



National Tracking Poll #2105101
May 21-24, 2021

Crosstabulation Results

Methodology:

This poll was conducted between May 21-May 24, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, 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 ADW1: Do you, or anyone in your household, subscribe to any streaming services?

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	70%	(1546)	8%	(179)	22%	(475)	2200
Gender: Male	71%	(754)	9%	(95)	20%	(213)	1062
Gender: Female	70%	(792)	7%	(85)	23%	(262)	1138
Age: 18-34	70%	(459)	14%	(91)	16%	(105)	655
Age: 35-44	80%	(286)	6%	(22)	14%	(49)	358
Age: 45-64	73%	(547)	5%	(38)	22%	(166)	751
Age: 65+	58%	(254)	6%	(27)	35%	(155)	436
GenZers: 1997-2012	70%	(198)	16%	(47)	14%	(39)	284
Millennials: 1981-1996	75%	(459)	9%	(55)	16%	(99)	613
GenXers: 1965-1980	76%	(402)	6%	(34)	17%	(91)	528
Baby Boomers: 1946-1964	64%	(456)	5%	(37)	31%	(220)	714
PID: Dem (no lean)	72%	(600)	9%	(71)	19%	(160)	831
PID: Ind (no lean)	68%	(509)	10%	(75)	22%	(161)	745
PID: Rep (no lean)	70%	(437)	5%	(33)	25%	(154)	624
PID/Gender: Dem Men	70%	(276)	11%	(43)	19%	(75)	394
PID/Gender: Dem Women	74%	(323)	6%	(28)	20%	(85)	437
PID/Gender: Ind Men	72%	(263)	10%	(36)	18%	(66)	364
PID/Gender: Ind Women	65%	(247)	10%	(39)	25%	(95)	381
PID/Gender: Rep Men	71%	(214)	5%	(16)	24%	(73)	303
PID/Gender: Rep Women	69%	(222)	5%	(17)	25%	(81)	320
Ideo: Liberal (1-3)	75%	(443)	8%	(49)	17%	(98)	590
Ideo: Moderate (4)	71%	(415)	8%	(48)	21%	(121)	584
Ideo: Conservative (5-7)	70%	(502)	7%	(52)	22%	(160)	714
Educ: < College	68%	(1024)	9%	(136)	23%	(352)	1512
Educ: Bachelors degree	75%	(333)	7%	(30)	18%	(81)	444
Educ: Post-grad	77%	(189)	5%	(13)	17%	(42)	244

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Table ADW1: Do you, or anyone in your household, subscribe to any streaming services?

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	70%	(1546)	8%	(179)	22%	(475)	2200
Income: Under 50k	64%	(743)	11%	(124)	26%	(298)	1165
Income: 50k-100k	77%	(528)	5%	(34)	18%	(126)	688
Income: 100k+	79%	(275)	6%	(21)	15%	(51)	347
Ethnicity: White	70%	(1205)	7%	(119)	23%	(397)	1722
Ethnicity: Hispanic	70%	(245)	14%	(48)	16%	(57)	349
Ethnicity: Black	73%	(201)	12%	(33)	15%	(41)	274
Ethnicity: Other	69%	(140)	13%	(27)	18%	(37)	204
All Christian	68%	(664)	8%	(75)	25%	(240)	980
All Non-Christian	73%	(102)	6%	(9)	21%	(30)	141
Atheist	82%	(87)	11%	(12)	7%	(7)	106
Agnostic/Nothing in particular	69%	(393)	10%	(56)	21%	(118)	568
Something Else	74%	(299)	7%	(27)	20%	(80)	406
Religious Non-Protestant/Catholic	72%	(109)	7%	(10)	21%	(32)	151
Evangelical	69%	(410)	8%	(45)	24%	(140)	595
Non-Evangelical	70%	(538)	7%	(56)	23%	(174)	768
Community: Urban	74%	(469)	9%	(57)	17%	(110)	636
Community: Suburban	70%	(700)	8%	(77)	23%	(229)	1006
Community: Rural	68%	(377)	8%	(45)	24%	(136)	558
Employ: Private Sector	77%	(501)	5%	(32)	18%	(114)	647
Employ: Government	75%	(115)	9%	(13)	16%	(25)	153
Employ: Self-Employed	73%	(159)	11%	(25)	15%	(33)	217
Employ: Homemaker	71%	(102)	5%	(8)	24%	(34)	143
Employ: Student	65%	(73)	18%	(21)	16%	(18)	112
Employ: Retired	61%	(286)	6%	(27)	33%	(152)	465
Employ: Unemployed	68%	(202)	11%	(32)	21%	(62)	297
Employ: Other	65%	(108)	13%	(22)	22%	(37)	167
Military HH: Yes	70%	(248)	9%	(34)	21%	(75)	357
Military HH: No	70%	(1298)	8%	(146)	22%	(400)	1843
RD/WT: Right Direction	70%	(724)	9%	(90)	21%	(222)	1035
RD/WT: Wrong Track	71%	(822)	8%	(90)	22%	(253)	1165

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Table ADW1: Do you, or anyone in your household, subscribe to any streaming services?

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	70%	(1546)	8%	(179)	22%	(475)	2200
Biden Job Approve	71%	(836)	9%	(107)	20%	(240)	1184
Biden Job Disapprove	71%	(604)	6%	(54)	23%	(197)	855
Biden Job Strongly Approve	74%	(480)	7%	(45)	19%	(121)	645
Biden Job Somewhat Approve	66%	(356)	12%	(63)	22%	(120)	539
Biden Job Somewhat Disapprove	73%	(183)	8%	(20)	19%	(47)	250
Biden Job Strongly Disapprove	70%	(421)	6%	(34)	25%	(150)	605
Favorable of Biden	72%	(850)	8%	(100)	19%	(228)	1178
Unfavorable of Biden	69%	(617)	7%	(60)	24%	(214)	891
Very Favorable of Biden	74%	(497)	8%	(57)	17%	(117)	671
Somewhat Favorable of Biden	70%	(353)	8%	(43)	22%	(111)	507
Somewhat Unfavorable of Biden	69%	(168)	8%	(18)	23%	(56)	242
Very Unfavorable of Biden	69%	(449)	6%	(41)	24%	(158)	649
#1 Issue: Economy	77%	(655)	7%	(62)	16%	(138)	855
#1 Issue: Security	65%	(197)	6%	(19)	29%	(86)	302
#1 Issue: Health Care	71%	(205)	11%	(30)	19%	(54)	289
#1 Issue: Medicare / Social Security	56%	(147)	8%	(21)	36%	(96)	263
#1 Issue: Women's Issues	68%	(92)	14%	(19)	18%	(24)	135
#1 Issue: Education	64%	(60)	12%	(11)	24%	(22)	94
#1 Issue: Energy	79%	(93)	4%	(5)	17%	(20)	118
#1 Issue: Other	67%	(97)	8%	(12)	25%	(35)	144
2020 Vote: Joe Biden	73%	(714)	9%	(88)	18%	(174)	975
2020 Vote: Donald Trump	70%	(488)	6%	(40)	24%	(167)	695
2020 Vote: Other	79%	(55)	8%	(5)	13%	(9)	70
2020 Vote: Didn't Vote	63%	(288)	10%	(47)	27%	(124)	459
2018 House Vote: Democrat	74%	(544)	6%	(46)	19%	(141)	731
2018 House Vote: Republican	72%	(417)	6%	(36)	22%	(128)	581
2018 House Vote: Someone else	65%	(36)	9%	(5)	26%	(15)	56

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Table ADW1: Do you, or anyone in your household, subscribe to any streaming services?

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	70% (1546)	8% (179)	22% (475)	2200
2016 Vote: Hillary Clinton	73% (494)	7% (51)	20% (136)	681
2016 Vote: Donald Trump	70% (458)	6% (36)	24% (158)	653
2016 Vote: Other	76% (87)	5% (6)	19% (21)	114
2016 Vote: Didn't Vote	67% (505)	12% (87)	21% (160)	751
Voted in 2014: Yes	72% (892)	6% (77)	22% (268)	1237
Voted in 2014: No	68% (653)	11% (103)	21% (207)	963
4-Region: Northeast	66% (260)	8% (30)	27% (104)	394
4-Region: Midwest	72% (332)	7% (31)	22% (99)	462
4-Region: South	70% (575)	8% (69)	22% (180)	824
4-Region: West	73% (380)	9% (49)	18% (91)	520
Subscribes to Ad-Supported Service	82% (975)	5% (58)	13% (152)	1185
Subscribes to Ad-Free Service	84% (1463)	5% (89)	11% (198)	1750
Subscribes to more Services Since COVID	100% (605)	— (0)	— (0)	605
Subscribes to Fewer Services Since COVID	100% (100)	— (0)	— (0)	100
Plans to Subscribe to more Services	69% (297)	15% (63)	16% (69)	429
Plans to Subscribe to less Services	62% (222)	10% (36)	28% (101)	360

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

Table ADW2_1: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	62% (1357)	15% (333)	23% (510)	2200
Gender: Male	61% (645)	17% (184)	22% (233)	1062
Gender: Female	63% (712)	13% (149)	24% (278)	1138
Age: 18-34	69% (453)	18% (118)	13% (85)	655
Age: 35-44	67% (240)	16% (56)	17% (62)	358
Age: 45-64	61% (458)	15% (110)	24% (184)	751
Age: 65+	47% (206)	11% (50)	41% (180)	436
GenZers: 1997-2012	68% (193)	19% (53)	13% (38)	284
Millennials: 1981-1996	70% (426)	17% (104)	14% (83)	613
GenXers: 1965-1980	64% (336)	16% (83)	21% (108)	528
Baby Boomers: 1946-1964	53% (376)	12% (85)	35% (253)	714
PID: Dem (no lean)	66% (545)	16% (132)	19% (154)	831
PID: Ind (no lean)	59% (441)	17% (126)	24% (178)	745
PID: Rep (no lean)	59% (371)	12% (74)	29% (179)	624
PID/Gender: Dem Men	61% (239)	20% (77)	20% (78)	394
PID/Gender: Dem Women	70% (306)	13% (55)	17% (76)	437
PID/Gender: Ind Men	59% (217)	20% (74)	20% (74)	364
PID/Gender: Ind Women	59% (224)	14% (52)	27% (104)	381
PID/Gender: Rep Men	63% (190)	11% (33)	27% (81)	303
PID/Gender: Rep Women	57% (181)	13% (42)	30% (98)	320
Ideo: Liberal (1-3)	69% (406)	15% (90)	16% (94)	590
Ideo: Moderate (4)	60% (350)	16% (96)	24% (139)	584
Ideo: Conservative (5-7)	57% (408)	14% (98)	29% (208)	714
Educ: < College	60% (908)	16% (235)	24% (369)	1512
Educ: Bachelors degree	65% (290)	14% (61)	21% (92)	444
Educ: Post-grad	65% (159)	15% (37)	20% (49)	244
Income: Under 50k	57% (668)	18% (211)	25% (287)	1165
Income: 50k-100k	64% (437)	13% (89)	23% (162)	688
Income: 100k+	72% (252)	10% (33)	18% (62)	347

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Table ADW2_1: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	62%	(1357)	15%	(333)	23%	(510)	2200
Ethnicity: White	61%	(1057)	13%	(230)	25%	(435)	1722
Ethnicity: Hispanic	69%	(241)	17%	(58)	14%	(50)	349
Ethnicity: Black	63%	(172)	20%	(56)	17%	(47)	274
Ethnicity: Other	63%	(128)	23%	(47)	14%	(29)	204
All Christian	58%	(572)	14%	(135)	28%	(273)	980
All Non-Christian	51%	(72)	23%	(32)	26%	(36)	141
Atheist	66%	(69)	22%	(23)	12%	(13)	106
Agnostic/Nothing in particular	67%	(380)	14%	(77)	20%	(111)	568
Something Else	65%	(263)	16%	(66)	19%	(77)	406
Religious Non-Protestant/Catholic	52%	(79)	24%	(36)	24%	(36)	151
Evangelical	57%	(339)	17%	(102)	26%	(154)	595
Non-Evangelical	63%	(482)	12%	(93)	25%	(193)	768
Community: Urban	63%	(401)	19%	(122)	18%	(114)	636
Community: Suburban	63%	(638)	13%	(131)	24%	(238)	1006
Community: Rural	57%	(318)	14%	(81)	29%	(159)	558
Employ: Private Sector	69%	(444)	13%	(81)	19%	(121)	647
Employ: Government	70%	(107)	16%	(24)	14%	(22)	153
Employ: Self-Employed	55%	(119)	21%	(46)	24%	(52)	217
Employ: Homemaker	58%	(83)	12%	(18)	30%	(43)	143
Employ: Student	69%	(78)	23%	(25)	8%	(9)	112
Employ: Retired	54%	(249)	11%	(49)	36%	(167)	465
Employ: Unemployed	57%	(169)	23%	(68)	20%	(60)	297
Employ: Other	65%	(109)	13%	(21)	22%	(37)	167
Military HH: Yes	57%	(203)	13%	(47)	30%	(107)	357
Military HH: No	63%	(1154)	16%	(286)	22%	(403)	1843
RD/WT: Right Direction	64%	(662)	15%	(160)	21%	(213)	1035
RD/WT: Wrong Track	60%	(695)	15%	(172)	26%	(297)	1165

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Table ADW2_1: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	62%	(1357)	15%	(333)	23%	(510)	2200
Biden Job Approve	64%	(753)	16%	(189)	20%	(241)	1184
Biden Job Disapprove	59%	(501)	14%	(118)	28%	(236)	855
Biden Job Strongly Approve	65%	(418)	14%	(91)	21%	(135)	645
Biden Job Somewhat Approve	62%	(335)	18%	(98)	20%	(106)	539
Biden Job Somewhat Disapprove	67%	(167)	14%	(35)	19%	(48)	250
Biden Job Strongly Disapprove	55%	(334)	14%	(83)	31%	(188)	605
Favorable of Biden	65%	(764)	16%	(185)	19%	(229)	1178
Unfavorable of Biden	58%	(516)	14%	(129)	28%	(246)	891
Very Favorable of Biden	65%	(439)	14%	(97)	20%	(135)	671
Somewhat Favorable of Biden	64%	(324)	17%	(88)	19%	(94)	507
Somewhat Unfavorable of Biden	64%	(155)	15%	(37)	20%	(49)	242
Very Unfavorable of Biden	55%	(360)	14%	(92)	30%	(197)	649
#1 Issue: Economy	65%	(557)	14%	(120)	21%	(178)	855
#1 Issue: Security	53%	(161)	18%	(53)	29%	(89)	302
#1 Issue: Health Care	61%	(178)	16%	(46)	23%	(66)	289
#1 Issue: Medicare / Social Security	48%	(127)	17%	(44)	35%	(93)	263
#1 Issue: Women's Issues	68%	(92)	20%	(27)	12%	(17)	135
#1 Issue: Education	64%	(60)	17%	(16)	19%	(18)	94
#1 Issue: Energy	78%	(92)	11%	(13)	11%	(13)	118
#1 Issue: Other	64%	(92)	10%	(14)	27%	(38)	144
2020 Vote: Joe Biden	65%	(630)	16%	(153)	20%	(192)	975
2020 Vote: Donald Trump	58%	(401)	13%	(89)	29%	(205)	695
2020 Vote: Other	72%	(50)	13%	(9)	15%	(11)	70
2020 Vote: Didn't Vote	60%	(275)	18%	(81)	22%	(103)	459
2018 House Vote: Democrat	66%	(479)	14%	(102)	20%	(150)	731
2018 House Vote: Republican	59%	(343)	12%	(70)	29%	(168)	581
2018 House Vote: Someone else	58%	(32)	19%	(10)	23%	(13)	56

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Table ADW2_1: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	62%	(1357)	15%	(333)	23%	(510)	2200
2016 Vote: Hillary Clinton	66%	(453)	13%	(91)	20%	(137)	681
2016 Vote: Donald Trump	57%	(371)	14%	(90)	29%	(192)	653
2016 Vote: Other	64%	(73)	13%	(15)	23%	(26)	114
2016 Vote: Didn't Vote	61%	(460)	18%	(138)	20%	(153)	751
Voted in 2014: Yes	61%	(752)	14%	(169)	25%	(315)	1237
Voted in 2014: No	63%	(604)	17%	(164)	20%	(195)	963
4-Region: Northeast	60%	(236)	16%	(64)	24%	(93)	394
4-Region: Midwest	59%	(273)	16%	(72)	25%	(118)	462
4-Region: South	63%	(517)	14%	(119)	23%	(188)	824
4-Region: West	63%	(330)	15%	(78)	21%	(112)	520
Subscribes to Ad-Supported Service	73%	(869)	13%	(158)	13%	(157)	1185
Subscribes to Ad-Free Service	78%	(1357)	12%	(202)	11%	(191)	1750
Subscribes to more Services Since COVID	80%	(484)	10%	(63)	10%	(58)	605
Subscribes to Fewer Services Since COVID	58%	(58)	31%	(30)	12%	(12)	100
Plans to Subscribe to more Services	58%	(246)	22%	(96)	20%	(86)	429
Plans to Subscribe to less Services	61%	(219)	16%	(58)	23%	(83)	360

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

Table ADW2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	54% (1184)	12% (261)	34% (755)	2200
Gender: Male	53% (566)	13% (141)	33% (355)	1062
Gender: Female	54% (618)	11% (120)	35% (401)	1138
Age: 18-34	52% (342)	19% (125)	29% (188)	655
Age: 35-44	59% (210)	14% (49)	28% (99)	358
Age: 45-64	58% (432)	8% (59)	35% (260)	751
Age: 65+	46% (200)	6% (28)	48% (208)	436
GenZers: 1997-2012	48% (136)	19% (54)	33% (93)	284
Millennials: 1981-1996	57% (349)	17% (104)	26% (160)	613
GenXers: 1965-1980	60% (315)	10% (53)	30% (160)	528
Baby Boomers: 1946-1964	50% (360)	6% (45)	43% (309)	714
PID: Dem (no lean)	60% (500)	13% (111)	26% (220)	831
PID: Ind (no lean)	49% (368)	14% (106)	36% (271)	745
PID: Rep (no lean)	51% (316)	7% (44)	42% (264)	624
PID/Gender: Dem Men	57% (225)	17% (66)	26% (103)	394
PID/Gender: Dem Women	63% (275)	10% (45)	27% (116)	437
PID/Gender: Ind Men	51% (184)	15% (56)	34% (124)	364
PID/Gender: Ind Women	48% (184)	13% (50)	39% (147)	381
PID/Gender: Rep Men	52% (157)	6% (20)	42% (127)	303
PID/Gender: Rep Women	50% (159)	8% (24)	43% (137)	320
Ideo: Liberal (1-3)	60% (352)	12% (72)	28% (166)	590
Ideo: Moderate (4)	57% (335)	11% (66)	31% (183)	584
Ideo: Conservative (5-7)	52% (369)	9% (66)	39% (279)	714
Educ: < College	50% (761)	13% (193)	37% (557)	1512
Educ: Bachelors degree	59% (263)	10% (44)	31% (137)	444
Educ: Post-grad	65% (159)	10% (24)	25% (61)	244
Income: Under 50k	47% (551)	14% (168)	38% (446)	1165
Income: 50k-100k	59% (409)	9% (64)	31% (215)	688
Income: 100k+	65% (225)	8% (28)	27% (94)	347

Continued on next page

Table ADW2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	54%	(1184)	12%	(261)	34%	(755)	2200
Ethnicity: White	53%	(912)	11%	(187)	36%	(623)	1722
Ethnicity: Hispanic	56%	(197)	14%	(47)	30%	(106)	349
Ethnicity: Black	61%	(166)	15%	(41)	25%	(67)	274
Ethnicity: Other	52%	(106)	16%	(33)	32%	(65)	204
All Christian	54%	(524)	8%	(83)	38%	(373)	980
All Non-Christian	58%	(82)	12%	(17)	29%	(41)	141
Atheist	59%	(62)	17%	(18)	24%	(25)	106
Agnostic/Nothing in particular	52%	(297)	14%	(80)	34%	(191)	568
Something Else	54%	(219)	15%	(63)	31%	(125)	406
Religious Non-Protestant/Catholic	57%	(86)	12%	(19)	30%	(46)	151
Evangelical	53%	(317)	10%	(60)	37%	(218)	595
Non-Evangelical	54%	(417)	11%	(84)	35%	(268)	768
Community: Urban	58%	(369)	14%	(91)	28%	(176)	636
Community: Suburban	55%	(558)	11%	(109)	34%	(340)	1006
Community: Rural	46%	(257)	11%	(61)	43%	(239)	558
Employ: Private Sector	61%	(393)	10%	(64)	29%	(190)	647
Employ: Government	61%	(93)	15%	(23)	24%	(37)	153
Employ: Self-Employed	56%	(122)	16%	(34)	28%	(61)	217
Employ: Homemaker	53%	(76)	8%	(11)	39%	(56)	143
Employ: Student	53%	(59)	22%	(24)	25%	(28)	112
Employ: Retired	51%	(239)	5%	(25)	43%	(201)	465
Employ: Unemployed	47%	(141)	16%	(48)	36%	(108)	297
Employ: Other	37%	(62)	18%	(31)	44%	(74)	167
Military HH: Yes	51%	(182)	10%	(37)	39%	(137)	357
Military HH: No	54%	(1002)	12%	(224)	34%	(618)	1843
RD/WT: Right Direction	55%	(565)	13%	(131)	33%	(339)	1035
RD/WT: Wrong Track	53%	(619)	11%	(129)	36%	(416)	1165

Continued on next page

Table ADW2_2: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	54%	(1184)	12%	(261)	34%	(755)	2200
Biden Job Approve	56%	(667)	13%	(159)	30%	(358)	1184
Biden Job Disapprove	53%	(452)	9%	(81)	38%	(322)	855
Biden Job Strongly Approve	63%	(408)	10%	(66)	27%	(172)	645
Biden Job Somewhat Approve	48%	(259)	17%	(93)	35%	(187)	539
Biden Job Somewhat Disapprove	55%	(138)	14%	(35)	31%	(78)	250
Biden Job Strongly Disapprove	52%	(314)	8%	(46)	40%	(244)	605
Favorable of Biden	56%	(665)	12%	(146)	31%	(366)	1178
Unfavorable of Biden	53%	(470)	10%	(88)	37%	(332)	891
Very Favorable of Biden	62%	(415)	11%	(72)	27%	(184)	671
Somewhat Favorable of Biden	49%	(250)	15%	(74)	36%	(182)	507
Somewhat Unfavorable of Biden	55%	(134)	13%	(32)	31%	(76)	242
Very Unfavorable of Biden	52%	(337)	9%	(56)	40%	(257)	649
#1 Issue: Economy	58%	(495)	11%	(95)	31%	(265)	855
#1 Issue: Security	54%	(162)	10%	(30)	36%	(110)	302
#1 Issue: Health Care	54%	(157)	12%	(35)	34%	(97)	289
#1 Issue: Medicare / Social Security	44%	(116)	7%	(19)	48%	(128)	263
#1 Issue: Women's Issues	45%	(61)	21%	(28)	34%	(46)	135
#1 Issue: Education	44%	(41)	18%	(17)	38%	(36)	94
#1 Issue: Energy	63%	(74)	16%	(19)	21%	(24)	118
#1 Issue: Other	54%	(77)	11%	(16)	35%	(50)	144
2020 Vote: Joe Biden	59%	(578)	13%	(124)	28%	(273)	975
2020 Vote: Donald Trump	51%	(351)	8%	(56)	41%	(288)	695
2020 Vote: Other	66%	(46)	15%	(11)	19%	(13)	70
2020 Vote: Didn't Vote	45%	(208)	15%	(71)	39%	(180)	459
2018 House Vote: Democrat	61%	(447)	11%	(83)	27%	(201)	731
2018 House Vote: Republican	53%	(309)	8%	(49)	38%	(222)	581
2018 House Vote: Someone else	48%	(27)	15%	(8)	38%	(21)	56

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Table ADW2_2: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	54%	(1184)	12%	(261)	34%	(755)	2200
2016 Vote: Hillary Clinton	61%	(416)	11%	(75)	28%	(190)	681
2016 Vote: Donald Trump	54%	(352)	8%	(53)	38%	(247)	653
2016 Vote: Other	56%	(64)	13%	(15)	31%	(35)	114
2016 Vote: Didn't Vote	47%	(351)	16%	(117)	38%	(283)	751
Voted in 2014: Yes	58%	(718)	9%	(106)	33%	(412)	1237
Voted in 2014: No	48%	(466)	16%	(154)	36%	(343)	963
4-Region: Northeast	49%	(193)	13%	(53)	37%	(147)	394
4-Region: Midwest	49%	(225)	12%	(55)	39%	(182)	462
4-Region: South	55%	(454)	11%	(94)	34%	(277)	824
4-Region: West	60%	(312)	11%	(59)	29%	(149)	520
Subscribes to Ad-Supported Service	67%	(791)	10%	(114)	24%	(280)	1185
Subscribes to Ad-Free Service	68%	(1184)	10%	(182)	22%	(384)	1750
Subscribes to more Services Since COVID	74%	(449)	10%	(59)	16%	(97)	605
Subscribes to Fewer Services Since COVID	52%	(52)	25%	(25)	23%	(23)	100
Plans to Subscribe to more Services	56%	(242)	17%	(72)	27%	(115)	429
Plans to Subscribe to less Services	54%	(195)	17%	(60)	29%	(104)	360

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

**Table ADW2_3: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-supported)**

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(692)	16%	(348)	53%	(1160)	2200
Gender: Male	29%	(308)	17%	(179)	54%	(574)	1062
Gender: Female	34%	(384)	15%	(169)	51%	(585)	1138
Age: 18-34	39%	(255)	21%	(138)	40%	(263)	655
Age: 35-44	36%	(129)	21%	(76)	43%	(152)	358
Age: 45-64	32%	(237)	12%	(91)	56%	(423)	751
Age: 65+	16%	(71)	10%	(44)	74%	(322)	436
GenZers: 1997-2012	35%	(101)	22%	(64)	42%	(119)	284
Millennials: 1981-1996	41%	(250)	21%	(126)	39%	(237)	613
GenXers: 1965-1980	36%	(192)	15%	(81)	48%	(255)	528
Baby Boomers: 1946-1964	21%	(147)	10%	(73)	69%	(495)	714
PID: Dem (no lean)	36%	(300)	17%	(140)	47%	(391)	831
PID: Ind (no lean)	29%	(216)	17%	(128)	54%	(401)	745
PID: Rep (no lean)	28%	(176)	13%	(80)	59%	(368)	624
PID/Gender: Dem Men	32%	(126)	17%	(69)	50%	(199)	394
PID/Gender: Dem Women	40%	(174)	16%	(71)	44%	(192)	437
PID/Gender: Ind Men	27%	(100)	20%	(72)	53%	(193)	364
PID/Gender: Ind Women	30%	(116)	15%	(56)	55%	(209)	381
PID/Gender: Rep Men	27%	(82)	13%	(38)	60%	(183)	303
PID/Gender: Rep Women	29%	(94)	13%	(42)	58%	(185)	320
Ideo: Liberal (1-3)	36%	(214)	19%	(110)	45%	(265)	590
Ideo: Moderate (4)	28%	(163)	18%	(107)	54%	(314)	584
Ideo: Conservative (5-7)	28%	(198)	12%	(84)	61%	(433)	714
Educ: < College	32%	(482)	16%	(242)	52%	(788)	1512
Educ: Bachelors degree	29%	(130)	14%	(64)	56%	(250)	444
Educ: Post-grad	33%	(80)	17%	(42)	50%	(122)	244
Income: Under 50k	31%	(358)	17%	(197)	52%	(609)	1165
Income: 50k-100k	32%	(220)	15%	(102)	53%	(366)	688
Income: 100k+	33%	(114)	14%	(49)	53%	(184)	347

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Table ADW2_3: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-supported)*

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	31% (692)	16% (348)	53% (1160)	2200
Ethnicity: White	30% (521)	15% (250)	55% (951)	1722
Ethnicity: Hispanic	43% (152)	17% (59)	40% (138)	349
Ethnicity: Black	37% (102)	20% (56)	43% (117)	274
Ethnicity: Other	34% (70)	21% (42)	45% (92)	204
All Christian	30% (291)	14% (139)	56% (550)	980
All Non-Christian	35% (49)	16% (22)	50% (70)	141
Atheist	25% (26)	22% (23)	53% (56)	106
Agnostic/Nothing in particular	31% (176)	17% (95)	52% (297)	568
Something Else	37% (151)	17% (69)	46% (187)	406
Religious Non-Protestant/Catholic	33% (50)	15% (23)	52% (78)	151
Evangelical	34% (202)	17% (102)	49% (291)	595
Non-Evangelical	31% (235)	13% (103)	56% (430)	768
Community: Urban	37% (238)	17% (109)	45% (289)	636
Community: Suburban	29% (287)	15% (147)	57% (572)	1006
Community: Rural	30% (166)	17% (93)	54% (299)	558
Employ: Private Sector	36% (236)	15% (95)	49% (316)	647
Employ: Government	34% (52)	20% (30)	47% (71)	153
Employ: Self-Employed	26% (57)	18% (39)	56% (121)	217
Employ: Homemaker	27% (39)	13% (19)	59% (85)	143
Employ: Student	36% (41)	30% (33)	34% (38)	112
Employ: Retired	23% (107)	10% (48)	67% (310)	465
Employ: Unemployed	33% (99)	22% (64)	45% (133)	297
Employ: Other	37% (62)	12% (20)	51% (85)	167
Military HH: Yes	27% (95)	14% (51)	59% (210)	357
Military HH: No	32% (597)	16% (297)	52% (950)	1843
RD/WT: Right Direction	33% (339)	19% (201)	48% (495)	1035
RD/WT: Wrong Track	30% (353)	13% (147)	57% (664)	1165

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Table ADW2_3: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-supported)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(692)	16%	(348)	53%	(1160)	2200
Biden Job Approve	34%	(398)	19%	(220)	48%	(566)	1184
Biden Job Disapprove	26%	(226)	13%	(113)	60%	(516)	855
Biden Job Strongly Approve	37%	(242)	17%	(107)	46%	(296)	645
Biden Job Somewhat Approve	29%	(156)	21%	(113)	50%	(270)	539
Biden Job Somewhat Disapprove	32%	(81)	12%	(31)	55%	(139)	250
Biden Job Strongly Disapprove	24%	(146)	14%	(82)	62%	(377)	605
Favorable of Biden	34%	(395)	18%	(215)	48%	(568)	1178
Unfavorable of Biden	27%	(245)	14%	(121)	59%	(525)	891
Very Favorable of Biden	35%	(234)	19%	(126)	46%	(311)	671
Somewhat Favorable of Biden	32%	(162)	17%	(88)	51%	(257)	507
Somewhat Unfavorable of Biden	34%	(82)	15%	(37)	51%	(122)	242
Very Unfavorable of Biden	25%	(162)	13%	(84)	62%	(403)	649
#1 Issue: Economy	34%	(289)	16%	(138)	50%	(428)	855
#1 Issue: Security	25%	(76)	14%	(43)	61%	(184)	302
#1 Issue: Health Care	30%	(86)	16%	(47)	54%	(156)	289
#1 Issue: Medicare / Social Security	22%	(59)	12%	(31)	66%	(173)	263
#1 Issue: Women's Issues	46%	(62)	19%	(26)	35%	(48)	135
#1 Issue: Education	35%	(33)	26%	(25)	38%	(36)	94
#1 Issue: Energy	35%	(42)	16%	(19)	49%	(57)	118
#1 Issue: Other	32%	(45)	14%	(21)	54%	(78)	144
2020 Vote: Joe Biden	35%	(337)	17%	(166)	48%	(471)	975
2020 Vote: Donald Trump	26%	(183)	13%	(91)	61%	(421)	695
2020 Vote: Other	35%	(24)	17%	(12)	48%	(34)	70
2020 Vote: Didn't Vote	32%	(147)	17%	(80)	51%	(233)	459
2018 House Vote: Democrat	33%	(241)	17%	(125)	50%	(365)	731
2018 House Vote: Republican	25%	(147)	15%	(87)	60%	(346)	581
2018 House Vote: Someone else	18%	(10)	11%	(6)	71%	(40)	56

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Table ADW2_3: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-supported)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	31%	(692)	16%	(348)	53%	(1160)	2200
2016 Vote: Hillary Clinton	34%	(228)	16%	(109)	50%	(344)	681
2016 Vote: Donald Trump	25%	(164)	16%	(104)	59%	(385)	653
2016 Vote: Other	36%	(41)	11%	(12)	53%	(61)	114
2016 Vote: Didn't Vote	34%	(259)	16%	(122)	49%	(370)	751
Voted in 2014: Yes	30%	(366)	16%	(193)	55%	(678)	1237
Voted in 2014: No	34%	(326)	16%	(156)	50%	(481)	963
4-Region: Northeast	28%	(109)	14%	(57)	58%	(228)	394
4-Region: Midwest	32%	(146)	16%	(76)	52%	(240)	462
4-Region: South	31%	(253)	17%	(137)	53%	(434)	824
4-Region: West	35%	(184)	15%	(78)	50%	(258)	520
Subscribes to Ad-Supported Service	58%	(692)	13%	(155)	28%	(338)	1185
Subscribes to Ad-Free Service	39%	(682)	16%	(286)	45%	(783)	1750
Subscribes to more Services Since COVID	43%	(262)	17%	(101)	40%	(241)	605
Subscribes to Fewer Services Since COVID	29%	(29)	28%	(28)	42%	(42)	100
Plans to Subscribe to more Services	35%	(151)	19%	(82)	46%	(196)	429
Plans to Subscribe to less Services	32%	(116)	19%	(69)	49%	(175)	360

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

Table ADW2_4: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-free)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	25%	(543)	15%	(331)	60%	(1326)	2200
Gender: Male	26%	(276)	16%	(174)	58%	(612)	1062
Gender: Female	23%	(267)	14%	(157)	63%	(714)	1138
Age: 18-34	35%	(231)	19%	(127)	45%	(298)	655
Age: 35-44	28%	(101)	22%	(77)	50%	(179)	358
Age: 45-64	21%	(161)	11%	(83)	67%	(506)	751
Age: 65+	11%	(50)	10%	(44)	79%	(343)	436
GenZers: 1997-2012	35%	(100)	21%	(60)	44%	(124)	284
Millennials: 1981-1996	33%	(204)	20%	(125)	46%	(283)	613
GenXers: 1965-1980	24%	(125)	14%	(71)	63%	(331)	528
Baby Boomers: 1946-1964	15%	(109)	10%	(71)	75%	(534)	714
PID: Dem (no lean)	29%	(239)	17%	(140)	54%	(452)	831
PID: Ind (no lean)	24%	(177)	15%	(109)	62%	(459)	745
PID: Rep (no lean)	20%	(127)	13%	(81)	67%	(415)	624
PID/Gender: Dem Men	28%	(109)	19%	(77)	53%	(208)	394
PID/Gender: Dem Women	30%	(129)	15%	(64)	56%	(244)	437
PID/Gender: Ind Men	26%	(96)	17%	(61)	57%	(207)	364
PID/Gender: Ind Women	21%	(81)	13%	(48)	66%	(251)	381
PID/Gender: Rep Men	23%	(70)	12%	(37)	65%	(197)	303
PID/Gender: Rep Women	18%	(57)	14%	(45)	68%	(218)	320
Ideo: Liberal (1-3)	28%	(166)	19%	(110)	53%	(314)	590
Ideo: Moderate (4)	25%	(144)	13%	(75)	63%	(365)	584
Ideo: Conservative (5-7)	22%	(158)	13%	(95)	65%	(461)	714
Educ: < College	25%	(383)	15%	(219)	60%	(910)	1512
Educ: Bachelors degree	22%	(98)	16%	(70)	62%	(276)	444
Educ: Post-grad	25%	(62)	17%	(41)	58%	(141)	244
Income: Under 50k	23%	(267)	17%	(199)	60%	(699)	1165
Income: 50k-100k	24%	(164)	13%	(88)	63%	(435)	688
Income: 100k+	32%	(111)	13%	(44)	55%	(192)	347

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Table ADW2_4: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	25%	(543)	15%	(331)	60%	(1326)	2200
Ethnicity: White	24%	(416)	14%	(233)	62%	(1073)	1722
Ethnicity: Hispanic	34%	(118)	26%	(91)	40%	(141)	349
Ethnicity: Black	28%	(76)	17%	(48)	55%	(150)	274
Ethnicity: Other	25%	(51)	24%	(50)	51%	(104)	204
All Christian	21%	(206)	14%	(134)	65%	(640)	980
All Non-Christian	24%	(34)	18%	(26)	57%	(80)	141
Atheist	20%	(21)	20%	(21)	59%	(63)	106
Agnostic/Nothing in particular	27%	(152)	16%	(88)	58%	(328)	568
Something Else	32%	(129)	15%	(62)	53%	(215)	406
Religious Non-Protestant/Catholic	23%	(35)	18%	(27)	59%	(90)	151
Evangelical	27%	(158)	17%	(99)	57%	(338)	595
Non-Evangelical	23%	(173)	12%	(93)	65%	(503)	768
Community: Urban	29%	(185)	19%	(120)	52%	(332)	636
Community: Suburban	23%	(231)	13%	(129)	64%	(646)	1006
Community: Rural	23%	(128)	15%	(82)	62%	(348)	558
Employ: Private Sector	30%	(192)	14%	(93)	56%	(361)	647
Employ: Government	28%	(43)	20%	(31)	52%	(79)	153
Employ: Self-Employed	25%	(54)	16%	(35)	59%	(127)	217
Employ: Homemaker	16%	(23)	15%	(21)	69%	(99)	143
Employ: Student	38%	(42)	25%	(28)	37%	(41)	112
Employ: Retired	15%	(69)	10%	(49)	75%	(347)	465
Employ: Unemployed	26%	(77)	18%	(52)	56%	(167)	297
Employ: Other	25%	(42)	13%	(21)	62%	(104)	167
Military HH: Yes	26%	(91)	16%	(59)	58%	(207)	357
Military HH: No	25%	(452)	15%	(272)	61%	(1119)	1843
RD/WT: Right Direction	27%	(277)	17%	(180)	56%	(578)	1035
RD/WT: Wrong Track	23%	(266)	13%	(151)	64%	(748)	1165

Continued on next page

Table ADW2_4: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	25%	(543)	15%	(331)	60%	(1326)	2200
Biden Job Approve	27%	(323)	16%	(195)	56%	(666)	1184
Biden Job Disapprove	21%	(177)	14%	(116)	66%	(562)	855
Biden Job Strongly Approve	30%	(194)	16%	(102)	54%	(349)	645
Biden Job Somewhat Approve	24%	(129)	17%	(93)	59%	(317)	539
Biden Job Somewhat Disapprove	24%	(60)	16%	(40)	60%	(150)	250
Biden Job Strongly Disapprove	19%	(117)	13%	(76)	68%	(412)	605
Favorable of Biden	27%	(319)	16%	(185)	57%	(675)	1178
Unfavorable of Biden	21%	(188)	14%	(127)	65%	(575)	891
Very Favorable of Biden	30%	(199)	16%	(106)	54%	(365)	671
Somewhat Favorable of Biden	24%	(120)	15%	(78)	61%	(309)	507
Somewhat Unfavorable of Biden	27%	(65)	20%	(48)	53%	(129)	242
Very Unfavorable of Biden	19%	(123)	12%	(79)	69%	(447)	649
#1 Issue: Economy	28%	(239)	15%	(128)	57%	(487)	855
#1 Issue: Security	19%	(57)	14%	(42)	67%	(203)	302
#1 Issue: Health Care	20%	(58)	16%	(47)	64%	(184)	289
#1 Issue: Medicare / Social Security	19%	(51)	13%	(33)	68%	(179)	263
#1 Issue: Women's Issues	29%	(39)	19%	(26)	52%	(70)	135
#1 Issue: Education	28%	(26)	13%	(12)	59%	(55)	94
#1 Issue: Energy	32%	(38)	18%	(21)	50%	(59)	118
#1 Issue: Other	24%	(35)	15%	(21)	61%	(88)	144
2020 Vote: Joe Biden	27%	(260)	17%	(163)	57%	(552)	975
2020 Vote: Donald Trump	20%	(137)	12%	(83)	68%	(475)	695
2020 Vote: Other	34%	(24)	9%	(6)	57%	(40)	70
2020 Vote: Didn't Vote	27%	(122)	17%	(77)	57%	(259)	459
2018 House Vote: Democrat	25%	(184)	17%	(125)	58%	(422)	731
2018 House Vote: Republican	20%	(115)	12%	(71)	68%	(395)	581
2018 House Vote: Someone else	17%	(10)	13%	(7)	70%	(39)	56

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Table ADW2_4: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Hulu (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	25% (543)	15% (331)	60% (1326)	2200
2016 Vote: Hillary Clinton	25% (169)	17% (116)	58% (395)	681
2016 Vote: Donald Trump	21% (139)	14% (91)	65% (422)	653
2016 Vote: Other	13% (15)	13% (14)	75% (85)	114
2016 Vote: Didn't Vote	29% (220)	14% (108)	56% (423)	751
Voted in 2014: Yes	22% (275)	14% (176)	64% (786)	1237
Voted in 2014: No	28% (268)	16% (155)	56% (541)	963
4-Region: Northeast	24% (94)	14% (57)	62% (242)	394
4-Region: Midwest	25% (117)	12% (57)	62% (288)	462
4-Region: South	22% (182)	17% (136)	61% (506)	824
4-Region: West	29% (149)	16% (81)	56% (290)	520
Subscribes to Ad-Supported Service	35% (414)	16% (185)	49% (586)	1185
Subscribes to Ad-Free Service	31% (543)	15% (270)	54% (937)	1750
Subscribes to more Services Since COVID	36% (218)	17% (101)	47% (286)	605
Subscribes to Fewer Services Since COVID	20% (20)	30% (30)	50% (50)	100
Plans to Subscribe to more Services	32% (136)	22% (95)	46% (198)	429
Plans to Subscribe to less Services	31% (111)	18% (66)	51% (182)	360

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

**Table ADW2_5: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-supported)**

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	10%	(222)	8%	(169)	82%	(1809)	2200
Gender: Male	12%	(130)	9%	(98)	79%	(834)	1062
Gender: Female	8%	(93)	6%	(71)	86%	(975)	1138
Age: 18-34	12%	(77)	12%	(78)	76%	(500)	655
Age: 35-44	11%	(41)	12%	(43)	77%	(274)	358
Age: 45-64	9%	(67)	5%	(36)	86%	(648)	751
Age: 65+	9%	(38)	3%	(12)	89%	(386)	436
GenZers: 1997-2012	8%	(21)	11%	(32)	81%	(230)	284
Millennials: 1981-1996	15%	(90)	13%	(77)	73%	(445)	613
GenXers: 1965-1980	8%	(44)	7%	(39)	84%	(445)	528
Baby Boomers: 1946-1964	9%	(66)	3%	(19)	88%	(629)	714
PID: Dem (no lean)	12%	(104)	10%	(81)	78%	(647)	831
PID: Ind (no lean)	7%	(49)	7%	(52)	86%	(643)	745
PID: Rep (no lean)	11%	(69)	6%	(36)	83%	(519)	624
PID/Gender: Dem Men	17%	(66)	12%	(48)	71%	(281)	394
PID/Gender: Dem Women	9%	(38)	8%	(33)	84%	(366)	437
PID/Gender: Ind Men	6%	(23)	9%	(33)	84%	(308)	364
PID/Gender: Ind Women	7%	(26)	5%	(19)	88%	(336)	381
PID/Gender: Rep Men	14%	(41)	6%	(17)	81%	(246)	303
PID/Gender: Rep Women	9%	(28)	6%	(19)	85%	(273)	320
Ideo: Liberal (1-3)	15%	(91)	9%	(53)	76%	(446)	590
Ideo: Moderate (4)	7%	(39)	8%	(45)	86%	(500)	584
Ideo: Conservative (5-7)	9%	(65)	6%	(44)	85%	(606)	714
Educ: < College	9%	(142)	7%	(108)	84%	(1263)	1512
Educ: Bachelors degree	11%	(49)	9%	(39)	80%	(356)	444
Educ: Post-grad	13%	(32)	9%	(23)	78%	(190)	244
Income: Under 50k	9%	(106)	6%	(74)	85%	(985)	1165
Income: 50k-100k	10%	(71)	9%	(61)	81%	(555)	688
Income: 100k+	13%	(46)	10%	(33)	77%	(269)	347

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Table ADW2_5: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	10%	(222)	8%	(169)	82%	(1809)	2200
Ethnicity: White	11%	(182)	7%	(114)	83%	(1426)	1722
Ethnicity: Hispanic	14%	(50)	12%	(43)	73%	(256)	349
Ethnicity: Black	10%	(27)	12%	(34)	78%	(214)	274
Ethnicity: Other	7%	(14)	11%	(22)	83%	(168)	204
All Christian	10%	(100)	8%	(76)	82%	(804)	980
All Non-Christian	25%	(35)	13%	(19)	62%	(88)	141
Atheist	2%	(2)	3%	(3)	95%	(100)	106
Agnostic/Nothing in particular	9%	(52)	8%	(43)	83%	(473)	568
Something Else	8%	(34)	7%	(28)	85%	(345)	406
Religious Non-Protestant/Catholic	23%	(35)	12%	(19)	65%	(98)	151
Evangelical	11%	(64)	9%	(54)	80%	(477)	595
Non-Evangelical	9%	(69)	6%	(47)	85%	(652)	768
Community: Urban	15%	(93)	13%	(81)	73%	(463)	636
Community: Suburban	9%	(94)	5%	(54)	85%	(858)	1006
Community: Rural	6%	(36)	6%	(34)	87%	(488)	558
Employ: Private Sector	11%	(71)	10%	(62)	79%	(513)	647
Employ: Government	12%	(19)	17%	(26)	71%	(108)	153
Employ: Self-Employed	14%	(30)	7%	(16)	79%	(171)	217
Employ: Homemaker	5%	(7)	4%	(6)	91%	(130)	143
Employ: Student	12%	(13)	12%	(14)	76%	(85)	112
Employ: Retired	9%	(40)	2%	(10)	89%	(415)	465
Employ: Unemployed	9%	(27)	8%	(25)	83%	(246)	297
Employ: Other	9%	(15)	6%	(10)	85%	(141)	167
Military HH: Yes	9%	(33)	8%	(30)	82%	(294)	357
Military HH: No	10%	(190)	8%	(139)	82%	(1515)	1843
RD/WT: Right Direction	13%	(134)	10%	(105)	77%	(797)	1035
RD/WT: Wrong Track	8%	(89)	6%	(64)	87%	(1012)	1165

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Table ADW2_5: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	10%	(222)	8%	(169)	82%	(1809)	2200
Biden Job Approve	12%	(144)	9%	(111)	78%	(929)	1184
Biden Job Disapprove	8%	(72)	6%	(48)	86%	(735)	855
Biden Job Strongly Approve	17%	(107)	10%	(63)	74%	(476)	645
Biden Job Somewhat Approve	7%	(37)	9%	(48)	84%	(453)	539
Biden Job Somewhat Disapprove	9%	(23)	8%	(21)	83%	(206)	250
Biden Job Strongly Disapprove	8%	(49)	4%	(27)	87%	(528)	605
Favorable of Biden	12%	(139)	9%	(104)	79%	(935)	1178
Unfavorable of Biden	8%	(74)	6%	(52)	86%	(764)	891
Very Favorable of Biden	15%	(104)	9%	(63)	75%	(505)	671
Somewhat Favorable of Biden	7%	(35)	8%	(41)	85%	(430)	507
Somewhat Unfavorable of Biden	9%	(23)	8%	(20)	82%	(199)	242
Very Unfavorable of Biden	8%	(52)	5%	(32)	87%	(566)	649
#1 Issue: Economy	10%	(89)	8%	(70)	81%	(696)	855
#1 Issue: Security	11%	(33)	6%	(17)	83%	(252)	302
#1 Issue: Health Care	10%	(29)	8%	(24)	82%	(236)	289
#1 Issue: Medicare / Social Security	11%	(28)	3%	(8)	86%	(227)	263
#1 Issue: Women's Issues	11%	(15)	12%	(16)	77%	(105)	135
#1 Issue: Education	13%	(12)	7%	(7)	80%	(75)	94
#1 Issue: Energy	8%	(9)	13%	(16)	79%	(93)	118
#1 Issue: Other	5%	(7)	8%	(12)	87%	(125)	144
2020 Vote: Joe Biden	12%	(119)	10%	(93)	78%	(763)	975
2020 Vote: Donald Trump	10%	(69)	5%	(35)	85%	(591)	695
2020 Vote: Other	5%	(4)	6%	(4)	88%	(62)	70
2020 Vote: Didn't Vote	7%	(31)	8%	(37)	85%	(391)	459
2018 House Vote: Democrat	13%	(94)	8%	(61)	79%	(576)	731
2018 House Vote: Republican	11%	(65)	6%	(35)	83%	(481)	581
2018 House Vote: Someone else	7%	(4)	2%	(1)	91%	(51)	56

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Table ADW2_5: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	10%	(222)	8%	(169)	82%	(1809)	2200
2016 Vote: Hillary Clinton	13%	(88)	8%	(54)	79%	(538)	681
2016 Vote: Donald Trump	12%	(77)	6%	(37)	83%	(539)	653
2016 Vote: Other	4%	(5)	8%	(10)	87%	(99)	114
2016 Vote: Didn't Vote	7%	(52)	9%	(67)	84%	(632)	751
Voted in 2014: Yes	12%	(148)	7%	(89)	81%	(999)	1237
Voted in 2014: No	8%	(74)	8%	(80)	84%	(810)	963
4-Region: Northeast	13%	(49)	9%	(35)	78%	(309)	394
4-Region: Midwest	8%	(38)	7%	(32)	85%	(392)	462
4-Region: South	10%	(81)	6%	(53)	84%	(690)	824
4-Region: West	10%	(53)	9%	(49)	80%	(418)	520
Subscribes to Ad-Supported Service	19%	(222)	9%	(108)	72%	(855)	1185
Subscribes to Ad-Free Service	12%	(218)	8%	(140)	80%	(1392)	1750
Subscribes to more Services Since COVID	17%	(100)	10%	(62)	73%	(443)	605
Subscribes to Fewer Services Since COVID	3%	(3)	20%	(19)	77%	(77)	100
Plans to Subscribe to more Services	16%	(67)	11%	(48)	73%	(313)	429
Plans to Subscribe to less Services	12%	(43)	13%	(47)	75%	(270)	360

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

Table ADW2_6: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Paramount+ (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(208)	9%	(195)	82%	(1798)	2200
Gender: Male	12%	(124)	11%	(117)	77%	(821)	1062
Gender: Female	7%	(84)	7%	(78)	86%	(976)	1138
Age: 18-34	14%	(91)	16%	(103)	70%	(461)	655
Age: 35-44	11%	(38)	12%	(43)	77%	(277)	358
Age: 45-64	8%	(60)	5%	(38)	87%	(653)	751
Age: 65+	4%	(18)	3%	(11)	93%	(407)	436
GenZers: 1997-2012	11%	(33)	14%	(39)	75%	(212)	284
Millennials: 1981-1996	14%	(88)	16%	(96)	70%	(428)	613
GenXers: 1965-1980	7%	(37)	7%	(38)	86%	(453)	528
Baby Boomers: 1946-1964	7%	(48)	3%	(21)	90%	(645)	714
PID: Dem (no lean)	13%	(112)	10%	(83)	77%	(637)	831
PID: Ind (no lean)	7%	(53)	9%	(65)	84%	(627)	745
PID: Rep (no lean)	7%	(43)	8%	(47)	86%	(533)	624
PID/Gender: Dem Men	18%	(72)	13%	(53)	68%	(269)	394
PID/Gender: Dem Women	9%	(40)	7%	(30)	84%	(367)	437
PID/Gender: Ind Men	7%	(26)	10%	(37)	83%	(301)	364
PID/Gender: Ind Women	7%	(27)	7%	(28)	86%	(326)	381
PID/Gender: Rep Men	8%	(26)	9%	(27)	83%	(250)	303
PID/Gender: Rep Women	5%	(18)	6%	(20)	88%	(283)	320
Ideo: Liberal (1-3)	16%	(94)	8%	(50)	76%	(446)	590
Ideo: Moderate (4)	8%	(48)	10%	(58)	82%	(478)	584
Ideo: Conservative (5-7)	6%	(46)	9%	(61)	85%	(607)	714
Educ: < College	8%	(124)	9%	(138)	83%	(1251)	1512
Educ: Bachelors degree	12%	(54)	8%	(35)	80%	(355)	444
Educ: Post-grad	12%	(30)	9%	(22)	78%	(191)	244
Income: Under 50k	9%	(106)	10%	(111)	81%	(948)	1165
Income: 50k-100k	9%	(59)	8%	(55)	83%	(574)	688
Income: 100k+	12%	(43)	8%	(29)	79%	(275)	347

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Table ADW2_6: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(208)	9%	(195)	82%	(1798)	2200
Ethnicity: White	10%	(166)	7%	(121)	83%	(1435)	1722
Ethnicity: Hispanic	14%	(48)	19%	(66)	68%	(236)	349
Ethnicity: Black	10%	(27)	16%	(43)	74%	(204)	274
Ethnicity: Other	7%	(15)	15%	(31)	78%	(158)	204
All Christian	9%	(92)	8%	(79)	83%	(809)	980
All Non-Christian	22%	(31)	12%	(17)	66%	(93)	141
Atheist	10%	(10)	5%	(6)	85%	(90)	106
Agnostic/Nothing in particular	8%	(47)	9%	(49)	83%	(472)	568
Something Else	7%	(28)	11%	(44)	82%	(333)	406
Religious Non-Protestant/Catholic	21%	(31)	11%	(17)	68%	(103)	151
Evangelical	11%	(68)	10%	(62)	78%	(465)	595
Non-Evangelical	7%	(51)	8%	(61)	85%	(657)	768
Community: Urban	15%	(94)	12%	(77)	73%	(464)	636
Community: Suburban	8%	(77)	7%	(71)	85%	(858)	1006
Community: Rural	6%	(36)	8%	(47)	85%	(475)	558
Employ: Private Sector	12%	(75)	10%	(62)	79%	(510)	647
Employ: Government	10%	(16)	15%	(23)	74%	(114)	153
Employ: Self-Employed	13%	(29)	10%	(21)	77%	(166)	217
Employ: Homemaker	8%	(12)	6%	(9)	86%	(123)	143
Employ: Student	12%	(13)	24%	(26)	64%	(72)	112
Employ: Retired	6%	(27)	2%	(8)	92%	(429)	465
Employ: Unemployed	8%	(24)	10%	(30)	82%	(242)	297
Employ: Other	7%	(11)	9%	(15)	85%	(141)	167
Military HH: Yes	10%	(36)	7%	(25)	83%	(296)	357
Military HH: No	9%	(172)	9%	(170)	81%	(1502)	1843
RD/WT: Right Direction	13%	(134)	10%	(109)	77%	(793)	1035
RD/WT: Wrong Track	6%	(73)	7%	(86)	86%	(1005)	1165

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Table ADW2_6: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Paramount+ (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(208)	9%	(195)	82%	(1798)	2200
Biden Job Approve	13%	(152)	10%	(118)	77%	(914)	1184
Biden Job Disapprove	6%	(49)	7%	(61)	87%	(745)	855
Biden Job Strongly Approve	17%	(111)	10%	(66)	73%	(468)	645
Biden Job Somewhat Approve	8%	(41)	10%	(52)	83%	(446)	539
Biden Job Somewhat Disapprove	4%	(11)	12%	(29)	84%	(210)	250
Biden Job Strongly Disapprove	6%	(38)	5%	(32)	89%	(535)	605
Favorable of Biden	12%	(141)	9%	(108)	79%	(929)	1178
Unfavorable of Biden	6%	(56)	7%	(66)	86%	(769)	891
Very Favorable of Biden	17%	(112)	10%	(64)	74%	(495)	671
Somewhat Favorable of Biden	6%	(30)	9%	(43)	86%	(434)	507
Somewhat Unfavorable of Biden	8%	(18)	13%	(31)	80%	(193)	242
Very Unfavorable of Biden	6%	(38)	5%	(35)	89%	(576)	649
#1 Issue: Economy	8%	(70)	11%	(97)	81%	(688)	855
#1 Issue: Security	8%	(23)	7%	(23)	85%	(257)	302
#1 Issue: Health Care	11%	(31)	6%	(18)	83%	(239)	289
#1 Issue: Medicare / Social Security	8%	(21)	3%	(8)	89%	(234)	263
#1 Issue: Women's Issues	13%	(17)	13%	(17)	74%	(101)	135
#1 Issue: Education	16%	(15)	13%	(12)	71%	(67)	94
#1 Issue: Energy	22%	(25)	13%	(15)	65%	(77)	118
#1 Issue: Other	3%	(4)	3%	(5)	94%	(135)	144
2020 Vote: Joe Biden	14%	(133)	10%	(100)	76%	(742)	975
2020 Vote: Donald Trump	7%	(46)	6%	(43)	87%	(606)	695
2020 Vote: Other	4%	(3)	2%	(2)	93%	(65)	70
2020 Vote: Didn't Vote	6%	(26)	11%	(50)	84%	(383)	459
2018 House Vote: Democrat	14%	(100)	9%	(66)	77%	(564)	731
2018 House Vote: Republican	7%	(41)	6%	(37)	87%	(502)	581
2018 House Vote: Someone else	10%	(5)	10%	(6)	80%	(45)	56

Continued on next page

Table ADW2_6: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Paramount+ (Ad-free)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(208)	9%	(195)	82%	(1798)	2200
2016 Vote: Hillary Clinton	13%	(87)	9%	(63)	78%	(531)	681
2016 Vote: Donald Trump	8%	(55)	7%	(48)	84%	(550)	653
2016 Vote: Other	6%	(7)	3%	(4)	90%	(103)	114
2016 Vote: Didn't Vote	8%	(58)	11%	(79)	82%	(613)	751
Voted in 2014: Yes	11%	(134)	8%	(95)	81%	(1008)	1237
Voted in 2014: No	8%	(74)	10%	(100)	82%	(790)	963
4-Region: Northeast	11%	(45)	7%	(28)	82%	(321)	394
4-Region: Midwest	7%	(33)	7%	(32)	86%	(397)	462
4-Region: South	10%	(83)	8%	(70)	81%	(671)	824
4-Region: West	9%	(47)	12%	(65)	79%	(408)	520
Subscribes to Ad-Supported Service	15%	(175)	10%	(123)	75%	(886)	1185
Subscribes to Ad-Free Service	12%	(208)	9%	(159)	79%	(1384)	1750
Subscribes to more Services Since COVID	17%	(101)	10%	(62)	73%	(441)	605
Subscribes to Fewer Services Since COVID	9%	(9)	18%	(18)	73%	(73)	100
Plans to Subscribe to more Services	17%	(73)	19%	(82)	64%	(273)	429
Plans to Subscribe to less Services	13%	(45)	12%	(43)	76%	(272)	360

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

Table ADW2_7: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	33%	(724)	14%	(307)	53%	(1168)	2200
Gender: Male	34%	(361)	13%	(139)	53%	(562)	1062
Gender: Female	32%	(363)	15%	(169)	53%	(606)	1138
Age: 18-34	47%	(307)	19%	(126)	34%	(222)	655
Age: 35-44	38%	(137)	17%	(62)	45%	(160)	358
Age: 45-64	29%	(220)	11%	(85)	59%	(446)	751
Age: 65+	14%	(61)	8%	(35)	78%	(341)	436
GenZers: 1997-2012	53%	(150)	20%	(57)	27%	(77)	284
Millennials: 1981-1996	41%	(250)	18%	(113)	41%	(249)	613
GenXers: 1965-1980	36%	(189)	12%	(65)	52%	(274)	528
Baby Boomers: 1946-1964	18%	(131)	9%	(65)	73%	(518)	714
PID: Dem (no lean)	36%	(296)	15%	(121)	50%	(413)	831
PID: Ind (no lean)	31%	(231)	17%	(127)	52%	(387)	745
PID: Rep (no lean)	32%	(197)	9%	(59)	59%	(368)	624
PID/Gender: Dem Men	36%	(140)	15%	(59)	50%	(195)	394
PID/Gender: Dem Women	36%	(156)	14%	(63)	50%	(218)	437
PID/Gender: Ind Men	32%	(117)	15%	(56)	52%	(191)	364
PID/Gender: Ind Women	30%	(114)	19%	(71)	51%	(196)	381
PID/Gender: Rep Men	34%	(104)	8%	(24)	58%	(176)	303
PID/Gender: Rep Women	29%	(93)	11%	(35)	60%	(193)	320
Ideo: Liberal (1-3)	37%	(218)	15%	(86)	48%	(286)	590
Ideo: Moderate (4)	34%	(201)	13%	(77)	52%	(306)	584
Ideo: Conservative (5-7)	29%	(208)	12%	(84)	59%	(422)	714
Educ: < College	32%	(484)	15%	(220)	53%	(808)	1512
Educ: Bachelors degree	34%	(152)	12%	(55)	53%	(237)	444
Educ: Post-grad	36%	(89)	13%	(32)	50%	(123)	244
Income: Under 50k	29%	(339)	15%	(179)	56%	(647)	1165
Income: 50k-100k	34%	(237)	12%	(84)	53%	(367)	688
Income: 100k+	43%	(149)	13%	(44)	44%	(154)	347

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Table ADW2_7: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	33%	(724)	14%	(307)	53%	(1168)	2200
Ethnicity: White	33%	(560)	13%	(217)	55%	(944)	1722
Ethnicity: Hispanic	39%	(137)	21%	(73)	40%	(139)	349
Ethnicity: Black	30%	(83)	18%	(49)	52%	(141)	274
Ethnicity: Other	40%	(81)	20%	(41)	40%	(82)	204
All Christian	33%	(321)	11%	(104)	57%	(555)	980
All Non-Christian	32%	(46)	19%	(26)	49%	(69)	141
Atheist	35%	(37)	14%	(15)	51%	(54)	106
Agnostic/Nothing in particular	30%	(170)	15%	(85)	55%	(313)	568
Something Else	37%	(151)	19%	(77)	44%	(178)	406
Religious Non-Protestant/Catholic	33%	(50)	19%	(28)	48%	(73)	151
Evangelical	33%	(198)	18%	(104)	49%	(292)	595
Non-Evangelical	35%	(266)	9%	(71)	56%	(432)	768
Community: Urban	37%	(235)	19%	(119)	44%	(283)	636
Community: Suburban	32%	(325)	11%	(114)	56%	(566)	1006
Community: Rural	29%	(164)	13%	(74)	57%	(319)	558
Employ: Private Sector	40%	(261)	12%	(79)	47%	(307)	647
Employ: Government	44%	(68)	18%	(27)	38%	(58)	153
Employ: Self-Employed	34%	(73)	15%	(32)	51%	(112)	217
Employ: Homemaker	33%	(48)	12%	(18)	54%	(78)	143
Employ: Student	47%	(52)	21%	(24)	32%	(36)	112
Employ: Retired	17%	(81)	10%	(45)	73%	(339)	465
Employ: Unemployed	29%	(86)	18%	(52)	53%	(158)	297
Employ: Other	33%	(56)	18%	(31)	48%	(80)	167
Military HH: Yes	30%	(106)	12%	(42)	59%	(209)	357
Military HH: No	34%	(618)	14%	(266)	52%	(959)	1843
RD/WT: Right Direction	35%	(363)	15%	(160)	49%	(512)	1035
RD/WT: Wrong Track	31%	(361)	13%	(147)	56%	(656)	1165

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Table ADW2_7: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	33% (724)	14% (307)	53% (1168)	2200
Biden Job Approve	36% (422)	15% (177)	49% (584)	1184
Biden Job Disapprove	29% (248)	11% (96)	60% (510)	855
Biden Job Strongly Approve	36% (233)	15% (94)	49% (318)	645
Biden Job Somewhat Approve	35% (189)	15% (83)	49% (266)	539
Biden Job Somewhat Disapprove	37% (92)	15% (37)	49% (122)	250
Biden Job Strongly Disapprove	26% (157)	10% (60)	64% (388)	605
Favorable of Biden	36% (419)	16% (183)	49% (576)	1178
Unfavorable of Biden	30% (263)	12% (105)	59% (523)	891
Very Favorable of Biden	34% (231)	16% (110)	49% (330)	671
Somewhat Favorable of Biden	37% (188)	14% (73)	49% (246)	507
Somewhat Unfavorable of Biden	32% (76)	18% (44)	50% (122)	242
Very Unfavorable of Biden	29% (187)	9% (61)	62% (401)	649
#1 Issue: Economy	37% (314)	14% (118)	50% (423)	855
#1 Issue: Security	28% (84)	13% (40)	59% (179)	302
#1 Issue: Health Care	31% (91)	13% (37)	56% (161)	289
#1 Issue: Medicare / Social Security	17% (46)	12% (32)	71% (186)	263
#1 Issue: Women's Issues	48% (65)	17% (24)	34% (47)	135
#1 Issue: Education	34% (31)	17% (16)	50% (47)	94
#1 Issue: Energy	48% (56)	19% (22)	34% (39)	118
#1 Issue: Other	26% (37)	14% (20)	60% (87)	144
2020 Vote: Joe Biden	35% (338)	17% (164)	49% (474)	975
2020 Vote: Donald Trump	28% (198)	9% (63)	62% (434)	695
2020 Vote: Other	39% (27)	8% (6)	53% (37)	70
2020 Vote: Didn't Vote	35% (161)	16% (75)	49% (223)	459
2018 House Vote: Democrat	35% (259)	16% (116)	49% (355)	731
2018 House Vote: Republican	29% (169)	8% (48)	63% (364)	581
2018 House Vote: Someone else	16% (9)	11% (6)	72% (40)	56

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Table ADW2_7: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	33% (724)	14% (307)	53% (1168)	2200
2016 Vote: Hillary Clinton	33% (226)	15% (101)	52% (354)	681
2016 Vote: Donald Trump	29% (188)	9% (58)	62% (407)	653
2016 Vote: Other	32% (36)	11% (13)	57% (65)	114
2016 Vote: Didn't Vote	36% (274)	18% (136)	45% (341)	751
Voted in 2014: Yes	31% (386)	11% (141)	57% (710)	1237
Voted in 2014: No	35% (339)	17% (166)	48% (458)	963
4-Region: Northeast	34% (135)	12% (46)	54% (213)	394
4-Region: Midwest	33% (151)	12% (56)	55% (256)	462
4-Region: South	31% (255)	15% (120)	54% (449)	824
4-Region: West	35% (183)	17% (86)	48% (250)	520
Subscribes to Ad-Supported Service	44% (522)	16% (186)	40% (477)	1185
Subscribes to Ad-Free Service	41% (724)	14% (244)	45% (782)	1750
Subscribes to more Services Since COVID	52% (313)	14% (83)	34% (208)	605
Subscribes to Fewer Services Since COVID	22% (22)	32% (32)	45% (45)	100
Plans to Subscribe to more Services	32% (137)	19% (80)	49% (212)	429
Plans to Subscribe to less Services	39% (139)	19% (69)	42% (152)	360

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

Table ADW2_8: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(341)	9%	(201)	75%	(1657)	2200
Gender: Male	19%	(200)	10%	(109)	71%	(752)	1062
Gender: Female	12%	(141)	8%	(92)	79%	(905)	1138
Age: 18-34	22%	(142)	13%	(86)	65%	(427)	655
Age: 35-44	20%	(71)	10%	(37)	70%	(250)	358
Age: 45-64	14%	(104)	8%	(59)	78%	(588)	751
Age: 65+	6%	(25)	4%	(19)	90%	(393)	436
GenZers: 1997-2012	19%	(53)	11%	(32)	70%	(198)	284
Millennials: 1981-1996	23%	(140)	14%	(84)	63%	(388)	613
GenXers: 1965-1980	17%	(88)	9%	(45)	75%	(395)	528
Baby Boomers: 1946-1964	8%	(57)	5%	(36)	87%	(621)	714
PID: Dem (no lean)	18%	(150)	11%	(91)	71%	(589)	831
PID: Ind (no lean)	14%	(103)	8%	(62)	78%	(581)	745
PID: Rep (no lean)	14%	(88)	8%	(48)	78%	(487)	624
PID/Gender: Dem Men	24%	(94)	12%	(48)	64%	(252)	394
PID/Gender: Dem Women	13%	(56)	10%	(43)	77%	(337)	437
PID/Gender: Ind Men	17%	(61)	10%	(36)	73%	(267)	364
PID/Gender: Ind Women	11%	(42)	7%	(25)	82%	(314)	381
PID/Gender: Rep Men	15%	(45)	8%	(25)	77%	(234)	303
PID/Gender: Rep Women	13%	(43)	7%	(24)	79%	(254)	320
Ideo: Liberal (1-3)	20%	(121)	10%	(58)	70%	(411)	590
Ideo: Moderate (4)	14%	(81)	11%	(65)	75%	(438)	584
Ideo: Conservative (5-7)	14%	(99)	8%	(58)	78%	(557)	714
Educ: < College	12%	(188)	9%	(131)	79%	(1194)	1512
Educ: Bachelors degree	21%	(92)	9%	(39)	71%	(313)	444
Educ: Post-grad	25%	(62)	13%	(32)	62%	(150)	244
Income: Under 50k	11%	(124)	9%	(103)	81%	(939)	1165
Income: 50k-100k	19%	(128)	9%	(59)	73%	(501)	688
Income: 100k+	26%	(89)	12%	(40)	63%	(218)	347

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Table ADW2_8: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(341)	9%	(201)	75%	(1657)	2200
Ethnicity: White	16%	(268)	9%	(146)	76%	(1307)	1722
Ethnicity: Hispanic	22%	(77)	15%	(54)	63%	(219)	349
Ethnicity: Black	15%	(41)	11%	(31)	74%	(202)	274
Ethnicity: Other	16%	(32)	12%	(24)	73%	(148)	204
All Christian	15%	(146)	9%	(89)	76%	(745)	980
All Non-Christian	32%	(45)	11%	(15)	57%	(80)	141
Atheist	9%	(9)	13%	(14)	78%	(82)	106
Agnostic/Nothing in particular	13%	(76)	8%	(43)	79%	(449)	568
Something Else	16%	(66)	10%	(39)	74%	(301)	406
Religious Non-Protestant/Catholic	30%	(45)	11%	(16)	60%	(90)	151
Evangelical	18%	(110)	9%	(56)	72%	(429)	595
Non-Evangelical	13%	(98)	9%	(71)	78%	(599)	768
Community: Urban	21%	(132)	12%	(75)	67%	(429)	636
Community: Suburban	14%	(144)	8%	(79)	78%	(784)	1006
Community: Rural	12%	(66)	9%	(48)	80%	(445)	558
Employ: Private Sector	20%	(130)	11%	(69)	69%	(448)	647
Employ: Government	21%	(32)	16%	(24)	63%	(97)	153
Employ: Self-Employed	21%	(46)	8%	(17)	71%	(154)	217
Employ: Homemaker	15%	(22)	6%	(8)	79%	(113)	143
Employ: Student	24%	(27)	22%	(24)	55%	(61)	112
Employ: Retired	9%	(41)	4%	(17)	88%	(407)	465
Employ: Unemployed	7%	(20)	11%	(34)	82%	(243)	297
Employ: Other	14%	(23)	5%	(9)	81%	(135)	167
Military HH: Yes	15%	(55)	11%	(39)	74%	(262)	357
Military HH: No	16%	(286)	9%	(163)	76%	(1395)	1843
RD/WT: Right Direction	19%	(193)	11%	(115)	70%	(727)	1035
RD/WT: Wrong Track	13%	(148)	7%	(86)	80%	(930)	1165

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Table ADW2_8: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(341)	9%	(201)	75%	(1657)	2200
Biden Job Approve	17%	(203)	12%	(136)	71%	(844)	1184
Biden Job Disapprove	13%	(114)	6%	(52)	81%	(689)	855
Biden Job Strongly Approve	20%	(131)	11%	(73)	68%	(441)	645
Biden Job Somewhat Approve	13%	(73)	12%	(63)	75%	(403)	539
Biden Job Somewhat Disapprove	16%	(39)	6%	(15)	78%	(196)	250
Biden Job Strongly Disapprove	12%	(75)	6%	(37)	81%	(493)	605
Favorable of Biden	17%	(201)	10%	(122)	73%	(854)	1178
Unfavorable of Biden	13%	(117)	8%	(69)	79%	(705)	891
Very Favorable of Biden	20%	(132)	11%	(73)	69%	(466)	671
Somewhat Favorable of Biden	14%	(70)	10%	(49)	77%	(388)	507
Somewhat Unfavorable of Biden	13%	(32)	12%	(28)	75%	(181)	242
Very Unfavorable of Biden	13%	(85)	6%	(40)	81%	(523)	649
#1 Issue: Economy	17%	(145)	9%	(80)	74%	(630)	855
#1 Issue: Security	10%	(29)	11%	(33)	80%	(241)	302
#1 Issue: Health Care	14%	(42)	11%	(33)	74%	(215)	289
#1 Issue: Medicare / Social Security	16%	(41)	4%	(10)	81%	(212)	263
#1 Issue: Women's Issues	22%	(29)	12%	(16)	66%	(90)	135
#1 Issue: Education	15%	(14)	10%	(10)	75%	(70)	94
#1 Issue: Energy	26%	(31)	7%	(8)	67%	(79)	118
#1 Issue: Other	7%	(11)	8%	(11)	85%	(122)	144
2020 Vote: Joe Biden	19%	(182)	11%	(107)	70%	(686)	975
2020 Vote: Donald Trump	13%	(91)	7%	(48)	80%	(555)	695
2020 Vote: Other	12%	(8)	4%	(3)	85%	(59)	70
2020 Vote: Didn't Vote	13%	(59)	10%	(44)	77%	(356)	459
2018 House Vote: Democrat	20%	(144)	11%	(83)	69%	(504)	731
2018 House Vote: Republican	15%	(89)	6%	(38)	78%	(454)	581
2018 House Vote: Someone else	6%	(3)	4%	(2)	91%	(51)	56

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Table ADW2_8: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(341)	9%	(201)	75%	(1657)	2200
2016 Vote: Hillary Clinton	18%	(124)	10%	(68)	72%	(488)	681
2016 Vote: Donald Trump	16%	(102)	7%	(48)	77%	(502)	653
2016 Vote: Other	11%	(13)	6%	(7)	82%	(94)	114
2016 Vote: Didn't Vote	13%	(101)	10%	(78)	76%	(572)	751
Voted in 2014: Yes	18%	(218)	9%	(109)	74%	(910)	1237
Voted in 2014: No	13%	(124)	10%	(92)	78%	(747)	963
4-Region: Northeast	19%	(74)	11%	(41)	71%	(278)	394
4-Region: Midwest	11%	(52)	7%	(31)	82%	(380)	462
4-Region: South	14%	(118)	8%	(68)	77%	(638)	824
4-Region: West	19%	(98)	12%	(61)	69%	(361)	520
Subscribes to Ad-Supported Service	22%	(266)	10%	(120)	67%	(799)	1185
Subscribes to Ad-Free Service	20%	(341)	9%	(160)	71%	(1249)	1750
Subscribes to more Services Since COVID	28%	(168)	10%	(58)	63%	(379)	605
Subscribes to Fewer Services Since COVID	22%	(22)	16%	(16)	62%	(62)	100
Plans to Subscribe to more Services	22%	(93)	15%	(64)	63%	(272)	429
Plans to Subscribe to less Services	23%	(82)	14%	(49)	64%	(229)	360

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

Table ADW2_9: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-supported)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(247)	8%	(166)	81%	(1787)	2200
Gender: Male	14%	(143)	9%	(92)	78%	(827)	1062
Gender: Female	9%	(103)	7%	(74)	84%	(961)	1138
Age: 18-34	14%	(89)	11%	(72)	75%	(495)	655
Age: 35-44	15%	(53)	10%	(37)	75%	(268)	358
Age: 45-64	10%	(76)	5%	(40)	85%	(635)	751
Age: 65+	7%	(30)	4%	(17)	89%	(390)	436
GenZers: 1997-2012	9%	(27)	9%	(27)	81%	(230)	284
Millennials: 1981-1996	17%	(102)	12%	(72)	72%	(438)	613
GenXers: 1965-1980	10%	(53)	6%	(32)	84%	(442)	528
Baby Boomers: 1946-1964	9%	(62)	5%	(33)	87%	(619)	714
PID: Dem (no lean)	13%	(104)	10%	(82)	78%	(645)	831
PID: Ind (no lean)	9%	(69)	6%	(44)	85%	(633)	745
PID: Rep (no lean)	12%	(74)	7%	(41)	82%	(509)	624
PID/Gender: Dem Men	16%	(63)	11%	(44)	73%	(288)	394
PID/Gender: Dem Women	9%	(41)	9%	(38)	82%	(357)	437
PID/Gender: Ind Men	10%	(36)	7%	(25)	83%	(303)	364
PID/Gender: Ind Women	9%	(32)	5%	(18)	87%	(330)	381
PID/Gender: Rep Men	15%	(44)	8%	(23)	78%	(236)	303
PID/Gender: Rep Women	9%	(29)	6%	(18)	85%	(273)	320
Ideo: Liberal (1-3)	15%	(89)	10%	(56)	75%	(445)	590
Ideo: Moderate (4)	9%	(55)	7%	(42)	84%	(488)	584
Ideo: Conservative (5-7)	10%	(69)	6%	(44)	84%	(601)	714
Educ: < College	10%	(147)	7%	(107)	83%	(1258)	1512
Educ: Bachelors degree	13%	(56)	7%	(32)	80%	(356)	444
Educ: Post-grad	18%	(44)	11%	(27)	71%	(173)	244
Income: Under 50k	9%	(103)	8%	(88)	84%	(974)	1165
Income: 50k-100k	12%	(84)	6%	(44)	81%	(560)	688
Income: 100k+	17%	(59)	10%	(34)	73%	(254)	347

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Table ADW2_9: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(247)	8%	(166)	81%	(1787)	2200
Ethnicity: White	12%	(200)	6%	(109)	82%	(1413)	1722
Ethnicity: Hispanic	14%	(48)	11%	(38)	75%	(263)	349
Ethnicity: Black	11%	(30)	15%	(42)	74%	(202)	274
Ethnicity: Other	9%	(17)	7%	(14)	84%	(172)	204
All Christian	12%	(114)	5%	(53)	83%	(812)	980
All Non-Christian	22%	(31)	18%	(26)	60%	(84)	141
Atheist	11%	(11)	7%	(7)	83%	(87)	106
Agnostic/Nothing in particular	8%	(46)	7%	(42)	84%	(480)	568
Something Else	11%	(44)	9%	(38)	80%	(324)	406
Religious Non-Protestant/Catholic	21%	(32)	17%	(26)	62%	(93)	151
Evangelical	14%	(83)	9%	(52)	77%	(459)	595
Non-Evangelical	9%	(73)	5%	(38)	86%	(658)	768
Community: Urban	17%	(108)	11%	(67)	73%	(461)	636
Community: Suburban	8%	(85)	6%	(62)	85%	(859)	1006
Community: Rural	10%	(54)	7%	(38)	84%	(467)	558
Employ: Private Sector	13%	(84)	8%	(53)	79%	(509)	647
Employ: Government	18%	(28)	10%	(16)	71%	(109)	153
Employ: Self-Employed	14%	(31)	10%	(21)	76%	(165)	217
Employ: Homemaker	7%	(10)	6%	(9)	87%	(124)	143
Employ: Student	9%	(10)	18%	(20)	73%	(82)	112
Employ: Retired	10%	(44)	4%	(18)	87%	(403)	465
Employ: Unemployed	8%	(23)	7%	(22)	85%	(253)	297
Employ: Other	10%	(17)	5%	(8)	85%	(142)	167
Military HH: Yes	12%	(43)	10%	(36)	78%	(278)	357
Military HH: No	11%	(204)	7%	(131)	82%	(1509)	1843
RD/WT: Right Direction	13%	(136)	10%	(106)	77%	(793)	1035
RD/WT: Wrong Track	9%	(110)	5%	(60)	85%	(994)	1165

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Table ADW2_9: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	11% (247)	8% (166)	81% (1787)	2200
Biden Job Approve	12% (147)	10% (113)	78% (924)	1184
Biden Job Disapprove	9% (80)	5% (43)	86% (732)	855
Biden Job Strongly Approve	17% (109)	10% (64)	73% (472)	645
Biden Job Somewhat Approve	7% (39)	9% (48)	84% (452)	539
Biden Job Somewhat Disapprove	10% (24)	4% (9)	87% (217)	250
Biden Job Strongly Disapprove	9% (56)	6% (34)	85% (515)	605
Favorable of Biden	12% (144)	9% (103)	79% (932)	1178
Unfavorable of Biden	9% (80)	6% (52)	85% (760)	891
Very Favorable of Biden	17% (111)	9% (58)	75% (502)	671
Somewhat Favorable of Biden	6% (32)	9% (45)	85% (430)	507
Somewhat Unfavorable of Biden	8% (19)	7% (18)	85% (204)	242
Very Unfavorable of Biden	9% (61)	5% (33)	86% (555)	649
#1 Issue: Economy	12% (107)	7% (63)	80% (685)	855
#1 Issue: Security	11% (33)	6% (19)	83% (251)	302
#1 Issue: Health Care	13% (36)	8% (22)	80% (231)	289
#1 Issue: Medicare / Social Security	11% (28)	7% (19)	82% (216)	263
#1 Issue: Women's Issues	12% (16)	9% (12)	80% (108)	135
#1 Issue: Education	11% (10)	8% (8)	81% (76)	94
#1 Issue: Energy	10% (12)	10% (11)	80% (95)	118
#1 Issue: Other	4% (6)	9% (12)	88% (126)	144
2020 Vote: Joe Biden	14% (132)	9% (89)	77% (754)	975
2020 Vote: Donald Trump	10% (69)	5% (38)	85% (588)	695
2020 Vote: Other	9% (7)	1% (1)	90% (63)	70
2020 Vote: Didn't Vote	8% (38)	9% (39)	83% (382)	459
2018 House Vote: Democrat	14% (100)	9% (67)	77% (563)	731
2018 House Vote: Republican	10% (61)	5% (31)	84% (488)	581
2018 House Vote: Someone else	7% (4)	4% (2)	89% (50)	56

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Table ADW2_9: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-supported)

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	11% (247)	8% (166)	81% (1787)	2200
2016 Vote: Hillary Clinton	14% (93)	8% (58)	78% (529)	681
2016 Vote: Donald Trump	11% (71)	6% (40)	83% (542)	653
2016 Vote: Other	6% (7)	4% (4)	90% (103)	114
2016 Vote: Didn't Vote	10% (75)	8% (63)	82% (613)	751
Voted in 2014: Yes	13% (163)	7% (88)	80% (986)	1237
Voted in 2014: No	9% (83)	8% (79)	83% (802)	963
4-Region: Northeast	11% (45)	9% (37)	79% (312)	394
4-Region: Midwest	10% (47)	8% (35)	82% (379)	462
4-Region: South	9% (76)	7% (56)	84% (692)	824
4-Region: West	15% (79)	7% (38)	78% (403)	520
Subscribes to Ad-Supported Service	21% (247)	8% (96)	71% (843)	1185
Subscribes to Ad-Free Service	14% (243)	7% (128)	79% (1379)	1750
Subscribes to more Services Since COVID	18% (107)	9% (52)	74% (445)	605
Subscribes to Fewer Services Since COVID	13% (13)	14% (14)	74% (73)	100
Plans to Subscribe to more Services	17% (74)	12% (51)	71% (303)	429
Plans to Subscribe to less Services	15% (52)	11% (39)	74% (268)	360

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

Table ADW2_10: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-free)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	12%	(274)	8%	(169)	80%	(1757)	2200
Gender: Male	16%	(168)	8%	(90)	76%	(804)	1062
Gender: Female	9%	(105)	7%	(80)	84%	(953)	1138
Age: 18-34	17%	(112)	12%	(77)	71%	(466)	655
Age: 35-44	16%	(58)	10%	(36)	74%	(264)	358
Age: 45-64	10%	(78)	5%	(39)	85%	(635)	751
Age: 65+	6%	(26)	4%	(18)	90%	(392)	436
GenZers: 1997-2012	12%	(33)	10%	(27)	79%	(223)	284
Millennials: 1981-1996	20%	(122)	13%	(78)	67%	(412)	613
GenXers: 1965-1980	12%	(62)	6%	(31)	82%	(434)	528
Baby Boomers: 1946-1964	7%	(53)	4%	(31)	88%	(630)	714
PID: Dem (no lean)	15%	(124)	10%	(83)	75%	(624)	831
PID: Ind (no lean)	9%	(70)	7%	(51)	84%	(624)	745
PID: Rep (no lean)	13%	(79)	6%	(35)	82%	(510)	624
PID/Gender: Dem Men	19%	(75)	11%	(45)	70%	(274)	394
PID/Gender: Dem Women	11%	(49)	9%	(38)	80%	(349)	437
PID/Gender: Ind Men	12%	(43)	8%	(30)	80%	(291)	364
PID/Gender: Ind Women	7%	(27)	6%	(21)	87%	(333)	381
PID/Gender: Rep Men	17%	(50)	5%	(15)	79%	(238)	303
PID/Gender: Rep Women	9%	(29)	6%	(20)	85%	(271)	320
Ideo: Liberal (1-3)	17%	(100)	9%	(52)	74%	(438)	590
Ideo: Moderate (4)	12%	(70)	7%	(41)	81%	(473)	584
Ideo: Conservative (5-7)	10%	(69)	8%	(55)	83%	(590)	714
Educ: < College	11%	(170)	7%	(110)	81%	(1232)	1512
Educ: Bachelors degree	13%	(58)	8%	(36)	79%	(350)	444
Educ: Post-grad	19%	(46)	10%	(23)	72%	(175)	244
Income: Under 50k	11%	(128)	8%	(94)	81%	(943)	1165
Income: 50k-100k	13%	(88)	7%	(46)	81%	(554)	688
Income: 100k+	17%	(58)	8%	(29)	75%	(260)	347

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Table ADW2_10: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-free)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	12%	(274)	8%	(169)	80%	(1757)	2200
Ethnicity: White	13%	(216)	7%	(120)	81%	(1386)	1722
Ethnicity: Hispanic	18%	(62)	11%	(40)	71%	(248)	349
Ethnicity: Black	14%	(38)	12%	(33)	74%	(203)	274
Ethnicity: Other	10%	(20)	8%	(16)	82%	(168)	204
All Christian	13%	(124)	6%	(64)	81%	(792)	980
All Non-Christian	28%	(39)	11%	(15)	61%	(86)	141
Atheist	13%	(14)	11%	(11)	77%	(81)	106
Agnostic/Nothing in particular	8%	(48)	7%	(42)	84%	(478)	568
Something Else	12%	(49)	9%	(37)	79%	(320)	406
Religious Non-Protestant/Catholic	26%	(39)	10%	(15)	64%	(96)	151
Evangelical	16%	(93)	10%	(61)	74%	(441)	595
Non-Evangelical	10%	(79)	5%	(38)	85%	(652)	768
Community: Urban	19%	(121)	11%	(68)	70%	(447)	636
Community: Suburban	9%	(94)	7%	(65)	84%	(846)	1006
Community: Rural	10%	(58)	6%	(36)	83%	(464)	558
Employ: Private Sector	14%	(90)	8%	(54)	78%	(502)	647
Employ: Government	17%	(26)	13%	(20)	70%	(107)	153
Employ: Self-Employed	16%	(34)	12%	(25)	73%	(158)	217
Employ: Homemaker	9%	(13)	5%	(7)	86%	(123)	143
Employ: Student	15%	(17)	16%	(18)	69%	(77)	112
Employ: Retired	8%	(38)	3%	(14)	89%	(413)	465
Employ: Unemployed	11%	(34)	8%	(24)	80%	(239)	297
Employ: Other	14%	(23)	3%	(6)	83%	(139)	167
Military HH: Yes	15%	(54)	8%	(29)	77%	(274)	357
Military HH: No	12%	(220)	8%	(140)	80%	(1483)	1843
RD/WT: Right Direction	15%	(160)	9%	(96)	75%	(780)	1035
RD/WT: Wrong Track	10%	(114)	6%	(73)	84%	(977)	1165

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Table ADW2_10: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	12%	(274)	8%	(169)	80%	(1757)	2200
Biden Job Approve	15%	(177)	10%	(116)	75%	(890)	1184
Biden Job Disapprove	10%	(82)	5%	(44)	85%	(729)	855
Biden Job Strongly Approve	19%	(123)	10%	(62)	71%	(460)	645
Biden Job Somewhat Approve	10%	(54)	10%	(54)	80%	(430)	539
Biden Job Somewhat Disapprove	9%	(23)	4%	(11)	86%	(216)	250
Biden Job Strongly Disapprove	10%	(59)	5%	(33)	85%	(513)	605
Favorable of Biden	14%	(167)	9%	(105)	77%	(905)	1178
Unfavorable of Biden	10%	(89)	6%	(56)	84%	(746)	891
Very Favorable of Biden	18%	(123)	9%	(61)	73%	(488)	671
Somewhat Favorable of Biden	9%	(45)	9%	(45)	82%	(418)	507
Somewhat Unfavorable of Biden	10%	(24)	9%	(22)	81%	(196)	242
Very Unfavorable of Biden	10%	(65)	5%	(34)	85%	(550)	649
#1 Issue: Economy	11%	(97)	7%	(61)	82%	(697)	855
#1 Issue: Security	12%	(37)	8%	(26)	79%	(240)	302
#1 Issue: Health Care	14%	(39)	8%	(22)	79%	(228)	289
#1 Issue: Medicare / Social Security	14%	(36)	6%	(16)	80%	(211)	263
#1 Issue: Women's Issues	15%	(20)	10%	(14)	75%	(102)	135
#1 Issue: Education	15%	(14)	16%	(15)	69%	(64)	94
#1 Issue: Energy	19%	(22)	9%	(10)	72%	(85)	118
#1 Issue: Other	6%	(8)	4%	(6)	90%	(129)	144
2020 Vote: Joe Biden	15%	(149)	8%	(80)	77%	(746)	975
2020 Vote: Donald Trump	10%	(70)	5%	(37)	85%	(588)	695
2020 Vote: Other	10%	(7)	2%	(2)	88%	(61)	70
2020 Vote: Didn't Vote	10%	(47)	11%	(50)	79%	(361)	459
2018 House Vote: Democrat	17%	(125)	9%	(63)	74%	(543)	731
2018 House Vote: Republican	11%	(64)	5%	(31)	84%	(485)	581
2018 House Vote: Someone else	8%	(4)	9%	(5)	84%	(47)	56

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Table ADW2_10: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Discovery+ (Ad-free)

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	12% (274)	8% (169)	80% (1757)	2200
2016 Vote: Hillary Clinton	16% (111)	8% (55)	76% (514)	681
2016 Vote: Donald Trump	12% (79)	6% (42)	82% (532)	653
2016 Vote: Other	10% (11)	5% (6)	85% (97)	114
2016 Vote: Didn't Vote	10% (72)	9% (66)	82% (613)	751
Voted in 2014: Yes	15% (186)	7% (87)	78% (964)	1237
Voted in 2014: No	9% (88)	8% (82)	82% (794)	963
4-Region: Northeast	14% (54)	9% (34)	78% (305)	394
4-Region: Midwest	9% (43)	8% (37)	83% (382)	462
4-Region: South	11% (91)	6% (50)	83% (683)	824
4-Region: West	17% (86)	9% (48)	74% (386)	520
Subscribes to Ad-Supported Service	19% (229)	8% (95)	73% (861)	1185
Subscribes to Ad-Free Service	16% (274)	7% (125)	77% (1352)	1750
Subscribes to more Services Since COVID	20% (118)	8% (50)	72% (437)	605
Subscribes to Fewer Services Since COVID	13% (13)	17% (17)	70% (70)	100
Plans to Subscribe to more Services	21% (91)	12% (53)	66% (284)	429
Plans to Subscribe to less Services	17% (61)	11% (41)	72% (259)	360

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

Table ADW2_11: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(588)	14%	(299)	60%	(1313)	2200
Gender: Male	30%	(317)	14%	(148)	56%	(597)	1062
Gender: Female	24%	(271)	13%	(151)	63%	(716)	1138
Age: 18-34	37%	(243)	15%	(97)	48%	(314)	655
Age: 35-44	31%	(110)	18%	(65)	51%	(183)	358
Age: 45-64	23%	(174)	12%	(88)	65%	(489)	751
Age: 65+	14%	(61)	11%	(49)	75%	(326)	436
GenZers: 1997-2012	34%	(96)	14%	(40)	52%	(148)	284
Millennials: 1981-1996	36%	(223)	17%	(103)	47%	(286)	613
GenXers: 1965-1980	26%	(137)	13%	(67)	61%	(323)	528
Baby Boomers: 1946-1964	18%	(126)	11%	(81)	71%	(507)	714
PID: Dem (no lean)	31%	(256)	17%	(142)	52%	(433)	831
PID: Ind (no lean)	24%	(183)	12%	(91)	63%	(471)	745
PID: Rep (no lean)	24%	(149)	11%	(66)	66%	(409)	624
PID/Gender: Dem Men	32%	(126)	17%	(67)	51%	(201)	394
PID/Gender: Dem Women	30%	(130)	17%	(75)	53%	(232)	437
PID/Gender: Ind Men	28%	(102)	14%	(50)	58%	(212)	364
PID/Gender: Ind Women	21%	(80)	11%	(41)	68%	(260)	381
PID/Gender: Rep Men	29%	(88)	10%	(31)	61%	(184)	303
PID/Gender: Rep Women	19%	(61)	11%	(35)	70%	(224)	320
Ideo: Liberal (1-3)	34%	(203)	16%	(93)	50%	(294)	590
Ideo: Moderate (4)	24%	(143)	15%	(89)	60%	(352)	584
Ideo: Conservative (5-7)	22%	(158)	11%	(82)	66%	(475)	714
Educ: < College	25%	(383)	13%	(194)	62%	(935)	1512
Educ: Bachelors degree	28%	(122)	15%	(67)	57%	(254)	444
Educ: Post-grad	34%	(83)	16%	(38)	50%	(123)	244
Income: Under 50k	23%	(265)	15%	(169)	63%	(731)	1165
Income: 50k-100k	28%	(193)	12%	(81)	60%	(414)	688
Income: 100k+	37%	(130)	14%	(49)	48%	(168)	347

Continued on next page

Table ADW2_11: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(588)	14%	(299)	60%	(1313)	2200
Ethnicity: White	25%	(433)	13%	(219)	62%	(1069)	1722
Ethnicity: Hispanic	37%	(130)	17%	(59)	46%	(160)	349
Ethnicity: Black	34%	(94)	17%	(48)	48%	(132)	274
Ethnicity: Other	30%	(61)	16%	(32)	54%	(111)	204
All Christian	24%	(236)	12%	(117)	64%	(627)	980
All Non-Christian	32%	(44)	22%	(30)	47%	(66)	141
Atheist	32%	(33)	17%	(18)	51%	(54)	106
Agnostic/Nothing in particular	29%	(165)	14%	(78)	57%	(325)	568
Something Else	27%	(109)	14%	(56)	59%	(241)	406
Religious Non-Protestant/Catholic	30%	(45)	20%	(30)	50%	(76)	151
Evangelical	24%	(145)	15%	(87)	61%	(362)	595
Non-Evangelical	26%	(198)	11%	(82)	64%	(489)	768
Community: Urban	34%	(213)	18%	(118)	48%	(305)	636
Community: Suburban	27%	(273)	11%	(111)	62%	(622)	1006
Community: Rural	18%	(102)	13%	(71)	69%	(385)	558
Employ: Private Sector	32%	(205)	13%	(87)	55%	(355)	647
Employ: Government	37%	(57)	16%	(25)	46%	(71)	153
Employ: Self-Employed	31%	(67)	16%	(35)	53%	(114)	217
Employ: Homemaker	21%	(30)	10%	(14)	69%	(99)	143
Employ: Student	29%	(33)	11%	(13)	60%	(67)	112
Employ: Retired	16%	(75)	13%	(60)	71%	(330)	465
Employ: Unemployed	28%	(84)	15%	(45)	56%	(167)	297
Employ: Other	22%	(36)	12%	(20)	66%	(111)	167
Military HH: Yes	22%	(79)	14%	(51)	63%	(226)	357
Military HH: No	28%	(509)	13%	(248)	59%	(1087)	1843
RD/WT: Right Direction	29%	(296)	15%	(158)	56%	(581)	1035
RD/WT: Wrong Track	25%	(292)	12%	(141)	63%	(732)	1165

Continued on next page

Table ADW2_11: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(588)	14%	(299)	60%	(1313)	2200
Biden Job Approve	30%	(358)	15%	(177)	55%	(649)	1184
Biden Job Disapprove	22%	(190)	12%	(105)	65%	(559)	855
Biden Job Strongly Approve	33%	(211)	14%	(92)	53%	(342)	645
Biden Job Somewhat Approve	27%	(147)	16%	(85)	57%	(307)	539
Biden Job Somewhat Disapprove	28%	(69)	15%	(39)	57%	(143)	250
Biden Job Strongly Disapprove	20%	(121)	11%	(66)	69%	(417)	605
Favorable of Biden	30%	(349)	14%	(170)	56%	(659)	1178
Unfavorable of Biden	22%	(198)	13%	(115)	65%	(578)	891
Very Favorable of Biden	32%	(213)	14%	(92)	55%	(366)	671
Somewhat Favorable of Biden	27%	(136)	15%	(78)	58%	(293)	507
Somewhat Unfavorable of Biden	25%	(60)	20%	(49)	55%	(133)	242
Very Unfavorable of Biden	21%	(138)	10%	(66)	69%	(445)	649
#1 Issue: Economy	31%	(269)	14%	(120)	55%	(466)	855
#1 Issue: Security	20%	(59)	13%	(38)	68%	(205)	302
#1 Issue: Health Care	22%	(62)	14%	(40)	65%	(187)	289
#1 Issue: Medicare / Social Security	19%	(51)	10%	(25)	71%	(187)	263
#1 Issue: Women's Issues	29%	(39)	20%	(27)	51%	(69)	135
#1 Issue: Education	31%	(29)	17%	(16)	52%	(49)	94
#1 Issue: Energy	46%	(54)	16%	(18)	38%	(45)	118
#1 Issue: Other	17%	(24)	10%	(15)	73%	(105)	144
2020 Vote: Joe Biden	32%	(310)	15%	(142)	54%	(522)	975
2020 Vote: Donald Trump	22%	(151)	10%	(72)	68%	(472)	695
2020 Vote: Other	31%	(22)	16%	(11)	53%	(37)	70
2020 Vote: Didn't Vote	23%	(105)	16%	(73)	61%	(282)	459
2018 House Vote: Democrat	31%	(229)	16%	(115)	53%	(386)	731
2018 House Vote: Republican	21%	(121)	10%	(61)	69%	(398)	581
2018 House Vote: Someone else	20%	(11)	13%	(7)	67%	(37)	56

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Table ADW2_11: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(588)	14%	(299)	60%	(1313)	2200
2016 Vote: Hillary Clinton	32%	(218)	14%	(94)	54%	(369)	681
2016 Vote: Donald Trump	19%	(127)	13%	(88)	67%	(438)	653
2016 Vote: Other	21%	(24)	12%	(13)	67%	(77)	114
2016 Vote: Didn't Vote	29%	(218)	14%	(103)	57%	(430)	751
Voted in 2014: Yes	27%	(328)	14%	(168)	60%	(740)	1237
Voted in 2014: No	27%	(260)	14%	(131)	59%	(573)	963
4-Region: Northeast	23%	(90)	16%	(61)	62%	(242)	394
4-Region: Midwest	25%	(116)	13%	(61)	62%	(285)	462
4-Region: South	26%	(217)	14%	(115)	60%	(492)	824
4-Region: West	32%	(165)	12%	(62)	56%	(293)	520
Subscribes to Ad-Supported Service	37%	(443)	14%	(163)	49%	(578)	1185
Subscribes to Ad-Free Service	34%	(588)	14%	(243)	53%	(919)	1750
Subscribes to more Services Since COVID	45%	(274)	17%	(101)	38%	(230)	605
Subscribes to Fewer Services Since COVID	17%	(17)	25%	(25)	58%	(58)	100
Plans to Subscribe to more Services	33%	(142)	16%	(70)	51%	(217)	429
Plans to Subscribe to less Services	30%	(108)	19%	(68)	51%	(183)	360

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

Table ADW2_12: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(463)	9%	(198)	70%	(1539)	2200
Gender: Male	23%	(249)	10%	(104)	67%	(709)	1062
Gender: Female	19%	(213)	8%	(94)	73%	(830)	1138
Age: 18-34	24%	(156)	13%	(83)	64%	(416)	655
Age: 35-44	23%	(84)	15%	(55)	61%	(219)	358
Age: 45-64	22%	(166)	6%	(43)	72%	(541)	751
Age: 65+	13%	(56)	4%	(18)	83%	(363)	436
GenZers: 1997-2012	15%	(44)	10%	(29)	74%	(211)	284
Millennials: 1981-1996	29%	(176)	16%	(96)	56%	(341)	613
GenXers: 1965-1980	21%	(112)	8%	(41)	71%	(374)	528
Baby Boomers: 1946-1964	18%	(129)	4%	(30)	78%	(555)	714
PID: Dem (no lean)	25%	(206)	11%	(88)	65%	(537)	831
PID: Ind (no lean)	19%	(139)	9%	(70)	72%	(537)	745
PID: Rep (no lean)	19%	(118)	7%	(41)	75%	(465)	624
PID/Gender: Dem Men	28%	(110)	11%	(42)	61%	(242)	394
PID/Gender: Dem Women	22%	(96)	10%	(46)	67%	(295)	437
PID/Gender: Ind Men	18%	(66)	11%	(38)	71%	(260)	364
PID/Gender: Ind Women	19%	(72)	8%	(32)	73%	(277)	381
PID/Gender: Rep Men	24%	(73)	8%	(24)	68%	(207)	303
PID/Gender: Rep Women	14%	(45)	5%	(17)	81%	(259)	320
Ideo: Liberal (1-3)	23%	(137)	10%	(59)	67%	(395)	590
Ideo: Moderate (4)	22%	(126)	8%	(44)	71%	(414)	584
Ideo: Conservative (5-7)	20%	(139)	6%	(42)	75%	(533)	714
Educ: < College	21%	(321)	9%	(144)	69%	(1048)	1512
Educ: Bachelors degree	22%	(96)	8%	(35)	70%	(313)	444
Educ: Post-grad	19%	(46)	8%	(20)	73%	(178)	244
Income: Under 50k	24%	(278)	10%	(120)	66%	(767)	1165
Income: 50k-100k	18%	(123)	8%	(52)	75%	(512)	688
Income: 100k+	18%	(62)	8%	(26)	75%	(260)	347

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Table ADW2_12: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(463)	9%	(198)	70%	(1539)	2200
Ethnicity: White	19%	(319)	8%	(135)	74%	(1268)	1722
Ethnicity: Hispanic	25%	(86)	12%	(42)	63%	(221)	349
Ethnicity: Black	37%	(103)	17%	(46)	46%	(126)	274
Ethnicity: Other	20%	(41)	9%	(18)	71%	(146)	204
All Christian	20%	(195)	6%	(60)	74%	(725)	980
All Non-Christian	29%	(41)	12%	(16)	59%	(83)	141
Atheist	23%	(24)	11%	(11)	66%	(70)	106
Agnostic/Nothing in particular	18%	(103)	11%	(64)	71%	(401)	568
Something Else	24%	(99)	12%	(47)	64%	(260)	406
Religious Non-Protestant/Catholic	28%	(42)	11%	(17)	61%	(92)	151
Evangelical	26%	(153)	10%	(61)	64%	(380)	595
Non-Evangelical	18%	(138)	6%	(44)	76%	(586)	768
Community: Urban	28%	(177)	14%	(86)	59%	(373)	636
Community: Suburban	17%	(171)	6%	(65)	77%	(770)	1006
Community: Rural	21%	(114)	8%	(47)	71%	(396)	558
Employ: Private Sector	20%	(128)	8%	(50)	73%	(469)	647
Employ: Government	22%	(34)	11%	(17)	67%	(102)	153
Employ: Self-Employed	29%	(63)	14%	(31)	57%	(123)	217
Employ: Homemaker	15%	(21)	9%	(13)	76%	(109)	143
Employ: Student	23%	(25)	9%	(10)	68%	(76)	112
Employ: Retired	16%	(76)	3%	(16)	80%	(373)	465
Employ: Unemployed	23%	(68)	16%	(46)	62%	(182)	297
Employ: Other	28%	(47)	10%	(16)	62%	(104)	167
Military HH: Yes	19%	(69)	10%	(37)	70%	(251)	357
Military HH: No	21%	(394)	9%	(162)	70%	(1288)	1843
RD/WT: Right Direction	24%	(250)	10%	(106)	66%	(679)	1035
RD/WT: Wrong Track	18%	(213)	8%	(92)	74%	(860)	1165

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Table ADW2_12: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(463)	9%	(198)	70%	(1539)	2200
Biden Job Approve	23%	(273)	10%	(122)	67%	(789)	1184
Biden Job Disapprove	17%	(147)	7%	(57)	76%	(651)	855
Biden Job Strongly Approve	27%	(174)	10%	(66)	63%	(405)	645
Biden Job Somewhat Approve	18%	(99)	10%	(56)	71%	(384)	539
Biden Job Somewhat Disapprove	18%	(46)	8%	(20)	74%	(184)	250
Biden Job Strongly Disapprove	17%	(101)	6%	(37)	77%	(467)	605
Favorable of Biden	23%	(268)	10%	(122)	67%	(788)	1178
Unfavorable of Biden	19%	(165)	7%	(62)	75%	(664)	891
Very Favorable of Biden	27%	(183)	10%	(66)	63%	(422)	671
Somewhat Favorable of Biden	17%	(85)	11%	(55)	72%	(367)	507
Somewhat Unfavorable of Biden	26%	(63)	8%	(18)	66%	(161)	242
Very Unfavorable of Biden	16%	(102)	7%	(44)	78%	(503)	649
#1 Issue: Economy	20%	(175)	10%	(87)	69%	(593)	855
#1 Issue: Security	25%	(74)	8%	(24)	68%	(204)	302
#1 Issue: Health Care	23%	(65)	9%	(27)	68%	(197)	289
#1 Issue: Medicare / Social Security	23%	(60)	5%	(13)	72%	(191)	263
#1 Issue: Women's Issues	19%	(26)	8%	(11)	73%	(99)	135
#1 Issue: Education	19%	(18)	16%	(15)	65%	(61)	94
#1 Issue: Energy	19%	(23)	8%	(10)	72%	(85)	118
#1 Issue: Other	16%	(22)	9%	(12)	76%	(109)	144
2020 Vote: Joe Biden	24%	(236)	10%	(94)	66%	(646)	975
2020 Vote: Donald Trump	17%	(119)	6%	(40)	77%	(536)	695
2020 Vote: Other	13%	(9)	7%	(5)	80%	(56)	70
2020 Vote: Didn't Vote	21%	(99)	13%	(60)	65%	(300)	459
2018 House Vote: Democrat	24%	(173)	9%	(69)	67%	(489)	731
2018 House Vote: Republican	18%	(102)	5%	(28)	77%	(450)	581
2018 House Vote: Someone else	11%	(6)	7%	(4)	82%	(46)	56

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Table ADW2_12: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(463)	9%	(198)	70%	(1539)	2200
2016 Vote: Hillary Clinton	25%	(168)	9%	(61)	66%	(452)	681
2016 Vote: Donald Trump	18%	(119)	7%	(46)	75%	(487)	653
2016 Vote: Other	13%	(15)	4%	(5)	83%	(94)	114
2016 Vote: Didn't Vote	21%	(161)	11%	(86)	67%	(505)	751
Voted in 2014: Yes	20%	(252)	8%	(99)	72%	(885)	1237
Voted in 2014: No	22%	(210)	10%	(99)	68%	(654)	963
4-Region: Northeast	19%	(76)	8%	(33)	72%	(284)	394
4-Region: Midwest	20%	(92)	9%	(43)	71%	(327)	462
4-Region: South	23%	(193)	9%	(71)	68%	(560)	824
4-Region: West	19%	(101)	10%	(51)	71%	(368)	520
Subscribes to Ad-Supported Service	39%	(463)	9%	(104)	52%	(619)	1185
Subscribes to Ad-Free Service	24%	(428)	9%	(154)	67%	(1169)	1750
Subscribes to more Services Since COVID	27%	(161)	11%	(68)	62%	(376)	605
Subscribes to Fewer Services Since COVID	25%	(25)	14%	(14)	60%	(60)	100
Plans to Subscribe to more Services	32%	(136)	13%	(55)	55%	(238)	429
Plans to Subscribe to less Services	21%	(74)	12%	(42)	68%	(244)	360

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

Table ADW2_13: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(414)	11%	(231)	71%	(1555)	2200
Gender: Male	21%	(221)	12%	(131)	67%	(710)	1062
Gender: Female	17%	(193)	9%	(100)	74%	(845)	1138
Age: 18-34	18%	(116)	16%	(102)	67%	(437)	655
Age: 35-44	23%	(82)	15%	(53)	62%	(223)	358
Age: 45-64	22%	(168)	7%	(54)	70%	(528)	751
Age: 65+	11%	(48)	5%	(22)	84%	(366)	436
GenZers: 1997-2012	12%	(33)	14%	(41)	74%	(209)	284
Millennials: 1981-1996	24%	(149)	16%	(99)	60%	(365)	613
GenXers: 1965-1980	20%	(107)	10%	(52)	70%	(369)	528
Baby Boomers: 1946-1964	17%	(122)	5%	(38)	78%	(555)	714
PID: Dem (no lean)	21%	(175)	12%	(99)	67%	(557)	831
PID: Ind (no lean)	18%	(133)	11%	(80)	71%	(533)	745
PID: Rep (no lean)	17%	(107)	8%	(52)	75%	(465)	624
PID/Gender: Dem Men	26%	(103)	15%	(58)	59%	(233)	394
PID/Gender: Dem Women	16%	(72)	9%	(41)	74%	(324)	437
PID/Gender: Ind Men	16%	(59)	12%	(43)	72%	(262)	364
PID/Gender: Ind Women	19%	(74)	10%	(37)	71%	(270)	381
PID/Gender: Rep Men	19%	(59)	10%	(30)	71%	(215)	303
PID/Gender: Rep Women	15%	(48)	7%	(22)	78%	(250)	320
Ideo: Liberal (1-3)	22%	(130)	10%	(60)	68%	(399)	590
Ideo: Moderate (4)	16%	(94)	11%	(67)	72%	(423)	584
Ideo: Conservative (5-7)	17%	(119)	9%	(64)	74%	(532)	714
Educ: < College	19%	(289)	11%	(166)	70%	(1058)	1512
Educ: Bachelors degree	20%	(87)	9%	(40)	71%	(317)	444
Educ: Post-grad	16%	(39)	10%	(25)	74%	(180)	244
Income: Under 50k	19%	(226)	12%	(141)	69%	(798)	1165
Income: 50k-100k	18%	(121)	8%	(56)	74%	(511)	688
Income: 100k+	19%	(67)	10%	(35)	71%	(245)	347

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Table ADW2_13: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(414)	11%	(231)	71%	(1555)	2200
Ethnicity: White	18%	(312)	9%	(154)	73%	(1256)	1722
Ethnicity: Hispanic	19%	(66)	17%	(59)	64%	(225)	349
Ethnicity: Black	28%	(78)	15%	(42)	56%	(154)	274
Ethnicity: Other	12%	(25)	17%	(35)	71%	(144)	204
All Christian	17%	(166)	9%	(86)	74%	(728)	980
All Non-Christian	26%	(36)	13%	(18)	61%	(86)	141
Atheist	22%	(24)	7%	(7)	71%	(75)	106
Agnostic/Nothing in particular	19%	(105)	11%	(62)	71%	(400)	568
Something Else	21%	(84)	14%	(57)	65%	(265)	406
Religious Non-Protestant/Catholic	24%	(36)	12%	(18)	64%	(96)	151
Evangelical	24%	(141)	12%	(71)	64%	(383)	595
Non-Evangelical	14%	(106)	9%	(72)	77%	(590)	768
Community: Urban	25%	(159)	14%	(90)	61%	(387)	636
Community: Suburban	15%	(148)	8%	(77)	78%	(781)	1006
Community: Rural	19%	(107)	12%	(65)	69%	(386)	558
Employ: Private Sector	19%	(120)	9%	(60)	72%	(467)	647
Employ: Government	21%	(32)	11%	(18)	68%	(104)	153
Employ: Self-Employed	24%	(51)	9%	(21)	67%	(145)	217
Employ: Homemaker	12%	(18)	8%	(11)	80%	(115)	143
Employ: Student	12%	(14)	23%	(26)	65%	(72)	112
Employ: Retired	13%	(59)	7%	(33)	80%	(372)	465
Employ: Unemployed	26%	(78)	16%	(48)	57%	(170)	297
Employ: Other	26%	(43)	9%	(15)	65%	(109)	167
Military HH: Yes	16%	(56)	10%	(34)	75%	(266)	357
Military HH: No	19%	(358)	11%	(197)	70%	(1289)	1843
RD/WT: Right Direction	21%	(222)	12%	(123)	67%	(691)	1035
RD/WT: Wrong Track	17%	(193)	9%	(108)	74%	(864)	1165

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Table ADW2_13: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(414)	11%	(231)	71%	(1555)	2200
Biden Job Approve	22%	(255)	11%	(126)	68%	(803)	1184
Biden Job Disapprove	15%	(126)	10%	(82)	76%	(647)	855
Biden Job Strongly Approve	25%	(158)	11%	(69)	65%	(418)	645
Biden Job Somewhat Approve	18%	(96)	11%	(57)	72%	(385)	539
Biden Job Somewhat Disapprove	14%	(35)	12%	(29)	74%	(186)	250
Biden Job Strongly Disapprove	15%	(91)	9%	(52)	76%	(461)	605
Favorable of Biden	21%	(250)	11%	(124)	68%	(804)	1178
Unfavorable of Biden	15%	(136)	10%	(90)	75%	(665)	891
Very Favorable of Biden	23%	(157)	12%	(79)	65%	(435)	671
Somewhat Favorable of Biden	18%	(93)	9%	(45)	73%	(369)	507
Somewhat Unfavorable of Biden	17%	(41)	12%	(29)	71%	(172)	242
Very Unfavorable of Biden	15%	(95)	9%	(61)	76%	(493)	649
#1 Issue: Economy	20%	(173)	11%	(91)	69%	(591)	855
#1 Issue: Security	18%	(56)	10%	(31)	71%	(216)	302
#1 Issue: Health Care	21%	(60)	10%	(28)	70%	(201)	289
#1 Issue: Medicare / Social Security	13%	(35)	7%	(20)	79%	(208)	263
#1 Issue: Women's Issues	13%	(17)	20%	(27)	68%	(91)	135
#1 Issue: Education	22%	(20)	10%	(9)	69%	(64)	94
#1 Issue: Energy	23%	(28)	10%	(12)	67%	(78)	118
#1 Issue: Other	17%	(25)	10%	(14)	73%	(105)	144
2020 Vote: Joe Biden	21%	(202)	10%	(101)	69%	(672)	975
2020 Vote: Donald Trump	17%	(117)	8%	(52)	76%	(526)	695
2020 Vote: Other	16%	(11)	13%	(9)	71%	(50)	70
2020 Vote: Didn't Vote	18%	(84)	15%	(69)	67%	(306)	459
2018 House Vote: Democrat	21%	(153)	10%	(75)	69%	(503)	731
2018 House Vote: Republican	15%	(88)	8%	(44)	77%	(448)	581
2018 House Vote: Someone else	16%	(9)	5%	(3)	80%	(45)	56

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Table ADW2_13: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?*
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(414)	11%	(231)	71%	(1555)	2200
2016 Vote: Hillary Clinton	21%	(142)	10%	(66)	69%	(472)	681
2016 Vote: Donald Trump	17%	(108)	9%	(57)	75%	(487)	653
2016 Vote: Other	11%	(12)	7%	(8)	83%	(94)	114
2016 Vote: Didn't Vote	20%	(151)	13%	(100)	67%	(500)	751
Voted in 2014: Yes	19%	(241)	9%	(115)	71%	(881)	1237
Voted in 2014: No	18%	(174)	12%	(116)	70%	(673)	963
4-Region: Northeast	16%	(63)	12%	(47)	72%	(284)	394
4-Region: Midwest	17%	(77)	9%	(43)	74%	(342)	462
4-Region: South	22%	(179)	10%	(80)	69%	(565)	824
4-Region: West	18%	(96)	12%	(61)	70%	(363)	520
Subscribes to Ad-Supported Service	35%	(414)	10%	(116)	55%	(655)	1185
Subscribes to Ad-Free Service	22%	(389)	10%	(175)	68%	(1186)	1750
Subscribes to more Services Since COVID	22%	(134)	12%	(70)	66%	(400)	605
Subscribes to Fewer Services Since COVID	24%	(24)	13%	(13)	64%	(63)	100
Plans to Subscribe to more Services	25%	(108)	15%	(63)	60%	(257)	429
Plans to Subscribe to less Services	17%	(60)	15%	(54)	68%	(246)	360

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

Table ADW2_14: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock (Ad-supported partial platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(376)	10%	(209)	73%	(1614)	2200
Gender: Male	18%	(195)	12%	(127)	70%	(740)	1062
Gender: Female	16%	(182)	7%	(82)	77%	(874)	1138
Age: 18-34	19%	(125)	15%	(100)	66%	(430)	655
Age: 35-44	23%	(81)	10%	(34)	68%	(242)	358
Age: 45-64	15%	(113)	7%	(55)	78%	(583)	751
Age: 65+	13%	(57)	5%	(21)	82%	(359)	436
GenZers: 1997-2012	17%	(49)	13%	(36)	70%	(198)	284
Millennials: 1981-1996	22%	(134)	15%	(91)	63%	(388)	613
GenXers: 1965-1980	16%	(85)	9%	(48)	75%	(395)	528
Baby Boomers: 1946-1964	15%	(105)	5%	(35)	80%	(574)	714
PID: Dem (no lean)	20%	(169)	12%	(102)	67%	(559)	831
PID: Ind (no lean)	15%	(111)	8%	(61)	77%	(572)	745
PID: Rep (no lean)	15%	(96)	7%	(46)	77%	(482)	624
PID/Gender: Dem Men	21%	(82)	15%	(60)	64%	(252)	394
PID/Gender: Dem Women	20%	(88)	10%	(42)	70%	(307)	437
PID/Gender: Ind Men	16%	(57)	12%	(42)	73%	(265)	364
PID/Gender: Ind Women	14%	(55)	5%	(19)	81%	(307)	381
PID/Gender: Rep Men	19%	(56)	8%	(25)	73%	(222)	303
PID/Gender: Rep Women	12%	(39)	7%	(21)	81%	(260)	320
Ideo: Liberal (1-3)	21%	(123)	12%	(73)	67%	(394)	590
Ideo: Moderate (4)	15%	(89)	10%	(56)	75%	(440)	584
Ideo: Conservative (5-7)	15%	(107)	7%	(53)	78%	(555)	714
Educ: < College	16%	(240)	9%	(139)	75%	(1134)	1512
Educ: Bachelors degree	19%	(82)	11%	(49)	70%	(313)	444
Educ: Post-grad	22%	(55)	9%	(22)	69%	(168)	244
Income: Under 50k	16%	(189)	10%	(117)	74%	(859)	1165
Income: 50k-100k	17%	(118)	9%	(64)	74%	(506)	688
Income: 100k+	20%	(70)	8%	(29)	72%	(249)	347

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Table ADW2_14: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock (Ad-supported partial platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(376)	10%	(209)	73%	(1614)	2200
Ethnicity: White	17%	(293)	8%	(139)	75%	(1289)	1722
Ethnicity: Hispanic	17%	(58)	18%	(61)	66%	(230)	349
Ethnicity: Black	21%	(59)	15%	(42)	63%	(173)	274
Ethnicity: Other	12%	(25)	14%	(28)	74%	(152)	204
All Christian	16%	(161)	9%	(92)	74%	(727)	980
All Non-Christian	26%	(37)	14%	(20)	60%	(84)	141
Atheist	15%	(16)	8%	(8)	77%	(82)	106
Agnostic/Nothing in particular	18%	(101)	9%	(51)	73%	(416)	568
Something Else	15%	(62)	9%	(39)	75%	(305)	406
Religious Non-Protestant/Catholic	25%	(37)	13%	(20)	62%	(94)	151
Evangelical	19%	(114)	11%	(67)	70%	(414)	595
Non-Evangelical	14%	(105)	8%	(63)	78%	(600)	768
Community: Urban	22%	(139)	15%	(93)	63%	(403)	636
Community: Suburban	17%	(166)	7%	(71)	76%	(769)	1006
Community: Rural	13%	(71)	8%	(46)	79%	(442)	558
Employ: Private Sector	17%	(110)	11%	(74)	72%	(462)	647
Employ: Government	25%	(38)	12%	(18)	63%	(97)	153
Employ: Self-Employed	17%	(37)	13%	(28)	70%	(151)	217
Employ: Homemaker	17%	(24)	8%	(11)	75%	(108)	143
Employ: Student	17%	(19)	23%	(26)	60%	(67)	112
Employ: Retired	14%	(65)	4%	(20)	82%	(380)	465
Employ: Unemployed	19%	(57)	7%	(22)	73%	(218)	297
Employ: Other	16%	(26)	6%	(10)	78%	(131)	167
Military HH: Yes	18%	(65)	9%	(31)	73%	(261)	357
Military HH: No	17%	(312)	10%	(179)	73%	(1353)	1843
RD/WT: Right Direction	20%	(208)	13%	(132)	67%	(695)	1035
RD/WT: Wrong Track	14%	(168)	7%	(77)	79%	(920)	1165

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Table ADW2_14: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock (Ad-supported partial platform)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(376)	10%	(209)	73%	(1614)	2200
Biden Job Approve	20%	(237)	11%	(134)	69%	(813)	1184
Biden Job Disapprove	12%	(104)	7%	(64)	80%	(687)	855
Biden Job Strongly Approve	23%	(146)	11%	(71)	66%	(428)	645
Biden Job Somewhat Approve	17%	(91)	12%	(62)	72%	(385)	539
Biden Job Somewhat Disapprove	12%	(29)	9%	(23)	79%	(198)	250
Biden Job Strongly Disapprove	12%	(75)	7%	(41)	81%	(489)	605
Favorable of Biden	20%	(241)	11%	(126)	69%	(811)	1178
Unfavorable of Biden	12%	(110)	8%	(73)	79%	(708)	891
Very Favorable of Biden	21%	(142)	12%	(80)	67%	(449)	671
Somewhat Favorable of Biden	20%	(99)	9%	(46)	71%	(362)	507
Somewhat Unfavorable of Biden	12%	(28)	12%	(29)	76%	(185)	242
Very Unfavorable of Biden	13%	(82)	7%	(44)	81%	(524)	649
#1 Issue: Economy	20%	(170)	8%	(70)	72%	(615)	855
#1 Issue: Security	13%	(39)	10%	(29)	77%	(234)	302
#1 Issue: Health Care	18%	(51)	12%	(33)	71%	(205)	289
#1 Issue: Medicare / Social Security	13%	(33)	6%	(15)	82%	(215)	263
#1 Issue: Women's Issues	18%	(25)	19%	(26)	62%	(85)	135
#1 Issue: Education	19%	(18)	22%	(21)	58%	(54)	94
#1 Issue: Energy	23%	(27)	7%	(8)	70%	(82)	118
#1 Issue: Other	9%	(13)	5%	(7)	86%	(124)	144
2020 Vote: Joe Biden	20%	(199)	11%	(106)	69%	(669)	975
2020 Vote: Donald Trump	15%	(103)	7%	(51)	78%	(541)	695
2020 Vote: Other	8%	(6)	8%	(6)	84%	(58)	70
2020 Vote: Didn't Vote	15%	(68)	10%	(46)	75%	(345)	459
2018 House Vote: Democrat	20%	(143)	11%	(84)	69%	(504)	731
2018 House Vote: Republican	15%	(86)	8%	(44)	78%	(450)	581
2018 House Vote: Someone else	9%	(5)	11%	(6)	80%	(45)	56

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Table ADW2_14: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock (Ad-supported partial platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(376)	10%	(209)	73%	(1614)	2200
2016 Vote: Hillary Clinton	19%	(127)	11%	(78)	70%	(476)	681
2016 Vote: Donald Trump	17%	(110)	8%	(53)	75%	(490)	653
2016 Vote: Other	11%	(13)	4%	(4)	85%	(97)	114
2016 Vote: Didn't Vote	17%	(127)	10%	(74)	73%	(550)	751
Voted in 2014: Yes	18%	(224)	9%	(116)	73%	(897)	1237
Voted in 2014: No	16%	(153)	10%	(94)	74%	(717)	963
4-Region: Northeast	19%	(74)	9%	(34)	72%	(285)	394
4-Region: Midwest	14%	(66)	9%	(40)	77%	(357)	462
4-Region: South	16%	(135)	9%	(72)	75%	(617)	824
4-Region: West	20%	(102)	12%	(63)	68%	(355)	520
Subscribes to Ad-Supported Service	32%	(376)	10%	(116)	58%	(692)	1185
Subscribes to Ad-Free Service	21%	(361)	9%	(163)	70%	(1226)	1750
Subscribes to more Services Since COVID	26%	(155)	10%	(59)	65%	(391)	605
Subscribes to Fewer Services Since COVID	11%	(11)	18%	(18)	71%	(70)	100
Plans to Subscribe to more Services	21%	(90)	18%	(78)	61%	(261)	429
Plans to Subscribe to less Services	18%	(64)	15%	(53)	67%	(243)	360

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

Table ADW2_15: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium (Ad-supported full platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(248)	7%	(158)	82%	(1793)	2200
Gender: Male	13%	(142)	8%	(90)	78%	(829)	1062
Gender: Female	9%	(106)	6%	(68)	85%	(964)	1138
Age: 18-34	12%	(79)	12%	(76)	76%	(501)	655
Age: 35-44	15%	(52)	9%	(31)	77%	(274)	358
Age: 45-64	11%	(86)	5%	(41)	83%	(624)	751
Age: 65+	7%	(32)	2%	(10)	90%	(394)	436
GenZers: 1997-2012	10%	(28)	12%	(34)	78%	(221)	284
Millennials: 1981-1996	14%	(89)	10%	(64)	75%	(460)	613
GenXers: 1965-1980	12%	(63)	8%	(42)	80%	(423)	528
Baby Boomers: 1946-1964	10%	(69)	3%	(18)	88%	(627)	714
PID: Dem (no lean)	15%	(122)	9%	(72)	77%	(637)	831
PID: Ind (no lean)	9%	(67)	6%	(42)	85%	(636)	745
PID: Rep (no lean)	10%	(60)	7%	(44)	83%	(520)	624
PID/Gender: Dem Men	18%	(71)	10%	(41)	72%	(282)	394
PID/Gender: Dem Women	12%	(51)	7%	(31)	81%	(355)	437
PID/Gender: Ind Men	9%	(32)	8%	(28)	83%	(304)	364
PID/Gender: Ind Women	9%	(34)	4%	(14)	87%	(333)	381
PID/Gender: Rep Men	13%	(39)	7%	(21)	80%	(243)	303
PID/Gender: Rep Women	7%	(21)	7%	(23)	86%	(277)	320
Ideo: Liberal (1-3)	16%	(94)	8%	(50)	76%	(446)	590
Ideo: Moderate (4)	10%	(59)	7%	(38)	83%	(487)	584
Ideo: Conservative (5-7)	9%	(65)	6%	(42)	85%	(608)	714
Educ: < College	9%	(141)	7%	(102)	84%	(1268)	1512
Educ: Bachelors degree	15%	(68)	7%	(30)	78%	(346)	444
Educ: Post-grad	16%	(39)	10%	(26)	73%	(179)	244
Income: Under 50k	9%	(103)	7%	(85)	84%	(977)	1165
Income: 50k-100k	13%	(90)	6%	(39)	81%	(559)	688
Income: 100k+	16%	(56)	10%	(34)	74%	(257)	347

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Table ADW2_15: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium (Ad-supported full platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(248)	7%	(158)	82%	(1793)	2200
Ethnicity: White	11%	(195)	6%	(103)	83%	(1424)	1722
Ethnicity: Hispanic	9%	(30)	9%	(31)	83%	(289)	349
Ethnicity: Black	14%	(38)	12%	(34)	74%	(203)	274
Ethnicity: Other	7%	(15)	11%	(22)	82%	(167)	204
All Christian	11%	(107)	7%	(65)	82%	(808)	980
All Non-Christian	22%	(31)	9%	(13)	69%	(97)	141
Atheist	12%	(12)	9%	(9)	79%	(84)	106
Agnostic/Nothing in particular	9%	(53)	7%	(40)	84%	(474)	568
Something Else	11%	(45)	8%	(31)	81%	(331)	406
Religious Non-Protestant/Catholic	21%	(32)	9%	(14)	70%	(105)	151
Evangelical	15%	(89)	8%	(48)	77%	(458)	595
Non-Evangelical	8%	(61)	6%	(46)	86%	(661)	768
Community: Urban	13%	(85)	11%	(67)	76%	(485)	636
Community: Suburban	11%	(112)	6%	(60)	83%	(834)	1006
Community: Rural	9%	(52)	6%	(31)	85%	(474)	558
Employ: Private Sector	12%	(80)	10%	(63)	78%	(504)	647
Employ: Government	19%	(29)	8%	(13)	72%	(111)	153
Employ: Self-Employed	11%	(23)	6%	(13)	84%	(181)	217
Employ: Homemaker	9%	(13)	7%	(10)	84%	(120)	143
Employ: Student	8%	(9)	21%	(23)	71%	(79)	112
Employ: Retired	8%	(39)	2%	(9)	90%	(416)	465
Employ: Unemployed	12%	(36)	6%	(19)	82%	(242)	297
Employ: Other	11%	(19)	5%	(8)	84%	(140)	167
Military HH: Yes	13%	(46)	6%	(20)	81%	(290)	357
Military HH: No	11%	(202)	7%	(138)	82%	(1503)	1843
RD/WT: Right Direction	14%	(142)	10%	(101)	77%	(793)	1035
RD/WT: Wrong Track	9%	(106)	5%	(58)	86%	(1001)	1165

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Table ADW2_15: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium (Ad-supported full platform)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(248)	7%	(158)	82%	(1793)	2200
Biden Job Approve	14%	(162)	9%	(107)	77%	(914)	1184
Biden Job Disapprove	8%	(70)	5%	(40)	87%	(745)	855
Biden Job Strongly Approve	18%	(116)	9%	(61)	73%	(468)	645
Biden Job Somewhat Approve	9%	(46)	9%	(46)	83%	(446)	539
Biden Job Somewhat Disapprove	8%	(19)	5%	(13)	87%	(217)	250
Biden Job Strongly Disapprove	8%	(50)	4%	(26)	87%	(528)	605
Favorable of Biden	14%	(162)	8%	(97)	78%	(918)	1178
Unfavorable of Biden	8%	(69)	6%	(51)	86%	(771)	891
Very Favorable of Biden	17%	(115)	9%	(62)	74%	(494)	671
Somewhat Favorable of Biden	9%	(48)	7%	(35)	84%	(424)	507
Somewhat Unfavorable of Biden	8%	(18)	9%	(22)	84%	(202)	242
Very Unfavorable of Biden	8%	(51)	5%	(30)	88%	(569)	649
#1 Issue: Economy	12%	(105)	7%	(58)	81%	(691)	855
#1 Issue: Security	10%	(31)	9%	(28)	80%	(243)	302
#1 Issue: Health Care	11%	(33)	7%	(19)	82%	(238)	289
#1 Issue: Medicare / Social Security	11%	(30)	3%	(7)	86%	(227)	263
#1 Issue: Women's Issues	15%	(20)	10%	(14)	75%	(102)	135
#1 Issue: Education	3%	(2)	17%	(16)	81%	(76)	94
#1 Issue: Energy	16%	(19)	7%	(9)	76%	(90)	118
#1 Issue: Other	6%	(8)	6%	(8)	89%	(127)	144
2020 Vote: Joe Biden	14%	(135)	8%	(82)	78%	(758)	975
2020 Vote: Donald Trump	10%	(66)	6%	(39)	85%	(590)	695
2020 Vote: Other	6%	(4)	6%	(4)	88%	(62)	70
2020 Vote: Didn't Vote	9%	(43)	7%	(34)	83%	(382)	459
2018 House Vote: Democrat	15%	(107)	9%	(65)	77%	(559)	731
2018 House Vote: Republican	10%	(56)	5%	(30)	85%	(495)	581
2018 House Vote: Someone else	3%	(2)	2%	(1)	94%	(53)	56

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Table ADW2_15: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium (Ad-supported full platform)*

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	11% (248)	7% (158)	82% (1793)	2200
2016 Vote: Hillary Clinton	14% (92)	8% (57)	78% (531)	681
2016 Vote: Donald Trump	11% (70)	6% (38)	83% (544)	653
2016 Vote: Other	7% (7)	1% (2)	92% (105)	114
2016 Vote: Didn't Vote	10% (79)	8% (61)	81% (612)	751
Voted in 2014: Yes	13% (155)	7% (86)	80% (995)	1237
Voted in 2014: No	10% (93)	8% (72)	83% (798)	963
4-Region: Northeast	12% (48)	9% (34)	79% (311)	394
4-Region: Midwest	9% (42)	7% (34)	84% (386)	462
4-Region: South	11% (93)	7% (56)	82% (675)	824
4-Region: West	12% (65)	7% (35)	81% (421)	520
Subscribes to Ad-Supported Service	21% (248)	9% (103)	70% (834)	1185
Subscribes to Ad-Free Service	14% (244)	8% (132)	79% (1375)	1750
Subscribes to more Services Since COVID	19% (117)	9% (52)	72% (436)	605
Subscribes to Fewer Services Since COVID	10% (10)	13% (13)	77% (77)	100
Plans to Subscribe to more Services	16% (68)	12% (53)	72% (308)	429
Plans to Subscribe to less Services	11% (41)	12% (44)	76% (275)	360

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

Table ADW2_16: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium Plus (Ad-free full platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(191)	7%	(158)	84%	(1851)	2200
Gender: Male	11%	(121)	9%	(97)	80%	(845)	1062
Gender: Female	6%	(70)	5%	(62)	88%	(1007)	1138
Age: 18-34	13%	(84)	11%	(74)	76%	(497)	655
Age: 35-44	12%	(42)	9%	(31)	80%	(285)	358
Age: 45-64	7%	(53)	6%	(42)	87%	(656)	751
Age: 65+	3%	(11)	3%	(12)	95%	(413)	436
GenZers: 1997-2012	11%	(30)	8%	(22)	81%	(231)	284
Millennials: 1981-1996	14%	(86)	12%	(74)	74%	(452)	613
GenXers: 1965-1980	8%	(42)	7%	(35)	85%	(451)	528
Baby Boomers: 1946-1964	5%	(33)	4%	(26)	92%	(655)	714
PID: Dem (no lean)	12%	(98)	9%	(73)	79%	(660)	831
PID: Ind (no lean)	7%	(54)	6%	(47)	86%	(644)	745
PID: Rep (no lean)	6%	(39)	6%	(38)	88%	(547)	624
PID/Gender: Dem Men	16%	(62)	11%	(43)	73%	(289)	394
PID/Gender: Dem Women	8%	(36)	7%	(30)	85%	(371)	437
PID/Gender: Ind Men	8%	(30)	9%	(33)	83%	(301)	364
PID/Gender: Ind Women	6%	(24)	4%	(14)	90%	(343)	381
PID/Gender: Rep Men	10%	(29)	7%	(20)	84%	(254)	303
PID/Gender: Rep Women	3%	(9)	6%	(18)	92%	(293)	320
Ideo: Liberal (1-3)	12%	(74)	10%	(59)	78%	(457)	590
Ideo: Moderate (4)	9%	(50)	7%	(40)	84%	(493)	584
Ideo: Conservative (5-7)	6%	(41)	6%	(40)	89%	(634)	714
Educ: < College	7%	(111)	7%	(103)	86%	(1298)	1512
Educ: Bachelors degree	11%	(48)	7%	(33)	82%	(363)	444
Educ: Post-grad	13%	(32)	9%	(22)	78%	(190)	244
Income: Under 50k	7%	(79)	8%	(93)	85%	(993)	1165
Income: 50k-100k	9%	(60)	6%	(41)	85%	(587)	688
Income: 100k+	15%	(52)	7%	(25)	78%	(271)	347

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Table ADW2_16: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium Plus (Ad-free full platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(191)	7%	(158)	84%	(1851)	2200
Ethnicity: White	9%	(151)	6%	(106)	85%	(1465)	1722
Ethnicity: Hispanic	11%	(39)	11%	(38)	78%	(272)	349
Ethnicity: Black	11%	(30)	14%	(38)	75%	(206)	274
Ethnicity: Other	5%	(10)	7%	(14)	88%	(180)	204
All Christian	8%	(78)	6%	(63)	86%	(839)	980
All Non-Christian	21%	(29)	14%	(19)	66%	(92)	141
Atheist	6%	(7)	5%	(5)	89%	(94)	106
Agnostic/Nothing in particular	10%	(56)	7%	(42)	83%	(470)	568
Something Else	5%	(21)	7%	(29)	88%	(356)	406
Religious Non-Protestant/Catholic	20%	(30)	13%	(19)	68%	(102)	151
Evangelical	10%	(58)	8%	(50)	82%	(487)	595
Non-Evangelical	5%	(39)	5%	(41)	90%	(689)	768
Community: Urban	13%	(82)	11%	(72)	76%	(482)	636
Community: Suburban	8%	(77)	5%	(48)	88%	(881)	1006
Community: Rural	6%	(32)	7%	(38)	87%	(488)	558
Employ: Private Sector	11%	(69)	7%	(48)	82%	(530)	647
Employ: Government	13%	(20)	12%	(18)	75%	(115)	153
Employ: Self-Employed	9%	(21)	12%	(27)	78%	(170)	217
Employ: Homemaker	6%	(9)	5%	(7)	89%	(127)	143
Employ: Student	11%	(13)	12%	(13)	76%	(85)	112
Employ: Retired	4%	(20)	3%	(16)	92%	(430)	465
Employ: Unemployed	9%	(28)	7%	(22)	83%	(247)	297
Employ: Other	8%	(13)	5%	(8)	88%	(146)	167
Military HH: Yes	8%	(29)	10%	(34)	82%	(294)	357
Military HH: No	9%	(162)	7%	(124)	84%	(1558)	1843
RD/WT: Right Direction	12%	(128)	9%	(90)	79%	(818)	1035
RD/WT: Wrong Track	5%	(63)	6%	(68)	89%	(1034)	1165

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Table ADW2_16: And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium Plus (Ad-free full platform)

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(191)	7%	(158)	84%	(1851)	2200
Biden Job Approve	11%	(134)	8%	(99)	80%	(950)	1184
Biden Job Disapprove	5%	(46)	5%	(47)	89%	(762)	855
Biden Job Strongly Approve	15%	(98)	9%	(55)	76%	(492)	645
Biden Job Somewhat Approve	7%	(36)	8%	(44)	85%	(458)	539
Biden Job Somewhat Disapprove	6%	(14)	4%	(11)	90%	(225)	250
Biden Job Strongly Disapprove	5%	(32)	6%	(36)	89%	(537)	605
Favorable of Biden	11%	(130)	8%	(93)	81%	(954)	1178
Unfavorable of Biden	5%	(47)	6%	(55)	88%	(788)	891
Very Favorable of Biden	14%	(94)	9%	(59)	77%	(518)	671
Somewhat Favorable of Biden	7%	(36)	7%	(34)	86%	(437)	507
Somewhat Unfavorable of Biden	7%	(16)	7%	(18)	86%	(207)	242
Very Unfavorable of Biden	5%	(31)	6%	(37)	89%	(581)	649
#1 Issue: Economy	9%	(79)	6%	(52)	85%	(724)	855
#1 Issue: Security	8%	(25)	7%	(21)	85%	(256)	302
#1 Issue: Health Care	8%	(23)	10%	(28)	82%	(238)	289
#1 Issue: Medicare / Social Security	6%	(15)	7%	(17)	88%	(230)	263
#1 Issue: Women's Issues	14%	(19)	6%	(8)	80%	(108)	135
#1 Issue: Education	9%	(9)	13%	(12)	78%	(73)	94
#1 Issue: Energy	10%	(12)	12%	(14)	78%	(92)	118
#1 Issue: Other	6%	(8)	4%	(5)	91%	(130)	144
2020 Vote: Joe Biden	11%	(110)	8%	(80)	81%	(786)	975
2020 Vote: Donald Trump	6%	(44)	6%	(45)	87%	(606)	695
2020 Vote: Other	6%	(4)	6%	(4)	89%	(62)	70
2020 Vote: Didn't Vote	7%	(33)	6%	(30)	86%	(397)	459
2018 House Vote: Democrat	12%	(84)	9%	(69)	79%	(577)	731
2018 House Vote: Republican	7%	(42)	6%	(36)	87%	(503)	581
2018 House Vote: Someone else	6%	(3)	2%	(1)	92%	(51)	56

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Table ADW2_16: *And specifically, do you, or anyone in your household, subscribe to or use the following streaming services?
Peacock Premium Plus (Ad-free full platform)*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	9%	(191)	7%	(158)	84%	(1851)	2200
2016 Vote: Hillary Clinton	12%	(79)	8%	(52)	81%	(549)	681
2016 Vote: Donald Trump	7%	(47)	7%	(44)	86%	(562)	653
2016 Vote: Other	4%	(5)	2%	(2)	94%	(107)	114
2016 Vote: Didn't Vote	8%	(59)	8%	(60)	84%	(632)	751
Voted in 2014: Yes	10%	(119)	7%	(91)	83%	(1027)	1237
Voted in 2014: No	7%	(72)	7%	(67)	86%	(824)	963
4-Region: Northeast	12%	(48)	6%	(22)	82%	(323)	394
4-Region: Midwest	7%	(32)	6%	(30)	87%	(401)	462
4-Region: South	8%	(66)	7%	(56)	85%	(702)	824
4-Region: West	9%	(44)	10%	(50)	82%	(426)	520
Subscribes to Ad-Supported Service	14%	(171)	9%	(103)	77%	(910)	1185
Subscribes to Ad-Free Service	11%	(191)	7%	(122)	82%	(1438)	1750
Subscribes to more Services Since COVID	13%	(77)	8%	(46)	80%	(482)	605
Subscribes to Fewer Services Since COVID	6%	(6)	14%	(14)	79%	(79)	100
Plans to Subscribe to more Services	13%	(57)	12%	(53)	74%	(319)	429
Plans to Subscribe to less Services	11%	(40)	12%	(43)	77%	(277)	360

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

Table ADW3: Do you currently subscribe to more or fewer streaming services now than you did prior to the COVID-19 pandemic?

Demographic	Subscribe to more now		Subscribe to fewer now		Subscribe to the same amount		Total N
	%	(N)	%	(N)	%	(N)	
Adults	39%	(605)	6%	(100)	54%	(841)	1546
Gender: Male	40%	(300)	7%	(51)	53%	(403)	754
Gender: Female	38%	(305)	6%	(49)	55%	(439)	792
Age: 18-34	47%	(217)	8%	(35)	45%	(207)	459
Age: 35-44	46%	(132)	7%	(21)	46%	(132)	286
Age: 45-64	35%	(192)	6%	(34)	59%	(321)	547
Age: 65+	25%	(63)	4%	(10)	71%	(181)	254
GenZers: 1997-2012	43%	(84)	9%	(19)	48%	(95)	198
Millennials: 1981-1996	50%	(227)	6%	(28)	44%	(204)	459
GenXers: 1965-1980	36%	(145)	7%	(27)	57%	(230)	402
Baby Boomers: 1946-1964	31%	(143)	6%	(25)	63%	(288)	456
PID: Dem (no lean)	47%	(283)	5%	(30)	48%	(287)	600
PID: Ind (no lean)	33%	(169)	8%	(42)	59%	(298)	509
PID: Rep (no lean)	35%	(152)	6%	(28)	59%	(256)	437
PID/Gender: Dem Men	47%	(129)	6%	(16)	48%	(132)	276
PID/Gender: Dem Women	47%	(154)	4%	(14)	48%	(156)	323
PID/Gender: Ind Men	33%	(87)	9%	(24)	58%	(152)	263
PID/Gender: Ind Women	34%	(83)	7%	(18)	59%	(146)	247
PID/Gender: Rep Men	39%	(84)	5%	(11)	56%	(119)	214
PID/Gender: Rep Women	31%	(68)	8%	(17)	62%	(137)	222
Ideo: Liberal (1-3)	51%	(224)	5%	(22)	44%	(197)	443
Ideo: Moderate (4)	38%	(158)	8%	(34)	54%	(224)	415
Ideo: Conservative (5-7)	32%	(162)	6%	(28)	62%	(312)	502
Educ: < College	38%	(385)	6%	(63)	56%	(576)	1024
Educ: Bachelors degree	41%	(137)	7%	(23)	52%	(173)	333
Educ: Post-grad	44%	(82)	7%	(14)	49%	(93)	189
Income: Under 50k	36%	(264)	8%	(63)	56%	(416)	743
Income: 50k-100k	40%	(213)	5%	(25)	55%	(291)	528
Income: 100k+	47%	(128)	4%	(12)	49%	(135)	275
Ethnicity: White	38%	(459)	6%	(75)	56%	(671)	1205
Ethnicity: Hispanic	51%	(126)	7%	(16)	42%	(103)	245
Ethnicity: Black	46%	(91)	4%	(8)	51%	(102)	201

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Table ADW3: Do you currently subscribe to more or fewer streaming services now than you did prior to the COVID-19 pandemic?

Demographic	Subscribe to more now		Subscribe to fewer now		Subscribe to the same amount		Total N
	Percentage	N	Percentage	N	Percentage	N	
Adults	39%	(605)	6%	(100)	54%	(841)	1546
Ethnicity: Other	39%	(55)	12%	(17)	49%	(69)	140
All Christian	37%	(245)	5%	(32)	58%	(387)	664
All Non-Christian	57%	(58)	8%	(8)	36%	(36)	102
Atheist	42%	(36)	2%	(2)	56%	(49)	87
Agnostic/Nothing in particular	36%	(140)	8%	(30)	57%	(224)	393
Something Else	42%	(125)	9%	(28)	49%	(146)	299
Religious Non-Protestant/Catholic	55%	(60)	7%	(8)	37%	(41)	109
Evangelical	42%	(171)	6%	(25)	52%	(214)	410
Non-Evangelical	36%	(195)	6%	(34)	57%	(309)	538
Community: Urban	47%	(219)	6%	(30)	47%	(220)	469
Community: Suburban	38%	(265)	6%	(43)	56%	(392)	700
Community: Rural	32%	(120)	7%	(27)	61%	(230)	377
Employ: Private Sector	42%	(210)	6%	(29)	52%	(261)	501
Employ: Government	49%	(56)	6%	(6)	46%	(53)	115
Employ: Self-Employed	41%	(65)	6%	(9)	53%	(85)	159
Employ: Homemaker	42%	(42)	8%	(8)	50%	(51)	102
Employ: Student	40%	(29)	15%	(11)	45%	(33)	73
Employ: Retired	29%	(82)	4%	(12)	67%	(191)	286
Employ: Unemployed	36%	(74)	5%	(10)	58%	(118)	202
Employ: Other	43%	(46)	12%	(13)	45%	(49)	108
Military HH: Yes	40%	(98)	7%	(18)	53%	(132)	248
Military HH: No	39%	(506)	6%	(82)	55%	(710)	1298
RD/WT: Right Direction	47%	(340)	6%	(45)	47%	(338)	724
RD/WT: Wrong Track	32%	(264)	7%	(55)	61%	(503)	822
Biden Job Approve	45%	(375)	6%	(51)	49%	(410)	836
Biden Job Disapprove	33%	(197)	6%	(39)	61%	(368)	604
Biden Job Strongly Approve	47%	(224)	6%	(29)	47%	(226)	480
Biden Job Somewhat Approve	42%	(151)	6%	(22)	51%	(183)	356
Biden Job Somewhat Disapprove	41%	(75)	9%	(16)	50%	(92)	183
Biden Job Strongly Disapprove	29%	(122)	5%	(23)	66%	(276)	421

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Table ADW3: Do you currently subscribe to more or fewer streaming services now than you did prior to the COVID-19 pandemic?

Demographic	Subscribe to more now		Subscribe to fewer now		Subscribe to the same amount		Total N
	Percentage	Count	Percentage	Count	Percentage	Count	
Adults	39%	(605)	6%	(100)	54%	(841)	1546
Favorable of Biden	44%	(375)	6%	(51)	50%	(425)	850
Unfavorable of Biden	33%	(205)	6%	(40)	60%	(373)	617
Very Favorable of Biden	47%	(233)	6%	(28)	47%	(236)	497
Somewhat Favorable of Biden	40%	(141)	6%	(23)	53%	(189)	353
Somewhat Unfavorable of Biden	41%	(69)	10%	(16)	49%	(82)	168
Very Unfavorable of Biden	30%	(135)	5%	(24)	65%	(290)	449
#1 Issue: Economy	39%	(258)	6%	(37)	55%	(360)	655
#1 Issue: Security	30%	(60)	5%	(10)	64%	(126)	197
#1 Issue: Health Care	44%	(90)	8%	(17)	48%	(98)	205
#1 Issue: Medicare / Social Security	37%	(55)	6%	(9)	57%	(83)	147
#1 Issue: Women's Issues	40%	(37)	14%	(13)	46%	(42)	92
#1 Issue: Education	38%	(23)	7%	(4)	54%	(33)	60
#1 Issue: Energy	55%	(51)	1%	(1)	44%	(41)	93
#1 Issue: Other	33%	(32)	8%	(8)	59%	(57)	97
2020 Vote: Joe Biden	47%	(335)	6%	(41)	47%	(338)	714
2020 Vote: Donald Trump	33%	(160)	6%	(28)	61%	(300)	488
2020 Vote: Other	36%	(20)	12%	(6)	52%	(29)	55
2020 Vote: Didn't Vote	31%	(89)	8%	(24)	61%	(175)	288
2018 House Vote: Democrat	47%	(256)	5%	(27)	48%	(261)	544
2018 House Vote: Republican	33%	(138)	5%	(22)	62%	(257)	417
2016 Vote: Hillary Clinton	48%	(236)	5%	(22)	48%	(235)	494
2016 Vote: Donald Trump	32%	(147)	7%	(31)	61%	(281)	458
2016 Vote: Other	32%	(28)	4%	(3)	64%	(56)	87
2016 Vote: Didn't Vote	38%	(192)	9%	(43)	53%	(269)	505
Voted in 2014: Yes	40%	(360)	5%	(47)	54%	(484)	892
Voted in 2014: No	37%	(244)	8%	(52)	55%	(357)	653
4-Region: Northeast	42%	(109)	8%	(20)	50%	(130)	260
4-Region: Midwest	37%	(122)	6%	(20)	57%	(190)	332
4-Region: South	36%	(209)	7%	(40)	57%	(327)	575
4-Region: West	43%	(165)	5%	(20)	51%	(195)	380
Subscribes to Ad-Supported Service	45%	(435)	6%	(58)	49%	(482)	975

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Table ADW3: Do you currently subscribe to more or fewer streaming services now than you did prior to the COVID-19 pandemic?

Demographic	Subscribe to more now		Subscribe to fewer now		Subscribe to the same amount		Total N
	%	(N)	%	(N)	%	(N)	
Adults	39%	(605)	6%	(100)	54%	(841)	1546
Subscribes to Ad-Free Service	40%	(579)	6%	(89)	54%	(795)	1463
Subscribes to more Services Since COVID	100%	(605)	—	(0)	—	(0)	605
Subscribes to Fewer Services Since COVID	—	(0)	100%	(100)	—	(0)	100
Plans to Subscribe to more Services	59%	(175)	7%	(22)	34%	(101)	297
Plans to Subscribe to less Services	57%	(126)	11%	(24)	32%	(72)	222

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

Table ADW4: *Thinking about the next year, do you expect to subscribe to more or fewer streaming services now than you do currently?*

Demographic	Plan to subscribe to more in the future		Plan to subscribe to fewer in the future		Plan to subscribe to the same amount		Total N
Adults	19%	(429)	16%	(360)	64%	(1412)	2200
Gender: Male	25%	(269)	17%	(181)	58%	(613)	1062
Gender: Female	14%	(160)	16%	(179)	70%	(799)	1138
Age: 18-34	30%	(198)	19%	(124)	51%	(333)	655
Age: 35-44	23%	(83)	18%	(65)	58%	(209)	358
Age: 45-64	13%	(99)	16%	(118)	71%	(534)	751
Age: 65+	11%	(48)	12%	(53)	77%	(336)	436
GenZers: 1997-2012	28%	(79)	20%	(56)	52%	(148)	284
Millennials: 1981-1996	29%	(178)	19%	(117)	52%	(318)	613
GenXers: 1965-1980	16%	(82)	14%	(76)	70%	(370)	528
Baby Boomers: 1946-1964	12%	(83)	15%	(104)	74%	(527)	714
PID: Dem (no lean)	24%	(199)	17%	(145)	59%	(487)	831
PID: Ind (no lean)	17%	(123)	16%	(117)	68%	(504)	745
PID: Rep (no lean)	17%	(106)	16%	(97)	67%	(420)	624
PID/Gender: Dem Men	34%	(136)	19%	(76)	46%	(182)	394
PID/Gender: Dem Women	15%	(63)	16%	(69)	70%	(305)	437
PID/Gender: Ind Men	20%	(74)	14%	(52)	65%	(238)	364
PID/Gender: Ind Women	13%	(49)	17%	(65)	70%	(267)	381
PID/Gender: Rep Men	19%	(59)	17%	(52)	64%	(193)	303
PID/Gender: Rep Women	15%	(47)	14%	(46)	71%	(228)	320
Ideo: Liberal (1-3)	25%	(150)	18%	(107)	57%	(333)	590
Ideo: Moderate (4)	17%	(102)	15%	(86)	68%	(396)	584
Ideo: Conservative (5-7)	17%	(121)	16%	(118)	67%	(475)	714
Educ: < College	19%	(283)	15%	(227)	66%	(1002)	1512
Educ: Bachelors degree	20%	(89)	18%	(80)	62%	(275)	444
Educ: Post-grad	23%	(56)	22%	(53)	55%	(135)	244
Income: Under 50k	20%	(229)	16%	(190)	64%	(747)	1165
Income: 50k-100k	17%	(117)	18%	(121)	65%	(450)	688
Income: 100k+	24%	(83)	14%	(49)	62%	(215)	347
Ethnicity: White	18%	(308)	16%	(279)	66%	(1135)	1722
Ethnicity: Hispanic	32%	(113)	15%	(53)	53%	(183)	349
Ethnicity: Black	25%	(68)	18%	(48)	58%	(158)	274

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Table ADW4: *Thinking about the next year, do you expect to subscribe to more or fewer streaming services now than you do currently?*

Demographic	Plan to subscribe to more in the future		Plan to subscribe to fewer in the future		Plan to subscribe to the same amount		Total N
Adults	19%	(429)	16%	(360)	64%	(1412)	2200
Ethnicity: Other	26%	(53)	16%	(32)	58%	(119)	204
All Christian	18%	(179)	16%	(159)	66%	(642)	980
All Non-Christian	36%	(51)	21%	(30)	43%	(60)	141
Atheist	20%	(22)	16%	(17)	64%	(67)	106
Agnostic/Nothing in particular	17%	(98)	16%	(91)	67%	(378)	568
Something Else	19%	(79)	16%	(64)	65%	(264)	406
Religious Non-Protestant/Catholic	35%	(52)	22%	(33)	44%	(66)	151
Evangelical	23%	(134)	16%	(98)	61%	(363)	595
Non-Evangelical	16%	(121)	15%	(118)	69%	(530)	768
Community: Urban	27%	(170)	20%	(130)	53%	(336)	636
Community: Suburban	16%	(164)	15%	(151)	69%	(691)	1006
Community: Rural	17%	(95)	14%	(79)	69%	(384)	558
Employ: Private Sector	22%	(141)	19%	(122)	59%	(384)	647
Employ: Government	24%	(37)	23%	(35)	53%	(81)	153
Employ: Self-Employed	26%	(55)	16%	(35)	58%	(127)	217
Employ: Homemaker	15%	(22)	15%	(21)	70%	(100)	143
Employ: Student	39%	(43)	18%	(20)	44%	(49)	112
Employ: Retired	11%	(52)	13%	(63)	75%	(350)	465
Employ: Unemployed	13%	(38)	10%	(31)	77%	(227)	297
Employ: Other	24%	(40)	20%	(34)	56%	(93)	167
Military HH: Yes	19%	(69)	15%	(53)	66%	(234)	357
Military HH: No	19%	(359)	17%	(307)	64%	(1178)	1843
RD/WT: Right Direction	24%	(252)	17%	(173)	59%	(611)	1035
RD/WT: Wrong Track	15%	(177)	16%	(186)	69%	(801)	1165
Biden Job Approve	22%	(265)	17%	(204)	60%	(715)	1184
Biden Job Disapprove	16%	(134)	16%	(136)	68%	(585)	855
Biden Job Strongly Approve	25%	(160)	17%	(110)	58%	(375)	645
Biden Job Somewhat Approve	20%	(105)	17%	(94)	63%	(340)	539
Biden Job Somewhat Disapprove	20%	(49)	17%	(44)	63%	(157)	250
Biden Job Strongly Disapprove	14%	(85)	15%	(92)	71%	(428)	605

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Table ADW4: Thinking about the next year, do you expect to subscribe to more or fewer streaming services now than you do currently?

Demographic	Plan to subscribe to more in the future		Plan to subscribe to fewer in the future		Plan to subscribe to the same amount		Total N
Adults	19%	(429)	16%	(360)	64%	(1412)	2200
Favorable of Biden	22%	(257)	16%	(191)	62%	(731)	1178
Unfavorable of Biden	16%	(140)	16%	(146)	68%	(604)	891
Very Favorable of Biden	24%	(163)	17%	(115)	59%	(394)	671
Somewhat Favorable of Biden	19%	(94)	15%	(76)	66%	(337)	507
Somewhat Unfavorable of Biden	21%	(50)	17%	(42)	62%	(149)	242
Very Unfavorable of Biden	14%	(90)	16%	(104)	70%	(455)	649
#1 Issue: Economy	18%	(152)	16%	(135)	66%	(568)	855
#1 Issue: Security	23%	(70)	15%	(46)	62%	(187)	302
#1 Issue: Health Care	24%	(69)	15%	(44)	61%	(176)	289
#1 Issue: Medicare / Social Security	16%	(41)	17%	(45)	67%	(177)	263
#1 Issue: Women's Issues	23%	(31)	23%	(31)	54%	(74)	135
#1 Issue: Education	21%	(19)	25%	(23)	54%	(51)	94
#1 Issue: Energy	18%	(21)	23%	(27)	59%	(70)	118
#1 Issue: Other	18%	(26)	6%	(9)	76%	(109)	144
2020 Vote: Joe Biden	23%	(224)	16%	(154)	61%	(597)	975
2020 Vote: Donald Trump	16%	(109)	15%	(107)	69%	(478)	695
2020 Vote: Other	17%	(12)	20%	(14)	64%	(44)	70
2020 Vote: Didn't Vote	18%	(83)	18%	(84)	64%	(292)	459
2018 House Vote: Democrat	21%	(155)	16%	(117)	63%	(458)	731
2018 House Vote: Republican	16%	(94)	16%	(94)	68%	(392)	581
2018 House Vote: Someone else	16%	(9)	16%	(9)	68%	(38)	56
2016 Vote: Hillary Clinton	21%	(142)	16%	(107)	63%	(432)	681
2016 Vote: Donald Trump	17%	(110)	16%	(104)	67%	(439)	653
2016 Vote: Other	9%	(10)	22%	(26)	69%	(79)	114
2016 Vote: Didn't Vote	22%	(166)	16%	(123)	62%	(462)	751
Voted in 2014: Yes	18%	(226)	16%	(194)	66%	(817)	1237
Voted in 2014: No	21%	(202)	17%	(166)	62%	(595)	963
4-Region: Northeast	23%	(91)	17%	(67)	60%	(236)	394
4-Region: Midwest	18%	(83)	15%	(71)	67%	(308)	462
4-Region: South	18%	(151)	15%	(120)	67%	(553)	824
4-Region: West	20%	(103)	20%	(102)	61%	(315)	520

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Table ADW4: *Thinking about the next year, do you expect to subscribe to more or fewer streaming services now than you do currently?*

Demographic	Plan to subscribe to more in the future		Plan to subscribe to fewer in the future		Plan to subscribe to the same amount		Total N
Adults	19%	(429)	16%	(360)	64%	(1412)	2200
Subscribes to Ad-Supported Service	22%	(258)	17%	(201)	61%	(725)	1185
Subscribes to Ad-Free Service	20%	(349)	16%	(288)	64%	(1114)	1750
Subscribes to more Services Since COVID	29%	(175)	21%	(126)	50%	(304)	605
Subscribes to Fewer Services Since COVID	22%	(22)	24%	(24)	54%	(54)	100
Plans to Subscribe to more Services	100%	(429)	—	(0)	—	(0)	429
Plans to Subscribe to less Services	—	(0)	100%	(360)	—	(0)	360

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

Table ADW5_1: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I am interested in upcoming content that will be available on other streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(208)	34%	(145)	18%	(76)	429
Gender: Male	50%	(134)	32%	(86)	18%	(49)	269
Gender: Female	46%	(74)	37%	(59)	17%	(27)	160
Age: 18-34	46%	(90)	36%	(72)	18%	(36)	198
Age: 35-44	62%	(52)	26%	(22)	12%	(10)	83
Age: 45-64	46%	(46)	39%	(38)	16%	(15)	99
GenZers: 1997-2012	40%	(32)	32%	(25)	28%	(22)	79
Millennials: 1981-1996	54%	(96)	35%	(63)	11%	(19)	178
GenXers: 1965-1980	53%	(43)	35%	(29)	13%	(10)	82
Baby Boomers: 1946-1964	40%	(33)	34%	(28)	27%	(22)	83
PID: Dem (no lean)	57%	(113)	28%	(56)	15%	(31)	199
PID: Ind (no lean)	41%	(51)	37%	(45)	22%	(27)	123
PID: Rep (no lean)	41%	(44)	42%	(44)	17%	(18)	106
PID/Gender: Dem Men	57%	(77)	28%	(39)	15%	(20)	136
PID/Gender: Dem Women	57%	(36)	27%	(17)	17%	(11)	63
PID/Gender: Ind Men	53%	(39)	24%	(18)	23%	(17)	74
PID/Gender: Rep Men	31%	(18)	50%	(29)	20%	(12)	59
Ideo: Liberal (1-3)	61%	(92)	31%	(47)	8%	(11)	150
Ideo: Moderate (4)	45%	(46)	35%	(35)	20%	(20)	102
Ideo: Conservative (5-7)	40%	(48)	40%	(48)	20%	(25)	121
Educ: < College	42%	(119)	36%	(101)	22%	(63)	283
Educ: Bachelors degree	64%	(57)	29%	(26)	7%	(6)	89
Educ: Post-grad	57%	(32)	33%	(18)	10%	(6)	56
Income: Under 50k	42%	(96)	36%	(82)	22%	(50)	229
Income: 50k-100k	53%	(62)	30%	(36)	16%	(19)	117
Income: 100k+	59%	(49)	33%	(27)	8%	(6)	83
Ethnicity: White	51%	(156)	34%	(106)	15%	(46)	308
Ethnicity: Hispanic	46%	(52)	40%	(45)	14%	(16)	113
Ethnicity: Black	52%	(35)	29%	(20)	19%	(13)	68
Ethnicity: Other	31%	(17)	37%	(19)	32%	(17)	53

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Table ADW5_1: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I am interested in upcoming content that will be available on other streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(208)	34%	(145)	18%	(76)	429
All Christian	48%	(85)	35%	(63)	17%	(31)	179
All Non-Christian	62%	(32)	33%	(17)	5%	(2)	51
Agnostic/Nothing in particular	42%	(41)	36%	(36)	22%	(22)	98
Something Else	50%	(39)	28%	(22)	22%	(17)	79
Religious Non-Protestant/Catholic	61%	(32)	34%	(18)	6%	(3)	52
Evangelical	49%	(65)	32%	(43)	19%	(25)	134
Non-Evangelical	48%	(58)	33%	(40)	18%	(22)	121
Community: Urban	58%	(99)	31%	(53)	11%	(18)	170
Community: Suburban	45%	(74)	36%	(59)	19%	(32)	164
Community: Rural	37%	(35)	36%	(34)	27%	(26)	95
Employ: Private Sector	59%	(84)	31%	(43)	10%	(14)	141
Employ: Self-Employed	45%	(25)	41%	(22)	14%	(8)	55
Employ: Retired	30%	(16)	33%	(17)	37%	(19)	52
Military HH: Yes	59%	(41)	33%	(23)	9%	(6)	69
Military HH: No	47%	(167)	34%	(122)	19%	(70)	359
RD/WT: Right Direction	53%	(134)	30%	(75)	17%	(42)	252
RD/WT: Wrong Track	42%	(73)	39%	(70)	19%	(34)	177
Biden Job Approve	54%	(142)	32%	(85)	14%	(38)	265
Biden Job Disapprove	43%	(57)	37%	(50)	20%	(27)	134
Biden Job Strongly Approve	56%	(90)	28%	(45)	16%	(25)	160
Biden Job Somewhat Approve	50%	(53)	38%	(40)	12%	(13)	105
Biden Job Strongly Disapprove	41%	(34)	39%	(33)	20%	(17)	85
Favorable of Biden	55%	(140)	30%	(78)	15%	(39)	257
Unfavorable of Biden	39%	(54)	43%	(61)	18%	(25)	140
Very Favorable of Biden	57%	(93)	29%	(47)	14%	(23)	163
Somewhat Favorable of Biden	50%	(47)	33%	(31)	17%	(16)	94
Somewhat Unfavorable of Biden	43%	(22)	39%	(20)	18%	(9)	50
Very Unfavorable of Biden	36%	(33)	46%	(41)	18%	(16)	90
#1 Issue: Economy	53%	(81)	29%	(44)	18%	(27)	152
#1 Issue: Security	49%	(34)	34%	(24)	17%	(12)	70
#1 Issue: Health Care	55%	(38)	33%	(23)	12%	(8)	69

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Table ADW5_1: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I am interested in upcoming content that will be available on other streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	49%	(208)	34%	(145)	18%	(76)	429
2020 Vote: Joe Biden	62%	(138)	26%	(58)	12%	(27)	224
2020 Vote: Donald Trump	37%	(40)	41%	(45)	22%	(24)	109
2020 Vote: Didn't Vote	24%	(20)	46%	(39)	29%	(24)	83
2018 House Vote: Democrat	56%	(87)	31%	(48)	13%	(21)	155
2018 House Vote: Republican	42%	(40)	42%	(40)	16%	(15)	94
2016 Vote: Hillary Clinton	63%	(90)	26%	(36)	11%	(16)	142
2016 Vote: Donald Trump	39%	(43)	44%	(48)	17%	(19)	110
2016 Vote: Didn't Vote	43%	(71)	35%	(58)	22%	(37)	166
Voted in 2014: Yes	52%	(118)	35%	(80)	13%	(28)	226
Voted in 2014: No	44%	(90)	32%	(65)	23%	(47)	202
4-Region: Northeast	57%	(52)	32%	(29)	11%	(10)	91
4-Region: Midwest	48%	(40)	31%	(26)	21%	(18)	83
4-Region: South	44%	(66)	40%	(60)	16%	(24)	151
4-Region: West	48%	(50)	29%	(30)	23%	(23)	103
Subscribes to Ad-Supported Service	53%	(137)	34%	(89)	13%	(32)	258
Subscribes to Ad-Free Service	52%	(181)	35%	(122)	13%	(46)	349
Subscribes to more Services Since COVID	55%	(96)	35%	(61)	10%	(17)	175
Plans to Subscribe to more Services	49%	(208)	34%	(145)	18%	(76)	429

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

Table ADW5_2: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to subscribe to ad-supported streaming services for a lower price

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(147)	35%	(151)	30%	(130)	429
Gender: Male	36%	(98)	32%	(86)	32%	(85)	269
Gender: Female	31%	(50)	41%	(65)	28%	(45)	160
Age: 18-34	34%	(67)	38%	(75)	28%	(55)	198
Age: 35-44	31%	(26)	39%	(33)	30%	(25)	83
Age: 45-64	42%	(41)	27%	(27)	31%	(31)	99
GenZers: 1997-2012	34%	(27)	37%	(29)	29%	(23)	79
Millennials: 1981-1996	34%	(60)	41%	(72)	26%	(45)	178
GenXers: 1965-1980	36%	(30)	25%	(21)	38%	(31)	82
Baby Boomers: 1946-1964	35%	(29)	32%	(26)	33%	(28)	83
PID: Dem (no lean)	42%	(84)	37%	(74)	21%	(41)	199
PID: Ind (no lean)	25%	(31)	35%	(43)	40%	(49)	123
PID: Rep (no lean)	31%	(32)	32%	(34)	37%	(39)	106
PID/Gender: Dem Men	42%	(57)	34%	(47)	24%	(32)	136
PID/Gender: Dem Women	44%	(28)	42%	(27)	14%	(9)	63
PID/Gender: Ind Men	30%	(22)	26%	(20)	43%	(32)	74
PID/Gender: Rep Men	32%	(19)	34%	(20)	35%	(20)	59
Ideo: Liberal (1-3)	42%	(63)	36%	(53)	22%	(34)	150
Ideo: Moderate (4)	30%	(30)	43%	(43)	28%	(28)	102
Ideo: Conservative (5-7)	34%	(42)	31%	(38)	34%	(42)	121
Educ: < College	29%	(82)	35%	(99)	36%	(102)	283
Educ: Bachelors degree	45%	(41)	37%	(33)	18%	(16)	89
Educ: Post-grad	44%	(25)	34%	(19)	22%	(12)	56
Income: Under 50k	27%	(61)	37%	(83)	37%	(84)	229
Income: 50k-100k	39%	(46)	37%	(43)	24%	(28)	117
Income: 100k+	48%	(40)	30%	(25)	21%	(18)	83
Ethnicity: White	34%	(105)	35%	(108)	31%	(95)	308
Ethnicity: Hispanic	37%	(42)	47%	(53)	16%	(18)	113
Ethnicity: Black	47%	(32)	31%	(21)	23%	(16)	68
Ethnicity: Other	21%	(11)	43%	(22)	36%	(19)	53

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Table ADW5_2: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to subscribe to ad-supported streaming services for a lower price

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(147)	35%	(151)	30%	(130)	429
All Christian	40%	(72)	33%	(59)	27%	(49)	179
All Non-Christian	51%	(26)	36%	(18)	13%	(7)	51
Agnostic/Nothing in particular	28%	(27)	33%	(32)	40%	(39)	98
Something Else	24%	(19)	44%	(35)	31%	(25)	79
Religious Non-Protestant/Catholic	50%	(26)	35%	(18)	15%	(8)	52
Evangelical	43%	(57)	30%	(40)	27%	(36)	134
Non-Evangelical	27%	(32)	43%	(52)	30%	(36)	121
Community: Urban	45%	(76)	35%	(60)	20%	(34)	170
Community: Suburban	30%	(49)	38%	(62)	32%	(53)	164
Community: Rural	23%	(22)	31%	(29)	46%	(43)	95
Employ: Private Sector	45%	(64)	35%	(49)	20%	(28)	141
Employ: Self-Employed	48%	(27)	29%	(16)	22%	(12)	55
Employ: Retired	26%	(13)	37%	(20)	37%	(19)	52
Military HH: Yes	31%	(21)	30%	(21)	39%	(27)	69
Military HH: No	35%	(126)	36%	(130)	29%	(103)	359
RD/WT: Right Direction	40%	(100)	37%	(93)	23%	(59)	252
RD/WT: Wrong Track	27%	(48)	33%	(58)	40%	(71)	177
Biden Job Approve	39%	(104)	35%	(93)	26%	(68)	265
Biden Job Disapprove	28%	(37)	34%	(46)	38%	(51)	134
Biden Job Strongly Approve	46%	(73)	31%	(49)	23%	(37)	160
Biden Job Somewhat Approve	29%	(31)	42%	(44)	29%	(31)	105
Biden Job Strongly Disapprove	29%	(25)	28%	(24)	43%	(36)	85
Favorable of Biden	39%	(99)	36%	(91)	26%	(67)	257
Unfavorable of Biden	32%	(45)	31%	(43)	37%	(52)	140
Very Favorable of Biden	45%	(73)	32%	(52)	23%	(38)	163
Somewhat Favorable of Biden	28%	(26)	42%	(39)	31%	(29)	94
Somewhat Unfavorable of Biden	43%	(22)	24%	(12)	33%	(16)	50
Very Unfavorable of Biden	26%	(23)	35%	(31)	40%	(36)	90
#1 Issue: Economy	26%	(39)	42%	(64)	32%	(49)	152
#1 Issue: Security	47%	(33)	24%	(17)	29%	(20)	70
#1 Issue: Health Care	46%	(32)	26%	(18)	28%	(19)	69

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Table ADW5_2: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to subscribe to ad-supported streaming services for a lower price

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	34%	(147)	35%	(151)	30%	(130)	429
2020 Vote: Joe Biden	40%	(88)	38%	(84)	23%	(51)	224
2020 Vote: Donald Trump	28%	(31)	37%	(41)	34%	(38)	109
2020 Vote: Didn't Vote	31%	(26)	29%	(24)	40%	(33)	83
2018 House Vote: Democrat	44%	(68)	33%	(51)	23%	(36)	155
2018 House Vote: Republican	28%	(27)	41%	(39)	31%	(29)	94
2016 Vote: Hillary Clinton	44%	(63)	33%	(47)	22%	(32)	142
2016 Vote: Donald Trump	27%	(30)	41%	(45)	32%	(35)	110
2016 Vote: Didn't Vote	31%	(52)	32%	(54)	36%	(61)	166
Voted in 2014: Yes	40%	(90)	34%	(77)	26%	(59)	226
Voted in 2014: No	29%	(58)	37%	(74)	35%	(70)	202
4-Region: Northeast	44%	(40)	42%	(38)	15%	(13)	91
4-Region: Midwest	24%	(20)	27%	(23)	49%	(40)	83
4-Region: South	31%	(47)	41%	(62)	28%	(42)	151
4-Region: West	39%	(41)	27%	(28)	33%	(35)	103
Subscribes to Ad-Supported Service	42%	(108)	32%	(81)	27%	(69)	258
Subscribes to Ad-Free Service	35%	(124)	34%	(120)	30%	(106)	349
Subscribes to more Services Since COVID	39%	(67)	34%	(59)	27%	(48)	175
Plans to Subscribe to more Services	34%	(147)	35%	(151)	30%	(130)	429

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

Table ADW5_3: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to purchase a subscription to a streaming service to watch a specific TV show or movie

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(174)	40%	(172)	19%	(82)	429
Gender: Male	37%	(99)	45%	(122)	18%	(48)	269
Gender: Female	47%	(76)	31%	(50)	21%	(34)	160
Age: 18-34	40%	(79)	41%	(82)	19%	(37)	198
Age: 35-44	49%	(41)	40%	(34)	11%	(9)	83
Age: 45-64	33%	(33)	42%	(42)	24%	(24)	99
GenZers: 1997-2012	46%	(36)	36%	(28)	19%	(15)	79
Millennials: 1981-1996	42%	(75)	44%	(79)	13%	(24)	178
GenXers: 1965-1980	38%	(31)	35%	(29)	27%	(22)	82
Baby Boomers: 1946-1964	35%	(29)	44%	(36)	22%	(18)	83
PID: Dem (no lean)	47%	(94)	35%	(69)	18%	(35)	199
PID: Ind (no lean)	36%	(44)	42%	(52)	22%	(27)	123
PID: Rep (no lean)	34%	(36)	48%	(51)	18%	(19)	106
PID/Gender: Dem Men	46%	(62)	40%	(54)	15%	(20)	136
PID/Gender: Dem Women	51%	(32)	25%	(16)	24%	(15)	63
PID/Gender: Ind Men	29%	(22)	48%	(36)	23%	(17)	74
PID/Gender: Rep Men	26%	(15)	55%	(33)	18%	(11)	59
Ideo: Liberal (1-3)	53%	(79)	36%	(53)	12%	(18)	150
Ideo: Moderate (4)	34%	(34)	46%	(47)	20%	(21)	102
Ideo: Conservative (5-7)	33%	(40)	44%	(54)	23%	(28)	121
Educ: < College	33%	(94)	45%	(127)	22%	(61)	283
Educ: Bachelors degree	50%	(45)	34%	(31)	15%	(13)	89
Educ: Post-grad	62%	(35)	26%	(14)	12%	(7)	56
Income: Under 50k	32%	(74)	45%	(102)	23%	(52)	229
Income: 50k-100k	49%	(57)	35%	(41)	16%	(19)	117
Income: 100k+	52%	(43)	35%	(29)	13%	(11)	83
Ethnicity: White	42%	(128)	41%	(125)	18%	(55)	308
Ethnicity: Hispanic	37%	(41)	46%	(53)	17%	(19)	113
Ethnicity: Black	39%	(26)	36%	(25)	25%	(17)	68
Ethnicity: Other	37%	(20)	43%	(23)	20%	(10)	53

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Table ADW5_3: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to purchase a subscription to a streaming service to watch a specific TV show or movie

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(174)	40%	(172)	19%	(82)	429
All Christian	45%	(80)	41%	(74)	14%	(26)	179
All Non-Christian	38%	(20)	50%	(25)	12%	(6)	51
Agnostic/Nothing in particular	27%	(27)	47%	(46)	26%	(25)	98
Something Else	50%	(40)	20%	(16)	29%	(23)	79
Religious Non-Protestant/Catholic	39%	(21)	48%	(25)	12%	(6)	52
Evangelical	52%	(69)	30%	(40)	18%	(24)	134
Non-Evangelical	40%	(49)	40%	(48)	20%	(24)	121
Community: Urban	47%	(79)	35%	(59)	18%	(31)	170
Community: Suburban	43%	(70)	39%	(64)	18%	(29)	164
Community: Rural	26%	(25)	52%	(49)	22%	(21)	95
Employ: Private Sector	47%	(66)	41%	(58)	12%	(17)	141
Employ: Self-Employed	35%	(20)	41%	(22)	24%	(13)	55
Employ: Retired	36%	(19)	34%	(18)	30%	(16)	52
Military HH: Yes	46%	(32)	42%	(29)	12%	(8)	69
Military HH: No	40%	(142)	40%	(143)	20%	(73)	359
RD/WT: Right Direction	44%	(112)	42%	(105)	14%	(35)	252
RD/WT: Wrong Track	36%	(63)	38%	(67)	27%	(47)	177
Biden Job Approve	47%	(124)	37%	(99)	16%	(42)	265
Biden Job Disapprove	25%	(34)	50%	(67)	25%	(34)	134
Biden Job Strongly Approve	52%	(83)	32%	(52)	15%	(25)	160
Biden Job Somewhat Approve	39%	(41)	45%	(47)	17%	(17)	105
Biden Job Strongly Disapprove	29%	(24)	46%	(39)	25%	(21)	85
Favorable of Biden	47%	(121)	37%	(94)	16%	(41)	257
Unfavorable of Biden	29%	(41)	50%	(70)	20%	(28)	140
Very Favorable of Biden	50%	(82)	34%	(56)	16%	(25)	163
Somewhat Favorable of Biden	42%	(40)	41%	(38)	17%	(16)	94
Somewhat Unfavorable of Biden	24%	(12)	59%	(30)	17%	(9)	50
Very Unfavorable of Biden	33%	(29)	45%	(41)	22%	(20)	90
#1 Issue: Economy	39%	(59)	43%	(65)	19%	(28)	152
#1 Issue: Security	37%	(26)	44%	(31)	19%	(13)	70
#1 Issue: Health Care	40%	(28)	41%	(28)	19%	(13)	69

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Table ADW5_3: To what extent are the following a reason why you plan to subscribe to more streaming services in the future?
I plan to purchase a subscription to a streaming service to watch a specific TV show or movie

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(174)	40%	(172)	19%	(82)	429
2020 Vote: Joe Biden	48%	(107)	37%	(83)	15%	(34)	224
2020 Vote: Donald Trump	33%	(36)	42%	(46)	25%	(27)	109
2020 Vote: Didn't Vote	35%	(29)	43%	(36)	22%	(18)	83
2018 House Vote: Democrat	51%	(79)	34%	(53)	15%	(23)	155
2018 House Vote: Republican	38%	(36)	46%	(44)	16%	(15)	94
2016 Vote: Hillary Clinton	48%	(69)	37%	(53)	15%	(21)	142
2016 Vote: Donald Trump	39%	(42)	39%	(43)	22%	(24)	110
2016 Vote: Didn't Vote	37%	(61)	43%	(71)	20%	(34)	166
Voted in 2014: Yes	44%	(99)	39%	(89)	17%	(38)	226
Voted in 2014: No	37%	(75)	41%	(83)	22%	(44)	202
4-Region: Northeast	52%	(48)	33%	(30)	15%	(14)	91
4-Region: Midwest	39%	(32)	37%	(31)	24%	(20)	83
4-Region: South	38%	(58)	39%	(60)	22%	(34)	151
4-Region: West	36%	(37)	51%	(52)	13%	(14)	103
Subscribes to Ad-Supported Service	46%	(119)	41%	(106)	13%	(33)	258
Subscribes to Ad-Free Service	44%	(153)	42%	(147)	14%	(49)	349
Subscribes to more Services Since COVID	46%	(80)	41%	(72)	13%	(22)	175
Plans to Subscribe to more Services	41%	(174)	40%	(172)	19%	(82)	429

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

Table ADW6_1: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I already subscribe to too many streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(158)	25%	(90)	31%	(111)	360
Gender: Male	43%	(78)	30%	(54)	27%	(49)	181
Gender: Female	45%	(81)	20%	(36)	35%	(62)	179
Age: 18-34	53%	(66)	27%	(34)	20%	(24)	124
Age: 35-44	50%	(33)	18%	(12)	31%	(20)	65
Age: 45-64	35%	(41)	30%	(35)	36%	(42)	118
Age: 65+	36%	(19)	17%	(9)	47%	(25)	53
GenZers: 1997-2012	46%	(26)	29%	(16)	25%	(14)	56
Millennials: 1981-1996	56%	(66)	23%	(27)	21%	(24)	117
GenXers: 1965-1980	37%	(28)	29%	(22)	34%	(26)	76
Baby Boomers: 1946-1964	34%	(36)	24%	(25)	42%	(44)	104
PID: Dem (no lean)	60%	(87)	21%	(30)	19%	(27)	145
PID: Ind (no lean)	30%	(35)	29%	(34)	41%	(49)	117
PID: Rep (no lean)	37%	(36)	27%	(26)	36%	(35)	97
PID/Gender: Dem Men	57%	(43)	24%	(19)	19%	(14)	76
PID/Gender: Dem Women	64%	(44)	17%	(12)	19%	(13)	69
PID/Gender: Ind Men	31%	(16)	37%	(20)	32%	(17)	52
PID/Gender: Ind Women	29%	(19)	22%	(14)	49%	(32)	65
PID/Gender: Rep Men	35%	(18)	30%	(16)	35%	(18)	52
Ideo: Liberal (1-3)	57%	(61)	25%	(27)	18%	(19)	107
Ideo: Moderate (4)	43%	(37)	35%	(31)	21%	(18)	86
Ideo: Conservative (5-7)	41%	(48)	23%	(27)	36%	(42)	118
Educ: < College	40%	(91)	23%	(51)	38%	(85)	227
Educ: Bachelors degree	53%	(42)	28%	(22)	19%	(15)	80
Educ: Post-grad	48%	(25)	31%	(17)	21%	(11)	53
Income: Under 50k	37%	(70)	24%	(46)	39%	(74)	190
Income: 50k-100k	52%	(63)	26%	(32)	22%	(26)	121
Ethnicity: White	45%	(126)	23%	(64)	32%	(90)	279
Ethnicity: Hispanic	67%	(35)	16%	(8)	16%	(9)	53
All Christian	42%	(66)	24%	(37)	35%	(55)	159
Agnostic/Nothing in particular	42%	(38)	29%	(26)	30%	(27)	91
Something Else	38%	(24)	25%	(16)	37%	(23)	64

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Table ADW6_1: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I already subscribe to too many streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(158)	25%	(90)	31%	(111)	360
Evangelical	40%	(39)	26%	(25)	34%	(33)	98
Non-Evangelical	44%	(51)	22%	(26)	35%	(41)	118
Community: Urban	51%	(66)	28%	(36)	21%	(27)	130
Community: Suburban	37%	(56)	25%	(38)	37%	(56)	151
Community: Rural	45%	(36)	20%	(16)	35%	(28)	79
Employ: Private Sector	47%	(58)	27%	(33)	26%	(31)	122
Employ: Retired	37%	(23)	24%	(15)	39%	(24)	63
Military HH: Yes	43%	(23)	21%	(11)	36%	(19)	53
Military HH: No	44%	(135)	26%	(79)	30%	(92)	307
RD/WT: Right Direction	53%	(92)	28%	(48)	19%	(33)	173
RD/WT: Wrong Track	35%	(66)	23%	(42)	42%	(78)	186
Biden Job Approve	54%	(109)	26%	(52)	21%	(42)	204
Biden Job Disapprove	33%	(44)	25%	(34)	42%	(57)	136
Biden Job Strongly Approve	58%	(64)	19%	(21)	23%	(25)	110
Biden Job Somewhat Approve	48%	(45)	33%	(31)	18%	(17)	94
Biden Job Strongly Disapprove	33%	(31)	23%	(21)	43%	(40)	92
Favorable of Biden	51%	(97)	25%	(47)	24%	(47)	191
Unfavorable of Biden	36%	(53)	26%	(38)	38%	(56)	146
Very Favorable of Biden	51%	(59)	22%	(25)	27%	(31)	115
Somewhat Favorable of Biden	50%	(38)	29%	(22)	21%	(16)	76
Very Unfavorable of Biden	36%	(38)	23%	(24)	40%	(42)	104
#1 Issue: Economy	50%	(68)	24%	(33)	25%	(34)	135
2020 Vote: Joe Biden	57%	(88)	25%	(38)	18%	(28)	154
2020 Vote: Donald Trump	32%	(34)	25%	(27)	43%	(46)	107
2020 Vote: Didn't Vote	34%	(29)	24%	(20)	41%	(35)	84
2018 House Vote: Democrat	55%	(65)	26%	(30)	18%	(22)	117
2018 House Vote: Republican	35%	(33)	29%	(28)	35%	(33)	94
2016 Vote: Hillary Clinton	56%	(60)	26%	(28)	18%	(19)	107
2016 Vote: Donald Trump	32%	(33)	28%	(29)	40%	(42)	104
2016 Vote: Didn't Vote	43%	(53)	21%	(26)	35%	(43)	123

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Table ADW6_1: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
 I already subscribe to too many streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(158)	25%	(90)	31%	(111)	360
Voted in 2014: Yes	47%	(92)	26%	(51)	26%	(51)	194
Voted in 2014: No	40%	(66)	24%	(39)	36%	(60)	166
4-Region: Northeast	44%	(29)	26%	(17)	31%	(20)	67
4-Region: Midwest	42%	(30)	27%	(19)	32%	(23)	71
4-Region: South	45%	(54)	25%	(30)	30%	(36)	120
4-Region: West	44%	(45)	24%	(24)	32%	(33)	102
Subscribes to Ad-Supported Service	55%	(111)	27%	(53)	19%	(37)	201
Subscribes to Ad-Free Service	48%	(138)	29%	(84)	23%	(66)	288
Subscribes to more Services Since COVID	58%	(73)	27%	(34)	14%	(18)	126
Plans to Subscribe to less Services	44%	(158)	25%	(90)	31%	(111)	360

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

Table ADW6_2: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
There are too many options when it comes to streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(130)	27%	(96)	37%	(134)	360
Gender: Male	39%	(71)	31%	(55)	30%	(54)	181
Gender: Female	33%	(59)	23%	(40)	45%	(80)	179
Age: 18-34	42%	(52)	20%	(25)	38%	(47)	124
Age: 35-44	35%	(23)	27%	(18)	38%	(25)	65
Age: 45-64	29%	(34)	35%	(41)	36%	(42)	118
Age: 65+	38%	(20)	24%	(13)	38%	(20)	53
GenZers: 1997-2012	36%	(20)	20%	(11)	43%	(24)	56
Millennials: 1981-1996	44%	(51)	21%	(24)	36%	(42)	117
GenXers: 1965-1980	34%	(26)	32%	(24)	34%	(26)	76
Baby Boomers: 1946-1964	27%	(28)	35%	(36)	38%	(39)	104
PID: Dem (no lean)	42%	(61)	32%	(46)	26%	(38)	145
PID: Ind (no lean)	28%	(33)	24%	(29)	47%	(56)	117
PID: Rep (no lean)	37%	(36)	22%	(21)	41%	(40)	97
PID/Gender: Dem Men	45%	(34)	33%	(25)	22%	(17)	76
PID/Gender: Dem Women	39%	(26)	30%	(21)	31%	(21)	69
PID/Gender: Ind Men	31%	(16)	30%	(16)	39%	(20)	52
PID/Gender: Ind Women	26%	(17)	20%	(13)	54%	(35)	65
PID/Gender: Rep Men	40%	(20)	28%	(14)	32%	(17)	52
Ideo: Liberal (1-3)	45%	(48)	29%	(31)	26%	(27)	107
Ideo: Moderate (4)	34%	(30)	34%	(30)	31%	(27)	86
Ideo: Conservative (5-7)	34%	(40)	24%	(28)	42%	(49)	118
Educ: < College	36%	(81)	23%	(52)	41%	(94)	227
Educ: Bachelors degree	36%	(28)	36%	(29)	29%	(23)	80
Educ: Post-grad	40%	(21)	28%	(15)	32%	(17)	53
Income: Under 50k	32%	(61)	28%	(52)	40%	(77)	190
Income: 50k-100k	38%	(46)	24%	(28)	38%	(46)	121
Ethnicity: White	37%	(104)	27%	(75)	36%	(100)	279
Ethnicity: Hispanic	44%	(23)	18%	(10)	37%	(20)	53
All Christian	37%	(59)	27%	(42)	36%	(57)	159
Agnostic/Nothing in particular	33%	(30)	32%	(29)	35%	(32)	91
Something Else	25%	(16)	22%	(14)	53%	(33)	64

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Table ADW6_2: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
There are too many options when it comes to streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(130)	27%	(96)	37%	(134)	360
Evangelical	30%	(30)	30%	(30)	39%	(38)	98
Non-Evangelical	38%	(45)	22%	(26)	40%	(47)	118
Community: Urban	41%	(54)	27%	(35)	32%	(41)	130
Community: Suburban	33%	(50)	29%	(43)	38%	(58)	151
Community: Rural	34%	(26)	22%	(18)	44%	(35)	79
Employ: Private Sector	39%	(47)	29%	(35)	33%	(40)	122
Employ: Retired	33%	(21)	36%	(22)	31%	(20)	63
Military HH: Yes	22%	(12)	32%	(17)	46%	(24)	53
Military HH: No	39%	(118)	26%	(79)	36%	(110)	307
RD/WT: Right Direction	41%	(71)	29%	(51)	29%	(51)	173
RD/WT: Wrong Track	32%	(59)	24%	(45)	44%	(83)	186
Biden Job Approve	41%	(83)	31%	(62)	29%	(59)	204
Biden Job Disapprove	32%	(44)	21%	(29)	46%	(63)	136
Biden Job Strongly Approve	43%	(47)	27%	(30)	30%	(33)	110
Biden Job Somewhat Approve	38%	(36)	34%	(32)	27%	(26)	94
Biden Job Strongly Disapprove	33%	(30)	26%	(24)	41%	(38)	92
Favorable of Biden	39%	(75)	29%	(55)	32%	(61)	191
Unfavorable of Biden	34%	(49)	23%	(34)	43%	(63)	146
Very Favorable of Biden	36%	(41)	28%	(33)	36%	(41)	115
Somewhat Favorable of Biden	44%	(34)	30%	(23)	26%	(20)	76
Very Unfavorable of Biden	39%	(40)	24%	(25)	37%	(39)	104
#1 Issue: Economy	43%	(57)	24%	(32)	34%	(46)	135
2020 Vote: Joe Biden	43%	(67)	30%	(46)	27%	(41)	154
2020 Vote: Donald Trump	34%	(36)	24%	(25)	43%	(46)	107
2020 Vote: Didn't Vote	27%	(23)	23%	(20)	49%	(42)	84
2018 House Vote: Democrat	39%	(46)	33%	(39)	27%	(32)	117
2018 House Vote: Republican	29%	(28)	28%	(26)	43%	(41)	94
2016 Vote: Hillary Clinton	39%	(42)	34%	(36)	27%	(29)	107
2016 Vote: Donald Trump	31%	(33)	26%	(27)	42%	(44)	104
2016 Vote: Didn't Vote	41%	(50)	20%	(25)	39%	(48)	123

Continued on next page

Table ADW6_2: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
There are too many options when it comes to streaming services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(130)	27%	(96)	37%	(134)	360
Voted in 2014: Yes	35%	(68)	30%	(58)	35%	(68)	194
Voted in 2014: No	37%	(62)	23%	(38)	40%	(66)	166
4-Region: Northeast	35%	(23)	23%	(15)	42%	(28)	67
4-Region: Midwest	31%	(22)	38%	(27)	31%	(22)	71
4-Region: South	39%	(46)	27%	(32)	35%	(41)	120
4-Region: West	37%	(38)	21%	(22)	41%	(42)	102
Subscribes to Ad-Supported Service	39%	(78)	28%	(56)	33%	(67)	201
Subscribes to Ad-Free Service	38%	(110)	29%	(82)	33%	(96)	288
Subscribes to more Services Since COVID	41%	(51)	24%	(30)	35%	(44)	126
Plans to Subscribe to less Services	36%	(130)	27%	(96)	37%	(134)	360

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

Table ADW6_3: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I am not using all the streaming services I currently subscribe to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(160)	26%	(94)	30%	(107)	360
Gender: Male	46%	(82)	27%	(49)	27%	(49)	181
Gender: Female	43%	(77)	25%	(45)	32%	(57)	179
Age: 18-34	45%	(55)	30%	(37)	26%	(32)	124
Age: 35-44	49%	(32)	22%	(15)	29%	(19)	65
Age: 45-64	42%	(50)	28%	(33)	30%	(35)	118
Age: 65+	43%	(23)	18%	(9)	40%	(21)	53
GenZers: 1997-2012	29%	(16)	31%	(17)	40%	(23)	56
Millennials: 1981-1996	55%	(64)	26%	(31)	19%	(22)	117
GenXers: 1965-1980	48%	(36)	25%	(19)	28%	(21)	76
Baby Boomers: 1946-1964	39%	(41)	26%	(27)	35%	(37)	104
PID: Dem (no lean)	50%	(72)	29%	(42)	21%	(30)	145
PID: Ind (no lean)	40%	(47)	21%	(25)	39%	(46)	117
PID: Rep (no lean)	42%	(40)	27%	(26)	31%	(31)	97
PID/Gender: Dem Men	51%	(39)	28%	(22)	21%	(16)	76
PID/Gender: Dem Women	49%	(33)	30%	(20)	22%	(15)	69
PID/Gender: Ind Men	40%	(21)	24%	(13)	36%	(19)	52
PID/Gender: Ind Women	40%	(26)	19%	(12)	41%	(27)	65
PID/Gender: Rep Men	44%	(23)	28%	(14)	29%	(15)	52
Ideo: Liberal (1-3)	51%	(54)	31%	(33)	19%	(20)	107
Ideo: Moderate (4)	46%	(40)	28%	(24)	26%	(22)	86
Ideo: Conservative (5-7)	45%	(53)	23%	(27)	33%	(38)	118
Educ: < College	43%	(98)	23%	(53)	34%	(76)	227
Educ: Bachelors degree	49%	(39)	31%	(25)	20%	(16)	80
Educ: Post-grad	43%	(23)	30%	(16)	26%	(14)	53
Income: Under 50k	38%	(72)	23%	(44)	39%	(73)	190
Income: 50k-100k	53%	(64)	24%	(29)	23%	(27)	121
Ethnicity: White	46%	(128)	26%	(72)	28%	(79)	279
Ethnicity: Hispanic	53%	(28)	35%	(18)	12%	(6)	53
All Christian	46%	(73)	25%	(40)	29%	(46)	159
Agnostic/Nothing in particular	48%	(44)	23%	(20)	30%	(27)	91
Something Else	32%	(21)	29%	(18)	39%	(25)	64

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Table ADW6_3: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I am not using all the streaming services I currently subscribe to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(160)	26%	(94)	30%	(107)	360
Evangelical	40%	(40)	26%	(26)	33%	(32)	98
Non-Evangelical	46%	(54)	26%	(31)	28%	(33)	118
Community: Urban	46%	(59)	27%	(35)	28%	(36)	130
Community: Suburban	42%	(63)	28%	(42)	30%	(45)	151
Community: Rural	47%	(37)	21%	(16)	32%	(26)	79
Employ: Private Sector	48%	(58)	30%	(37)	22%	(27)	122
Employ: Retired	44%	(27)	27%	(17)	29%	(18)	63
Military HH: Yes	48%	(26)	26%	(14)	26%	(14)	53
Military HH: No	44%	(134)	26%	(80)	30%	(93)	307
RD/WT: Right Direction	46%	(80)	30%	(52)	24%	(42)	173
RD/WT: Wrong Track	43%	(80)	23%	(42)	35%	(65)	186
Biden Job Approve	47%	(97)	30%	(61)	23%	(47)	204
Biden Job Disapprove	43%	(59)	21%	(29)	35%	(48)	136
Biden Job Strongly Approve	44%	(49)	30%	(33)	26%	(29)	110
Biden Job Somewhat Approve	51%	(48)	30%	(28)	19%	(18)	94
Biden Job Strongly Disapprove	43%	(40)	25%	(23)	32%	(29)	92
Favorable of Biden	48%	(91)	28%	(54)	24%	(46)	191
Unfavorable of Biden	42%	(62)	23%	(33)	35%	(51)	146
Very Favorable of Biden	46%	(52)	24%	(27)	31%	(35)	115
Somewhat Favorable of Biden	51%	(39)	35%	(27)	14%	(11)	76
Very Unfavorable of Biden	42%	(43)	26%	(27)	33%	(34)	104
#1 Issue: Economy	52%	(70)	24%	(32)	24%	(33)	135
2020 Vote: Joe Biden	53%	(82)	27%	(42)	20%	(30)	154
2020 Vote: Donald Trump	37%	(39)	28%	(30)	35%	(38)	107
2020 Vote: Didn't Vote	38%	(32)	21%	(18)	41%	(34)	84
2018 House Vote: Democrat	45%	(53)	33%	(38)	22%	(26)	117
2018 House Vote: Republican	38%	(36)	31%	(29)	31%	(29)	94
2016 Vote: Hillary Clinton	49%	(52)	29%	(31)	22%	(24)	107
2016 Vote: Donald Trump	34%	(35)	31%	(32)	35%	(37)	104
2016 Vote: Didn't Vote	50%	(61)	19%	(23)	31%	(39)	123

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Table ADW6_3: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
 I am not using all the streaming services I currently subscribe to

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(160)	26%	(94)	30%	(107)	360
Voted in 2014: Yes	42%	(82)	29%	(57)	28%	(55)	194
Voted in 2014: No	47%	(77)	22%	(36)	31%	(52)	166
4-Region: Northeast	41%	(27)	26%	(18)	33%	(22)	67
4-Region: Midwest	48%	(34)	27%	(19)	25%	(18)	71
4-Region: South	46%	(55)	30%	(36)	24%	(29)	120
4-Region: West	42%	(43)	20%	(20)	38%	(38)	102
Subscribes to Ad-Supported Service	49%	(98)	32%	(64)	19%	(39)	201
Subscribes to Ad-Free Service	47%	(137)	29%	(84)	23%	(67)	288
Subscribes to more Services Since COVID	56%	(71)	28%	(35)	16%	(20)	126
Plans to Subscribe to less Services	44%	(160)	26%	(94)	30%	(107)	360

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

Table ADW6_4: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I purchased a subscription to a streaming service to watch a specific TV show or movie and no longer need it

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(128)	33%	(119)	31%	(113)	360
Gender: Male	37%	(67)	33%	(59)	30%	(54)	181
Gender: Female	34%	(60)	33%	(60)	33%	(59)	179
Age: 18-34	43%	(53)	37%	(46)	20%	(25)	124
Age: 35-44	33%	(21)	41%	(27)	27%	(18)	65
Age: 45-64	32%	(37)	26%	(30)	43%	(50)	118
Age: 65+	31%	(16)	31%	(16)	39%	(20)	53
GenZers: 1997-2012	32%	(18)	42%	(24)	26%	(15)	56
Millennials: 1981-1996	42%	(49)	41%	(48)	17%	(20)	117
GenXers: 1965-1980	42%	(32)	21%	(16)	37%	(28)	76
Baby Boomers: 1946-1964	26%	(27)	31%	(32)	44%	(45)	104
PID: Dem (no lean)	38%	(56)	40%	(58)	22%	(32)	145
PID: Ind (no lean)	35%	(41)	22%	(25)	43%	(51)	117
PID: Rep (no lean)	32%	(31)	37%	(36)	31%	(30)	97
PID/Gender: Dem Men	43%	(33)	35%	(26)	22%	(17)	76
PID/Gender: Dem Women	33%	(23)	45%	(31)	22%	(15)	69
PID/Gender: Ind Men	43%	(23)	21%	(11)	36%	(19)	52
PID/Gender: Ind Women	28%	(18)	23%	(15)	49%	(32)	65
PID/Gender: Rep Men	23%	(12)	43%	(22)	35%	(18)	52
Ideo: Liberal (1-3)	39%	(41)	40%	(43)	21%	(22)	107
Ideo: Moderate (4)	48%	(42)	18%	(16)	33%	(29)	86
Ideo: Conservative (5-7)	29%	(34)	39%	(46)	32%	(38)	118
Educ: < College	31%	(70)	37%	(85)	32%	(72)	227
Educ: Bachelors degree	44%	(35)	27%	(21)	30%	(24)	80
Educ: Post-grad	42%	(22)	25%	(13)	33%	(17)	53
Income: Under 50k	29%	(55)	37%	(70)	34%	(64)	190
Income: 50k-100k	40%	(49)	32%	(39)	27%	(33)	121
Ethnicity: White	34%	(95)	33%	(93)	33%	(91)	279
Ethnicity: Hispanic	45%	(24)	44%	(23)	10%	(6)	53
All Christian	34%	(54)	31%	(49)	35%	(56)	159
Agnostic/Nothing in particular	32%	(29)	38%	(35)	29%	(27)	91
Something Else	31%	(20)	35%	(23)	33%	(21)	64

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Table ADW6_4: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I purchased a subscription to a streaming service to watch a specific TV show or movie and no longer need it

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(128)	33%	(119)	31%	(113)	360
Evangelical	35%	(34)	36%	(35)	29%	(28)	98
Non-Evangelical	33%	(40)	29%	(35)	37%	(44)	118
Community: Urban	35%	(46)	38%	(50)	27%	(35)	130
Community: Suburban	36%	(54)	29%	(44)	35%	(53)	151
Community: Rural	36%	(28)	32%	(26)	32%	(25)	79
Employ: Private Sector	37%	(45)	30%	(37)	33%	(40)	122
Employ: Retired	29%	(18)	38%	(24)	33%	(20)	63
Military HH: Yes	35%	(19)	30%	(16)	35%	(19)	53
Military HH: No	36%	(109)	34%	(103)	31%	(94)	307
RD/WT: Right Direction	39%	(67)	36%	(63)	25%	(43)	173
RD/WT: Wrong Track	33%	(61)	30%	(56)	37%	(70)	186
Biden Job Approve	39%	(79)	38%	(77)	24%	(48)	204
Biden Job Disapprove	33%	(45)	27%	(37)	39%	(53)	136
Biden Job Strongly Approve	41%	(45)	37%	(41)	22%	(24)	110
Biden Job Somewhat Approve	36%	(34)	38%	(35)	26%	(24)	94
Biden Job Strongly Disapprove	28%	(26)	26%	(24)	46%	(42)	92
Favorable of Biden	34%	(66)	39%	(74)	27%	(51)	191
Unfavorable of Biden	36%	(53)	28%	(41)	35%	(52)	146
Very Favorable of Biden	36%	(41)	37%	(43)	27%	(31)	115
Somewhat Favorable of Biden	33%	(25)	41%	(31)	27%	(20)	76
Very Unfavorable of Biden	36%	(38)	22%	(23)	42%	(43)	104
#1 Issue: Economy	38%	(51)	34%	(45)	29%	(39)	135
2020 Vote: Joe Biden	39%	(61)	38%	(58)	23%	(36)	154
2020 Vote: Donald Trump	26%	(28)	35%	(38)	39%	(42)	107
2020 Vote: Didn't Vote	41%	(34)	21%	(17)	38%	(32)	84
2018 House Vote: Democrat	44%	(51)	31%	(37)	25%	(29)	117
2018 House Vote: Republican	33%	(31)	36%	(34)	31%	(29)	94
2016 Vote: Hillary Clinton	42%	(45)	31%	(34)	26%	(28)	107
2016 Vote: Donald Trump	29%	(30)	33%	(34)	38%	(39)	104
2016 Vote: Didn't Vote	35%	(43)	32%	(40)	33%	(40)	123

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Table ADW6_4: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
I purchased a subscription to a streaming service to watch a specific TV show or movie and no longer need it

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(128)	33%	(119)	31%	(113)	360
Voted in 2014: Yes	38%	(73)	33%	(64)	29%	(57)	194
Voted in 2014: No	33%	(55)	33%	(55)	34%	(56)	166
4-Region: Northeast	37%	(24)	23%	(15)	40%	(27)	67
4-Region: Midwest	31%	(22)	33%	(24)	36%	(26)	71
4-Region: South	37%	(44)	38%	(45)	25%	(30)	120
4-Region: West	36%	(37)	34%	(35)	29%	(30)	102
Subscribes to Ad-Supported Service	39%	(79)	36%	(73)	25%	(49)	201
Subscribes to Ad-Free Service	37%	(107)	36%	(102)	27%	(79)	288
Subscribes to more Services Since COVID	41%	(52)	41%	(51)	18%	(23)	126
Plans to Subscribe to less Services	36%	(128)	33%	(119)	31%	(113)	360

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

Table ADW6_5: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
 It's too expensive to subscribe

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(193)	30%	(107)	16%	(59)	360
Gender: Male	52%	(94)	28%	(51)	19%	(35)	181
Gender: Female	55%	(99)	31%	(56)	13%	(24)	179
Age: 18-34	50%	(62)	32%	(39)	19%	(23)	124
Age: 35-44	39%	(25)	38%	(25)	23%	(15)	65
Age: 45-64	62%	(73)	26%	(31)	12%	(14)	118
Age: 65+	64%	(34)	23%	(12)	13%	(7)	53
GenZers: 1997-2012	47%	(27)	36%	(20)	17%	(9)	56
Millennials: 1981-1996	45%	(53)	35%	(41)	20%	(23)	117
GenXers: 1965-1980	58%	(44)	25%	(19)	17%	(13)	76
Baby Boomers: 1946-1964	63%	(65)	25%	(26)	12%	(13)	104
PID: Dem (no lean)	56%	(80)	32%	(46)	13%	(18)	145
PID: Ind (no lean)	46%	(54)	32%	(38)	22%	(26)	117
PID: Rep (no lean)	61%	(60)	24%	(24)	15%	(14)	97
PID/Gender: Dem Men	56%	(43)	23%	(18)	21%	(16)	76
PID/Gender: Dem Women	55%	(38)	41%	(28)	4%	(3)	69
PID/Gender: Ind Men	38%	(20)	39%	(20)	23%	(12)	52
PID/Gender: Ind Women	51%	(33)	27%	(17)	22%	(14)	65
PID/Gender: Rep Men	60%	(31)	26%	(13)	14%	(7)	52
Ideo: Liberal (1-3)	58%	(62)	30%	(32)	12%	(13)	107
Ideo: Moderate (4)	54%	(47)	34%	(30)	12%	(10)	86
Ideo: Conservative (5-7)	55%	(65)	30%	(35)	15%	(18)	118
Educ: < College	54%	(123)	28%	(63)	18%	(41)	227
Educ: Bachelors degree	54%	(43)	34%	(27)	12%	(10)	80
Educ: Post-grad	52%	(28)	32%	(17)	16%	(8)	53
Income: Under 50k	57%	(109)	25%	(47)	18%	(34)	190
Income: 50k-100k	43%	(52)	42%	(50)	16%	(19)	121
Ethnicity: White	55%	(154)	29%	(82)	15%	(43)	279
Ethnicity: Hispanic	41%	(22)	45%	(23)	14%	(7)	53
All Christian	62%	(99)	22%	(36)	15%	(24)	159
Agnostic/Nothing in particular	50%	(45)	31%	(28)	19%	(18)	91
Something Else	45%	(29)	38%	(24)	17%	(11)	64

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Table ADW6_5: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
It's too expensive to subscribe

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(193)	30%	(107)	16%	(59)	360
Evangelical	55%	(54)	25%	(24)	20%	(20)	98
Non-Evangelical	60%	(71)	29%	(35)	11%	(13)	118
Community: Urban	52%	(68)	32%	(42)	15%	(20)	130
Community: Suburban	60%	(91)	26%	(40)	14%	(21)	151
Community: Rural	44%	(35)	33%	(26)	24%	(19)	79
Employ: Private Sector	51%	(62)	28%	(34)	21%	(25)	122
Employ: Retired	64%	(40)	30%	(19)	6%	(4)	63
Military HH: Yes	54%	(29)	25%	(13)	21%	(11)	53
Military HH: No	54%	(165)	31%	(94)	16%	(48)	307
RD/WT: Right Direction	52%	(91)	31%	(53)	17%	(29)	173
RD/WT: Wrong Track	55%	(103)	29%	(54)	16%	(30)	186
Biden Job Approve	52%	(105)	32%	(66)	16%	(33)	204
Biden Job Disapprove	61%	(83)	26%	(35)	13%	(18)	136
Biden Job Strongly Approve	46%	(51)	35%	(38)	19%	(21)	110
Biden Job Somewhat Approve	58%	(54)	29%	(28)	12%	(12)	94
Biden Job Strongly Disapprove	65%	(60)	21%	(19)	14%	(13)	92
Favorable of Biden	50%	(96)	33%	(63)	17%	(32)	191
Unfavorable of Biden	60%	(88)	28%	(40)	12%	(18)	146
Very Favorable of Biden	46%	(53)	32%	(37)	22%	(25)	115
Somewhat Favorable of Biden	57%	(43)	34%	(26)	9%	(7)	76
Very Unfavorable of Biden	60%	(63)	27%	(28)	12%	(13)	104
#1 Issue: Economy	52%	(70)	32%	(43)	16%	(22)	135
2020 Vote: Joe Biden	54%	(83)	32%	(50)	14%	(21)	154
2020 Vote: Donald Trump	60%	(64)	25%	(27)	15%	(16)	107
2020 Vote: Didn't Vote	41%	(34)	34%	(29)	25%	(21)	84
2018 House Vote: Democrat	57%	(66)	32%	(37)	11%	(13)	117
2018 House Vote: Republican	52%	(49)	32%	(30)	16%	(15)	94
2016 Vote: Hillary Clinton	55%	(58)	32%	(34)	14%	(15)	107
2016 Vote: Donald Trump	57%	(59)	28%	(29)	15%	(15)	104
2016 Vote: Didn't Vote	49%	(60)	32%	(39)	19%	(23)	123

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Table ADW6_5: To what extent are the following a reason why you plan to subscribe to fewer streaming services in the future?
 It's too expensive to subscribe

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(193)	30%	(107)	16%	(59)	360
Voted in 2014: Yes	56%	(109)	32%	(61)	12%	(24)	194
Voted in 2014: No	51%	(85)	28%	(46)	21%	(35)	166
4-Region: Northeast	55%	(37)	31%	(21)	14%	(10)	67
4-Region: Midwest	54%	(39)	30%	(22)	15%	(11)	71
4-Region: South	59%	(70)	27%	(33)	14%	(17)	120
4-Region: West	47%	(48)	32%	(32)	22%	(22)	102
Subscribes to Ad-Supported Service	57%	(114)	33%	(66)	11%	(22)	201
Subscribes to Ad-Free Service	55%	(157)	31%	(90)	14%	(40)	288
Subscribes to more Services Since COVID	60%	(76)	27%	(34)	13%	(16)	126
Plans to Subscribe to less Services	54%	(193)	30%	(107)	16%	(59)	360

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

Table ADW7_1: How interested would you be in the following streaming services?
A streaming service offering an ad-supported option for the full platform for a lower price

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	23% (503)	34% (753)	13% (293)	17% (377)	12% (274)	2200
Gender: Male	24% (253)	36% (384)	13% (142)	16% (167)	11% (116)	1062
Gender: Female	22% (250)	32% (370)	13% (151)	18% (210)	14% (158)	1138
Age: 18-34	26% (168)	37% (241)	13% (85)	10% (65)	15% (96)	655
Age: 35-44	29% (103)	34% (122)	13% (48)	12% (43)	11% (41)	358
Age: 45-64	21% (161)	34% (257)	14% (104)	18% (137)	12% (92)	751
Age: 65+	16% (71)	31% (133)	13% (55)	30% (132)	10% (45)	436
GenZers: 1997-2012	21% (60)	37% (105)	12% (35)	11% (31)	18% (52)	284
Millennials: 1981-1996	30% (183)	37% (226)	12% (76)	10% (60)	11% (67)	613
GenXers: 1965-1980	24% (129)	31% (162)	15% (80)	15% (77)	15% (80)	528
Baby Boomers: 1946-1964	17% (122)	34% (240)	13% (95)	27% (190)	9% (67)	714
PID: Dem (no lean)	30% (251)	34% (285)	12% (103)	13% (110)	10% (82)	831
PID: Ind (no lean)	18% (132)	32% (236)	13% (100)	18% (133)	19% (143)	745
PID: Rep (no lean)	19% (120)	37% (232)	14% (89)	21% (133)	8% (48)	624
PID/Gender: Dem Men	34% (133)	36% (141)	11% (43)	12% (47)	8% (30)	394
PID/Gender: Dem Women	27% (119)	33% (144)	14% (60)	14% (63)	12% (52)	437
PID/Gender: Ind Men	16% (58)	38% (137)	12% (45)	18% (65)	16% (58)	364
PID/Gender: Ind Women	19% (73)	26% (99)	15% (55)	18% (68)	22% (85)	381
PID/Gender: Rep Men	21% (62)	35% (106)	18% (54)	18% (54)	9% (28)	303
PID/Gender: Rep Women	18% (58)	39% (126)	11% (36)	25% (79)	6% (21)	320
Ideo: Liberal (1-3)	29% (173)	35% (209)	13% (77)	14% (84)	8% (47)	590
Ideo: Moderate (4)	20% (116)	37% (218)	14% (83)	15% (90)	13% (76)	584
Ideo: Conservative (5-7)	20% (141)	35% (252)	14% (101)	23% (162)	8% (59)	714
Educ: < College	22% (328)	33% (492)	13% (191)	19% (281)	15% (220)	1512
Educ: Bachelors degree	24% (107)	40% (178)	16% (71)	11% (50)	9% (38)	444
Educ: Post-grad	28% (68)	34% (84)	13% (31)	19% (46)	6% (15)	244
Income: Under 50k	22% (257)	32% (370)	12% (139)	19% (217)	16% (182)	1165
Income: 50k-100k	22% (153)	37% (253)	14% (98)	17% (115)	10% (68)	688
Income: 100k+	27% (93)	38% (131)	16% (55)	13% (44)	7% (24)	347
Ethnicity: White	23% (403)	33% (566)	14% (243)	18% (309)	12% (201)	1722
Ethnicity: Hispanic	30% (104)	34% (120)	11% (38)	11% (39)	14% (49)	349

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Table ADW7_1: How interested would you be in the following streaming services?
A streaming service offering an ad-supported option for the full platform for a lower price

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	23% (503)	34% (753)	13% (293)	17% (377)	12% (274)	2200
Ethnicity: Black	20% (55)	38% (105)	10% (28)	15% (42)	16% (44)	274
Ethnicity: Other	22% (45)	40% (82)	10% (21)	13% (26)	15% (30)	204
All Christian	24% (236)	35% (342)	13% (129)	18% (178)	10% (96)	980
All Non-Christian	31% (44)	30% (43)	12% (17)	17% (24)	9% (13)	141
Atheist	25% (26)	29% (31)	19% (20)	19% (20)	8% (8)	106
Agnostic/Nothing in particular	19% (109)	32% (182)	16% (88)	18% (100)	15% (88)	568
Something Else	22% (88)	38% (155)	9% (38)	14% (55)	17% (69)	406
Religious Non-Protestant/Catholic	29% (44)	30% (45)	12% (18)	18% (27)	12% (18)	151
Evangelical	26% (156)	38% (226)	10% (60)	16% (92)	10% (61)	595
Non-Evangelical	21% (164)	34% (265)	14% (105)	18% (135)	13% (99)	768
Community: Urban	29% (182)	32% (206)	12% (74)	14% (92)	13% (81)	636
Community: Suburban	20% (203)	35% (352)	15% (149)	18% (178)	12% (124)	1006
Community: Rural	21% (118)	35% (195)	13% (70)	19% (107)	12% (69)	558
Employ: Private Sector	29% (186)	33% (215)	16% (100)	11% (73)	11% (72)	647
Employ: Government	25% (38)	39% (60)	17% (26)	11% (17)	8% (12)	153
Employ: Self-Employed	24% (53)	33% (72)	13% (29)	21% (45)	9% (18)	217
Employ: Homemaker	16% (24)	36% (51)	17% (24)	21% (30)	10% (14)	143
Employ: Student	24% (27)	34% (38)	15% (16)	11% (13)	15% (17)	112
Employ: Retired	16% (76)	35% (161)	12% (54)	28% (128)	10% (45)	465
Employ: Unemployed	19% (58)	35% (103)	10% (29)	15% (44)	22% (64)	297
Employ: Other	25% (42)	31% (52)	8% (14)	17% (28)	19% (31)	167
Military HH: Yes	22% (80)	31% (110)	14% (49)	22% (78)	11% (40)	357
Military HH: No	23% (423)	35% (643)	13% (244)	16% (299)	13% (234)	1843
RD/WT: Right Direction	28% (287)	36% (371)	13% (140)	13% (130)	10% (108)	1035
RD/WT: Wrong Track	19% (216)	33% (383)	13% (153)	21% (247)	14% (166)	1165
Biden Job Approve	28% (329)	34% (403)	14% (171)	13% (159)	10% (122)	1184
Biden Job Disapprove	17% (147)	35% (300)	14% (116)	23% (194)	11% (98)	855

Continued on next page

Table ADW7_1: How interested would you be in the following streaming services?
A streaming service offering an ad-supported option for the full platform for a lower price

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	23% (503)	34% (753)	13% (293)	17% (377)	12% (274)	2200
Biden Job Strongly Approve	34% (219)	33% (210)	11% (72)	13% (81)	10% (64)	645
Biden Job Somewhat Approve	20% (110)	36% (194)	18% (99)	15% (79)	11% (58)	539
Biden Job Somewhat Disapprove	18% (44)	41% (103)	18% (46)	15% (38)	8% (19)	250
Biden Job Strongly Disapprove	17% (103)	33% (197)	12% (70)	26% (155)	13% (79)	605
Favorable of Biden	28% (327)	34% (401)	13% (156)	14% (164)	11% (129)	1178
Unfavorable of Biden	17% (151)	35% (308)	15% (133)	22% (200)	11% (99)	891
Very Favorable of Biden	34% (228)	29% (196)	12% (82)	14% (91)	11% (74)	671
Somewhat Favorable of Biden	20% (99)	40% (205)	15% (74)	14% (73)	11% (56)	507
Somewhat Unfavorable of Biden	14% (35)	40% (96)	24% (57)	15% (36)	8% (18)	242
Very Unfavorable of Biden	18% (116)	33% (212)	12% (76)	25% (165)	12% (80)	649
#1 Issue: Economy	25% (213)	37% (315)	12% (102)	15% (132)	11% (92)	855
#1 Issue: Security	22% (68)	30% (91)	16% (48)	20% (60)	12% (37)	302
#1 Issue: Health Care	24% (69)	40% (116)	12% (34)	12% (34)	13% (36)	289
#1 Issue: Medicare / Social Security	16% (42)	31% (81)	16% (41)	27% (72)	11% (28)	263
#1 Issue: Women's Issues	29% (39)	30% (40)	14% (19)	14% (19)	13% (18)	135
#1 Issue: Education	21% (20)	29% (27)	12% (11)	11% (10)	27% (25)	94
#1 Issue: Energy	23% (26)	34% (40)	18% (21)	17% (20)	9% (11)	118
#1 Issue: Other	18% (26)	30% (44)	12% (18)	21% (30)	18% (27)	144
2020 Vote: Joe Biden	27% (263)	35% (340)	15% (147)	13% (128)	10% (98)	975
2020 Vote: Donald Trump	19% (132)	37% (255)	13% (88)	22% (154)	9% (66)	695
2020 Vote: Other	13% (9)	35% (24)	15% (10)	28% (20)	9% (6)	70
2020 Vote: Didn't Vote	22% (99)	29% (133)	10% (47)	16% (76)	23% (104)	459
2018 House Vote: Democrat	27% (199)	34% (246)	13% (97)	15% (108)	11% (80)	731
2018 House Vote: Republican	21% (125)	39% (225)	13% (74)	19% (113)	8% (44)	581
2018 House Vote: Someone else	11% (6)	32% (18)	11% (6)	32% (18)	13% (7)	56
2016 Vote: Hillary Clinton	26% (180)	35% (238)	14% (94)	14% (94)	11% (74)	681
2016 Vote: Donald Trump	22% (141)	35% (231)	13% (83)	22% (141)	9% (57)	653
2016 Vote: Other	16% (18)	35% (39)	14% (16)	22% (25)	14% (16)	114
2016 Vote: Didn't Vote	22% (164)	32% (242)	13% (99)	16% (118)	17% (127)	751

Continued on next page

Table ADW7_1: How interested would you be in the following streaming services?
A streaming service offering an ad-supported option for the full platform for a lower price

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(503)	34%	(753)	13%	(293)	17%	(377)	12%	(274)	2200
Voted in 2014: Yes	25%	(307)	35%	(433)	13%	(158)	18%	(227)	9%	(112)	1237
Voted in 2014: No	20%	(196)	33%	(320)	14%	(135)	16%	(150)	17%	(162)	963
4-Region: Northeast	21%	(81)	34%	(133)	15%	(58)	14%	(56)	17%	(66)	394
4-Region: Midwest	23%	(108)	32%	(146)	13%	(62)	19%	(87)	13%	(59)	462
4-Region: South	23%	(191)	36%	(300)	10%	(86)	18%	(150)	12%	(97)	824
4-Region: West	24%	(124)	33%	(174)	17%	(87)	16%	(83)	10%	(52)	520
Subscribes to Ad-Supported Service	32%	(375)	37%	(441)	10%	(123)	10%	(117)	11%	(129)	1185
Subscribes to Ad-Free Service	26%	(456)	37%	(650)	13%	(234)	13%	(219)	11%	(192)	1750
Subscribes to more Services Since COVID	33%	(200)	41%	(246)	13%	(78)	8%	(48)	5%	(33)	605
Subscribes to Fewer Services Since COVID	25%	(25)	40%	(40)	14%	(14)	10%	(10)	10%	(10)	100
Plans to Subscribe to more Services	39%	(165)	35%	(152)	13%	(57)	7%	(31)	5%	(24)	429
Plans to Subscribe to less Services	23%	(82)	30%	(108)	17%	(59)	16%	(59)	14%	(51)	360

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

Table ADW7_2: How interested would you be in the following streaming services?
A streaming service offering an ad-free option for the full platform for a higher price

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (283)	24% (533)	21% (471)	30% (664)	11% (248)	2200
Gender: Male	16% (168)	28% (293)	21% (227)	25% (266)	10% (109)	1062
Gender: Female	10% (115)	21% (240)	21% (245)	35% (399)	12% (140)	1138
Age: 18-34	18% (116)	32% (208)	20% (128)	18% (115)	14% (88)	655
Age: 35-44	22% (77)	28% (99)	18% (64)	22% (80)	10% (37)	358
Age: 45-64	10% (72)	20% (153)	25% (187)	35% (263)	10% (76)	751
Age: 65+	4% (18)	17% (73)	21% (92)	47% (206)	11% (47)	436
GenZers: 1997-2012	10% (29)	32% (91)	20% (57)	20% (56)	18% (50)	284
Millennials: 1981-1996	24% (147)	30% (181)	18% (111)	19% (114)	10% (60)	613
GenXers: 1965-1980	12% (62)	23% (124)	24% (128)	28% (146)	13% (67)	528
Baby Boomers: 1946-1964	6% (42)	17% (123)	23% (165)	45% (322)	9% (61)	714
PID: Dem (no lean)	19% (161)	24% (203)	20% (169)	27% (224)	9% (74)	831
PID: Ind (no lean)	8% (62)	24% (176)	22% (166)	29% (214)	17% (127)	745
PID: Rep (no lean)	10% (60)	25% (154)	22% (137)	36% (226)	8% (47)	624
PID/Gender: Dem Men	27% (105)	28% (111)	18% (72)	20% (79)	7% (27)	394
PID/Gender: Dem Women	13% (56)	21% (92)	22% (97)	33% (145)	11% (47)	437
PID/Gender: Ind Men	9% (34)	28% (103)	22% (82)	24% (87)	16% (58)	364
PID/Gender: Ind Women	7% (28)	19% (73)	22% (84)	33% (127)	18% (69)	381
PID/Gender: Rep Men	10% (29)	26% (79)	24% (73)	33% (99)	8% (24)	303
PID/Gender: Rep Women	10% (31)	24% (75)	20% (64)	40% (127)	7% (23)	320
Ideo: Liberal (1-3)	19% (113)	27% (159)	22% (132)	24% (144)	7% (42)	590
Ideo: Moderate (4)	10% (57)	26% (150)	23% (133)	29% (168)	13% (76)	584
Ideo: Conservative (5-7)	10% (69)	24% (169)	22% (155)	39% (276)	6% (45)	714
Educ: < College	10% (149)	23% (352)	21% (315)	33% (501)	13% (196)	1512
Educ: Bachelors degree	19% (83)	25% (112)	24% (108)	24% (106)	8% (35)	444
Educ: Post-grad	21% (51)	28% (69)	20% (49)	24% (58)	7% (17)	244
Income: Under 50k	11% (123)	21% (249)	21% (239)	34% (401)	13% (153)	1165
Income: 50k-100k	12% (85)	25% (175)	23% (158)	29% (202)	10% (67)	688
Income: 100k+	22% (75)	31% (109)	21% (74)	18% (61)	8% (28)	347
Ethnicity: White	13% (223)	24% (406)	22% (375)	31% (537)	11% (181)	1722
Ethnicity: Hispanic	18% (62)	25% (87)	23% (79)	23% (79)	12% (43)	349

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Table ADW7_2: How interested would you be in the following streaming services?
A streaming service offering an ad-free option for the full platform for a higher price

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	24%	(533)	21%	(471)	30%	(664)	11%	(248)	2200
Ethnicity: Black	12%	(32)	26%	(73)	20%	(54)	28%	(78)	14%	(38)	274
Ethnicity: Other	13%	(27)	27%	(55)	21%	(43)	24%	(50)	15%	(30)	204
All Christian	13%	(132)	22%	(214)	23%	(223)	34%	(332)	8%	(79)	980
All Non-Christian	27%	(38)	26%	(37)	19%	(27)	23%	(32)	5%	(7)	141
Atheist	12%	(13)	40%	(43)	21%	(23)	17%	(18)	9%	(10)	106
Agnostic/Nothing in particular	9%	(52)	24%	(139)	22%	(123)	29%	(167)	15%	(87)	568
Something Else	12%	(49)	25%	(101)	19%	(76)	28%	(115)	16%	(66)	406
Religious Non-Protestant/Catholic	26%	(39)	26%	(39)	19%	(29)	23%	(35)	7%	(10)	151
Evangelical	15%	(92)	24%	(143)	19%	(113)	32%	(188)	10%	(59)	595
Non-Evangelical	11%	(87)	22%	(168)	24%	(182)	32%	(248)	11%	(83)	768
Community: Urban	20%	(127)	27%	(169)	20%	(124)	23%	(148)	11%	(67)	636
Community: Suburban	11%	(106)	24%	(239)	23%	(233)	31%	(315)	11%	(114)	1006
Community: Rural	9%	(50)	22%	(125)	20%	(114)	36%	(201)	12%	(67)	558
Employ: Private Sector	21%	(133)	24%	(158)	22%	(140)	23%	(152)	10%	(63)	647
Employ: Government	17%	(25)	33%	(51)	28%	(43)	17%	(25)	6%	(9)	153
Employ: Self-Employed	16%	(34)	30%	(65)	22%	(48)	24%	(52)	8%	(17)	217
Employ: Homemaker	11%	(15)	28%	(41)	19%	(28)	35%	(50)	7%	(10)	143
Employ: Student	5%	(5)	32%	(36)	29%	(33)	18%	(21)	16%	(17)	112
Employ: Retired	6%	(26)	18%	(85)	20%	(93)	47%	(217)	9%	(44)	465
Employ: Unemployed	8%	(24)	21%	(61)	21%	(63)	32%	(95)	18%	(54)	297
Employ: Other	12%	(20)	22%	(36)	14%	(24)	32%	(53)	20%	(34)	167
Military HH: Yes	14%	(48)	24%	(87)	19%	(68)	32%	(113)	11%	(40)	357
Military HH: No	13%	(235)	24%	(446)	22%	(403)	30%	(552)	11%	(208)	1843
RD/WT: Right Direction	18%	(188)	26%	(272)	20%	(210)	26%	(269)	9%	(97)	1035
RD/WT: Wrong Track	8%	(95)	22%	(261)	22%	(262)	34%	(396)	13%	(152)	1165
Biden Job Approve	17%	(199)	26%	(307)	21%	(249)	27%	(319)	9%	(109)	1184
Biden Job Disapprove	8%	(71)	25%	(210)	23%	(195)	34%	(290)	10%	(89)	855

Continued on next page

Table ADW7_2: How interested would you be in the following streaming services?
A streaming service offering an ad-free option for the full platform for a higher price

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (283)	24% (533)	21% (471)	30% (664)	11% (248)	2200
Biden Job Strongly Approve	23% (148)	25% (161)	19% (123)	24% (156)	9% (56)	645
Biden Job Somewhat Approve	9% (51)	27% (146)	23% (126)	30% (163)	10% (53)	539
Biden Job Somewhat Disapprove	8% (19)	31% (78)	26% (66)	27% (68)	8% (19)	250
Biden Job Strongly Disapprove	9% (52)	22% (132)	21% (129)	37% (221)	12% (70)	605
Favorable of Biden	16% (186)	26% (303)	21% (247)	28% (325)	10% (118)	1178
Unfavorable of Biden	9% (76)	24% (213)	23% (206)	34% (305)	10% (91)	891
Very Favorable of Biden	20% (135)	23% (155)	19% (129)	27% (183)	10% (68)	671
Somewhat Favorable of Biden	10% (51)	29% (148)	23% (117)	28% (141)	10% (50)	507
Somewhat Unfavorable of Biden	10% (23)	30% (72)	24% (59)	29% (69)	7% (18)	242
Very Unfavorable of Biden	8% (53)	22% (141)	23% (147)	36% (236)	11% (73)	649
#1 Issue: Economy	14% (116)	26% (222)	24% (206)	26% (221)	11% (91)	855
#1 Issue: Security	13% (40)	21% (63)	20% (61)	36% (108)	10% (30)	302
#1 Issue: Health Care	18% (52)	25% (73)	18% (51)	28% (81)	11% (32)	289
#1 Issue: Medicare / Social Security	7% (18)	17% (44)	20% (53)	46% (122)	10% (26)	263
#1 Issue: Women's Issues	15% (21)	28% (38)	20% (27)	26% (36)	11% (14)	135
#1 Issue: Education	8% (7)	29% (27)	23% (21)	16% (15)	24% (22)	94
#1 Issue: Energy	15% (18)	25% (30)	27% (32)	25% (29)	8% (9)	118
#1 Issue: Other	8% (11)	25% (36)	14% (20)	36% (52)	17% (24)	144
2020 Vote: Joe Biden	16% (160)	25% (240)	22% (212)	28% (277)	9% (86)	975
2020 Vote: Donald Trump	9% (65)	24% (164)	22% (150)	37% (258)	8% (58)	695
2020 Vote: Other	9% (6)	39% (27)	19% (13)	21% (15)	12% (8)	70
2020 Vote: Didn't Vote	11% (51)	22% (102)	21% (96)	25% (114)	21% (95)	459
2018 House Vote: Democrat	16% (114)	23% (171)	23% (167)	29% (209)	10% (70)	731
2018 House Vote: Republican	11% (64)	27% (156)	21% (122)	35% (205)	6% (34)	581
2018 House Vote: Someone else	7% (4)	18% (10)	19% (10)	38% (21)	18% (10)	56
2016 Vote: Hillary Clinton	15% (99)	24% (161)	24% (163)	29% (198)	9% (59)	681
2016 Vote: Donald Trump	12% (76)	24% (157)	21% (138)	36% (233)	8% (50)	653
2016 Vote: Other	10% (11)	24% (27)	19% (22)	33% (37)	14% (16)	114
2016 Vote: Didn't Vote	13% (95)	25% (187)	20% (149)	26% (196)	16% (123)	751

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Table ADW7_2: How interested would you be in the following streaming services?
A streaming service offering an ad-free option for the full platform for a higher price

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	13%	(283)	24%	(533)	21%	(471)	30%	(664)	11%	(248)	2200
Voted in 2014: Yes	14%	(169)	23%	(288)	22%	(276)	33%	(407)	8%	(97)	1237
Voted in 2014: No	12%	(114)	25%	(245)	20%	(195)	27%	(258)	16%	(152)	963
4-Region: Northeast	17%	(66)	24%	(95)	20%	(79)	25%	(98)	14%	(55)	394
4-Region: Midwest	9%	(40)	25%	(115)	22%	(101)	32%	(146)	13%	(60)	462
4-Region: South	11%	(92)	24%	(199)	20%	(165)	33%	(272)	12%	(96)	824
4-Region: West	16%	(84)	24%	(124)	24%	(126)	29%	(149)	7%	(38)	520
Subscribes to Ad-Supported Service	16%	(186)	26%	(310)	23%	(276)	25%	(296)	10%	(117)	1185
Subscribes to Ad-Free Service	15%	(259)	27%	(469)	23%	(405)	25%	(435)	10%	(183)	1750
Subscribes to more Services Since COVID	21%	(127)	31%	(188)	22%	(135)	20%	(119)	6%	(36)	605
Subscribes to Fewer Services Since COVID	13%	(13)	35%	(35)	25%	(25)	20%	(20)	6%	(6)	100
Plans to Subscribe to more Services	27%	(116)	38%	(163)	19%	(81)	12%	(51)	4%	(18)	429
Plans to Subscribe to less Services	13%	(46)	21%	(76)	22%	(78)	31%	(112)	13%	(47)	360

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

Table ADW8: *And specifically, which of the following would you be most interested in subscribing to?*

Demographic	A streaming service offering an ad-supported option for a lower price	A streaming service offering an ad-free option for a higher price	Don't know / No opinion	Total N
Adults	49% (1072)	22% (474)	30% (655)	2200
Gender: Male	47% (495)	26% (274)	28% (293)	1062
Gender: Female	51% (577)	18% (200)	32% (362)	1138
Age: 18-34	46% (301)	30% (196)	24% (158)	655
Age: 35-44	52% (185)	28% (99)	21% (74)	358
Age: 45-64	53% (399)	16% (124)	30% (228)	751
Age: 65+	43% (186)	13% (55)	45% (195)	436
GenZers: 1997-2012	46% (130)	26% (73)	28% (80)	284
Millennials: 1981-1996	49% (301)	31% (190)	20% (121)	613
GenXers: 1965-1980	51% (269)	19% (103)	29% (155)	528
Baby Boomers: 1946-1964	49% (351)	14% (102)	36% (260)	714
PID: Dem (no lean)	52% (429)	26% (215)	23% (187)	831
PID: Ind (no lean)	44% (329)	19% (143)	37% (274)	745
PID: Rep (no lean)	50% (314)	19% (116)	31% (194)	624
PID/Gender: Dem Men	49% (194)	30% (120)	20% (80)	394
PID/Gender: Dem Women	54% (235)	22% (95)	25% (107)	437
PID/Gender: Ind Men	42% (152)	26% (94)	32% (118)	364
PID/Gender: Ind Women	46% (177)	13% (49)	41% (155)	381
PID/Gender: Rep Men	49% (149)	20% (60)	31% (95)	303
PID/Gender: Rep Women	52% (165)	18% (56)	31% (99)	320
Ideo: Liberal (1-3)	52% (307)	26% (154)	22% (128)	590
Ideo: Moderate (4)	47% (273)	23% (134)	30% (177)	584
Ideo: Conservative (5-7)	50% (359)	20% (141)	30% (215)	714
Educ: < College	49% (742)	18% (271)	33% (500)	1512
Educ: Bachelors degree	50% (222)	28% (124)	22% (98)	444
Educ: Post-grad	44% (107)	32% (79)	24% (58)	244
Income: Under 50k	48% (559)	17% (195)	35% (411)	1165
Income: 50k-100k	50% (346)	23% (160)	26% (182)	688
Income: 100k+	48% (166)	34% (119)	18% (62)	347
Ethnicity: White	48% (825)	22% (379)	30% (518)	1722

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Table ADW8: *And specifically, which of the following would you be most interested in subscribing to?*

Demographic	A streaming service offering an ad-supported option for a lower price		A streaming service offering an ad-free option for a higher price		Don't know / No opinion		Total N
Adults	49%	(1072)	22%	(474)	30%	(655)	2200
Ethnicity: Hispanic	53%	(184)	26%	(93)	21%	(73)	349
Ethnicity: Black	51%	(140)	21%	(58)	28%	(76)	274
Ethnicity: Other	52%	(107)	18%	(37)	30%	(60)	204
All Christian	52%	(509)	19%	(191)	29%	(280)	980
All Non-Christian	41%	(58)	35%	(49)	24%	(33)	141
Atheist	40%	(42)	33%	(35)	27%	(29)	106
Agnostic/Nothing in particular	47%	(265)	21%	(118)	32%	(184)	568
Something Else	48%	(197)	20%	(81)	32%	(128)	406
Religious Non-Protestant/Catholic	41%	(62)	33%	(50)	26%	(40)	151
Evangelical	51%	(305)	21%	(127)	27%	(163)	595
Non-Evangelical	51%	(395)	18%	(139)	30%	(234)	768
Community: Urban	48%	(305)	28%	(177)	24%	(154)	636
Community: Suburban	48%	(479)	21%	(213)	31%	(314)	1006
Community: Rural	51%	(287)	15%	(84)	33%	(186)	558
Employ: Private Sector	50%	(323)	26%	(170)	24%	(153)	647
Employ: Government	53%	(81)	34%	(51)	14%	(21)	153
Employ: Self-Employed	45%	(98)	23%	(49)	32%	(70)	217
Employ: Homemaker	45%	(64)	22%	(32)	33%	(48)	143
Employ: Student	45%	(51)	32%	(35)	23%	(26)	112
Employ: Retired	45%	(211)	14%	(67)	40%	(187)	465
Employ: Unemployed	53%	(156)	16%	(47)	32%	(94)	297
Employ: Other	53%	(88)	13%	(21)	35%	(58)	167
Military HH: Yes	46%	(163)	21%	(76)	33%	(118)	357
Military HH: No	49%	(909)	22%	(397)	29%	(537)	1843
RD/WT: Right Direction	50%	(516)	27%	(275)	24%	(244)	1035
RD/WT: Wrong Track	48%	(555)	17%	(199)	35%	(411)	1165
Biden Job Approve	50%	(596)	26%	(302)	24%	(285)	1184
Biden Job Disapprove	47%	(403)	18%	(157)	34%	(294)	855

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Table ADW8: And specifically, which of the following would you be most interested in subscribing to?

Demographic	A streaming service offering an ad-supported option for a lower price		A streaming service offering an ad-free option for a higher price		Don't know / No opinion		Total N
Adults	49%	(1072)	22%	(474)	30%	(655)	2200
Biden Job Strongly Approve	51%	(331)	28%	(184)	20%	(131)	645
Biden Job Somewhat Approve	49%	(266)	22%	(118)	29%	(155)	539
Biden Job Somewhat Disapprove	46%	(115)	24%	(60)	30%	(75)	250
Biden Job Strongly Disapprove	48%	(288)	16%	(98)	36%	(219)	605
Favorable of Biden	50%	(588)	25%	(291)	25%	(298)	1178
Unfavorable of Biden	48%	(431)	18%	(162)	33%	(298)	891
Very Favorable of Biden	53%	(354)	25%	(167)	22%	(150)	671
Somewhat Favorable of Biden	46%	(234)	25%	(125)	29%	(148)	507
Somewhat Unfavorable of Biden	48%	(115)	25%	(61)	27%	(66)	242
Very Unfavorable of Biden	49%	(316)	16%	(102)	36%	(232)	649
#1 Issue: Economy	51%	(434)	21%	(180)	28%	(241)	855
#1 Issue: Security	45%	(136)	23%	(68)	33%	(98)	302
#1 Issue: Health Care	57%	(164)	21%	(61)	22%	(64)	289
#1 Issue: Medicare / Social Security	48%	(127)	13%	(34)	39%	(103)	263
#1 Issue: Women's Issues	41%	(56)	31%	(42)	28%	(38)	135
#1 Issue: Education	40%	(37)	23%	(22)	37%	(35)	94
#1 Issue: Energy	42%	(49)	34%	(40)	24%	(29)	118
#1 Issue: Other	48%	(69)	18%	(27)	34%	(48)	144
2020 Vote: Joe Biden	52%	(505)	24%	(236)	24%	(234)	975
2020 Vote: Donald Trump	51%	(355)	18%	(122)	31%	(217)	695
2020 Vote: Other	38%	(26)	32%	(22)	31%	(22)	70
2020 Vote: Didn't Vote	40%	(185)	20%	(93)	39%	(181)	459
2018 House Vote: Democrat	49%	(362)	24%	(177)	26%	(192)	731
2018 House Vote: Republican	53%	(307)	19%	(110)	28%	(163)	581
2018 House Vote: Someone else	46%	(25)	16%	(9)	39%	(22)	56
2016 Vote: Hillary Clinton	51%	(347)	22%	(152)	27%	(182)	681
2016 Vote: Donald Trump	51%	(330)	20%	(127)	30%	(195)	653
2016 Vote: Other	46%	(53)	18%	(21)	35%	(40)	114
2016 Vote: Didn't Vote	45%	(340)	23%	(173)	32%	(238)	751

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Table ADW8: *And specifically, which of the following would you be most interested in subscribing to?*

Demographic	A streaming service offering an ad-supported option for a lower price		A streaming service offering an ad-free option for a higher price		Don't know / No opinion		Total N
Adults	49%	(1072)	22%	(474)	30%	(655)	2200
Voted in 2014: Yes	52%	(642)	21%	(261)	27%	(333)	1237
Voted in 2014: No	45%	(429)	22%	(212)	33%	(322)	963
4-Region: Northeast	46%	(183)	26%	(101)	28%	(110)	394
4-Region: Midwest	49%	(225)	20%	(91)	32%	(146)	462
4-Region: South	51%	(423)	18%	(152)	30%	(250)	824
4-Region: West	46%	(241)	25%	(130)	29%	(149)	520
Subscribes to Ad-Supported Service	56%	(667)	22%	(265)	21%	(253)	1185
Subscribes to Ad-Free Service	52%	(911)	25%	(433)	23%	(407)	1750
Subscribes to more Services Since COVID	56%	(340)	30%	(180)	14%	(85)	605
Subscribes to Fewer Services Since COVID	52%	(52)	22%	(22)	26%	(26)	100
Plans to Subscribe to more Services	53%	(228)	31%	(133)	16%	(67)	429
Plans to Subscribe to less Services	43%	(154)	24%	(88)	33%	(118)	360

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	284	13%
	Millennials: 1981-1996	613	28%
	GenXers: 1965-1980	528	24%
	Baby Boomers: 1946-1964	714	32%
	N	2138	
xpid3	PID: Dem (no lean)	831	38%
	PID: Ind (no lean)	745	34%
	PID: Rep (no lean)	624	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	394	18%
	PID/Gender: Dem Women	437	20%
	PID/Gender: Ind Men	364	17%
	PID/Gender: Ind Women	381	17%
	PID/Gender: Rep Men	303	14%
	PID/Gender: Rep Women	320	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	590	27%
	Ideo: Moderate (4)	584	27%
	Ideo: Conservative (5-7)	714	32%
	N	1888	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1165	53%
	Income: 50k-100k	688	31%
	Income: 100k+	347	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	980	45%
	All Non-Christian	141	6%
	Atheist	106	5%
	Agnostic/Nothing in particular	568	26%
	Something Else	406	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	151	7%
xdemEvang	Evangelical	595	27%
	Non-Evangelical	768	35%
	N	1363	
xdemUsr	Community: Urban	636	29%
	Community: Suburban	1006	46%
	Community: Rural	558	25%
	N	2200	
xdemEmploy	Employ: Private Sector	647	29%
	Employ: Government	153	7%
	Employ: Self-Employed	217	10%
	Employ: Homemaker	143	7%
	Employ: Student	112	5%
	Employ: Retired	465	21%
	Employ: Unemployed	297	13%
	Employ: Other	167	8%
	N	2200	
xdemMilHH1	Military HH: Yes	357	16%
	Military HH: No	1843	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1035	47%
	RD/WT: Wrong Track	1165	53%
	N	2200	
xdemBidenApprove	Biden Job Approve	1184	54%
	Biden Job Disapprove	855	39%
	N	2038	
xdemBidenApprove2	Biden Job Strongly Approve	645	29%
	Biden Job Somewhat Approve	539	24%
	Biden Job Somewhat Disapprove	250	11%
	Biden Job Strongly Disapprove	605	27%
	N	2038	
xdemBidenFav	Favorable of Biden	1178	54%
	Unfavorable of Biden	891	40%
	N	2069	
xdemBidenFavFull	Very Favorable of Biden	671	31%
	Somewhat Favorable of Biden	507	23%
	Somewhat Unfavorable of Biden	242	11%
	Very Unfavorable of Biden	649	30%
	N	2069	
xnr3	#1 Issue: Economy	855	39%
	#1 Issue: Security	302	14%
	#1 Issue: Health Care	289	13%
	#1 Issue: Medicare / Social Security	263	12%
	#1 Issue: Women's Issues	135	6%
	#1 Issue: Education	94	4%
	#1 Issue: Energy	118	5%
	#1 Issue: Other	144	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	975	44%
	2020 Vote: Donald Trump	695	32%
	2020 Vote: Other	70	3%
	2020 Vote: Didn't Vote	459	21%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	731	33%
	2018 House Vote: Republican	581	26%
	2018 House Vote: Someone else	56	3%
	N	1367	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	681	31%
	2016 Vote: Donald Trump	653	30%
	2016 Vote: Other	114	5%
	2016 Vote: Didn't Vote	751	34%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1237	56%
	Voted in 2014: No	963	44%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
ADWxdem1	Subscribes to Ad-Supported Service	1185	54%
ADWxdem2	Subscribes to Ad-Free Service	1750	80%
ADWxdem3	Subscribes to more Services Since COVID	605	27%
	Subscribes to Fewer Services Since COVID	100	5%
	N	704	
ADWxdem4	Plans to Subscribe to more Services	429	19%
	Plans to Subscribe to less Services	360	16%
	N	788	

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

