



National Tracking Poll #210591
May 19-22, 2021

Crosstabulation Results

Methodology:

This poll was conducted between May 19-May 22, 2021 among a sample of 1054 Adults who do not use any AVOD services. The interviews were conducted online and the data were weighted to approximate a target sample of Adults who do not use any AVOD services based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1_1: How familiar are you with the following streaming services?

Tubi

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(41)	13%	(135)	19%	(203)	64%	(675)	1054
Gender: Male	6%	(31)	14%	(70)	23%	(116)	56%	(280)	497
Gender: Female	2%	(11)	12%	(65)	16%	(87)	71%	(395)	556
Age: 18-34	5%	(15)	23%	(67)	27%	(80)	46%	(136)	297
Age: 35-44	10%	(14)	10%	(14)	29%	(39)	51%	(69)	135
Age: 45-64	3%	(10)	14%	(49)	15%	(55)	68%	(245)	360
Age: 65+	1%	(2)	2%	(6)	11%	(29)	86%	(225)	261
GenZers: 1997-2012	2%	(3)	28%	(42)	31%	(46)	40%	(60)	152
Millennials: 1981-1996	9%	(19)	15%	(34)	25%	(57)	51%	(115)	226
GenXers: 1965-1980	6%	(15)	14%	(33)	20%	(49)	60%	(148)	245
Baby Boomers: 1946-1964	1%	(3)	7%	(24)	13%	(47)	80%	(299)	374
PID: Dem (no lean)	5%	(21)	14%	(52)	22%	(84)	59%	(229)	386
PID: Ind (no lean)	3%	(10)	15%	(53)	18%	(64)	64%	(225)	352
PID: Rep (no lean)	3%	(11)	9%	(30)	17%	(54)	70%	(221)	316
PID/Gender: Dem Men	11%	(20)	14%	(25)	23%	(41)	52%	(92)	177
PID/Gender: Dem Women	—	(1)	13%	(27)	21%	(43)	66%	(137)	208
PID/Gender: Ind Men	2%	(3)	18%	(32)	21%	(36)	59%	(103)	174
PID/Gender: Ind Women	4%	(7)	12%	(21)	16%	(28)	68%	(122)	178
PID/Gender: Rep Men	5%	(8)	9%	(13)	27%	(39)	58%	(85)	146
PID/Gender: Rep Women	2%	(3)	10%	(16)	9%	(15)	80%	(136)	170
Ideo: Liberal (1-3)	5%	(13)	14%	(38)	21%	(60)	60%	(168)	279
Ideo: Moderate (4)	5%	(14)	11%	(32)	19%	(57)	66%	(200)	303
Ideo: Conservative (5-7)	3%	(12)	11%	(41)	17%	(65)	69%	(260)	377
Educ: < College	3%	(22)	14%	(99)	19%	(136)	64%	(454)	711
Educ: Bachelors degree	4%	(9)	11%	(24)	21%	(48)	64%	(145)	226
Educ: Post-grad	9%	(10)	10%	(11)	16%	(18)	66%	(77)	116

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Table MCEN1_1: How familiar are you with the following streaming services?

Tubi

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	4%	(41)	13%	(135)	19%	(203)	64%	(675)	1054
Income: Under 50k	4%	(21)	15%	(80)	20%	(112)	61%	(336)	549
Income: 50k-100k	3%	(11)	11%	(38)	18%	(61)	68%	(235)	344
Income: 100k+	6%	(10)	11%	(17)	19%	(30)	64%	(103)	160
Ethnicity: White	4%	(31)	11%	(93)	18%	(155)	68%	(583)	862
Ethnicity: Hispanic	4%	(8)	22%	(39)	33%	(58)	41%	(72)	176
Ethnicity: Black	5%	(5)	24%	(20)	26%	(23)	45%	(39)	87
Ethnicity: Other	5%	(6)	20%	(21)	24%	(25)	50%	(52)	104
All Christian	4%	(19)	10%	(47)	18%	(85)	69%	(336)	488
All Non-Christian	7%	(6)	12%	(9)	20%	(15)	61%	(48)	78
Atheist	—	(0)	21%	(12)	29%	(16)	50%	(28)	56
Agnostic/Nothing in particular	4%	(10)	12%	(33)	21%	(56)	63%	(169)	268
Something Else	4%	(6)	20%	(33)	18%	(30)	58%	(95)	164
Religious Non-Protestant/Catholic	7%	(6)	13%	(12)	18%	(15)	62%	(54)	86
Evangelical	5%	(14)	12%	(33)	16%	(43)	66%	(177)	266
Non-Evangelical	3%	(10)	12%	(46)	20%	(73)	65%	(239)	368
Community: Urban	7%	(18)	20%	(49)	20%	(52)	53%	(134)	253
Community: Suburban	3%	(14)	10%	(55)	21%	(111)	66%	(343)	522
Community: Rural	3%	(9)	11%	(31)	15%	(40)	71%	(198)	278
Employ: Private Sector	5%	(14)	14%	(43)	27%	(82)	55%	(168)	307
Employ: Government	4%	(2)	23%	(14)	22%	(13)	51%	(31)	61
Employ: Self-Employed	9%	(9)	16%	(15)	19%	(19)	57%	(57)	100
Employ: Homemaker	9%	(6)	4%	(2)	11%	(7)	76%	(47)	62
Employ: Retired	1%	(4)	4%	(12)	10%	(29)	84%	(244)	290
Employ: Unemployed	1%	(2)	21%	(25)	27%	(32)	51%	(60)	119
Employ: Other	3%	(2)	17%	(12)	23%	(16)	57%	(40)	70
Military HH: Yes	3%	(5)	7%	(11)	14%	(24)	76%	(126)	166
Military HH: No	4%	(37)	14%	(124)	20%	(179)	62%	(549)	888
RD/WT: Right Direction	4%	(20)	13%	(62)	20%	(99)	63%	(305)	487
RD/WT: Wrong Track	4%	(21)	13%	(73)	18%	(103)	65%	(370)	567

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Table MCEN1_1: How familiar are you with the following streaming services?

Tubi

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(41)	13%	(135)	19%	(203)	64%	(675)	1054
Biden Job Approve	4%	(23)	14%	(79)	21%	(120)	61%	(340)	562
Biden Job Disapprove	3%	(13)	12%	(51)	16%	(69)	69%	(293)	426
Biden Job Strongly Approve	6%	(18)	11%	(34)	20%	(61)	63%	(190)	303
Biden Job Somewhat Approve	2%	(4)	17%	(45)	23%	(59)	58%	(150)	259
Biden Job Somewhat Disapprove	4%	(6)	18%	(22)	20%	(25)	58%	(71)	124
Biden Job Strongly Disapprove	2%	(8)	9%	(29)	15%	(44)	73%	(222)	302
Favorable of Biden	4%	(22)	15%	(83)	19%	(107)	62%	(340)	553
Unfavorable of Biden	3%	(14)	11%	(48)	18%	(78)	68%	(295)	436
Very Favorable of Biden	5%	(16)	11%	(34)	18%	(55)	66%	(200)	305
Somewhat Favorable of Biden	2%	(6)	20%	(50)	21%	(53)	56%	(140)	248
Somewhat Unfavorable of Biden	1%	(2)	15%	(17)	25%	(30)	58%	(68)	116
Very Unfavorable of Biden	4%	(13)	10%	(31)	15%	(49)	71%	(228)	320
#1 Issue: Economy	4%	(16)	14%	(51)	21%	(74)	61%	(217)	358
#1 Issue: Security	2%	(3)	8%	(13)	17%	(27)	72%	(111)	154
#1 Issue: Health Care	5%	(7)	10%	(14)	24%	(34)	61%	(87)	141
#1 Issue: Medicare / Social Security	2%	(3)	5%	(8)	8%	(11)	85%	(123)	146
#1 Issue: Women's Issues	—	(0)	31%	(22)	17%	(12)	52%	(37)	71
#1 Issue: Energy	7%	(4)	21%	(12)	27%	(16)	46%	(27)	60
#1 Issue: Other	5%	(4)	9%	(7)	22%	(17)	63%	(48)	75
2020 Vote: Joe Biden	4%	(19)	11%	(50)	22%	(96)	63%	(280)	445
2020 Vote: Donald Trump	3%	(11)	9%	(30)	16%	(54)	72%	(241)	336
2020 Vote: Didn't Vote	4%	(10)	22%	(50)	21%	(48)	53%	(119)	227
2018 House Vote: Democrat	4%	(14)	14%	(51)	17%	(60)	65%	(232)	357
2018 House Vote: Republican	2%	(6)	8%	(23)	17%	(46)	72%	(194)	269
2016 Vote: Hillary Clinton	5%	(16)	13%	(41)	18%	(58)	64%	(207)	321
2016 Vote: Donald Trump	2%	(7)	8%	(26)	17%	(52)	73%	(228)	313
2016 Vote: Didn't Vote	5%	(17)	18%	(66)	24%	(87)	54%	(197)	367
Voted in 2014: Yes	4%	(24)	9%	(51)	14%	(82)	72%	(413)	570
Voted in 2014: No	3%	(17)	17%	(84)	25%	(121)	54%	(262)	484

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Table MCEN1_1: How familiar are you with the following streaming services?

Tubi

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(41)	13%	(135)	19%	(203)	64%	(675)	1054
4-Region: Northeast	7%	(13)	13%	(25)	19%	(37)	62%	(123)	198
4-Region: Midwest	3%	(6)	10%	(23)	19%	(42)	68%	(148)	219
4-Region: South	3%	(12)	13%	(52)	20%	(79)	64%	(249)	391
4-Region: West	4%	(11)	14%	(35)	18%	(45)	63%	(155)	245

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

Table MCEN1_2: How familiar are you with the following streaming services?*Pluto TV*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(43)	13%	(140)	19%	(205)	63%	(665)	1054
Gender: Male	7%	(33)	17%	(87)	21%	(104)	55%	(274)	497
Gender: Female	2%	(10)	10%	(54)	18%	(101)	70%	(391)	556
Age: 18-34	7%	(20)	17%	(51)	23%	(67)	53%	(159)	297
Age: 35-44	9%	(12)	26%	(35)	15%	(21)	50%	(67)	135
Age: 45-64	3%	(9)	10%	(38)	23%	(81)	64%	(232)	360
Age: 65+	1%	(2)	6%	(16)	14%	(36)	79%	(207)	261
GenZers: 1997-2012	1%	(2)	19%	(28)	24%	(37)	55%	(84)	152
Millennials: 1981-1996	12%	(26)	21%	(48)	21%	(47)	47%	(105)	226
GenXers: 1965-1980	5%	(12)	13%	(31)	20%	(48)	63%	(154)	245
Baby Boomers: 1946-1964	1%	(3)	8%	(29)	18%	(69)	73%	(274)	374
PID: Dem (no lean)	5%	(19)	13%	(49)	20%	(78)	62%	(240)	386
PID: Ind (no lean)	5%	(17)	14%	(48)	19%	(66)	63%	(222)	352
PID: Rep (no lean)	2%	(8)	14%	(44)	19%	(61)	65%	(204)	316
PID/Gender: Dem Men	10%	(18)	16%	(28)	18%	(32)	55%	(98)	177
PID/Gender: Dem Women	—	(1)	10%	(20)	22%	(46)	68%	(141)	208
PID/Gender: Ind Men	5%	(9)	18%	(31)	21%	(36)	56%	(98)	174
PID/Gender: Ind Women	4%	(8)	9%	(16)	17%	(30)	69%	(123)	178
PID/Gender: Rep Men	4%	(6)	18%	(27)	24%	(36)	53%	(77)	146
PID/Gender: Rep Women	1%	(2)	10%	(17)	15%	(25)	74%	(126)	170
Ideo: Liberal (1-3)	5%	(15)	13%	(37)	19%	(53)	62%	(174)	279
Ideo: Moderate (4)	3%	(8)	15%	(44)	19%	(57)	64%	(193)	303
Ideo: Conservative (5-7)	2%	(9)	12%	(46)	22%	(83)	63%	(239)	377
Educ: < College	4%	(25)	13%	(91)	18%	(130)	65%	(465)	711
Educ: Bachelors degree	5%	(11)	13%	(29)	26%	(58)	57%	(128)	226
Educ: Post-grad	7%	(8)	17%	(20)	14%	(16)	62%	(72)	116
Income: Under 50k	4%	(24)	17%	(92)	19%	(105)	60%	(328)	549
Income: 50k-100k	2%	(8)	9%	(32)	20%	(68)	69%	(237)	344
Income: 100k+	7%	(11)	10%	(17)	19%	(31)	63%	(101)	160
Ethnicity: White	4%	(32)	12%	(101)	20%	(173)	65%	(557)	862
Ethnicity: Hispanic	4%	(7)	16%	(28)	26%	(46)	54%	(96)	176

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Table MCEN1_2: How familiar are you with the following streaming services?

Pluto TV

Demographic			Somewhat						Total N
	Very familiar		familiar		Not too familiar		Not familiar at all		
Adults who do not use any AVOD services	4%	(43)	13%	(140)	19%	(205)	63%	(665)	1054
Ethnicity: Black	6%	(6)	20%	(18)	21%	(18)	52%	(46)	87
Ethnicity: Other	5%	(6)	21%	(22)	13%	(14)	60%	(63)	104
All Christian	3%	(13)	12%	(60)	20%	(97)	65%	(317)	488
All Non-Christian	8%	(6)	13%	(10)	19%	(15)	60%	(47)	78
Atheist	4%	(2)	16%	(9)	18%	(10)	62%	(35)	56
Agnostic/Nothing in particular	5%	(12)	11%	(31)	20%	(53)	64%	(172)	268
Something Else	6%	(9)	18%	(30)	18%	(30)	58%	(95)	164
Religious Non-Protestant/Catholic	7%	(6)	12%	(10)	20%	(17)	61%	(53)	86
Evangelical	5%	(14)	15%	(41)	20%	(53)	60%	(159)	266
Non-Evangelical	2%	(8)	13%	(49)	20%	(72)	65%	(239)	368
Community: Urban	5%	(14)	18%	(45)	18%	(46)	59%	(149)	253
Community: Suburban	3%	(17)	13%	(69)	20%	(105)	63%	(331)	522
Community: Rural	4%	(12)	9%	(26)	20%	(55)	67%	(185)	278
Employ: Private Sector	5%	(16)	16%	(50)	22%	(67)	57%	(174)	307
Employ: Government	5%	(3)	15%	(9)	29%	(17)	51%	(31)	61
Employ: Self-Employed	5%	(5)	23%	(23)	11%	(11)	61%	(60)	100
Employ: Homemaker	7%	(4)	9%	(6)	10%	(6)	75%	(46)	62
Employ: Retired	1%	(4)	7%	(21)	14%	(42)	77%	(223)	290
Employ: Unemployed	1%	(1)	16%	(19)	27%	(32)	57%	(67)	119
Employ: Other	13%	(9)	9%	(6)	25%	(18)	52%	(36)	70
Military HH: Yes	2%	(3)	12%	(20)	11%	(18)	75%	(125)	166
Military HH: No	5%	(40)	14%	(120)	21%	(187)	61%	(540)	888
RD/WT: Right Direction	6%	(31)	13%	(63)	19%	(93)	62%	(300)	487
RD/WT: Wrong Track	2%	(13)	14%	(77)	20%	(112)	64%	(365)	567
Biden Job Approve	5%	(30)	13%	(73)	19%	(109)	62%	(349)	562
Biden Job Disapprove	2%	(9)	13%	(57)	19%	(82)	65%	(277)	426
Biden Job Strongly Approve	8%	(25)	13%	(39)	18%	(56)	60%	(183)	303
Biden Job Somewhat Approve	2%	(5)	13%	(34)	21%	(53)	64%	(166)	259
Biden Job Somewhat Disapprove	2%	(3)	17%	(21)	24%	(29)	58%	(71)	124
Biden Job Strongly Disapprove	2%	(6)	12%	(37)	18%	(53)	68%	(206)	302

Continued on next page

Table MCEN1_2: How familiar are you with the following streaming services?*Pluto TV*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	4%	(43)	13%	(140)	19%	(205)	63%	(665)	1054
Favorable of Biden	5%	(25)	14%	(77)	19%	(105)	63%	(346)	553
Unfavorable of Biden	2%	(11)	13%	(57)	21%	(93)	63%	(276)	436
Very Favorable of Biden	6%	(19)	13%	(40)	18%	(56)	62%	(189)	305
Somewhat Favorable of Biden	3%	(6)	15%	(36)	19%	(48)	63%	(157)	248
Somewhat Unfavorable of Biden	2%	(2)	15%	(17)	30%	(35)	54%	(63)	116
Very Unfavorable of Biden	3%	(9)	12%	(40)	18%	(58)	67%	(213)	320
#1 Issue: Economy	4%	(14)	15%	(55)	21%	(77)	59%	(213)	358
#1 Issue: Security	1%	(2)	13%	(21)	18%	(28)	67%	(103)	154
#1 Issue: Health Care	4%	(6)	15%	(22)	24%	(34)	56%	(79)	141
#1 Issue: Medicare / Social Security	3%	(4)	7%	(10)	12%	(18)	78%	(113)	146
#1 Issue: Women's Issues	2%	(1)	9%	(7)	22%	(16)	66%	(47)	71
#1 Issue: Energy	14%	(8)	12%	(7)	10%	(6)	64%	(38)	60
#1 Issue: Other	3%	(2)	15%	(12)	21%	(16)	60%	(45)	75
2020 Vote: Joe Biden	4%	(20)	11%	(49)	22%	(97)	63%	(279)	445
2020 Vote: Donald Trump	3%	(8)	12%	(41)	20%	(68)	65%	(219)	336
2020 Vote: Didn't Vote	6%	(14)	21%	(47)	14%	(33)	59%	(134)	227
2018 House Vote: Democrat	5%	(18)	13%	(46)	17%	(61)	65%	(233)	357
2018 House Vote: Republican	2%	(5)	11%	(29)	19%	(51)	68%	(183)	269
2016 Vote: Hillary Clinton	5%	(17)	12%	(39)	16%	(53)	66%	(212)	321
2016 Vote: Donald Trump	2%	(6)	11%	(36)	19%	(59)	68%	(213)	313
2016 Vote: Didn't Vote	5%	(19)	16%	(59)	24%	(87)	55%	(203)	367
Voted in 2014: Yes	4%	(21)	12%	(68)	16%	(90)	69%	(391)	570
Voted in 2014: No	5%	(23)	15%	(72)	24%	(115)	57%	(274)	484
4-Region: Northeast	6%	(12)	13%	(26)	17%	(34)	64%	(127)	198
4-Region: Midwest	3%	(6)	13%	(28)	20%	(43)	65%	(142)	219
4-Region: South	3%	(11)	10%	(39)	21%	(81)	66%	(259)	391
4-Region: West	6%	(14)	19%	(47)	19%	(47)	56%	(137)	245

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

Table MCEN1_3: How familiar are you with the following streaming services?

Peacock

Demographic			Somewhat familiar		Not too familiar		Not familiar at all		Total N
	Very familiar								
Adults who do not use any AVOD services	5%	(47)	23%	(243)	27%	(287)	45%	(477)	1054
Gender: Male	8%	(38)	26%	(130)	30%	(150)	36%	(180)	497
Gender: Female	2%	(10)	20%	(112)	25%	(137)	53%	(297)	556
Age: 18-34	7%	(21)	21%	(63)	26%	(76)	46%	(138)	297
Age: 35-44	9%	(12)	35%	(48)	28%	(37)	28%	(38)	135
Age: 45-64	3%	(13)	23%	(83)	26%	(95)	47%	(170)	360
Age: 65+	1%	(2)	19%	(49)	30%	(79)	50%	(131)	261
GenZers: 1997-2012	3%	(5)	20%	(30)	25%	(38)	52%	(79)	152
Millennials: 1981-1996	11%	(25)	28%	(63)	27%	(61)	34%	(76)	226
GenXers: 1965-1980	4%	(9)	24%	(59)	25%	(62)	47%	(114)	245
Baby Boomers: 1946-1964	2%	(8)	21%	(80)	29%	(108)	48%	(178)	374
PID: Dem (no lean)	5%	(19)	26%	(100)	29%	(110)	41%	(157)	386
PID: Ind (no lean)	4%	(13)	22%	(79)	25%	(88)	49%	(172)	352
PID: Rep (no lean)	5%	(16)	20%	(64)	28%	(88)	47%	(148)	316
PID/Gender: Dem Men	10%	(18)	26%	(46)	27%	(48)	37%	(66)	177
PID/Gender: Dem Women	1%	(1)	26%	(54)	30%	(62)	44%	(91)	208
PID/Gender: Ind Men	6%	(10)	27%	(46)	30%	(53)	37%	(65)	174
PID/Gender: Ind Women	1%	(3)	18%	(32)	20%	(36)	60%	(107)	178
PID/Gender: Rep Men	7%	(10)	26%	(38)	34%	(49)	33%	(48)	146
PID/Gender: Rep Women	4%	(6)	15%	(26)	23%	(39)	58%	(100)	170
Ideo: Liberal (1-3)	5%	(13)	25%	(69)	32%	(90)	38%	(107)	279
Ideo: Moderate (4)	3%	(10)	31%	(94)	21%	(63)	45%	(135)	303
Ideo: Conservative (5-7)	6%	(22)	18%	(69)	30%	(115)	45%	(171)	377
Educ: < College	3%	(23)	20%	(140)	26%	(187)	51%	(361)	711
Educ: Bachelors degree	6%	(14)	31%	(71)	30%	(67)	33%	(75)	226
Educ: Post-grad	9%	(10)	27%	(31)	29%	(33)	36%	(42)	116
Income: Under 50k	3%	(16)	21%	(115)	26%	(143)	50%	(274)	549
Income: 50k-100k	4%	(12)	24%	(84)	28%	(95)	45%	(153)	344
Income: 100k+	12%	(19)	27%	(43)	30%	(49)	31%	(49)	160
Ethnicity: White	4%	(38)	23%	(202)	28%	(237)	45%	(385)	862
Ethnicity: Hispanic	3%	(6)	18%	(32)	31%	(55)	47%	(83)	176

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Table MCEN1_3: How familiar are you with the following streaming services?

Peacock

Demographic			Somewhat						Total N
	Very familiar		familiar		Not too familiar		Not familiar at all		
Adults who do not use any AVOD services	5%	(47)	23%	(243)	27%	(287)	45%	(477)	1054
Ethnicity: Black	8%	(7)	21%	(18)	30%	(26)	41%	(36)	87
Ethnicity: Other	2%	(2)	22%	(23)	22%	(23)	54%	(56)	104
All Christian	5%	(25)	22%	(108)	29%	(139)	44%	(216)	488
All Non-Christian	8%	(6)	34%	(27)	24%	(19)	33%	(26)	78
Atheist	3%	(2)	19%	(11)	35%	(19)	44%	(24)	56
Agnostic/Nothing in particular	2%	(6)	23%	(62)	28%	(74)	47%	(125)	268
Something Else	5%	(8)	22%	(36)	22%	(36)	52%	(85)	164
Religious Non-Protestant/Catholic	7%	(6)	32%	(27)	24%	(21)	37%	(32)	86
Evangelical	7%	(18)	21%	(55)	27%	(71)	45%	(121)	266
Non-Evangelical	4%	(14)	24%	(87)	27%	(101)	45%	(166)	368
Community: Urban	8%	(20)	26%	(66)	23%	(57)	44%	(111)	253
Community: Suburban	3%	(18)	25%	(129)	30%	(157)	42%	(217)	522
Community: Rural	4%	(10)	17%	(47)	26%	(72)	54%	(149)	278
Employ: Private Sector	8%	(24)	30%	(92)	27%	(83)	36%	(109)	307
Employ: Government	5%	(3)	34%	(20)	26%	(16)	35%	(21)	61
Employ: Self-Employed	5%	(5)	20%	(20)	30%	(30)	44%	(44)	100
Employ: Homemaker	1%	(1)	21%	(13)	15%	(9)	63%	(39)	62
Employ: Retired	1%	(4)	20%	(57)	29%	(83)	50%	(146)	290
Employ: Unemployed	4%	(5)	19%	(22)	30%	(36)	47%	(56)	119
Employ: Other	4%	(3)	9%	(6)	28%	(20)	59%	(41)	70
Military HH: Yes	1%	(1)	21%	(34)	30%	(49)	49%	(81)	166
Military HH: No	5%	(46)	23%	(208)	27%	(237)	45%	(396)	888
RD/WT: Right Direction	6%	(27)	27%	(129)	27%	(129)	41%	(201)	487
RD/WT: Wrong Track	4%	(21)	20%	(114)	28%	(157)	49%	(276)	567
Biden Job Approve	6%	(31)	25%	(141)	27%	(153)	42%	(237)	562
Biden Job Disapprove	3%	(15)	22%	(92)	28%	(120)	47%	(200)	426
Biden Job Strongly Approve	7%	(22)	23%	(70)	29%	(89)	40%	(122)	303
Biden Job Somewhat Approve	3%	(9)	27%	(71)	25%	(64)	44%	(115)	259
Biden Job Somewhat Disapprove	3%	(3)	27%	(34)	24%	(30)	46%	(57)	124
Biden Job Strongly Disapprove	4%	(11)	19%	(58)	30%	(90)	47%	(143)	302

Continued on next page

Table MCEN1_3: How familiar are you with the following streaming services?

Peacock

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	5%	(47)	23%	(243)	27%	(287)	45%	(477)	1054
Favorable of Biden	6%	(32)	25%	(137)	26%	(144)	43%	(239)	553
Unfavorable of Biden	3%	(15)	21%	(93)	30%	(129)	46%	(200)	436
Very Favorable of Biden	7%	(23)	24%	(74)	25%	(78)	43%	(131)	305
Somewhat Favorable of Biden	4%	(9)	25%	(63)	27%	(67)	44%	(109)	248
Somewhat Unfavorable of Biden	2%	(2)	24%	(28)	29%	(34)	45%	(52)	116
Very Unfavorable of Biden	4%	(13)	20%	(65)	30%	(95)	46%	(148)	320
#1 Issue: Economy	5%	(17)	26%	(93)	29%	(103)	41%	(145)	358
#1 Issue: Security	3%	(5)	19%	(30)	29%	(45)	48%	(74)	154
#1 Issue: Health Care	7%	(10)	26%	(37)	26%	(37)	40%	(57)	141
#1 Issue: Medicare / Social Security	3%	(4)	18%	(26)	21%	(30)	59%	(86)	146
#1 Issue: Women's Issues	3%	(2)	15%	(10)	29%	(21)	54%	(38)	71
#1 Issue: Energy	6%	(4)	24%	(15)	31%	(19)	39%	(23)	60
#1 Issue: Other	1%	(1)	25%	(19)	31%	(23)	43%	(33)	75
2020 Vote: Joe Biden	6%	(27)	27%	(120)	26%	(114)	41%	(184)	445
2020 Vote: Donald Trump	4%	(14)	21%	(71)	32%	(108)	42%	(142)	336
2020 Vote: Didn't Vote	2%	(4)	20%	(44)	22%	(51)	56%	(128)	227
2018 House Vote: Democrat	6%	(20)	26%	(93)	28%	(99)	41%	(145)	357
2018 House Vote: Republican	3%	(9)	24%	(66)	29%	(78)	43%	(116)	269
2016 Vote: Hillary Clinton	6%	(18)	27%	(87)	26%	(85)	41%	(131)	321
2016 Vote: Donald Trump	3%	(10)	23%	(72)	30%	(94)	44%	(138)	313
2016 Vote: Didn't Vote	4%	(15)	20%	(74)	27%	(98)	49%	(180)	367
Voted in 2014: Yes	5%	(26)	25%	(143)	28%	(159)	42%	(241)	570
Voted in 2014: No	4%	(21)	21%	(100)	26%	(127)	49%	(236)	484
4-Region: Northeast	7%	(14)	24%	(48)	26%	(52)	43%	(85)	198
4-Region: Midwest	4%	(9)	28%	(61)	25%	(55)	43%	(94)	219
4-Region: South	4%	(14)	19%	(76)	28%	(109)	49%	(192)	391
4-Region: West	4%	(10)	23%	(58)	29%	(71)	43%	(107)	245

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

Table MCEN1_4: How familiar are you with the following streaming services?
 The Roku Channel

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	10%	(103)	23%	(244)	25%	(264)	42%	(444)	1054
Gender: Male	12%	(60)	24%	(119)	27%	(135)	37%	(183)	497
Gender: Female	8%	(42)	22%	(124)	23%	(129)	47%	(261)	556
Age: 18-34	18%	(52)	30%	(90)	23%	(69)	29%	(86)	297
Age: 35-44	15%	(20)	30%	(40)	25%	(34)	30%	(41)	135
Age: 45-64	7%	(24)	22%	(80)	25%	(90)	46%	(166)	360
Age: 65+	3%	(7)	13%	(33)	27%	(71)	58%	(151)	261
GenZers: 1997-2012	21%	(33)	35%	(53)	21%	(32)	23%	(35)	152
Millennials: 1981-1996	15%	(34)	27%	(62)	25%	(57)	32%	(73)	226
GenXers: 1965-1980	10%	(25)	23%	(55)	24%	(60)	43%	(105)	245
Baby Boomers: 1946-1964	3%	(11)	18%	(67)	28%	(104)	52%	(193)	374
PID: Dem (no lean)	10%	(39)	22%	(86)	25%	(96)	43%	(164)	386
PID: Ind (no lean)	11%	(37)	26%	(90)	26%	(90)	38%	(135)	352
PID: Rep (no lean)	8%	(26)	21%	(67)	25%	(78)	46%	(145)	316
PID/Gender: Dem Men	14%	(25)	22%	(39)	28%	(49)	36%	(64)	177
PID/Gender: Dem Women	7%	(14)	23%	(47)	23%	(47)	48%	(101)	208
PID/Gender: Ind Men	12%	(21)	28%	(48)	27%	(46)	33%	(58)	174
PID/Gender: Ind Women	9%	(16)	24%	(42)	24%	(44)	43%	(76)	178
PID/Gender: Rep Men	9%	(14)	22%	(32)	27%	(39)	42%	(61)	146
PID/Gender: Rep Women	7%	(13)	21%	(35)	23%	(39)	49%	(84)	170
Ideo: Liberal (1-3)	12%	(32)	19%	(54)	27%	(75)	42%	(117)	279
Ideo: Moderate (4)	7%	(23)	26%	(79)	24%	(74)	42%	(127)	303
Ideo: Conservative (5-7)	10%	(38)	22%	(85)	24%	(91)	43%	(163)	377
Educ: < College	8%	(59)	24%	(172)	24%	(171)	43%	(309)	711
Educ: Bachelors degree	12%	(27)	22%	(49)	26%	(59)	40%	(91)	226
Educ: Post-grad	14%	(16)	20%	(23)	29%	(33)	38%	(44)	116
Income: Under 50k	8%	(46)	26%	(142)	23%	(125)	43%	(237)	549
Income: 50k-100k	10%	(35)	20%	(69)	27%	(93)	43%	(147)	344
Income: 100k+	14%	(22)	20%	(32)	29%	(46)	37%	(60)	160
Ethnicity: White	9%	(74)	22%	(189)	25%	(218)	44%	(382)	862
Ethnicity: Hispanic	19%	(34)	35%	(62)	19%	(34)	26%	(46)	176

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Table MCEN1_4: How familiar are you with the following streaming services?
The Roku Channel

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	10%	(103)	23%	(244)	25%	(264)	42%	(444)	1054
Ethnicity: Black	14%	(12)	26%	(23)	27%	(24)	33%	(28)	87
Ethnicity: Other	16%	(17)	30%	(32)	21%	(22)	32%	(34)	104
All Christian	9%	(42)	22%	(108)	27%	(132)	42%	(206)	488
All Non-Christian	13%	(10)	16%	(13)	25%	(20)	45%	(35)	78
Atheist	8%	(4)	28%	(16)	32%	(18)	33%	(18)	56
Agnostic/Nothing in particular	10%	(26)	23%	(63)	25%	(66)	42%	(113)	268
Something Else	13%	(21)	27%	(44)	17%	(29)	43%	(71)	164
Religious Non-Protestant/Catholic	12%	(10)	18%	(15)	25%	(22)	45%	(39)	86
Evangelical	14%	(38)	21%	(55)	21%	(55)	44%	(118)	266
Non-Evangelical	7%	(24)	25%	(92)	28%	(103)	40%	(149)	368
Community: Urban	12%	(31)	29%	(73)	20%	(50)	39%	(99)	253
Community: Suburban	8%	(41)	21%	(109)	28%	(144)	44%	(228)	522
Community: Rural	11%	(30)	22%	(62)	25%	(70)	42%	(117)	278
Employ: Private Sector	10%	(31)	27%	(84)	26%	(78)	37%	(114)	307
Employ: Government	15%	(9)	40%	(24)	24%	(15)	21%	(13)	61
Employ: Self-Employed	18%	(18)	30%	(30)	18%	(18)	34%	(34)	100
Employ: Homemaker	4%	(3)	21%	(13)	20%	(13)	54%	(33)	62
Employ: Retired	4%	(11)	14%	(40)	26%	(75)	57%	(164)	290
Employ: Unemployed	9%	(11)	22%	(26)	29%	(35)	39%	(46)	119
Employ: Other	12%	(9)	21%	(15)	31%	(22)	35%	(25)	70
Military HH: Yes	7%	(11)	19%	(31)	24%	(40)	50%	(84)	166
Military HH: No	10%	(92)	24%	(213)	25%	(223)	41%	(360)	888
RD/WT: Right Direction	9%	(45)	23%	(114)	25%	(123)	42%	(205)	487
RD/WT: Wrong Track	10%	(58)	23%	(130)	25%	(141)	42%	(238)	567
Biden Job Approve	11%	(60)	23%	(128)	25%	(141)	41%	(232)	562
Biden Job Disapprove	8%	(36)	23%	(99)	25%	(108)	43%	(184)	426
Biden Job Strongly Approve	9%	(27)	19%	(56)	26%	(77)	47%	(142)	303
Biden Job Somewhat Approve	13%	(33)	28%	(72)	25%	(64)	35%	(90)	259
Biden Job Somewhat Disapprove	13%	(17)	33%	(41)	19%	(24)	34%	(42)	124
Biden Job Strongly Disapprove	6%	(19)	19%	(57)	28%	(84)	47%	(142)	302

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Table MCEN1_4: How familiar are you with the following streaming services?
The Roku Channel

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	10%	(103)	23%	(244)	25%	(264)	42%	(444)	1054
Favorable of Biden	10%	(55)	25%	(137)	22%	(123)	43%	(238)	553
Unfavorable of Biden	9%	(39)	22%	(95)	28%	(123)	41%	(179)	436
Very Favorable of Biden	10%	(30)	20%	(62)	23%	(69)	47%	(144)	305
Somewhat Favorable of Biden	10%	(25)	30%	(75)	22%	(54)	38%	(93)	248
Somewhat Unfavorable of Biden	8%	(9)	28%	(33)	28%	(33)	35%	(41)	116
Very Unfavorable of Biden	9%	(30)	19%	(62)	28%	(90)	43%	(138)	320
#1 Issue: Economy	9%	(32)	28%	(102)	26%	(93)	37%	(132)	358
#1 Issue: Security	11%	(17)	14%	(22)	25%	(38)	50%	(77)	154
#1 Issue: Health Care	9%	(13)	26%	(37)	23%	(32)	42%	(59)	141
#1 Issue: Medicare / Social Security	4%	(6)	12%	(18)	26%	(38)	57%	(83)	146
#1 Issue: Women's Issues	17%	(12)	25%	(18)	25%	(18)	33%	(24)	71
#1 Issue: Energy	12%	(7)	28%	(17)	34%	(20)	27%	(16)	60
#1 Issue: Other	7%	(5)	21%	(16)	23%	(17)	49%	(37)	75
2020 Vote: Joe Biden	9%	(42)	22%	(96)	26%	(114)	43%	(192)	445
2020 Vote: Donald Trump	8%	(27)	21%	(72)	25%	(85)	45%	(153)	336
2020 Vote: Didn't Vote	13%	(29)	28%	(63)	23%	(52)	37%	(83)	227
2018 House Vote: Democrat	10%	(35)	24%	(85)	24%	(84)	43%	(153)	357
2018 House Vote: Republican	4%	(10)	23%	(62)	25%	(66)	49%	(131)	269
2016 Vote: Hillary Clinton	10%	(31)	23%	(74)	23%	(74)	44%	(142)	321
2016 Vote: Donald Trump	5%	(15)	22%	(68)	25%	(78)	48%	(152)	313
2016 Vote: Didn't Vote	14%	(53)	25%	(91)	26%	(97)	35%	(127)	367
Voted in 2014: Yes	8%	(43)	21%	(122)	24%	(138)	47%	(267)	570
Voted in 2014: No	12%	(60)	25%	(122)	26%	(125)	36%	(177)	484
4-Region: Northeast	11%	(22)	22%	(43)	24%	(48)	43%	(85)	198
4-Region: Midwest	6%	(13)	26%	(56)	26%	(57)	43%	(94)	219
4-Region: South	9%	(34)	24%	(95)	23%	(89)	45%	(174)	391
4-Region: West	14%	(35)	21%	(50)	28%	(70)	37%	(91)	245

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

Table MCEN1_5: How familiar are you with the following streaming services?

IMDbTV

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(47)	15%	(161)	16%	(172)	64%	(674)	1054
Gender: Male	6%	(32)	18%	(88)	21%	(103)	55%	(275)	497
Gender: Female	3%	(15)	13%	(72)	13%	(70)	72%	(399)	556
Age: 18-34	8%	(23)	24%	(72)	18%	(54)	50%	(148)	297
Age: 35-44	9%	(12)	24%	(33)	20%	(27)	47%	(64)	135
Age: 45-64	2%	(9)	12%	(44)	19%	(67)	67%	(240)	360
Age: 65+	1%	(3)	4%	(12)	10%	(25)	85%	(222)	261
GenZers: 1997-2012	9%	(14)	26%	(39)	13%	(20)	52%	(79)	152
Millennials: 1981-1996	8%	(19)	25%	(56)	23%	(51)	44%	(100)	226
GenXers: 1965-1980	3%	(8)	15%	(37)	19%	(46)	63%	(153)	245
Baby Boomers: 1946-1964	2%	(7)	7%	(24)	13%	(50)	78%	(293)	374
PID: Dem (no lean)	7%	(26)	17%	(67)	17%	(67)	59%	(226)	386
PID: Ind (no lean)	3%	(12)	16%	(56)	18%	(62)	63%	(221)	352
PID: Rep (no lean)	3%	(9)	12%	(37)	14%	(43)	72%	(226)	316
PID/Gender: Dem Men	10%	(17)	20%	(36)	22%	(39)	48%	(86)	177
PID/Gender: Dem Women	4%	(9)	15%	(32)	13%	(28)	67%	(140)	208
PID/Gender: Ind Men	5%	(9)	18%	(31)	22%	(38)	55%	(95)	174
PID/Gender: Ind Women	1%	(2)	14%	(25)	14%	(24)	71%	(126)	178
PID/Gender: Rep Men	4%	(6)	15%	(21)	17%	(25)	64%	(93)	146
PID/Gender: Rep Women	2%	(4)	9%	(16)	11%	(18)	78%	(133)	170
Ideo: Liberal (1-3)	6%	(18)	18%	(50)	20%	(55)	56%	(156)	279
Ideo: Moderate (4)	5%	(16)	19%	(58)	14%	(43)	62%	(186)	303
Ideo: Conservative (5-7)	3%	(11)	12%	(44)	15%	(57)	70%	(266)	377
Educ: < College	3%	(24)	13%	(91)	14%	(102)	70%	(494)	711
Educ: Bachelors degree	6%	(13)	20%	(44)	21%	(47)	54%	(122)	226
Educ: Post-grad	9%	(11)	22%	(26)	20%	(23)	49%	(57)	116
Income: Under 50k	3%	(19)	13%	(74)	16%	(90)	67%	(367)	549
Income: 50k-100k	4%	(15)	15%	(52)	16%	(57)	64%	(221)	344
Income: 100k+	8%	(13)	22%	(35)	16%	(26)	54%	(86)	160
Ethnicity: White	5%	(39)	14%	(122)	16%	(136)	66%	(566)	862
Ethnicity: Hispanic	6%	(10)	24%	(42)	15%	(26)	55%	(97)	176

Continued on next page

Table MCEN1_5: How familiar are you with the following streaming services?

IMDbTV

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	4%	(47)	15%	(161)	16%	(172)	64%	(674)	1054
Ethnicity: Black	5%	(4)	17%	(15)	15%	(13)	63%	(55)	87
Ethnicity: Other	4%	(4)	23%	(24)	23%	(24)	51%	(53)	104
All Christian	4%	(19)	14%	(69)	16%	(79)	66%	(321)	488
All Non-Christian	10%	(8)	20%	(16)	20%	(16)	50%	(39)	78
Atheist	4%	(2)	30%	(17)	20%	(11)	46%	(26)	56
Agnostic/Nothing in particular	4%	(10)	15%	(41)	15%	(41)	66%	(176)	268
Something Else	5%	(9)	11%	(18)	16%	(26)	68%	(112)	164
Religious Non-Protestant/Catholic	9%	(8)	19%	(16)	22%	(19)	50%	(43)	86
Evangelical	5%	(14)	13%	(34)	17%	(44)	65%	(174)	266
Non-Evangelical	4%	(13)	14%	(51)	15%	(56)	67%	(247)	368
Community: Urban	6%	(16)	22%	(55)	17%	(42)	55%	(140)	253
Community: Suburban	4%	(19)	14%	(74)	18%	(92)	65%	(337)	522
Community: Rural	4%	(12)	11%	(32)	14%	(38)	71%	(196)	278
Employ: Private Sector	7%	(22)	22%	(69)	21%	(66)	49%	(151)	307
Employ: Government	4%	(2)	23%	(14)	22%	(13)	51%	(31)	61
Employ: Self-Employed	14%	(14)	15%	(15)	14%	(14)	56%	(56)	100
Employ: Homemaker	—	(0)	13%	(8)	9%	(6)	78%	(48)	62
Employ: Retired	2%	(5)	6%	(18)	10%	(30)	82%	(237)	290
Employ: Unemployed	2%	(2)	17%	(20)	17%	(21)	64%	(76)	119
Employ: Other	1%	(0)	7%	(5)	19%	(13)	74%	(52)	70
Military HH: Yes	3%	(5)	10%	(17)	14%	(24)	72%	(120)	166
Military HH: No	5%	(42)	16%	(144)	17%	(149)	62%	(553)	888
RD/WT: Right Direction	7%	(32)	16%	(77)	18%	(89)	59%	(289)	487
RD/WT: Wrong Track	3%	(15)	15%	(84)	15%	(83)	68%	(385)	567
Biden Job Approve	6%	(36)	17%	(95)	17%	(97)	59%	(333)	562
Biden Job Disapprove	2%	(10)	13%	(57)	16%	(68)	68%	(291)	426
Biden Job Strongly Approve	7%	(21)	14%	(43)	18%	(55)	61%	(184)	303
Biden Job Somewhat Approve	6%	(15)	20%	(51)	16%	(42)	58%	(150)	259
Biden Job Somewhat Disapprove	5%	(6)	19%	(23)	22%	(28)	54%	(68)	124
Biden Job Strongly Disapprove	1%	(5)	11%	(34)	13%	(40)	74%	(223)	302

Continued on next page

Table MCEN1_5: How familiar are you with the following streaming services?

IMDbTV

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	4%	(47)	15%	(161)	16%	(172)	64%	(674)	1054
Favorable of Biden	6%	(35)	16%	(90)	16%	(87)	62%	(340)	553
Unfavorable of Biden	2%	(10)	13%	(58)	17%	(75)	67%	(293)	436
Very Favorable of Biden	7%	(21)	14%	(42)	14%	(44)	65%	(199)	305
Somewhat Favorable of Biden	6%	(15)	20%	(49)	17%	(43)	57%	(141)	248
Somewhat Unfavorable of Biden	2%	(2)	16%	(18)	24%	(28)	58%	(68)	116
Very Unfavorable of Biden	2%	(8)	12%	(40)	15%	(47)	70%	(226)	320
#1 Issue: Economy	3%	(10)	17%	(62)	21%	(75)	59%	(211)	358
#1 Issue: Security	8%	(12)	14%	(22)	11%	(17)	68%	(104)	154
#1 Issue: Health Care	6%	(8)	16%	(22)	23%	(33)	55%	(78)	141
#1 Issue: Medicare / Social Security	3%	(5)	8%	(12)	7%	(10)	82%	(119)	146
#1 Issue: Women's Issues	6%	(4)	21%	(15)	6%	(4)	67%	(47)	71
#1 Issue: Energy	4%	(2)	19%	(12)	23%	(14)	54%	(32)	60
#1 Issue: Other	2%	(1)	10%	(7)	20%	(15)	68%	(51)	75
2020 Vote: Joe Biden	6%	(27)	17%	(74)	19%	(86)	58%	(258)	445
2020 Vote: Donald Trump	3%	(10)	13%	(43)	15%	(51)	69%	(232)	336
2020 Vote: Didn't Vote	4%	(9)	17%	(38)	11%	(26)	68%	(154)	227
2018 House Vote: Democrat	5%	(18)	17%	(59)	17%	(62)	61%	(218)	357
2018 House Vote: Republican	3%	(9)	12%	(32)	14%	(37)	71%	(190)	269
2016 Vote: Hillary Clinton	4%	(13)	16%	(53)	18%	(57)	62%	(198)	321
2016 Vote: Donald Trump	3%	(9)	12%	(37)	15%	(47)	70%	(220)	313
2016 Vote: Didn't Vote	6%	(23)	17%	(64)	16%	(60)	60%	(221)	367
Voted in 2014: Yes	4%	(21)	13%	(77)	16%	(90)	67%	(381)	570
Voted in 2014: No	5%	(26)	17%	(84)	17%	(82)	60%	(292)	484
4-Region: Northeast	7%	(13)	16%	(32)	17%	(34)	60%	(119)	198
4-Region: Midwest	2%	(5)	15%	(33)	17%	(37)	66%	(144)	219
4-Region: South	3%	(12)	14%	(54)	16%	(64)	67%	(261)	391
4-Region: West	7%	(17)	17%	(41)	15%	(38)	61%	(150)	245

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

Table MCEN1_6: How familiar are you with the following streaming services?*Crackle*

Demographic			Somewhat						Total N
	Very familiar		familiar		Not too familiar		Not familiar at all		
Adults who do not use any AVOD services	3%	(33)	16%	(165)	19%	(204)	62%	(652)	1054
Gender: Male	6%	(29)	20%	(100)	22%	(109)	52%	(259)	497
Gender: Female	1%	(4)	12%	(65)	17%	(94)	71%	(393)	556
Age: 18-34	5%	(15)	24%	(71)	17%	(51)	54%	(160)	297
Age: 35-44	5%	(7)	26%	(35)	16%	(21)	53%	(72)	135
Age: 45-64	3%	(9)	12%	(43)	21%	(76)	64%	(232)	360
Age: 65+	1%	(2)	6%	(16)	21%	(55)	72%	(189)	261
GenZers: 1997-2012	3%	(4)	28%	(42)	14%	(21)	56%	(84)	152
Millennials: 1981-1996	6%	(15)	22%	(51)	20%	(46)	51%	(115)	226
GenXers: 1965-1980	4%	(10)	14%	(35)	21%	(52)	61%	(149)	245
Baby Boomers: 1946-1964	1%	(4)	10%	(37)	20%	(75)	69%	(259)	374
PID: Dem (no lean)	5%	(19)	16%	(62)	17%	(66)	62%	(239)	386
PID: Ind (no lean)	3%	(10)	18%	(62)	19%	(66)	61%	(215)	352
PID: Rep (no lean)	1%	(4)	13%	(41)	23%	(72)	63%	(199)	316
PID/Gender: Dem Men	10%	(18)	17%	(30)	17%	(31)	56%	(99)	177
PID/Gender: Dem Women	1%	(1)	15%	(32)	17%	(35)	67%	(140)	208
PID/Gender: Ind Men	4%	(7)	25%	(43)	22%	(38)	49%	(85)	174
PID/Gender: Ind Women	1%	(2)	10%	(18)	16%	(28)	73%	(129)	178
PID/Gender: Rep Men	2%	(4)	18%	(27)	28%	(40)	52%	(75)	146
PID/Gender: Rep Women	—	(1)	8%	(14)	19%	(32)	73%	(124)	170
Ideo: Liberal (1-3)	3%	(9)	13%	(37)	20%	(54)	64%	(178)	279
Ideo: Moderate (4)	5%	(14)	21%	(63)	13%	(39)	62%	(187)	303
Ideo: Conservative (5-7)	2%	(8)	14%	(51)	25%	(94)	59%	(224)	377
Educ: < College	3%	(18)	16%	(110)	18%	(129)	64%	(453)	711
Educ: Bachelors degree	3%	(8)	17%	(37)	24%	(54)	56%	(127)	226
Educ: Post-grad	6%	(7)	15%	(17)	17%	(20)	62%	(72)	116
Income: Under 50k	3%	(16)	18%	(97)	19%	(104)	60%	(331)	549
Income: 50k-100k	2%	(7)	11%	(39)	19%	(65)	68%	(233)	344
Income: 100k+	6%	(9)	18%	(29)	21%	(34)	55%	(88)	160
Ethnicity: White	3%	(26)	14%	(124)	20%	(170)	63%	(542)	862
Ethnicity: Hispanic	5%	(8)	26%	(45)	17%	(30)	52%	(93)	176

Continued on next page

Table MCEN1_6: How familiar are you with the following streaming services?

Crackle

Demographic			Somewhat						Total N
	Very familiar		familiar		Not too familiar		Not familiar at all		
Adults who do not use any AVOD services	3%	(33)	16%	(165)	19%	(204)	62%	(652)	1054
Ethnicity: Black	4%	(3)	12%	(11)	26%	(22)	58%	(50)	87
Ethnicity: Other	3%	(4)	29%	(30)	10%	(11)	57%	(60)	104
All Christian	3%	(14)	14%	(67)	20%	(96)	64%	(310)	488
All Non-Christian	6%	(5)	24%	(19)	19%	(15)	51%	(40)	78
Atheist	—	(0)	21%	(12)	20%	(11)	59%	(33)	56
Agnostic/Nothing in particular	3%	(7)	17%	(45)	19%	(51)	61%	(164)	268
Something Else	4%	(7)	13%	(22)	19%	(30)	64%	(105)	164
Religious Non-Protestant/Catholic	5%	(5)	22%	(19)	20%	(18)	52%	(45)	86
Evangelical	3%	(8)	16%	(42)	24%	(64)	57%	(152)	266
Non-Evangelical	3%	(12)	13%	(47)	16%	(60)	68%	(250)	368
Community: Urban	4%	(11)	22%	(56)	20%	(51)	54%	(136)	253
Community: Suburban	2%	(12)	15%	(79)	19%	(102)	63%	(329)	522
Community: Rural	4%	(10)	11%	(30)	18%	(51)	67%	(188)	278
Employ: Private Sector	6%	(18)	20%	(62)	21%	(63)	53%	(164)	307
Employ: Government	3%	(2)	32%	(19)	12%	(7)	53%	(32)	61
Employ: Self-Employed	7%	(7)	14%	(14)	9%	(9)	70%	(70)	100
Employ: Homemaker	—	(0)	6%	(4)	17%	(10)	77%	(47)	62
Employ: Retired	1%	(2)	7%	(21)	21%	(62)	71%	(204)	290
Employ: Unemployed	2%	(3)	24%	(29)	25%	(30)	48%	(57)	119
Employ: Other	—	(0)	16%	(11)	18%	(12)	66%	(46)	70
Military HH: Yes	3%	(6)	12%	(20)	17%	(29)	67%	(111)	166
Military HH: No	3%	(27)	16%	(145)	20%	(175)	61%	(541)	888
RD/WT: Right Direction	4%	(21)	17%	(83)	17%	(84)	61%	(299)	487
RD/WT: Wrong Track	2%	(12)	14%	(82)	21%	(120)	62%	(353)	567
Biden Job Approve	5%	(26)	16%	(92)	17%	(97)	62%	(347)	562
Biden Job Disapprove	2%	(7)	16%	(67)	22%	(94)	61%	(258)	426
Biden Job Strongly Approve	5%	(14)	16%	(48)	15%	(47)	64%	(194)	303
Biden Job Somewhat Approve	5%	(12)	17%	(44)	19%	(50)	59%	(152)	259
Biden Job Somewhat Disapprove	2%	(3)	24%	(29)	25%	(31)	49%	(61)	124
Biden Job Strongly Disapprove	1%	(4)	12%	(37)	21%	(63)	65%	(198)	302

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Table MCEN1_6: How familiar are you with the following streaming services?
Crackle

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	3%	(33)	16%	(165)	19%	(204)	62%	(652)	1054
Favorable of Biden	5%	(27)	16%	(87)	15%	(85)	64%	(354)	553
Unfavorable of Biden	1%	(5)	15%	(63)	25%	(108)	60%	(260)	436
Very Favorable of Biden	6%	(17)	14%	(44)	14%	(43)	66%	(201)	305
Somewhat Favorable of Biden	4%	(10)	17%	(43)	17%	(41)	62%	(153)	248
Somewhat Unfavorable of Biden	—	(0)	19%	(22)	33%	(38)	49%	(56)	116
Very Unfavorable of Biden	2%	(5)	13%	(42)	22%	(70)	64%	(203)	320
#1 Issue: Economy	3%	(11)	18%	(63)	22%	(78)	57%	(206)	358
#1 Issue: Security	1%	(1)	15%	(23)	20%	(31)	65%	(99)	154
#1 Issue: Health Care	8%	(11)	12%	(17)	16%	(23)	64%	(91)	141
#1 Issue: Medicare / Social Security	1%	(2)	9%	(14)	18%	(26)	71%	(104)	146
#1 Issue: Women's Issues	—	(0)	20%	(14)	15%	(11)	65%	(46)	71
#1 Issue: Energy	5%	(3)	28%	(17)	16%	(9)	52%	(31)	60
#1 Issue: Other	2%	(2)	13%	(10)	18%	(14)	67%	(50)	75
2020 Vote: Joe Biden	5%	(21)	15%	(69)	17%	(73)	63%	(282)	445
2020 Vote: Donald Trump	1%	(5)	14%	(48)	24%	(82)	60%	(202)	336
2020 Vote: Didn't Vote	3%	(7)	20%	(45)	17%	(39)	60%	(136)	227
2018 House Vote: Democrat	4%	(15)	14%	(51)	18%	(65)	63%	(226)	357
2018 House Vote: Republican	2%	(4)	14%	(37)	25%	(66)	60%	(161)	269
2016 Vote: Hillary Clinton	5%	(15)	14%	(45)	18%	(57)	63%	(204)	321
2016 Vote: Donald Trump	2%	(5)	14%	(43)	23%	(73)	61%	(192)	313
2016 Vote: Didn't Vote	3%	(12)	19%	(71)	18%	(65)	60%	(219)	367
Voted in 2014: Yes	4%	(20)	13%	(73)	20%	(116)	63%	(360)	570
Voted in 2014: No	3%	(13)	19%	(92)	18%	(87)	60%	(292)	484
4-Region: Northeast	4%	(9)	15%	(30)	21%	(41)	60%	(119)	198
4-Region: Midwest	1%	(3)	16%	(36)	18%	(38)	65%	(141)	219
4-Region: South	3%	(12)	15%	(57)	22%	(88)	60%	(234)	391
4-Region: West	4%	(9)	17%	(42)	15%	(36)	64%	(158)	245

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

Table MCEN1_7: How familiar are you with the following streaming services?

Vudu

Demographic			Somewhat						Total N
	Very familiar		familiar		Not too familiar		Not familiar at all		
Adults who do not use any AVOD services	4%	(40)	12%	(131)	19%	(198)	65%	(685)	1054
Gender: Male	6%	(28)	15%	(75)	24%	(118)	56%	(276)	497
Gender: Female	2%	(12)	10%	(56)	14%	(80)	73%	(408)	556
Age: 18-34	6%	(17)	22%	(65)	24%	(71)	48%	(144)	297
Age: 35-44	9%	(12)	21%	(29)	20%	(27)	50%	(67)	135
Age: 45-64	3%	(9)	9%	(32)	20%	(72)	68%	(246)	360
Age: 65+	1%	(2)	2%	(5)	11%	(28)	87%	(227)	261
GenZers: 1997-2012	6%	(9)	23%	(35)	23%	(34)	49%	(74)	152
Millennials: 1981-1996	7%	(15)	22%	(51)	23%	(52)	48%	(109)	226
GenXers: 1965-1980	5%	(13)	11%	(27)	22%	(54)	62%	(152)	245
Baby Boomers: 1946-1964	1%	(4)	5%	(19)	14%	(51)	80%	(301)	374
PID: Dem (no lean)	5%	(19)	12%	(46)	20%	(78)	63%	(243)	386
PID: Ind (no lean)	2%	(6)	16%	(55)	18%	(63)	65%	(227)	352
PID: Rep (no lean)	5%	(15)	9%	(30)	18%	(56)	68%	(215)	316
PID/Gender: Dem Men	8%	(15)	16%	(28)	22%	(40)	53%	(95)	177
PID/Gender: Dem Women	2%	(4)	9%	(18)	19%	(39)	71%	(148)	208
PID/Gender: Ind Men	2%	(3)	16%	(28)	21%	(37)	61%	(106)	174
PID/Gender: Ind Women	2%	(3)	15%	(27)	15%	(26)	68%	(122)	178
PID/Gender: Rep Men	7%	(10)	13%	(19)	28%	(41)	52%	(76)	146
PID/Gender: Rep Women	3%	(5)	7%	(11)	9%	(16)	81%	(139)	170
Ideo: Liberal (1-3)	5%	(13)	11%	(32)	22%	(61)	62%	(174)	279
Ideo: Moderate (4)	5%	(15)	12%	(36)	17%	(51)	66%	(201)	303
Ideo: Conservative (5-7)	3%	(11)	12%	(46)	18%	(66)	67%	(255)	377
Educ: < College	3%	(24)	12%	(87)	18%	(127)	67%	(473)	711
Educ: Bachelors degree	5%	(11)	13%	(29)	21%	(47)	62%	(141)	226
Educ: Post-grad	4%	(5)	13%	(16)	21%	(25)	61%	(71)	116
Income: Under 50k	4%	(23)	15%	(84)	16%	(90)	64%	(351)	549
Income: 50k-100k	2%	(8)	9%	(30)	21%	(74)	68%	(233)	344
Income: 100k+	6%	(9)	11%	(17)	21%	(34)	62%	(100)	160
Ethnicity: White	4%	(32)	10%	(85)	19%	(163)	68%	(582)	862
Ethnicity: Hispanic	5%	(8)	24%	(42)	24%	(42)	48%	(84)	176

Continued on next page

Table MCEN1_7: How familiar are you with the following streaming services?**Vudu**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	4%	(40)	12%	(131)	19%	(198)	65%	(685)	1054
Ethnicity: Black	4%	(3)	26%	(22)	20%	(17)	51%	(44)	87
Ethnicity: Other	5%	(5)	23%	(24)	17%	(17)	56%	(58)	104
All Christian	4%	(20)	9%	(42)	17%	(85)	70%	(340)	488
All Non-Christian	8%	(6)	19%	(15)	14%	(11)	60%	(47)	78
Atheist	—	(0)	20%	(11)	25%	(14)	55%	(31)	56
Agnostic/Nothing in particular	3%	(8)	15%	(41)	20%	(54)	61%	(164)	268
Something Else	4%	(6)	13%	(21)	21%	(34)	63%	(103)	164
Religious Non-Protestant/Catholic	7%	(6)	17%	(15)	13%	(11)	63%	(55)	86
Evangelical	5%	(14)	11%	(28)	21%	(55)	63%	(168)	266
Non-Evangelical	3%	(12)	9%	(34)	17%	(63)	70%	(258)	368
Community: Urban	5%	(13)	17%	(43)	20%	(49)	58%	(147)	253
Community: Suburban	3%	(15)	10%	(55)	21%	(108)	66%	(345)	522
Community: Rural	4%	(12)	12%	(33)	15%	(41)	69%	(192)	278
Employ: Private Sector	6%	(18)	14%	(43)	26%	(80)	54%	(166)	307
Employ: Government	8%	(5)	19%	(12)	19%	(11)	53%	(32)	61
Employ: Self-Employed	6%	(6)	19%	(19)	15%	(15)	60%	(59)	100
Employ: Homemaker	2%	(1)	6%	(4)	11%	(7)	82%	(50)	62
Employ: Retired	1%	(3)	4%	(10)	11%	(33)	84%	(243)	290
Employ: Unemployed	—	(0)	20%	(24)	21%	(25)	58%	(69)	119
Employ: Other	5%	(4)	14%	(9)	21%	(15)	60%	(42)	70
Military HH: Yes	4%	(7)	9%	(15)	13%	(21)	74%	(122)	166
Military HH: No	4%	(33)	13%	(116)	20%	(176)	63%	(562)	888
RD/WT: Right Direction	4%	(19)	13%	(63)	18%	(85)	66%	(319)	487
RD/WT: Wrong Track	4%	(21)	12%	(68)	20%	(113)	65%	(366)	567
Biden Job Approve	4%	(23)	13%	(73)	18%	(102)	65%	(363)	562
Biden Job Disapprove	3%	(15)	11%	(48)	20%	(86)	65%	(277)	426
Biden Job Strongly Approve	6%	(18)	12%	(37)	14%	(42)	68%	(207)	303
Biden Job Somewhat Approve	2%	(6)	14%	(36)	23%	(60)	60%	(156)	259
Biden Job Somewhat Disapprove	5%	(7)	15%	(19)	26%	(32)	54%	(67)	124
Biden Job Strongly Disapprove	3%	(8)	10%	(30)	18%	(55)	69%	(210)	302

Continued on next page

Table MCEN1_7: How familiar are you with the following streaming services?

Vudu

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	4%	(40)	12%	(131)	19%	(198)	65%	(685)	1054
Favorable of Biden	4%	(21)	12%	(68)	18%	(98)	66%	(365)	553
Unfavorable of Biden	4%	(17)	12%	(53)	20%	(87)	64%	(280)	436
Very Favorable of Biden	6%	(18)	11%	(34)	14%	(43)	69%	(210)	305
Somewhat Favorable of Biden	1%	(3)	14%	(35)	22%	(55)	63%	(155)	248
Somewhat Unfavorable of Biden	3%	(4)	17%	(20)	25%	(29)	55%	(63)	116
Very Unfavorable of Biden	4%	(13)	10%	(33)	18%	(57)	68%	(216)	320
#1 Issue: Economy	3%	(12)	14%	(52)	21%	(76)	61%	(218)	358
#1 Issue: Security	1%	(2)	12%	(19)	15%	(23)	71%	(110)	154
#1 Issue: Health Care	5%	(7)	9%	(13)	24%	(35)	61%	(87)	141
#1 Issue: Medicare / Social Security	3%	(5)	4%	(6)	9%	(14)	83%	(121)	146
#1 Issue: Women's Issues	3%	(2)	24%	(17)	14%	(10)	59%	(42)	71
#1 Issue: Energy	6%	(4)	22%	(13)	29%	(17)	43%	(26)	60
#1 Issue: Other	6%	(5)	5%	(4)	18%	(14)	71%	(53)	75
2020 Vote: Joe Biden	5%	(20)	10%	(44)	20%	(88)	66%	(293)	445
2020 Vote: Donald Trump	4%	(13)	10%	(33)	19%	(65)	67%	(225)	336
2020 Vote: Didn't Vote	3%	(6)	22%	(50)	14%	(32)	61%	(139)	227
2018 House Vote: Democrat	4%	(15)	13%	(47)	19%	(68)	64%	(228)	357
2018 House Vote: Republican	4%	(11)	10%	(28)	16%	(42)	70%	(188)	269
2016 Vote: Hillary Clinton	4%	(12)	14%	(44)	17%	(55)	65%	(210)	321
2016 Vote: Donald Trump	3%	(10)	8%	(24)	20%	(62)	69%	(218)	313
2016 Vote: Didn't Vote	4%	(15)	16%	(60)	20%	(72)	60%	(220)	367
Voted in 2014: Yes	4%	(23)	9%	(53)	16%	(94)	70%	(400)	570
Voted in 2014: No	4%	(17)	16%	(78)	22%	(104)	59%	(284)	484
4-Region: Northeast	6%	(12)	9%	(19)	20%	(39)	65%	(128)	198
4-Region: Midwest	2%	(5)	10%	(21)	22%	(48)	66%	(145)	219
4-Region: South	3%	(14)	12%	(49)	17%	(66)	67%	(263)	391
4-Region: West	4%	(10)	17%	(42)	18%	(45)	60%	(148)	245

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

Table MCEN1_8: How familiar are you with the following streaming services?*Xumo*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	2%	(16)	4%	(43)	11%	(117)	83%	(878)	1054
Gender: Male	3%	(16)	6%	(31)	14%	(71)	76%	(379)	497
Gender: Female	—	(0)	2%	(12)	8%	(46)	90%	(499)	556
Age: 18-34	2%	(6)	8%	(23)	18%	(55)	72%	(214)	297
Age: 35-44	4%	(5)	8%	(11)	8%	(11)	80%	(108)	135
Age: 45-64	1%	(3)	2%	(8)	11%	(40)	86%	(308)	360
Age: 65+	1%	(2)	—	(1)	4%	(11)	95%	(248)	261
GenZers: 1997-2012	1%	(1)	8%	(12)	21%	(32)	71%	(108)	152
Millennials: 1981-1996	4%	(9)	9%	(19)	14%	(32)	73%	(166)	226
GenXers: 1965-1980	2%	(4)	3%	(8)	11%	(26)	85%	(208)	245
Baby Boomers: 1946-1964	1%	(2)	1%	(4)	6%	(23)	92%	(344)	374
PID: Dem (no lean)	3%	(11)	5%	(18)	13%	(50)	80%	(307)	386
PID: Ind (no lean)	—	(1)	4%	(14)	10%	(34)	86%	(303)	352
PID: Rep (no lean)	1%	(4)	3%	(11)	11%	(33)	85%	(268)	316
PID/Gender: Dem Men	6%	(11)	7%	(13)	14%	(24)	73%	(129)	177
PID/Gender: Dem Women	—	(0)	2%	(5)	12%	(26)	85%	(178)	208
PID/Gender: Ind Men	—	(1)	6%	(10)	14%	(25)	79%	(138)	174
PID/Gender: Ind Women	—	(0)	2%	(4)	5%	(8)	93%	(165)	178
PID/Gender: Rep Men	3%	(4)	5%	(8)	15%	(22)	77%	(112)	146
PID/Gender: Rep Women	—	(0)	2%	(3)	7%	(12)	91%	(156)	170
Ideo: Liberal (1-3)	3%	(8)	3%	(9)	9%	(26)	85%	(236)	279
Ideo: Moderate (4)	1%	(4)	6%	(17)	12%	(37)	81%	(245)	303
Ideo: Conservative (5-7)	1%	(4)	4%	(15)	11%	(42)	84%	(317)	377
Educ: < College	1%	(4)	4%	(25)	12%	(84)	84%	(598)	711
Educ: Bachelors degree	3%	(8)	4%	(8)	9%	(21)	84%	(189)	226
Educ: Post-grad	4%	(4)	8%	(9)	10%	(12)	78%	(90)	116
Income: Under 50k	1%	(6)	4%	(23)	13%	(72)	82%	(447)	549
Income: 50k-100k	1%	(3)	3%	(9)	8%	(27)	88%	(304)	344
Income: 100k+	4%	(6)	7%	(10)	11%	(18)	78%	(126)	160
Ethnicity: White	2%	(15)	4%	(32)	10%	(90)	84%	(726)	862
Ethnicity: Hispanic	—	(0)	8%	(15)	19%	(33)	73%	(129)	176

Continued on next page

Table MCEN1_8: How familiar are you with the following streaming services?

Xumo

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults who do not use any AVOD services	2%	(16)	4%	(43)	11%	(117)	83%	(878)	1054
Ethnicity: Black	1%	(1)	9%	(8)	17%	(15)	73%	(64)	87
Ethnicity: Other	—	(0)	4%	(4)	12%	(13)	84%	(88)	104
All Christian	2%	(8)	3%	(14)	12%	(57)	84%	(408)	488
All Non-Christian	6%	(5)	10%	(7)	7%	(5)	78%	(61)	78
Atheist	—	(0)	4%	(2)	8%	(4)	88%	(50)	56
Agnostic/Nothing in particular	1%	(2)	4%	(11)	13%	(35)	82%	(219)	268
Something Else	—	(0)	5%	(8)	10%	(16)	85%	(140)	164
Religious Non-Protestant/Catholic	6%	(5)	11%	(9)	6%	(5)	78%	(67)	86
Evangelical	2%	(4)	4%	(11)	12%	(31)	83%	(220)	266
Non-Evangelical	1%	(4)	2%	(9)	11%	(41)	85%	(313)	368
Community: Urban	4%	(9)	6%	(16)	12%	(30)	78%	(197)	253
Community: Suburban	1%	(5)	4%	(20)	11%	(56)	84%	(441)	522
Community: Rural	1%	(2)	3%	(7)	11%	(31)	86%	(239)	278
Employ: Private Sector	3%	(10)	6%	(19)	11%	(35)	79%	(242)	307
Employ: Government	2%	(1)	6%	(3)	18%	(11)	75%	(45)	61
Employ: Self-Employed	1%	(1)	5%	(5)	9%	(9)	85%	(85)	100
Employ: Homemaker	—	(0)	4%	(2)	4%	(2)	93%	(57)	62
Employ: Retired	1%	(2)	1%	(2)	6%	(17)	93%	(268)	290
Employ: Unemployed	—	(0)	4%	(5)	17%	(20)	79%	(94)	119
Employ: Other	—	(0)	2%	(2)	22%	(15)	75%	(52)	70
Military HH: Yes	1%	(1)	2%	(4)	11%	(18)	86%	(143)	166
Military HH: No	2%	(15)	4%	(39)	11%	(99)	83%	(735)	888
RD/WT: Right Direction	3%	(13)	5%	(24)	13%	(62)	80%	(388)	487
RD/WT: Wrong Track	1%	(3)	3%	(19)	10%	(55)	86%	(489)	567
Biden Job Approve	2%	(13)	4%	(24)	12%	(67)	81%	(457)	562
Biden Job Disapprove	1%	(3)	4%	(18)	10%	(41)	85%	(364)	426
Biden Job Strongly Approve	4%	(11)	3%	(9)	13%	(38)	81%	(245)	303
Biden Job Somewhat Approve	1%	(2)	6%	(15)	11%	(29)	82%	(213)	259
Biden Job Somewhat Disapprove	1%	(2)	6%	(7)	16%	(19)	77%	(96)	124
Biden Job Strongly Disapprove	—	(1)	4%	(11)	7%	(21)	89%	(268)	302

Continued on next page

Table MCEN1_8: How familiar are you with the following streaming services?

Xumo

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	2%	(16)	4%	(43)	11%	(117)	83%	(878)	1054
Favorable of Biden	2%	(12)	5%	(25)	10%	(54)	83%	(461)	553
Unfavorable of Biden	1%	(3)	4%	(17)	12%	(50)	84%	(366)	436
Very Favorable of Biden	3%	(11)	3%	(10)	11%	(34)	82%	(251)	305
Somewhat Favorable of Biden	—	(1)	6%	(15)	8%	(20)	85%	(211)	248
Somewhat Unfavorable of Biden	—	(0)	5%	(6)	22%	(26)	73%	(85)	116
Very Unfavorable of Biden	1%	(3)	3%	(11)	8%	(24)	88%	(282)	320
#1 Issue: Economy	1%	(4)	4%	(14)	14%	(50)	81%	(289)	358
#1 Issue: Security	1%	(1)	3%	(5)	10%	(16)	85%	(132)	154
#1 Issue: Health Care	2%	(3)	8%	(12)	6%	(9)	83%	(117)	141
#1 Issue: Medicare / Social Security	1%	(1)	—	(0)	4%	(6)	95%	(138)	146
#1 Issue: Women's Issues	1%	(1)	4%	(3)	10%	(7)	84%	(60)	71
#1 Issue: Energy	2%	(1)	6%	(4)	14%	(8)	79%	(47)	60
#1 Issue: Other	—	(0)	3%	(2)	14%	(10)	83%	(63)	75
2020 Vote: Joe Biden	3%	(11)	4%	(17)	12%	(53)	82%	(364)	445
2020 Vote: Donald Trump	1%	(5)	4%	(13)	10%	(33)	85%	(284)	336
2020 Vote: Didn't Vote	—	(0)	6%	(13)	13%	(29)	82%	(186)	227
2018 House Vote: Democrat	2%	(8)	4%	(16)	11%	(38)	83%	(295)	357
2018 House Vote: Republican	2%	(5)	2%	(6)	8%	(21)	88%	(237)	269
2016 Vote: Hillary Clinton	3%	(9)	4%	(13)	11%	(35)	82%	(263)	321
2016 Vote: Donald Trump	2%	(5)	2%	(7)	9%	(27)	88%	(274)	313
2016 Vote: Didn't Vote	1%	(2)	6%	(22)	14%	(52)	79%	(291)	367
Voted in 2014: Yes	2%	(12)	3%	(15)	8%	(46)	87%	(496)	570
Voted in 2014: No	1%	(4)	6%	(28)	15%	(71)	79%	(382)	484
4-Region: Northeast	3%	(6)	3%	(6)	10%	(19)	84%	(166)	198
4-Region: Midwest	—	(1)	4%	(10)	9%	(20)	86%	(189)	219
4-Region: South	1%	(3)	5%	(18)	13%	(52)	81%	(318)	391
4-Region: West	3%	(6)	4%	(9)	10%	(26)	83%	(205)	245

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

Table MCEN2_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	40%	(417)	38%	(397)	23%	(240)	1054
Gender: Male	38%	(188)	40%	(198)	22%	(111)	497
Gender: Female	41%	(229)	36%	(199)	23%	(129)	556
Age: 18-34	25%	(74)	43%	(127)	33%	(97)	297
Age: 35-44	30%	(41)	49%	(66)	21%	(28)	135
Age: 45-64	42%	(151)	38%	(135)	20%	(74)	360
Age: 65+	58%	(151)	27%	(69)	16%	(41)	261
GenZers: 1997-2012	19%	(29)	53%	(80)	28%	(42)	152
Millennials: 1981-1996	28%	(63)	40%	(91)	32%	(72)	226
GenXers: 1965-1980	40%	(98)	37%	(90)	23%	(58)	245
Baby Boomers: 1946-1964	51%	(191)	34%	(126)	15%	(57)	374
PID: Dem (no lean)	47%	(181)	36%	(138)	17%	(67)	386
PID: Ind (no lean)	29%	(102)	43%	(151)	28%	(98)	352
PID: Rep (no lean)	42%	(134)	34%	(108)	23%	(74)	316
PID/Gender: Dem Men	50%	(89)	33%	(58)	17%	(31)	177
PID/Gender: Dem Women	44%	(92)	38%	(80)	18%	(37)	208
PID/Gender: Ind Men	28%	(49)	43%	(75)	29%	(50)	174
PID/Gender: Ind Women	30%	(53)	43%	(76)	27%	(48)	178
PID/Gender: Rep Men	34%	(50)	45%	(65)	21%	(30)	146
PID/Gender: Rep Women	49%	(84)	25%	(43)	26%	(44)	170
Ideo: Liberal (1-3)	39%	(108)	44%	(123)	17%	(48)	279
Ideo: Moderate (4)	42%	(128)	37%	(113)	20%	(62)	303
Ideo: Conservative (5-7)	42%	(159)	33%	(123)	25%	(95)	377
Educ: < College	38%	(270)	38%	(269)	24%	(172)	711
Educ: Bachelors degree	45%	(101)	34%	(77)	21%	(48)	226
Educ: Post-grad	39%	(45)	44%	(51)	17%	(20)	116
Income: Under 50k	32%	(175)	39%	(214)	29%	(159)	549
Income: 50k-100k	46%	(160)	36%	(122)	18%	(63)	344
Income: 100k+	51%	(82)	38%	(60)	11%	(18)	160
Ethnicity: White	42%	(359)	36%	(314)	22%	(189)	862

Continued on next page

Table MCEN2_1: Do you, or anyone in your household, subscribe to the following?
 Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	40%	(417)	38%	(397)	23%	(240)	1054
Ethnicity: Hispanic	20%	(35)	57%	(101)	23%	(40)	176
Ethnicity: Black	35%	(31)	36%	(31)	29%	(25)	87
Ethnicity: Other	25%	(26)	50%	(52)	24%	(26)	104
All Christian	46%	(225)	36%	(174)	18%	(89)	488
All Non-Christian	41%	(32)	30%	(23)	29%	(23)	78
Atheist	19%	(11)	51%	(28)	30%	(17)	56
Agnostic/Nothing in particular	32%	(85)	39%	(104)	29%	(79)	268
Something Else	39%	(64)	41%	(67)	20%	(33)	164
Religious Non-Protestant/Catholic	39%	(34)	33%	(28)	28%	(24)	86
Evangelical	38%	(101)	39%	(105)	23%	(61)	266
Non-Evangelical	49%	(182)	35%	(128)	16%	(58)	368
Community: Urban	36%	(92)	40%	(100)	24%	(60)	253
Community: Suburban	46%	(240)	34%	(177)	20%	(105)	522
Community: Rural	30%	(84)	43%	(120)	27%	(74)	278
Employ: Private Sector	40%	(122)	38%	(115)	23%	(70)	307
Employ: Government	34%	(21)	44%	(27)	21%	(13)	61
Employ: Self-Employed	36%	(36)	45%	(45)	19%	(19)	100
Employ: Homemaker	38%	(23)	27%	(16)	36%	(22)	62
Employ: Retired	55%	(159)	29%	(84)	16%	(46)	290
Employ: Unemployed	20%	(24)	53%	(63)	27%	(32)	119
Employ: Other	30%	(21)	29%	(20)	41%	(28)	70
Military HH: Yes	43%	(72)	35%	(59)	21%	(35)	166
Military HH: No	39%	(345)	38%	(339)	23%	(205)	888
RD/WT: Right Direction	41%	(201)	38%	(186)	21%	(100)	487
RD/WT: Wrong Track	38%	(216)	37%	(212)	25%	(140)	567
Biden Job Approve	44%	(245)	37%	(209)	19%	(108)	562
Biden Job Disapprove	39%	(165)	36%	(155)	25%	(107)	426

Continued on next page

Table MCEN2_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	40%	(417)	38%	(397)	23%	(240)	1054
Biden Job Strongly Approve	49%	(149)	31%	(94)	20%	(61)	303
Biden Job Somewhat Approve	37%	(96)	45%	(116)	18%	(47)	259
Biden Job Somewhat Disapprove	39%	(48)	42%	(52)	20%	(24)	124
Biden Job Strongly Disapprove	39%	(117)	34%	(103)	27%	(82)	302
Favorable of Biden	44%	(243)	38%	(210)	18%	(100)	553
Unfavorable of Biden	38%	(164)	38%	(164)	25%	(108)	436
Very Favorable of Biden	49%	(150)	31%	(95)	20%	(61)	305
Somewhat Favorable of Biden	38%	(93)	47%	(116)	16%	(39)	248
Somewhat Unfavorable of Biden	31%	(36)	42%	(49)	27%	(31)	116
Very Unfavorable of Biden	40%	(129)	36%	(114)	24%	(77)	320
#1 Issue: Economy	41%	(149)	37%	(134)	21%	(75)	358
#1 Issue: Security	39%	(60)	40%	(61)	22%	(33)	154
#1 Issue: Health Care	36%	(51)	40%	(56)	24%	(34)	141
#1 Issue: Medicare / Social Security	49%	(72)	28%	(41)	23%	(33)	146
#1 Issue: Women's Issues	35%	(25)	52%	(37)	13%	(9)	71
#1 Issue: Energy	37%	(22)	35%	(21)	28%	(17)	60
#1 Issue: Other	21%	(16)	48%	(36)	31%	(23)	75
2020 Vote: Joe Biden	48%	(212)	36%	(161)	16%	(71)	445
2020 Vote: Donald Trump	43%	(143)	34%	(115)	23%	(78)	336
2020 Vote: Didn't Vote	20%	(46)	45%	(103)	34%	(78)	227
2018 House Vote: Democrat	49%	(175)	36%	(129)	15%	(53)	357
2018 House Vote: Republican	46%	(125)	32%	(85)	22%	(59)	269
2016 Vote: Hillary Clinton	53%	(170)	33%	(107)	14%	(44)	321
2016 Vote: Donald Trump	45%	(139)	34%	(106)	22%	(68)	313
2016 Vote: Didn't Vote	24%	(89)	44%	(162)	32%	(117)	367
Voted in 2014: Yes	49%	(279)	34%	(195)	17%	(95)	570
Voted in 2014: No	28%	(137)	42%	(202)	30%	(145)	484

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Table MCEN2_1: Do you, or anyone in your household, subscribe to the following?*Cable television*

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	40%	(417)	38%	(397)	23%	(240)	1054
4-Region: Northeast	52%	(102)	30%	(60)	18%	(36)	198
4-Region: Midwest	41%	(90)	37%	(80)	22%	(49)	219
4-Region: South	40%	(156)	36%	(142)	24%	(94)	391
4-Region: West	28%	(69)	47%	(115)	25%	(61)	245

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

Table MCEN2_2: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	20%	(212)	28%	(291)	52%	(551)	1054
Gender: Male	22%	(111)	29%	(145)	49%	(242)	497
Gender: Female	18%	(101)	26%	(146)	56%	(309)	556
Age: 18-34	16%	(47)	37%	(109)	48%	(142)	297
Age: 35-44	18%	(24)	31%	(42)	51%	(69)	135
Age: 45-64	23%	(81)	26%	(95)	51%	(183)	360
Age: 65+	23%	(60)	17%	(45)	60%	(156)	261
GenZers: 1997-2012	16%	(24)	45%	(68)	39%	(60)	152
Millennials: 1981-1996	18%	(40)	27%	(62)	55%	(124)	226
GenXers: 1965-1980	21%	(51)	31%	(76)	48%	(119)	245
Baby Boomers: 1946-1964	23%	(85)	20%	(76)	57%	(212)	374
PID: Dem (no lean)	21%	(82)	27%	(102)	52%	(201)	386
PID: Ind (no lean)	13%	(45)	32%	(113)	55%	(193)	352
PID: Rep (no lean)	27%	(85)	24%	(75)	49%	(156)	316
PID/Gender: Dem Men	21%	(37)	23%	(41)	56%	(99)	177
PID/Gender: Dem Women	22%	(45)	29%	(61)	49%	(102)	208
PID/Gender: Ind Men	19%	(32)	33%	(57)	49%	(85)	174
PID/Gender: Ind Women	7%	(13)	32%	(57)	61%	(108)	178
PID/Gender: Rep Men	29%	(42)	32%	(47)	39%	(57)	146
PID/Gender: Rep Women	25%	(43)	17%	(29)	58%	(99)	170
Ideo: Liberal (1-3)	18%	(49)	29%	(80)	54%	(150)	279
Ideo: Moderate (4)	17%	(51)	28%	(86)	55%	(165)	303
Ideo: Conservative (5-7)	25%	(95)	25%	(95)	50%	(187)	377
Educ: < College	20%	(140)	30%	(217)	50%	(354)	711
Educ: Bachelors degree	21%	(47)	19%	(42)	61%	(138)	226
Educ: Post-grad	22%	(25)	28%	(32)	51%	(59)	116
Income: Under 50k	16%	(87)	29%	(158)	55%	(304)	549
Income: 50k-100k	26%	(88)	26%	(90)	48%	(167)	344
Income: 100k+	23%	(37)	27%	(44)	50%	(80)	160
Ethnicity: White	23%	(196)	24%	(207)	53%	(460)	862

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Table MCEN2_2: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	20%	(212)	28%	(291)	52%	(551)	1054
Ethnicity: Hispanic	17%	(29)	42%	(74)	41%	(73)	176
Ethnicity: Black	10%	(8)	48%	(41)	43%	(37)	87
Ethnicity: Other	8%	(8)	41%	(42)	51%	(54)	104
All Christian	23%	(114)	26%	(127)	51%	(247)	488
All Non-Christian	16%	(13)	22%	(17)	62%	(48)	78
Atheist	11%	(6)	31%	(17)	57%	(32)	56
Agnostic/Nothing in particular	17%	(44)	32%	(86)	51%	(137)	268
Something Else	21%	(35)	26%	(42)	53%	(87)	164
Religious Non-Protestant/Catholic	17%	(14)	26%	(22)	58%	(50)	86
Evangelical	25%	(67)	28%	(74)	47%	(125)	266
Non-Evangelical	21%	(78)	24%	(89)	55%	(201)	368
Community: Urban	15%	(39)	24%	(60)	61%	(154)	253
Community: Suburban	17%	(91)	27%	(141)	56%	(290)	522
Community: Rural	30%	(83)	32%	(89)	38%	(106)	278
Employ: Private Sector	20%	(60)	26%	(80)	54%	(167)	307
Employ: Government	16%	(9)	33%	(20)	51%	(31)	61
Employ: Self-Employed	23%	(23)	39%	(39)	38%	(38)	100
Employ: Homemaker	15%	(9)	22%	(14)	63%	(39)	62
Employ: Retired	26%	(74)	18%	(51)	57%	(164)	290
Employ: Unemployed	14%	(16)	44%	(52)	43%	(51)	119
Employ: Other	15%	(10)	35%	(25)	50%	(35)	70
Military HH: Yes	20%	(34)	30%	(50)	50%	(82)	166
Military HH: No	20%	(179)	27%	(241)	53%	(468)	888
RD/WT: Right Direction	18%	(87)	28%	(139)	54%	(261)	487
RD/WT: Wrong Track	22%	(125)	27%	(152)	51%	(290)	567
Biden Job Approve	20%	(113)	27%	(150)	53%	(298)	562
Biden Job Disapprove	22%	(94)	28%	(117)	50%	(214)	426

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Table MCEN2_2: Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	20%	(212)	28%	(291)	52%	(551)	1054
Biden Job Strongly Approve	21%	(63)	23%	(70)	56%	(169)	303
Biden Job Somewhat Approve	19%	(50)	31%	(80)	50%	(129)	259
Biden Job Somewhat Disapprove	15%	(18)	37%	(46)	48%	(60)	124
Biden Job Strongly Disapprove	25%	(76)	24%	(71)	51%	(154)	302
Favorable of Biden	20%	(108)	27%	(147)	54%	(298)	553
Unfavorable of Biden	23%	(100)	29%	(127)	48%	(209)	436
Very Favorable of Biden	21%	(65)	22%	(68)	56%	(172)	305
Somewhat Favorable of Biden	17%	(43)	32%	(79)	51%	(126)	248
Somewhat Unfavorable of Biden	19%	(22)	38%	(44)	44%	(51)	116
Very Unfavorable of Biden	25%	(78)	26%	(83)	49%	(158)	320
#1 Issue: Economy	23%	(83)	29%	(104)	48%	(171)	358
#1 Issue: Security	21%	(32)	28%	(44)	51%	(78)	154
#1 Issue: Health Care	22%	(31)	22%	(31)	56%	(79)	141
#1 Issue: Medicare / Social Security	20%	(29)	15%	(21)	65%	(95)	146
#1 Issue: Women's Issues	13%	(9)	54%	(38)	34%	(24)	71
#1 Issue: Energy	14%	(8)	30%	(18)	56%	(34)	60
#1 Issue: Other	16%	(12)	27%	(20)	57%	(43)	75
2020 Vote: Joe Biden	20%	(87)	27%	(119)	54%	(238)	445
2020 Vote: Donald Trump	27%	(90)	25%	(85)	48%	(162)	336
2020 Vote: Didn't Vote	12%	(28)	33%	(74)	55%	(125)	227
2018 House Vote: Democrat	21%	(75)	27%	(95)	52%	(187)	357
2018 House Vote: Republican	27%	(73)	21%	(57)	52%	(139)	269
2016 Vote: Hillary Clinton	20%	(63)	25%	(81)	55%	(177)	321
2016 Vote: Donald Trump	28%	(89)	24%	(75)	48%	(150)	313
2016 Vote: Didn't Vote	14%	(53)	33%	(122)	52%	(193)	367
Voted in 2014: Yes	24%	(135)	23%	(133)	53%	(301)	570
Voted in 2014: No	16%	(77)	33%	(157)	52%	(250)	484

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Table MCEN2_2: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults who do not use any AVOD services	20%	(212)	28%	(291)	52%	(551)	1054
4-Region: Northeast	16%	(33)	21%	(41)	63%	(125)	198
4-Region: Midwest	21%	(46)	25%	(55)	54%	(117)	219
4-Region: South	21%	(81)	32%	(125)	47%	(185)	391
4-Region: West	21%	(52)	29%	(70)	50%	(123)	245

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

**Table MCEN2_3: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+**

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 who do not use any AVOD services	48%	(506)	12%	(128)	40%	(420)	1054
Gender: Male	50%	(246)	13%	(65)	37%	(186)	497
Gender: Female	47%	(259)	11%	(63)	42%	(234)	556
Age: 18-34	59%	(175)	15%	(45)	26%	(78)	297
Age: 35-44	55%	(74)	17%	(23)	28%	(38)	135
Age: 45-64	46%	(165)	13%	(47)	41%	(148)	360
Age: 65+	35%	(91)	5%	(14)	60%	(156)	261
GenZers: 1997-2012	56%	(85)	19%	(28)	26%	(39)	152
Millennials: 1981-1996	58%	(131)	14%	(31)	28%	(64)	226
GenXers: 1965-1980	51%	(126)	17%	(42)	32%	(77)	245
Baby Boomers: 1946-1964	39%	(147)	7%	(25)	54%	(202)	374
PID: Dem (no lean)	56%	(216)	9%	(34)	35%	(135)	386
PID: Ind (no lean)	46%	(161)	16%	(56)	38%	(135)	352
PID: Rep (no lean)	41%	(129)	12%	(38)	47%	(150)	316
PID/Gender: Dem Men	57%	(101)	8%	(15)	35%	(62)	177
PID/Gender: Dem Women	55%	(115)	9%	(20)	35%	(74)	208
PID/Gender: Ind Men	48%	(84)	15%	(26)	37%	(65)	174
PID/Gender: Ind Women	44%	(78)	17%	(30)	39%	(70)	178
PID/Gender: Rep Men	42%	(62)	17%	(24)	41%	(60)	146
PID/Gender: Rep Women	39%	(67)	8%	(13)	53%	(90)	170
Ideo: Liberal (1-3)	55%	(153)	12%	(32)	34%	(94)	279
Ideo: Moderate (4)	53%	(161)	13%	(40)	34%	(102)	303
Ideo: Conservative (5-7)	37%	(141)	12%	(44)	51%	(192)	377
Educ: < College	44%	(310)	14%	(97)	43%	(304)	711
Educ: Bachelors degree	59%	(133)	9%	(20)	32%	(73)	226
Educ: Post-grad	54%	(62)	10%	(11)	37%	(43)	116
Income: Under 50k	38%	(206)	15%	(84)	47%	(258)	549
Income: 50k-100k	56%	(191)	9%	(31)	36%	(123)	344
Income: 100k+	67%	(108)	8%	(13)	24%	(39)	160
Ethnicity: White	49%	(422)	10%	(91)	41%	(350)	862

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Table MCEN2_3: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

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 who do not use any AVOD services	48%	(506)	12%	(128)	40%	(420)	1054
Ethnicity: Hispanic	50%	(88)	20%	(35)	30%	(53)	176
Ethnicity: Black	44%	(38)	17%	(15)	39%	(34)	87
Ethnicity: Other	44%	(46)	22%	(23)	34%	(36)	104
All Christian	43%	(209)	11%	(52)	46%	(226)	488
All Non-Christian	60%	(47)	8%	(6)	32%	(25)	78
Atheist	77%	(43)	—	(0)	23%	(13)	56
Agnostic/Nothing in particular	50%	(134)	16%	(42)	34%	(92)	268
Something Else	44%	(73)	17%	(28)	39%	(64)	164
Religious Non-Protestant/Catholic	62%	(53)	9%	(8)	29%	(25)	86
Evangelical	37%	(100)	15%	(40)	48%	(127)	266
Non-Evangelical	46%	(170)	11%	(39)	43%	(158)	368
Community: Urban	49%	(125)	13%	(33)	38%	(95)	253
Community: Suburban	53%	(277)	11%	(55)	36%	(190)	522
Community: Rural	37%	(104)	14%	(40)	48%	(135)	278
Employ: Private Sector	64%	(196)	11%	(33)	25%	(78)	307
Employ: Government	62%	(37)	13%	(8)	25%	(15)	61
Employ: Self-Employed	51%	(51)	19%	(19)	30%	(30)	100
Employ: Homemaker	28%	(17)	11%	(7)	61%	(38)	62
Employ: Retired	37%	(106)	7%	(21)	56%	(162)	290
Employ: Unemployed	29%	(35)	22%	(26)	49%	(58)	119
Employ: Other	49%	(34)	9%	(6)	42%	(29)	70
Military HH: Yes	43%	(71)	12%	(20)	45%	(74)	166
Military HH: No	49%	(435)	12%	(108)	39%	(345)	888
RD/WT: Right Direction	51%	(249)	12%	(60)	36%	(177)	487
RD/WT: Wrong Track	45%	(257)	12%	(68)	43%	(242)	567
Biden Job Approve	54%	(305)	12%	(66)	34%	(190)	562
Biden Job Disapprove	41%	(177)	11%	(48)	47%	(201)	426

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**Table MCEN2_3: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+**

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 who do not use any AVOD services	48%	(506)	12%	(128)	40%	(420)	1054
Biden Job Strongly Approve	48%	(146)	9%	(28)	43%	(129)	303
Biden Job Somewhat Approve	62%	(159)	15%	(39)	23%	(61)	259
Biden Job Somewhat Disapprove	49%	(61)	11%	(13)	40%	(50)	124
Biden Job Strongly Disapprove	38%	(116)	11%	(35)	50%	(152)	302
Favorable of Biden	53%	(293)	11%	(60)	36%	(199)	553
Unfavorable of Biden	42%	(182)	13%	(58)	45%	(196)	436
Very Favorable of Biden	49%	(149)	9%	(27)	42%	(128)	305
Somewhat Favorable of Biden	58%	(144)	13%	(33)	29%	(71)	248
Somewhat Unfavorable of Biden	47%	(54)	18%	(21)	35%	(41)	116
Very Unfavorable of Biden	40%	(128)	12%	(37)	48%	(155)	320
#1 Issue: Economy	50%	(180)	14%	(49)	36%	(129)	358
#1 Issue: Security	40%	(61)	15%	(23)	45%	(69)	154
#1 Issue: Health Care	59%	(83)	5%	(7)	36%	(51)	141
#1 Issue: Medicare / Social Security	36%	(52)	7%	(10)	57%	(83)	146
#1 Issue: Women's Issues	59%	(42)	18%	(13)	23%	(17)	71
#1 Issue: Energy	63%	(38)	10%	(6)	27%	(16)	60
#1 Issue: Other	38%	(28)	21%	(16)	41%	(31)	75
2020 Vote: Joe Biden	56%	(249)	9%	(41)	35%	(155)	445
2020 Vote: Donald Trump	41%	(136)	12%	(41)	47%	(159)	336
2020 Vote: Didn't Vote	41%	(92)	20%	(45)	40%	(90)	227
2018 House Vote: Democrat	55%	(195)	7%	(26)	38%	(136)	357
2018 House Vote: Republican	44%	(118)	11%	(29)	45%	(121)	269
2016 Vote: Hillary Clinton	54%	(175)	7%	(22)	39%	(125)	321
2016 Vote: Donald Trump	43%	(134)	11%	(35)	46%	(144)	313
2016 Vote: Didn't Vote	45%	(167)	19%	(69)	36%	(132)	367
Voted in 2014: Yes	47%	(269)	9%	(51)	44%	(250)	570
Voted in 2014: No	49%	(237)	16%	(78)	35%	(170)	484

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Table MCEN2_3: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

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 who do not use any AVOD services	48%	(506)	12%	(128)	40%	(420)	1054
4-Region: Northeast	50%	(98)	8%	(17)	42%	(83)	198
4-Region: Midwest	42%	(92)	12%	(26)	46%	(100)	219
4-Region: South	47%	(185)	14%	(55)	39%	(151)	391
4-Region: West	53%	(130)	12%	(31)	35%	(85)	245

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

Table MCEN2_4: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

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 who do not use any AVOD services	23%	(239)	14%	(151)	63%	(664)	1054
Gender: Male	20%	(102)	17%	(84)	63%	(312)	497
Gender: Female	25%	(137)	12%	(68)	63%	(352)	556
Age: 18-34	29%	(87)	25%	(75)	46%	(135)	297
Age: 35-44	33%	(44)	17%	(23)	50%	(68)	135
Age: 45-64	23%	(84)	12%	(42)	65%	(234)	360
Age: 65+	9%	(23)	4%	(12)	87%	(227)	261
GenZers: 1997-2012	33%	(51)	30%	(46)	36%	(55)	152
Millennials: 1981-1996	29%	(66)	18%	(40)	53%	(120)	226
GenXers: 1965-1980	28%	(69)	15%	(36)	57%	(141)	245
Baby Boomers: 1946-1964	14%	(51)	8%	(28)	79%	(295)	374
PID: Dem (no lean)	31%	(118)	13%	(50)	56%	(218)	386
PID: Ind (no lean)	20%	(70)	19%	(66)	61%	(216)	352
PID: Rep (no lean)	16%	(50)	11%	(36)	73%	(230)	316
PID/Gender: Dem Men	29%	(51)	17%	(30)	55%	(97)	177
PID/Gender: Dem Women	32%	(67)	10%	(20)	58%	(121)	208
PID/Gender: Ind Men	17%	(30)	20%	(35)	63%	(109)	174
PID/Gender: Ind Women	23%	(41)	17%	(31)	60%	(107)	178
PID/Gender: Rep Men	14%	(21)	13%	(19)	73%	(106)	146
PID/Gender: Rep Women	17%	(29)	10%	(17)	73%	(124)	170
Ideo: Liberal (1-3)	29%	(80)	17%	(46)	55%	(153)	279
Ideo: Moderate (4)	25%	(75)	15%	(44)	61%	(184)	303
Ideo: Conservative (5-7)	17%	(63)	13%	(51)	70%	(264)	377
Educ: < College	20%	(143)	14%	(98)	66%	(470)	711
Educ: Bachelors degree	30%	(68)	14%	(32)	56%	(126)	226
Educ: Post-grad	24%	(28)	18%	(21)	58%	(68)	116
Income: Under 50k	18%	(101)	14%	(78)	67%	(370)	549
Income: 50k-100k	25%	(86)	15%	(51)	60%	(207)	344
Income: 100k+	32%	(52)	14%	(22)	54%	(87)	160
Ethnicity: White	22%	(192)	12%	(105)	66%	(565)	862

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Table MCEN2_4: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

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 who do not use any AVOD services	23%	(239)	14%	(151)	63%	(664)	1054
Ethnicity: Hispanic	27%	(47)	31%	(55)	42%	(74)	176
Ethnicity: Black	25%	(21)	27%	(23)	49%	(42)	87
Ethnicity: Other	25%	(26)	22%	(23)	54%	(56)	104
All Christian	21%	(102)	12%	(58)	67%	(327)	488
All Non-Christian	29%	(23)	14%	(11)	57%	(44)	78
Atheist	29%	(16)	23%	(13)	49%	(27)	56
Agnostic/Nothing in particular	23%	(60)	17%	(45)	61%	(162)	268
Something Else	23%	(37)	15%	(24)	63%	(103)	164
Religious Non-Protestant/Catholic	27%	(24)	15%	(13)	58%	(50)	86
Evangelical	20%	(54)	13%	(34)	67%	(178)	266
Non-Evangelical	23%	(84)	12%	(46)	65%	(238)	368
Community: Urban	27%	(68)	17%	(42)	56%	(143)	253
Community: Suburban	24%	(128)	15%	(77)	61%	(317)	522
Community: Rural	15%	(43)	11%	(32)	73%	(203)	278
Employ: Private Sector	29%	(90)	18%	(54)	53%	(164)	307
Employ: Government	33%	(20)	17%	(10)	50%	(30)	61
Employ: Self-Employed	31%	(31)	21%	(20)	49%	(48)	100
Employ: Homemaker	16%	(10)	11%	(7)	73%	(45)	62
Employ: Retired	11%	(31)	5%	(13)	85%	(245)	290
Employ: Unemployed	17%	(20)	23%	(28)	59%	(71)	119
Employ: Other	27%	(19)	9%	(6)	64%	(45)	70
Military HH: Yes	16%	(26)	14%	(24)	70%	(116)	166
Military HH: No	24%	(212)	14%	(128)	62%	(548)	888
RD/WT: Right Direction	25%	(119)	14%	(66)	62%	(301)	487
RD/WT: Wrong Track	21%	(119)	15%	(86)	64%	(362)	567
Biden Job Approve	27%	(154)	14%	(76)	59%	(331)	562
Biden Job Disapprove	17%	(74)	14%	(58)	69%	(294)	426

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Table MCEN2_4: Do you, or anyone in your household, subscribe to the following?
Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

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 who do not use any AVOD services	23%	(239)	14%	(151)	63%	(664)	1054
Biden Job Strongly Approve	25%	(77)	12%	(35)	63%	(191)	303
Biden Job Somewhat Approve	30%	(77)	16%	(41)	54%	(140)	259
Biden Job Somewhat Disapprove	28%	(34)	16%	(19)	57%	(71)	124
Biden Job Strongly Disapprove	13%	(40)	13%	(39)	74%	(223)	302
Favorable of Biden	28%	(153)	13%	(75)	59%	(325)	553
Unfavorable of Biden	18%	(78)	16%	(68)	67%	(290)	436
Very Favorable of Biden	27%	(84)	11%	(34)	61%	(187)	305
Somewhat Favorable of Biden	28%	(69)	16%	(40)	56%	(139)	248
Somewhat Unfavorable of Biden	25%	(29)	23%	(27)	52%	(61)	116
Very Unfavorable of Biden	15%	(49)	13%	(41)	72%	(230)	320
#1 Issue: Economy	23%	(83)	15%	(53)	62%	(222)	358
#1 Issue: Security	18%	(28)	13%	(21)	69%	(106)	154
#1 Issue: Health Care	32%	(45)	18%	(26)	50%	(71)	141
#1 Issue: Medicare / Social Security	14%	(21)	4%	(6)	82%	(119)	146
#1 Issue: Women's Issues	33%	(24)	27%	(19)	40%	(29)	71
#1 Issue: Energy	26%	(16)	14%	(8)	60%	(36)	60
#1 Issue: Other	21%	(15)	17%	(13)	62%	(47)	75
2020 Vote: Joe Biden	29%	(129)	13%	(59)	58%	(257)	445
2020 Vote: Donald Trump	16%	(54)	12%	(42)	71%	(240)	336
2020 Vote: Didn't Vote	19%	(44)	21%	(48)	60%	(136)	227
2018 House Vote: Democrat	28%	(100)	12%	(42)	60%	(215)	357
2018 House Vote: Republican	15%	(41)	9%	(24)	76%	(204)	269
2016 Vote: Hillary Clinton	30%	(95)	11%	(36)	59%	(190)	321
2016 Vote: Donald Trump	16%	(49)	10%	(32)	74%	(233)	313
2016 Vote: Didn't Vote	23%	(83)	20%	(75)	57%	(210)	367
Voted in 2014: Yes	20%	(113)	10%	(58)	70%	(398)	570
Voted in 2014: No	26%	(126)	19%	(93)	55%	(266)	484

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Table MCEN2_4: Do you, or anyone in your household, subscribe to the following?
 Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

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 who do not use any AVOD services	23%	(239)	14%	(151)	63%	(664)	1054
4-Region: Northeast	20%	(39)	13%	(25)	68%	(134)	198
4-Region: Midwest	20%	(44)	14%	(30)	66%	(144)	219
4-Region: South	22%	(85)	16%	(63)	62%	(243)	391
4-Region: West	29%	(70)	13%	(33)	58%	(142)	245

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

Table MCEN2_5: Do you, or anyone in your household, subscribe to the following?
Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

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 who do not use any AVOD services	31%	(324)	14%	(145)	55%	(585)	1054
Gender: Male	32%	(159)	12%	(61)	56%	(277)	497
Gender: Female	30%	(165)	15%	(84)	55%	(308)	556
Age: 18-34	42%	(125)	18%	(54)	40%	(119)	297
Age: 35-44	43%	(57)	17%	(23)	40%	(54)	135
Age: 45-64	28%	(100)	14%	(51)	58%	(209)	360
Age: 65+	16%	(42)	7%	(17)	77%	(202)	261
GenZers: 1997-2012	51%	(78)	18%	(28)	31%	(46)	152
Millennials: 1981-1996	38%	(85)	17%	(38)	46%	(103)	226
GenXers: 1965-1980	30%	(73)	18%	(44)	52%	(128)	245
Baby Boomers: 1946-1964	21%	(80)	8%	(32)	70%	(262)	374
PID: Dem (no lean)	33%	(126)	14%	(56)	53%	(203)	386
PID: Ind (no lean)	31%	(111)	18%	(63)	51%	(179)	352
PID: Rep (no lean)	28%	(87)	8%	(26)	64%	(203)	316
PID/Gender: Dem Men	32%	(57)	13%	(23)	55%	(97)	177
PID/Gender: Dem Women	33%	(69)	16%	(33)	51%	(106)	208
PID/Gender: Ind Men	35%	(61)	14%	(24)	51%	(89)	174
PID/Gender: Ind Women	28%	(50)	22%	(38)	50%	(90)	178
PID/Gender: Rep Men	28%	(41)	10%	(14)	62%	(90)	146
PID/Gender: Rep Women	27%	(46)	7%	(13)	66%	(112)	170
Ideo: Liberal (1-3)	35%	(99)	16%	(43)	49%	(137)	279
Ideo: Moderate (4)	28%	(85)	15%	(46)	57%	(172)	303
Ideo: Conservative (5-7)	28%	(106)	10%	(39)	62%	(232)	377
Educ: < College	29%	(207)	14%	(97)	57%	(406)	711
Educ: Bachelors degree	32%	(73)	14%	(31)	54%	(122)	226
Educ: Post-grad	38%	(44)	14%	(17)	48%	(56)	116
Income: Under 50k	29%	(159)	14%	(78)	57%	(312)	549
Income: 50k-100k	30%	(105)	16%	(54)	54%	(186)	344
Income: 100k+	37%	(60)	8%	(13)	54%	(87)	160
Ethnicity: White	27%	(232)	14%	(117)	59%	(513)	862

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Table MCEN2_5: Do you, or anyone in your household, subscribe to the following?
Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

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 who do not use any AVOD services	31%	(324)	14%	(145)	55%	(585)	1054
Ethnicity: Hispanic	39%	(68)	22%	(39)	39%	(69)	176
Ethnicity: Black	44%	(38)	14%	(12)	42%	(37)	87
Ethnicity: Other	52%	(54)	15%	(16)	33%	(35)	104
All Christian	28%	(136)	13%	(62)	59%	(290)	488
All Non-Christian	35%	(27)	8%	(6)	58%	(45)	78
Atheist	40%	(23)	6%	(4)	54%	(30)	56
Agnostic/Nothing in particular	32%	(85)	17%	(45)	51%	(138)	268
Something Else	33%	(53)	17%	(29)	50%	(82)	164
Religious Non-Protestant/Catholic	37%	(32)	10%	(8)	54%	(46)	86
Evangelical	31%	(82)	16%	(41)	54%	(143)	266
Non-Evangelical	28%	(102)	12%	(45)	60%	(220)	368
Community: Urban	33%	(84)	18%	(45)	49%	(124)	253
Community: Suburban	30%	(156)	12%	(63)	58%	(303)	522
Community: Rural	30%	(83)	13%	(37)	57%	(158)	278
Employ: Private Sector	33%	(102)	15%	(47)	51%	(158)	307
Employ: Government	30%	(18)	22%	(13)	48%	(29)	61
Employ: Self-Employed	31%	(31)	26%	(26)	42%	(42)	100
Employ: Homemaker	28%	(17)	8%	(5)	64%	(40)	62
Employ: Retired	19%	(56)	8%	(24)	72%	(210)	290
Employ: Unemployed	34%	(41)	12%	(14)	53%	(63)	119
Employ: Other	39%	(27)	14%	(9)	47%	(33)	70
Military HH: Yes	19%	(32)	14%	(24)	66%	(110)	166
Military HH: No	33%	(292)	14%	(121)	53%	(474)	888
RD/WT: Right Direction	31%	(149)	15%	(74)	54%	(264)	487
RD/WT: Wrong Track	31%	(175)	13%	(71)	57%	(321)	567
Biden Job Approve	34%	(190)	14%	(77)	53%	(295)	562
Biden Job Disapprove	28%	(119)	12%	(50)	60%	(256)	426

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**Table MCEN2_5: Do you, or anyone in your household, subscribe to the following?
Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel**

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 who do not use any AVOD services	31%	(324)	14%	(145)	55%	(585)	1054
Biden Job Strongly Approve	27%	(83)	12%	(36)	61%	(183)	303
Biden Job Somewhat Approve	41%	(106)	16%	(41)	43%	(111)	259
Biden Job Somewhat Disapprove	24%	(30)	22%	(28)	54%	(67)	124
Biden Job Strongly Disapprove	30%	(89)	7%	(23)	63%	(190)	302
Favorable of Biden	34%	(185)	14%	(78)	52%	(289)	553
Unfavorable of Biden	29%	(126)	13%	(55)	59%	(255)	436
Very Favorable of Biden	26%	(78)	13%	(40)	61%	(187)	305
Somewhat Favorable of Biden	43%	(107)	15%	(38)	41%	(102)	248
Somewhat Unfavorable of Biden	24%	(28)	24%	(27)	52%	(61)	116
Very Unfavorable of Biden	31%	(98)	9%	(28)	61%	(195)	320
#1 Issue: Economy	33%	(118)	12%	(43)	55%	(197)	358
#1 Issue: Security	30%	(45)	9%	(14)	61%	(94)	154
#1 Issue: Health Care	31%	(44)	20%	(28)	49%	(69)	141
#1 Issue: Medicare / Social Security	12%	(18)	14%	(20)	74%	(108)	146
#1 Issue: Women's Issues	51%	(37)	21%	(15)	28%	(20)	71
#1 Issue: Energy	37%	(22)	8%	(5)	56%	(33)	60
#1 Issue: Other	30%	(23)	21%	(15)	49%	(37)	75
2020 Vote: Joe Biden	34%	(150)	14%	(61)	52%	(233)	445
2020 Vote: Donald Trump	27%	(91)	8%	(27)	65%	(217)	336
2020 Vote: Didn't Vote	30%	(68)	20%	(46)	50%	(113)	227
2018 House Vote: Democrat	31%	(110)	14%	(49)	55%	(197)	357
2018 House Vote: Republican	24%	(64)	7%	(20)	69%	(185)	269
2016 Vote: Hillary Clinton	31%	(99)	14%	(46)	55%	(176)	321
2016 Vote: Donald Trump	23%	(74)	7%	(22)	69%	(217)	313
2016 Vote: Didn't Vote	37%	(137)	18%	(68)	44%	(163)	367
Voted in 2014: Yes	25%	(145)	11%	(62)	64%	(363)	570
Voted in 2014: No	37%	(180)	17%	(83)	46%	(221)	484

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Table MCEN2_5: Do you, or anyone in your household, subscribe to the following?
 Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

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 who do not use any AVOD services	31%	(324)	14%	(145)	55%	(585)	1054
4-Region: Northeast	28%	(56)	12%	(25)	59%	(117)	198
4-Region: Midwest	26%	(57)	12%	(26)	62%	(136)	219
4-Region: South	34%	(135)	14%	(54)	52%	(202)	391
4-Region: West	31%	(76)	16%	(40)	53%	(129)	245

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

Table MCEN3_1: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	48%	(502)	18%	(195)	34%	(357)	1054
Gender: Male	47%	(231)	22%	(110)	31%	(155)	497
Gender: Female	49%	(270)	15%	(84)	36%	(202)	556
Age: 18-34	60%	(179)	20%	(59)	20%	(60)	297
Age: 35-44	60%	(81)	23%	(32)	17%	(23)	135
Age: 45-64	44%	(157)	19%	(68)	37%	(135)	360
Age: 65+	32%	(85)	14%	(37)	54%	(140)	261
GenZers: 1997-2012	65%	(98)	20%	(31)	15%	(23)	152
Millennials: 1981-1996	57%	(128)	21%	(47)	22%	(51)	226
GenXers: 1965-1980	50%	(124)	22%	(54)	28%	(68)	245
Baby Boomers: 1946-1964	35%	(131)	16%	(60)	49%	(184)	374
PID: Dem (no lean)	59%	(227)	11%	(43)	30%	(115)	386
PID: Ind (no lean)	43%	(152)	25%	(89)	32%	(112)	352
PID: Rep (no lean)	39%	(122)	20%	(63)	41%	(131)	316
PID/Gender: Dem Men	56%	(100)	14%	(24)	30%	(53)	177
PID/Gender: Dem Women	61%	(128)	9%	(19)	30%	(62)	208
PID/Gender: Ind Men	42%	(73)	28%	(48)	31%	(53)	174
PID/Gender: Ind Women	45%	(79)	23%	(40)	33%	(58)	178
PID/Gender: Rep Men	41%	(59)	26%	(38)	33%	(49)	146
PID/Gender: Rep Women	37%	(63)	15%	(25)	48%	(82)	170
Ideo: Liberal (1-3)	57%	(160)	14%	(39)	29%	(80)	279
Ideo: Moderate (4)	48%	(146)	23%	(70)	29%	(87)	303
Ideo: Conservative (5-7)	40%	(149)	17%	(64)	43%	(164)	377
Educ: < College	44%	(310)	21%	(150)	35%	(251)	711
Educ: Bachelors degree	57%	(128)	12%	(27)	31%	(71)	226
Educ: Post-grad	55%	(64)	15%	(17)	31%	(36)	116

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Table MCEN3_1: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	48%	(502)	18%	(195)	34%	(357)	1054
Income: Under 50k	36%	(200)	22%	(123)	41%	(226)	549
Income: 50k-100k	57%	(197)	14%	(49)	29%	(99)	344
Income: 100k+	66%	(105)	14%	(22)	21%	(33)	160
Ethnicity: White	47%	(407)	17%	(146)	36%	(310)	862
Ethnicity: Hispanic	58%	(103)	21%	(37)	20%	(36)	176
Ethnicity: Black	45%	(39)	26%	(23)	29%	(25)	87
Ethnicity: Other	53%	(56)	25%	(26)	22%	(22)	104
All Christian	44%	(212)	19%	(91)	38%	(185)	488
All Non-Christian	56%	(44)	7%	(6)	37%	(29)	78
Atheist	78%	(44)	5%	(3)	17%	(10)	56
Agnostic/Nothing in particular	48%	(129)	21%	(55)	31%	(83)	268
Something Else	44%	(73)	24%	(40)	31%	(51)	164
Religious Non-Protestant/Catholic	55%	(48)	10%	(9)	34%	(30)	86
Evangelical	36%	(96)	23%	(62)	41%	(108)	266
Non-Evangelical	49%	(180)	17%	(64)	34%	(124)	368
Community: Urban	52%	(132)	15%	(38)	33%	(84)	253
Community: Suburban	51%	(269)	18%	(96)	30%	(158)	522
Community: Rural	36%	(101)	22%	(61)	42%	(116)	278
Employ: Private Sector	64%	(197)	12%	(35)	24%	(75)	307
Employ: Government	64%	(39)	20%	(12)	15%	(9)	61
Employ: Self-Employed	57%	(57)	24%	(24)	19%	(19)	100
Employ: Homemaker	27%	(17)	18%	(11)	55%	(34)	62
Employ: Retired	34%	(97)	15%	(44)	51%	(148)	290
Employ: Unemployed	31%	(37)	34%	(41)	35%	(42)	119
Employ: Other	35%	(24)	26%	(18)	39%	(27)	70
Military HH: Yes	41%	(69)	21%	(35)	38%	(62)	166
Military HH: No	49%	(433)	18%	(160)	33%	(295)	888

Continued on next page

Table MCEN3_1: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	48%	(502)	18%	(195)	34%	(357)	1054
RD/WT: Right Direction	50%	(242)	19%	(91)	32%	(154)	487
RD/WT: Wrong Track	46%	(260)	18%	(104)	36%	(204)	567
Biden Job Approve	53%	(300)	16%	(90)	30%	(171)	562
Biden Job Disapprove	41%	(176)	20%	(87)	38%	(163)	426
Biden Job Strongly Approve	46%	(140)	15%	(46)	38%	(117)	303
Biden Job Somewhat Approve	62%	(160)	17%	(44)	21%	(54)	259
Biden Job Somewhat Disapprove	54%	(67)	18%	(23)	28%	(35)	124
Biden Job Strongly Disapprove	36%	(109)	21%	(65)	43%	(129)	302
Favorable of Biden	53%	(295)	16%	(89)	31%	(169)	553
Unfavorable of Biden	41%	(180)	21%	(93)	37%	(163)	436
Very Favorable of Biden	48%	(145)	15%	(45)	38%	(115)	305
Somewhat Favorable of Biden	60%	(149)	18%	(45)	22%	(53)	248
Somewhat Unfavorable of Biden	47%	(55)	24%	(28)	28%	(33)	116
Very Unfavorable of Biden	39%	(125)	20%	(64)	41%	(130)	320
#1 Issue: Economy	51%	(184)	20%	(72)	29%	(102)	358
#1 Issue: Security	39%	(60)	19%	(29)	42%	(64)	154
#1 Issue: Health Care	55%	(77)	16%	(22)	30%	(42)	141
#1 Issue: Medicare / Social Security	35%	(51)	16%	(23)	49%	(72)	146
#1 Issue: Women's Issues	62%	(44)	20%	(14)	17%	(12)	71
#1 Issue: Energy	51%	(31)	29%	(17)	20%	(12)	60
#1 Issue: Other	38%	(28)	19%	(14)	44%	(33)	75
2020 Vote: Joe Biden	55%	(243)	13%	(58)	32%	(143)	445
2020 Vote: Donald Trump	39%	(132)	18%	(61)	43%	(143)	336
2020 Vote: Didn't Vote	45%	(101)	30%	(69)	25%	(57)	227
2018 House Vote: Democrat	54%	(193)	11%	(41)	34%	(123)	357
2018 House Vote: Republican	39%	(106)	16%	(42)	45%	(121)	269

Continued on next page

Table MCEN3_1: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	48%	(502)	18%	(195)	34%	(357)	1054
2016 Vote: Hillary Clinton	53%	(170)	11%	(34)	36%	(117)	321
2016 Vote: Donald Trump	41%	(129)	17%	(52)	42%	(132)	313
2016 Vote: Didn't Vote	49%	(179)	26%	(97)	25%	(91)	367
Voted in 2014: Yes	44%	(251)	14%	(82)	41%	(236)	570
Voted in 2014: No	52%	(250)	23%	(112)	25%	(122)	484
4-Region: Northeast	51%	(102)	16%	(32)	32%	(64)	198
4-Region: Midwest	45%	(98)	19%	(42)	36%	(79)	219
4-Region: South	47%	(182)	17%	(68)	36%	(141)	391
4-Region: West	49%	(120)	21%	(52)	30%	(73)	245

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

Table MCEN3_2: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	42%	(442)	11%	(117)	47%	(495)	1054
Gender: Male	40%	(200)	12%	(61)	47%	(236)	497
Gender: Female	43%	(241)	10%	(56)	47%	(260)	556
Age: 18-34	43%	(128)	16%	(47)	41%	(123)	297
Age: 35-44	53%	(72)	15%	(21)	32%	(43)	135
Age: 45-64	43%	(154)	10%	(37)	47%	(169)	360
Age: 65+	34%	(88)	5%	(12)	61%	(161)	261
GenZers: 1997-2012	43%	(66)	14%	(21)	43%	(65)	152
Millennials: 1981-1996	45%	(102)	17%	(39)	38%	(86)	226
GenXers: 1965-1980	47%	(114)	15%	(36)	39%	(95)	245
Baby Boomers: 1946-1964	39%	(144)	4%	(15)	57%	(215)	374
PID: Dem (no lean)	46%	(179)	10%	(38)	44%	(168)	386
PID: Ind (no lean)	41%	(144)	13%	(45)	46%	(164)	352
PID: Rep (no lean)	38%	(119)	11%	(34)	52%	(164)	316
PID/Gender: Dem Men	45%	(80)	10%	(18)	45%	(79)	177
PID/Gender: Dem Women	48%	(99)	10%	(20)	43%	(89)	208
PID/Gender: Ind Men	37%	(64)	16%	(27)	48%	(83)	174
PID/Gender: Ind Women	45%	(80)	10%	(18)	45%	(80)	178
PID/Gender: Rep Men	39%	(57)	11%	(16)	50%	(73)	146
PID/Gender: Rep Women	36%	(62)	10%	(18)	53%	(91)	170
Ideo: Liberal (1-3)	49%	(138)	8%	(22)	43%	(119)	279
Ideo: Moderate (4)	45%	(137)	11%	(35)	43%	(131)	303
Ideo: Conservative (5-7)	35%	(134)	12%	(46)	53%	(198)	377
Educ: < College	38%	(270)	12%	(83)	50%	(358)	711
Educ: Bachelors degree	50%	(114)	9%	(20)	41%	(93)	226
Educ: Post-grad	49%	(57)	13%	(15)	38%	(44)	116

Continued on next page

Table MCEN3_2: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	42%	(442)	11%	(117)	47%	(495)	1054
Income: Under 50k	33%	(180)	12%	(65)	55%	(304)	549
Income: 50k-100k	47%	(162)	11%	(39)	42%	(144)	344
Income: 100k+	62%	(100)	8%	(12)	30%	(48)	160
Ethnicity: White	43%	(367)	11%	(94)	47%	(401)	862
Ethnicity: Hispanic	39%	(69)	19%	(33)	42%	(74)	176
Ethnicity: Black	38%	(33)	9%	(8)	52%	(45)	87
Ethnicity: Other	39%	(41)	14%	(15)	47%	(49)	104
All Christian	40%	(196)	9%	(42)	51%	(250)	488
All Non-Christian	51%	(39)	8%	(6)	41%	(32)	78
Atheist	62%	(35)	7%	(4)	31%	(17)	56
Agnostic/Nothing in particular	43%	(115)	14%	(37)	43%	(116)	268
Something Else	35%	(57)	16%	(27)	49%	(81)	164
Religious Non-Protestant/Catholic	53%	(45)	9%	(8)	38%	(33)	86
Evangelical	35%	(93)	13%	(33)	53%	(140)	266
Non-Evangelical	42%	(153)	9%	(32)	50%	(182)	368
Community: Urban	46%	(117)	14%	(34)	40%	(101)	253
Community: Suburban	44%	(229)	10%	(53)	46%	(241)	522
Community: Rural	34%	(96)	11%	(30)	55%	(153)	278
Employ: Private Sector	51%	(157)	11%	(34)	38%	(116)	307
Employ: Government	54%	(33)	18%	(11)	28%	(17)	61
Employ: Self-Employed	42%	(42)	18%	(18)	40%	(40)	100
Employ: Homemaker	28%	(17)	9%	(6)	63%	(39)	62
Employ: Retired	36%	(104)	5%	(13)	60%	(173)	290
Employ: Unemployed	32%	(38)	17%	(21)	51%	(61)	119
Employ: Other	37%	(26)	12%	(8)	51%	(35)	70
Military HH: Yes	37%	(62)	11%	(18)	52%	(86)	166
Military HH: No	43%	(380)	11%	(99)	46%	(409)	888

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Table MCEN3_2: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	42%	(442)	11%	(117)	47%	(495)	1054
RD/WT: Right Direction	41%	(198)	12%	(59)	47%	(230)	487
RD/WT: Wrong Track	43%	(244)	10%	(58)	47%	(265)	567
Biden Job Approve	45%	(251)	10%	(56)	45%	(255)	562
Biden Job Disapprove	41%	(173)	12%	(52)	47%	(201)	426
Biden Job Strongly Approve	42%	(127)	9%	(27)	49%	(150)	303
Biden Job Somewhat Approve	48%	(124)	11%	(29)	41%	(105)	259
Biden Job Somewhat Disapprove	44%	(54)	17%	(21)	39%	(49)	124
Biden Job Strongly Disapprove	39%	(119)	10%	(31)	50%	(152)	302
Favorable of Biden	45%	(247)	10%	(58)	45%	(248)	553
Unfavorable of Biden	41%	(177)	12%	(51)	48%	(208)	436
Very Favorable of Biden	43%	(131)	8%	(25)	49%	(148)	305
Somewhat Favorable of Biden	47%	(116)	13%	(32)	40%	(100)	248
Somewhat Unfavorable of Biden	41%	(48)	15%	(17)	44%	(51)	116
Very Unfavorable of Biden	40%	(129)	11%	(34)	49%	(157)	320
#1 Issue: Economy	47%	(167)	11%	(41)	42%	(150)	358
#1 Issue: Security	37%	(57)	13%	(19)	51%	(78)	154
#1 Issue: Health Care	47%	(66)	10%	(14)	43%	(61)	141
#1 Issue: Medicare / Social Security	32%	(47)	6%	(8)	62%	(90)	146
#1 Issue: Women's Issues	51%	(36)	15%	(10)	35%	(25)	71
#1 Issue: Energy	43%	(26)	6%	(4)	51%	(31)	60
#1 Issue: Other	34%	(26)	16%	(12)	50%	(37)	75
2020 Vote: Joe Biden	47%	(207)	8%	(36)	45%	(202)	445
2020 Vote: Donald Trump	39%	(132)	9%	(31)	52%	(173)	336
2020 Vote: Didn't Vote	35%	(79)	19%	(44)	46%	(104)	227
2018 House Vote: Democrat	48%	(170)	8%	(29)	44%	(158)	357
2018 House Vote: Republican	42%	(112)	9%	(24)	49%	(132)	269

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Table MCEN3_2: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	42% (442)	11% (117)	47% (495)	1054
2016 Vote: Hillary Clinton	47% (152)	8% (27)	44% (142)	321
2016 Vote: Donald Trump	42% (132)	7% (21)	51% (159)	313
2016 Vote: Didn't Vote	36% (131)	17% (63)	47% (174)	367
Voted in 2014: Yes	42% (241)	8% (48)	49% (280)	570
Voted in 2014: No	41% (200)	14% (69)	44% (215)	484
4-Region: Northeast	43% (86)	8% (16)	49% (96)	198
4-Region: Midwest	35% (78)	11% (23)	54% (118)	219
4-Region: South	44% (172)	11% (42)	45% (177)	391
4-Region: West	43% (106)	14% (35)	42% (104)	245

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

Table MCEN3_3: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Hulu

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 who do not use any AVOD services	27%	(283)	14%	(147)	59%	(624)	1054
Gender: Male	25%	(124)	15%	(75)	60%	(299)	497
Gender: Female	29%	(159)	13%	(72)	59%	(326)	556
Age: 18-34	43%	(129)	18%	(55)	38%	(114)	297
Age: 35-44	34%	(45)	17%	(23)	49%	(67)	135
Age: 45-64	22%	(78)	13%	(48)	65%	(233)	360
Age: 65+	12%	(30)	8%	(20)	81%	(211)	261
GenZers: 1997-2012	50%	(76)	20%	(31)	29%	(45)	152
Millennials: 1981-1996	36%	(80)	18%	(41)	46%	(104)	226
GenXers: 1965-1980	26%	(65)	14%	(34)	60%	(147)	245
Baby Boomers: 1946-1964	15%	(58)	9%	(35)	75%	(281)	374
PID: Dem (no lean)	35%	(136)	13%	(50)	52%	(199)	386
PID: Ind (no lean)	25%	(89)	18%	(63)	57%	(201)	352
PID: Rep (no lean)	18%	(58)	11%	(33)	71%	(225)	316
PID/Gender: Dem Men	30%	(54)	16%	(29)	53%	(94)	177
PID/Gender: Dem Women	39%	(82)	10%	(21)	50%	(105)	208
PID/Gender: Ind Men	25%	(44)	16%	(28)	59%	(102)	174
PID/Gender: Ind Women	25%	(45)	20%	(35)	55%	(98)	178
PID/Gender: Rep Men	18%	(26)	12%	(17)	70%	(102)	146
PID/Gender: Rep Women	19%	(32)	10%	(16)	72%	(122)	170
Ideo: Liberal (1-3)	34%	(95)	14%	(39)	52%	(146)	279
Ideo: Moderate (4)	28%	(85)	15%	(44)	57%	(173)	303
Ideo: Conservative (5-7)	20%	(76)	13%	(50)	67%	(251)	377
Educ: < College	26%	(182)	14%	(97)	61%	(432)	711
Educ: Bachelors degree	31%	(70)	14%	(31)	56%	(126)	226
Educ: Post-grad	26%	(31)	17%	(19)	57%	(66)	116

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Table MCEN3_3: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Hulu

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 who do not use any AVOD services	27%	(283)	14%	(147)	59%	(624)	1054
Income: Under 50k	23%	(127)	14%	(77)	63%	(345)	549
Income: 50k-100k	27%	(94)	15%	(51)	58%	(200)	344
Income: 100k+	39%	(62)	12%	(19)	49%	(79)	160
Ethnicity: White	26%	(224)	13%	(113)	61%	(526)	862
Ethnicity: Hispanic	36%	(63)	25%	(45)	39%	(68)	176
Ethnicity: Black	32%	(28)	17%	(15)	51%	(45)	87
Ethnicity: Other	30%	(31)	18%	(19)	52%	(54)	104
All Christian	23%	(112)	13%	(63)	64%	(312)	488
All Non-Christian	24%	(19)	16%	(12)	60%	(47)	78
Atheist	46%	(26)	12%	(7)	42%	(24)	56
Agnostic/Nothing in particular	31%	(83)	15%	(40)	54%	(145)	268
Something Else	26%	(43)	15%	(25)	59%	(96)	164
Religious Non-Protestant/Catholic	26%	(22)	15%	(13)	59%	(51)	86
Evangelical	22%	(58)	14%	(38)	64%	(170)	266
Non-Evangelical	25%	(93)	13%	(48)	62%	(227)	368
Community: Urban	30%	(75)	18%	(46)	52%	(132)	253
Community: Suburban	30%	(158)	11%	(57)	59%	(308)	522
Community: Rural	18%	(50)	16%	(44)	66%	(184)	278
Employ: Private Sector	32%	(97)	17%	(53)	51%	(158)	307
Employ: Government	49%	(29)	7%	(4)	44%	(27)	61
Employ: Self-Employed	37%	(37)	21%	(21)	42%	(42)	100
Employ: Homemaker	17%	(10)	15%	(9)	68%	(42)	62
Employ: Retired	12%	(36)	7%	(20)	81%	(234)	290
Employ: Unemployed	24%	(29)	20%	(23)	56%	(67)	119
Employ: Other	24%	(17)	14%	(10)	62%	(43)	70
Military HH: Yes	19%	(32)	15%	(26)	65%	(108)	166
Military HH: No	28%	(251)	14%	(121)	58%	(516)	888

Continued on next page

Table MCEN3_3: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Hulu

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 who do not use any AVOD services	27%	(283)	14%	(147)	59%	(624)	1054
RD/WT: Right Direction	27%	(133)	15%	(72)	58%	(282)	487
RD/WT: Wrong Track	26%	(150)	13%	(75)	60%	(343)	567
Biden Job Approve	31%	(173)	14%	(81)	55%	(307)	562
Biden Job Disapprove	22%	(94)	12%	(49)	66%	(283)	426
Biden Job Strongly Approve	27%	(82)	10%	(32)	62%	(189)	303
Biden Job Somewhat Approve	35%	(91)	19%	(50)	46%	(118)	259
Biden Job Somewhat Disapprove	35%	(43)	13%	(17)	52%	(64)	124
Biden Job Strongly Disapprove	17%	(50)	11%	(33)	72%	(219)	302
Favorable of Biden	32%	(175)	15%	(81)	54%	(297)	553
Unfavorable of Biden	22%	(96)	13%	(55)	65%	(285)	436
Very Favorable of Biden	28%	(86)	12%	(35)	60%	(183)	305
Somewhat Favorable of Biden	36%	(89)	18%	(46)	46%	(113)	248
Somewhat Unfavorable of Biden	32%	(37)	15%	(17)	54%	(62)	116
Very Unfavorable of Biden	19%	(60)	12%	(38)	70%	(223)	320
#1 Issue: Economy	30%	(107)	14%	(50)	56%	(202)	358
#1 Issue: Security	19%	(29)	15%	(24)	66%	(101)	154
#1 Issue: Health Care	34%	(48)	15%	(21)	51%	(72)	141
#1 Issue: Medicare / Social Security	14%	(21)	9%	(13)	77%	(112)	146
#1 Issue: Women's Issues	43%	(30)	15%	(10)	43%	(30)	71
#1 Issue: Energy	43%	(26)	12%	(7)	46%	(27)	60
#1 Issue: Other	18%	(14)	21%	(16)	61%	(45)	75
2020 Vote: Joe Biden	31%	(138)	13%	(56)	56%	(250)	445
2020 Vote: Donald Trump	19%	(64)	11%	(38)	70%	(234)	336
2020 Vote: Didn't Vote	28%	(63)	21%	(48)	51%	(116)	227
2018 House Vote: Democrat	28%	(101)	13%	(46)	59%	(209)	357
2018 House Vote: Republican	17%	(45)	8%	(23)	75%	(201)	269

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Table MCEN3_3: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*

Hulu

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 who do not use any AVOD services	27%	(283)	14%	(147)	59%	(624)	1054
2016 Vote: Hillary Clinton	29%	(94)	11%	(36)	59%	(190)	321
2016 Vote: Donald Trump	18%	(56)	11%	(33)	71%	(224)	313
2016 Vote: Didn't Vote	32%	(118)	19%	(71)	48%	(178)	367
Voted in 2014: Yes	21%	(118)	10%	(56)	69%	(396)	570
Voted in 2014: No	34%	(165)	19%	(91)	47%	(229)	484
4-Region: Northeast	26%	(51)	14%	(29)	60%	(119)	198
4-Region: Midwest	22%	(49)	13%	(30)	64%	(140)	219
4-Region: South	24%	(94)	14%	(54)	62%	(243)	391
4-Region: West	36%	(88)	14%	(34)	50%	(123)	245

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

Table MCEN3_4: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

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 who do not use any AVOD services	3%	(30)	4%	(47)	93%	(977)	1054
Gender: Male	3%	(16)	7%	(33)	90%	(448)	497
Gender: Female	2%	(14)	2%	(14)	95%	(529)	556
Age: 18-34	4%	(13)	7%	(20)	89%	(264)	297
Age: 35-44	4%	(5)	5%	(7)	91%	(123)	135
Age: 45-64	3%	(9)	4%	(15)	93%	(335)	360
Age: 65+	1%	(3)	1%	(4)	97%	(255)	261
GenZers: 1997-2012	4%	(6)	3%	(4)	93%	(142)	152
Millennials: 1981-1996	5%	(11)	10%	(22)	85%	(193)	226
GenXers: 1965-1980	3%	(8)	5%	(12)	92%	(226)	245
Baby Boomers: 1946-1964	1%	(4)	2%	(6)	97%	(364)	374
PID: Dem (no lean)	5%	(18)	6%	(22)	90%	(345)	386
PID: Ind (no lean)	2%	(8)	3%	(11)	94%	(333)	352
PID: Rep (no lean)	1%	(4)	4%	(13)	95%	(299)	316
PID/Gender: Dem Men	5%	(9)	9%	(16)	86%	(152)	177
PID/Gender: Dem Women	4%	(9)	3%	(6)	93%	(193)	208
PID/Gender: Ind Men	2%	(4)	3%	(5)	95%	(165)	174
PID/Gender: Ind Women	2%	(4)	4%	(6)	94%	(168)	178
PID/Gender: Rep Men	2%	(3)	8%	(12)	90%	(131)	146
PID/Gender: Rep Women	1%	(1)	1%	(1)	99%	(168)	170
Ideo: Liberal (1-3)	5%	(13)	7%	(20)	88%	(246)	279
Ideo: Moderate (4)	4%	(11)	4%	(11)	93%	(281)	303
Ideo: Conservative (5-7)	1%	(5)	4%	(15)	95%	(357)	377
Educ: < College	2%	(17)	3%	(23)	94%	(670)	711
Educ: Bachelors degree	3%	(7)	6%	(14)	91%	(205)	226
Educ: Post-grad	5%	(5)	8%	(9)	88%	(102)	116

Continued on next page

Table MCEN3_4: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	3%	(30)	4%	(47)	93%	(977)	1054
Income: Under 50k	2%	(12)	4%	(20)	94%	(517)	549
Income: 50k-100k	3%	(10)	6%	(19)	92%	(316)	344
Income: 100k+	5%	(8)	5%	(7)	90%	(145)	160
Ethnicity: White	2%	(20)	4%	(37)	93%	(806)	862
Ethnicity: Hispanic	4%	(6)	8%	(14)	89%	(156)	176
Ethnicity: Black	7%	(6)	9%	(8)	84%	(73)	87
Ethnicity: Other	4%	(4)	2%	(3)	94%	(98)	104
All Christian	3%	(13)	4%	(20)	93%	(454)	488
All Non-Christian	3%	(3)	12%	(9)	85%	(66)	78
Atheist	7%	(4)	3%	(2)	90%	(51)	56
Agnostic/Nothing in particular	2%	(6)	4%	(11)	94%	(251)	268
Something Else	3%	(4)	3%	(4)	95%	(156)	164
Religious Non-Protestant/Catholic	4%	(3)	12%	(10)	85%	(73)	86
Evangelical	4%	(10)	7%	(17)	90%	(239)	266
Non-Evangelical	2%	(8)	2%	(7)	96%	(353)	368
Community: Urban	3%	(8)	9%	(22)	88%	(223)	253
Community: Suburban	3%	(15)	3%	(15)	94%	(493)	522
Community: Rural	3%	(7)	4%	(10)	94%	(261)	278
Employ: Private Sector	5%	(14)	5%	(14)	91%	(279)	307
Employ: Government	7%	(4)	10%	(6)	83%	(50)	61
Employ: Self-Employed	1%	(1)	12%	(12)	87%	(87)	100
Employ: Homemaker	1%	(1)	4%	(2)	95%	(59)	62
Employ: Retired	1%	(4)	1%	(2)	98%	(283)	290
Employ: Unemployed	1%	(1)	4%	(5)	95%	(112)	119
Employ: Other	6%	(4)	4%	(3)	90%	(63)	70
Military HH: Yes	2%	(4)	8%	(13)	90%	(149)	166
Military HH: No	3%	(26)	4%	(34)	93%	(828)	888

Continued on next page

Table MCEN3_4: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	3%	(30)	4%	(47)	93%	(977)	1054
RD/WT: Right Direction	3%	(15)	6%	(29)	91%	(442)	487
RD/WT: Wrong Track	3%	(15)	3%	(17)	94%	(535)	567
Biden Job Approve	3%	(17)	5%	(29)	92%	(515)	562
Biden Job Disapprove	3%	(12)	3%	(13)	94%	(401)	426
Biden Job Strongly Approve	3%	(10)	5%	(15)	92%	(278)	303
Biden Job Somewhat Approve	3%	(7)	6%	(14)	92%	(237)	259
Biden Job Somewhat Disapprove	6%	(7)	6%	(7)	88%	(110)	124
Biden Job Strongly Disapprove	2%	(5)	2%	(6)	97%	(292)	302
Favorable of Biden	4%	(22)	5%	(29)	91%	(502)	553
Unfavorable of Biden	2%	(7)	3%	(15)	95%	(414)	436
Very Favorable of Biden	5%	(15)	5%	(14)	90%	(275)	305
Somewhat Favorable of Biden	3%	(7)	6%	(15)	91%	(226)	248
Somewhat Unfavorable of Biden	2%	(3)	5%	(5)	93%	(108)	116
Very Unfavorable of Biden	2%	(5)	3%	(9)	96%	(306)	320
#1 Issue: Economy	2%	(9)	4%	(16)	93%	(333)	358
#1 Issue: Security	4%	(7)	3%	(5)	92%	(142)	154
#1 Issue: Health Care	4%	(5)	6%	(8)	91%	(128)	141
#1 Issue: Medicare / Social Security	2%	(3)	4%	(6)	93%	(136)	146
#1 Issue: Women's Issues	1%	(1)	4%	(3)	95%	(68)	71
#1 Issue: Energy	8%	(5)	2%	(1)	90%	(54)	60
#1 Issue: Other	1%	(1)	6%	(5)	93%	(70)	75
2020 Vote: Joe Biden	5%	(21)	4%	(19)	91%	(405)	445
2020 Vote: Donald Trump	2%	(5)	3%	(10)	96%	(321)	336
2020 Vote: Didn't Vote	1%	(2)	6%	(15)	93%	(210)	227
2018 House Vote: Democrat	5%	(17)	5%	(19)	90%	(321)	357
2018 House Vote: Republican	1%	(3)	4%	(10)	95%	(256)	269

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Table MCEN3_4: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

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 who do not use any AVOD services	3%	(30)	4%	(47)	93%	(977)	1054
2016 Vote: Hillary Clinton	5%	(14)	5%	(15)	91%	(292)	321
2016 Vote: Donald Trump	1%	(5)	3%	(11)	95%	(298)	313
2016 Vote: Didn't Vote	3%	(10)	5%	(20)	92%	(337)	367
Voted in 2014: Yes	3%	(17)	4%	(26)	93%	(527)	570
Voted in 2014: No	3%	(13)	4%	(21)	93%	(450)	484
4-Region: Northeast	4%	(8)	4%	(8)	92%	(182)	198
4-Region: Midwest	1%	(3)	3%	(6)	96%	(210)	219
4-Region: South	3%	(12)	5%	(21)	92%	(358)	391
4-Region: West	3%	(7)	5%	(12)	92%	(227)	245

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

Table MCEN3_5: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	24%	(248)	13%	(133)	64%	(673)	1054
Gender: Male	22%	(108)	13%	(67)	65%	(323)	497
Gender: Female	25%	(140)	12%	(66)	63%	(351)	556
Age: 18-34	35%	(104)	22%	(66)	43%	(128)	297
Age: 35-44	30%	(41)	12%	(16)	58%	(78)	135
Age: 45-64	20%	(71)	10%	(37)	70%	(251)	360
Age: 65+	12%	(32)	5%	(13)	83%	(216)	261
GenZers: 1997-2012	35%	(53)	23%	(35)	42%	(64)	152
Millennials: 1981-1996	34%	(76)	19%	(42)	48%	(108)	226
GenXers: 1965-1980	24%	(58)	14%	(33)	63%	(154)	245
Baby Boomers: 1946-1964	15%	(56)	6%	(21)	79%	(297)	374
PID: Dem (no lean)	29%	(113)	15%	(58)	56%	(214)	386
PID: Ind (no lean)	23%	(83)	13%	(46)	64%	(224)	352
PID: Rep (no lean)	17%	(52)	9%	(29)	74%	(235)	316
PID/Gender: Dem Men	26%	(46)	17%	(30)	57%	(101)	177
PID/Gender: Dem Women	32%	(67)	13%	(28)	54%	(113)	208
PID/Gender: Ind Men	22%	(38)	13%	(23)	65%	(114)	174
PID/Gender: Ind Women	25%	(45)	13%	(23)	62%	(110)	178
PID/Gender: Rep Men	16%	(24)	10%	(14)	74%	(108)	146
PID/Gender: Rep Women	17%	(28)	9%	(15)	75%	(128)	170
Ideo: Liberal (1-3)	32%	(88)	13%	(35)	56%	(155)	279
Ideo: Moderate (4)	26%	(78)	12%	(37)	62%	(188)	303
Ideo: Conservative (5-7)	16%	(61)	12%	(44)	72%	(272)	377
Educ: < College	20%	(142)	14%	(97)	66%	(472)	711
Educ: Bachelors degree	32%	(72)	10%	(23)	58%	(131)	226
Educ: Post-grad	29%	(34)	10%	(12)	60%	(70)	116

Continued on next page

Table MCEN3_5: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	24%	(248)	13%	(133)	64%	(673)	1054
Income: Under 50k	17%	(94)	12%	(67)	71%	(388)	549
Income: 50k-100k	29%	(99)	13%	(44)	59%	(202)	344
Income: 100k+	35%	(55)	14%	(22)	52%	(83)	160
Ethnicity: White	23%	(202)	11%	(94)	66%	(566)	862
Ethnicity: Hispanic	32%	(56)	27%	(47)	41%	(73)	176
Ethnicity: Black	27%	(23)	13%	(11)	60%	(52)	87
Ethnicity: Other	22%	(23)	26%	(27)	52%	(54)	104
All Christian	21%	(103)	12%	(60)	66%	(324)	488
All Non-Christian	28%	(22)	4%	(3)	67%	(52)	78
Atheist	40%	(22)	14%	(8)	46%	(26)	56
Agnostic/Nothing in particular	22%	(58)	17%	(46)	61%	(164)	268
Something Else	25%	(42)	9%	(15)	65%	(107)	164
Religious Non-Protestant/Catholic	30%	(26)	8%	(7)	62%	(54)	86
Evangelical	21%	(57)	11%	(29)	68%	(180)	266
Non-Evangelical	22%	(82)	11%	(41)	67%	(245)	368
Community: Urban	26%	(67)	13%	(34)	60%	(153)	253
Community: Suburban	27%	(140)	11%	(57)	62%	(325)	522
Community: Rural	15%	(42)	15%	(41)	70%	(195)	278
Employ: Private Sector	33%	(101)	13%	(40)	54%	(166)	307
Employ: Government	37%	(22)	16%	(10)	47%	(28)	61
Employ: Self-Employed	30%	(30)	22%	(22)	48%	(47)	100
Employ: Homemaker	12%	(8)	8%	(5)	79%	(49)	62
Employ: Retired	12%	(34)	6%	(18)	82%	(238)	290
Employ: Unemployed	19%	(23)	18%	(21)	63%	(75)	119
Employ: Other	20%	(14)	13%	(9)	67%	(46)	70
Military HH: Yes	18%	(30)	12%	(19)	70%	(116)	166
Military HH: No	24%	(217)	13%	(113)	63%	(557)	888

Continued on next page

Table MCEN3_5: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	24%	(248)	13%	(133)	64%	(673)	1054
RD/WT: Right Direction	26%	(126)	16%	(76)	59%	(285)	487
RD/WT: Wrong Track	22%	(122)	10%	(57)	68%	(388)	567
Biden Job Approve	27%	(153)	16%	(87)	57%	(321)	562
Biden Job Disapprove	20%	(84)	10%	(41)	71%	(301)	426
Biden Job Strongly Approve	25%	(75)	11%	(33)	64%	(194)	303
Biden Job Somewhat Approve	30%	(78)	21%	(54)	49%	(127)	259
Biden Job Somewhat Disapprove	33%	(41)	12%	(15)	55%	(68)	124
Biden Job Strongly Disapprove	14%	(43)	9%	(26)	77%	(233)	302
Favorable of Biden	28%	(153)	14%	(79)	58%	(320)	553
Unfavorable of Biden	20%	(86)	10%	(43)	70%	(307)	436
Very Favorable of Biden	27%	(83)	11%	(32)	62%	(190)	305
Somewhat Favorable of Biden	28%	(70)	19%	(47)	53%	(131)	248
Somewhat Unfavorable of Biden	34%	(39)	12%	(14)	54%	(63)	116
Very Unfavorable of Biden	15%	(47)	9%	(29)	76%	(245)	320
#1 Issue: Economy	25%	(90)	10%	(35)	65%	(233)	358
#1 Issue: Security	18%	(28)	14%	(21)	68%	(104)	154
#1 Issue: Health Care	30%	(42)	10%	(14)	61%	(86)	141
#1 Issue: Medicare / Social Security	10%	(15)	9%	(13)	81%	(118)	146
#1 Issue: Women's Issues	39%	(28)	23%	(16)	38%	(27)	71
#1 Issue: Energy	26%	(16)	28%	(17)	46%	(28)	60
#1 Issue: Other	20%	(15)	13%	(10)	67%	(50)	75
2020 Vote: Joe Biden	28%	(126)	12%	(53)	60%	(266)	445
2020 Vote: Donald Trump	17%	(59)	9%	(30)	74%	(248)	336
2020 Vote: Didn't Vote	22%	(49)	19%	(44)	59%	(134)	227
2018 House Vote: Democrat	29%	(102)	11%	(39)	61%	(216)	357
2018 House Vote: Republican	20%	(55)	6%	(15)	74%	(199)	269

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Table MCEN3_5: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	24%	(248)	13%	(133)	64%	(673)	1054
2016 Vote: Hillary Clinton	27%	(88)	10%	(34)	62%	(199)	321
2016 Vote: Donald Trump	18%	(56)	7%	(22)	75%	(235)	313
2016 Vote: Didn't Vote	25%	(90)	20%	(74)	55%	(203)	367
Voted in 2014: Yes	21%	(117)	6%	(34)	74%	(419)	570
Voted in 2014: No	27%	(131)	20%	(99)	53%	(254)	484
4-Region: Northeast	18%	(36)	14%	(28)	68%	(134)	198
4-Region: Midwest	17%	(38)	13%	(28)	70%	(153)	219
4-Region: South	26%	(102)	11%	(43)	63%	(246)	391
4-Region: West	29%	(71)	14%	(34)	57%	(140)	245

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

Table MCEN3_6: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	7%	(73)	10%	(110)	83%	(870)	1054
Gender: Male	6%	(32)	9%	(44)	85%	(421)	497
Gender: Female	7%	(41)	12%	(66)	81%	(449)	556
Age: 18-34	10%	(29)	19%	(57)	71%	(211)	297
Age: 35-44	11%	(14)	10%	(14)	79%	(107)	135
Age: 45-64	7%	(24)	9%	(33)	84%	(303)	360
Age: 65+	2%	(6)	2%	(6)	95%	(250)	261
GenZers: 1997-2012	11%	(16)	25%	(37)	65%	(98)	152
Millennials: 1981-1996	11%	(24)	15%	(33)	75%	(169)	226
GenXers: 1965-1980	7%	(17)	8%	(20)	85%	(208)	245
Baby Boomers: 1946-1964	4%	(15)	5%	(19)	91%	(340)	374
PID: Dem (no lean)	10%	(39)	9%	(36)	80%	(310)	386
PID: Ind (no lean)	5%	(19)	14%	(50)	80%	(283)	352
PID: Rep (no lean)	5%	(15)	7%	(23)	88%	(277)	316
PID/Gender: Dem Men	11%	(20)	9%	(16)	80%	(142)	177
PID/Gender: Dem Women	9%	(19)	10%	(21)	81%	(168)	208
PID/Gender: Ind Men	4%	(7)	9%	(15)	87%	(152)	174
PID/Gender: Ind Women	6%	(11)	20%	(35)	74%	(131)	178
PID/Gender: Rep Men	3%	(5)	9%	(13)	87%	(127)	146
PID/Gender: Rep Women	6%	(10)	6%	(10)	88%	(150)	170
Ideo: Liberal (1-3)	9%	(26)	11%	(31)	80%	(223)	279
Ideo: Moderate (4)	7%	(20)	10%	(31)	83%	(252)	303
Ideo: Conservative (5-7)	5%	(18)	10%	(38)	85%	(321)	377
Educ: < College	5%	(35)	10%	(74)	85%	(601)	711
Educ: Bachelors degree	12%	(26)	10%	(23)	78%	(177)	226
Educ: Post-grad	10%	(12)	11%	(13)	79%	(92)	116

Continued on next page

Table MCEN3_6: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	7%	(73)	10%	(110)	83%	(870)	1054
Income: Under 50k	4%	(21)	10%	(54)	86%	(474)	549
Income: 50k-100k	7%	(24)	11%	(39)	82%	(281)	344
Income: 100k+	17%	(28)	11%	(17)	72%	(115)	160
Ethnicity: White	7%	(61)	8%	(71)	85%	(731)	862
Ethnicity: Hispanic	11%	(19)	26%	(46)	63%	(111)	176
Ethnicity: Black	6%	(5)	22%	(19)	72%	(62)	87
Ethnicity: Other	7%	(7)	19%	(20)	74%	(77)	104
All Christian	8%	(40)	7%	(35)	85%	(413)	488
All Non-Christian	11%	(9)	11%	(8)	78%	(61)	78
Atheist	4%	(2)	25%	(14)	71%	(40)	56
Agnostic/Nothing in particular	6%	(15)	15%	(41)	79%	(211)	268
Something Else	4%	(7)	7%	(12)	88%	(145)	164
Religious Non-Protestant/Catholic	10%	(9)	10%	(8)	80%	(69)	86
Evangelical	6%	(17)	9%	(24)	85%	(225)	266
Non-Evangelical	8%	(30)	6%	(22)	86%	(316)	368
Community: Urban	12%	(30)	16%	(41)	72%	(182)	253
Community: Suburban	7%	(36)	8%	(44)	85%	(443)	522
Community: Rural	3%	(8)	9%	(25)	88%	(245)	278
Employ: Private Sector	7%	(22)	11%	(33)	82%	(252)	307
Employ: Government	20%	(12)	18%	(11)	62%	(38)	61
Employ: Self-Employed	10%	(10)	18%	(18)	72%	(72)	100
Employ: Homemaker	2%	(1)	8%	(5)	89%	(55)	62
Employ: Retired	3%	(8)	4%	(11)	93%	(271)	290
Employ: Unemployed	6%	(7)	20%	(23)	75%	(89)	119
Employ: Other	12%	(8)	3%	(2)	85%	(59)	70
Military HH: Yes	4%	(7)	11%	(18)	85%	(141)	166
Military HH: No	7%	(66)	10%	(92)	82%	(729)	888

Continued on next page

Table MCEN3_6: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	7%	(73)	10%	(110)	83%	(870)	1054
RD/WT: Right Direction	8%	(41)	11%	(54)	80%	(391)	487
RD/WT: Wrong Track	6%	(32)	10%	(56)	85%	(479)	567
Biden Job Approve	9%	(53)	12%	(66)	79%	(443)	562
Biden Job Disapprove	4%	(18)	7%	(31)	89%	(377)	426
Biden Job Strongly Approve	9%	(26)	5%	(16)	86%	(261)	303
Biden Job Somewhat Approve	10%	(27)	19%	(50)	70%	(182)	259
Biden Job Somewhat Disapprove	7%	(8)	11%	(14)	82%	(102)	124
Biden Job Strongly Disapprove	3%	(9)	6%	(17)	91%	(276)	302
Favorable of Biden	10%	(55)	12%	(65)	78%	(433)	553
Unfavorable of Biden	4%	(18)	9%	(41)	87%	(378)	436
Very Favorable of Biden	9%	(29)	6%	(18)	85%	(258)	305
Somewhat Favorable of Biden	11%	(26)	19%	(47)	71%	(175)	248
Somewhat Unfavorable of Biden	8%	(9)	17%	(20)	75%	(87)	116
Very Unfavorable of Biden	3%	(8)	7%	(21)	91%	(291)	320
#1 Issue: Economy	6%	(22)	11%	(39)	83%	(297)	358
#1 Issue: Security	5%	(8)	11%	(17)	84%	(129)	154
#1 Issue: Health Care	8%	(11)	11%	(16)	81%	(114)	141
#1 Issue: Medicare / Social Security	4%	(5)	5%	(7)	92%	(134)	146
#1 Issue: Women's Issues	14%	(10)	19%	(13)	67%	(48)	71
#1 Issue: Energy	14%	(8)	9%	(6)	77%	(46)	60
#1 Issue: Other	8%	(6)	8%	(6)	84%	(63)	75
2020 Vote: Joe Biden	10%	(45)	7%	(33)	83%	(367)	445
2020 Vote: Donald Trump	3%	(10)	7%	(24)	90%	(302)	336
2020 Vote: Didn't Vote	4%	(8)	22%	(51)	74%	(168)	227
2018 House Vote: Democrat	11%	(39)	9%	(31)	80%	(287)	357
2018 House Vote: Republican	4%	(11)	6%	(17)	90%	(241)	269

Continued on next page

Table MCEN3_6: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	7%	(73)	10%	(110)	83%	(870)	1054
2016 Vote: Hillary Clinton	8%	(25)	8%	(27)	84%	(270)	321
2016 Vote: Donald Trump	7%	(21)	5%	(17)	88%	(275)	313
2016 Vote: Didn't Vote	6%	(24)	17%	(64)	76%	(280)	367
Voted in 2014: Yes	7%	(39)	6%	(35)	87%	(495)	570
Voted in 2014: No	7%	(34)	15%	(75)	77%	(375)	484
4-Region: Northeast	7%	(13)	10%	(19)	84%	(166)	198
4-Region: Midwest	5%	(12)	9%	(19)	86%	(188)	219
4-Region: South	6%	(23)	12%	(45)	82%	(323)	391
4-Region: West	10%	(25)	11%	(27)	79%	(194)	245

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

Table MCEN3_7: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Discovery+

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 who do not use any AVOD services	8%	(80)	8%	(80)	85%	(894)	1054
Gender: Male	6%	(30)	9%	(44)	85%	(423)	497
Gender: Female	9%	(49)	6%	(36)	85%	(471)	556
Age: 18-34	9%	(27)	14%	(41)	77%	(229)	297
Age: 35-44	8%	(11)	9%	(12)	83%	(112)	135
Age: 45-64	7%	(27)	6%	(22)	87%	(311)	360
Age: 65+	6%	(15)	2%	(5)	92%	(241)	261
GenZers: 1997-2012	7%	(11)	13%	(20)	80%	(121)	152
Millennials: 1981-1996	10%	(22)	13%	(30)	77%	(173)	226
GenXers: 1965-1980	7%	(17)	9%	(22)	84%	(207)	245
Baby Boomers: 1946-1964	7%	(27)	2%	(6)	91%	(341)	374
PID: Dem (no lean)	10%	(38)	8%	(32)	82%	(315)	386
PID: Ind (no lean)	6%	(22)	10%	(35)	84%	(295)	352
PID: Rep (no lean)	6%	(20)	4%	(13)	90%	(283)	316
PID/Gender: Dem Men	11%	(20)	8%	(13)	81%	(144)	177
PID/Gender: Dem Women	9%	(19)	9%	(19)	82%	(171)	208
PID/Gender: Ind Men	4%	(7)	13%	(23)	83%	(145)	174
PID/Gender: Ind Women	9%	(15)	7%	(12)	85%	(151)	178
PID/Gender: Rep Men	3%	(4)	5%	(8)	92%	(134)	146
PID/Gender: Rep Women	9%	(16)	3%	(5)	88%	(149)	170
Ideo: Liberal (1-3)	10%	(28)	8%	(23)	82%	(228)	279
Ideo: Moderate (4)	6%	(18)	8%	(24)	86%	(260)	303
Ideo: Conservative (5-7)	6%	(24)	6%	(24)	87%	(329)	377
Educ: < College	6%	(44)	7%	(53)	86%	(613)	711
Educ: Bachelors degree	11%	(25)	6%	(14)	83%	(188)	226
Educ: Post-grad	9%	(11)	11%	(13)	80%	(93)	116

Continued on next page

Table MCEN3_7: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Discovery+

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	8%	(80)	8%	(80)	85%	(894)	1054
Income: Under 50k	6%	(34)	8%	(46)	85%	(468)	549
Income: 50k-100k	7%	(24)	6%	(21)	87%	(300)	344
Income: 100k+	13%	(21)	8%	(13)	79%	(126)	160
Ethnicity: White	7%	(64)	8%	(67)	85%	(731)	862
Ethnicity: Hispanic	6%	(11)	20%	(35)	74%	(131)	176
Ethnicity: Black	14%	(12)	8%	(7)	78%	(68)	87
Ethnicity: Other	3%	(3)	6%	(6)	91%	(95)	104
All Christian	7%	(35)	7%	(35)	86%	(417)	488
All Non-Christian	13%	(10)	7%	(6)	80%	(62)	78
Atheist	9%	(5)	5%	(3)	85%	(48)	56
Agnostic/Nothing in particular	8%	(22)	11%	(28)	81%	(217)	268
Something Else	4%	(7)	5%	(8)	91%	(150)	164
Religious Non-Protestant/Catholic	12%	(10)	9%	(8)	79%	(68)	86
Evangelical	8%	(22)	6%	(15)	86%	(230)	266
Non-Evangelical	6%	(20)	7%	(26)	88%	(322)	368
Community: Urban	9%	(23)	9%	(24)	82%	(207)	253
Community: Suburban	7%	(36)	7%	(36)	86%	(450)	522
Community: Rural	7%	(21)	7%	(21)	85%	(237)	278
Employ: Private Sector	10%	(32)	8%	(24)	82%	(251)	307
Employ: Government	11%	(6)	8%	(5)	81%	(49)	61
Employ: Self-Employed	10%	(10)	17%	(17)	73%	(73)	100
Employ: Homemaker	2%	(1)	7%	(4)	91%	(56)	62
Employ: Retired	6%	(18)	2%	(5)	92%	(266)	290
Employ: Unemployed	1%	(2)	11%	(13)	87%	(104)	119
Employ: Other	11%	(8)	11%	(8)	78%	(54)	70
Military HH: Yes	6%	(10)	7%	(11)	87%	(144)	166
Military HH: No	8%	(69)	8%	(69)	84%	(750)	888

Continued on next page

Table MCEN3_7: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Discovery+

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	8%	(80)	8%	(80)	85%	(894)	1054
RD/WT: Right Direction	8%	(41)	10%	(49)	81%	(396)	487
RD/WT: Wrong Track	7%	(39)	5%	(31)	88%	(498)	567
Biden Job Approve	10%	(54)	9%	(53)	81%	(455)	562
Biden Job Disapprove	6%	(25)	5%	(21)	89%	(381)	426
Biden Job Strongly Approve	9%	(28)	7%	(21)	84%	(254)	303
Biden Job Somewhat Approve	10%	(26)	12%	(32)	78%	(200)	259
Biden Job Somewhat Disapprove	10%	(12)	10%	(12)	81%	(100)	124
Biden Job Strongly Disapprove	4%	(13)	3%	(9)	93%	(280)	302
Favorable of Biden	10%	(54)	9%	(51)	81%	(448)	553
Unfavorable of Biden	6%	(25)	5%	(24)	89%	(388)	436
Very Favorable of Biden	10%	(32)	8%	(23)	82%	(250)	305
Somewhat Favorable of Biden	9%	(22)	11%	(28)	80%	(198)	248
Somewhat Unfavorable of Biden	8%	(9)	7%	(9)	85%	(99)	116
Very Unfavorable of Biden	5%	(16)	5%	(15)	90%	(289)	320
#1 Issue: Economy	7%	(25)	5%	(20)	87%	(313)	358
#1 Issue: Security	9%	(15)	6%	(10)	84%	(130)	154
#1 Issue: Health Care	6%	(8)	12%	(16)	83%	(116)	141
#1 Issue: Medicare / Social Security	8%	(11)	5%	(7)	87%	(127)	146
#1 Issue: Women's Issues	14%	(10)	14%	(10)	72%	(51)	71
#1 Issue: Energy	5%	(3)	15%	(9)	80%	(48)	60
#1 Issue: Other	7%	(6)	8%	(6)	85%	(64)	75
2020 Vote: Joe Biden	11%	(49)	8%	(33)	82%	(362)	445
2020 Vote: Donald Trump	5%	(18)	4%	(15)	90%	(304)	336
2020 Vote: Didn't Vote	6%	(13)	11%	(25)	83%	(189)	227
2018 House Vote: Democrat	11%	(40)	6%	(23)	82%	(294)	357
2018 House Vote: Republican	6%	(17)	3%	(9)	90%	(243)	269

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Table MCEN3_7: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
 Discovery+

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 who do not use any AVOD services	8%	(80)	8%	(80)	85%	(894)	1054
2016 Vote: Hillary Clinton	12%	(37)	5%	(17)	83%	(267)	321
2016 Vote: Donald Trump	7%	(21)	4%	(13)	89%	(279)	313
2016 Vote: Didn't Vote	5%	(20)	13%	(46)	82%	(301)	367
Voted in 2014: Yes	7%	(42)	5%	(28)	88%	(500)	570
Voted in 2014: No	8%	(37)	11%	(52)	81%	(394)	484
4-Region: Northeast	9%	(18)	9%	(19)	82%	(162)	198
4-Region: Midwest	6%	(13)	7%	(16)	87%	(190)	219
4-Region: South	7%	(28)	7%	(27)	86%	(336)	391
4-Region: West	8%	(21)	8%	(19)	84%	(206)	245

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

Table MCEN3_8: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	17%	(175)	14%	(150)	69%	(728)	1054
Gender: Male	18%	(91)	14%	(69)	68%	(338)	497
Gender: Female	15%	(85)	15%	(81)	70%	(390)	556
Age: 18-34	25%	(74)	15%	(44)	61%	(180)	297
Age: 35-44	18%	(25)	15%	(21)	66%	(89)	135
Age: 45-64	16%	(58)	15%	(56)	68%	(246)	360
Age: 65+	7%	(18)	12%	(30)	81%	(213)	261
GenZers: 1997-2012	28%	(43)	14%	(22)	57%	(87)	152
Millennials: 1981-1996	20%	(46)	16%	(37)	63%	(143)	226
GenXers: 1965-1980	19%	(47)	16%	(40)	65%	(158)	245
Baby Boomers: 1946-1964	9%	(34)	13%	(47)	78%	(293)	374
PID: Dem (no lean)	25%	(96)	14%	(56)	61%	(234)	386
PID: Ind (no lean)	13%	(45)	14%	(50)	73%	(257)	352
PID: Rep (no lean)	11%	(35)	14%	(44)	75%	(237)	316
PID/Gender: Dem Men	26%	(46)	13%	(22)	61%	(109)	177
PID/Gender: Dem Women	24%	(50)	16%	(33)	60%	(125)	208
PID/Gender: Ind Men	17%	(29)	12%	(22)	71%	(123)	174
PID/Gender: Ind Women	9%	(16)	16%	(29)	75%	(133)	178
PID/Gender: Rep Men	10%	(15)	17%	(25)	72%	(105)	146
PID/Gender: Rep Women	11%	(19)	11%	(19)	77%	(132)	170
Ideo: Liberal (1-3)	21%	(59)	15%	(41)	64%	(178)	279
Ideo: Moderate (4)	15%	(47)	17%	(50)	68%	(206)	303
Ideo: Conservative (5-7)	15%	(57)	12%	(45)	73%	(276)	377
Educ: < College	14%	(99)	14%	(100)	72%	(511)	711
Educ: Bachelors degree	21%	(49)	14%	(32)	64%	(145)	226
Educ: Post-grad	23%	(27)	15%	(18)	61%	(72)	116

Continued on next page

Table MCEN3_8: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	17%	(175)	14%	(150)	69%	(728)	1054
Income: Under 50k	12%	(67)	13%	(71)	75%	(411)	549
Income: 50k-100k	18%	(60)	16%	(56)	66%	(228)	344
Income: 100k+	30%	(48)	15%	(24)	56%	(89)	160
Ethnicity: White	15%	(128)	15%	(131)	70%	(604)	862
Ethnicity: Hispanic	29%	(51)	21%	(36)	51%	(89)	176
Ethnicity: Black	28%	(24)	12%	(10)	60%	(53)	87
Ethnicity: Other	23%	(24)	9%	(9)	69%	(72)	104
All Christian	12%	(59)	17%	(84)	71%	(344)	488
All Non-Christian	20%	(15)	13%	(10)	67%	(52)	78
Atheist	32%	(18)	2%	(1)	66%	(37)	56
Agnostic/Nothing in particular	20%	(53)	13%	(35)	67%	(179)	268
Something Else	18%	(29)	12%	(20)	70%	(115)	164
Religious Non-Protestant/Catholic	18%	(15)	12%	(10)	70%	(61)	86
Evangelical	13%	(34)	17%	(44)	70%	(188)	266
Non-Evangelical	15%	(54)	16%	(57)	70%	(256)	368
Community: Urban	22%	(55)	17%	(43)	62%	(156)	253
Community: Suburban	19%	(97)	11%	(58)	70%	(367)	522
Community: Rural	8%	(23)	18%	(49)	74%	(205)	278
Employ: Private Sector	26%	(81)	15%	(45)	59%	(181)	307
Employ: Government	23%	(14)	17%	(10)	60%	(36)	61
Employ: Self-Employed	22%	(22)	24%	(24)	54%	(53)	100
Employ: Homemaker	6%	(4)	5%	(3)	89%	(55)	62
Employ: Retired	7%	(21)	11%	(32)	82%	(237)	290
Employ: Unemployed	8%	(9)	21%	(25)	71%	(84)	119
Employ: Other	19%	(13)	11%	(8)	70%	(49)	70
Military HH: Yes	13%	(21)	17%	(28)	71%	(117)	166
Military HH: No	17%	(155)	14%	(123)	69%	(611)	888

Continued on next page

Table MCEN3_8: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	17%	(175)	14%	(150)	69%	(728)	1054
RD/WT: Right Direction	20%	(98)	16%	(77)	64%	(312)	487
RD/WT: Wrong Track	14%	(78)	13%	(73)	73%	(416)	567
Biden Job Approve	22%	(125)	15%	(84)	63%	(353)	562
Biden Job Disapprove	11%	(45)	12%	(50)	78%	(331)	426
Biden Job Strongly Approve	17%	(52)	13%	(38)	70%	(213)	303
Biden Job Somewhat Approve	28%	(73)	18%	(46)	54%	(139)	259
Biden Job Somewhat Disapprove	18%	(23)	13%	(16)	69%	(85)	124
Biden Job Strongly Disapprove	7%	(22)	11%	(34)	81%	(246)	302
Favorable of Biden	22%	(123)	15%	(81)	63%	(349)	553
Unfavorable of Biden	11%	(49)	14%	(59)	75%	(328)	436
Very Favorable of Biden	18%	(56)	13%	(41)	68%	(209)	305
Somewhat Favorable of Biden	27%	(67)	16%	(41)	57%	(140)	248
Somewhat Unfavorable of Biden	22%	(25)	19%	(22)	59%	(69)	116
Very Unfavorable of Biden	7%	(24)	12%	(38)	81%	(259)	320
#1 Issue: Economy	21%	(73)	11%	(40)	68%	(244)	358
#1 Issue: Security	9%	(14)	18%	(27)	74%	(113)	154
#1 Issue: Health Care	18%	(25)	15%	(21)	67%	(95)	141
#1 Issue: Medicare / Social Security	5%	(8)	15%	(22)	80%	(116)	146
#1 Issue: Women's Issues	27%	(19)	12%	(9)	61%	(43)	71
#1 Issue: Energy	17%	(10)	19%	(12)	63%	(38)	60
#1 Issue: Other	22%	(16)	14%	(11)	64%	(48)	75
2020 Vote: Joe Biden	22%	(97)	14%	(61)	65%	(287)	445
2020 Vote: Donald Trump	13%	(44)	11%	(38)	75%	(254)	336
2020 Vote: Didn't Vote	13%	(29)	18%	(41)	69%	(157)	227
2018 House Vote: Democrat	22%	(79)	14%	(51)	64%	(227)	357
2018 House Vote: Republican	13%	(36)	11%	(29)	76%	(204)	269

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Table MCEN3_8: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription 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 who do not use any AVOD services	17%	(175)	14%	(150)	69%	(728)	1054
2016 Vote: Hillary Clinton	24%	(76)	12%	(38)	65%	(208)	321
2016 Vote: Donald Trump	12%	(39)	13%	(40)	75%	(234)	313
2016 Vote: Didn't Vote	15%	(55)	18%	(65)	67%	(247)	367
Voted in 2014: Yes	16%	(91)	12%	(71)	72%	(408)	570
Voted in 2014: No	17%	(84)	16%	(79)	66%	(320)	484
4-Region: Northeast	16%	(33)	13%	(26)	70%	(140)	198
4-Region: Midwest	10%	(21)	17%	(37)	73%	(161)	219
4-Region: South	19%	(74)	12%	(46)	69%	(271)	391
4-Region: West	19%	(48)	17%	(41)	64%	(156)	245

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

Table MCEN3_9: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Demographic	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 who do not use any AVOD services	8%	(88)	92%	(966)	1054
Gender: Male	9%	(47)	91%	(450)	497
Gender: Female	7%	(40)	93%	(516)	556
Age: 18-34	11%	(34)	89%	(264)	297
Age: 35-44	11%	(15)	89%	(120)	135
Age: 45-64	10%	(37)	90%	(322)	360
Age: 65+	1%	(2)	99%	(260)	261
GenZers: 1997-2012	8%	(12)	92%	(139)	152
Millennials: 1981-1996	12%	(28)	88%	(199)	226
GenXers: 1965-1980	14%	(35)	86%	(210)	245
Baby Boomers: 1946-1964	3%	(12)	97%	(362)	374
PID: Dem (no lean)	9%	(34)	91%	(352)	386
PID: Ind (no lean)	10%	(36)	90%	(316)	352
PID: Rep (no lean)	6%	(18)	94%	(298)	316
PID/Gender: Dem Men	10%	(18)	90%	(159)	177
PID/Gender: Dem Women	8%	(16)	92%	(192)	208
PID/Gender: Ind Men	10%	(18)	90%	(156)	174
PID/Gender: Ind Women	10%	(18)	90%	(160)	178
PID/Gender: Rep Men	8%	(11)	92%	(134)	146
PID/Gender: Rep Women	4%	(7)	96%	(164)	170
Ideo: Liberal (1-3)	8%	(22)	92%	(257)	279
Ideo: Moderate (4)	10%	(30)	90%	(273)	303
Ideo: Conservative (5-7)	5%	(18)	95%	(359)	377
Educ: < College	8%	(59)	92%	(652)	711
Educ: Bachelors degree	8%	(17)	92%	(209)	226
Educ: Post-grad	10%	(11)	90%	(105)	116
Income: Under 50k	11%	(58)	89%	(490)	549
Income: 50k-100k	5%	(18)	95%	(327)	344
Income: 100k+	7%	(12)	93%	(149)	160

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Table MCEN3_9: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Tubi

Demographic	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 who do not use any AVOD services	8%	(88)	92%	(966)	1054
Ethnicity: White	7%	(64)	93%	(798)	862
Ethnicity: Hispanic	17%	(29)	83%	(147)	176
Ethnicity: Black	10%	(9)	90%	(78)	87
Ethnicity: Other	14%	(15)	86%	(89)	104
All Christian	7%	(33)	93%	(455)	488
All Non-Christian	9%	(7)	91%	(71)	78
Atheist	1%	(0)	99%	(56)	56
Agnostic/Nothing in particular	10%	(27)	90%	(241)	268
Something Else	13%	(21)	87%	(144)	164
Religious Non-Protestant/Catholic	9%	(8)	91%	(79)	86
Evangelical	9%	(23)	91%	(244)	266
Non-Evangelical	8%	(29)	92%	(339)	368
Community: Urban	15%	(38)	85%	(216)	253
Community: Suburban	6%	(29)	94%	(493)	522
Community: Rural	8%	(21)	92%	(257)	278
Employ: Private Sector	8%	(24)	92%	(283)	307
Employ: Government	11%	(6)	89%	(54)	61
Employ: Self-Employed	16%	(16)	84%	(83)	100
Employ: Homemaker	8%	(5)	92%	(57)	62
Employ: Retired	2%	(6)	98%	(284)	290
Employ: Unemployed	15%	(18)	85%	(101)	119
Employ: Other	16%	(11)	84%	(59)	70
Military HH: Yes	13%	(22)	87%	(144)	166
Military HH: No	7%	(66)	93%	(822)	888
RD/WT: Right Direction	10%	(47)	90%	(439)	487
RD/WT: Wrong Track	7%	(40)	93%	(527)	567
Biden Job Approve	9%	(50)	91%	(512)	562
Biden Job Disapprove	6%	(25)	94%	(401)	426

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Table MCEN3_9: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Tubi

Demographic	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 who do not use any AVOD services	8%	(88)	92%	(966)	1054
Biden Job Strongly Approve	9%	(29)	91%	(275)	303
Biden Job Somewhat Approve	8%	(21)	92%	(237)	259
Biden Job Somewhat Disapprove	10%	(12)	90%	(112)	124
Biden Job Strongly Disapprove	4%	(13)	96%	(289)	302
Favorable of Biden	8%	(46)	92%	(507)	553
Unfavorable of Biden	6%	(28)	94%	(409)	436
Very Favorable of Biden	7%	(23)	93%	(282)	305
Somewhat Favorable of Biden	9%	(23)	91%	(224)	248
Somewhat Unfavorable of Biden	11%	(13)	89%	(103)	116
Very Unfavorable of Biden	5%	(15)	95%	(305)	320
#1 Issue: Economy	8%	(30)	92%	(328)	358
#1 Issue: Security	6%	(9)	94%	(144)	154
#1 Issue: Health Care	9%	(13)	91%	(128)	141
#1 Issue: Medicare / Social Security	6%	(9)	94%	(137)	146
#1 Issue: Women's Issues	11%	(8)	89%	(64)	71
#1 Issue: Energy	9%	(5)	91%	(55)	60
#1 Issue: Other	11%	(8)	89%	(67)	75
2020 Vote: Joe Biden	6%	(28)	94%	(416)	445
2020 Vote: Donald Trump	4%	(14)	96%	(322)	336
2020 Vote: Didn't Vote	19%	(44)	81%	(183)	227
2018 House Vote: Democrat	7%	(26)	93%	(331)	357
2018 House Vote: Republican	3%	(7)	97%	(261)	269
2016 Vote: Hillary Clinton	6%	(21)	94%	(300)	321
2016 Vote: Donald Trump	3%	(9)	97%	(304)	313
2016 Vote: Didn't Vote	15%	(56)	85%	(311)	367
Voted in 2014: Yes	6%	(31)	94%	(538)	570
Voted in 2014: No	12%	(56)	88%	(428)	484

Continued on next page

Table MCEN3_9: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**Tubi*

Demographic	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 who do not use any AVOD services	8%	(88)	92%	(966)	1054
4-Region: Northeast	5%	(9)	95%	(189)	198
4-Region: Midwest	8%	(18)	92%	(201)	219
4-Region: South	10%	(39)	90%	(352)	391
4-Region: West	9%	(21)	91%	(224)	245

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

Table MCEN3_10: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Pluto TV

Demographic	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 who do not use any AVOD services	8%	(86)	92%	(968)	1054
Gender: Male	10%	(49)	90%	(449)	497
Gender: Female	7%	(37)	93%	(519)	556
Age: 18-34	13%	(39)	87%	(258)	297
Age: 35-44	10%	(14)	90%	(121)	135
Age: 45-64	7%	(26)	93%	(334)	360
Age: 65+	2%	(7)	98%	(255)	261
GenZers: 1997-2012	10%	(16)	90%	(136)	152
Millennials: 1981-1996	14%	(33)	86%	(194)	226
GenXers: 1965-1980	10%	(25)	90%	(220)	245
Baby Boomers: 1946-1964	3%	(11)	97%	(363)	374
PID: Dem (no lean)	9%	(36)	91%	(349)	386
PID: Ind (no lean)	9%	(30)	91%	(322)	352
PID: Rep (no lean)	6%	(19)	94%	(297)	316
PID/Gender: Dem Men	13%	(23)	87%	(154)	177
PID/Gender: Dem Women	6%	(13)	94%	(195)	208
PID/Gender: Ind Men	8%	(14)	92%	(160)	174
PID/Gender: Ind Women	9%	(16)	91%	(162)	178
PID/Gender: Rep Men	8%	(12)	92%	(134)	146
PID/Gender: Rep Women	4%	(7)	96%	(163)	170
Ideo: Liberal (1-3)	8%	(22)	92%	(257)	279
Ideo: Moderate (4)	11%	(32)	89%	(270)	303
Ideo: Conservative (5-7)	6%	(22)	94%	(355)	377
Educ: < College	8%	(57)	92%	(654)	711
Educ: Bachelors degree	8%	(18)	92%	(209)	226
Educ: Post-grad	10%	(11)	90%	(105)	116
Income: Under 50k	10%	(55)	90%	(494)	549
Income: 50k-100k	6%	(19)	94%	(326)	344
Income: 100k+	7%	(12)	93%	(149)	160

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Table MCEN3_10: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Pluto TV

Demographic	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 who do not use any AVOD services	8%	(86)	92%	(968)	1054
Ethnicity: White	7%	(64)	93%	(798)	862
Ethnicity: Hispanic	12%	(22)	88%	(154)	176
Ethnicity: Black	11%	(10)	89%	(77)	87
Ethnicity: Other	11%	(12)	89%	(93)	104
All Christian	7%	(35)	93%	(452)	488
All Non-Christian	11%	(9)	89%	(69)	78
Atheist	8%	(5)	92%	(51)	56
Agnostic/Nothing in particular	8%	(21)	92%	(246)	268
Something Else	9%	(15)	91%	(149)	164
Religious Non-Protestant/Catholic	10%	(9)	90%	(78)	86
Evangelical	10%	(28)	90%	(239)	266
Non-Evangelical	6%	(22)	94%	(346)	368
Community: Urban	13%	(32)	87%	(221)	253
Community: Suburban	6%	(34)	94%	(488)	522
Community: Rural	7%	(20)	93%	(259)	278
Employ: Private Sector	9%	(27)	91%	(280)	307
Employ: Government	13%	(8)	87%	(53)	61
Employ: Self-Employed	13%	(13)	87%	(86)	100
Employ: Homemaker	12%	(7)	88%	(54)	62
Employ: Retired	2%	(6)	98%	(283)	290
Employ: Unemployed	13%	(15)	87%	(104)	119
Employ: Other	9%	(6)	91%	(63)	70
Military HH: Yes	10%	(16)	90%	(150)	166
Military HH: No	8%	(69)	92%	(819)	888
RD/WT: Right Direction	11%	(51)	89%	(435)	487
RD/WT: Wrong Track	6%	(34)	94%	(533)	567
Biden Job Approve	8%	(45)	92%	(517)	562
Biden Job Disapprove	7%	(30)	93%	(396)	426

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Table MCEN3_10: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Pluto TV

Demographic	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 who do not use any AVOD services	8%	(86)	92%	(968)	1054
Biden Job Strongly Approve	10%	(31)	90%	(272)	303
Biden Job Somewhat Approve	5%	(13)	95%	(245)	259
Biden Job Somewhat Disapprove	9%	(12)	91%	(112)	124
Biden Job Strongly Disapprove	6%	(18)	94%	(284)	302
Favorable of Biden	9%	(49)	91%	(504)	553
Unfavorable of Biden	7%	(30)	93%	(406)	436
Very Favorable of Biden	10%	(30)	90%	(275)	305
Somewhat Favorable of Biden	8%	(19)	92%	(228)	248
Somewhat Unfavorable of Biden	10%	(11)	90%	(105)	116
Very Unfavorable of Biden	6%	(19)	94%	(301)	320
#1 Issue: Economy	7%	(25)	93%	(333)	358
#1 Issue: Security	8%	(12)	92%	(142)	154
#1 Issue: Health Care	13%	(18)	87%	(123)	141
#1 Issue: Medicare / Social Security	8%	(12)	92%	(134)	146
#1 Issue: Women's Issues	7%	(5)	93%	(66)	71
#1 Issue: Energy	1%	(1)	99%	(60)	60
#1 Issue: Other	6%	(5)	94%	(70)	75
2020 Vote: Joe Biden	7%	(29)	93%	(416)	445
2020 Vote: Donald Trump	5%	(17)	95%	(319)	336
2020 Vote: Didn't Vote	16%	(37)	84%	(190)	227
2018 House Vote: Democrat	7%	(24)	93%	(333)	357
2018 House Vote: Republican	5%	(12)	95%	(256)	269
2016 Vote: Hillary Clinton	7%	(22)	93%	(299)	321
2016 Vote: Donald Trump	4%	(13)	96%	(300)	313
2016 Vote: Didn't Vote	13%	(47)	87%	(320)	367
Voted in 2014: Yes	5%	(31)	95%	(539)	570
Voted in 2014: No	11%	(55)	89%	(429)	484

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Table MCEN3_10: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 Pluto TV

Demographic	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 who do not use any AVOD services	8%	(86)	92%	(968)	1054
4-Region: Northeast	6%	(11)	94%	(187)	198
4-Region: Midwest	9%	(20)	91%	(199)	219
4-Region: South	8%	(33)	92%	(358)	391
4-Region: West	9%	(21)	91%	(224)	245

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

Table MCEN3_11: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Peacock

Demographic	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 who do not use any AVOD services	7%	(70)	93%	(983)	1054
Gender: Male	8%	(42)	92%	(455)	497
Gender: Female	5%	(28)	95%	(528)	556
Age: 18-34	8%	(25)	92%	(273)	297
Age: 35-44	11%	(15)	89%	(120)	135
Age: 45-64	6%	(23)	94%	(336)	360
Age: 65+	3%	(7)	97%	(254)	261
GenZers: 1997-2012	5%	(8)	95%	(144)	152
Millennials: 1981-1996	11%	(26)	89%	(201)	226
GenXers: 1965-1980	7%	(18)	93%	(227)	245
Baby Boomers: 1946-1964	5%	(17)	95%	(357)	374
PID: Dem (no lean)	9%	(33)	91%	(352)	386
PID: Ind (no lean)	6%	(23)	94%	(329)	352
PID: Rep (no lean)	4%	(14)	96%	(302)	316
PID/Gender: Dem Men	11%	(19)	89%	(158)	177
PID/Gender: Dem Women	7%	(14)	93%	(194)	208
PID/Gender: Ind Men	8%	(14)	92%	(160)	174
PID/Gender: Ind Women	5%	(8)	95%	(170)	178
PID/Gender: Rep Men	6%	(8)	94%	(137)	146
PID/Gender: Rep Women	3%	(6)	97%	(164)	170
Ideo: Liberal (1-3)	9%	(24)	91%	(255)	279
Ideo: Moderate (4)	6%	(19)	94%	(284)	303
Ideo: Conservative (5-7)	6%	(21)	94%	(356)	377
Educ: < College	5%	(38)	95%	(673)	711
Educ: Bachelors degree	9%	(21)	91%	(206)	226
Educ: Post-grad	10%	(11)	90%	(105)	116
Income: Under 50k	6%	(31)	94%	(518)	549
Income: 50k-100k	7%	(25)	93%	(319)	344
Income: 100k+	9%	(14)	91%	(147)	160

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Table MCEN3_11: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Peacock

Demographic	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 who do not use any AVOD services	7%	(70)	93%	(983)	1054
Ethnicity: White	7%	(56)	93%	(806)	862
Ethnicity: Hispanic	10%	(18)	90%	(158)	176
Ethnicity: Black	10%	(9)	90%	(78)	87
Ethnicity: Other	5%	(5)	95%	(99)	104
All Christian	7%	(35)	93%	(453)	488
All Non-Christian	11%	(9)	89%	(70)	78
Atheist	6%	(3)	94%	(53)	56
Agnostic/Nothing in particular	5%	(14)	95%	(254)	268
Something Else	6%	(10)	94%	(154)	164
Religious Non-Protestant/Catholic	12%	(10)	88%	(76)	86
Evangelical	7%	(18)	93%	(248)	266
Non-Evangelical	7%	(25)	93%	(343)	368
Community: Urban	9%	(22)	91%	(231)	253
Community: Suburban	7%	(34)	93%	(488)	522
Community: Rural	5%	(14)	95%	(265)	278
Employ: Private Sector	8%	(24)	92%	(284)	307
Employ: Government	10%	(6)	90%	(54)	61
Employ: Self-Employed	16%	(16)	84%	(84)	100
Employ: Homemaker	6%	(4)	94%	(58)	62
Employ: Retired	2%	(7)	98%	(283)	290
Employ: Unemployed	7%	(8)	93%	(111)	119
Employ: Other	5%	(3)	95%	(66)	70
Military HH: Yes	7%	(11)	93%	(155)	166
Military HH: No	7%	(59)	93%	(829)	888
RD/WT: Right Direction	10%	(49)	90%	(438)	487
RD/WT: Wrong Track	4%	(21)	96%	(546)	567
Biden Job Approve	8%	(45)	92%	(516)	562
Biden Job Disapprove	4%	(19)	96%	(407)	426

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Table MCEN3_11: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Peacock

Demographic	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 who do not use any AVOD services	7%	(70)	93%	(983)	1054
Biden Job Strongly Approve	10%	(30)	90%	(273)	303
Biden Job Somewhat Approve	6%	(15)	94%	(243)	259
Biden Job Somewhat Disapprove	6%	(8)	94%	(116)	124
Biden Job Strongly Disapprove	4%	(11)	96%	(291)	302
Favorable of Biden	8%	(43)	92%	(509)	553
Unfavorable of Biden	5%	(23)	95%	(413)	436
Very Favorable of Biden	9%	(28)	91%	(277)	305
Somewhat Favorable of Biden	6%	(16)	94%	(232)	248
Somewhat Unfavorable of Biden	10%	(11)	90%	(105)	116
Very Unfavorable of Biden	4%	(12)	96%	(308)	320
#1 Issue: Economy	6%	(20)	94%	(338)	358
#1 Issue: Security	5%	(8)	95%	(146)	154
#1 Issue: Health Care	9%	(13)	91%	(128)	141
#1 Issue: Medicare / Social Security	6%	(8)	94%	(137)	146
#1 Issue: Women's Issues	11%	(8)	89%	(64)	71
#1 Issue: Energy	4%	(2)	96%	(58)	60
#1 Issue: Other	10%	(8)	90%	(67)	75
2020 Vote: Joe Biden	6%	(29)	94%	(416)	445
2020 Vote: Donald Trump	5%	(16)	95%	(320)	336
2020 Vote: Didn't Vote	10%	(23)	90%	(204)	227
2018 House Vote: Democrat	8%	(30)	92%	(327)	357
2018 House Vote: Republican	3%	(8)	97%	(261)	269
2016 Vote: Hillary Clinton	7%	(23)	93%	(298)	321
2016 Vote: Donald Trump	3%	(11)	97%	(302)	313
2016 Vote: Didn't Vote	10%	(35)	90%	(332)	367
Voted in 2014: Yes	5%	(28)	95%	(541)	570
Voted in 2014: No	9%	(42)	91%	(442)	484

Continued on next page

Table MCEN3_11: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 Peacock

Demographic	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 who do not use any AVOD services	7%	(70)	93%	(983)	1054
4-Region: Northeast	8%	(16)	92%	(182)	198
4-Region: Midwest	5%	(10)	95%	(209)	219
4-Region: South	8%	(30)	92%	(361)	391
4-Region: West	6%	(14)	94%	(231)	245

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

Table MCEN3_12: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
The Roku Channel

Demographic	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 who do not use any AVOD services	14%	(143)	86%	(910)	1054
Gender: Male	14%	(70)	86%	(427)	497
Gender: Female	13%	(73)	87%	(483)	556
Age: 18-34	24%	(73)	76%	(225)	297
Age: 35-44	17%	(23)	83%	(112)	135
Age: 45-64	11%	(39)	89%	(320)	360
Age: 65+	3%	(8)	97%	(254)	261
GenZers: 1997-2012	31%	(48)	69%	(104)	152
Millennials: 1981-1996	18%	(41)	82%	(185)	226
GenXers: 1965-1980	13%	(32)	87%	(214)	245
Baby Boomers: 1946-1964	6%	(23)	94%	(351)	374
PID: Dem (no lean)	16%	(61)	84%	(325)	386
PID: Ind (no lean)	16%	(57)	84%	(295)	352
PID: Rep (no lean)	8%	(25)	92%	(291)	316
PID/Gender: Dem Men	17%	(30)	83%	(147)	177
PID/Gender: Dem Women	15%	(31)	85%	(178)	208
PID/Gender: Ind Men	17%	(29)	83%	(145)	174
PID/Gender: Ind Women	16%	(29)	84%	(149)	178
PID/Gender: Rep Men	8%	(11)	92%	(135)	146
PID/Gender: Rep Women	8%	(14)	92%	(156)	170
Ideo: Liberal (1-3)	17%	(48)	83%	(231)	279
Ideo: Moderate (4)	13%	(41)	87%	(262)	303
Ideo: Conservative (5-7)	10%	(40)	90%	(338)	377
Educ: < College	13%	(96)	87%	(615)	711
Educ: Bachelors degree	12%	(26)	88%	(200)	226
Educ: Post-grad	18%	(21)	82%	(95)	116
Income: Under 50k	12%	(67)	88%	(482)	549
Income: 50k-100k	16%	(54)	84%	(290)	344
Income: 100k+	14%	(23)	86%	(138)	160

Continued on next page

Table MCEN3_12: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 The Roku Channel

Demographic	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 who do not use any AVOD services	14%	(143)	86%	(910)	1054
Ethnicity: White	11%	(91)	89%	(771)	862
Ethnicity: Hispanic	30%	(52)	70%	(124)	176
Ethnicity: Black	30%	(26)	70%	(61)	87
Ethnicity: Other	25%	(26)	75%	(78)	104
All Christian	11%	(55)	89%	(433)	488
All Non-Christian	18%	(14)	82%	(64)	78
Atheist	17%	(10)	83%	(46)	56
Agnostic/Nothing in particular	13%	(35)	87%	(233)	268
Something Else	18%	(30)	82%	(134)	164
Religious Non-Protestant/Catholic	17%	(15)	83%	(72)	86
Evangelical	12%	(33)	88%	(233)	266
Non-Evangelical	13%	(49)	87%	(319)	368
Community: Urban	18%	(46)	82%	(207)	253
Community: Suburban	13%	(70)	87%	(452)	522
Community: Rural	10%	(27)	90%	(252)	278
Employ: Private Sector	12%	(36)	88%	(271)	307
Employ: Government	18%	(11)	82%	(49)	61
Employ: Self-Employed	32%	(31)	68%	(68)	100
Employ: Homemaker	12%	(7)	88%	(55)	62
Employ: Retired	4%	(12)	96%	(278)	290
Employ: Unemployed	17%	(20)	83%	(99)	119
Employ: Other	17%	(12)	83%	(58)	70
Military HH: Yes	16%	(27)	84%	(139)	166
Military HH: No	13%	(116)	87%	(772)	888
RD/WT: Right Direction	13%	(66)	87%	(421)	487
RD/WT: Wrong Track	14%	(78)	86%	(489)	567
Biden Job Approve	14%	(81)	86%	(481)	562
Biden Job Disapprove	12%	(51)	88%	(375)	426

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Table MCEN3_12: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
The Roku Channel

Demographic	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 who do not use any AVOD services	14%	(143)	86%	(910)	1054
Biden Job Strongly Approve	12%	(37)	88%	(266)	303
Biden Job Somewhat Approve	17%	(44)	83%	(215)	259
Biden Job Somewhat Disapprove	20%	(25)	80%	(99)	124
Biden Job Strongly Disapprove	9%	(26)	91%	(276)	302
Favorable of Biden	14%	(77)	86%	(476)	553
Unfavorable of Biden	12%	(54)	88%	(382)	436
Very Favorable of Biden	11%	(34)	89%	(271)	305
Somewhat Favorable of Biden	17%	(43)	83%	(205)	248
Somewhat Unfavorable of Biden	19%	(22)	81%	(94)	116
Very Unfavorable of Biden	10%	(32)	90%	(288)	320
#1 Issue: Economy	14%	(49)	86%	(309)	358
#1 Issue: Security	9%	(14)	91%	(140)	154
#1 Issue: Health Care	11%	(15)	89%	(126)	141
#1 Issue: Medicare / Social Security	9%	(13)	91%	(133)	146
#1 Issue: Women's Issues	38%	(27)	62%	(44)	71
#1 Issue: Energy	13%	(8)	87%	(52)	60
#1 Issue: Other	14%	(10)	86%	(65)	75
2020 Vote: Joe Biden	13%	(57)	87%	(388)	445
2020 Vote: Donald Trump	9%	(29)	91%	(307)	336
2020 Vote: Didn't Vote	22%	(49)	78%	(178)	227
2018 House Vote: Democrat	15%	(52)	85%	(305)	357
2018 House Vote: Republican	7%	(19)	93%	(249)	269
2016 Vote: Hillary Clinton	14%	(45)	86%	(276)	321
2016 Vote: Donald Trump	5%	(16)	95%	(297)	313
2016 Vote: Didn't Vote	21%	(78)	79%	(290)	367
Voted in 2014: Yes	9%	(51)	91%	(519)	570
Voted in 2014: No	19%	(93)	81%	(391)	484

Continued on next page

Table MCEN3_12: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

The Roku Channel

Demographic	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 who do not use any AVOD services	14%	(143)	86%	(910)	1054
4-Region: Northeast	12%	(24)	88%	(174)	198
4-Region: Midwest	12%	(27)	88%	(192)	219
4-Region: South	15%	(60)	85%	(331)	391
4-Region: West	13%	(32)	87%	(214)	245

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

Table MCEN3_13: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

IMDbTV

Demographic	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 who do not use any AVOD services	8%	(87)	92%	(966)	1054
Gender: Male	10%	(49)	90%	(449)	497
Gender: Female	7%	(39)	93%	(518)	556
Age: 18-34	18%	(54)	82%	(243)	297
Age: 35-44	13%	(17)	87%	(118)	135
Age: 45-64	4%	(16)	96%	(344)	360
Age: 65+	—	(0)	100%	(261)	261
GenZers: 1997-2012	16%	(25)	84%	(127)	152
Millennials: 1981-1996	18%	(41)	82%	(185)	226
GenXers: 1965-1980	6%	(16)	94%	(230)	245
Baby Boomers: 1946-1964	2%	(6)	98%	(368)	374
PID: Dem (no lean)	10%	(38)	90%	(348)	386
PID: Ind (no lean)	10%	(34)	90%	(318)	352
PID: Rep (no lean)	5%	(16)	95%	(300)	316
PID/Gender: Dem Men	10%	(17)	90%	(160)	177
PID/Gender: Dem Women	10%	(21)	90%	(188)	208
PID/Gender: Ind Men	12%	(20)	88%	(154)	174
PID/Gender: Ind Women	8%	(14)	92%	(164)	178
PID/Gender: Rep Men	8%	(11)	92%	(134)	146
PID/Gender: Rep Women	3%	(4)	97%	(166)	170
Ideo: Liberal (1-3)	8%	(22)	92%	(257)	279
Ideo: Moderate (4)	11%	(32)	89%	(271)	303
Ideo: Conservative (5-7)	7%	(26)	93%	(351)	377
Educ: < College	8%	(54)	92%	(657)	711
Educ: Bachelors degree	9%	(20)	91%	(207)	226
Educ: Post-grad	12%	(14)	88%	(103)	116
Income: Under 50k	8%	(43)	92%	(506)	549
Income: 50k-100k	9%	(31)	91%	(314)	344
Income: 100k+	9%	(14)	91%	(147)	160

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Table MCEN3_13: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
IMDbTV

Demographic	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 who do not use any AVOD services	8%	(87)	92%	(966)	1054
Ethnicity: White	6%	(54)	94%	(808)	862
Ethnicity: Hispanic	24%	(42)	76%	(135)	176
Ethnicity: Black	18%	(16)	82%	(71)	87
Ethnicity: Other	17%	(17)	83%	(87)	104
All Christian	8%	(39)	92%	(449)	488
All Non-Christian	12%	(9)	88%	(69)	78
Atheist	10%	(6)	90%	(51)	56
Agnostic/Nothing in particular	10%	(26)	90%	(241)	268
Something Else	4%	(7)	96%	(157)	164
Religious Non-Protestant/Catholic	12%	(10)	88%	(76)	86
Evangelical	9%	(23)	91%	(243)	266
Non-Evangelical	6%	(21)	94%	(346)	368
Community: Urban	12%	(31)	88%	(222)	253
Community: Suburban	7%	(38)	93%	(484)	522
Community: Rural	6%	(18)	94%	(260)	278
Employ: Private Sector	9%	(29)	91%	(279)	307
Employ: Government	17%	(10)	83%	(50)	61
Employ: Self-Employed	17%	(17)	83%	(83)	100
Employ: Homemaker	4%	(2)	96%	(59)	62
Employ: Retired	—	(1)	100%	(289)	290
Employ: Unemployed	14%	(17)	86%	(102)	119
Employ: Other	9%	(6)	91%	(63)	70
Military HH: Yes	9%	(15)	91%	(150)	166
Military HH: No	8%	(72)	92%	(816)	888
RD/WT: Right Direction	11%	(51)	89%	(435)	487
RD/WT: Wrong Track	6%	(36)	94%	(531)	567
Biden Job Approve	9%	(53)	91%	(508)	562
Biden Job Disapprove	5%	(23)	95%	(403)	426

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Table MCEN3_13: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

IMDbTV

Demographic	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 who do not use any AVOD services	8%	(87)	92%	(966)	1054
Biden Job Strongly Approve	10%	(30)	90%	(273)	303
Biden Job Somewhat Approve	9%	(23)	91%	(236)	259
Biden Job Somewhat Disapprove	11%	(14)	89%	(110)	124
Biden Job Strongly Disapprove	3%	(9)	97%	(293)	302
Favorable of Biden	8%	(45)	92%	(508)	553
Unfavorable of Biden	8%	(34)	92%	(402)	436
Very Favorable of Biden	8%	(23)	92%	(282)	305
Somewhat Favorable of Biden	9%	(22)	91%	(226)	248
Somewhat Unfavorable of Biden	17%	(19)	83%	(97)	116
Very Unfavorable of Biden	5%	(15)	95%	(305)	320
#1 Issue: Economy	9%	(30)	91%	(328)	358
#1 Issue: Security	6%	(9)	94%	(145)	154
#1 Issue: Health Care	11%	(15)	89%	(126)	141
#1 Issue: Medicare / Social Security	4%	(6)	96%	(140)	146
#1 Issue: Women's Issues	10%	(7)	90%	(64)	71
#1 Issue: Energy	16%	(10)	84%	(50)	60
#1 Issue: Other	6%	(4)	94%	(71)	75
2020 Vote: Joe Biden	7%	(32)	93%	(412)	445
2020 Vote: Donald Trump	4%	(14)	96%	(322)	336
2020 Vote: Didn't Vote	16%	(36)	84%	(191)	227
2018 House Vote: Democrat	7%	(24)	93%	(332)	357
2018 House Vote: Republican	3%	(8)	97%	(260)	269
2016 Vote: Hillary Clinton	5%	(15)	95%	(306)	321
2016 Vote: Donald Trump	3%	(9)	97%	(304)	313
2016 Vote: Didn't Vote	16%	(59)	84%	(308)	367
Voted in 2014: Yes	5%	(27)	95%	(542)	570
Voted in 2014: No	12%	(60)	88%	(424)	484

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Table MCEN3_13: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 IMDbTV

Demographic	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 who do not use any AVOD services	8%	(87)	92%	(966)	1054
4-Region: Northeast	9%	(18)	91%	(180)	198
4-Region: Midwest	7%	(15)	93%	(204)	219
4-Region: South	7%	(29)	93%	(362)	391
4-Region: West	10%	(25)	90%	(220)	245

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

Table MCEN3_14: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*
Crackle

Demographic	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 who do not use any AVOD services	8%	(85)	92%	(969)	1054
Gender: Male	11%	(53)	89%	(445)	497
Gender: Female	6%	(32)	94%	(524)	556
Age: 18-34	14%	(41)	86%	(256)	297
Age: 35-44	9%	(13)	91%	(122)	135
Age: 45-64	8%	(27)	92%	(332)	360
Age: 65+	1%	(3)	99%	(258)	261
GenZers: 1997-2012	12%	(19)	88%	(133)	152
Millennials: 1981-1996	14%	(31)	86%	(195)	226
GenXers: 1965-1980	9%	(23)	91%	(223)	245
Baby Boomers: 1946-1964	3%	(11)	97%	(363)	374
PID: Dem (no lean)	7%	(28)	93%	(358)	386
PID: Ind (no lean)	11%	(39)	89%	(313)	352
PID: Rep (no lean)	6%	(18)	94%	(298)	316
PID/Gender: Dem Men	8%	(14)	92%	(164)	177
PID/Gender: Dem Women	7%	(14)	93%	(194)	208
PID/Gender: Ind Men	14%	(24)	86%	(150)	174
PID/Gender: Ind Women	8%	(15)	92%	(163)	178
PID/Gender: Rep Men	10%	(15)	90%	(131)	146
PID/Gender: Rep Women	2%	(3)	98%	(167)	170
Ideo: Liberal (1-3)	7%	(19)	93%	(260)	279
Ideo: Moderate (4)	13%	(39)	87%	(264)	303
Ideo: Conservative (5-7)	5%	(20)	95%	(357)	377
Educ: < College	8%	(57)	92%	(654)	711
Educ: Bachelors degree	8%	(18)	92%	(209)	226
Educ: Post-grad	9%	(10)	91%	(106)	116
Income: Under 50k	11%	(58)	89%	(491)	549
Income: 50k-100k	5%	(16)	95%	(328)	344
Income: 100k+	7%	(11)	93%	(150)	160

Continued on next page

Table MCEN3_14: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Crackle

Demographic	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 who do not use any AVOD services	8%	(85)	92%	(969)	1054
Ethnicity: White	8%	(65)	92%	(797)	862
Ethnicity: Hispanic	16%	(28)	84%	(148)	176
Ethnicity: Black	8%	(7)	92%	(80)	87
Ethnicity: Other	12%	(12)	88%	(92)	104
All Christian	7%	(36)	93%	(451)	488
All Non-Christian	11%	(8)	89%	(70)	78
Atheist	—	(0)	100%	(56)	56
Agnostic/Nothing in particular	9%	(25)	91%	(243)	268
Something Else	10%	(16)	90%	(149)	164
Religious Non-Protestant/Catholic	10%	(8)	90%	(78)	86
Evangelical	10%	(28)	90%	(238)	266
Non-Evangelical	6%	(24)	94%	(344)	368
Community: Urban	12%	(29)	88%	(224)	253
Community: Suburban	8%	(40)	92%	(482)	522
Community: Rural	6%	(15)	94%	(263)	278
Employ: Private Sector	8%	(25)	92%	(282)	307
Employ: Government	25%	(15)	75%	(45)	61
Employ: Self-Employed	14%	(14)	86%	(86)	100
Employ: Homemaker	11%	(7)	89%	(55)	62
Employ: Retired	1%	(3)	99%	(286)	290
Employ: Unemployed	12%	(15)	88%	(104)	119
Employ: Other	8%	(5)	92%	(64)	70
Military HH: Yes	14%	(23)	86%	(143)	166
Military HH: No	7%	(62)	93%	(826)	888
RD/WT: Right Direction	8%	(39)	92%	(447)	487
RD/WT: Wrong Track	8%	(45)	92%	(522)	567
Biden Job Approve	8%	(45)	92%	(517)	562
Biden Job Disapprove	7%	(32)	93%	(394)	426

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Table MCEN3_14: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Crackle

Demographic	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 who do not use any AVOD services	8%	(85)	92%	(969)	1054
Biden Job Strongly Approve	7%	(21)	93%	(282)	303
Biden Job Somewhat Approve	9%	(23)	91%	(235)	259
Biden Job Somewhat Disapprove	12%	(15)	88%	(109)	124
Biden Job Strongly Disapprove	6%	(17)	94%	(285)	302
Favorable of Biden	9%	(48)	91%	(505)	553
Unfavorable of Biden	8%	(33)	92%	(403)	436
Very Favorable of Biden	7%	(22)	93%	(283)	305
Somewhat Favorable of Biden	10%	(25)	90%	(222)	248
Somewhat Unfavorable of Biden	13%	(15)	87%	(101)	116
Very Unfavorable of Biden	6%	(18)	94%	(302)	320
#1 Issue: Economy	7%	(26)	93%	(332)	358
#1 Issue: Security	7%	(11)	93%	(143)	154
#1 Issue: Health Care	11%	(15)	89%	(126)	141
#1 Issue: Medicare / Social Security	5%	(7)	95%	(138)	146
#1 Issue: Women's Issues	10%	(7)	90%	(64)	71
#1 Issue: Energy	10%	(6)	90%	(54)	60
#1 Issue: Other	11%	(8)	89%	(67)	75
2020 Vote: Joe Biden	7%	(31)	93%	(414)	445
2020 Vote: Donald Trump	5%	(17)	95%	(319)	336
2020 Vote: Didn't Vote	14%	(32)	86%	(195)	227
2018 House Vote: Democrat	6%	(23)	94%	(334)	357
2018 House Vote: Republican	4%	(12)	96%	(257)	269
2016 Vote: Hillary Clinton	6%	(19)	94%	(302)	321
2016 Vote: Donald Trump	4%	(14)	96%	(300)	313
2016 Vote: Didn't Vote	13%	(48)	87%	(319)	367
Voted in 2014: Yes	5%	(30)	95%	(540)	570
Voted in 2014: No	11%	(55)	89%	(429)	484

Continued on next page

Table MCEN3_14: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Crackle

Demographic	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 who do not use any AVOD services	8%	(85)	92%	(969)	1054
4-Region: Northeast	6%	(13)	94%	(185)	198
4-Region: Midwest	5%	(11)	95%	(208)	219
4-Region: South	11%	(42)	89%	(349)	391
4-Region: West	8%	(19)	92%	(226)	245

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

Table MCEN3_15: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Vudu

Demographic	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 who do not use any AVOD services	7%	(78)	93%	(975)	1054
Gender: Male	9%	(44)	91%	(453)	497
Gender: Female	6%	(34)	94%	(522)	556
Age: 18-34	12%	(37)	88%	(261)	297
Age: 35-44	13%	(18)	87%	(118)	135
Age: 45-64	6%	(23)	94%	(337)	360
Age: 65+	—	(1)	100%	(261)	261
GenZers: 1997-2012	13%	(19)	87%	(133)	152
Millennials: 1981-1996	13%	(28)	87%	(198)	226
GenXers: 1965-1980	10%	(24)	90%	(221)	245
Baby Boomers: 1946-1964	2%	(7)	98%	(367)	374
PID: Dem (no lean)	9%	(35)	91%	(351)	386
PID: Ind (no lean)	7%	(24)	93%	(328)	352
PID: Rep (no lean)	6%	(20)	94%	(296)	316
PID/Gender: Dem Men	11%	(19)	89%	(158)	177
PID/Gender: Dem Women	7%	(15)	93%	(193)	208
PID/Gender: Ind Men	7%	(12)	93%	(163)	174
PID/Gender: Ind Women	7%	(12)	93%	(165)	178
PID/Gender: Rep Men	9%	(13)	91%	(133)	146
PID/Gender: Rep Women	4%	(7)	96%	(164)	170
Ideo: Liberal (1-3)	7%	(19)	93%	(260)	279
Ideo: Moderate (4)	8%	(24)	92%	(278)	303
Ideo: Conservative (5-7)	7%	(25)	93%	(352)	377
Educ: < College	7%	(49)	93%	(662)	711
Educ: Bachelors degree	8%	(19)	92%	(207)	226
Educ: Post-grad	8%	(10)	92%	(107)	116
Income: Under 50k	8%	(43)	92%	(506)	549
Income: 50k-100k	7%	(23)	93%	(321)	344
Income: 100k+	8%	(12)	92%	(148)	160

Continued on next page

Table MCEN3_15: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Vudu

Demographic	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 who do not use any AVOD services	7%	(78)	93%	(975)	1054
Ethnicity: White	6%	(56)	94%	(806)	862
Ethnicity: Hispanic	17%	(29)	83%	(147)	176
Ethnicity: Black	13%	(11)	87%	(76)	87
Ethnicity: Other	11%	(11)	89%	(93)	104
All Christian	8%	(37)	92%	(451)	488
All Non-Christian	12%	(9)	88%	(69)	78
Atheist	5%	(3)	95%	(53)	56
Agnostic/Nothing in particular	7%	(20)	93%	(248)	268
Something Else	6%	(10)	94%	(154)	164
Religious Non-Protestant/Catholic	11%	(9)	89%	(77)	86
Evangelical	8%	(23)	92%	(244)	266
Non-Evangelical	6%	(22)	94%	(345)	368
Community: Urban	12%	(31)	88%	(222)	253
Community: Suburban	6%	(31)	94%	(491)	522
Community: Rural	6%	(16)	94%	(262)	278
Employ: Private Sector	9%	(26)	91%	(281)	307
Employ: Government	14%	(8)	86%	(52)	61
Employ: Self-Employed	14%	(14)	86%	(86)	100
Employ: Homemaker	7%	(4)	93%	(57)	62
Employ: Retired	1%	(3)	99%	(286)	290
Employ: Unemployed	10%	(12)	90%	(107)	119
Employ: Other	8%	(6)	92%	(64)	70
Military HH: Yes	14%	(23)	86%	(143)	166
Military HH: No	6%	(56)	94%	(832)	888
RD/WT: Right Direction	7%	(36)	93%	(451)	487
RD/WT: Wrong Track	7%	(42)	93%	(525)	567
Biden Job Approve	7%	(42)	93%	(520)	562
Biden Job Disapprove	6%	(26)	94%	(400)	426

Continued on next page

Table MCEN3_15: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Vudu

Demographic	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 who do not use any AVOD services	7%	(78)	93%	(975)	1054
Biden Job Strongly Approve	8%	(23)	92%	(280)	303
Biden Job Somewhat Approve	7%	(19)	93%	(240)	259
Biden Job Somewhat Disapprove	12%	(15)	88%	(109)	124
Biden Job Strongly Disapprove	4%	(11)	96%	(291)	302
Favorable of Biden	7%	(38)	93%	(515)	553
Unfavorable of Biden	7%	(30)	93%	(407)	436
Very Favorable of Biden	7%	(22)	93%	(283)	305
Somewhat Favorable of Biden	6%	(15)	94%	(233)	248
Somewhat Unfavorable of Biden	12%	(14)	88%	(103)	116
Very Unfavorable of Biden	5%	(16)	95%	(304)	320
#1 Issue: Economy	7%	(24)	93%	(334)	358
#1 Issue: Security	5%	(8)	95%	(146)	154
#1 Issue: Health Care	11%	(15)	89%	(126)	141
#1 Issue: Medicare / Social Security	4%	(6)	96%	(140)	146
#1 Issue: Women's Issues	12%	(8)	88%	(63)	71
#1 Issue: Energy	4%	(2)	96%	(58)	60
#1 Issue: Other	14%	(11)	86%	(64)	75
2020 Vote: Joe Biden	6%	(28)	94%	(417)	445
2020 Vote: Donald Trump	6%	(20)	94%	(316)	336
2020 Vote: Didn't Vote	12%	(26)	88%	(201)	227
2018 House Vote: Democrat	6%	(22)	94%	(335)	357
2018 House Vote: Republican	5%	(14)	95%	(255)	269
2016 Vote: Hillary Clinton	6%	(20)	94%	(301)	321
2016 Vote: Donald Trump	4%	(13)	96%	(300)	313
2016 Vote: Didn't Vote	11%	(40)	89%	(327)	367
Voted in 2014: Yes	5%	(31)	95%	(538)	570
Voted in 2014: No	10%	(47)	90%	(437)	484

Continued on next page

Table MCEN3_15: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Vudu

Demographic	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 who do not use any AVOD services	7%	(78)	93%	(975)	1054
4-Region: Northeast	7%	(13)	93%	(185)	198
4-Region: Midwest	5%	(12)	95%	(207)	219
4-Region: South	9%	(34)	91%	(357)	391
4-Region: West	8%	(20)	92%	(226)	245

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

Table MCEN3_16: *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*

Xumo

Demographic	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 who do not use any AVOD services	4%	(37)	96%	(1017)	1054
Gender: Male	5%	(25)	95%	(472)	497
Gender: Female	2%	(12)	98%	(545)	556
Age: 18-34	5%	(16)	95%	(281)	297
Age: 35-44	7%	(10)	93%	(125)	135
Age: 45-64	3%	(10)	97%	(350)	360
Age: 65+	—	(1)	100%	(261)	261
GenZers: 1997-2012	2%	(2)	98%	(149)	152
Millennials: 1981-1996	10%	(23)	90%	(203)	226
GenXers: 1965-1980	4%	(9)	96%	(236)	245
Baby Boomers: 1946-1964	1%	(2)	99%	(372)	374
PID: Dem (no lean)	4%	(15)	96%	(370)	386
PID: Ind (no lean)	4%	(13)	96%	(339)	352
PID: Rep (no lean)	3%	(8)	97%	(308)	316
PID/Gender: Dem Men	6%	(10)	94%	(167)	177
PID/Gender: Dem Women	2%	(5)	98%	(203)	208
PID/Gender: Ind Men	4%	(8)	96%	(166)	174
PID/Gender: Ind Women	3%	(5)	97%	(172)	178
PID/Gender: Rep Men	5%	(7)	95%	(139)	146
PID/Gender: Rep Women	1%	(2)	99%	(169)	170
Ideo: Liberal (1-3)	4%	(12)	96%	(267)	279
Ideo: Moderate (4)	4%	(11)	96%	(291)	303
Ideo: Conservative (5-7)	3%	(12)	97%	(365)	377
Educ: < College	3%	(20)	97%	(691)	711
Educ: Bachelors degree	5%	(10)	95%	(216)	226
Educ: Post-grad	6%	(7)	94%	(109)	116
Income: Under 50k	4%	(20)	96%	(529)	549
Income: 50k-100k	3%	(10)	97%	(334)	344
Income: 100k+	4%	(7)	96%	(154)	160

Continued on next page

Table MCEN3_16: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	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 who do not use any AVOD services	4%	(37)	96%	(1017)	1054
Ethnicity: White	4%	(32)	96%	(831)	862
Ethnicity: Hispanic	7%	(12)	93%	(164)	176
Ethnicity: Black	5%	(4)	95%	(83)	87
Ethnicity: Other	1%	(1)	99%	(103)	104
All Christian	3%	(15)	97%	(473)	488
All Non-Christian	13%	(10)	87%	(68)	78
Atheist	—	(0)	100%	(56)	56
Agnostic/Nothing in particular	4%	(11)	96%	(257)	268
Something Else	1%	(2)	99%	(163)	164
Religious Non-Protestant/Catholic	12%	(10)	88%	(76)	86
Evangelical	4%	(11)	96%	(255)	266
Non-Evangelical	1%	(5)	99%	(363)	368
Community: Urban	7%	(18)	93%	(235)	253
Community: Suburban	2%	(12)	98%	(510)	522
Community: Rural	2%	(7)	98%	(271)	278
Employ: Private Sector	4%	(14)	96%	(293)	307
Employ: Government	4%	(2)	96%	(58)	61
Employ: Self-Employed	10%	(10)	90%	(90)	100
Employ: Homemaker	4%	(2)	96%	(59)	62
Employ: Retired	—	(0)	100%	(290)	290
Employ: Unemployed	6%	(7)	94%	(112)	119
Employ: Other	2%	(1)	98%	(68)	70
Military HH: Yes	6%	(10)	94%	(156)	166
Military HH: No	3%	(27)	97%	(861)	888
RD/WT: Right Direction	5%	(24)	95%	(462)	487
RD/WT: Wrong Track	2%	(13)	98%	(554)	567
Biden Job Approve	4%	(25)	96%	(537)	562
Biden Job Disapprove	2%	(8)	98%	(418)	426

Continued on next page

Table MCEN3_16: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	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 who do not use any AVOD services	4%	(37)	96%	(1017)	1054
Biden Job Strongly Approve	5%	(14)	95%	(289)	303
Biden Job Somewhat Approve	4%	(11)	96%	(247)	259
Biden Job Somewhat Disapprove	4%	(5)	96%	(120)	124
Biden Job Strongly Disapprove	1%	(3)	99%	(299)	302
Favorable of Biden	4%	(22)	96%	(531)	553
Unfavorable of Biden	3%	(12)	97%	(424)	436
Very Favorable of Biden	5%	(14)	95%	(291)	305
Somewhat Favorable of Biden	3%	(8)	97%	(240)	248
Somewhat Unfavorable of Biden	4%	(5)	96%	(111)	116
Very Unfavorable of Biden	2%	(7)	98%	(313)	320
#1 Issue: Economy	2%	(9)	98%	(349)	358
#1 Issue: Security	1%	(2)	99%	(152)	154
#1 Issue: Health Care	7%	(9)	93%	(132)	141
#1 Issue: Medicare / Social Security	5%	(8)	95%	(138)	146
#1 Issue: Women's Issues	3%	(2)	97%	(69)	71
#1 Issue: Energy	3%	(2)	97%	(58)	60
#1 Issue: Other	4%	(3)	96%	(72)	75
2020 Vote: Joe Biden	3%	(11)	97%	(433)	445
2020 Vote: Donald Trump	2%	(6)	98%	(330)	336
2020 Vote: Didn't Vote	8%	(19)	92%	(208)	227
2018 House Vote: Democrat	4%	(15)	96%	(342)	357
2018 House Vote: Republican	2%	(4)	98%	(265)	269
2016 Vote: Hillary Clinton	4%	(11)	96%	(310)	321
2016 Vote: Donald Trump	1%	(5)	99%	(309)	313
2016 Vote: Didn't Vote	5%	(20)	95%	(348)	367
Voted in 2014: Yes	3%	(15)	97%	(555)	570
Voted in 2014: No	5%	(22)	95%	(462)	484

Continued on next page

Table MCEN3_16: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	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 who do not use any AVOD services	4%	(37)	96%	(1017)	1054
4-Region: Northeast	6%	(12)	94%	(186)	198
4-Region: Midwest	1%	(2)	99%	(217)	219
4-Region: South	3%	(13)	97%	(378)	391
4-Region: West	4%	(10)	96%	(236)	245

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

Table MCEN3_17: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Youtube

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 who do not use any AVOD services	38%	(405)	10%	(108)	51%	(541)	1054
Gender: Male	39%	(196)	10%	(51)	50%	(251)	497
Gender: Female	38%	(210)	10%	(57)	52%	(290)	556
Age: 18-34	59%	(175)	10%	(31)	31%	(91)	297
Age: 35-44	51%	(69)	16%	(22)	32%	(44)	135
Age: 45-64	31%	(112)	12%	(44)	57%	(204)	360
Age: 65+	19%	(49)	4%	(10)	77%	(202)	261
GenZers: 1997-2012	64%	(98)	9%	(13)	27%	(41)	152
Millennials: 1981-1996	52%	(117)	15%	(34)	33%	(75)	226
GenXers: 1965-1980	42%	(103)	15%	(37)	43%	(106)	245
Baby Boomers: 1946-1964	21%	(78)	5%	(20)	74%	(275)	374
PID: Dem (no lean)	42%	(162)	9%	(36)	49%	(188)	386
PID: Ind (no lean)	41%	(145)	10%	(34)	49%	(174)	352
PID: Rep (no lean)	31%	(99)	12%	(38)	57%	(179)	316
PID/Gender: Dem Men	44%	(77)	8%	(13)	49%	(87)	177
PID/Gender: Dem Women	41%	(84)	11%	(22)	49%	(102)	208
PID/Gender: Ind Men	43%	(75)	10%	(17)	47%	(82)	174
PID/Gender: Ind Women	39%	(70)	9%	(16)	52%	(92)	178
PID/Gender: Rep Men	30%	(44)	14%	(20)	56%	(82)	146
PID/Gender: Rep Women	32%	(55)	11%	(18)	57%	(97)	170
Ideo: Liberal (1-3)	40%	(111)	9%	(25)	51%	(143)	279
Ideo: Moderate (4)	40%	(120)	10%	(31)	50%	(152)	303
Ideo: Conservative (5-7)	31%	(118)	11%	(41)	58%	(217)	377
Educ: < College	39%	(278)	10%	(74)	50%	(359)	711
Educ: Bachelors degree	35%	(80)	9%	(21)	56%	(126)	226
Educ: Post-grad	41%	(47)	11%	(13)	48%	(56)	116

Continued on next page

Table MCEN3_17: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Youtube

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 who do not use any AVOD services	38%	(405)	10%	(108)	51%	(541)	1054
Income: Under 50k	41%	(227)	10%	(57)	48%	(265)	549
Income: 50k-100k	33%	(112)	11%	(36)	57%	(196)	344
Income: 100k+	41%	(66)	9%	(14)	50%	(80)	160
Ethnicity: White	34%	(289)	10%	(90)	56%	(484)	862
Ethnicity: Hispanic	50%	(89)	14%	(25)	36%	(63)	176
Ethnicity: Black	57%	(50)	13%	(11)	30%	(26)	87
Ethnicity: Other	64%	(67)	6%	(7)	30%	(31)	104
All Christian	33%	(160)	10%	(49)	57%	(279)	488
All Non-Christian	40%	(31)	10%	(8)	50%	(39)	78
Atheist	52%	(29)	1%	(1)	47%	(26)	56
Agnostic/Nothing in particular	42%	(112)	9%	(25)	49%	(131)	268
Something Else	45%	(73)	16%	(26)	40%	(65)	164
Religious Non-Protestant/Catholic	42%	(36)	10%	(8)	48%	(42)	86
Evangelical	39%	(104)	13%	(34)	48%	(128)	266
Non-Evangelical	32%	(119)	11%	(39)	57%	(210)	368
Community: Urban	45%	(114)	12%	(30)	43%	(109)	253
Community: Suburban	33%	(174)	9%	(49)	57%	(299)	522
Community: Rural	42%	(117)	10%	(28)	48%	(133)	278
Employ: Private Sector	40%	(124)	9%	(29)	50%	(154)	307
Employ: Government	50%	(30)	16%	(10)	33%	(20)	61
Employ: Self-Employed	47%	(46)	18%	(18)	36%	(36)	100
Employ: Homemaker	36%	(22)	17%	(10)	47%	(29)	62
Employ: Retired	20%	(58)	5%	(15)	75%	(216)	290
Employ: Unemployed	46%	(55)	13%	(15)	41%	(49)	119
Employ: Other	51%	(35)	11%	(8)	38%	(26)	70
Military HH: Yes	30%	(50)	9%	(15)	61%	(101)	166
Military HH: No	40%	(355)	10%	(93)	50%	(440)	888

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Table MCEN3_17: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Youtube

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 who do not use any AVOD services	38%	(405)	10%	(108)	51%	(541)	1054
RD/WT: Right Direction	38%	(183)	12%	(57)	51%	(246)	487
RD/WT: Wrong Track	39%	(222)	9%	(51)	52%	(294)	567
Biden Job Approve	42%	(233)	10%	(55)	49%	(274)	562
Biden Job Disapprove	35%	(148)	9%	(39)	56%	(240)	426
Biden Job Strongly Approve	38%	(115)	9%	(28)	53%	(160)	303
Biden Job Somewhat Approve	45%	(118)	10%	(27)	44%	(114)	259
Biden Job Somewhat Disapprove	43%	(53)	14%	(17)	43%	(54)	124
Biden Job Strongly Disapprove	31%	(95)	7%	(22)	61%	(186)	302
Favorable of Biden	42%	(233)	9%	(51)	49%	(268)	553
Unfavorable of Biden	33%	(145)	10%	(45)	56%	(246)	436
Very Favorable of Biden	35%	(108)	9%	(26)	56%	(171)	305
Somewhat Favorable of Biden	51%	(125)	10%	(25)	39%	(97)	248
Somewhat Unfavorable of Biden	38%	(44)	14%	(16)	48%	(56)	116
Very Unfavorable of Biden	32%	(101)	9%	(29)	59%	(190)	320
#1 Issue: Economy	36%	(130)	13%	(46)	51%	(182)	358
#1 Issue: Security	40%	(62)	6%	(9)	54%	(83)	154
#1 Issue: Health Care	36%	(51)	13%	(18)	51%	(73)	141
#1 Issue: Medicare / Social Security	26%	(38)	6%	(9)	68%	(99)	146
#1 Issue: Women's Issues	43%	(31)	11%	(7)	46%	(33)	71
#1 Issue: Energy	64%	(39)	8%	(5)	28%	(17)	60
#1 Issue: Other	47%	(35)	7%	(5)	46%	(34)	75
2020 Vote: Joe Biden	40%	(176)	9%	(39)	52%	(230)	445
2020 Vote: Donald Trump	30%	(102)	11%	(36)	59%	(198)	336
2020 Vote: Didn't Vote	47%	(106)	10%	(23)	43%	(98)	227
2018 House Vote: Democrat	34%	(121)	9%	(33)	57%	(203)	357
2018 House Vote: Republican	30%	(80)	8%	(23)	62%	(166)	269

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Table MCEN3_17: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 Youtube

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 who do not use any AVOD services	38%	(405)	10%	(108)	51%	(541)	1054
2016 Vote: Hillary Clinton	35%	(113)	9%	(28)	56%	(180)	321
2016 Vote: Donald Trump	29%	(92)	10%	(33)	60%	(188)	313
2016 Vote: Didn't Vote	49%	(179)	11%	(41)	40%	(147)	367
Voted in 2014: Yes	29%	(165)	10%	(59)	61%	(346)	570
Voted in 2014: No	50%	(240)	10%	(49)	40%	(195)	484
4-Region: Northeast	37%	(72)	10%	(19)	54%	(107)	198
4-Region: Midwest	32%	(71)	10%	(23)	57%	(125)	219
4-Region: South	42%	(164)	9%	(36)	49%	(192)	391
4-Region: West	40%	(99)	12%	(30)	48%	(117)	245

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

Table MCEN3_18: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Peacock Premium or Peacock Premium Plus

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 who do not use any AVOD services	1%	(12)	5%	(50)	94%	(992)	1054
Gender: Male	2%	(10)	4%	(22)	94%	(465)	497
Gender: Female	—	(2)	5%	(27)	95%	(527)	556
Age: 18-34	1%	(2)	9%	(27)	90%	(268)	297
Age: 35-44	1%	(2)	5%	(6)	94%	(127)	135
Age: 45-64	2%	(8)	4%	(15)	94%	(337)	360
Age: 65+	—	(0)	1%	(2)	99%	(260)	261
GenZers: 1997-2012	—	(1)	6%	(9)	94%	(143)	152
Millennials: 1981-1996	2%	(4)	10%	(23)	88%	(200)	226
GenXers: 1965-1980	2%	(5)	4%	(10)	94%	(231)	245
Baby Boomers: 1946-1964	1%	(3)	2%	(7)	97%	(364)	374
PID: Dem (no lean)	2%	(8)	6%	(24)	92%	(353)	386
PID: Ind (no lean)	1%	(3)	4%	(14)	95%	(336)	352
PID: Rep (no lean)	—	(1)	4%	(11)	96%	(303)	316
PID/Gender: Dem Men	4%	(8)	6%	(10)	90%	(160)	177
PID/Gender: Dem Women	—	(1)	7%	(14)	93%	(193)	208
PID/Gender: Ind Men	1%	(1)	4%	(7)	95%	(165)	174
PID/Gender: Ind Women	1%	(1)	4%	(7)	96%	(170)	178
PID/Gender: Rep Men	—	(1)	3%	(5)	96%	(140)	146
PID/Gender: Rep Women	—	(1)	4%	(6)	96%	(163)	170
Ideo: Liberal (1-3)	1%	(4)	7%	(19)	92%	(257)	279
Ideo: Moderate (4)	—	(1)	4%	(13)	95%	(288)	303
Ideo: Conservative (5-7)	1%	(3)	4%	(13)	96%	(361)	377
Educ: < College	1%	(6)	5%	(34)	94%	(671)	711
Educ: Bachelors degree	2%	(5)	5%	(10)	93%	(211)	226
Educ: Post-grad	1%	(1)	4%	(5)	95%	(111)	116

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Table MCEN3_18: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Peacock Premium or Peacock Premium Plus

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	1%	(12)	5%	(50)	94%	(992)	1054
Income: Under 50k	1%	(6)	5%	(27)	94%	(516)	549
Income: 50k-100k	1%	(3)	5%	(17)	94%	(324)	344
Income: 100k+	2%	(3)	3%	(5)	95%	(152)	160
Ethnicity: White	1%	(7)	4%	(36)	95%	(820)	862
Ethnicity: Hispanic	2%	(3)	11%	(20)	87%	(153)	176
Ethnicity: Black	5%	(5)	3%	(3)	92%	(80)	87
Ethnicity: Other	1%	(1)	11%	(11)	89%	(93)	104
All Christian	1%	(6)	5%	(22)	94%	(459)	488
All Non-Christian	5%	(4)	7%	(5)	88%	(69)	78
Atheist	—	(0)	3%	(2)	97%	(54)	56
Agnostic/Nothing in particular	—	(1)	6%	(15)	94%	(252)	268
Something Else	1%	(1)	3%	(5)	97%	(159)	164
Religious Non-Protestant/Catholic	5%	(4)	6%	(5)	89%	(77)	86
Evangelical	1%	(4)	5%	(13)	94%	(249)	266
Non-Evangelical	1%	(4)	4%	(14)	95%	(350)	368
Community: Urban	3%	(9)	6%	(15)	91%	(229)	253
Community: Suburban	1%	(3)	5%	(25)	95%	(495)	522
Community: Rural	—	(1)	3%	(10)	96%	(268)	278
Employ: Private Sector	1%	(3)	5%	(14)	94%	(290)	307
Employ: Government	3%	(2)	1%	(1)	96%	(58)	61
Employ: Self-Employed	1%	(1)	9%	(9)	89%	(89)	100
Employ: Homemaker	—	(0)	5%	(3)	95%	(58)	62
Employ: Retired	1%	(2)	1%	(2)	99%	(286)	290
Employ: Unemployed	—	(0)	10%	(12)	90%	(107)	119
Employ: Other	4%	(3)	10%	(7)	86%	(60)	70
Military HH: Yes	1%	(1)	6%	(10)	93%	(154)	166
Military HH: No	1%	(11)	4%	(40)	94%	(838)	888

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Table MCEN3_18: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
Peacock Premium or Peacock Premium Plus

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	1%	(12)	5%	(50)	94%	(992)	1054
RD/WT: Right Direction	1%	(6)	7%	(34)	92%	(446)	487
RD/WT: Wrong Track	1%	(5)	3%	(16)	96%	(546)	567
Biden Job Approve	2%	(9)	5%	(29)	93%	(523)	562
Biden Job Disapprove	1%	(3)	3%	(13)	96%	(411)	426
Biden Job Strongly Approve	1%	(4)	7%	(22)	91%	(277)	303
Biden Job Somewhat Approve	2%	(5)	3%	(7)	95%	(246)	259
Biden Job Somewhat Disapprove	—	(1)	5%	(6)	94%	(117)	124
Biden Job Strongly Disapprove	1%	(2)	2%	(6)	97%	(293)	302
Favorable of Biden	2%	(9)	5%	(28)	93%	(516)	553
Unfavorable of Biden	1%	(3)	3%	(14)	96%	(419)	436
Very Favorable of Biden	1%	(4)	6%	(18)	93%	(284)	305
Somewhat Favorable of Biden	2%	(5)	4%	(10)	94%	(232)	248
Somewhat Unfavorable of Biden	1%	(1)	5%	(5)	94%	(109)	116
Very Unfavorable of Biden	1%	(2)	3%	(9)	97%	(310)	320
#1 Issue: Economy	—	(1)	2%	(9)	97%	(349)	358
#1 Issue: Security	1%	(2)	4%	(5)	95%	(147)	154
#1 Issue: Health Care	2%	(3)	7%	(10)	91%	(129)	141
#1 Issue: Medicare / Social Security	2%	(2)	4%	(5)	95%	(138)	146
#1 Issue: Women's Issues	—	(0)	12%	(8)	88%	(63)	71
#1 Issue: Energy	2%	(1)	9%	(6)	89%	(54)	60
#1 Issue: Other	5%	(4)	3%	(2)	92%	(69)	75
2020 Vote: Joe Biden	2%	(9)	4%	(20)	93%	(416)	445
2020 Vote: Donald Trump	—	(2)	3%	(9)	97%	(325)	336
2020 Vote: Didn't Vote	1%	(1)	9%	(19)	91%	(206)	227
2018 House Vote: Democrat	2%	(9)	5%	(18)	92%	(330)	357
2018 House Vote: Republican	1%	(2)	2%	(4)	98%	(263)	269

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Table MCEN3_18: And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?
 Peacock Premium or Peacock Premium Plus

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
	%	(N)	%	(N)	%	(N)	
Adults who do not use any AVOD services	1%	(12)	5%	(50)	94%	(992)	1054
2016 Vote: Hillary Clinton	2%	(8)	4%	(12)	94%	(301)	321
2016 Vote: Donald Trump	1%	(3)	2%	(5)	98%	(305)	313
2016 Vote: Didn't Vote	—	(2)	8%	(31)	91%	(335)	367
Voted in 2014: Yes	2%	(9)	3%	(16)	96%	(544)	570
Voted in 2014: No	1%	(3)	7%	(34)	92%	(448)	484
4-Region: Northeast	1%	(2)	5%	(10)	94%	(186)	198
4-Region: Midwest	1%	(3)	6%	(12)	93%	(203)	219
4-Region: South	1%	(6)	4%	(16)	94%	(369)	391
4-Region: West	—	(1)	5%	(12)	95%	(233)	245

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

Table MCEN4_1: About how often do you watch the following?

Netflix

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	25% (126)	40% (199)	17% (83)	11% (55)	5% (23)	3% (16)	502
Gender: Male	23% (53)	40% (92)	19% (44)	11% (26)	4% (9)	3% (7)	231
Gender: Female	27% (74)	39% (106)	14% (38)	11% (29)	5% (14)	3% (9)	270
Age: 18-34	29% (52)	46% (82)	13% (24)	6% (11)	2% (4)	4% (7)	179
Age: 35-44	33% (26)	33% (27)	17% (14)	7% (6)	8% (6)	3% (2)	81
Age: 45-64	22% (34)	38% (60)	19% (30)	12% (19)	7% (10)	3% (5)	157
Age: 65+	17% (14)	36% (30)	19% (16)	23% (19)	3% (3)	3% (2)	85
GenZers: 1997-2012	32% (31)	44% (43)	15% (15)	3% (3)	2% (2)	4% (4)	98
Millennials: 1981-1996	31% (40)	39% (50)	14% (18)	8% (11)	5% (7)	3% (4)	128
GenXers: 1965-1980	28% (35)	37% (46)	14% (18)	12% (14)	6% (8)	2% (3)	124
Baby Boomers: 1946-1964	16% (20)	41% (53)	23% (30)	14% (18)	4% (6)	3% (4)	131
PID: Dem (no lean)	28% (65)	40% (91)	17% (38)	9% (19)	3% (7)	3% (8)	227
PID: Ind (no lean)	21% (32)	46% (70)	13% (19)	12% (18)	6% (9)	3% (4)	152
PID: Rep (no lean)	24% (29)	31% (38)	21% (26)	15% (18)	6% (8)	3% (4)	122
PID/Gender: Dem Men	23% (23)	44% (44)	20% (20)	6% (6)	4% (4)	3% (3)	100
PID/Gender: Dem Women	33% (42)	37% (47)	15% (19)	10% (13)	2% (2)	4% (5)	128
PID/Gender: Ind Men	23% (17)	37% (27)	19% (14)	13% (10)	6% (4)	2% (1)	73
PID/Gender: Ind Women	20% (16)	54% (43)	7% (5)	10% (8)	6% (5)	3% (3)	79
PID/Gender: Rep Men	22% (13)	37% (22)	19% (11)	18% (10)	1% (1)	3% (2)	59
PID/Gender: Rep Women	26% (16)	26% (16)	23% (14)	12% (7)	11% (7)	3% (2)	63
Ideo: Liberal (1-3)	31% (49)	37% (59)	16% (26)	10% (16)	4% (6)	3% (4)	160
Ideo: Moderate (4)	20% (29)	45% (66)	16% (24)	12% (18)	3% (5)	3% (5)	146
Ideo: Conservative (5-7)	25% (38)	32% (48)	19% (29)	13% (20)	6% (10)	4% (5)	149
Educ: < College	25% (78)	40% (123)	17% (52)	10% (32)	5% (15)	3% (10)	310
Educ: Bachelors degree	26% (33)	39% (50)	17% (22)	11% (15)	4% (5)	2% (3)	128
Educ: Post-grad	24% (15)	40% (25)	13% (8)	13% (8)	5% (3)	5% (3)	64
Income: Under 50k	29% (58)	42% (84)	16% (32)	8% (16)	3% (6)	2% (4)	200
Income: 50k-100k	23% (45)	37% (74)	17% (34)	12% (23)	7% (13)	4% (7)	197
Income: 100k+	22% (23)	39% (41)	16% (17)	15% (16)	4% (4)	4% (4)	105
Ethnicity: White	24% (99)	40% (161)	17% (69)	12% (48)	5% (21)	2% (10)	407
Ethnicity: Hispanic	29% (30)	45% (46)	16% (16)	4% (4)	1% (1)	5% (5)	103

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Table MCEN4_1: About how often do you watch the following?
Netflix

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	25% (126)	40% (199)	17% (83)	11% (55)	5% (23)	3% (16)	502
Ethnicity: Other	32% (18)	34% (19)	21% (12)	7% (4)	2% (1)	5% (3)	56
All Christian	25% (53)	39% (83)	17% (37)	13% (27)	4% (8)	2% (4)	212
Agnostic/Nothing in particular	18% (23)	37% (48)	23% (29)	12% (15)	5% (6)	6% (8)	129
Something Else	35% (25)	36% (26)	9% (7)	8% (6)	9% (7)	3% (2)	73
Evangelical	31% (30)	35% (34)	13% (12)	10% (9)	8% (8)	3% (3)	96
Non-Evangelical	25% (44)	41% (74)	18% (32)	11% (20)	4% (7)	2% (3)	180
Community: Urban	37% (49)	33% (44)	14% (19)	7% (9)	3% (4)	6% (7)	132
Community: Suburban	20% (54)	46% (123)	14% (36)	13% (35)	5% (14)	2% (6)	269
Community: Rural	23% (24)	31% (31)	28% (28)	11% (11)	5% (5)	2% (2)	101
Employ: Private Sector	24% (46)	40% (78)	17% (33)	13% (25)	5% (10)	2% (4)	197
Employ: Self-Employed	35% (20)	34% (19)	14% (8)	4% (2)	11% (6)	2% (1)	57
Employ: Retired	16% (15)	37% (36)	23% (22)	18% (18)	4% (3)	3% (2)	97
Military HH: Yes	23% (16)	38% (26)	16% (11)	9% (6)	7% (5)	7% (5)	69
Military HH: No	26% (110)	40% (173)	17% (72)	11% (49)	4% (18)	3% (11)	433
RD/WT: Right Direction	26% (64)	40% (96)	18% (44)	9% (21)	4% (10)	3% (7)	242
RD/WT: Wrong Track	24% (62)	40% (103)	15% (39)	13% (34)	5% (13)	3% (8)	260
Biden Job Approve	23% (68)	45% (134)	16% (48)	9% (28)	4% (12)	4% (11)	300
Biden Job Disapprove	27% (48)	31% (55)	18% (32)	15% (27)	6% (10)	2% (4)	176
Biden Job Strongly Approve	26% (37)	44% (62)	13% (19)	10% (14)	5% (7)	1% (2)	140
Biden Job Somewhat Approve	20% (31)	45% (72)	18% (29)	8% (14)	3% (5)	5% (9)	160
Biden Job Somewhat Disapprove	28% (19)	33% (22)	18% (12)	13% (9)	7% (5)	1% (1)	67
Biden Job Strongly Disapprove	26% (29)	31% (33)	19% (20)	16% (18)	5% (6)	3% (3)	109
Favorable of Biden	23% (67)	46% (134)	16% (46)	9% (26)	4% (13)	3% (9)	295
Unfavorable of Biden	26% (47)	32% (57)	19% (35)	15% (27)	5% (9)	3% (5)	180
Very Favorable of Biden	27% (39)	46% (66)	13% (18)	10% (14)	3% (5)	2% (3)	145
Somewhat Favorable of Biden	19% (28)	46% (68)	18% (28)	8% (12)	5% (8)	4% (6)	149
Somewhat Unfavorable of Biden	20% (11)	33% (18)	24% (13)	16% (9)	5% (3)	3% (1)	55
Very Unfavorable of Biden	29% (36)	31% (39)	17% (22)	15% (19)	5% (6)	3% (4)	125

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**Table MCEN4_1: About how often do you watch the following?
Netflix**

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	25% (126)	40% (199)	17% (83)	11% (55)	5% (23)	3% (16)	502
#1 Issue: Economy	28% (51)	34% (62)	17% (32)	14% (25)	6% (10)	2% (3)	184
#1 Issue: Security	21% (13)	29% (17)	19% (11)	16% (10)	8% (5)	7% (4)	60
#1 Issue: Health Care	26% (20)	50% (39)	13% (10)	6% (5)	4% (3)	1% (0)	77
#1 Issue: Medicare / Social Security	17% (9)	39% (20)	29% (15)	10% (5)	4% (2)	2% (1)	51
2020 Vote: Joe Biden	24% (57)	43% (104)	17% (41)	9% (23)	4% (11)	3% (8)	243
2020 Vote: Donald Trump	22% (29)	32% (42)	21% (28)	16% (21)	6% (7)	3% (4)	132
2020 Vote: Didn't Vote	35% (35)	41% (41)	9% (9)	8% (8)	5% (5)	3% (3)	101
2018 House Vote: Democrat	22% (43)	45% (87)	18% (35)	10% (18)	2% (4)	3% (6)	193
2018 House Vote: Republican	19% (20)	36% (39)	18% (19)	15% (16)	8% (8)	4% (4)	106
2016 Vote: Hillary Clinton	25% (42)	43% (73)	16% (28)	10% (18)	3% (6)	2% (4)	170
2016 Vote: Donald Trump	17% (22)	38% (49)	20% (25)	17% (22)	5% (7)	3% (4)	129
2016 Vote: Didn't Vote	33% (59)	37% (66)	16% (28)	7% (12)	6% (10)	2% (4)	179
Voted in 2014: Yes	22% (56)	40% (100)	18% (45)	12% (30)	4% (11)	4% (9)	251
Voted in 2014: No	28% (70)	40% (99)	15% (38)	10% (25)	5% (12)	3% (6)	250
4-Region: Northeast	19% (19)	44% (44)	23% (24)	7% (7)	4% (4)	3% (3)	102
4-Region: Midwest	27% (26)	31% (30)	18% (17)	16% (16)	5% (5)	4% (4)	98
4-Region: South	27% (48)	42% (76)	15% (27)	7% (13)	5% (10)	4% (7)	182
4-Region: West	28% (33)	40% (48)	12% (14)	16% (19)	4% (5)	1% (2)	120

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

Table MCEN4_2: About how often do you watch the following?*Amazon Prime Video*

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	11% (48)	32% (142)	18% (82)	13% (59)	13% (58)	12% (53)	442
Gender: Male	12% (24)	35% (70)	21% (43)	14% (28)	11% (21)	7% (14)	200
Gender: Female	10% (24)	30% (72)	16% (38)	13% (31)	15% (37)	16% (39)	241
Age: 18-34	7% (9)	32% (41)	25% (31)	13% (17)	14% (17)	9% (12)	128
Age: 35-44	21% (15)	37% (27)	14% (10)	15% (11)	8% (6)	4% (3)	72
Age: 45-64	11% (17)	32% (48)	13% (21)	13% (20)	13% (20)	18% (27)	154
Age: 65+	8% (7)	29% (25)	22% (19)	13% (11)	16% (14)	12% (11)	88
GenZers: 1997-2012	5% (3)	23% (15)	31% (21)	10% (7)	17% (11)	14% (9)	66
Millennials: 1981-1996	10% (10)	42% (43)	17% (18)	18% (19)	8% (8)	4% (4)	102
GenXers: 1965-1980	19% (22)	27% (31)	12% (13)	13% (15)	14% (15)	15% (18)	114
Baby Boomers: 1946-1964	9% (13)	34% (48)	19% (28)	12% (17)	13% (19)	13% (19)	144
PID: Dem (no lean)	13% (24)	31% (55)	19% (35)	18% (33)	8% (14)	10% (19)	179
PID: Ind (no lean)	7% (10)	37% (53)	17% (24)	8% (12)	15% (22)	15% (22)	144
PID: Rep (no lean)	12% (14)	29% (34)	19% (22)	12% (15)	18% (22)	10% (12)	119
PID/Gender: Dem Men	17% (14)	38% (30)	18% (14)	17% (13)	6% (5)	5% (4)	80
PID/Gender: Dem Women	10% (10)	25% (25)	21% (20)	20% (20)	9% (9)	15% (15)	99
PID/Gender: Ind Men	8% (5)	37% (24)	25% (16)	4% (3)	16% (10)	10% (6)	64
PID/Gender: Ind Women	6% (5)	37% (29)	10% (8)	12% (9)	15% (12)	20% (16)	80
PID/Gender: Rep Men	9% (5)	29% (16)	22% (13)	22% (12)	12% (7)	7% (4)	57
PID/Gender: Rep Women	15% (9)	28% (18)	16% (10)	4% (2)	24% (15)	13% (8)	62
Ideo: Liberal (1-3)	15% (21)	24% (33)	22% (31)	20% (28)	8% (12)	10% (13)	138
Ideo: Moderate (4)	12% (17)	40% (54)	13% (18)	10% (14)	10% (14)	15% (20)	137
Ideo: Conservative (5-7)	7% (9)	31% (41)	22% (29)	12% (16)	19% (25)	10% (13)	134
Educ: < College	9% (23)	31% (84)	19% (51)	12% (31)	16% (42)	14% (38)	270
Educ: Bachelors degree	13% (15)	33% (38)	20% (23)	14% (16)	11% (12)	9% (10)	114
Educ: Post-grad	18% (10)	35% (20)	13% (7)	21% (12)	6% (3)	8% (5)	57
Income: Under 50k	10% (18)	33% (59)	16% (29)	11% (20)	13% (23)	17% (31)	180
Income: 50k-100k	11% (17)	29% (46)	23% (37)	13% (21)	15% (24)	10% (16)	162
Income: 100k+	14% (14)	36% (36)	15% (15)	18% (18)	11% (11)	6% (6)	100
Ethnicity: White	10% (37)	33% (123)	18% (68)	13% (47)	14% (51)	11% (42)	367
Ethnicity: Hispanic	12% (8)	38% (26)	22% (15)	14% (9)	8% (6)	7% (5)	69

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Table MCEN4_2: About how often do you watch the following?

Amazon Prime Video

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	11% (48)	32% (142)	18% (82)	13% (59)	13% (58)	12% (53)	442
All Christian	12% (23)	38% (75)	16% (31)	13% (25)	12% (23)	10% (19)	196
Agnostic/Nothing in particular	8% (10)	28% (32)	16% (18)	17% (19)	18% (20)	13% (15)	115
Something Else	14% (8)	26% (15)	18% (10)	11% (6)	11% (6)	21% (12)	57
Evangelical	13% (12)	29% (27)	22% (21)	10% (10)	11% (10)	14% (13)	93
Non-Evangelical	12% (18)	39% (60)	12% (19)	14% (21)	12% (19)	11% (16)	153
Community: Urban	16% (19)	29% (34)	15% (18)	13% (15)	13% (15)	13% (15)	117
Community: Suburban	9% (20)	34% (78)	21% (47)	14% (33)	11% (26)	11% (25)	229
Community: Rural	9% (9)	31% (30)	17% (17)	12% (11)	18% (17)	13% (13)	96
Employ: Private Sector	11% (18)	35% (56)	24% (38)	13% (21)	12% (19)	4% (6)	157
Employ: Retired	9% (9)	31% (32)	19% (20)	16% (16)	14% (14)	11% (12)	104
Military HH: Yes	11% (7)	33% (20)	19% (12)	12% (8)	20% (12)	5% (3)	62
Military HH: No	11% (41)	32% (121)	18% (70)	14% (52)	12% (46)	13% (50)	380
RD/WT: Right Direction	12% (24)	38% (75)	16% (31)	18% (35)	6% (13)	10% (20)	198
RD/WT: Wrong Track	10% (24)	27% (66)	21% (50)	10% (25)	19% (45)	14% (33)	244
Biden Job Approve	10% (25)	36% (91)	18% (46)	16% (39)	9% (23)	11% (27)	251
Biden Job Disapprove	11% (20)	27% (47)	20% (35)	11% (18)	19% (32)	13% (22)	173
Biden Job Strongly Approve	14% (18)	39% (50)	17% (22)	18% (23)	7% (9)	5% (7)	127
Biden Job Somewhat Approve	6% (7)	33% (41)	20% (24)	13% (17)	11% (14)	17% (21)	124
Biden Job Somewhat Disapprove	9% (5)	23% (12)	29% (15)	11% (6)	18% (10)	11% (6)	54
Biden Job Strongly Disapprove	12% (15)	29% (34)	16% (19)	10% (12)	19% (23)	13% (16)	119
Favorable of Biden	10% (26)	37% (91)	17% (41)	14% (35)	10% (25)	11% (28)	247
Unfavorable of Biden	11% (20)	26% (46)	21% (37)	13% (22)	18% (31)	11% (20)	177
Very Favorable of Biden	14% (18)	38% (50)	15% (20)	17% (22)	9% (12)	7% (9)	131
Somewhat Favorable of Biden	6% (7)	36% (41)	18% (21)	12% (13)	12% (13)	17% (20)	116
Very Unfavorable of Biden	13% (17)	26% (33)	18% (23)	12% (15)	18% (23)	13% (17)	129
#1 Issue: Economy	15% (24)	28% (47)	19% (32)	16% (27)	12% (21)	10% (16)	167
#1 Issue: Security	12% (7)	27% (15)	12% (7)	16% (9)	30% (17)	4% (2)	57
#1 Issue: Health Care	9% (6)	46% (31)	20% (14)	7% (4)	6% (4)	12% (8)	66

Continued on next page

Table MCEN4_2: About how often do you watch the following?
Amazon Prime Video

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	11% (48)	32% (142)	18% (82)	13% (59)	13% (58)	12% (53)	442
2020 Vote: Joe Biden	11% (23)	36% (73)	19% (39)	15% (32)	8% (17)	11% (22)	207
2020 Vote: Donald Trump	11% (15)	29% (38)	20% (26)	12% (16)	16% (21)	11% (15)	132
2020 Vote: Didn't Vote	12% (9)	29% (23)	15% (12)	11% (8)	20% (15)	14% (11)	79
2018 House Vote: Democrat	14% (24)	35% (60)	18% (31)	15% (25)	7% (11)	11% (19)	170
2018 House Vote: Republican	11% (12)	31% (35)	20% (23)	12% (13)	14% (16)	12% (13)	112
2016 Vote: Hillary Clinton	14% (22)	35% (53)	17% (25)	18% (27)	8% (12)	9% (13)	152
2016 Vote: Donald Trump	10% (13)	35% (46)	19% (25)	11% (14)	14% (18)	12% (16)	132
2016 Vote: Didn't Vote	10% (12)	26% (35)	18% (24)	11% (14)	20% (26)	15% (19)	131
Voted in 2014: Yes	12% (29)	33% (80)	20% (48)	14% (34)	9% (22)	12% (28)	241
Voted in 2014: No	9% (19)	31% (62)	17% (34)	13% (25)	18% (36)	12% (24)	200
4-Region: Northeast	6% (5)	32% (28)	20% (17)	16% (14)	11% (10)	14% (12)	86
4-Region: Midwest	10% (8)	29% (22)	22% (17)	8% (6)	15% (12)	15% (12)	78
4-Region: South	11% (18)	34% (58)	20% (34)	13% (22)	13% (23)	10% (17)	172
4-Region: West	16% (17)	32% (34)	12% (13)	17% (18)	12% (13)	12% (12)	106

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

Table MCEN4_3: About how often do you watch the following?

Hulu

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	29% (81)	29% (82)	19% (53)	12% (33)	5% (14)	7% (20)	283
Gender: Male	31% (38)	28% (34)	21% (26)	9% (12)	6% (7)	6% (7)	124
Gender: Female	27% (43)	30% (48)	17% (27)	14% (22)	4% (7)	8% (13)	159
Age: 18-34	21% (27)	36% (46)	23% (30)	6% (8)	4% (5)	10% (13)	129
Age: 45-64	36% (28)	20% (16)	13% (10)	17% (13)	5% (4)	8% (6)	78
GenZers: 1997-2012	18% (13)	34% (26)	24% (18)	8% (6)	6% (4)	11% (8)	76
Millennials: 1981-1996	28% (22)	37% (30)	20% (16)	7% (6)	3% (2)	5% (4)	80
GenXers: 1965-1980	39% (26)	18% (12)	22% (14)	13% (9)	3% (2)	5% (3)	65
Baby Boomers: 1946-1964	34% (19)	25% (14)	8% (5)	16% (9)	10% (6)	7% (4)	58
PID: Dem (no lean)	20% (27)	33% (45)	24% (33)	12% (17)	4% (5)	7% (9)	136
PID: Ind (no lean)	34% (30)	29% (25)	13% (11)	8% (7)	8% (7)	9% (8)	89
PID: Rep (no lean)	41% (24)	19% (11)	14% (8)	16% (10)	3% (2)	6% (3)	58
PID/Gender: Dem Men	15% (8)	41% (22)	26% (14)	8% (4)	4% (2)	6% (3)	54
PID/Gender: Dem Women	23% (19)	28% (23)	23% (19)	16% (13)	4% (3)	7% (6)	82
Ideo: Liberal (1-3)	21% (20)	28% (27)	25% (24)	10% (10)	4% (3)	12% (11)	95
Ideo: Moderate (4)	34% (29)	29% (24)	16% (14)	14% (12)	3% (3)	4% (3)	85
Ideo: Conservative (5-7)	33% (25)	26% (20)	13% (10)	14% (11)	10% (8)	3% (2)	76
Educ: < College	31% (56)	26% (47)	18% (34)	14% (25)	4% (8)	7% (13)	182
Educ: Bachelors degree	26% (18)	34% (23)	17% (12)	7% (5)	7% (5)	9% (6)	70
Income: Under 50k	30% (38)	25% (31)	23% (30)	8% (10)	5% (6)	9% (12)	127
Income: 50k-100k	30% (28)	30% (28)	13% (12)	14% (13)	7% (7)	6% (6)	94
Income: 100k+	23% (15)	37% (23)	17% (11)	16% (10)	2% (1)	4% (2)	62
Ethnicity: White	31% (70)	29% (65)	17% (39)	13% (29)	4% (10)	5% (11)	224
Ethnicity: Hispanic	28% (18)	32% (20)	17% (11)	4% (3)	7% (4)	12% (7)	63
All Christian	31% (34)	30% (33)	19% (21)	10% (12)	5% (6)	5% (6)	112
Agnostic/Nothing in particular	22% (18)	28% (23)	18% (15)	19% (15)	3% (2)	10% (9)	83
Evangelical	31% (18)	35% (20)	19% (11)	10% (6)	3% (2)	2% (1)	58
Non-Evangelical	34% (32)	29% (27)	16% (15)	9% (8)	4% (4)	8% (7)	93
Community: Urban	27% (20)	22% (16)	20% (15)	10% (7)	10% (7)	12% (9)	75
Community: Suburban	31% (49)	31% (49)	17% (27)	12% (19)	3% (5)	6% (9)	158
Community: Rural	24% (12)	34% (17)	21% (11)	14% (7)	3% (1)	4% (2)	50

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Table MCEN4_3: About how often do you watch the following?**Hulu**

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	29% (81)	29% (82)	19% (53)	12% (33)	5% (14)	7% (20)	283
Employ: Private Sector	24% (23)	31% (30)	22% (21)	11% (11)	4% (4)	7% (7)	97
Military HH: No	27% (67)	31% (77)	18% (46)	11% (28)	5% (12)	8% (19)	251
RD/WT: Right Direction	26% (35)	32% (42)	17% (22)	14% (18)	8% (10)	4% (5)	133
RD/WT: Wrong Track	31% (46)	26% (40)	20% (30)	10% (15)	3% (4)	10% (15)	150
Biden Job Approve	22% (38)	35% (60)	19% (33)	14% (23)	6% (11)	5% (8)	173
Biden Job Disapprove	35% (33)	23% (21)	20% (18)	9% (9)	3% (3)	11% (10)	94
Biden Job Strongly Approve	28% (23)	30% (25)	20% (16)	14% (11)	5% (4)	3% (2)	82
Biden Job Somewhat Approve	16% (14)	39% (35)	18% (16)	13% (12)	8% (7)	6% (6)	91
Biden Job Strongly Disapprove	38% (19)	20% (10)	11% (5)	13% (6)	6% (3)	13% (7)	50
Favorable of Biden	22% (38)	33% (59)	20% (34)	13% (23)	6% (11)	6% (11)	175
Unfavorable of Biden	36% (34)	24% (23)	18% (17)	11% (10)	3% (3)	9% (9)	96
Very Favorable of Biden	25% (22)	31% (27)	21% (18)	16% (14)	5% (4)	2% (2)	86
Somewhat Favorable of Biden	18% (16)	35% (31)	18% (16)	10% (9)	8% (7)	10% (9)	89
Very Unfavorable of Biden	41% (25)	18% (11)	12% (7)	13% (8)	5% (3)	11% (7)	60
#1 Issue: Economy	30% (32)	25% (27)	22% (24)	10% (11)	9% (9)	3% (3)	107
2020 Vote: Joe Biden	19% (26)	35% (49)	22% (30)	13% (18)	5% (7)	7% (9)	138
2020 Vote: Donald Trump	41% (26)	21% (13)	15% (9)	16% (10)	4% (3)	3% (2)	64
2020 Vote: Didn't Vote	38% (24)	23% (15)	14% (9)	6% (4)	7% (4)	12% (7)	63
2018 House Vote: Democrat	22% (22)	39% (39)	16% (17)	14% (14)	6% (6)	4% (4)	101
2016 Vote: Hillary Clinton	19% (18)	39% (37)	17% (16)	15% (14)	6% (6)	4% (4)	94
2016 Vote: Donald Trump	35% (20)	31% (17)	10% (6)	14% (8)	5% (3)	4% (2)	56
2016 Vote: Didn't Vote	34% (40)	23% (27)	24% (29)	7% (8)	4% (5)	9% (10)	118
Voted in 2014: Yes	26% (31)	32% (38)	14% (17)	16% (19)	7% (9)	5% (6)	118
Voted in 2014: No	30% (50)	27% (44)	22% (36)	9% (15)	3% (5)	9% (15)	165
4-Region: Northeast	14% (7)	34% (17)	31% (16)	10% (5)	2% (1)	9% (4)	51
4-Region: South	33% (32)	35% (33)	14% (13)	10% (10)	4% (4)	4% (4)	94
4-Region: West	32% (28)	18% (16)	19% (17)	14% (12)	8% (7)	9% (8)	88

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

Table MCEN4_4: About how often do you watch the following?

Paramount+

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
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Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCEN4_5: About how often do you watch the following?

Disney+

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	11% (27)	30% (75)	19% (46)	20% (49)	11% (28)	9% (22)	248
Gender: Male	16% (17)	31% (34)	24% (26)	19% (20)	3% (3)	7% (8)	108
Gender: Female	7% (10)	30% (42)	15% (21)	20% (28)	18% (25)	11% (15)	140
Age: 18-34	12% (12)	30% (31)	16% (16)	24% (25)	11% (12)	8% (8)	104
Age: 45-64	10% (7)	30% (21)	28% (20)	14% (10)	9% (6)	9% (6)	71
GenZers: 1997-2012	4% (2)	26% (14)	15% (8)	31% (16)	14% (7)	10% (5)	53
Millennials: 1981-1996	15% (11)	35% (27)	17% (13)	17% (13)	8% (6)	9% (7)	76
GenXers: 1965-1980	19% (11)	26% (15)	27% (16)	11% (7)	12% (7)	6% (3)	58
Baby Boomers: 1946-1964	5% (3)	35% (20)	17% (10)	16% (9)	15% (8)	12% (7)	56
PID: Dem (no lean)	17% (19)	30% (34)	17% (20)	18% (20)	12% (13)	6% (7)	113
PID: Ind (no lean)	6% (5)	30% (25)	23% (19)	27% (22)	7% (6)	7% (6)	83
PID: Rep (no lean)	7% (3)	33% (17)	15% (8)	11% (6)	17% (9)	18% (9)	52
PID/Gender: Dem Women	10% (7)	29% (19)	14% (10)	22% (15)	18% (12)	7% (5)	67
Ideo: Liberal (1-3)	14% (12)	33% (29)	18% (16)	15% (13)	12% (10)	9% (8)	88
Ideo: Moderate (4)	14% (11)	37% (29)	19% (15)	18% (14)	5% (4)	8% (6)	78
Ideo: Conservative (5-7)	2% (1)	26% (16)	20% (12)	23% (14)	18% (11)	12% (7)	61
Educ: < College	10% (14)	28% (40)	17% (25)	21% (30)	15% (21)	9% (13)	142
Educ: Bachelors degree	14% (10)	31% (22)	24% (18)	19% (13)	4% (3)	8% (6)	72
Income: Under 50k	11% (11)	28% (27)	21% (20)	24% (22)	8% (8)	7% (6)	94
Income: 50k-100k	12% (12)	25% (25)	19% (19)	20% (20)	12% (12)	12% (11)	99
Income: 100k+	9% (5)	42% (24)	14% (8)	12% (6)	14% (8)	9% (5)	55
Ethnicity: White	11% (22)	33% (67)	19% (38)	16% (32)	11% (23)	10% (20)	202
Ethnicity: Hispanic	17% (9)	27% (15)	14% (8)	26% (15)	9% (5)	7% (4)	56
All Christian	14% (15)	40% (41)	13% (13)	10% (10)	12% (12)	11% (11)	103
Agnostic/Nothing in particular	13% (7)	9% (5)	20% (12)	36% (21)	15% (9)	7% (4)	58
Evangelical	13% (7)	41% (23)	13% (7)	14% (8)	13% (7)	7% (4)	57
Non-Evangelical	11% (9)	35% (29)	22% (18)	11% (9)	8% (7)	13% (11)	82
Community: Urban	19% (13)	24% (16)	16% (11)	16% (11)	12% (8)	12% (8)	67
Community: Suburban	6% (9)	34% (48)	20% (27)	19% (27)	11% (15)	9% (13)	140
Employ: Private Sector	10% (10)	43% (43)	18% (19)	10% (10)	11% (12)	8% (8)	101
Military HH: No	11% (24)	29% (63)	20% (43)	19% (42)	12% (26)	9% (20)	217

Continued on next page

Table MCEN4_5: About how often do you watch the following?

Disney+

Demographic	Everyday	Several times a week	About once a week	Several times a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	11% (27)	30% (75)	19% (46)	20% (49)	11% (28)	9% (22)	248
RD/WT: Right Direction	11% (14)	34% (42)	20% (25)	18% (23)	7% (9)	10% (12)	126
RD/WT: Wrong Track	11% (13)	27% (33)	18% (22)	21% (25)	16% (19)	8% (10)	122
Biden Job Approve	9% (14)	32% (49)	19% (29)	21% (33)	9% (13)	9% (14)	153
Biden Job Disapprove	13% (11)	30% (25)	17% (14)	17% (15)	16% (13)	7% (6)	84
Biden Job Strongly Approve	16% (12)	41% (31)	15% (11)	14% (11)	6% (5)	8% (6)	75
Biden Job Somewhat Approve	3% (2)	23% (18)	23% (18)	28% (22)	11% (8)	11% (9)	78
Favorable of Biden	12% (18)	32% (49)	17% (26)	21% (33)	9% (14)	9% (13)	153
Unfavorable of Biden	8% (7)	30% (26)	18% (16)	18% (15)	16% (14)	10% (8)	86
Very Favorable of Biden	19% (16)	38% (32)	14% (12)	15% (13)	6% (5)	8% (6)	83
Somewhat Favorable of Biden	3% (2)	24% (17)	21% (14)	29% (20)	13% (9)	10% (7)	70
#1 Issue: Economy	18% (16)	21% (19)	21% (19)	21% (19)	12% (10)	8% (7)	90
2020 Vote: Joe Biden	16% (20)	32% (41)	18% (23)	16% (20)	9% (12)	8% (9)	126
2020 Vote: Donald Trump	7% (4)	30% (18)	13% (7)	18% (11)	20% (12)	12% (7)	59
2018 House Vote: Democrat	16% (17)	28% (29)	14% (14)	25% (26)	9% (9)	7% (7)	102
2018 House Vote: Republican	6% (3)	35% (19)	18% (10)	11% (6)	18% (10)	12% (6)	55
2016 Vote: Hillary Clinton	20% (17)	30% (27)	13% (11)	24% (22)	7% (6)	6% (6)	88
2016 Vote: Donald Trump	4% (3)	30% (17)	19% (11)	15% (9)	21% (12)	9% (5)	56
2016 Vote: Didn't Vote	8% (7)	31% (28)	23% (21)	17% (15)	11% (10)	10% (9)	90
Voted in 2014: Yes	15% (18)	27% (32)	20% (23)	19% (22)	10% (11)	9% (11)	117
Voted in 2014: No	7% (10)	33% (43)	18% (23)	20% (27)	13% (17)	9% (12)	131
4-Region: South	11% (12)	29% (30)	19% (20)	20% (20)	9% (9)	12% (12)	102
4-Region: West	15% (11)	35% (25)	15% (11)	19% (14)	10% (7)	5% (3)	71

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

Table MCEN4_6: About how often do you watch the following?*Apple TV+*

Demographic	Everyday		Several times a week		About once a week		Several time a month		About once a month		Less than once a month		Total N
Adults who do not use any AVOD services	8%	(6)	28%	(21)	15%	(11)	19%	(14)	6%	(5)	23%	(17)	73
Ethnicity: White	6%	(4)	28%	(17)	18%	(11)	21%	(13)	6%	(4)	20%	(12)	61
Military HH: No	8%	(5)	28%	(18)	13%	(8)	20%	(13)	7%	(5)	25%	(16)	66
Biden Job Approve	9%	(5)	28%	(15)	12%	(6)	21%	(11)	8%	(4)	22%	(12)	53
Favorable of Biden	9%	(5)	25%	(14)	17%	(10)	20%	(11)	8%	(4)	21%	(12)	55

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

Table MCEN4_7: About how often do you watch the following?
Discovery+

Demographic	Everyday		Several times a week		About once a week		Several time a month		About once a month		Less than once a month		Total N
Adults who do not use any AVOD services	13%	(10)	25%	(19)	25%	(20)	14%	(11)	11%	(9)	13%	(10)	80
Ethnicity: White	15%	(10)	30%	(19)	19%	(12)	16%	(10)	11%	(7)	9%	(6)	64
Military HH: No	11%	(8)	25%	(17)	29%	(20)	8%	(5)	12%	(9)	15%	(10)	69
Biden Job Approve	14%	(8)	23%	(12)	32%	(17)	11%	(6)	8%	(4)	13%	(7)	54
Favorable of Biden	9%	(5)	25%	(14)	32%	(17)	11%	(6)	9%	(5)	13%	(7)	54

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

Table MCEN4_8: About how often do you watch the following?

HBO Max

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	15% (26)	31% (55)	20% (36)	17% (29)	4% (7)	13% (22)	175
Gender: Male	19% (17)	39% (35)	18% (16)	14% (13)	2% (2)	9% (8)	91
Gender: Female	11% (9)	23% (20)	23% (20)	20% (17)	7% (6)	17% (14)	85
Age: 18-34	20% (15)	35% (25)	26% (19)	12% (9)	2% (1)	6% (4)	74
Age: 45-64	7% (4)	21% (12)	17% (10)	19% (11)	8% (5)	27% (16)	58
PID: Dem (no lean)	13% (12)	34% (33)	21% (20)	15% (14)	6% (6)	11% (10)	96
PID/Gender: Dem Women	15% (8)	22% (11)	25% (12)	14% (7)	10% (5)	15% (7)	50
Ideo: Liberal (1-3)	15% (9)	31% (18)	21% (12)	16% (10)	10% (6)	7% (4)	59
Ideo: Conservative (5-7)	19% (11)	27% (15)	23% (13)	19% (11)	1% (1)	12% (7)	57
Educ: < College	17% (17)	24% (24)	22% (21)	15% (15)	5% (5)	17% (17)	99
Income: Under 50k	26% (17)	23% (15)	20% (14)	14% (9)	3% (2)	15% (10)	67
Income: 50k-100k	8% (5)	33% (20)	17% (10)	23% (14)	8% (5)	12% (7)	60
Ethnicity: White	14% (18)	27% (35)	20% (26)	19% (24)	6% (7)	13% (17)	128
Ethnicity: Hispanic	28% (14)	33% (17)	25% (13)	8% (4)	— (0)	6% (3)	51
All Christian	11% (6)	35% (21)	22% (13)	18% (10)	4% (2)	11% (6)	59
Agnostic/Nothing in particular	9% (5)	41% (22)	19% (10)	16% (9)	1% (1)	14% (7)	53
Non-Evangelical	16% (9)	27% (15)	25% (14)	14% (8)	11% (6)	7% (4)	54
Community: Urban	23% (13)	27% (15)	16% (9)	19% (10)	6% (3)	10% (5)	55
Community: Suburban	9% (9)	36% (35)	25% (24)	14% (13)	4% (4)	11% (11)	97
Employ: Private Sector	11% (9)	34% (28)	23% (18)	14% (12)	8% (6)	10% (8)	81
Military HH: No	15% (23)	32% (50)	19% (29)	15% (24)	4% (7)	14% (21)	155
RD/WT: Right Direction	20% (20)	33% (32)	18% (17)	15% (14)	5% (5)	9% (9)	98
RD/WT: Wrong Track	8% (6)	29% (23)	24% (18)	20% (15)	3% (2)	17% (13)	78
Biden Job Approve	18% (23)	34% (43)	18% (22)	14% (17)	5% (6)	11% (14)	125
Biden Job Strongly Approve	10% (5)	41% (21)	16% (8)	15% (8)	11% (6)	6% (3)	52
Biden Job Somewhat Approve	24% (17)	30% (22)	19% (14)	13% (9)	1% (0)	15% (11)	73
Favorable of Biden	18% (23)	35% (43)	17% (20)	14% (17)	5% (6)	11% (14)	123
Very Favorable of Biden	9% (5)	42% (24)	19% (11)	16% (9)	10% (6)	3% (2)	56
Somewhat Favorable of Biden	26% (18)	28% (19)	14% (10)	12% (8)	1% (0)	18% (12)	67
#1 Issue: Economy	16% (12)	31% (23)	17% (12)	24% (18)	3% (2)	9% (7)	73
2020 Vote: Joe Biden	13% (13)	37% (36)	14% (14)	17% (17)	6% (6)	12% (11)	97

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Table MCEN4_8: About how often do you watch the following?

HBO Max

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	15% (26)	31% (55)	20% (36)	17% (29)	4% (7)	13% (22)	175
2018 House Vote: Democrat	10% (8)	39% (31)	14% (11)	18% (14)	7% (5)	11% (9)	79
2016 Vote: Hillary Clinton	10% (8)	42% (32)	14% (11)	18% (13)	8% (6)	7% (6)	76
2016 Vote: Didn't Vote	29% (16)	20% (11)	21% (12)	15% (8)	1% (1)	14% (8)	55
Voted in 2014: Yes	9% (8)	35% (32)	15% (14)	20% (18)	6% (6)	15% (13)	91
Voted in 2014: No	21% (18)	27% (23)	26% (22)	13% (11)	2% (2)	11% (9)	84
4-Region: South	11% (8)	30% (22)	20% (15)	22% (16)	2% (2)	15% (11)	74

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

Table MCEN4_17: About how often do you watch the following?
 Youtube

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	51% (205)	26% (107)	10% (41)	9% (35)	2% (9)	2% (8)	405
Gender: Male	62% (122)	26% (51)	5% (9)	4% (8)	2% (3)	1% (3)	196
Gender: Female	40% (84)	27% (56)	15% (32)	13% (27)	3% (5)	3% (5)	210
Age: 18-34	62% (108)	28% (49)	3% (5)	5% (9)	2% (3)	1% (2)	175
Age: 35-44	51% (35)	27% (19)	11% (8)	8% (6)	2% (2)	— (0)	69
Age: 45-64	41% (46)	27% (30)	15% (17)	12% (13)	2% (2)	3% (4)	112
GenZers: 1997-2012	66% (64)	23% (23)	2% (1)	8% (8)	— (0)	2% (2)	98
Millennials: 1981-1996	54% (63)	30% (35)	8% (10)	4% (5)	4% (5)	— (0)	117
GenXers: 1965-1980	47% (49)	26% (26)	14% (14)	12% (12)	1% (1)	1% (1)	103
Baby Boomers: 1946-1964	35% (27)	27% (21)	16% (13)	10% (8)	4% (3)	8% (6)	78
PID: Dem (no lean)	46% (74)	32% (52)	9% (15)	9% (14)	2% (4)	2% (3)	162
PID: Ind (no lean)	58% (84)	25% (36)	7% (10)	6% (9)	3% (4)	1% (2)	145
PID: Rep (no lean)	47% (47)	19% (19)	17% (16)	13% (12)	1% (1)	4% (4)	99
PID/Gender: Dem Men	53% (41)	38% (29)	2% (2)	4% (3)	2% (2)	1% (1)	77
PID/Gender: Dem Women	40% (33)	26% (22)	15% (13)	14% (11)	3% (2)	3% (2)	84
PID/Gender: Ind Men	68% (51)	21% (16)	5% (4)	1% (1)	2% (2)	2% (2)	75
PID/Gender: Ind Women	47% (33)	30% (21)	9% (6)	11% (7)	4% (3)	— (0)	70
PID/Gender: Rep Women	31% (17)	24% (13)	23% (13)	15% (8)	1% (1)	6% (3)	55
Ideo: Liberal (1-3)	50% (56)	26% (29)	12% (13)	8% (9)	3% (4)	1% (1)	111
Ideo: Moderate (4)	53% (64)	32% (39)	6% (8)	5% (6)	2% (2)	1% (2)	120
Ideo: Conservative (5-7)	44% (52)	18% (21)	17% (20)	15% (18)	2% (2)	5% (6)	118
Educ: < College	53% (148)	24% (68)	9% (24)	10% (27)	2% (7)	2% (6)	278
Educ: Bachelors degree	46% (37)	26% (21)	16% (13)	7% (6)	3% (2)	3% (2)	80
Income: Under 50k	56% (127)	26% (60)	6% (15)	7% (15)	2% (4)	3% (7)	227
Income: 50k-100k	47% (53)	23% (26)	16% (18)	11% (12)	3% (3)	1% (1)	112
Income: 100k+	37% (25)	33% (22)	13% (9)	12% (8)	3% (2)	2% (1)	66
Ethnicity: White	46% (134)	25% (73)	11% (33)	12% (33)	3% (8)	3% (8)	289
Ethnicity: Hispanic	57% (51)	31% (27)	4% (4)	7% (7)	— (0)	— (0)	89
Ethnicity: Black	65% (32)	23% (12)	10% (5)	2% (1)	— (0)	— (0)	50
Ethnicity: Other	58% (39)	34% (23)	5% (3)	1% (1)	1% (1)	— (0)	67

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Table MCEN4_17: About how often do you watch the following?

Youtube

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	51% (205)	26% (107)	10% (41)	9% (35)	2% (9)	2% (8)	405
All Christian	47% (76)	26% (41)	13% (21)	10% (16)	— (1)	3% (6)	160
Agnostic/Nothing in particular	50% (56)	24% (27)	10% (12)	12% (14)	3% (3)	1% (2)	112
Something Else	57% (41)	26% (19)	6% (4)	6% (5)	5% (3)	1% (1)	73
Evangelical	57% (59)	18% (19)	10% (10)	10% (10)	2% (3)	3% (3)	104
Non-Evangelical	48% (57)	31% (37)	11% (13)	6% (7)	1% (1)	3% (3)	119
Community: Urban	58% (66)	29% (33)	7% (9)	5% (6)	1% (1)	— (0)	114
Community: Suburban	47% (81)	27% (47)	12% (20)	11% (19)	3% (5)	1% (2)	174
Community: Rural	50% (58)	23% (27)	11% (13)	9% (11)	2% (2)	5% (6)	117
Employ: Private Sector	49% (61)	29% (37)	9% (11)	8% (10)	3% (3)	2% (2)	124
Employ: Retired	35% (21)	18% (11)	21% (12)	15% (8)	4% (3)	6% (4)	58
Employ: Unemployed	56% (30)	24% (13)	11% (6)	6% (4)	— (0)	3% (2)	55
Military HH: Yes	47% (24)	32% (16)	5% (2)	10% (5)	1% (1)	5% (2)	50
Military HH: No	51% (182)	26% (91)	11% (39)	9% (30)	2% (8)	2% (6)	355
RD/WT: Right Direction	49% (89)	28% (51)	10% (18)	9% (16)	3% (5)	2% (4)	183
RD/WT: Wrong Track	52% (116)	25% (56)	11% (23)	9% (19)	2% (4)	2% (5)	222
Biden Job Approve	48% (113)	28% (64)	11% (25)	8% (18)	3% (6)	3% (6)	233
Biden Job Disapprove	53% (79)	22% (33)	11% (16)	10% (15)	2% (2)	2% (2)	148
Biden Job Strongly Approve	42% (49)	28% (33)	14% (17)	8% (10)	3% (3)	4% (4)	115
Biden Job Somewhat Approve	54% (64)	27% (32)	7% (9)	7% (9)	3% (3)	1% (2)	118
Biden Job Somewhat Disapprove	55% (29)	19% (10)	11% (6)	12% (6)	3% (2)	— (0)	53
Biden Job Strongly Disapprove	52% (50)	25% (23)	10% (10)	9% (9)	1% (1)	2% (2)	95
Favorable of Biden	49% (114)	28% (66)	10% (23)	8% (19)	3% (6)	2% (4)	233
Unfavorable of Biden	51% (73)	23% (34)	12% (17)	11% (16)	2% (2)	2% (2)	145
Very Favorable of Biden	40% (43)	34% (37)	12% (13)	10% (10)	1% (1)	3% (3)	108
Somewhat Favorable of Biden	56% (70)	23% (29)	8% (10)	7% (9)	4% (5)	1% (2)	125
Very Unfavorable of Biden	48% (48)	26% (27)	12% (12)	10% (11)	1% (1)	2% (2)	101
#1 Issue: Economy	58% (75)	20% (26)	7% (9)	13% (16)	— (1)	2% (3)	130
#1 Issue: Security	46% (28)	25% (16)	12% (8)	11% (7)	1% (1)	5% (3)	62
#1 Issue: Health Care	57% (29)	30% (15)	8% (4)	1% (1)	3% (2)	— (0)	51

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Table MCEN4_17: About how often do you watch the following?
 Youtube

Demographic	Everyday	Several times a week	About once a week	Several time a month	About once a month	Less than once a month	Total N
Adults who do not use any AVOD services	51% (205)	26% (107)	10% (41)	9% (35)	2% (9)	2% (8)	405
2020 Vote: Joe Biden	51% (89)	28% (49)	10% (18)	7% (13)	2% (4)	2% (4)	176
2020 Vote: Donald Trump	48% (49)	19% (20)	14% (14)	14% (14)	1% (1)	4% (4)	102
2020 Vote: Didn't Vote	53% (56)	32% (34)	5% (6)	7% (7)	3% (3)	— (0)	106
2018 House Vote: Democrat	43% (51)	35% (43)	14% (17)	6% (7)	1% (1)	2% (2)	121
2018 House Vote: Republican	49% (39)	18% (14)	15% (12)	13% (11)	1% (1)	4% (3)	80
2016 Vote: Hillary Clinton	39% (43)	36% (41)	15% (17)	6% (7)	2% (3)	1% (1)	113
2016 Vote: Donald Trump	49% (45)	19% (18)	13% (12)	12% (11)	2% (2)	5% (5)	92
2016 Vote: Didn't Vote	60% (107)	24% (42)	5% (9)	9% (15)	2% (4)	1% (2)	179
Voted in 2014: Yes	41% (68)	27% (45)	18% (30)	9% (15)	1% (2)	3% (5)	165
Voted in 2014: No	57% (137)	26% (62)	5% (11)	9% (21)	3% (6)	1% (3)	240
4-Region: Northeast	52% (38)	26% (19)	11% (8)	6% (5)	1% (1)	3% (2)	72
4-Region: Midwest	54% (38)	19% (14)	14% (10)	9% (6)	2% (1)	2% (1)	71
4-Region: South	49% (81)	26% (43)	10% (16)	9% (14)	3% (6)	2% (4)	164
4-Region: West	49% (49)	31% (31)	8% (8)	10% (10)	1% (1)	1% (1)	99

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

Table MCEN4_18: *About how often do you watch the following?
Peacock Premium or Peacock Premium plus*

Demographic	Several times a week	About once a week	Several time a month	Less than once a month	Total N
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Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCEN5_1: And with whom do you most often watch these services with?

Netflix

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	38%	(191)	7%	(33)	51%	(258)	2%	(12)	1%	(7)	502
Gender: Male	36%	(83)	6%	(15)	53%	(123)	2%	(4)	3%	(7)	231
Gender: Female	40%	(108)	7%	(18)	50%	(135)	3%	(8)	—	(1)	270
Age: 18-34	42%	(76)	8%	(15)	44%	(79)	2%	(4)	3%	(5)	179
Age: 35-44	26%	(21)	7%	(5)	62%	(50)	6%	(5)	—	(0)	81
Age: 45-64	39%	(61)	5%	(7)	55%	(86)	1%	(2)	1%	(2)	157
Age: 65+	39%	(33)	6%	(5)	52%	(44)	2%	(2)	1%	(1)	85
GenZers: 1997-2012	46%	(45)	6%	(6)	41%	(41)	2%	(2)	4%	(4)	98
Millennials: 1981-1996	32%	(42)	9%	(11)	57%	(73)	1%	(2)	1%	(1)	128
GenXers: 1965-1980	36%	(45)	8%	(9)	51%	(63)	4%	(5)	1%	(2)	124
Baby Boomers: 1946-1964	39%	(51)	4%	(6)	55%	(73)	2%	(2)	—	(0)	131
PID: Dem (no lean)	37%	(84)	7%	(15)	53%	(120)	3%	(6)	1%	(3)	227
PID: Ind (no lean)	39%	(60)	7%	(11)	49%	(75)	3%	(4)	1%	(2)	152
PID: Rep (no lean)	39%	(48)	6%	(7)	52%	(63)	2%	(2)	2%	(2)	122
PID/Gender: Dem Men	31%	(31)	7%	(7)	56%	(56)	3%	(3)	3%	(3)	100
PID/Gender: Dem Women	41%	(52)	6%	(8)	50%	(64)	2%	(3)	—	(0)	128
PID/Gender: Ind Men	41%	(29)	5%	(4)	50%	(36)	1%	(1)	3%	(2)	73
PID/Gender: Ind Women	38%	(30)	10%	(8)	49%	(39)	4%	(3)	—	(0)	79
PID/Gender: Rep Men	38%	(23)	7%	(4)	52%	(31)	—	(0)	2%	(1)	59
PID/Gender: Rep Women	40%	(25)	4%	(3)	51%	(33)	4%	(2)	1%	(1)	63
Ideo: Liberal (1-3)	39%	(63)	7%	(11)	51%	(82)	2%	(3)	—	(1)	160
Ideo: Moderate (4)	50%	(73)	5%	(7)	42%	(61)	2%	(3)	2%	(2)	146
Ideo: Conservative (5-7)	27%	(40)	8%	(11)	63%	(94)	2%	(3)	—	(1)	149
Educ: < College	40%	(125)	8%	(24)	48%	(147)	3%	(9)	2%	(5)	310
Educ: Bachelors degree	34%	(44)	5%	(6)	57%	(73)	3%	(3)	2%	(2)	128
Educ: Post-grad	35%	(22)	5%	(3)	60%	(38)	—	(0)	—	(0)	64
Income: Under 50k	43%	(85)	11%	(21)	41%	(83)	3%	(5)	3%	(6)	200
Income: 50k-100k	40%	(79)	5%	(9)	53%	(105)	1%	(2)	1%	(1)	197
Income: 100k+	26%	(27)	2%	(3)	67%	(71)	4%	(5)	—	(0)	105
Ethnicity: White	39%	(157)	7%	(27)	51%	(209)	2%	(10)	1%	(4)	407
Ethnicity: Hispanic	39%	(40)	—	(0)	56%	(58)	3%	(3)	1%	(1)	103
Ethnicity: Other	34%	(19)	4%	(2)	57%	(32)	—	(0)	4%	(2)	56

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Table MCEN5_1: And with whom do you most often watch these services with?

Netflix

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	38%	(191)	7%	(33)	51%	(258)	2%	(12)	1%	(7)	502
All Christian	38%	(82)	3%	(7)	55%	(117)	2%	(4)	1%	(2)	212
Agnostic/Nothing in particular	39%	(51)	5%	(6)	51%	(66)	2%	(3)	2%	(2)	129
Something Else	36%	(26)	14%	(10)	46%	(33)	3%	(2)	2%	(2)	73
Evangelical	37%	(36)	8%	(8)	51%	(49)	3%	(2)	1%	(1)	96
Non-Evangelical	38%	(68)	4%	(7)	55%	(98)	2%	(4)	2%	(3)	180
Community: Urban	40%	(52)	7%	(9)	49%	(65)	2%	(3)	2%	(3)	132
Community: Suburban	40%	(106)	8%	(20)	49%	(131)	3%	(7)	1%	(4)	269
Community: Rural	32%	(32)	4%	(4)	61%	(62)	2%	(2)	1%	(1)	101
Employ: Private Sector	38%	(76)	5%	(10)	54%	(107)	1%	(1)	2%	(3)	197
Employ: Self-Employed	28%	(16)	7%	(4)	62%	(35)	1%	(1)	1%	(1)	57
Employ: Retired	37%	(36)	5%	(5)	55%	(54)	2%	(2)	1%	(1)	97
Military HH: Yes	43%	(29)	10%	(7)	39%	(27)	6%	(4)	2%	(2)	69
Military HH: No	37%	(162)	6%	(26)	54%	(232)	2%	(8)	1%	(6)	433
RD/WT: Right Direction	33%	(80)	6%	(15)	56%	(136)	3%	(6)	2%	(5)	242
RD/WT: Wrong Track	43%	(111)	7%	(18)	47%	(122)	2%	(6)	1%	(3)	260
Biden Job Approve	37%	(112)	4%	(13)	55%	(166)	2%	(7)	1%	(3)	300
Biden Job Disapprove	40%	(71)	10%	(18)	48%	(84)	—	(1)	1%	(3)	176
Biden Job Strongly Approve	34%	(48)	5%	(7)	57%	(80)	2%	(3)	2%	(3)	140
Biden Job Somewhat Approve	40%	(64)	4%	(6)	54%	(86)	3%	(4)	—	(1)	160
Biden Job Somewhat Disapprove	46%	(31)	15%	(10)	36%	(24)	—	(0)	3%	(2)	67
Biden Job Strongly Disapprove	37%	(40)	7%	(8)	55%	(60)	1%	(1)	1%	(1)	109
Favorable of Biden	36%	(107)	5%	(16)	55%	(161)	2%	(6)	1%	(4)	295
Unfavorable of Biden	41%	(73)	9%	(16)	49%	(89)	1%	(2)	—	(1)	180
Very Favorable of Biden	36%	(52)	6%	(9)	55%	(80)	2%	(3)	1%	(2)	145
Somewhat Favorable of Biden	37%	(55)	5%	(7)	54%	(81)	2%	(3)	2%	(2)	149
Somewhat Unfavorable of Biden	46%	(25)	14%	(8)	38%	(21)	2%	(1)	—	(0)	55
Very Unfavorable of Biden	38%	(48)	7%	(8)	54%	(68)	—	(1)	—	(1)	125
#1 Issue: Economy	36%	(65)	6%	(12)	57%	(105)	1%	(2)	—	(0)	184
#1 Issue: Security	44%	(26)	2%	(1)	49%	(29)	—	(0)	6%	(3)	60
#1 Issue: Health Care	40%	(31)	7%	(5)	51%	(39)	2%	(2)	—	(0)	77
#1 Issue: Medicare / Social Security	44%	(23)	12%	(6)	41%	(21)	2%	(1)	1%	(1)	51

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Table MCEN5_1: And with whom do you most often watch these services with?
Netflix

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	38%	(191)	7%	(33)	51%	(258)	2%	(12)	1%	(7)	502
2020 Vote: Joe Biden	41%	(99)	4%	(9)	52%	(126)	3%	(7)	1%	(3)	243
2020 Vote: Donald Trump	35%	(46)	6%	(8)	55%	(73)	2%	(2)	2%	(3)	132
2020 Vote: Didn't Vote	36%	(37)	13%	(13)	47%	(48)	3%	(3)	1%	(1)	101
2018 House Vote: Democrat	36%	(70)	3%	(7)	58%	(113)	2%	(3)	—	(1)	193
2018 House Vote: Republican	35%	(37)	8%	(9)	53%	(56)	2%	(2)	2%	(2)	106
2016 Vote: Hillary Clinton	39%	(67)	3%	(6)	55%	(93)	3%	(4)	—	(0)	170
2016 Vote: Donald Trump	37%	(47)	5%	(7)	54%	(70)	2%	(2)	2%	(3)	129
2016 Vote: Didn't Vote	38%	(69)	11%	(19)	46%	(82)	3%	(5)	2%	(4)	179
Voted in 2014: Yes	34%	(84)	6%	(14)	58%	(147)	2%	(5)	—	(1)	251
Voted in 2014: No	43%	(107)	8%	(19)	45%	(112)	3%	(7)	2%	(6)	250
4-Region: Northeast	40%	(41)	6%	(6)	49%	(50)	3%	(3)	1%	(1)	102
4-Region: Midwest	42%	(41)	12%	(12)	41%	(40)	3%	(3)	2%	(2)	98
4-Region: South	38%	(70)	6%	(11)	52%	(95)	2%	(4)	2%	(3)	182
4-Region: West	32%	(39)	3%	(4)	61%	(74)	2%	(3)	1%	(1)	120

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

Table MCEN5_2: And with whom do you most often watch these services with?

Amazon Prime Video

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	42%	(185)	4%	(20)	48%	(211)	2%	(11)	3%	(15)	442
Gender: Male	44%	(88)	5%	(10)	46%	(91)	3%	(6)	3%	(5)	200
Gender: Female	41%	(98)	4%	(10)	49%	(119)	2%	(5)	4%	(10)	241
Age: 18-34	39%	(51)	9%	(11)	44%	(57)	3%	(4)	5%	(6)	128
Age: 35-44	36%	(26)	4%	(3)	54%	(39)	5%	(4)	1%	(1)	72
Age: 45-64	46%	(71)	2%	(2)	46%	(71)	1%	(2)	5%	(7)	154
Age: 65+	43%	(38)	4%	(3)	50%	(44)	2%	(2)	1%	(1)	88
GenZers: 1997-2012	40%	(26)	9%	(6)	40%	(26)	4%	(2)	7%	(5)	66
Millennials: 1981-1996	36%	(37)	6%	(6)	55%	(56)	1%	(1)	2%	(2)	102
GenXers: 1965-1980	43%	(49)	4%	(5)	45%	(51)	4%	(4)	4%	(5)	114
Baby Boomers: 1946-1964	46%	(67)	2%	(3)	49%	(70)	1%	(2)	1%	(2)	144
PID: Dem (no lean)	43%	(77)	3%	(6)	50%	(89)	1%	(3)	3%	(5)	179
PID: Ind (no lean)	42%	(60)	4%	(6)	46%	(66)	3%	(4)	5%	(7)	144
PID: Rep (no lean)	41%	(48)	7%	(8)	47%	(55)	3%	(4)	3%	(3)	119
PID/Gender: Dem Men	44%	(35)	3%	(2)	49%	(39)	3%	(3)	1%	(1)	80
PID/Gender: Dem Women	42%	(42)	4%	(4)	50%	(50)	—	(0)	4%	(4)	99
PID/Gender: Ind Men	52%	(33)	2%	(1)	38%	(24)	2%	(1)	6%	(4)	64
PID/Gender: Ind Women	34%	(27)	5%	(4)	53%	(42)	4%	(3)	4%	(3)	80
PID/Gender: Rep Men	33%	(19)	11%	(7)	50%	(28)	4%	(2)	1%	(1)	57
PID/Gender: Rep Women	47%	(29)	2%	(2)	44%	(27)	2%	(1)	4%	(3)	62
Ideo: Liberal (1-3)	46%	(63)	4%	(5)	49%	(67)	2%	(2)	—	(1)	138
Ideo: Moderate (4)	47%	(64)	2%	(3)	44%	(60)	3%	(5)	3%	(4)	137
Ideo: Conservative (5-7)	36%	(49)	6%	(8)	52%	(70)	1%	(1)	4%	(6)	134
Educ: < College	44%	(118)	5%	(13)	44%	(120)	3%	(8)	4%	(12)	270
Educ: Bachelors degree	39%	(44)	3%	(3)	53%	(60)	3%	(3)	2%	(3)	114
Educ: Post-grad	40%	(23)	6%	(3)	53%	(31)	—	(0)	1%	(0)	57
Income: Under 50k	52%	(93)	4%	(7)	33%	(60)	3%	(6)	8%	(14)	180
Income: 50k-100k	41%	(66)	6%	(10)	52%	(84)	1%	(2)	—	(1)	162
Income: 100k+	27%	(27)	3%	(3)	67%	(67)	3%	(3)	1%	(1)	100
Ethnicity: White	39%	(144)	5%	(19)	50%	(183)	2%	(8)	4%	(13)	367
Ethnicity: Hispanic	35%	(24)	10%	(7)	48%	(33)	2%	(1)	6%	(4)	69

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Table MCEN5_2: And with whom do you most often watch these services with?
Amazon Prime Video

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	42%	(185)	4%	(20)	48%	(211)	2%	(11)	3%	(15)	442
All Christian	41%	(80)	4%	(8)	51%	(99)	3%	(6)	1%	(3)	196
Agnostic/Nothing in particular	48%	(55)	2%	(2)	43%	(50)	—	(0)	7%	(7)	115
Something Else	40%	(23)	8%	(5)	47%	(27)	—	(0)	5%	(3)	57
Evangelical	37%	(34)	10%	(9)	50%	(47)	1%	(1)	2%	(2)	93
Non-Evangelical	42%	(65)	2%	(3)	50%	(77)	3%	(4)	2%	(4)	153
Community: Urban	49%	(57)	5%	(6)	37%	(43)	5%	(5)	5%	(5)	117
Community: Suburban	40%	(92)	6%	(13)	50%	(115)	2%	(4)	2%	(5)	229
Community: Rural	38%	(37)	1%	(1)	54%	(52)	2%	(2)	4%	(4)	96
Employ: Private Sector	36%	(57)	8%	(12)	54%	(85)	1%	(1)	1%	(2)	157
Employ: Retired	48%	(50)	—	(0)	49%	(51)	2%	(2)	1%	(1)	104
Military HH: Yes	45%	(28)	1%	(1)	42%	(26)	10%	(6)	2%	(1)	62
Military HH: No	41%	(157)	5%	(19)	49%	(185)	1%	(4)	4%	(14)	380
RD/WT: Right Direction	44%	(86)	3%	(7)	51%	(100)	2%	(4)	1%	(1)	198
RD/WT: Wrong Track	41%	(99)	5%	(13)	45%	(110)	3%	(7)	6%	(14)	244
Biden Job Approve	44%	(110)	4%	(11)	47%	(117)	2%	(6)	3%	(8)	251
Biden Job Disapprove	40%	(70)	5%	(9)	49%	(85)	1%	(2)	4%	(7)	173
Biden Job Strongly Approve	46%	(58)	2%	(3)	47%	(60)	2%	(3)	2%	(3)	127
Biden Job Somewhat Approve	41%	(51)	6%	(8)	46%	(57)	3%	(4)	4%	(5)	124
Biden Job Somewhat Disapprove	47%	(26)	9%	(5)	39%	(21)	—	(0)	5%	(3)	54
Biden Job Strongly Disapprove	37%	(44)	4%	(5)	53%	(63)	2%	(2)	4%	(5)	119
Favorable of Biden	44%	(108)	5%	(11)	46%	(114)	2%	(5)	3%	(9)	247
Unfavorable of Biden	40%	(71)	5%	(8)	50%	(89)	2%	(3)	3%	(6)	177
Very Favorable of Biden	47%	(61)	2%	(3)	46%	(60)	2%	(3)	3%	(4)	131
Somewhat Favorable of Biden	40%	(46)	7%	(8)	47%	(54)	2%	(2)	4%	(5)	116
Very Unfavorable of Biden	41%	(53)	4%	(5)	50%	(65)	1%	(2)	4%	(5)	129
#1 Issue: Economy	40%	(67)	3%	(5)	52%	(86)	3%	(5)	3%	(4)	167
#1 Issue: Security	42%	(24)	2%	(1)	51%	(29)	—	(0)	5%	(3)	57
#1 Issue: Health Care	43%	(28)	7%	(5)	41%	(27)	—	(0)	8%	(5)	66
2020 Vote: Joe Biden	46%	(94)	2%	(5)	48%	(99)	2%	(4)	2%	(5)	207
2020 Vote: Donald Trump	38%	(50)	4%	(6)	53%	(70)	1%	(2)	3%	(4)	132
2020 Vote: Didn't Vote	41%	(33)	9%	(7)	36%	(29)	7%	(5)	7%	(5)	79

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Table MCEN5_2: And with whom do you most often watch these services with?

Amazon Prime Video

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	42%	(185)	4%	(20)	48%	(211)	2%	(11)	3%	(15)	442
2018 House Vote: Democrat	42%	(71)	2%	(3)	53%	(90)	2%	(3)	2%	(4)	170
2018 House Vote: Republican	37%	(41)	6%	(6)	54%	(61)	2%	(2)	2%	(2)	112
2016 Vote: Hillary Clinton	43%	(65)	2%	(3)	52%	(79)	2%	(4)	1%	(2)	152
2016 Vote: Donald Trump	39%	(51)	6%	(8)	51%	(68)	1%	(2)	2%	(3)	132
2016 Vote: Didn't Vote	45%	(59)	6%	(7)	39%	(50)	4%	(5)	6%	(8)	131
Voted in 2014: Yes	38%	(92)	4%	(9)	54%	(131)	2%	(4)	2%	(5)	241
Voted in 2014: No	47%	(93)	5%	(11)	40%	(79)	3%	(7)	5%	(10)	200
4-Region: Northeast	47%	(41)	2%	(2)	44%	(38)	3%	(3)	3%	(2)	86
4-Region: Midwest	42%	(33)	8%	(6)	44%	(34)	—	(0)	6%	(5)	78
4-Region: South	40%	(69)	6%	(11)	48%	(82)	3%	(5)	3%	(5)	172
4-Region: West	41%	(43)	1%	(1)	53%	(56)	3%	(3)	3%	(3)	106

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

Table MCEN5_3: And with whom do you most often watch these services with?**Hulu**

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	41%	(115)	7%	(18)	47%	(133)	2%	(6)	4%	(10)	283
Gender: Male	41%	(51)	2%	(2)	49%	(60)	4%	(5)	4%	(5)	124
Gender: Female	40%	(64)	10%	(16)	46%	(73)	1%	(1)	3%	(5)	159
Age: 18-34	43%	(55)	11%	(14)	42%	(54)	1%	(1)	4%	(5)	129
Age: 45-64	40%	(31)	1%	(1)	52%	(41)	3%	(2)	4%	(3)	78
GenZers: 1997-2012	46%	(35)	10%	(8)	41%	(31)	—	(0)	2%	(2)	76
Millennials: 1981-1996	36%	(29)	9%	(7)	50%	(40)	1%	(1)	4%	(3)	80
GenXers: 1965-1980	39%	(26)	2%	(1)	51%	(33)	5%	(3)	3%	(2)	65
Baby Boomers: 1946-1964	44%	(25)	3%	(2)	45%	(26)	3%	(2)	5%	(3)	58
PID: Dem (no lean)	44%	(60)	8%	(11)	42%	(58)	2%	(2)	4%	(6)	136
PID: Ind (no lean)	37%	(32)	5%	(4)	53%	(47)	2%	(2)	3%	(3)	89
PID: Rep (no lean)	40%	(23)	6%	(3)	49%	(29)	4%	(2)	2%	(1)	58
PID/Gender: Dem Men	41%	(22)	2%	(1)	49%	(26)	4%	(2)	4%	(2)	54
PID/Gender: Dem Women	45%	(37)	12%	(10)	38%	(31)	—	(0)	5%	(4)	82
Ideo: Liberal (1-3)	44%	(42)	9%	(9)	40%	(38)	2%	(2)	5%	(5)	95
Ideo: Moderate (4)	46%	(39)	4%	(3)	42%	(36)	5%	(5)	3%	(2)	85
Ideo: Conservative (5-7)	37%	(28)	4%	(3)	57%	(43)	—	(0)	3%	(2)	76
Educ: < College	42%	(77)	7%	(12)	45%	(83)	3%	(5)	3%	(6)	182
Educ: Bachelors degree	36%	(25)	8%	(5)	49%	(34)	2%	(2)	5%	(3)	70
Income: Under 50k	43%	(55)	10%	(13)	39%	(49)	2%	(3)	6%	(7)	127
Income: 50k-100k	53%	(49)	4%	(4)	39%	(37)	2%	(2)	3%	(2)	94
Income: 100k+	17%	(11)	3%	(2)	76%	(47)	3%	(2)	1%	(0)	62
Ethnicity: White	42%	(93)	7%	(17)	45%	(100)	3%	(6)	4%	(8)	224
Ethnicity: Hispanic	34%	(21)	4%	(2)	54%	(34)	2%	(1)	7%	(4)	63
All Christian	44%	(49)	6%	(7)	44%	(49)	3%	(3)	4%	(4)	112
Agnostic/Nothing in particular	43%	(36)	1%	(1)	49%	(41)	—	(0)	6%	(5)	83
Evangelical	34%	(20)	13%	(7)	48%	(28)	4%	(2)	2%	(1)	58
Non-Evangelical	47%	(44)	5%	(5)	44%	(41)	2%	(2)	2%	(2)	93
Community: Urban	42%	(31)	4%	(3)	45%	(33)	1%	(1)	8%	(6)	75
Community: Suburban	44%	(70)	8%	(13)	44%	(70)	2%	(3)	2%	(3)	158
Community: Rural	28%	(14)	5%	(3)	60%	(30)	4%	(2)	2%	(1)	50

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Table MCEN5_3: And with whom do you most often watch these services with?

Hulu

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	41%	(115)	7%	(18)	47%	(133)	2%	(6)	4%	(10)	283
Employ: Private Sector	41%	(40)	5%	(5)	48%	(46)	2%	(2)	4%	(4)	97
Military HH: No	41%	(103)	6%	(15)	47%	(117)	2%	(6)	4%	(9)	251
RD/WT: Right Direction	40%	(53)	6%	(8)	49%	(65)	2%	(3)	3%	(4)	133
RD/WT: Wrong Track	41%	(62)	7%	(10)	46%	(68)	2%	(3)	4%	(6)	150
Biden Job Approve	40%	(70)	6%	(10)	48%	(83)	2%	(3)	4%	(7)	173
Biden Job Disapprove	41%	(39)	6%	(6)	46%	(43)	3%	(3)	4%	(3)	94
Biden Job Strongly Approve	35%	(29)	8%	(7)	51%	(42)	3%	(2)	3%	(3)	82
Biden Job Somewhat Approve	45%	(41)	4%	(4)	45%	(41)	1%	(1)	4%	(4)	91
Biden Job Strongly Disapprove	33%	(16)	5%	(2)	53%	(27)	6%	(3)	3%	(2)	50
Favorable of Biden	40%	(69)	8%	(14)	47%	(83)	1%	(2)	4%	(7)	175
Unfavorable of Biden	42%	(41)	4%	(4)	47%	(45)	4%	(4)	2%	(2)	96
Very Favorable of Biden	38%	(33)	8%	(7)	51%	(44)	2%	(2)	1%	(1)	86
Somewhat Favorable of Biden	42%	(37)	7%	(6)	44%	(39)	—	(0)	7%	(7)	89
Very Unfavorable of Biden	40%	(24)	4%	(2)	47%	(28)	5%	(3)	3%	(2)	60
#1 Issue: Economy	36%	(38)	6%	(6)	53%	(57)	3%	(4)	2%	(2)	107
2020 Vote: Joe Biden	45%	(62)	5%	(7)	44%	(60)	2%	(3)	4%	(6)	138
2020 Vote: Donald Trump	37%	(23)	3%	(2)	55%	(35)	3%	(2)	2%	(1)	64
2020 Vote: Didn't Vote	35%	(22)	15%	(9)	47%	(30)	2%	(1)	1%	(1)	63
2018 House Vote: Democrat	36%	(36)	3%	(3)	56%	(57)	2%	(2)	3%	(3)	101
2016 Vote: Hillary Clinton	39%	(37)	3%	(3)	52%	(50)	3%	(3)	2%	(2)	94
2016 Vote: Donald Trump	36%	(20)	4%	(2)	55%	(31)	4%	(2)	2%	(1)	56
2016 Vote: Didn't Vote	44%	(52)	12%	(14)	41%	(48)	1%	(1)	3%	(3)	118
Voted in 2014: Yes	32%	(37)	3%	(3)	58%	(69)	3%	(4)	4%	(5)	118
Voted in 2014: No	47%	(78)	9%	(15)	39%	(64)	2%	(3)	3%	(5)	165
4-Region: Northeast	43%	(22)	6%	(3)	43%	(22)	4%	(2)	4%	(2)	51
4-Region: South	36%	(34)	8%	(8)	53%	(50)	1%	(1)	2%	(2)	94
4-Region: West	42%	(37)	6%	(5)	45%	(40)	1%	(1)	6%	(5)	88

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

Table MCEN5_4: *And with whom do you most often watch these services with?*

Paramount+

Demographic	Alone	With friends	With family	Other	Not applicable	Total N
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Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCEN5_5: And with whom do you most often watch these services with?

Disney+

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	26%	(65)	7%	(17)	62%	(153)	2%	(6)	3%	(7)	248
Gender: Male	35%	(37)	5%	(5)	52%	(56)	3%	(4)	5%	(5)	108
Gender: Female	19%	(27)	9%	(12)	69%	(97)	2%	(2)	1%	(1)	140
Age: 18-34	25%	(26)	15%	(15)	54%	(56)	2%	(2)	5%	(5)	104
Age: 45-64	27%	(19)	1%	(1)	69%	(49)	1%	(1)	2%	(2)	71
GenZers: 1997-2012	21%	(11)	18%	(10)	56%	(30)	—	(0)	5%	(3)	53
Millennials: 1981-1996	25%	(19)	9%	(7)	62%	(47)	2%	(2)	3%	(2)	76
GenXers: 1965-1980	25%	(15)	2%	(1)	68%	(39)	3%	(2)	3%	(2)	58
Baby Boomers: 1946-1964	28%	(16)	—	(0)	67%	(37)	5%	(3)	—	(0)	56
PID: Dem (no lean)	26%	(29)	10%	(11)	61%	(69)	1%	(1)	2%	(2)	113
PID: Ind (no lean)	21%	(17)	5%	(4)	68%	(56)	3%	(2)	3%	(3)	83
PID: Rep (no lean)	34%	(18)	5%	(2)	54%	(28)	4%	(2)	3%	(2)	52
PID/Gender: Dem Women	22%	(15)	11%	(7)	66%	(44)	1%	(1)	—	(0)	67
Ideo: Liberal (1-3)	17%	(15)	11%	(10)	69%	(60)	1%	(1)	2%	(2)	88
Ideo: Moderate (4)	33%	(26)	5%	(4)	57%	(44)	4%	(3)	2%	(1)	78
Ideo: Conservative (5-7)	34%	(21)	2%	(1)	59%	(36)	4%	(2)	1%	(1)	61
Educ: < College	29%	(41)	8%	(11)	59%	(84)	2%	(3)	2%	(3)	142
Educ: Bachelors degree	24%	(17)	5%	(4)	64%	(46)	2%	(1)	5%	(4)	72
Income: Under 50k	34%	(32)	11%	(10)	50%	(47)	3%	(3)	2%	(2)	94
Income: 50k-100k	25%	(25)	6%	(6)	63%	(63)	2%	(2)	3%	(3)	99
Income: 100k+	14%	(8)	2%	(1)	79%	(44)	3%	(2)	2%	(1)	55
Ethnicity: White	24%	(49)	5%	(11)	66%	(134)	2%	(4)	2%	(3)	202
Ethnicity: Hispanic	22%	(12)	5%	(3)	68%	(38)	—	(0)	5%	(3)	56
All Christian	22%	(23)	3%	(3)	70%	(72)	3%	(3)	2%	(2)	103
Agnostic/Nothing in particular	31%	(18)	8%	(5)	55%	(32)	1%	(1)	5%	(3)	58
Evangelical	29%	(17)	8%	(5)	59%	(34)	2%	(1)	1%	(1)	57
Non-Evangelical	23%	(18)	2%	(2)	66%	(54)	5%	(4)	4%	(3)	82
Community: Urban	32%	(22)	11%	(8)	49%	(32)	4%	(3)	4%	(3)	67
Community: Suburban	21%	(29)	7%	(9)	69%	(96)	2%	(2)	2%	(3)	140
Employ: Private Sector	26%	(26)	6%	(6)	63%	(64)	2%	(2)	4%	(4)	101
Military HH: No	25%	(53)	7%	(14)	64%	(140)	2%	(5)	3%	(5)	217

Continued on next page

Table MCEN5_5: And with whom do you most often watch these services with?
 Disney+

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	26%	(65)	7%	(17)	62%	(153)	2%	(6)	3%	(7)	248
RD/WT: Right Direction	26%	(33)	7%	(9)	62%	(78)	3%	(4)	2%	(2)	126
RD/WT: Wrong Track	26%	(32)	7%	(8)	61%	(75)	2%	(2)	4%	(4)	122
Biden Job Approve	24%	(37)	7%	(11)	65%	(99)	2%	(4)	2%	(3)	153
Biden Job Disapprove	31%	(26)	8%	(6)	56%	(47)	3%	(2)	3%	(3)	84
Biden Job Strongly Approve	23%	(17)	6%	(4)	68%	(51)	3%	(2)	1%	(1)	75
Biden Job Somewhat Approve	25%	(20)	9%	(7)	62%	(48)	2%	(1)	3%	(2)	78
Favorable of Biden	23%	(35)	8%	(13)	64%	(98)	2%	(4)	3%	(4)	153
Unfavorable of Biden	31%	(27)	6%	(5)	58%	(50)	3%	(2)	2%	(2)	86
Very Favorable of Biden	23%	(19)	6%	(5)	67%	(56)	3%	(2)	1%	(1)	83
Somewhat Favorable of Biden	23%	(16)	10%	(7)	60%	(42)	2%	(1)	5%	(3)	70
#1 Issue: Economy	32%	(29)	6%	(5)	59%	(53)	3%	(3)	—	(0)	90
2020 Vote: Joe Biden	25%	(31)	6%	(7)	65%	(82)	2%	(2)	2%	(3)	126
2020 Vote: Donald Trump	37%	(21)	3%	(2)	57%	(33)	1%	(1)	3%	(2)	59
2018 House Vote: Democrat	23%	(23)	3%	(4)	71%	(72)	1%	(1)	2%	(2)	102
2018 House Vote: Republican	30%	(17)	3%	(2)	64%	(35)	1%	(1)	1%	(1)	55
2016 Vote: Hillary Clinton	25%	(22)	1%	(1)	72%	(63)	2%	(1)	1%	(1)	88
2016 Vote: Donald Trump	33%	(18)	2%	(1)	61%	(34)	1%	(1)	3%	(2)	56
2016 Vote: Didn't Vote	23%	(21)	16%	(15)	55%	(50)	3%	(3)	2%	(2)	90
Voted in 2014: Yes	26%	(31)	1%	(2)	69%	(80)	2%	(2)	2%	(2)	117
Voted in 2014: No	26%	(34)	12%	(16)	56%	(73)	3%	(4)	3%	(4)	131
4-Region: South	21%	(21)	7%	(7)	69%	(70)	1%	(1)	3%	(3)	102
4-Region: West	37%	(26)	6%	(4)	53%	(38)	2%	(2)	2%	(2)	71

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

Table MCEN5_6: *And with whom do you most often watch these services with?*

Apple TV+

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	33%	(24)	4%	(3)	56%	(41)	1%	(1)	7%	(5)	73
Ethnicity: White	33%	(20)	5%	(3)	54%	(33)	1%	(1)	7%	(4)	61
Military HH: No	31%	(20)	4%	(3)	57%	(38)	1%	(1)	7%	(5)	66
Biden Job Approve	29%	(15)	1%	(0)	60%	(31)	1%	(1)	9%	(5)	53
Favorable of Biden	32%	(18)	2%	(1)	59%	(32)	1%	(1)	6%	(3)	55

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

Table MCEN5_7: *And with whom do you most often watch these services with?**Discovery+*

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	36%	(29)	11%	(9)	44%	(35)	3%	(3)	5%	(4)	80
Ethnicity: White	31%	(20)	13%	(8)	50%	(32)	—	(0)	6%	(4)	64
Military HH: No	32%	(22)	13%	(9)	45%	(31)	4%	(3)	6%	(4)	69
Biden Job Approve	35%	(19)	6%	(3)	49%	(27)	5%	(3)	5%	(3)	54
Favorable of Biden	31%	(17)	11%	(6)	48%	(26)	5%	(3)	5%	(3)	54

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

Table MCEN5_8: And with whom do you most often watch these services with?

HBO Max

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	36%	(63)	6%	(10)	55%	(96)	2%	(4)	1%	(3)	175
Gender: Male	40%	(36)	8%	(7)	47%	(43)	4%	(4)	2%	(2)	91
Gender: Female	32%	(27)	3%	(3)	63%	(53)	1%	(1)	1%	(1)	85
Age: 18-34	33%	(24)	7%	(5)	57%	(42)	2%	(2)	1%	(1)	74
Age: 45-64	38%	(22)	2%	(1)	52%	(31)	4%	(3)	3%	(2)	58
PID: Dem (no lean)	37%	(35)	4%	(4)	56%	(54)	3%	(3)	1%	(1)	96
PID/Gender: Dem Women	38%	(19)	—	(0)	62%	(31)	—	(0)	—	(0)	50
Ideo: Liberal (1-3)	39%	(23)	2%	(1)	59%	(35)	—	(0)	—	(0)	59
Ideo: Conservative (5-7)	29%	(16)	3%	(2)	66%	(38)	—	(0)	2%	(1)	57
Educ: < College	34%	(34)	4%	(4)	57%	(57)	3%	(3)	1%	(1)	99
Income: Under 50k	41%	(28)	5%	(3)	46%	(31)	5%	(3)	3%	(2)	67
Income: 50k-100k	33%	(20)	7%	(4)	60%	(36)	—	(0)	—	(0)	60
Ethnicity: White	40%	(52)	5%	(7)	52%	(66)	1%	(2)	1%	(1)	128
Ethnicity: Hispanic	33%	(17)	4%	(2)	59%	(30)	2%	(1)	2%	(1)	51
All Christian	36%	(22)	8%	(5)	53%	(31)	2%	(1)	1%	(1)	59
Agnostic/Nothing in particular	37%	(20)	1%	(1)	58%	(31)	1%	(1)	2%	(1)	53
Non-Evangelical	47%	(25)	8%	(4)	42%	(23)	2%	(1)	1%	(1)	54
Community: Urban	22%	(12)	9%	(5)	64%	(35)	5%	(3)	—	(0)	55
Community: Suburban	48%	(47)	5%	(5)	44%	(42)	2%	(2)	2%	(2)	97
Employ: Private Sector	40%	(32)	6%	(5)	50%	(41)	2%	(2)	2%	(2)	81
Military HH: No	33%	(52)	5%	(7)	58%	(90)	3%	(4)	1%	(1)	155
RD/WT: Right Direction	40%	(39)	5%	(5)	53%	(52)	1%	(1)	1%	(1)	98
RD/WT: Wrong Track	30%	(24)	6%	(5)	57%	(44)	4%	(3)	3%	(2)	78
Biden Job Approve	37%	(47)	3%	(4)	56%	(70)	3%	(4)	—	(1)	125
Biden Job Strongly Approve	42%	(22)	2%	(1)	55%	(28)	—	(0)	1%	(1)	52
Biden Job Somewhat Approve	34%	(25)	4%	(3)	56%	(41)	5%	(4)	—	(0)	73
Favorable of Biden	36%	(45)	4%	(5)	56%	(69)	2%	(3)	1%	(2)	123
Very Favorable of Biden	39%	(22)	3%	(2)	56%	(31)	—	(0)	1%	(1)	56
Somewhat Favorable of Biden	34%	(23)	5%	(3)	56%	(38)	4%	(3)	2%	(1)	67
#1 Issue: Economy	34%	(25)	8%	(6)	56%	(41)	—	(0)	1%	(1)	73
2020 Vote: Joe Biden	34%	(33)	3%	(3)	58%	(56)	4%	(4)	1%	(1)	97
2018 House Vote: Democrat	32%	(25)	2%	(2)	62%	(49)	3%	(3)	—	(0)	79

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Table MCEN5_8: *And with whom do you most often watch these services with?**HBO Max*

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	36%	(63)	6%	(10)	55%	(96)	2%	(4)	1%	(3)	175
2016 Vote: Hillary Clinton	32%	(24)	3%	(2)	60%	(46)	5%	(4)	1%	(1)	76
2016 Vote: Didn't Vote	43%	(23)	7%	(4)	49%	(27)	1%	(1)	—	(0)	55
Voted in 2014: Yes	28%	(25)	7%	(6)	62%	(56)	3%	(3)	1%	(1)	91
Voted in 2014: No	44%	(37)	5%	(4)	48%	(40)	2%	(2)	2%	(2)	84
4-Region: South	35%	(26)	5%	(3)	52%	(39)	6%	(4)	2%	(2)	74

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

Table MCEN5_17: And with whom do you most often watch these services with?

Youtube

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	71%	(286)	6%	(26)	19%	(75)	2%	(8)	2%	(9)	405
Gender: Male	77%	(150)	4%	(8)	13%	(26)	1%	(3)	5%	(9)	196
Gender: Female	65%	(137)	9%	(18)	23%	(49)	2%	(5)	—	(1)	210
Age: 18-34	69%	(121)	8%	(13)	18%	(31)	1%	(2)	4%	(7)	175
Age: 35-44	60%	(42)	7%	(5)	26%	(18)	7%	(5)	—	(0)	69
Age: 45-64	73%	(81)	5%	(6)	20%	(23)	—	(1)	1%	(2)	112
GenZers: 1997-2012	75%	(74)	6%	(6)	14%	(13)	2%	(2)	3%	(3)	98
Millennials: 1981-1996	58%	(69)	10%	(12)	27%	(32)	—	(0)	4%	(4)	117
GenXers: 1965-1980	73%	(75)	3%	(3)	17%	(17)	5%	(5)	2%	(2)	103
Baby Boomers: 1946-1964	77%	(60)	6%	(5)	15%	(12)	1%	(0)	1%	(1)	78
PID: Dem (no lean)	73%	(117)	4%	(7)	22%	(35)	1%	(1)	1%	(2)	162
PID: Ind (no lean)	65%	(94)	10%	(15)	17%	(25)	4%	(5)	4%	(6)	145
PID: Rep (no lean)	76%	(75)	5%	(5)	16%	(16)	2%	(2)	1%	(1)	99
PID/Gender: Dem Men	73%	(57)	2%	(2)	21%	(16)	1%	(1)	2%	(2)	77
PID/Gender: Dem Women	72%	(61)	6%	(5)	22%	(18)	1%	(0)	—	(0)	84
PID/Gender: Ind Men	72%	(54)	7%	(6)	9%	(7)	3%	(2)	8%	(6)	75
PID/Gender: Ind Women	57%	(40)	13%	(9)	26%	(18)	4%	(3)	—	(0)	70
PID/Gender: Rep Women	65%	(36)	8%	(4)	23%	(13)	3%	(2)	1%	(1)	55
Ideo: Liberal (1-3)	75%	(84)	7%	(7)	17%	(19)	1%	(1)	—	(0)	111
Ideo: Moderate (4)	74%	(89)	6%	(7)	15%	(18)	3%	(4)	2%	(2)	120
Ideo: Conservative (5-7)	72%	(85)	7%	(8)	21%	(24)	—	(0)	1%	(1)	118
Educ: < College	70%	(196)	7%	(20)	17%	(48)	3%	(7)	3%	(8)	278
Educ: Bachelors degree	71%	(57)	4%	(3)	22%	(18)	1%	(1)	2%	(2)	80
Income: Under 50k	67%	(152)	9%	(21)	16%	(37)	3%	(8)	4%	(9)	227
Income: 50k-100k	81%	(91)	2%	(2)	17%	(19)	—	(0)	1%	(1)	112
Income: 100k+	65%	(43)	5%	(3)	29%	(20)	1%	(0)	—	(0)	66
Ethnicity: White	71%	(205)	7%	(19)	19%	(54)	3%	(8)	1%	(3)	289
Ethnicity: Hispanic	70%	(62)	6%	(6)	18%	(16)	—	(0)	6%	(5)	89
Ethnicity: Black	75%	(37)	—	(0)	23%	(11)	—	(0)	2%	(1)	50
Ethnicity: Other	67%	(44)	10%	(7)	15%	(10)	—	(0)	8%	(5)	67

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Table MCEN5_17: And with whom do you most often watch these services with?
 Youtube

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	71%	(286)	6%	(26)	19%	(75)	2%	(8)	2%	(9)	405
All Christian	74%	(118)	4%	(6)	18%	(28)	3%	(5)	2%	(3)	160
Agnostic/Nothing in particular	65%	(73)	7%	(8)	23%	(26)	—	(1)	5%	(5)	112
Something Else	68%	(50)	12%	(8)	16%	(12)	3%	(2)	2%	(2)	73
Evangelical	73%	(75)	5%	(5)	17%	(18)	4%	(4)	1%	(1)	104
Non-Evangelical	71%	(84)	6%	(7)	19%	(23)	2%	(3)	2%	(3)	119
Community: Urban	77%	(88)	5%	(5)	15%	(17)	3%	(4)	—	(0)	114
Community: Suburban	69%	(121)	6%	(11)	19%	(33)	1%	(2)	5%	(8)	174
Community: Rural	66%	(78)	9%	(10)	22%	(26)	2%	(2)	1%	(1)	117
Employ: Private Sector	72%	(90)	3%	(3)	22%	(28)	—	(0)	3%	(3)	124
Employ: Retired	82%	(48)	5%	(3)	11%	(6)	1%	(0)	1%	(1)	58
Employ: Unemployed	54%	(29)	20%	(11)	14%	(8)	10%	(6)	2%	(1)	55
Military HH: Yes	71%	(36)	6%	(3)	10%	(5)	10%	(5)	4%	(2)	50
Military HH: No	71%	(251)	7%	(23)	20%	(70)	1%	(3)	2%	(8)	355
RD/WT: Right Direction	66%	(120)	7%	(12)	23%	(42)	2%	(3)	3%	(6)	183
RD/WT: Wrong Track	75%	(166)	6%	(14)	15%	(34)	2%	(5)	1%	(3)	222
Biden Job Approve	67%	(157)	8%	(18)	22%	(51)	—	(1)	3%	(7)	233
Biden Job Disapprove	78%	(116)	6%	(9)	13%	(19)	2%	(2)	2%	(3)	148
Biden Job Strongly Approve	68%	(79)	7%	(8)	19%	(22)	—	(0)	5%	(6)	115
Biden Job Somewhat Approve	67%	(78)	8%	(10)	24%	(28)	—	(1)	1%	(1)	118
Biden Job Somewhat Disapprove	74%	(40)	8%	(4)	9%	(5)	4%	(2)	4%	(2)	53
Biden Job Strongly Disapprove	81%	(76)	5%	(4)	14%	(14)	—	(0)	1%	(1)	95
Favorable of Biden	69%	(162)	6%	(13)	23%	(54)	—	(1)	2%	(4)	233
Unfavorable of Biden	79%	(114)	9%	(12)	11%	(15)	2%	(2)	—	(1)	145
Very Favorable of Biden	67%	(72)	5%	(6)	25%	(27)	—	(0)	2%	(2)	108
Somewhat Favorable of Biden	71%	(89)	6%	(7)	21%	(26)	—	(1)	1%	(2)	125
Very Unfavorable of Biden	79%	(80)	7%	(7)	13%	(14)	—	(0)	1%	(1)	101
#1 Issue: Economy	78%	(101)	4%	(5)	16%	(21)	2%	(3)	—	(0)	130
#1 Issue: Security	55%	(34)	11%	(7)	27%	(17)	—	(0)	7%	(4)	62
#1 Issue: Health Care	76%	(38)	6%	(3)	14%	(7)	5%	(2)	—	(0)	51

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Table MCEN5_17: And with whom do you most often watch these services with?

Youtube

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults who do not use any AVOD services	71%	(286)	6%	(26)	19%	(75)	2%	(8)	2%	(9)	405
2020 Vote: Joe Biden	73%	(128)	5%	(9)	20%	(36)	1%	(1)	1%	(2)	176
2020 Vote: Donald Trump	78%	(80)	7%	(7)	13%	(13)	2%	(2)	1%	(1)	102
2020 Vote: Didn't Vote	59%	(63)	8%	(9)	23%	(25)	5%	(5)	5%	(5)	106
2018 House Vote: Democrat	64%	(77)	4%	(5)	30%	(37)	1%	(1)	1%	(1)	121
2018 House Vote: Republican	78%	(62)	5%	(4)	14%	(11)	2%	(2)	1%	(1)	80
2016 Vote: Hillary Clinton	67%	(76)	5%	(6)	27%	(30)	1%	(1)	—	(0)	113
2016 Vote: Donald Trump	77%	(71)	4%	(4)	16%	(15)	2%	(2)	1%	(1)	92
2016 Vote: Didn't Vote	69%	(124)	9%	(17)	14%	(26)	3%	(5)	4%	(7)	179
Voted in 2014: Yes	69%	(115)	5%	(8)	23%	(38)	1%	(2)	1%	(1)	165
Voted in 2014: No	71%	(172)	7%	(18)	15%	(37)	2%	(6)	3%	(8)	240
4-Region: Northeast	81%	(59)	5%	(4)	12%	(9)	1%	(1)	—	(0)	72
4-Region: Midwest	80%	(57)	8%	(6)	8%	(6)	—	(0)	4%	(3)	71
4-Region: South	66%	(109)	7%	(11)	24%	(39)	1%	(2)	2%	(3)	164
4-Region: West	63%	(62)	6%	(6)	22%	(21)	5%	(5)	4%	(4)	99

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

Table MCEN5_18: *And with whom do you most often watch these services with?*
Peacock Premium or Peacock Premium plus

Demographic	Alone	With family	Not applicable	Total N
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Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCEN6_1: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I am not interested in the content available on these services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(287)	26%	(275)	47%	(492)	1054
Gender: Male	29%	(146)	27%	(135)	44%	(217)	497
Gender: Female	25%	(141)	25%	(140)	49%	(275)	556
Age: 18-34	23%	(70)	26%	(79)	50%	(149)	297
Age: 35-44	28%	(38)	30%	(41)	42%	(56)	135
Age: 45-64	26%	(94)	25%	(91)	48%	(174)	360
Age: 65+	33%	(85)	24%	(64)	43%	(112)	261
GenZers: 1997-2012	23%	(35)	25%	(38)	52%	(79)	152
Millennials: 1981-1996	25%	(57)	29%	(65)	46%	(104)	226
GenXers: 1965-1980	25%	(61)	24%	(60)	51%	(125)	245
Baby Boomers: 1946-1964	31%	(117)	26%	(98)	42%	(159)	374
PID: Dem (no lean)	27%	(104)	27%	(104)	46%	(177)	386
PID: Ind (no lean)	25%	(88)	24%	(84)	51%	(180)	352
PID: Rep (no lean)	30%	(95)	27%	(86)	43%	(135)	316
PID/Gender: Dem Men	28%	(49)	26%	(47)	46%	(82)	177
PID/Gender: Dem Women	27%	(55)	28%	(57)	46%	(96)	208
PID/Gender: Ind Men	28%	(48)	29%	(50)	44%	(76)	174
PID/Gender: Ind Women	23%	(40)	19%	(34)	58%	(104)	178
PID/Gender: Rep Men	33%	(49)	26%	(38)	41%	(59)	146
PID/Gender: Rep Women	27%	(46)	29%	(49)	45%	(76)	170
Ideo: Liberal (1-3)	27%	(74)	22%	(61)	52%	(144)	279
Ideo: Moderate (4)	30%	(91)	32%	(98)	38%	(114)	303
Ideo: Conservative (5-7)	29%	(109)	28%	(105)	43%	(163)	377
Educ: < College	26%	(181)	25%	(176)	50%	(354)	711
Educ: Bachelors degree	30%	(68)	28%	(63)	42%	(96)	226
Educ: Post-grad	32%	(38)	31%	(36)	37%	(43)	116
Income: Under 50k	26%	(143)	24%	(130)	50%	(275)	549
Income: 50k-100k	29%	(101)	28%	(96)	43%	(147)	344
Income: 100k+	27%	(43)	30%	(48)	43%	(69)	160
Ethnicity: White	30%	(255)	26%	(224)	45%	(384)	862
Ethnicity: Hispanic	23%	(41)	27%	(48)	50%	(88)	176

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Table MCEN6_1: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I am not interested in the content available on these services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(287)	26%	(275)	47%	(492)	1054
Ethnicity: Black	17%	(14)	14%	(12)	70%	(61)	87
Ethnicity: Other	17%	(18)	37%	(39)	45%	(47)	104
All Christian	28%	(137)	28%	(136)	44%	(215)	488
All Non-Christian	27%	(21)	40%	(31)	33%	(26)	78
Atheist	30%	(17)	31%	(17)	39%	(22)	56
Agnostic/Nothing in particular	31%	(84)	19%	(51)	50%	(133)	268
Something Else	17%	(28)	24%	(40)	58%	(96)	164
Religious Non-Protestant/Catholic	28%	(24)	38%	(33)	34%	(30)	86
Evangelical	25%	(67)	28%	(74)	47%	(126)	266
Non-Evangelical	24%	(90)	27%	(100)	48%	(178)	368
Community: Urban	29%	(72)	28%	(70)	44%	(111)	253
Community: Suburban	26%	(137)	26%	(134)	48%	(251)	522
Community: Rural	28%	(77)	25%	(70)	47%	(131)	278
Employ: Private Sector	25%	(75)	34%	(105)	41%	(127)	307
Employ: Government	34%	(20)	34%	(21)	32%	(19)	61
Employ: Self-Employed	29%	(29)	17%	(16)	54%	(54)	100
Employ: Homemaker	27%	(17)	19%	(12)	54%	(34)	62
Employ: Retired	33%	(94)	25%	(73)	42%	(122)	290
Employ: Unemployed	20%	(24)	26%	(31)	54%	(64)	119
Employ: Other	18%	(13)	12%	(9)	69%	(48)	70
Military HH: Yes	33%	(55)	31%	(51)	36%	(60)	166
Military HH: No	26%	(232)	25%	(223)	49%	(432)	888
RD/WT: Right Direction	24%	(115)	27%	(133)	49%	(238)	487
RD/WT: Wrong Track	30%	(172)	25%	(142)	45%	(254)	567
Biden Job Approve	27%	(149)	27%	(151)	47%	(262)	562
Biden Job Disapprove	31%	(134)	26%	(112)	42%	(181)	426
Biden Job Strongly Approve	31%	(93)	23%	(71)	46%	(140)	303
Biden Job Somewhat Approve	22%	(56)	31%	(80)	47%	(122)	259
Biden Job Somewhat Disapprove	33%	(40)	24%	(30)	43%	(54)	124
Biden Job Strongly Disapprove	31%	(93)	27%	(82)	42%	(127)	302

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Table MCEN6_1: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I am not interested in the content available on these services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(287)	26%	(275)	47%	(492)	1054
Favorable of Biden	27%	(151)	28%	(152)	45%	(250)	553
Unfavorable of Biden	30%	(131)	25%	(109)	45%	(196)	436
Very Favorable of Biden	29%	(88)	26%	(79)	45%	(138)	305
Somewhat Favorable of Biden	25%	(63)	29%	(73)	45%	(112)	248
Somewhat Unfavorable of Biden	26%	(30)	24%	(28)	50%	(58)	116
Very Unfavorable of Biden	32%	(101)	25%	(82)	43%	(138)	320
#1 Issue: Economy	24%	(87)	30%	(109)	45%	(162)	358
#1 Issue: Security	32%	(49)	31%	(48)	37%	(57)	154
#1 Issue: Health Care	27%	(38)	25%	(35)	48%	(68)	141
#1 Issue: Medicare / Social Security	26%	(38)	27%	(40)	47%	(68)	146
#1 Issue: Women's Issues	25%	(18)	15%	(11)	60%	(43)	71
#1 Issue: Energy	42%	(25)	16%	(9)	42%	(25)	60
#1 Issue: Other	32%	(24)	15%	(11)	53%	(40)	75
2020 Vote: Joe Biden	28%	(126)	27%	(121)	44%	(197)	445
2020 Vote: Donald Trump	30%	(101)	27%	(90)	43%	(145)	336
2020 Vote: Didn't Vote	20%	(45)	24%	(54)	57%	(129)	227
2018 House Vote: Democrat	28%	(99)	25%	(91)	47%	(168)	357
2018 House Vote: Republican	35%	(95)	26%	(71)	38%	(103)	269
2016 Vote: Hillary Clinton	29%	(93)	27%	(86)	44%	(142)	321
2016 Vote: Donald Trump	29%	(92)	27%	(84)	44%	(137)	313
2016 Vote: Didn't Vote	23%	(84)	25%	(92)	52%	(192)	367
Voted in 2014: Yes	31%	(175)	26%	(147)	44%	(248)	570
Voted in 2014: No	23%	(112)	26%	(128)	50%	(244)	484
4-Region: Northeast	30%	(59)	23%	(46)	47%	(93)	198
4-Region: Midwest	30%	(67)	22%	(48)	48%	(104)	219
4-Region: South	26%	(103)	25%	(97)	49%	(191)	391
4-Region: West	24%	(58)	34%	(84)	42%	(103)	245

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

Table MCEN6_2: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I subscribe to/use too many other services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	24%	(253)	25%	(263)	51%	(538)	1054
Gender: Male	24%	(121)	25%	(127)	50%	(249)	497
Gender: Female	24%	(131)	25%	(136)	52%	(289)	556
Age: 18-34	25%	(75)	31%	(93)	43%	(129)	297
Age: 35-44	24%	(33)	25%	(34)	50%	(68)	135
Age: 45-64	26%	(93)	22%	(81)	52%	(186)	360
Age: 65+	20%	(52)	21%	(55)	59%	(154)	261
GenZers: 1997-2012	26%	(39)	32%	(48)	42%	(64)	152
Millennials: 1981-1996	27%	(60)	28%	(64)	45%	(102)	226
GenXers: 1965-1980	25%	(62)	25%	(61)	50%	(123)	245
Baby Boomers: 1946-1964	21%	(77)	23%	(85)	57%	(212)	374
PID: Dem (no lean)	28%	(108)	29%	(113)	43%	(165)	386
PID: Ind (no lean)	21%	(75)	23%	(80)	56%	(197)	352
PID: Rep (no lean)	22%	(70)	22%	(70)	56%	(177)	316
PID/Gender: Dem Men	25%	(45)	32%	(56)	43%	(76)	177
PID/Gender: Dem Women	30%	(63)	27%	(57)	42%	(88)	208
PID/Gender: Ind Men	24%	(42)	24%	(41)	52%	(91)	174
PID/Gender: Ind Women	19%	(33)	22%	(39)	59%	(106)	178
PID/Gender: Rep Men	24%	(35)	20%	(29)	56%	(82)	146
PID/Gender: Rep Women	21%	(35)	24%	(40)	56%	(95)	170
Ideo: Liberal (1-3)	26%	(73)	27%	(75)	47%	(130)	279
Ideo: Moderate (4)	27%	(81)	26%	(78)	47%	(143)	303
Ideo: Conservative (5-7)	22%	(84)	24%	(90)	54%	(204)	377
Educ: < College	22%	(157)	23%	(162)	55%	(392)	711
Educ: Bachelors degree	27%	(61)	31%	(69)	42%	(96)	226
Educ: Post-grad	30%	(35)	27%	(31)	43%	(50)	116
Income: Under 50k	19%	(103)	21%	(116)	60%	(330)	549
Income: 50k-100k	28%	(96)	28%	(96)	44%	(152)	344
Income: 100k+	33%	(53)	32%	(51)	35%	(56)	160
Ethnicity: White	24%	(211)	25%	(217)	50%	(434)	862
Ethnicity: Hispanic	28%	(49)	25%	(45)	47%	(82)	176

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Table MCEN6_2: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I subscribe to/use too many other services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	24%	(253)	25%	(263)	51%	(538)	1054
Ethnicity: Black	20%	(17)	18%	(16)	62%	(54)	87
Ethnicity: Other	23%	(24)	29%	(30)	48%	(50)	104
All Christian	25%	(122)	25%	(120)	50%	(246)	488
All Non-Christian	26%	(21)	39%	(30)	35%	(27)	78
Atheist	31%	(17)	44%	(25)	25%	(14)	56
Agnostic/Nothing in particular	24%	(65)	19%	(52)	56%	(151)	268
Something Else	17%	(28)	22%	(36)	61%	(100)	164
Religious Non-Protestant/Catholic	28%	(24)	37%	(32)	35%	(30)	86
Evangelical	21%	(55)	23%	(62)	56%	(150)	266
Non-Evangelical	24%	(90)	24%	(88)	52%	(189)	368
Community: Urban	30%	(75)	28%	(72)	42%	(106)	253
Community: Suburban	23%	(122)	26%	(138)	50%	(263)	522
Community: Rural	20%	(56)	19%	(53)	61%	(170)	278
Employ: Private Sector	29%	(90)	30%	(92)	41%	(125)	307
Employ: Government	28%	(17)	38%	(23)	34%	(21)	61
Employ: Self-Employed	36%	(36)	18%	(18)	46%	(46)	100
Employ: Homemaker	7%	(4)	28%	(17)	65%	(40)	62
Employ: Retired	21%	(62)	22%	(63)	57%	(164)	290
Employ: Unemployed	22%	(26)	21%	(25)	57%	(67)	119
Employ: Other	15%	(10)	17%	(12)	69%	(48)	70
Military HH: Yes	24%	(40)	27%	(45)	49%	(81)	166
Military HH: No	24%	(213)	25%	(218)	51%	(457)	888
RD/WT: Right Direction	26%	(125)	27%	(132)	47%	(230)	487
RD/WT: Wrong Track	23%	(128)	23%	(132)	54%	(308)	567
Biden Job Approve	25%	(142)	29%	(165)	45%	(255)	562
Biden Job Disapprove	25%	(106)	21%	(90)	54%	(231)	426
Biden Job Strongly Approve	25%	(76)	26%	(80)	48%	(147)	303
Biden Job Somewhat Approve	25%	(65)	33%	(85)	42%	(109)	259
Biden Job Somewhat Disapprove	29%	(36)	21%	(26)	50%	(62)	124
Biden Job Strongly Disapprove	23%	(70)	21%	(64)	56%	(168)	302

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Table MCEN6_2: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I subscribe to/use too many other services

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	24%	(253)	25%	(263)	51%	(538)	1054
Favorable of Biden	26%	(144)	29%	(161)	45%	(247)	553
Unfavorable of Biden	23%	(99)	21%	(94)	56%	(244)	436
Very Favorable of Biden	26%	(78)	27%	(84)	47%	(143)	305
Somewhat Favorable of Biden	27%	(66)	31%	(77)	42%	(104)	248
Somewhat Unfavorable of Biden	22%	(25)	26%	(30)	52%	(61)	116
Very Unfavorable of Biden	23%	(73)	20%	(63)	57%	(184)	320
#1 Issue: Economy	23%	(82)	29%	(103)	48%	(173)	358
#1 Issue: Security	30%	(46)	18%	(28)	52%	(81)	154
#1 Issue: Health Care	24%	(33)	31%	(44)	46%	(64)	141
#1 Issue: Medicare / Social Security	25%	(37)	19%	(28)	56%	(81)	146
#1 Issue: Women's Issues	24%	(17)	27%	(19)	49%	(35)	71
#1 Issue: Energy	23%	(14)	28%	(17)	49%	(29)	60
#1 Issue: Other	22%	(16)	16%	(12)	62%	(47)	75
2020 Vote: Joe Biden	26%	(118)	28%	(123)	46%	(204)	445
2020 Vote: Donald Trump	24%	(82)	22%	(74)	54%	(180)	336
2020 Vote: Didn't Vote	20%	(44)	22%	(49)	59%	(133)	227
2018 House Vote: Democrat	27%	(96)	28%	(100)	45%	(161)	357
2018 House Vote: Republican	25%	(66)	22%	(58)	54%	(144)	269
2016 Vote: Hillary Clinton	26%	(82)	28%	(89)	47%	(150)	321
2016 Vote: Donald Trump	24%	(74)	22%	(68)	55%	(171)	313
2016 Vote: Didn't Vote	23%	(84)	26%	(96)	51%	(188)	367
Voted in 2014: Yes	26%	(145)	23%	(133)	51%	(291)	570
Voted in 2014: No	22%	(107)	27%	(130)	51%	(247)	484
4-Region: Northeast	26%	(51)	26%	(51)	49%	(96)	198
4-Region: Midwest	26%	(57)	19%	(42)	55%	(120)	219
4-Region: South	24%	(95)	23%	(91)	52%	(205)	391
4-Region: West	20%	(50)	32%	(78)	48%	(117)	245

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

Table MCEN6_3: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
There are too many options for streaming content

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(286)	26%	(275)	47%	(493)	1054
Gender: Male	27%	(133)	28%	(139)	45%	(225)	497
Gender: Female	27%	(152)	24%	(136)	48%	(268)	556
Age: 18-34	29%	(85)	29%	(85)	43%	(127)	297
Age: 35-44	27%	(36)	27%	(36)	46%	(63)	135
Age: 45-64	27%	(98)	25%	(89)	48%	(173)	360
Age: 65+	25%	(66)	25%	(64)	50%	(131)	261
GenZers: 1997-2012	28%	(43)	34%	(52)	38%	(57)	152
Millennials: 1981-1996	30%	(68)	26%	(59)	44%	(100)	226
GenXers: 1965-1980	26%	(65)	23%	(56)	51%	(124)	245
Baby Boomers: 1946-1964	26%	(96)	25%	(93)	50%	(185)	374
PID: Dem (no lean)	29%	(112)	29%	(110)	42%	(163)	386
PID: Ind (no lean)	29%	(103)	22%	(78)	49%	(171)	352
PID: Rep (no lean)	22%	(70)	27%	(87)	50%	(159)	316
PID/Gender: Dem Men	31%	(55)	25%	(44)	44%	(78)	177
PID/Gender: Dem Women	27%	(57)	32%	(66)	41%	(85)	208
PID/Gender: Ind Men	26%	(45)	30%	(51)	44%	(78)	174
PID/Gender: Ind Women	33%	(58)	15%	(26)	53%	(94)	178
PID/Gender: Rep Men	23%	(33)	30%	(43)	48%	(70)	146
PID/Gender: Rep Women	22%	(37)	26%	(44)	53%	(90)	170
Ideo: Liberal (1-3)	30%	(83)	25%	(71)	45%	(125)	279
Ideo: Moderate (4)	29%	(89)	28%	(84)	43%	(129)	303
Ideo: Conservative (5-7)	25%	(93)	27%	(103)	48%	(182)	377
Educ: < College	25%	(175)	25%	(180)	50%	(356)	711
Educ: Bachelors degree	31%	(70)	27%	(60)	43%	(96)	226
Educ: Post-grad	35%	(41)	29%	(34)	35%	(41)	116
Income: Under 50k	24%	(131)	24%	(134)	52%	(284)	549
Income: 50k-100k	30%	(103)	26%	(90)	44%	(152)	344
Income: 100k+	33%	(53)	31%	(50)	36%	(58)	160
Ethnicity: White	28%	(238)	25%	(218)	47%	(407)	862
Ethnicity: Hispanic	32%	(57)	31%	(54)	37%	(65)	176

Continued on next page

Table MCEN6_3: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?

There are too many options for streaming content

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(286)	26%	(275)	47%	(493)	1054
Ethnicity: Black	28%	(24)	20%	(18)	52%	(45)	87
Ethnicity: Other	23%	(23)	38%	(39)	40%	(41)	104
All Christian	28%	(139)	26%	(125)	46%	(224)	488
All Non-Christian	22%	(17)	39%	(30)	39%	(30)	78
Atheist	32%	(18)	30%	(17)	37%	(21)	56
Agnostic/Nothing in particular	31%	(83)	25%	(66)	44%	(119)	268
Something Else	17%	(29)	22%	(36)	61%	(99)	164
Religious Non-Protestant/Catholic	25%	(21)	36%	(31)	39%	(34)	86
Evangelical	23%	(60)	26%	(70)	51%	(136)	266
Non-Evangelical	27%	(100)	25%	(91)	48%	(177)	368
Community: Urban	30%	(76)	31%	(80)	38%	(97)	253
Community: Suburban	26%	(138)	25%	(133)	48%	(252)	522
Community: Rural	26%	(72)	22%	(62)	52%	(144)	278
Employ: Private Sector	31%	(94)	27%	(82)	43%	(131)	307
Employ: Government	43%	(26)	30%	(18)	27%	(16)	61
Employ: Self-Employed	39%	(39)	18%	(18)	43%	(43)	100
Employ: Homemaker	18%	(11)	27%	(17)	55%	(34)	62
Employ: Retired	27%	(78)	25%	(71)	48%	(140)	290
Employ: Unemployed	17%	(20)	31%	(37)	52%	(62)	119
Employ: Other	9%	(6)	25%	(17)	67%	(46)	70
Military HH: Yes	29%	(47)	27%	(44)	45%	(74)	166
Military HH: No	27%	(238)	26%	(230)	47%	(419)	888
RD/WT: Right Direction	27%	(132)	27%	(132)	46%	(223)	487
RD/WT: Wrong Track	27%	(154)	25%	(143)	48%	(270)	567
Biden Job Approve	29%	(160)	28%	(158)	43%	(243)	562
Biden Job Disapprove	29%	(122)	24%	(103)	47%	(201)	426
Biden Job Strongly Approve	28%	(84)	25%	(77)	47%	(142)	303
Biden Job Somewhat Approve	29%	(76)	32%	(82)	39%	(100)	259
Biden Job Somewhat Disapprove	29%	(36)	26%	(33)	44%	(55)	124
Biden Job Strongly Disapprove	28%	(85)	23%	(71)	48%	(146)	302

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Table MCEN6_3: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
There are too many options for streaming content

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	27%	(286)	26%	(275)	47%	(493)	1054
Favorable of Biden	29%	(162)	29%	(158)	42%	(232)	553
Unfavorable of Biden	26%	(115)	24%	(105)	50%	(217)	436
Very Favorable of Biden	28%	(85)	27%	(81)	46%	(139)	305
Somewhat Favorable of Biden	31%	(78)	31%	(77)	37%	(93)	248
Somewhat Unfavorable of Biden	23%	(27)	30%	(35)	47%	(54)	116
Very Unfavorable of Biden	27%	(87)	22%	(70)	51%	(163)	320
#1 Issue: Economy	27%	(98)	25%	(91)	47%	(169)	358
#1 Issue: Security	32%	(49)	27%	(42)	41%	(63)	154
#1 Issue: Health Care	28%	(40)	24%	(34)	48%	(67)	141
#1 Issue: Medicare / Social Security	20%	(29)	32%	(46)	49%	(71)	146
#1 Issue: Women's Issues	34%	(24)	27%	(19)	38%	(27)	71
#1 Issue: Energy	35%	(21)	19%	(11)	47%	(28)	60
#1 Issue: Other	19%	(14)	25%	(19)	56%	(42)	75
2020 Vote: Joe Biden	28%	(125)	27%	(121)	45%	(199)	445
2020 Vote: Donald Trump	26%	(89)	24%	(80)	50%	(167)	336
2020 Vote: Didn't Vote	25%	(57)	28%	(64)	47%	(106)	227
2018 House Vote: Democrat	31%	(110)	25%	(90)	44%	(157)	357
2018 House Vote: Republican	29%	(77)	25%	(67)	46%	(125)	269
2016 Vote: Hillary Clinton	32%	(102)	25%	(79)	44%	(140)	321
2016 Vote: Donald Trump	27%	(84)	25%	(78)	48%	(151)	313
2016 Vote: Didn't Vote	23%	(85)	28%	(104)	49%	(179)	367
Voted in 2014: Yes	27%	(155)	24%	(138)	49%	(277)	570
Voted in 2014: No	27%	(130)	28%	(137)	45%	(217)	484
4-Region: Northeast	30%	(60)	23%	(45)	47%	(92)	198
4-Region: Midwest	26%	(58)	27%	(59)	47%	(102)	219
4-Region: South	26%	(103)	24%	(93)	50%	(195)	391
4-Region: West	26%	(65)	31%	(77)	42%	(104)	245

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

Table MCEN6_4: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
 I have not heard about these services before

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	16%	(173)	23%	(241)	61%	(639)	1054
Gender: Male	19%	(92)	24%	(118)	58%	(287)	497
Gender: Female	15%	(81)	22%	(123)	63%	(353)	556
Age: 18-34	25%	(73)	24%	(72)	51%	(152)	297
Age: 35-44	15%	(20)	22%	(30)	64%	(86)	135
Age: 45-64	15%	(53)	25%	(89)	61%	(218)	360
Age: 65+	10%	(27)	19%	(51)	70%	(184)	261
GenZers: 1997-2012	23%	(35)	31%	(46)	46%	(70)	152
Millennials: 1981-1996	24%	(54)	20%	(45)	56%	(127)	226
GenXers: 1965-1980	14%	(35)	24%	(59)	62%	(152)	245
Baby Boomers: 1946-1964	12%	(45)	20%	(74)	68%	(256)	374
PID: Dem (no lean)	19%	(73)	26%	(101)	55%	(212)	386
PID: Ind (no lean)	15%	(52)	20%	(71)	65%	(230)	352
PID: Rep (no lean)	15%	(48)	22%	(70)	63%	(198)	316
PID/Gender: Dem Men	21%	(38)	23%	(40)	56%	(99)	177
PID/Gender: Dem Women	17%	(35)	29%	(61)	54%	(113)	208
PID/Gender: Ind Men	19%	(34)	20%	(35)	61%	(106)	174
PID/Gender: Ind Women	10%	(18)	20%	(36)	70%	(124)	178
PID/Gender: Rep Men	14%	(21)	30%	(43)	56%	(82)	146
PID/Gender: Rep Women	16%	(28)	16%	(27)	68%	(116)	170
Ideo: Liberal (1-3)	18%	(50)	24%	(68)	58%	(161)	279
Ideo: Moderate (4)	15%	(46)	27%	(82)	58%	(175)	303
Ideo: Conservative (5-7)	18%	(70)	20%	(76)	61%	(232)	377
Educ: < College	15%	(103)	24%	(169)	62%	(439)	711
Educ: Bachelors degree	19%	(43)	20%	(44)	62%	(139)	226
Educ: Post-grad	23%	(27)	24%	(28)	53%	(61)	116
Income: Under 50k	14%	(78)	23%	(126)	63%	(345)	549
Income: 50k-100k	19%	(64)	22%	(75)	60%	(206)	344
Income: 100k+	20%	(31)	25%	(40)	55%	(89)	160
Ethnicity: White	15%	(132)	23%	(199)	62%	(532)	862
Ethnicity: Hispanic	27%	(48)	26%	(46)	47%	(82)	176

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Table MCEN6_4: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I have not heard about these services before

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	16%	(173)	23%	(241)	61%	(639)	1054
Ethnicity: Black	14%	(12)	16%	(14)	70%	(61)	87
Ethnicity: Other	28%	(29)	27%	(28)	45%	(47)	104
All Christian	15%	(74)	26%	(126)	59%	(289)	488
All Non-Christian	17%	(13)	29%	(22)	54%	(43)	78
Atheist	19%	(11)	29%	(16)	52%	(29)	56
Agnostic/Nothing in particular	23%	(62)	16%	(43)	61%	(163)	268
Something Else	8%	(14)	21%	(34)	71%	(116)	164
Religious Non-Protestant/Catholic	17%	(14)	29%	(25)	55%	(47)	86
Evangelical	14%	(36)	23%	(61)	64%	(169)	266
Non-Evangelical	13%	(49)	26%	(97)	60%	(222)	368
Community: Urban	23%	(59)	27%	(69)	49%	(125)	253
Community: Suburban	14%	(75)	23%	(120)	63%	(327)	522
Community: Rural	14%	(39)	19%	(52)	67%	(187)	278
Employ: Private Sector	19%	(59)	30%	(93)	51%	(155)	307
Employ: Government	22%	(13)	32%	(20)	46%	(28)	61
Employ: Self-Employed	24%	(24)	14%	(14)	62%	(62)	100
Employ: Homemaker	13%	(8)	14%	(9)	73%	(45)	62
Employ: Retired	10%	(29)	22%	(62)	68%	(198)	290
Employ: Unemployed	13%	(16)	21%	(25)	66%	(78)	119
Employ: Other	18%	(12)	13%	(9)	69%	(48)	70
Military HH: Yes	15%	(25)	26%	(43)	59%	(98)	166
Military HH: No	17%	(149)	22%	(198)	61%	(541)	888
RD/WT: Right Direction	19%	(91)	25%	(122)	56%	(274)	487
RD/WT: Wrong Track	15%	(82)	21%	(120)	64%	(365)	567
Biden Job Approve	17%	(93)	26%	(145)	58%	(324)	562
Biden Job Disapprove	18%	(75)	20%	(83)	63%	(268)	426
Biden Job Strongly Approve	15%	(45)	24%	(73)	61%	(184)	303
Biden Job Somewhat Approve	18%	(47)	28%	(72)	54%	(139)	259
Biden Job Somewhat Disapprove	28%	(35)	14%	(18)	57%	(71)	124
Biden Job Strongly Disapprove	13%	(40)	22%	(65)	65%	(197)	302

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Table MCEN6_4: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I have not heard about these services before

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	16%	(173)	23%	(241)	61%	(639)	1054
Favorable of Biden	17%	(96)	25%	(139)	57%	(317)	553
Unfavorable of Biden	15%	(67)	21%	(91)	64%	(279)	436
Very Favorable of Biden	15%	(44)	24%	(74)	61%	(186)	305
Somewhat Favorable of Biden	21%	(52)	26%	(65)	53%	(131)	248
Somewhat Unfavorable of Biden	21%	(24)	22%	(26)	57%	(66)	116
Very Unfavorable of Biden	13%	(43)	20%	(65)	66%	(212)	320
#1 Issue: Economy	18%	(66)	22%	(80)	59%	(212)	358
#1 Issue: Security	20%	(30)	22%	(33)	59%	(90)	154
#1 Issue: Health Care	14%	(19)	24%	(34)	63%	(88)	141
#1 Issue: Medicare / Social Security	12%	(18)	25%	(36)	63%	(92)	146
#1 Issue: Women's Issues	11%	(8)	27%	(19)	61%	(44)	71
#1 Issue: Energy	26%	(16)	20%	(12)	54%	(32)	60
#1 Issue: Other	11%	(8)	20%	(15)	68%	(51)	75
2020 Vote: Joe Biden	16%	(73)	25%	(113)	58%	(258)	445
2020 Vote: Donald Trump	17%	(57)	22%	(74)	61%	(206)	336
2020 Vote: Didn't Vote	16%	(36)	18%	(41)	66%	(150)	227
2018 House Vote: Democrat	18%	(63)	24%	(87)	58%	(206)	357
2018 House Vote: Republican	16%	(43)	25%	(66)	59%	(159)	269
2016 Vote: Hillary Clinton	16%	(52)	23%	(75)	60%	(194)	321
2016 Vote: Donald Trump	16%	(49)	24%	(75)	60%	(189)	313
2016 Vote: Didn't Vote	18%	(65)	22%	(81)	60%	(222)	367
Voted in 2014: Yes	15%	(84)	22%	(128)	63%	(358)	570
Voted in 2014: No	18%	(89)	23%	(114)	58%	(281)	484
4-Region: Northeast	19%	(38)	19%	(38)	61%	(122)	198
4-Region: Midwest	14%	(31)	21%	(46)	65%	(142)	219
4-Region: South	14%	(54)	26%	(101)	60%	(236)	391
4-Region: West	20%	(50)	23%	(56)	57%	(139)	245

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

Table MCEN6_5: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I do not want to watch advertisements

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	32%	(334)	25%	(259)	44%	(461)	1054
Gender: Male	33%	(162)	26%	(128)	42%	(207)	497
Gender: Female	31%	(172)	24%	(132)	45%	(253)	556
Age: 18-34	39%	(117)	24%	(72)	36%	(108)	297
Age: 35-44	29%	(39)	29%	(39)	42%	(57)	135
Age: 45-64	29%	(103)	24%	(85)	48%	(172)	360
Age: 65+	28%	(74)	24%	(63)	47%	(124)	261
GenZers: 1997-2012	46%	(70)	22%	(33)	33%	(50)	152
Millennials: 1981-1996	29%	(66)	28%	(64)	42%	(96)	226
GenXers: 1965-1980	30%	(75)	23%	(57)	46%	(114)	245
Baby Boomers: 1946-1964	28%	(105)	24%	(90)	48%	(179)	374
PID: Dem (no lean)	33%	(125)	25%	(98)	42%	(163)	386
PID: Ind (no lean)	35%	(122)	22%	(79)	43%	(151)	352
PID: Rep (no lean)	27%	(87)	26%	(82)	46%	(147)	316
PID/Gender: Dem Men	34%	(60)	26%	(46)	40%	(71)	177
PID/Gender: Dem Women	31%	(65)	25%	(51)	44%	(92)	208
PID/Gender: Ind Men	33%	(58)	24%	(43)	42%	(74)	174
PID/Gender: Ind Women	36%	(64)	21%	(37)	43%	(77)	178
PID/Gender: Rep Men	31%	(45)	26%	(38)	43%	(63)	146
PID/Gender: Rep Women	25%	(42)	26%	(44)	49%	(84)	170
Ideo: Liberal (1-3)	35%	(97)	23%	(65)	42%	(117)	279
Ideo: Moderate (4)	31%	(95)	27%	(83)	41%	(125)	303
Ideo: Conservative (5-7)	29%	(111)	26%	(99)	44%	(167)	377
Educ: < College	31%	(221)	23%	(163)	46%	(327)	711
Educ: Bachelors degree	32%	(73)	26%	(58)	42%	(95)	226
Educ: Post-grad	34%	(40)	33%	(38)	33%	(38)	116
Income: Under 50k	29%	(160)	21%	(114)	50%	(275)	549
Income: 50k-100k	33%	(113)	29%	(98)	39%	(133)	344
Income: 100k+	38%	(61)	29%	(47)	33%	(53)	160
Ethnicity: White	31%	(263)	25%	(215)	45%	(384)	862
Ethnicity: Hispanic	37%	(64)	25%	(44)	38%	(68)	176

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Table MCEN6_5: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?

I do not want to watch advertisements

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	32%	(334)	25%	(259)	44%	(461)	1054
Ethnicity: Black	28%	(24)	13%	(11)	59%	(51)	87
Ethnicity: Other	44%	(46)	31%	(33)	24%	(25)	104
All Christian	30%	(144)	27%	(133)	43%	(210)	488
All Non-Christian	33%	(26)	36%	(28)	31%	(24)	78
Atheist	54%	(30)	22%	(12)	24%	(14)	56
Agnostic/Nothing in particular	33%	(89)	21%	(55)	46%	(124)	268
Something Else	27%	(44)	19%	(31)	54%	(89)	164
Religious Non-Protestant/Catholic	36%	(31)	34%	(29)	30%	(26)	86
Evangelical	31%	(84)	20%	(53)	49%	(130)	266
Non-Evangelical	26%	(95)	29%	(107)	45%	(165)	368
Community: Urban	36%	(92)	27%	(69)	36%	(92)	253
Community: Suburban	32%	(168)	24%	(126)	44%	(228)	522
Community: Rural	26%	(74)	23%	(65)	50%	(140)	278
Employ: Private Sector	34%	(105)	30%	(93)	36%	(109)	307
Employ: Government	42%	(25)	31%	(19)	27%	(16)	61
Employ: Self-Employed	43%	(43)	19%	(19)	38%	(38)	100
Employ: Homemaker	15%	(9)	20%	(12)	65%	(40)	62
Employ: Retired	29%	(85)	25%	(71)	46%	(133)	290
Employ: Unemployed	26%	(30)	20%	(24)	54%	(64)	119
Employ: Other	16%	(11)	19%	(13)	65%	(45)	70
Military HH: Yes	42%	(70)	23%	(38)	34%	(57)	166
Military HH: No	30%	(264)	25%	(221)	45%	(403)	888
RD/WT: Right Direction	31%	(149)	26%	(126)	43%	(211)	487
RD/WT: Wrong Track	32%	(184)	24%	(134)	44%	(249)	567
Biden Job Approve	32%	(180)	26%	(145)	42%	(236)	562
Biden Job Disapprove	32%	(138)	24%	(104)	43%	(184)	426
Biden Job Strongly Approve	31%	(95)	27%	(80)	42%	(128)	303
Biden Job Somewhat Approve	33%	(85)	25%	(65)	42%	(109)	259
Biden Job Somewhat Disapprove	42%	(52)	21%	(27)	37%	(45)	124
Biden Job Strongly Disapprove	28%	(86)	26%	(78)	46%	(138)	302

Continued on next page

Table MCEN6_5: You previously indicated you do not subscribe to any free streaming services supported by advertisements. To what extent are the following a reason why you do not currently subscribe?
I do not want to watch advertisements

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults who do not use any AVOD services	32%	(334)	25%	(259)	44%	(461)	1054
Favorable of Biden	33%	(183)	26%	(142)	41%	(228)	553
Unfavorable of Biden	31%	(133)	25%	(111)	44%	(192)	436
Very Favorable of Biden	32%	(96)	27%	(82)	42%	(127)	305
Somewhat Favorable of Biden	35%	(87)	24%	(60)	41%	(101)	248
Somewhat Unfavorable of Biden	40%	(46)	24%	(28)	36%	(42)	116
Very Unfavorable of Biden	27%	(87)	26%	(83)	47%	(151)	320
#1 Issue: Economy	32%	(114)	27%	(98)	41%	(146)	358
#1 Issue: Security	31%	(48)	28%	(43)	41%	(63)	154
#1 Issue: Health Care	25%	(36)	24%	(34)	51%	(72)	141
#1 Issue: Medicare / Social Security	28%	(41)	21%	(30)	51%	(74)	146
#1 Issue: Women's Issues	47%	(34)	15%	(11)	37%	(27)	71
#1 Issue: Energy	41%	(25)	17%	(10)	42%	(25)	60
#1 Issue: Other	36%	(27)	24%	(18)	40%	(30)	75
2020 Vote: Joe Biden	32%	(141)	25%	(113)	43%	(191)	445
2020 Vote: Donald Trump	29%	(96)	28%	(93)	44%	(147)	336
2020 Vote: Didn't Vote	36%	(81)	18%	(42)	46%	(104)	227
2018 House Vote: Democrat	30%	(106)	26%	(94)	44%	(157)	357
2018 House Vote: Republican	32%	(86)	25%	(68)	43%	(115)	269
2016 Vote: Hillary Clinton	34%	(109)	24%	(78)	42%	(135)	321
2016 Vote: Donald Trump	27%	(86)	27%	(84)	46%	(143)	313
2016 Vote: Didn't Vote	33%	(121)	23%	(85)	44%	(161)	367
Voted in 2014: Yes	30%	(172)	24%	(138)	46%	(260)	570
Voted in 2014: No	33%	(162)	25%	(122)	41%	(201)	484
4-Region: Northeast	36%	(70)	24%	(48)	40%	(80)	198
4-Region: Midwest	31%	(68)	20%	(43)	49%	(108)	219
4-Region: South	29%	(113)	25%	(97)	46%	(182)	391
4-Region: West	34%	(82)	29%	(72)	37%	(92)	245

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 who do not use any AVOD services	1054	100%
xdemGender	Gender: Male	497	47%
	Gender: Female	556	53%
	N	1054	
age	Age: 18-34	297	28%
	Age: 35-44	135	13%
	Age: 45-64	360	34%
	Age: 65+	261	25%
	N	1054	
demAgeGeneration	GenZers: 1997-2012	152	14%
	Millennials: 1981-1996	226	21%
	GenXers: 1965-1980	245	23%
	Baby Boomers: 1946-1964	374	36%
	N	998	
xpid3	PID: Dem (no lean)	386	37%
	PID: Ind (no lean)	352	33%
	PID: Rep (no lean)	316	30%
	N	1054	
xpidGender	PID/Gender: Dem Men	177	17%
	PID/Gender: Dem Women	208	20%
	PID/Gender: Ind Men	174	17%
	PID/Gender: Ind Women	178	17%
	PID/Gender: Rep Men	146	14%
	PID/Gender: Rep Women	170	16%
	N	1054	
xdemIdeo3	Ideo: Liberal (1-3)	279	26%
	Ideo: Moderate (4)	303	29%
	Ideo: Conservative (5-7)	377	36%
	N	959	
xeduc3	Educ: < College	711	67%
	Educ: Bachelors degree	226	21%
	Educ: Post-grad	116	11%
	N	1054	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	549	52%
	Income: 50k-100k	344	33%
	Income: 100k+	160	15%
	N	1054	
xdemWhite	Ethnicity: White	862	82%
xdemHispBin	Ethnicity: Hispanic	176	17%
demBlackBin	Ethnicity: Black	87	8%
demRaceOther	Ethnicity: Other	104	10%
xdemReligion	All Christian	488	46%
	All Non-Christian	78	7%
	Atheist	56	5%
	Agnostic/Nothing in particular	268	25%
	Something Else	164	16%
N	1054		
xdemReligOther	Religious Non-Protestant/Catholic	86	8%
xdemEvang	Evangelical	266	25%
	Non-Evangelical	368	35%
	N	634	
xdemUsr	Community: Urban	253	24%
	Community: Suburban	522	50%
	Community: Rural	278	26%
	N	1054	
xdemEmploy	Employ: Private Sector	307	29%
	Employ: Government	61	6%
	Employ: Self-Employed	100	9%
	Employ: Homemaker	62	6%
	Employ: Student	47	4%
	Employ: Retired	290	27%
	Employ: Unemployed	119	11%
	Employ: Other	70	7%
N	1054		
xdemMilHH1	Military HH: Yes	166	16%
	Military HH: No	888	84%
	N	1054	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	487	46%
	RD/WT: Wrong Track	567	54%
	N	1054	
xdemBidenApprove	Biden Job Approve	562	53%
	Biden Job Disapprove	426	40%
	N	988	
xdemBidenApprove2	Biden Job Strongly Approve	303	29%
	Biden Job Somewhat Approve	259	25%
	Biden Job Somewhat Disapprove	124	12%
	Biden Job Strongly Disapprove	302	29%
	N	988	
xdemBidenFav	Favorable of Biden	553	52%
	Unfavorable of Biden	436	41%
	N	989	
xdemBidenFavFull	Very Favorable of Biden	305	29%
	Somewhat Favorable of Biden	248	24%
	Somewhat Unfavorable of Biden	116	11%
	Very Unfavorable of Biden	320	30%
	N	989	
xnr3	#1 Issue: Economy	358	34%
	#1 Issue: Security	154	15%
	#1 Issue: Health Care	141	13%
	#1 Issue: Medicare / Social Security	146	14%
	#1 Issue: Women's Issues	71	7%
	#1 Issue: Education	49	5%
	#1 Issue: Energy	60	6%
	#1 Issue: Other	75	7%
	N	1054	
xsubVote20O	2020 Vote: Joe Biden	445	42%
	2020 Vote: Donald Trump	336	32%
	2020 Vote: Other	44	4%
	2020 Vote: Didn't Vote	227	22%
	N	1051	
xsubVote18O	2018 House Vote: Democrat	357	34%
	2018 House Vote: Republican	269	26%
	2018 House Vote: Someone else	35	3%
	N	660	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	321	30%
	2016 Vote: Donald Trump	313	30%
	2016 Vote: Other	49	5%
	2016 Vote: Didn't Vote	367	35%
	<i>N</i>	1051	
xsubVote14O	Voted in 2014: Yes	570	54%
	Voted in 2014: No	484	46%
	<i>N</i>	1054	
xreg4	4-Region: Northeast	198	19%
	4-Region: Midwest	219	21%
	4-Region: South	391	37%
	4-Region: West	245	23%
	<i>N</i>	1054	

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

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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