urban	7%	(48)	93%	(631)	679
Community: Suburban	4%	(33)	96%	(907)	940
Community: Rural	2%	(13)	98%	(569)	582
Employ: Private Sector	7%	(44)	93%	(619)	663
Employ: Government	9%	(14)	91%	(142)	156
Employ: Self-Employed	5%	(10)	95%	(179)	189
Employ: Homemaker	4%	(5)	96%	(126)	131
Employ: Student	1%	(1)	99%	(129)	130
Employ: Retired	2%	(11)	98%	(493)	504
Employ: Unemployed	2%	(8)	98%	(303)	310
Employ: Other	1%	(1)	99%	(116)	117
Military HH: Yes	5%	(18)	95%	(346)	364
Military HH: No	4%	(76)	96%	(1761)	1837
RD/WT: Right Direction	6%	(33)	94%	(490)	523
RD/WT: Wrong Track	4%	(61)	96%	(1617)	1678
Trump Job Approve	5%	(44)	95%	(807)	851
Trump Job Disapprove	4%	(46)	96%	(1210)	1255
Trump Job Strongly Approve	6%	(30)	94%	(482)	512
Trump Job Somewhat Approve	4%	(14)	96%	(325)	340
Trump Job Somewhat Disapprove	5%	(12)	95%	(242)	254
Trump Job Strongly Disapprove	3%	(34)	97%	(968)	1002

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**Table MCENdem2\_14NET:** Do you currently use the following streaming services? Please select all that apply.  
 Sling TV

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
Favorable of Trump	5%	(41)	95%	(791)	832
Unfavorable of Trump	4%	(50)	96%	(1210)	1261
Very Favorable of Trump	5%	(23)	95%	(457)	480
Somewhat Favorable of Trump	5%	(17)	95%	(334)	352
Somewhat Unfavorable of Trump	7%	(15)	93%	(214)	229
Very Unfavorable of Trump	3%	(35)	97%	(997)	1032
#1 Issue: Economy	4%	(34)	96%	(814)	848
#1 Issue: Security	3%	(7)	97%	(240)	247
#1 Issue: Health Care	6%	(21)	94%	(363)	385
#1 Issue: Medicare / Social Security	2%	(7)	98%	(287)	294
#1 Issue: Women's Issues	5%	(6)	95%	(104)	110
#1 Issue: Education	10%	(9)	90%	(76)	85
#1 Issue: Energy	6%	(4)	94%	(64)	68
#1 Issue: Other	4%	(7)	96%	(160)	167
2020 Vote: Joe Biden	5%	(52)	95%	(945)	997
2020 Vote: Donald Trump	4%	(30)	96%	(676)	706
2020 Vote: Other	6%	(4)	94%	(59)	62
2020 Vote: Didn't Vote	2%	(9)	98%	(426)	435
2018 House Vote: Democrat	6%	(43)	94%	(671)	713
2018 House Vote: Republican	6%	(31)	94%	(527)	558
2016 Vote: Hillary Clinton	6%	(43)	94%	(623)	666
2016 Vote: Donald Trump	5%	(35)	95%	(603)	638
2016 Vote: Other	4%	(4)	96%	(90)	94
2016 Vote: Didn't Vote	2%	(13)	98%	(790)	803
Voted in 2014: Yes	7%	(75)	93%	(1076)	1152
Voted in 2014: No	2%	(19)	98%	(1031)	1049
4-Region: Northeast	4%	(17)	96%	(377)	394
4-Region: Midwest	3%	(13)	97%	(449)	462
4-Region: South	5%	(40)	95%	(785)	825
4-Region: West	5%	(24)	95%	(496)	520
Subscribed to Peacock at launch	13%	(15)	87%	(105)	120

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**Table MCENdem2\_14NET:** Do you currently use the following streaming services? Please select all that apply.  
Sling TV

Demographic	Selected		Not Selected		Total N
Adults	4%	(94)	96%	(2107)	2201
Subscribed to Peacock Aug-Dec.	10%	(16)	90%	(149)	165
Peacock user	11%	(36)	89%	(296)	331
Netflix user	5%	(72)	95%	(1319)	1391
Amazon Prime Video user	7%	(65)	93%	(919)	984
CBS All Access user	19%	(39)	81%	(168)	206
ESPN+ user	17%	(33)	83%	(166)	198
Hulu user	7%	(54)	93%	(729)	783
Showtime user	19%	(29)	81%	(124)	154
Starz user	14%	(22)	86%	(138)	160
Apple TV+ user	14%	(30)	86%	(181)	211
Disney+ user	8%	(50)	92%	(616)	666
Discovery+ user	17%	(27)	83%	(133)	160
HBO Max user	10%	(36)	90%	(323)	359

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



**Table MCENdem2\_15NET:** Do you currently use the following streaming services? Please select all that apply.  
 Philo, with live TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Gender: Male	3%	(35)	97%	(1027)	1062
Gender: Female	3%	(29)	97%	(1110)	1139
Age: 18-34	4%	(25)	96%	(631)	655
Age: 35-44	5%	(18)	95%	(340)	358
Age: 45-64	3%	(21)	97%	(730)	751
Age: 65+	—	(1)	100%	(436)	436
GenZers: 1997-2012	1%	(4)	99%	(307)	312
Millennials: 1981-1996	6%	(37)	94%	(564)	601
GenXers: 1965-1980	4%	(19)	96%	(519)	538
Baby Boomers: 1946-1964	—	(3)	100%	(691)	695
PID: Dem (no lean)	5%	(41)	95%	(832)	872
PID: Ind (no lean)	1%	(9)	99%	(655)	665
PID: Rep (no lean)	2%	(14)	98%	(650)	664
PID/Gender: Dem Men	7%	(24)	93%	(340)	364
PID/Gender: Dem Women	3%	(17)	97%	(492)	509
PID/Gender: Ind Men	2%	(6)	98%	(336)	342
PID/Gender: Ind Women	1%	(3)	99%	(320)	323
PID/Gender: Rep Men	1%	(5)	99%	(352)	357
PID/Gender: Rep Women	3%	(9)	97%	(298)	307
Ideo: Liberal (1-3)	4%	(29)	96%	(628)	656
Ideo: Moderate (4)	2%	(14)	98%	(599)	613
Ideo: Conservative (5-7)	2%	(13)	98%	(689)	702
Educ: < College	2%	(36)	98%	(1477)	1513
Educ: Bachelors degree	3%	(15)	97%	(429)	444
Educ: Post-grad	5%	(13)	95%	(231)	244
Income: Under 50k	3%	(33)	97%	(1182)	1215
Income: 50k-100k	2%	(11)	98%	(599)	610
Income: 100k+	5%	(20)	95%	(356)	376
Ethnicity: White	2%	(40)	98%	(1682)	1722
Ethnicity: Hispanic	7%	(23)	93%	(327)	350
Ethnicity: Black	6%	(17)	94%	(257)	274

Continued on next page

**Table MCENdem2\_15NET:** Do you currently use the following streaming services? Please select all that apply.  
Philo, with live TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Ethnicity: Other	3%	(6)	97%	(198)	204
All Christian	3%	(29)	97%	(971)	1001
All Non-Christian	4%	(5)	96%	(125)	130
Atheist	6%	(6)	94%	(93)	99
Agnostic/Nothing in particular	2%	(12)	98%	(553)	564
Something Else	3%	(12)	97%	(394)	407
Religious Non-Protestant/Catholic	4%	(7)	96%	(147)	154
Evangelical	4%	(27)	96%	(604)	632
Non-Evangelical	2%	(12)	98%	(720)	732
Community: Urban	7%	(45)	93%	(634)	679
Community: Suburban	2%	(15)	98%	(925)	940
Community: Rural	1%	(3)	99%	(578)	582
Employ: Private Sector	4%	(30)	96%	(633)	663
Employ: Government	7%	(11)	93%	(145)	156
Employ: Self-Employed	4%	(7)	96%	(182)	189
Employ: Homemaker	3%	(4)	97%	(127)	131
Employ: Student	1%	(1)	99%	(129)	130
Employ: Retired	—	(1)	100%	(503)	504
Employ: Unemployed	1%	(4)	99%	(306)	310
Employ: Other	4%	(5)	96%	(112)	117
Military HH: Yes	3%	(11)	97%	(353)	364
Military HH: No	3%	(53)	97%	(1784)	1837
RD/WT: Right Direction	4%	(21)	96%	(502)	523
RD/WT: Wrong Track	3%	(43)	97%	(1635)	1678
Trump Job Approve	3%	(28)	97%	(823)	851
Trump Job Disapprove	3%	(33)	97%	(1223)	1255
Trump Job Strongly Approve	3%	(15)	97%	(497)	512
Trump Job Somewhat Approve	4%	(13)	96%	(326)	340
Trump Job Somewhat Disapprove	4%	(11)	96%	(243)	254
Trump Job Strongly Disapprove	2%	(21)	98%	(980)	1002

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**Table MCENdem2\_15NET:** Do you currently use the following streaming services? Please select all that apply.  
 Philo, with live TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Favorable of Trump	3%	(24)	97%	(808)	832
Unfavorable of Trump	3%	(34)	97%	(1227)	1261
Very Favorable of Trump	3%	(13)	97%	(467)	480
Somewhat Favorable of Trump	3%	(11)	97%	(341)	352
Somewhat Unfavorable of Trump	6%	(14)	94%	(215)	229
Very Unfavorable of Trump	2%	(20)	98%	(1012)	1032
#1 Issue: Economy	3%	(25)	97%	(823)	848
#1 Issue: Security	2%	(5)	98%	(242)	247
#1 Issue: Health Care	3%	(10)	97%	(374)	385
#1 Issue: Medicare / Social Security	3%	(10)	97%	(284)	294
#1 Issue: Women's Issues	4%	(4)	96%	(105)	110
#1 Issue: Education	9%	(7)	91%	(77)	85
#1 Issue: Energy	1%	(1)	99%	(67)	68
#1 Issue: Other	1%	(1)	99%	(166)	167
2020 Vote: Joe Biden	4%	(43)	96%	(954)	997
2020 Vote: Donald Trump	1%	(11)	99%	(695)	706
2020 Vote: Other	3%	(2)	97%	(61)	62
2020 Vote: Didn't Vote	2%	(8)	98%	(427)	435
2018 House Vote: Democrat	4%	(27)	96%	(687)	713
2018 House Vote: Republican	3%	(14)	97%	(544)	558
2016 Vote: Hillary Clinton	5%	(31)	95%	(635)	666
2016 Vote: Donald Trump	2%	(12)	98%	(625)	638
2016 Vote: Other	1%	(1)	99%	(93)	94
2016 Vote: Didn't Vote	3%	(20)	97%	(782)	803
Voted in 2014: Yes	3%	(39)	97%	(1113)	1152
Voted in 2014: No	2%	(25)	98%	(1024)	1049
4-Region: Northeast	4%	(15)	96%	(378)	394
4-Region: Midwest	2%	(9)	98%	(453)	462
4-Region: South	3%	(26)	97%	(799)	825
4-Region: West	3%	(14)	97%	(506)	520
Subscribed to Peacock at launch	9%	(11)	91%	(109)	120

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**Table MCENdem2\_15NET:** Do you currently use the following streaming services? Please select all that apply.  
Philo, with live TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(64)	97%	(2137)	2201
Subscribed to Peacock Aug-Dec.	12%	(19)	88%	(145)	165
Peacock user	10%	(34)	90%	(297)	331
Netflix user	4%	(56)	96%	(1335)	1391
Amazon Prime Video user	5%	(51)	95%	(933)	984
CBS All Access user	15%	(31)	85%	(175)	206
ESPN+ user	12%	(25)	88%	(174)	198
Hulu user	6%	(47)	94%	(736)	783
Showtime user	16%	(24)	84%	(130)	154
Starz user	11%	(18)	89%	(142)	160
Apple TV+ user	12%	(25)	88%	(187)	211
Disney+ user	7%	(45)	93%	(621)	666
Discovery+ user	13%	(21)	87%	(139)	160
HBO Max user	8%	(28)	92%	(331)	359

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

**Table MCENdem2\_16NET:** Do you currently use the following streaming services? Please select all that apply.  
 Hulu Live TV

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2008)	2201
Gender: Male	10%	(103)	90%	(959)	1062
Gender: Female	8%	(90)	92%	(1049)	1139
Age: 18-34	13%	(83)	87%	(573)	655
Age: 35-44	14%	(52)	86%	(306)	358
Age: 45-64	6%	(49)	94%	(703)	751
Age: 65+	2%	(10)	98%	(426)	436
GenZers: 1997-2012	11%	(33)	89%	(278)	312
Millennials: 1981-1996	15%	(92)	85%	(508)	601
GenXers: 1965-1980	7%	(38)	93%	(500)	538
Baby Boomers: 1946-1964	4%	(27)	96%	(667)	695
PID: Dem (no lean)	10%	(85)	90%	(787)	872
PID: Ind (no lean)	7%	(44)	93%	(620)	665
PID: Rep (no lean)	10%	(63)	90%	(601)	664
PID/Gender: Dem Men	12%	(42)	88%	(322)	364
PID/Gender: Dem Women	9%	(43)	91%	(465)	509
PID/Gender: Ind Men	7%	(22)	93%	(319)	342
PID/Gender: Ind Women	7%	(22)	93%	(301)	323
PID/Gender: Rep Men	11%	(39)	89%	(318)	357
PID/Gender: Rep Women	8%	(24)	92%	(283)	307
Ideo: Liberal (1-3)	12%	(78)	88%	(579)	656
Ideo: Moderate (4)	7%	(44)	93%	(569)	613
Ideo: Conservative (5-7)	9%	(60)	91%	(642)	702
Educ: < College	7%	(103)	93%	(1410)	1513
Educ: Bachelors degree	11%	(49)	89%	(395)	444
Educ: Post-grad	17%	(41)	83%	(203)	244
Income: Under 50k	6%	(71)	94%	(1144)	1215
Income: 50k-100k	8%	(49)	92%	(561)	610
Income: 100k+	19%	(73)	81%	(303)	376
Ethnicity: White	10%	(167)	90%	(1555)	1722
Ethnicity: Hispanic	11%	(38)	89%	(311)	350
Ethnicity: Black	7%	(19)	93%	(255)	274

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**Table MCENdem2\_16NET: Do you currently use the following streaming services? Please select all that apply.**  
Hulu Live TV

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2008)	2201
Ethnicity: Other	3%	(7)	97%	(197)	204
All Christian	10%	(105)	90%	(896)	1001
All Non-Christian	11%	(14)	89%	(116)	130
Atheist	5%	(5)	95%	(94)	99
Agnostic/Nothing in particular	7%	(38)	93%	(527)	564
Something Else	8%	(31)	92%	(375)	407
Religious Non-Protestant/Catholic	13%	(20)	87%	(134)	154
Evangelical	13%	(81)	87%	(551)	632
Non-Evangelical	6%	(46)	94%	(686)	732
Community: Urban	16%	(111)	84%	(568)	679
Community: Suburban	5%	(43)	95%	(897)	940
Community: Rural	7%	(39)	93%	(543)	582
Employ: Private Sector	14%	(96)	86%	(567)	663
Employ: Government	16%	(25)	84%	(131)	156
Employ: Self-Employed	7%	(13)	93%	(176)	189
Employ: Homemaker	10%	(13)	90%	(118)	131
Employ: Student	8%	(11)	92%	(120)	130
Employ: Retired	3%	(14)	97%	(490)	504
Employ: Unemployed	5%	(16)	95%	(294)	310
Employ: Other	4%	(5)	96%	(112)	117
Military HH: Yes	8%	(29)	92%	(334)	364
Military HH: No	9%	(164)	91%	(1674)	1837
RD/WT: Right Direction	14%	(75)	86%	(448)	523
RD/WT: Wrong Track	7%	(118)	93%	(1560)	1678
Trump Job Approve	11%	(95)	89%	(757)	851
Trump Job Disapprove	8%	(95)	92%	(1161)	1255
Trump Job Strongly Approve	12%	(61)	88%	(451)	512
Trump Job Somewhat Approve	10%	(34)	90%	(306)	340
Trump Job Somewhat Disapprove	8%	(21)	92%	(232)	254
Trump Job Strongly Disapprove	7%	(73)	93%	(928)	1002

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**Table MCENdem2\_16NET:** Do you currently use the following streaming services? Please select all that apply.  
 Hulu Live TV

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2008)	2201
Favorable of Trump	11%	(90)	89%	(742)	832
Unfavorable of Trump	8%	(99)	92%	(1161)	1261
Very Favorable of Trump	11%	(51)	89%	(429)	480
Somewhat Favorable of Trump	11%	(39)	89%	(313)	352
Somewhat Unfavorable of Trump	9%	(21)	91%	(208)	229
Very Unfavorable of Trump	8%	(78)	92%	(953)	1032
#1 Issue: Economy	9%	(75)	91%	(772)	848
#1 Issue: Security	4%	(11)	96%	(236)	247
#1 Issue: Health Care	12%	(47)	88%	(337)	385
#1 Issue: Medicare / Social Security	7%	(21)	93%	(273)	294
#1 Issue: Women's Issues	12%	(13)	88%	(97)	110
#1 Issue: Education	16%	(13)	84%	(71)	85
#1 Issue: Energy	7%	(5)	93%	(63)	68
#1 Issue: Other	4%	(7)	96%	(159)	167
2020 Vote: Joe Biden	11%	(107)	89%	(890)	997
2020 Vote: Donald Trump	9%	(63)	91%	(643)	706
2020 Vote: Other	8%	(5)	92%	(57)	62
2020 Vote: Didn't Vote	4%	(18)	96%	(418)	435
2018 House Vote: Democrat	11%	(79)	89%	(635)	713
2018 House Vote: Republican	10%	(55)	90%	(503)	558
2016 Vote: Hillary Clinton	10%	(66)	90%	(599)	666
2016 Vote: Donald Trump	11%	(67)	89%	(570)	638
2016 Vote: Other	5%	(4)	95%	(89)	94
2016 Vote: Didn't Vote	7%	(55)	93%	(748)	803
Voted in 2014: Yes	10%	(120)	90%	(1032)	1152
Voted in 2014: No	7%	(73)	93%	(976)	1049
4-Region: Northeast	12%	(46)	88%	(348)	394
4-Region: Midwest	8%	(39)	92%	(423)	462
4-Region: South	8%	(67)	92%	(757)	825
4-Region: West	8%	(41)	92%	(480)	520
Subscribed to Peacock at launch	25%	(30)	75%	(90)	120

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**Table MCENdem2\_16NET:** Do you currently use the following streaming services? Please select all that apply.  
Hulu Live TV

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2008)	2201
Subscribed to Peacock Aug-Dec.	18%	(29)	82%	(135)	165
Peacock user	19%	(64)	81%	(267)	331
Netflix user	11%	(156)	89%	(1235)	1391
Amazon Prime Video user	14%	(137)	86%	(848)	984
CBS All Access user	32%	(65)	68%	(141)	206
ESPN+ user	34%	(67)	66%	(131)	198
Hulu user	15%	(120)	85%	(664)	783
Showtime user	35%	(54)	65%	(100)	154
Starz user	30%	(47)	70%	(113)	160
Apple TV+ user	32%	(67)	68%	(144)	211
Disney+ user	17%	(115)	83%	(552)	666
Discovery+ user	36%	(57)	64%	(103)	160
HBO Max user	23%	(84)	77%	(275)	359

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



**Table MCENdem2\_17NET: Do you currently use the following streaming services? Please select all that apply.**  
 Fubo TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2136)	2201
Gender: Male	4%	(44)	96%	(1018)	1062
Gender: Female	2%	(21)	98%	(1118)	1139
Age: 18-34	3%	(21)	97%	(635)	655
Age: 35-44	6%	(22)	94%	(336)	358
Age: 45-64	3%	(21)	97%	(731)	751
Age: 65+	—	(2)	100%	(435)	436
GenZers: 1997-2012	1%	(3)	99%	(309)	312
Millennials: 1981-1996	6%	(37)	94%	(563)	601
GenXers: 1965-1980	4%	(20)	96%	(518)	538
Baby Boomers: 1946-1964	1%	(5)	99%	(690)	695
PID: Dem (no lean)	4%	(31)	96%	(842)	872
PID: Ind (no lean)	3%	(20)	97%	(645)	665
PID: Rep (no lean)	2%	(15)	98%	(649)	664
PID/Gender: Dem Men	6%	(22)	94%	(342)	364
PID/Gender: Dem Women	2%	(9)	98%	(500)	509
PID/Gender: Ind Men	4%	(12)	96%	(330)	342
PID/Gender: Ind Women	2%	(7)	98%	(316)	323
PID/Gender: Rep Men	3%	(10)	97%	(347)	357
PID/Gender: Rep Women	2%	(5)	98%	(302)	307
Ideo: Liberal (1-3)	3%	(21)	97%	(635)	656
Ideo: Moderate (4)	3%	(20)	97%	(593)	613
Ideo: Conservative (5-7)	3%	(19)	97%	(683)	702
Educ: < College	2%	(31)	98%	(1482)	1513
Educ: Bachelors degree	4%	(18)	96%	(426)	444
Educ: Post-grad	7%	(16)	93%	(228)	244
Income: Under 50k	2%	(23)	98%	(1192)	1215
Income: 50k-100k	2%	(15)	98%	(595)	610
Income: 100k+	7%	(28)	93%	(348)	376
Ethnicity: White	3%	(52)	97%	(1671)	1722
Ethnicity: Hispanic	5%	(16)	95%	(333)	350
Ethnicity: Black	4%	(11)	96%	(264)	274

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**Table MCENdem2\_17NET: Do you currently use the following streaming services? Please select all that apply.**  
*Fubo TV*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2136)	2201
Ethnicity: Other	1%	(3)	99%	(201)	204
All Christian	4%	(38)	96%	(963)	1001
All Non-Christian	5%	(7)	95%	(123)	130
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	3%	(16)	97%	(548)	564
Something Else	—	(2)	100%	(405)	407
Religious Non-Protestant/Catholic	5%	(7)	95%	(147)	154
Evangelical	5%	(34)	95%	(598)	632
Non-Evangelical	1%	(6)	99%	(726)	732
Community: Urban	5%	(36)	95%	(643)	679
Community: Suburban	2%	(16)	98%	(925)	940
Community: Rural	2%	(14)	98%	(568)	582
Employ: Private Sector	5%	(33)	95%	(630)	663
Employ: Government	5%	(7)	95%	(149)	156
Employ: Self-Employed	5%	(9)	95%	(180)	189
Employ: Homemaker	3%	(4)	97%	(127)	131
Employ: Student	—	(0)	100%	(130)	130
Employ: Retired	1%	(4)	99%	(500)	504
Employ: Unemployed	2%	(8)	98%	(303)	310
Employ: Other	1%	(1)	99%	(116)	117
Military HH: Yes	5%	(20)	95%	(344)	364
Military HH: No	2%	(45)	98%	(1792)	1837
RD/WT: Right Direction	5%	(28)	95%	(495)	523
RD/WT: Wrong Track	2%	(37)	98%	(1641)	1678
Trump Job Approve	4%	(32)	96%	(819)	851
Trump Job Disapprove	3%	(33)	97%	(1222)	1255
Trump Job Strongly Approve	4%	(18)	96%	(493)	512
Trump Job Somewhat Approve	4%	(14)	96%	(326)	340
Trump Job Somewhat Disapprove	4%	(9)	96%	(244)	254
Trump Job Strongly Disapprove	2%	(24)	98%	(978)	1002

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**Table MCENdem2\_17NET:** Do you currently use the following streaming services? Please select all that apply.  
 Fubo TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2136)	2201
Favorable of Trump	4%	(34)	96%	(798)	832
Unfavorable of Trump	2%	(30)	98%	(1231)	1261
Very Favorable of Trump	3%	(12)	97%	(468)	480
Somewhat Favorable of Trump	6%	(22)	94%	(330)	352
Somewhat Unfavorable of Trump	4%	(8)	96%	(221)	229
Very Unfavorable of Trump	2%	(22)	98%	(1010)	1032
#1 Issue: Economy	2%	(19)	98%	(828)	848
#1 Issue: Security	2%	(6)	98%	(241)	247
#1 Issue: Health Care	3%	(10)	97%	(374)	385
#1 Issue: Medicare / Social Security	4%	(12)	96%	(282)	294
#1 Issue: Women's Issues	8%	(9)	92%	(101)	110
#1 Issue: Education	7%	(6)	93%	(79)	85
#1 Issue: Energy	2%	(1)	98%	(66)	68
#1 Issue: Other	1%	(2)	99%	(165)	167
2020 Vote: Joe Biden	4%	(40)	96%	(956)	997
2020 Vote: Donald Trump	2%	(13)	98%	(693)	706
2020 Vote: Other	—	(0)	100%	(62)	62
2020 Vote: Didn't Vote	3%	(12)	97%	(423)	435
2018 House Vote: Democrat	3%	(24)	97%	(689)	713
2018 House Vote: Republican	3%	(17)	97%	(541)	558
2016 Vote: Hillary Clinton	3%	(23)	97%	(643)	666
2016 Vote: Donald Trump	3%	(21)	97%	(616)	638
2016 Vote: Other	1%	(1)	99%	(93)	94
2016 Vote: Didn't Vote	3%	(21)	97%	(782)	803
Voted in 2014: Yes	3%	(40)	97%	(1112)	1152
Voted in 2014: No	2%	(25)	98%	(1024)	1049
4-Region: Northeast	4%	(17)	96%	(377)	394
4-Region: Midwest	2%	(8)	98%	(454)	462
4-Region: South	3%	(22)	97%	(802)	825
4-Region: West	3%	(18)	97%	(502)	520
Subscribed to Peacock at launch	14%	(17)	86%	(103)	120

Continued on next page

**Table MCENdem2\_17NET:** Do you currently use the following streaming services? Please select all that apply.  
Fubo TV

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2136)	2201
Subscribed to Peacock Aug-Dec.	9%	(15)	91%	(150)	165
Peacock user	11%	(36)	89%	(295)	331
Netflix user	4%	(54)	96%	(1337)	1391
Amazon Prime Video user	4%	(43)	96%	(941)	984
CBS All Access user	11%	(22)	89%	(184)	206
ESPN+ user	11%	(22)	89%	(177)	198
Hulu user	4%	(33)	96%	(750)	783
Showtime user	14%	(22)	86%	(131)	154
Starz user	11%	(18)	89%	(142)	160
Apple TV+ user	12%	(24)	88%	(187)	211
Disney+ user	4%	(29)	96%	(637)	666
Discovery+ user	13%	(21)	87%	(139)	160
HBO Max user	7%	(26)	93%	(333)	359

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

**Table MCENdem2\_18NET: Do you currently use the following streaming services? Please select all that apply.**  
 DirecTV Now

Demographic	Selected		Not Selected		Total N
Adults	4%	(81)	96%	(2120)	2201
Gender: Male	5%	(57)	95%	(1006)	1062
Gender: Female	2%	(25)	98%	(1114)	1139
Age: 18-34	5%	(31)	95%	(624)	655
Age: 35-44	8%	(29)	92%	(329)	358
Age: 45-64	2%	(14)	98%	(737)	751
Age: 65+	2%	(7)	98%	(430)	436
GenZers: 1997-2012	4%	(11)	96%	(300)	312
Millennials: 1981-1996	8%	(46)	92%	(555)	601
GenXers: 1965-1980	3%	(15)	97%	(523)	538
Baby Boomers: 1946-1964	1%	(7)	99%	(687)	695
PID: Dem (no lean)	5%	(43)	95%	(830)	872
PID: Ind (no lean)	2%	(12)	98%	(652)	665
PID: Rep (no lean)	4%	(26)	96%	(638)	664
PID/Gender: Dem Men	8%	(27)	92%	(336)	364
PID/Gender: Dem Women	3%	(15)	97%	(493)	509
PID/Gender: Ind Men	3%	(11)	97%	(331)	342
PID/Gender: Ind Women	—	(1)	100%	(322)	323
PID/Gender: Rep Men	5%	(18)	95%	(339)	357
PID/Gender: Rep Women	3%	(8)	97%	(299)	307
Ideo: Liberal (1-3)	6%	(38)	94%	(618)	656
Ideo: Moderate (4)	4%	(24)	96%	(590)	613
Ideo: Conservative (5-7)	2%	(14)	98%	(688)	702
Educ: < College	2%	(36)	98%	(1477)	1513
Educ: Bachelors degree	6%	(25)	94%	(419)	444
Educ: Post-grad	9%	(21)	91%	(223)	244
Income: Under 50k	2%	(27)	98%	(1188)	1215
Income: 50k-100k	3%	(18)	97%	(592)	610
Income: 100k+	10%	(36)	90%	(340)	376
Ethnicity: White	4%	(63)	96%	(1660)	1722
Ethnicity: Hispanic	5%	(18)	95%	(331)	350
Ethnicity: Black	4%	(12)	96%	(263)	274

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**Table MCENdem2\_18NET: Do you currently use the following streaming services? Please select all that apply.**  
DirecTV Now

Demographic	Selected		Not Selected		Total N
Adults	4%	(81)	96%	(2120)	2201
Ethnicity: Other	3%	(7)	97%	(198)	204
All Christian	5%	(51)	95%	(949)	1001
All Non-Christian	7%	(9)	93%	(121)	130
Atheist	2%	(2)	98%	(97)	99
Agnostic/Nothing in particular	1%	(4)	99%	(560)	564
Something Else	4%	(15)	96%	(392)	407
Religious Non-Protestant/Catholic	7%	(10)	93%	(143)	154
Evangelical	7%	(47)	93%	(584)	632
Non-Evangelical	2%	(15)	98%	(717)	732
Community: Urban	8%	(54)	92%	(624)	679
Community: Suburban	1%	(13)	99%	(927)	940
Community: Rural	2%	(14)	98%	(568)	582
Employ: Private Sector	6%	(43)	94%	(620)	663
Employ: Government	8%	(13)	92%	(144)	156
Employ: Self-Employed	5%	(10)	95%	(179)	189
Employ: Homemaker	1%	(2)	99%	(129)	131
Employ: Student	1%	(2)	99%	(129)	130
Employ: Retired	1%	(6)	99%	(498)	504
Employ: Unemployed	2%	(6)	98%	(305)	310
Employ: Other	—	(1)	100%	(117)	117
Military HH: Yes	4%	(15)	96%	(349)	364
Military HH: No	4%	(66)	96%	(1771)	1837
RD/WT: Right Direction	7%	(36)	93%	(487)	523
RD/WT: Wrong Track	3%	(45)	97%	(1633)	1678
Trump Job Approve	5%	(38)	95%	(813)	851
Trump Job Disapprove	3%	(41)	97%	(1215)	1255
Trump Job Strongly Approve	5%	(27)	95%	(485)	512
Trump Job Somewhat Approve	3%	(12)	97%	(328)	340
Trump Job Somewhat Disapprove	3%	(9)	97%	(245)	254
Trump Job Strongly Disapprove	3%	(32)	97%	(970)	1002

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**Table MCENdem2\_18NET:** Do you currently use the following streaming services? Please select all that apply.  
 DirecTV Now

Demographic	Selected		Not Selected		Total N
Adults	4%	(81)	96%	(2120)	2201
Favorable of Trump	5%	(41)	95%	(791)	832
Unfavorable of Trump	3%	(40)	97%	(1220)	1261
Very Favorable of Trump	5%	(22)	95%	(458)	480
Somewhat Favorable of Trump	5%	(18)	95%	(333)	352
Somewhat Unfavorable of Trump	4%	(10)	96%	(219)	229
Very Unfavorable of Trump	3%	(30)	97%	(1001)	1032
#1 Issue: Economy	3%	(25)	97%	(823)	848
#1 Issue: Security	4%	(9)	96%	(238)	247
#1 Issue: Health Care	5%	(18)	95%	(366)	385
#1 Issue: Medicare / Social Security	2%	(6)	98%	(288)	294
#1 Issue: Women's Issues	9%	(10)	91%	(99)	110
#1 Issue: Education	13%	(11)	87%	(74)	85
#1 Issue: Energy	3%	(2)	97%	(65)	68
#1 Issue: Other	—	(0)	100%	(166)	167
2020 Vote: Joe Biden	5%	(53)	95%	(944)	997
2020 Vote: Donald Trump	3%	(22)	97%	(684)	706
2020 Vote: Other	1%	(0)	99%	(62)	62
2020 Vote: Didn't Vote	1%	(6)	99%	(429)	435
2018 House Vote: Democrat	5%	(39)	95%	(675)	713
2018 House Vote: Republican	4%	(22)	96%	(536)	558
2016 Vote: Hillary Clinton	5%	(33)	95%	(633)	666
2016 Vote: Donald Trump	4%	(26)	96%	(612)	638
2016 Vote: Other	—	(0)	100%	(94)	94
2016 Vote: Didn't Vote	3%	(23)	97%	(780)	803
Voted in 2014: Yes	5%	(57)	95%	(1095)	1152
Voted in 2014: No	2%	(25)	98%	(1025)	1049
4-Region: Northeast	6%	(23)	94%	(371)	394
4-Region: Midwest	2%	(9)	98%	(454)	462
4-Region: South	4%	(29)	96%	(795)	825
4-Region: West	4%	(20)	96%	(500)	520
Subscribed to Peacock at launch	10%	(12)	90%	(108)	120

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**Table MCENdem2\_18NET:** Do you currently use the following streaming services? Please select all that apply.  
DirecTV Now

Demographic	Selected		Not Selected		Total N
Adults	4%	(81)	96%	(2120)	2201
Subscribed to Peacock Aug-Dec.	9%	(15)	91%	(150)	165
Peacock user	8%	(26)	92%	(305)	331
Netflix user	5%	(65)	95%	(1326)	1391
Amazon Prime Video user	6%	(60)	94%	(925)	984
CBS All Access user	15%	(32)	85%	(174)	206
ESPN+ user	21%	(42)	79%	(156)	198
Hulu user	6%	(48)	94%	(736)	783
Showtime user	22%	(34)	78%	(120)	154
Starz user	22%	(35)	78%	(125)	160
Apple TV+ user	19%	(41)	81%	(170)	211
Disney+ user	8%	(52)	92%	(615)	666
Discovery+ user	24%	(38)	76%	(123)	160
HBO Max user	14%	(51)	86%	(308)	359

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



**Table MCENdem2\_19NET:** Do you currently use the following streaming services? Please select all that apply.  
 AT&T WatchTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2106)	2201
Gender: Male	6%	(68)	94%	(994)	1062
Gender: Female	2%	(27)	98%	(1111)	1139
Age: 18-34	6%	(42)	94%	(614)	655
Age: 35-44	10%	(35)	90%	(322)	358
Age: 45-64	2%	(16)	98%	(735)	751
Age: 65+	—	(2)	100%	(435)	436
GenZers: 1997-2012	3%	(9)	97%	(303)	312
Millennials: 1981-1996	11%	(64)	89%	(537)	601
GenXers: 1965-1980	3%	(15)	97%	(523)	538
Baby Boomers: 1946-1964	1%	(7)	99%	(687)	695
PID: Dem (no lean)	6%	(50)	94%	(823)	872
PID: Ind (no lean)	3%	(23)	97%	(642)	665
PID: Rep (no lean)	4%	(23)	96%	(641)	664
PID/Gender: Dem Men	11%	(40)	89%	(323)	364
PID/Gender: Dem Women	2%	(9)	98%	(500)	509
PID/Gender: Ind Men	4%	(13)	96%	(328)	342
PID/Gender: Ind Women	3%	(9)	97%	(314)	323
PID/Gender: Rep Men	4%	(14)	96%	(342)	357
PID/Gender: Rep Women	3%	(9)	97%	(298)	307
Ideo: Liberal (1-3)	6%	(41)	94%	(616)	656
Ideo: Moderate (4)	4%	(27)	96%	(587)	613
Ideo: Conservative (5-7)	4%	(26)	96%	(676)	702
Educ: < College	2%	(30)	98%	(1483)	1513
Educ: Bachelors degree	6%	(27)	94%	(417)	444
Educ: Post-grad	16%	(39)	84%	(205)	244
Income: Under 50k	1%	(17)	99%	(1197)	1215
Income: 50k-100k	4%	(27)	96%	(584)	610
Income: 100k+	14%	(51)	86%	(325)	376
Ethnicity: White	4%	(77)	96%	(1646)	1722
Ethnicity: Hispanic	5%	(18)	95%	(331)	350
Ethnicity: Black	3%	(10)	97%	(265)	274

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**Table MCENdem2\_19NET:** Do you currently use the following streaming services? Please select all that apply.  
AT&T WatchTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2106)	2201
Ethnicity: Other	4%	(9)	96%	(195)	204
All Christian	6%	(61)	94%	(940)	1001
All Non-Christian	11%	(14)	89%	(116)	130
Atheist	4%	(4)	96%	(95)	99
Agnostic/Nothing in particular	1%	(3)	99%	(561)	564
Something Else	3%	(13)	97%	(393)	407
Religious Non-Protestant/Catholic	9%	(15)	91%	(139)	154
Evangelical	9%	(59)	91%	(573)	632
Non-Evangelical	2%	(12)	98%	(720)	732
Community: Urban	11%	(76)	89%	(603)	679
Community: Suburban	1%	(13)	99%	(927)	940
Community: Rural	1%	(7)	99%	(575)	582
Employ: Private Sector	8%	(56)	92%	(607)	663
Employ: Government	11%	(16)	89%	(140)	156
Employ: Self-Employed	4%	(7)	96%	(182)	189
Employ: Homemaker	—	(1)	100%	(130)	131
Employ: Student	2%	(2)	98%	(128)	130
Employ: Retired	—	(2)	100%	(502)	504
Employ: Unemployed	2%	(5)	98%	(306)	310
Employ: Other	6%	(7)	94%	(110)	117
Military HH: Yes	6%	(22)	94%	(341)	364
Military HH: No	4%	(73)	96%	(1764)	1837
RD/WT: Right Direction	11%	(55)	89%	(468)	523
RD/WT: Wrong Track	2%	(40)	98%	(1638)	1678
Trump Job Approve	6%	(48)	94%	(804)	851
Trump Job Disapprove	4%	(47)	96%	(1209)	1255
Trump Job Strongly Approve	6%	(32)	94%	(479)	512
Trump Job Somewhat Approve	5%	(15)	95%	(324)	340
Trump Job Somewhat Disapprove	5%	(12)	95%	(242)	254
Trump Job Strongly Disapprove	3%	(35)	97%	(967)	1002

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**Table MCENdem2\_19NET:** Do you currently use the following streaming services? Please select all that apply.  
 AT&T WatchTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2106)	2201
Favorable of Trump	6%	(47)	94%	(786)	832
Unfavorable of Trump	4%	(47)	96%	(1213)	1261
Very Favorable of Trump	4%	(21)	96%	(459)	480
Somewhat Favorable of Trump	7%	(25)	93%	(327)	352
Somewhat Unfavorable of Trump	5%	(11)	95%	(218)	229
Very Unfavorable of Trump	4%	(37)	96%	(995)	1032
#1 Issue: Economy	4%	(34)	96%	(814)	848
#1 Issue: Security	3%	(8)	97%	(239)	247
#1 Issue: Health Care	7%	(25)	93%	(359)	385
#1 Issue: Medicare / Social Security	2%	(6)	98%	(288)	294
#1 Issue: Women's Issues	8%	(8)	92%	(101)	110
#1 Issue: Education	11%	(9)	89%	(76)	85
#1 Issue: Energy	6%	(4)	94%	(63)	68
#1 Issue: Other	—	(1)	100%	(166)	167
2020 Vote: Joe Biden	7%	(67)	93%	(930)	997
2020 Vote: Donald Trump	3%	(22)	97%	(683)	706
2020 Vote: Other	2%	(1)	98%	(61)	62
2020 Vote: Didn't Vote	1%	(5)	99%	(431)	435
2018 House Vote: Democrat	6%	(45)	94%	(668)	713
2018 House Vote: Republican	5%	(25)	95%	(533)	558
2016 Vote: Hillary Clinton	6%	(40)	94%	(626)	666
2016 Vote: Donald Trump	5%	(30)	95%	(608)	638
2016 Vote: Other	2%	(2)	98%	(92)	94
2016 Vote: Didn't Vote	3%	(24)	97%	(779)	803
Voted in 2014: Yes	6%	(64)	94%	(1088)	1152
Voted in 2014: No	3%	(31)	97%	(1018)	1049
4-Region: Northeast	7%	(28)	93%	(366)	394
4-Region: Midwest	2%	(9)	98%	(454)	462
4-Region: South	3%	(23)	97%	(802)	825
4-Region: West	7%	(36)	93%	(485)	520
Subscribed to Peacock at launch	13%	(16)	87%	(104)	120

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**Table MCENdem2\_19NET:** Do you currently use the following streaming services? Please select all that apply.  
AT&T WatchTV

Demographic	Selected		Not Selected		Total N
Adults	4%	(95)	96%	(2106)	2201
Subscribed to Peacock Aug-Dec.	9%	(14)	91%	(150)	165
Peacock user	10%	(33)	90%	(299)	331
Netflix user	6%	(82)	94%	(1309)	1391
Amazon Prime Video user	7%	(69)	93%	(916)	984
CBS All Access user	18%	(37)	82%	(169)	206
ESPN+ user	24%	(47)	76%	(151)	198
Hulu user	7%	(53)	93%	(730)	783
Showtime user	20%	(31)	80%	(123)	154
Starz user	19%	(30)	81%	(130)	160
Apple TV+ user	26%	(56)	74%	(156)	211
Disney+ user	9%	(59)	91%	(607)	666
Discovery+ user	28%	(45)	72%	(116)	160
HBO Max user	17%	(60)	83%	(300)	359

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

**Table MCENdem2\_20NET: Do you currently use the following streaming services? Please select all that apply.**

**Roku**

<b>Demographic</b>	<b>Selected</b>		<b>Not Selected</b>		<b>Total N</b>
Adults	23%	(507)	77%	(1694)	2201
Gender: Male	19%	(204)	81%	(859)	1062
Gender: Female	27%	(304)	73%	(835)	1139
Age: 18-34	27%	(179)	73%	(476)	655
Age: 35-44	27%	(98)	73%	(260)	358
Age: 45-64	23%	(175)	77%	(576)	751
Age: 65+	13%	(55)	87%	(382)	436
GenZers: 1997-2012	29%	(90)	71%	(222)	312
Millennials: 1981-1996	27%	(160)	73%	(440)	601
GenXers: 1965-1980	27%	(146)	73%	(392)	538
Baby Boomers: 1946-1964	15%	(107)	85%	(587)	695
PID: Dem (no lean)	25%	(220)	75%	(653)	872
PID: Ind (no lean)	23%	(150)	77%	(514)	665
PID: Rep (no lean)	21%	(137)	79%	(527)	664
PID/Gender: Dem Men	22%	(79)	78%	(285)	364
PID/Gender: Dem Women	28%	(141)	72%	(368)	509
PID/Gender: Ind Men	20%	(70)	80%	(272)	342
PID/Gender: Ind Women	25%	(81)	75%	(242)	323
PID/Gender: Rep Men	16%	(55)	84%	(301)	357
PID/Gender: Rep Women	27%	(82)	73%	(226)	307
Ideo: Liberal (1-3)	26%	(167)	74%	(489)	656
Ideo: Moderate (4)	20%	(123)	80%	(490)	613
Ideo: Conservative (5-7)	21%	(146)	79%	(556)	702
Educ: < College	25%	(375)	75%	(1138)	1513
Educ: Bachelors degree	19%	(82)	81%	(362)	444
Educ: Post-grad	20%	(50)	80%	(195)	244
Income: Under 50k	25%	(304)	75%	(911)	1215
Income: 50k-100k	20%	(122)	80%	(489)	610
Income: 100k+	22%	(81)	78%	(295)	376
Ethnicity: White	22%	(371)	78%	(1352)	1722
Ethnicity: Hispanic	32%	(112)	68%	(237)	350
Ethnicity: Black	29%	(79)	71%	(196)	274

Continued on next page

**Table MCENdem2\_20NET:** Do you currently use the following streaming services? Please select all that apply.

Roku

Demographic	Selected		Not Selected		Total N
Adults	23%	(507)	77%	(1694)	2201
Ethnicity: Other	28%	(58)	72%	(147)	204
All Christian	20%	(196)	80%	(804)	1001
All Non-Christian	16%	(21)	84%	(109)	130
Atheist	23%	(22)	77%	(77)	99
Agnostic/Nothing in particular	28%	(158)	72%	(406)	564
Something Else	27%	(109)	73%	(298)	407
Religious Non-Protestant/Catholic	19%	(28)	81%	(125)	154
Evangelical	22%	(137)	78%	(494)	632
Non-Evangelical	22%	(160)	78%	(572)	732
Community: Urban	25%	(170)	75%	(509)	679
Community: Suburban	22%	(203)	78%	(737)	940
Community: Rural	23%	(133)	77%	(448)	582
Employ: Private Sector	23%	(153)	77%	(511)	663
Employ: Government	26%	(41)	74%	(115)	156
Employ: Self-Employed	24%	(46)	76%	(143)	189
Employ: Homemaker	36%	(47)	64%	(83)	131
Employ: Student	30%	(39)	70%	(92)	130
Employ: Retired	15%	(77)	85%	(427)	504
Employ: Unemployed	26%	(80)	74%	(231)	310
Employ: Other	21%	(25)	79%	(92)	117
Military HH: Yes	25%	(89)	75%	(274)	364
Military HH: No	23%	(418)	77%	(1420)	1837
RD/WT: Right Direction	19%	(100)	81%	(423)	523
RD/WT: Wrong Track	24%	(407)	76%	(1271)	1678
Trump Job Approve	20%	(174)	80%	(677)	851
Trump Job Disapprove	25%	(312)	75%	(943)	1255
Trump Job Strongly Approve	19%	(98)	81%	(413)	512
Trump Job Somewhat Approve	22%	(76)	78%	(264)	340
Trump Job Somewhat Disapprove	28%	(71)	72%	(182)	254
Trump Job Strongly Disapprove	24%	(241)	76%	(761)	1002

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**Table MCENdem2\_20NET:** Do you currently use the following streaming services? Please select all that apply.

Roku

Demographic	Selected	Not Selected	Total N
Adults	23% (507)	77% (1694)	2201
Favorable of Trump	20% (170)	80% (662)	832
Unfavorable of Trump	24% (306)	76% (954)	1261
Very Favorable of Trump	18% (87)	82% (393)	480
Somewhat Favorable of Trump	24% (83)	76% (269)	352
Somewhat Unfavorable of Trump	27% (61)	73% (167)	229
Very Unfavorable of Trump	24% (245)	76% (787)	1032
#1 Issue: Economy	24% (205)	76% (643)	848
#1 Issue: Security	17% (41)	83% (206)	247
#1 Issue: Health Care	23% (90)	77% (295)	385
#1 Issue: Medicare / Social Security	20% (60)	80% (234)	294
#1 Issue: Women's Issues	28% (31)	72% (79)	110
#1 Issue: Education	30% (25)	70% (59)	85
#1 Issue: Energy	17% (11)	83% (56)	68
#1 Issue: Other	26% (44)	74% (123)	167
2020 Vote: Joe Biden	25% (246)	75% (750)	997
2020 Vote: Donald Trump	18% (124)	82% (581)	706
2020 Vote: Other	28% (17)	72% (45)	62
2020 Vote: Didn't Vote	27% (119)	73% (317)	435
2018 House Vote: Democrat	22% (159)	78% (554)	713
2018 House Vote: Republican	18% (103)	82% (455)	558
2016 Vote: Hillary Clinton	23% (153)	77% (512)	666
2016 Vote: Donald Trump	18% (114)	82% (523)	638
2016 Vote: Other	16% (15)	84% (79)	94
2016 Vote: Didn't Vote	28% (225)	72% (578)	803
Voted in 2014: Yes	20% (231)	80% (920)	1152
Voted in 2014: No	26% (276)	74% (774)	1049
4-Region: Northeast	13% (51)	87% (343)	394
4-Region: Midwest	24% (112)	76% (351)	462
4-Region: South	27% (226)	73% (599)	825
4-Region: West	23% (119)	77% (402)	520
Subscribed to Peacock at launch	37% (44)	63% (76)	120

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**Table MCENdem2\_20NET:** Do you currently use the following streaming services? Please select all that apply.

Roku

Demographic	Selected		Not Selected		Total N
Adults	23%	(507)	77%	(1694)	2201
Subscribed to Peacock Aug-Dec.	51%	(85)	49%	(80)	165
Peacock user	44%	(146)	56%	(186)	331
Netflix user	28%	(394)	72%	(997)	1391
Amazon Prime Video user	32%	(318)	68%	(666)	984
CBS All Access user	37%	(76)	63%	(130)	206
ESPN+ user	32%	(63)	68%	(135)	198
Hulu user	37%	(288)	63%	(496)	783
Showtime user	40%	(62)	60%	(92)	154
Starz user	36%	(57)	64%	(103)	160
Apple TV+ user	30%	(64)	70%	(147)	211
Disney+ user	33%	(217)	67%	(449)	666
Discovery+ user	37%	(59)	63%	(102)	160
HBO Max user	26%	(94)	74%	(265)	359

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



**Table MCENdem2\_21NET:** Do you currently use the following streaming services? Please select all that apply.  
 None of the above

Demographic	Selected		Not Selected		Total N
Adults	17%	(374)	83%	(1827)	2201
Gender: Male	18%	(188)	82%	(875)	1062
Gender: Female	16%	(187)	84%	(952)	1139
Age: 18-34	4%	(27)	96%	(629)	655
Age: 35-44	9%	(34)	91%	(324)	358
Age: 45-64	19%	(141)	81%	(610)	751
Age: 65+	39%	(172)	61%	(265)	436
GenZers: 1997-2012	5%	(14)	95%	(298)	312
Millennials: 1981-1996	5%	(30)	95%	(570)	601
GenXers: 1965-1980	14%	(75)	86%	(464)	538
Baby Boomers: 1946-1964	32%	(219)	68%	(475)	695
PID: Dem (no lean)	13%	(114)	87%	(758)	872
PID: Ind (no lean)	18%	(119)	82%	(546)	665
PID: Rep (no lean)	21%	(141)	79%	(523)	664
PID/Gender: Dem Men	14%	(52)	86%	(312)	364
PID/Gender: Dem Women	12%	(62)	88%	(446)	509
PID/Gender: Ind Men	20%	(67)	80%	(274)	342
PID/Gender: Ind Women	16%	(51)	84%	(272)	323
PID/Gender: Rep Men	19%	(68)	81%	(289)	357
PID/Gender: Rep Women	24%	(73)	76%	(234)	307
Ideo: Liberal (1-3)	11%	(72)	89%	(585)	656
Ideo: Moderate (4)	18%	(109)	82%	(504)	613
Ideo: Conservative (5-7)	22%	(156)	78%	(546)	702
Educ: < College	18%	(276)	82%	(1236)	1513
Educ: Bachelors degree	16%	(70)	84%	(374)	444
Educ: Post-grad	11%	(28)	89%	(217)	244
Income: Under 50k	20%	(240)	80%	(975)	1215
Income: 50k-100k	16%	(99)	84%	(512)	610
Income: 100k+	9%	(36)	91%	(341)	376
Ethnicity: White	18%	(303)	82%	(1420)	1722
Ethnicity: Hispanic	7%	(24)	93%	(326)	350
Ethnicity: Black	14%	(39)	86%	(236)	274

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**Table MCENdem2\_21NET: Do you currently use the following streaming services? Please select all that apply.**  
None of the above

Demographic	Selected	Not Selected	Total N
Adults	17% (374)	83% (1827)	2201
Ethnicity: Other	16% (32)	84% (172)	204
All Christian	19% (189)	81% (812)	1001
All Non-Christian	13% (18)	87% (113)	130
Atheist	6% (6)	94% (93)	99
Agnostic/Nothing in particular	16% (92)	84% (473)	564
Something Else	17% (70)	83% (337)	407
Religious Non-Protestant/Catholic	12% (19)	88% (135)	154
Evangelical	19% (121)	81% (511)	632
Non-Evangelical	18% (133)	82% (599)	732
Community: Urban	10% (67)	90% (612)	679
Community: Suburban	17% (163)	83% (777)	940
Community: Rural	25% (144)	75% (438)	582
Employ: Private Sector	10% (69)	90% (594)	663
Employ: Government	7% (11)	93% (145)	156
Employ: Self-Employed	12% (24)	88% (165)	189
Employ: Homemaker	13% (17)	87% (113)	131
Employ: Student	6% (8)	94% (122)	130
Employ: Retired	35% (176)	65% (328)	504
Employ: Unemployed	17% (51)	83% (259)	310
Employ: Other	15% (17)	85% (100)	117
Military HH: Yes	20% (71)	80% (292)	364
Military HH: No	16% (303)	84% (1535)	1837
RD/WT: Right Direction	14% (74)	86% (449)	523
RD/WT: Wrong Track	18% (300)	82% (1378)	1678
Trump Job Approve	21% (181)	79% (670)	851
Trump Job Disapprove	14% (176)	86% (1080)	1255
Trump Job Strongly Approve	23% (119)	77% (393)	512
Trump Job Somewhat Approve	18% (62)	82% (278)	340
Trump Job Somewhat Disapprove	12% (31)	88% (223)	254
Trump Job Strongly Disapprove	14% (145)	86% (857)	1002

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**Table MCENdem2\_21NET:** Do you currently use the following streaming services? Please select all that apply.  
 None of the above

Demographic	Selected	Not Selected	Total N
Adults	17% (374)	83% (1827)	2201
Favorable of Trump	21% (174)	79% (658)	832
Unfavorable of Trump	15% (184)	85% (1076)	1261
Very Favorable of Trump	24% (117)	76% (363)	480
Somewhat Favorable of Trump	16% (57)	84% (295)	352
Somewhat Unfavorable of Trump	13% (30)	87% (199)	229
Very Unfavorable of Trump	15% (154)	85% (877)	1032
#1 Issue: Economy	12% (100)	88% (747)	848
#1 Issue: Security	27% (66)	73% (180)	247
#1 Issue: Health Care	12% (47)	88% (337)	385
#1 Issue: Medicare / Social Security	33% (98)	67% (196)	294
#1 Issue: Women's Issues	12% (13)	88% (97)	110
#1 Issue: Education	8% (7)	92% (78)	85
#1 Issue: Energy	10% (7)	90% (61)	68
#1 Issue: Other	22% (36)	78% (130)	167
2020 Vote: Joe Biden	14% (139)	86% (858)	997
2020 Vote: Donald Trump	24% (173)	76% (533)	706
2020 Vote: Other	13% (8)	87% (54)	62
2020 Vote: Didn't Vote	12% (54)	88% (381)	435
2018 House Vote: Democrat	16% (111)	84% (602)	713
2018 House Vote: Republican	24% (135)	76% (423)	558
2016 Vote: Hillary Clinton	17% (113)	83% (553)	666
2016 Vote: Donald Trump	25% (161)	75% (476)	638
2016 Vote: Other	18% (17)	82% (77)	94
2016 Vote: Didn't Vote	10% (83)	90% (720)	803
Voted in 2014: Yes	21% (243)	79% (909)	1152
Voted in 2014: No	13% (132)	87% (918)	1049
4-Region: Northeast	14% (57)	86% (337)	394
4-Region: Midwest	18% (86)	82% (377)	462
4-Region: South	19% (158)	81% (666)	825
4-Region: West	14% (74)	86% (447)	520
Subscribed to Peacock at launch	— (0)	100% (120)	120

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**Table MCENdem2\_21NET:** Do you currently use the following streaming services? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	17%	(374)	83%	(1827)	2201
Subscribed to Peacock Aug-Dec.	—	(0)	100%	(165)	165
Peacock user	—	(0)	100%	(331)	331
Netflix user	—	(0)	100%	(1391)	1391
Amazon Prime Video user	—	(0)	100%	(984)	984
CBS All Access user	—	(0)	100%	(206)	206
ESPN+ user	—	(0)	100%	(198)	198
Hulu user	—	(0)	100%	(783)	783
Showtime user	—	(0)	100%	(154)	154
Starz user	—	(0)	100%	(160)	160
Apple TV+ user	—	(0)	100%	(211)	211
Disney+ user	—	(0)	100%	(666)	666
Discovery+ user	—	(0)	100%	(160)	160
HBO Max user	—	(0)	100%	(359)	359

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	312	14%
	Millennials: 1981-1996	601	27%
	GenXers: 1965-1980	538	24%
	Baby Boomers: 1946-1964	695	32%
	N	2145	
xpid3	PID: Dem (no lean)	872	40%
	PID: Ind (no lean)	665	30%
	PID: Rep (no lean)	664	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	364	17%
	PID/Gender: Dem Women	509	23%
	PID/Gender: Ind Men	342	16%
	PID/Gender: Ind Women	323	15%
	PID/Gender: Rep Men	357	16%
	PID/Gender: Rep Women	307	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	656	30%
	Ideo: Moderate (4)	613	28%
	Ideo: Conservative (5-7)	702	32%
	N	1972	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1215	55%
	Income: 50k-100k	610	28%
	Income: 100k+	376	17%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1001	45%
	All Non-Christian	130	6%
	Atheist	99	5%
	Agnostic/Nothing in particular	564	26%
	Something Else	407	18%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	154	7%
xdemEvang	Evangelical	632	29%
	Non-Evangelical	732	33%
	N	1363	
xdemUsr	Community: Urban	679	31%
	Community: Suburban	940	43%
	Community: Rural	582	26%
	N	2201	
xdemEmploy	Employ: Private Sector	663	30%
	Employ: Government	156	7%
	Employ: Self-Employed	189	9%
	Employ: Homemaker	131	6%
	Employ: Student	130	6%
	Employ: Retired	504	23%
	Employ: Unemployed	310	14%
	Employ: Other	117	5%
	N	2201	
xdemMilHH1	Military HH: Yes	364	17%
	Military HH: No	1837	83%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	523	24%
	RD/WT: Wrong Track	1678	76%
	N	2201	
Trump_Approve	Trump Job Approve	851	39%
	Trump Job Disapprove	1255	57%
	N	2106	
Trump_Approve2	Trump Job Strongly Approve	512	23%
	Trump Job Somewhat Approve	340	15%
	Trump Job Somewhat Disapprove	254	12%
	Trump Job Strongly Disapprove	1002	46%
	N	2106	
Trump_Fav	Favorable of Trump	832	38%
	Unfavorable of Trump	1261	57%
	N	2093	
Trump_Fav_FULL	Very Favorable of Trump	480	22%
	Somewhat Favorable of Trump	352	16%
	Somewhat Unfavorable of Trump	229	10%
	Very Unfavorable of Trump	1032	47%
	N	2093	
xnr3	#1 Issue: Economy	848	39%
	#1 Issue: Security	247	11%
	#1 Issue: Health Care	385	17%
	#1 Issue: Medicare / Social Security	294	13%
	#1 Issue: Women's Issues	110	5%
	#1 Issue: Education	85	4%
	#1 Issue: Energy	68	3%
	#1 Issue: Other	167	8%
	N	2201	
xsubVote20O	2020 Vote: Joe Biden	997	45%
	2020 Vote: Donald Trump	706	32%
	2020 Vote: Other	62	3%
	2020 Vote: Didn't Vote	435	20%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	713	32%
	2018 House Vote: Republican	558	25%
	2018 House Vote: Someone else	47	2%
	N	1319	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	666	30%
	2016 Vote: Donald Trump	638	29%
	2016 Vote: Other	94	4%
	2016 Vote: Didn't Vote	803	36%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1152	52%
	Voted in 2014: No	1049	48%
	N	2201	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
MCENxdem1	Subscribed to Peacock at launch	120	5%
MCENxdem2	Subscribed to Peacock Aug-Dec.	165	7%
MCENxdem3	Subscribed to Peacock in Jan.	46	2%
MCENxdem4	Peacock user	331	15%
MCENxdem5	Netflix user	1391	63%
MCENxdem6	Amazon Prime Video user	984	45%
MCENxdem7	CBS All Access user	206	9%
MCENxdem8	ESPN+ user	198	9%
MCENxdem9	Hulu user	783	36%
MCENxdem10	Showtime user	154	7%
MCENxdem11	Starz user	160	7%
MCENxdem12	Apple TV+ user	211	10%
MCENxdem13	Disney+ user	666	30%
MCENxdem14	Discovery+ user	160	7%
MCENxdem15	HBO Max user	359	16%

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





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