MORNING CONSULT

National Tracking Poll #210591
May 19-22, 2021

Crosstabulation Results

Table Index

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
Adults	17%	(383)	21%	(453)	17%	(381)	45%	(982)	2200
Gender: Male	22%	(229)	22%	(229)	19%	(197)	38%	(407)	1062
Gender: Female	14%	(155)	20%	(224)	16%	(184)	51%	(575)	1138
Age: 18-34	21%	(136)	25%	(165)	19%	(123)	35%	(231)	655
Age: 35-44	24%	(86)	24%	(87)	21%	(76)	30%	(109)	358
Age: 45-64	17%	(128)	21%	(161)	16%	(120)	45%	(341)	751
Age: 65+	8%	(33)	9%	(40)	14%	(62)	69%	(301)	436
GenZers: 1997-2012	17%	(53)	26%	(79)	21%	(65)	36%	(112)	309
Millennials: 1981-1996	23%	(130)	25%	(145)	19%	(107)	33%	(189)	570
GenXers: 1965-1980	24%	(129)	21%	(117)	17%	(93)	38%	(208)	547
Baby Boomers: 1946-1964	10%	(72)	15%	(108)	16%	(110)	59%	(414)	704
PID: Dem (no lean)	20%	(164)	22%	(178)	17%	(143)	41%	(338)	824
PID: Ind (no lean)	17%	(124)	21%	(154)	19%	(138)	43%	(318)	735
PID: Rep (no lean)	15%	(95)	19%	(121)	16%	(100)	51%	(325)	641
PID/Gender: Dem Men	27%	(107)	24%	(95)	17%	(67)	33%	(133)	403
PID/Gender: Dem Women	14%	(57)	20%	(83)	18%	(76)	49%	(205)	422
PID/Gender: Ind Men	18%	(64)	22%	(79)	19%	(67)	40%	(142)	352
PID/Gender: Ind Women	16%	(60)	20%	(75)	19%	(71)	46%	(176)	383
PID/Gender: Rep Men	19%	(58)	18%	(56)	20%	(63)	43%	(131)	307
PID/Gender: Rep Women	11%	(37)	20%	(65)	11%	(37)	58%	(194)	333
Ideo: Liberal (1-3)	19%	(116)	20%	(120)	18%	(105)	43%	(254)	595
Ideo: Moderate (4)	17%	(105)	21%	(131)	20%	(125)	43%	(274)	636
Ideo: Conservative (5-7)	16%	(116)	19%	(138)	16%	(115)	50%	(368)	738
Educ: < College	18%	(272)	21%	(321)	17%	(253)	44%	(667)	1512
Educ: Bachelors degree	15%	(66)	20%	(88)	19%	(86)	46%	(204)	444
Educ: Post-grad	19%	(46)	18%	(44)	18%	(43)	46%	(112)	244

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	17%	(383)	21%	(453)	17%	(381)	45%	(982)	2200
Income: Under 50k	19%	(216)	22%	(246)	17%	(197)	42%	(486)	1145
Income: 50k-100k	15%	(107)	20%	(141)	17%	(123)	48%	(340)	711
Income: 100k+	18%	(61)	19%	(66)	18%	(61)	45%	(156)	344
Ethnicity: White	15%	(257)	19%	(328)	18%	(304)	48%	(833)	1722
Ethnicity: Hispanic	22%	(76)	24%	(84)	23%	(79)	31%	(110)	349
Ethnicity: Black	34%	(93)	27%	(75)	14%	(38)	25%	(69)	274
Ethnicity: Other	17%	(34)	24%	(50)	19%	(40)	39%	(80)	204
All Christian	16%	(165)	19%	(196)	17%	(167)	47%	(478)	1007
All Non-Christian	21%	(34)	17%	(27)	18%	(28)	45%	(71)	159
Atheist	11%	(12)	23%	(25)	24%	(27)	42%	(46)	111
Agnostic/Nothing in particular	17%	(88)	21%	(109)	18%	(94)	45%	(236)	527
Something Else	21%	(85)	24%	(96)	16%	(65)	38%	(151)	396
Religious Non-Protestant/Catholic	22%	(42)	18%	(34)	16%	(31)	44%	(83)	189
Evangelical	22%	(131)	21%	(126)	14%	(87)	43%	(257)	601
Non-Evangelical	14%	(108)	21%	(155)	19%	(141)	46%	(347)	751
Community: Urban	23%	(133)	29%	(170)	16%	(97)	32%	(191)	591
Community: Suburban	15%	(153)	17%	(181)	19%	(195)	49%	(513)	1042
Community: Rural	17%	(97)	18%	(102)	16%	(90)	49%	(278)	567
Employ: Private Sector	19%	(127)	22%	(145)	21%	(144)	38%	(254)	670
Employ: Government	16%	(22)	25%	(33)	20%	(27)	39%	(52)	135
Employ: Self-Employed	25%	(56)	23%	(52)	14%	(33)	38%	(85)	226
Employ: Homemaker	17%	(22)	16%	(22)	14%	(20)	53%	(71)	135
Employ: Student	17%	(16)	25%	(24)	14%	(14)	44%	(43)	97
Employ: Retired	11%	(55)	13%	(69)	12%	(61)	64%	(325)	509
Employ: Unemployed	21%	(59)	26%	(74)	21%	(60)	32%	(90)	283
Employ: Other	18%	(27)	23%	(33)	16%	(24)	42%	(61)	145
Military HH: Yes	14%	(48)	17%	(56)	15%	(50)	54%	(182)	336
Military HH: No	18%	(336)	21%	(397)	18%	(331)	43%	(800)	1864
RD/WT: Right Direction	18%	(192)	22%	(229)	18%	(190)	42%	(441)	1052
RD/WT: Wrong Track	17%	(192)	20%	(224)	17%	(191)	47%	(541)	1148

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	17%	(383)	21%	(453)	17%	(381)	45%	(982)	2200
Biden Job Approve	19%	(241)	22%	(269)	18%	(225)	41%	(501)	1236
Biden Job Disapprove	15%	(127)	19%	(155)	15%	(128)	51%	(422)	833
Biden Job Strongly Approve	22%	(139)	20%	(130)	16%	(104)	42%	(271)	644
Biden Job Somewhat Approve	17%	(102)	23%	(139)	20%	(121)	39%	(231)	592
Biden Job Somewhat Disapprove	15%	(38)	24%	(60)	17%	(42)	44%	(109)	250
Biden Job Strongly Disapprove	15%	(89)	16%	(95)	15%	(86)	54%	(312)	583
Favorable of Biden	19%	(234)	23%	(280)	17%	(213)	41%	(498)	1225
Unfavorable of Biden	15%	(127)	18%	(149)	17%	(143)	51%	(427)	846
Very Favorable of Biden	23%	(148)	19%	(126)	15%	(101)	43%	(278)	653
Somewhat Favorable of Biden	15%	(86)	27%	(155)	19%	(112)	38%	(220)	572
Somewhat Unfavorable of Biden	14%	(31)	21%	(46)	20%	(45)	45%	(101)	223
Very Unfavorable of Biden	15%	(96)	16%	(102)	16%	(97)	53%	(327)	622
#1 Issue: Economy	17%	(135)	22%	(175)	18%	(139)	43%	(336)	785
#1 Issue: Security	18%	(58)	19%	(62)	16%	(50)	46%	(147)	317
#1 Issue: Health Care	20%	(67)	21%	(70)	19%	(66)	40%	(135)	338
#1 Issue: Medicare / Social Security	13%	(38)	16%	(46)	12%	(32)	59%	(163)	279
#1 Issue: Women's Issues	8%	(10)	29%	(36)	12%	(15)	50%	(62)	124
#1 Issue: Education	20%	(22)	17%	(18)	28%	(30)	36%	(38)	108
#1 Issue: Energy	30%	(37)	18%	(23)	19%	(24)	32%	(40)	125
#1 Issue: Other	14%	(17)	19%	(24)	20%	(25)	47%	(59)	125
2020 Vote: Joe Biden	19%	(178)	20%	(193)	18%	(177)	43%	(411)	958
2020 Vote: Donald Trump	16%	(112)	17%	(121)	16%	(111)	51%	(352)	696
2020 Vote: Other	9%	(7)	20%	(16)	19%	(15)	52%	(41)	80
2020 Vote: Didn't Vote	19%	(86)	27%	(123)	17%	(79)	38%	(175)	463
2018 House Vote: Democrat	17%	(120)	22%	(158)	17%	(123)	44%	(318)	719
2018 House Vote: Republican	15%	(84)	17%	(99)	17%	(99)	51%	(290)	573
2018 House Vote: Someone else	14%	(9)	15%	(9)	12%	(7)	58%	(36)	62

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	17%	(383)	21%	(453)	17%	(381)	45%	(982)	2200
2016 Vote: Hillary Clinton	20%	(132)	22%	(151)	16%	(107)	42%	(287)	677
2016 Vote: Donald Trump	15%	(100)	17%	(110)	18%	(116)	50%	(331)	657
2016 Vote: Other	9%	(9)	21%	(21)	19%	(19)	50%	(51)	101
2016 Vote: Didn't Vote	19%	(142)	22%	(170)	18%	(138)	41%	(311)	761
Voted in 2014: Yes	16%	(196)	19%	(229)	16%	(194)	49%	(584)	1203
Voted in 2014: No	19%	(188)	22%	(224)	19%	(188)	40%	(398)	997
4-Region: Northeast	19%	(75)	18%	(71)	18%	(70)	45%	(177)	394
4-Region: Midwest	15%	(68)	22%	(101)	17%	(79)	46%	(214)	462
4-Region: South	20%	(165)	21%	(170)	17%	(142)	42%	(348)	824
4-Region: West	15%	(76)	21%	(111)	17%	(90)	47%	(242)	520
Familiar with any AVOD Service	23%	(383)	27%	(453)	19%	(317)	32%	(547)	1700
Uses any AVOD Service	30%	(342)	28%	(318)	16%	(179)	27%	(307)	1146
Tubi User	62%	(280)	31%	(139)	4%	(18)	3%	(14)	452
Pluto TV User	47%	(185)	31%	(123)	11%	(44)	10%	(41)	393
Peacock User	34%	(162)	27%	(126)	14%	(68)	25%	(116)	472
Roku Channel User	31%	(183)	25%	(146)	17%	(102)	27%	(161)	592
IMDbTV User	40%	(121)	31%	(95)	13%	(41)	16%	(48)	305
Crackle User	53%	(150)	29%	(83)	8%	(24)	10%	(29)	285
Vudu User	46%	(112)	30%	(74)	11%	(28)	12%	(30)	244
Xumo User	57%	(56)	23%	(23)	8%	(8)	12%	(12)	99

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
Adults	15%	(337)	22%	(477)	18%	(392)	45%	(994)	2200
Gender: Male	20%	(216)	24%	(255)	19%	(203)	36%	(387)	1062
Gender: Female	11%	(121)	19%	(222)	17%	(188)	53%	(607)	1138
Age: 18-34	19%	(121)	23%	(150)	18%	(120)	40%	(264)	655
Age: 35-44	24%	(84)	33%	(118)	13%	(46)	30%	(109)	358
Age: 45-64	14%	(104)	21%	(160)	21%	(154)	44%	(333)	751
Age: 65+	6%	(28)	11%	(50)	16%	(71)	66%	(288)	436
GenZers: 1997-2012	12%	(36)	21%	(64)	21%	(64)	47%	(144)	309
Millennials: 1981-1996	24%	(134)	30%	(172)	15%	(84)	32%	(180)	570
GenXers: 1965-1980	20%	(110)	22%	(121)	19%	(103)	39%	(214)	547
Baby Boomers: 1946-1964	8%	(55)	16%	(114)	19%	(135)	57%	(399)	704
PID: Dem (no lean)	19%	(155)	20%	(169)	17%	(142)	43%	(358)	824
PID: Ind (no lean)	14%	(100)	23%	(168)	19%	(141)	44%	(326)	735
PID: Rep (no lean)	13%	(82)	22%	(140)	17%	(109)	48%	(310)	641
PID/Gender: Dem Men	25%	(102)	23%	(92)	19%	(75)	33%	(133)	403
PID/Gender: Dem Women	13%	(53)	18%	(77)	16%	(67)	53%	(225)	422
PID/Gender: Ind Men	18%	(63)	25%	(86)	19%	(66)	39%	(137)	352
PID/Gender: Ind Women	10%	(37)	21%	(82)	19%	(75)	49%	(189)	383
PID/Gender: Rep Men	17%	(52)	25%	(77)	20%	(62)	38%	(116)	307
PID/Gender: Rep Women	9%	(30)	19%	(63)	14%	(47)	58%	(193)	333
Ideo: Liberal (1-3)	19%	(111)	21%	(123)	17%	(99)	44%	(262)	595
Ideo: Moderate (4)	14%	(90)	23%	(146)	20%	(127)	43%	(273)	636
Ideo: Conservative (5-7)	13%	(98)	21%	(155)	19%	(137)	47%	(347)	738
Educ: < College	15%	(228)	21%	(322)	17%	(260)	46%	(702)	1512
Educ: Bachelors degree	16%	(72)	20%	(90)	21%	(91)	43%	(190)	444
Educ: Post-grad	15%	(37)	27%	(65)	16%	(40)	42%	(102)	244
Income: Under 50k	16%	(182)	24%	(270)	17%	(199)	43%	(493)	1145
Income: 50k-100k	14%	(100)	18%	(126)	19%	(136)	49%	(349)	711
Income: 100k+	16%	(54)	23%	(81)	17%	(57)	44%	(152)	344
Ethnicity: White	14%	(238)	20%	(348)	19%	(323)	47%	(812)	1722
Ethnicity: Hispanic	16%	(57)	24%	(83)	20%	(71)	40%	(138)	349

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	15%	(337)	22%	(477)	18%	(392)	45%	(994)	2200
Ethnicity: Black	26%	(70)	28%	(76)	14%	(39)	32%	(89)	274
Ethnicity: Other	14%	(29)	26%	(53)	15%	(30)	45%	(93)	204
All Christian	14%	(140)	20%	(202)	18%	(186)	48%	(479)	1007
All Non-Christian	18%	(29)	22%	(35)	14%	(23)	45%	(72)	159
Atheist	17%	(19)	21%	(23)	17%	(19)	45%	(50)	111
Agnostic/Nothing in particular	16%	(84)	23%	(119)	17%	(91)	44%	(234)	527
Something Else	17%	(66)	25%	(98)	19%	(73)	40%	(159)	396
Religious Non-Protestant/Catholic	18%	(34)	23%	(44)	15%	(28)	44%	(83)	189
Evangelical	18%	(107)	24%	(144)	18%	(106)	41%	(243)	601
Non-Evangelical	12%	(89)	19%	(144)	19%	(144)	50%	(373)	751
Community: Urban	24%	(139)	26%	(153)	15%	(86)	36%	(212)	591
Community: Suburban	12%	(121)	20%	(207)	20%	(205)	49%	(509)	1042
Community: Rural	14%	(77)	21%	(117)	18%	(100)	48%	(272)	567
Employ: Private Sector	16%	(110)	26%	(177)	17%	(117)	40%	(266)	670
Employ: Government	17%	(23)	27%	(36)	23%	(31)	34%	(45)	135
Employ: Self-Employed	22%	(49)	22%	(50)	14%	(31)	42%	(96)	226
Employ: Homemaker	11%	(15)	23%	(31)	15%	(21)	51%	(68)	135
Employ: Student	9%	(9)	17%	(16)	27%	(26)	47%	(46)	97
Employ: Retired	7%	(38)	15%	(77)	17%	(85)	61%	(310)	509
Employ: Unemployed	21%	(59)	21%	(60)	20%	(55)	38%	(109)	283
Employ: Other	24%	(34)	21%	(30)	18%	(26)	37%	(54)	145
Military HH: Yes	14%	(49)	21%	(70)	15%	(50)	50%	(168)	336
Military HH: No	15%	(288)	22%	(407)	18%	(342)	44%	(826)	1864
RD/WT: Right Direction	19%	(203)	23%	(239)	17%	(175)	41%	(436)	1052
RD/WT: Wrong Track	12%	(135)	21%	(238)	19%	(217)	49%	(558)	1148
Biden Job Approve	19%	(235)	22%	(277)	16%	(202)	42%	(521)	1236
Biden Job Disapprove	11%	(88)	20%	(164)	20%	(163)	50%	(418)	833

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	15%	(337)	22%	(477)	18%	(392)	45%	(994)	2200
Biden Job Strongly Approve	22%	(143)	22%	(145)	15%	(95)	41%	(262)	644
Biden Job Somewhat Approve	16%	(92)	22%	(132)	18%	(107)	44%	(260)	592
Biden Job Somewhat Disapprove	11%	(27)	22%	(56)	23%	(56)	44%	(111)	250
Biden Job Strongly Disapprove	10%	(61)	19%	(108)	18%	(107)	53%	(307)	583
Favorable of Biden	19%	(229)	22%	(271)	17%	(206)	42%	(519)	1225
Unfavorable of Biden	10%	(86)	21%	(176)	20%	(166)	49%	(418)	846
Very Favorable of Biden	21%	(140)	20%	(134)	16%	(104)	42%	(275)	653
Somewhat Favorable of Biden	16%	(89)	24%	(137)	18%	(102)	43%	(244)	572
Somewhat Unfavorable of Biden	9%	(20)	22%	(50)	25%	(57)	43%	(96)	223
Very Unfavorable of Biden	10%	(65)	20%	(126)	18%	(110)	52%	(322)	622
#1 Issue: Economy	14%	(113)	23%	(183)	18%	(143)	44%	(345)	785
#1 Issue: Security	14%	(45)	21%	(66)	20%	(64)	45%	(143)	317
#1 Issue: Health Care	19%	(64)	24%	(83)	18%	(62)	38%	(128)	338
#1 Issue: Medicare / Social Security	13%	(37)	17%	(48)	15%	(41)	55%	(153)	279
#1 Issue: Women's Issues	9%	(11)	18%	(23)	16%	(19)	57%	(71)	124
#1 Issue: Education	19%	(21)	22%	(24)	20%	(22)	39%	(42)	108
#1 Issue: Energy	28%	(35)	18%	(23)	12%	(15)	42%	(52)	125
#1 Issue: Other	9%	(12)	23%	(29)	21%	(26)	47%	(59)	125
2020 Vote: Joe Biden	18%	(169)	20%	(193)	19%	(181)	43%	(415)	958
2020 Vote: Donald Trump	13%	(91)	20%	(138)	19%	(129)	48%	(338)	696
2020 Vote: Other	8%	(6)	19%	(15)	21%	(16)	53%	(42)	80
2020 Vote: Didn't Vote	15%	(70)	28%	(131)	14%	(65)	42%	(197)	463
2018 House Vote: Democrat	17%	(121)	20%	(144)	17%	(121)	46%	(333)	719
2018 House Vote: Republican	12%	(68)	20%	(117)	18%	(105)	49%	(282)	573
2018 House Vote: Someone else	14%	(8)	17%	(11)	12%	(7)	57%	(35)	62
2016 Vote: Hillary Clinton	18%	(123)	21%	(141)	16%	(107)	45%	(307)	677
2016 Vote: Donald Trump	14%	(89)	20%	(129)	18%	(120)	48%	(318)	657
2016 Vote: Other	8%	(9)	22%	(23)	18%	(19)	51%	(51)	101
2016 Vote: Didn't Vote	15%	(116)	24%	(184)	19%	(146)	41%	(315)	761

Continued on next page

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Pluto TV

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(337)	22%	(477)	18%	(392)	45%	(994)	2200
Voted in 2014: Yes	15%	(183)	21%	(249)	16%	(196)	48%	(575)	1203
Voted in 2014: No	15%	(154)	23%	(228)	20%	(196)	42%	(419)	997
4-Region: Northeast	21%	(81)	21%	(83)	16%	(61)	43%	(169)	394
4-Region: Midwest	14%	(66)	24%	(111)	17%	(77)	45%	(208)	462
4-Region: South	14%	(119)	21%	(171)	19%	(156)	46%	(378)	824
4-Region: West	14%	(71)	22%	(112)	19%	(98)	46%	(239)	520
Familiar with any AVOD Service	20%	(337)	28%	(477)	19%	(316)	34%	(570)	1700
Uses any AVOD Service	26%	(294)	29%	(337)	16%	(187)	29%	(329)	1146
Tubi User	43%	(192)	29%	(132)	12%	(52)	17%	(76)	452
Pluto TV User	60%	(234)	36%	(141)	2%	(8)	2%	(10)	393
Peacock User	32%	(153)	28%	(133)	16%	(74)	24%	(113)	472
Roku Channel User	27%	(162)	29%	(172)	15%	(90)	28%	(168)	592
IMDbTV User	36%	(111)	30%	(91)	17%	(52)	17%	(51)	305
Crackle User	46%	(130)	35%	(100)	11%	(32)	8%	(22)	285
Vudu User	40%	(96)	28%	(69)	16%	(40)	16%	(39)	244
Xumo User	57%	(57)	25%	(25)	7%	(7)	11%	(11)	99

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	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	19%	(410)	29%	(640)	21%	(469)	31%	(681)	2200
Gender: Male	25%	(262)	29%	(309)	22%	(238)	24%	(252)	1062
Gender: Female	13%	(148)	29%	(331)	20%	(231)	38%	(428)	1138
Age: 18-34	22%	(144)	28%	(181)	17%	(112)	33%	(219)	655
Age: 35-44	32%	(115)	34%	(123)	17%	(62)	16%	(57)	358
Age: 45-64	15%	(116)	31%	(229)	23%	(170)	31%	(235)	751
Age: 65+	8%	(35)	25%	(107)	29%	(124)	39%	(170)	436
GenZers: 1997-2012	14%	(43)	29%	(89)	16%	(48)	42%	(130)	309
Millennials: 1981-1996	30%	(172)	30%	(170)	19%	(106)	21%	(122)	570
GenXers: 1965-1980	22%	(120)	31%	(170)	20%	(109)	27%	(148)	547
Baby Boomers: 1946-1964	10%	(72)	28%	(199)	27%	(187)	35%	(245)	704
PID: Dem (no lean)	23%	(192)	28%	(233)	21%	(172)	28%	(227)	824
PID: Ind (no lean)	16%	(119)	30%	(220)	22%	(158)	32%	(238)	735
PID: Rep (no lean)	15%	(99)	29%	(188)	22%	(138)	34%	(216)	641
PID/Gender: Dem Men	32%	(130)	26%	(106)	19%	(77)	22%	(90)	403
PID/Gender: Dem Women	15%	(62)	30%	(127)	22%	(95)	33%	(138)	422
PID/Gender: Ind Men	20%	(71)	31%	(108)	24%	(85)	25%	(87)	352
PID/Gender: Ind Women	13%	(48)	29%	(112)	19%	(73)	39%	(150)	383
PID/Gender: Rep Men	20%	(61)	31%	(96)	24%	(75)	24%	(75)	307
PID/Gender: Rep Women	11%	(37)	28%	(92)	19%	(63)	42%	(141)	333
Ideo: Liberal (1-3)	22%	(133)	30%	(178)	22%	(131)	26%	(152)	595
Ideo: Moderate (4)	20%	(125)	35%	(220)	18%	(112)	28%	(179)	636
Ideo: Conservative (5-7)	16%	(121)	25%	(187)	25%	(186)	33%	(243)	738
Educ: < College	17%	(251)	28%	(430)	20%	(309)	35%	(523)	1512
Educ: Bachelors degree	22%	(98)	30%	(135)	24%	(105)	24%	(107)	444
Educ: Post-grad	25%	(62)	31%	(75)	23%	(55)	21%	(52)	244
Income: Under 50k	16%	(182)	29%	(329)	21%	(240)	34%	(394)	1145
Income: 50k-100k	19%	(136)	29%	(206)	22%	(158)	30%	(211)	711
Income: 100k+	27%	(92)	31%	(105)	21%	(71)	22%	(76)	344
Ethnicity: White	17%	(288)	29%	(506)	22%	(387)	31%	(541)	1722
Ethnicity: Hispanic	24%	(82)	23%	(80)	20%	(71)	33%	(116)	349

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
Adults	19%	(410)	29%	(640)	21%	(469)	31%	(681)	2200
Ethnicity: Black	32%	(89)	29%	(78)	16%	(43)	23%	(64)	274
Ethnicity: Other	16%	(32)	28%	(56)	19%	(39)	37%	(76)	204
All Christian	19%	(190)	29%	(290)	23%	(232)	29%	(295)	1007
All Non-Christian	19%	(30)	36%	(57)	18%	(28)	27%	(44)	159
Atheist	17%	(19)	27%	(30)	26%	(28)	30%	(33)	111
Agnostic/Nothing in particular	20%	(105)	28%	(147)	20%	(105)	32%	(170)	527
Something Else	17%	(66)	29%	(117)	19%	(75)	35%	(138)	396
Religious Non-Protestant/Catholic	21%	(39)	34%	(65)	19%	(35)	27%	(50)	189
Evangelical	21%	(128)	28%	(171)	22%	(130)	29%	(173)	601
Non-Evangelical	15%	(116)	30%	(223)	22%	(168)	32%	(243)	751
Community: Urban	27%	(161)	29%	(173)	17%	(100)	27%	(157)	591
Community: Suburban	16%	(172)	30%	(312)	23%	(244)	30%	(314)	1042
Community: Rural	14%	(77)	27%	(155)	22%	(124)	37%	(210)	567
Employ: Private Sector	26%	(176)	32%	(215)	19%	(128)	23%	(151)	670
Employ: Government	22%	(30)	30%	(41)	21%	(28)	27%	(37)	135
Employ: Self-Employed	21%	(47)	27%	(62)	25%	(55)	27%	(61)	226
Employ: Homemaker	13%	(18)	26%	(36)	18%	(24)	43%	(58)	135
Employ: Student	14%	(13)	33%	(32)	13%	(12)	40%	(39)	97
Employ: Retired	9%	(44)	27%	(138)	27%	(140)	37%	(187)	509
Employ: Unemployed	20%	(56)	32%	(89)	18%	(51)	31%	(87)	283
Employ: Other	18%	(26)	19%	(27)	21%	(30)	42%	(61)	145
Military HH: Yes	13%	(45)	29%	(98)	24%	(82)	34%	(113)	336
Military HH: No	20%	(365)	29%	(543)	21%	(387)	30%	(568)	1864
RD/WT: Right Direction	23%	(242)	31%	(328)	19%	(205)	26%	(278)	1052
RD/WT: Wrong Track	15%	(168)	27%	(313)	23%	(264)	35%	(402)	1148
Biden Job Approve	23%	(289)	30%	(366)	19%	(235)	28%	(346)	1236
Biden Job Disapprove	13%	(107)	29%	(240)	24%	(202)	34%	(283)	833

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
Adults	19%	(410)	29%	(640)	21%	(469)	31%	(681)	2200
Biden Job Strongly Approve	26%	(165)	28%	(183)	20%	(131)	26%	(166)	644
Biden Job Somewhat Approve	21%	(124)	31%	(183)	18%	(104)	30%	(180)	592
Biden Job Somewhat Disapprove	12%	(29)	35%	(86)	22%	(54)	32%	(80)	250
Biden Job Strongly Disapprove	13%	(78)	26%	(154)	25%	(148)	35%	(203)	583
Favorable of Biden	23%	(282)	30%	(365)	19%	(235)	28%	(344)	1225
Unfavorable of Biden	14%	(115)	28%	(238)	25%	(207)	34%	(285)	846
Very Favorable of Biden	27%	(177)	27%	(178)	19%	(123)	27%	(175)	653
Somewhat Favorable of Biden	18%	(105)	33%	(187)	19%	(111)	30%	(169)	572
Somewhat Unfavorable of Biden	14%	(32)	30%	(68)	23%	(51)	33%	(73)	223
Very Unfavorable of Biden	13%	(83)	27%	(170)	25%	(156)	34%	(213)	622
#1 Issue: Economy	18%	(141)	33%	(257)	22%	(169)	28%	(217)	785
#1 Issue: Security	17%	(55)	27%	(85)	24%	(75)	32%	(102)	317
#1 Issue: Health Care	27%	(91)	29%	(98)	18%	(62)	26%	(87)	338
#1 Issue: Medicare / Social Security	14%	(39)	27%	(76)	19%	(54)	40%	(110)	279
#1 Issue: Women's Issues	11%	(14)	21%	(26)	21%	(26)	47%	(58)	124
#1 Issue: Education	21%	(23)	35%	(37)	19%	(20)	26%	(28)	108
#1 Issue: Energy	28%	(35)	20%	(25)	26%	(32)	26%	(32)	125
#1 Issue: Other	10%	(12)	28%	(36)	25%	(31)	37%	(46)	125
2020 Vote: Joe Biden	23%	(218)	31%	(299)	19%	(185)	27%	(256)	958
2020 Vote: Donald Trump	15%	(104)	29%	(204)	25%	(175)	31%	(213)	696
2020 Vote: Other	18%	(15)	24%	(19)	29%	(23)	29%	(23)	80
2020 Vote: Didn't Vote	16%	(74)	25%	(118)	18%	(84)	40%	(187)	463
2018 House Vote: Democrat	22%	(161)	29%	(208)	22%	(159)	27%	(191)	719
2018 House Vote: Republican	15%	(85)	31%	(176)	24%	(137)	30%	(175)	573
2018 House Vote: Someone else	26%	(16)	22%	(14)	17%	(11)	34%	(21)	62
2016 Vote: Hillary Clinton	24%	(162)	30%	(205)	21%	(139)	25%	(171)	677
2016 Vote: Donald Trump	16%	(103)	29%	(188)	25%	(162)	31%	(204)	657
2016 Vote: Other	18%	(18)	27%	(28)	21%	(21)	33%	(34)	101
2016 Vote: Didn't Vote	17%	(126)	29%	(220)	19%	(146)	35%	(269)	761

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
Adults	19%	(410)	29%	(640)	21%	(469)	31%	(681)	2200
Voted in 2014: Yes	20%	(238)	29%	(352)	22%	(268)	29%	(345)	1203
Voted in 2014: No	17%	(172)	29%	(288)	20%	(201)	34%	(336)	997
4-Region: Northeast	24%	(96)	28%	(110)	20%	(79)	28%	(109)	394
4-Region: Midwest	18%	(82)	29%	(136)	22%	(101)	31%	(144)	462
4-Region: South	17%	(141)	31%	(252)	20%	(167)	32%	(264)	824
4-Region: West	17%	(91)	27%	(143)	23%	(122)	32%	(165)	520
Familiar with any AVOD Service	24%	(410)	38%	(640)	17%	(282)	22%	(368)	1700
Uses any AVOD Service	32%	(362)	35%	(398)	16%	(182)	18%	(204)	1146
Tubi User	41%	(185)	31%	(138)	13%	(58)	16%	(71)	452
Pluto TV User	42%	(167)	34%	(132)	14%	(55)	10%	(39)	393
Peacock User	58%	(272)	36%	(169)	6%	(27)	1%	(5)	472
Roku Channel User	29%	(169)	34%	(200)	16%	(94)	22%	(128)	592
IMDbTV User	38%	(117)	33%	(100)	16%	(50)	12%	(38)	305
Crackle User	47%	(135)	33%	(95)	10%	(28)	9%	(27)	285
Vudu User	41%	(100)	33%	(80)	12%	(30)	13%	(33)	244
Xumo User	60%	(59)	23%	(23)	9%	(9)	8%	(8)	99

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
Adults	25%	(552)	27%	(595)	20%	(443)	28%	(610)	2200
Gender: Male	26%	(274)	27%	(290)	23%	(239)	24%	(259)	1062
Gender: Female	24%	(278)	27%	(305)	18%	(204)	31%	(351)	1138
Age: 18-34	33%	(217)	31%	(203)	18%	(120)	18%	(115)	655
Age: 35-44	31%	(109)	31%	(111)	19%	(67)	20%	(70)	358
Age: 45-64	23%	(170)	26%	(192)	21%	(155)	31%	(234)	751
Age: 65+	13%	(56)	20%	(88)	23%	(100)	44%	(191)	436
GenZers: 1997-2012	37%	(115)	33%	(102)	16%	(49)	14%	(43)	309
Millennials: 1981-1996	32%	(180)	30%	(173)	18%	(103)	20%	(114)	570
GenXers: 1965-1980	25%	(136)	27%	(147)	21%	(116)	27%	(149)	547
Baby Boomers: 1946-1964	17%	(117)	23%	(162)	23%	(159)	38%	(266)	704
PID: Dem (no lean)	24%	(201)	28%	(231)	21%	(173)	27%	(219)	824
PID: Ind (no lean)	25%	(182)	29%	(214)	22%	(159)	25%	(181)	735
PID: Rep (no lean)	26%	(170)	23%	(150)	17%	(111)	33%	(210)	641
PID/Gender: Dem Men	27%	(111)	27%	(107)	24%	(97)	22%	(88)	403
PID/Gender: Dem Women	21%	(91)	29%	(124)	18%	(75)	31%	(131)	422
PID/Gender: Ind Men	22%	(77)	33%	(115)	24%	(86)	21%	(74)	352
PID/Gender: Ind Women	27%	(104)	26%	(99)	19%	(73)	28%	(107)	383
PID/Gender: Rep Men	28%	(86)	22%	(68)	18%	(56)	32%	(97)	307
PID/Gender: Rep Women	25%	(83)	25%	(82)	17%	(55)	34%	(113)	333
Ideo: Liberal (1-3)	28%	(164)	24%	(142)	23%	(135)	26%	(154)	595
Ideo: Moderate (4)	22%	(139)	29%	(183)	20%	(128)	29%	(186)	636
Ideo: Conservative (5-7)	25%	(184)	26%	(192)	19%	(143)	30%	(219)	738
Educ: < College	26%	(386)	27%	(410)	19%	(290)	28%	(426)	1512
Educ: Bachelors degree	23%	(104)	26%	(117)	22%	(96)	29%	(127)	444
Educ: Post-grad	26%	(62)	28%	(69)	23%	(57)	23%	(56)	244
Income: Under 50k	24%	(274)	28%	(319)	19%	(222)	29%	(329)	1145
Income: 50k-100k	26%	(185)	26%	(182)	21%	(146)	28%	(198)	711
Income: 100k+	27%	(94)	27%	(94)	21%	(74)	24%	(83)	344
Ethnicity: White	23%	(395)	27%	(463)	20%	(350)	30%	(514)	1722
Ethnicity: Hispanic	31%	(109)	32%	(113)	19%	(68)	17%	(59)	349

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	25%	(552)	27%	(595)	20%	(443)	28%	(610)	2200
Ethnicity: Black	33%	(90)	29%	(79)	21%	(57)	18%	(49)	274
Ethnicity: Other	33%	(67)	26%	(53)	17%	(36)	23%	(48)	204
All Christian	24%	(238)	26%	(263)	21%	(215)	29%	(290)	1007
All Non-Christian	28%	(45)	24%	(38)	18%	(29)	30%	(48)	159
Atheist	15%	(17)	24%	(27)	32%	(35)	28%	(32)	111
Agnostic/Nothing in particular	21%	(111)	30%	(160)	21%	(109)	28%	(148)	527
Something Else	36%	(141)	27%	(108)	14%	(54)	23%	(92)	396
Religious Non-Protestant/Catholic	29%	(55)	25%	(46)	17%	(32)	30%	(56)	189
Evangelical	32%	(194)	26%	(155)	17%	(101)	25%	(151)	601
Non-Evangelical	23%	(172)	27%	(202)	21%	(160)	29%	(216)	751
Community: Urban	29%	(171)	30%	(177)	18%	(104)	23%	(139)	591
Community: Suburban	22%	(227)	25%	(264)	23%	(238)	30%	(313)	1042
Community: Rural	27%	(154)	27%	(154)	18%	(100)	28%	(158)	567
Employ: Private Sector	27%	(182)	30%	(202)	20%	(131)	23%	(155)	670
Employ: Government	34%	(46)	33%	(44)	19%	(26)	14%	(19)	135
Employ: Self-Employed	30%	(69)	30%	(68)	18%	(41)	22%	(49)	226
Employ: Homemaker	16%	(21)	28%	(38)	13%	(18)	43%	(58)	135
Employ: Student	33%	(32)	31%	(31)	17%	(16)	19%	(18)	97
Employ: Retired	18%	(90)	19%	(98)	22%	(112)	41%	(209)	509
Employ: Unemployed	27%	(75)	28%	(78)	23%	(65)	23%	(64)	283
Employ: Other	25%	(36)	25%	(36)	24%	(34)	26%	(38)	145
Military HH: Yes	22%	(74)	26%	(89)	20%	(68)	32%	(106)	336
Military HH: No	26%	(478)	27%	(506)	20%	(375)	27%	(504)	1864
RD/WT: Right Direction	25%	(259)	29%	(302)	20%	(213)	26%	(278)	1052
RD/WT: Wrong Track	26%	(294)	26%	(293)	20%	(229)	29%	(331)	1148
Biden Job Approve	26%	(318)	28%	(348)	20%	(252)	26%	(318)	1236
Biden Job Disapprove	25%	(204)	25%	(206)	19%	(162)	31%	(260)	833

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	25%	(552)	27%	(595)	20%	(443)	28%	(610)	2200
Biden Job Strongly Approve	27%	(177)	24%	(156)	19%	(121)	30%	(190)	644
Biden Job Somewhat Approve	24%	(141)	32%	(192)	22%	(130)	22%	(128)	592
Biden Job Somewhat Disapprove	26%	(65)	31%	(78)	15%	(37)	28%	(69)	250
Biden Job Strongly Disapprove	24%	(139)	22%	(128)	21%	(125)	33%	(191)	583
Favorable of Biden	26%	(321)	29%	(354)	19%	(228)	26%	(322)	1225
Unfavorable of Biden	24%	(203)	24%	(206)	22%	(187)	29%	(249)	846
Very Favorable of Biden	29%	(189)	25%	(161)	18%	(118)	28%	(186)	653
Somewhat Favorable of Biden	23%	(132)	34%	(193)	19%	(110)	24%	(137)	572
Somewhat Unfavorable of Biden	20%	(46)	28%	(63)	23%	(51)	28%	(63)	223
Very Unfavorable of Biden	25%	(157)	23%	(143)	22%	(136)	30%	(186)	622
#1 Issue: Economy	25%	(198)	31%	(243)	20%	(156)	24%	(187)	785
#1 Issue: Security	23%	(74)	23%	(74)	17%	(55)	36%	(115)	317
#1 Issue: Health Care	28%	(95)	29%	(96)	21%	(70)	22%	(76)	338
#1 Issue: Medicare / Social Security	20%	(56)	18%	(51)	21%	(60)	40%	(111)	279
#1 Issue: Women's Issues	29%	(36)	26%	(32)	21%	(26)	24%	(29)	124
#1 Issue: Education	31%	(33)	31%	(33)	15%	(16)	23%	(25)	108
#1 Issue: Energy	28%	(35)	27%	(34)	27%	(34)	18%	(22)	125
#1 Issue: Other	20%	(25)	25%	(31)	20%	(25)	35%	(44)	125
2020 Vote: Joe Biden	24%	(234)	27%	(262)	20%	(196)	28%	(266)	958
2020 Vote: Donald Trump	25%	(171)	25%	(171)	20%	(138)	31%	(216)	696
2020 Vote: Other	25%	(20)	28%	(22)	26%	(20)	21%	(17)	80
2020 Vote: Didn't Vote	27%	(127)	30%	(140)	19%	(87)	24%	(109)	463
2018 House Vote: Democrat	24%	(173)	27%	(195)	20%	(143)	29%	(207)	719
2018 House Vote: Republican	23%	(131)	26%	(152)	19%	(109)	32%	(181)	573
2018 House Vote: Someone else	36%	(22)	21%	(13)	13%	(8)	30%	(19)	62
2016 Vote: Hillary Clinton	26%	(174)	26%	(173)	19%	(130)	29%	(199)	677
2016 Vote: Donald Trump	22%	(144)	26%	(171)	20%	(131)	32%	(211)	657
2016 Vote: Other	16%	(16)	25%	(25)	25%	(26)	34%	(34)	101
2016 Vote: Didn't Vote	29%	(217)	30%	(226)	20%	(155)	21%	(162)	761

Continued on next page

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	25%	(552)	27%	(595)	20%	(443)	28%	(610)	2200
Voted in 2014: Yes	23%	(280)	26%	(311)	20%	(237)	31%	(374)	1203
Voted in 2014: No	27%	(272)	29%	(284)	21%	(205)	24%	(236)	997
4-Region: Northeast	26%	(103)	27%	(107)	19%	(76)	27%	(108)	394
4-Region: Midwest	20%	(94)	30%	(139)	21%	(95)	29%	(134)	462
4-Region: South	28%	(228)	27%	(223)	18%	(152)	27%	(221)	824
4-Region: West	25%	(128)	24%	(126)	23%	(119)	28%	(146)	520
Familiar with any AVOD Service	32%	(552)	35%	(595)	17%	(290)	15%	(262)	1700
Uses any AVOD Service	39%	(450)	31%	(352)	16%	(179)	14%	(166)	1146
Tubi User	44%	(199)	23%	(103)	17%	(79)	16%	(71)	452
Pluto TV User	45%	(179)	26%	(101)	17%	(68)	11%	(45)	393
Peacock User	33%	(154)	31%	(146)	18%	(86)	18%	(85)	472
Roku Channel User	65%	(385)	31%	(185)	3%	(19)	1%	(4)	592
IMDbTV User	39%	(119)	28%	(85)	18%	(54)	15%	(47)	305
Crackle User	51%	(144)	25%	(71)	13%	(38)	11%	(32)	285
Vudu User	53%	(130)	26%	(64)	10%	(25)	10%	(24)	244
Xumo User	59%	(58)	24%	(24)	10%	(9)	8%	(8)	99

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
Adults	14%	(303)	20%	(443)	18%	(387)	49%	(1068)	2200
Gender: Male	18%	(189)	23%	(247)	20%	(215)	39%	(412)	1062
Gender: Female	10%	(114)	17%	(196)	15%	(172)	58%	(656)	1138
Age: 18-34	20%	(129)	25%	(165)	15%	(101)	40%	(260)	655
Age: 35-44	17%	(60)	28%	(102)	25%	(89)	30%	(107)	358
Age: 45-64	11%	(81)	17%	(131)	19%	(146)	52%	(392)	751
Age: 65+	7%	(33)	10%	(45)	12%	(51)	71%	(308)	436
GenZers: 1997-2012	15%	(48)	22%	(69)	14%	(43)	48%	(149)	309
Millennials: 1981-1996	21%	(117)	28%	(162)	21%	(118)	30%	(173)	570
GenXers: 1965-1980	14%	(77)	22%	(119)	20%	(110)	44%	(242)	547
Baby Boomers: 1946-1964	8%	(59)	12%	(87)	15%	(109)	64%	(449)	704
PID: Dem (no lean)	19%	(154)	21%	(177)	16%	(136)	43%	(357)	824
PID: Ind (no lean)	10%	(71)	20%	(149)	21%	(157)	49%	(357)	735
PID: Rep (no lean)	12%	(77)	18%	(117)	15%	(94)	55%	(353)	641
PID/Gender: Dem Men	26%	(105)	24%	(98)	18%	(71)	32%	(128)	403
PID/Gender: Dem Women	12%	(50)	19%	(78)	15%	(65)	54%	(229)	422
PID/Gender: Ind Men	12%	(42)	23%	(82)	26%	(90)	39%	(138)	352
PID/Gender: Ind Women	8%	(29)	18%	(67)	18%	(67)	57%	(219)	383
PID/Gender: Rep Men	14%	(42)	22%	(67)	17%	(54)	47%	(145)	307
PID/Gender: Rep Women	11%	(35)	15%	(50)	12%	(40)	62%	(208)	333
Ideo: Liberal (1-3)	19%	(114)	22%	(131)	17%	(102)	42%	(248)	595
Ideo: Moderate (4)	13%	(82)	21%	(135)	18%	(116)	48%	(303)	636
Ideo: Conservative (5-7)	12%	(87)	19%	(138)	17%	(122)	53%	(391)	738
Educ: < College	13%	(193)	17%	(263)	17%	(255)	53%	(801)	1512
Educ: Bachelors degree	15%	(66)	25%	(112)	19%	(86)	41%	(180)	444
Educ: Post-grad	18%	(44)	28%	(68)	19%	(46)	35%	(86)	244
Income: Under 50k	13%	(144)	17%	(194)	17%	(200)	53%	(607)	1145
Income: 50k-100k	15%	(105)	21%	(150)	17%	(123)	47%	(333)	711
Income: 100k+	16%	(54)	29%	(98)	19%	(64)	37%	(128)	344
Ethnicity: White	13%	(217)	20%	(336)	17%	(298)	51%	(871)	1722
Ethnicity: Hispanic	21%	(75)	24%	(84)	16%	(56)	39%	(135)	349

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	14%	(303)	20%	(443)	18%	(387)	49%	(1068)	2200
Ethnicity: Black	19%	(53)	21%	(59)	18%	(50)	41%	(113)	274
Ethnicity: Other	16%	(33)	24%	(48)	19%	(39)	41%	(84)	204
All Christian	14%	(137)	19%	(194)	17%	(169)	50%	(507)	1007
All Non-Christian	19%	(30)	26%	(41)	17%	(27)	38%	(61)	159
Atheist	16%	(17)	27%	(29)	23%	(26)	34%	(38)	111
Agnostic/Nothing in particular	11%	(57)	21%	(109)	18%	(93)	51%	(268)	527
Something Else	15%	(61)	17%	(69)	18%	(72)	49%	(194)	396
Religious Non-Protestant/Catholic	19%	(36)	26%	(49)	17%	(33)	38%	(71)	189
Evangelical	15%	(91)	21%	(125)	17%	(104)	47%	(281)	601
Non-Evangelical	13%	(99)	17%	(126)	17%	(126)	53%	(400)	751
Community: Urban	19%	(111)	25%	(150)	16%	(93)	40%	(237)	591
Community: Suburban	12%	(128)	18%	(191)	20%	(205)	50%	(518)	1042
Community: Rural	11%	(64)	18%	(102)	16%	(89)	55%	(312)	567
Employ: Private Sector	17%	(113)	25%	(167)	21%	(140)	37%	(251)	670
Employ: Government	18%	(25)	25%	(33)	17%	(23)	40%	(54)	135
Employ: Self-Employed	24%	(55)	21%	(47)	17%	(39)	37%	(84)	226
Employ: Homemaker	7%	(10)	22%	(30)	13%	(18)	57%	(77)	135
Employ: Student	9%	(9)	26%	(25)	22%	(21)	43%	(42)	97
Employ: Retired	7%	(36)	13%	(65)	13%	(64)	68%	(344)	509
Employ: Unemployed	14%	(40)	20%	(56)	18%	(51)	48%	(135)	283
Employ: Other	10%	(15)	13%	(19)	21%	(31)	55%	(80)	145
Military HH: Yes	13%	(42)	20%	(68)	16%	(54)	51%	(172)	336
Military HH: No	14%	(261)	20%	(375)	18%	(333)	48%	(895)	1864
RD/WT: Right Direction	17%	(175)	21%	(223)	18%	(193)	44%	(461)	1052
RD/WT: Wrong Track	11%	(128)	19%	(219)	17%	(194)	53%	(606)	1148
Biden Job Approve	17%	(211)	22%	(271)	17%	(210)	44%	(544)	1236
Biden Job Disapprove	10%	(83)	17%	(144)	18%	(152)	54%	(453)	833

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	14%	(303)	20%	(443)	18%	(387)	49%	(1068)	2200
Biden Job Strongly Approve	19%	(125)	19%	(124)	17%	(107)	45%	(288)	644
Biden Job Somewhat Approve	15%	(87)	25%	(147)	17%	(103)	43%	(256)	592
Biden Job Somewhat Disapprove	11%	(27)	21%	(52)	24%	(59)	44%	(111)	250
Biden Job Strongly Disapprove	10%	(56)	16%	(92)	16%	(93)	59%	(342)	583
Favorable of Biden	17%	(208)	21%	(260)	16%	(202)	45%	(556)	1225
Unfavorable of Biden	10%	(86)	18%	(156)	18%	(156)	53%	(448)	846
Very Favorable of Biden	18%	(117)	18%	(119)	15%	(100)	49%	(317)	653
Somewhat Favorable of Biden	16%	(90)	25%	(141)	18%	(102)	42%	(239)	572
Somewhat Unfavorable of Biden	12%	(26)	20%	(45)	26%	(57)	43%	(95)	223
Very Unfavorable of Biden	10%	(60)	18%	(111)	16%	(99)	57%	(352)	622
#1 Issue: Economy	10%	(78)	23%	(178)	21%	(162)	47%	(366)	785
#1 Issue: Security	18%	(56)	17%	(55)	12%	(39)	53%	(167)	317
#1 Issue: Health Care	20%	(68)	20%	(66)	22%	(76)	38%	(128)	338
#1 Issue: Medicare / Social Security	13%	(35)	15%	(42)	12%	(33)	60%	(168)	279
#1 Issue: Women's Issues	12%	(15)	19%	(23)	8%	(9)	61%	(76)	124
#1 Issue: Education	20%	(21)	25%	(28)	12%	(13)	43%	(46)	108
#1 Issue: Energy	16%	(19)	23%	(29)	20%	(25)	42%	(52)	125
#1 Issue: Other	8%	(10)	17%	(22)	24%	(29)	51%	(64)	125
2020 Vote: Joe Biden	18%	(169)	22%	(207)	18%	(172)	43%	(410)	958
2020 Vote: Donald Trump	12%	(83)	19%	(129)	17%	(117)	53%	(368)	696
2020 Vote: Other	10%	(8)	16%	(13)	32%	(26)	42%	(34)	80
2020 Vote: Didn't Vote	9%	(43)	20%	(94)	16%	(72)	55%	(254)	463
2018 House Vote: Democrat	16%	(116)	21%	(151)	18%	(126)	45%	(326)	719
2018 House Vote: Republican	13%	(72)	19%	(107)	16%	(90)	53%	(304)	573
2018 House Vote: Someone else	17%	(11)	9%	(6)	29%	(18)	44%	(27)	62
2016 Vote: Hillary Clinton	17%	(118)	21%	(143)	18%	(122)	44%	(295)	677
2016 Vote: Donald Trump	12%	(78)	18%	(116)	17%	(112)	54%	(352)	657
2016 Vote: Other	10%	(10)	18%	(18)	18%	(19)	54%	(54)	101
2016 Vote: Didn't Vote	13%	(97)	22%	(166)	18%	(134)	48%	(364)	761

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	14%	(303)	20%	(443)	18%	(387)	49%	(1068)	2200
Voted in 2014: Yes	14%	(165)	19%	(234)	17%	(201)	50%	(603)	1203
Voted in 2014: No	14%	(138)	21%	(209)	19%	(186)	47%	(465)	997
4-Region: Northeast	15%	(59)	24%	(96)	16%	(62)	45%	(176)	394
4-Region: Midwest	9%	(42)	19%	(89)	22%	(101)	50%	(230)	462
4-Region: South	14%	(114)	20%	(163)	17%	(137)	50%	(410)	824
4-Region: West	17%	(88)	18%	(95)	17%	(86)	48%	(251)	520
Familiar with any AVOD Service	18%	(303)	26%	(443)	18%	(312)	38%	(642)	1700
Uses any AVOD Service	22%	(256)	25%	(282)	19%	(214)	34%	(394)	1146
Tubi User	32%	(143)	21%	(93)	18%	(83)	29%	(133)	452
Pluto TV User	32%	(126)	25%	(99)	18%	(70)	25%	(98)	393
Peacock User	23%	(107)	24%	(112)	22%	(104)	32%	(149)	472
Roku Channel User	23%	(137)	22%	(133)	17%	(103)	37%	(220)	592
IMDbTV User	57%	(174)	35%	(106)	5%	(16)	3%	(8)	305
Crackle User	39%	(110)	29%	(82)	15%	(42)	18%	(51)	285
Vudu User	35%	(86)	27%	(66)	13%	(33)	24%	(59)	244
Xumo User	45%	(44)	25%	(25)	10%	(10)	20%	(20)	99

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	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	12%	(261)	21%	(456)	19%	(428)	48%	(1054)	2200
Gender: Male	17%	(177)	25%	(263)	21%	(227)	37%	(394)	1062
Gender: Female	7%	(84)	17%	(193)	18%	(201)	58%	(660)	1138
Age: 18-34	15%	(99)	24%	(158)	17%	(114)	43%	(283)	655
Age: 35-44	21%	(76)	25%	(88)	20%	(70)	34%	(123)	358
Age: 45-64	9%	(67)	20%	(148)	21%	(160)	50%	(375)	751
Age: 65+	4%	(19)	14%	(62)	19%	(83)	62%	(272)	436
GenZers: 1997-2012	11%	(34)	25%	(77)	14%	(43)	50%	(155)	309
Millennials: 1981-1996	19%	(108)	25%	(140)	20%	(116)	36%	(206)	570
GenXers: 1965-1980	15%	(79)	21%	(116)	22%	(120)	42%	(231)	547
Baby Boomers: 1946-1964	6%	(40)	17%	(118)	20%	(137)	58%	(409)	704
PID: Dem (no lean)	18%	(146)	21%	(171)	18%	(146)	44%	(361)	824
PID: Ind (no lean)	9%	(65)	23%	(166)	21%	(152)	48%	(352)	735
PID: Rep (no lean)	8%	(50)	19%	(120)	20%	(130)	53%	(341)	641
PID/Gender: Dem Men	24%	(99)	25%	(99)	17%	(70)	34%	(135)	403
PID/Gender: Dem Women	11%	(48)	17%	(71)	18%	(76)	54%	(226)	422
PID/Gender: Ind Men	12%	(43)	26%	(92)	25%	(87)	37%	(130)	352
PID/Gender: Ind Women	6%	(22)	19%	(74)	17%	(64)	58%	(223)	383
PID/Gender: Rep Men	12%	(36)	23%	(71)	23%	(70)	42%	(130)	307
PID/Gender: Rep Women	4%	(14)	14%	(48)	18%	(60)	63%	(211)	333
Ideo: Liberal (1-3)	15%	(86)	20%	(121)	17%	(103)	48%	(284)	595
Ideo: Moderate (4)	13%	(84)	22%	(138)	18%	(117)	47%	(297)	636
Ideo: Conservative (5-7)	9%	(67)	20%	(150)	22%	(165)	48%	(356)	738
Educ: < College	11%	(168)	21%	(317)	19%	(290)	49%	(738)	1512
Educ: Bachelors degree	13%	(57)	20%	(90)	21%	(94)	46%	(202)	444
Educ: Post-grad	15%	(36)	20%	(49)	18%	(44)	47%	(114)	244
Income: Under 50k	11%	(128)	21%	(244)	20%	(228)	48%	(544)	1145
Income: 50k-100k	11%	(81)	19%	(134)	18%	(131)	51%	(365)	711
Income: 100k+	15%	(53)	23%	(78)	20%	(69)	42%	(145)	344
Ethnicity: White	10%	(176)	19%	(334)	20%	(345)	50%	(867)	1722
Ethnicity: Hispanic	14%	(49)	26%	(89)	20%	(72)	40%	(140)	349

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
Adults	12%	(261)	21%	(456)	19%	(428)	48%	(1054)	2200
Ethnicity: Black	23%	(63)	24%	(65)	20%	(56)	33%	(90)	274
Ethnicity: Other	11%	(22)	28%	(56)	14%	(28)	48%	(97)	204
All Christian	12%	(121)	18%	(186)	19%	(192)	50%	(508)	1007
All Non-Christian	16%	(25)	22%	(36)	19%	(30)	43%	(69)	159
Atheist	3%	(4)	25%	(27)	24%	(27)	48%	(53)	111
Agnostic/Nothing in particular	12%	(63)	22%	(116)	19%	(99)	47%	(249)	527
Something Else	12%	(48)	23%	(91)	20%	(81)	44%	(175)	396
Religious Non-Protestant/Catholic	14%	(27)	23%	(44)	18%	(34)	44%	(83)	189
Evangelical	14%	(82)	22%	(130)	23%	(136)	42%	(254)	601
Non-Evangelical	11%	(82)	18%	(136)	17%	(130)	54%	(402)	751
Community: Urban	17%	(103)	25%	(147)	19%	(111)	39%	(230)	591
Community: Suburban	10%	(100)	20%	(204)	20%	(209)	51%	(529)	1042
Community: Rural	10%	(58)	19%	(106)	19%	(108)	52%	(296)	567
Employ: Private Sector	16%	(106)	21%	(144)	22%	(145)	41%	(275)	670
Employ: Government	16%	(21)	29%	(40)	18%	(24)	37%	(51)	135
Employ: Self-Employed	19%	(44)	21%	(47)	12%	(26)	48%	(108)	226
Employ: Homemaker	4%	(5)	21%	(29)	17%	(23)	58%	(78)	135
Employ: Student	8%	(8)	16%	(15)	17%	(16)	60%	(58)	97
Employ: Retired	5%	(25)	16%	(81)	19%	(98)	60%	(305)	509
Employ: Unemployed	13%	(38)	26%	(75)	23%	(64)	38%	(107)	283
Employ: Other	10%	(15)	18%	(26)	22%	(32)	50%	(72)	145
Military HH: Yes	11%	(36)	22%	(74)	16%	(54)	51%	(172)	336
Military HH: No	12%	(226)	20%	(382)	20%	(374)	47%	(882)	1864
RD/WT: Right Direction	15%	(162)	22%	(230)	20%	(207)	43%	(453)	1052
RD/WT: Wrong Track	9%	(99)	20%	(226)	19%	(221)	52%	(602)	1148
Biden Job Approve	16%	(196)	21%	(262)	18%	(220)	45%	(558)	1236
Biden Job Disapprove	7%	(60)	19%	(160)	22%	(180)	52%	(433)	833

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
Adults	12%	(261)	21%	(456)	19%	(428)	48%	(1054)	2200
Biden Job Strongly Approve	18%	(113)	21%	(134)	17%	(109)	45%	(288)	644
Biden Job Somewhat Approve	14%	(83)	22%	(127)	19%	(112)	46%	(270)	592
Biden Job Somewhat Disapprove	10%	(24)	24%	(59)	22%	(55)	45%	(111)	250
Biden Job Strongly Disapprove	6%	(35)	17%	(101)	21%	(125)	55%	(321)	583
Favorable of Biden	16%	(196)	21%	(257)	17%	(209)	46%	(563)	1225
Unfavorable of Biden	7%	(57)	19%	(158)	24%	(199)	51%	(432)	846
Very Favorable of Biden	20%	(128)	19%	(123)	15%	(98)	47%	(305)	653
Somewhat Favorable of Biden	12%	(69)	23%	(134)	19%	(112)	45%	(258)	572
Somewhat Unfavorable of Biden	7%	(16)	22%	(49)	27%	(60)	44%	(99)	223
Very Unfavorable of Biden	7%	(41)	17%	(109)	22%	(139)	54%	(333)	622
#1 Issue: Economy	11%	(89)	21%	(166)	22%	(172)	45%	(357)	785
#1 Issue: Security	13%	(42)	22%	(70)	18%	(59)	46%	(147)	317
#1 Issue: Health Care	17%	(56)	18%	(62)	17%	(57)	48%	(162)	338
#1 Issue: Medicare / Social Security	6%	(17)	21%	(57)	20%	(55)	53%	(149)	279
#1 Issue: Women's Issues	4%	(4)	19%	(24)	15%	(18)	62%	(77)	124
#1 Issue: Education	18%	(20)	18%	(19)	21%	(23)	43%	(46)	108
#1 Issue: Energy	19%	(24)	25%	(31)	17%	(21)	39%	(48)	125
#1 Issue: Other	6%	(8)	20%	(26)	18%	(22)	55%	(69)	125
2020 Vote: Joe Biden	16%	(156)	20%	(193)	18%	(172)	46%	(437)	958
2020 Vote: Donald Trump	8%	(55)	18%	(125)	23%	(158)	51%	(358)	696
2020 Vote: Other	5%	(4)	16%	(13)	25%	(20)	53%	(42)	80
2020 Vote: Didn't Vote	10%	(46)	27%	(126)	17%	(77)	46%	(214)	463
2018 House Vote: Democrat	15%	(107)	19%	(135)	20%	(141)	47%	(336)	719
2018 House Vote: Republican	9%	(51)	18%	(101)	23%	(130)	51%	(290)	573
2018 House Vote: Someone else	10%	(6)	15%	(9)	16%	(10)	60%	(37)	62
2016 Vote: Hillary Clinton	18%	(123)	19%	(127)	18%	(121)	45%	(306)	677
2016 Vote: Donald Trump	9%	(58)	17%	(114)	23%	(150)	51%	(335)	657
2016 Vote: Other	4%	(4)	21%	(21)	22%	(22)	53%	(53)	101
2016 Vote: Didn't Vote	10%	(76)	25%	(192)	18%	(135)	47%	(358)	761

Continued on next page

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
Adults	12%	(261)	21%	(456)	19%	(428)	48%	(1054)	2200
Voted in 2014: Yes	13%	(155)	18%	(219)	20%	(245)	49%	(584)	1203
Voted in 2014: No	11%	(106)	24%	(237)	18%	(184)	47%	(470)	997
4-Region: Northeast	16%	(63)	20%	(79)	21%	(82)	43%	(169)	394
4-Region: Midwest	9%	(43)	21%	(96)	20%	(92)	50%	(232)	462
4-Region: South	13%	(105)	21%	(171)	21%	(173)	46%	(375)	824
4-Region: West	10%	(50)	21%	(110)	16%	(81)	53%	(278)	520
Familiar with any AVOD Service	15%	(261)	27%	(456)	20%	(347)	37%	(636)	1700
Uses any AVOD Service	20%	(229)	25%	(291)	20%	(225)	35%	(402)	1146
Tubi User	35%	(156)	24%	(108)	17%	(78)	24%	(109)	452
Pluto TV User	36%	(140)	29%	(113)	18%	(72)	17%	(68)	393
Peacock User	26%	(123)	24%	(112)	18%	(87)	32%	(149)	472
Roku Channel User	24%	(140)	22%	(132)	22%	(132)	32%	(188)	592
IMDbTV User	32%	(97)	32%	(98)	19%	(57)	17%	(53)	305
Crackle User	57%	(162)	32%	(91)	7%	(21)	4%	(10)	285
Vudu User	37%	(91)	29%	(70)	16%	(40)	18%	(43)	244
Xumo User	54%	(54)	25%	(25)	8%	(8)	12%	(12)	99

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	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(251)	19%	(413)	21%	(471)	48%	(1065)	2200
Gender: Male	16%	(165)	20%	(213)	25%	(261)	40%	(423)	1062
Gender: Female	8%	(86)	18%	(200)	18%	(210)	56%	(641)	1138
Age: 18-34	19%	(123)	24%	(158)	21%	(138)	36%	(236)	655
Age: 35-44	17%	(62)	27%	(98)	23%	(83)	32%	(115)	358
Age: 45-64	7%	(53)	17%	(128)	24%	(181)	52%	(389)	751
Age: 65+	3%	(13)	7%	(29)	16%	(70)	75%	(325)	436
GenZers: 1997-2012	15%	(47)	26%	(80)	18%	(57)	40%	(125)	309
Millennials: 1981-1996	20%	(115)	25%	(141)	23%	(129)	32%	(185)	570
GenXers: 1965-1980	12%	(65)	21%	(116)	27%	(146)	40%	(220)	547
Baby Boomers: 1946-1964	3%	(23)	11%	(75)	18%	(129)	68%	(477)	704
PID: Dem (no lean)	17%	(144)	17%	(143)	20%	(164)	45%	(374)	824
PID: Ind (no lean)	7%	(49)	23%	(168)	24%	(177)	46%	(341)	735
PID: Rep (no lean)	9%	(59)	16%	(102)	20%	(130)	54%	(349)	641
PID/Gender: Dem Men	25%	(99)	18%	(72)	22%	(90)	35%	(141)	403
PID/Gender: Dem Women	11%	(44)	17%	(70)	17%	(74)	55%	(233)	422
PID/Gender: Ind Men	7%	(24)	24%	(83)	28%	(97)	42%	(147)	352
PID/Gender: Ind Women	6%	(24)	22%	(84)	21%	(81)	51%	(194)	383
PID/Gender: Rep Men	13%	(41)	19%	(57)	24%	(74)	44%	(135)	307
PID/Gender: Rep Women	5%	(18)	14%	(45)	17%	(56)	64%	(214)	333
Ideo: Liberal (1-3)	16%	(93)	17%	(102)	22%	(129)	46%	(271)	595
Ideo: Moderate (4)	11%	(68)	18%	(112)	21%	(136)	50%	(320)	636
Ideo: Conservative (5-7)	8%	(58)	19%	(138)	21%	(157)	52%	(385)	738
Educ: < College	11%	(162)	19%	(280)	21%	(318)	50%	(751)	1512
Educ: Bachelors degree	13%	(58)	18%	(80)	22%	(99)	47%	(207)	444
Educ: Post-grad	13%	(31)	21%	(52)	22%	(54)	44%	(107)	244
Income: Under 50k	10%	(115)	21%	(237)	21%	(242)	48%	(550)	1145
Income: 50k-100k	12%	(84)	15%	(107)	22%	(160)	51%	(361)	711
Income: 100k+	15%	(52)	20%	(69)	20%	(69)	45%	(154)	344
Ethnicity: White	10%	(175)	17%	(295)	21%	(365)	52%	(887)	1722
Ethnicity: Hispanic	13%	(46)	25%	(87)	26%	(89)	36%	(127)	349

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	11%	(251)	19%	(413)	21%	(471)	48%	(1065)	2200
Ethnicity: Black	19%	(53)	25%	(69)	25%	(69)	30%	(83)	274
Ethnicity: Other	11%	(23)	24%	(49)	18%	(37)	46%	(95)	204
All Christian	10%	(105)	15%	(148)	21%	(214)	54%	(540)	1007
All Non-Christian	15%	(24)	20%	(33)	17%	(27)	48%	(76)	159
Atheist	9%	(10)	22%	(24)	26%	(29)	43%	(48)	111
Agnostic/Nothing in particular	11%	(56)	23%	(119)	21%	(109)	46%	(244)	527
Something Else	14%	(57)	22%	(89)	23%	(93)	40%	(157)	396
Religious Non-Protestant/Catholic	16%	(31)	20%	(37)	17%	(32)	47%	(89)	189
Evangelical	13%	(80)	20%	(121)	23%	(141)	43%	(259)	601
Non-Evangelical	10%	(74)	14%	(108)	21%	(157)	55%	(412)	751
Community: Urban	16%	(97)	22%	(130)	22%	(127)	40%	(236)	591
Community: Suburban	10%	(102)	17%	(178)	21%	(221)	52%	(542)	1042
Community: Rural	9%	(52)	18%	(105)	22%	(123)	51%	(287)	567
Employ: Private Sector	14%	(96)	20%	(137)	25%	(170)	40%	(268)	670
Employ: Government	15%	(20)	28%	(38)	21%	(28)	36%	(49)	135
Employ: Self-Employed	20%	(46)	24%	(54)	16%	(37)	39%	(89)	226
Employ: Homemaker	8%	(11)	11%	(15)	17%	(23)	64%	(87)	135
Employ: Student	10%	(10)	25%	(24)	23%	(22)	43%	(42)	97
Employ: Retired	4%	(19)	10%	(50)	18%	(90)	69%	(350)	509
Employ: Unemployed	13%	(37)	21%	(60)	24%	(67)	42%	(119)	283
Employ: Other	10%	(14)	24%	(35)	24%	(35)	43%	(62)	145
Military HH: Yes	11%	(39)	16%	(55)	19%	(65)	53%	(178)	336
Military HH: No	11%	(213)	19%	(358)	22%	(407)	48%	(886)	1864
RD/WT: Right Direction	15%	(153)	19%	(197)	20%	(214)	46%	(489)	1052
RD/WT: Wrong Track	9%	(99)	19%	(216)	22%	(258)	50%	(575)	1148
Biden Job Approve	14%	(176)	19%	(237)	20%	(247)	47%	(576)	1236
Biden Job Disapprove	8%	(65)	17%	(143)	24%	(196)	52%	(429)	833

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	11%	(251)	19%	(413)	21%	(471)	48%	(1065)	2200
Biden Job Strongly Approve	17%	(109)	18%	(118)	16%	(106)	48%	(311)	644
Biden Job Somewhat Approve	11%	(67)	20%	(118)	24%	(141)	45%	(265)	592
Biden Job Somewhat Disapprove	10%	(24)	24%	(61)	24%	(59)	42%	(105)	250
Biden Job Strongly Disapprove	7%	(40)	14%	(82)	23%	(136)	56%	(324)	583
Favorable of Biden	14%	(177)	19%	(233)	20%	(243)	47%	(572)	1225
Unfavorable of Biden	7%	(63)	18%	(150)	23%	(197)	52%	(436)	846
Very Favorable of Biden	20%	(128)	17%	(112)	15%	(100)	48%	(314)	653
Somewhat Favorable of Biden	9%	(50)	21%	(122)	25%	(143)	45%	(258)	572
Somewhat Unfavorable of Biden	9%	(21)	20%	(46)	25%	(55)	46%	(102)	223
Very Unfavorable of Biden	7%	(42)	17%	(104)	23%	(142)	54%	(334)	622
#1 Issue: Economy	10%	(80)	21%	(167)	23%	(180)	46%	(358)	785
#1 Issue: Security	11%	(36)	19%	(61)	18%	(57)	51%	(163)	317
#1 Issue: Health Care	14%	(48)	18%	(62)	24%	(79)	44%	(148)	338
#1 Issue: Medicare / Social Security	10%	(27)	10%	(27)	16%	(44)	65%	(181)	279
#1 Issue: Women's Issues	10%	(12)	22%	(27)	16%	(19)	52%	(64)	124
#1 Issue: Education	12%	(13)	26%	(28)	24%	(26)	39%	(42)	108
#1 Issue: Energy	19%	(24)	21%	(26)	30%	(37)	30%	(38)	125
#1 Issue: Other	10%	(12)	11%	(14)	24%	(30)	56%	(70)	125
2020 Vote: Joe Biden	14%	(139)	17%	(161)	21%	(201)	48%	(457)	958
2020 Vote: Donald Trump	8%	(53)	17%	(118)	24%	(165)	52%	(361)	696
2020 Vote: Other	3%	(3)	15%	(12)	36%	(29)	46%	(37)	80
2020 Vote: Didn't Vote	12%	(57)	26%	(122)	16%	(75)	45%	(209)	463
2018 House Vote: Democrat	13%	(92)	19%	(138)	20%	(141)	48%	(348)	719
2018 House Vote: Republican	8%	(48)	18%	(103)	21%	(121)	53%	(301)	573
2018 House Vote: Someone else	10%	(6)	12%	(8)	23%	(14)	54%	(34)	62
2016 Vote: Hillary Clinton	15%	(102)	19%	(131)	19%	(129)	46%	(315)	677
2016 Vote: Donald Trump	8%	(54)	15%	(98)	23%	(153)	54%	(352)	657
2016 Vote: Other	6%	(6)	15%	(15)	22%	(22)	58%	(58)	101
2016 Vote: Didn't Vote	12%	(90)	22%	(169)	22%	(166)	44%	(337)	761

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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	11%	(251)	19%	(413)	21%	(471)	48%	(1065)	2200
Voted in 2014: Yes	11%	(131)	17%	(200)	20%	(238)	53%	(633)	1203
Voted in 2014: No	12%	(120)	21%	(212)	23%	(233)	43%	(432)	997
4-Region: Northeast	15%	(60)	14%	(56)	23%	(89)	48%	(188)	394
4-Region: Midwest	7%	(30)	21%	(96)	25%	(114)	48%	(223)	462
4-Region: South	13%	(107)	21%	(170)	19%	(160)	47%	(387)	824
4-Region: West	10%	(54)	17%	(91)	21%	(108)	51%	(267)	520
Familiar with any AVOD Service	15%	(251)	24%	(413)	24%	(402)	37%	(634)	1700
Uses any AVOD Service	18%	(211)	25%	(282)	24%	(273)	33%	(380)	1146
Tubi User	28%	(126)	24%	(108)	27%	(121)	22%	(97)	452
Pluto TV User	29%	(116)	26%	(103)	26%	(100)	19%	(74)	393
Peacock User	22%	(102)	23%	(109)	24%	(114)	31%	(148)	472
Roku Channel User	22%	(132)	27%	(160)	22%	(129)	29%	(171)	592
IMDbTV User	28%	(85)	27%	(81)	22%	(67)	23%	(71)	305
Crackle User	34%	(96)	28%	(80)	22%	(63)	16%	(47)	285
Vudu User	55%	(134)	32%	(78)	8%	(19)	5%	(12)	244
Xumo User	47%	(46)	32%	(31)	14%	(14)	7%	(7)	99

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	4%	(93)	7%	(161)	15%	(335)	73%	(1611)	2200
Gender: Male	7%	(75)	10%	(106)	19%	(204)	64%	(678)	1062
Gender: Female	2%	(18)	5%	(55)	12%	(132)	82%	(933)	1138
Age: 18-34	6%	(37)	11%	(71)	18%	(119)	65%	(428)	655
Age: 35-44	8%	(27)	12%	(41)	21%	(73)	60%	(215)	358
Age: 45-64	3%	(23)	5%	(40)	15%	(116)	76%	(572)	751
Age: 65+	1%	(5)	2%	(9)	6%	(27)	91%	(396)	436
GenZers: 1997-2012	1%	(2)	7%	(21)	20%	(63)	72%	(223)	309
Millennials: 1981-1996	9%	(53)	14%	(79)	18%	(100)	59%	(338)	570
GenXers: 1965-1980	5%	(27)	7%	(36)	18%	(98)	71%	(387)	547
Baby Boomers: 1946-1964	2%	(11)	4%	(25)	10%	(69)	85%	(599)	704
PID: Dem (no lean)	6%	(52)	9%	(78)	17%	(139)	67%	(555)	824
PID: Ind (no lean)	2%	(15)	7%	(49)	15%	(112)	76%	(559)	735
PID: Rep (no lean)	4%	(26)	5%	(34)	13%	(84)	78%	(497)	641
PID/Gender: Dem Men	11%	(43)	13%	(53)	20%	(79)	57%	(228)	403
PID/Gender: Dem Women	2%	(9)	6%	(26)	14%	(61)	77%	(326)	422
PID/Gender: Ind Men	4%	(13)	8%	(28)	21%	(74)	67%	(237)	352
PID/Gender: Ind Women	—	(2)	5%	(20)	10%	(39)	84%	(323)	383
PID/Gender: Rep Men	6%	(19)	8%	(25)	17%	(51)	69%	(212)	307
PID/Gender: Rep Women	2%	(7)	3%	(9)	10%	(33)	85%	(284)	333
Ideo: Liberal (1-3)	7%	(40)	7%	(42)	15%	(92)	71%	(420)	595
Ideo: Moderate (4)	4%	(27)	9%	(56)	16%	(101)	71%	(452)	636
Ideo: Conservative (5-7)	3%	(23)	7%	(50)	14%	(102)	76%	(562)	738
Educ: < College	3%	(41)	6%	(92)	16%	(239)	75%	(1141)	1512
Educ: Bachelors degree	7%	(31)	10%	(43)	13%	(59)	70%	(311)	444
Educ: Post-grad	9%	(21)	11%	(26)	15%	(37)	65%	(159)	244
Income: Under 50k	3%	(35)	7%	(75)	17%	(189)	74%	(846)	1145
Income: 50k-100k	5%	(34)	7%	(49)	13%	(93)	75%	(536)	711
Income: 100k+	7%	(24)	11%	(37)	16%	(53)	67%	(230)	344
Ethnicity: White	4%	(69)	7%	(116)	14%	(242)	75%	(1294)	1722
Ethnicity: Hispanic	5%	(17)	9%	(30)	25%	(89)	61%	(213)	349

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	4%	(93)	7%	(161)	15%	(335)	73%	(1611)	2200
Ethnicity: Black	6%	(17)	12%	(33)	21%	(58)	61%	(166)	274
Ethnicity: Other	3%	(7)	6%	(12)	17%	(35)	74%	(151)	204
All Christian	5%	(48)	7%	(66)	15%	(152)	74%	(741)	1007
All Non-Christian	9%	(15)	13%	(20)	13%	(20)	65%	(104)	159
Atheist	—	(0)	6%	(7)	17%	(19)	77%	(85)	111
Agnostic/Nothing in particular	3%	(15)	7%	(38)	15%	(82)	74%	(393)	527
Something Else	4%	(15)	7%	(29)	16%	(63)	73%	(289)	396
Religious Non-Protestant/Catholic	8%	(15)	13%	(24)	11%	(21)	69%	(130)	189
Evangelical	6%	(36)	10%	(63)	16%	(97)	68%	(406)	601
Non-Evangelical	4%	(26)	3%	(26)	15%	(115)	78%	(584)	751
Community: Urban	9%	(52)	12%	(69)	17%	(99)	63%	(371)	591
Community: Suburban	3%	(32)	6%	(62)	14%	(147)	77%	(801)	1042
Community: Rural	2%	(9)	5%	(30)	16%	(89)	77%	(438)	567
Employ: Private Sector	7%	(47)	10%	(68)	16%	(104)	67%	(451)	670
Employ: Government	6%	(8)	11%	(15)	22%	(30)	61%	(82)	135
Employ: Self-Employed	5%	(11)	10%	(22)	14%	(31)	71%	(161)	226
Employ: Homemaker	1%	(2)	9%	(13)	9%	(12)	80%	(109)	135
Employ: Student	1%	(1)	7%	(7)	18%	(17)	74%	(72)	97
Employ: Retired	2%	(8)	4%	(18)	10%	(48)	85%	(435)	509
Employ: Unemployed	4%	(12)	4%	(11)	20%	(57)	71%	(202)	283
Employ: Other	2%	(3)	5%	(8)	24%	(34)	69%	(100)	145
Military HH: Yes	3%	(12)	7%	(22)	14%	(46)	76%	(256)	336
Military HH: No	4%	(81)	7%	(139)	16%	(289)	73%	(1355)	1864
RD/WT: Right Direction	6%	(61)	9%	(98)	17%	(183)	67%	(710)	1052
RD/WT: Wrong Track	3%	(32)	5%	(63)	13%	(152)	78%	(901)	1148
Biden Job Approve	6%	(69)	8%	(103)	17%	(207)	69%	(857)	1236
Biden Job Disapprove	3%	(23)	6%	(49)	13%	(105)	79%	(655)	833

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	4%	(93)	7%	(161)	15%	(335)	73%	(1611)	2200
Biden Job Strongly Approve	9%	(57)	9%	(60)	15%	(99)	66%	(428)	644
Biden Job Somewhat Approve	2%	(12)	7%	(42)	18%	(108)	73%	(429)	592
Biden Job Somewhat Disapprove	2%	(6)	7%	(18)	17%	(43)	73%	(183)	250
Biden Job Strongly Disapprove	3%	(17)	5%	(32)	11%	(62)	81%	(472)	583
Favorable of Biden	5%	(65)	8%	(100)	16%	(193)	71%	(866)	1225
Unfavorable of Biden	3%	(23)	6%	(54)	14%	(117)	77%	(652)	846
Very Favorable of Biden	8%	(50)	10%	(64)	14%	(94)	68%	(445)	653
Somewhat Favorable of Biden	3%	(16)	6%	(36)	17%	(99)	74%	(421)	572
Somewhat Unfavorable of Biden	2%	(5)	9%	(19)	19%	(43)	70%	(156)	223
Very Unfavorable of Biden	3%	(18)	6%	(35)	12%	(74)	80%	(496)	622
#1 Issue: Economy	3%	(24)	8%	(62)	15%	(119)	74%	(580)	785
#1 Issue: Security	6%	(20)	5%	(16)	14%	(45)	75%	(237)	317
#1 Issue: Health Care	5%	(16)	12%	(39)	15%	(52)	68%	(230)	338
#1 Issue: Medicare / Social Security	2%	(7)	5%	(13)	10%	(28)	83%	(230)	279
#1 Issue: Women's Issues	1%	(1)	6%	(8)	13%	(16)	80%	(98)	124
#1 Issue: Education	10%	(11)	8%	(8)	27%	(29)	55%	(59)	108
#1 Issue: Energy	8%	(10)	8%	(10)	18%	(23)	66%	(82)	125
#1 Issue: Other	3%	(4)	4%	(5)	18%	(23)	75%	(94)	125
2020 Vote: Joe Biden	6%	(60)	9%	(82)	16%	(152)	69%	(665)	958
2020 Vote: Donald Trump	4%	(25)	5%	(37)	15%	(102)	76%	(532)	696
2020 Vote: Other	—	(0)	7%	(6)	17%	(14)	75%	(60)	80
2020 Vote: Didn't Vote	2%	(8)	8%	(37)	15%	(67)	76%	(351)	463
2018 House Vote: Democrat	6%	(43)	9%	(64)	15%	(106)	70%	(506)	719
2018 House Vote: Republican	4%	(22)	6%	(32)	12%	(68)	79%	(450)	573
2018 House Vote: Someone else	—	(0)	9%	(5)	6%	(4)	85%	(53)	62
2016 Vote: Hillary Clinton	6%	(40)	10%	(69)	16%	(109)	68%	(459)	677
2016 Vote: Donald Trump	4%	(24)	5%	(30)	13%	(86)	79%	(516)	657
2016 Vote: Other	1%	(1)	4%	(4)	13%	(13)	82%	(83)	101
2016 Vote: Didn't Vote	4%	(28)	8%	(58)	17%	(126)	72%	(550)	761

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	4%	(93)	7%	(161)	15%	(335)	73%	(1611)	2200
Voted in 2014: Yes	5%	(56)	7%	(90)	13%	(159)	75%	(898)	1203
Voted in 2014: No	4%	(36)	7%	(71)	18%	(177)	71%	(713)	997
4-Region: Northeast	8%	(30)	6%	(23)	17%	(65)	70%	(275)	394
4-Region: Midwest	2%	(8)	8%	(39)	14%	(66)	76%	(349)	462
4-Region: South	5%	(38)	8%	(67)	16%	(133)	71%	(586)	824
4-Region: West	3%	(16)	6%	(32)	14%	(72)	77%	(400)	520
Familiar with any AVOD Service	5%	(93)	9%	(161)	18%	(313)	67%	(1134)	1700
Uses any AVOD Service	7%	(77)	10%	(118)	19%	(218)	64%	(733)	1146
Tubi User	11%	(52)	12%	(53)	22%	(100)	55%	(248)	452
Pluto TV User	13%	(51)	15%	(57)	23%	(92)	49%	(192)	393
Peacock User	10%	(47)	11%	(53)	22%	(105)	56%	(266)	472
Roku Channel User	9%	(53)	11%	(65)	20%	(116)	61%	(359)	592
IMDbTV User	12%	(36)	16%	(48)	23%	(69)	50%	(152)	305
Crackle User	14%	(39)	20%	(56)	21%	(61)	45%	(130)	285
Vudu User	16%	(38)	16%	(38)	20%	(48)	49%	(119)	244
Xumo User	41%	(41)	30%	(29)	14%	(14)	15%	(15)	99

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	42%	(915)	38%	(845)	20%	(440)	2200
Gender: Male	44%	(463)	38%	(402)	19%	(197)	1062
Gender: Female	40%	(453)	39%	(442)	21%	(243)	1138
Age: 18-34	33%	(219)	39%	(252)	28%	(184)	655
Age: 35-44	39%	(139)	42%	(152)	19%	(67)	358
Age: 45-64	42%	(317)	41%	(311)	16%	(123)	751
Age: 65+	55%	(241)	30%	(129)	15%	(66)	436
GenZers: 1997-2012	27%	(85)	47%	(145)	26%	(79)	309
Millennials: 1981-1996	38%	(217)	35%	(201)	27%	(152)	570
GenXers: 1965-1980	42%	(227)	41%	(227)	17%	(93)	547
Baby Boomers: 1946-1964	49%	(344)	37%	(258)	15%	(102)	704
PID: Dem (no lean)	50%	(412)	34%	(284)	16%	(129)	824
PID: Ind (no lean)	34%	(251)	42%	(308)	24%	(176)	735
PID: Rep (no lean)	39%	(253)	40%	(253)	21%	(135)	641
PID/Gender: Dem Men	53%	(214)	31%	(127)	15%	(62)	403
PID/Gender: Dem Women	47%	(198)	37%	(157)	16%	(67)	422
PID/Gender: Ind Men	35%	(123)	41%	(144)	24%	(84)	352
PID/Gender: Ind Women	33%	(128)	43%	(163)	24%	(92)	383
PID/Gender: Rep Men	41%	(125)	43%	(131)	17%	(51)	307
PID/Gender: Rep Women	38%	(127)	37%	(122)	25%	(84)	333
Ideo: Liberal (1-3)	44%	(262)	42%	(251)	14%	(81)	595
Ideo: Moderate (4)	43%	(272)	38%	(241)	19%	(123)	636
Ideo: Conservative (5-7)	42%	(306)	36%	(265)	23%	(167)	738
Educ: < College	39%	(590)	39%	(591)	22%	(331)	1512
Educ: Bachelors degree	46%	(203)	37%	(162)	18%	(78)	444
Educ: Post-grad	50%	(122)	37%	(91)	13%	(31)	244
Income: Under 50k	34%	(391)	42%	(476)	24%	(278)	1145
Income: 50k-100k	47%	(331)	36%	(257)	17%	(123)	711
Income: 100k+	56%	(193)	33%	(112)	11%	(39)	344
Ethnicity: White	43%	(733)	39%	(664)	19%	(325)	1722

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	42%	(915)	38%	(845)	20%	(440)	2200
Ethnicity: Hispanic	37%	(130)	46%	(160)	17%	(60)	349
Ethnicity: Black	43%	(117)	32%	(87)	26%	(70)	274
Ethnicity: Other	32%	(66)	46%	(94)	22%	(45)	204
All Christian	48%	(481)	35%	(349)	18%	(176)	1007
All Non-Christian	49%	(79)	30%	(48)	20%	(32)	159
Atheist	32%	(36)	48%	(53)	20%	(22)	111
Agnostic/Nothing in particular	36%	(189)	40%	(213)	24%	(125)	527
Something Else	33%	(131)	46%	(181)	21%	(84)	396
Religious Non-Protestant/Catholic	46%	(88)	32%	(60)	22%	(41)	189
Evangelical	39%	(237)	41%	(246)	20%	(119)	601
Non-Evangelical	47%	(356)	35%	(265)	17%	(130)	751
Community: Urban	42%	(247)	38%	(224)	20%	(120)	591
Community: Suburban	47%	(486)	36%	(374)	17%	(182)	1042
Community: Rural	32%	(183)	43%	(246)	24%	(138)	567
Employ: Private Sector	43%	(290)	36%	(243)	20%	(137)	670
Employ: Government	38%	(52)	44%	(60)	17%	(23)	135
Employ: Self-Employed	43%	(98)	43%	(96)	14%	(32)	226
Employ: Homemaker	34%	(46)	37%	(50)	29%	(39)	135
Employ: Student	36%	(35)	42%	(41)	22%	(22)	97
Employ: Retired	50%	(257)	34%	(173)	15%	(79)	509
Employ: Unemployed	32%	(90)	46%	(129)	22%	(64)	283
Employ: Other	34%	(49)	36%	(52)	30%	(44)	145
Military HH: Yes	47%	(160)	35%	(119)	17%	(58)	336
Military HH: No	41%	(756)	39%	(726)	20%	(382)	1864
RD/WT: Right Direction	45%	(474)	36%	(381)	19%	(198)	1052
RD/WT: Wrong Track	38%	(441)	40%	(464)	21%	(242)	1148
Biden Job Approve	45%	(562)	37%	(455)	18%	(220)	1236
Biden Job Disapprove	38%	(319)	40%	(332)	22%	(181)	833

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	42%	(915)	38%	(845)	20%	(440)	2200
Biden Job Strongly Approve	51%	(329)	33%	(210)	16%	(105)	644
Biden Job Somewhat Approve	39%	(232)	41%	(245)	19%	(115)	592
Biden Job Somewhat Disapprove	39%	(97)	44%	(109)	17%	(43)	250
Biden Job Strongly Disapprove	38%	(222)	38%	(223)	24%	(138)	583
Favorable of Biden	46%	(565)	37%	(449)	17%	(212)	1225
Unfavorable of Biden	38%	(318)	41%	(347)	21%	(181)	846
Very Favorable of Biden	53%	(343)	30%	(199)	17%	(111)	653
Somewhat Favorable of Biden	39%	(221)	44%	(250)	18%	(101)	572
Somewhat Unfavorable of Biden	37%	(82)	43%	(96)	20%	(45)	223
Very Unfavorable of Biden	38%	(236)	40%	(251)	22%	(135)	622
#1 Issue: Economy	41%	(326)	39%	(305)	20%	(154)	785
#1 Issue: Security	41%	(129)	39%	(123)	20%	(65)	317
#1 Issue: Health Care	44%	(150)	37%	(125)	19%	(63)	338
#1 Issue: Medicare / Social Security	47%	(132)	35%	(98)	18%	(49)	279
#1 Issue: Women's Issues	42%	(52)	45%	(55)	13%	(17)	124
#1 Issue: Education	43%	(46)	31%	(34)	26%	(28)	108
#1 Issue: Energy	44%	(54)	32%	(40)	24%	(30)	125
#1 Issue: Other	22%	(27)	51%	(64)	27%	(34)	125
2020 Vote: Joe Biden	50%	(477)	35%	(337)	15%	(145)	958
2020 Vote: Donald Trump	41%	(289)	39%	(272)	19%	(136)	696
2020 Vote: Other	39%	(31)	39%	(31)	23%	(18)	80
2020 Vote: Didn't Vote	25%	(118)	44%	(205)	30%	(141)	463
2018 House Vote: Democrat	51%	(370)	35%	(254)	13%	(95)	719
2018 House Vote: Republican	44%	(250)	38%	(218)	18%	(105)	573
2018 House Vote: Someone else	36%	(22)	44%	(27)	20%	(12)	62
2016 Vote: Hillary Clinton	53%	(358)	33%	(223)	14%	(96)	677
2016 Vote: Donald Trump	44%	(291)	39%	(258)	16%	(108)	657
2016 Vote: Other	37%	(37)	46%	(47)	17%	(17)	101
2016 Vote: Didn't Vote	30%	(228)	41%	(316)	29%	(218)	761

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	42%	(915)	38%	(845)	20%	(440)	2200
Voted in 2014: Yes	49%	(585)	37%	(445)	14%	(173)	1203
Voted in 2014: No	33%	(330)	40%	(400)	27%	(267)	997
4-Region: Northeast	56%	(221)	28%	(112)	15%	(61)	394
4-Region: Midwest	39%	(179)	39%	(179)	22%	(104)	462
4-Region: South	40%	(334)	39%	(319)	21%	(172)	824
4-Region: West	35%	(182)	45%	(235)	20%	(103)	520
Familiar with any AVOD Service	40%	(679)	41%	(701)	19%	(320)	1700
Uses any AVOD Service	44%	(499)	39%	(447)	17%	(200)	1146
Tubi User	44%	(199)	40%	(179)	16%	(74)	452
Pluto TV User	44%	(173)	41%	(160)	15%	(60)	393
Peacock User	54%	(254)	32%	(149)	15%	(69)	472
Roku Channel User	42%	(249)	43%	(253)	15%	(91)	592
IMDbTV User	45%	(136)	44%	(134)	11%	(35)	305
Crackle User	46%	(131)	38%	(110)	16%	(44)	285
Vudu User	45%	(109)	40%	(98)	15%	(37)	244
Xumo User	58%	(57)	30%	(29)	13%	(13)	99

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	20%	(430)	29%	(646)	51%	(1124)	2200
Gender: Male	23%	(244)	32%	(337)	45%	(481)	1062
Gender: Female	16%	(186)	27%	(309)	56%	(643)	1138
Age: 18-34	21%	(136)	33%	(213)	47%	(306)	655
Age: 35-44	19%	(67)	32%	(114)	49%	(176)	358
Age: 45-64	18%	(137)	30%	(224)	52%	(391)	751
Age: 65+	21%	(91)	22%	(95)	57%	(250)	436
GenZers: 1997-2012	23%	(70)	39%	(119)	39%	(120)	309
Millennials: 1981-1996	21%	(118)	27%	(155)	52%	(297)	570
GenXers: 1965-1980	16%	(87)	35%	(191)	49%	(269)	547
Baby Boomers: 1946-1964	20%	(141)	24%	(167)	56%	(396)	704
PID: Dem (no lean)	20%	(164)	27%	(225)	53%	(435)	824
PID: Ind (no lean)	14%	(104)	31%	(230)	55%	(401)	735
PID: Rep (no lean)	25%	(162)	30%	(191)	45%	(288)	641
PID/Gender: Dem Men	21%	(86)	28%	(113)	51%	(203)	403
PID/Gender: Dem Women	19%	(78)	27%	(112)	55%	(232)	422
PID/Gender: Ind Men	18%	(64)	34%	(121)	47%	(166)	352
PID/Gender: Ind Women	10%	(39)	29%	(109)	61%	(234)	383
PID/Gender: Rep Men	30%	(93)	33%	(103)	36%	(111)	307
PID/Gender: Rep Women	21%	(69)	26%	(88)	53%	(176)	333
Ideo: Liberal (1-3)	17%	(98)	32%	(188)	52%	(309)	595
Ideo: Moderate (4)	17%	(106)	30%	(189)	54%	(341)	636
Ideo: Conservative (5-7)	25%	(184)	28%	(204)	47%	(350)	738
Educ: < College	18%	(276)	31%	(473)	50%	(763)	1512
Educ: Bachelors degree	22%	(97)	23%	(103)	55%	(244)	444
Educ: Post-grad	23%	(57)	29%	(70)	48%	(117)	244
Income: Under 50k	14%	(164)	30%	(347)	55%	(634)	1145
Income: 50k-100k	25%	(175)	28%	(198)	48%	(338)	711
Income: 100k+	27%	(91)	29%	(101)	44%	(152)	344
Ethnicity: White	21%	(366)	28%	(484)	51%	(872)	1722

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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	20%	(430)	29%	(646)	51%	(1124)	2200
Ethnicity: Hispanic	22%	(77)	34%	(118)	44%	(155)	349
Ethnicity: Black	11%	(29)	34%	(92)	56%	(153)	274
Ethnicity: Other	17%	(35)	34%	(70)	49%	(99)	204
All Christian	22%	(219)	30%	(299)	49%	(488)	1007
All Non-Christian	21%	(34)	24%	(39)	55%	(87)	159
Atheist	13%	(15)	29%	(32)	58%	(64)	111
Agnostic/Nothing in particular	17%	(90)	30%	(160)	53%	(278)	527
Something Else	18%	(72)	30%	(117)	52%	(206)	396
Religious Non-Protestant/Catholic	20%	(37)	29%	(55)	51%	(97)	189
Evangelical	24%	(145)	30%	(182)	46%	(274)	601
Non-Evangelical	18%	(138)	28%	(210)	54%	(402)	751
Community: Urban	21%	(123)	25%	(147)	54%	(322)	591
Community: Suburban	17%	(178)	28%	(293)	55%	(571)	1042
Community: Rural	23%	(129)	36%	(206)	41%	(231)	567
Employ: Private Sector	20%	(134)	29%	(195)	51%	(342)	670
Employ: Government	19%	(26)	33%	(45)	48%	(65)	135
Employ: Self-Employed	26%	(58)	34%	(78)	40%	(89)	226
Employ: Homemaker	11%	(15)	24%	(32)	65%	(88)	135
Employ: Student	25%	(24)	23%	(22)	52%	(50)	97
Employ: Retired	21%	(107)	25%	(125)	54%	(277)	509
Employ: Unemployed	16%	(46)	36%	(101)	48%	(136)	283
Employ: Other	14%	(20)	33%	(48)	53%	(77)	145
Military HH: Yes	19%	(65)	34%	(115)	47%	(157)	336
Military HH: No	20%	(365)	29%	(531)	52%	(967)	1864
RD/WT: Right Direction	19%	(202)	28%	(298)	53%	(553)	1052
RD/WT: Wrong Track	20%	(228)	30%	(349)	50%	(571)	1148
Biden Job Approve	19%	(241)	28%	(349)	52%	(646)	1236
Biden Job Disapprove	21%	(175)	31%	(255)	48%	(402)	833

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	20%	(430)	29%	(646)	51%	(1124)	2200
Biden Job Strongly Approve	22%	(144)	25%	(159)	53%	(341)	644
Biden Job Somewhat Approve	16%	(97)	32%	(189)	52%	(305)	592
Biden Job Somewhat Disapprove	18%	(46)	36%	(90)	46%	(114)	250
Biden Job Strongly Disapprove	22%	(129)	28%	(165)	50%	(289)	583
Favorable of Biden	19%	(234)	27%	(331)	54%	(660)	1225
Unfavorable of Biden	21%	(180)	33%	(276)	46%	(389)	846
Very Favorable of Biden	21%	(134)	23%	(150)	56%	(369)	653
Somewhat Favorable of Biden	17%	(100)	32%	(181)	51%	(291)	572
Somewhat Unfavorable of Biden	18%	(40)	41%	(91)	41%	(92)	223
Very Unfavorable of Biden	22%	(140)	30%	(185)	48%	(297)	622
#1 Issue: Economy	20%	(154)	30%	(238)	50%	(393)	785
#1 Issue: Security	27%	(85)	30%	(94)	44%	(138)	317
#1 Issue: Health Care	18%	(61)	25%	(86)	56%	(190)	338
#1 Issue: Medicare / Social Security	19%	(53)	20%	(56)	61%	(170)	279
#1 Issue: Women's Issues	18%	(22)	46%	(57)	36%	(45)	124
#1 Issue: Education	15%	(16)	31%	(33)	54%	(59)	108
#1 Issue: Energy	18%	(22)	32%	(40)	50%	(62)	125
#1 Issue: Other	13%	(17)	33%	(42)	53%	(67)	125
2020 Vote: Joe Biden	19%	(184)	27%	(261)	54%	(514)	958
2020 Vote: Donald Trump	25%	(171)	31%	(212)	45%	(313)	696
2020 Vote: Other	13%	(11)	31%	(24)	56%	(45)	80
2020 Vote: Didn't Vote	14%	(64)	32%	(148)	54%	(250)	463
2018 House Vote: Democrat	19%	(135)	27%	(198)	54%	(386)	719
2018 House Vote: Republican	26%	(147)	28%	(158)	47%	(268)	573
2018 House Vote: Someone else	13%	(8)	31%	(19)	56%	(34)	62
2016 Vote: Hillary Clinton	19%	(127)	27%	(180)	55%	(370)	677
2016 Vote: Donald Trump	25%	(165)	28%	(184)	47%	(308)	657
2016 Vote: Other	11%	(11)	26%	(27)	63%	(64)	101
2016 Vote: Didn't Vote	17%	(128)	33%	(254)	50%	(380)	761

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	20%	(430)	29%	(646)	51%	(1124)	2200
Voted in 2014: Yes	22%	(260)	27%	(323)	51%	(619)	1203
Voted in 2014: No	17%	(170)	32%	(323)	51%	(504)	997
4-Region: Northeast	19%	(76)	20%	(79)	61%	(239)	394
4-Region: Midwest	19%	(87)	29%	(134)	52%	(242)	462
4-Region: South	19%	(158)	33%	(276)	47%	(390)	824
4-Region: West	21%	(110)	30%	(158)	49%	(253)	520
Familiar with any AVOD Service	20%	(335)	32%	(538)	49%	(828)	1700
Uses any AVOD Service	19%	(218)	31%	(355)	50%	(573)	1146
Tubi User	17%	(78)	30%	(137)	52%	(237)	452
Pluto TV User	19%	(75)	34%	(133)	47%	(185)	393
Peacock User	19%	(90)	29%	(138)	52%	(243)	472
Roku Channel User	20%	(117)	33%	(197)	47%	(278)	592
IMDbTV User	24%	(74)	34%	(102)	42%	(128)	305
Crackle User	23%	(65)	34%	(98)	43%	(122)	285
Vudu User	31%	(75)	30%	(73)	39%	(96)	244
Xumo User	32%	(32)	32%	(31)	36%	(36)	99

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	63%	(1380)	11%	(240)	26%	(580)	2200
Gender: Male	64%	(681)	11%	(120)	25%	(261)	1062
Gender: Female	61%	(699)	11%	(120)	28%	(319)	1138
Age: 18-34	70%	(462)	11%	(74)	18%	(120)	655
Age: 35-44	72%	(256)	13%	(48)	15%	(54)	358
Age: 45-64	61%	(456)	12%	(87)	28%	(208)	751
Age: 65+	47%	(206)	7%	(32)	45%	(198)	436
GenZers: 1997-2012	66%	(205)	13%	(39)	21%	(65)	309
Millennials: 1981-1996	72%	(408)	12%	(71)	16%	(91)	570
GenXers: 1965-1980	69%	(379)	11%	(62)	19%	(107)	547
Baby Boomers: 1946-1964	52%	(363)	9%	(65)	39%	(276)	704
PID: Dem (no lean)	67%	(553)	10%	(86)	23%	(186)	824
PID: Ind (no lean)	62%	(457)	12%	(89)	26%	(189)	735
PID: Rep (no lean)	58%	(370)	10%	(66)	32%	(205)	641
PID/Gender: Dem Men	71%	(284)	9%	(37)	20%	(82)	403
PID/Gender: Dem Women	64%	(269)	12%	(49)	25%	(104)	422
PID/Gender: Ind Men	62%	(217)	12%	(44)	26%	(91)	352
PID/Gender: Ind Women	63%	(240)	12%	(45)	26%	(99)	383
PID/Gender: Rep Men	58%	(179)	13%	(40)	29%	(88)	307
PID/Gender: Rep Women	57%	(191)	8%	(26)	35%	(116)	333
Ideo: Liberal (1-3)	67%	(401)	11%	(66)	21%	(127)	595
Ideo: Moderate (4)	66%	(419)	11%	(73)	23%	(144)	636
Ideo: Conservative (5-7)	54%	(402)	11%	(80)	35%	(257)	738
Educ: < College	61%	(921)	11%	(163)	28%	(428)	1512
Educ: Bachelors degree	66%	(293)	12%	(53)	22%	(98)	444
Educ: Post-grad	68%	(166)	10%	(24)	22%	(54)	244
Income: Under 50k	56%	(643)	12%	(139)	32%	(363)	1145
Income: 50k-100k	67%	(476)	10%	(71)	23%	(164)	711
Income: 100k+	76%	(260)	9%	(30)	16%	(54)	344
Ethnicity: White	63%	(1082)	10%	(171)	27%	(469)	1722

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	63%	(1380)	11%	(240)	26%	(580)	2200
Ethnicity: Hispanic	67%	(233)	15%	(51)	19%	(66)	349
Ethnicity: Black	65%	(177)	14%	(38)	21%	(59)	274
Ethnicity: Other	59%	(121)	15%	(30)	26%	(53)	204
All Christian	59%	(598)	11%	(107)	30%	(301)	1007
All Non-Christian	63%	(100)	10%	(16)	27%	(43)	159
Atheist	86%	(95)	1%	(1)	13%	(15)	111
Agnostic/Nothing in particular	64%	(339)	13%	(66)	23%	(122)	527
Something Else	63%	(248)	12%	(49)	25%	(99)	396
Religious Non-Protestant/Catholic	65%	(123)	11%	(20)	25%	(46)	189
Evangelical	59%	(353)	13%	(81)	28%	(168)	601
Non-Evangelical	61%	(458)	9%	(69)	30%	(224)	751
Community: Urban	65%	(382)	11%	(66)	24%	(144)	591
Community: Suburban	64%	(669)	11%	(112)	25%	(261)	1042
Community: Rural	58%	(329)	11%	(62)	31%	(176)	567
Employ: Private Sector	73%	(491)	11%	(71)	16%	(108)	670
Employ: Government	72%	(97)	14%	(18)	14%	(19)	135
Employ: Self-Employed	67%	(152)	13%	(29)	20%	(45)	226
Employ: Homemaker	56%	(76)	6%	(8)	38%	(52)	135
Employ: Student	69%	(67)	12%	(12)	18%	(18)	97
Employ: Retired	50%	(256)	8%	(41)	42%	(212)	509
Employ: Unemployed	53%	(150)	18%	(51)	29%	(82)	283
Employ: Other	63%	(91)	7%	(9)	30%	(44)	145
Military HH: Yes	56%	(188)	13%	(44)	31%	(104)	336
Military HH: No	64%	(1192)	11%	(196)	26%	(476)	1864
RD/WT: Right Direction	65%	(679)	12%	(125)	24%	(249)	1052
RD/WT: Wrong Track	61%	(701)	10%	(115)	29%	(331)	1148
Biden Job Approve	66%	(817)	11%	(139)	23%	(280)	1236
Biden Job Disapprove	59%	(488)	10%	(81)	32%	(263)	833

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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	63%	(1380)	11%	(240)	26%	(580)	2200
Biden Job Strongly Approve	62%	(401)	10%	(66)	27%	(177)	644
Biden Job Somewhat Approve	70%	(416)	12%	(73)	17%	(103)	592
Biden Job Somewhat Disapprove	65%	(162)	7%	(18)	28%	(70)	250
Biden Job Strongly Disapprove	56%	(326)	11%	(63)	33%	(193)	583
Favorable of Biden	66%	(803)	11%	(132)	24%	(291)	1225
Unfavorable of Biden	59%	(502)	11%	(90)	30%	(254)	846
Very Favorable of Biden	62%	(408)	10%	(65)	28%	(180)	653
Somewhat Favorable of Biden	69%	(395)	12%	(67)	19%	(110)	572
Somewhat Unfavorable of Biden	63%	(140)	12%	(27)	25%	(56)	223
Very Unfavorable of Biden	58%	(361)	10%	(62)	32%	(199)	622
#1 Issue: Economy	65%	(510)	11%	(90)	24%	(185)	785
#1 Issue: Security	55%	(175)	14%	(45)	30%	(97)	317
#1 Issue: Health Care	71%	(240)	7%	(23)	22%	(75)	338
#1 Issue: Medicare / Social Security	53%	(147)	9%	(25)	39%	(108)	279
#1 Issue: Women's Issues	72%	(89)	13%	(16)	15%	(18)	124
#1 Issue: Education	65%	(70)	8%	(8)	28%	(30)	108
#1 Issue: Energy	70%	(88)	8%	(10)	21%	(26)	125
#1 Issue: Other	49%	(62)	17%	(22)	33%	(42)	125
2020 Vote: Joe Biden	68%	(648)	9%	(90)	23%	(221)	958
2020 Vote: Donald Trump	59%	(408)	11%	(76)	30%	(212)	696
2020 Vote: Other	73%	(58)	8%	(6)	20%	(16)	80
2020 Vote: Didn't Vote	57%	(265)	15%	(68)	28%	(130)	463
2018 House Vote: Democrat	65%	(465)	9%	(67)	26%	(187)	719
2018 House Vote: Republican	60%	(346)	10%	(59)	29%	(168)	573
2018 House Vote: Someone else	61%	(38)	17%	(11)	22%	(14)	62
2016 Vote: Hillary Clinton	66%	(445)	9%	(62)	25%	(170)	677
2016 Vote: Donald Trump	60%	(395)	10%	(65)	30%	(198)	657
2016 Vote: Other	72%	(73)	4%	(4)	23%	(23)	101
2016 Vote: Didn't Vote	61%	(465)	14%	(108)	25%	(188)	761

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	63%	(1380)	11%	(240)	26%	(580)	2200
Voted in 2014: Yes	62%	(740)	10%	(118)	29%	(345)	1203
Voted in 2014: No	64%	(640)	12%	(122)	24%	(235)	997
4-Region: Northeast	64%	(253)	8%	(31)	28%	(110)	394
4-Region: Midwest	58%	(269)	12%	(55)	30%	(138)	462
4-Region: South	63%	(520)	11%	(92)	26%	(212)	824
4-Region: West	65%	(338)	12%	(62)	23%	(119)	520
Familiar with any AVOD Service	69%	(1181)	12%	(199)	19%	(320)	1700
Uses any AVOD Service	76%	(874)	10%	(112)	14%	(160)	1146
Tubi User	78%	(355)	8%	(38)	13%	(59)	452
Pluto TV User	75%	(295)	11%	(45)	13%	(52)	393
Peacock User	78%	(366)	9%	(42)	14%	(64)	472
Roku Channel User	79%	(465)	10%	(57)	12%	(70)	592
IMDbTV User	83%	(252)	7%	(23)	10%	(30)	305
Crackle User	78%	(222)	11%	(31)	11%	(32)	285
Vudu User	84%	(206)	7%	(18)	8%	(20)	244
Xumo User	71%	(70)	12%	(12)	18%	(17)	99

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	42%	(915)	14%	(302)	45%	(983)	2200
Gender: Male	41%	(434)	15%	(162)	44%	(466)	1062
Gender: Female	42%	(481)	12%	(140)	45%	(517)	1138
Age: 18-34	46%	(300)	21%	(135)	33%	(219)	655
Age: 35-44	55%	(197)	14%	(51)	30%	(109)	358
Age: 45-64	41%	(311)	11%	(84)	47%	(356)	751
Age: 65+	24%	(107)	7%	(31)	68%	(298)	436
GenZers: 1997-2012	47%	(145)	24%	(74)	29%	(90)	309
Millennials: 1981-1996	50%	(286)	16%	(91)	34%	(193)	570
GenXers: 1965-1980	48%	(263)	12%	(64)	40%	(220)	547
Baby Boomers: 1946-1964	30%	(209)	10%	(72)	60%	(423)	704
PID: Dem (no lean)	49%	(401)	11%	(94)	40%	(329)	824
PID: Ind (no lean)	39%	(285)	17%	(124)	44%	(327)	735
PID: Rep (no lean)	36%	(229)	13%	(84)	51%	(327)	641
PID/Gender: Dem Men	49%	(195)	13%	(54)	38%	(153)	403
PID/Gender: Dem Women	49%	(205)	9%	(40)	42%	(176)	422
PID/Gender: Ind Men	38%	(133)	17%	(61)	45%	(158)	352
PID/Gender: Ind Women	40%	(152)	16%	(62)	44%	(169)	383
PID/Gender: Rep Men	34%	(106)	15%	(47)	50%	(155)	307
PID/Gender: Rep Women	37%	(124)	11%	(38)	52%	(172)	333
Ideo: Liberal (1-3)	47%	(281)	15%	(88)	38%	(226)	595
Ideo: Moderate (4)	43%	(270)	14%	(89)	43%	(276)	636
Ideo: Conservative (5-7)	35%	(260)	14%	(100)	51%	(378)	738
Educ: < College	40%	(610)	13%	(198)	47%	(705)	1512
Educ: Bachelors degree	43%	(192)	16%	(72)	40%	(179)	444
Educ: Post-grad	46%	(113)	13%	(32)	40%	(99)	244
Income: Under 50k	38%	(436)	13%	(149)	49%	(560)	1145
Income: 50k-100k	43%	(305)	15%	(105)	42%	(301)	711
Income: 100k+	50%	(174)	14%	(48)	36%	(122)	344
Ethnicity: White	41%	(701)	13%	(223)	46%	(798)	1722

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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	42%	(915)	14%	(302)	45%	(983)	2200
Ethnicity: Hispanic	47%	(165)	22%	(78)	30%	(106)	349
Ethnicity: Black	47%	(130)	18%	(51)	34%	(94)	274
Ethnicity: Other	41%	(84)	14%	(29)	45%	(91)	204
All Christian	40%	(400)	13%	(130)	47%	(477)	1007
All Non-Christian	44%	(70)	15%	(23)	41%	(66)	159
Atheist	47%	(51)	19%	(21)	34%	(38)	111
Agnostic/Nothing in particular	43%	(227)	14%	(75)	43%	(225)	527
Something Else	42%	(166)	13%	(53)	45%	(177)	396
Religious Non-Protestant/Catholic	44%	(84)	15%	(29)	40%	(76)	189
Evangelical	43%	(261)	14%	(84)	43%	(256)	601
Non-Evangelical	38%	(285)	12%	(89)	50%	(377)	751
Community: Urban	47%	(280)	14%	(82)	39%	(229)	591
Community: Suburban	41%	(424)	14%	(151)	45%	(468)	1042
Community: Rural	37%	(211)	12%	(69)	50%	(286)	567
Employ: Private Sector	50%	(332)	15%	(101)	35%	(237)	670
Employ: Government	51%	(68)	20%	(26)	30%	(40)	135
Employ: Self-Employed	51%	(115)	16%	(36)	33%	(75)	226
Employ: Homemaker	35%	(47)	12%	(16)	53%	(72)	135
Employ: Student	44%	(43)	23%	(22)	33%	(32)	97
Employ: Retired	27%	(138)	8%	(39)	65%	(332)	509
Employ: Unemployed	38%	(107)	19%	(53)	43%	(122)	283
Employ: Other	44%	(64)	6%	(9)	50%	(72)	145
Military HH: Yes	35%	(119)	17%	(56)	48%	(161)	336
Military HH: No	43%	(796)	13%	(246)	44%	(822)	1864
RD/WT: Right Direction	43%	(456)	14%	(145)	43%	(451)	1052
RD/WT: Wrong Track	40%	(459)	14%	(157)	46%	(532)	1148
Biden Job Approve	46%	(567)	13%	(159)	41%	(510)	1236
Biden Job Disapprove	36%	(301)	14%	(118)	50%	(413)	833

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	42%	(915)	14%	(302)	45%	(983)	2200
Biden Job Strongly Approve	43%	(278)	12%	(76)	45%	(289)	644
Biden Job Somewhat Approve	49%	(289)	14%	(83)	37%	(220)	592
Biden Job Somewhat Disapprove	46%	(115)	14%	(34)	40%	(100)	250
Biden Job Strongly Disapprove	32%	(186)	14%	(83)	54%	(314)	583
Favorable of Biden	46%	(559)	13%	(155)	42%	(512)	1225
Unfavorable of Biden	37%	(309)	15%	(130)	48%	(406)	846
Very Favorable of Biden	44%	(287)	12%	(81)	44%	(285)	653
Somewhat Favorable of Biden	47%	(271)	13%	(74)	40%	(227)	572
Somewhat Unfavorable of Biden	44%	(99)	19%	(42)	37%	(82)	223
Very Unfavorable of Biden	34%	(211)	14%	(88)	52%	(324)	622
#1 Issue: Economy	42%	(333)	15%	(119)	42%	(333)	785
#1 Issue: Security	38%	(119)	13%	(41)	50%	(157)	317
#1 Issue: Health Care	53%	(177)	13%	(44)	34%	(116)	338
#1 Issue: Medicare / Social Security	28%	(79)	8%	(23)	63%	(177)	279
#1 Issue: Women's Issues	50%	(62)	16%	(20)	33%	(41)	124
#1 Issue: Education	45%	(49)	17%	(18)	38%	(41)	108
#1 Issue: Energy	42%	(53)	15%	(19)	42%	(53)	125
#1 Issue: Other	35%	(43)	14%	(18)	51%	(64)	125
2020 Vote: Joe Biden	48%	(459)	12%	(114)	40%	(385)	958
2020 Vote: Donald Trump	36%	(253)	15%	(101)	49%	(342)	696
2020 Vote: Other	43%	(35)	9%	(7)	48%	(38)	80
2020 Vote: Didn't Vote	36%	(168)	17%	(80)	47%	(216)	463
2018 House Vote: Democrat	45%	(325)	11%	(81)	44%	(313)	719
2018 House Vote: Republican	36%	(208)	12%	(71)	51%	(293)	573
2018 House Vote: Someone else	34%	(21)	20%	(12)	46%	(29)	62
2016 Vote: Hillary Clinton	49%	(330)	11%	(72)	41%	(274)	677
2016 Vote: Donald Trump	35%	(227)	13%	(88)	52%	(342)	657
2016 Vote: Other	43%	(44)	12%	(13)	44%	(45)	101
2016 Vote: Didn't Vote	41%	(313)	17%	(128)	42%	(320)	761

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	42%	(915)	14%	(302)	45%	(983)	2200
Voted in 2014: Yes	41%	(492)	11%	(135)	48%	(576)	1203
Voted in 2014: No	42%	(423)	17%	(167)	41%	(407)	997
4-Region: Northeast	39%	(154)	15%	(60)	46%	(179)	394
4-Region: Midwest	42%	(194)	12%	(56)	46%	(213)	462
4-Region: South	41%	(339)	14%	(116)	45%	(369)	824
4-Region: West	44%	(229)	13%	(70)	43%	(221)	520
Familiar with any AVOD Service	49%	(827)	16%	(264)	36%	(609)	1700
Uses any AVOD Service	59%	(676)	13%	(151)	28%	(319)	1146
Tubi User	62%	(281)	12%	(52)	26%	(119)	452
Pluto TV User	63%	(249)	10%	(41)	26%	(103)	393
Peacock User	74%	(350)	10%	(47)	16%	(76)	472
Roku Channel User	61%	(363)	13%	(75)	26%	(154)	592
IMDbTV User	64%	(194)	11%	(35)	25%	(75)	305
Crackle User	69%	(196)	9%	(27)	22%	(63)	285
Vudu User	70%	(171)	10%	(23)	20%	(49)	244
Xumo User	71%	(70)	10%	(10)	19%	(19)	99

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	55%	(1217)	11%	(247)	33%	(736)	2200
Gender: Male	55%	(586)	12%	(122)	33%	(354)	1062
Gender: Female	55%	(632)	11%	(125)	34%	(382)	1138
Age: 18-34	61%	(402)	15%	(100)	23%	(153)	655
Age: 35-44	64%	(229)	14%	(51)	22%	(78)	358
Age: 45-64	55%	(413)	10%	(75)	35%	(263)	751
Age: 65+	40%	(173)	5%	(21)	56%	(242)	436
GenZers: 1997-2012	64%	(199)	16%	(50)	19%	(60)	309
Millennials: 1981-1996	62%	(354)	14%	(77)	24%	(139)	570
GenXers: 1965-1980	57%	(311)	13%	(70)	30%	(166)	547
Baby Boomers: 1946-1964	47%	(334)	6%	(45)	46%	(325)	704
PID: Dem (no lean)	57%	(470)	12%	(96)	31%	(258)	824
PID: Ind (no lean)	55%	(407)	13%	(95)	32%	(233)	735
PID: Rep (no lean)	53%	(340)	9%	(56)	38%	(245)	641
PID/Gender: Dem Men	56%	(225)	12%	(49)	32%	(128)	403
PID/Gender: Dem Women	58%	(245)	11%	(47)	31%	(130)	422
PID/Gender: Ind Men	56%	(197)	12%	(41)	33%	(115)	352
PID/Gender: Ind Women	55%	(210)	14%	(55)	31%	(118)	383
PID/Gender: Rep Men	53%	(164)	11%	(33)	36%	(111)	307
PID/Gender: Rep Women	53%	(177)	7%	(23)	40%	(133)	333
Ideo: Liberal (1-3)	58%	(343)	12%	(70)	31%	(182)	595
Ideo: Moderate (4)	53%	(338)	12%	(77)	35%	(220)	636
Ideo: Conservative (5-7)	53%	(390)	9%	(68)	38%	(280)	738
Educ: < College	55%	(838)	11%	(165)	34%	(509)	1512
Educ: Bachelors degree	54%	(239)	11%	(51)	35%	(153)	444
Educ: Post-grad	57%	(140)	13%	(31)	30%	(73)	244
Income: Under 50k	55%	(627)	11%	(128)	34%	(389)	1145
Income: 50k-100k	55%	(393)	12%	(86)	33%	(232)	711
Income: 100k+	57%	(197)	10%	(33)	33%	(114)	344
Ethnicity: White	52%	(903)	11%	(187)	37%	(632)	1722

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	55%	(1217)	11%	(247)	33%	(736)	2200
Ethnicity: Hispanic	56%	(196)	18%	(63)	26%	(90)	349
Ethnicity: Black	67%	(183)	14%	(39)	19%	(53)	274
Ethnicity: Other	64%	(131)	11%	(21)	25%	(51)	204
All Christian	53%	(534)	12%	(116)	35%	(356)	1007
All Non-Christian	53%	(85)	10%	(16)	37%	(59)	159
Atheist	57%	(63)	6%	(6)	37%	(41)	111
Agnostic/Nothing in particular	55%	(288)	12%	(64)	33%	(175)	527
Something Else	62%	(247)	11%	(44)	26%	(105)	396
Religious Non-Protestant/Catholic	57%	(107)	11%	(21)	32%	(61)	189
Evangelical	59%	(353)	12%	(70)	30%	(179)	601
Non-Evangelical	53%	(397)	11%	(82)	36%	(272)	751
Community: Urban	59%	(348)	13%	(76)	28%	(168)	591
Community: Suburban	53%	(551)	11%	(112)	36%	(379)	1042
Community: Rural	56%	(318)	11%	(60)	33%	(189)	567
Employ: Private Sector	55%	(372)	14%	(92)	31%	(207)	670
Employ: Government	57%	(77)	17%	(23)	26%	(35)	135
Employ: Self-Employed	58%	(130)	16%	(36)	26%	(59)	226
Employ: Homemaker	59%	(80)	4%	(5)	37%	(50)	135
Employ: Student	65%	(63)	14%	(14)	21%	(21)	97
Employ: Retired	45%	(227)	7%	(34)	49%	(249)	509
Employ: Unemployed	63%	(179)	10%	(30)	26%	(74)	283
Employ: Other	62%	(89)	10%	(14)	29%	(41)	145
Military HH: Yes	46%	(155)	13%	(42)	41%	(139)	336
Military HH: No	57%	(1062)	11%	(205)	32%	(597)	1864
RD/WT: Right Direction	54%	(566)	13%	(136)	33%	(350)	1052
RD/WT: Wrong Track	57%	(651)	10%	(111)	34%	(386)	1148
Biden Job Approve	58%	(714)	12%	(142)	31%	(380)	1236
Biden Job Disapprove	53%	(440)	9%	(79)	38%	(313)	833

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	55%	(1217)	11%	(247)	33%	(736)	2200
Biden Job Strongly Approve	53%	(342)	11%	(70)	36%	(231)	644
Biden Job Somewhat Approve	63%	(371)	12%	(72)	25%	(148)	592
Biden Job Somewhat Disapprove	53%	(134)	14%	(34)	33%	(82)	250
Biden Job Strongly Disapprove	53%	(307)	8%	(45)	40%	(231)	583
Favorable of Biden	58%	(711)	11%	(137)	31%	(377)	1225
Unfavorable of Biden	53%	(447)	10%	(85)	37%	(313)	846
Very Favorable of Biden	54%	(350)	10%	(65)	37%	(238)	653
Somewhat Favorable of Biden	63%	(361)	13%	(73)	24%	(138)	572
Somewhat Unfavorable of Biden	49%	(109)	16%	(37)	35%	(78)	223
Very Unfavorable of Biden	54%	(338)	8%	(49)	38%	(235)	622
#1 Issue: Economy	57%	(450)	11%	(84)	32%	(250)	785
#1 Issue: Security	53%	(168)	8%	(26)	39%	(123)	317
#1 Issue: Health Care	58%	(196)	12%	(40)	30%	(102)	338
#1 Issue: Medicare / Social Security	45%	(125)	10%	(28)	45%	(126)	279
#1 Issue: Women's Issues	61%	(75)	19%	(24)	20%	(24)	124
#1 Issue: Education	60%	(65)	12%	(13)	27%	(30)	108
#1 Issue: Energy	60%	(75)	8%	(10)	31%	(39)	125
#1 Issue: Other	50%	(62)	17%	(21)	33%	(42)	125
2020 Vote: Joe Biden	57%	(547)	11%	(109)	32%	(302)	958
2020 Vote: Donald Trump	54%	(374)	9%	(60)	38%	(263)	696
2020 Vote: Other	52%	(42)	19%	(15)	28%	(23)	80
2020 Vote: Didn't Vote	55%	(254)	14%	(63)	32%	(146)	463
2018 House Vote: Democrat	55%	(395)	10%	(74)	35%	(250)	719
2018 House Vote: Republican	53%	(305)	8%	(47)	39%	(221)	573
2018 House Vote: Someone else	41%	(25)	25%	(15)	34%	(21)	62
2016 Vote: Hillary Clinton	56%	(377)	11%	(72)	34%	(228)	677
2016 Vote: Donald Trump	53%	(348)	7%	(48)	40%	(261)	657
2016 Vote: Other	52%	(53)	10%	(10)	38%	(38)	101
2016 Vote: Didn't Vote	58%	(439)	15%	(116)	27%	(206)	761

Continued on next page

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	55%	(1217)	11%	(247)	33%	(736)	2200
Voted in 2014: Yes	53%	(642)	9%	(108)	38%	(452)	1203
Voted in 2014: No	58%	(575)	14%	(139)	28%	(284)	997
4-Region: Northeast	52%	(203)	10%	(39)	39%	(152)	394
4-Region: Midwest	55%	(256)	11%	(49)	34%	(157)	462
4-Region: South	57%	(470)	12%	(96)	31%	(259)	824
4-Region: West	55%	(288)	12%	(63)	32%	(168)	520
Familiar with any AVOD Service	65%	(1101)	12%	(202)	23%	(397)	1700
Uses any AVOD Service	78%	(893)	9%	(102)	13%	(151)	1146
Tubi User	84%	(382)	6%	(29)	9%	(42)	452
Pluto TV User	84%	(330)	7%	(26)	9%	(37)	393
Peacock User	76%	(359)	10%	(47)	14%	(66)	472
Roku Channel User	91%	(537)	6%	(34)	4%	(21)	592
IMDbTV User	81%	(246)	9%	(26)	11%	(33)	305
Crackle User	83%	(238)	8%	(23)	9%	(24)	285
Vudu User	83%	(202)	6%	(16)	10%	(26)	244
Xumo User	77%	(76)	14%	(14)	9%	(9)	99

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 fol lowing 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	61%	(1346)	16%	(354)	23%	(499)	2200
Gender: Male	60%	(642)	18%	(190)	22%	(230)	1062
Gender: Female	62%	(704)	14%	(165)	24%	(269)	1138
Age: 18-34	73%	(479)	14%	(91)	13%	(85)	655
Age: 35-44	73%	(260)	16%	(57)	11%	(40)	358
Age: 45-64	56%	(419)	18%	(137)	26%	(195)	751
Age: 65+	43%	(188)	16%	(69)	41%	(179)	436
GenZers: 1997-2012	75%	(232)	13%	(41)	11%	(35)	309
Millennials: 1981-1996	71%	(407)	16%	(90)	13%	(73)	570
GenXers: 1965-1980	65%	(357)	17%	(94)	18%	(96)	547
Baby Boomers: 1946-1964	46%	(321)	18%	(124)	37%	(259)	704
PID: Dem (no lean)	69%	(567)	12%	(98)	19%	(159)	824
PID: Ind (no lean)	57%	(422)	21%	(151)	22%	(162)	735
PID: Rep (no lean)	56%	(358)	16%	(105)	28%	(178)	641
PID/Gender: Dem Men	68%	(274)	13%	(54)	19%	(75)	403
PID/Gender: Dem Women	70%	(293)	11%	(44)	20%	(84)	422
PID/Gender: Ind Men	55%	(192)	22%	(78)	23%	(81)	352
PID/Gender: Ind Women	60%	(229)	19%	(73)	21%	(81)	383
PID/Gender: Rep Men	57%	(176)	19%	(58)	24%	(74)	307
PID/Gender: Rep Women	55%	(182)	14%	(47)	31%	(104)	333
Ideo: Liberal (1-3)	66%	(393)	16%	(95)	18%	(107)	595
Ideo: Moderate (4)	63%	(398)	17%	(110)	20%	(128)	636
Ideo: Conservative (5-7)	54%	(396)	16%	(116)	31%	(225)	738
Educ: < College	60%	(902)	17%	(259)	23%	(352)	1512
Educ: Bachelors degree	63%	(280)	14%	(63)	23%	(100)	444
Educ: Post-grad	67%	(165)	13%	(32)	19%	(47)	244

Table MCEN3_1: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	61%	(1346)	16%	(354)	23%	(499)	2200
Income: Under 50k	54%	(621)	19%	(218)	27%	(306)	1145
Income: 50k-100k	66%	(469)	14%	(96)	20%	(146)	711
Income: 100k+	74%	(256)	12%	(40)	14%	(48)	344
Ethnicity: White	60%	(1028)	16%	(268)	25%	(425)	1722
Ethnicity: Hispanic	70%	(245)	15%	(52)	15%	(52)	349
Ethnicity: Black	67%	(183)	18%	(50)	15%	(41)	274
Ethnicity: Other	66%	(135)	18%	(36)	16%	(33)	204
All Christian	57%	(571)	17%	(166)	27%	(269)	1007
All Non-Christian	63%	(100)	10%	(16)	27%	(43)	159
Atheist	82%	(91)	6%	(7)	12%	(13)	111
Agnostic/Nothing in particular	62%	(328)	18%	(97)	19%	(102)	527
Something Else	65%	(256)	17%	(68)	18%	(72)	396
Religious Non-Protestant/Catholic	61%	(116)	13%	(25)	25%	(48)	189
Evangelical	57%	(342)	19%	(113)	24%	(147)	601
Non-Evangelical	61%	(457)	15%	(110)	24%	(183)	751
Community: Urban	65%	(387)	15%	(89)	19%	(115)	591
Community: Suburban	62%	(645)	16%	(169)	22%	(229)	1042
Community: Rural	56%	(315)	17%	(96)	27%	(156)	567
Employ: Private Sector	73%	(491)	11%	(75)	16%	(104)	670
Employ: Government	75%	(101)	14%	(18)	11%	(15)	135
Employ: Self-Employed	68%	(153)	18%	(39)	15%	(33)	226
Employ: Homemaker	53%	(71)	17%	(23)	31%	(41)	135
Employ: Student	78%	(76)	13%	(13)	9%	(8)	97
Employ: Retired	43%	(218)	17%	(89)	40%	(202)	509
Employ: Unemployed	57%	(160)	23%	(66)	20%	(57)	283
Employ: Other	52%	(75)	22%	(31)	27%	(39)	145

Table MCEN3_1: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	61%	(1346)	16%	(354)	23%	(499)	2200
Military HH: Yes	54%	(183)	17%	(58)	28%	(95)	336
Military HH: No	62%	(1163)	16%	(296)	22%	(405)	1864
RD/WT: Right Direction	63%	(665)	16%	(167)	21%	(220)	1052
RD/WT: Wrong Track	59%	(681)	16%	(187)	24%	(279)	1148
Biden Job Approve	66%	(813)	14%	(176)	20%	(246)	1236
Biden Job Disapprove	55%	(455)	19%	(157)	26%	(220)	833
Biden Job Strongly Approve	61%	(390)	15%	(99)	24%	(155)	644
Biden Job Somewhat Approve	72%	(424)	13%	(77)	15%	(91)	592
Biden Job Somewhat Disapprove	64%	(159)	18%	(45)	18%	(45)	250
Biden Job Strongly Disapprove	51%	(296)	19%	(112)	30%	(175)	583
Favorable of Biden	66%	(808)	14%	(176)	20%	(242)	1225
Unfavorable of Biden	55%	(463)	19%	(158)	27%	(224)	846
Very Favorable of Biden	64%	(416)	14%	(89)	23%	(149)	653
Somewhat Favorable of Biden	69%	(392)	15%	(87)	16%	(93)	572
Somewhat Unfavorable of Biden	61%	(135)	21%	(46)	18%	(41)	223
Very Unfavorable of Biden	53%	(327)	18%	(112)	29%	(183)	622
#1 Issue: Economy	64%	(502)	17%	(136)	19%	(147)	785
#1 Issue: Security	54%	(171)	19%	(61)	27%	(86)	317
#1 Issue: Health Care	68%	(230)	12%	(41)	20%	(67)	338
#1 Issue: Medicare / Social Security	48%	(135)	17%	(48)	34%	(95)	279
#1 Issue: Women's Issues	75%	(93)	15%	(19)	10%	(12)	124
#1 Issue: Education	74%	(80)	6%	(6)	21%	(22)	108
#1 Issue: Energy	61%	(77)	21%	(26)	17%	(22)	125
#1 Issue: Other	48%	(60)	14%	(17)	39%	(48)	125

Table MCEN3_1: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	61%	(1346)	16%	(354)	23%	(499)	2200
2020 Vote: Joe Biden	66%	(634)	13%	(128)	20%	(196)	958
2020 Vote: Donald Trump	55%	(385)	16%	(111)	29%	(200)	696
2020 Vote: Other	64%	(51)	12%	(10)	24%	(19)	80
2020 Vote: Didn't Vote	59%	(275)	23%	(105)	18%	(83)	463
2018 House Vote: Democrat	64%	(458)	13%	(97)	23%	(164)	719
2018 House Vote: Republican	56%	(319)	15%	(83)	30%	(170)	573
2018 House Vote: Someone else	55%	(34)	27%	(17)	18%	(11)	62
2016 Vote: Hillary Clinton	65%	(440)	13%	(86)	22%	(152)	677
2016 Vote: Donald Trump	55%	(365)	16%	(105)	28%	(187)	657
2016 Vote: Other	58%	(59)	18%	(18)	24%	(25)	101
2016 Vote: Didn't Vote	63%	(482)	19%	(144)	18%	(135)	761
Voted in 2014: Yes	58%	(699)	15%	(179)	27%	(325)	1203
Voted in 2014: No	65%	(647)	18%	(176)	17%	(174)	997
4-Region: Northeast	64%	(251)	14%	(55)	22%	(87)	394
4-Region: Midwest	59%	(272)	16%	(75)	25%	(116)	462
4-Region: South	61%	(501)	15%	(125)	24%	(198)	824
4-Region: West	62%	(323)	19%	(98)	19%	(99)	520
Familiar with any AVOD Service	68%	(1158)	17%	(281)	15%	(261)	1700
Uses any AVOD Service	74%	(844)	14%	(160)	12%	(142)	1146
Tubi User	73%	(330)	15%	(69)	12%	(53)	452
Pluto TV User	73%	(287)	16%	(64)	10%	(41)	393
Peacock User	77%	(363)	11%	(52)	12%	(58)	472
Roku Channel User	79%	(466)	13%	(75)	9%	(52)	592
IMDbTV User	77%	(233)	15%	(46)	8%	(26)	305
Crackle User	75%	(214)	15%	(42)	10%	(30)	285
Vudu User	79%	(192)	13%	(31)	9%	(21)	244
Xumo User	72%	(71)	16%	(16)	12%	(12)	99

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 fol lowing 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	54%	(1195)	11%	(247)	34%	(758)	2200
Gender: Male	54%	(572)	12%	(127)	34%	(362)	1062
Gender: Female	55%	(623)	11%	(120)	35%	(396)	1138
Age: 18-34	56%	(364)	14%	(89)	31%	(202)	655
Age: 35-44	67%	(238)	12%	(45)	21%	(75)	358
Age: 45-64	51%	(387)	12%	(89)	37%	(275)	751
Age: 65+	47%	(206)	6%	(24)	47%	(206)	436
GenZers: 1997-2012	51%	(158)	12%	(38)	36%	(112)	309
Millennials: 1981-1996	62%	(356)	14%	(80)	24%	(134)	570
GenXers: 1965-1980	58%	(319)	14%	(76)	28%	(153)	547
Baby Boomers: 1946-1964	48%	(335)	7%	(47)	46%	(322)	704
PID: Dem (no lean)	60%	(492)	10%	(84)	30%	(248)	824
PID: Ind (no lean)	52%	(381)	13%	(92)	36%	(262)	735
PID: Rep (no lean)	50%	(323)	11%	(70)	39%	(248)	641
PID/Gender: Dem Men	59%	(239)	10%	(42)	30%	(122)	403
PID/Gender: Dem Women	60%	(253)	10%	(42)	30%	(126)	422
PID/Gender: Ind Men	49%	(171)	14%	(50)	37%	(132)	352
PID/Gender: Ind Women	55%	(210)	11%	(43)	34%	(131)	383
PID/Gender: Rep Men	53%	(162)	12%	(36)	35%	(109)	307
PID/Gender: Rep Women	48%	(160)	10%	(35)	42%	(139)	333
Ideo: Liberal (1-3)	60%	(359)	10%	(57)	30%	(178)	595
Ideo: Moderate (4)	57%	(365)	10%	(66)	32%	(205)	636
Ideo: Conservative (5-7)	48%	(354)	12%	(86)	40%	(298)	738
Educ: < College	52%	(779)	11%	(173)	37%	(560)	1512
Educ: Bachelors degree	58%	(259)	10%	(46)	31%	(139)	444
Educ: Post-grad	65%	(158)	11%	(27)	24%	(59)	244

Continued on next page

Table MCEN3_2: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	54%	(1195)	11%	(247)	34%	(758)	2200
Income: Under 50k	46%	(528)	12%	(142)	41%	(474)	1145
Income: 50k-100k	59%	(420)	10%	(74)	31%	(217)	711
Income: 100k+	72%	(247)	9%	(30)	19%	(67)	344
Ethnicity: White	55%	(938)	11%	(187)	35%	(596)	1722
Ethnicity: Hispanic	56%	(197)	13%	(46)	30%	(106)	349
Ethnicity: Black	56%	(153)	14%	(39)	30%	(82)	274
Ethnicity: Other	51%	(104)	10%	(20)	39%	(79)	204
All Christian	52%	(528)	9%	(93)	38%	(385)	1007
All Non-Christian	56%	(90)	10%	(15)	34%	(54)	159
Atheist	71%	(78)	6%	(7)	23%	(25)	111
Agnostic/Nothing in particular	56%	(294)	14%	(73)	30%	(161)	527
Something Else	52%	(205)	15%	(58)	33%	(133)	396
Religious Non-Protestant/Catholic	57%	(108)	10%	(20)	32%	(61)	189
Evangelical	53%	(318)	13%	(75)	35%	(208)	601
Non-Evangelical	52%	(391)	9%	(68)	39%	(292)	751
Community: Urban	59%	(349)	12%	(71)	29%	(172)	591
Community: Suburban	55%	(574)	11%	(115)	34%	(354)	1042
Community: Rural	48%	(273)	11%	(61)	41%	(233)	567
Employ: Private Sector	61%	(411)	12%	(79)	27%	(181)	670
Employ: Government	62%	(83)	15%	(21)	23%	(31)	135
Employ: Self-Employed	61%	(137)	12%	(26)	28%	(63)	226
Employ: Homemaker	48%	(65)	11%	(15)	41%	(55)	135
Employ: Student	64%	(62)	11%	(11)	25%	(25)	97
Employ: Retired	45%	(231)	6%	(30)	49%	(248)	509
Employ: Unemployed	46%	(130)	17%	(47)	37%	(106)	283
Employ: Other	53%	(76)	12%	(18)	35%	(50)	145

Table MCEN3_2: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	54%	(1195)	11%	(247)	34%	(758)	2200
Military HH: Yes	53%	(177)	12%	(39)	36%	(120)	336
Military HH: No	55%	(1018)	11%	(208)	34%	(638)	1864
RD/WT: Right Direction	55%	(580)	12%	(127)	33%	(346)	1052
RD/WT: Wrong Track	54%	(616)	10%	(120)	36%	(412)	1148
Biden Job Approve	59%	(729)	10%	(122)	31%	(385)	1236
Biden Job Disapprove	50%	(413)	12%	(99)	38%	(320)	833
Biden Job Strongly Approve	57%	(367)	10%	(63)	33%	(214)	644
Biden Job Somewhat Approve	61%	(362)	10%	(59)	29%	(171)	592
Biden Job Somewhat Disapprove	54%	(135)	15%	(36)	31%	(78)	250
Biden Job Strongly Disapprove	48%	(279)	11%	(62)	42%	(242)	583
Favorable of Biden	59%	(720)	10%	(127)	31%	(378)	1225
Unfavorable of Biden	50%	(424)	12%	(98)	38%	(324)	846
Very Favorable of Biden	58%	(379)	8%	(53)	34%	(221)	653
Somewhat Favorable of Biden	60%	(341)	13%	(74)	28%	(157)	572
Somewhat Unfavorable of Biden	52%	(116)	13%	(29)	35%	(78)	223
Very Unfavorable of Biden	49%	(308)	11%	(68)	40%	(246)	622
#1 Issue: Economy	56%	(443)	12%	(92)	32%	(250)	785
#1 Issue: Security	50%	(159)	12%	(39)	38%	(120)	317
#1 Issue: Health Care	62%	(208)	9%	(30)	30%	(100)	338
#1 Issue: Medicare / Social Security	47%	(132)	8%	(22)	45%	(125)	279
#1 Issue: Women's Issues	57%	(71)	14%	(17)	29%	(36)	124
#1 Issue: Education	55%	(59)	13%	(14)	32%	(35)	108
#1 Issue: Energy	56%	(70)	10%	(12)	34%	(43)	125
#1 Issue: Other	43%	(54)	16%	(20)	41%	(51)	125

Table MCEN3_2: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	54% (1195)	11% (247)	34% (758)	2200
2020 Vote: Joe Biden	61% (581)	9% (90)	30% (288)	958
2020 Vote: Donald Trump	51% (353)	10% (70)	39% (273)	696
2020 Vote: Other	60% (48)	11% (9)	29% (23)	80
2020 Vote: Didn't Vote	46% (213)	17% (78)	37% (172)	463
2018 House Vote: Democrat	59% (425)	9% (62)	32% (232)	719
2018 House Vote: Republican	55% (315)	10% (55)	35% (203)	573
2018 House Vote: Someone else	59% (36)	14% (8)	27% (17)	62
2016 Vote: Hillary Clinton	60% (408)	9% (60)	31% (210)	677
2016 Vote: Donald Trump	55% (361)	9% (59)	36% (237)	657
2016 Vote: Other	58% (59)	10% (10)	32% (32)	101
2016 Vote: Didn't Vote	48% (367)	16% (118)	36% (276)	761
Voted in 2014: Yes	56% (678)	9% (103)	35% (422)	1203
Voted in 2014: No	52% (518)	14% (144)	34% (336)	997
4-Region: Northeast	53% (210)	10% (40)	36% (143)	394
4-Region: Midwest	49% (229)	12% (56)	38% (177)	462
4-Region: South	56% (459)	12% (96)	33% (269)	824
4-Region: West	57% (297)	10% (54)	32% (169)	520
Familiar with any AVOD Service	60% (1022)	13% (214)	27% (464)	1700
Uses any AVOD Service	66% (754)	11% (130)	23% (263)	1146
Tubi User	63% (286)	13% (57)	24% (110)	452
Pluto TV User	69% (270)	13% (49)	19% (74)	393
Peacock User	69% (328)	11% (51)	20% (93)	472
Roku Channel User	69% (408)	9% (55)	22% (129)	592
IMDbTV User	81% (247)	5% (17)	14% (41)	305
Crackle User	68% (194)	16% (45)	16% (47)	285
Vudu User	72% (176)	11% (26)	17% (42)	244
Xumo User	70% (69)	14% (14)	16% (16)	99

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 fol lowing 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	42%	(915)	15%	(328)	44%	(957)	2200
Gender: Male	39%	(418)	17%	(175)	44%	(469)	1062
Gender: Female	44%	(497)	13%	(152)	43%	(489)	1138
Age: 18-34	57%	(374)	16%	(104)	27%	(178)	655
Age: 35-44	48%	(171)	20%	(70)	32%	(116)	358
Age: 45-64	36%	(274)	15%	(110)	49%	(368)	751
Age: 65+	22%	(96)	10%	(44)	68%	(296)	436
GenZers: 1997-2012	62%	(191)	14%	(45)	24%	(73)	309
Millennials: 1981-1996	52%	(297)	18%	(102)	30%	(171)	570
GenXers: 1965-1980	41%	(223)	17%	(93)	42%	(231)	547
Baby Boomers: 1946-1964	27%	(193)	12%	(81)	61%	(430)	704
PID: Dem (no lean)	47%	(391)	15%	(121)	38%	(312)	824
PID: Ind (no lean)	40%	(291)	17%	(125)	43%	(319)	735
PID: Rep (no lean)	36%	(233)	13%	(82)	51%	(326)	641
PID/Gender: Dem Men	45%	(181)	17%	(67)	38%	(154)	403
PID/Gender: Dem Women	50%	(211)	13%	(53)	37%	(158)	422
PID/Gender: Ind Men	38%	(135)	17%	(61)	44%	(156)	352
PID/Gender: Ind Women	41%	(156)	17%	(64)	42%	(163)	383
PID/Gender: Rep Men	33%	(102)	15%	(47)	52%	(158)	307
PID/Gender: Rep Women	39%	(130)	11%	(35)	50%	(168)	333
Ideo: Liberal (1-3)	49%	(291)	17%	(99)	34%	(204)	595
Ideo: Moderate (4)	40%	(258)	15%	(94)	45%	(285)	636
Ideo: Conservative (5-7)	33%	(244)	15%	(110)	52%	(384)	738
Educ: < College	42%	(633)	14%	(209)	44%	(671)	1512
Educ: Bachelors degree	40%	(180)	18%	(80)	42%	(185)	444
Educ: Post-grad	42%	(103)	16%	(39)	42%	(102)	244

Table MCEN3_3: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	42%	(915)	15%	(328)	44%	(957)	2200
Income: Under 50k	38%	(433)	15%	(166)	48%	(546)	1145
Income: 50k-100k	43%	(304)	15%	(109)	42%	(299)	711
Income: 100k+	52%	(179)	15%	(53)	33%	(113)	344
Ethnicity: White	41%	(698)	14%	(241)	46%	(784)	1722
Ethnicity: Hispanic	52%	(183)	18%	(63)	30%	(104)	349
Ethnicity: Black	45%	(123)	19%	(52)	36%	(100)	274
Ethnicity: Other	47%	(95)	17%	(35)	36%	(74)	204
All Christian	36%	(365)	14%	(145)	49%	(497)	1007
All Non-Christian	37%	(59)	18%	(29)	45%	(71)	159
Atheist	52%	(58)	12%	(13)	36%	(40)	111
Agnostic/Nothing in particular	46%	(244)	17%	(92)	36%	(192)	527
Something Else	48%	(190)	12%	(49)	40%	(158)	396
Religious Non-Protestant/Catholic	38%	(71)	17%	(32)	45%	(86)	189
Evangelical	42%	(252)	14%	(86)	44%	(263)	601
Non-Evangelical	38%	(283)	13%	(100)	49%	(368)	751
Community: Urban	46%	(272)	16%	(97)	37%	(222)	591
Community: Suburban	42%	(436)	14%	(146)	44%	(460)	1042
Community: Rural	37%	(207)	15%	(84)	49%	(275)	567
Employ: Private Sector	47%	(318)	17%	(113)	36%	(239)	670
Employ: Government	55%	(74)	12%	(16)	33%	(44)	135
Employ: Self-Employed	51%	(116)	19%	(42)	30%	(67)	226
Employ: Homemaker	39%	(53)	10%	(14)	50%	(68)	135
Employ: Student	62%	(61)	11%	(11)	27%	(26)	97
Employ: Retired	24%	(123)	9%	(47)	67%	(339)	509
Employ: Unemployed	39%	(111)	23%	(66)	38%	(106)	283
Employ: Other	41%	(59)	13%	(19)	46%	(67)	145

Table MCEN3_3: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	42%	(915)	15%	(328)	44%	(957)	2200
Military HH: Yes	32%	(108)	18%	(59)	50%	(169)	336
Military HH: No	43%	(807)	14%	(269)	42%	(788)	1864
RD/WT: Right Direction	42%	(444)	16%	(169)	42%	(440)	1052
RD/WT: Wrong Track	41%	(471)	14%	(159)	45%	(517)	1148
Biden Job Approve	46%	(567)	16%	(196)	38%	(473)	1236
Biden Job Disapprove	36%	(296)	13%	(108)	52%	(429)	833
Biden Job Strongly Approve	42%	(272)	15%	(97)	43%	(275)	644
Biden Job Somewhat Approve	50%	(295)	17%	(98)	33%	(198)	592
Biden Job Somewhat Disapprove	46%	(114)	14%	(35)	40%	(100)	250
Biden Job Strongly Disapprove	31%	(182)	12%	(72)	56%	(329)	583
Favorable of Biden	46%	(562)	16%	(194)	38%	(469)	1225
Unfavorable of Biden	36%	(306)	14%	(118)	50%	(422)	846
Very Favorable of Biden	44%	(289)	15%	(99)	41%	(265)	653
Somewhat Favorable of Biden	48%	(273)	17%	(95)	36%	(204)	572
Somewhat Unfavorable of Biden	44%	(99)	16%	(35)	40%	(89)	223
Very Unfavorable of Biden	33%	(207)	13%	(83)	53%	(333)	622
#1 Issue: Economy	44%	(348)	15%	(121)	40%	(316)	785
#1 Issue: Security	34%	(109)	14%	(46)	51%	(163)	317
#1 Issue: Health Care	49%	(164)	15%	(50)	36%	(123)	338
#1 Issue: Medicare / Social Security	30%	(82)	15%	(42)	55%	(155)	279
#1 Issue: Women's Issues	54%	(67)	12%	(14)	34%	(42)	124
#1 Issue: Education	49%	(53)	11%	(12)	40%	(43)	108
#1 Issue: Energy	44%	(54)	13%	(17)	43%	(53)	125
#1 Issue: Other	30%	(37)	20%	(25)	50%	(62)	125

Table MCEN3_3: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	42%	(915)	15%	(328)	44%	(957)	2200
2020 Vote: Joe Biden	45%	(434)	16%	(149)	39%	(375)	958
2020 Vote: Donald Trump	35%	(246)	12%	(86)	52%	(364)	696
2020 Vote: Other	46%	(37)	13%	(10)	41%	(33)	80
2020 Vote: Didn't Vote	43%	(198)	18%	(82)	40%	(183)	463
2018 House Vote: Democrat	42%	(301)	15%	(110)	43%	(308)	719
2018 House Vote: Republican	34%	(192)	12%	(67)	55%	(314)	573
2018 House Vote: Someone else	34%	(21)	21%	(13)	46%	(28)	62
2016 Vote: Hillary Clinton	44%	(297)	15%	(101)	41%	(279)	677
2016 Vote: Donald Trump	33%	(219)	13%	(83)	54%	(354)	657
2016 Vote: Other	42%	(42)	14%	(14)	44%	(45)	101
2016 Vote: Didn't Vote	47%	(355)	17%	(129)	36%	(277)	761
Voted in 2014: Yes	37%	(443)	13%	(160)	50%	(600)	1203
Voted in 2014: No	47%	(472)	17%	(168)	36%	(357)	997
4-Region: Northeast	37%	(147)	16%	(64)	46%	(182)	394
4-Region: Midwest	41%	(189)	15%	(67)	45%	(206)	462
4-Region: South	41%	(340)	14%	(119)	44%	(365)	824
4-Region: West	46%	(239)	15%	(77)	39%	(204)	520
Familiar with any AVOD Service	48%	(819)	16%	(280)	35%	(601)	1700
Uses any AVOD Service	55%	(632)	16%	(181)	29%	(333)	1146
Tubi User	56%	(252)	15%	(68)	29%	(132)	452
Pluto TV User	58%	(228)	13%	(50)	29%	(115)	393
Peacock User	60%	(285)	15%	(72)	24%	(115)	472
Roku Channel User	60%	(358)	14%	(83)	26%	(152)	592
IMDbTV User	63%	(193)	14%	(42)	23%	(70)	305
Crackle User	59%	(170)	18%	(50)	23%	(65)	285
Vudu User	68%	(165)	16%	(38)	17%	(40)	244
Xumo User	63%	(62)	10%	(9)	28%	(27)	99

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 fol lowing 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	12%	(255)	8%	(167)	81%	(1779)	2200
Gender: Male	13%	(139)	10%	(103)	77%	(821)	1062
Gender: Female	10%	(116)	6%	(64)	84%	(958)	1138
Age: 18-34	15%	(100)	10%	(67)	75%	(488)	655
Age: 35-44	16%	(58)	11%	(38)	73%	(262)	358
Age: 45-64	10%	(76)	6%	(42)	84%	(633)	751
Age: 65+	5%	(21)	4%	(20)	91%	(395)	436
GenZers: 1997-2012	12%	(36)	7%	(21)	82%	(252)	309
Millennials: 1981-1996	18%	(105)	12%	(71)	69%	(394)	570
GenXers: 1965-1980	12%	(68)	8%	(41)	80%	(438)	547
Baby Boomers: 1946-1964	6%	(41)	4%	(30)	90%	(633)	704
PID: Dem (no lean)	17%	(140)	8%	(63)	75%	(622)	824
PID: Ind (no lean)	7%	(53)	7%	(51)	86%	(631)	735
PID: Rep (no lean)	10%	(62)	8%	(52)	82%	(526)	641
PID/Gender: Dem Men	18%	(73)	11%	(42)	71%	(287)	403
PID/Gender: Dem Women	16%	(67)	5%	(20)	79%	(334)	422
PID/Gender: Ind Men	8%	(28)	9%	(32)	83%	(293)	352
PID/Gender: Ind Women	7%	(25)	5%	(20)	88%	(338)	383
PID/Gender: Rep Men	12%	(38)	9%	(29)	78%	(241)	307
PID/Gender: Rep Women	7%	(24)	7%	(24)	86%	(286)	333
Ideo: Liberal (1-3)	15%	(87)	10%	(59)	75%	(448)	595
Ideo: Moderate (4)	11%	(69)	6%	(40)	83%	(527)	636
Ideo: Conservative (5-7)	9%	(68)	8%	(59)	83%	(611)	738
Educ: < College	11%	(160)	6%	(97)	83%	(1255)	1512
Educ: Bachelors degree	13%	(57)	10%	(45)	77%	(342)	444
Educ: Post-grad	16%	(38)	10%	(25)	74%	(181)	244

Table MCEN3_4: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(255)	8%	(167)	81%	(1779)	2200
Income: Under 50k	10%	(118)	6%	(68)	84%	(958)	1145
Income: 50k-100k	12%	(84)	9%	(67)	79%	(560)	711
Income: 100k+	15%	(53)	9%	(31)	75%	(260)	344
Ethnicity: White	10%	(177)	7%	(126)	82%	(1419)	1722
Ethnicity: Hispanic	10%	(35)	11%	(37)	79%	(277)	349
Ethnicity: Black	22%	(61)	11%	(30)	67%	(183)	274
Ethnicity: Other	8%	(17)	5%	(10)	87%	(177)	204
All Christian	12%	(118)	8%	(77)	81%	(812)	1007
All Non-Christian	14%	(22)	13%	(20)	74%	(118)	159
Atheist	9%	(10)	3%	(4)	88%	(97)	111
Agnostic/Nothing in particular	11%	(58)	9%	(47)	80%	(422)	527
Something Else	12%	(47)	5%	(18)	83%	(330)	396
Religious Non-Protestant/Catholic	16%	(30)	11%	(21)	73%	(138)	189
Evangelical	14%	(84)	9%	(55)	77%	(462)	601
Non-Evangelical	9%	(70)	5%	(37)	86%	(643)	751
Community: Urban	19%	(111)	11%	(66)	70%	(414)	591
Community: Suburban	10%	(101)	6%	(67)	84%	(875)	1042
Community: Rural	8%	(44)	6%	(34)	86%	(489)	567
Employ: Private Sector	15%	(101)	10%	(64)	75%	(505)	670
Employ: Government	15%	(20)	16%	(22)	69%	(93)	135
Employ: Self-Employed	16%	(36)	10%	(22)	74%	(167)	226
Employ: Homemaker	10%	(13)	8%	(10)	83%	(112)	135
Employ: Student	9%	(9)	9%	(9)	82%	(80)	97
Employ: Retired	5%	(26)	4%	(20)	91%	(463)	509
Employ: Unemployed	11%	(31)	5%	(15)	84%	(236)	283
Employ: Other	12%	(17)	3%	(5)	85%	(123)	145

Table MCEN3_4: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(255)	8%	(167)	81%	(1779)	2200
Military HH: Yes	10%	(34)	10%	(32)	80%	(270)	336
Military HH: No	12%	(221)	7%	(134)	81%	(1508)	1864
RD/WT: Right Direction	14%	(150)	9%	(92)	77%	(811)	1052
RD/WT: Wrong Track	9%	(105)	7%	(75)	84%	(968)	1148
Biden Job Approve	14%	(168)	8%	(104)	78%	(964)	1236
Biden Job Disapprove	9%	(71)	6%	(54)	85%	(708)	833
Biden Job Strongly Approve	15%	(98)	9%	(55)	76%	(491)	644
Biden Job Somewhat Approve	12%	(69)	8%	(49)	80%	(473)	592
Biden Job Somewhat Disapprove	13%	(33)	8%	(21)	79%	(196)	250
Biden Job Strongly Disapprove	7%	(38)	6%	(33)	88%	(511)	583
Favorable of Biden	15%	(179)	8%	(101)	77%	(945)	1225
Unfavorable of Biden	7%	(61)	7%	(62)	85%	(722)	846
Very Favorable of Biden	18%	(115)	7%	(49)	75%	(490)	653
Somewhat Favorable of Biden	11%	(64)	9%	(52)	80%	(456)	572
Somewhat Unfavorable of Biden	10%	(23)	7%	(16)	83%	(185)	223
Very Unfavorable of Biden	6%	(39)	7%	(46)	86%	(538)	622
#1 Issue: Economy	10%	(80)	8%	(64)	82%	(640)	785
#1 Issue: Security	14%	(44)	5%	(15)	81%	(258)	317
#1 Issue: Health Care	15%	(52)	7%	(23)	78%	(263)	338
#1 Issue: Medicare / Social Security	10%	(28)	7%	(19)	83%	(232)	279
#1 Issue: Women's Issues	12%	(15)	5%	(6)	83%	(103)	124
#1 Issue: Education	10%	(11)	15%	(16)	75%	(81)	108
#1 Issue: Energy	13%	(16)	11%	(13)	76%	(95)	125
#1 Issue: Other	7%	(9)	7%	(9)	85%	(107)	125

Table MCEN3_4: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(255)	8%	(167)	81%	(1779)	2200
2020 Vote: Joe Biden	15%	(146)	8%	(72)	77%	(741)	958
2020 Vote: Donald Trump	9%	(61)	8%	(57)	83%	(578)	696
2020 Vote: Other	14%	(11)	4%	(3)	82%	(66)	80
2020 Vote: Didn't Vote	8%	(37)	7%	(34)	85%	(392)	463
2018 House Vote: Democrat	14%	(103)	8%	(59)	77%	(557)	719
2018 House Vote: Republican	9%	(51)	8%	(44)	84%	(479)	573
2018 House Vote: Someone else	10%	(6)	5%	(3)	85%	(52)	62
2016 Vote: Hillary Clinton	16%	(105)	7%	(49)	77%	(523)	677
2016 Vote: Donald Trump	9%	(59)	8%	(52)	83%	(545)	657
2016 Vote: Other	10%	(10)	3%	(3)	87%	(87)	101
2016 Vote: Didn't Vote	10%	(79)	8%	(62)	81%	(620)	761
Voted in 2014: Yes	12%	(145)	8%	(94)	80%	(963)	1203
Voted in 2014: No	11%	(109)	7%	(72)	82%	(815)	997
4-Region: Northeast	13%	(50)	8%	(31)	79%	(312)	394
4-Region: Midwest	10%	(44)	6%	(28)	84%	(390)	462
4-Region: South	12%	(100)	8%	(65)	80%	(659)	824
4-Region: West	12%	(60)	8%	(43)	80%	(416)	520
Familiar with any AVOD Service	14%	(245)	9%	(156)	76%	(1300)	1700
Uses any AVOD Service	20%	(225)	10%	(120)	70%	(802)	1146
Tubi User	23%	(106)	11%	(48)	66%	(298)	452
Pluto TV User	26%	(103)	10%	(38)	64%	(252)	393
Peacock User	28%	(131)	10%	(48)	62%	(294)	472
Roku Channel User	23%	(135)	11%	(66)	66%	(391)	592
IMDbTV User	27%	(84)	14%	(41)	59%	(180)	305
Crackle User	29%	(82)	13%	(37)	58%	(166)	285
Vudu User	36%	(89)	12%	(30)	51%	(125)	244
Xumo User	46%	(46)	16%	(16)	38%	(37)	99

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 fol lowing 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	35%	(774)	13%	(278)	52%	(1148)	2200
Gender: Male	35%	(373)	13%	(142)	52%	(547)	1062
Gender: Female	35%	(401)	12%	(136)	53%	(601)	1138
Age: 18-34	51%	(331)	19%	(122)	31%	(203)	655
Age: 35-44	47%	(166)	13%	(47)	40%	(144)	358
Age: 45-64	28%	(209)	11%	(81)	61%	(461)	751
Age: 65+	15%	(67)	6%	(28)	78%	(341)	436
GenZers: 1997-2012	50%	(153)	19%	(57)	32%	(99)	309
Millennials: 1981-1996	51%	(290)	16%	(92)	33%	(189)	570
GenXers: 1965-1980	34%	(184)	14%	(77)	52%	(286)	547
Baby Boomers: 1946-1964	20%	(142)	7%	(50)	73%	(512)	704
PID: Dem (no lean)	39%	(321)	15%	(121)	46%	(382)	824
PID: Ind (no lean)	36%	(265)	13%	(97)	51%	(373)	735
PID: Rep (no lean)	29%	(187)	9%	(60)	61%	(393)	641
PID/Gender: Dem Men	40%	(160)	15%	(60)	45%	(182)	403
PID/Gender: Dem Women	38%	(161)	14%	(61)	48%	(200)	422
PID/Gender: Ind Men	35%	(124)	15%	(52)	50%	(175)	352
PID/Gender: Ind Women	37%	(141)	12%	(44)	52%	(198)	383
PID/Gender: Rep Men	29%	(88)	10%	(29)	62%	(190)	307
PID/Gender: Rep Women	30%	(100)	9%	(31)	61%	(203)	333
Ideo: Liberal (1-3)	40%	(237)	13%	(78)	47%	(280)	595
Ideo: Moderate (4)	38%	(241)	13%	(83)	49%	(312)	636
Ideo: Conservative (5-7)	27%	(197)	12%	(89)	61%	(453)	738
Educ: < College	34%	(507)	13%	(192)	54%	(813)	1512
Educ: Bachelors degree	38%	(167)	12%	(55)	50%	(221)	444
Educ: Post-grad	41%	(100)	12%	(30)	47%	(114)	244

Table MCEN3_5: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	35%	(774)	13%	(278)	52%	(1148)	2200
Income: Under 50k	29%	(334)	12%	(137)	59%	(673)	1145
Income: 50k-100k	40%	(283)	13%	(92)	47%	(336)	711
Income: 100k+	45%	(156)	14%	(49)	40%	(139)	344
Ethnicity: White	34%	(589)	11%	(197)	54%	(936)	1722
Ethnicity: Hispanic	45%	(158)	20%	(69)	35%	(122)	349
Ethnicity: Black	40%	(110)	15%	(41)	45%	(124)	274
Ethnicity: Other	37%	(75)	20%	(40)	44%	(89)	204
All Christian	32%	(324)	11%	(113)	57%	(570)	1007
All Non-Christian	34%	(54)	13%	(20)	53%	(85)	159
Atheist	46%	(51)	15%	(17)	39%	(43)	111
Agnostic/Nothing in particular	36%	(188)	15%	(80)	49%	(259)	527
Something Else	40%	(157)	12%	(48)	48%	(191)	396
Religious Non-Protestant/Catholic	36%	(69)	13%	(24)	51%	(96)	189
Evangelical	37%	(220)	12%	(71)	52%	(311)	601
Non-Evangelical	32%	(239)	11%	(83)	57%	(429)	751
Community: Urban	41%	(241)	12%	(70)	48%	(281)	591
Community: Suburban	37%	(381)	12%	(121)	52%	(540)	1042
Community: Rural	27%	(152)	15%	(87)	58%	(327)	567
Employ: Private Sector	46%	(306)	13%	(85)	42%	(280)	670
Employ: Government	45%	(61)	18%	(24)	37%	(50)	135
Employ: Self-Employed	43%	(97)	15%	(35)	42%	(94)	226
Employ: Homemaker	33%	(45)	9%	(12)	58%	(79)	135
Employ: Student	50%	(49)	19%	(19)	31%	(30)	97
Employ: Retired	17%	(86)	8%	(41)	75%	(382)	509
Employ: Unemployed	32%	(90)	17%	(48)	51%	(144)	283
Employ: Other	28%	(40)	10%	(15)	62%	(89)	145

Table MCEN3_5: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	35%	(774)	13%	(278)	52%	(1148)	2200
Military HH: Yes	30%	(102)	13%	(45)	56%	(190)	336
Military HH: No	36%	(672)	13%	(233)	51%	(958)	1864
RD/WT: Right Direction	38%	(399)	15%	(153)	48%	(500)	1052
RD/WT: Wrong Track	33%	(375)	11%	(125)	56%	(648)	1148
Biden Job Approve	39%	(478)	15%	(182)	47%	(576)	1236
Biden Job Disapprove	30%	(250)	10%	(84)	60%	(498)	833
Biden Job Strongly Approve	35%	(226)	12%	(75)	53%	(343)	644
Biden Job Somewhat Approve	43%	(252)	18%	(107)	39%	(233)	592
Biden Job Somewhat Disapprove	40%	(101)	11%	(29)	48%	(120)	250
Biden Job Strongly Disapprove	26%	(149)	10%	(56)	65%	(378)	583
Favorable of Biden	39%	(473)	14%	(169)	48%	(584)	1225
Unfavorable of Biden	31%	(266)	11%	(91)	58%	(489)	846
Very Favorable of Biden	36%	(238)	11%	(72)	52%	(343)	653
Somewhat Favorable of Biden	41%	(235)	17%	(96)	42%	(241)	572
Somewhat Unfavorable of Biden	44%	(97)	12%	(27)	44%	(98)	223
Very Unfavorable of Biden	27%	(168)	10%	(63)	63%	(391)	622
#1 Issue: Economy	37%	(292)	12%	(92)	51%	(401)	785
#1 Issue: Security	33%	(103)	12%	(39)	55%	(175)	317
#1 Issue: Health Care	42%	(142)	10%	(34)	48%	(162)	338
#1 Issue: Medicare / Social Security	19%	(53)	10%	(27)	71%	(198)	279
#1 Issue: Women's Issues	46%	(56)	21%	(26)	34%	(42)	124
#1 Issue: Education	45%	(49)	18%	(19)	37%	(40)	108
#1 Issue: Energy	35%	(43)	19%	(24)	46%	(57)	125
#1 Issue: Other	28%	(35)	13%	(17)	59%	(74)	125

Table MCEN3_5: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	35%	(774)	13%	(278)	52%	(1148)	2200
2020 Vote: Joe Biden	38%	(361)	14%	(136)	48%	(461)	958
2020 Vote: Donald Trump	29%	(205)	10%	(68)	61%	(423)	696
2020 Vote: Other	42%	(33)	7%	(6)	51%	(41)	80
2020 Vote: Didn't Vote	37%	(174)	15%	(67)	48%	(222)	463
2018 House Vote: Democrat	35%	(250)	13%	(93)	52%	(376)	719
2018 House Vote: Republican	32%	(184)	8%	(46)	60%	(343)	573
2018 House Vote: Someone else	30%	(19)	13%	(8)	57%	(35)	62
2016 Vote: Hillary Clinton	36%	(245)	12%	(82)	52%	(350)	677
2016 Vote: Donald Trump	30%	(195)	8%	(53)	62%	(409)	657
2016 Vote: Other	42%	(42)	8%	(8)	50%	(51)	101
2016 Vote: Didn't Vote	38%	(292)	17%	(133)	44%	(337)	761
Voted in 2014: Yes	32%	(380)	9%	(109)	59%	(713)	1203
Voted in 2014: No	39%	(394)	17%	(169)	44%	(435)	997
4-Region: Northeast	33%	(129)	13%	(50)	55%	(215)	394
4-Region: Midwest	34%	(157)	13%	(59)	53%	(246)	462
4-Region: South	36%	(298)	11%	(93)	53%	(433)	824
4-Region: West	37%	(190)	15%	(76)	49%	(254)	520
Familiar with any AVOD Service	40%	(682)	14%	(239)	46%	(779)	1700
Uses any AVOD Service	46%	(526)	13%	(145)	41%	(475)	1146
Tubi User	44%	(200)	12%	(56)	43%	(196)	452
Pluto TV User	44%	(171)	13%	(52)	43%	(170)	393
Peacock User	51%	(240)	12%	(59)	37%	(173)	472
Roku Channel User	51%	(304)	12%	(68)	37%	(220)	592
IMDbTV User	50%	(153)	14%	(42)	36%	(110)	305
Crackle User	46%	(132)	14%	(41)	39%	(112)	285
Vudu User	60%	(147)	10%	(24)	30%	(72)	244
Xumo User	54%	(54)	15%	(14)	31%	(31)	99

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 fol lowing 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	13%	(293)	10%	(230)	76%	(1677)	2200
Gender: Male	15%	(160)	10%	(110)	75%	(792)	1062
Gender: Female	12%	(133)	11%	(120)	78%	(885)	1138
Age: 18-34	20%	(128)	16%	(106)	64%	(421)	655
Age: 35-44	20%	(72)	11%	(38)	69%	(248)	358
Age: 45-64	10%	(73)	9%	(67)	81%	(611)	751
Age: 65+	5%	(20)	4%	(19)	91%	(397)	436
GenZers: 1997-2012	17%	(53)	20%	(62)	63%	(194)	309
Millennials: 1981-1996	22%	(128)	13%	(72)	65%	(371)	570
GenXers: 1965-1980	11%	(59)	10%	(54)	79%	(434)	547
Baby Boomers: 1946-1964	7%	(50)	6%	(42)	87%	(612)	704
PID: Dem (no lean)	17%	(143)	11%	(87)	72%	(595)	824
PID: Ind (no lean)	12%	(87)	12%	(86)	76%	(562)	735
PID: Rep (no lean)	10%	(63)	9%	(57)	81%	(520)	641
PID/Gender: Dem Men	22%	(87)	10%	(40)	68%	(276)	403
PID/Gender: Dem Women	13%	(55)	11%	(47)	76%	(319)	422
PID/Gender: Ind Men	12%	(41)	11%	(37)	78%	(274)	352
PID/Gender: Ind Women	12%	(46)	13%	(49)	75%	(288)	383
PID/Gender: Rep Men	10%	(32)	11%	(33)	79%	(242)	307
PID/Gender: Rep Women	9%	(32)	7%	(24)	83%	(278)	333
Ideo: Liberal (1-3)	17%	(104)	11%	(67)	71%	(423)	595
Ideo: Moderate (4)	13%	(81)	10%	(65)	77%	(490)	636
Ideo: Conservative (5-7)	9%	(70)	11%	(78)	80%	(591)	738
Educ: < College	10%	(152)	10%	(145)	80%	(1216)	1512
Educ: Bachelors degree	19%	(83)	12%	(53)	69%	(307)	444
Educ: Post-grad	24%	(58)	13%	(32)	63%	(154)	244

Table MCEN3_6: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	13%	(293)	10%	(230)	76%	(1677)	2200
Income: Under 50k	9%	(107)	10%	(110)	81%	(928)	1145
Income: 50k-100k	12%	(88)	11%	(81)	76%	(542)	711
Income: 100k+	28%	(98)	11%	(39)	60%	(207)	344
Ethnicity: White	13%	(216)	10%	(169)	78%	(1336)	1722
Ethnicity: Hispanic	21%	(73)	18%	(65)	60%	(211)	349
Ethnicity: Black	13%	(36)	13%	(35)	74%	(203)	274
Ethnicity: Other	20%	(41)	13%	(26)	67%	(137)	204
All Christian	13%	(135)	9%	(87)	78%	(785)	1007
All Non-Christian	24%	(38)	11%	(17)	66%	(105)	159
Atheist	12%	(13)	15%	(17)	73%	(81)	111
Agnostic/Nothing in particular	15%	(78)	14%	(75)	71%	(374)	527
Something Else	7%	(30)	9%	(34)	84%	(332)	396
Religious Non-Protestant/Catholic	22%	(42)	9%	(17)	69%	(130)	189
Evangelical	12%	(71)	11%	(63)	78%	(467)	601
Non-Evangelical	11%	(84)	7%	(54)	82%	(612)	751
Community: Urban	21%	(127)	13%	(77)	65%	(387)	591
Community: Suburban	12%	(122)	9%	(97)	79%	(823)	1042
Community: Rural	8%	(45)	10%	(55)	82%	(467)	567
Employ: Private Sector	17%	(117)	12%	(77)	71%	(476)	670
Employ: Government	22%	(29)	15%	(20)	64%	(86)	135
Employ: Self-Employed	16%	(36)	18%	(40)	66%	(150)	226
Employ: Homemaker	10%	(13)	4%	(6)	86%	(116)	135
Employ: Student	20%	(20)	16%	(15)	64%	(62)	97
Employ: Retired	6%	(32)	5%	(28)	88%	(449)	509
Employ: Unemployed	9%	(27)	14%	(39)	77%	(218)	283
Employ: Other	13%	(20)	4%	(5)	83%	(120)	145

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Table MCEN3_6: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	13%	(293)	10%	(230)	76%	(1677)	2200
Military HH: Yes	12%	(39)	12%	(39)	77%	(258)	336
Military HH: No	14%	(254)	10%	(191)	76%	(1419)	1864
RD/WT: Right Direction	16%	(173)	12%	(122)	72%	(758)	1052
RD/WT: Wrong Track	10%	(120)	9%	(108)	80%	(919)	1148
Biden Job Approve	17%	(205)	12%	(149)	71%	(882)	1236
Biden Job Disapprove	8%	(70)	8%	(65)	84%	(698)	833
Biden Job Strongly Approve	19%	(122)	9%	(59)	72%	(463)	644
Biden Job Somewhat Approve	14%	(83)	15%	(90)	71%	(419)	592
Biden Job Somewhat Disapprove	13%	(32)	10%	(24)	77%	(193)	250
Biden Job Strongly Disapprove	6%	(37)	7%	(41)	87%	(505)	583
Favorable of Biden	17%	(210)	12%	(141)	71%	(874)	1225
Unfavorable of Biden	9%	(75)	9%	(79)	82%	(692)	846
Very Favorable of Biden	19%	(121)	9%	(56)	73%	(476)	653
Somewhat Favorable of Biden	15%	(89)	15%	(85)	70%	(398)	572
Somewhat Unfavorable of Biden	16%	(35)	13%	(28)	72%	(160)	223
Very Unfavorable of Biden	6%	(40)	8%	(51)	85%	(532)	622
#1 Issue: Economy	13%	(99)	11%	(88)	76%	(598)	785
#1 Issue: Security	10%	(33)	9%	(30)	80%	(254)	317
#1 Issue: Health Care	18%	(61)	10%	(34)	72%	(243)	338
#1 Issue: Medicare / Social Security	9%	(24)	5%	(15)	86%	(240)	279
#1 Issue: Women's Issues	22%	(27)	15%	(19)	63%	(78)	124
#1 Issue: Education	8%	(8)	22%	(24)	70%	(76)	108
#1 Issue: Energy	19%	(24)	11%	(13)	70%	(88)	125
#1 Issue: Other	14%	(17)	6%	(8)	80%	(100)	125

Continued on next page

Table MCEN3_6: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	13%	(293)	10%	(230)	76%	(1677)	2200
2020 Vote: Joe Biden	17%	(164)	9%	(89)	74%	(705)	958
2020 Vote: Donald Trump	9%	(61)	9%	(60)	83%	(575)	696
2020 Vote: Other	17%	(14)	4%	(3)	79%	(63)	80
2020 Vote: Didn't Vote	12%	(54)	17%	(77)	72%	(332)	463
2018 House Vote: Democrat	17%	(124)	10%	(71)	73%	(525)	719
2018 House Vote: Republican	11%	(64)	7%	(41)	82%	(467)	573
2018 House Vote: Someone else	4%	(2)	7%	(5)	89%	(55)	62
2016 Vote: Hillary Clinton	17%	(113)	10%	(65)	74%	(499)	677
2016 Vote: Donald Trump	11%	(70)	7%	(46)	82%	(542)	657
2016 Vote: Other	12%	(12)	6%	(6)	82%	(83)	101
2016 Vote: Didn't Vote	13%	(99)	15%	(113)	72%	(550)	761
Voted in 2014: Yes	13%	(160)	8%	(99)	78%	(943)	1203
Voted in 2014: No	13%	(133)	13%	(131)	74%	(734)	997
4-Region: Northeast	17%	(66)	9%	(35)	74%	(292)	394
4-Region: Midwest	11%	(51)	10%	(45)	79%	(367)	462
4-Region: South	10%	(83)	12%	(99)	78%	(642)	824
4-Region: West	18%	(94)	10%	(51)	72%	(375)	520
Familiar with any AVOD Service	16%	(272)	13%	(213)	71%	(1215)	1700
Uses any AVOD Service	19%	(220)	10%	(120)	70%	(806)	1146
Tubi User	19%	(86)	10%	(47)	71%	(319)	452
Pluto TV User	22%	(87)	11%	(44)	67%	(262)	393
Peacock User	25%	(120)	11%	(50)	64%	(302)	472
Roku Channel User	21%	(126)	11%	(65)	68%	(401)	592
IMDbTV User	25%	(77)	13%	(39)	62%	(189)	305
Crackle User	25%	(72)	13%	(38)	62%	(175)	285
Vudu User	31%	(76)	11%	(26)	58%	(141)	244
Xumo User	47%	(46)	14%	(14)	40%	(39)	99

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 fol lowing 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	16%	(345)	9%	(201)	75%	(1654)	2200
Gender: Male	15%	(161)	10%	(109)	75%	(793)	1062
Gender: Female	16%	(185)	8%	(92)	76%	(861)	1138
Age: 18-34	18%	(121)	13%	(84)	69%	(450)	655
Age: 35-44	21%	(76)	10%	(37)	69%	(245)	358
Age: 45-64	14%	(106)	9%	(65)	77%	(580)	751
Age: 65+	10%	(43)	3%	(15)	87%	(379)	436
GenZers: 1997-2012	13%	(41)	13%	(39)	74%	(229)	309
Millennials: 1981-1996	23%	(133)	12%	(67)	65%	(370)	570
GenXers: 1965-1980	15%	(82)	11%	(61)	74%	(405)	547
Baby Boomers: 1946-1964	12%	(84)	4%	(31)	84%	(589)	704
PID: Dem (no lean)	16%	(136)	9%	(77)	74%	(611)	824
PID: Ind (no lean)	14%	(103)	10%	(72)	76%	(560)	735
PID: Rep (no lean)	17%	(106)	8%	(52)	75%	(483)	641
PID/Gender: Dem Men	18%	(73)	10%	(41)	72%	(289)	403
PID/Gender: Dem Women	15%	(63)	9%	(37)	76%	(322)	422
PID/Gender: Ind Men	12%	(42)	12%	(41)	76%	(268)	352
PID/Gender: Ind Women	16%	(61)	8%	(30)	76%	(291)	383
PID/Gender: Rep Men	15%	(46)	9%	(27)	76%	(235)	307
PID/Gender: Rep Women	18%	(60)	8%	(25)	74%	(248)	333
Ideo: Liberal (1-3)	18%	(104)	9%	(53)	74%	(437)	595
Ideo: Moderate (4)	14%	(91)	9%	(54)	77%	(491)	636
Ideo: Conservative (5-7)	14%	(106)	10%	(71)	76%	(561)	738
Educ: < College	14%	(215)	9%	(130)	77%	(1167)	1512
Educ: Bachelors degree	18%	(79)	9%	(41)	73%	(323)	444
Educ: Post-grad	21%	(51)	12%	(30)	67%	(163)	244

Continued on next page

Table MCEN3_7: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	16%	(345)	9%	(201)	75%	(1654)	2200
Income: Under 50k	14%	(164)	9%	(99)	77%	(882)	1145
Income: 50k-100k	16%	(114)	9%	(63)	75%	(533)	711
Income: 100k+	19%	(67)	11%	(39)	69%	(239)	344
Ethnicity: White	16%	(281)	9%	(157)	75%	(1284)	1722
Ethnicity: Hispanic	16%	(57)	17%	(58)	67%	(234)	349
Ethnicity: Black	14%	(40)	10%	(28)	75%	(206)	274
Ethnicity: Other	12%	(25)	7%	(15)	80%	(164)	204
All Christian	18%	(179)	8%	(80)	74%	(748)	1007
All Non-Christian	23%	(36)	9%	(14)	68%	(109)	159
Atheist	11%	(12)	9%	(10)	79%	(88)	111
Agnostic/Nothing in particular	15%	(77)	11%	(58)	74%	(393)	527
Something Else	10%	(40)	10%	(39)	80%	(316)	396
Religious Non-Protestant/Catholic	25%	(47)	9%	(17)	66%	(126)	189
Evangelical	17%	(103)	10%	(61)	73%	(437)	601
Non-Evangelical	14%	(103)	7%	(52)	79%	(595)	751
Community: Urban	20%	(118)	10%	(58)	70%	(416)	591
Community: Suburban	14%	(149)	9%	(92)	77%	(801)	1042
Community: Rural	14%	(78)	9%	(51)	77%	(437)	567
Employ: Private Sector	18%	(124)	12%	(79)	70%	(468)	670
Employ: Government	27%	(37)	11%	(15)	62%	(83)	135
Employ: Self-Employed	18%	(40)	12%	(28)	70%	(158)	226
Employ: Homemaker	20%	(27)	8%	(11)	72%	(97)	135
Employ: Student	9%	(9)	9%	(9)	82%	(80)	97
Employ: Retired	11%	(54)	5%	(23)	85%	(432)	509
Employ: Unemployed	14%	(38)	9%	(25)	78%	(220)	283
Employ: Other	11%	(16)	8%	(12)	80%	(116)	145

Table MCEN3_7: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	16%	(345)	9%	(201)	75%	(1654)	2200
Military HH: Yes	15%	(49)	10%	(35)	75%	(252)	336
Military HH: No	16%	(296)	9%	(166)	75%	(1402)	1864
RD/WT: Right Direction	17%	(177)	11%	(111)	73%	(764)	1052
RD/WT: Wrong Track	15%	(168)	8%	(90)	78%	(890)	1148
Biden Job Approve	17%	(212)	10%	(121)	73%	(903)	1236
Biden Job Disapprove	14%	(118)	8%	(69)	77%	(645)	833
Biden Job Strongly Approve	18%	(116)	9%	(59)	73%	(469)	644
Biden Job Somewhat Approve	16%	(97)	10%	(62)	73%	(433)	592
Biden Job Somewhat Disapprove	18%	(45)	11%	(29)	70%	(176)	250
Biden Job Strongly Disapprove	13%	(73)	7%	(41)	81%	(469)	583
Favorable of Biden	17%	(211)	10%	(119)	73%	(895)	1225
Unfavorable of Biden	14%	(122)	8%	(69)	77%	(655)	846
Very Favorable of Biden	18%	(120)	9%	(57)	73%	(476)	653
Somewhat Favorable of Biden	16%	(91)	11%	(62)	73%	(419)	572
Somewhat Unfavorable of Biden	16%	(36)	9%	(20)	75%	(167)	223
Very Unfavorable of Biden	14%	(86)	8%	(49)	78%	(488)	622
#1 Issue: Economy	15%	(116)	9%	(68)	77%	(601)	785
#1 Issue: Security	19%	(60)	7%	(23)	74%	(234)	317
#1 Issue: Health Care	16%	(55)	9%	(30)	75%	(253)	338
#1 Issue: Medicare / Social Security	14%	(40)	7%	(19)	79%	(220)	279
#1 Issue: Women's Issues	22%	(27)	11%	(14)	67%	(83)	124
#1 Issue: Education	16%	(18)	12%	(13)	72%	(78)	108
#1 Issue: Energy	14%	(18)	16%	(20)	70%	(87)	125
#1 Issue: Other	10%	(13)	11%	(14)	79%	(98)	125

Table MCEN3_7: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	16%	(345)	9%	(201)	75%	(1654)	2200
2020 Vote: Joe Biden	17%	(165)	9%	(91)	73%	(702)	958
2020 Vote: Donald Trump	16%	(111)	8%	(53)	76%	(532)	696
2020 Vote: Other	16%	(13)	10%	(8)	74%	(59)	80
2020 Vote: Didn't Vote	12%	(56)	11%	(49)	77%	(358)	463
2018 House Vote: Democrat	18%	(127)	8%	(60)	74%	(532)	719
2018 House Vote: Republican	16%	(92)	8%	(46)	76%	(435)	573
2018 House Vote: Someone else	17%	(10)	12%	(8)	71%	(44)	62
2016 Vote: Hillary Clinton	18%	(119)	8%	(54)	74%	(504)	677
2016 Vote: Donald Trump	17%	(113)	7%	(49)	75%	(496)	657
2016 Vote: Other	15%	(15)	4%	(4)	81%	(82)	101
2016 Vote: Didn't Vote	13%	(98)	12%	(94)	75%	(569)	761
Voted in 2014: Yes	17%	(199)	8%	(98)	75%	(905)	1203
Voted in 2014: No	15%	(146)	10%	(103)	75%	(748)	997
4-Region: Northeast	18%	(72)	9%	(37)	72%	(285)	394
4-Region: Midwest	14%	(65)	9%	(42)	77%	(355)	462
4-Region: South	13%	(111)	9%	(73)	78%	(640)	824
4-Region: West	19%	(97)	9%	(49)	72%	(374)	520
Familiar with any AVOD Service	18%	(312)	11%	(184)	71%	(1204)	1700
Uses any AVOD Service	23%	(266)	11%	(121)	66%	(760)	1146
Tubi User	22%	(99)	9%	(40)	69%	(313)	452
Pluto TV User	25%	(100)	9%	(35)	66%	(258)	393
Peacock User	28%	(131)	9%	(43)	63%	(298)	472
Roku Channel User	28%	(165)	11%	(63)	61%	(364)	592
IMDbTV User	28%	(87)	10%	(31)	61%	(187)	305
Crackle User	29%	(83)	11%	(30)	60%	(171)	285
Vudu User	35%	(84)	9%	(23)	56%	(136)	244
Xumo User	51%	(50)	8%	(8)	41%	(41)	99

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 fol lowing 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	26%	(565)	16%	(350)	58%	(1285)	2200
Gender: Male	28%	(301)	16%	(171)	56%	(590)	1062
Gender: Female	23%	(264)	16%	(179)	61%	(695)	1138
Age: 18-34	34%	(221)	17%	(110)	49%	(324)	655
Age: 35-44	31%	(112)	16%	(56)	53%	(189)	358
Age: 45-64	23%	(171)	16%	(120)	61%	(459)	751
Age: 65+	14%	(60)	14%	(63)	72%	(313)	436
GenZers: 1997-2012	31%	(95)	17%	(53)	52%	(161)	309
Millennials: 1981-1996	36%	(205)	17%	(94)	48%	(271)	570
GenXers: 1965-1980	26%	(142)	17%	(95)	57%	(310)	547
Baby Boomers: 1946-1964	16%	(115)	14%	(101)	69%	(488)	704
PID: Dem (no lean)	34%	(283)	15%	(120)	51%	(421)	824
PID: Ind (no lean)	21%	(157)	17%	(124)	62%	(454)	735
PID: Rep (no lean)	19%	(125)	17%	(106)	64%	(410)	641
PID/Gender: Dem Men	39%	(159)	14%	(57)	46%	(187)	403
PID/Gender: Dem Women	30%	(125)	15%	(63)	56%	(234)	422
PID/Gender: Ind Men	22%	(77)	17%	(61)	61%	(215)	352
PID/Gender: Ind Women	21%	(80)	17%	(64)	62%	(239)	383
PID/Gender: Rep Men	21%	(66)	17%	(53)	61%	(189)	307
PID/Gender: Rep Women	18%	(59)	16%	(53)	66%	(221)	333
Ideo: Liberal (1-3)	35%	(207)	15%	(90)	50%	(297)	595
Ideo: Moderate (4)	26%	(163)	17%	(105)	58%	(368)	636
Ideo: Conservative (5-7)	19%	(141)	16%	(119)	65%	(478)	738
Educ: < College	23%	(340)	16%	(237)	62%	(934)	1512
Educ: Bachelors degree	30%	(135)	17%	(75)	53%	(234)	444
Educ: Post-grad	37%	(90)	15%	(37)	48%	(117)	244

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Table MCEN3_8: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	26%	(565)	16%	(350)	58%	(1285)	2200
Income: Under 50k	20%	(234)	14%	(164)	65%	(746)	1145
Income: 50k-100k	27%	(190)	18%	(131)	55%	(390)	711
Income: 100k+	41%	(141)	16%	(54)	43%	(149)	344
Ethnicity: White	23%	(402)	16%	(281)	60%	(1039)	1722
Ethnicity: Hispanic	38%	(132)	19%	(66)	43%	(151)	349
Ethnicity: Black	36%	(98)	16%	(44)	49%	(133)	274
Ethnicity: Other	32%	(66)	13%	(26)	55%	(113)	204
All Christian	23%	(234)	17%	(167)	60%	(606)	1007
All Non-Christian	27%	(42)	18%	(28)	56%	(89)	159
Atheist	35%	(38)	9%	(10)	56%	(62)	111
Agnostic/Nothing in particular	29%	(155)	16%	(83)	55%	(289)	527
Something Else	24%	(95)	16%	(62)	60%	(239)	396
Religious Non-Protestant/Catholic	27%	(52)	16%	(30)	56%	(107)	189
Evangelical	23%	(141)	17%	(103)	59%	(358)	601
Non-Evangelical	23%	(175)	16%	(119)	61%	(457)	751
Community: Urban	35%	(207)	16%	(96)	49%	(288)	591
Community: Suburban	26%	(274)	14%	(150)	59%	(618)	1042
Community: Rural	15%	(84)	18%	(104)	67%	(378)	567
Employ: Private Sector	34%	(226)	16%	(110)	50%	(335)	670
Employ: Government	36%	(49)	17%	(22)	47%	(63)	135
Employ: Self-Employed	33%	(74)	20%	(46)	47%	(105)	226
Employ: Homemaker	20%	(27)	7%	(10)	73%	(99)	135
Employ: Student	27%	(26)	17%	(17)	56%	(54)	97
Employ: Retired	14%	(72)	14%	(69)	72%	(367)	509
Employ: Unemployed	19%	(55)	20%	(57)	61%	(171)	283
Employ: Other	25%	(36)	13%	(19)	62%	(89)	145

Table MCEN3_8: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	26%	(565)	16%	(350)	58%	(1285)	2200
Military HH: Yes	22%	(75)	19%	(63)	59%	(198)	336
Military HH: No	26%	(490)	15%	(287)	58%	(1087)	1864
RD/WT: Right Direction	31%	(326)	17%	(175)	52%	(552)	1052
RD/WT: Wrong Track	21%	(239)	15%	(175)	64%	(734)	1148
Biden Job Approve	32%	(390)	17%	(207)	52%	(639)	1236
Biden Job Disapprove	18%	(148)	14%	(119)	68%	(566)	833
Biden Job Strongly Approve	31%	(199)	15%	(98)	54%	(347)	644
Biden Job Somewhat Approve	32%	(191)	18%	(109)	49%	(292)	592
Biden Job Somewhat Disapprove	28%	(70)	14%	(35)	58%	(144)	250
Biden Job Strongly Disapprove	13%	(78)	14%	(83)	72%	(422)	583
Favorable of Biden	32%	(388)	17%	(202)	52%	(635)	1225
Unfavorable of Biden	19%	(158)	15%	(130)	66%	(558)	846
Very Favorable of Biden	31%	(199)	15%	(100)	54%	(353)	653
Somewhat Favorable of Biden	33%	(189)	18%	(102)	49%	(281)	572
Somewhat Unfavorable of Biden	31%	(69)	19%	(42)	50%	(112)	223
Very Unfavorable of Biden	14%	(89)	14%	(88)	72%	(446)	622
#1 Issue: Economy	28%	(217)	14%	(113)	58%	(454)	785
#1 Issue: Security	19%	(59)	19%	(59)	63%	(199)	317
#1 Issue: Health Care	30%	(101)	14%	(46)	56%	(190)	338
#1 Issue: Medicare / Social Security	19%	(54)	15%	(41)	66%	(184)	279
#1 Issue: Women's Issues	30%	(38)	16%	(20)	53%	(66)	124
#1 Issue: Education	34%	(36)	22%	(24)	44%	(47)	108
#1 Issue: Energy	23%	(29)	20%	(25)	56%	(70)	125
#1 Issue: Other	24%	(30)	16%	(20)	60%	(75)	125

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Table MCEN3_8: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	26%	(565)	16%	(350)	58%	(1285)	2200
2020 Vote: Joe Biden	33%	(314)	14%	(137)	53%	(507)	958
2020 Vote: Donald Trump	20%	(140)	15%	(103)	65%	(453)	696
2020 Vote: Other	25%	(20)	18%	(15)	57%	(46)	80
2020 Vote: Didn't Vote	20%	(90)	20%	(95)	60%	(278)	463
2018 House Vote: Democrat	35%	(248)	13%	(97)	52%	(374)	719
2018 House Vote: Republican	22%	(124)	14%	(79)	65%	(370)	573
2018 House Vote: Someone else	21%	(13)	25%	(15)	54%	(34)	62
2016 Vote: Hillary Clinton	36%	(243)	13%	(86)	51%	(348)	677
2016 Vote: Donald Trump	21%	(135)	15%	(98)	64%	(424)	657
2016 Vote: Other	23%	(24)	11%	(12)	65%	(66)	101
2016 Vote: Didn't Vote	21%	(163)	20%	(154)	58%	(445)	761
Voted in 2014: Yes	28%	(336)	14%	(164)	58%	(703)	1203
Voted in 2014: No	23%	(229)	19%	(186)	58%	(582)	997
4-Region: Northeast	27%	(105)	15%	(60)	58%	(228)	394
4-Region: Midwest	18%	(85)	16%	(74)	66%	(303)	462
4-Region: South	27%	(221)	15%	(123)	58%	(480)	824
4-Region: West	30%	(153)	18%	(93)	53%	(274)	520
Familiar with any AVOD Service	30%	(506)	18%	(304)	52%	(891)	1700
Uses any AVOD Service	34%	(390)	17%	(200)	49%	(557)	1146
Tubi User	35%	(160)	17%	(76)	48%	(216)	452
Pluto TV User	31%	(122)	17%	(69)	51%	(202)	393
Peacock User	41%	(194)	18%	(83)	41%	(195)	472
Roku Channel User	36%	(212)	17%	(102)	47%	(278)	592
IMDbTV User	40%	(122)	19%	(58)	41%	(125)	305
Crackle User	38%	(108)	22%	(62)	40%	(115)	285
Vudu User	52%	(126)	15%	(37)	33%	(80)	244
Xumo User	46%	(45)	23%	(23)	31%	(31)	99

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 fol lowing TV and movie streaming subscription services?*
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(452)	9%	(205)	70%	(1543)	2200
Gender: Male	22%	(235)	10%	(110)	67%	(717)	1062
Gender: Female	19%	(217)	8%	(96)	73%	(826)	1138
Age: 18-34	21%	(137)	12%	(77)	67%	(441)	655
Age: 35-44	24%	(85)	14%	(51)	62%	(222)	358
Age: 45-64	23%	(174)	9%	(71)	67%	(506)	751
Age: 65+	13%	(56)	1%	(6)	86%	(374)	436
GenZers: 1997-2012	19%	(59)	9%	(28)	72%	(222)	309
Millennials: 1981-1996	22%	(124)	14%	(82)	64%	(364)	570
GenXers: 1965-1980	26%	(144)	13%	(70)	61%	(334)	547
Baby Boomers: 1946-1964	18%	(125)	4%	(25)	79%	(554)	704
PID: Dem (no lean)	22%	(182)	9%	(71)	69%	(571)	824
PID: Ind (no lean)	20%	(146)	11%	(78)	69%	(511)	735
PID: Rep (no lean)	19%	(124)	9%	(56)	72%	(461)	641
PID/Gender: Dem Men	23%	(91)	10%	(42)	67%	(269)	403
PID/Gender: Dem Women	22%	(91)	7%	(29)	72%	(302)	422
PID/Gender: Ind Men	21%	(74)	12%	(41)	67%	(236)	352
PID/Gender: Ind Women	19%	(72)	10%	(37)	72%	(275)	383
PID/Gender: Rep Men	23%	(70)	9%	(26)	69%	(211)	307
PID/Gender: Rep Women	16%	(54)	9%	(30)	75%	(250)	333
Ideo: Liberal (1-3)	19%	(115)	9%	(55)	71%	(425)	595
Ideo: Moderate (4)	22%	(143)	10%	(62)	68%	(432)	636
Ideo: Conservative (5-7)	19%	(139)	8%	(59)	73%	(541)	738
Educ: < College	22%	(329)	9%	(129)	70%	(1054)	1512
Educ: Bachelors degree	17%	(76)	10%	(45)	73%	(323)	444
Educ: Post-grad	19%	(47)	13%	(32)	68%	(165)	244

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

Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(452)	9%	(205)	70%	(1543)	2200
Income: Under 50k	23%	(261)	10%	(119)	67%	(765)	1145
Income: 50k-100k	19%	(135)	7%	(49)	74%	(527)	711
Income: 100k+	16%	(56)	11%	(38)	73%	(251)	344
Ethnicity: White	18%	(315)	9%	(158)	73%	(1249)	1722
Ethnicity: Hispanic	23%	(82)	15%	(52)	62%	(216)	349
Ethnicity: Black	36%	(100)	9%	(24)	55%	(150)	274
Ethnicity: Other	18%	(37)	11%	(23)	71%	(144)	204
All Christian	21%	(209)	8%	(79)	71%	(718)	1007
All Non-Christian	20%	(32)	11%	(17)	69%	(110)	159
Atheist	16%	(18)	5%	(5)	79%	(88)	111
Agnostic/Nothing in particular	20%	(103)	10%	(55)	70%	(369)	527
Something Else	23%	(90)	12%	(48)	65%	(258)	396
Religious Non-Protestant/Catholic	22%	(41)	10%	(18)	69%	(130)	189
Evangelical	22%	(132)	11%	(67)	67%	(402)	601
Non-Evangelical	21%	(155)	8%	(58)	72%	(538)	751
Community: Urban	25%	(146)	15%	(88)	61%	(358)	591
Community: Suburban	19%	(195)	7%	(71)	75%	(777)	1042
Community: Rural	20%	(112)	8%	(47)	72%	(408)	567
Employ: Private Sector	20%	(132)	10%	(68)	70%	(470)	670
Employ: Government	15%	(20)	16%	(22)	69%	(93)	135
Employ: Self-Employed	25%	(57)	12%	(28)	62%	(141)	226
Employ: Homemaker	23%	(30)	7%	(10)	70%	(95)	135
Employ: Student	19%	(18)	5%	(4)	77%	(75)	97
Employ: Retired	15%	(79)	4%	(19)	81%	(412)	509
Employ: Unemployed	28%	(81)	13%	(36)	59%	(167)	283
Employ: Other	24%	(34)	13%	(19)	63%	(91)	145

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(452)	9%	(205)	70%	(1543)	2200
Military HH: Yes	19%	(63)	12%	(41)	69%	(232)	336
Military HH: No	21%	(388)	9%	(165)	70%	(1311)	1864
RD/WT: Right Direction	22%	(234)	11%	(117)	67%	(702)	1052
RD/WT: Wrong Track	19%	(218)	8%	(88)	73%	(841)	1148
Biden Job Approve	22%	(270)	11%	(130)	68%	(835)	1236
Biden Job Disapprove	19%	(159)	7%	(58)	74%	(616)	833
Biden Job Strongly Approve	23%	(146)	11%	(72)	66%	(426)	644
Biden Job Somewhat Approve	21%	(125)	10%	(58)	69%	(409)	592
Biden Job Somewhat Disapprove	19%	(48)	9%	(24)	71%	(178)	250
Biden Job Strongly Disapprove	19%	(110)	6%	(34)	75%	(438)	583
Favorable of Biden	22%	(275)	10%	(118)	68%	(832)	1225
Unfavorable of Biden	18%	(153)	8%	(67)	74%	(625)	846
Very Favorable of Biden	24%	(154)	9%	(59)	67%	(440)	653
Somewhat Favorable of Biden	21%	(121)	10%	(60)	68%	(392)	572
Somewhat Unfavorable of Biden	17%	(38)	10%	(23)	73%	(163)	223
Very Unfavorable of Biden	19%	(116)	7%	(44)	74%	(462)	622
#1 Issue: Economy	22%	(171)	9%	(73)	69%	(541)	785
#1 Issue: Security	23%	(73)	9%	(30)	68%	(215)	317
#1 Issue: Health Care	21%	(72)	9%	(30)	70%	(236)	338
#1 Issue: Medicare / Social Security	20%	(55)	7%	(18)	74%	(205)	279
#1 Issue: Women's Issues	9%	(11)	8%	(10)	83%	(103)	124
#1 Issue: Education	21%	(22)	15%	(16)	65%	(70)	108
#1 Issue: Energy	24%	(30)	12%	(15)	64%	(80)	125
#1 Issue: Other	13%	(17)	12%	(15)	75%	(94)	125

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(452)	9%	(205)	70%	(1543)	2200
2020 Vote: Joe Biden	21%	(201)	8%	(80)	71%	(678)	958
2020 Vote: Donald Trump	22%	(151)	7%	(47)	72%	(498)	696
2020 Vote: Other	9%	(7)	4%	(3)	87%	(70)	80
2020 Vote: Didn't Vote	20%	(93)	16%	(75)	64%	(295)	463
2018 House Vote: Democrat	19%	(138)	8%	(60)	72%	(521)	719
2018 House Vote: Republican	19%	(111)	6%	(37)	74%	(425)	573
2018 House Vote: Someone else	19%	(12)	4%	(2)	77%	(48)	62
2016 Vote: Hillary Clinton	22%	(151)	8%	(56)	69%	(470)	677
2016 Vote: Donald Trump	21%	(140)	6%	(40)	73%	(477)	657
2016 Vote: Other	17%	(17)	3%	(3)	80%	(81)	101
2016 Vote: Didn't Vote	19%	(144)	14%	(105)	67%	(512)	761
Voted in 2014: Yes	21%	(250)	7%	(89)	72%	(864)	1203
Voted in 2014: No	20%	(202)	12%	(117)	68%	(679)	997
4-Region: Northeast	17%	(68)	9%	(37)	73%	(289)	394
4-Region: Midwest	21%	(97)	8%	(37)	71%	(328)	462
4-Region: South	24%	(196)	10%	(81)	66%	(547)	824
4-Region: West	17%	(91)	10%	(50)	73%	(379)	520
Familiar with any AVOD Service	26%	(447)	11%	(190)	63%	(1064)	1700
Uses any AVOD Service	39%	(452)	10%	(118)	50%	(577)	1146
Tubi User	100%	(452)	—	(0)	—	(0)	452
Pluto TV User	61%	(238)	13%	(51)	26%	(104)	393
Peacock User	45%	(211)	11%	(50)	45%	(211)	472
Roku Channel User	36%	(214)	11%	(68)	52%	(310)	592
IMDbTV User	54%	(165)	10%	(30)	36%	(109)	305
Crackle User	69%	(195)	10%	(28)	22%	(61)	285
Vudu User	64%	(157)	10%	(25)	26%	(62)	244
Xumo User	76%	(75)	13%	(13)	11%	(11)	99

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 fol lowing TV and movie streaming subscription services?*
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	18%	(393)	10%	(230)	72%	(1578)	2200
Gender: Male	21%	(227)	13%	(133)	66%	(702)	1062
Gender: Female	15%	(166)	8%	(96)	77%	(876)	1138
Age: 18-34	17%	(114)	15%	(100)	67%	(441)	655
Age: 35-44	26%	(92)	14%	(51)	60%	(215)	358
Age: 45-64	19%	(143)	9%	(65)	72%	(544)	751
Age: 65+	10%	(44)	3%	(14)	87%	(379)	436
GenZers: 1997-2012	14%	(42)	15%	(46)	72%	(221)	309
Millennials: 1981-1996	23%	(128)	15%	(88)	62%	(354)	570
GenXers: 1965-1980	23%	(127)	12%	(67)	64%	(353)	547
Baby Boomers: 1946-1964	13%	(92)	4%	(28)	83%	(584)	704
PID: Dem (no lean)	21%	(176)	10%	(81)	69%	(568)	824
PID: Ind (no lean)	15%	(110)	12%	(88)	73%	(537)	735
PID: Rep (no lean)	17%	(107)	9%	(60)	74%	(473)	641
PID/Gender: Dem Men	25%	(101)	14%	(55)	61%	(247)	403
PID/Gender: Dem Women	18%	(75)	6%	(26)	76%	(321)	422
PID/Gender: Ind Men	18%	(65)	12%	(43)	70%	(245)	352
PID/Gender: Ind Women	12%	(45)	12%	(46)	76%	(292)	383
PID/Gender: Rep Men	20%	(62)	11%	(35)	68%	(210)	307
PID/Gender: Rep Women	14%	(46)	7%	(25)	79%	(263)	333
Ideo: Liberal (1-3)	20%	(119)	11%	(65)	69%	(411)	595
Ideo: Moderate (4)	17%	(106)	11%	(72)	72%	(458)	636
Ideo: Conservative (5-7)	18%	(130)	9%	(67)	73%	(541)	738
Educ: < College	18%	(276)	10%	(147)	72%	(1089)	1512
Educ: Bachelors degree	16%	(73)	11%	(50)	72%	(321)	444
Educ: Post-grad	18%	(44)	13%	(33)	69%	(168)	244

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	18%	(393)	10%	(230)	72%	(1578)	2200
Income: Under 50k	20%	(229)	11%	(121)	69%	(795)	1145
Income: 50k-100k	15%	(108)	9%	(62)	76%	(541)	711
Income: 100k+	16%	(56)	14%	(47)	70%	(241)	344
Ethnicity: White	16%	(283)	10%	(172)	74%	(1267)	1722
Ethnicity: Hispanic	16%	(57)	17%	(58)	67%	(234)	349
Ethnicity: Black	30%	(83)	11%	(30)	59%	(161)	274
Ethnicity: Other	13%	(27)	13%	(27)	73%	(150)	204
All Christian	17%	(172)	10%	(100)	73%	(734)	1007
All Non-Christian	18%	(29)	14%	(23)	68%	(108)	159
Atheist	19%	(21)	9%	(10)	72%	(79)	111
Agnostic/Nothing in particular	17%	(87)	11%	(60)	72%	(380)	527
Something Else	21%	(83)	9%	(37)	70%	(277)	396
Religious Non-Protestant/Catholic	21%	(39)	14%	(27)	65%	(123)	189
Evangelical	21%	(126)	11%	(64)	68%	(412)	601
Non-Evangelical	15%	(115)	9%	(66)	76%	(569)	751
Community: Urban	26%	(153)	14%	(80)	61%	(358)	591
Community: Suburban	13%	(141)	10%	(105)	76%	(796)	1042
Community: Rural	17%	(99)	8%	(44)	75%	(424)	567
Employ: Private Sector	19%	(128)	12%	(81)	69%	(461)	670
Employ: Government	14%	(19)	20%	(27)	66%	(89)	135
Employ: Self-Employed	22%	(50)	12%	(28)	65%	(148)	226
Employ: Homemaker	14%	(19)	10%	(14)	76%	(103)	135
Employ: Student	5%	(5)	15%	(14)	80%	(78)	97
Employ: Retired	12%	(61)	4%	(22)	84%	(426)	509
Employ: Unemployed	26%	(73)	11%	(32)	63%	(177)	283
Employ: Other	26%	(38)	8%	(11)	66%	(96)	145

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	18%	(393)	10%	(230)	72%	(1578)	2200
Military HH: Yes	17%	(58)	11%	(37)	72%	(241)	336
Military HH: No	18%	(335)	10%	(193)	72%	(1336)	1864
RD/WT: Right Direction	20%	(213)	12%	(123)	68%	(716)	1052
RD/WT: Wrong Track	16%	(179)	9%	(107)	75%	(862)	1148
Biden Job Approve	20%	(251)	10%	(122)	70%	(862)	1236
Biden Job Disapprove	15%	(123)	10%	(87)	75%	(623)	833
Biden Job Strongly Approve	23%	(148)	12%	(75)	65%	(422)	644
Biden Job Somewhat Approve	18%	(104)	8%	(47)	75%	(441)	592
Biden Job Somewhat Disapprove	16%	(40)	15%	(37)	69%	(173)	250
Biden Job Strongly Disapprove	14%	(83)	9%	(50)	77%	(450)	583
Favorable of Biden	20%	(248)	10%	(126)	69%	(851)	1225
Unfavorable of Biden	14%	(120)	10%	(88)	75%	(638)	846
Very Favorable of Biden	21%	(140)	10%	(65)	69%	(448)	653
Somewhat Favorable of Biden	19%	(108)	11%	(61)	70%	(403)	572
Somewhat Unfavorable of Biden	12%	(28)	16%	(36)	71%	(159)	223
Very Unfavorable of Biden	15%	(93)	8%	(51)	77%	(479)	622
#1 Issue: Economy	18%	(140)	10%	(79)	72%	(565)	785
#1 Issue: Security	19%	(61)	10%	(30)	71%	(226)	317
#1 Issue: Health Care	20%	(68)	10%	(35)	70%	(235)	338
#1 Issue: Medicare / Social Security	18%	(50)	9%	(25)	73%	(204)	279
#1 Issue: Women's Issues	11%	(14)	15%	(18)	74%	(92)	124
#1 Issue: Education	14%	(16)	17%	(18)	69%	(75)	108
#1 Issue: Energy	24%	(30)	9%	(11)	67%	(84)	125
#1 Issue: Other	11%	(14)	11%	(13)	78%	(98)	125

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	18%	(393)	10%	(230)	72%	(1578)	2200
2020 Vote: Joe Biden	20%	(192)	9%	(83)	71%	(683)	958
2020 Vote: Donald Trump	17%	(119)	9%	(66)	73%	(512)	696
2020 Vote: Other	12%	(9)	6%	(5)	83%	(66)	80
2020 Vote: Didn't Vote	16%	(72)	16%	(76)	68%	(315)	463
2018 House Vote: Democrat	17%	(125)	8%	(61)	74%	(533)	719
2018 House Vote: Republican	17%	(98)	8%	(47)	75%	(428)	573
2018 House Vote: Someone else	16%	(10)	3%	(2)	81%	(50)	62
2016 Vote: Hillary Clinton	19%	(131)	9%	(59)	72%	(487)	677
2016 Vote: Donald Trump	18%	(119)	8%	(50)	74%	(488)	657
2016 Vote: Other	13%	(13)	6%	(6)	81%	(82)	101
2016 Vote: Didn't Vote	17%	(130)	15%	(115)	68%	(517)	761
Voted in 2014: Yes	18%	(219)	8%	(96)	74%	(888)	1203
Voted in 2014: No	17%	(173)	13%	(134)	69%	(690)	997
4-Region: Northeast	19%	(77)	10%	(38)	71%	(279)	394
4-Region: Midwest	19%	(90)	10%	(47)	70%	(325)	462
4-Region: South	18%	(150)	11%	(91)	71%	(583)	824
4-Region: West	15%	(77)	10%	(53)	75%	(391)	520
Familiar with any AVOD Service	23%	(390)	13%	(216)	64%	(1094)	1700
Uses any AVOD Service	34%	(393)	13%	(144)	53%	(610)	1146
Tubi User	53%	(238)	12%	(56)	35%	(158)	452
Pluto TV User	100%	(393)	—	(0)	—	(0)	393
Peacock User	42%	(197)	11%	(54)	47%	(221)	472
Roku Channel User	35%	(208)	12%	(70)	53%	(314)	592
IMDbTV User	49%	(149)	12%	(37)	39%	(119)	305
Crackle User	61%	(173)	12%	(35)	27%	(77)	285
Vudu User	53%	(129)	10%	(24)	37%	(91)	244
Xumo User	68%	(68)	14%	(14)	17%	(17)	99

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 fol lowing TV and movie streaming subscription services?*
Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(472)	9%	(194)	70%	(1534)	2200
Gender: Male	23%	(246)	11%	(113)	66%	(703)	1062
Gender: Female	20%	(227)	7%	(81)	73%	(830)	1138
Age: 18-34	22%	(144)	10%	(68)	68%	(443)	655
Age: 35-44	30%	(106)	14%	(49)	56%	(202)	358
Age: 45-64	20%	(154)	7%	(56)	72%	(542)	751
Age: 65+	16%	(68)	5%	(21)	79%	(347)	436
GenZers: 1997-2012	16%	(49)	10%	(31)	74%	(229)	309
Millennials: 1981-1996	28%	(161)	12%	(70)	60%	(339)	570
GenXers: 1965-1980	24%	(130)	9%	(48)	67%	(369)	547
Baby Boomers: 1946-1964	18%	(128)	6%	(44)	76%	(533)	704
PID: Dem (no lean)	24%	(194)	9%	(74)	67%	(556)	824
PID: Ind (no lean)	22%	(163)	9%	(65)	69%	(506)	735
PID: Rep (no lean)	18%	(115)	9%	(55)	73%	(471)	641
PID/Gender: Dem Men	25%	(99)	11%	(44)	64%	(259)	403
PID/Gender: Dem Women	22%	(95)	7%	(30)	70%	(297)	422
PID/Gender: Ind Men	22%	(77)	12%	(41)	66%	(234)	352
PID/Gender: Ind Women	22%	(86)	6%	(24)	71%	(273)	383
PID/Gender: Rep Men	22%	(69)	9%	(28)	68%	(211)	307
PID/Gender: Rep Women	14%	(46)	8%	(27)	78%	(260)	333
Ideo: Liberal (1-3)	24%	(141)	9%	(56)	67%	(397)	595
Ideo: Moderate (4)	24%	(151)	8%	(52)	68%	(433)	636
Ideo: Conservative (5-7)	18%	(135)	9%	(67)	73%	(537)	738
Educ: < College	21%	(315)	8%	(118)	71%	(1078)	1512
Educ: Bachelors degree	22%	(98)	10%	(45)	68%	(301)	444
Educ: Post-grad	24%	(59)	13%	(31)	63%	(154)	244

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(472)	9%	(194)	70%	(1534)	2200
Income: Under 50k	20%	(226)	8%	(94)	72%	(825)	1145
Income: 50k-100k	22%	(157)	8%	(60)	70%	(495)	711
Income: 100k+	26%	(89)	12%	(40)	62%	(214)	344
Ethnicity: White	21%	(357)	9%	(156)	70%	(1209)	1722
Ethnicity: Hispanic	23%	(81)	10%	(36)	66%	(232)	349
Ethnicity: Black	30%	(82)	9%	(25)	61%	(167)	274
Ethnicity: Other	16%	(33)	6%	(13)	77%	(157)	204
All Christian	22%	(220)	9%	(89)	69%	(697)	1007
All Non-Christian	22%	(35)	12%	(19)	66%	(105)	159
Atheist	19%	(21)	7%	(8)	73%	(81)	111
Agnostic/Nothing in particular	24%	(129)	7%	(36)	69%	(363)	527
Something Else	17%	(67)	11%	(42)	73%	(287)	396
Religious Non-Protestant/Catholic	26%	(48)	12%	(22)	63%	(118)	189
Evangelical	21%	(127)	11%	(65)	68%	(409)	601
Non-Evangelical	19%	(143)	8%	(59)	73%	(548)	751
Community: Urban	26%	(155)	11%	(64)	63%	(372)	591
Community: Suburban	21%	(217)	8%	(88)	71%	(737)	1042
Community: Rural	18%	(100)	7%	(42)	75%	(425)	567
Employ: Private Sector	25%	(166)	11%	(71)	65%	(433)	670
Employ: Government	22%	(29)	12%	(16)	66%	(90)	135
Employ: Self-Employed	27%	(60)	12%	(26)	62%	(139)	226
Employ: Homemaker	17%	(23)	6%	(9)	77%	(104)	135
Employ: Student	14%	(14)	11%	(10)	76%	(74)	97
Employ: Retired	16%	(81)	5%	(26)	79%	(402)	509
Employ: Unemployed	25%	(70)	8%	(24)	67%	(189)	283
Employ: Other	20%	(29)	8%	(12)	72%	(104)	145

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(472)	9%	(194)	70%	(1534)	2200
Military HH: Yes	18%	(61)	11%	(36)	71%	(239)	336
Military HH: No	22%	(412)	8%	(158)	69%	(1294)	1864
RD/WT: Right Direction	25%	(268)	11%	(118)	63%	(667)	1052
RD/WT: Wrong Track	18%	(205)	7%	(77)	75%	(866)	1148
Biden Job Approve	25%	(303)	10%	(123)	66%	(810)	1236
Biden Job Disapprove	17%	(146)	8%	(63)	75%	(624)	833
Biden Job Strongly Approve	25%	(159)	13%	(82)	63%	(404)	644
Biden Job Somewhat Approve	24%	(144)	7%	(41)	69%	(406)	592
Biden Job Somewhat Disapprove	19%	(48)	9%	(22)	72%	(180)	250
Biden Job Strongly Disapprove	17%	(98)	7%	(41)	76%	(444)	583
Favorable of Biden	24%	(295)	10%	(118)	66%	(812)	1225
Unfavorable of Biden	18%	(151)	8%	(66)	74%	(629)	846
Very Favorable of Biden	25%	(165)	11%	(71)	64%	(416)	653
Somewhat Favorable of Biden	23%	(129)	8%	(47)	69%	(396)	572
Somewhat Unfavorable of Biden	19%	(43)	9%	(20)	72%	(160)	223
Very Unfavorable of Biden	17%	(108)	7%	(45)	75%	(469)	622
#1 Issue: Economy	22%	(176)	8%	(66)	69%	(543)	785
#1 Issue: Security	20%	(64)	7%	(24)	72%	(230)	317
#1 Issue: Health Care	27%	(91)	10%	(35)	63%	(212)	338
#1 Issue: Medicare / Social Security	18%	(51)	9%	(25)	73%	(203)	279
#1 Issue: Women's Issues	15%	(18)	11%	(13)	75%	(93)	124
#1 Issue: Education	27%	(29)	7%	(8)	66%	(71)	108
#1 Issue: Energy	20%	(25)	10%	(12)	70%	(87)	125
#1 Issue: Other	15%	(18)	9%	(11)	76%	(95)	125

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	21%	(472)	9%	(194)	70%	(1534)	2200
2020 Vote: Joe Biden	24%	(233)	9%	(83)	67%	(643)	958
2020 Vote: Donald Trump	19%	(131)	9%	(61)	72%	(504)	696
2020 Vote: Other	19%	(15)	5%	(4)	75%	(60)	80
2020 Vote: Didn't Vote	20%	(93)	10%	(46)	70%	(324)	463
2018 House Vote: Democrat	24%	(173)	9%	(63)	67%	(484)	719
2018 House Vote: Republican	20%	(115)	8%	(48)	72%	(409)	573
2018 House Vote: Someone else	24%	(15)	7%	(4)	70%	(43)	62
2016 Vote: Hillary Clinton	24%	(164)	9%	(61)	67%	(452)	677
2016 Vote: Donald Trump	21%	(139)	7%	(46)	72%	(472)	657
2016 Vote: Other	25%	(25)	6%	(6)	69%	(70)	101
2016 Vote: Didn't Vote	19%	(144)	11%	(81)	70%	(537)	761
Voted in 2014: Yes	23%	(280)	7%	(90)	69%	(833)	1203
Voted in 2014: No	19%	(192)	10%	(105)	70%	(701)	997
4-Region: Northeast	26%	(101)	9%	(36)	65%	(257)	394
4-Region: Midwest	22%	(101)	7%	(31)	71%	(330)	462
4-Region: South	20%	(164)	10%	(83)	70%	(577)	824
4-Region: West	20%	(106)	9%	(45)	71%	(369)	520
Familiar with any AVOD Service	27%	(461)	11%	(182)	62%	(1058)	1700
Uses any AVOD Service	41%	(472)	11%	(124)	48%	(550)	1146
Tubi User	47%	(211)	10%	(46)	43%	(195)	452
Pluto TV User	50%	(197)	10%	(38)	40%	(157)	393
Peacock User	100%	(472)	—	(0)	—	(0)	472
Roku Channel User	33%	(198)	13%	(77)	54%	(318)	592
IMDbTV User	44%	(134)	13%	(41)	43%	(130)	305
Crackle User	55%	(155)	13%	(38)	32%	(92)	285
Vudu User	53%	(128)	9%	(22)	38%	(93)	244
Xumo User	67%	(66)	14%	(14)	19%	(18)	99

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 fol lowing TV and movie streaming subscription services?*
The Roku Channel

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(592)	12%	(271)	61%	(1336)	2200
Gender: Male	24%	(253)	14%	(146)	62%	(663)	1062
Gender: Female	30%	(339)	11%	(125)	59%	(674)	1138
Age: 18-34	30%	(200)	20%	(134)	49%	(322)	655
Age: 35-44	30%	(107)	16%	(57)	54%	(193)	358
Age: 45-64	26%	(198)	9%	(67)	65%	(486)	751
Age: 65+	20%	(88)	3%	(13)	77%	(336)	436
GenZers: 1997-2012	34%	(104)	25%	(76)	42%	(129)	309
Millennials: 1981-1996	30%	(174)	17%	(95)	53%	(301)	570
GenXers: 1965-1980	26%	(144)	12%	(65)	62%	(338)	547
Baby Boomers: 1946-1964	23%	(162)	5%	(34)	72%	(508)	704
PID: Dem (no lean)	28%	(229)	13%	(109)	59%	(486)	824
PID: Ind (no lean)	27%	(195)	14%	(104)	59%	(436)	735
PID: Rep (no lean)	26%	(168)	9%	(59)	65%	(414)	641
PID/Gender: Dem Men	25%	(102)	16%	(64)	59%	(237)	403
PID/Gender: Dem Women	30%	(127)	11%	(45)	59%	(249)	422
PID/Gender: Ind Men	21%	(75)	15%	(52)	64%	(225)	352
PID/Gender: Ind Women	31%	(120)	14%	(52)	55%	(211)	383
PID/Gender: Rep Men	25%	(76)	10%	(31)	65%	(201)	307
PID/Gender: Rep Women	28%	(92)	8%	(28)	64%	(213)	333
Ideo: Liberal (1-3)	28%	(165)	14%	(83)	58%	(346)	595
Ideo: Moderate (4)	23%	(147)	13%	(85)	64%	(405)	636
Ideo: Conservative (5-7)	26%	(188)	11%	(79)	64%	(470)	738
Educ: < College	28%	(429)	12%	(175)	60%	(908)	1512
Educ: Bachelors degree	23%	(101)	13%	(56)	65%	(287)	444
Educ: Post-grad	26%	(63)	16%	(40)	58%	(141)	244

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(592)	12%	(271)	61%	(1336)	2200
Income: Under 50k	27%	(310)	11%	(127)	62%	(708)	1145
Income: 50k-100k	27%	(194)	13%	(94)	60%	(423)	711
Income: 100k+	26%	(89)	14%	(50)	60%	(205)	344
Ethnicity: White	26%	(453)	11%	(184)	63%	(1085)	1722
Ethnicity: Hispanic	26%	(92)	22%	(78)	51%	(179)	349
Ethnicity: Black	33%	(90)	21%	(57)	46%	(127)	274
Ethnicity: Other	24%	(50)	15%	(30)	61%	(124)	204
All Christian	26%	(263)	11%	(106)	63%	(637)	1007
All Non-Christian	28%	(45)	15%	(23)	57%	(91)	159
Atheist	15%	(16)	13%	(14)	73%	(80)	111
Agnostic/Nothing in particular	23%	(120)	15%	(79)	62%	(328)	527
Something Else	37%	(148)	12%	(49)	50%	(200)	396
Religious Non-Protestant/Catholic	29%	(56)	15%	(28)	56%	(105)	189
Evangelical	34%	(205)	11%	(65)	55%	(332)	601
Non-Evangelical	26%	(192)	11%	(81)	64%	(477)	751
Community: Urban	29%	(173)	15%	(87)	56%	(331)	591
Community: Suburban	25%	(257)	13%	(133)	63%	(652)	1042
Community: Rural	29%	(162)	9%	(51)	62%	(353)	567
Employ: Private Sector	26%	(172)	14%	(94)	60%	(404)	670
Employ: Government	36%	(49)	16%	(22)	48%	(65)	135
Employ: Self-Employed	26%	(59)	22%	(50)	52%	(117)	226
Employ: Homemaker	20%	(27)	9%	(12)	71%	(96)	135
Employ: Student	37%	(36)	22%	(22)	41%	(40)	97
Employ: Retired	24%	(122)	3%	(17)	73%	(369)	509
Employ: Unemployed	32%	(90)	12%	(35)	56%	(158)	283
Employ: Other	26%	(38)	14%	(20)	60%	(88)	145

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

The Roku Channel

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(592)	12%	(271)	61%	(1336)	2200
Military HH: Yes	26%	(88)	14%	(46)	60%	(202)	336
Military HH: No	27%	(504)	12%	(225)	61%	(1134)	1864
RD/WT: Right Direction	27%	(283)	13%	(137)	60%	(633)	1052
RD/WT: Wrong Track	27%	(309)	12%	(135)	61%	(704)	1148
Biden Job Approve	27%	(337)	13%	(165)	59%	(733)	1236
Biden Job Disapprove	26%	(214)	10%	(85)	64%	(534)	833
Biden Job Strongly Approve	28%	(177)	12%	(77)	61%	(390)	644
Biden Job Somewhat Approve	27%	(160)	15%	(88)	58%	(344)	592
Biden Job Somewhat Disapprove	23%	(57)	16%	(41)	61%	(152)	250
Biden Job Strongly Disapprove	27%	(156)	8%	(44)	66%	(382)	583
Favorable of Biden	28%	(340)	13%	(156)	59%	(729)	1225
Unfavorable of Biden	25%	(215)	11%	(93)	64%	(538)	846
Very Favorable of Biden	28%	(182)	11%	(73)	61%	(398)	653
Somewhat Favorable of Biden	28%	(158)	15%	(83)	58%	(331)	572
Somewhat Unfavorable of Biden	20%	(45)	18%	(40)	62%	(139)	223
Very Unfavorable of Biden	27%	(171)	8%	(53)	64%	(399)	622
#1 Issue: Economy	26%	(207)	14%	(108)	60%	(469)	785
#1 Issue: Security	24%	(76)	12%	(37)	64%	(204)	317
#1 Issue: Health Care	30%	(102)	10%	(32)	60%	(203)	338
#1 Issue: Medicare / Social Security	27%	(74)	7%	(19)	67%	(185)	279
#1 Issue: Women's Issues	28%	(34)	26%	(32)	46%	(57)	124
#1 Issue: Education	31%	(34)	12%	(13)	57%	(61)	108
#1 Issue: Energy	26%	(32)	12%	(14)	63%	(78)	125
#1 Issue: Other	26%	(32)	12%	(16)	62%	(77)	125

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	27%	(592)	12%	(271)	61%	(1336)	2200
2020 Vote: Joe Biden	27%	(259)	12%	(119)	61%	(581)	958
2020 Vote: Donald Trump	27%	(189)	9%	(64)	64%	(444)	696
2020 Vote: Other	22%	(17)	14%	(12)	64%	(51)	80
2020 Vote: Didn't Vote	27%	(127)	17%	(78)	56%	(259)	463
2018 House Vote: Democrat	26%	(189)	11%	(79)	63%	(451)	719
2018 House Vote: Republican	30%	(169)	7%	(43)	63%	(361)	573
2018 House Vote: Someone else	20%	(13)	11%	(7)	69%	(43)	62
2016 Vote: Hillary Clinton	27%	(183)	11%	(76)	62%	(418)	677
2016 Vote: Donald Trump	28%	(181)	6%	(40)	66%	(436)	657
2016 Vote: Other	14%	(14)	9%	(10)	77%	(78)	101
2016 Vote: Didn't Vote	28%	(214)	19%	(145)	53%	(402)	761
Voted in 2014: Yes	27%	(325)	8%	(98)	65%	(781)	1203
Voted in 2014: No	27%	(268)	17%	(174)	56%	(556)	997
4-Region: Northeast	26%	(103)	13%	(49)	61%	(242)	394
4-Region: Midwest	25%	(115)	12%	(55)	63%	(292)	462
4-Region: South	30%	(248)	12%	(100)	58%	(475)	824
4-Region: West	24%	(126)	13%	(66)	63%	(328)	520
Familiar with any AVOD Service	35%	(588)	15%	(255)	50%	(857)	1700
Uses any AVOD Service	52%	(592)	11%	(128)	37%	(426)	1146
Tubi User	47%	(214)	9%	(43)	43%	(195)	452
Pluto TV User	53%	(208)	9%	(36)	38%	(149)	393
Peacock User	42%	(198)	13%	(63)	45%	(212)	472
Roku Channel User	100%	(592)	—	(0)	—	(0)	592
IMDbTV User	47%	(142)	13%	(39)	40%	(123)	305
Crackle User	54%	(154)	12%	(35)	34%	(96)	285
Vudu User	58%	(141)	17%	(41)	25%	(62)	244
Xumo User	63%	(63)	19%	(19)	17%	(17)	99

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 fol lowing TV and movie streaming subscription services?*
IMDbTV

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	14%	(305)	10%	(216)	76%	(1679)	2200
Gender: Male	17%	(184)	11%	(114)	72%	(764)	1062
Gender: Female	11%	(120)	9%	(102)	80%	(916)	1138
Age: 18-34	15%	(95)	17%	(113)	68%	(446)	655
Age: 35-44	17%	(60)	12%	(43)	71%	(255)	358
Age: 45-64	13%	(99)	7%	(55)	80%	(597)	751
Age: 65+	12%	(51)	1%	(4)	87%	(381)	436
GenZers: 1997-2012	11%	(35)	16%	(50)	72%	(223)	309
Millennials: 1981-1996	16%	(92)	15%	(87)	69%	(391)	570
GenXers: 1965-1980	17%	(92)	10%	(54)	73%	(401)	547
Baby Boomers: 1946-1964	12%	(83)	3%	(24)	85%	(597)	704
PID: Dem (no lean)	16%	(135)	10%	(83)	74%	(606)	824
PID: Ind (no lean)	12%	(87)	10%	(71)	78%	(577)	735
PID: Rep (no lean)	13%	(83)	10%	(62)	77%	(496)	641
PID/Gender: Dem Men	22%	(87)	11%	(43)	68%	(273)	403
PID/Gender: Dem Women	12%	(49)	9%	(40)	79%	(333)	422
PID/Gender: Ind Men	15%	(53)	10%	(36)	75%	(263)	352
PID/Gender: Ind Women	9%	(34)	9%	(35)	82%	(314)	383
PID/Gender: Rep Men	15%	(45)	11%	(34)	74%	(228)	307
PID/Gender: Rep Women	11%	(38)	8%	(28)	80%	(268)	333
Ideo: Liberal (1-3)	16%	(95)	9%	(56)	75%	(444)	595
Ideo: Moderate (4)	13%	(84)	11%	(67)	76%	(485)	636
Ideo: Conservative (5-7)	14%	(101)	10%	(72)	77%	(565)	738
Educ: < College	14%	(210)	9%	(133)	77%	(1170)	1512
Educ: Bachelors degree	13%	(59)	11%	(47)	76%	(338)	444
Educ: Post-grad	15%	(36)	15%	(36)	71%	(172)	244

Continued on next page

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

IMDbTV

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	14%	(305)	10%	(216)	76%	(1679)	2200
Income: Under 50k	13%	(153)	9%	(100)	78%	(892)	1145
Income: 50k-100k	15%	(105)	10%	(73)	75%	(533)	711
Income: 100k+	14%	(47)	13%	(43)	74%	(254)	344
Ethnicity: White	13%	(224)	9%	(152)	78%	(1346)	1722
Ethnicity: Hispanic	17%	(61)	20%	(70)	63%	(219)	349
Ethnicity: Black	19%	(53)	13%	(35)	68%	(187)	274
Ethnicity: Other	14%	(28)	14%	(29)	72%	(147)	204
All Christian	14%	(139)	10%	(100)	76%	(768)	1007
All Non-Christian	19%	(30)	11%	(17)	70%	(112)	159
Atheist	13%	(14)	9%	(10)	78%	(86)	111
Agnostic/Nothing in particular	12%	(63)	11%	(58)	77%	(407)	527
Something Else	15%	(60)	8%	(30)	77%	(306)	396
Religious Non-Protestant/Catholic	19%	(35)	11%	(21)	70%	(133)	189
Evangelical	16%	(97)	10%	(62)	74%	(443)	601
Non-Evangelical	12%	(92)	8%	(62)	79%	(596)	751
Community: Urban	18%	(105)	13%	(79)	69%	(407)	591
Community: Suburban	12%	(124)	9%	(91)	79%	(827)	1042
Community: Rural	13%	(76)	8%	(45)	79%	(445)	567
Employ: Private Sector	13%	(85)	12%	(84)	75%	(502)	670
Employ: Government	15%	(21)	15%	(21)	69%	(93)	135
Employ: Self-Employed	22%	(49)	13%	(30)	65%	(147)	226
Employ: Homemaker	12%	(16)	4%	(5)	85%	(114)	135
Employ: Student	8%	(8)	16%	(16)	76%	(74)	97
Employ: Retired	12%	(61)	2%	(10)	86%	(438)	509
Employ: Unemployed	17%	(47)	15%	(41)	69%	(194)	283
Employ: Other	12%	(18)	7%	(10)	81%	(117)	145

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

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	14%	(305)	10%	(216)	76%	(1679)	2200
Military HH: Yes	14%	(48)	11%	(37)	75%	(251)	336
Military HH: No	14%	(257)	10%	(179)	77%	(1428)	1864
RD/WT: Right Direction	16%	(166)	11%	(114)	73%	(772)	1052
RD/WT: Wrong Track	12%	(139)	9%	(102)	79%	(907)	1148
Biden Job Approve	17%	(204)	10%	(124)	73%	(907)	1236
Biden Job Disapprove	11%	(94)	9%	(73)	80%	(666)	833
Biden Job Strongly Approve	17%	(110)	10%	(66)	73%	(468)	644
Biden Job Somewhat Approve	16%	(94)	10%	(58)	74%	(440)	592
Biden Job Somewhat Disapprove	11%	(28)	12%	(31)	76%	(190)	250
Biden Job Strongly Disapprove	11%	(65)	7%	(42)	82%	(476)	583
Favorable of Biden	17%	(203)	9%	(109)	75%	(913)	1225
Unfavorable of Biden	11%	(89)	11%	(90)	79%	(667)	846
Very Favorable of Biden	15%	(98)	9%	(57)	76%	(498)	653
Somewhat Favorable of Biden	18%	(105)	9%	(52)	73%	(415)	572
Somewhat Unfavorable of Biden	9%	(20)	18%	(39)	74%	(164)	223
Very Unfavorable of Biden	11%	(69)	8%	(51)	81%	(503)	622
#1 Issue: Economy	13%	(98)	11%	(87)	76%	(600)	785
#1 Issue: Security	16%	(50)	8%	(25)	77%	(243)	317
#1 Issue: Health Care	16%	(55)	9%	(31)	75%	(252)	338
#1 Issue: Medicare / Social Security	17%	(48)	5%	(13)	78%	(217)	279
#1 Issue: Women's Issues	7%	(8)	13%	(16)	80%	(99)	124
#1 Issue: Education	17%	(19)	13%	(14)	70%	(75)	108
#1 Issue: Energy	11%	(13)	17%	(22)	72%	(90)	125
#1 Issue: Other	11%	(14)	7%	(9)	82%	(103)	125

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

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	14%	(305)	10%	(216)	76%	(1679)	2200
2020 Vote: Joe Biden	17%	(160)	9%	(83)	75%	(715)	958
2020 Vote: Donald Trump	13%	(90)	8%	(56)	79%	(551)	696
2020 Vote: Other	12%	(9)	13%	(10)	75%	(60)	80
2020 Vote: Didn't Vote	10%	(45)	14%	(66)	76%	(351)	463
2018 House Vote: Democrat	14%	(99)	10%	(68)	77%	(551)	719
2018 House Vote: Republican	14%	(82)	6%	(36)	79%	(455)	573
2018 House Vote: Someone else	10%	(6)	8%	(5)	82%	(51)	62
2016 Vote: Hillary Clinton	15%	(102)	9%	(58)	76%	(517)	677
2016 Vote: Donald Trump	15%	(98)	6%	(41)	79%	(518)	657
2016 Vote: Other	14%	(14)	4%	(4)	82%	(83)	101
2016 Vote: Didn't Vote	12%	(90)	15%	(113)	73%	(559)	761
Voted in 2014: Yes	15%	(177)	8%	(95)	77%	(931)	1203
Voted in 2014: No	13%	(128)	12%	(121)	75%	(748)	997
4-Region: Northeast	13%	(53)	10%	(39)	77%	(302)	394
4-Region: Midwest	12%	(57)	8%	(35)	80%	(370)	462
4-Region: South	15%	(123)	10%	(85)	75%	(616)	824
4-Region: West	14%	(72)	11%	(56)	75%	(392)	520
Familiar with any AVOD Service	18%	(303)	12%	(199)	70%	(1197)	1700
Uses any AVOD Service	27%	(305)	11%	(128)	62%	(713)	1146
Tubi User	37%	(165)	13%	(58)	51%	(229)	452
Pluto TV User	38%	(149)	9%	(37)	53%	(207)	393
Peacock User	28%	(134)	11%	(51)	61%	(287)	472
Roku Channel User	24%	(142)	11%	(66)	65%	(384)	592
IMDbTV User	100%	(305)	—	(0)	—	(0)	305
Crackle User	47%	(134)	14%	(40)	39%	(111)	285
Vudu User	41%	(99)	12%	(30)	47%	(115)	244
Xumo User	56%	(56)	15%	(14)	29%	(29)	99

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 fol lowing TV and movie streaming subscription services?*
Crackle

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	13%	(285)	10%	(228)	77%	(1687)	2200
Gender: Male	15%	(160)	13%	(142)	72%	(759)	1062
Gender: Female	11%	(125)	8%	(85)	82%	(928)	1138
Age: 18-34	14%	(91)	14%	(91)	72%	(473)	655
Age: 35-44	18%	(64)	14%	(49)	68%	(244)	358
Age: 45-64	13%	(96)	10%	(72)	78%	(583)	751
Age: 65+	8%	(34)	3%	(15)	89%	(387)	436
GenZers: 1997-2012	9%	(28)	14%	(43)	77%	(238)	309
Millennials: 1981-1996	18%	(101)	13%	(77)	69%	(392)	570
GenXers: 1965-1980	16%	(86)	13%	(69)	72%	(392)	547
Baby Boomers: 1946-1964	10%	(69)	5%	(37)	85%	(598)	704
PID: Dem (no lean)	16%	(130)	10%	(84)	74%	(610)	824
PID: Ind (no lean)	10%	(74)	13%	(97)	77%	(565)	735
PID: Rep (no lean)	13%	(81)	7%	(47)	80%	(513)	641
PID/Gender: Dem Men	19%	(75)	13%	(54)	68%	(274)	403
PID/Gender: Dem Women	13%	(56)	7%	(30)	80%	(336)	422
PID/Gender: Ind Men	11%	(39)	16%	(56)	73%	(257)	352
PID/Gender: Ind Women	9%	(35)	11%	(40)	80%	(308)	383
PID/Gender: Rep Men	15%	(47)	11%	(32)	74%	(228)	307
PID/Gender: Rep Women	10%	(34)	4%	(15)	85%	(285)	333
Ideo: Liberal (1-3)	14%	(84)	12%	(69)	74%	(442)	595
Ideo: Moderate (4)	13%	(85)	11%	(73)	75%	(478)	636
Ideo: Conservative (5-7)	13%	(95)	9%	(65)	78%	(579)	738
Educ: < College	13%	(197)	9%	(143)	78%	(1172)	1512
Educ: Bachelors degree	12%	(53)	12%	(53)	76%	(338)	444
Educ: Post-grad	14%	(35)	13%	(32)	73%	(177)	244

Continued on next page

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

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	13%	(285)	10%	(228)	77%	(1687)	2200
Income: Under 50k	13%	(145)	11%	(124)	76%	(876)	1145
Income: 50k-100k	14%	(100)	8%	(54)	78%	(557)	711
Income: 100k+	12%	(40)	15%	(50)	74%	(254)	344
Ethnicity: White	12%	(205)	10%	(173)	78%	(1343)	1722
Ethnicity: Hispanic	15%	(51)	15%	(52)	71%	(246)	349
Ethnicity: Black	21%	(58)	11%	(29)	68%	(187)	274
Ethnicity: Other	11%	(22)	12%	(25)	77%	(157)	204
All Christian	14%	(140)	9%	(89)	77%	(778)	1007
All Non-Christian	13%	(20)	15%	(24)	72%	(115)	159
Atheist	7%	(8)	8%	(8)	85%	(94)	111
Agnostic/Nothing in particular	13%	(66)	11%	(56)	77%	(405)	527
Something Else	13%	(50)	13%	(50)	75%	(295)	396
Religious Non-Protestant/Catholic	14%	(26)	14%	(27)	72%	(137)	189
Evangelical	17%	(100)	12%	(70)	72%	(431)	601
Non-Evangelical	11%	(84)	9%	(66)	80%	(601)	751
Community: Urban	17%	(102)	12%	(72)	71%	(417)	591
Community: Suburban	11%	(120)	9%	(96)	79%	(827)	1042
Community: Rural	11%	(63)	11%	(60)	78%	(443)	567
Employ: Private Sector	14%	(97)	11%	(73)	75%	(500)	670
Employ: Government	18%	(24)	21%	(28)	61%	(83)	135
Employ: Self-Employed	14%	(32)	17%	(37)	69%	(156)	226
Employ: Homemaker	12%	(16)	12%	(16)	76%	(103)	135
Employ: Student	8%	(8)	6%	(6)	86%	(84)	97
Employ: Retired	9%	(45)	4%	(19)	87%	(445)	509
Employ: Unemployed	16%	(44)	13%	(35)	72%	(203)	283
Employ: Other	13%	(18)	9%	(13)	78%	(114)	145

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

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	13%	(285)	10%	(228)	77%	(1687)	2200
Military HH: Yes	12%	(42)	14%	(47)	74%	(247)	336
Military HH: No	13%	(243)	10%	(181)	77%	(1440)	1864
RD/WT: Right Direction	15%	(155)	12%	(126)	73%	(771)	1052
RD/WT: Wrong Track	11%	(130)	9%	(102)	80%	(916)	1148
Biden Job Approve	15%	(185)	11%	(139)	74%	(912)	1236
Biden Job Disapprove	10%	(85)	9%	(74)	81%	(673)	833
Biden Job Strongly Approve	17%	(107)	11%	(72)	72%	(465)	644
Biden Job Somewhat Approve	13%	(78)	11%	(67)	76%	(448)	592
Biden Job Somewhat Disapprove	11%	(28)	12%	(29)	77%	(192)	250
Biden Job Strongly Disapprove	10%	(57)	8%	(45)	82%	(480)	583
Favorable of Biden	15%	(180)	12%	(141)	74%	(904)	1225
Unfavorable of Biden	10%	(87)	9%	(74)	81%	(685)	846
Very Favorable of Biden	15%	(100)	11%	(69)	74%	(484)	653
Somewhat Favorable of Biden	14%	(80)	13%	(72)	73%	(420)	572
Somewhat Unfavorable of Biden	11%	(24)	12%	(27)	77%	(172)	223
Very Unfavorable of Biden	10%	(63)	8%	(47)	82%	(513)	622
#1 Issue: Economy	13%	(100)	10%	(77)	77%	(608)	785
#1 Issue: Security	15%	(47)	11%	(35)	74%	(235)	317
#1 Issue: Health Care	14%	(47)	12%	(40)	74%	(250)	338
#1 Issue: Medicare / Social Security	13%	(36)	7%	(20)	80%	(222)	279
#1 Issue: Women's Issues	4%	(5)	8%	(10)	88%	(109)	124
#1 Issue: Education	17%	(18)	12%	(13)	71%	(77)	108
#1 Issue: Energy	17%	(21)	12%	(15)	71%	(89)	125
#1 Issue: Other	8%	(10)	14%	(18)	77%	(97)	125

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

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	13%	(285)	10%	(228)	77%	(1687)	2200
2020 Vote: Joe Biden	16%	(149)	11%	(103)	74%	(706)	958
2020 Vote: Donald Trump	11%	(77)	7%	(52)	82%	(568)	696
2020 Vote: Other	8%	(6)	9%	(7)	83%	(66)	80
2020 Vote: Didn't Vote	11%	(53)	14%	(66)	74%	(345)	463
2018 House Vote: Democrat	15%	(106)	9%	(65)	76%	(548)	719
2018 House Vote: Republican	11%	(63)	7%	(42)	82%	(468)	573
2018 House Vote: Someone else	13%	(8)	6%	(4)	81%	(50)	62
2016 Vote: Hillary Clinton	16%	(111)	10%	(67)	74%	(499)	677
2016 Vote: Donald Trump	12%	(81)	7%	(43)	81%	(533)	657
2016 Vote: Other	10%	(10)	7%	(7)	83%	(84)	101
2016 Vote: Didn't Vote	11%	(84)	14%	(110)	75%	(567)	761
Voted in 2014: Yes	14%	(173)	8%	(94)	78%	(936)	1203
Voted in 2014: No	11%	(112)	13%	(134)	75%	(751)	997
4-Region: Northeast	13%	(53)	9%	(35)	78%	(306)	394
4-Region: Midwest	12%	(57)	8%	(37)	80%	(368)	462
4-Region: South	15%	(123)	11%	(91)	74%	(610)	824
4-Region: West	10%	(51)	12%	(65)	78%	(404)	520
Familiar with any AVOD Service	17%	(283)	13%	(218)	71%	(1199)	1700
Uses any AVOD Service	25%	(285)	12%	(143)	63%	(718)	1146
Tubi User	43%	(195)	10%	(46)	47%	(211)	452
Pluto TV User	44%	(173)	13%	(50)	43%	(170)	393
Peacock User	33%	(155)	11%	(51)	56%	(266)	472
Roku Channel User	26%	(154)	12%	(69)	62%	(369)	592
IMDbTV User	44%	(134)	17%	(51)	39%	(119)	305
Crackle User	100%	(285)	—	(0)	—	(0)	285
Vudu User	52%	(128)	14%	(33)	34%	(82)	244
Xumo User	63%	(62)	15%	(15)	22%	(22)	99

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 fol lowing TV and movie streaming subscription services?*
Vudu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(244)	9%	(194)	80%	(1762)	2200
Gender: Male	13%	(134)	11%	(112)	77%	(816)	1062
Gender: Female	10%	(110)	7%	(82)	83%	(946)	1138
Age: 18-34	14%	(90)	12%	(81)	74%	(484)	655
Age: 35-44	17%	(62)	12%	(43)	71%	(252)	358
Age: 45-64	9%	(70)	9%	(65)	82%	(616)	751
Age: 65+	5%	(21)	1%	(5)	94%	(410)	436
GenZers: 1997-2012	10%	(32)	12%	(36)	78%	(241)	309
Millennials: 1981-1996	17%	(99)	13%	(71)	70%	(400)	570
GenXers: 1965-1980	13%	(70)	12%	(65)	75%	(413)	547
Baby Boomers: 1946-1964	6%	(43)	3%	(22)	91%	(639)	704
PID: Dem (no lean)	14%	(114)	9%	(77)	77%	(633)	824
PID: Ind (no lean)	9%	(64)	9%	(64)	83%	(607)	735
PID: Rep (no lean)	10%	(66)	8%	(53)	81%	(522)	641
PID/Gender: Dem Men	16%	(66)	11%	(44)	73%	(292)	403
PID/Gender: Dem Women	11%	(48)	8%	(33)	81%	(341)	422
PID/Gender: Ind Men	9%	(31)	10%	(35)	81%	(286)	352
PID/Gender: Ind Women	9%	(33)	8%	(29)	84%	(321)	383
PID/Gender: Rep Men	12%	(37)	11%	(33)	77%	(238)	307
PID/Gender: Rep Women	9%	(28)	6%	(20)	85%	(284)	333
Ideo: Liberal (1-3)	14%	(85)	8%	(50)	77%	(460)	595
Ideo: Moderate (4)	9%	(59)	9%	(57)	82%	(520)	636
Ideo: Conservative (5-7)	9%	(66)	10%	(71)	81%	(601)	738
Educ: < College	11%	(162)	8%	(120)	81%	(1230)	1512
Educ: Bachelors degree	11%	(49)	11%	(48)	78%	(346)	444
Educ: Post-grad	13%	(32)	11%	(26)	76%	(186)	244

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(244)	9%	(194)	80%	(1762)	2200
Income: Under 50k	11%	(126)	8%	(95)	81%	(924)	1145
Income: 50k-100k	11%	(75)	9%	(62)	81%	(574)	711
Income: 100k+	13%	(43)	11%	(37)	77%	(264)	344
Ethnicity: White	10%	(179)	9%	(152)	81%	(1390)	1722
Ethnicity: Hispanic	12%	(43)	14%	(50)	73%	(256)	349
Ethnicity: Black	17%	(46)	8%	(22)	75%	(206)	274
Ethnicity: Other	9%	(18)	10%	(20)	81%	(166)	204
All Christian	10%	(97)	8%	(85)	82%	(824)	1007
All Non-Christian	14%	(22)	12%	(19)	74%	(118)	159
Atheist	13%	(15)	3%	(4)	83%	(92)	111
Agnostic/Nothing in particular	11%	(59)	10%	(54)	78%	(414)	527
Something Else	13%	(50)	8%	(32)	79%	(315)	396
Religious Non-Protestant/Catholic	14%	(27)	10%	(19)	75%	(142)	189
Evangelical	14%	(82)	10%	(62)	76%	(458)	601
Non-Evangelical	8%	(60)	7%	(49)	85%	(642)	751
Community: Urban	15%	(87)	11%	(65)	74%	(438)	591
Community: Suburban	10%	(109)	8%	(83)	82%	(850)	1042
Community: Rural	8%	(47)	8%	(46)	84%	(473)	567
Employ: Private Sector	11%	(77)	12%	(78)	77%	(515)	670
Employ: Government	11%	(15)	11%	(15)	78%	(105)	135
Employ: Self-Employed	19%	(42)	12%	(27)	69%	(156)	226
Employ: Homemaker	13%	(17)	6%	(8)	81%	(110)	135
Employ: Student	6%	(5)	16%	(16)	78%	(76)	97
Employ: Retired	6%	(31)	3%	(15)	91%	(464)	509
Employ: Unemployed	15%	(41)	9%	(26)	76%	(216)	283
Employ: Other	10%	(15)	7%	(10)	83%	(120)	145

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(244)	9%	(194)	80%	(1762)	2200
Military HH: Yes	11%	(38)	12%	(41)	77%	(257)	336
Military HH: No	11%	(206)	8%	(153)	81%	(1505)	1864
RD/WT: Right Direction	14%	(147)	9%	(99)	77%	(807)	1052
RD/WT: Wrong Track	8%	(97)	8%	(96)	83%	(955)	1148
Biden Job Approve	12%	(153)	10%	(118)	78%	(964)	1236
Biden Job Disapprove	9%	(75)	7%	(62)	84%	(696)	833
Biden Job Strongly Approve	15%	(96)	9%	(60)	76%	(488)	644
Biden Job Somewhat Approve	10%	(57)	10%	(58)	81%	(477)	592
Biden Job Somewhat Disapprove	10%	(25)	10%	(24)	80%	(200)	250
Biden Job Strongly Disapprove	9%	(50)	6%	(37)	85%	(496)	583
Favorable of Biden	13%	(155)	9%	(109)	79%	(962)	1225
Unfavorable of Biden	9%	(77)	9%	(72)	82%	(696)	846
Very Favorable of Biden	14%	(90)	10%	(64)	76%	(499)	653
Somewhat Favorable of Biden	11%	(64)	8%	(45)	81%	(463)	572
Somewhat Unfavorable of Biden	9%	(21)	12%	(27)	78%	(175)	223
Very Unfavorable of Biden	9%	(56)	7%	(45)	84%	(521)	622
#1 Issue: Economy	10%	(75)	9%	(71)	81%	(638)	785
#1 Issue: Security	14%	(44)	6%	(20)	80%	(253)	317
#1 Issue: Health Care	12%	(41)	10%	(33)	78%	(263)	338
#1 Issue: Medicare / Social Security	13%	(36)	5%	(13)	83%	(230)	279
#1 Issue: Women's Issues	6%	(8)	11%	(13)	83%	(103)	124
#1 Issue: Education	11%	(11)	10%	(11)	79%	(85)	108
#1 Issue: Energy	13%	(17)	11%	(14)	76%	(95)	125
#1 Issue: Other	9%	(11)	16%	(20)	75%	(95)	125

Continued on next page

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

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(244)	9%	(194)	80%	(1762)	2200
2020 Vote: Joe Biden	13%	(122)	8%	(75)	79%	(762)	958
2020 Vote: Donald Trump	10%	(70)	8%	(59)	82%	(568)	696
2020 Vote: Other	2%	(2)	9%	(7)	89%	(71)	80
2020 Vote: Didn't Vote	11%	(50)	12%	(54)	78%	(359)	463
2018 House Vote: Democrat	12%	(84)	8%	(55)	81%	(580)	719
2018 House Vote: Republican	11%	(61)	7%	(40)	82%	(471)	573
2018 House Vote: Someone else	8%	(5)	11%	(7)	81%	(50)	62
2016 Vote: Hillary Clinton	13%	(90)	8%	(55)	79%	(532)	677
2016 Vote: Donald Trump	11%	(71)	6%	(41)	83%	(544)	657
2016 Vote: Other	7%	(7)	7%	(7)	86%	(86)	101
2016 Vote: Didn't Vote	10%	(75)	12%	(91)	78%	(596)	761
Voted in 2014: Yes	12%	(145)	7%	(85)	81%	(973)	1203
Voted in 2014: No	10%	(99)	11%	(110)	79%	(789)	997
4-Region: Northeast	13%	(50)	8%	(33)	79%	(310)	394
4-Region: Midwest	7%	(34)	9%	(44)	83%	(385)	462
4-Region: South	14%	(116)	9%	(73)	77%	(635)	824
4-Region: West	8%	(43)	9%	(44)	83%	(432)	520
Familiar with any AVOD Service	14%	(240)	11%	(180)	75%	(1280)	1700
Uses any AVOD Service	21%	(244)	10%	(116)	69%	(787)	1146
Tubi User	35%	(157)	10%	(44)	56%	(252)	452
Pluto TV User	33%	(129)	9%	(34)	59%	(230)	393
Peacock User	27%	(128)	8%	(39)	65%	(305)	472
Roku Channel User	24%	(141)	10%	(57)	67%	(395)	592
IMDbTV User	32%	(99)	12%	(36)	56%	(170)	305
Crackle User	45%	(128)	12%	(35)	43%	(122)	285
Vudu User	100%	(244)	—	(0)	—	(0)	244
Xumo User	59%	(58)	15%	(15)	26%	(26)	99

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 fol lowing TV and movie streaming subscription services?*
Xumo

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	4%	(99)	6%	(122)	90%	(1979)	2200
Gender: Male	6%	(67)	8%	(82)	86%	(912)	1062
Gender: Female	3%	(32)	3%	(40)	94%	(1067)	1138
Age: 18-34	6%	(40)	8%	(54)	86%	(561)	655
Age: 35-44	8%	(27)	9%	(32)	83%	(299)	358
Age: 45-64	4%	(27)	4%	(31)	92%	(693)	751
Age: 65+	1%	(5)	1%	(4)	98%	(427)	436
GenZers: 1997-2012	5%	(16)	6%	(19)	89%	(274)	309
Millennials: 1981-1996	8%	(43)	10%	(60)	82%	(468)	570
GenXers: 1965-1980	5%	(26)	6%	(32)	90%	(490)	547
Baby Boomers: 1946-1964	2%	(14)	2%	(12)	96%	(678)	704
PID: Dem (no lean)	6%	(51)	5%	(44)	88%	(729)	824
PID: Ind (no lean)	3%	(23)	6%	(43)	91%	(670)	735
PID: Rep (no lean)	4%	(25)	6%	(36)	91%	(580)	641
PID/Gender: Dem Men	8%	(34)	9%	(35)	83%	(334)	403
PID/Gender: Dem Women	4%	(18)	2%	(9)	94%	(395)	422
PID/Gender: Ind Men	5%	(16)	7%	(26)	88%	(310)	352
PID/Gender: Ind Women	2%	(6)	4%	(17)	94%	(360)	383
PID/Gender: Rep Men	6%	(18)	7%	(22)	87%	(268)	307
PID/Gender: Rep Women	2%	(8)	4%	(14)	93%	(312)	333
Ideo: Liberal (1-3)	6%	(35)	6%	(35)	88%	(524)	595
Ideo: Moderate (4)	4%	(25)	6%	(39)	90%	(572)	636
Ideo: Conservative (5-7)	4%	(32)	5%	(35)	91%	(670)	738
Educ: < College	3%	(51)	4%	(68)	92%	(1393)	1512
Educ: Bachelors degree	6%	(25)	8%	(34)	87%	(384)	444
Educ: Post-grad	9%	(22)	8%	(20)	83%	(202)	244

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

Xumo

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	4%	(99)	6%	(122)	90%	(1979)	2200
Income: Under 50k	4%	(45)	5%	(54)	91%	(1046)	1145
Income: 50k-100k	5%	(34)	5%	(37)	90%	(640)	711
Income: 100k+	6%	(20)	9%	(31)	85%	(294)	344
Ethnicity: White	4%	(68)	6%	(99)	90%	(1555)	1722
Ethnicity: Hispanic	4%	(15)	10%	(33)	86%	(301)	349
Ethnicity: Black	8%	(23)	5%	(13)	87%	(239)	274
Ethnicity: Other	4%	(8)	5%	(11)	91%	(185)	204
All Christian	4%	(44)	5%	(53)	90%	(910)	1007
All Non-Christian	9%	(15)	12%	(19)	79%	(126)	159
Atheist	2%	(2)	3%	(3)	95%	(105)	111
Agnostic/Nothing in particular	3%	(15)	5%	(27)	92%	(486)	527
Something Else	6%	(23)	5%	(20)	89%	(352)	396
Religious Non-Protestant/Catholic	9%	(17)	10%	(19)	81%	(154)	189
Evangelical	7%	(39)	8%	(46)	86%	(516)	601
Non-Evangelical	3%	(25)	3%	(24)	94%	(702)	751
Community: Urban	7%	(43)	10%	(56)	83%	(491)	591
Community: Suburban	3%	(33)	4%	(43)	93%	(966)	1042
Community: Rural	4%	(22)	4%	(23)	92%	(522)	567
Employ: Private Sector	7%	(47)	7%	(50)	85%	(573)	670
Employ: Government	4%	(5)	15%	(20)	81%	(110)	135
Employ: Self-Employed	5%	(11)	8%	(18)	87%	(196)	226
Employ: Homemaker	2%	(2)	4%	(6)	94%	(127)	135
Employ: Student	6%	(6)	5%	(4)	89%	(87)	97
Employ: Retired	2%	(11)	1%	(6)	97%	(492)	509
Employ: Unemployed	5%	(13)	4%	(12)	91%	(257)	283
Employ: Other	2%	(3)	3%	(5)	95%	(137)	145

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

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	4%	(99)	6%	(122)	90%	(1979)	2200
Military HH: Yes	4%	(14)	7%	(23)	89%	(299)	336
Military HH: No	5%	(85)	5%	(99)	90%	(1680)	1864
RD/WT: Right Direction	7%	(70)	7%	(75)	86%	(907)	1052
RD/WT: Wrong Track	3%	(29)	4%	(47)	93%	(1072)	1148
Biden Job Approve	6%	(71)	6%	(77)	88%	(1087)	1236
Biden Job Disapprove	3%	(26)	5%	(40)	92%	(767)	833
Biden Job Strongly Approve	7%	(47)	7%	(45)	86%	(552)	644
Biden Job Somewhat Approve	4%	(24)	5%	(32)	91%	(536)	592
Biden Job Somewhat Disapprove	2%	(6)	9%	(22)	89%	(222)	250
Biden Job Strongly Disapprove	3%	(20)	3%	(18)	94%	(545)	583
Favorable of Biden	5%	(66)	7%	(81)	88%	(1079)	1225
Unfavorable of Biden	3%	(27)	4%	(35)	93%	(784)	846
Very Favorable of Biden	7%	(45)	6%	(41)	87%	(567)	653
Somewhat Favorable of Biden	4%	(20)	7%	(40)	89%	(512)	572
Somewhat Unfavorable of Biden	4%	(9)	7%	(15)	89%	(199)	223
Very Unfavorable of Biden	3%	(17)	3%	(20)	94%	(585)	622
#1 Issue: Economy	5%	(37)	6%	(44)	90%	(703)	785
#1 Issue: Security	5%	(16)	3%	(10)	92%	(291)	317
#1 Issue: Health Care	5%	(16)	5%	(18)	90%	(304)	338
#1 Issue: Medicare / Social Security	4%	(10)	5%	(15)	91%	(253)	279
#1 Issue: Women's Issues	2%	(2)	7%	(9)	91%	(112)	124
#1 Issue: Education	8%	(8)	7%	(8)	85%	(92)	108
#1 Issue: Energy	3%	(4)	11%	(14)	85%	(106)	125
#1 Issue: Other	3%	(4)	4%	(5)	93%	(117)	125

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

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	4%	(99)	6%	(122)	90%	(1979)	2200
2020 Vote: Joe Biden	6%	(53)	5%	(48)	90%	(858)	958
2020 Vote: Donald Trump	4%	(27)	5%	(34)	91%	(635)	696
2020 Vote: Other	1%	(1)	3%	(2)	97%	(77)	80
2020 Vote: Didn't Vote	4%	(19)	8%	(38)	88%	(406)	463
2018 House Vote: Democrat	4%	(31)	5%	(39)	90%	(649)	719
2018 House Vote: Republican	5%	(27)	6%	(32)	90%	(514)	573
2018 House Vote: Someone else	2%	(2)	3%	(2)	95%	(58)	62
2016 Vote: Hillary Clinton	5%	(31)	5%	(36)	90%	(610)	677
2016 Vote: Donald Trump	4%	(25)	4%	(29)	92%	(603)	657
2016 Vote: Other	2%	(2)	3%	(3)	95%	(96)	101
2016 Vote: Didn't Vote	5%	(40)	7%	(54)	88%	(666)	761
Voted in 2014: Yes	4%	(52)	5%	(57)	91%	(1094)	1203
Voted in 2014: No	5%	(47)	7%	(65)	89%	(885)	997
4-Region: Northeast	7%	(29)	6%	(24)	86%	(340)	394
4-Region: Midwest	3%	(14)	3%	(16)	93%	(432)	462
4-Region: South	6%	(46)	5%	(45)	89%	(733)	824
4-Region: West	2%	(9)	7%	(37)	91%	(474)	520
Familiar with any AVOD Service	6%	(97)	7%	(115)	88%	(1488)	1700
Uses any AVOD Service	9%	(99)	7%	(85)	84%	(962)	1146
Tubi User	17%	(75)	7%	(34)	76%	(343)	452
Pluto TV User	17%	(68)	8%	(33)	74%	(292)	393
Peacock User	14%	(66)	6%	(29)	80%	(377)	472
Roku Channel User	11%	(63)	7%	(41)	82%	(488)	592
IMDbTV User	18%	(56)	9%	(26)	73%	(223)	305
Crackle User	22%	(62)	9%	(27)	69%	(196)	285
Vudu User	24%	(58)	12%	(29)	64%	(156)	244
Xumo User	100%	(99)	—	(0)	—	(0)	99

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 fol lowing 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	51%	(1118)	11%	(236)	38%	(846)	2200
Gender: Male	53%	(560)	10%	(111)	37%	(391)	1062
Gender: Female	49%	(558)	11%	(125)	40%	(455)	1138
Age: 18-34	67%	(440)	12%	(77)	21%	(138)	655
Age: 35-44	64%	(230)	11%	(41)	24%	(87)	358
Age: 45-64	45%	(339)	13%	(94)	42%	(318)	751
Age: 65+	25%	(109)	6%	(25)	69%	(302)	436
GenZers: 1997-2012	69%	(213)	11%	(34)	20%	(61)	309
Millennials: 1981-1996	65%	(373)	12%	(70)	22%	(127)	570
GenXers: 1965-1980	55%	(299)	14%	(75)	32%	(173)	547
Baby Boomers: 1946-1964	31%	(219)	8%	(53)	61%	(432)	704
PID: Dem (no lean)	55%	(452)	10%	(80)	35%	(292)	824
PID: Ind (no lean)	52%	(383)	10%	(75)	38%	(277)	735
PID: Rep (no lean)	44%	(282)	13%	(82)	43%	(276)	641
PID/Gender: Dem Men	56%	(226)	10%	(39)	34%	(137)	403
PID/Gender: Dem Women	54%	(226)	10%	(41)	37%	(155)	422
PID/Gender: Ind Men	53%	(187)	11%	(37)	36%	(127)	352
PID/Gender: Ind Women	51%	(196)	10%	(37)	39%	(150)	383
PID/Gender: Rep Men	47%	(146)	11%	(35)	41%	(126)	307
PID/Gender: Rep Women	41%	(136)	14%	(47)	45%	(150)	333
Ideo: Liberal (1-3)	53%	(317)	10%	(58)	37%	(219)	595
Ideo: Moderate (4)	51%	(324)	10%	(64)	39%	(248)	636
Ideo: Conservative (5-7)	43%	(314)	13%	(95)	45%	(329)	738
Educ: < College	52%	(792)	10%	(158)	37%	(562)	1512
Educ: Bachelors degree	45%	(199)	11%	(49)	44%	(196)	444
Educ: Post-grad	52%	(127)	12%	(29)	36%	(88)	244

Continued on next page

Table MCEN3_17: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	51%	(1118)	11%	(236)	38%	(846)	2200
Income: Under 50k	52%	(596)	11%	(123)	37%	(426)	1145
Income: 50k-100k	48%	(341)	11%	(79)	41%	(291)	711
Income: 100k+	52%	(181)	10%	(35)	38%	(129)	344
Ethnicity: White	46%	(798)	11%	(185)	43%	(739)	1722
Ethnicity: Hispanic	58%	(203)	15%	(53)	27%	(93)	349
Ethnicity: Black	68%	(187)	11%	(31)	21%	(56)	274
Ethnicity: Other	65%	(133)	10%	(20)	25%	(51)	204
All Christian	45%	(453)	11%	(112)	44%	(442)	1007
All Non-Christian	56%	(88)	10%	(15)	35%	(56)	159
Atheist	63%	(70)	4%	(4)	33%	(37)	111
Agnostic/Nothing in particular	51%	(268)	11%	(57)	38%	(202)	527
Something Else	60%	(238)	12%	(48)	28%	(110)	396
Religious Non-Protestant/Catholic	56%	(106)	10%	(20)	34%	(64)	189
Evangelical	52%	(315)	13%	(79)	34%	(207)	601
Non-Evangelical	46%	(345)	10%	(75)	44%	(330)	751
Community: Urban	56%	(330)	13%	(75)	31%	(186)	591
Community: Suburban	48%	(496)	10%	(104)	42%	(442)	1042
Community: Rural	51%	(292)	10%	(57)	39%	(218)	567
Employ: Private Sector	53%	(357)	12%	(80)	35%	(234)	670
Employ: Government	55%	(75)	17%	(23)	28%	(37)	135
Employ: Self-Employed	60%	(135)	12%	(27)	28%	(64)	226
Employ: Homemaker	55%	(75)	11%	(15)	34%	(45)	135
Employ: Student	67%	(65)	11%	(11)	22%	(21)	97
Employ: Retired	28%	(141)	8%	(41)	64%	(327)	509
Employ: Unemployed	65%	(184)	8%	(21)	27%	(77)	283
Employ: Other	60%	(87)	12%	(18)	27%	(40)	145

Table MCEN3_17: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	51%	(1118)	11%	(236)	38%	(846)	2200
Military HH: Yes	46%	(155)	8%	(28)	46%	(154)	336
Military HH: No	52%	(963)	11%	(208)	37%	(692)	1864
RD/WT: Right Direction	51%	(536)	12%	(124)	37%	(392)	1052
RD/WT: Wrong Track	51%	(581)	10%	(112)	40%	(454)	1148
Biden Job Approve	54%	(669)	10%	(130)	35%	(437)	1236
Biden Job Disapprove	45%	(374)	11%	(90)	44%	(368)	833
Biden Job Strongly Approve	51%	(327)	11%	(69)	39%	(249)	644
Biden Job Somewhat Approve	58%	(342)	10%	(61)	32%	(189)	592
Biden Job Somewhat Disapprove	52%	(129)	15%	(38)	33%	(82)	250
Biden Job Strongly Disapprove	42%	(245)	9%	(52)	49%	(286)	583
Favorable of Biden	54%	(666)	11%	(129)	35%	(431)	1225
Unfavorable of Biden	44%	(373)	11%	(95)	45%	(377)	846
Very Favorable of Biden	51%	(335)	9%	(58)	40%	(260)	653
Somewhat Favorable of Biden	58%	(330)	12%	(71)	30%	(171)	572
Somewhat Unfavorable of Biden	47%	(104)	16%	(36)	37%	(83)	223
Very Unfavorable of Biden	43%	(269)	10%	(59)	47%	(294)	622
#1 Issue: Economy	52%	(405)	12%	(96)	36%	(284)	785
#1 Issue: Security	49%	(155)	9%	(30)	42%	(132)	317
#1 Issue: Health Care	53%	(180)	11%	(36)	36%	(121)	338
#1 Issue: Medicare / Social Security	36%	(101)	9%	(26)	54%	(152)	279
#1 Issue: Women's Issues	55%	(68)	12%	(15)	33%	(41)	124
#1 Issue: Education	56%	(61)	14%	(15)	29%	(32)	108
#1 Issue: Energy	66%	(82)	9%	(12)	25%	(31)	125
#1 Issue: Other	52%	(65)	6%	(7)	43%	(53)	125

Table MCEN3_17: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	51%	(1118)	11%	(236)	38%	(846)	2200
2020 Vote: Joe Biden	52%	(499)	10%	(99)	38%	(361)	958
2020 Vote: Donald Trump	44%	(306)	11%	(79)	45%	(312)	696
2020 Vote: Other	58%	(47)	15%	(12)	27%	(21)	80
2020 Vote: Didn't Vote	57%	(266)	10%	(47)	33%	(151)	463
2018 House Vote: Democrat	48%	(346)	10%	(70)	42%	(303)	719
2018 House Vote: Republican	43%	(246)	10%	(59)	47%	(267)	573
2018 House Vote: Someone else	48%	(30)	14%	(9)	37%	(23)	62
2016 Vote: Hillary Clinton	50%	(342)	9%	(63)	40%	(272)	677
2016 Vote: Donald Trump	44%	(290)	10%	(69)	45%	(299)	657
2016 Vote: Other	47%	(47)	10%	(10)	43%	(44)	101
2016 Vote: Didn't Vote	58%	(439)	12%	(93)	30%	(230)	761
Voted in 2014: Yes	44%	(531)	11%	(128)	45%	(544)	1203
Voted in 2014: No	59%	(587)	11%	(109)	30%	(302)	997
4-Region: Northeast	53%	(207)	10%	(37)	38%	(149)	394
4-Region: Midwest	48%	(223)	10%	(48)	41%	(191)	462
4-Region: South	51%	(419)	10%	(87)	39%	(318)	824
4-Region: West	52%	(269)	12%	(64)	36%	(187)	520
Familiar with any AVOD Service	56%	(951)	12%	(208)	32%	(541)	1700
Uses any AVOD Service	62%	(712)	11%	(129)	27%	(305)	1146
Tubi User	73%	(331)	8%	(37)	19%	(85)	452
Pluto TV User	70%	(274)	9%	(35)	21%	(84)	393
Peacock User	64%	(303)	10%	(45)	26%	(124)	472
Roku Channel User	66%	(393)	9%	(51)	25%	(148)	592
IMDbTV User	71%	(216)	11%	(33)	18%	(56)	305
Crackle User	73%	(207)	12%	(35)	15%	(43)	285
Vudu User	78%	(190)	8%	(19)	14%	(35)	244
Xumo User	68%	(67)	15%	(15)	17%	(17)	99

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 fol lowing 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	12%	(266)	7%	(160)	81%	(1774)	2200
Gender: Male	15%	(158)	8%	(83)	77%	(821)	1062
Gender: Female	9%	(108)	7%	(77)	84%	(953)	1138
Age: 18-34	15%	(96)	12%	(79)	73%	(480)	655
Age: 35-44	21%	(77)	7%	(26)	71%	(255)	358
Age: 45-64	9%	(70)	6%	(46)	85%	(635)	751
Age: 65+	5%	(23)	2%	(10)	92%	(403)	436
GenZers: 1997-2012	9%	(27)	12%	(37)	79%	(245)	309
Millennials: 1981-1996	21%	(122)	10%	(60)	68%	(388)	570
GenXers: 1965-1980	13%	(72)	7%	(36)	80%	(440)	547
Baby Boomers: 1946-1964	6%	(43)	4%	(27)	90%	(635)	704
PID: Dem (no lean)	16%	(128)	8%	(65)	77%	(631)	824
PID: Ind (no lean)	10%	(73)	8%	(56)	82%	(606)	735
PID: Rep (no lean)	10%	(64)	6%	(39)	84%	(537)	641
PID/Gender: Dem Men	22%	(88)	9%	(34)	70%	(280)	403
PID/Gender: Dem Women	10%	(41)	7%	(30)	83%	(351)	422
PID/Gender: Ind Men	9%	(33)	8%	(29)	82%	(290)	352
PID/Gender: Ind Women	10%	(40)	7%	(27)	82%	(316)	383
PID/Gender: Rep Men	12%	(37)	6%	(20)	82%	(251)	307
PID/Gender: Rep Women	8%	(28)	6%	(20)	86%	(286)	333
Ideo: Liberal (1-3)	15%	(87)	9%	(51)	77%	(457)	595
Ideo: Moderate (4)	12%	(74)	7%	(46)	81%	(516)	636
Ideo: Conservative (5-7)	9%	(70)	7%	(49)	84%	(619)	738
Educ: < College	11%	(171)	7%	(104)	82%	(1237)	1512
Educ: Bachelors degree	14%	(60)	8%	(35)	79%	(349)	444
Educ: Post-grad	15%	(35)	9%	(21)	77%	(187)	244

Table MCEN3_18: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(266)	7%	(160)	81%	(1774)	2200
Income: Under 50k	11%	(122)	7%	(79)	82%	(944)	1145
Income: 50k-100k	12%	(89)	7%	(51)	80%	(571)	711
Income: 100k+	16%	(56)	9%	(29)	75%	(259)	344
Ethnicity: White	12%	(199)	7%	(121)	81%	(1402)	1722
Ethnicity: Hispanic	15%	(51)	13%	(45)	72%	(253)	349
Ethnicity: Black	20%	(55)	8%	(21)	72%	(198)	274
Ethnicity: Other	6%	(12)	9%	(19)	85%	(173)	204
All Christian	12%	(117)	7%	(73)	81%	(817)	1007
All Non-Christian	11%	(17)	10%	(17)	79%	(125)	159
Atheist	16%	(17)	5%	(5)	80%	(88)	111
Agnostic/Nothing in particular	15%	(77)	8%	(40)	78%	(410)	527
Something Else	9%	(37)	6%	(25)	84%	(333)	396
Religious Non-Protestant/Catholic	15%	(28)	9%	(17)	76%	(144)	189
Evangelical	12%	(70)	9%	(54)	79%	(477)	601
Non-Evangelical	10%	(71)	6%	(42)	85%	(637)	751
Community: Urban	17%	(99)	9%	(55)	74%	(437)	591
Community: Suburban	11%	(112)	7%	(75)	82%	(855)	1042
Community: Rural	10%	(55)	5%	(31)	85%	(481)	567
Employ: Private Sector	17%	(114)	8%	(53)	75%	(503)	670
Employ: Government	13%	(17)	11%	(15)	76%	(103)	135
Employ: Self-Employed	17%	(39)	11%	(24)	72%	(163)	226
Employ: Homemaker	10%	(13)	6%	(8)	84%	(114)	135
Employ: Student	9%	(9)	11%	(11)	80%	(78)	97
Employ: Retired	6%	(31)	2%	(11)	92%	(467)	509
Employ: Unemployed	12%	(33)	9%	(27)	79%	(223)	283
Employ: Other	7%	(10)	8%	(12)	85%	(123)	145

Table MCEN3_18: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(266)	7%	(160)	81%	(1774)	2200
Military HH: Yes	9%	(30)	9%	(30)	82%	(276)	336
Military HH: No	13%	(236)	7%	(130)	80%	(1498)	1864
RD/WT: Right Direction	15%	(158)	10%	(106)	75%	(789)	1052
RD/WT: Wrong Track	9%	(108)	5%	(54)	86%	(985)	1148
Biden Job Approve	14%	(174)	9%	(111)	77%	(951)	1236
Biden Job Disapprove	9%	(75)	5%	(40)	86%	(718)	833
Biden Job Strongly Approve	17%	(108)	10%	(63)	73%	(473)	644
Biden Job Somewhat Approve	11%	(66)	8%	(47)	81%	(479)	592
Biden Job Somewhat Disapprove	10%	(25)	7%	(18)	83%	(207)	250
Biden Job Strongly Disapprove	9%	(51)	4%	(22)	88%	(510)	583
Favorable of Biden	14%	(172)	8%	(103)	78%	(950)	1225
Unfavorable of Biden	9%	(75)	5%	(46)	86%	(725)	846
Very Favorable of Biden	16%	(103)	9%	(60)	75%	(490)	653
Somewhat Favorable of Biden	12%	(69)	8%	(43)	80%	(460)	572
Somewhat Unfavorable of Biden	10%	(23)	7%	(16)	83%	(185)	223
Very Unfavorable of Biden	8%	(52)	5%	(30)	87%	(540)	622
#1 Issue: Economy	12%	(93)	6%	(48)	82%	(644)	785
#1 Issue: Security	13%	(42)	5%	(17)	82%	(259)	317
#1 Issue: Health Care	16%	(55)	7%	(25)	76%	(258)	338
#1 Issue: Medicare / Social Security	6%	(18)	6%	(17)	88%	(244)	279
#1 Issue: Women's Issues	9%	(11)	11%	(13)	80%	(99)	124
#1 Issue: Education	12%	(13)	16%	(17)	72%	(77)	108
#1 Issue: Energy	18%	(23)	12%	(15)	69%	(86)	125
#1 Issue: Other	9%	(11)	6%	(8)	85%	(107)	125

Continued on next page

Table MCEN3_18: *And specifically, do you, or anyone in your household, subscribe to or use the fol lowing 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	12%	(266)	7%	(160)	81%	(1774)	2200
2020 Vote: Joe Biden	15%	(142)	8%	(73)	78%	(744)	958
2020 Vote: Donald Trump	9%	(63)	6%	(41)	85%	(592)	696
2020 Vote: Other	8%	(6)	5%	(4)	87%	(70)	80
2020 Vote: Didn't Vote	12%	(54)	9%	(43)	79%	(366)	463
2018 House Vote: Democrat	13%	(94)	8%	(55)	79%	(570)	719
2018 House Vote: Republican	11%	(62)	6%	(34)	83%	(477)	573
2018 House Vote: Someone else	11%	(7)	9%	(5)	80%	(50)	62
2016 Vote: Hillary Clinton	15%	(101)	7%	(48)	78%	(527)	677
2016 Vote: Donald Trump	11%	(70)	5%	(33)	84%	(554)	657
2016 Vote: Other	12%	(12)	3%	(3)	85%	(86)	101
2016 Vote: Didn't Vote	11%	(83)	10%	(76)	79%	(603)	761
Voted in 2014: Yes	13%	(154)	6%	(76)	81%	(972)	1203
Voted in 2014: No	11%	(112)	8%	(84)	80%	(802)	997
4-Region: Northeast	15%	(57)	9%	(34)	77%	(302)	394
4-Region: Midwest	12%	(55)	7%	(34)	81%	(373)	462
4-Region: South	12%	(97)	7%	(58)	81%	(668)	824
4-Region: West	11%	(56)	6%	(34)	83%	(430)	520
Familiar with any AVOD Service	15%	(261)	9%	(151)	76%	(1288)	1700
Uses any AVOD Service	22%	(254)	10%	(110)	68%	(782)	1146
Tubi User	26%	(120)	11%	(49)	63%	(283)	452
Pluto TV User	31%	(121)	8%	(31)	61%	(240)	393
Peacock User	47%	(221)	10%	(48)	43%	(204)	472
Roku Channel User	21%	(125)	11%	(62)	68%	(405)	592
IMDbTV User	28%	(86)	11%	(34)	61%	(185)	305
Crackle User	33%	(94)	14%	(40)	53%	(151)	285
Vudu User	33%	(80)	12%	(29)	55%	(135)	244
Xumo User	49%	(48)	20%	(20)	32%	(31)	99

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	32%	(432)	38%	(506)	14%	(183)	11%	(142)	3%	(44)	3%	(40)	1346
Gender: Male	29%	(183)	40%	(254)	15%	(98)	10%	(67)	3%	(18)	3%	(21)	642
Gender: Female	35%	(249)	36%	(252)	12%	(84)	11%	(74)	4%	(26)	3%	(19)	704
Age: 18-34	37%	(177)	39%	(186)	12%	(59)	8%	(36)	2%	(8)	3%	(13)	479
Age: 35-44	41%	(106)	37%	(96)	10%	(25)	8%	(20)	3%	(8)	2%	(5)	260
Age: 45-64	27%	(113)	36%	(153)	16%	(66)	13%	(54)	5%	(19)	3%	(15)	419
Age: 65+	19%	(36)	38%	(71)	18%	(33)	17%	(31)	5%	(9)	4%	(7)	188
GenZers: 1997-2012	39%	(91)	37%	(86)	14%	(33)	7%	(16)	1%	(2)	2%	(4)	232
Millennials: 1981-1996	38%	(153)	37%	(152)	11%	(43)	8%	(34)	3%	(13)	3%	(13)	407
GenXers: 1965-1980	34%	(120)	38%	(135)	11%	(39)	11%	(40)	4%	(13)	3%	(10)	357
Baby Boomers: 1946-1964	21%	(66)	38%	(122)	20%	(63)	13%	(43)	5%	(15)	4%	(11)	321
PID: Dem (no lean)	33%	(185)	38%	(216)	14%	(78)	10%	(57)	3%	(14)	3%	(16)	567
PID: Ind (no lean)	33%	(139)	41%	(175)	10%	(41)	10%	(43)	4%	(15)	2%	(9)	422
PID: Rep (no lean)	30%	(108)	32%	(115)	18%	(64)	12%	(41)	4%	(15)	4%	(15)	358
PID/Gender: Dem Men	29%	(79)	41%	(111)	15%	(42)	10%	(27)	3%	(7)	3%	(7)	274
PID/Gender: Dem Women	36%	(106)	36%	(105)	12%	(36)	10%	(30)	2%	(7)	3%	(9)	293
PID/Gender: Ind Men	30%	(58)	43%	(83)	13%	(25)	9%	(16)	3%	(5)	3%	(5)	192
PID/Gender: Ind Women	35%	(81)	40%	(92)	7%	(16)	11%	(26)	4%	(10)	2%	(4)	229
PID/Gender: Rep Men	26%	(46)	34%	(60)	18%	(32)	13%	(24)	3%	(5)	5%	(9)	176
PID/Gender: Rep Women	34%	(62)	31%	(56)	18%	(32)	10%	(18)	5%	(9)	3%	(5)	182
Ideo: Liberal (1-3)	32%	(125)	40%	(155)	13%	(52)	9%	(34)	4%	(15)	3%	(11)	393
Ideo: Moderate (4)	32%	(128)	37%	(148)	13%	(51)	14%	(54)	2%	(9)	2%	(7)	398
Ideo: Conservative (5-7)	30%	(117)	35%	(137)	18%	(70)	10%	(41)	4%	(16)	4%	(15)	396
Educ: < College	34%	(309)	36%	(324)	13%	(113)	11%	(97)	3%	(31)	3%	(27)	902
Educ: Bachelors degree	29%	(80)	41%	(114)	15%	(43)	10%	(27)	3%	(8)	3%	(8)	280
Educ: Post-grad	26%	(43)	41%	(68)	16%	(26)	10%	(17)	3%	(5)	3%	(5)	165
Income: Under 50k	36%	(224)	37%	(230)	12%	(72)	10%	(63)	2%	(15)	3%	(16)	621
Income: 50k-100k	29%	(135)	37%	(172)	16%	(75)	11%	(52)	4%	(21)	3%	(15)	469
Income: 100k+	29%	(74)	40%	(103)	14%	(36)	11%	(27)	3%	(8)	3%	(9)	256
Ethnicity: White	29%	(303)	39%	(406)	14%	(139)	11%	(111)	4%	(42)	3%	(28)	1028
Ethnicity: Hispanic	36%	(88)	36%	(89)	15%	(37)	9%	(22)	1%	(3)	3%	(6)	245

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	32%	(432)	38%	(506)	14%	(183)	11%	(142)	3%	(44)	3%	(40)	1346
Ethnicity: Black	42%	(77)	35%	(63)	9%	(16)	9%	(16)	1%	(2)	5%	(10)	183
Ethnicity: Other	39%	(53)	27%	(36)	20%	(28)	11%	(15)	1%	(1)	2%	(3)	135
All Christian	29%	(163)	38%	(218)	17%	(95)	11%	(65)	3%	(16)	2%	(13)	571
All Non-Christian	35%	(35)	35%	(35)	16%	(16)	9%	(9)	2%	(2)	4%	(4)	100
Atheist	31%	(28)	50%	(45)	5%	(4)	9%	(8)	3%	(3)	3%	(3)	91
Agnostic/Nothing in particular	32%	(106)	35%	(116)	14%	(46)	11%	(36)	5%	(15)	3%	(10)	328
Something Else	39%	(100)	36%	(92)	8%	(21)	9%	(24)	3%	(8)	4%	(10)	256
Religious Non-Protestant/Catholic	33%	(38)	35%	(40)	13%	(16)	12%	(14)	3%	(4)	3%	(4)	116
Evangelical	35%	(118)	34%	(117)	14%	(49)	9%	(30)	3%	(10)	5%	(18)	342
Non-Evangelical	30%	(139)	40%	(183)	15%	(67)	11%	(51)	2%	(11)	1%	(6)	457
Community: Urban	39%	(152)	36%	(140)	9%	(36)	8%	(30)	3%	(12)	4%	(17)	387
Community: Suburban	27%	(171)	41%	(262)	15%	(99)	13%	(82)	3%	(20)	2%	(11)	645
Community: Rural	35%	(110)	33%	(103)	15%	(47)	10%	(30)	4%	(13)	4%	(12)	315
Employ: Private Sector	31%	(151)	39%	(191)	15%	(73)	10%	(50)	3%	(14)	3%	(13)	491
Employ: Government	29%	(29)	40%	(41)	17%	(17)	10%	(10)	3%	(3)	2%	(2)	101
Employ: Self-Employed	37%	(57)	34%	(52)	11%	(17)	11%	(17)	5%	(8)	1%	(2)	153
Employ: Homemaker	36%	(26)	33%	(24)	13%	(9)	13%	(9)	5%	(4)	—	(0)	71
Employ: Student	44%	(34)	28%	(22)	10%	(8)	10%	(8)	3%	(2)	4%	(3)	76
Employ: Retired	20%	(44)	38%	(83)	19%	(42)	15%	(34)	4%	(8)	4%	(8)	218
Employ: Unemployed	42%	(67)	39%	(63)	6%	(10)	6%	(10)	4%	(6)	2%	(4)	160
Employ: Other	33%	(24)	42%	(32)	8%	(6)	5%	(4)	—	(0)	11%	(9)	75
Military HH: Yes	24%	(43)	40%	(74)	17%	(30)	12%	(23)	4%	(8)	3%	(6)	183
Military HH: No	33%	(389)	37%	(432)	13%	(152)	10%	(119)	3%	(37)	3%	(34)	1163
RD/WT: Right Direction	33%	(218)	38%	(252)	14%	(91)	10%	(65)	3%	(23)	2%	(16)	665
RD/WT: Wrong Track	31%	(214)	37%	(254)	13%	(92)	11%	(76)	3%	(22)	3%	(24)	681
Biden Job Approve	31%	(254)	41%	(335)	12%	(101)	9%	(75)	3%	(28)	2%	(20)	813
Biden Job Disapprove	31%	(142)	33%	(148)	16%	(75)	13%	(59)	3%	(16)	3%	(15)	455

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	32%	(432)	38%	(506)	14%	(183)	11%	(142)	3%	(44)	3%	(40)	1346
Biden Job Strongly Approve	32%	(123)	39%	(154)	13%	(50)	11%	(42)	4%	(14)	2%	(8)	390
Biden Job Somewhat Approve	31%	(131)	43%	(181)	12%	(52)	8%	(34)	3%	(14)	3%	(12)	424
Biden Job Somewhat Disapprove	34%	(53)	33%	(53)	13%	(21)	15%	(24)	4%	(6)	1%	(1)	159
Biden Job Strongly Disapprove	30%	(88)	32%	(95)	18%	(54)	12%	(35)	3%	(9)	5%	(14)	296
Favorable of Biden	33%	(265)	40%	(320)	12%	(100)	10%	(77)	3%	(27)	2%	(19)	808
Unfavorable of Biden	29%	(135)	34%	(159)	17%	(81)	12%	(56)	3%	(15)	4%	(17)	463
Very Favorable of Biden	34%	(141)	40%	(166)	12%	(49)	10%	(42)	3%	(11)	1%	(6)	416
Somewhat Favorable of Biden	32%	(124)	39%	(154)	13%	(51)	9%	(35)	4%	(15)	3%	(13)	392
Somewhat Unfavorable of Biden	25%	(34)	38%	(52)	16%	(21)	16%	(21)	4%	(5)	2%	(2)	135
Very Unfavorable of Biden	31%	(101)	33%	(108)	18%	(59)	10%	(34)	3%	(9)	5%	(15)	327
#1 Issue: Economy	31%	(156)	37%	(187)	15%	(75)	11%	(55)	4%	(20)	2%	(9)	502
#1 Issue: Security	31%	(53)	32%	(54)	13%	(23)	16%	(27)	4%	(6)	4%	(7)	171
#1 Issue: Health Care	36%	(83)	40%	(92)	11%	(26)	8%	(19)	3%	(7)	1%	(3)	230
#1 Issue: Medicare / Social Security	26%	(35)	39%	(53)	20%	(27)	9%	(12)	2%	(3)	3%	(5)	135
#1 Issue: Women's Issues	45%	(41)	29%	(27)	8%	(7)	14%	(13)	1%	(1)	5%	(4)	93
#1 Issue: Education	37%	(29)	41%	(33)	17%	(13)	2%	(2)	2%	(2)	1%	(1)	80
#1 Issue: Energy	31%	(24)	31%	(24)	10%	(8)	10%	(8)	5%	(4)	13%	(10)	77
#1 Issue: Other	19%	(11)	61%	(36)	6%	(4)	10%	(6)	4%	(2)	1%	(1)	60
2020 Vote: Joe Biden	31%	(194)	38%	(243)	14%	(90)	11%	(68)	4%	(24)	2%	(15)	634
2020 Vote: Donald Trump	31%	(120)	33%	(128)	18%	(69)	10%	(40)	3%	(11)	4%	(17)	385
2020 Vote: Other	30%	(15)	40%	(20)	14%	(7)	12%	(6)	4%	(2)	—	(0)	51
2020 Vote: Didn't Vote	37%	(103)	42%	(114)	6%	(15)	10%	(28)	3%	(7)	3%	(7)	275
2018 House Vote: Democrat	29%	(132)	40%	(183)	15%	(68)	12%	(53)	2%	(9)	3%	(13)	458
2018 House Vote: Republican	27%	(85)	39%	(126)	15%	(49)	11%	(34)	4%	(12)	4%	(13)	319
2016 Vote: Hillary Clinton	29%	(128)	38%	(168)	16%	(69)	12%	(52)	3%	(12)	2%	(11)	440
2016 Vote: Donald Trump	30%	(108)	36%	(133)	14%	(52)	12%	(45)	3%	(12)	4%	(15)	365
2016 Vote: Other	17%	(10)	46%	(27)	7%	(4)	20%	(12)	4%	(3)	5%	(3)	59
2016 Vote: Didn't Vote	38%	(186)	37%	(177)	12%	(57)	7%	(32)	4%	(18)	2%	(11)	482
Voted in 2014: Yes	28%	(193)	39%	(270)	15%	(105)	12%	(84)	4%	(25)	3%	(21)	699
Voted in 2014: No	37%	(239)	36%	(236)	12%	(77)	9%	(58)	3%	(19)	3%	(19)	647

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	32%	(432)	38%	(506)	14%	(183)	11%	(142)	3%	(44)	3%	(40)	1346
4-Region: Northeast	29%	(73)	42%	(105)	17%	(42)	7%	(17)	2%	(5)	3%	(8)	251
4-Region: Midwest	31%	(85)	37%	(101)	15%	(41)	9%	(25)	3%	(9)	4%	(11)	272
4-Region: South	35%	(177)	36%	(181)	12%	(60)	10%	(52)	3%	(16)	3%	(15)	501
4-Region: West	30%	(97)	37%	(118)	12%	(40)	15%	(47)	4%	(14)	2%	(7)	323
Familiar with any AVOD Service	34%	(396)	39%	(447)	13%	(149)	9%	(106)	3%	(30)	3%	(30)	1158
Uses any AVOD Service	36%	(306)	36%	(307)	12%	(100)	10%	(86)	3%	(21)	3%	(24)	844
Tubi User	42%	(139)	31%	(103)	11%	(37)	11%	(35)	1%	(3)	4%	(12)	330
Pluto TV User	42%	(120)	33%	(95)	10%	(28)	10%	(27)	1%	(4)	4%	(12)	287
Peacock User	37%	(133)	35%	(126)	12%	(43)	12%	(45)	3%	(12)	1%	(4)	363
Roku Channel User	40%	(184)	33%	(152)	11%	(50)	11%	(51)	2%	(9)	4%	(19)	466
IMDbTV User	41%	(96)	34%	(80)	11%	(25)	10%	(24)	2%	(4)	1%	(3)	233
Crackle User	42%	(90)	35%	(75)	9%	(19)	9%	(20)	1%	(2)	3%	(7)	214
Vudu User	41%	(79)	31%	(59)	8%	(16)	13%	(26)	1%	(3)	4%	(9)	192
Xumo User	43%	(31)	28%	(20)	14%	(10)	7%	(5)	2%	(1)	6%	(4)	71

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	22%	(258)	32%	(384)	16%	(190)	12%	(149)	10%	(116)	8%	(98)	1195
Gender: Male	24%	(136)	34%	(192)	16%	(94)	12%	(70)	8%	(44)	6%	(35)	572
Gender: Female	19%	(121)	31%	(192)	16%	(97)	13%	(79)	11%	(72)	10%	(63)	623
Age: 18-34	23%	(85)	27%	(99)	18%	(67)	12%	(44)	11%	(41)	8%	(29)	364
Age: 35-44	26%	(63)	38%	(90)	12%	(29)	12%	(30)	6%	(15)	5%	(11)	238
Age: 45-64	21%	(80)	32%	(123)	15%	(59)	12%	(47)	10%	(39)	10%	(39)	387
Age: 65+	15%	(30)	35%	(72)	17%	(35)	14%	(28)	10%	(21)	9%	(19)	206
GenZers: 1997-2012	18%	(29)	21%	(33)	25%	(39)	9%	(15)	13%	(21)	13%	(21)	158
Millennials: 1981-1996	25%	(91)	36%	(127)	13%	(46)	14%	(50)	8%	(27)	4%	(15)	356
GenXers: 1965-1980	24%	(76)	31%	(100)	15%	(48)	11%	(37)	9%	(30)	9%	(29)	319
Baby Boomers: 1946-1964	18%	(60)	34%	(114)	16%	(54)	13%	(44)	10%	(33)	9%	(29)	335
PID: Dem (no lean)	24%	(120)	32%	(156)	18%	(88)	14%	(69)	7%	(34)	5%	(26)	492
PID: Ind (no lean)	18%	(70)	35%	(135)	15%	(56)	11%	(41)	10%	(39)	10%	(40)	381
PID: Rep (no lean)	21%	(68)	29%	(94)	14%	(46)	12%	(39)	13%	(43)	10%	(33)	323
PID/Gender: Dem Men	26%	(62)	37%	(88)	15%	(35)	13%	(30)	7%	(18)	3%	(6)	239
PID/Gender: Dem Women	23%	(58)	27%	(68)	21%	(53)	15%	(39)	6%	(16)	8%	(19)	253
PID/Gender: Ind Men	20%	(34)	38%	(64)	17%	(29)	9%	(15)	9%	(15)	7%	(12)	171
PID/Gender: Ind Women	17%	(36)	33%	(70)	13%	(27)	12%	(26)	11%	(24)	13%	(27)	210
PID/Gender: Rep Men	25%	(40)	25%	(40)	18%	(30)	15%	(25)	7%	(11)	10%	(17)	162
PID/Gender: Rep Women	17%	(27)	34%	(54)	10%	(17)	9%	(15)	20%	(32)	10%	(16)	160
Ideo: Liberal (1-3)	23%	(84)	29%	(103)	18%	(66)	15%	(53)	9%	(31)	6%	(22)	359
Ideo: Moderate (4)	20%	(75)	38%	(137)	14%	(50)	12%	(43)	8%	(30)	8%	(30)	365
Ideo: Conservative (5-7)	20%	(71)	31%	(108)	17%	(59)	13%	(47)	11%	(39)	8%	(30)	354
Educ: < College	22%	(170)	31%	(239)	15%	(118)	12%	(90)	12%	(93)	9%	(70)	779
Educ: Bachelors degree	20%	(51)	35%	(90)	18%	(47)	13%	(34)	7%	(18)	7%	(19)	259
Educ: Post-grad	23%	(36)	35%	(55)	17%	(26)	16%	(26)	3%	(5)	6%	(9)	158
Income: Under 50k	21%	(113)	33%	(177)	14%	(72)	11%	(59)	10%	(54)	10%	(52)	528
Income: 50k-100k	22%	(92)	30%	(125)	19%	(80)	12%	(50)	10%	(43)	7%	(29)	420
Income: 100k+	21%	(53)	33%	(82)	15%	(37)	16%	(40)	8%	(19)	7%	(16)	247
Ethnicity: White	19%	(183)	33%	(309)	17%	(156)	13%	(120)	10%	(93)	8%	(79)	938
Ethnicity: Hispanic	23%	(46)	35%	(68)	19%	(37)	10%	(19)	6%	(12)	8%	(16)	197

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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	22%	(258)	32%	(384)	16%	(190)	12%	(149)	10%	(116)	8%	(98)	1195
Ethnicity: Black	33%	(50)	32%	(49)	12%	(19)	9%	(14)	11%	(16)	3%	(5)	153
Ethnicity: Other	24%	(25)	26%	(27)	15%	(16)	15%	(15)	7%	(7)	14%	(14)	104
All Christian	21%	(109)	34%	(178)	15%	(80)	14%	(74)	9%	(50)	7%	(38)	528
All Non-Christian	25%	(22)	33%	(30)	19%	(17)	9%	(8)	7%	(6)	7%	(6)	90
Atheist	8%	(6)	32%	(25)	29%	(23)	9%	(7)	9%	(7)	13%	(10)	78
Agnostic/Nothing in particular	23%	(69)	31%	(92)	13%	(39)	14%	(41)	11%	(33)	7%	(21)	294
Something Else	25%	(51)	29%	(60)	16%	(33)	9%	(19)	10%	(20)	11%	(22)	205
Religious Non-Protestant/Catholic	22%	(24)	33%	(36)	17%	(19)	9%	(10)	11%	(11)	8%	(8)	108
Evangelical	26%	(83)	34%	(107)	15%	(47)	11%	(35)	6%	(20)	8%	(27)	318
Non-Evangelical	19%	(74)	32%	(123)	16%	(62)	14%	(55)	11%	(45)	8%	(32)	391
Community: Urban	31%	(108)	29%	(101)	14%	(50)	10%	(36)	10%	(34)	6%	(20)	349
Community: Suburban	16%	(92)	34%	(197)	18%	(101)	14%	(80)	9%	(53)	9%	(50)	574
Community: Rural	21%	(57)	32%	(86)	14%	(39)	12%	(33)	11%	(29)	10%	(28)	273
Employ: Private Sector	22%	(92)	34%	(139)	18%	(74)	12%	(50)	9%	(37)	5%	(19)	411
Employ: Government	16%	(13)	38%	(31)	13%	(11)	14%	(12)	8%	(7)	11%	(9)	83
Employ: Self-Employed	33%	(45)	35%	(48)	8%	(12)	12%	(17)	6%	(8)	6%	(8)	137
Employ: Homemaker	33%	(21)	28%	(18)	14%	(9)	6%	(4)	11%	(7)	7%	(5)	65
Employ: Student	10%	(6)	16%	(10)	32%	(20)	14%	(9)	13%	(8)	16%	(10)	62
Employ: Retired	17%	(39)	33%	(77)	14%	(33)	15%	(36)	11%	(25)	9%	(21)	231
Employ: Unemployed	22%	(29)	31%	(40)	14%	(18)	13%	(16)	12%	(16)	8%	(11)	130
Employ: Other	16%	(12)	28%	(21)	18%	(13)	8%	(6)	9%	(7)	20%	(16)	76
Military HH: Yes	19%	(34)	35%	(63)	15%	(27)	16%	(28)	9%	(16)	5%	(9)	177
Military HH: No	22%	(223)	32%	(321)	16%	(163)	12%	(121)	10%	(100)	9%	(89)	1018
RD/WT: Right Direction	23%	(135)	35%	(204)	15%	(86)	14%	(79)	7%	(39)	6%	(36)	580
RD/WT: Wrong Track	20%	(122)	29%	(180)	17%	(104)	11%	(70)	12%	(76)	10%	(62)	616
Biden Job Approve	22%	(163)	35%	(256)	16%	(118)	13%	(92)	7%	(54)	6%	(47)	729
Biden Job Disapprove	18%	(75)	28%	(118)	17%	(69)	12%	(50)	13%	(56)	11%	(46)	413

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	22%	(258)	32%	(384)	16%	(190)	12%	(149)	10%	(116)	8%	(98)	1195
Biden Job Strongly Approve	27%	(99)	33%	(121)	16%	(59)	14%	(52)	6%	(21)	4%	(16)	367
Biden Job Somewhat Approve	18%	(64)	37%	(135)	16%	(59)	11%	(40)	9%	(33)	9%	(31)	362
Biden Job Somewhat Disapprove	13%	(17)	22%	(30)	22%	(30)	13%	(18)	17%	(23)	13%	(17)	135
Biden Job Strongly Disapprove	21%	(57)	31%	(87)	14%	(39)	12%	(32)	12%	(33)	10%	(29)	279
Favorable of Biden	23%	(168)	34%	(242)	16%	(112)	12%	(87)	9%	(62)	7%	(49)	720
Unfavorable of Biden	18%	(76)	29%	(124)	17%	(72)	14%	(58)	12%	(50)	10%	(44)	424
Very Favorable of Biden	28%	(105)	34%	(127)	14%	(53)	14%	(52)	7%	(28)	4%	(15)	379
Somewhat Favorable of Biden	18%	(63)	34%	(115)	17%	(59)	10%	(35)	10%	(34)	10%	(35)	341
Somewhat Unfavorable of Biden	14%	(16)	26%	(30)	22%	(25)	17%	(19)	12%	(14)	10%	(11)	116
Very Unfavorable of Biden	20%	(60)	30%	(94)	15%	(46)	13%	(39)	12%	(36)	11%	(33)	308
#1 Issue: Economy	21%	(95)	33%	(146)	16%	(70)	13%	(58)	10%	(43)	7%	(32)	443
#1 Issue: Security	21%	(34)	28%	(45)	11%	(18)	17%	(27)	16%	(26)	5%	(9)	159
#1 Issue: Health Care	26%	(55)	32%	(67)	17%	(36)	8%	(16)	10%	(21)	7%	(14)	208
#1 Issue: Medicare / Social Security	21%	(27)	34%	(45)	19%	(25)	7%	(9)	7%	(10)	12%	(15)	132
#1 Issue: Women's Issues	16%	(11)	27%	(19)	16%	(11)	15%	(11)	8%	(6)	19%	(13)	71
#1 Issue: Education	17%	(10)	40%	(23)	16%	(10)	15%	(9)	4%	(3)	7%	(4)	59
#1 Issue: Energy	19%	(13)	29%	(20)	18%	(13)	21%	(15)	8%	(6)	5%	(3)	70
#1 Issue: Other	24%	(13)	34%	(18)	15%	(8)	10%	(5)	4%	(2)	13%	(7)	54
2020 Vote: Joe Biden	23%	(131)	31%	(179)	18%	(102)	14%	(83)	8%	(47)	7%	(38)	581
2020 Vote: Donald Trump	19%	(68)	33%	(115)	15%	(52)	14%	(48)	10%	(36)	10%	(35)	353
2020 Vote: Didn't Vote	23%	(49)	34%	(72)	14%	(31)	7%	(14)	13%	(27)	10%	(20)	213
2018 House Vote: Democrat	22%	(94)	33%	(142)	17%	(73)	14%	(60)	6%	(26)	7%	(30)	425
2018 House Vote: Republican	19%	(61)	33%	(105)	15%	(46)	13%	(40)	9%	(30)	10%	(32)	315
2016 Vote: Hillary Clinton	24%	(98)	33%	(136)	16%	(65)	15%	(62)	7%	(27)	5%	(20)	408
2016 Vote: Donald Trump	18%	(64)	35%	(125)	15%	(53)	13%	(47)	10%	(35)	10%	(37)	361
2016 Vote: Other	8%	(5)	36%	(21)	19%	(11)	15%	(9)	11%	(7)	10%	(6)	59
2016 Vote: Didn't Vote	25%	(91)	28%	(102)	16%	(59)	8%	(31)	13%	(48)	10%	(36)	367
Voted in 2014: Yes	20%	(139)	34%	(229)	16%	(110)	14%	(94)	7%	(50)	8%	(55)	678
Voted in 2014: No	23%	(119)	30%	(155)	16%	(80)	11%	(55)	13%	(66)	8%	(43)	518

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	22%	(258)	32%	(384)	16%	(190)	12%	(149)	10%	(116)	8%	(98)	1195
4-Region: Northeast	14%	(29)	38%	(79)	16%	(34)	16%	(34)	7%	(15)	9%	(19)	210
4-Region: Midwest	26%	(59)	28%	(65)	16%	(36)	9%	(21)	11%	(25)	10%	(23)	229
4-Region: South	25%	(115)	31%	(143)	15%	(70)	13%	(58)	10%	(44)	6%	(28)	459
4-Region: West	18%	(54)	33%	(97)	17%	(50)	12%	(36)	11%	(31)	9%	(28)	297
Familiar with any AVOD Service	24%	(242)	33%	(340)	16%	(162)	12%	(123)	8%	(84)	7%	(71)	1022
Uses any AVOD Service	28%	(209)	32%	(242)	14%	(109)	12%	(90)	8%	(58)	6%	(45)	754
Tubi User	38%	(108)	31%	(90)	11%	(31)	9%	(27)	5%	(15)	5%	(15)	286
Pluto TV User	37%	(100)	32%	(85)	11%	(30)	9%	(25)	6%	(17)	5%	(14)	270
Peacock User	29%	(94)	33%	(107)	14%	(45)	13%	(44)	9%	(28)	3%	(10)	328
Roku Channel User	30%	(121)	32%	(132)	13%	(55)	12%	(48)	7%	(29)	6%	(23)	408
IMDbTV User	44%	(109)	27%	(68)	11%	(27)	8%	(20)	5%	(12)	4%	(11)	247
Crackle User	43%	(83)	30%	(58)	9%	(17)	8%	(16)	5%	(9)	5%	(10)	194
Vudu User	38%	(67)	30%	(52)	10%	(17)	14%	(25)	6%	(11)	2%	(4)	176
Xumo User	49%	(34)	20%	(14)	12%	(9)	8%	(5)	4%	(3)	6%	(4)	69

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	30%	(272)	32%	(293)	15%	(138)	13%	(118)	5%	(43)	6%	(53)	915
Gender: Male	29%	(123)	32%	(132)	18%	(75)	13%	(52)	4%	(16)	5%	(19)	418
Gender: Female	30%	(149)	32%	(161)	13%	(62)	13%	(66)	5%	(26)	7%	(33)	497
Age: 18-34	26%	(98)	31%	(117)	19%	(72)	12%	(43)	4%	(17)	7%	(27)	374
Age: 35-44	39%	(66)	38%	(65)	10%	(18)	10%	(16)	3%	(5)	—	(1)	171
Age: 45-64	29%	(78)	28%	(77)	14%	(39)	17%	(45)	5%	(15)	7%	(20)	274
Age: 65+	30%	(29)	35%	(34)	9%	(9)	13%	(13)	6%	(6)	5%	(5)	96
GenZers: 1997-2012	24%	(46)	26%	(50)	17%	(33)	15%	(29)	8%	(15)	9%	(18)	191
Millennials: 1981-1996	32%	(95)	39%	(115)	16%	(48)	8%	(24)	2%	(5)	3%	(10)	297
GenXers: 1965-1980	35%	(79)	28%	(61)	13%	(30)	16%	(35)	3%	(7)	5%	(11)	223
Baby Boomers: 1946-1964	26%	(50)	33%	(63)	13%	(25)	13%	(26)	8%	(15)	7%	(14)	193
PID: Dem (no lean)	26%	(101)	33%	(129)	19%	(74)	14%	(54)	3%	(13)	5%	(20)	391
PID: Ind (no lean)	32%	(94)	33%	(96)	12%	(34)	13%	(37)	6%	(18)	4%	(13)	291
PID: Rep (no lean)	33%	(77)	29%	(68)	13%	(30)	12%	(27)	5%	(12)	8%	(20)	233
PID/Gender: Dem Men	25%	(44)	37%	(66)	23%	(41)	11%	(21)	1%	(2)	4%	(6)	181
PID/Gender: Dem Women	27%	(56)	30%	(62)	16%	(34)	16%	(33)	5%	(11)	7%	(14)	211
PID/Gender: Ind Men	31%	(42)	29%	(40)	15%	(20)	15%	(21)	6%	(8)	3%	(4)	135
PID/Gender: Ind Women	33%	(52)	36%	(56)	9%	(13)	10%	(16)	6%	(10)	6%	(9)	156
PID/Gender: Rep Men	36%	(36)	25%	(26)	14%	(14)	11%	(11)	6%	(6)	9%	(9)	102
PID/Gender: Rep Women	31%	(40)	33%	(42)	12%	(15)	12%	(16)	5%	(6)	8%	(10)	130
Ideo: Liberal (1-3)	24%	(70)	32%	(95)	20%	(57)	14%	(41)	4%	(11)	6%	(18)	291
Ideo: Moderate (4)	33%	(85)	29%	(76)	15%	(39)	14%	(35)	4%	(11)	4%	(11)	258
Ideo: Conservative (5-7)	29%	(70)	35%	(85)	12%	(30)	13%	(31)	7%	(16)	5%	(11)	244
Educ: < College	32%	(201)	30%	(193)	14%	(88)	14%	(86)	5%	(29)	6%	(37)	633
Educ: Bachelors degree	27%	(49)	32%	(58)	16%	(29)	12%	(22)	6%	(10)	6%	(11)	180
Educ: Post-grad	21%	(22)	40%	(42)	21%	(21)	10%	(11)	3%	(3)	4%	(4)	103
Income: Under 50k	31%	(134)	30%	(129)	15%	(67)	12%	(52)	6%	(27)	6%	(24)	433
Income: 50k-100k	31%	(93)	34%	(102)	14%	(41)	12%	(36)	3%	(10)	7%	(20)	304
Income: 100k+	25%	(44)	34%	(62)	16%	(29)	16%	(29)	3%	(6)	5%	(8)	179
Ethnicity: White	30%	(207)	33%	(228)	15%	(104)	13%	(91)	4%	(31)	5%	(37)	698
Ethnicity: Hispanic	26%	(47)	35%	(65)	13%	(24)	12%	(23)	6%	(10)	8%	(14)	183

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	30%	(272)	32%	(293)	15%	(138)	13%	(118)	5%	(43)	6%	(53)	915
Ethnicity: Black	33%	(41)	30%	(37)	12%	(15)	14%	(17)	5%	(6)	5%	(7)	123
Ethnicity: Other	25%	(24)	30%	(28)	20%	(19)	10%	(9)	6%	(6)	10%	(9)	95
All Christian	29%	(106)	33%	(121)	17%	(63)	11%	(41)	5%	(17)	5%	(18)	365
All Non-Christian	24%	(14)	36%	(21)	22%	(13)	10%	(6)	1%	(1)	8%	(5)	59
Atheist	17%	(10)	32%	(19)	20%	(12)	14%	(8)	9%	(5)	8%	(5)	58
Agnostic/Nothing in particular	30%	(74)	30%	(73)	12%	(30)	18%	(43)	3%	(8)	6%	(16)	244
Something Else	36%	(68)	31%	(59)	10%	(19)	11%	(20)	6%	(12)	5%	(10)	190
Religious Non-Protestant/Catholic	22%	(16)	34%	(24)	22%	(16)	12%	(9)	2%	(1)	8%	(6)	71
Evangelical	31%	(77)	34%	(85)	13%	(32)	14%	(35)	4%	(10)	5%	(12)	252
Non-Evangelical	33%	(94)	31%	(89)	16%	(44)	8%	(23)	6%	(18)	5%	(15)	283
Community: Urban	30%	(83)	31%	(86)	15%	(41)	10%	(27)	8%	(21)	5%	(15)	272
Community: Suburban	28%	(123)	33%	(144)	16%	(70)	15%	(67)	2%	(11)	5%	(21)	436
Community: Rural	32%	(66)	31%	(63)	13%	(27)	12%	(24)	5%	(10)	8%	(17)	207
Employ: Private Sector	29%	(93)	33%	(104)	19%	(59)	13%	(40)	3%	(8)	4%	(13)	318
Employ: Government	23%	(17)	39%	(29)	13%	(9)	20%	(15)	3%	(2)	3%	(2)	74
Employ: Self-Employed	36%	(41)	35%	(41)	11%	(12)	14%	(16)	3%	(3)	1%	(2)	116
Employ: Homemaker	40%	(21)	27%	(14)	10%	(5)	18%	(9)	3%	(1)	3%	(2)	53
Employ: Student	12%	(7)	24%	(15)	15%	(9)	14%	(9)	9%	(5)	26%	(16)	61
Employ: Retired	25%	(31)	36%	(44)	14%	(17)	13%	(15)	4%	(5)	8%	(10)	123
Employ: Unemployed	47%	(52)	21%	(23)	10%	(11)	8%	(9)	11%	(12)	3%	(3)	111
Employ: Other	16%	(10)	37%	(22)	24%	(14)	6%	(4)	8%	(5)	8%	(5)	59
Military HH: Yes	29%	(31)	27%	(29)	16%	(17)	20%	(21)	4%	(4)	5%	(6)	108
Military HH: No	30%	(241)	33%	(264)	15%	(121)	12%	(97)	5%	(38)	6%	(47)	807
RD/WT: Right Direction	28%	(125)	33%	(146)	16%	(69)	13%	(60)	6%	(27)	4%	(17)	444
RD/WT: Wrong Track	31%	(146)	31%	(147)	15%	(68)	12%	(58)	3%	(16)	7%	(35)	471
Biden Job Approve	28%	(161)	34%	(193)	15%	(85)	14%	(78)	4%	(25)	4%	(24)	567
Biden Job Disapprove	29%	(85)	31%	(92)	16%	(47)	12%	(37)	4%	(12)	8%	(24)	296

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	30%	(272)	32%	(293)	15%	(138)	13%	(118)	5%	(43)	6%	(53)	915
Biden Job Strongly Approve	30%	(82)	31%	(85)	16%	(44)	16%	(44)	3%	(9)	3%	(7)	272
Biden Job Somewhat Approve	27%	(79)	37%	(108)	14%	(41)	12%	(34)	5%	(16)	6%	(17)	295
Biden Job Somewhat Disapprove	27%	(30)	30%	(34)	20%	(22)	15%	(18)	1%	(1)	7%	(8)	114
Biden Job Strongly Disapprove	30%	(54)	31%	(57)	13%	(24)	11%	(19)	6%	(11)	9%	(17)	182
Favorable of Biden	29%	(164)	32%	(178)	15%	(87)	15%	(82)	5%	(25)	4%	(25)	562
Unfavorable of Biden	28%	(87)	34%	(103)	15%	(46)	11%	(34)	5%	(15)	7%	(23)	306
Very Favorable of Biden	32%	(93)	30%	(85)	17%	(50)	15%	(42)	4%	(12)	3%	(7)	289
Somewhat Favorable of Biden	26%	(71)	34%	(93)	14%	(37)	15%	(40)	5%	(14)	6%	(18)	273
Somewhat Unfavorable of Biden	21%	(21)	41%	(41)	15%	(15)	13%	(13)	5%	(5)	5%	(5)	99
Very Unfavorable of Biden	32%	(66)	30%	(62)	15%	(31)	10%	(21)	5%	(10)	8%	(17)	207
#1 Issue: Economy	32%	(110)	30%	(104)	16%	(56)	12%	(41)	6%	(21)	4%	(16)	348
#1 Issue: Security	26%	(28)	34%	(37)	11%	(12)	20%	(21)	4%	(5)	5%	(6)	109
#1 Issue: Health Care	31%	(51)	36%	(59)	15%	(25)	13%	(22)	1%	(2)	4%	(7)	164
#1 Issue: Medicare / Social Security	27%	(22)	41%	(34)	13%	(11)	12%	(10)	5%	(4)	2%	(2)	82
#1 Issue: Women's Issues	26%	(17)	30%	(20)	12%	(8)	12%	(8)	4%	(3)	16%	(11)	67
#1 Issue: Education	29%	(15)	35%	(19)	13%	(7)	12%	(6)	7%	(4)	4%	(2)	53
#1 Issue: Energy	25%	(13)	21%	(12)	26%	(14)	13%	(7)	3%	(1)	12%	(6)	54
2020 Vote: Joe Biden	26%	(111)	35%	(150)	17%	(76)	14%	(61)	3%	(15)	5%	(21)	434
2020 Vote: Donald Trump	34%	(84)	31%	(76)	13%	(32)	11%	(27)	4%	(10)	7%	(16)	246
2020 Vote: Didn't Vote	35%	(69)	26%	(52)	11%	(21)	14%	(28)	8%	(17)	6%	(12)	198
2018 House Vote: Democrat	26%	(77)	37%	(111)	17%	(51)	13%	(40)	3%	(10)	4%	(11)	301
2018 House Vote: Republican	34%	(65)	33%	(64)	13%	(25)	10%	(20)	4%	(7)	6%	(12)	192
2016 Vote: Hillary Clinton	26%	(77)	37%	(110)	17%	(51)	14%	(42)	3%	(10)	3%	(8)	297
2016 Vote: Donald Trump	33%	(72)	35%	(76)	10%	(21)	13%	(28)	3%	(7)	7%	(15)	219
2016 Vote: Didn't Vote	32%	(113)	26%	(94)	17%	(59)	11%	(40)	7%	(25)	7%	(24)	355
Voted in 2014: Yes	26%	(117)	36%	(158)	14%	(64)	14%	(63)	4%	(20)	5%	(22)	443
Voted in 2014: No	33%	(155)	28%	(134)	16%	(74)	12%	(55)	5%	(23)	6%	(30)	472

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	30%	(272)	32%	(293)	15%	(138)	13%	(118)	5%	(43)	6%	(53)	915
4-Region: Northeast	22%	(33)	35%	(52)	23%	(34)	11%	(16)	3%	(4)	6%	(9)	147
4-Region: Midwest	34%	(64)	34%	(65)	15%	(28)	9%	(16)	3%	(5)	5%	(10)	189
4-Region: South	33%	(113)	30%	(102)	12%	(39)	14%	(49)	7%	(23)	4%	(13)	340
4-Region: West	26%	(62)	31%	(74)	15%	(36)	15%	(37)	4%	(10)	8%	(20)	239
Familiar with any AVOD Service	30%	(242)	33%	(273)	14%	(116)	13%	(106)	5%	(37)	5%	(45)	819
Uses any AVOD Service	30%	(191)	33%	(211)	13%	(85)	13%	(85)	5%	(29)	5%	(32)	632
Tubi User	35%	(87)	29%	(74)	13%	(32)	15%	(39)	4%	(10)	4%	(10)	252
Pluto TV User	34%	(78)	31%	(70)	15%	(35)	13%	(30)	2%	(5)	5%	(10)	228
Peacock User	29%	(82)	34%	(97)	16%	(46)	13%	(36)	4%	(11)	4%	(13)	285
Roku Channel User	34%	(122)	31%	(109)	12%	(44)	11%	(40)	6%	(21)	6%	(22)	358
IMDbTV User	37%	(72)	32%	(61)	11%	(21)	16%	(30)	1%	(3)	3%	(6)	193
Crackle User	39%	(66)	25%	(43)	13%	(22)	13%	(23)	3%	(5)	6%	(11)	170
Vudu User	29%	(47)	33%	(55)	13%	(22)	16%	(27)	5%	(9)	3%	(5)	165
Xumo User	33%	(21)	21%	(13)	17%	(11)	13%	(8)	4%	(3)	12%	(7)	62

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
Adults	25%	(63)	31%	(79)	13%	(33)	18%	(47)	6%	(15)	7%	(18)	255
Gender: Male	26%	(35)	34%	(48)	14%	(20)	12%	(16)	4%	(6)	10%	(14)	139
Gender: Female	24%	(28)	27%	(32)	11%	(13)	26%	(31)	8%	(9)	3%	(4)	116
Age: 18-34	25%	(25)	24%	(24)	9%	(9)	23%	(22)	12%	(12)	7%	(7)	100
Age: 35-44	25%	(14)	39%	(22)	15%	(9)	16%	(9)	3%	(2)	3%	(2)	58
Age: 45-64	28%	(21)	34%	(26)	15%	(11)	13%	(10)	1%	(1)	9%	(7)	76
Millennials: 1981-1996	30%	(31)	31%	(33)	11%	(12)	16%	(17)	8%	(9)	3%	(3)	105
GenXers: 1965-1980	29%	(20)	38%	(26)	15%	(10)	10%	(7)	1%	(0)	8%	(5)	68
PID: Dem (no lean)	19%	(27)	33%	(46)	14%	(20)	21%	(29)	6%	(8)	7%	(9)	140
PID: Ind (no lean)	41%	(21)	28%	(15)	9%	(5)	12%	(6)	9%	(5)	1%	(1)	53
PID: Rep (no lean)	24%	(15)	29%	(18)	13%	(8)	18%	(11)	3%	(2)	13%	(8)	62
PID/Gender: Dem Men	24%	(18)	38%	(27)	15%	(11)	10%	(7)	4%	(3)	8%	(6)	73
PID/Gender: Dem Women	14%	(9)	28%	(19)	13%	(9)	33%	(22)	7%	(5)	5%	(3)	67
Ideo: Liberal (1-3)	17%	(15)	29%	(25)	20%	(18)	20%	(17)	5%	(4)	9%	(8)	87
Ideo: Moderate (4)	31%	(21)	41%	(28)	6%	(4)	18%	(13)	3%	(2)	2%	(1)	69
Ideo: Conservative (5-7)	23%	(15)	32%	(22)	17%	(11)	14%	(10)	3%	(2)	11%	(7)	68
Educ: < College	29%	(46)	27%	(43)	9%	(14)	20%	(32)	7%	(11)	8%	(13)	160
Educ: Bachelors degree	16%	(9)	35%	(20)	18%	(10)	21%	(12)	2%	(1)	8%	(5)	57
Income: Under 50k	32%	(38)	28%	(33)	7%	(8)	16%	(19)	8%	(9)	9%	(11)	118
Income: 50k-100k	20%	(16)	30%	(25)	21%	(17)	19%	(16)	4%	(3)	7%	(6)	84
Income: 100k+	17%	(9)	40%	(21)	14%	(8)	22%	(12)	5%	(2)	2%	(1)	53
Ethnicity: White	26%	(46)	32%	(56)	14%	(24)	16%	(29)	7%	(12)	6%	(10)	177
Ethnicity: Black	26%	(16)	32%	(19)	11%	(7)	18%	(11)	4%	(3)	9%	(5)	61
All Christian	24%	(28)	36%	(42)	16%	(19)	13%	(15)	7%	(8)	4%	(5)	118
Agnostic/Nothing in particular	28%	(16)	27%	(16)	9%	(5)	23%	(13)	12%	(7)	2%	(1)	58
Evangelical	23%	(19)	43%	(36)	12%	(10)	14%	(12)	3%	(3)	5%	(4)	84
Non-Evangelical	30%	(21)	26%	(18)	13%	(9)	19%	(13)	3%	(2)	10%	(7)	70
Community: Urban	26%	(29)	36%	(40)	12%	(13)	17%	(19)	6%	(6)	3%	(4)	111
Community: Suburban	18%	(18)	29%	(29)	17%	(17)	20%	(20)	6%	(6)	11%	(11)	101
Employ: Private Sector	15%	(15)	39%	(39)	17%	(17)	13%	(14)	8%	(8)	8%	(8)	101
Military HH: No	25%	(54)	30%	(67)	13%	(28)	19%	(41)	6%	(14)	7%	(16)	221

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
Adults	25%	(63)	31%	(79)	13%	(33)	18%	(47)	6%	(15)	7%	(18)	255
RD/WT: Right Direction	17%	(26)	35%	(53)	16%	(24)	18%	(28)	4%	(5)	9%	(14)	150
RD/WT: Wrong Track	36%	(37)	25%	(26)	9%	(9)	18%	(19)	9%	(9)	4%	(4)	105
Biden Job Approve	18%	(31)	33%	(55)	15%	(25)	20%	(33)	6%	(10)	8%	(14)	168
Biden Job Disapprove	33%	(24)	28%	(20)	12%	(8)	19%	(14)	3%	(2)	5%	(3)	71
Biden Job Strongly Approve	21%	(21)	34%	(33)	17%	(17)	16%	(15)	3%	(3)	10%	(10)	98
Biden Job Somewhat Approve	15%	(10)	32%	(22)	11%	(8)	26%	(18)	11%	(8)	6%	(4)	69
Favorable of Biden	23%	(42)	33%	(59)	12%	(21)	20%	(35)	6%	(11)	6%	(11)	179
Unfavorable of Biden	21%	(13)	30%	(19)	17%	(11)	19%	(12)	3%	(2)	8%	(5)	61
Very Favorable of Biden	31%	(35)	27%	(32)	14%	(16)	17%	(20)	5%	(5)	7%	(8)	115
Somewhat Favorable of Biden	11%	(7)	43%	(27)	9%	(6)	24%	(15)	9%	(6)	5%	(3)	64
#1 Issue: Economy	27%	(22)	32%	(26)	11%	(9)	11%	(9)	9%	(7)	10%	(8)	80
#1 Issue: Health Care	26%	(13)	38%	(20)	14%	(7)	8%	(4)	13%	(7)	1%	(1)	52
2020 Vote: Joe Biden	19%	(28)	34%	(49)	15%	(22)	18%	(27)	7%	(10)	6%	(9)	146
2020 Vote: Donald Trump	29%	(18)	30%	(19)	13%	(8)	14%	(9)	3%	(2)	10%	(6)	61
2018 House Vote: Democrat	18%	(19)	31%	(32)	18%	(19)	20%	(20)	6%	(6)	7%	(8)	103
2018 House Vote: Republican	27%	(14)	26%	(13)	15%	(7)	17%	(8)	5%	(2)	11%	(6)	51
2016 Vote: Hillary Clinton	20%	(21)	32%	(33)	17%	(17)	20%	(21)	7%	(7)	5%	(6)	105
2016 Vote: Donald Trump	28%	(17)	30%	(18)	13%	(8)	15%	(9)	3%	(2)	10%	(6)	59
2016 Vote: Didn't Vote	31%	(25)	31%	(24)	6%	(4)	21%	(16)	4%	(3)	8%	(6)	79
Voted in 2014: Yes	19%	(28)	36%	(53)	17%	(25)	16%	(24)	4%	(6)	7%	(10)	145
Voted in 2014: No	33%	(36)	24%	(27)	7%	(8)	21%	(23)	8%	(9)	7%	(8)	109
4-Region: Northeast	19%	(10)	35%	(18)	17%	(9)	21%	(10)	3%	(1)	5%	(3)	50
4-Region: South	24%	(24)	31%	(30)	8%	(8)	23%	(23)	7%	(7)	8%	(8)	100
4-Region: West	26%	(15)	27%	(16)	21%	(13)	16%	(10)	5%	(3)	6%	(3)	60
Familiar with any AVOD Service	26%	(62)	31%	(75)	13%	(32)	18%	(43)	6%	(14)	7%	(17)	245
Uses any AVOD Service	26%	(58)	32%	(72)	12%	(27)	17%	(38)	6%	(14)	7%	(16)	225
Tubi User	35%	(38)	30%	(31)	5%	(5)	16%	(17)	5%	(6)	9%	(9)	106
Pluto TV User	30%	(31)	26%	(27)	8%	(8)	18%	(19)	5%	(6)	12%	(12)	103
Peacock User	29%	(37)	28%	(37)	14%	(18)	17%	(22)	5%	(7)	7%	(9)	131
Roku Channel User	24%	(33)	33%	(45)	9%	(12)	21%	(29)	7%	(10)	5%	(7)	135

Continued on next page

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
Adults	25%	(63)	31%	(79)	13%	(33)	18%	(47)	6%	(15)	7%	(18)	255
IMDbTV User	33%	(28)	36%	(30)	9%	(8)	13%	(11)	3%	(3)	5%	(4)	84
Crackle User	31%	(25)	28%	(23)	12%	(10)	12%	(10)	5%	(4)	12%	(10)	82
Vudu User	22%	(20)	29%	(26)	11%	(10)	20%	(18)	6%	(5)	11%	(10)	89

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	17%	(134)	30%	(232)	19%	(145)	17%	(133)	8%	(66)	8%	(64)	774
Gender: Male	20%	(75)	34%	(126)	21%	(77)	16%	(59)	4%	(16)	5%	(19)	373
Gender: Female	15%	(59)	27%	(107)	17%	(68)	18%	(73)	12%	(49)	11%	(44)	401
Age: 18-34	20%	(65)	26%	(87)	18%	(60)	20%	(66)	7%	(23)	9%	(29)	331
Age: 35-44	21%	(34)	40%	(66)	14%	(23)	13%	(21)	8%	(13)	5%	(9)	166
Age: 45-64	14%	(29)	31%	(64)	25%	(51)	14%	(30)	9%	(18)	8%	(17)	209
Age: 65+	7%	(5)	22%	(15)	16%	(11)	24%	(16)	18%	(12)	14%	(9)	67
GenZers: 1997-2012	15%	(23)	24%	(37)	17%	(26)	22%	(33)	8%	(12)	13%	(21)	153
Millennials: 1981-1996	21%	(62)	32%	(93)	18%	(51)	18%	(51)	6%	(16)	6%	(17)	290
GenXers: 1965-1980	17%	(31)	33%	(62)	22%	(40)	11%	(20)	11%	(20)	6%	(10)	184
Baby Boomers: 1946-1964	12%	(18)	28%	(40)	19%	(27)	17%	(24)	12%	(16)	11%	(16)	142
PID: Dem (no lean)	21%	(68)	28%	(90)	19%	(63)	18%	(59)	7%	(23)	6%	(19)	321
PID: Ind (no lean)	16%	(43)	32%	(86)	17%	(46)	16%	(42)	10%	(26)	8%	(22)	265
PID: Rep (no lean)	13%	(23)	30%	(56)	19%	(36)	17%	(32)	9%	(16)	12%	(23)	187
PID/Gender: Dem Men	27%	(43)	32%	(51)	19%	(31)	17%	(27)	3%	(4)	3%	(4)	160
PID/Gender: Dem Women	15%	(25)	24%	(39)	20%	(32)	20%	(32)	12%	(19)	9%	(14)	161
PID/Gender: Ind Men	15%	(19)	34%	(42)	23%	(29)	15%	(18)	6%	(7)	7%	(9)	124
PID/Gender: Ind Women	17%	(24)	31%	(44)	12%	(17)	17%	(23)	13%	(19)	10%	(13)	141
PID/Gender: Rep Men	15%	(13)	37%	(32)	19%	(17)	17%	(15)	5%	(5)	8%	(7)	88
PID/Gender: Rep Women	11%	(11)	24%	(24)	20%	(19)	17%	(17)	11%	(11)	17%	(17)	100
Ideo: Liberal (1-3)	19%	(44)	34%	(82)	18%	(43)	15%	(35)	8%	(19)	6%	(14)	237
Ideo: Moderate (4)	20%	(49)	32%	(77)	17%	(42)	18%	(42)	7%	(16)	6%	(14)	241
Ideo: Conservative (5-7)	11%	(21)	29%	(57)	21%	(42)	19%	(37)	9%	(19)	10%	(21)	197
Educ: < College	18%	(93)	29%	(147)	18%	(91)	17%	(88)	9%	(45)	9%	(44)	507
Educ: Bachelors degree	17%	(28)	29%	(48)	21%	(35)	18%	(30)	8%	(13)	7%	(12)	167
Educ: Post-grad	13%	(13)	38%	(38)	19%	(19)	15%	(15)	8%	(8)	8%	(8)	100
Income: Under 50k	20%	(66)	28%	(93)	18%	(59)	17%	(57)	9%	(30)	9%	(31)	334
Income: 50k-100k	15%	(41)	28%	(80)	23%	(64)	20%	(56)	8%	(22)	7%	(20)	283
Income: 100k+	17%	(27)	38%	(60)	14%	(22)	13%	(20)	9%	(14)	8%	(13)	156
Ethnicity: White	17%	(101)	32%	(187)	18%	(108)	16%	(95)	9%	(50)	8%	(48)	589
Ethnicity: Hispanic	17%	(27)	33%	(52)	17%	(27)	18%	(28)	7%	(11)	8%	(12)	158

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	17%	(134)	30%	(232)	19%	(145)	17%	(133)	8%	(66)	8%	(64)	774
Ethnicity: Black	23%	(25)	23%	(25)	15%	(17)	25%	(27)	5%	(6)	9%	(10)	110
Ethnicity: Other	11%	(8)	27%	(20)	27%	(20)	15%	(11)	13%	(10)	8%	(6)	75
All Christian	17%	(55)	34%	(110)	19%	(60)	14%	(44)	8%	(25)	9%	(30)	324
All Non-Christian	22%	(12)	35%	(19)	15%	(8)	19%	(10)	5%	(3)	4%	(2)	54
Atheist	3%	(1)	40%	(20)	19%	(10)	22%	(11)	7%	(4)	10%	(5)	51
Agnostic/Nothing in particular	22%	(41)	23%	(44)	20%	(38)	21%	(39)	10%	(19)	4%	(7)	188
Something Else	16%	(25)	25%	(40)	19%	(29)	18%	(28)	10%	(16)	13%	(20)	157
Religious Non-Protestant/Catholic	20%	(14)	38%	(26)	12%	(8)	20%	(14)	5%	(3)	6%	(4)	69
Evangelical	21%	(46)	30%	(66)	16%	(36)	14%	(31)	9%	(20)	9%	(21)	220
Non-Evangelical	13%	(32)	31%	(75)	22%	(52)	16%	(37)	7%	(16)	11%	(27)	239
Community: Urban	22%	(52)	33%	(79)	15%	(36)	15%	(35)	8%	(20)	8%	(19)	241
Community: Suburban	12%	(47)	33%	(125)	20%	(77)	19%	(72)	8%	(30)	8%	(31)	381
Community: Rural	23%	(34)	19%	(29)	21%	(32)	17%	(25)	11%	(17)	9%	(14)	152
Employ: Private Sector	15%	(45)	40%	(123)	19%	(59)	12%	(37)	7%	(22)	7%	(20)	306
Employ: Government	22%	(13)	27%	(16)	11%	(7)	20%	(13)	6%	(4)	14%	(9)	61
Employ: Self-Employed	20%	(19)	18%	(18)	19%	(18)	30%	(29)	7%	(6)	7%	(7)	97
Employ: Retired	11%	(9)	30%	(26)	14%	(12)	19%	(16)	13%	(12)	13%	(11)	86
Employ: Unemployed	22%	(20)	21%	(19)	24%	(22)	14%	(13)	13%	(12)	5%	(4)	90
Military HH: Yes	17%	(18)	35%	(36)	15%	(15)	17%	(17)	4%	(4)	12%	(12)	102
Military HH: No	17%	(116)	29%	(196)	19%	(130)	17%	(116)	9%	(61)	8%	(52)	672
RD/WT: Right Direction	20%	(78)	31%	(123)	20%	(80)	17%	(67)	6%	(25)	6%	(25)	399
RD/WT: Wrong Track	15%	(56)	29%	(109)	17%	(66)	17%	(65)	11%	(41)	10%	(38)	375
Biden Job Approve	18%	(86)	32%	(154)	20%	(96)	17%	(81)	8%	(36)	5%	(25)	478
Biden Job Disapprove	14%	(34)	28%	(70)	18%	(46)	18%	(44)	9%	(23)	13%	(32)	250
Biden Job Strongly Approve	19%	(44)	35%	(78)	19%	(42)	16%	(37)	6%	(14)	5%	(11)	226
Biden Job Somewhat Approve	16%	(42)	30%	(76)	21%	(54)	17%	(44)	9%	(22)	6%	(14)	252
Biden Job Somewhat Disapprove	14%	(14)	23%	(23)	20%	(20)	17%	(17)	11%	(11)	15%	(15)	101
Biden Job Strongly Disapprove	13%	(19)	32%	(47)	18%	(26)	18%	(27)	8%	(12)	12%	(17)	149
Favorable of Biden	18%	(86)	32%	(150)	19%	(89)	16%	(77)	8%	(37)	7%	(34)	473
Unfavorable of Biden	15%	(39)	28%	(75)	19%	(50)	19%	(50)	10%	(26)	10%	(26)	266

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	17%	(134)	30%	(232)	19%	(145)	17%	(133)	8%	(66)	8%	(64)	774
Very Favorable of Biden	23%	(55)	30%	(72)	17%	(41)	16%	(39)	7%	(15)	6%	(15)	238
Somewhat Favorable of Biden	13%	(31)	33%	(78)	20%	(47)	16%	(38)	9%	(22)	8%	(19)	235
Somewhat Unfavorable of Biden	12%	(11)	29%	(29)	17%	(16)	20%	(19)	12%	(12)	11%	(10)	97
Very Unfavorable of Biden	17%	(28)	28%	(46)	20%	(34)	18%	(30)	8%	(14)	9%	(16)	168
#1 Issue: Economy	20%	(60)	25%	(72)	20%	(58)	19%	(57)	9%	(25)	7%	(21)	292
#1 Issue: Security	9%	(10)	32%	(33)	16%	(16)	20%	(21)	13%	(14)	9%	(10)	103
#1 Issue: Health Care	21%	(30)	37%	(52)	17%	(23)	13%	(19)	7%	(10)	6%	(8)	142
#1 Issue: Medicare / Social Security	13%	(7)	36%	(19)	23%	(12)	16%	(9)	3%	(2)	9%	(5)	53
#1 Issue: Women's Issues	10%	(5)	23%	(13)	26%	(15)	16%	(9)	8%	(5)	16%	(9)	56
2020 Vote: Joe Biden	18%	(64)	31%	(112)	20%	(74)	18%	(65)	7%	(26)	6%	(21)	361
2020 Vote: Donald Trump	17%	(34)	33%	(67)	17%	(34)	14%	(30)	10%	(21)	9%	(19)	205
2020 Vote: Didn't Vote	20%	(34)	24%	(42)	18%	(31)	17%	(29)	9%	(15)	13%	(22)	174
2018 House Vote: Democrat	18%	(46)	28%	(71)	17%	(43)	21%	(52)	10%	(25)	5%	(14)	250
2018 House Vote: Republican	14%	(27)	34%	(63)	19%	(36)	14%	(26)	10%	(18)	8%	(15)	184
2016 Vote: Hillary Clinton	20%	(50)	27%	(66)	18%	(45)	22%	(53)	8%	(20)	4%	(11)	245
2016 Vote: Donald Trump	12%	(24)	34%	(67)	19%	(36)	16%	(30)	11%	(21)	8%	(16)	195
2016 Vote: Didn't Vote	19%	(55)	29%	(86)	19%	(54)	14%	(42)	7%	(21)	11%	(33)	292
Voted in 2014: Yes	17%	(64)	31%	(116)	20%	(75)	17%	(67)	8%	(31)	7%	(27)	380
Voted in 2014: No	18%	(70)	29%	(116)	18%	(70)	17%	(66)	9%	(35)	9%	(37)	394
4-Region: Northeast	19%	(24)	43%	(55)	16%	(20)	12%	(15)	6%	(7)	6%	(7)	129
4-Region: Midwest	19%	(29)	22%	(35)	19%	(29)	20%	(32)	11%	(17)	9%	(15)	157
4-Region: South	16%	(49)	24%	(72)	21%	(64)	19%	(57)	8%	(25)	10%	(31)	298
4-Region: West	17%	(32)	37%	(71)	17%	(32)	15%	(29)	9%	(16)	6%	(11)	190
Familiar with any AVOD Service	19%	(129)	31%	(214)	18%	(124)	17%	(113)	8%	(54)	7%	(48)	682
Uses any AVOD Service	20%	(107)	30%	(157)	19%	(99)	16%	(84)	7%	(38)	8%	(42)	526
Tubi User	28%	(55)	28%	(56)	14%	(28)	16%	(31)	9%	(17)	6%	(12)	200
Pluto TV User	25%	(43)	31%	(53)	15%	(25)	17%	(29)	5%	(9)	8%	(13)	171
Peacock User	22%	(53)	29%	(71)	20%	(48)	17%	(40)	7%	(16)	5%	(13)	240
Roku Channel User	23%	(70)	29%	(88)	18%	(54)	15%	(45)	6%	(18)	10%	(29)	304
IMDbTV User	23%	(35)	29%	(45)	15%	(24)	17%	(26)	10%	(15)	5%	(8)	153

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 time a month		About once a month		Less than once a month		Total N
Adults	17%	(134)	30%	(232)	19%	(145)	17%	(133)	8%	(66)	8%	(64)	774
Crackle User	26%	(35)	25%	(34)	16%	(21)	15%	(19)	10%	(13)	7%	(10)	132
Vudu User	25%	(37)	31%	(45)	17%	(24)	17%	(25)	6%	(9)	5%	(7)	147
Xumo User	31%	(17)	29%	(15)	15%	(8)	12%	(6)	1%	(1)	12%	(6)	54

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	13%	(39)	26%	(76)	17%	(49)	16%	(46)	9%	(27)	19%	(56)	293
Gender: Male	18%	(28)	27%	(43)	21%	(33)	12%	(20)	6%	(9)	17%	(27)	160
Gender: Female	8%	(10)	25%	(33)	12%	(16)	20%	(26)	14%	(18)	22%	(29)	133
Age: 18-34	14%	(17)	24%	(31)	17%	(22)	13%	(16)	6%	(8)	26%	(33)	128
Age: 35-44	25%	(18)	22%	(16)	17%	(12)	16%	(11)	10%	(7)	11%	(8)	72
Age: 45-64	3%	(2)	30%	(22)	19%	(14)	18%	(13)	13%	(10)	17%	(12)	73
GenZers: 1997-2012	—	(0)	18%	(10)	14%	(7)	13%	(7)	7%	(4)	47%	(25)	53
Millennials: 1981-1996	23%	(30)	25%	(32)	18%	(24)	16%	(20)	6%	(8)	11%	(14)	128
GenXers: 1965-1980	12%	(7)	29%	(17)	17%	(10)	16%	(10)	13%	(7)	12%	(7)	59
Baby Boomers: 1946-1964	3%	(2)	30%	(15)	14%	(7)	17%	(9)	16%	(8)	20%	(10)	50
PID: Dem (no lean)	17%	(24)	26%	(37)	17%	(24)	20%	(28)	6%	(9)	15%	(21)	143
PID: Ind (no lean)	11%	(10)	16%	(13)	17%	(15)	13%	(11)	16%	(14)	27%	(23)	87
PID: Rep (no lean)	8%	(5)	40%	(25)	16%	(10)	10%	(6)	7%	(5)	18%	(11)	63
PID/Gender: Dem Men	22%	(19)	28%	(24)	17%	(15)	14%	(12)	4%	(4)	14%	(13)	87
PID/Gender: Dem Women	8%	(4)	23%	(13)	16%	(9)	28%	(16)	9%	(5)	16%	(9)	55
Ideo: Liberal (1-3)	19%	(19)	21%	(22)	20%	(21)	17%	(18)	9%	(9)	14%	(15)	104
Ideo: Moderate (4)	13%	(11)	27%	(22)	14%	(12)	21%	(17)	13%	(11)	12%	(10)	81
Ideo: Conservative (5-7)	11%	(8)	27%	(19)	21%	(14)	12%	(8)	11%	(8)	19%	(13)	70
Educ: < College	9%	(14)	25%	(38)	17%	(27)	15%	(22)	11%	(16)	23%	(35)	152
Educ: Bachelors degree	17%	(14)	19%	(16)	17%	(14)	17%	(14)	9%	(7)	20%	(17)	83
Educ: Post-grad	18%	(10)	38%	(22)	15%	(9)	16%	(9)	7%	(4)	6%	(4)	58
Income: Under 50k	5%	(6)	24%	(26)	17%	(18)	19%	(20)	9%	(10)	26%	(28)	107
Income: 50k-100k	17%	(15)	28%	(24)	16%	(15)	12%	(11)	10%	(9)	17%	(15)	88
Income: 100k+	19%	(18)	27%	(26)	17%	(16)	16%	(15)	9%	(9)	13%	(13)	98
Ethnicity: White	13%	(28)	28%	(61)	15%	(33)	18%	(39)	9%	(19)	17%	(36)	216
Ethnicity: Hispanic	11%	(8)	21%	(15)	22%	(16)	17%	(12)	6%	(4)	23%	(17)	73
All Christian	14%	(18)	28%	(37)	19%	(26)	18%	(24)	8%	(11)	14%	(19)	135
Agnostic/Nothing in particular	13%	(10)	15%	(11)	18%	(14)	15%	(12)	14%	(11)	25%	(19)	78
Evangelical	23%	(17)	34%	(24)	17%	(12)	7%	(5)	6%	(4)	13%	(9)	71
Non-Evangelical	7%	(6)	24%	(20)	19%	(16)	18%	(16)	10%	(8)	22%	(19)	84

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	13%	(39)	26%	(76)	17%	(49)	16%	(46)	9%	(27)	19%	(56)	293
Community: Urban	19%	(24)	32%	(41)	21%	(27)	12%	(15)	5%	(7)	11%	(14)	127
Community: Suburban	8%	(10)	19%	(24)	14%	(17)	21%	(26)	13%	(15)	25%	(30)	122
Employ: Private Sector	16%	(18)	28%	(32)	22%	(25)	13%	(15)	7%	(8)	16%	(18)	117
Military HH: No	13%	(34)	24%	(61)	17%	(44)	15%	(38)	9%	(24)	21%	(52)	254
RD/WT: Right Direction	18%	(30)	24%	(42)	19%	(33)	17%	(29)	7%	(12)	16%	(27)	173
RD/WT: Wrong Track	7%	(8)	29%	(35)	13%	(16)	14%	(17)	13%	(15)	24%	(29)	120
Biden Job Approve	17%	(35)	27%	(54)	16%	(32)	17%	(35)	7%	(15)	16%	(33)	205
Biden Job Disapprove	4%	(3)	20%	(14)	20%	(14)	12%	(8)	17%	(12)	27%	(19)	70
Biden Job Strongly Approve	21%	(26)	24%	(30)	18%	(22)	21%	(25)	5%	(7)	10%	(13)	122
Biden Job Somewhat Approve	11%	(9)	30%	(25)	13%	(10)	12%	(10)	11%	(9)	24%	(20)	83
Favorable of Biden	16%	(33)	27%	(56)	17%	(36)	17%	(35)	7%	(15)	17%	(35)	210
Unfavorable of Biden	6%	(4)	24%	(18)	17%	(12)	14%	(11)	16%	(12)	23%	(17)	75
Very Favorable of Biden	22%	(26)	22%	(27)	20%	(24)	21%	(25)	4%	(5)	12%	(14)	121
Somewhat Favorable of Biden	7%	(7)	33%	(29)	14%	(12)	11%	(10)	11%	(10)	23%	(21)	89
#1 Issue: Economy	12%	(12)	28%	(27)	19%	(19)	13%	(13)	13%	(13)	15%	(15)	99
#1 Issue: Health Care	21%	(13)	14%	(8)	25%	(15)	11%	(7)	10%	(6)	20%	(12)	61
2020 Vote: Joe Biden	18%	(29)	21%	(34)	18%	(30)	21%	(34)	7%	(12)	16%	(25)	164
2020 Vote: Donald Trump	8%	(5)	38%	(23)	14%	(8)	9%	(5)	19%	(12)	12%	(8)	61
2020 Vote: Didn't Vote	9%	(5)	27%	(15)	16%	(9)	8%	(4)	4%	(2)	36%	(20)	54
2018 House Vote: Democrat	16%	(20)	23%	(28)	19%	(24)	19%	(23)	9%	(11)	13%	(16)	124
2018 House Vote: Republican	13%	(8)	39%	(25)	12%	(8)	14%	(9)	11%	(7)	12%	(8)	64
2016 Vote: Hillary Clinton	20%	(22)	20%	(22)	24%	(27)	21%	(24)	8%	(9)	7%	(8)	113
2016 Vote: Donald Trump	9%	(6)	47%	(33)	13%	(9)	8%	(5)	12%	(8)	11%	(8)	70
2016 Vote: Didn't Vote	10%	(10)	21%	(20)	12%	(12)	15%	(15)	9%	(9)	34%	(33)	99
Voted in 2014: Yes	15%	(25)	29%	(47)	16%	(26)	18%	(29)	10%	(17)	11%	(18)	160
Voted in 2014: No	11%	(14)	22%	(29)	18%	(23)	12%	(17)	8%	(11)	29%	(39)	133
4-Region: Northeast	17%	(11)	32%	(21)	16%	(11)	15%	(10)	5%	(3)	15%	(10)	66
4-Region: Midwest	7%	(4)	32%	(16)	10%	(5)	21%	(11)	10%	(5)	21%	(10)	51
4-Region: South	14%	(12)	24%	(20)	16%	(13)	15%	(13)	10%	(8)	20%	(17)	83
4-Region: West	13%	(12)	20%	(19)	21%	(20)	13%	(13)	12%	(11)	21%	(19)	94

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	13%	(39)	26%	(76)	17%	(49)	16%	(46)	9%	(27)	19%	(56)	293
Familiar with any AVOD Service	14%	(38)	25%	(69)	17%	(47)	16%	(43)	9%	(26)	18%	(50)	272
Uses any AVOD Service	15%	(33)	25%	(55)	17%	(38)	14%	(32)	10%	(23)	18%	(39)	220
Tubi User	19%	(17)	30%	(26)	18%	(16)	11%	(9)	6%	(5)	15%	(13)	86
Pluto TV User	23%	(20)	26%	(22)	15%	(13)	18%	(16)	6%	(5)	13%	(11)	87
Peacock User	18%	(22)	28%	(33)	16%	(19)	17%	(20)	12%	(15)	9%	(11)	120
Roku Channel User	17%	(22)	26%	(33)	17%	(21)	13%	(17)	8%	(10)	18%	(23)	126
IMDbTV User	26%	(20)	28%	(22)	22%	(17)	7%	(6)	8%	(6)	9%	(7)	77
Crackle User	27%	(20)	28%	(20)	18%	(13)	10%	(7)	4%	(3)	12%	(9)	72
Vudu User	23%	(17)	25%	(19)	20%	(15)	16%	(12)	4%	(3)	11%	(8)	76

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.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	19%	(65)	30%	(105)	17%	(60)	12%	(40)	8%	(29)	14%	(47)	345
Gender: Male	22%	(35)	26%	(42)	16%	(25)	11%	(17)	9%	(15)	16%	(26)	161
Gender: Female	16%	(30)	34%	(63)	19%	(35)	12%	(23)	7%	(14)	11%	(21)	185
Age: 18-34	16%	(19)	30%	(37)	18%	(22)	9%	(11)	9%	(11)	17%	(21)	121
Age: 35-44	33%	(25)	26%	(20)	12%	(9)	14%	(10)	8%	(6)	6%	(5)	76
Age: 45-64	16%	(17)	33%	(35)	19%	(20)	10%	(11)	7%	(7)	14%	(15)	106
Millennials: 1981-1996	22%	(29)	33%	(43)	17%	(22)	12%	(16)	8%	(11)	8%	(11)	133
GenXers: 1965-1980	27%	(22)	29%	(24)	13%	(11)	11%	(9)	8%	(7)	12%	(10)	82
Baby Boomers: 1946-1964	12%	(10)	31%	(26)	23%	(20)	11%	(10)	7%	(6)	15%	(13)	84
PID: Dem (no lean)	21%	(29)	34%	(46)	16%	(22)	12%	(17)	5%	(7)	11%	(15)	136
PID: Ind (no lean)	20%	(20)	20%	(21)	19%	(20)	11%	(11)	12%	(13)	18%	(18)	103
PID: Rep (no lean)	14%	(15)	36%	(38)	17%	(18)	11%	(12)	8%	(9)	13%	(14)	106
PID/Gender: Dem Men	27%	(20)	27%	(20)	14%	(10)	12%	(9)	6%	(5)	13%	(9)	73
PID/Gender: Dem Women	15%	(9)	41%	(26)	18%	(11)	13%	(8)	4%	(3)	9%	(6)	63
PID/Gender: Ind Women	21%	(13)	15%	(9)	21%	(13)	14%	(9)	13%	(8)	16%	(10)	61
PID/Gender: Rep Women	13%	(8)	45%	(27)	18%	(11)	10%	(6)	5%	(3)	9%	(5)	60
Ideo: Liberal (1-3)	24%	(25)	34%	(35)	15%	(16)	11%	(11)	6%	(6)	10%	(11)	104
Ideo: Moderate (4)	21%	(20)	32%	(29)	16%	(15)	15%	(14)	4%	(4)	12%	(11)	91
Ideo: Conservative (5-7)	14%	(15)	31%	(33)	21%	(23)	13%	(14)	11%	(11)	10%	(11)	106
Educ: < College	17%	(38)	29%	(63)	20%	(42)	11%	(24)	10%	(22)	12%	(27)	215
Educ: Bachelors degree	19%	(15)	25%	(20)	16%	(13)	14%	(11)	7%	(5)	20%	(16)	79
Educ: Post-grad	24%	(12)	44%	(22)	10%	(5)	10%	(5)	4%	(2)	9%	(5)	51
Income: Under 50k	19%	(31)	27%	(44)	21%	(34)	11%	(18)	9%	(14)	14%	(22)	164
Income: 50k-100k	13%	(15)	33%	(38)	13%	(15)	14%	(16)	10%	(12)	16%	(19)	114
Income: 100k+	28%	(19)	34%	(22)	16%	(11)	9%	(6)	4%	(3)	9%	(6)	67
Ethnicity: White	21%	(58)	32%	(90)	17%	(47)	13%	(35)	8%	(22)	10%	(29)	281
Ethnicity: Hispanic	20%	(11)	26%	(15)	19%	(11)	12%	(7)	2%	(1)	21%	(12)	57
All Christian	18%	(33)	36%	(64)	16%	(28)	13%	(23)	4%	(8)	13%	(24)	179
Agnostic/Nothing in particular	24%	(18)	19%	(15)	26%	(20)	11%	(8)	13%	(10)	7%	(6)	77
Evangelical	17%	(18)	40%	(41)	15%	(15)	15%	(16)	4%	(4)	9%	(9)	103
Non-Evangelical	18%	(19)	32%	(33)	10%	(11)	10%	(11)	9%	(10)	20%	(20)	103

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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	19%	(65)	30%	(105)	17%	(60)	12%	(40)	8%	(29)	14%	(47)	345
Community: Urban	24%	(29)	35%	(42)	21%	(25)	5%	(6)	4%	(4)	11%	(13)	118
Community: Suburban	17%	(26)	27%	(40)	16%	(24)	16%	(23)	8%	(12)	16%	(24)	149
Community: Rural	13%	(10)	29%	(23)	15%	(12)	14%	(11)	15%	(12)	14%	(11)	78
Employ: Private Sector	25%	(31)	33%	(41)	15%	(18)	8%	(10)	7%	(8)	12%	(15)	124
Employ: Retired	6%	(3)	25%	(14)	26%	(14)	17%	(9)	8%	(4)	18%	(10)	54
Military HH: No	19%	(57)	29%	(87)	18%	(53)	10%	(30)	8%	(25)	15%	(45)	296
RD/WT: Right Direction	23%	(40)	29%	(51)	16%	(28)	16%	(28)	8%	(14)	9%	(16)	177
RD/WT: Wrong Track	14%	(24)	32%	(53)	19%	(32)	7%	(12)	9%	(15)	18%	(31)	168
Biden Job Approve	21%	(44)	29%	(62)	18%	(38)	13%	(27)	8%	(16)	12%	(25)	212
Biden Job Disapprove	14%	(17)	31%	(37)	18%	(21)	11%	(12)	9%	(11)	17%	(20)	118
Biden Job Strongly Approve	26%	(31)	34%	(39)	17%	(19)	11%	(13)	4%	(4)	9%	(10)	116
Biden Job Somewhat Approve	14%	(13)	24%	(23)	20%	(19)	15%	(14)	13%	(12)	15%	(15)	97
Biden Job Strongly Disapprove	13%	(9)	27%	(20)	25%	(18)	13%	(10)	8%	(6)	13%	(10)	73
Favorable of Biden	19%	(41)	32%	(68)	18%	(38)	10%	(21)	8%	(16)	13%	(27)	211
Unfavorable of Biden	14%	(17)	30%	(36)	18%	(22)	14%	(17)	9%	(10)	15%	(18)	122
Very Favorable of Biden	22%	(27)	33%	(39)	19%	(23)	10%	(12)	5%	(6)	11%	(13)	120
Somewhat Favorable of Biden	15%	(14)	31%	(29)	16%	(15)	10%	(9)	12%	(11)	16%	(14)	91
Very Unfavorable of Biden	10%	(9)	32%	(27)	21%	(18)	15%	(13)	8%	(7)	15%	(12)	86
#1 Issue: Economy	20%	(23)	29%	(34)	17%	(20)	9%	(11)	13%	(15)	12%	(14)	116
#1 Issue: Security	16%	(10)	31%	(18)	19%	(11)	19%	(11)	5%	(3)	10%	(6)	60
#1 Issue: Health Care	25%	(14)	35%	(19)	9%	(5)	8%	(4)	8%	(4)	14%	(8)	55
2020 Vote: Joe Biden	19%	(31)	33%	(54)	18%	(30)	12%	(20)	6%	(10)	12%	(20)	165
2020 Vote: Donald Trump	15%	(17)	38%	(42)	15%	(16)	13%	(15)	6%	(7)	13%	(14)	111
2020 Vote: Didn't Vote	19%	(11)	13%	(7)	22%	(12)	7%	(4)	16%	(9)	22%	(13)	56
2018 House Vote: Democrat	16%	(20)	34%	(43)	18%	(23)	13%	(17)	7%	(9)	12%	(15)	127
2018 House Vote: Republican	14%	(13)	34%	(31)	14%	(13)	15%	(13)	7%	(7)	16%	(14)	92
2016 Vote: Hillary Clinton	20%	(24)	32%	(39)	19%	(23)	11%	(13)	7%	(8)	11%	(13)	119
2016 Vote: Donald Trump	12%	(14)	37%	(42)	16%	(19)	14%	(16)	6%	(7)	14%	(16)	113
2016 Vote: Didn't Vote	26%	(25)	23%	(22)	17%	(17)	5%	(5)	11%	(11)	18%	(17)	98

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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	19%	(65)	30%	(105)	17%	(60)	12%	(40)	8%	(29)	14%	(47)	345
Voted in 2014: Yes	17%	(33)	32%	(64)	15%	(30)	14%	(29)	9%	(17)	13%	(26)	199
Voted in 2014: No	21%	(31)	28%	(41)	21%	(30)	8%	(11)	8%	(12)	14%	(21)	146
4-Region: Northeast	21%	(15)	32%	(23)	18%	(13)	12%	(9)	6%	(4)	10%	(8)	72
4-Region: Midwest	27%	(18)	33%	(21)	10%	(6)	4%	(3)	12%	(8)	14%	(9)	65
4-Region: South	15%	(16)	28%	(31)	17%	(19)	19%	(21)	7%	(8)	14%	(15)	111
4-Region: West	16%	(15)	30%	(29)	22%	(21)	8%	(7)	9%	(9)	16%	(15)	97
Familiar with any AVOD Service	20%	(61)	32%	(100)	16%	(51)	10%	(32)	8%	(26)	14%	(42)	312
Uses any AVOD Service	20%	(54)	32%	(85)	15%	(40)	11%	(29)	8%	(20)	14%	(37)	266
Tubi User	31%	(31)	30%	(30)	17%	(17)	7%	(7)	5%	(5)	9%	(9)	99
Pluto TV User	29%	(29)	27%	(27)	13%	(13)	11%	(11)	7%	(7)	14%	(14)	100
Peacock User	27%	(36)	28%	(36)	13%	(16)	14%	(18)	9%	(12)	9%	(12)	131
Roku Channel User	19%	(31)	33%	(55)	16%	(26)	10%	(17)	6%	(10)	15%	(25)	165
IMDbTV User	30%	(26)	35%	(30)	16%	(14)	7%	(6)	3%	(2)	9%	(8)	87
Crackle User	34%	(29)	28%	(23)	17%	(14)	3%	(3)	8%	(6)	9%	(8)	83
Vudu User	27%	(23)	24%	(21)	18%	(15)	17%	(14)	8%	(6)	6%	(5)	84
Xumo User	33%	(17)	31%	(15)	16%	(8)	2%	(1)	5%	(2)	14%	(7)	50

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	23%	(128)	31%	(174)	19%	(109)	13%	(75)	5%	(30)	9%	(50)	565
Gender: Male	26%	(77)	34%	(104)	20%	(59)	11%	(32)	4%	(11)	6%	(19)	301
Gender: Female	19%	(51)	26%	(70)	19%	(50)	16%	(43)	7%	(19)	12%	(32)	264
Age: 18-34	29%	(64)	29%	(64)	22%	(48)	10%	(21)	5%	(10)	6%	(13)	221
Age: 35-44	25%	(28)	47%	(53)	15%	(17)	10%	(11)	3%	(4)	—	(0)	112
Age: 45-64	16%	(27)	25%	(44)	19%	(32)	16%	(27)	7%	(12)	17%	(29)	171
Age: 65+	15%	(9)	21%	(12)	19%	(11)	25%	(15)	7%	(4)	13%	(8)	60
GenZers: 1997-2012	30%	(28)	24%	(23)	23%	(22)	7%	(7)	8%	(8)	8%	(7)	95
Millennials: 1981-1996	26%	(52)	39%	(81)	18%	(38)	12%	(24)	2%	(5)	3%	(6)	205
GenXers: 1965-1980	25%	(35)	28%	(40)	16%	(22)	13%	(18)	6%	(9)	13%	(18)	142
Baby Boomers: 1946-1964	10%	(11)	25%	(29)	21%	(24)	21%	(24)	8%	(9)	15%	(18)	115
PID: Dem (no lean)	23%	(66)	31%	(88)	19%	(53)	13%	(37)	5%	(13)	10%	(27)	283
PID: Ind (no lean)	22%	(35)	33%	(51)	19%	(30)	12%	(18)	5%	(8)	9%	(15)	157
PID: Rep (no lean)	22%	(27)	28%	(34)	20%	(26)	16%	(20)	8%	(9)	7%	(9)	125
PID/Gender: Dem Men	27%	(43)	37%	(58)	17%	(27)	9%	(15)	2%	(4)	7%	(11)	159
PID/Gender: Dem Women	18%	(23)	24%	(29)	20%	(25)	17%	(22)	7%	(9)	13%	(16)	125
PID/Gender: Ind Men	24%	(18)	35%	(27)	25%	(19)	9%	(7)	1%	(1)	7%	(5)	77
PID/Gender: Ind Women	21%	(16)	31%	(25)	14%	(11)	14%	(11)	9%	(7)	12%	(10)	80
PID/Gender: Rep Men	24%	(15)	28%	(19)	19%	(12)	15%	(10)	10%	(6)	4%	(3)	66
PID/Gender: Rep Women	20%	(12)	27%	(16)	22%	(13)	16%	(10)	5%	(3)	10%	(6)	59
Ideo: Liberal (1-3)	25%	(52)	32%	(66)	21%	(43)	9%	(18)	5%	(11)	8%	(17)	207
Ideo: Moderate (4)	23%	(38)	34%	(55)	17%	(28)	14%	(22)	5%	(8)	8%	(13)	163
Ideo: Conservative (5-7)	18%	(26)	27%	(38)	22%	(32)	19%	(27)	4%	(5)	10%	(14)	141
Educ: < College	26%	(88)	27%	(92)	20%	(67)	12%	(39)	6%	(19)	10%	(36)	340
Educ: Bachelors degree	17%	(22)	37%	(49)	18%	(24)	19%	(26)	3%	(5)	7%	(9)	135
Educ: Post-grad	20%	(18)	36%	(33)	20%	(18)	10%	(9)	7%	(6)	6%	(5)	90
Income: Under 50k	27%	(62)	25%	(58)	20%	(46)	12%	(28)	5%	(12)	12%	(28)	234
Income: 50k-100k	21%	(39)	31%	(59)	18%	(35)	16%	(30)	6%	(12)	8%	(14)	190
Income: 100k+	19%	(26)	40%	(56)	20%	(28)	12%	(16)	4%	(6)	6%	(8)	141
Ethnicity: White	21%	(86)	32%	(127)	20%	(80)	14%	(57)	5%	(19)	8%	(32)	402
Ethnicity: Hispanic	36%	(48)	23%	(31)	20%	(26)	8%	(10)	8%	(10)	5%	(7)	132

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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	23%	(128)	31%	(174)	19%	(109)	13%	(75)	5%	(30)	9%	(50)	565
Ethnicity: Black	26%	(26)	29%	(28)	15%	(15)	13%	(13)	3%	(3)	14%	(13)	98
Ethnicity: Other	25%	(16)	29%	(19)	20%	(13)	7%	(4)	12%	(8)	8%	(5)	66
All Christian	24%	(55)	31%	(71)	21%	(48)	13%	(31)	4%	(9)	8%	(19)	234
Agnostic/Nothing in particular	19%	(29)	37%	(57)	20%	(31)	13%	(20)	2%	(3)	9%	(15)	155
Something Else	31%	(29)	15%	(14)	15%	(14)	15%	(14)	13%	(13)	11%	(11)	95
Religious Non-Protestant/Catholic	16%	(9)	25%	(13)	28%	(14)	13%	(7)	10%	(5)	8%	(4)	52
Evangelical	33%	(46)	21%	(30)	17%	(23)	13%	(19)	4%	(5)	12%	(17)	141
Non-Evangelical	21%	(37)	30%	(53)	19%	(32)	14%	(24)	9%	(16)	7%	(12)	175
Community: Urban	26%	(54)	30%	(63)	17%	(36)	13%	(26)	4%	(7)	10%	(21)	207
Community: Suburban	19%	(52)	33%	(90)	21%	(56)	13%	(34)	8%	(21)	7%	(20)	274
Community: Rural	26%	(22)	25%	(21)	20%	(16)	17%	(14)	1%	(1)	10%	(9)	84
Employ: Private Sector	16%	(37)	39%	(88)	23%	(51)	9%	(21)	5%	(11)	8%	(17)	226
Employ: Self-Employed	31%	(23)	26%	(20)	19%	(14)	15%	(11)	5%	(4)	4%	(3)	74
Employ: Retired	18%	(13)	27%	(20)	19%	(14)	24%	(17)	2%	(1)	11%	(8)	72
Employ: Unemployed	53%	(29)	21%	(11)	5%	(3)	12%	(7)	5%	(3)	4%	(2)	55
Military HH: Yes	16%	(12)	31%	(23)	25%	(19)	13%	(10)	8%	(6)	8%	(6)	75
Military HH: No	24%	(116)	31%	(150)	18%	(90)	13%	(65)	5%	(24)	9%	(45)	490
RD/WT: Right Direction	22%	(71)	31%	(102)	20%	(64)	14%	(44)	5%	(15)	9%	(30)	326
RD/WT: Wrong Track	24%	(57)	30%	(72)	19%	(45)	13%	(30)	6%	(15)	9%	(21)	239
Biden Job Approve	25%	(98)	32%	(125)	19%	(72)	12%	(47)	4%	(17)	8%	(31)	390
Biden Job Disapprove	16%	(23)	30%	(45)	23%	(33)	15%	(22)	9%	(13)	8%	(12)	148
Biden Job Strongly Approve	21%	(41)	34%	(67)	20%	(40)	12%	(25)	6%	(12)	7%	(14)	199
Biden Job Somewhat Approve	30%	(57)	30%	(58)	17%	(32)	12%	(22)	2%	(5)	9%	(17)	191
Biden Job Somewhat Disapprove	15%	(11)	27%	(19)	27%	(19)	10%	(7)	14%	(10)	6%	(4)	70
Biden Job Strongly Disapprove	16%	(12)	33%	(26)	18%	(14)	19%	(14)	4%	(3)	11%	(8)	78
Favorable of Biden	25%	(99)	31%	(119)	19%	(72)	12%	(45)	6%	(21)	8%	(33)	388
Unfavorable of Biden	16%	(25)	30%	(48)	23%	(36)	17%	(26)	5%	(8)	9%	(15)	158

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	23%	(128)	31%	(174)	19%	(109)	13%	(75)	5%	(30)	9%	(50)	565
Very Favorable of Biden	24%	(49)	34%	(67)	18%	(36)	13%	(26)	6%	(11)	5%	(10)	199
Somewhat Favorable of Biden	26%	(50)	27%	(52)	19%	(36)	10%	(18)	5%	(10)	12%	(23)	189
Somewhat Unfavorable of Biden	12%	(8)	28%	(19)	25%	(17)	16%	(11)	7%	(5)	12%	(8)	69
Very Unfavorable of Biden	19%	(17)	32%	(28)	22%	(19)	17%	(15)	4%	(3)	8%	(7)	89
#1 Issue: Economy	22%	(48)	32%	(70)	20%	(43)	17%	(37)	3%	(7)	6%	(12)	217
#1 Issue: Security	20%	(12)	23%	(13)	18%	(11)	20%	(12)	5%	(3)	15%	(9)	59
#1 Issue: Health Care	25%	(26)	35%	(36)	19%	(20)	8%	(8)	5%	(5)	7%	(7)	101
#1 Issue: Medicare / Social Security	17%	(9)	29%	(16)	17%	(9)	13%	(7)	3%	(1)	21%	(11)	54
2020 Vote: Joe Biden	22%	(68)	33%	(102)	19%	(59)	13%	(40)	6%	(17)	9%	(27)	314
2020 Vote: Donald Trump	23%	(33)	24%	(34)	23%	(33)	15%	(21)	5%	(7)	9%	(12)	140
2020 Vote: Didn't Vote	29%	(26)	29%	(27)	17%	(15)	10%	(9)	6%	(5)	8%	(7)	90
2018 House Vote: Democrat	19%	(48)	34%	(85)	19%	(46)	13%	(32)	5%	(13)	10%	(24)	248
2018 House Vote: Republican	20%	(25)	26%	(33)	24%	(30)	16%	(20)	4%	(5)	10%	(12)	124
2016 Vote: Hillary Clinton	19%	(47)	35%	(84)	19%	(47)	13%	(31)	6%	(15)	8%	(20)	243
2016 Vote: Donald Trump	21%	(29)	28%	(38)	20%	(28)	16%	(22)	4%	(6)	10%	(14)	135
2016 Vote: Didn't Vote	32%	(53)	24%	(39)	19%	(31)	10%	(17)	5%	(8)	9%	(15)	163
Voted in 2014: Yes	18%	(61)	34%	(115)	18%	(61)	14%	(48)	6%	(19)	10%	(33)	336
Voted in 2014: No	29%	(67)	26%	(59)	21%	(48)	12%	(26)	5%	(11)	8%	(18)	229
4-Region: Northeast	22%	(23)	29%	(31)	23%	(24)	16%	(17)	4%	(5)	5%	(6)	105
4-Region: Midwest	22%	(18)	37%	(31)	15%	(13)	14%	(12)	3%	(3)	9%	(8)	85
4-Region: South	23%	(51)	26%	(57)	21%	(46)	16%	(35)	4%	(10)	10%	(23)	221
4-Region: West	23%	(36)	35%	(54)	17%	(26)	7%	(10)	8%	(12)	9%	(14)	153
Familiar with any AVOD Service	25%	(126)	31%	(159)	19%	(96)	12%	(61)	5%	(27)	7%	(37)	506
Uses any AVOD Service	26%	(102)	31%	(119)	19%	(73)	12%	(45)	6%	(23)	7%	(28)	390
Tubi User	37%	(59)	25%	(41)	14%	(23)	9%	(14)	5%	(8)	10%	(16)	160
Pluto TV User	34%	(42)	26%	(32)	17%	(20)	13%	(16)	3%	(3)	7%	(8)	122
Peacock User	27%	(52)	34%	(65)	17%	(34)	12%	(24)	4%	(8)	5%	(11)	194
Roku Channel User	30%	(63)	26%	(56)	20%	(42)	11%	(24)	7%	(14)	7%	(14)	212
IMDbTV User	39%	(47)	25%	(30)	19%	(23)	10%	(12)	3%	(4)	5%	(6)	122
Crackle User	43%	(46)	22%	(24)	15%	(16)	10%	(11)	4%	(4)	6%	(7)	108

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	23%	(128)	31%	(174)	19%	(109)	13%	(75)	5%	(30)	9%	(50)	565
Vudu User	36%	(45)	26%	(32)	17%	(22)	13%	(16)	2%	(3)	6%	(8)	126

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

Table MCEN4_9: *About how often do you watch the following?*

Tubi

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	19%	(87)	20%	(92)	17%	(76)	18%	(82)	11%	(48)	15%	(67)	452
Gender: Male	20%	(47)	24%	(56)	18%	(43)	12%	(29)	11%	(26)	15%	(34)	235
Gender: Female	19%	(40)	17%	(36)	16%	(34)	24%	(53)	10%	(21)	15%	(33)	217
Age: 18-34	29%	(39)	15%	(21)	13%	(18)	16%	(22)	11%	(15)	16%	(21)	137
Age: 35-44	22%	(19)	24%	(20)	22%	(19)	14%	(12)	8%	(7)	10%	(9)	85
Age: 45-64	13%	(22)	21%	(36)	19%	(34)	23%	(39)	12%	(21)	13%	(22)	174
Age: 65+	12%	(7)	27%	(15)	11%	(6)	16%	(9)	9%	(5)	26%	(15)	56
GenZers: 1997-2012	24%	(14)	16%	(10)	9%	(5)	13%	(8)	12%	(7)	26%	(16)	59
Millennials: 1981-1996	28%	(35)	17%	(21)	22%	(27)	16%	(20)	8%	(10)	9%	(11)	124
GenXers: 1965-1980	17%	(24)	24%	(35)	17%	(24)	22%	(31)	8%	(12)	13%	(18)	144
Baby Boomers: 1946-1964	11%	(14)	21%	(27)	16%	(20)	18%	(23)	15%	(19)	18%	(22)	125
PID: Dem (no lean)	24%	(43)	22%	(40)	15%	(27)	19%	(34)	8%	(15)	13%	(23)	182
PID: Ind (no lean)	19%	(27)	19%	(27)	20%	(29)	15%	(21)	13%	(20)	15%	(21)	146
PID: Rep (no lean)	14%	(17)	20%	(24)	16%	(20)	22%	(27)	11%	(14)	18%	(22)	124
PID/Gender: Dem Men	30%	(28)	23%	(21)	19%	(18)	11%	(10)	5%	(5)	11%	(10)	91
PID/Gender: Dem Women	17%	(15)	21%	(19)	10%	(10)	27%	(24)	11%	(10)	14%	(13)	91
PID/Gender: Ind Men	8%	(6)	29%	(21)	18%	(14)	18%	(14)	15%	(11)	11%	(8)	74
PID/Gender: Ind Women	30%	(21)	8%	(6)	21%	(15)	11%	(8)	12%	(8)	18%	(13)	72
PID/Gender: Rep Men	19%	(13)	19%	(13)	16%	(11)	9%	(6)	15%	(10)	22%	(16)	70
PID/Gender: Rep Women	6%	(3)	20%	(11)	16%	(9)	39%	(21)	6%	(3)	12%	(7)	54
Ideo: Liberal (1-3)	24%	(28)	15%	(18)	13%	(15)	19%	(22)	9%	(10)	19%	(22)	115
Ideo: Moderate (4)	16%	(23)	21%	(30)	19%	(27)	15%	(22)	16%	(23)	12%	(17)	143
Ideo: Conservative (5-7)	14%	(19)	25%	(34)	16%	(22)	23%	(32)	9%	(13)	13%	(18)	139
Educ: < College	21%	(68)	18%	(60)	17%	(57)	19%	(61)	11%	(37)	14%	(45)	329
Educ: Bachelors degree	18%	(14)	27%	(20)	12%	(9)	18%	(14)	11%	(9)	14%	(10)	76
Income: Under 50k	21%	(54)	23%	(60)	15%	(40)	18%	(48)	10%	(25)	13%	(34)	261
Income: 50k-100k	16%	(22)	14%	(19)	19%	(26)	20%	(27)	14%	(18)	17%	(23)	135
Income: 100k+	20%	(11)	22%	(12)	19%	(11)	13%	(7)	8%	(4)	18%	(10)	56
Ethnicity: White	16%	(50)	18%	(57)	21%	(67)	20%	(62)	10%	(32)	15%	(47)	315
Ethnicity: Hispanic	27%	(22)	18%	(15)	14%	(11)	17%	(14)	7%	(6)	17%	(14)	82
Ethnicity: Black	31%	(31)	26%	(26)	6%	(6)	12%	(12)	11%	(11)	14%	(14)	100

Table MCEN4_9: *About how often do you watch the following?*

Tubi

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	19%	(87)	20%	(92)	17%	(76)	18%	(82)	11%	(48)	15%	(67)	452
All Christian	16%	(34)	19%	(40)	18%	(39)	19%	(39)	12%	(25)	16%	(33)	209
Agnostic/Nothing in particular	26%	(27)	16%	(17)	13%	(13)	17%	(17)	14%	(14)	14%	(15)	103
Something Else	20%	(18)	25%	(22)	17%	(15)	19%	(17)	7%	(6)	13%	(12)	90
Evangelical	25%	(33)	18%	(24)	14%	(18)	21%	(27)	10%	(13)	13%	(17)	132
Non-Evangelical	10%	(16)	22%	(34)	23%	(35)	17%	(27)	11%	(18)	17%	(26)	155
Community: Urban	28%	(40)	25%	(36)	14%	(20)	17%	(25)	6%	(9)	11%	(15)	146
Community: Suburban	13%	(26)	20%	(40)	18%	(36)	19%	(37)	15%	(29)	14%	(28)	195
Community: Rural	19%	(21)	14%	(16)	18%	(20)	19%	(21)	9%	(10)	21%	(23)	112
Employ: Private Sector	16%	(22)	20%	(27)	25%	(32)	15%	(20)	9%	(11)	15%	(20)	132
Employ: Self-Employed	30%	(17)	16%	(9)	21%	(12)	11%	(6)	14%	(8)	8%	(4)	57
Employ: Retired	21%	(17)	27%	(21)	12%	(9)	12%	(9)	11%	(9)	17%	(13)	79
Employ: Unemployed	28%	(22)	23%	(18)	7%	(5)	18%	(15)	12%	(9)	13%	(10)	81
Military HH: Yes	10%	(6)	17%	(11)	17%	(11)	25%	(16)	12%	(8)	19%	(12)	63
Military HH: No	21%	(81)	21%	(81)	17%	(66)	17%	(66)	10%	(40)	14%	(54)	388
RD/WT: Right Direction	23%	(54)	21%	(50)	19%	(45)	12%	(28)	8%	(19)	16%	(37)	234
RD/WT: Wrong Track	15%	(33)	19%	(42)	14%	(31)	25%	(54)	13%	(28)	14%	(30)	218
Biden Job Approve	22%	(61)	19%	(51)	17%	(46)	19%	(51)	8%	(21)	15%	(41)	270
Biden Job Disapprove	13%	(21)	22%	(35)	16%	(25)	19%	(29)	15%	(24)	15%	(24)	159
Biden Job Strongly Approve	28%	(41)	18%	(26)	18%	(27)	13%	(19)	9%	(14)	13%	(19)	146
Biden Job Somewhat Approve	16%	(20)	20%	(25)	16%	(20)	26%	(32)	5%	(7)	17%	(21)	125
Biden Job Strongly Disapprove	15%	(17)	25%	(28)	16%	(18)	19%	(21)	11%	(12)	14%	(15)	110
Favorable of Biden	23%	(63)	21%	(58)	17%	(48)	19%	(53)	6%	(18)	13%	(35)	275
Unfavorable of Biden	10%	(15)	22%	(33)	15%	(23)	18%	(27)	18%	(27)	18%	(27)	153
Very Favorable of Biden	27%	(41)	20%	(30)	18%	(28)	18%	(28)	7%	(11)	10%	(15)	154
Somewhat Favorable of Biden	18%	(22)	23%	(27)	16%	(20)	21%	(26)	5%	(6)	16%	(20)	121
Very Unfavorable of Biden	9%	(10)	27%	(31)	16%	(18)	19%	(22)	16%	(18)	14%	(16)	116
#1 Issue: Economy	17%	(29)	19%	(33)	18%	(31)	18%	(31)	10%	(17)	18%	(31)	171
#1 Issue: Security	15%	(11)	25%	(18)	18%	(13)	21%	(15)	15%	(11)	6%	(4)	73
#1 Issue: Health Care	19%	(14)	19%	(14)	17%	(13)	20%	(14)	10%	(7)	15%	(11)	72
#1 Issue: Medicare / Social Security	27%	(15)	23%	(13)	11%	(6)	10%	(5)	16%	(9)	14%	(8)	55

Continued on next page

Table MCEN4_9: *About how often do you watch the following?*

Tubi

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	19%	(87)	20%	(92)	17%	(76)	18%	(82)	11%	(48)	15%	(67)	452
2020 Vote: Joe Biden	22%	(43)	21%	(41)	18%	(37)	15%	(30)	10%	(21)	14%	(29)	201
2020 Vote: Donald Trump	13%	(19)	23%	(35)	18%	(27)	17%	(25)	13%	(19)	17%	(25)	151
2020 Vote: Didn't Vote	26%	(25)	16%	(15)	10%	(9)	27%	(25)	9%	(8)	12%	(11)	93
2018 House Vote: Democrat	20%	(27)	22%	(30)	17%	(24)	12%	(17)	12%	(17)	16%	(22)	138
2018 House Vote: Republican	20%	(22)	15%	(17)	25%	(28)	17%	(18)	6%	(7)	17%	(19)	111
2016 Vote: Hillary Clinton	21%	(32)	21%	(32)	21%	(31)	12%	(19)	11%	(16)	14%	(22)	151
2016 Vote: Donald Trump	15%	(22)	19%	(27)	20%	(29)	17%	(23)	13%	(19)	14%	(20)	140
2016 Vote: Didn't Vote	22%	(32)	20%	(29)	10%	(15)	24%	(35)	7%	(10)	16%	(23)	144
Voted in 2014: Yes	19%	(48)	19%	(47)	20%	(50)	15%	(37)	11%	(27)	16%	(41)	250
Voted in 2014: No	19%	(39)	22%	(45)	13%	(26)	23%	(45)	10%	(20)	13%	(26)	202
4-Region: Northeast	31%	(21)	24%	(16)	20%	(14)	9%	(6)	8%	(6)	8%	(5)	68
4-Region: Midwest	11%	(11)	20%	(20)	31%	(31)	19%	(19)	8%	(7)	10%	(10)	97
4-Region: South	24%	(47)	20%	(39)	7%	(14)	16%	(31)	14%	(27)	20%	(39)	196
4-Region: West	9%	(8)	19%	(17)	20%	(18)	29%	(27)	9%	(8)	14%	(13)	91
Familiar with any AVOD Service	20%	(87)	21%	(92)	16%	(73)	18%	(81)	11%	(47)	15%	(66)	447
Uses any AVOD Service	19%	(87)	20%	(92)	17%	(76)	18%	(82)	11%	(48)	15%	(67)	452
Tubi User	19%	(87)	20%	(92)	17%	(76)	18%	(82)	11%	(48)	15%	(67)	452
Pluto TV User	22%	(51)	22%	(53)	18%	(43)	21%	(49)	7%	(16)	11%	(25)	238
Peacock User	25%	(54)	17%	(36)	17%	(36)	17%	(37)	12%	(24)	12%	(25)	211
Roku Channel User	27%	(58)	21%	(45)	20%	(42)	11%	(23)	7%	(15)	15%	(32)	214
IMDbTV User	22%	(36)	24%	(40)	15%	(24)	21%	(35)	9%	(15)	9%	(15)	165
Crackle User	24%	(47)	20%	(38)	13%	(25)	18%	(36)	10%	(20)	15%	(29)	195
Vudu User	28%	(44)	22%	(34)	15%	(24)	15%	(24)	5%	(8)	15%	(23)	157
Xumo User	35%	(27)	16%	(12)	16%	(12)	16%	(12)	3%	(2)	14%	(11)	75

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

Table MCEN4_10: *About how often do you watch the following?*

Pluto 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	17%	(67)	23%	(89)	19%	(76)	17%	(66)	11%	(41)	14%	(53)	393
Gender: Male	18%	(40)	24%	(54)	20%	(46)	14%	(32)	10%	(23)	14%	(32)	227
Gender: Female	16%	(26)	21%	(35)	18%	(30)	21%	(34)	11%	(19)	13%	(22)	166
Age: 18-34	21%	(25)	17%	(20)	19%	(22)	11%	(13)	13%	(15)	18%	(21)	114
Age: 35-44	19%	(18)	29%	(27)	17%	(16)	16%	(14)	9%	(8)	10%	(9)	92
Age: 45-64	14%	(20)	23%	(33)	21%	(30)	20%	(28)	10%	(15)	12%	(18)	143
Millennials: 1981-1996	24%	(30)	25%	(32)	14%	(18)	14%	(18)	8%	(11)	15%	(19)	128
GenXers: 1965-1980	17%	(21)	25%	(32)	23%	(29)	16%	(21)	9%	(11)	10%	(13)	127
Baby Boomers: 1946-1964	10%	(9)	21%	(20)	23%	(22)	21%	(19)	11%	(10)	14%	(13)	92
PID: Dem (no lean)	20%	(34)	22%	(39)	17%	(29)	17%	(29)	11%	(20)	14%	(24)	176
PID: Ind (no lean)	14%	(15)	24%	(27)	20%	(22)	19%	(21)	11%	(12)	12%	(13)	110
PID: Rep (no lean)	16%	(17)	22%	(24)	23%	(25)	15%	(16)	9%	(10)	15%	(16)	107
PID/Gender: Dem Men	22%	(22)	26%	(26)	17%	(17)	11%	(11)	7%	(7)	17%	(17)	101
PID/Gender: Dem Women	16%	(12)	17%	(13)	17%	(13)	24%	(18)	16%	(12)	9%	(7)	75
PID/Gender: Ind Men	13%	(9)	27%	(18)	20%	(13)	18%	(12)	15%	(10)	5%	(3)	65
PID/Gender: Rep Men	15%	(10)	17%	(10)	27%	(17)	14%	(9)	9%	(5)	18%	(11)	62
Ideo: Liberal (1-3)	19%	(23)	18%	(21)	15%	(17)	13%	(15)	18%	(22)	17%	(20)	119
Ideo: Moderate (4)	24%	(25)	29%	(31)	19%	(20)	18%	(19)	6%	(6)	5%	(6)	106
Ideo: Conservative (5-7)	9%	(12)	23%	(30)	23%	(30)	22%	(28)	10%	(14)	13%	(17)	130
Educ: < College	18%	(49)	19%	(52)	20%	(56)	18%	(48)	11%	(30)	15%	(41)	276
Educ: Bachelors degree	17%	(12)	35%	(25)	16%	(12)	13%	(9)	10%	(7)	10%	(7)	73
Income: Under 50k	17%	(40)	21%	(48)	23%	(53)	15%	(34)	11%	(25)	13%	(30)	229
Income: 50k-100k	20%	(22)	24%	(25)	12%	(13)	18%	(19)	12%	(13)	14%	(15)	108
Income: 100k+	9%	(5)	29%	(16)	17%	(10)	24%	(13)	6%	(3)	15%	(8)	56
Ethnicity: White	14%	(41)	23%	(66)	20%	(56)	21%	(61)	9%	(27)	12%	(33)	283
Ethnicity: Hispanic	24%	(14)	19%	(11)	28%	(16)	23%	(13)	—	(0)	6%	(3)	57
Ethnicity: Black	21%	(17)	23%	(19)	19%	(16)	5%	(4)	14%	(12)	18%	(15)	83
All Christian	18%	(30)	24%	(42)	20%	(35)	15%	(25)	9%	(15)	14%	(24)	172
Agnostic/Nothing in particular	22%	(19)	18%	(16)	14%	(12)	24%	(21)	17%	(15)	6%	(5)	87
Something Else	14%	(12)	30%	(25)	14%	(11)	12%	(10)	10%	(9)	19%	(16)	83

Table MCEN4_10: *About how often do you watch the following?*

Pluto 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	17%	(67)	23%	(89)	19%	(76)	17%	(66)	11%	(41)	14%	(53)	393
Evangelical	17%	(21)	29%	(36)	17%	(22)	15%	(19)	10%	(13)	12%	(15)	126
Non-Evangelical	18%	(21)	24%	(28)	19%	(22)	13%	(16)	8%	(9)	18%	(20)	115
Community: Urban	23%	(35)	21%	(32)	20%	(31)	16%	(24)	10%	(16)	10%	(16)	153
Community: Suburban	14%	(20)	24%	(34)	20%	(29)	19%	(27)	10%	(15)	12%	(17)	141
Community: Rural	12%	(12)	24%	(24)	16%	(16)	15%	(15)	11%	(11)	21%	(21)	99
Employ: Private Sector	16%	(21)	25%	(32)	22%	(27)	12%	(15)	10%	(12)	15%	(20)	128
Employ: Self-Employed	27%	(13)	19%	(9)	15%	(7)	20%	(10)	10%	(5)	11%	(5)	50
Employ: Retired	14%	(9)	22%	(13)	24%	(14)	17%	(11)	11%	(7)	12%	(8)	61
Employ: Unemployed	23%	(17)	25%	(19)	13%	(9)	14%	(11)	16%	(12)	8%	(6)	73
Military HH: Yes	13%	(8)	28%	(16)	14%	(8)	20%	(11)	13%	(8)	11%	(6)	58
Military HH: No	18%	(59)	22%	(73)	20%	(68)	16%	(55)	10%	(34)	14%	(47)	335
RD/WT: Right Direction	17%	(36)	23%	(49)	22%	(48)	15%	(32)	11%	(23)	12%	(26)	213
RD/WT: Wrong Track	17%	(30)	22%	(40)	16%	(29)	19%	(34)	10%	(18)	15%	(28)	179
Biden Job Approve	19%	(47)	22%	(55)	21%	(52)	16%	(41)	9%	(24)	13%	(32)	251
Biden Job Disapprove	12%	(15)	24%	(30)	20%	(24)	20%	(25)	10%	(12)	14%	(17)	123
Biden Job Strongly Approve	25%	(37)	21%	(30)	21%	(30)	14%	(20)	7%	(10)	14%	(20)	148
Biden Job Somewhat Approve	10%	(10)	24%	(25)	21%	(22)	20%	(21)	14%	(14)	12%	(12)	104
Biden Job Strongly Disapprove	15%	(13)	28%	(23)	21%	(17)	15%	(12)	8%	(6)	13%	(11)	83
Favorable of Biden	19%	(47)	23%	(56)	21%	(52)	17%	(43)	8%	(21)	12%	(30)	248
Unfavorable of Biden	13%	(16)	24%	(29)	18%	(22)	17%	(21)	11%	(13)	16%	(19)	120
Very Favorable of Biden	25%	(35)	23%	(32)	18%	(26)	15%	(21)	8%	(11)	11%	(15)	140
Somewhat Favorable of Biden	11%	(12)	22%	(24)	24%	(26)	20%	(22)	9%	(10)	14%	(15)	108
Very Unfavorable of Biden	14%	(13)	28%	(26)	17%	(16)	18%	(16)	8%	(7)	15%	(14)	93
#1 Issue: Economy	17%	(23)	25%	(35)	15%	(21)	17%	(24)	13%	(18)	13%	(19)	140
#1 Issue: Security	20%	(12)	21%	(13)	21%	(13)	20%	(12)	4%	(2)	13%	(8)	61
#1 Issue: Health Care	19%	(13)	26%	(17)	17%	(12)	19%	(13)	7%	(5)	12%	(8)	68
#1 Issue: Medicare / Social Security	15%	(7)	34%	(17)	18%	(9)	11%	(6)	13%	(7)	9%	(5)	50
2020 Vote: Joe Biden	19%	(36)	24%	(46)	21%	(40)	14%	(28)	10%	(19)	12%	(23)	192
2020 Vote: Donald Trump	14%	(16)	24%	(29)	18%	(22)	16%	(19)	11%	(13)	17%	(20)	119
2020 Vote: Didn't Vote	20%	(14)	17%	(12)	15%	(11)	25%	(18)	11%	(8)	13%	(10)	72

Table MCEN4_10: *About how often do you watch the following?*

Pluto 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	17%	(67)	23%	(89)	19%	(76)	17%	(66)	11%	(41)	14%	(53)	393
2018 House Vote: Democrat	19%	(23)	23%	(28)	19%	(24)	11%	(14)	12%	(15)	17%	(21)	125
2018 House Vote: Republican	17%	(16)	31%	(30)	12%	(12)	17%	(16)	8%	(8)	16%	(15)	98
2016 Vote: Hillary Clinton	21%	(28)	22%	(29)	18%	(24)	13%	(18)	10%	(14)	14%	(19)	131
2016 Vote: Donald Trump	14%	(16)	25%	(30)	23%	(28)	15%	(17)	9%	(11)	14%	(17)	119
2016 Vote: Didn't Vote	17%	(22)	21%	(28)	18%	(23)	20%	(26)	10%	(13)	14%	(18)	130
Voted in 2014: Yes	16%	(36)	25%	(54)	19%	(42)	15%	(34)	10%	(23)	14%	(31)	219
Voted in 2014: No	18%	(31)	20%	(35)	20%	(35)	19%	(32)	11%	(18)	13%	(22)	173
4-Region: Northeast	14%	(11)	23%	(17)	28%	(21)	12%	(9)	8%	(6)	16%	(12)	77
4-Region: Midwest	13%	(11)	24%	(21)	19%	(17)	20%	(18)	14%	(12)	11%	(10)	90
4-Region: South	25%	(37)	23%	(34)	15%	(22)	14%	(22)	8%	(12)	15%	(23)	150
4-Region: West	9%	(7)	21%	(16)	21%	(16)	23%	(18)	14%	(11)	11%	(9)	77
Familiar with any AVOD Service	17%	(67)	22%	(87)	20%	(76)	17%	(65)	11%	(41)	14%	(53)	390
Uses any AVOD Service	17%	(67)	23%	(89)	19%	(76)	17%	(66)	11%	(41)	14%	(53)	393
Tubi User	20%	(47)	20%	(49)	21%	(51)	18%	(42)	12%	(27)	9%	(22)	238
Pluto TV User	17%	(67)	23%	(89)	19%	(76)	17%	(66)	11%	(41)	14%	(53)	393
Peacock User	21%	(42)	21%	(42)	21%	(41)	17%	(34)	11%	(22)	8%	(16)	197
Roku Channel User	21%	(44)	22%	(46)	22%	(45)	13%	(27)	8%	(18)	13%	(28)	208
IMDbTV User	20%	(30)	26%	(39)	20%	(30)	20%	(29)	7%	(10)	7%	(11)	149
Crackle User	20%	(35)	24%	(41)	19%	(33)	17%	(29)	11%	(19)	10%	(17)	173
Vudu User	24%	(31)	22%	(28)	15%	(20)	19%	(25)	9%	(12)	11%	(14)	129
Xumo User	30%	(20)	22%	(15)	12%	(8)	11%	(8)	7%	(5)	17%	(12)	68

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

Table MCEN4_11: *About how often do you watch the following?*

Peacock

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	14%	(68)	26%	(125)	16%	(76)	19%	(90)	12%	(56)	12%	(57)	472
Gender: Male	15%	(37)	30%	(73)	18%	(43)	19%	(48)	11%	(27)	7%	(18)	246
Gender: Female	14%	(31)	23%	(52)	15%	(33)	19%	(42)	13%	(29)	17%	(39)	227
Age: 18-34	20%	(29)	25%	(36)	14%	(19)	22%	(31)	10%	(15)	10%	(14)	144
Age: 35-44	17%	(18)	33%	(36)	12%	(13)	16%	(17)	9%	(10)	12%	(13)	106
Age: 45-64	10%	(16)	23%	(35)	22%	(33)	23%	(35)	14%	(21)	9%	(14)	154
Age: 65+	7%	(5)	28%	(19)	17%	(11)	10%	(7)	15%	(10)	24%	(16)	68
Millennials: 1981-1996	22%	(35)	32%	(51)	11%	(17)	17%	(28)	8%	(12)	11%	(17)	161
GenXers: 1965-1980	12%	(16)	23%	(31)	23%	(29)	23%	(30)	11%	(14)	8%	(11)	130
Baby Boomers: 1946-1964	9%	(11)	24%	(30)	18%	(23)	13%	(16)	18%	(22)	19%	(24)	128
PID: Dem (no lean)	17%	(33)	26%	(51)	18%	(34)	18%	(36)	10%	(19)	11%	(22)	194
PID: Ind (no lean)	8%	(14)	24%	(39)	16%	(27)	21%	(34)	17%	(28)	13%	(22)	163
PID: Rep (no lean)	19%	(22)	31%	(35)	14%	(16)	17%	(20)	8%	(9)	11%	(13)	115
PID/Gender: Dem Men	21%	(21)	32%	(32)	17%	(17)	20%	(20)	7%	(7)	3%	(3)	99
PID/Gender: Dem Women	12%	(12)	20%	(19)	18%	(17)	17%	(16)	12%	(12)	20%	(19)	95
PID/Gender: Ind Men	5%	(4)	27%	(21)	25%	(19)	19%	(14)	17%	(13)	7%	(5)	77
PID/Gender: Ind Women	11%	(9)	21%	(18)	9%	(7)	23%	(20)	17%	(15)	19%	(17)	86
PID/Gender: Rep Men	17%	(12)	29%	(20)	10%	(7)	20%	(14)	9%	(6)	14%	(10)	69
Ideo: Liberal (1-3)	11%	(15)	31%	(43)	13%	(19)	19%	(27)	13%	(18)	13%	(19)	141
Ideo: Moderate (4)	16%	(24)	25%	(37)	21%	(31)	21%	(32)	9%	(14)	8%	(12)	151
Ideo: Conservative (5-7)	15%	(20)	29%	(39)	14%	(18)	18%	(24)	12%	(16)	12%	(16)	135
Educ: < College	16%	(49)	24%	(75)	16%	(51)	21%	(65)	13%	(40)	11%	(35)	315
Educ: Bachelors degree	11%	(11)	32%	(31)	16%	(16)	16%	(16)	11%	(10)	14%	(13)	98
Educ: Post-grad	13%	(8)	31%	(19)	16%	(10)	15%	(9)	11%	(6)	14%	(8)	59
Income: Under 50k	16%	(36)	21%	(47)	19%	(43)	19%	(42)	12%	(28)	14%	(31)	226
Income: 50k-100k	12%	(18)	32%	(50)	12%	(19)	21%	(32)	13%	(21)	10%	(16)	157
Income: 100k+	16%	(14)	31%	(28)	17%	(15)	17%	(15)	8%	(8)	11%	(10)	89
Ethnicity: White	12%	(42)	28%	(99)	17%	(60)	19%	(68)	12%	(44)	13%	(45)	357
Ethnicity: Hispanic	17%	(14)	35%	(28)	16%	(13)	18%	(15)	9%	(7)	5%	(4)	81
Ethnicity: Black	23%	(19)	15%	(12)	18%	(15)	22%	(18)	10%	(9)	12%	(9)	82

Table MCEN4_11: *About how often do you watch the following?*

Peacock

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	14%	(68)	26%	(125)	16%	(76)	19%	(90)	12%	(56)	12%	(57)	472
All Christian	12%	(26)	29%	(64)	15%	(34)	17%	(37)	13%	(29)	14%	(30)	220
Agnostic/Nothing in particular	20%	(25)	23%	(30)	12%	(15)	21%	(27)	12%	(16)	12%	(15)	129
Something Else	15%	(10)	30%	(20)	15%	(10)	20%	(13)	10%	(6)	11%	(7)	67
Evangelical	16%	(20)	38%	(48)	14%	(18)	19%	(25)	8%	(10)	5%	(7)	127
Non-Evangelical	9%	(13)	23%	(33)	15%	(22)	17%	(24)	15%	(21)	20%	(29)	143
Community: Urban	22%	(35)	31%	(48)	17%	(26)	16%	(24)	5%	(8)	8%	(12)	155
Community: Suburban	10%	(21)	23%	(50)	18%	(39)	22%	(47)	13%	(29)	14%	(31)	217
Community: Rural	12%	(12)	27%	(27)	11%	(11)	18%	(18)	19%	(19)	14%	(14)	100
Employ: Private Sector	12%	(21)	31%	(52)	19%	(32)	15%	(25)	10%	(17)	12%	(19)	166
Employ: Self-Employed	22%	(13)	23%	(14)	15%	(9)	25%	(15)	10%	(6)	5%	(3)	60
Employ: Retired	11%	(9)	22%	(18)	22%	(18)	9%	(8)	12%	(10)	23%	(19)	81
Employ: Unemployed	25%	(17)	16%	(11)	9%	(6)	17%	(12)	27%	(19)	7%	(5)	70
Military HH: Yes	11%	(7)	30%	(18)	23%	(14)	17%	(10)	8%	(5)	11%	(7)	61
Military HH: No	15%	(61)	26%	(106)	15%	(63)	19%	(80)	13%	(52)	12%	(50)	412
RD/WT: Right Direction	16%	(42)	27%	(73)	18%	(48)	17%	(45)	10%	(26)	12%	(33)	268
RD/WT: Wrong Track	13%	(26)	25%	(52)	14%	(28)	22%	(45)	15%	(30)	12%	(24)	205
Biden Job Approve	14%	(42)	27%	(83)	16%	(50)	21%	(64)	11%	(33)	10%	(31)	303
Biden Job Disapprove	15%	(22)	26%	(37)	18%	(26)	15%	(22)	13%	(19)	14%	(20)	146
Biden Job Strongly Approve	19%	(31)	26%	(42)	16%	(26)	18%	(29)	8%	(12)	12%	(19)	159
Biden Job Somewhat Approve	8%	(11)	28%	(41)	17%	(24)	24%	(35)	15%	(21)	9%	(12)	144
Biden Job Strongly Disapprove	18%	(17)	27%	(27)	17%	(16)	12%	(12)	12%	(12)	14%	(13)	98
Favorable of Biden	15%	(46)	27%	(81)	16%	(48)	19%	(56)	11%	(34)	11%	(31)	295
Unfavorable of Biden	13%	(20)	26%	(39)	18%	(27)	20%	(29)	11%	(16)	13%	(19)	151
Very Favorable of Biden	22%	(37)	24%	(40)	17%	(28)	16%	(27)	9%	(15)	12%	(20)	165
Somewhat Favorable of Biden	7%	(9)	32%	(41)	15%	(20)	22%	(29)	15%	(19)	9%	(12)	129
Very Unfavorable of Biden	16%	(18)	29%	(31)	17%	(18)	17%	(19)	11%	(11)	10%	(11)	108
#1 Issue: Economy	12%	(21)	27%	(48)	15%	(26)	25%	(43)	9%	(15)	13%	(23)	176
#1 Issue: Security	27%	(18)	26%	(16)	14%	(9)	17%	(11)	10%	(7)	5%	(3)	64
#1 Issue: Health Care	11%	(10)	27%	(25)	18%	(16)	18%	(16)	14%	(13)	12%	(11)	91
#1 Issue: Medicare / Social Security	13%	(7)	30%	(15)	17%	(8)	12%	(6)	11%	(5)	17%	(9)	51

Continued on next page

Table MCEN4_11: *About how often do you watch the following?*

Peacock

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	14%	(68)	26%	(125)	16%	(76)	19%	(90)	12%	(56)	12%	(57)	472
2020 Vote: Joe Biden	15%	(34)	26%	(61)	18%	(41)	16%	(38)	12%	(27)	13%	(31)	233
2020 Vote: Donald Trump	15%	(19)	27%	(36)	17%	(22)	22%	(30)	9%	(12)	10%	(13)	131
2020 Vote: Didn't Vote	15%	(14)	25%	(24)	13%	(12)	22%	(20)	15%	(14)	10%	(9)	93
2018 House Vote: Democrat	13%	(22)	25%	(44)	17%	(29)	15%	(26)	14%	(25)	16%	(27)	173
2018 House Vote: Republican	19%	(22)	27%	(31)	15%	(17)	17%	(20)	9%	(11)	13%	(15)	115
2016 Vote: Hillary Clinton	16%	(25)	27%	(43)	15%	(25)	16%	(27)	12%	(20)	14%	(23)	164
2016 Vote: Donald Trump	15%	(21)	28%	(39)	19%	(26)	20%	(27)	10%	(14)	9%	(13)	139
2016 Vote: Didn't Vote	15%	(22)	27%	(39)	15%	(21)	22%	(31)	10%	(15)	11%	(16)	144
Voted in 2014: Yes	15%	(43)	25%	(71)	16%	(46)	17%	(46)	14%	(38)	13%	(36)	280
Voted in 2014: No	13%	(25)	28%	(54)	16%	(30)	23%	(43)	10%	(18)	11%	(21)	192
4-Region: Northeast	13%	(13)	27%	(27)	25%	(26)	20%	(20)	3%	(3)	12%	(12)	101
4-Region: Midwest	13%	(14)	29%	(29)	15%	(16)	17%	(17)	19%	(19)	7%	(7)	101
4-Region: South	17%	(28)	24%	(40)	14%	(22)	19%	(31)	13%	(21)	13%	(22)	164
4-Region: West	13%	(13)	27%	(29)	12%	(13)	21%	(22)	13%	(13)	15%	(16)	106
Familiar with any AVOD Service	15%	(67)	27%	(125)	17%	(76)	19%	(90)	11%	(53)	11%	(50)	461
Uses any AVOD Service	14%	(68)	26%	(125)	16%	(76)	19%	(90)	12%	(56)	12%	(57)	472
Tubi User	20%	(43)	26%	(55)	20%	(43)	17%	(37)	7%	(15)	9%	(20)	211
Pluto TV User	20%	(39)	30%	(58)	18%	(36)	19%	(38)	8%	(16)	5%	(11)	197
Peacock User	14%	(68)	26%	(125)	16%	(76)	19%	(90)	12%	(56)	12%	(57)	472
Roku Channel User	20%	(40)	26%	(52)	15%	(30)	20%	(39)	11%	(21)	8%	(16)	198
IMDbTV User	20%	(26)	33%	(44)	18%	(24)	18%	(24)	5%	(7)	7%	(9)	134
Crackle User	20%	(32)	26%	(41)	12%	(19)	23%	(36)	7%	(11)	11%	(17)	155
Vudu User	23%	(29)	30%	(38)	17%	(21)	19%	(24)	3%	(3)	9%	(11)	128
Xumo User	26%	(17)	27%	(18)	22%	(15)	12%	(8)	5%	(3)	8%	(5)	66

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

Table MCEN4_12: *About how often do you watch the following?*

The Roku Channel

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	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	17%	(99)	592
Gender: Male	21%	(54)	24%	(61)	17%	(43)	16%	(40)	7%	(18)	15%	(38)	253
Gender: Female	25%	(83)	18%	(62)	13%	(45)	14%	(47)	12%	(41)	18%	(61)	339
Age: 18-34	19%	(38)	21%	(43)	19%	(37)	11%	(21)	6%	(11)	24%	(48)	200
Age: 35-44	29%	(31)	22%	(23)	10%	(10)	17%	(18)	12%	(13)	11%	(12)	107
Age: 45-64	22%	(44)	21%	(42)	16%	(32)	19%	(37)	11%	(21)	11%	(22)	198
Age: 65+	27%	(24)	17%	(15)	10%	(9)	11%	(10)	15%	(13)	20%	(17)	88
GenZers: 1997-2012	17%	(18)	20%	(21)	13%	(14)	9%	(9)	6%	(6)	35%	(36)	104
Millennials: 1981-1996	24%	(42)	24%	(42)	18%	(31)	15%	(27)	8%	(14)	11%	(19)	174
GenXers: 1965-1980	20%	(28)	25%	(37)	16%	(24)	17%	(24)	9%	(13)	13%	(19)	144
Baby Boomers: 1946-1964	30%	(48)	13%	(21)	11%	(18)	15%	(25)	16%	(26)	15%	(24)	162
PID: Dem (no lean)	19%	(44)	22%	(51)	18%	(40)	18%	(41)	6%	(15)	17%	(39)	229
PID: Ind (no lean)	25%	(49)	17%	(33)	12%	(23)	13%	(26)	14%	(27)	19%	(37)	195
PID: Rep (no lean)	27%	(45)	24%	(40)	15%	(24)	11%	(19)	10%	(17)	13%	(23)	168
PID/Gender: Dem Men	24%	(25)	26%	(27)	16%	(17)	15%	(15)	7%	(7)	11%	(12)	102
PID/Gender: Dem Women	15%	(19)	19%	(24)	18%	(23)	20%	(26)	6%	(7)	22%	(27)	127
PID/Gender: Ind Men	19%	(14)	21%	(16)	15%	(11)	17%	(13)	10%	(8)	18%	(14)	75
PID/Gender: Ind Women	29%	(34)	14%	(17)	10%	(12)	11%	(13)	16%	(19)	20%	(24)	120
PID/Gender: Rep Men	19%	(14)	25%	(19)	20%	(15)	16%	(12)	4%	(3)	17%	(13)	76
PID/Gender: Rep Women	33%	(30)	23%	(21)	10%	(9)	8%	(7)	15%	(14)	11%	(10)	92
Ideo: Liberal (1-3)	22%	(36)	19%	(31)	18%	(29)	16%	(26)	9%	(15)	17%	(28)	165
Ideo: Moderate (4)	25%	(37)	24%	(36)	12%	(18)	16%	(23)	12%	(18)	11%	(16)	147
Ideo: Conservative (5-7)	25%	(48)	22%	(41)	17%	(32)	14%	(26)	9%	(17)	13%	(25)	188
Educ: < College	24%	(104)	20%	(85)	15%	(62)	14%	(62)	10%	(41)	17%	(74)	429
Educ: Bachelors degree	21%	(21)	22%	(22)	14%	(14)	16%	(16)	11%	(11)	16%	(16)	101
Educ: Post-grad	19%	(12)	25%	(16)	18%	(11)	14%	(9)	10%	(6)	14%	(9)	63
Income: Under 50k	25%	(76)	18%	(54)	15%	(45)	13%	(41)	11%	(35)	19%	(59)	310
Income: 50k-100k	21%	(41)	26%	(50)	14%	(27)	18%	(34)	7%	(14)	14%	(28)	194
Income: 100k+	22%	(20)	21%	(19)	17%	(15)	13%	(12)	12%	(10)	15%	(13)	89
Ethnicity: White	23%	(103)	21%	(94)	14%	(62)	16%	(73)	11%	(49)	16%	(72)	453
Ethnicity: Hispanic	25%	(23)	16%	(14)	17%	(15)	16%	(15)	5%	(4)	23%	(21)	92

Table MCEN4_12: *About how often do you watch the following?*

The Roku Channel

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	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	17%	(99)	592
Ethnicity: Black	27%	(24)	22%	(19)	19%	(17)	10%	(9)	6%	(5)	16%	(15)	90
Ethnicity: Other	19%	(9)	20%	(10)	17%	(8)	10%	(5)	9%	(4)	26%	(13)	50
All Christian	26%	(68)	22%	(58)	15%	(39)	14%	(37)	8%	(21)	15%	(40)	263
Agnostic/Nothing in particular	14%	(17)	22%	(27)	14%	(17)	16%	(20)	13%	(16)	20%	(24)	120
Something Else	28%	(42)	13%	(19)	14%	(21)	15%	(23)	12%	(17)	17%	(26)	148
Religious Non-Protestant/Catholic	17%	(10)	34%	(19)	19%	(10)	5%	(3)	9%	(5)	16%	(9)	56
Evangelical	33%	(67)	17%	(34)	15%	(31)	15%	(30)	9%	(19)	11%	(22)	205
Non-Evangelical	21%	(41)	21%	(41)	14%	(26)	15%	(29)	9%	(17)	20%	(39)	192
Community: Urban	19%	(33)	26%	(45)	17%	(29)	12%	(21)	13%	(22)	13%	(22)	173
Community: Suburban	22%	(57)	17%	(45)	17%	(43)	17%	(44)	7%	(19)	20%	(51)	257
Community: Rural	29%	(47)	20%	(33)	10%	(16)	13%	(21)	11%	(18)	17%	(27)	162
Employ: Private Sector	23%	(39)	27%	(47)	16%	(28)	16%	(28)	6%	(11)	12%	(20)	172
Employ: Self-Employed	18%	(11)	15%	(9)	24%	(14)	24%	(14)	8%	(5)	11%	(6)	59
Employ: Retired	28%	(34)	18%	(22)	12%	(14)	12%	(14)	15%	(18)	16%	(19)	122
Employ: Unemployed	30%	(27)	11%	(10)	9%	(8)	17%	(15)	10%	(9)	23%	(21)	90
Military HH: Yes	24%	(21)	20%	(18)	14%	(13)	19%	(17)	10%	(9)	13%	(11)	88
Military HH: No	23%	(116)	21%	(105)	15%	(75)	14%	(70)	10%	(50)	17%	(88)	504
RD/WT: Right Direction	22%	(61)	23%	(66)	17%	(48)	15%	(43)	10%	(27)	13%	(38)	283
RD/WT: Wrong Track	25%	(76)	18%	(57)	13%	(40)	14%	(43)	10%	(31)	20%	(61)	309
Biden Job Approve	21%	(71)	22%	(74)	16%	(55)	17%	(56)	9%	(31)	15%	(49)	337
Biden Job Disapprove	27%	(58)	19%	(41)	15%	(31)	10%	(21)	11%	(23)	19%	(40)	214
Biden Job Strongly Approve	24%	(42)	22%	(38)	18%	(32)	19%	(33)	8%	(14)	10%	(18)	177
Biden Job Somewhat Approve	18%	(29)	22%	(36)	15%	(24)	15%	(23)	11%	(18)	20%	(31)	160
Biden Job Somewhat Disapprove	22%	(12)	22%	(13)	11%	(6)	7%	(4)	7%	(4)	30%	(17)	57
Biden Job Strongly Disapprove	29%	(45)	18%	(28)	16%	(25)	11%	(17)	12%	(19)	14%	(22)	156
Favorable of Biden	20%	(69)	22%	(75)	15%	(51)	16%	(53)	9%	(32)	17%	(59)	340
Unfavorable of Biden	28%	(60)	20%	(42)	14%	(31)	13%	(29)	9%	(20)	16%	(34)	215
Very Favorable of Biden	22%	(40)	21%	(39)	18%	(33)	16%	(29)	9%	(17)	14%	(25)	182
Somewhat Favorable of Biden	19%	(30)	23%	(36)	12%	(19)	15%	(24)	10%	(15)	21%	(34)	158
Very Unfavorable of Biden	29%	(50)	20%	(33)	15%	(26)	11%	(18)	10%	(17)	15%	(26)	171

Table MCEN4_12: *About how often do you watch the following?*

The Roku Channel

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	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	17%	(99)	592
#1 Issue: Economy	24%	(50)	26%	(54)	13%	(27)	17%	(35)	9%	(19)	11%	(22)	207
#1 Issue: Security	28%	(21)	23%	(18)	16%	(13)	16%	(12)	3%	(2)	14%	(11)	76
#1 Issue: Health Care	14%	(15)	32%	(33)	13%	(14)	8%	(8)	17%	(18)	15%	(15)	102
#1 Issue: Medicare / Social Security	27%	(20)	15%	(11)	13%	(10)	19%	(14)	8%	(6)	18%	(13)	74
2020 Vote: Joe Biden	17%	(44)	25%	(64)	16%	(41)	18%	(46)	11%	(27)	14%	(37)	259
2020 Vote: Donald Trump	27%	(51)	19%	(37)	16%	(29)	14%	(27)	10%	(19)	14%	(26)	189
2020 Vote: Didn't Vote	26%	(33)	17%	(21)	12%	(16)	10%	(13)	9%	(11)	27%	(34)	127
2018 House Vote: Democrat	19%	(36)	23%	(44)	17%	(32)	20%	(38)	8%	(14)	13%	(25)	189
2018 House Vote: Republican	26%	(44)	19%	(33)	16%	(27)	13%	(22)	11%	(19)	15%	(25)	169
2016 Vote: Hillary Clinton	21%	(38)	25%	(46)	15%	(28)	20%	(36)	7%	(14)	12%	(22)	183
2016 Vote: Donald Trump	25%	(45)	20%	(36)	17%	(30)	16%	(29)	11%	(19)	12%	(22)	181
2016 Vote: Didn't Vote	25%	(53)	18%	(39)	13%	(27)	9%	(19)	10%	(22)	25%	(53)	214
Voted in 2014: Yes	23%	(74)	21%	(67)	18%	(58)	16%	(53)	11%	(35)	12%	(38)	325
Voted in 2014: No	23%	(63)	21%	(56)	11%	(30)	12%	(33)	9%	(24)	23%	(61)	268
4-Region: Northeast	22%	(23)	26%	(27)	19%	(20)	11%	(12)	6%	(6)	15%	(16)	103
4-Region: Midwest	17%	(19)	25%	(29)	13%	(15)	16%	(18)	11%	(12)	19%	(22)	115
4-Region: South	27%	(67)	20%	(49)	14%	(35)	15%	(38)	10%	(24)	14%	(36)	248
4-Region: West	22%	(28)	14%	(18)	15%	(19)	15%	(19)	13%	(17)	20%	(25)	126
Familiar with any AVOD Service	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	16%	(96)	588
Uses any AVOD Service	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	17%	(99)	592
Tubi User	32%	(69)	20%	(44)	14%	(29)	13%	(29)	5%	(11)	15%	(33)	214
Pluto TV User	26%	(55)	20%	(42)	15%	(31)	20%	(41)	6%	(12)	13%	(27)	208
Peacock User	25%	(50)	19%	(38)	18%	(36)	16%	(32)	10%	(19)	12%	(23)	198
Roku Channel User	23%	(137)	21%	(123)	15%	(88)	15%	(86)	10%	(59)	17%	(99)	592
IMDbTV User	25%	(36)	22%	(32)	16%	(22)	16%	(22)	7%	(11)	14%	(19)	142
Crackle User	27%	(42)	25%	(38)	16%	(25)	14%	(21)	8%	(13)	10%	(16)	154
Vudu User	31%	(43)	19%	(27)	10%	(14)	19%	(27)	7%	(10)	13%	(19)	141
Xumo User	38%	(24)	20%	(13)	13%	(8)	11%	(7)	1%	(1)	17%	(11)	63

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

Table MCEN4_13: *About how often do you watch the following?*

IMDbTV

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	9%	(28)	24%	(74)	22%	(66)	22%	(68)	12%	(38)	10%	(31)	305
Gender: Male	11%	(20)	26%	(49)	22%	(40)	23%	(42)	10%	(19)	8%	(14)	184
Gender: Female	6%	(8)	21%	(26)	21%	(26)	22%	(27)	15%	(18)	14%	(16)	120
Age: 18-34	13%	(13)	24%	(23)	18%	(17)	23%	(22)	7%	(7)	15%	(14)	95
Age: 35-44	14%	(8)	31%	(19)	27%	(16)	4%	(3)	16%	(10)	7%	(4)	60
Age: 45-64	5%	(5)	19%	(19)	24%	(24)	31%	(31)	10%	(10)	10%	(10)	99
Age: 65+	5%	(2)	27%	(14)	18%	(9)	26%	(13)	21%	(11)	4%	(2)	51
Millennials: 1981-1996	18%	(16)	35%	(32)	23%	(21)	12%	(11)	7%	(6)	6%	(6)	92
GenXers: 1965-1980	7%	(6)	21%	(20)	22%	(20)	24%	(22)	16%	(15)	10%	(9)	92
Baby Boomers: 1946-1964	6%	(5)	20%	(17)	22%	(19)	29%	(24)	14%	(11)	8%	(7)	83
PID: Dem (no lean)	10%	(13)	24%	(32)	22%	(30)	29%	(39)	8%	(11)	7%	(9)	135
PID: Ind (no lean)	8%	(7)	25%	(22)	23%	(20)	8%	(7)	20%	(18)	15%	(13)	87
PID: Rep (no lean)	9%	(8)	25%	(20)	19%	(15)	27%	(22)	10%	(8)	10%	(9)	83
PID/Gender: Dem Men	11%	(9)	29%	(25)	22%	(19)	26%	(23)	6%	(5)	7%	(6)	87
PID/Gender: Ind Men	8%	(4)	23%	(12)	29%	(15)	8%	(4)	23%	(12)	8%	(4)	53
Ideo: Liberal (1-3)	8%	(8)	24%	(22)	27%	(26)	23%	(22)	10%	(10)	7%	(6)	95
Ideo: Moderate (4)	15%	(13)	26%	(22)	16%	(14)	16%	(13)	16%	(14)	11%	(10)	84
Ideo: Conservative (5-7)	7%	(7)	24%	(24)	21%	(21)	30%	(30)	9%	(9)	9%	(9)	101
Educ: < College	9%	(18)	20%	(42)	21%	(44)	27%	(57)	13%	(26)	11%	(22)	210
Educ: Bachelors degree	8%	(4)	31%	(18)	20%	(12)	17%	(10)	13%	(7)	12%	(7)	59
Income: Under 50k	8%	(13)	29%	(44)	22%	(33)	20%	(31)	11%	(17)	10%	(15)	153
Income: 50k-100k	8%	(9)	17%	(17)	20%	(21)	29%	(31)	14%	(15)	12%	(13)	105
Ethnicity: White	7%	(16)	24%	(53)	21%	(47)	24%	(54)	12%	(26)	12%	(27)	224
Ethnicity: Hispanic	6%	(4)	29%	(18)	18%	(11)	31%	(19)	3%	(2)	13%	(8)	61
Ethnicity: Black	13%	(7)	28%	(15)	25%	(13)	17%	(9)	15%	(8)	2%	(1)	53
All Christian	8%	(11)	19%	(27)	22%	(30)	28%	(39)	12%	(17)	11%	(15)	139
Agnostic/Nothing in particular	22%	(14)	17%	(11)	18%	(11)	9%	(5)	25%	(15)	9%	(6)	63
Something Else	2%	(1)	39%	(23)	20%	(12)	26%	(15)	7%	(4)	6%	(3)	60
Evangelical	7%	(7)	26%	(25)	22%	(21)	26%	(25)	7%	(7)	12%	(11)	97
Non-Evangelical	4%	(4)	27%	(24)	22%	(20)	27%	(25)	14%	(13)	7%	(6)	92

Table MCEN4_13: *About how often do you watch the following?*

IMDbTV

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	9%	(28)	24%	(74)	22%	(66)	22%	(68)	12%	(38)	10%	(31)	305
Community: Urban	13%	(14)	34%	(36)	23%	(25)	15%	(16)	4%	(4)	10%	(10)	105
Community: Suburban	4%	(5)	16%	(20)	20%	(25)	29%	(36)	18%	(22)	13%	(16)	124
Community: Rural	12%	(9)	24%	(18)	21%	(16)	22%	(17)	15%	(11)	6%	(4)	76
Employ: Private Sector	11%	(9)	28%	(24)	26%	(22)	13%	(11)	14%	(12)	8%	(7)	85
Employ: Retired	7%	(4)	25%	(16)	21%	(13)	25%	(15)	16%	(10)	6%	(4)	61
Military HH: No	10%	(26)	24%	(62)	23%	(59)	21%	(55)	11%	(29)	11%	(27)	257
RD/WT: Right Direction	12%	(20)	28%	(46)	26%	(43)	18%	(30)	9%	(15)	7%	(12)	166
RD/WT: Wrong Track	6%	(8)	20%	(28)	17%	(23)	28%	(38)	16%	(23)	13%	(18)	139
Biden Job Approve	11%	(23)	25%	(52)	21%	(43)	23%	(47)	10%	(21)	9%	(19)	204
Biden Job Disapprove	6%	(5)	24%	(22)	21%	(19)	22%	(20)	17%	(16)	11%	(11)	94
Biden Job Strongly Approve	15%	(17)	29%	(32)	19%	(21)	20%	(23)	11%	(12)	6%	(7)	110
Biden Job Somewhat Approve	7%	(6)	21%	(20)	23%	(22)	26%	(25)	10%	(10)	12%	(11)	94
Biden Job Strongly Disapprove	5%	(3)	22%	(14)	19%	(12)	26%	(17)	15%	(10)	13%	(8)	65
Favorable of Biden	11%	(22)	26%	(54)	21%	(44)	22%	(45)	10%	(21)	9%	(18)	203
Unfavorable of Biden	4%	(3)	21%	(18)	22%	(19)	26%	(23)	17%	(16)	10%	(9)	89
Very Favorable of Biden	16%	(16)	23%	(23)	21%	(21)	23%	(22)	10%	(10)	6%	(6)	98
Somewhat Favorable of Biden	6%	(6)	29%	(31)	22%	(23)	21%	(22)	10%	(11)	11%	(12)	105
Very Unfavorable of Biden	4%	(3)	24%	(17)	19%	(13)	26%	(18)	16%	(11)	10%	(7)	69
#1 Issue: Economy	8%	(8)	28%	(28)	20%	(20)	19%	(18)	13%	(13)	12%	(12)	98
#1 Issue: Security	7%	(3)	14%	(7)	13%	(7)	40%	(20)	13%	(6)	13%	(7)	50
#1 Issue: Health Care	10%	(5)	17%	(9)	34%	(19)	22%	(12)	9%	(5)	8%	(4)	55
2020 Vote: Joe Biden	10%	(16)	23%	(37)	25%	(40)	25%	(40)	9%	(15)	8%	(13)	160
2020 Vote: Donald Trump	8%	(8)	21%	(19)	22%	(20)	23%	(20)	16%	(15)	9%	(8)	90
2018 House Vote: Democrat	10%	(10)	28%	(28)	27%	(27)	19%	(19)	10%	(10)	6%	(6)	99
2018 House Vote: Republican	12%	(10)	26%	(21)	19%	(16)	20%	(16)	9%	(8)	14%	(12)	82
2016 Vote: Hillary Clinton	11%	(11)	23%	(24)	28%	(29)	21%	(22)	9%	(9)	7%	(7)	102
2016 Vote: Donald Trump	9%	(9)	24%	(24)	17%	(16)	23%	(23)	14%	(14)	12%	(12)	98
2016 Vote: Didn't Vote	9%	(8)	26%	(23)	21%	(19)	23%	(21)	10%	(9)	11%	(10)	90
Voted in 2014: Yes	10%	(17)	25%	(44)	24%	(43)	21%	(36)	12%	(21)	9%	(16)	177
Voted in 2014: No	8%	(11)	23%	(30)	18%	(23)	25%	(32)	13%	(17)	12%	(15)	128

Table MCEN4_13: *About how often do you watch the following?*
IMDbTV

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	9%	(28)	24%	(74)	22%	(66)	22%	(68)	12%	(38)	10%	(31)	305
4-Region: Northeast	10%	(5)	30%	(16)	22%	(12)	15%	(8)	11%	(6)	12%	(6)	53
4-Region: Midwest	16%	(9)	17%	(10)	22%	(13)	27%	(15)	12%	(7)	6%	(3)	57
4-Region: South	9%	(11)	23%	(29)	22%	(27)	18%	(22)	15%	(19)	13%	(16)	123
4-Region: West	4%	(3)	27%	(20)	20%	(15)	32%	(23)	9%	(7)	7%	(5)	72
Familiar with any AVOD Service	9%	(28)	24%	(74)	21%	(65)	22%	(68)	12%	(38)	10%	(31)	303
Uses any AVOD Service	9%	(28)	24%	(74)	22%	(66)	22%	(68)	12%	(38)	10%	(31)	305
Tubi User	11%	(19)	24%	(40)	22%	(37)	23%	(39)	9%	(15)	10%	(16)	165
Pluto TV User	12%	(18)	26%	(39)	24%	(36)	24%	(35)	9%	(13)	5%	(8)	149
Peacock User	12%	(16)	24%	(32)	23%	(31)	23%	(31)	12%	(17)	6%	(8)	134
Roku Channel User	10%	(14)	29%	(42)	24%	(34)	17%	(25)	9%	(12)	12%	(16)	142
IMDbTV User	9%	(28)	24%	(74)	22%	(66)	22%	(68)	12%	(38)	10%	(31)	305
Crackle User	13%	(17)	23%	(31)	25%	(34)	22%	(29)	8%	(11)	9%	(12)	134
Vudu User	14%	(14)	26%	(26)	23%	(23)	22%	(22)	8%	(8)	7%	(6)	99
Xumo User	19%	(11)	29%	(16)	17%	(9)	19%	(10)	9%	(5)	8%	(4)	56

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

Table MCEN4_14: *About how often do you watch the following?*

Crackle

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	11%	(30)	18%	(52)	15%	(43)	22%	(63)	12%	(35)	21%	(61)	285
Gender: Male	11%	(18)	18%	(30)	23%	(36)	18%	(28)	8%	(13)	22%	(35)	160
Gender: Female	10%	(12)	18%	(22)	6%	(7)	28%	(35)	18%	(22)	21%	(26)	125
Age: 18-34	13%	(12)	20%	(18)	13%	(12)	24%	(22)	6%	(5)	24%	(22)	91
Age: 35-44	18%	(12)	25%	(16)	11%	(7)	6%	(4)	19%	(12)	21%	(13)	64
Age: 45-64	6%	(6)	13%	(13)	17%	(17)	33%	(32)	11%	(11)	19%	(18)	96
Millennials: 1981-1996	17%	(18)	25%	(26)	16%	(16)	18%	(18)	9%	(9)	15%	(15)	101
GenXers: 1965-1980	13%	(11)	12%	(10)	12%	(10)	26%	(23)	16%	(14)	21%	(18)	86
Baby Boomers: 1946-1964	—	(0)	14%	(10)	24%	(17)	22%	(15)	13%	(9)	27%	(19)	69
PID: Dem (no lean)	15%	(20)	17%	(22)	17%	(22)	29%	(38)	7%	(9)	15%	(20)	130
PID: Ind (no lean)	4%	(3)	19%	(14)	14%	(10)	15%	(11)	16%	(12)	32%	(24)	74
PID: Rep (no lean)	9%	(7)	19%	(16)	14%	(11)	19%	(15)	17%	(14)	22%	(18)	81
PID/Gender: Dem Men	15%	(11)	20%	(15)	25%	(19)	21%	(16)	3%	(2)	16%	(12)	75
PID/Gender: Dem Women	15%	(8)	13%	(7)	5%	(3)	39%	(22)	13%	(8)	14%	(8)	56
Ideo: Liberal (1-3)	10%	(8)	16%	(13)	19%	(16)	21%	(18)	14%	(11)	22%	(18)	84
Ideo: Moderate (4)	14%	(12)	19%	(16)	16%	(14)	20%	(17)	5%	(4)	26%	(22)	85
Ideo: Conservative (5-7)	8%	(7)	21%	(20)	14%	(13)	24%	(22)	15%	(14)	19%	(18)	95
Educ: < College	9%	(18)	15%	(30)	14%	(27)	23%	(45)	16%	(31)	24%	(47)	197
Educ: Bachelors degree	14%	(7)	23%	(12)	15%	(8)	30%	(16)	3%	(2)	15%	(8)	53
Income: Under 50k	10%	(14)	18%	(26)	14%	(20)	17%	(25)	16%	(24)	25%	(36)	145
Income: 50k-100k	10%	(10)	16%	(16)	17%	(17)	31%	(31)	9%	(9)	17%	(17)	100
Ethnicity: White	8%	(17)	20%	(40)	18%	(37)	19%	(39)	16%	(32)	19%	(40)	205
Ethnicity: Hispanic	19%	(9)	14%	(7)	18%	(9)	24%	(13)	—	(0)	25%	(13)	51
Ethnicity: Black	18%	(10)	15%	(9)	6%	(4)	30%	(18)	5%	(3)	25%	(15)	58
All Christian	8%	(11)	17%	(24)	21%	(29)	22%	(31)	9%	(13)	23%	(32)	140
Agnostic/Nothing in particular	19%	(13)	18%	(12)	8%	(6)	21%	(14)	8%	(5)	26%	(17)	66
Something Else	7%	(4)	21%	(11)	12%	(6)	25%	(13)	27%	(14)	7%	(4)	50
Evangelical	11%	(11)	23%	(23)	12%	(12)	27%	(27)	12%	(12)	16%	(16)	100
Non-Evangelical	5%	(4)	11%	(10)	25%	(21)	19%	(16)	17%	(14)	23%	(19)	84

Continued on next page

Table MCEN4_14: *About how often do you watch the following?*

Crackle

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	11%	(30)	18%	(52)	15%	(43)	22%	(63)	12%	(35)	21%	(61)	285
Community: Urban	19%	(19)	21%	(22)	16%	(16)	20%	(20)	11%	(11)	13%	(13)	102
Community: Suburban	7%	(8)	17%	(20)	17%	(20)	21%	(25)	11%	(13)	28%	(33)	120
Community: Rural	4%	(3)	16%	(10)	11%	(7)	28%	(18)	18%	(11)	23%	(14)	63
Employ: Private Sector	13%	(13)	26%	(25)	14%	(13)	22%	(21)	4%	(4)	22%	(21)	97
Military HH: No	11%	(26)	19%	(46)	14%	(34)	21%	(50)	13%	(30)	23%	(56)	243
RD/WT: Right Direction	15%	(24)	21%	(33)	17%	(26)	19%	(30)	9%	(14)	18%	(29)	155
RD/WT: Wrong Track	5%	(6)	14%	(19)	13%	(17)	26%	(34)	16%	(21)	25%	(33)	130
Biden Job Approve	16%	(29)	20%	(37)	17%	(31)	22%	(41)	8%	(15)	17%	(32)	185
Biden Job Disapprove	1%	(1)	18%	(15)	13%	(11)	20%	(17)	17%	(14)	31%	(27)	85
Biden Job Strongly Approve	25%	(26)	18%	(20)	17%	(18)	13%	(13)	9%	(10)	18%	(19)	107
Biden Job Somewhat Approve	4%	(3)	22%	(17)	16%	(12)	35%	(27)	7%	(5)	17%	(13)	78
Biden Job Strongly Disapprove	2%	(1)	23%	(13)	13%	(7)	25%	(14)	20%	(11)	18%	(10)	57
Favorable of Biden	15%	(26)	18%	(33)	17%	(31)	23%	(41)	9%	(17)	18%	(33)	180
Unfavorable of Biden	2%	(2)	18%	(16)	13%	(12)	22%	(19)	16%	(13)	29%	(25)	87
Very Favorable of Biden	22%	(22)	18%	(18)	17%	(17)	20%	(20)	9%	(9)	14%	(14)	100
Somewhat Favorable of Biden	5%	(4)	19%	(15)	17%	(14)	25%	(20)	10%	(8)	24%	(19)	80
Very Unfavorable of Biden	3%	(2)	18%	(11)	14%	(9)	26%	(16)	16%	(10)	23%	(15)	63
#1 Issue: Economy	8%	(8)	21%	(21)	11%	(11)	20%	(20)	13%	(13)	27%	(27)	100
2020 Vote: Joe Biden	14%	(21)	15%	(22)	18%	(27)	25%	(38)	6%	(9)	22%	(33)	149
2020 Vote: Donald Trump	8%	(6)	21%	(16)	12%	(9)	17%	(13)	18%	(14)	24%	(18)	77
2020 Vote: Didn't Vote	6%	(3)	22%	(11)	13%	(7)	22%	(11)	21%	(11)	17%	(9)	53
2018 House Vote: Democrat	13%	(14)	16%	(17)	19%	(20)	21%	(22)	7%	(8)	24%	(25)	106
2018 House Vote: Republican	13%	(8)	30%	(19)	11%	(7)	16%	(10)	12%	(8)	18%	(11)	63
2016 Vote: Hillary Clinton	14%	(16)	19%	(21)	17%	(19)	26%	(29)	5%	(5)	19%	(21)	111
2016 Vote: Donald Trump	10%	(8)	25%	(20)	10%	(8)	20%	(16)	15%	(12)	21%	(17)	81
2016 Vote: Didn't Vote	8%	(6)	13%	(11)	16%	(14)	21%	(18)	19%	(16)	23%	(19)	84
Voted in 2014: Yes	13%	(23)	22%	(38)	16%	(28)	19%	(32)	10%	(17)	20%	(35)	173
Voted in 2014: No	7%	(8)	12%	(14)	14%	(15)	28%	(31)	16%	(18)	23%	(26)	112

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Table MCEN4_14: *About how often do you watch the following?*

Crackle

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	11%	(30)	18%	(52)	15%	(43)	22%	(63)	12%	(35)	21%	(61)	285
4-Region: Northeast	11%	(6)	26%	(14)	21%	(11)	19%	(10)	6%	(3)	16%	(9)	53
4-Region: Midwest	7%	(4)	24%	(14)	14%	(8)	21%	(12)	16%	(9)	18%	(10)	57
4-Region: South	13%	(15)	14%	(17)	14%	(17)	22%	(27)	12%	(15)	26%	(33)	123
4-Region: West	9%	(5)	14%	(7)	13%	(7)	28%	(14)	16%	(8)	19%	(10)	51
Familiar with any AVOD Service	11%	(30)	18%	(52)	15%	(42)	22%	(63)	12%	(35)	21%	(60)	283
Uses any AVOD Service	11%	(30)	18%	(52)	15%	(43)	22%	(63)	12%	(35)	21%	(61)	285
Tubi User	14%	(27)	19%	(38)	15%	(29)	22%	(43)	10%	(20)	20%	(39)	195
Pluto TV User	15%	(26)	22%	(38)	15%	(27)	21%	(37)	12%	(21)	14%	(25)	173
Peacock User	16%	(26)	17%	(26)	15%	(23)	23%	(35)	12%	(19)	17%	(27)	155
Roku Channel User	13%	(20)	22%	(34)	16%	(25)	23%	(36)	13%	(19)	13%	(20)	154
IMDbTV User	15%	(20)	16%	(22)	13%	(17)	28%	(38)	11%	(15)	17%	(23)	134
Crackle User	11%	(30)	18%	(52)	15%	(43)	22%	(63)	12%	(35)	21%	(61)	285
Vudu User	17%	(21)	22%	(28)	16%	(21)	20%	(25)	9%	(11)	17%	(22)	128
Xumo User	24%	(15)	21%	(13)	19%	(12)	18%	(11)	8%	(5)	10%	(6)	62

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

Table MCEN4_15: *About how often do you watch the following?*

Vudu

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	11%	(28)	18%	(44)	18%	(45)	20%	(50)	13%	(32)	19%	(45)	244
Gender: Male	13%	(18)	18%	(24)	20%	(27)	17%	(22)	17%	(22)	16%	(21)	134
Gender: Female	9%	(10)	19%	(20)	16%	(18)	25%	(28)	9%	(9)	22%	(25)	110
Age: 18-34	16%	(15)	19%	(17)	19%	(17)	20%	(18)	11%	(10)	15%	(14)	90
Age: 35-44	15%	(10)	28%	(17)	14%	(9)	24%	(15)	6%	(4)	13%	(8)	62
Age: 45-64	4%	(2)	10%	(7)	25%	(17)	20%	(14)	17%	(12)	24%	(17)	70
Millennials: 1981-1996	20%	(20)	22%	(22)	18%	(18)	23%	(22)	6%	(6)	11%	(11)	99
GenXers: 1965-1980	4%	(3)	22%	(15)	20%	(14)	17%	(12)	15%	(11)	22%	(15)	70
PID: Dem (no lean)	10%	(11)	21%	(24)	15%	(17)	22%	(25)	12%	(14)	19%	(22)	114
PID: Ind (no lean)	9%	(6)	14%	(9)	21%	(14)	19%	(12)	16%	(11)	20%	(13)	64
PID: Rep (no lean)	16%	(11)	17%	(11)	21%	(14)	19%	(13)	11%	(7)	16%	(10)	66
PID/Gender: Dem Men	13%	(9)	22%	(14)	14%	(9)	14%	(9)	20%	(13)	17%	(11)	66
Ideo: Liberal (1-3)	12%	(10)	15%	(13)	25%	(22)	9%	(7)	20%	(17)	19%	(16)	85
Ideo: Moderate (4)	13%	(8)	22%	(13)	13%	(8)	27%	(16)	6%	(3)	19%	(11)	59
Ideo: Conservative (5-7)	11%	(7)	19%	(13)	15%	(10)	28%	(19)	14%	(9)	12%	(8)	66
Educ: < College	8%	(14)	13%	(21)	19%	(31)	23%	(37)	16%	(25)	22%	(35)	162
Income: Under 50k	5%	(7)	12%	(15)	23%	(29)	20%	(25)	14%	(18)	26%	(32)	126
Income: 50k-100k	17%	(13)	17%	(13)	14%	(10)	21%	(16)	15%	(11)	15%	(11)	75
Ethnicity: White	13%	(23)	17%	(31)	18%	(33)	19%	(34)	14%	(26)	18%	(32)	179
All Christian	14%	(14)	23%	(23)	18%	(18)	22%	(21)	8%	(8)	15%	(15)	97
Agnostic/Nothing in particular	14%	(8)	13%	(8)	16%	(10)	23%	(14)	13%	(8)	21%	(12)	59
Something Else	4%	(2)	13%	(6)	19%	(10)	20%	(10)	22%	(11)	22%	(11)	50
Evangelical	13%	(11)	20%	(16)	18%	(15)	21%	(17)	13%	(11)	15%	(12)	82
Non-Evangelical	9%	(5)	18%	(11)	20%	(12)	22%	(13)	12%	(7)	19%	(11)	60
Community: Urban	14%	(12)	33%	(29)	18%	(16)	13%	(11)	5%	(5)	17%	(15)	87
Community: Suburban	9%	(10)	12%	(13)	19%	(20)	22%	(24)	16%	(17)	23%	(25)	109
Employ: Private Sector	17%	(13)	26%	(20)	16%	(12)	23%	(17)	4%	(3)	15%	(11)	77
Military HH: No	10%	(22)	19%	(39)	18%	(37)	20%	(42)	13%	(26)	20%	(40)	206
RD/WT: Right Direction	14%	(21)	19%	(28)	22%	(32)	17%	(24)	8%	(12)	20%	(30)	147
RD/WT: Wrong Track	7%	(7)	17%	(17)	13%	(13)	26%	(26)	20%	(19)	16%	(15)	97

Table MCEN4_15: *About how often do you watch the following?*

Vudu

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	11%	(28)	18%	(44)	18%	(45)	20%	(50)	13%	(32)	19%	(45)	244
Biden Job Approve	15%	(23)	18%	(27)	21%	(33)	18%	(28)	12%	(18)	16%	(24)	153
Biden Job Disapprove	7%	(5)	22%	(16)	14%	(10)	22%	(17)	18%	(13)	18%	(13)	75
Biden Job Strongly Approve	21%	(21)	22%	(21)	20%	(19)	18%	(17)	5%	(5)	14%	(13)	96
Biden Job Somewhat Approve	4%	(2)	11%	(6)	24%	(13)	19%	(11)	23%	(13)	20%	(11)	57
Biden Job Strongly Disapprove	5%	(2)	19%	(10)	12%	(6)	31%	(16)	16%	(8)	18%	(9)	50
Favorable of Biden	12%	(19)	20%	(31)	20%	(32)	20%	(31)	12%	(18)	16%	(24)	155
Unfavorable of Biden	7%	(5)	17%	(13)	15%	(11)	24%	(19)	17%	(13)	21%	(16)	77
Very Favorable of Biden	14%	(13)	21%	(19)	19%	(17)	28%	(25)	6%	(5)	13%	(12)	90
Somewhat Favorable of Biden	9%	(6)	19%	(12)	23%	(15)	10%	(6)	20%	(13)	19%	(12)	64
Very Unfavorable of Biden	7%	(4)	13%	(7)	11%	(6)	28%	(16)	19%	(11)	22%	(12)	56
#1 Issue: Economy	9%	(7)	22%	(16)	22%	(17)	29%	(22)	12%	(9)	6%	(5)	75
2020 Vote: Joe Biden	9%	(11)	20%	(25)	21%	(25)	21%	(25)	14%	(17)	15%	(19)	122
2020 Vote: Donald Trump	18%	(13)	15%	(10)	16%	(11)	20%	(14)	11%	(8)	21%	(14)	70
2020 Vote: Didn't Vote	7%	(4)	19%	(10)	17%	(9)	20%	(10)	13%	(6)	23%	(11)	50
2018 House Vote: Democrat	10%	(9)	25%	(21)	18%	(15)	16%	(14)	11%	(9)	19%	(16)	84
2018 House Vote: Republican	17%	(10)	16%	(10)	17%	(11)	21%	(13)	11%	(7)	18%	(11)	61
2016 Vote: Hillary Clinton	12%	(11)	18%	(16)	18%	(17)	23%	(21)	11%	(10)	18%	(16)	90
2016 Vote: Donald Trump	15%	(10)	20%	(14)	16%	(12)	21%	(15)	10%	(7)	19%	(13)	71
2016 Vote: Didn't Vote	9%	(7)	18%	(13)	22%	(16)	16%	(12)	16%	(12)	20%	(15)	75
Voted in 2014: Yes	14%	(20)	21%	(31)	17%	(24)	17%	(25)	13%	(19)	18%	(27)	145
Voted in 2014: No	8%	(8)	14%	(13)	21%	(21)	26%	(25)	13%	(13)	19%	(19)	99
4-Region: Northeast	13%	(7)	30%	(15)	16%	(8)	17%	(9)	12%	(6)	12%	(6)	50
4-Region: South	10%	(12)	17%	(20)	21%	(25)	23%	(27)	11%	(13)	17%	(20)	116
Familiar with any AVOD Service	12%	(28)	19%	(44)	19%	(45)	20%	(49)	13%	(32)	18%	(43)	240
Uses any AVOD Service	11%	(28)	18%	(44)	18%	(45)	20%	(50)	13%	(32)	19%	(45)	244
Tubi User	14%	(22)	19%	(30)	18%	(28)	20%	(31)	10%	(16)	19%	(30)	157
Pluto TV User	14%	(18)	20%	(26)	20%	(26)	21%	(28)	11%	(14)	14%	(17)	129
Peacock User	15%	(19)	22%	(28)	18%	(23)	19%	(24)	11%	(13)	16%	(20)	128
Roku Channel User	14%	(20)	21%	(30)	20%	(28)	18%	(25)	12%	(17)	15%	(21)	141
IMDbTV User	18%	(18)	19%	(18)	20%	(20)	18%	(18)	15%	(15)	11%	(11)	99

Table MCEN4_15: *About how often do you watch the following?*

Vudu

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	11%	(28)	18%	(44)	18%	(45)	20%	(50)	13%	(32)	19%	(45)	244
Crackle User	13%	(16)	21%	(26)	18%	(23)	18%	(23)	14%	(18)	16%	(21)	128
Vudu User	11%	(28)	18%	(44)	18%	(45)	20%	(50)	13%	(32)	19%	(45)	244
Xumo User	17%	(10)	31%	(18)	22%	(13)	17%	(10)	4%	(2)	9%	(5)	58

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

Table MCEN4_16: *About how often do you watch the following?*

Xumo

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	13%	(13)	26%	(26)	14%	(14)	15%	(15)	6%	(6)	24%	(24)	99
Gender: Male	18%	(12)	23%	(15)	12%	(8)	17%	(12)	2%	(1)	29%	(19)	67
PID: Dem (no lean)	17%	(9)	30%	(15)	11%	(6)	14%	(7)	1%	(1)	27%	(14)	51
Educ: < College	10%	(5)	26%	(13)	13%	(7)	12%	(6)	10%	(5)	28%	(14)	51
Ethnicity: White	17%	(11)	26%	(17)	17%	(12)	17%	(11)	8%	(6)	15%	(10)	68
Military HH: No	13%	(11)	29%	(24)	11%	(10)	17%	(14)	5%	(5)	25%	(21)	85
RD/WT: Right Direction	16%	(11)	28%	(20)	14%	(10)	13%	(9)	2%	(2)	27%	(19)	70
Biden Job Approve	16%	(11)	28%	(20)	15%	(11)	14%	(10)	3%	(2)	24%	(17)	71
Favorable of Biden	14%	(9)	28%	(19)	15%	(10)	13%	(8)	4%	(2)	26%	(17)	66
2020 Vote: Joe Biden	19%	(10)	30%	(16)	12%	(6)	19%	(10)	1%	(1)	19%	(10)	53
Voted in 2014: Yes	20%	(11)	31%	(16)	11%	(6)	15%	(8)	3%	(1)	21%	(11)	52
Familiar with any AVOD Service	14%	(13)	26%	(26)	14%	(14)	15%	(15)	7%	(6)	24%	(23)	97
Uses any AVOD Service	13%	(13)	26%	(26)	14%	(14)	15%	(15)	6%	(6)	24%	(24)	99
Tubi User	15%	(12)	31%	(23)	16%	(12)	14%	(11)	5%	(4)	18%	(14)	75
Pluto TV User	17%	(11)	27%	(18)	14%	(9)	16%	(11)	6%	(4)	20%	(14)	68
Peacock User	16%	(11)	30%	(20)	15%	(10)	15%	(10)	3%	(2)	20%	(14)	66
Roku Channel User	16%	(10)	31%	(19)	10%	(6)	12%	(7)	9%	(6)	22%	(14)	63
IMDbTV User	18%	(10)	29%	(16)	15%	(8)	17%	(10)	3%	(2)	17%	(10)	56
Crackle User	16%	(10)	32%	(20)	14%	(9)	15%	(10)	3%	(2)	20%	(12)	62
Vudu User	18%	(11)	30%	(17)	13%	(8)	19%	(11)	4%	(2)	16%	(9)	58
Xumo User	13%	(13)	26%	(26)	14%	(14)	15%	(15)	6%	(6)	24%	(24)	99

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	52%	(577)	25%	(281)	9%	(97)	9%	(100)	2%	(28)	3%	(35)	1118
Gender: Male	57%	(321)	25%	(140)	7%	(40)	6%	(36)	2%	(10)	2%	(13)	560
Gender: Female	46%	(256)	25%	(141)	10%	(57)	11%	(64)	3%	(18)	4%	(22)	558
Age: 18-34	62%	(271)	23%	(102)	5%	(20)	6%	(27)	3%	(11)	2%	(9)	440
Age: 35-44	56%	(129)	26%	(60)	8%	(19)	6%	(14)	3%	(6)	1%	(2)	230
Age: 45-64	42%	(141)	28%	(94)	12%	(39)	13%	(45)	2%	(5)	4%	(14)	339
Age: 65+	33%	(36)	24%	(26)	17%	(19)	13%	(15)	4%	(5)	9%	(10)	109
GenZers: 1997-2012	64%	(136)	22%	(48)	2%	(4)	7%	(15)	1%	(3)	3%	(7)	213
Millennials: 1981-1996	58%	(215)	24%	(90)	8%	(32)	6%	(21)	4%	(14)	1%	(2)	373
GenXers: 1965-1980	49%	(146)	27%	(82)	9%	(26)	11%	(33)	1%	(2)	3%	(9)	299
Baby Boomers: 1946-1964	36%	(78)	27%	(59)	14%	(30)	13%	(28)	4%	(8)	7%	(15)	219
PID: Dem (no lean)	49%	(222)	29%	(129)	8%	(38)	8%	(36)	3%	(12)	3%	(16)	452
PID: Ind (no lean)	60%	(230)	23%	(88)	6%	(23)	8%	(29)	2%	(8)	1%	(5)	383
PID: Rep (no lean)	44%	(125)	23%	(64)	13%	(36)	13%	(35)	3%	(7)	5%	(14)	282
PID/Gender: Dem Men	54%	(123)	31%	(69)	6%	(15)	4%	(10)	2%	(5)	2%	(5)	226
PID/Gender: Dem Women	44%	(99)	27%	(60)	10%	(23)	11%	(26)	3%	(7)	5%	(11)	226
PID/Gender: Ind Men	66%	(123)	22%	(42)	5%	(9)	5%	(10)	1%	(2)	1%	(2)	187
PID/Gender: Ind Women	54%	(107)	24%	(46)	7%	(14)	10%	(20)	3%	(7)	1%	(3)	196
PID/Gender: Rep Men	51%	(74)	20%	(29)	11%	(16)	12%	(17)	2%	(3)	4%	(6)	146
PID/Gender: Rep Women	37%	(51)	25%	(35)	15%	(20)	14%	(18)	3%	(4)	6%	(8)	136
Ideo: Liberal (1-3)	56%	(178)	25%	(81)	7%	(24)	5%	(17)	3%	(11)	2%	(7)	317
Ideo: Moderate (4)	56%	(181)	26%	(83)	8%	(25)	7%	(21)	3%	(9)	1%	(5)	324
Ideo: Conservative (5-7)	41%	(129)	23%	(73)	14%	(43)	16%	(50)	2%	(7)	4%	(12)	314
Educ: < College	54%	(425)	23%	(182)	8%	(63)	9%	(73)	3%	(20)	4%	(28)	792
Educ: Bachelors degree	49%	(98)	28%	(56)	10%	(20)	9%	(17)	2%	(4)	2%	(5)	199
Educ: Post-grad	43%	(54)	34%	(43)	11%	(14)	8%	(10)	3%	(3)	1%	(1)	127
Income: Under 50k	54%	(319)	25%	(149)	7%	(43)	8%	(50)	2%	(13)	4%	(22)	596
Income: 50k-100k	49%	(168)	24%	(83)	11%	(38)	10%	(33)	3%	(11)	2%	(8)	341
Income: 100k+	49%	(89)	28%	(50)	9%	(16)	9%	(17)	2%	(4)	2%	(4)	181
Ethnicity: White	46%	(368)	26%	(206)	9%	(75)	12%	(94)	3%	(22)	4%	(33)	798
Ethnicity: Hispanic	53%	(108)	26%	(52)	8%	(16)	8%	(16)	3%	(5)	3%	(6)	203

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	52%	(577)	25%	(281)	9%	(97)	9%	(100)	2%	(28)	3%	(35)	1118
Ethnicity: Black	67%	(126)	22%	(41)	7%	(12)	2%	(4)	2%	(3)	—	(0)	187
Ethnicity: Other	62%	(83)	26%	(35)	8%	(10)	1%	(2)	2%	(3)	1%	(1)	133
All Christian	48%	(218)	26%	(118)	10%	(44)	10%	(46)	2%	(9)	4%	(17)	453
All Non-Christian	55%	(49)	28%	(25)	7%	(6)	7%	(7)	3%	(2)	—	(0)	88
Atheist	56%	(39)	27%	(19)	3%	(2)	4%	(3)	2%	(2)	7%	(5)	70
Agnostic/Nothing in particular	53%	(141)	24%	(65)	11%	(30)	8%	(20)	2%	(5)	3%	(7)	268
Something Else	55%	(130)	23%	(55)	6%	(14)	10%	(24)	4%	(10)	2%	(5)	238
Religious Non-Protestant/Catholic	52%	(55)	28%	(29)	8%	(8)	8%	(8)	4%	(4)	1%	(1)	106
Evangelical	53%	(168)	23%	(73)	7%	(22)	11%	(35)	3%	(8)	3%	(9)	315
Non-Evangelical	50%	(172)	27%	(92)	9%	(30)	9%	(31)	2%	(8)	4%	(13)	345
Community: Urban	55%	(182)	25%	(82)	7%	(22)	9%	(29)	3%	(9)	1%	(4)	330
Community: Suburban	52%	(257)	24%	(121)	10%	(50)	9%	(43)	2%	(11)	3%	(14)	496
Community: Rural	47%	(138)	27%	(78)	9%	(25)	10%	(28)	2%	(7)	6%	(16)	292
Employ: Private Sector	52%	(184)	28%	(99)	9%	(31)	8%	(29)	1%	(5)	2%	(8)	357
Employ: Government	49%	(37)	33%	(24)	4%	(3)	9%	(6)	4%	(3)	2%	(1)	75
Employ: Self-Employed	54%	(73)	24%	(32)	10%	(14)	7%	(10)	5%	(7)	—	(0)	135
Employ: Homemaker	46%	(35)	26%	(19)	7%	(5)	14%	(10)	4%	(3)	3%	(2)	75
Employ: Student	58%	(38)	20%	(13)	2%	(1)	12%	(8)	—	(0)	8%	(5)	65
Employ: Retired	36%	(50)	24%	(34)	19%	(27)	11%	(15)	3%	(4)	7%	(10)	141
Employ: Unemployed	60%	(110)	21%	(39)	6%	(11)	8%	(15)	2%	(4)	3%	(5)	184
Employ: Other	57%	(50)	24%	(21)	6%	(5)	7%	(6)	3%	(2)	3%	(3)	87
Military HH: Yes	40%	(63)	33%	(52)	8%	(12)	12%	(18)	3%	(4)	3%	(5)	155
Military HH: No	53%	(514)	24%	(230)	9%	(85)	9%	(82)	2%	(23)	3%	(29)	963
RD/WT: Right Direction	53%	(283)	25%	(134)	8%	(43)	8%	(45)	3%	(18)	2%	(13)	536
RD/WT: Wrong Track	51%	(294)	25%	(148)	9%	(54)	9%	(55)	2%	(10)	4%	(21)	581
Biden Job Approve	52%	(349)	25%	(167)	8%	(54)	8%	(57)	3%	(19)	3%	(22)	669
Biden Job Disapprove	50%	(187)	25%	(93)	11%	(40)	10%	(39)	2%	(7)	2%	(9)	374

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	52%	(577)	25%	(281)	9%	(97)	9%	(100)	2%	(28)	3%	(35)	1118
Biden Job Strongly Approve	50%	(164)	24%	(80)	12%	(40)	7%	(23)	2%	(8)	4%	(12)	327
Biden Job Somewhat Approve	54%	(185)	26%	(87)	4%	(14)	10%	(33)	3%	(12)	3%	(10)	342
Biden Job Somewhat Disapprove	62%	(80)	18%	(23)	10%	(13)	8%	(10)	2%	(2)	1%	(1)	129
Biden Job Strongly Disapprove	43%	(106)	28%	(69)	11%	(27)	12%	(29)	2%	(5)	3%	(8)	245
Favorable of Biden	53%	(352)	25%	(168)	8%	(54)	8%	(54)	3%	(19)	3%	(19)	666
Unfavorable of Biden	48%	(181)	25%	(94)	11%	(40)	11%	(42)	1%	(5)	3%	(10)	373
Very Favorable of Biden	53%	(178)	25%	(84)	11%	(36)	6%	(20)	3%	(9)	3%	(9)	335
Somewhat Favorable of Biden	53%	(175)	26%	(85)	5%	(18)	10%	(33)	3%	(10)	3%	(10)	330
Somewhat Unfavorable of Biden	61%	(63)	19%	(20)	7%	(7)	11%	(11)	1%	(2)	1%	(1)	104
Very Unfavorable of Biden	44%	(118)	28%	(74)	12%	(33)	11%	(31)	1%	(4)	4%	(9)	269
#1 Issue: Economy	55%	(223)	25%	(102)	7%	(26)	9%	(38)	1%	(6)	2%	(10)	405
#1 Issue: Security	41%	(64)	27%	(41)	16%	(24)	11%	(18)	1%	(1)	4%	(7)	155
#1 Issue: Health Care	61%	(111)	22%	(40)	5%	(9)	6%	(11)	5%	(8)	1%	(1)	180
#1 Issue: Medicare / Social Security	35%	(36)	24%	(24)	15%	(15)	16%	(16)	4%	(4)	6%	(6)	101
#1 Issue: Women's Issues	49%	(33)	28%	(19)	4%	(3)	9%	(6)	3%	(2)	7%	(5)	68
#1 Issue: Education	48%	(29)	30%	(18)	10%	(6)	2%	(1)	9%	(5)	1%	(1)	61
#1 Issue: Energy	58%	(48)	21%	(17)	9%	(8)	9%	(7)	1%	(1)	2%	(2)	82
#1 Issue: Other	51%	(33)	32%	(20)	8%	(5)	4%	(3)	—	(0)	5%	(3)	65
2020 Vote: Joe Biden	51%	(253)	26%	(127)	9%	(47)	8%	(41)	3%	(15)	3%	(15)	499
2020 Vote: Donald Trump	48%	(145)	24%	(74)	11%	(34)	11%	(33)	2%	(6)	5%	(14)	306
2020 Vote: Didn't Vote	55%	(147)	27%	(72)	5%	(12)	9%	(25)	2%	(6)	2%	(5)	266
2018 House Vote: Democrat	50%	(175)	29%	(99)	12%	(41)	5%	(16)	2%	(8)	2%	(8)	346
2018 House Vote: Republican	46%	(114)	27%	(65)	11%	(27)	11%	(27)	2%	(4)	4%	(9)	246
2016 Vote: Hillary Clinton	49%	(169)	29%	(99)	11%	(38)	6%	(20)	2%	(7)	2%	(8)	342
2016 Vote: Donald Trump	47%	(138)	24%	(70)	9%	(26)	13%	(36)	2%	(5)	5%	(15)	290
2016 Vote: Didn't Vote	56%	(247)	23%	(101)	6%	(27)	9%	(40)	3%	(13)	3%	(11)	439
Voted in 2014: Yes	45%	(241)	27%	(143)	12%	(65)	9%	(50)	2%	(12)	4%	(20)	531
Voted in 2014: No	57%	(336)	24%	(139)	5%	(32)	9%	(50)	3%	(16)	2%	(14)	587

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	52%	(577)	25%	(281)	9%	(97)	9%	(100)	2%	(28)	3%	(35)	1118
4-Region: Northeast	54%	(111)	25%	(52)	10%	(21)	5%	(10)	1%	(2)	5%	(11)	207
4-Region: Midwest	51%	(114)	24%	(54)	8%	(18)	11%	(24)	3%	(6)	2%	(5)	223
4-Region: South	54%	(226)	24%	(102)	9%	(36)	9%	(37)	3%	(11)	2%	(8)	419
4-Region: West	47%	(125)	27%	(73)	8%	(22)	11%	(29)	3%	(8)	4%	(11)	269
Familiar with any AVOD Service	53%	(506)	26%	(243)	8%	(73)	8%	(79)	2%	(20)	3%	(29)	951
Uses any AVOD Service	52%	(372)	24%	(175)	8%	(56)	9%	(65)	3%	(19)	4%	(26)	712
Tubi User	55%	(182)	24%	(78)	6%	(18)	11%	(35)	2%	(8)	3%	(10)	331
Pluto TV User	56%	(155)	20%	(55)	7%	(20)	11%	(30)	2%	(5)	3%	(9)	274
Peacock User	56%	(170)	23%	(70)	9%	(27)	8%	(23)	3%	(8)	1%	(4)	303
Roku Channel User	53%	(209)	24%	(94)	8%	(31)	8%	(30)	3%	(10)	5%	(19)	393
IMDbTV User	51%	(109)	23%	(50)	10%	(21)	12%	(25)	1%	(3)	3%	(7)	216
Crackle User	56%	(115)	23%	(47)	7%	(14)	11%	(23)	2%	(4)	2%	(5)	207
Vudu User	59%	(111)	19%	(35)	6%	(12)	10%	(19)	2%	(4)	5%	(9)	190
Xumo User	51%	(34)	23%	(16)	10%	(7)	9%	(6)	4%	(3)	2%	(1)	67

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	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	16%	(43)	25%	(67)	17%	(44)	13%	(35)	10%	(26)	19%	(50)	266
Gender: Male	18%	(29)	26%	(42)	19%	(30)	14%	(23)	6%	(10)	15%	(24)	158
Gender: Female	13%	(14)	23%	(25)	13%	(14)	12%	(13)	15%	(16)	24%	(26)	108
Age: 18-34	22%	(21)	23%	(22)	19%	(19)	12%	(12)	8%	(7)	16%	(16)	96
Age: 35-44	13%	(10)	34%	(26)	16%	(12)	13%	(10)	11%	(9)	12%	(9)	77
Age: 45-64	14%	(10)	17%	(12)	17%	(12)	18%	(13)	13%	(9)	20%	(14)	70
Millennials: 1981-1996	22%	(27)	32%	(39)	12%	(15)	10%	(12)	8%	(10)	15%	(18)	122
GenXers: 1965-1980	14%	(10)	23%	(17)	21%	(15)	8%	(6)	18%	(13)	16%	(11)	72
PID: Dem (no lean)	20%	(25)	29%	(37)	13%	(16)	13%	(17)	7%	(9)	18%	(23)	128
PID: Ind (no lean)	9%	(7)	21%	(16)	24%	(18)	9%	(7)	16%	(12)	20%	(15)	73
PID: Rep (no lean)	17%	(11)	21%	(13)	15%	(10)	18%	(11)	10%	(6)	19%	(12)	64
PID/Gender: Dem Men	21%	(19)	29%	(25)	16%	(14)	12%	(10)	6%	(5)	16%	(14)	88
Ideo: Liberal (1-3)	16%	(13)	32%	(28)	16%	(14)	6%	(5)	11%	(10)	19%	(17)	87
Ideo: Moderate (4)	15%	(11)	17%	(13)	20%	(15)	20%	(15)	10%	(7)	18%	(13)	74
Ideo: Conservative (5-7)	17%	(12)	32%	(22)	13%	(9)	14%	(10)	7%	(5)	17%	(12)	70
Educ: < College	17%	(29)	18%	(31)	18%	(30)	15%	(25)	13%	(23)	19%	(32)	171
Educ: Bachelors degree	14%	(8)	28%	(17)	17%	(10)	13%	(8)	4%	(3)	23%	(14)	60
Income: Under 50k	17%	(20)	14%	(16)	20%	(24)	12%	(14)	10%	(13)	28%	(34)	122
Income: 50k-100k	16%	(15)	35%	(31)	14%	(12)	12%	(10)	9%	(8)	14%	(12)	89
Income: 100k+	14%	(8)	35%	(19)	14%	(8)	20%	(11)	10%	(6)	7%	(4)	56
Ethnicity: White	13%	(26)	26%	(52)	17%	(34)	13%	(26)	11%	(22)	19%	(39)	199
Ethnicity: Hispanic	19%	(10)	28%	(15)	26%	(13)	12%	(6)	3%	(2)	11%	(6)	51
Ethnicity: Black	22%	(12)	25%	(14)	18%	(10)	16%	(9)	6%	(3)	13%	(7)	55
All Christian	12%	(14)	32%	(37)	17%	(20)	12%	(14)	10%	(12)	17%	(20)	117
Agnostic/Nothing in particular	19%	(14)	25%	(19)	14%	(11)	12%	(9)	11%	(8)	20%	(15)	77
Evangelical	23%	(16)	33%	(23)	9%	(6)	13%	(9)	5%	(4)	16%	(11)	70
Non-Evangelical	9%	(6)	18%	(13)	19%	(14)	18%	(13)	15%	(11)	21%	(15)	71
Community: Urban	24%	(24)	26%	(26)	15%	(15)	11%	(11)	5%	(5)	18%	(17)	99
Community: Suburban	10%	(11)	26%	(29)	19%	(21)	18%	(20)	10%	(12)	18%	(20)	112
Community: Rural	16%	(9)	22%	(12)	14%	(8)	7%	(4)	18%	(10)	24%	(13)	55

Table MCEN4_18: *About how often do you watch the following?*

Peacock Premium or Peacock Premium plus

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	16%	(43)	25%	(67)	17%	(44)	13%	(35)	10%	(26)	19%	(50)	266
Employ: Private Sector	14%	(16)	28%	(32)	23%	(27)	9%	(10)	10%	(12)	15%	(17)	114
Military HH: No	15%	(36)	26%	(60)	17%	(40)	13%	(30)	11%	(26)	19%	(44)	236
RD/WT: Right Direction	16%	(25)	30%	(47)	15%	(24)	14%	(22)	8%	(12)	17%	(27)	158
RD/WT: Wrong Track	17%	(18)	18%	(20)	18%	(20)	13%	(14)	13%	(14)	21%	(23)	108
Biden Job Approve	17%	(30)	28%	(48)	15%	(26)	11%	(20)	11%	(18)	18%	(31)	174
Biden Job Disapprove	12%	(9)	20%	(15)	19%	(14)	17%	(12)	11%	(8)	22%	(16)	75
Biden Job Strongly Approve	21%	(23)	26%	(28)	10%	(11)	13%	(15)	9%	(9)	20%	(21)	108
Biden Job Somewhat Approve	10%	(7)	30%	(20)	23%	(15)	8%	(5)	13%	(9)	15%	(10)	66
Biden Job Strongly Disapprove	16%	(8)	19%	(10)	17%	(9)	13%	(7)	9%	(4)	25%	(13)	51
Favorable of Biden	18%	(31)	27%	(47)	14%	(25)	11%	(19)	10%	(17)	20%	(34)	172
Unfavorable of Biden	12%	(9)	21%	(16)	20%	(15)	18%	(13)	10%	(7)	20%	(15)	75
Very Favorable of Biden	24%	(25)	26%	(27)	9%	(9)	17%	(17)	8%	(8)	17%	(17)	103
Somewhat Favorable of Biden	9%	(6)	29%	(20)	22%	(15)	2%	(2)	14%	(9)	24%	(16)	69
Very Unfavorable of Biden	17%	(9)	21%	(11)	18%	(10)	14%	(7)	10%	(5)	20%	(11)	52
#1 Issue: Economy	14%	(13)	28%	(27)	18%	(17)	13%	(12)	12%	(12)	15%	(14)	93
#1 Issue: Health Care	18%	(10)	23%	(13)	10%	(6)	8%	(4)	19%	(10)	22%	(12)	55
2020 Vote: Joe Biden	16%	(23)	28%	(40)	14%	(19)	13%	(19)	8%	(11)	21%	(29)	142
2020 Vote: Donald Trump	18%	(11)	26%	(16)	19%	(12)	12%	(8)	11%	(7)	14%	(9)	63
2020 Vote: Didn't Vote	16%	(9)	17%	(9)	17%	(9)	17%	(9)	11%	(6)	22%	(12)	54
2018 House Vote: Democrat	19%	(17)	26%	(25)	8%	(8)	17%	(16)	11%	(10)	19%	(18)	94
2018 House Vote: Republican	22%	(13)	29%	(18)	18%	(11)	8%	(5)	10%	(6)	13%	(8)	62
2016 Vote: Hillary Clinton	21%	(21)	28%	(28)	11%	(11)	15%	(15)	9%	(9)	16%	(16)	101
2016 Vote: Donald Trump	16%	(11)	25%	(17)	27%	(19)	8%	(6)	9%	(6)	16%	(11)	70
2016 Vote: Didn't Vote	13%	(11)	24%	(20)	17%	(14)	17%	(14)	7%	(6)	22%	(18)	83
Voted in 2014: Yes	18%	(27)	26%	(41)	13%	(20)	13%	(20)	13%	(20)	17%	(27)	154
Voted in 2014: No	14%	(16)	23%	(26)	22%	(25)	14%	(15)	6%	(7)	21%	(23)	112
4-Region: Northeast	13%	(8)	31%	(18)	23%	(13)	11%	(6)	5%	(3)	16%	(9)	57
4-Region: Midwest	19%	(11)	19%	(11)	22%	(12)	10%	(6)	16%	(9)	12%	(7)	55
4-Region: South	19%	(18)	22%	(22)	7%	(7)	16%	(16)	9%	(9)	27%	(27)	97
4-Region: West	12%	(7)	29%	(16)	22%	(12)	13%	(8)	10%	(6)	13%	(7)	56

Continued on next page

Table MCEN4_18: *About how often do you watch the following?*

Peacock Premium or Peacock Premium plus

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	16%	(43)	25%	(67)	17%	(44)	13%	(35)	10%	(26)	19%	(50)	266
Familiar with any AVOD Service	17%	(43)	26%	(67)	17%	(44)	13%	(35)	10%	(25)	18%	(46)	261
Uses any AVOD Service	17%	(43)	25%	(64)	17%	(43)	12%	(31)	10%	(26)	18%	(46)	254
Tubi User	22%	(26)	28%	(34)	21%	(25)	10%	(12)	5%	(6)	13%	(16)	120
Pluto TV User	22%	(26)	30%	(37)	18%	(22)	12%	(14)	5%	(6)	14%	(16)	121
Peacock User	17%	(37)	25%	(55)	18%	(39)	13%	(30)	12%	(26)	16%	(35)	221
Roku Channel User	19%	(24)	26%	(33)	16%	(20)	15%	(18)	7%	(8)	17%	(21)	125
IMDbTV User	25%	(22)	33%	(28)	15%	(13)	8%	(7)	4%	(3)	15%	(13)	86
Crackle User	24%	(22)	32%	(30)	11%	(11)	10%	(9)	7%	(6)	17%	(15)	94
Vudu User	23%	(18)	35%	(28)	14%	(11)	17%	(13)	2%	(2)	10%	(8)	80

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	39%	(520)	8%	(106)	50%	(668)	2%	(31)	2%	(21)	1346
Gender: Male	39%	(250)	9%	(58)	47%	(303)	2%	(14)	3%	(17)	642
Gender: Female	38%	(271)	7%	(48)	52%	(365)	2%	(17)	1%	(4)	704
Age: 18-34	41%	(197)	13%	(61)	41%	(199)	3%	(15)	2%	(8)	479
Age: 35-44	35%	(92)	10%	(25)	52%	(135)	2%	(5)	1%	(3)	260
Age: 45-64	37%	(154)	3%	(14)	57%	(238)	2%	(6)	1%	(6)	419
Age: 65+	41%	(77)	3%	(6)	51%	(96)	2%	(4)	3%	(5)	188
GenZers: 1997-2012	43%	(101)	13%	(31)	37%	(87)	3%	(8)	3%	(6)	232
Millennials: 1981-1996	35%	(144)	12%	(48)	50%	(204)	2%	(7)	1%	(4)	407
GenXers: 1965-1980	38%	(136)	5%	(19)	54%	(191)	2%	(6)	1%	(5)	357
Baby Boomers: 1946-1964	40%	(127)	2%	(7)	54%	(173)	3%	(8)	2%	(6)	321
PID: Dem (no lean)	41%	(230)	7%	(40)	50%	(282)	1%	(8)	1%	(6)	567
PID: Ind (no lean)	39%	(162)	11%	(45)	46%	(193)	3%	(13)	2%	(8)	422
PID: Rep (no lean)	36%	(128)	6%	(21)	54%	(192)	3%	(9)	2%	(7)	358
PID/Gender: Dem Men	41%	(112)	8%	(23)	47%	(130)	1%	(3)	2%	(6)	274
PID/Gender: Dem Women	40%	(118)	6%	(18)	52%	(153)	2%	(5)	—	(0)	293
PID/Gender: Ind Men	39%	(75)	11%	(20)	44%	(84)	3%	(6)	4%	(7)	192
PID/Gender: Ind Women	38%	(88)	11%	(24)	48%	(109)	3%	(7)	1%	(1)	229
PID/Gender: Rep Men	36%	(63)	8%	(15)	51%	(90)	2%	(4)	3%	(5)	176
PID/Gender: Rep Women	36%	(65)	4%	(7)	57%	(103)	3%	(5)	1%	(2)	182
Ideo: Liberal (1-3)	42%	(166)	7%	(27)	48%	(189)	2%	(8)	1%	(3)	393
Ideo: Moderate (4)	46%	(183)	7%	(27)	44%	(175)	2%	(8)	1%	(5)	398
Ideo: Conservative (5-7)	30%	(117)	8%	(31)	58%	(231)	3%	(10)	2%	(7)	396
Educ: < College	42%	(375)	8%	(72)	46%	(417)	3%	(25)	1%	(12)	902
Educ: Bachelors degree	33%	(94)	8%	(22)	55%	(154)	2%	(5)	2%	(6)	280
Educ: Post-grad	31%	(52)	8%	(13)	59%	(97)	1%	(1)	1%	(2)	165
Income: Under 50k	43%	(270)	10%	(59)	42%	(261)	2%	(15)	3%	(16)	621
Income: 50k-100k	39%	(182)	6%	(28)	53%	(249)	1%	(7)	1%	(3)	469
Income: 100k+	27%	(68)	7%	(19)	62%	(159)	4%	(9)	—	(1)	256
Ethnicity: White	37%	(381)	7%	(73)	52%	(534)	2%	(25)	2%	(16)	1028
Ethnicity: Hispanic	37%	(90)	8%	(20)	53%	(130)	1%	(3)	1%	(2)	245
Ethnicity: Black	47%	(86)	10%	(18)	39%	(71)	3%	(6)	1%	(2)	183

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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	39%	(520)	8%	(106)	50%	(668)	2%	(31)	2%	(21)	1346
Ethnicity: Other	40%	(54)	11%	(15)	47%	(64)	—	(0)	2%	(3)	135
All Christian	40%	(228)	5%	(30)	51%	(294)	2%	(12)	1%	(7)	571
All Non-Christian	31%	(31)	17%	(17)	46%	(46)	2%	(2)	3%	(3)	100
Atheist	44%	(40)	10%	(9)	41%	(38)	4%	(3)	1%	(1)	91
Agnostic/Nothing in particular	36%	(118)	7%	(22)	54%	(176)	2%	(6)	2%	(6)	328
Something Else	40%	(103)	11%	(28)	45%	(114)	3%	(7)	1%	(3)	256
Religious Non-Protestant/Catholic	34%	(40)	15%	(17)	46%	(54)	2%	(2)	3%	(3)	116
Evangelical	35%	(120)	10%	(34)	50%	(171)	3%	(10)	2%	(7)	342
Non-Evangelical	44%	(200)	5%	(22)	49%	(222)	2%	(10)	1%	(4)	457
Community: Urban	39%	(149)	11%	(42)	47%	(182)	2%	(9)	1%	(5)	387
Community: Suburban	40%	(260)	7%	(44)	49%	(314)	3%	(19)	1%	(8)	645
Community: Rural	35%	(111)	7%	(21)	55%	(173)	1%	(2)	2%	(7)	315
Employ: Private Sector	35%	(173)	8%	(40)	53%	(259)	2%	(11)	2%	(8)	491
Employ: Government	42%	(43)	9%	(9)	46%	(47)	2%	(2)	—	(0)	101
Employ: Self-Employed	41%	(62)	7%	(11)	50%	(77)	1%	(2)	1%	(1)	153
Employ: Homemaker	25%	(18)	1%	(1)	65%	(47)	9%	(6)	—	(0)	71
Employ: Student	43%	(33)	16%	(12)	38%	(29)	3%	(2)	—	(0)	76
Employ: Retired	41%	(89)	2%	(5)	52%	(113)	2%	(3)	3%	(6)	218
Employ: Unemployed	42%	(67)	15%	(24)	40%	(64)	2%	(3)	2%	(3)	160
Employ: Other	48%	(36)	6%	(4)	43%	(32)	—	(0)	4%	(3)	75
Military HH: Yes	35%	(64)	7%	(13)	53%	(96)	4%	(7)	2%	(3)	183
Military HH: No	39%	(457)	8%	(93)	49%	(572)	2%	(24)	2%	(18)	1163
RD/WT: Right Direction	39%	(258)	7%	(48)	50%	(330)	2%	(17)	2%	(12)	665
RD/WT: Wrong Track	39%	(262)	8%	(58)	50%	(338)	2%	(14)	1%	(8)	681
Biden Job Approve	40%	(325)	7%	(58)	50%	(408)	2%	(13)	1%	(10)	813
Biden Job Disapprove	36%	(163)	9%	(40)	51%	(232)	3%	(11)	2%	(9)	455
Biden Job Strongly Approve	37%	(146)	8%	(30)	52%	(202)	2%	(6)	1%	(6)	390
Biden Job Somewhat Approve	42%	(179)	7%	(28)	48%	(205)	2%	(7)	1%	(4)	424
Biden Job Somewhat Disapprove	39%	(62)	13%	(21)	44%	(70)	2%	(4)	2%	(3)	159
Biden Job Strongly Disapprove	34%	(101)	7%	(20)	55%	(161)	3%	(8)	2%	(6)	296

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	39%	(520)	8%	(106)	50%	(668)	2%	(31)	2%	(21)	1346
Favorable of Biden	39%	(318)	7%	(59)	51%	(408)	1%	(11)	1%	(11)	808
Unfavorable of Biden	38%	(178)	9%	(41)	49%	(225)	3%	(13)	1%	(5)	463
Very Favorable of Biden	41%	(169)	8%	(31)	49%	(205)	1%	(5)	1%	(5)	416
Somewhat Favorable of Biden	38%	(149)	7%	(27)	52%	(203)	2%	(6)	1%	(6)	392
Somewhat Unfavorable of Biden	44%	(59)	15%	(20)	37%	(50)	4%	(6)	—	(0)	135
Very Unfavorable of Biden	36%	(118)	6%	(21)	53%	(175)	2%	(8)	2%	(5)	327
#1 Issue: Economy	36%	(183)	7%	(37)	53%	(266)	3%	(14)	1%	(3)	502
#1 Issue: Security	38%	(64)	7%	(13)	52%	(88)	—	(0)	3%	(6)	171
#1 Issue: Health Care	39%	(89)	12%	(27)	47%	(107)	2%	(4)	1%	(3)	230
#1 Issue: Medicare / Social Security	52%	(70)	5%	(7)	39%	(53)	1%	(2)	2%	(3)	135
#1 Issue: Women's Issues	30%	(27)	7%	(6)	58%	(54)	4%	(4)	1%	(1)	93
#1 Issue: Education	40%	(32)	12%	(9)	46%	(37)	1%	(1)	1%	(1)	80
#1 Issue: Energy	43%	(33)	9%	(7)	41%	(31)	3%	(2)	4%	(3)	77
#1 Issue: Other	37%	(22)	1%	(1)	53%	(32)	7%	(4)	1%	(1)	60
2020 Vote: Joe Biden	42%	(264)	6%	(41)	49%	(309)	2%	(13)	1%	(7)	634
2020 Vote: Donald Trump	36%	(138)	6%	(23)	54%	(209)	2%	(6)	2%	(8)	385
2020 Vote: Other	28%	(14)	6%	(3)	58%	(30)	5%	(3)	2%	(1)	51
2020 Vote: Didn't Vote	38%	(104)	14%	(39)	43%	(119)	3%	(9)	2%	(5)	275
2018 House Vote: Democrat	40%	(185)	5%	(24)	53%	(241)	1%	(5)	—	(2)	458
2018 House Vote: Republican	32%	(103)	8%	(26)	56%	(177)	2%	(6)	2%	(6)	319
2016 Vote: Hillary Clinton	41%	(180)	6%	(24)	51%	(226)	2%	(7)	1%	(2)	440
2016 Vote: Donald Trump	35%	(127)	5%	(18)	56%	(203)	3%	(9)	2%	(7)	365
2016 Vote: Other	42%	(25)	4%	(2)	51%	(30)	—	(0)	3%	(1)	59
2016 Vote: Didn't Vote	39%	(189)	13%	(61)	43%	(208)	3%	(15)	2%	(10)	482
Voted in 2014: Yes	36%	(253)	6%	(41)	55%	(385)	2%	(11)	1%	(9)	699
Voted in 2014: No	41%	(267)	10%	(65)	44%	(283)	3%	(20)	2%	(12)	647
4-Region: Northeast	39%	(98)	9%	(22)	48%	(120)	3%	(7)	2%	(4)	251
4-Region: Midwest	38%	(104)	9%	(25)	47%	(126)	3%	(9)	3%	(7)	272
4-Region: South	41%	(203)	8%	(42)	48%	(239)	2%	(8)	2%	(8)	501
4-Region: West	36%	(115)	6%	(18)	56%	(182)	2%	(6)	—	(2)	323
Familiar with any AVOD Service	39%	(457)	8%	(92)	49%	(566)	2%	(26)	1%	(17)	1158

Continued on next page

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	39%	(520)	8%	(106)	50%	(668)	2%	(31)	2%	(21)	1346
Uses any AVOD Service	39%	(329)	9%	(73)	49%	(410)	2%	(19)	2%	(14)	844
Tubi User	42%	(139)	9%	(28)	47%	(156)	1%	(2)	2%	(5)	330
Pluto TV User	38%	(109)	10%	(29)	48%	(137)	1%	(4)	3%	(9)	287
Peacock User	43%	(156)	9%	(31)	46%	(167)	1%	(4)	1%	(5)	363
Roku Channel User	41%	(189)	9%	(43)	46%	(214)	2%	(12)	2%	(8)	466
IMDbTV User	41%	(97)	7%	(16)	50%	(117)	—	(1)	1%	(3)	233
Crackle User	39%	(84)	6%	(13)	50%	(108)	1%	(1)	3%	(7)	214
Vudu User	41%	(79)	7%	(13)	50%	(95)	—	(1)	2%	(4)	192
Xumo User	39%	(27)	16%	(11)	40%	(29)	1%	(1)	5%	(4)	71

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	40%	(477)	6%	(76)	49%	(587)	2%	(24)	3%	(31)	1195
Gender: Male	42%	(239)	8%	(44)	47%	(266)	2%	(9)	3%	(15)	572
Gender: Female	38%	(238)	5%	(32)	51%	(321)	2%	(15)	3%	(17)	623
Age: 18-34	41%	(148)	11%	(39)	42%	(153)	3%	(10)	4%	(14)	364
Age: 35-44	34%	(82)	9%	(22)	53%	(127)	2%	(4)	2%	(4)	238
Age: 45-64	42%	(163)	2%	(7)	53%	(203)	1%	(5)	2%	(8)	387
Age: 65+	41%	(84)	4%	(8)	50%	(104)	2%	(4)	3%	(6)	206
GenZers: 1997-2012	44%	(69)	10%	(16)	36%	(56)	3%	(5)	7%	(11)	158
Millennials: 1981-1996	36%	(127)	11%	(38)	51%	(183)	1%	(5)	1%	(4)	356
GenXers: 1965-1980	39%	(126)	4%	(14)	52%	(167)	1%	(5)	3%	(8)	319
Baby Boomers: 1946-1964	43%	(144)	2%	(7)	51%	(171)	2%	(8)	1%	(5)	335
PID: Dem (no lean)	43%	(214)	5%	(23)	49%	(240)	1%	(7)	2%	(8)	492
PID: Ind (no lean)	41%	(158)	7%	(25)	44%	(169)	3%	(11)	5%	(17)	381
PID: Rep (no lean)	33%	(105)	8%	(27)	55%	(178)	2%	(6)	2%	(6)	323
PID/Gender: Dem Men	48%	(114)	5%	(12)	45%	(107)	1%	(3)	1%	(2)	239
PID/Gender: Dem Women	39%	(100)	5%	(12)	52%	(133)	1%	(3)	2%	(6)	253
PID/Gender: Ind Men	43%	(73)	7%	(13)	43%	(73)	2%	(3)	5%	(9)	171
PID/Gender: Ind Women	41%	(85)	6%	(13)	46%	(96)	4%	(8)	4%	(9)	210
PID/Gender: Rep Men	32%	(52)	12%	(19)	53%	(86)	2%	(2)	2%	(3)	162
PID/Gender: Rep Women	34%	(54)	5%	(8)	58%	(92)	2%	(4)	2%	(3)	160
Ideo: Liberal (1-3)	46%	(166)	6%	(23)	46%	(166)	1%	(4)	—	(1)	359
Ideo: Moderate (4)	45%	(164)	5%	(18)	45%	(165)	3%	(10)	2%	(8)	365
Ideo: Conservative (5-7)	32%	(112)	7%	(25)	58%	(204)	1%	(4)	2%	(9)	354
Educ: < College	42%	(331)	6%	(44)	46%	(360)	3%	(20)	3%	(24)	779
Educ: Bachelors degree	36%	(93)	7%	(19)	53%	(138)	1%	(3)	2%	(5)	259
Educ: Post-grad	34%	(54)	8%	(13)	56%	(89)	—	(0)	1%	(2)	158
Income: Under 50k	46%	(241)	6%	(31)	41%	(215)	3%	(14)	5%	(27)	528
Income: 50k-100k	39%	(165)	7%	(30)	52%	(217)	1%	(5)	1%	(3)	420
Income: 100k+	29%	(71)	6%	(15)	63%	(156)	2%	(4)	1%	(1)	247
Ethnicity: White	38%	(354)	7%	(62)	51%	(480)	2%	(19)	3%	(24)	938
Ethnicity: Hispanic	39%	(76)	7%	(13)	50%	(98)	1%	(1)	4%	(9)	197
Ethnicity: Black	48%	(73)	3%	(5)	44%	(68)	3%	(5)	1%	(2)	153

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	40%	(477)	6%	(76)	49%	(587)	2%	(24)	3%	(31)	1195
Ethnicity: Other	48%	(50)	9%	(9)	38%	(39)	—	(0)	6%	(6)	104
All Christian	39%	(207)	7%	(35)	51%	(268)	2%	(11)	1%	(8)	528
All Non-Christian	37%	(34)	11%	(10)	47%	(42)	4%	(4)	1%	(0)	90
Atheist	39%	(31)	9%	(7)	47%	(37)	2%	(2)	3%	(3)	78
Agnostic/Nothing in particular	44%	(128)	4%	(10)	48%	(141)	1%	(4)	4%	(11)	294
Something Else	38%	(78)	7%	(14)	49%	(100)	2%	(4)	5%	(10)	205
Religious Non-Protestant/Catholic	39%	(42)	10%	(11)	47%	(51)	3%	(4)	—	(0)	108
Evangelical	34%	(109)	10%	(30)	53%	(167)	2%	(7)	1%	(4)	318
Non-Evangelical	42%	(164)	4%	(16)	48%	(189)	2%	(8)	3%	(13)	391
Community: Urban	42%	(147)	10%	(34)	43%	(150)	3%	(9)	2%	(8)	349
Community: Suburban	40%	(231)	5%	(26)	50%	(288)	2%	(12)	3%	(16)	574
Community: Rural	36%	(99)	5%	(15)	55%	(149)	1%	(2)	3%	(8)	273
Employ: Private Sector	35%	(142)	8%	(34)	55%	(225)	1%	(6)	1%	(4)	411
Employ: Government	34%	(28)	8%	(7)	49%	(41)	3%	(2)	6%	(5)	83
Employ: Self-Employed	47%	(64)	5%	(7)	46%	(63)	—	(0)	2%	(3)	137
Employ: Homemaker	26%	(17)	5%	(3)	59%	(38)	7%	(4)	3%	(2)	65
Employ: Student	56%	(35)	5%	(3)	32%	(20)	—	(0)	6%	(4)	62
Employ: Retired	44%	(102)	2%	(4)	50%	(116)	1%	(3)	2%	(5)	231
Employ: Unemployed	41%	(53)	10%	(13)	38%	(49)	6%	(8)	5%	(7)	130
Employ: Other	46%	(35)	6%	(5)	46%	(35)	1%	(1)	1%	(1)	76
Military HH: Yes	36%	(63)	4%	(6)	53%	(94)	5%	(9)	2%	(4)	177
Military HH: No	41%	(414)	7%	(69)	48%	(493)	1%	(15)	3%	(27)	1018
RD/WT: Right Direction	42%	(244)	6%	(37)	49%	(282)	2%	(9)	1%	(7)	580
RD/WT: Wrong Track	38%	(233)	6%	(39)	50%	(305)	2%	(15)	4%	(24)	616
Biden Job Approve	42%	(307)	6%	(44)	48%	(352)	1%	(10)	2%	(15)	729
Biden Job Disapprove	35%	(145)	6%	(27)	52%	(217)	2%	(9)	4%	(16)	413
Biden Job Strongly Approve	42%	(154)	6%	(23)	48%	(176)	1%	(4)	2%	(8)	367
Biden Job Somewhat Approve	42%	(153)	6%	(20)	49%	(176)	2%	(6)	2%	(7)	362
Biden Job Somewhat Disapprove	41%	(55)	10%	(14)	41%	(55)	1%	(2)	7%	(10)	135
Biden Job Strongly Disapprove	32%	(90)	5%	(13)	58%	(162)	3%	(7)	2%	(6)	279

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	40%	(477)	6%	(76)	49%	(587)	2%	(24)	3%	(31)	1195
Favorable of Biden	42%	(302)	6%	(46)	48%	(343)	1%	(9)	3%	(21)	720
Unfavorable of Biden	37%	(155)	7%	(28)	53%	(224)	2%	(10)	1%	(6)	424
Very Favorable of Biden	42%	(161)	6%	(22)	48%	(183)	1%	(4)	2%	(9)	379
Somewhat Favorable of Biden	41%	(141)	7%	(24)	47%	(160)	1%	(5)	3%	(11)	341
Somewhat Unfavorable of Biden	41%	(47)	12%	(13)	45%	(52)	3%	(3)	1%	(1)	116
Very Unfavorable of Biden	35%	(108)	5%	(15)	56%	(173)	2%	(7)	2%	(5)	308
#1 Issue: Economy	38%	(168)	7%	(31)	50%	(221)	3%	(15)	2%	(7)	443
#1 Issue: Security	36%	(57)	6%	(9)	55%	(87)	—	(0)	3%	(5)	159
#1 Issue: Health Care	39%	(81)	9%	(18)	49%	(101)	—	(0)	4%	(8)	208
#1 Issue: Medicare / Social Security	52%	(69)	1%	(2)	42%	(56)	1%	(1)	3%	(4)	132
#1 Issue: Women's Issues	37%	(26)	3%	(2)	51%	(36)	1%	(1)	9%	(6)	71
#1 Issue: Education	42%	(25)	15%	(9)	41%	(24)	2%	(1)	—	(0)	59
#1 Issue: Energy	39%	(27)	5%	(3)	54%	(37)	1%	(1)	1%	(1)	70
#1 Issue: Other	45%	(24)	1%	(1)	45%	(24)	10%	(5)	—	(0)	54
2020 Vote: Joe Biden	43%	(248)	6%	(34)	48%	(280)	2%	(9)	2%	(9)	581
2020 Vote: Donald Trump	33%	(118)	6%	(22)	57%	(202)	1%	(5)	2%	(6)	353
2020 Vote: Didn't Vote	44%	(94)	9%	(18)	37%	(80)	3%	(7)	7%	(15)	213
2018 House Vote: Democrat	43%	(181)	5%	(20)	49%	(210)	1%	(6)	2%	(7)	425
2018 House Vote: Republican	35%	(110)	7%	(22)	55%	(175)	1%	(5)	1%	(4)	315
2016 Vote: Hillary Clinton	43%	(174)	5%	(21)	50%	(202)	2%	(7)	1%	(3)	408
2016 Vote: Donald Trump	34%	(123)	7%	(24)	56%	(201)	1%	(5)	2%	(7)	361
2016 Vote: Other	43%	(25)	3%	(2)	49%	(29)	—	(0)	5%	(3)	59
2016 Vote: Didn't Vote	42%	(154)	8%	(28)	42%	(154)	3%	(12)	5%	(19)	367
Voted in 2014: Yes	39%	(262)	6%	(39)	53%	(357)	1%	(8)	2%	(11)	678
Voted in 2014: No	42%	(215)	7%	(37)	44%	(230)	3%	(15)	4%	(20)	518
4-Region: Northeast	41%	(86)	7%	(14)	47%	(98)	3%	(7)	3%	(6)	210
4-Region: Midwest	37%	(86)	8%	(17)	50%	(115)	1%	(2)	4%	(9)	229
4-Region: South	41%	(187)	6%	(28)	49%	(226)	2%	(10)	2%	(8)	459
4-Region: West	40%	(119)	5%	(16)	50%	(148)	2%	(6)	3%	(8)	297
Familiar with any AVOD Service	39%	(395)	7%	(74)	50%	(509)	2%	(19)	2%	(25)	1022
Uses any AVOD Service	39%	(292)	7%	(56)	50%	(377)	2%	(13)	2%	(16)	754

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	40%	(477)	6%	(76)	49%	(587)	2%	(24)	3%	(31)	1195
Tubi User	40%	(115)	8%	(22)	49%	(140)	1%	(4)	1%	(4)	286
Pluto TV User	37%	(100)	10%	(27)	50%	(134)	2%	(4)	2%	(5)	270
Peacock User	44%	(144)	6%	(21)	47%	(155)	1%	(4)	1%	(4)	328
Roku Channel User	36%	(147)	8%	(33)	51%	(208)	2%	(9)	3%	(12)	408
IMDbTV User	44%	(110)	7%	(18)	46%	(114)	1%	(2)	1%	(3)	247
Crackle User	38%	(74)	7%	(14)	52%	(101)	—	(0)	2%	(4)	194
Vudu User	40%	(70)	6%	(11)	51%	(89)	1%	(2)	2%	(4)	176
Xumo User	36%	(25)	14%	(9)	48%	(33)	—	(0)	3%	(2)	69

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	41%	(374)	8%	(77)	46%	(421)	2%	(16)	3%	(27)	915
Gender: Male	43%	(178)	8%	(32)	44%	(182)	2%	(9)	4%	(16)	418
Gender: Female	39%	(196)	9%	(44)	48%	(239)	1%	(7)	2%	(11)	497
Age: 18-34	44%	(164)	15%	(55)	37%	(137)	2%	(8)	3%	(9)	374
Age: 35-44	31%	(52)	7%	(11)	60%	(102)	2%	(3)	1%	(2)	171
Age: 45-64	43%	(118)	3%	(9)	48%	(132)	2%	(5)	4%	(10)	274
Age: 65+	41%	(39)	2%	(2)	51%	(49)	1%	(1)	5%	(5)	96
GenZers: 1997-2012	51%	(98)	13%	(25)	32%	(61)	3%	(5)	1%	(3)	191
Millennials: 1981-1996	33%	(99)	13%	(39)	50%	(149)	1%	(3)	3%	(8)	297
GenXers: 1965-1980	39%	(87)	4%	(8)	52%	(117)	2%	(4)	3%	(7)	223
Baby Boomers: 1946-1964	45%	(87)	2%	(4)	46%	(88)	2%	(3)	5%	(10)	193
PID: Dem (no lean)	45%	(177)	8%	(31)	43%	(169)	1%	(5)	3%	(10)	391
PID: Ind (no lean)	39%	(115)	11%	(32)	43%	(124)	3%	(10)	3%	(10)	291
PID: Rep (no lean)	36%	(83)	6%	(14)	55%	(128)	1%	(2)	3%	(7)	233
PID/Gender: Dem Men	44%	(79)	8%	(14)	44%	(79)	2%	(3)	3%	(5)	181
PID/Gender: Dem Women	46%	(98)	8%	(17)	43%	(90)	1%	(2)	2%	(5)	211
PID/Gender: Ind Men	41%	(55)	10%	(13)	42%	(56)	3%	(4)	4%	(6)	135
PID/Gender: Ind Women	38%	(60)	12%	(19)	44%	(68)	3%	(5)	3%	(4)	156
PID/Gender: Rep Men	43%	(44)	5%	(5)	45%	(47)	2%	(2)	4%	(4)	102
PID/Gender: Rep Women	30%	(38)	7%	(9)	62%	(81)	—	(0)	2%	(2)	130
Ideo: Liberal (1-3)	46%	(133)	10%	(29)	39%	(115)	2%	(6)	3%	(9)	291
Ideo: Moderate (4)	42%	(107)	7%	(18)	45%	(117)	4%	(10)	2%	(6)	258
Ideo: Conservative (5-7)	37%	(89)	4%	(10)	56%	(137)	—	(0)	3%	(7)	244
Educ: < College	44%	(281)	8%	(52)	43%	(272)	2%	(13)	2%	(15)	633
Educ: Bachelors degree	33%	(59)	8%	(15)	53%	(96)	1%	(2)	5%	(8)	180
Educ: Post-grad	34%	(35)	10%	(10)	52%	(54)	—	(0)	4%	(4)	103
Income: Under 50k	46%	(201)	9%	(38)	39%	(170)	2%	(7)	4%	(17)	433
Income: 50k-100k	40%	(123)	8%	(24)	48%	(146)	1%	(4)	2%	(6)	304
Income: 100k+	28%	(51)	8%	(15)	59%	(105)	3%	(5)	2%	(3)	179
Ethnicity: White	38%	(264)	9%	(62)	48%	(337)	2%	(13)	3%	(22)	698
Ethnicity: Hispanic	40%	(72)	10%	(19)	47%	(86)	1%	(1)	2%	(4)	183
Ethnicity: Black	48%	(59)	9%	(11)	38%	(47)	3%	(4)	2%	(3)	123

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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	41%	(374)	8%	(77)	46%	(421)	2%	(16)	3%	(27)	915
Ethnicity: Other	54%	(51)	4%	(4)	40%	(38)	—	(0)	2%	(2)	95
All Christian	39%	(143)	9%	(33)	47%	(172)	1%	(5)	3%	(11)	365
All Non-Christian	32%	(19)	17%	(10)	44%	(26)	2%	(1)	5%	(3)	59
Atheist	40%	(23)	13%	(7)	43%	(25)	3%	(2)	1%	(1)	58
Agnostic/Nothing in particular	42%	(101)	4%	(9)	50%	(122)	2%	(4)	3%	(7)	244
Something Else	46%	(87)	9%	(17)	40%	(76)	2%	(4)	3%	(5)	190
Religious Non-Protestant/Catholic	35%	(25)	15%	(11)	43%	(31)	2%	(1)	5%	(4)	71
Evangelical	37%	(92)	13%	(33)	46%	(115)	2%	(5)	3%	(7)	252
Non-Evangelical	46%	(130)	6%	(17)	44%	(125)	1%	(4)	3%	(8)	283
Community: Urban	38%	(102)	10%	(29)	46%	(127)	1%	(3)	4%	(12)	272
Community: Suburban	47%	(203)	8%	(35)	41%	(178)	3%	(11)	2%	(9)	436
Community: Rural	33%	(69)	6%	(13)	57%	(117)	1%	(2)	3%	(6)	207
Employ: Private Sector	37%	(118)	7%	(22)	50%	(160)	2%	(8)	3%	(11)	318
Employ: Government	42%	(31)	20%	(15)	35%	(26)	2%	(2)	1%	(1)	74
Employ: Self-Employed	43%	(50)	7%	(8)	48%	(56)	1%	(1)	1%	(2)	116
Employ: Homemaker	26%	(14)	3%	(2)	68%	(36)	—	(0)	3%	(2)	53
Employ: Student	49%	(30)	13%	(8)	31%	(19)	3%	(2)	4%	(3)	61
Employ: Retired	39%	(48)	3%	(4)	50%	(62)	2%	(2)	6%	(7)	123
Employ: Unemployed	43%	(48)	14%	(16)	39%	(43)	2%	(2)	2%	(2)	111
Employ: Other	60%	(36)	6%	(3)	33%	(19)	—	(0)	1%	(1)	59
Military HH: Yes	33%	(35)	8%	(8)	55%	(59)	—	(0)	5%	(5)	108
Military HH: No	42%	(339)	8%	(68)	45%	(362)	2%	(16)	3%	(21)	807
RD/WT: Right Direction	42%	(184)	9%	(39)	45%	(200)	2%	(8)	3%	(13)	444
RD/WT: Wrong Track	40%	(190)	8%	(38)	47%	(222)	2%	(8)	3%	(14)	471
Biden Job Approve	41%	(234)	9%	(53)	45%	(258)	2%	(9)	2%	(13)	567
Biden Job Disapprove	40%	(118)	6%	(16)	48%	(143)	3%	(8)	4%	(12)	296
Biden Job Strongly Approve	38%	(103)	11%	(29)	48%	(129)	2%	(5)	2%	(6)	272
Biden Job Somewhat Approve	45%	(131)	8%	(24)	44%	(128)	1%	(4)	3%	(7)	295
Biden Job Somewhat Disapprove	51%	(58)	7%	(8)	37%	(42)	2%	(2)	4%	(5)	114
Biden Job Strongly Disapprove	33%	(60)	4%	(8)	56%	(101)	3%	(6)	4%	(7)	182

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	41%	(374)	8%	(77)	46%	(421)	2%	(16)	3%	(27)	915
Favorable of Biden	43%	(242)	9%	(52)	44%	(247)	1%	(7)	2%	(14)	562
Unfavorable of Biden	39%	(119)	7%	(21)	49%	(150)	3%	(10)	2%	(7)	306
Very Favorable of Biden	44%	(128)	8%	(24)	44%	(128)	2%	(5)	1%	(4)	289
Somewhat Favorable of Biden	42%	(114)	10%	(28)	44%	(119)	1%	(2)	4%	(10)	273
Somewhat Unfavorable of Biden	47%	(46)	9%	(9)	40%	(40)	4%	(4)	1%	(1)	99
Very Unfavorable of Biden	35%	(73)	6%	(12)	54%	(111)	3%	(6)	3%	(6)	207
#1 Issue: Economy	36%	(124)	9%	(32)	49%	(171)	3%	(12)	3%	(9)	348
#1 Issue: Security	39%	(42)	7%	(8)	51%	(56)	—	(0)	2%	(3)	109
#1 Issue: Health Care	50%	(82)	8%	(14)	39%	(64)	—	(0)	3%	(4)	164
#1 Issue: Medicare / Social Security	49%	(40)	9%	(7)	40%	(33)	1%	(1)	2%	(2)	82
#1 Issue: Women's Issues	46%	(31)	7%	(4)	46%	(31)	1%	(1)	1%	(0)	67
#1 Issue: Education	45%	(24)	14%	(7)	35%	(18)	2%	(1)	4%	(2)	53
#1 Issue: Energy	33%	(18)	4%	(2)	53%	(29)	2%	(1)	8%	(4)	54
2020 Vote: Joe Biden	42%	(182)	8%	(37)	45%	(195)	2%	(7)	3%	(12)	434
2020 Vote: Donald Trump	34%	(85)	6%	(15)	56%	(137)	1%	(3)	3%	(6)	246
2020 Vote: Didn't Vote	49%	(96)	12%	(23)	35%	(70)	2%	(3)	3%	(5)	198
2018 House Vote: Democrat	40%	(120)	6%	(17)	50%	(151)	2%	(5)	3%	(8)	301
2018 House Vote: Republican	30%	(58)	9%	(18)	57%	(109)	1%	(3)	2%	(4)	192
2016 Vote: Hillary Clinton	40%	(118)	6%	(18)	50%	(150)	2%	(6)	2%	(5)	297
2016 Vote: Donald Trump	32%	(70)	7%	(14)	58%	(127)	1%	(3)	2%	(5)	219
2016 Vote: Didn't Vote	47%	(167)	12%	(42)	35%	(125)	2%	(8)	3%	(12)	355
Voted in 2014: Yes	35%	(156)	7%	(30)	54%	(240)	1%	(6)	3%	(11)	443
Voted in 2014: No	46%	(218)	10%	(47)	38%	(181)	2%	(10)	3%	(15)	472
4-Region: Northeast	35%	(51)	15%	(22)	43%	(63)	4%	(5)	4%	(6)	147
4-Region: Midwest	39%	(74)	7%	(12)	51%	(96)	2%	(4)	1%	(2)	189
4-Region: South	41%	(140)	9%	(32)	45%	(155)	2%	(5)	3%	(9)	340
4-Region: West	46%	(109)	4%	(11)	45%	(108)	1%	(2)	4%	(10)	239
Familiar with any AVOD Service	41%	(336)	9%	(70)	46%	(378)	2%	(14)	3%	(21)	819
Uses any AVOD Service	41%	(259)	9%	(58)	46%	(288)	2%	(10)	3%	(17)	632
Tubi User	43%	(108)	12%	(29)	43%	(109)	1%	(2)	2%	(5)	252
Pluto TV User	39%	(89)	9%	(21)	48%	(108)	1%	(2)	3%	(8)	228

Continued on next page

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	41%	(374)	8%	(77)	46%	(421)	2%	(16)	3%	(27)	915
Peacock User	46%	(131)	10%	(29)	39%	(112)	1%	(4)	3%	(8)	285
Roku Channel User	41%	(148)	11%	(40)	44%	(156)	1%	(4)	3%	(10)	358
IMDbTV User	41%	(79)	13%	(24)	42%	(82)	1%	(2)	3%	(7)	193
Crackle User	37%	(62)	11%	(19)	49%	(83)	—	(0)	3%	(5)	170
Vudu User	39%	(65)	12%	(20)	46%	(76)	—	(0)	2%	(4)	165
Xumo User	38%	(23)	13%	(8)	41%	(25)	1%	(1)	7%	(4)	62

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
Adults	37%	(94)	10%	(24)	45%	(115)	3%	(8)	5%	(14)	255
Gender: Male	26%	(36)	13%	(19)	47%	(65)	5%	(6)	9%	(12)	139
Gender: Female	49%	(57)	5%	(6)	43%	(50)	1%	(2)	1%	(2)	116
Age: 18-34	31%	(31)	14%	(14)	45%	(44)	6%	(5)	5%	(5)	100
Age: 35-44	30%	(17)	13%	(7)	51%	(30)	3%	(2)	3%	(2)	58
Age: 45-64	48%	(37)	3%	(3)	41%	(31)	1%	(1)	7%	(5)	76
Millennials: 1981-1996	25%	(27)	16%	(17)	53%	(55)	3%	(3)	3%	(3)	105
GenXers: 1965-1980	43%	(29)	7%	(5)	40%	(28)	3%	(2)	7%	(5)	68
PID: Dem (no lean)	40%	(56)	12%	(16)	41%	(57)	3%	(4)	4%	(6)	140
PID: Ind (no lean)	38%	(20)	13%	(7)	46%	(24)	1%	(1)	2%	(1)	53
PID: Rep (no lean)	28%	(18)	2%	(1)	54%	(34)	5%	(3)	11%	(7)	62
PID/Gender: Dem Men	26%	(19)	18%	(13)	46%	(34)	4%	(3)	6%	(4)	73
PID/Gender: Dem Women	56%	(37)	5%	(3)	35%	(23)	2%	(2)	2%	(2)	67
Ideo: Liberal (1-3)	39%	(34)	17%	(15)	32%	(28)	4%	(3)	8%	(7)	87
Ideo: Moderate (4)	41%	(28)	5%	(4)	49%	(34)	1%	(1)	3%	(2)	69
Ideo: Conservative (5-7)	29%	(20)	7%	(5)	54%	(36)	6%	(4)	4%	(3)	68
Educ: < College	42%	(66)	6%	(10)	43%	(68)	4%	(6)	6%	(9)	160
Educ: Bachelors degree	30%	(17)	13%	(8)	47%	(27)	4%	(2)	6%	(3)	57
Income: Under 50k	46%	(55)	3%	(4)	40%	(47)	3%	(3)	7%	(9)	118
Income: 50k-100k	33%	(28)	16%	(14)	44%	(36)	2%	(2)	5%	(4)	84
Income: 100k+	21%	(11)	13%	(7)	59%	(31)	6%	(3)	2%	(1)	53
Ethnicity: White	36%	(63)	11%	(20)	45%	(79)	4%	(6)	5%	(8)	177
Ethnicity: Black	38%	(23)	7%	(4)	46%	(28)	3%	(2)	6%	(3)	61
All Christian	33%	(39)	11%	(13)	47%	(56)	4%	(5)	5%	(5)	118
Agnostic/Nothing in particular	35%	(20)	6%	(4)	58%	(34)	—	(0)	2%	(1)	58
Evangelical	34%	(28)	15%	(12)	44%	(37)	5%	(4)	3%	(3)	84
Non-Evangelical	40%	(28)	9%	(6)	41%	(29)	2%	(2)	7%	(5)	70
Community: Urban	36%	(40)	14%	(16)	45%	(49)	1%	(1)	4%	(4)	111
Community: Suburban	37%	(37)	7%	(7)	44%	(44)	7%	(7)	6%	(6)	101
Employ: Private Sector	32%	(32)	10%	(10)	49%	(49)	4%	(4)	6%	(6)	101
Military HH: No	37%	(81)	10%	(21)	45%	(99)	4%	(8)	5%	(11)	221

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
Adults	37%	(94)	10%	(24)	45%	(115)	3%	(8)	5%	(14)	255
RD/WT: Right Direction	37%	(56)	13%	(19)	37%	(55)	5%	(8)	8%	(12)	150
RD/WT: Wrong Track	36%	(37)	5%	(6)	57%	(60)	—	(0)	2%	(2)	105
Biden Job Approve	38%	(64)	12%	(20)	40%	(67)	3%	(5)	7%	(12)	168
Biden Job Disapprove	29%	(21)	6%	(4)	57%	(41)	5%	(3)	3%	(2)	71
Biden Job Strongly Approve	29%	(28)	17%	(17)	42%	(41)	4%	(4)	8%	(8)	98
Biden Job Somewhat Approve	52%	(36)	5%	(3)	37%	(26)	1%	(1)	6%	(4)	69
Favorable of Biden	37%	(66)	11%	(20)	44%	(79)	3%	(5)	5%	(10)	179
Unfavorable of Biden	35%	(21)	6%	(4)	51%	(31)	5%	(3)	3%	(2)	61
Very Favorable of Biden	32%	(37)	14%	(16)	45%	(52)	3%	(4)	5%	(6)	115
Somewhat Favorable of Biden	44%	(28)	6%	(4)	43%	(28)	1%	(1)	5%	(3)	64
#1 Issue: Economy	33%	(26)	5%	(4)	53%	(43)	4%	(3)	4%	(4)	80
#1 Issue: Health Care	36%	(19)	15%	(8)	44%	(23)	3%	(2)	2%	(1)	52
2020 Vote: Joe Biden	38%	(56)	13%	(19)	41%	(60)	3%	(4)	5%	(8)	146
2020 Vote: Donald Trump	28%	(17)	4%	(3)	58%	(36)	—	(0)	10%	(6)	61
2018 House Vote: Democrat	40%	(42)	13%	(13)	42%	(43)	1%	(1)	4%	(4)	103
2018 House Vote: Republican	24%	(12)	3%	(2)	61%	(31)	2%	(1)	10%	(5)	51
2016 Vote: Hillary Clinton	38%	(40)	13%	(14)	44%	(47)	2%	(2)	3%	(3)	105
2016 Vote: Donald Trump	24%	(14)	4%	(3)	61%	(36)	1%	(1)	10%	(6)	59
2016 Vote: Didn't Vote	45%	(36)	10%	(8)	32%	(25)	7%	(6)	6%	(5)	79
Voted in 2014: Yes	34%	(49)	11%	(16)	49%	(71)	1%	(2)	6%	(8)	145
Voted in 2014: No	41%	(45)	8%	(9)	41%	(44)	6%	(6)	5%	(6)	109
4-Region: Northeast	29%	(15)	14%	(7)	51%	(26)	1%	(1)	5%	(3)	50
4-Region: South	41%	(41)	9%	(9)	42%	(42)	5%	(5)	3%	(3)	100
4-Region: West	50%	(30)	9%	(5)	33%	(20)	3%	(2)	6%	(3)	60
Familiar with any AVOD Service	36%	(88)	10%	(24)	46%	(112)	3%	(7)	5%	(13)	245
Uses any AVOD Service	38%	(85)	10%	(23)	43%	(97)	3%	(6)	6%	(13)	225
Tubi User	36%	(38)	13%	(14)	42%	(44)	2%	(2)	8%	(8)	106
Pluto TV User	37%	(38)	16%	(16)	37%	(38)	1%	(1)	9%	(10)	103
Peacock User	39%	(51)	11%	(14)	43%	(56)	2%	(2)	6%	(8)	131
Roku Channel User	43%	(59)	12%	(16)	41%	(56)	—	(0)	3%	(4)	135
IMDbTV User	37%	(31)	16%	(13)	41%	(35)	—	(0)	6%	(5)	84

Continued on next page

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
Adults	37%	(94)	10%	(24)	45%	(115)	3%	(8)	5%	(14)	255
Crackle User	31%	(25)	17%	(14)	41%	(33)	5%	(4)	7%	(6)	82
Vudu User	31%	(28)	16%	(14)	40%	(35)	5%	(4)	8%	(8)	89

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	27%	(210)	8%	(60)	60%	(463)	3%	(21)	3%	(20)	774
Gender: Male	33%	(122)	8%	(31)	52%	(195)	3%	(11)	4%	(14)	373
Gender: Female	22%	(87)	7%	(29)	67%	(268)	3%	(10)	2%	(7)	401
Age: 18-34	30%	(100)	10%	(34)	54%	(178)	3%	(9)	3%	(10)	331
Age: 35-44	21%	(35)	10%	(17)	66%	(110)	1%	(2)	—	(1)	166
Age: 45-64	25%	(53)	4%	(9)	65%	(135)	3%	(7)	3%	(6)	209
Age: 65+	32%	(21)	—	(0)	59%	(39)	4%	(3)	5%	(4)	67
GenZers: 1997-2012	34%	(53)	12%	(19)	47%	(72)	3%	(5)	3%	(5)	153
Millennials: 1981-1996	24%	(69)	11%	(31)	62%	(179)	2%	(5)	2%	(6)	290
GenXers: 1965-1980	22%	(41)	5%	(10)	68%	(126)	1%	(2)	3%	(5)	184
Baby Boomers: 1946-1964	30%	(43)	—	(1)	60%	(85)	6%	(9)	3%	(4)	142
PID: Dem (no lean)	31%	(99)	9%	(28)	57%	(183)	2%	(5)	2%	(7)	321
PID: Ind (no lean)	25%	(65)	7%	(18)	62%	(164)	4%	(11)	3%	(7)	265
PID: Rep (no lean)	24%	(46)	7%	(14)	62%	(116)	3%	(5)	4%	(7)	187
PID/Gender: Dem Men	36%	(57)	9%	(15)	51%	(81)	2%	(3)	3%	(5)	160
PID/Gender: Dem Women	26%	(41)	8%	(13)	63%	(102)	1%	(2)	1%	(2)	161
PID/Gender: Ind Men	32%	(39)	8%	(9)	52%	(65)	5%	(6)	4%	(5)	124
PID/Gender: Ind Women	18%	(26)	6%	(9)	71%	(100)	4%	(5)	1%	(1)	141
PID/Gender: Rep Men	29%	(26)	7%	(7)	56%	(49)	3%	(2)	4%	(4)	88
PID/Gender: Rep Women	20%	(20)	7%	(7)	67%	(67)	2%	(2)	3%	(3)	100
Ideo: Liberal (1-3)	26%	(60)	11%	(25)	60%	(142)	2%	(4)	2%	(6)	237
Ideo: Moderate (4)	31%	(75)	6%	(15)	58%	(139)	4%	(9)	1%	(3)	241
Ideo: Conservative (5-7)	29%	(57)	6%	(12)	60%	(117)	2%	(5)	3%	(6)	197
Educ: < College	30%	(150)	7%	(35)	58%	(296)	3%	(15)	2%	(11)	507
Educ: Bachelors degree	23%	(38)	10%	(18)	61%	(101)	2%	(3)	5%	(8)	167
Educ: Post-grad	22%	(22)	7%	(7)	66%	(66)	3%	(3)	1%	(1)	100
Income: Under 50k	30%	(100)	8%	(26)	57%	(190)	2%	(8)	3%	(11)	334
Income: 50k-100k	29%	(82)	7%	(18)	60%	(170)	2%	(6)	2%	(7)	283
Income: 100k+	18%	(28)	10%	(15)	66%	(104)	4%	(7)	2%	(3)	156
Ethnicity: White	24%	(142)	7%	(42)	64%	(375)	2%	(14)	3%	(16)	589
Ethnicity: Hispanic	25%	(40)	11%	(17)	60%	(95)	2%	(3)	2%	(4)	158
Ethnicity: Black	38%	(41)	4%	(5)	50%	(55)	5%	(6)	3%	(3)	110

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	27%	(210)	8%	(60)	60%	(463)	3%	(21)	3%	(20)	774
Ethnicity: Other	34%	(26)	18%	(14)	45%	(34)	1%	(1)	1%	(1)	75
All Christian	26%	(86)	8%	(25)	60%	(194)	3%	(8)	3%	(11)	324
All Non-Christian	21%	(12)	10%	(5)	67%	(36)	—	(0)	1%	(1)	54
Atheist	29%	(15)	11%	(6)	59%	(30)	—	(0)	1%	(1)	51
Agnostic/Nothing in particular	24%	(46)	9%	(18)	60%	(113)	3%	(6)	3%	(6)	188
Something Else	33%	(52)	4%	(6)	57%	(90)	4%	(7)	1%	(2)	157
Religious Non-Protestant/Catholic	24%	(16)	10%	(7)	64%	(44)	—	(0)	3%	(2)	69
Evangelical	27%	(59)	9%	(21)	59%	(130)	3%	(6)	2%	(4)	220
Non-Evangelical	30%	(73)	4%	(9)	59%	(140)	4%	(9)	3%	(8)	239
Community: Urban	29%	(71)	12%	(29)	54%	(129)	2%	(6)	3%	(6)	241
Community: Suburban	27%	(105)	6%	(21)	62%	(235)	3%	(12)	2%	(9)	381
Community: Rural	23%	(34)	6%	(10)	65%	(100)	2%	(3)	3%	(5)	152
Employ: Private Sector	23%	(70)	10%	(29)	63%	(192)	2%	(7)	3%	(8)	306
Employ: Government	20%	(12)	12%	(7)	64%	(39)	5%	(3)	—	(0)	61
Employ: Self-Employed	30%	(29)	2%	(2)	65%	(63)	2%	(2)	1%	(1)	97
Employ: Retired	30%	(26)	1%	(1)	57%	(49)	7%	(6)	5%	(4)	86
Employ: Unemployed	37%	(33)	11%	(10)	47%	(42)	—	(0)	5%	(5)	90
Military HH: Yes	28%	(29)	8%	(9)	58%	(59)	3%	(3)	3%	(3)	102
Military HH: No	27%	(181)	8%	(51)	60%	(404)	3%	(18)	3%	(18)	672
RD/WT: Right Direction	27%	(108)	9%	(37)	58%	(230)	3%	(12)	3%	(12)	399
RD/WT: Wrong Track	27%	(101)	6%	(23)	62%	(233)	2%	(9)	2%	(9)	375
Biden Job Approve	28%	(133)	9%	(43)	59%	(281)	2%	(8)	3%	(13)	478
Biden Job Disapprove	27%	(67)	5%	(13)	61%	(151)	4%	(11)	3%	(7)	250
Biden Job Strongly Approve	24%	(55)	12%	(27)	59%	(133)	2%	(5)	3%	(6)	226
Biden Job Somewhat Approve	31%	(78)	7%	(17)	59%	(149)	1%	(3)	2%	(6)	252
Biden Job Somewhat Disapprove	33%	(33)	6%	(6)	56%	(56)	3%	(3)	3%	(3)	101
Biden Job Strongly Disapprove	23%	(34)	5%	(7)	64%	(95)	6%	(8)	2%	(4)	149
Favorable of Biden	27%	(130)	9%	(44)	59%	(279)	1%	(7)	3%	(13)	473
Unfavorable of Biden	27%	(73)	5%	(14)	61%	(163)	4%	(11)	2%	(4)	266

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	27%	(210)	8%	(60)	60%	(463)	3%	(21)	3%	(20)	774
Very Favorable of Biden	27%	(65)	9%	(20)	59%	(141)	2%	(5)	3%	(6)	238
Somewhat Favorable of Biden	28%	(65)	10%	(24)	58%	(137)	1%	(1)	3%	(7)	235
Somewhat Unfavorable of Biden	33%	(32)	5%	(5)	54%	(53)	6%	(6)	2%	(2)	97
Very Unfavorable of Biden	24%	(41)	6%	(10)	65%	(110)	3%	(6)	1%	(2)	168
#1 Issue: Economy	27%	(78)	6%	(19)	61%	(177)	4%	(12)	2%	(6)	292
#1 Issue: Security	28%	(28)	5%	(5)	64%	(66)	1%	(1)	3%	(3)	103
#1 Issue: Health Care	25%	(36)	11%	(16)	61%	(87)	—	(1)	2%	(3)	142
#1 Issue: Medicare / Social Security	51%	(27)	8%	(4)	34%	(18)	4%	(2)	3%	(2)	53
#1 Issue: Women's Issues	22%	(12)	14%	(8)	62%	(35)	1%	(1)	1%	(1)	56
2020 Vote: Joe Biden	30%	(108)	8%	(28)	57%	(207)	2%	(8)	3%	(11)	361
2020 Vote: Donald Trump	26%	(52)	5%	(11)	65%	(133)	2%	(3)	2%	(5)	205
2020 Vote: Didn't Vote	26%	(45)	10%	(18)	57%	(99)	4%	(8)	2%	(4)	174
2018 House Vote: Democrat	26%	(65)	7%	(16)	63%	(157)	2%	(5)	2%	(6)	250
2018 House Vote: Republican	23%	(43)	6%	(11)	67%	(124)	2%	(3)	2%	(3)	184
2016 Vote: Hillary Clinton	29%	(70)	6%	(14)	62%	(152)	2%	(5)	2%	(4)	245
2016 Vote: Donald Trump	24%	(47)	5%	(9)	67%	(131)	1%	(2)	3%	(5)	195
2016 Vote: Didn't Vote	27%	(80)	12%	(35)	54%	(157)	4%	(12)	3%	(9)	292
Voted in 2014: Yes	26%	(98)	7%	(25)	63%	(241)	2%	(8)	2%	(8)	380
Voted in 2014: No	28%	(112)	9%	(35)	57%	(223)	3%	(12)	3%	(12)	394
4-Region: Northeast	22%	(28)	11%	(14)	59%	(76)	5%	(6)	3%	(4)	129
4-Region: Midwest	23%	(35)	6%	(10)	66%	(103)	2%	(4)	3%	(5)	157
4-Region: South	29%	(86)	6%	(18)	60%	(178)	3%	(9)	2%	(6)	298
4-Region: West	31%	(59)	10%	(18)	56%	(106)	1%	(2)	3%	(5)	190
Familiar with any AVOD Service	26%	(178)	8%	(55)	61%	(415)	3%	(19)	2%	(15)	682
Uses any AVOD Service	28%	(145)	8%	(43)	59%	(310)	3%	(15)	3%	(14)	526
Tubi User	29%	(58)	6%	(12)	60%	(120)	2%	(4)	3%	(6)	200
Pluto TV User	25%	(43)	8%	(13)	62%	(105)	1%	(2)	4%	(8)	171
Peacock User	29%	(71)	9%	(23)	57%	(136)	2%	(4)	3%	(7)	240
Roku Channel User	30%	(90)	8%	(26)	57%	(172)	3%	(8)	2%	(8)	304
IMDbTV User	31%	(47)	9%	(13)	57%	(87)	1%	(2)	3%	(4)	153
Crackle User	30%	(39)	10%	(14)	54%	(71)	—	(1)	6%	(7)	132

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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	27%	(210)	8%	(60)	60%	(463)	3%	(21)	3%	(20)	774
Vudu User	34%	(49)	10%	(15)	53%	(78)	—	(1)	3%	(5)	147
Xumo User	26%	(14)	11%	(6)	52%	(28)	1%	(1)	9%	(5)	54

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	32%	(94)	7%	(20)	48%	(141)	2%	(5)	11%	(33)	293
Gender: Male	32%	(51)	9%	(14)	47%	(75)	1%	(2)	11%	(18)	160
Gender: Female	32%	(43)	5%	(6)	50%	(66)	2%	(3)	11%	(15)	133
Age: 18-34	34%	(43)	7%	(9)	42%	(54)	2%	(3)	14%	(19)	128
Age: 35-44	32%	(23)	10%	(7)	49%	(35)	—	(0)	9%	(7)	72
Age: 45-64	29%	(21)	5%	(4)	53%	(39)	2%	(2)	10%	(7)	73
GenZers: 1997-2012	22%	(11)	6%	(3)	46%	(24)	—	(0)	26%	(14)	53
Millennials: 1981-1996	38%	(49)	9%	(11)	43%	(55)	2%	(3)	7%	(9)	128
GenXers: 1965-1980	30%	(18)	8%	(5)	51%	(30)	3%	(2)	8%	(5)	59
Baby Boomers: 1946-1964	29%	(14)	1%	(0)	59%	(30)	—	(0)	11%	(6)	50
PID: Dem (no lean)	33%	(47)	5%	(7)	55%	(78)	1%	(1)	6%	(9)	143
PID: Ind (no lean)	38%	(33)	7%	(6)	32%	(28)	3%	(3)	21%	(18)	87
PID: Rep (no lean)	21%	(14)	11%	(7)	56%	(36)	1%	(1)	10%	(6)	63
PID/Gender: Dem Men	38%	(34)	8%	(7)	47%	(41)	—	(0)	6%	(6)	87
PID/Gender: Dem Women	25%	(14)	1%	(1)	66%	(37)	3%	(1)	6%	(3)	55
Ideo: Liberal (1-3)	32%	(34)	9%	(10)	48%	(50)	—	(0)	10%	(11)	104
Ideo: Moderate (4)	44%	(36)	2%	(2)	47%	(38)	3%	(2)	4%	(3)	81
Ideo: Conservative (5-7)	20%	(14)	9%	(6)	52%	(36)	3%	(2)	16%	(11)	70
Educ: < College	35%	(53)	4%	(6)	46%	(70)	1%	(2)	14%	(21)	152
Educ: Bachelors degree	31%	(26)	7%	(6)	46%	(38)	2%	(2)	14%	(11)	83
Educ: Post-grad	26%	(15)	15%	(9)	57%	(33)	2%	(1)	1%	(0)	58
Income: Under 50k	32%	(35)	7%	(8)	43%	(46)	1%	(2)	16%	(17)	107
Income: 50k-100k	35%	(31)	5%	(4)	49%	(43)	2%	(1)	10%	(9)	88
Income: 100k+	29%	(29)	9%	(8)	53%	(52)	2%	(2)	7%	(7)	98
Ethnicity: White	30%	(65)	9%	(19)	51%	(111)	1%	(3)	9%	(19)	216
Ethnicity: Hispanic	31%	(22)	3%	(2)	46%	(34)	3%	(2)	17%	(13)	73
All Christian	33%	(45)	7%	(9)	50%	(67)	2%	(3)	8%	(11)	135
Agnostic/Nothing in particular	34%	(27)	2%	(2)	47%	(37)	2%	(2)	14%	(11)	78
Evangelical	29%	(21)	11%	(8)	50%	(35)	3%	(2)	6%	(4)	71
Non-Evangelical	31%	(26)	5%	(4)	48%	(41)	1%	(1)	15%	(13)	84
Community: Urban	33%	(42)	10%	(12)	47%	(59)	2%	(3)	8%	(11)	127
Community: Suburban	30%	(37)	4%	(5)	49%	(60)	1%	(1)	16%	(20)	122

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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	32%	(94)	7%	(20)	48%	(141)	2%	(5)	11%	(33)	293
Employ: Private Sector	33%	(38)	9%	(10)	49%	(57)	1%	(1)	9%	(11)	117
Military HH: No	30%	(77)	7%	(18)	49%	(125)	1%	(2)	12%	(32)	254
RD/WT: Right Direction	30%	(52)	8%	(14)	49%	(84)	3%	(5)	11%	(19)	173
RD/WT: Wrong Track	35%	(42)	6%	(7)	47%	(57)	—	(0)	12%	(15)	120
Biden Job Approve	33%	(67)	6%	(12)	52%	(106)	2%	(5)	8%	(16)	205
Biden Job Disapprove	24%	(17)	11%	(7)	43%	(30)	—	(0)	23%	(16)	70
Biden Job Strongly Approve	28%	(35)	8%	(10)	55%	(67)	2%	(3)	6%	(8)	122
Biden Job Somewhat Approve	39%	(33)	2%	(1)	47%	(39)	2%	(2)	10%	(8)	83
Favorable of Biden	33%	(70)	5%	(10)	52%	(109)	2%	(5)	8%	(16)	210
Unfavorable of Biden	27%	(20)	13%	(10)	41%	(31)	—	(0)	19%	(14)	75
Very Favorable of Biden	32%	(39)	7%	(9)	54%	(65)	1%	(2)	6%	(7)	121
Somewhat Favorable of Biden	35%	(31)	2%	(2)	49%	(44)	3%	(3)	10%	(9)	89
#1 Issue: Economy	29%	(28)	10%	(10)	51%	(50)	1%	(1)	10%	(10)	99
#1 Issue: Health Care	39%	(24)	8%	(5)	37%	(23)	2%	(1)	13%	(8)	61
2020 Vote: Joe Biden	31%	(50)	7%	(11)	55%	(91)	2%	(3)	5%	(9)	164
2020 Vote: Donald Trump	25%	(16)	8%	(5)	54%	(33)	—	(0)	13%	(8)	61
2020 Vote: Didn't Vote	49%	(27)	7%	(4)	15%	(8)	3%	(2)	26%	(14)	54
2018 House Vote: Democrat	33%	(40)	4%	(5)	54%	(66)	1%	(1)	8%	(10)	124
2018 House Vote: Republican	26%	(17)	11%	(7)	57%	(37)	—	(0)	5%	(3)	64
2016 Vote: Hillary Clinton	33%	(37)	5%	(6)	57%	(64)	1%	(1)	4%	(4)	113
2016 Vote: Donald Trump	19%	(13)	11%	(7)	62%	(43)	—	(0)	9%	(6)	70
2016 Vote: Didn't Vote	37%	(36)	7%	(7)	33%	(33)	3%	(3)	21%	(21)	99
Voted in 2014: Yes	30%	(48)	7%	(12)	56%	(90)	1%	(1)	6%	(9)	160
Voted in 2014: No	34%	(46)	6%	(9)	39%	(51)	2%	(3)	18%	(24)	133
4-Region: Northeast	31%	(20)	10%	(7)	47%	(31)	2%	(2)	10%	(6)	66
4-Region: Midwest	35%	(18)	6%	(3)	37%	(19)	6%	(3)	15%	(8)	51
4-Region: South	31%	(26)	6%	(5)	53%	(44)	—	(0)	10%	(8)	83
4-Region: West	32%	(30)	5%	(5)	51%	(48)	—	(0)	11%	(11)	94
Familiar with any AVOD Service	33%	(89)	7%	(19)	47%	(128)	2%	(5)	11%	(31)	272
Uses any AVOD Service	32%	(70)	8%	(18)	46%	(101)	2%	(4)	13%	(28)	220
Tubi User	26%	(22)	6%	(5)	54%	(47)	1%	(1)	13%	(11)	86

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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	32%	(94)	7%	(20)	48%	(141)	2%	(5)	11%	(33)	293
Pluto TV User	27%	(24)	10%	(9)	48%	(42)	1%	(1)	13%	(11)	87
Peacock User	37%	(44)	8%	(9)	43%	(52)	2%	(2)	10%	(12)	120
Roku Channel User	30%	(37)	8%	(10)	47%	(60)	2%	(3)	13%	(17)	126
IMDbTV User	32%	(24)	5%	(4)	53%	(41)	3%	(2)	7%	(6)	77
Crackle User	29%	(21)	9%	(7)	48%	(34)	3%	(2)	11%	(8)	72
Vudu User	31%	(24)	10%	(8)	49%	(37)	1%	(1)	9%	(7)	76

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

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	33%	(115)	11%	(38)	43%	(148)	4%	(12)	9%	(31)	345
Gender: Male	27%	(43)	11%	(18)	42%	(68)	5%	(8)	15%	(24)	161
Gender: Female	39%	(72)	11%	(20)	43%	(80)	2%	(4)	4%	(8)	185
Age: 18-34	36%	(44)	17%	(21)	32%	(39)	2%	(2)	13%	(16)	121
Age: 35-44	23%	(18)	14%	(10)	55%	(41)	3%	(2)	5%	(4)	76
Age: 45-64	34%	(36)	5%	(5)	48%	(51)	5%	(5)	8%	(8)	106
Millennials: 1981-1996	30%	(39)	18%	(24)	44%	(59)	3%	(4)	5%	(7)	133
GenXers: 1965-1980	29%	(24)	5%	(4)	53%	(44)	7%	(5)	6%	(5)	82
Baby Boomers: 1946-1964	38%	(32)	6%	(5)	43%	(37)	3%	(3)	9%	(8)	84
PID: Dem (no lean)	32%	(43)	12%	(16)	46%	(63)	3%	(5)	7%	(9)	136
PID: Ind (no lean)	39%	(40)	12%	(12)	35%	(36)	1%	(2)	13%	(13)	103
PID: Rep (no lean)	30%	(32)	9%	(10)	46%	(49)	6%	(6)	8%	(9)	106
PID/Gender: Dem Men	28%	(21)	13%	(10)	43%	(31)	5%	(4)	10%	(7)	73
PID/Gender: Dem Women	35%	(22)	11%	(7)	50%	(31)	1%	(1)	3%	(2)	63
PID/Gender: Ind Women	49%	(30)	12%	(8)	33%	(20)	2%	(1)	4%	(2)	61
PID/Gender: Rep Women	33%	(20)	10%	(6)	47%	(28)	4%	(3)	5%	(3)	60
Ideo: Liberal (1-3)	39%	(41)	14%	(15)	41%	(43)	1%	(1)	5%	(6)	104
Ideo: Moderate (4)	31%	(28)	11%	(10)	50%	(45)	1%	(1)	7%	(6)	91
Ideo: Conservative (5-7)	27%	(29)	12%	(12)	48%	(50)	6%	(7)	7%	(8)	106
Educ: < College	36%	(78)	8%	(18)	41%	(89)	4%	(9)	10%	(21)	215
Educ: Bachelors degree	28%	(22)	15%	(11)	43%	(34)	3%	(2)	12%	(9)	79
Educ: Post-grad	28%	(15)	17%	(9)	49%	(25)	3%	(2)	3%	(1)	51
Income: Under 50k	40%	(66)	11%	(17)	34%	(55)	5%	(8)	11%	(17)	164
Income: 50k-100k	28%	(32)	11%	(12)	50%	(57)	2%	(2)	10%	(11)	114
Income: 100k+	25%	(17)	13%	(9)	54%	(36)	3%	(2)	4%	(3)	67
Ethnicity: White	33%	(92)	11%	(31)	46%	(130)	3%	(9)	7%	(20)	281
Ethnicity: Hispanic	45%	(26)	9%	(5)	35%	(20)	2%	(1)	9%	(5)	57
All Christian	32%	(58)	13%	(24)	43%	(78)	3%	(5)	8%	(15)	179
Agnostic/Nothing in particular	40%	(31)	5%	(4)	45%	(35)	2%	(2)	7%	(5)	77
Evangelical	23%	(23)	20%	(21)	49%	(50)	4%	(4)	5%	(5)	103
Non-Evangelical	44%	(46)	6%	(7)	36%	(37)	2%	(2)	11%	(12)	103

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	33%	(115)	11%	(38)	43%	(148)	4%	(12)	9%	(31)	345
Community: Urban	31%	(37)	14%	(17)	42%	(50)	5%	(6)	7%	(8)	118
Community: Suburban	40%	(60)	8%	(13)	39%	(58)	4%	(6)	8%	(12)	149
Community: Rural	23%	(18)	11%	(9)	51%	(40)	—	(0)	14%	(11)	78
Employ: Private Sector	25%	(31)	14%	(18)	48%	(60)	6%	(7)	7%	(9)	124
Employ: Retired	47%	(25)	4%	(2)	36%	(20)	—	(0)	12%	(7)	54
Military HH: No	33%	(98)	12%	(35)	42%	(125)	3%	(9)	10%	(29)	296
RD/WT: Right Direction	31%	(54)	12%	(21)	46%	(82)	3%	(5)	8%	(15)	177
RD/WT: Wrong Track	36%	(61)	10%	(17)	39%	(66)	4%	(7)	10%	(17)	168
Biden Job Approve	33%	(70)	12%	(26)	42%	(89)	4%	(8)	9%	(19)	212
Biden Job Disapprove	33%	(38)	10%	(12)	46%	(54)	3%	(3)	9%	(10)	118
Biden Job Strongly Approve	31%	(36)	14%	(17)	43%	(50)	3%	(3)	8%	(10)	116
Biden Job Somewhat Approve	35%	(34)	9%	(9)	40%	(39)	5%	(5)	10%	(10)	97
Biden Job Strongly Disapprove	33%	(24)	7%	(5)	45%	(33)	5%	(3)	10%	(7)	73
Favorable of Biden	32%	(68)	14%	(29)	42%	(88)	4%	(9)	9%	(18)	211
Unfavorable of Biden	34%	(42)	7%	(9)	46%	(56)	3%	(4)	9%	(12)	122
Very Favorable of Biden	29%	(34)	14%	(16)	47%	(56)	1%	(1)	10%	(12)	120
Somewhat Favorable of Biden	36%	(33)	13%	(12)	35%	(32)	8%	(7)	7%	(7)	91
Very Unfavorable of Biden	33%	(28)	9%	(7)	46%	(40)	4%	(3)	8%	(7)	86
#1 Issue: Economy	26%	(30)	17%	(20)	46%	(53)	5%	(6)	6%	(7)	116
#1 Issue: Security	28%	(17)	8%	(5)	57%	(34)	1%	(1)	6%	(4)	60
#1 Issue: Health Care	33%	(18)	13%	(7)	35%	(19)	4%	(2)	15%	(8)	55
2020 Vote: Joe Biden	30%	(50)	13%	(21)	46%	(76)	5%	(8)	6%	(10)	165
2020 Vote: Donald Trump	30%	(33)	9%	(10)	49%	(54)	4%	(4)	9%	(10)	111
2020 Vote: Didn't Vote	49%	(27)	9%	(5)	21%	(12)	—	(0)	21%	(12)	56
2018 House Vote: Democrat	33%	(42)	10%	(13)	46%	(59)	5%	(6)	5%	(7)	127
2018 House Vote: Republican	30%	(28)	8%	(8)	47%	(43)	4%	(3)	11%	(10)	92
2016 Vote: Hillary Clinton	30%	(36)	15%	(18)	45%	(54)	5%	(6)	5%	(6)	119
2016 Vote: Donald Trump	30%	(34)	7%	(8)	48%	(54)	5%	(6)	9%	(10)	113
2016 Vote: Didn't Vote	38%	(37)	13%	(13)	33%	(32)	1%	(1)	16%	(15)	98
Voted in 2014: Yes	30%	(61)	9%	(19)	48%	(96)	4%	(9)	7%	(15)	199
Voted in 2014: No	37%	(55)	13%	(20)	35%	(52)	2%	(4)	11%	(17)	146

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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	33%	(115)	11%	(38)	43%	(148)	4%	(12)	9%	(31)	345
4-Region: Northeast	34%	(25)	10%	(7)	46%	(33)	2%	(2)	8%	(6)	72
4-Region: Midwest	30%	(20)	13%	(9)	42%	(27)	5%	(3)	10%	(7)	65
4-Region: South	36%	(40)	13%	(14)	38%	(42)	4%	(4)	10%	(11)	111
4-Region: West	32%	(31)	9%	(8)	47%	(46)	4%	(4)	9%	(9)	97
Familiar with any AVOD Service	32%	(101)	12%	(37)	43%	(135)	3%	(10)	10%	(30)	312
Uses any AVOD Service	33%	(86)	11%	(29)	42%	(113)	4%	(10)	10%	(27)	266
Tubi User	33%	(33)	9%	(9)	48%	(48)	2%	(2)	8%	(8)	99
Pluto TV User	28%	(28)	13%	(13)	42%	(42)	3%	(3)	15%	(15)	100
Peacock User	38%	(50)	11%	(14)	42%	(56)	1%	(1)	8%	(11)	131
Roku Channel User	33%	(54)	11%	(19)	42%	(69)	4%	(7)	10%	(17)	165
IMDbTV User	25%	(22)	14%	(12)	53%	(46)	1%	(1)	7%	(6)	87
Crackle User	29%	(24)	14%	(12)	45%	(38)	2%	(2)	10%	(8)	83
Vudu User	33%	(28)	13%	(11)	45%	(38)	1%	(1)	8%	(7)	84
Xumo User	26%	(13)	12%	(6)	39%	(20)	6%	(3)	17%	(8)	50

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	39%	(222)	8%	(42)	48%	(273)	2%	(13)	3%	(14)	565
Gender: Male	42%	(127)	9%	(27)	43%	(129)	3%	(8)	3%	(10)	301
Gender: Female	36%	(95)	6%	(15)	55%	(145)	2%	(5)	2%	(4)	264
Age: 18-34	38%	(85)	11%	(24)	46%	(103)	3%	(8)	1%	(2)	221
Age: 35-44	37%	(41)	10%	(12)	51%	(58)	1%	(1)	1%	(1)	112
Age: 45-64	41%	(70)	4%	(6)	49%	(84)	2%	(4)	4%	(6)	171
Age: 65+	42%	(25)	1%	(0)	48%	(29)	—	(0)	9%	(5)	60
GenZers: 1997-2012	43%	(41)	10%	(9)	43%	(40)	4%	(4)	—	(0)	95
Millennials: 1981-1996	37%	(75)	11%	(22)	50%	(101)	2%	(3)	1%	(3)	205
GenXers: 1965-1980	38%	(54)	7%	(10)	51%	(72)	2%	(4)	2%	(3)	142
Baby Boomers: 1946-1964	42%	(48)	1%	(1)	48%	(55)	1%	(2)	8%	(9)	115
PID: Dem (no lean)	43%	(123)	6%	(16)	47%	(134)	1%	(4)	2%	(6)	283
PID: Ind (no lean)	37%	(59)	10%	(15)	45%	(71)	5%	(8)	2%	(4)	157
PID: Rep (no lean)	32%	(40)	9%	(11)	55%	(68)	1%	(1)	3%	(4)	125
PID/Gender: Dem Men	42%	(66)	9%	(14)	45%	(72)	2%	(3)	2%	(4)	159
PID/Gender: Dem Women	46%	(57)	1%	(1)	50%	(62)	1%	(2)	2%	(3)	125
PID/Gender: Ind Men	48%	(37)	8%	(6)	34%	(26)	6%	(4)	4%	(3)	77
PID/Gender: Ind Women	27%	(22)	12%	(9)	56%	(45)	4%	(3)	1%	(1)	80
PID/Gender: Rep Men	36%	(24)	11%	(7)	47%	(31)	1%	(1)	5%	(3)	66
PID/Gender: Rep Women	27%	(16)	7%	(4)	64%	(38)	—	(0)	2%	(1)	59
Ideo: Liberal (1-3)	45%	(94)	4%	(8)	46%	(95)	2%	(4)	3%	(7)	207
Ideo: Moderate (4)	46%	(74)	10%	(17)	39%	(63)	4%	(6)	2%	(3)	163
Ideo: Conservative (5-7)	30%	(42)	6%	(8)	61%	(86)	—	(0)	3%	(4)	141
Educ: < College	43%	(146)	5%	(18)	46%	(157)	3%	(12)	2%	(8)	340
Educ: Bachelors degree	35%	(47)	12%	(16)	49%	(65)	1%	(1)	4%	(6)	135
Educ: Post-grad	33%	(30)	9%	(8)	57%	(51)	—	(0)	1%	(1)	90
Income: Under 50k	44%	(103)	7%	(16)	41%	(96)	3%	(8)	5%	(11)	234
Income: 50k-100k	36%	(68)	8%	(16)	53%	(101)	2%	(3)	1%	(2)	190
Income: 100k+	36%	(50)	8%	(11)	54%	(76)	1%	(2)	1%	(2)	141
Ethnicity: White	37%	(149)	8%	(33)	50%	(202)	2%	(7)	2%	(10)	402
Ethnicity: Hispanic	37%	(49)	9%	(12)	52%	(69)	1%	(1)	1%	(1)	132
Ethnicity: Black	50%	(49)	2%	(2)	38%	(37)	6%	(6)	4%	(4)	98

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	39%	(222)	8%	(42)	48%	(273)	2%	(13)	3%	(14)	565
Ethnicity: Other	36%	(24)	11%	(7)	51%	(34)	—	(0)	2%	(1)	66
All Christian	38%	(88)	7%	(17)	51%	(119)	1%	(3)	3%	(6)	234
Agnostic/Nothing in particular	39%	(61)	4%	(7)	51%	(79)	2%	(3)	3%	(5)	155
Something Else	44%	(41)	9%	(9)	41%	(39)	4%	(4)	2%	(2)	95
Religious Non-Protestant/Catholic	37%	(19)	13%	(7)	41%	(21)	6%	(3)	3%	(1)	52
Evangelical	32%	(45)	12%	(17)	49%	(69)	3%	(4)	4%	(6)	141
Non-Evangelical	45%	(78)	5%	(9)	47%	(82)	2%	(3)	2%	(3)	175
Community: Urban	36%	(75)	10%	(21)	49%	(101)	2%	(5)	3%	(5)	207
Community: Suburban	42%	(114)	5%	(13)	48%	(133)	3%	(8)	2%	(7)	274
Community: Rural	39%	(33)	10%	(9)	48%	(40)	—	(0)	3%	(2)	84
Employ: Private Sector	38%	(85)	8%	(19)	49%	(110)	3%	(7)	2%	(5)	226
Employ: Self-Employed	40%	(30)	4%	(3)	54%	(40)	1%	(1)	—	(0)	74
Employ: Retired	41%	(30)	1%	(1)	48%	(35)	2%	(2)	8%	(5)	72
Employ: Unemployed	46%	(25)	12%	(7)	42%	(23)	—	(0)	—	(0)	55
Military HH: Yes	36%	(27)	9%	(7)	50%	(38)	1%	(1)	4%	(3)	75
Military HH: No	40%	(195)	7%	(36)	48%	(236)	3%	(12)	2%	(11)	490
RD/WT: Right Direction	42%	(137)	7%	(24)	45%	(147)	2%	(6)	3%	(11)	326
RD/WT: Wrong Track	36%	(85)	8%	(18)	53%	(126)	3%	(6)	1%	(3)	239
Biden Job Approve	41%	(161)	7%	(29)	47%	(183)	2%	(7)	2%	(9)	390
Biden Job Disapprove	35%	(52)	8%	(11)	51%	(76)	3%	(5)	3%	(4)	148
Biden Job Strongly Approve	36%	(73)	9%	(18)	50%	(99)	1%	(3)	4%	(7)	199
Biden Job Somewhat Approve	46%	(89)	6%	(11)	44%	(84)	2%	(5)	1%	(2)	191
Biden Job Somewhat Disapprove	46%	(32)	11%	(7)	39%	(27)	3%	(2)	2%	(2)	70
Biden Job Strongly Disapprove	25%	(19)	5%	(4)	63%	(49)	3%	(3)	4%	(3)	78
Favorable of Biden	42%	(165)	8%	(30)	46%	(178)	1%	(5)	3%	(11)	388
Unfavorable of Biden	33%	(52)	8%	(12)	53%	(84)	5%	(8)	1%	(2)	158
Very Favorable of Biden	40%	(80)	8%	(16)	48%	(96)	1%	(3)	2%	(5)	199
Somewhat Favorable of Biden	45%	(84)	7%	(14)	43%	(82)	1%	(3)	3%	(6)	189
Somewhat Unfavorable of Biden	47%	(32)	7%	(5)	39%	(27)	6%	(4)	1%	(1)	69
Very Unfavorable of Biden	22%	(20)	8%	(7)	64%	(57)	4%	(4)	2%	(2)	89

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	39%	(222)	8%	(42)	48%	(273)	2%	(13)	3%	(14)	565
#1 Issue: Economy	36%	(79)	9%	(20)	50%	(108)	3%	(7)	2%	(3)	217
#1 Issue: Security	38%	(22)	7%	(4)	51%	(31)	1%	(1)	3%	(2)	59
#1 Issue: Health Care	47%	(47)	7%	(7)	45%	(45)	—	(0)	1%	(1)	101
#1 Issue: Medicare / Social Security	54%	(29)	1%	(1)	32%	(17)	—	(0)	12%	(6)	54
2020 Vote: Joe Biden	43%	(134)	6%	(17)	47%	(146)	3%	(8)	3%	(8)	314
2020 Vote: Donald Trump	34%	(48)	9%	(12)	54%	(76)	—	(0)	3%	(4)	140
2020 Vote: Didn't Vote	39%	(35)	14%	(13)	44%	(40)	2%	(1)	1%	(1)	90
2018 House Vote: Democrat	42%	(105)	5%	(13)	48%	(119)	2%	(4)	3%	(7)	248
2018 House Vote: Republican	32%	(39)	9%	(11)	56%	(70)	1%	(1)	2%	(3)	124
2016 Vote: Hillary Clinton	41%	(100)	6%	(14)	48%	(116)	3%	(6)	3%	(6)	243
2016 Vote: Donald Trump	36%	(48)	6%	(8)	54%	(73)	—	(0)	4%	(5)	135
2016 Vote: Didn't Vote	39%	(64)	11%	(18)	45%	(73)	4%	(7)	1%	(2)	163
Voted in 2014: Yes	36%	(123)	7%	(22)	52%	(175)	2%	(5)	3%	(11)	336
Voted in 2014: No	43%	(99)	9%	(20)	43%	(99)	3%	(8)	1%	(3)	229
4-Region: Northeast	38%	(40)	12%	(13)	45%	(48)	2%	(2)	2%	(3)	105
4-Region: Midwest	31%	(26)	8%	(6)	58%	(49)	2%	(2)	2%	(1)	85
4-Region: South	42%	(93)	7%	(16)	45%	(99)	4%	(8)	2%	(5)	221
4-Region: West	41%	(62)	5%	(7)	51%	(78)	1%	(1)	3%	(5)	153
Familiar with any AVOD Service	39%	(195)	8%	(42)	49%	(245)	2%	(10)	3%	(13)	506
Uses any AVOD Service	41%	(159)	8%	(33)	45%	(177)	2%	(9)	3%	(12)	390
Tubi User	44%	(71)	10%	(16)	41%	(65)	1%	(2)	4%	(6)	160
Pluto TV User	36%	(44)	12%	(14)	44%	(54)	2%	(2)	6%	(7)	122
Peacock User	43%	(84)	9%	(17)	41%	(80)	2%	(4)	5%	(9)	194
Roku Channel User	40%	(85)	10%	(21)	46%	(99)	2%	(4)	2%	(3)	212
IMDbTV User	49%	(60)	12%	(15)	34%	(41)	—	(0)	5%	(6)	122
Crackle User	43%	(46)	7%	(8)	44%	(47)	1%	(2)	5%	(5)	108
Vudu User	45%	(57)	8%	(10)	44%	(56)	1%	(2)	2%	(2)	126

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

Table MCEN5_9: *And with whom do you most often watch these services with?*

Tubi

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	51%	(233)	8%	(37)	36%	(162)	1%	(6)	3%	(14)	452
Gender: Male	49%	(115)	8%	(18)	38%	(89)	1%	(3)	4%	(10)	235
Gender: Female	54%	(117)	9%	(19)	34%	(73)	2%	(3)	2%	(4)	217
Age: 18-34	42%	(58)	19%	(26)	29%	(40)	4%	(6)	5%	(7)	137
Age: 35-44	50%	(43)	9%	(8)	40%	(34)	1%	(1)	—	(0)	85
Age: 45-64	58%	(101)	1%	(2)	39%	(68)	—	(0)	2%	(3)	174
Age: 65+	55%	(31)	2%	(1)	36%	(20)	—	(0)	8%	(4)	56
GenZers: 1997-2012	39%	(23)	22%	(13)	25%	(15)	4%	(3)	9%	(5)	59
Millennials: 1981-1996	47%	(59)	13%	(17)	35%	(43)	3%	(4)	1%	(2)	124
GenXers: 1965-1980	53%	(77)	4%	(6)	41%	(59)	—	(0)	1%	(2)	144
Baby Boomers: 1946-1964	59%	(73)	1%	(1)	36%	(45)	—	(0)	4%	(5)	125
PID: Dem (no lean)	58%	(106)	6%	(11)	33%	(59)	1%	(1)	3%	(5)	182
PID: Ind (no lean)	42%	(61)	11%	(16)	40%	(59)	3%	(4)	4%	(5)	146
PID: Rep (no lean)	53%	(66)	8%	(10)	35%	(44)	1%	(1)	3%	(4)	124
PID/Gender: Dem Men	56%	(51)	6%	(6)	34%	(31)	1%	(1)	2%	(2)	91
PID/Gender: Dem Women	60%	(55)	6%	(5)	31%	(29)	—	(0)	3%	(3)	91
PID/Gender: Ind Men	36%	(27)	9%	(7)	47%	(35)	3%	(2)	6%	(4)	74
PID/Gender: Ind Women	48%	(34)	13%	(9)	34%	(24)	4%	(3)	2%	(1)	72
PID/Gender: Rep Men	53%	(37)	8%	(6)	34%	(24)	—	(0)	5%	(4)	70
PID/Gender: Rep Women	53%	(29)	8%	(4)	38%	(20)	1%	(1)	—	(0)	54
Ideo: Liberal (1-3)	56%	(64)	11%	(13)	28%	(32)	1%	(1)	4%	(5)	115
Ideo: Moderate (4)	53%	(76)	4%	(5)	39%	(55)	1%	(2)	3%	(4)	143
Ideo: Conservative (5-7)	49%	(68)	7%	(9)	42%	(58)	—	(0)	3%	(4)	139
Educ: < College	54%	(178)	8%	(26)	34%	(112)	2%	(5)	2%	(8)	329
Educ: Bachelors degree	46%	(35)	7%	(5)	44%	(33)	—	(0)	4%	(3)	76
Income: Under 50k	55%	(143)	9%	(23)	33%	(87)	1%	(3)	2%	(6)	261
Income: 50k-100k	51%	(69)	6%	(9)	36%	(49)	1%	(1)	6%	(8)	135
Income: 100k+	37%	(21)	9%	(5)	48%	(27)	5%	(3)	1%	(1)	56
Ethnicity: White	49%	(155)	9%	(29)	37%	(118)	1%	(3)	3%	(11)	315
Ethnicity: Hispanic	51%	(42)	10%	(8)	33%	(27)	2%	(1)	4%	(3)	82
Ethnicity: Black	56%	(56)	6%	(6)	34%	(34)	4%	(4)	1%	(1)	100

Continued on next page

Table MCEN5_9: *And with whom do you most often watch these services with?*

Tubi

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	51%	(233)	8%	(37)	36%	(162)	1%	(6)	3%	(14)	452
All Christian	53%	(112)	6%	(13)	36%	(75)	—	(0)	4%	(9)	209
Agnostic/Nothing in particular	51%	(52)	12%	(12)	31%	(32)	4%	(4)	3%	(3)	103
Something Else	53%	(48)	5%	(4)	41%	(37)	1%	(1)	1%	(1)	90
Evangelical	45%	(59)	9%	(11)	43%	(56)	1%	(1)	3%	(5)	132
Non-Evangelical	61%	(94)	4%	(6)	32%	(49)	—	(0)	3%	(5)	155
Community: Urban	45%	(66)	13%	(18)	38%	(55)	3%	(4)	2%	(2)	146
Community: Suburban	58%	(113)	1%	(2)	35%	(68)	1%	(2)	5%	(9)	195
Community: Rural	48%	(54)	15%	(16)	35%	(39)	—	(0)	2%	(3)	112
Employ: Private Sector	41%	(54)	6%	(9)	47%	(62)	2%	(3)	3%	(4)	132
Employ: Self-Employed	53%	(30)	13%	(8)	28%	(16)	5%	(3)	1%	(1)	57
Employ: Retired	61%	(48)	3%	(3)	31%	(24)	—	(0)	5%	(4)	79
Employ: Unemployed	56%	(45)	18%	(15)	22%	(18)	1%	(1)	3%	(2)	81
Military HH: Yes	42%	(26)	5%	(3)	47%	(30)	2%	(1)	4%	(3)	63
Military HH: No	53%	(206)	9%	(33)	34%	(132)	1%	(5)	3%	(11)	388
RD/WT: Right Direction	51%	(119)	8%	(19)	34%	(79)	2%	(6)	5%	(11)	234
RD/WT: Wrong Track	52%	(113)	8%	(18)	38%	(83)	—	(1)	1%	(3)	218
Biden Job Approve	50%	(135)	9%	(23)	37%	(100)	1%	(2)	3%	(9)	270
Biden Job Disapprove	53%	(84)	7%	(10)	35%	(56)	3%	(4)	3%	(4)	159
Biden Job Strongly Approve	55%	(80)	9%	(14)	32%	(46)	1%	(1)	3%	(4)	146
Biden Job Somewhat Approve	45%	(56)	8%	(10)	43%	(54)	1%	(1)	4%	(5)	125
Biden Job Strongly Disapprove	52%	(57)	6%	(6)	39%	(43)	—	(0)	4%	(4)	110
Favorable of Biden	51%	(141)	7%	(20)	37%	(102)	1%	(4)	3%	(9)	275
Unfavorable of Biden	55%	(84)	7%	(10)	34%	(53)	2%	(3)	2%	(4)	153
Very Favorable of Biden	57%	(87)	7%	(11)	32%	(50)	2%	(3)	2%	(3)	154
Somewhat Favorable of Biden	44%	(53)	7%	(8)	43%	(52)	1%	(1)	5%	(6)	121
Very Unfavorable of Biden	53%	(62)	6%	(7)	37%	(43)	1%	(1)	3%	(4)	116
#1 Issue: Economy	45%	(78)	10%	(17)	37%	(63)	2%	(4)	6%	(10)	171
#1 Issue: Security	54%	(39)	5%	(3)	39%	(28)	—	(0)	3%	(2)	73
#1 Issue: Health Care	59%	(43)	5%	(3)	35%	(25)	—	(0)	1%	(1)	72
#1 Issue: Medicare / Social Security	68%	(37)	7%	(4)	25%	(14)	—	(0)	—	(0)	55

Continued on next page

Table MCEN5_9: *And with whom do you most often watch these services with?*

Tubi

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	51%	(233)	8%	(37)	36%	(162)	1%	(6)	3%	(14)	452
2020 Vote: Joe Biden	54%	(108)	5%	(11)	35%	(70)	2%	(3)	4%	(8)	201
2020 Vote: Donald Trump	50%	(76)	9%	(14)	38%	(57)	—	(0)	3%	(4)	151
2020 Vote: Didn't Vote	48%	(45)	13%	(12)	33%	(31)	4%	(3)	2%	(2)	93
2018 House Vote: Democrat	62%	(85)	5%	(7)	30%	(42)	—	(0)	3%	(4)	138
2018 House Vote: Republican	51%	(57)	7%	(7)	38%	(42)	1%	(1)	3%	(4)	111
2016 Vote: Hillary Clinton	57%	(87)	6%	(10)	34%	(52)	—	(0)	2%	(3)	151
2016 Vote: Donald Trump	49%	(68)	6%	(8)	41%	(58)	1%	(1)	3%	(4)	140
2016 Vote: Didn't Vote	46%	(66)	13%	(19)	33%	(48)	4%	(5)	5%	(7)	144
Voted in 2014: Yes	56%	(141)	6%	(16)	34%	(86)	—	(0)	3%	(7)	250
Voted in 2014: No	45%	(91)	10%	(21)	38%	(76)	3%	(6)	3%	(7)	202
4-Region: Northeast	39%	(26)	10%	(6)	43%	(30)	6%	(4)	3%	(2)	68
4-Region: Midwest	56%	(55)	8%	(7)	34%	(33)	2%	(2)	—	(0)	97
4-Region: South	56%	(110)	10%	(19)	30%	(59)	—	(1)	4%	(8)	196
4-Region: West	46%	(42)	4%	(4)	45%	(41)	—	(0)	5%	(5)	91
Familiar with any AVOD Service	51%	(229)	8%	(37)	36%	(161)	1%	(6)	3%	(14)	447
Uses any AVOD Service	51%	(233)	8%	(37)	36%	(162)	1%	(6)	3%	(14)	452
Tubi User	51%	(233)	8%	(37)	36%	(162)	1%	(6)	3%	(14)	452
Pluto TV User	51%	(122)	7%	(17)	37%	(89)	2%	(4)	2%	(6)	238
Peacock User	53%	(113)	6%	(13)	35%	(73)	3%	(6)	3%	(7)	211
Roku Channel User	51%	(109)	10%	(22)	34%	(73)	2%	(3)	4%	(8)	214
IMDbTV User	52%	(85)	9%	(14)	35%	(58)	1%	(1)	4%	(6)	165
Crackle User	53%	(103)	6%	(12)	37%	(73)	—	(0)	3%	(7)	195
Vudu User	52%	(82)	11%	(17)	32%	(50)	3%	(5)	2%	(4)	157
Xumo User	48%	(36)	8%	(6)	36%	(27)	2%	(1)	7%	(5)	75

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

Table MCEN5_10: *And with whom do you most often watch these services with?*

Pluto TV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(189)	9%	(37)	36%	(141)	2%	(6)	5%	(20)	393
Gender: Male	50%	(114)	10%	(22)	33%	(76)	1%	(3)	6%	(13)	227
Gender: Female	45%	(75)	9%	(15)	39%	(65)	2%	(4)	4%	(7)	166
Age: 18-34	49%	(56)	18%	(21)	23%	(26)	2%	(2)	8%	(9)	114
Age: 35-44	41%	(38)	11%	(10)	42%	(38)	4%	(4)	2%	(2)	92
Age: 45-64	50%	(71)	3%	(4)	41%	(59)	1%	(1)	5%	(7)	143
Millennials: 1981-1996	47%	(61)	21%	(27)	25%	(32)	4%	(5)	3%	(4)	128
GenXers: 1965-1980	43%	(55)	2%	(2)	51%	(65)	1%	(1)	3%	(4)	127
Baby Boomers: 1946-1964	56%	(52)	2%	(2)	36%	(33)	—	(0)	6%	(6)	92
PID: Dem (no lean)	54%	(95)	8%	(14)	33%	(58)	1%	(1)	5%	(8)	176
PID: Ind (no lean)	42%	(46)	9%	(10)	42%	(46)	2%	(3)	4%	(4)	110
PID: Rep (no lean)	44%	(48)	12%	(13)	34%	(37)	3%	(3)	7%	(7)	107
PID/Gender: Dem Men	56%	(57)	9%	(9)	30%	(30)	—	(0)	5%	(5)	101
PID/Gender: Dem Women	51%	(38)	6%	(5)	38%	(28)	1%	(1)	4%	(3)	75
PID/Gender: Ind Men	42%	(27)	8%	(5)	42%	(27)	4%	(3)	5%	(3)	65
PID/Gender: Rep Men	49%	(30)	13%	(8)	30%	(19)	—	(0)	8%	(5)	62
Ideo: Liberal (1-3)	59%	(70)	10%	(12)	25%	(30)	—	(0)	7%	(8)	119
Ideo: Moderate (4)	44%	(47)	6%	(6)	45%	(48)	4%	(5)	—	(1)	106
Ideo: Conservative (5-7)	41%	(53)	10%	(13)	42%	(54)	1%	(2)	6%	(8)	130
Educ: < College	52%	(142)	7%	(19)	35%	(98)	2%	(6)	4%	(12)	276
Educ: Bachelors degree	44%	(32)	15%	(11)	33%	(24)	1%	(1)	7%	(5)	73
Income: Under 50k	51%	(116)	8%	(18)	34%	(78)	2%	(5)	5%	(12)	229
Income: 50k-100k	49%	(53)	11%	(12)	35%	(37)	—	(0)	6%	(6)	108
Income: 100k+	35%	(20)	13%	(7)	45%	(25)	3%	(2)	3%	(2)	56
Ethnicity: White	45%	(128)	12%	(33)	37%	(105)	2%	(6)	4%	(10)	283
Ethnicity: Hispanic	39%	(23)	9%	(5)	50%	(28)	—	(0)	2%	(1)	57
Ethnicity: Black	55%	(45)	2%	(2)	34%	(28)	—	(0)	9%	(8)	83
All Christian	48%	(83)	11%	(19)	35%	(61)	1%	(3)	4%	(8)	172
Agnostic/Nothing in particular	53%	(47)	7%	(6)	32%	(28)	4%	(4)	4%	(4)	87
Something Else	47%	(39)	7%	(6)	38%	(31)	—	(0)	8%	(6)	83
Evangelical	45%	(57)	14%	(17)	36%	(46)	1%	(1)	4%	(5)	126
Non-Evangelical	49%	(57)	5%	(6)	36%	(41)	2%	(2)	8%	(9)	115

Continued on next page

Table MCEN5_10: *And with whom do you most often watch these services with?*

Pluto TV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(189)	9%	(37)	36%	(141)	2%	(6)	5%	(20)	393
Community: Urban	48%	(73)	16%	(24)	32%	(49)	2%	(3)	3%	(5)	153
Community: Suburban	52%	(73)	3%	(4)	38%	(53)	1%	(1)	7%	(10)	141
Community: Rural	44%	(43)	8%	(8)	40%	(39)	3%	(3)	6%	(6)	99
Employ: Private Sector	41%	(52)	11%	(13)	37%	(47)	4%	(5)	8%	(10)	128
Employ: Self-Employed	55%	(28)	8%	(4)	32%	(16)	—	(0)	5%	(3)	50
Employ: Retired	53%	(32)	1%	(1)	39%	(24)	—	(0)	7%	(4)	61
Employ: Unemployed	51%	(37)	14%	(10)	30%	(22)	1%	(1)	3%	(2)	73
Military HH: Yes	36%	(21)	9%	(5)	51%	(30)	—	(0)	3%	(2)	58
Military HH: No	50%	(168)	9%	(31)	33%	(111)	2%	(6)	5%	(18)	335
RD/WT: Right Direction	47%	(100)	10%	(21)	34%	(72)	3%	(6)	7%	(14)	213
RD/WT: Wrong Track	49%	(89)	9%	(16)	38%	(69)	—	(0)	3%	(6)	179
Biden Job Approve	47%	(117)	12%	(29)	35%	(89)	2%	(5)	5%	(12)	251
Biden Job Disapprove	50%	(61)	6%	(7)	37%	(46)	2%	(2)	5%	(7)	123
Biden Job Strongly Approve	48%	(70)	13%	(19)	33%	(48)	2%	(3)	5%	(7)	148
Biden Job Somewhat Approve	45%	(47)	9%	(10)	39%	(41)	2%	(2)	5%	(5)	104
Biden Job Strongly Disapprove	49%	(40)	6%	(5)	38%	(32)	—	(0)	7%	(6)	83
Favorable of Biden	48%	(119)	11%	(27)	35%	(86)	2%	(5)	4%	(11)	248
Unfavorable of Biden	49%	(59)	7%	(9)	37%	(44)	2%	(2)	6%	(7)	120
Very Favorable of Biden	53%	(74)	11%	(16)	29%	(41)	2%	(3)	5%	(7)	140
Somewhat Favorable of Biden	42%	(45)	11%	(12)	42%	(45)	2%	(2)	4%	(4)	108
Very Unfavorable of Biden	49%	(45)	7%	(7)	37%	(34)	—	(0)	7%	(6)	93
#1 Issue: Economy	40%	(56)	13%	(18)	37%	(51)	5%	(6)	6%	(8)	140
#1 Issue: Security	40%	(25)	7%	(5)	44%	(27)	—	(0)	8%	(5)	61
#1 Issue: Health Care	53%	(36)	8%	(5)	38%	(26)	—	(0)	2%	(1)	68
#1 Issue: Medicare / Social Security	74%	(37)	6%	(3)	20%	(10)	—	(0)	—	(0)	50
2020 Vote: Joe Biden	48%	(92)	10%	(19)	36%	(69)	2%	(3)	4%	(8)	192
2020 Vote: Donald Trump	48%	(57)	7%	(8)	36%	(43)	2%	(3)	6%	(8)	119
2020 Vote: Didn't Vote	49%	(35)	9%	(7)	36%	(26)	1%	(1)	5%	(4)	72
2018 House Vote: Democrat	57%	(71)	9%	(11)	30%	(38)	—	(0)	4%	(6)	125
2018 House Vote: Republican	50%	(50)	7%	(6)	38%	(37)	1%	(1)	4%	(4)	98

Table MCEN5_10: *And with whom do you most often watch these services with?*
Pluto TV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(189)	9%	(37)	36%	(141)	2%	(6)	5%	(20)	393
2016 Vote: Hillary Clinton	55%	(72)	10%	(14)	31%	(41)	—	(0)	3%	(4)	131
2016 Vote: Donald Trump	44%	(52)	7%	(8)	44%	(52)	1%	(1)	5%	(5)	119
2016 Vote: Didn't Vote	46%	(60)	11%	(15)	31%	(40)	4%	(5)	8%	(10)	130
Voted in 2014: Yes	50%	(110)	8%	(19)	37%	(81)	—	(1)	4%	(8)	219
Voted in 2014: No	45%	(78)	10%	(18)	35%	(60)	3%	(5)	7%	(12)	173
4-Region: Northeast	42%	(32)	9%	(7)	41%	(31)	2%	(2)	6%	(5)	77
4-Region: Midwest	57%	(52)	15%	(13)	24%	(22)	3%	(3)	1%	(1)	90
4-Region: South	46%	(69)	6%	(9)	41%	(61)	—	(0)	7%	(10)	150
4-Region: West	47%	(36)	10%	(7)	35%	(27)	3%	(2)	6%	(4)	77
Familiar with any AVOD Service	48%	(188)	9%	(36)	36%	(140)	2%	(6)	5%	(20)	390
Uses any AVOD Service	48%	(189)	9%	(37)	36%	(141)	2%	(6)	5%	(20)	393
Tubi User	50%	(120)	9%	(22)	37%	(89)	1%	(2)	3%	(6)	238
Pluto TV User	48%	(189)	9%	(37)	36%	(141)	2%	(6)	5%	(20)	393
Peacock User	50%	(98)	9%	(17)	35%	(69)	1%	(3)	6%	(11)	197
Roku Channel User	50%	(105)	10%	(22)	33%	(70)	—	(0)	6%	(12)	208
IMDbTV User	40%	(60)	12%	(17)	43%	(64)	—	(0)	5%	(8)	149
Crackle User	49%	(85)	9%	(16)	37%	(65)	—	(0)	4%	(7)	173
Vudu User	49%	(62)	11%	(15)	36%	(46)	—	(0)	4%	(6)	129
Xumo User	35%	(24)	16%	(11)	33%	(23)	—	(0)	15%	(10)	68

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

Table MCEN5_11: *And with whom do you most often watch these services with?*

Peacock

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	49%	(231)	6%	(30)	41%	(193)	1%	(5)	3%	(13)	472
Gender: Male	49%	(121)	8%	(20)	38%	(94)	1%	(3)	3%	(8)	246
Gender: Female	49%	(110)	5%	(11)	44%	(100)	1%	(2)	2%	(4)	227
Age: 18-34	45%	(65)	14%	(20)	36%	(52)	2%	(2)	3%	(5)	144
Age: 35-44	43%	(46)	8%	(9)	47%	(49)	1%	(1)	1%	(1)	106
Age: 45-64	55%	(84)	1%	(2)	41%	(63)	1%	(2)	2%	(2)	154
Age: 65+	53%	(36)	—	(0)	41%	(28)	—	(0)	6%	(4)	68
Millennials: 1981-1996	39%	(64)	11%	(18)	46%	(74)	2%	(3)	2%	(3)	161
GenXers: 1965-1980	51%	(67)	3%	(4)	44%	(58)	—	(0)	1%	(2)	130
Baby Boomers: 1946-1964	56%	(71)	—	(1)	39%	(49)	1%	(2)	4%	(5)	128
PID: Dem (no lean)	53%	(104)	8%	(15)	37%	(71)	1%	(2)	1%	(2)	194
PID: Ind (no lean)	47%	(77)	6%	(10)	42%	(68)	1%	(2)	4%	(6)	163
PID: Rep (no lean)	44%	(51)	5%	(5)	47%	(54)	—	(0)	4%	(5)	115
PID/Gender: Dem Men	53%	(53)	11%	(11)	34%	(34)	1%	(1)	1%	(1)	99
PID/Gender: Dem Women	54%	(51)	4%	(3)	39%	(37)	2%	(2)	2%	(2)	95
PID/Gender: Ind Men	47%	(36)	7%	(5)	37%	(29)	3%	(2)	5%	(4)	77
PID/Gender: Ind Women	47%	(40)	6%	(5)	46%	(39)	—	(0)	2%	(2)	86
PID/Gender: Rep Men	46%	(31)	5%	(3)	45%	(31)	—	(0)	5%	(4)	69
Ideo: Liberal (1-3)	55%	(78)	8%	(11)	33%	(47)	2%	(2)	3%	(4)	141
Ideo: Moderate (4)	54%	(82)	4%	(5)	40%	(60)	2%	(2)	1%	(2)	151
Ideo: Conservative (5-7)	40%	(54)	8%	(10)	49%	(66)	—	(0)	3%	(5)	135
Educ: < College	52%	(165)	6%	(18)	39%	(123)	1%	(4)	2%	(6)	315
Educ: Bachelors degree	45%	(44)	8%	(7)	41%	(40)	1%	(1)	6%	(6)	98
Educ: Post-grad	38%	(22)	9%	(5)	52%	(31)	—	(0)	2%	(1)	59
Income: Under 50k	53%	(120)	6%	(14)	36%	(82)	2%	(4)	3%	(7)	226
Income: 50k-100k	42%	(66)	8%	(12)	47%	(74)	1%	(1)	2%	(4)	157
Income: 100k+	51%	(45)	5%	(4)	42%	(38)	—	(0)	2%	(2)	89
Ethnicity: White	44%	(156)	7%	(25)	46%	(163)	1%	(5)	2%	(8)	357
Ethnicity: Hispanic	37%	(30)	8%	(6)	55%	(44)	—	(0)	—	(0)	81
Ethnicity: Black	65%	(53)	5%	(4)	25%	(20)	—	(0)	5%	(4)	82

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Table MCEN5_11: *And with whom do you most often watch these services with?*

Peacock

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	49%	(231)	6%	(30)	41%	(193)	1%	(5)	3%	(13)	472
All Christian	48%	(107)	5%	(11)	44%	(96)	1%	(2)	2%	(5)	220
Agnostic/Nothing in particular	55%	(71)	7%	(9)	35%	(45)	2%	(2)	1%	(2)	129
Something Else	42%	(28)	7%	(5)	44%	(30)	—	(0)	6%	(4)	67
Evangelical	36%	(46)	8%	(10)	54%	(69)	—	(0)	2%	(3)	127
Non-Evangelical	55%	(79)	3%	(5)	36%	(52)	1%	(2)	4%	(6)	143
Community: Urban	47%	(72)	9%	(14)	40%	(63)	2%	(2)	2%	(4)	155
Community: Suburban	49%	(108)	4%	(9)	43%	(93)	1%	(2)	2%	(5)	217
Community: Rural	51%	(52)	7%	(7)	38%	(38)	—	(0)	4%	(4)	100
Employ: Private Sector	40%	(67)	7%	(12)	49%	(81)	1%	(2)	3%	(5)	166
Employ: Self-Employed	63%	(38)	8%	(5)	29%	(17)	—	(0)	—	(0)	60
Employ: Retired	52%	(42)	—	(0)	41%	(34)	2%	(2)	5%	(4)	81
Employ: Unemployed	55%	(38)	14%	(10)	26%	(18)	—	(0)	5%	(3)	70
Military HH: Yes	45%	(27)	7%	(4)	44%	(27)	1%	(1)	4%	(2)	61
Military HH: No	50%	(204)	6%	(26)	41%	(167)	1%	(4)	3%	(11)	412
RD/WT: Right Direction	49%	(132)	6%	(17)	39%	(104)	2%	(4)	4%	(10)	268
RD/WT: Wrong Track	48%	(99)	6%	(13)	44%	(89)	—	(1)	1%	(3)	205
Biden Job Approve	50%	(151)	7%	(21)	40%	(120)	1%	(2)	3%	(9)	303
Biden Job Disapprove	45%	(66)	6%	(9)	45%	(66)	1%	(2)	2%	(3)	146
Biden Job Strongly Approve	49%	(77)	10%	(15)	39%	(62)	1%	(2)	2%	(3)	159
Biden Job Somewhat Approve	51%	(74)	4%	(6)	40%	(58)	—	(1)	4%	(6)	144
Biden Job Strongly Disapprove	42%	(42)	7%	(7)	49%	(48)	—	(0)	1%	(1)	98
Favorable of Biden	53%	(156)	7%	(20)	37%	(109)	1%	(2)	3%	(8)	295
Unfavorable of Biden	43%	(64)	4%	(7)	49%	(74)	2%	(3)	2%	(2)	151
Very Favorable of Biden	54%	(90)	8%	(14)	35%	(58)	1%	(2)	1%	(2)	165
Somewhat Favorable of Biden	51%	(66)	5%	(7)	39%	(51)	—	(0)	5%	(6)	129
Very Unfavorable of Biden	41%	(45)	5%	(5)	52%	(57)	1%	(1)	1%	(1)	108
#1 Issue: Economy	51%	(89)	5%	(9)	40%	(70)	2%	(4)	3%	(4)	176
#1 Issue: Security	37%	(24)	7%	(5)	53%	(33)	2%	(1)	1%	(1)	64
#1 Issue: Health Care	54%	(49)	6%	(5)	37%	(34)	—	(0)	3%	(3)	91
#1 Issue: Medicare / Social Security	63%	(32)	1%	(1)	33%	(17)	—	(0)	3%	(2)	51

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Table MCEN5_11: *And with whom do you most often watch these services with?*

Peacock

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	49%	(231)	6%	(30)	41%	(193)	1%	(5)	3%	(13)	472
2020 Vote: Joe Biden	52%	(122)	6%	(14)	37%	(86)	2%	(4)	3%	(6)	233
2020 Vote: Donald Trump	44%	(58)	3%	(5)	50%	(66)	—	(0)	2%	(3)	131
2020 Vote: Didn't Vote	50%	(47)	12%	(11)	33%	(30)	1%	(1)	4%	(4)	93
2018 House Vote: Democrat	56%	(97)	6%	(10)	35%	(61)	1%	(2)	2%	(3)	173
2018 House Vote: Republican	41%	(47)	3%	(3)	53%	(61)	—	(0)	3%	(4)	115
2016 Vote: Hillary Clinton	56%	(92)	7%	(11)	34%	(56)	1%	(2)	1%	(2)	164
2016 Vote: Donald Trump	37%	(51)	3%	(4)	57%	(79)	—	(0)	3%	(4)	139
2016 Vote: Didn't Vote	49%	(70)	10%	(15)	35%	(51)	2%	(2)	4%	(6)	144
Voted in 2014: Yes	49%	(137)	6%	(16)	42%	(118)	1%	(2)	2%	(7)	280
Voted in 2014: No	49%	(94)	7%	(14)	39%	(75)	1%	(2)	3%	(6)	192
4-Region: Northeast	45%	(46)	6%	(6)	44%	(44)	2%	(2)	3%	(3)	101
4-Region: Midwest	45%	(45)	10%	(11)	42%	(43)	2%	(2)	1%	(1)	101
4-Region: South	54%	(88)	5%	(9)	36%	(60)	—	(1)	4%	(7)	164
4-Region: West	49%	(52)	4%	(5)	44%	(47)	—	(0)	2%	(3)	106
Familiar with any AVOD Service	49%	(226)	7%	(30)	41%	(187)	1%	(5)	3%	(12)	461
Uses any AVOD Service	49%	(231)	6%	(30)	41%	(193)	1%	(5)	3%	(13)	472
Tubi User	51%	(109)	8%	(16)	38%	(80)	1%	(2)	3%	(5)	211
Pluto TV User	46%	(91)	10%	(20)	39%	(77)	1%	(2)	4%	(7)	197
Peacock User	49%	(231)	6%	(30)	41%	(193)	1%	(5)	3%	(13)	472
Roku Channel User	45%	(90)	11%	(22)	39%	(78)	—	(1)	4%	(8)	198
IMDbTV User	49%	(66)	8%	(11)	37%	(50)	—	(1)	5%	(7)	134
Crackle User	50%	(78)	9%	(15)	37%	(58)	1%	(1)	2%	(4)	155
Vudu User	48%	(61)	10%	(13)	39%	(49)	—	(1)	3%	(4)	128
Xumo User	39%	(26)	8%	(6)	42%	(28)	1%	(1)	10%	(7)	66

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

Table MCEN5_12: *And with whom do you most often watch these services with?*

The Roku Channel

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	43%	(256)	5%	(31)	43%	(258)	3%	(16)	5%	(31)	592
Gender: Male	46%	(118)	6%	(16)	40%	(101)	2%	(5)	5%	(13)	253
Gender: Female	41%	(139)	4%	(15)	46%	(156)	3%	(11)	5%	(18)	339
Age: 18-34	37%	(74)	9%	(17)	42%	(83)	4%	(8)	9%	(18)	200
Age: 35-44	42%	(45)	9%	(10)	43%	(46)	3%	(4)	3%	(3)	107
Age: 45-64	49%	(97)	2%	(4)	44%	(88)	1%	(2)	4%	(7)	198
Age: 65+	47%	(41)	1%	(0)	46%	(40)	3%	(3)	4%	(3)	88
GenZers: 1997-2012	36%	(37)	5%	(5)	41%	(42)	5%	(5)	14%	(14)	104
Millennials: 1981-1996	40%	(69)	11%	(19)	43%	(75)	3%	(5)	3%	(4)	174
GenXers: 1965-1980	47%	(68)	3%	(4)	43%	(62)	1%	(2)	6%	(8)	144
Baby Boomers: 1946-1964	49%	(79)	1%	(2)	45%	(73)	3%	(4)	2%	(4)	162
PID: Dem (no lean)	51%	(118)	6%	(14)	39%	(88)	2%	(3)	3%	(6)	229
PID: Ind (no lean)	38%	(75)	4%	(8)	45%	(88)	4%	(8)	9%	(17)	195
PID: Rep (no lean)	38%	(64)	6%	(10)	48%	(81)	3%	(5)	5%	(8)	168
PID/Gender: Dem Men	56%	(57)	8%	(9)	34%	(34)	2%	(2)	—	(0)	102
PID/Gender: Dem Women	48%	(61)	4%	(5)	42%	(54)	1%	(2)	5%	(6)	127
PID/Gender: Ind Men	47%	(35)	3%	(2)	39%	(30)	3%	(2)	7%	(5)	75
PID/Gender: Ind Women	33%	(39)	4%	(5)	49%	(58)	5%	(5)	10%	(11)	120
PID/Gender: Rep Men	33%	(25)	7%	(5)	49%	(37)	2%	(1)	10%	(7)	76
PID/Gender: Rep Women	42%	(39)	5%	(5)	48%	(44)	4%	(4)	1%	(1)	92
Ideo: Liberal (1-3)	48%	(79)	6%	(10)	42%	(69)	1%	(1)	4%	(6)	165
Ideo: Moderate (4)	49%	(72)	6%	(9)	39%	(57)	3%	(4)	3%	(5)	147
Ideo: Conservative (5-7)	39%	(74)	5%	(9)	49%	(93)	3%	(6)	3%	(6)	188
Educ: < College	46%	(197)	4%	(19)	42%	(179)	3%	(12)	5%	(22)	429
Educ: Bachelors degree	40%	(40)	5%	(6)	47%	(48)	3%	(3)	5%	(5)	101
Educ: Post-grad	31%	(20)	10%	(6)	49%	(31)	2%	(1)	7%	(5)	63
Income: Under 50k	49%	(153)	4%	(13)	37%	(115)	2%	(7)	7%	(21)	310
Income: 50k-100k	40%	(77)	6%	(12)	50%	(96)	2%	(4)	2%	(4)	194
Income: 100k+	29%	(26)	6%	(6)	53%	(47)	6%	(5)	6%	(5)	89
Ethnicity: White	41%	(185)	6%	(27)	47%	(212)	3%	(12)	4%	(17)	453
Ethnicity: Hispanic	34%	(31)	7%	(7)	53%	(49)	—	(0)	6%	(6)	92
Ethnicity: Black	52%	(47)	3%	(3)	29%	(26)	5%	(5)	11%	(10)	90

Table MCEN5_12: *And with whom do you most often watch these services with?*

The Roku Channel

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	43%	(256)	5%	(31)	43%	(258)	3%	(16)	5%	(31)	592
Ethnicity: Other	48%	(24)	3%	(1)	39%	(20)	—	(0)	9%	(5)	50
All Christian	41%	(109)	7%	(17)	46%	(122)	2%	(6)	3%	(8)	263
Agnostic/Nothing in particular	40%	(48)	3%	(4)	49%	(59)	3%	(4)	5%	(6)	120
Something Else	47%	(70)	3%	(4)	37%	(55)	4%	(6)	8%	(12)	148
Religious Non-Protestant/Catholic	47%	(26)	10%	(5)	38%	(21)	—	(0)	6%	(3)	56
Evangelical	37%	(76)	5%	(10)	49%	(99)	5%	(11)	4%	(9)	205
Non-Evangelical	51%	(98)	6%	(12)	37%	(71)	1%	(2)	6%	(11)	192
Community: Urban	46%	(79)	8%	(15)	38%	(65)	3%	(5)	5%	(10)	173
Community: Suburban	43%	(110)	4%	(9)	44%	(114)	4%	(9)	6%	(14)	257
Community: Rural	41%	(67)	4%	(7)	48%	(78)	2%	(3)	4%	(7)	162
Employ: Private Sector	40%	(70)	5%	(8)	47%	(81)	3%	(5)	5%	(8)	172
Employ: Self-Employed	46%	(27)	6%	(3)	40%	(24)	3%	(2)	5%	(3)	59
Employ: Retired	52%	(63)	2%	(2)	44%	(53)	—	(0)	3%	(4)	122
Employ: Unemployed	43%	(38)	11%	(10)	40%	(36)	2%	(2)	4%	(3)	90
Military HH: Yes	32%	(28)	5%	(4)	58%	(51)	4%	(3)	2%	(2)	88
Military HH: No	45%	(228)	5%	(27)	41%	(206)	3%	(13)	6%	(30)	504
RD/WT: Right Direction	45%	(128)	6%	(16)	40%	(114)	2%	(5)	7%	(20)	283
RD/WT: Wrong Track	42%	(128)	5%	(15)	46%	(144)	4%	(11)	4%	(11)	309
Biden Job Approve	46%	(154)	6%	(19)	44%	(148)	2%	(5)	3%	(11)	337
Biden Job Disapprove	42%	(91)	5%	(11)	41%	(88)	4%	(9)	7%	(15)	214
Biden Job Strongly Approve	46%	(81)	9%	(16)	40%	(71)	2%	(3)	3%	(6)	177
Biden Job Somewhat Approve	45%	(72)	2%	(3)	48%	(76)	2%	(3)	3%	(5)	160
Biden Job Somewhat Disapprove	45%	(26)	6%	(4)	27%	(16)	2%	(1)	19%	(11)	57
Biden Job Strongly Disapprove	41%	(65)	5%	(7)	46%	(72)	5%	(8)	3%	(4)	156
Favorable of Biden	46%	(155)	5%	(18)	42%	(142)	1%	(4)	6%	(20)	340
Unfavorable of Biden	40%	(87)	5%	(11)	46%	(99)	4%	(9)	4%	(9)	215
Very Favorable of Biden	51%	(93)	7%	(13)	36%	(65)	1%	(2)	4%	(8)	182
Somewhat Favorable of Biden	39%	(62)	3%	(5)	49%	(77)	1%	(2)	8%	(12)	158
Very Unfavorable of Biden	40%	(68)	6%	(10)	47%	(80)	5%	(8)	3%	(6)	171

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Table MCEN5_12: *And with whom do you most often watch these services with?*

The Roku Channel

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	43%	(256)	5%	(31)	43%	(258)	3%	(16)	5%	(31)	592
#1 Issue: Economy	40%	(83)	6%	(13)	47%	(97)	5%	(10)	2%	(5)	207
#1 Issue: Security	35%	(26)	8%	(6)	54%	(41)	1%	(1)	2%	(2)	76
#1 Issue: Health Care	53%	(54)	5%	(5)	34%	(35)	2%	(2)	6%	(6)	102
#1 Issue: Medicare / Social Security	55%	(41)	3%	(3)	35%	(26)	—	(0)	7%	(5)	74
2020 Vote: Joe Biden	48%	(125)	6%	(16)	42%	(109)	1%	(3)	2%	(5)	259
2020 Vote: Donald Trump	37%	(71)	4%	(7)	53%	(100)	3%	(5)	4%	(7)	189
2020 Vote: Didn't Vote	44%	(55)	6%	(7)	32%	(40)	4%	(5)	15%	(19)	127
2018 House Vote: Democrat	51%	(97)	5%	(9)	40%	(76)	1%	(3)	2%	(4)	189
2018 House Vote: Republican	33%	(56)	4%	(7)	56%	(94)	3%	(5)	4%	(7)	169
2016 Vote: Hillary Clinton	48%	(87)	7%	(13)	42%	(77)	2%	(3)	1%	(3)	183
2016 Vote: Donald Trump	37%	(66)	3%	(5)	55%	(100)	2%	(4)	3%	(6)	181
2016 Vote: Didn't Vote	44%	(94)	6%	(13)	36%	(77)	4%	(9)	10%	(22)	214
Voted in 2014: Yes	43%	(140)	5%	(17)	48%	(155)	2%	(6)	2%	(7)	325
Voted in 2014: No	44%	(116)	5%	(14)	38%	(103)	4%	(11)	9%	(24)	268
4-Region: Northeast	37%	(38)	9%	(9)	47%	(48)	2%	(2)	5%	(5)	103
4-Region: Midwest	45%	(52)	5%	(6)	43%	(50)	1%	(1)	6%	(7)	115
4-Region: South	42%	(104)	4%	(10)	45%	(113)	4%	(10)	5%	(12)	248
4-Region: West	50%	(62)	4%	(6)	37%	(46)	3%	(4)	6%	(8)	126
Familiar with any AVOD Service	44%	(256)	5%	(31)	43%	(254)	3%	(16)	5%	(31)	588
Uses any AVOD Service	43%	(256)	5%	(31)	43%	(258)	3%	(16)	5%	(31)	592
Tubi User	45%	(96)	7%	(14)	41%	(89)	1%	(3)	6%	(14)	214
Pluto TV User	44%	(92)	8%	(17)	41%	(86)	1%	(3)	5%	(10)	208
Peacock User	47%	(92)	8%	(17)	38%	(75)	—	(1)	7%	(13)	198
Roku Channel User	43%	(256)	5%	(31)	43%	(258)	3%	(16)	5%	(31)	592
IMDbTV User	44%	(63)	5%	(7)	45%	(65)	1%	(2)	4%	(6)	142
Crackle User	41%	(63)	9%	(14)	46%	(71)	—	(1)	4%	(6)	154
Vudu User	40%	(56)	8%	(11)	42%	(59)	2%	(2)	9%	(13)	141
Xumo User	39%	(24)	9%	(6)	37%	(23)	—	(0)	15%	(9)	63

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

Table MCEN5_13: *And with whom do you most often watch these services with?*
IMDbTV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	50%	(154)	5%	(16)	39%	(120)	1%	(4)	4%	(11)	305
Gender: Male	49%	(90)	6%	(11)	39%	(71)	1%	(2)	5%	(10)	184
Gender: Female	53%	(64)	4%	(5)	40%	(49)	1%	(2)	2%	(2)	120
Age: 18-34	46%	(44)	12%	(11)	31%	(30)	3%	(2)	8%	(8)	95
Age: 35-44	40%	(24)	7%	(4)	51%	(31)	—	(0)	2%	(1)	60
Age: 45-64	56%	(55)	1%	(1)	41%	(41)	1%	(1)	1%	(1)	99
Age: 65+	61%	(31)	—	(0)	36%	(18)	—	(0)	3%	(2)	51
Millennials: 1981-1996	45%	(42)	12%	(11)	40%	(37)	1%	(1)	2%	(2)	92
GenXers: 1965-1980	46%	(42)	1%	(1)	51%	(47)	1%	(1)	1%	(1)	92
Baby Boomers: 1946-1964	62%	(51)	—	(0)	35%	(29)	—	(0)	3%	(3)	83
PID: Dem (no lean)	54%	(73)	6%	(8)	38%	(51)	1%	(1)	1%	(1)	135
PID: Ind (no lean)	47%	(41)	6%	(5)	36%	(32)	3%	(2)	7%	(6)	87
PID: Rep (no lean)	48%	(40)	3%	(2)	45%	(37)	—	(0)	5%	(4)	83
PID/Gender: Dem Men	56%	(49)	8%	(7)	34%	(29)	2%	(1)	1%	(1)	87
PID/Gender: Ind Men	42%	(22)	8%	(4)	36%	(19)	1%	(1)	12%	(6)	53
Ideo: Liberal (1-3)	58%	(55)	6%	(5)	32%	(30)	2%	(2)	2%	(2)	95
Ideo: Moderate (4)	50%	(42)	5%	(4)	39%	(33)	1%	(1)	5%	(5)	84
Ideo: Conservative (5-7)	41%	(41)	6%	(6)	50%	(51)	1%	(1)	3%	(3)	101
Educ: < College	54%	(114)	4%	(8)	37%	(78)	1%	(2)	4%	(8)	210
Educ: Bachelors degree	46%	(27)	10%	(6)	37%	(22)	3%	(2)	5%	(3)	59
Income: Under 50k	58%	(89)	3%	(5)	34%	(53)	—	(1)	4%	(6)	153
Income: 50k-100k	44%	(46)	7%	(8)	43%	(45)	1%	(1)	5%	(5)	105
Ethnicity: White	47%	(104)	6%	(13)	43%	(97)	2%	(4)	3%	(7)	224
Ethnicity: Hispanic	50%	(30)	2%	(1)	40%	(24)	—	(0)	7%	(4)	61
Ethnicity: Black	60%	(32)	7%	(4)	27%	(14)	—	(0)	6%	(3)	53
All Christian	50%	(69)	5%	(7)	39%	(55)	—	(1)	5%	(7)	139
Agnostic/Nothing in particular	58%	(37)	2%	(1)	36%	(22)	3%	(2)	2%	(1)	63
Something Else	48%	(28)	4%	(2)	44%	(26)	—	(0)	4%	(2)	60
Evangelical	38%	(37)	7%	(6)	49%	(48)	1%	(1)	5%	(5)	97
Non-Evangelical	61%	(56)	3%	(3)	31%	(29)	—	(0)	4%	(4)	92

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Table MCEN5_13: *And with whom do you most often watch these services with?*
IMDbTV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	50%	(154)	5%	(16)	39%	(120)	1%	(4)	4%	(11)	305
Community: Urban	43%	(46)	8%	(8)	44%	(47)	1%	(1)	3%	(3)	105
Community: Suburban	66%	(82)	1%	(1)	28%	(34)	2%	(2)	4%	(5)	124
Community: Rural	35%	(27)	9%	(7)	51%	(39)	—	(0)	5%	(3)	76
Employ: Private Sector	38%	(33)	4%	(4)	53%	(45)	1%	(1)	4%	(3)	85
Employ: Retired	60%	(37)	1%	(1)	36%	(22)	—	(0)	3%	(2)	61
Military HH: No	52%	(133)	5%	(13)	38%	(97)	1%	(3)	4%	(11)	257
RD/WT: Right Direction	48%	(80)	8%	(13)	38%	(62)	1%	(1)	6%	(10)	166
RD/WT: Wrong Track	54%	(74)	2%	(3)	41%	(57)	2%	(2)	1%	(1)	139
Biden Job Approve	50%	(103)	5%	(10)	39%	(80)	1%	(3)	4%	(9)	204
Biden Job Disapprove	48%	(45)	7%	(7)	41%	(39)	1%	(1)	3%	(3)	94
Biden Job Strongly Approve	47%	(51)	7%	(7)	43%	(48)	1%	(1)	2%	(2)	110
Biden Job Somewhat Approve	55%	(51)	2%	(2)	34%	(32)	2%	(2)	7%	(6)	94
Biden Job Strongly Disapprove	54%	(36)	—	(0)	42%	(27)	—	(0)	4%	(3)	65
Favorable of Biden	49%	(100)	5%	(10)	40%	(82)	2%	(4)	4%	(9)	203
Unfavorable of Biden	53%	(47)	7%	(6)	39%	(34)	—	(0)	1%	(1)	89
Very Favorable of Biden	53%	(52)	8%	(8)	37%	(36)	1%	(1)	2%	(2)	98
Somewhat Favorable of Biden	46%	(48)	1%	(1)	43%	(46)	3%	(3)	7%	(7)	105
Very Unfavorable of Biden	52%	(36)	3%	(2)	43%	(30)	—	(0)	2%	(1)	69
#1 Issue: Economy	50%	(49)	8%	(8)	35%	(35)	2%	(2)	5%	(5)	98
#1 Issue: Security	44%	(22)	4%	(2)	47%	(23)	—	(0)	4%	(2)	50
#1 Issue: Health Care	38%	(21)	10%	(6)	51%	(28)	—	(0)	1%	(1)	55
2020 Vote: Joe Biden	52%	(83)	8%	(12)	37%	(59)	1%	(1)	4%	(6)	160
2020 Vote: Donald Trump	50%	(45)	5%	(4)	41%	(37)	—	(0)	4%	(3)	90
2018 House Vote: Democrat	52%	(52)	6%	(6)	39%	(39)	1%	(1)	2%	(2)	99
2018 House Vote: Republican	53%	(43)	2%	(2)	43%	(36)	—	(0)	1%	(1)	82
2016 Vote: Hillary Clinton	56%	(57)	7%	(7)	36%	(36)	1%	(1)	1%	(1)	102
2016 Vote: Donald Trump	49%	(48)	3%	(3)	45%	(44)	—	(0)	4%	(4)	98
2016 Vote: Didn't Vote	42%	(38)	7%	(6)	41%	(37)	3%	(2)	8%	(7)	90
Voted in 2014: Yes	51%	(91)	5%	(9)	42%	(74)	—	(1)	2%	(3)	177
Voted in 2014: No	49%	(63)	6%	(7)	36%	(46)	2%	(3)	7%	(8)	128

Table MCEN5_13: *And with whom do you most often watch these services with?*

IMDbTV

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	50%	(154)	5%	(16)	39%	(120)	1%	(4)	4%	(11)	305
4-Region: Northeast	41%	(21)	10%	(5)	40%	(21)	4%	(2)	5%	(3)	53
4-Region: Midwest	53%	(30)	6%	(3)	40%	(23)	1%	(1)	—	(0)	57
4-Region: South	54%	(67)	3%	(4)	37%	(45)	—	(0)	6%	(7)	123
4-Region: West	49%	(35)	5%	(4)	42%	(31)	1%	(1)	2%	(2)	72
Familiar with any AVOD Service	51%	(154)	5%	(16)	39%	(118)	1%	(4)	4%	(11)	303
Uses any AVOD Service	50%	(154)	5%	(16)	39%	(120)	1%	(4)	4%	(11)	305
Tubi User	51%	(85)	4%	(6)	40%	(66)	—	(1)	4%	(7)	165
Pluto TV User	44%	(65)	7%	(11)	43%	(64)	1%	(1)	5%	(7)	149
Peacock User	51%	(68)	6%	(8)	38%	(51)	—	(1)	5%	(7)	134
Roku Channel User	46%	(66)	5%	(7)	44%	(62)	—	(1)	5%	(7)	142
IMDbTV User	50%	(154)	5%	(16)	39%	(120)	1%	(4)	4%	(11)	305
Crackle User	45%	(61)	5%	(7)	42%	(57)	1%	(2)	6%	(8)	134
Vudu User	51%	(51)	8%	(8)	36%	(36)	1%	(1)	3%	(3)	99
Xumo User	37%	(21)	7%	(4)	44%	(25)	1%	(1)	10%	(6)	56

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

Table MCEN5_14: *And with whom do you most often watch these services with?*

Crackle

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(136)	5%	(15)	38%	(108)	2%	(5)	7%	(20)	285
Gender: Male	54%	(87)	5%	(8)	32%	(51)	1%	(1)	8%	(13)	160
Gender: Female	40%	(50)	6%	(7)	46%	(57)	3%	(4)	6%	(7)	125
Age: 18-34	48%	(43)	10%	(9)	28%	(25)	4%	(3)	11%	(10)	91
Age: 35-44	50%	(32)	6%	(4)	35%	(22)	3%	(2)	6%	(4)	64
Age: 45-64	45%	(44)	2%	(2)	48%	(46)	—	(0)	4%	(4)	96
Millennials: 1981-1996	50%	(51)	8%	(8)	34%	(34)	2%	(2)	6%	(6)	101
GenXers: 1965-1980	39%	(33)	1%	(0)	53%	(46)	1%	(1)	7%	(6)	86
Baby Boomers: 1946-1964	56%	(39)	3%	(2)	35%	(24)	—	(0)	6%	(4)	69
PID: Dem (no lean)	57%	(74)	5%	(6)	32%	(41)	—	(1)	6%	(8)	130
PID: Ind (no lean)	41%	(30)	9%	(7)	42%	(31)	—	(0)	8%	(6)	74
PID: Rep (no lean)	40%	(32)	3%	(2)	44%	(36)	6%	(5)	7%	(6)	81
PID/Gender: Dem Men	61%	(46)	8%	(6)	24%	(18)	1%	(1)	6%	(5)	75
PID/Gender: Dem Women	51%	(28)	1%	(1)	41%	(23)	—	(0)	7%	(4)	56
Ideo: Liberal (1-3)	63%	(53)	5%	(4)	27%	(22)	1%	(1)	5%	(4)	84
Ideo: Moderate (4)	62%	(53)	3%	(3)	22%	(19)	3%	(3)	9%	(8)	85
Ideo: Conservative (5-7)	28%	(26)	6%	(6)	56%	(53)	2%	(2)	8%	(8)	95
Educ: < College	53%	(106)	4%	(9)	33%	(65)	2%	(3)	8%	(15)	197
Educ: Bachelors degree	39%	(21)	6%	(3)	45%	(24)	3%	(2)	6%	(3)	53
Income: Under 50k	56%	(81)	5%	(8)	32%	(47)	—	(1)	6%	(9)	145
Income: 50k-100k	39%	(39)	4%	(4)	43%	(43)	3%	(3)	11%	(11)	100
Ethnicity: White	40%	(83)	7%	(14)	45%	(91)	1%	(2)	7%	(14)	205
Ethnicity: Hispanic	40%	(21)	4%	(2)	39%	(20)	3%	(1)	14%	(7)	51
Ethnicity: Black	65%	(38)	2%	(1)	22%	(13)	5%	(3)	6%	(4)	58
All Christian	40%	(56)	4%	(6)	42%	(58)	3%	(4)	11%	(15)	140
Agnostic/Nothing in particular	52%	(35)	10%	(7)	34%	(23)	2%	(1)	1%	(1)	66
Something Else	67%	(34)	—	(0)	31%	(16)	—	(0)	2%	(1)	50
Evangelical	37%	(36)	6%	(6)	46%	(46)	1%	(1)	10%	(10)	100
Non-Evangelical	61%	(51)	—	(0)	30%	(25)	3%	(3)	6%	(5)	84
Community: Urban	41%	(42)	9%	(9)	43%	(44)	2%	(2)	4%	(5)	102
Community: Suburban	58%	(69)	2%	(3)	28%	(33)	2%	(3)	10%	(12)	120
Community: Rural	40%	(26)	6%	(4)	48%	(31)	—	(0)	5%	(3)	63

Table MCEN5_14: *And with whom do you most often watch these services with?*

Crackle

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(136)	5%	(15)	38%	(108)	2%	(5)	7%	(20)	285
Employ: Private Sector	38%	(37)	7%	(7)	44%	(42)	3%	(3)	8%	(7)	97
Military HH: No	48%	(117)	6%	(14)	37%	(89)	2%	(4)	8%	(19)	243
RD/WT: Right Direction	49%	(77)	5%	(8)	33%	(52)	1%	(2)	11%	(17)	155
RD/WT: Wrong Track	46%	(60)	5%	(7)	43%	(56)	3%	(3)	3%	(3)	130
Biden Job Approve	51%	(94)	7%	(12)	35%	(64)	1%	(2)	7%	(13)	185
Biden Job Disapprove	42%	(36)	4%	(3)	44%	(37)	4%	(3)	6%	(5)	85
Biden Job Strongly Approve	52%	(55)	9%	(9)	33%	(36)	2%	(2)	4%	(5)	107
Biden Job Somewhat Approve	50%	(39)	4%	(3)	36%	(28)	—	(0)	10%	(8)	78
Biden Job Strongly Disapprove	40%	(23)	5%	(3)	45%	(26)	—	(0)	10%	(5)	57
Favorable of Biden	50%	(90)	6%	(12)	36%	(65)	2%	(3)	6%	(12)	180
Unfavorable of Biden	44%	(38)	2%	(2)	44%	(38)	2%	(2)	7%	(6)	87
Very Favorable of Biden	58%	(58)	8%	(8)	27%	(27)	1%	(1)	6%	(6)	100
Somewhat Favorable of Biden	39%	(31)	4%	(3)	47%	(38)	3%	(3)	7%	(6)	80
Very Unfavorable of Biden	40%	(25)	2%	(1)	48%	(30)	3%	(2)	7%	(5)	63
#1 Issue: Economy	45%	(45)	5%	(5)	41%	(41)	3%	(3)	6%	(6)	100
2020 Vote: Joe Biden	50%	(75)	5%	(8)	36%	(54)	2%	(3)	6%	(9)	149
2020 Vote: Donald Trump	47%	(36)	1%	(1)	43%	(33)	3%	(2)	6%	(5)	77
2020 Vote: Didn't Vote	44%	(23)	9%	(5)	35%	(19)	—	(0)	11%	(6)	53
2018 House Vote: Democrat	60%	(64)	4%	(5)	29%	(31)	—	(1)	5%	(6)	106
2018 House Vote: Republican	40%	(25)	3%	(2)	50%	(32)	3%	(2)	5%	(3)	63
2016 Vote: Hillary Clinton	54%	(60)	7%	(7)	35%	(39)	—	(0)	4%	(4)	111
2016 Vote: Donald Trump	44%	(35)	5%	(4)	42%	(34)	3%	(2)	5%	(4)	81
2016 Vote: Didn't Vote	39%	(33)	5%	(4)	39%	(33)	3%	(3)	14%	(11)	84
Voted in 2014: Yes	50%	(86)	7%	(12)	38%	(65)	1%	(2)	4%	(7)	173
Voted in 2014: No	45%	(50)	3%	(4)	38%	(43)	2%	(3)	11%	(13)	112
4-Region: Northeast	45%	(24)	8%	(5)	36%	(19)	1%	(1)	10%	(5)	53
4-Region: Midwest	51%	(29)	8%	(5)	39%	(22)	—	(0)	2%	(1)	57
4-Region: South	51%	(63)	4%	(5)	32%	(39)	4%	(5)	9%	(11)	123
4-Region: West	40%	(20)	1%	(1)	54%	(28)	—	(0)	5%	(2)	51
Familiar with any AVOD Service	48%	(136)	5%	(15)	37%	(106)	2%	(5)	7%	(20)	283
Uses any AVOD Service	48%	(136)	5%	(15)	38%	(108)	2%	(5)	7%	(20)	285

Table MCEN5_14: *And with whom do you most often watch these services with?*

Crackle

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	48%	(136)	5%	(15)	38%	(108)	2%	(5)	7%	(20)	285
Tubi User	50%	(98)	7%	(13)	37%	(73)	—	(0)	6%	(12)	195
Pluto TV User	48%	(83)	7%	(12)	39%	(68)	1%	(1)	5%	(9)	173
Peacock User	54%	(83)	7%	(11)	33%	(52)	1%	(1)	5%	(8)	155
Roku Channel User	45%	(70)	9%	(14)	38%	(59)	1%	(2)	7%	(10)	154
IMDbTV User	46%	(62)	4%	(6)	43%	(57)	—	(1)	7%	(9)	134
Crackle User	48%	(136)	5%	(15)	38%	(108)	2%	(5)	7%	(20)	285
Vudu User	49%	(62)	7%	(9)	36%	(46)	1%	(2)	6%	(8)	128
Xumo User	44%	(27)	7%	(4)	40%	(25)	—	(0)	9%	(6)	62

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

Table MCEN5_15: *And with whom do you most often watch these services with?*

Vudu

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	46%	(112)	8%	(20)	38%	(92)	—	(1)	8%	(19)	244
Gender: Male	53%	(71)	9%	(12)	31%	(41)	—	(0)	7%	(9)	134
Gender: Female	37%	(41)	8%	(8)	47%	(51)	—	(1)	8%	(9)	110
Age: 18-34	38%	(34)	18%	(16)	33%	(30)	—	(0)	11%	(10)	90
Age: 35-44	43%	(27)	7%	(4)	43%	(26)	1%	(1)	7%	(4)	62
Age: 45-64	54%	(38)	1%	(1)	40%	(28)	—	(0)	5%	(4)	70
Millennials: 1981-1996	36%	(36)	17%	(17)	39%	(39)	1%	(1)	7%	(7)	99
GenXers: 1965-1980	53%	(37)	1%	(1)	43%	(30)	—	(0)	4%	(3)	70
PID: Dem (no lean)	50%	(57)	12%	(14)	32%	(37)	—	(0)	5%	(6)	114
PID: Ind (no lean)	35%	(23)	10%	(6)	47%	(30)	—	(0)	8%	(5)	64
PID: Rep (no lean)	49%	(32)	1%	(1)	38%	(25)	1%	(1)	12%	(8)	66
PID/Gender: Dem Men	53%	(35)	15%	(10)	29%	(19)	1%	(0)	3%	(2)	66
Ideo: Liberal (1-3)	47%	(40)	12%	(10)	34%	(29)	—	(0)	6%	(5)	85
Ideo: Moderate (4)	57%	(33)	6%	(4)	28%	(17)	1%	(0)	8%	(5)	59
Ideo: Conservative (5-7)	42%	(27)	3%	(2)	44%	(29)	1%	(1)	10%	(7)	66
Educ: < College	52%	(85)	7%	(11)	33%	(53)	—	(0)	9%	(14)	162
Income: Under 50k	50%	(63)	6%	(7)	33%	(41)	—	(1)	11%	(14)	126
Income: 50k-100k	42%	(31)	12%	(9)	39%	(29)	—	(0)	6%	(5)	75
Ethnicity: White	38%	(68)	10%	(18)	42%	(75)	1%	(1)	9%	(17)	179
All Christian	43%	(42)	10%	(10)	39%	(38)	1%	(1)	6%	(6)	97
Agnostic/Nothing in particular	43%	(25)	8%	(5)	39%	(23)	—	(0)	10%	(6)	59
Something Else	51%	(26)	5%	(2)	36%	(18)	—	(0)	8%	(4)	50
Evangelical	41%	(33)	11%	(9)	38%	(31)	1%	(1)	9%	(7)	82
Non-Evangelical	52%	(31)	5%	(3)	38%	(23)	—	(0)	5%	(3)	60
Community: Urban	41%	(36)	12%	(11)	38%	(34)	—	(0)	7%	(6)	87
Community: Suburban	47%	(51)	6%	(6)	39%	(42)	—	(0)	9%	(9)	109
Employ: Private Sector	41%	(31)	7%	(6)	48%	(37)	—	(0)	5%	(4)	77
Military HH: No	49%	(100)	8%	(16)	35%	(71)	—	(1)	8%	(17)	206
RD/WT: Right Direction	41%	(61)	11%	(16)	39%	(57)	—	(0)	9%	(13)	147
RD/WT: Wrong Track	53%	(51)	5%	(5)	36%	(35)	1%	(1)	6%	(6)	97
Biden Job Approve	46%	(71)	13%	(20)	35%	(54)	—	(0)	5%	(8)	153
Biden Job Disapprove	47%	(35)	1%	(1)	41%	(31)	1%	(1)	10%	(8)	75

Table MCEN5_15: *And with whom do you most often watch these services with?*

Vudu

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	46%	(112)	8%	(20)	38%	(92)	—	(1)	8%	(19)	244
Biden Job Strongly Approve	39%	(38)	17%	(17)	37%	(36)	—	(0)	6%	(6)	96
Biden Job Somewhat Approve	58%	(33)	5%	(3)	32%	(18)	—	(0)	4%	(3)	57
Biden Job Strongly Disapprove	42%	(21)	—	(0)	41%	(21)	1%	(1)	15%	(8)	50
Favorable of Biden	45%	(70)	13%	(20)	37%	(57)	—	(0)	4%	(7)	155
Unfavorable of Biden	51%	(39)	—	(0)	37%	(29)	1%	(1)	11%	(9)	77
Very Favorable of Biden	39%	(35)	13%	(12)	43%	(39)	—	(0)	5%	(5)	90
Somewhat Favorable of Biden	55%	(35)	13%	(9)	29%	(19)	1%	(0)	3%	(2)	64
Very Unfavorable of Biden	42%	(24)	—	(0)	41%	(23)	1%	(1)	15%	(9)	56
#1 Issue: Economy	44%	(33)	10%	(7)	43%	(32)	1%	(0)	3%	(2)	75
2020 Vote: Joe Biden	45%	(54)	14%	(17)	37%	(46)	—	(0)	4%	(5)	122
2020 Vote: Donald Trump	50%	(35)	1%	(1)	39%	(27)	1%	(1)	10%	(7)	70
2020 Vote: Didn't Vote	43%	(22)	6%	(3)	36%	(18)	—	(0)	14%	(7)	50
2018 House Vote: Democrat	45%	(38)	13%	(11)	35%	(30)	—	(0)	6%	(5)	84
2018 House Vote: Republican	48%	(29)	2%	(1)	41%	(25)	1%	(1)	9%	(5)	61
2016 Vote: Hillary Clinton	44%	(40)	13%	(12)	39%	(35)	—	(0)	4%	(3)	90
2016 Vote: Donald Trump	50%	(36)	3%	(2)	38%	(27)	1%	(1)	8%	(6)	71
2016 Vote: Didn't Vote	41%	(31)	9%	(7)	37%	(28)	—	(0)	12%	(9)	75
Voted in 2014: Yes	48%	(70)	8%	(11)	38%	(55)	1%	(1)	6%	(8)	145
Voted in 2014: No	42%	(42)	9%	(9)	38%	(37)	—	(0)	10%	(10)	99
4-Region: Northeast	41%	(21)	12%	(6)	43%	(22)	1%	(0)	3%	(2)	50
4-Region: South	46%	(54)	10%	(11)	36%	(41)	—	(1)	8%	(10)	116
Familiar with any AVOD Service	46%	(111)	9%	(20)	38%	(91)	—	(1)	7%	(17)	240
Uses any AVOD Service	46%	(112)	8%	(20)	38%	(92)	—	(1)	8%	(19)	244
Tubi User	43%	(67)	11%	(18)	38%	(60)	—	(0)	7%	(12)	157
Pluto TV User	40%	(52)	12%	(16)	38%	(49)	—	(0)	9%	(12)	129
Peacock User	41%	(52)	13%	(17)	38%	(49)	—	(0)	8%	(10)	128
Roku Channel User	41%	(57)	11%	(15)	40%	(57)	—	(1)	8%	(11)	141
IMDbTV User	52%	(52)	11%	(11)	32%	(32)	—	(0)	4%	(4)	99
Crackle User	46%	(59)	11%	(14)	34%	(43)	—	(0)	9%	(11)	128
Vudu User	46%	(112)	8%	(20)	38%	(92)	—	(1)	8%	(19)	244
Xumo User	40%	(24)	14%	(8)	35%	(21)	—	(0)	10%	(6)	58

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

Table MCEN5_16: *And with whom do you most often watch these services with?*

Xumo

Demographic	Alone		With friends		With family		Other		Not applicable		Total N
Adults	35%	(35)	11%	(11)	33%	(32)	5%	(5)	16%	(16)	99
Gender: Male	34%	(23)	13%	(9)	32%	(21)	2%	(2)	19%	(13)	67
PID: Dem (no lean)	33%	(17)	12%	(6)	37%	(19)	7%	(4)	11%	(5)	51
Educ: < College	46%	(24)	3%	(2)	27%	(14)	4%	(2)	20%	(10)	51
Ethnicity: White	30%	(21)	14%	(9)	39%	(27)	5%	(4)	11%	(8)	68
Military HH: No	37%	(31)	13%	(11)	30%	(26)	3%	(3)	17%	(15)	85
RD/WT: Right Direction	24%	(17)	16%	(11)	35%	(24)	6%	(4)	19%	(14)	70
Biden Job Approve	29%	(21)	15%	(11)	32%	(23)	7%	(5)	16%	(12)	71
Favorable of Biden	33%	(22)	15%	(10)	33%	(22)	4%	(3)	15%	(10)	66
2020 Vote: Joe Biden	31%	(16)	15%	(8)	41%	(22)	3%	(2)	10%	(5)	53
Voted in 2014: Yes	40%	(21)	15%	(8)	35%	(18)	—	(0)	10%	(5)	52
Familiar with any AVOD Service	36%	(35)	11%	(11)	32%	(31)	5%	(5)	16%	(15)	97
Uses any AVOD Service	35%	(35)	11%	(11)	33%	(32)	5%	(5)	16%	(16)	99
Tubi User	42%	(32)	12%	(9)	32%	(24)	4%	(3)	9%	(7)	75
Pluto TV User	37%	(25)	12%	(8)	32%	(22)	6%	(4)	13%	(9)	68
Peacock User	41%	(27)	11%	(8)	28%	(19)	6%	(4)	14%	(9)	66
Roku Channel User	34%	(21)	15%	(9)	35%	(22)	2%	(1)	15%	(9)	63
IMDbTV User	30%	(17)	16%	(9)	34%	(19)	7%	(4)	12%	(7)	56
Crackle User	40%	(25)	15%	(9)	36%	(22)	3%	(2)	7%	(4)	62
Vudu User	38%	(22)	16%	(9)	35%	(20)	2%	(1)	10%	(6)	58
Xumo User	35%	(35)	11%	(11)	33%	(32)	5%	(5)	16%	(16)	99

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	64%	(716)	7%	(77)	26%	(288)	1%	(17)	2%	(21)	1118
Gender: Male	68%	(379)	7%	(40)	22%	(121)	1%	(6)	3%	(14)	560
Gender: Female	60%	(338)	6%	(36)	30%	(166)	2%	(11)	1%	(7)	558
Age: 18-34	65%	(285)	9%	(40)	23%	(102)	1%	(5)	2%	(8)	440
Age: 35-44	57%	(131)	9%	(22)	30%	(68)	3%	(6)	1%	(3)	230
Age: 45-64	66%	(224)	3%	(11)	27%	(91)	1%	(4)	2%	(8)	339
Age: 65+	70%	(77)	4%	(4)	24%	(26)	—	(0)	2%	(2)	109
GenZers: 1997-2012	71%	(151)	9%	(19)	17%	(36)	2%	(4)	1%	(3)	213
Millennials: 1981-1996	57%	(212)	10%	(36)	31%	(115)	1%	(3)	2%	(7)	373
GenXers: 1965-1980	65%	(194)	5%	(15)	25%	(76)	3%	(7)	2%	(7)	299
Baby Boomers: 1946-1964	67%	(147)	3%	(7)	27%	(58)	1%	(2)	2%	(5)	219
PID: Dem (no lean)	65%	(293)	6%	(26)	28%	(128)	1%	(3)	1%	(2)	452
PID: Ind (no lean)	65%	(249)	8%	(32)	22%	(83)	2%	(7)	3%	(12)	383
PID: Rep (no lean)	62%	(175)	7%	(19)	27%	(76)	3%	(7)	2%	(6)	282
PID/Gender: Dem Men	67%	(151)	8%	(17)	25%	(56)	—	(1)	1%	(2)	226
PID/Gender: Dem Women	63%	(142)	4%	(9)	32%	(72)	1%	(2)	—	(1)	226
PID/Gender: Ind Men	71%	(132)	8%	(16)	16%	(29)	1%	(2)	4%	(8)	187
PID/Gender: Ind Women	59%	(116)	8%	(16)	27%	(54)	2%	(4)	3%	(5)	196
PID/Gender: Rep Men	65%	(95)	5%	(7)	25%	(36)	2%	(3)	3%	(5)	146
PID/Gender: Rep Women	58%	(79)	8%	(11)	29%	(40)	3%	(4)	1%	(1)	136
Ideo: Liberal (1-3)	68%	(216)	8%	(24)	23%	(72)	1%	(4)	—	(1)	317
Ideo: Moderate (4)	70%	(226)	5%	(16)	23%	(74)	2%	(5)	1%	(4)	324
Ideo: Conservative (5-7)	60%	(189)	6%	(20)	31%	(97)	1%	(3)	2%	(6)	314
Educ: < College	65%	(515)	7%	(52)	24%	(193)	2%	(16)	2%	(15)	792
Educ: Bachelors degree	62%	(124)	7%	(13)	28%	(56)	—	(1)	2%	(5)	199
Educ: Post-grad	60%	(77)	9%	(11)	30%	(38)	—	(0)	1%	(1)	127
Income: Under 50k	65%	(385)	6%	(38)	25%	(146)	2%	(13)	2%	(13)	596
Income: 50k-100k	67%	(228)	7%	(24)	24%	(82)	1%	(3)	1%	(5)	341
Income: 100k+	57%	(104)	8%	(15)	33%	(59)	—	(0)	2%	(3)	181
Ethnicity: White	61%	(485)	8%	(62)	28%	(220)	2%	(17)	2%	(14)	798
Ethnicity: Hispanic	60%	(122)	7%	(15)	30%	(60)	—	(0)	3%	(5)	203
Ethnicity: Black	74%	(139)	3%	(6)	22%	(41)	—	(0)	—	(1)	187

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	64%	(716)	7%	(77)	26%	(288)	1%	(17)	2%	(21)	1118
Ethnicity: Other	69%	(92)	6%	(8)	20%	(27)	—	(0)	4%	(6)	133
All Christian	63%	(285)	6%	(25)	28%	(125)	2%	(8)	2%	(9)	453
All Non-Christian	65%	(58)	11%	(10)	23%	(20)	1%	(0)	—	(0)	88
Atheist	80%	(56)	5%	(4)	12%	(8)	—	(0)	3%	(2)	70
Agnostic/Nothing in particular	61%	(164)	6%	(17)	29%	(78)	1%	(4)	2%	(5)	268
Something Else	64%	(153)	9%	(21)	23%	(55)	2%	(4)	2%	(5)	238
Religious Non-Protestant/Catholic	65%	(69)	9%	(10)	25%	(27)	—	(0)	—	(0)	106
Evangelical	60%	(189)	8%	(25)	28%	(89)	2%	(5)	2%	(7)	315
Non-Evangelical	66%	(229)	5%	(19)	24%	(83)	2%	(8)	2%	(7)	345
Community: Urban	64%	(211)	8%	(27)	26%	(86)	1%	(4)	—	(2)	330
Community: Suburban	66%	(330)	4%	(22)	25%	(125)	1%	(5)	3%	(15)	496
Community: Rural	60%	(176)	10%	(28)	26%	(77)	2%	(7)	2%	(4)	292
Employ: Private Sector	65%	(230)	7%	(24)	27%	(95)	—	(1)	2%	(7)	357
Employ: Government	59%	(44)	11%	(8)	31%	(23)	—	(0)	—	(0)	75
Employ: Self-Employed	69%	(93)	6%	(8)	24%	(33)	1%	(2)	—	(0)	135
Employ: Homemaker	49%	(36)	5%	(3)	42%	(31)	3%	(2)	2%	(2)	75
Employ: Student	78%	(51)	4%	(2)	17%	(11)	1%	(1)	—	(0)	65
Employ: Retired	69%	(97)	3%	(4)	25%	(35)	2%	(2)	1%	(2)	141
Employ: Unemployed	59%	(108)	13%	(24)	23%	(42)	5%	(9)	—	(1)	184
Employ: Other	66%	(57)	3%	(3)	21%	(18)	—	(0)	11%	(10)	87
Military HH: Yes	58%	(89)	7%	(10)	31%	(48)	3%	(5)	2%	(2)	155
Military HH: No	65%	(627)	7%	(67)	25%	(240)	1%	(11)	2%	(18)	963
RD/WT: Right Direction	62%	(330)	7%	(36)	28%	(151)	1%	(6)	2%	(12)	536
RD/WT: Wrong Track	66%	(386)	7%	(40)	23%	(136)	2%	(10)	1%	(8)	581
Biden Job Approve	64%	(428)	7%	(49)	26%	(176)	1%	(5)	2%	(11)	669
Biden Job Disapprove	66%	(248)	7%	(26)	23%	(88)	2%	(7)	1%	(5)	374
Biden Job Strongly Approve	60%	(196)	9%	(28)	28%	(91)	1%	(2)	3%	(9)	327
Biden Job Somewhat Approve	68%	(231)	6%	(21)	25%	(84)	1%	(3)	1%	(2)	342
Biden Job Somewhat Disapprove	69%	(89)	9%	(12)	18%	(23)	3%	(4)	2%	(2)	129
Biden Job Strongly Disapprove	65%	(159)	6%	(15)	27%	(65)	1%	(3)	1%	(3)	245

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	64%	(716)	7%	(77)	26%	(288)	1%	(17)	2%	(21)	1118
Favorable of Biden	64%	(427)	6%	(41)	28%	(188)	1%	(5)	1%	(6)	666
Unfavorable of Biden	68%	(255)	7%	(28)	21%	(77)	2%	(7)	2%	(7)	373
Very Favorable of Biden	63%	(211)	6%	(21)	29%	(99)	1%	(2)	1%	(2)	335
Somewhat Favorable of Biden	65%	(216)	6%	(19)	27%	(89)	1%	(3)	1%	(3)	330
Somewhat Unfavorable of Biden	77%	(80)	9%	(9)	12%	(12)	2%	(2)	—	(0)	104
Very Unfavorable of Biden	65%	(175)	7%	(19)	24%	(65)	2%	(4)	2%	(7)	269
#1 Issue: Economy	68%	(275)	7%	(28)	22%	(88)	3%	(11)	1%	(2)	405
#1 Issue: Security	52%	(81)	8%	(12)	37%	(57)	—	(0)	3%	(5)	155
#1 Issue: Health Care	62%	(112)	8%	(14)	27%	(49)	1%	(2)	2%	(3)	180
#1 Issue: Medicare / Social Security	72%	(73)	6%	(6)	22%	(22)	—	(0)	1%	(1)	101
#1 Issue: Women's Issues	62%	(42)	5%	(3)	33%	(22)	—	(0)	—	(0)	68
#1 Issue: Education	59%	(36)	9%	(5)	31%	(19)	—	(0)	1%	(1)	61
#1 Issue: Energy	56%	(46)	9%	(7)	26%	(22)	—	(0)	9%	(7)	82
#1 Issue: Other	78%	(51)	1%	(1)	13%	(9)	4%	(3)	4%	(2)	65
2020 Vote: Joe Biden	64%	(321)	6%	(30)	28%	(142)	1%	(3)	1%	(3)	499
2020 Vote: Donald Trump	65%	(198)	7%	(22)	25%	(76)	1%	(4)	2%	(5)	306
2020 Vote: Didn't Vote	62%	(164)	8%	(21)	23%	(60)	4%	(10)	4%	(11)	266
2018 House Vote: Democrat	62%	(214)	6%	(22)	30%	(105)	1%	(3)	1%	(3)	346
2018 House Vote: Republican	64%	(157)	6%	(16)	27%	(67)	1%	(2)	2%	(4)	246
2016 Vote: Hillary Clinton	63%	(216)	7%	(23)	29%	(99)	1%	(3)	—	(1)	342
2016 Vote: Donald Trump	63%	(183)	5%	(15)	28%	(81)	2%	(5)	2%	(6)	290
2016 Vote: Didn't Vote	65%	(284)	8%	(36)	22%	(96)	2%	(9)	3%	(12)	439
Voted in 2014: Yes	62%	(331)	6%	(33)	29%	(154)	1%	(6)	1%	(8)	531
Voted in 2014: No	66%	(385)	7%	(43)	23%	(134)	2%	(11)	2%	(13)	587
4-Region: Northeast	67%	(140)	8%	(17)	20%	(42)	2%	(5)	2%	(3)	207
4-Region: Midwest	68%	(151)	7%	(16)	22%	(49)	—	(1)	3%	(6)	223
4-Region: South	62%	(259)	7%	(30)	28%	(119)	1%	(6)	1%	(6)	419
4-Region: West	62%	(167)	5%	(14)	29%	(77)	2%	(5)	2%	(6)	269
Familiar with any AVOD Service	62%	(592)	6%	(61)	28%	(265)	1%	(13)	2%	(19)	951
Uses any AVOD Service	60%	(430)	7%	(50)	30%	(212)	1%	(9)	2%	(11)	712
Tubi User	60%	(200)	7%	(22)	31%	(101)	1%	(2)	2%	(5)	331

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	64%	(716)	7%	(77)	26%	(288)	1%	(17)	2%	(21)	1118
Pluto TV User	57%	(156)	6%	(17)	34%	(94)	1%	(2)	2%	(6)	274
Peacock User	62%	(186)	6%	(18)	29%	(88)	2%	(7)	1%	(3)	303
Roku Channel User	56%	(222)	8%	(33)	33%	(129)	1%	(3)	2%	(6)	393
IMDbTV User	52%	(113)	11%	(24)	35%	(76)	—	(1)	1%	(1)	216
Crackle User	54%	(113)	8%	(16)	35%	(71)	2%	(3)	2%	(3)	207
Vudu User	56%	(106)	6%	(12)	33%	(62)	2%	(3)	3%	(7)	190
Xumo User	51%	(34)	12%	(8)	35%	(23)	—	(0)	2%	(1)	67

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 friends		With family		Not applicable		Total N
Adults	37%	(99)	10%	(28)	43%	(116)	9%	(24)	266
Gender: Male	38%	(61)	14%	(22)	38%	(60)	10%	(15)	158
Gender: Female	35%	(38)	5%	(6)	51%	(55)	8%	(9)	108
Age: 18-34	35%	(34)	20%	(19)	34%	(33)	11%	(10)	96
Age: 35-44	39%	(30)	10%	(8)	46%	(35)	5%	(4)	77
Age: 45-64	36%	(25)	1%	(1)	52%	(36)	11%	(8)	70
Millennials: 1981-1996	35%	(43)	16%	(20)	38%	(46)	10%	(13)	122
GenXers: 1965-1980	40%	(29)	3%	(2)	49%	(36)	8%	(5)	72
PID: Dem (no lean)	39%	(50)	11%	(14)	41%	(53)	9%	(12)	128
PID: Ind (no lean)	42%	(31)	8%	(6)	42%	(31)	8%	(6)	73
PID: Rep (no lean)	28%	(18)	13%	(8)	50%	(32)	10%	(6)	64
PID/Gender: Dem Men	39%	(34)	15%	(13)	35%	(31)	12%	(10)	88
Ideo: Liberal (1-3)	44%	(38)	14%	(12)	36%	(32)	7%	(6)	87
Ideo: Moderate (4)	39%	(29)	7%	(6)	52%	(39)	1%	(1)	74
Ideo: Conservative (5-7)	31%	(22)	11%	(8)	45%	(32)	13%	(9)	70
Educ: < College	43%	(73)	7%	(12)	42%	(72)	8%	(14)	171
Educ: Bachelors degree	26%	(16)	16%	(10)	43%	(26)	15%	(9)	60
Income: Under 50k	43%	(52)	9%	(11)	35%	(43)	13%	(16)	122
Income: 50k-100k	39%	(35)	11%	(9)	45%	(39)	6%	(5)	89
Income: 100k+	22%	(12)	14%	(8)	60%	(33)	4%	(2)	56
Ethnicity: White	35%	(69)	11%	(21)	47%	(93)	8%	(15)	199
Ethnicity: Hispanic	34%	(18)	8%	(4)	42%	(22)	16%	(8)	51
Ethnicity: Black	45%	(25)	11%	(6)	32%	(18)	12%	(6)	55
All Christian	37%	(43)	10%	(12)	43%	(51)	10%	(11)	117
Agnostic/Nothing in particular	41%	(32)	6%	(4)	47%	(36)	6%	(4)	77
Evangelical	19%	(13)	18%	(13)	53%	(37)	9%	(6)	70
Non-Evangelical	46%	(33)	4%	(3)	40%	(29)	9%	(6)	71
Community: Urban	26%	(25)	15%	(15)	48%	(47)	12%	(12)	99
Community: Suburban	40%	(45)	7%	(8)	46%	(52)	6%	(7)	112
Community: Rural	52%	(28)	9%	(5)	30%	(16)	9%	(5)	55
Employ: Private Sector	31%	(35)	11%	(12)	49%	(56)	9%	(10)	114
Military HH: No	39%	(93)	10%	(24)	41%	(98)	9%	(22)	236

Table MCEN5_18: *And with whom do you most often watch these services with?*

Peacock Premium or Peacock Premium plus

Demographic	Alone		With friends		With family		Not applicable		Total N
Adults	37%	(99)	10%	(28)	43%	(116)	9%	(24)	266
RD/WT: Right Direction	38%	(60)	12%	(20)	40%	(63)	9%	(15)	158
RD/WT: Wrong Track	36%	(38)	7%	(8)	49%	(53)	8%	(9)	108
Biden Job Approve	39%	(67)	12%	(20)	41%	(71)	9%	(15)	174
Biden Job Disapprove	30%	(23)	10%	(7)	52%	(39)	8%	(6)	75
Biden Job Strongly Approve	31%	(34)	17%	(18)	45%	(49)	7%	(7)	108
Biden Job Somewhat Approve	52%	(34)	4%	(2)	33%	(22)	12%	(8)	66
Biden Job Strongly Disapprove	26%	(13)	12%	(6)	52%	(27)	10%	(5)	51
Favorable of Biden	41%	(71)	11%	(18)	39%	(66)	10%	(17)	172
Unfavorable of Biden	28%	(21)	11%	(8)	54%	(41)	7%	(5)	75
Very Favorable of Biden	41%	(42)	11%	(12)	43%	(44)	5%	(5)	103
Somewhat Favorable of Biden	41%	(28)	9%	(6)	32%	(22)	18%	(12)	69
Very Unfavorable of Biden	30%	(16)	12%	(6)	55%	(28)	3%	(2)	52
#1 Issue: Economy	48%	(44)	14%	(13)	32%	(30)	6%	(6)	93
#1 Issue: Health Care	36%	(20)	5%	(3)	47%	(26)	12%	(6)	55
2020 Vote: Joe Biden	39%	(55)	10%	(14)	44%	(62)	8%	(11)	142
2020 Vote: Donald Trump	39%	(25)	4%	(3)	49%	(31)	7%	(5)	63
2020 Vote: Didn't Vote	35%	(19)	19%	(10)	30%	(16)	16%	(9)	54
2018 House Vote: Democrat	39%	(37)	9%	(8)	44%	(41)	8%	(7)	94
2018 House Vote: Republican	33%	(20)	6%	(4)	56%	(34)	5%	(3)	62
2016 Vote: Hillary Clinton	39%	(40)	11%	(11)	43%	(44)	7%	(7)	101
2016 Vote: Donald Trump	37%	(26)	4%	(3)	55%	(38)	4%	(3)	70
2016 Vote: Didn't Vote	32%	(27)	17%	(14)	35%	(29)	16%	(13)	83
Voted in 2014: Yes	36%	(55)	8%	(13)	50%	(76)	6%	(10)	154
Voted in 2014: No	39%	(44)	13%	(15)	35%	(39)	12%	(14)	112
4-Region: Northeast	33%	(19)	17%	(10)	41%	(24)	8%	(5)	57
4-Region: Midwest	41%	(23)	9%	(5)	46%	(25)	3%	(2)	55
4-Region: South	38%	(37)	9%	(8)	39%	(38)	14%	(14)	97
4-Region: West	35%	(19)	8%	(4)	51%	(29)	6%	(3)	56
Familiar with any AVOD Service	38%	(98)	11%	(28)	44%	(114)	8%	(21)	261
Uses any AVOD Service	38%	(97)	11%	(28)	43%	(110)	8%	(20)	254
Tubi User	42%	(50)	11%	(14)	40%	(47)	7%	(9)	120

Table MCEN5_18: *And with whom do you most often watch these services with?*

Peacock Premium or Peacock Premium plus

Demographic	Alone		With friends		With family		Not applicable		Total N
Adults	37%	(99)	10%	(28)	43%	(116)	9%	(24)	266
Pluto TV User	42%	(51)	11%	(13)	41%	(49)	6%	(7)	121
Peacock User	42%	(93)	9%	(20)	45%	(99)	4%	(9)	221
Roku Channel User	33%	(41)	15%	(19)	44%	(55)	8%	(10)	125
IMDbTV User	35%	(30)	16%	(14)	41%	(35)	8%	(7)	86
Crackle User	41%	(38)	14%	(13)	33%	(31)	12%	(11)	94
Vudu User	32%	(25)	19%	(15)	43%	(34)	6%	(5)	80

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	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

Continued on next page

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	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	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
Familiar with any AVOD Service	23%	(131)	28%	(160)	50%	(287)	578

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	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	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

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	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
Familiar with any AVOD Service	27%	(157)	27%	(156)	46%	(266)	578

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	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

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	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

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	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
Familiar with any AVOD Service	30%	(171)	27%	(154)	44%	(254)	578

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	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

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	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

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	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
Familiar with any AVOD Service	19%	(107)	25%	(142)	57%	(329)	578

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	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	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

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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	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
Familiar with any AVOD Service	33%	(192)	25%	(142)	42%	(244)	578

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

Table MCEN8_1: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I like the content available

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	61%	(701)	22%	(252)	17%	(193)	1146
Gender: Male	63%	(357)	22%	(123)	15%	(85)	564
Gender: Female	59%	(345)	22%	(129)	19%	(108)	582
Age: 18-34	67%	(241)	17%	(62)	15%	(55)	358
Age: 35-44	62%	(137)	18%	(39)	21%	(46)	222
Age: 45-64	58%	(227)	27%	(107)	15%	(57)	391
Age: 65+	55%	(96)	25%	(44)	20%	(35)	175
GenZers: 1997-2012	62%	(97)	20%	(32)	17%	(27)	157
Millennials: 1981-1996	67%	(230)	16%	(54)	17%	(59)	344
GenXers: 1965-1980	55%	(165)	30%	(90)	15%	(46)	302
Baby Boomers: 1946-1964	60%	(199)	22%	(73)	17%	(57)	330
PID: Dem (no lean)	58%	(256)	25%	(109)	17%	(73)	439
PID: Ind (no lean)	61%	(233)	21%	(80)	18%	(69)	383
PID: Rep (no lean)	65%	(212)	19%	(63)	16%	(50)	325
PID/Gender: Dem Men	64%	(143)	22%	(49)	15%	(33)	225
PID/Gender: Dem Women	53%	(113)	28%	(60)	19%	(40)	213
PID/Gender: Ind Men	62%	(110)	19%	(34)	19%	(33)	178
PID/Gender: Ind Women	60%	(123)	22%	(46)	18%	(36)	205
PID/Gender: Rep Men	64%	(103)	25%	(40)	12%	(19)	162
PID/Gender: Rep Women	67%	(109)	14%	(23)	19%	(31)	163
Ideo: Liberal (1-3)	64%	(201)	23%	(74)	13%	(40)	315
Ideo: Moderate (4)	65%	(215)	19%	(62)	17%	(56)	333
Ideo: Conservative (5-7)	60%	(217)	22%	(79)	18%	(66)	361
Educ: < College	61%	(487)	21%	(167)	18%	(147)	801
Educ: Bachelors degree	59%	(129)	26%	(56)	15%	(33)	218
Educ: Post-grad	67%	(85)	23%	(29)	10%	(13)	128
Income: Under 50k	58%	(348)	22%	(131)	20%	(117)	596
Income: 50k-100k	64%	(235)	22%	(81)	14%	(51)	367
Income: 100k+	64%	(118)	22%	(40)	14%	(25)	184
Ethnicity: White	60%	(517)	24%	(207)	16%	(135)	859
Ethnicity: Hispanic	63%	(110)	21%	(36)	16%	(28)	173

Table MCEN8_1: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I like the content available

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	61%	(701)	22%	(252)	17%	(193)	1146
Ethnicity: Black	63%	(118)	14%	(26)	23%	(44)	187
Ethnicity: Other	67%	(67)	19%	(19)	14%	(14)	100
All Christian	63%	(325)	21%	(110)	16%	(84)	519
All Non-Christian	58%	(47)	21%	(17)	22%	(18)	81
Atheist	70%	(38)	20%	(11)	10%	(5)	54
Agnostic/Nothing in particular	60%	(156)	22%	(57)	18%	(47)	260
Something Else	58%	(135)	25%	(57)	17%	(39)	232
Religious Non-Protestant/Catholic	59%	(61)	20%	(21)	21%	(21)	103
Evangelical	63%	(210)	23%	(76)	14%	(48)	335
Non-Evangelical	61%	(234)	21%	(82)	18%	(68)	383
Community: Urban	59%	(199)	23%	(78)	18%	(61)	338
Community: Suburban	62%	(324)	22%	(112)	16%	(84)	520
Community: Rural	62%	(178)	22%	(62)	17%	(48)	288
Employ: Private Sector	64%	(231)	21%	(77)	15%	(55)	363
Employ: Government	73%	(54)	11%	(8)	16%	(12)	74
Employ: Self-Employed	61%	(77)	22%	(27)	17%	(22)	126
Employ: Homemaker	58%	(43)	26%	(19)	16%	(12)	74
Employ: Student	66%	(33)	14%	(7)	20%	(10)	51
Employ: Retired	58%	(128)	23%	(50)	19%	(41)	220
Employ: Unemployed	62%	(102)	22%	(37)	15%	(25)	164
Employ: Other	44%	(33)	35%	(26)	21%	(16)	75
Military HH: Yes	57%	(98)	25%	(43)	17%	(30)	171
Military HH: No	62%	(604)	21%	(209)	17%	(163)	976
RD/WT: Right Direction	59%	(336)	22%	(125)	18%	(104)	566
RD/WT: Wrong Track	63%	(365)	22%	(127)	15%	(89)	580
Biden Job Approve	61%	(412)	23%	(155)	16%	(107)	674
Biden Job Disapprove	63%	(256)	19%	(79)	18%	(71)	406

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Table MCEN8_1: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I like the content available

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	61%	(701)	22%	(252)	17%	(193)	1146
Biden Job Strongly Approve	59%	(201)	23%	(79)	18%	(61)	341
Biden Job Somewhat Approve	63%	(211)	23%	(76)	14%	(46)	333
Biden Job Somewhat Disapprove	62%	(78)	22%	(28)	16%	(20)	125
Biden Job Strongly Disapprove	64%	(179)	18%	(51)	18%	(51)	281
Favorable of Biden	60%	(406)	23%	(155)	17%	(112)	673
Unfavorable of Biden	64%	(263)	20%	(80)	16%	(66)	409
Very Favorable of Biden	61%	(213)	21%	(74)	18%	(62)	348
Somewhat Favorable of Biden	60%	(193)	25%	(81)	15%	(50)	325
Somewhat Unfavorable of Biden	69%	(74)	15%	(16)	16%	(17)	107
Very Unfavorable of Biden	63%	(189)	21%	(64)	16%	(49)	302
#1 Issue: Economy	62%	(264)	21%	(89)	17%	(73)	427
#1 Issue: Security	62%	(101)	18%	(29)	20%	(33)	163
#1 Issue: Health Care	61%	(119)	21%	(41)	18%	(36)	197
#1 Issue: Medicare / Social Security	50%	(67)	32%	(42)	18%	(24)	133
#1 Issue: Women's Issues	58%	(31)	25%	(13)	17%	(9)	52
#1 Issue: Education	64%	(38)	25%	(15)	11%	(6)	59
#1 Issue: Energy	74%	(48)	19%	(13)	7%	(4)	65
#1 Issue: Other	67%	(34)	20%	(10)	12%	(6)	50
2020 Vote: Joe Biden	60%	(310)	24%	(122)	16%	(82)	514
2020 Vote: Donald Trump	64%	(232)	21%	(74)	15%	(54)	360
2020 Vote: Didn't Vote	56%	(132)	21%	(51)	22%	(53)	236
2018 House Vote: Democrat	64%	(233)	22%	(79)	14%	(51)	362
2018 House Vote: Republican	64%	(196)	21%	(64)	15%	(44)	304
2016 Vote: Hillary Clinton	62%	(223)	23%	(80)	15%	(53)	356
2016 Vote: Donald Trump	63%	(216)	21%	(74)	16%	(54)	344
2016 Vote: Other	64%	(33)	24%	(12)	13%	(7)	52
2016 Vote: Didn't Vote	58%	(229)	22%	(86)	20%	(79)	394
Voted in 2014: Yes	62%	(394)	23%	(146)	15%	(93)	633
Voted in 2014: No	60%	(307)	21%	(106)	19%	(99)	513

Table MCEN8_1: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I like the content available

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	61%	(701)	22%	(252)	17%	(193)	1146
4-Region: Northeast	61%	(119)	26%	(51)	13%	(26)	195
4-Region: Midwest	59%	(143)	22%	(54)	19%	(46)	243
4-Region: South	62%	(267)	19%	(82)	20%	(85)	433
4-Region: West	63%	(173)	24%	(65)	13%	(36)	275
Familiar with any AVOD Service	62%	(691)	22%	(245)	17%	(185)	1122
Uses any AVOD Service	61%	(701)	22%	(252)	17%	(193)	1146
Tubi User	65%	(294)	19%	(86)	16%	(72)	452
Pluto TV User	62%	(242)	22%	(87)	16%	(64)	393
Peacock User	59%	(278)	25%	(117)	16%	(78)	472
Roku Channel User	65%	(382)	19%	(114)	16%	(97)	592
IMDbTV User	60%	(182)	24%	(72)	16%	(50)	305
Crackle User	66%	(188)	21%	(59)	13%	(38)	285
Vudu User	65%	(159)	20%	(49)	15%	(35)	244
Xumo User	56%	(55)	22%	(22)	22%	(22)	99

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

Table MCEN8_2: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I would prefer to watch advertisements than pay for a subscription to a premium service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(465)	29%	(329)	31%	(352)	1146
Gender: Male	38%	(216)	31%	(175)	31%	(173)	564
Gender: Female	43%	(249)	26%	(154)	31%	(179)	582
Age: 18-34	39%	(140)	30%	(109)	31%	(109)	358
Age: 35-44	34%	(76)	30%	(68)	35%	(78)	222
Age: 45-64	45%	(175)	26%	(101)	30%	(116)	391
Age: 65+	43%	(74)	29%	(52)	28%	(49)	175
GenZers: 1997-2012	40%	(64)	23%	(37)	36%	(57)	157
Millennials: 1981-1996	37%	(128)	33%	(113)	30%	(103)	344
GenXers: 1965-1980	39%	(117)	29%	(87)	33%	(98)	302
Baby Boomers: 1946-1964	46%	(152)	28%	(91)	26%	(87)	330
PID: Dem (no lean)	39%	(169)	31%	(135)	31%	(134)	439
PID: Ind (no lean)	39%	(150)	28%	(109)	32%	(124)	383
PID: Rep (no lean)	45%	(145)	26%	(85)	29%	(94)	325
PID/Gender: Dem Men	35%	(78)	36%	(80)	30%	(67)	225
PID/Gender: Dem Women	43%	(91)	26%	(55)	31%	(67)	213
PID/Gender: Ind Men	38%	(67)	30%	(53)	33%	(58)	178
PID/Gender: Ind Women	41%	(83)	27%	(56)	32%	(66)	205
PID/Gender: Rep Men	44%	(71)	26%	(42)	30%	(49)	162
PID/Gender: Rep Women	46%	(75)	26%	(43)	28%	(46)	163
Ideo: Liberal (1-3)	41%	(130)	33%	(103)	26%	(82)	315
Ideo: Moderate (4)	38%	(125)	28%	(94)	34%	(114)	333
Ideo: Conservative (5-7)	45%	(163)	26%	(95)	29%	(103)	361
Educ: < College	40%	(322)	27%	(219)	32%	(260)	801
Educ: Bachelors degree	43%	(93)	31%	(68)	26%	(56)	218
Educ: Post-grad	39%	(50)	33%	(42)	28%	(36)	128
Income: Under 50k	41%	(243)	28%	(166)	31%	(187)	596
Income: 50k-100k	40%	(146)	30%	(110)	30%	(110)	367
Income: 100k+	42%	(77)	28%	(52)	30%	(55)	184
Ethnicity: White	43%	(373)	29%	(248)	28%	(238)	859
Ethnicity: Hispanic	35%	(61)	33%	(58)	31%	(54)	173

Table MCEN8_2: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I would prefer to watch advertisements than pay for a subscription to a premium service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(465)	29%	(329)	31%	(352)	1146
Ethnicity: Black	32%	(59)	25%	(47)	43%	(81)	187
Ethnicity: Other	33%	(33)	33%	(33)	33%	(33)	100
All Christian	42%	(217)	28%	(143)	31%	(159)	519
All Non-Christian	41%	(33)	28%	(22)	32%	(26)	81
Atheist	31%	(17)	36%	(20)	33%	(18)	54
Agnostic/Nothing in particular	40%	(103)	31%	(81)	29%	(75)	260
Something Else	41%	(95)	27%	(62)	32%	(74)	232
Religious Non-Protestant/Catholic	41%	(42)	30%	(31)	29%	(30)	103
Evangelical	46%	(154)	25%	(83)	29%	(98)	335
Non-Evangelical	38%	(146)	29%	(111)	33%	(126)	383
Community: Urban	43%	(144)	27%	(91)	31%	(103)	338
Community: Suburban	37%	(192)	31%	(162)	32%	(166)	520
Community: Rural	45%	(130)	26%	(76)	29%	(83)	288
Employ: Private Sector	39%	(142)	30%	(110)	30%	(110)	363
Employ: Government	37%	(27)	36%	(27)	27%	(20)	74
Employ: Self-Employed	42%	(53)	36%	(45)	23%	(28)	126
Employ: Homemaker	37%	(27)	28%	(21)	35%	(26)	74
Employ: Student	34%	(17)	23%	(12)	43%	(22)	51
Employ: Retired	44%	(97)	28%	(61)	28%	(62)	220
Employ: Unemployed	46%	(75)	23%	(37)	32%	(52)	164
Employ: Other	35%	(26)	22%	(17)	43%	(32)	75
Military HH: Yes	39%	(66)	28%	(47)	34%	(57)	171
Military HH: No	41%	(399)	29%	(282)	30%	(295)	976
RD/WT: Right Direction	38%	(215)	30%	(168)	32%	(183)	566
RD/WT: Wrong Track	43%	(251)	28%	(161)	29%	(169)	580
Biden Job Approve	38%	(257)	31%	(208)	31%	(210)	674
Biden Job Disapprove	45%	(181)	27%	(108)	29%	(117)	406

Table MCEN8_2: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I would prefer to watch advertisements than pay for a subscription to a premium service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(465)	29%	(329)	31%	(352)	1146
Biden Job Strongly Approve	41%	(140)	28%	(95)	31%	(106)	341
Biden Job Somewhat Approve	35%	(117)	34%	(112)	31%	(104)	333
Biden Job Somewhat Disapprove	37%	(46)	34%	(43)	29%	(37)	125
Biden Job Strongly Disapprove	48%	(135)	23%	(66)	28%	(80)	281
Favorable of Biden	39%	(265)	30%	(202)	31%	(205)	673
Unfavorable of Biden	43%	(177)	27%	(112)	29%	(121)	409
Very Favorable of Biden	41%	(144)	27%	(94)	32%	(111)	348
Somewhat Favorable of Biden	37%	(121)	33%	(108)	29%	(95)	325
Somewhat Unfavorable of Biden	35%	(37)	31%	(33)	34%	(36)	107
Very Unfavorable of Biden	46%	(140)	26%	(78)	28%	(84)	302
#1 Issue: Economy	41%	(176)	29%	(122)	30%	(129)	427
#1 Issue: Security	44%	(72)	21%	(35)	35%	(56)	163
#1 Issue: Health Care	40%	(79)	31%	(61)	29%	(56)	197
#1 Issue: Medicare / Social Security	37%	(49)	32%	(43)	31%	(41)	133
#1 Issue: Women's Issues	45%	(24)	28%	(14)	27%	(14)	52
#1 Issue: Education	34%	(20)	28%	(17)	38%	(22)	59
#1 Issue: Energy	30%	(20)	41%	(27)	29%	(19)	65
#1 Issue: Other	51%	(25)	21%	(11)	28%	(14)	50
2020 Vote: Joe Biden	39%	(201)	31%	(159)	30%	(154)	514
2020 Vote: Donald Trump	45%	(161)	27%	(98)	28%	(102)	360
2020 Vote: Didn't Vote	36%	(85)	27%	(64)	37%	(87)	236
2018 House Vote: Democrat	42%	(151)	30%	(109)	28%	(102)	362
2018 House Vote: Republican	45%	(137)	24%	(72)	31%	(95)	304
2016 Vote: Hillary Clinton	39%	(137)	31%	(112)	30%	(107)	356
2016 Vote: Donald Trump	44%	(151)	28%	(96)	28%	(97)	344
2016 Vote: Other	51%	(26)	25%	(13)	24%	(12)	52
2016 Vote: Didn't Vote	38%	(151)	27%	(108)	34%	(136)	394
Voted in 2014: Yes	44%	(276)	28%	(176)	29%	(181)	633
Voted in 2014: No	37%	(189)	30%	(153)	33%	(171)	513

Table MCEN8_2: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
I would prefer to watch advertisements than pay for a subscription to a premium service

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	41%	(465)	29%	(329)	31%	(352)	1146
4-Region: Northeast	36%	(71)	28%	(55)	36%	(70)	195
4-Region: Midwest	40%	(97)	27%	(66)	33%	(80)	243
4-Region: South	42%	(183)	25%	(110)	32%	(140)	433
4-Region: West	42%	(114)	36%	(98)	23%	(62)	275
Familiar with any AVOD Service	41%	(456)	28%	(319)	31%	(347)	1122
Uses any AVOD Service	41%	(465)	29%	(329)	31%	(352)	1146
Tubi User	42%	(192)	27%	(122)	30%	(137)	452
Pluto TV User	46%	(179)	28%	(108)	27%	(105)	393
Peacock User	37%	(175)	31%	(146)	32%	(152)	472
Roku Channel User	42%	(252)	28%	(167)	29%	(174)	592
IMDbTV User	39%	(120)	32%	(97)	29%	(88)	305
Crackle User	41%	(116)	32%	(92)	27%	(77)	285
Vudu User	40%	(98)	30%	(73)	30%	(73)	244
Xumo User	45%	(44)	23%	(22)	33%	(32)	99

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

Table MCEN8_3: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It was convenient to begin streaming

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	50%	(568)	30%	(342)	21%	(237)	1146
Gender: Male	47%	(266)	32%	(181)	21%	(117)	564
Gender: Female	52%	(301)	28%	(160)	21%	(120)	582
Age: 18-34	58%	(208)	24%	(86)	18%	(64)	358
Age: 35-44	48%	(106)	31%	(69)	21%	(47)	222
Age: 45-64	49%	(190)	32%	(126)	19%	(75)	391
Age: 65+	36%	(64)	35%	(61)	29%	(50)	175
GenZers: 1997-2012	57%	(90)	20%	(31)	23%	(36)	157
Millennials: 1981-1996	55%	(189)	28%	(95)	17%	(59)	344
GenXers: 1965-1980	46%	(140)	33%	(100)	21%	(62)	302
Baby Boomers: 1946-1964	43%	(143)	34%	(113)	23%	(74)	330
PID: Dem (no lean)	49%	(217)	27%	(120)	23%	(102)	439
PID: Ind (no lean)	50%	(191)	31%	(120)	19%	(73)	383
PID: Rep (no lean)	49%	(160)	32%	(102)	19%	(62)	325
PID/Gender: Dem Men	49%	(111)	30%	(68)	21%	(46)	225
PID/Gender: Dem Women	50%	(106)	24%	(52)	26%	(56)	213
PID/Gender: Ind Men	48%	(85)	29%	(51)	23%	(41)	178
PID/Gender: Ind Women	51%	(105)	33%	(69)	15%	(31)	205
PID/Gender: Rep Men	43%	(70)	39%	(63)	18%	(29)	162
PID/Gender: Rep Women	55%	(90)	24%	(40)	20%	(33)	163
Ideo: Liberal (1-3)	56%	(175)	27%	(85)	17%	(55)	315
Ideo: Moderate (4)	49%	(165)	31%	(105)	19%	(64)	333
Ideo: Conservative (5-7)	49%	(177)	30%	(110)	21%	(74)	361
Educ: < College	49%	(389)	29%	(231)	23%	(181)	801
Educ: Bachelors degree	51%	(111)	32%	(69)	17%	(38)	218
Educ: Post-grad	53%	(68)	32%	(41)	14%	(18)	128
Income: Under 50k	48%	(286)	30%	(177)	22%	(133)	596
Income: 50k-100k	49%	(181)	29%	(108)	21%	(77)	367
Income: 100k+	55%	(100)	31%	(57)	14%	(26)	184
Ethnicity: White	49%	(421)	32%	(271)	20%	(168)	859
Ethnicity: Hispanic	44%	(76)	34%	(59)	22%	(38)	173

Table MCEN8_3: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It was convenient to begin streaming

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	50%	(568)	30%	(342)	21%	(237)	1146
Ethnicity: Black	54%	(101)	22%	(41)	24%	(45)	187
Ethnicity: Other	46%	(46)	30%	(30)	24%	(24)	100
All Christian	49%	(252)	30%	(157)	21%	(110)	519
All Non-Christian	45%	(36)	27%	(22)	28%	(23)	81
Atheist	42%	(23)	35%	(19)	23%	(12)	54
Agnostic/Nothing in particular	51%	(132)	29%	(75)	20%	(53)	260
Something Else	54%	(125)	30%	(68)	17%	(39)	232
Religious Non-Protestant/Catholic	45%	(46)	27%	(28)	28%	(29)	103
Evangelical	53%	(178)	31%	(103)	16%	(53)	335
Non-Evangelical	48%	(184)	29%	(111)	23%	(88)	383
Community: Urban	50%	(167)	32%	(110)	18%	(61)	338
Community: Suburban	50%	(258)	29%	(151)	21%	(111)	520
Community: Rural	49%	(142)	28%	(81)	23%	(65)	288
Employ: Private Sector	54%	(194)	30%	(108)	17%	(60)	363
Employ: Government	51%	(38)	33%	(24)	16%	(12)	74
Employ: Self-Employed	53%	(67)	28%	(35)	19%	(24)	126
Employ: Homemaker	43%	(32)	42%	(31)	15%	(11)	74
Employ: Student	52%	(26)	16%	(8)	32%	(16)	51
Employ: Retired	41%	(90)	33%	(71)	26%	(58)	220
Employ: Unemployed	56%	(91)	22%	(36)	23%	(37)	164
Employ: Other	39%	(29)	37%	(28)	24%	(18)	75
Military HH: Yes	47%	(81)	32%	(54)	21%	(36)	171
Military HH: No	50%	(487)	29%	(288)	21%	(201)	976
RD/WT: Right Direction	51%	(289)	27%	(154)	22%	(123)	566
RD/WT: Wrong Track	48%	(278)	32%	(188)	20%	(114)	580
Biden Job Approve	48%	(326)	30%	(202)	22%	(146)	674
Biden Job Disapprove	52%	(211)	30%	(124)	18%	(72)	406

Table MCEN8_3: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It was convenient to begin streaming

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	50%	(568)	30%	(342)	21%	(237)	1146
Biden Job Strongly Approve	48%	(163)	29%	(100)	23%	(78)	341
Biden Job Somewhat Approve	49%	(163)	31%	(102)	21%	(68)	333
Biden Job Somewhat Disapprove	57%	(71)	30%	(38)	13%	(16)	125
Biden Job Strongly Disapprove	50%	(140)	31%	(86)	20%	(55)	281
Favorable of Biden	49%	(331)	29%	(195)	22%	(146)	673
Unfavorable of Biden	50%	(206)	31%	(127)	19%	(76)	409
Very Favorable of Biden	49%	(169)	27%	(94)	25%	(85)	348
Somewhat Favorable of Biden	50%	(162)	31%	(102)	19%	(61)	325
Somewhat Unfavorable of Biden	49%	(52)	31%	(33)	20%	(22)	107
Very Unfavorable of Biden	51%	(154)	31%	(94)	18%	(54)	302
#1 Issue: Economy	56%	(239)	24%	(104)	20%	(84)	427
#1 Issue: Security	47%	(76)	34%	(56)	19%	(31)	163
#1 Issue: Health Care	49%	(96)	30%	(59)	21%	(42)	197
#1 Issue: Medicare / Social Security	32%	(43)	43%	(57)	25%	(33)	133
#1 Issue: Women's Issues	48%	(25)	25%	(13)	27%	(14)	52
#1 Issue: Education	53%	(31)	24%	(14)	23%	(14)	59
#1 Issue: Energy	52%	(34)	36%	(23)	12%	(8)	65
#1 Issue: Other	46%	(23)	31%	(16)	23%	(11)	50
2020 Vote: Joe Biden	50%	(256)	29%	(151)	21%	(107)	514
2020 Vote: Donald Trump	49%	(175)	34%	(122)	17%	(63)	360
2020 Vote: Didn't Vote	47%	(112)	26%	(61)	27%	(64)	236
2018 House Vote: Democrat	51%	(183)	29%	(106)	20%	(72)	362
2018 House Vote: Republican	51%	(156)	31%	(94)	17%	(53)	304
2016 Vote: Hillary Clinton	49%	(176)	28%	(100)	22%	(80)	356
2016 Vote: Donald Trump	47%	(160)	35%	(119)	19%	(64)	344
2016 Vote: Other	53%	(27)	37%	(19)	11%	(6)	52
2016 Vote: Didn't Vote	52%	(204)	26%	(103)	22%	(87)	394
Voted in 2014: Yes	48%	(303)	32%	(202)	20%	(129)	633
Voted in 2014: No	52%	(265)	27%	(140)	21%	(108)	513

Table MCEN8_3: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It was convenient to begin streaming

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	50%	(568)	30%	(342)	21%	(237)	1146
4-Region: Northeast	47%	(91)	32%	(63)	21%	(41)	195
4-Region: Midwest	48%	(117)	30%	(72)	22%	(54)	243
4-Region: South	52%	(225)	28%	(122)	20%	(86)	433
4-Region: West	49%	(134)	31%	(85)	20%	(55)	275
Familiar with any AVOD Service	50%	(561)	29%	(330)	21%	(231)	1122
Uses any AVOD Service	50%	(568)	30%	(342)	21%	(237)	1146
Tubi User	55%	(248)	26%	(116)	19%	(88)	452
Pluto TV User	55%	(216)	27%	(105)	18%	(72)	393
Peacock User	51%	(243)	30%	(140)	19%	(89)	472
Roku Channel User	53%	(315)	26%	(155)	21%	(122)	592
IMDbTV User	52%	(158)	28%	(86)	20%	(61)	305
Crackle User	60%	(171)	23%	(65)	17%	(49)	285
Vudu User	52%	(128)	26%	(62)	22%	(54)	244
Xumo User	65%	(65)	18%	(18)	17%	(16)	99

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

Table MCEN8_4: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It came preloaded on my TV or smart device

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	33%	(375)	22%	(257)	45%	(514)	1146
Gender: Male	34%	(191)	23%	(131)	43%	(243)	564
Gender: Female	32%	(184)	22%	(126)	47%	(271)	582
Age: 18-34	39%	(140)	26%	(93)	35%	(124)	358
Age: 35-44	31%	(69)	25%	(55)	44%	(98)	222
Age: 45-64	33%	(128)	19%	(74)	48%	(189)	391
Age: 65+	22%	(38)	20%	(34)	59%	(103)	175
GenZers: 1997-2012	43%	(67)	25%	(40)	32%	(50)	157
Millennials: 1981-1996	34%	(118)	28%	(97)	38%	(129)	344
GenXers: 1965-1980	30%	(90)	17%	(52)	53%	(160)	302
Baby Boomers: 1946-1964	30%	(99)	21%	(68)	49%	(163)	330
PID: Dem (no lean)	35%	(155)	21%	(94)	43%	(190)	439
PID: Ind (no lean)	30%	(114)	23%	(87)	47%	(182)	383
PID: Rep (no lean)	33%	(106)	24%	(77)	44%	(142)	325
PID/Gender: Dem Men	40%	(90)	19%	(42)	41%	(93)	225
PID/Gender: Dem Women	30%	(65)	24%	(52)	45%	(97)	213
PID/Gender: Ind Men	27%	(48)	25%	(45)	48%	(84)	178
PID/Gender: Ind Women	32%	(66)	20%	(42)	47%	(97)	205
PID/Gender: Rep Men	33%	(53)	27%	(44)	40%	(65)	162
PID/Gender: Rep Women	33%	(53)	20%	(33)	47%	(77)	163
Ideo: Liberal (1-3)	39%	(124)	22%	(71)	38%	(121)	315
Ideo: Moderate (4)	31%	(104)	21%	(70)	48%	(159)	333
Ideo: Conservative (5-7)	30%	(110)	22%	(81)	47%	(170)	361
Educ: < College	31%	(247)	22%	(174)	47%	(379)	801
Educ: Bachelors degree	32%	(69)	25%	(55)	43%	(94)	218
Educ: Post-grad	46%	(59)	22%	(28)	32%	(41)	128
Income: Under 50k	31%	(188)	21%	(126)	47%	(282)	596
Income: 50k-100k	33%	(122)	22%	(82)	44%	(162)	367
Income: 100k+	36%	(65)	26%	(49)	38%	(70)	184
Ethnicity: White	33%	(286)	23%	(196)	44%	(378)	859
Ethnicity: Hispanic	37%	(64)	21%	(37)	42%	(72)	173

Table MCEN8_4: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It came preloaded on my TV or smart device

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	33%	(375)	22%	(257)	45%	(514)	1146
Ethnicity: Black	34%	(64)	16%	(30)	50%	(94)	187
Ethnicity: Other	26%	(26)	32%	(32)	42%	(42)	100
All Christian	33%	(170)	20%	(106)	47%	(243)	519
All Non-Christian	27%	(22)	24%	(20)	48%	(39)	81
Atheist	34%	(18)	25%	(14)	41%	(22)	54
Agnostic/Nothing in particular	33%	(87)	24%	(63)	42%	(110)	260
Something Else	33%	(78)	23%	(54)	43%	(100)	232
Religious Non-Protestant/Catholic	28%	(28)	24%	(24)	49%	(50)	103
Evangelical	38%	(127)	21%	(71)	41%	(137)	335
Non-Evangelical	29%	(112)	21%	(82)	49%	(189)	383
Community: Urban	39%	(133)	20%	(67)	41%	(138)	338
Community: Suburban	30%	(156)	22%	(114)	48%	(251)	520
Community: Rural	30%	(86)	27%	(77)	43%	(125)	288
Employ: Private Sector	35%	(126)	21%	(78)	44%	(160)	363
Employ: Government	40%	(30)	31%	(23)	29%	(22)	74
Employ: Self-Employed	29%	(37)	29%	(37)	42%	(53)	126
Employ: Homemaker	20%	(15)	23%	(17)	58%	(42)	74
Employ: Student	44%	(22)	15%	(8)	41%	(21)	51
Employ: Retired	26%	(57)	21%	(46)	53%	(116)	220
Employ: Unemployed	39%	(63)	19%	(31)	43%	(70)	164
Employ: Other	34%	(26)	25%	(19)	41%	(30)	75
Military HH: Yes	26%	(45)	19%	(32)	55%	(93)	171
Military HH: No	34%	(330)	23%	(225)	43%	(421)	976
RD/WT: Right Direction	36%	(204)	22%	(125)	42%	(237)	566
RD/WT: Wrong Track	29%	(171)	23%	(132)	48%	(277)	580
Biden Job Approve	34%	(226)	23%	(155)	43%	(293)	674
Biden Job Disapprove	31%	(125)	24%	(96)	46%	(186)	406

Table MCEN8_4: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*
It came preloaded on my TV or smart device

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	33%	(375)	22%	(257)	45%	(514)	1146
Biden Job Strongly Approve	39%	(132)	24%	(82)	37%	(128)	341
Biden Job Somewhat Approve	28%	(94)	22%	(74)	50%	(165)	333
Biden Job Somewhat Disapprove	26%	(32)	32%	(41)	42%	(52)	125
Biden Job Strongly Disapprove	33%	(93)	20%	(55)	47%	(133)	281
Favorable of Biden	33%	(224)	23%	(153)	44%	(295)	673
Unfavorable of Biden	32%	(131)	22%	(91)	46%	(187)	409
Very Favorable of Biden	39%	(134)	24%	(83)	38%	(131)	348
Somewhat Favorable of Biden	28%	(90)	22%	(71)	50%	(164)	325
Somewhat Unfavorable of Biden	31%	(33)	25%	(26)	45%	(48)	107
Very Unfavorable of Biden	32%	(98)	21%	(65)	46%	(139)	302
#1 Issue: Economy	35%	(149)	22%	(92)	43%	(186)	427
#1 Issue: Security	29%	(48)	21%	(35)	49%	(80)	163
#1 Issue: Health Care	34%	(68)	21%	(41)	45%	(88)	197
#1 Issue: Medicare / Social Security	30%	(40)	23%	(31)	47%	(62)	133
#1 Issue: Women's Issues	26%	(13)	38%	(20)	36%	(19)	52
#1 Issue: Education	42%	(25)	27%	(16)	31%	(18)	59
#1 Issue: Energy	29%	(19)	22%	(14)	49%	(32)	65
#1 Issue: Other	27%	(13)	16%	(8)	57%	(29)	50
2020 Vote: Joe Biden	35%	(179)	20%	(104)	45%	(230)	514
2020 Vote: Donald Trump	32%	(114)	21%	(77)	47%	(169)	360
2020 Vote: Didn't Vote	31%	(73)	27%	(64)	42%	(100)	236
2018 House Vote: Democrat	37%	(135)	23%	(85)	39%	(143)	362
2018 House Vote: Republican	33%	(99)	21%	(64)	46%	(141)	304
2016 Vote: Hillary Clinton	37%	(132)	22%	(78)	41%	(145)	356
2016 Vote: Donald Trump	28%	(98)	21%	(73)	50%	(173)	344
2016 Vote: Other	24%	(12)	23%	(12)	54%	(28)	52
2016 Vote: Didn't Vote	34%	(133)	24%	(94)	42%	(167)	394
Voted in 2014: Yes	33%	(209)	22%	(141)	45%	(283)	633
Voted in 2014: No	32%	(166)	23%	(116)	45%	(231)	513

Table MCEN8_4: *You previously indicated you subscribe to free streaming services supported by advertisements. To what extent are the following a reason why you do currently subscribe?*

It came preloaded on my TV or smart device

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	33%	(375)	22%	(257)	45%	(514)	1146
4-Region: Northeast	35%	(68)	20%	(38)	46%	(89)	195
4-Region: Midwest	33%	(81)	24%	(59)	42%	(103)	243
4-Region: South	34%	(146)	22%	(94)	45%	(193)	433
4-Region: West	30%	(81)	24%	(65)	47%	(128)	275
Familiar with any AVOD Service	33%	(370)	22%	(250)	45%	(501)	1122
Uses any AVOD Service	33%	(375)	22%	(257)	45%	(514)	1146
Tubi User	34%	(152)	18%	(81)	48%	(218)	452
Pluto TV User	35%	(136)	25%	(97)	41%	(160)	393
Peacock User	34%	(159)	21%	(99)	45%	(215)	472
Roku Channel User	36%	(214)	23%	(139)	40%	(240)	592
IMDbTV User	31%	(95)	23%	(69)	46%	(141)	305
Crackle User	37%	(104)	18%	(50)	46%	(131)	285
Vudu User	40%	(97)	24%	(59)	36%	(87)	244
Xumo User	45%	(45)	24%	(24)	31%	(30)	99

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	309	14%
	Millennials: 1981-1996	570	26%
	GenXers: 1965-1980	547	25%
	Baby Boomers: 1946-1964	704	32%
	N	2130	
xpid3	PID: Dem (no lean)	824	37%
	PID: Ind (no lean)	735	33%
	PID: Rep (no lean)	641	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	403	18%
	PID/Gender: Dem Women	422	19%
	PID/Gender: Ind Men	352	16%
	PID/Gender: Ind Women	383	17%
	PID/Gender: Rep Men	307	14%
	PID/Gender: Rep Women	333	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	595	27%
	Ideo: Moderate (4)	636	29%
	Ideo: Conservative (5-7)	738	34%
	N	1969	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1145	52%
	Income: 50k-100k	711	32%
	Income: 100k+	344	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1007	46%
	All Non-Christian	159	7%
	Atheist	111	5%
	Agnostic/Nothing in particular	527	24%
	Something Else	396	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	189	9%
xdemEvang	Evangelical	601	27%
	Non-Evangelical	751	34%
	N	1352	
xdemUsr	Community: Urban	591	27%
	Community: Suburban	1042	47%
	Community: Rural	567	26%
	N	2200	
xdemEmploy	Employ: Private Sector	670	30%
	Employ: Government	135	6%
	Employ: Self-Employed	226	10%
	Employ: Homemaker	135	6%
	Employ: Student	97	4%
	Employ: Retired	509	23%
	Employ: Unemployed	283	13%
	Employ: Other	145	7%
	N	2200	
xdemMilHH1	Military HH: Yes	336	15%
	Military HH: No	1864	85%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1052	48%
	RD/WT: Wrong Track	1148	52%
	N	2200	
xdemBidenApprove	Biden Job Approve	1236	56%
	Biden Job Disapprove	833	38%
	N	2068	
xdemBidenApprove2	Biden Job Strongly Approve	644	29%
	Biden Job Somewhat Approve	592	27%
	Biden Job Somewhat Disapprove	250	11%
	Biden Job Strongly Disapprove	583	26%
	N	2068	
xdemBidenFav	Favorable of Biden	1225	56%
	Unfavorable of Biden	846	38%
	N	2071	
xdemBidenFavFull	Very Favorable of Biden	653	30%
	Somewhat Favorable of Biden	572	26%
	Somewhat Unfavorable of Biden	223	10%
	Very Unfavorable of Biden	622	28%
	N	2071	
xnr3	#1 Issue: Economy	785	36%
	#1 Issue: Security	317	14%
	#1 Issue: Health Care	338	15%
	#1 Issue: Medicare / Social Security	279	13%
	#1 Issue: Women's Issues	124	6%
	#1 Issue: Education	108	5%
	#1 Issue: Energy	125	6%
	#1 Issue: Other	125	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	958	44%
	2020 Vote: Donald Trump	696	32%
	2020 Vote: Other	80	4%
	2020 Vote: Didn't Vote	463	21%
	N	2198	
xsubVote18O	2018 House Vote: Democrat	719	33%
	2018 House Vote: Republican	573	26%
	2018 House Vote: Someone else	62	3%
	N	1353	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	677	31%
	2016 Vote: Donald Trump	657	30%
	2016 Vote: Other	101	5%
	2016 Vote: Didn't Vote	761	35%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1203	55%
	Voted in 2014: No	997	45%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Familiar with any AVOD Service	1700	77%
MCENxdem2	Uses any AVOD Service	1146	52%
MCENxdem3	Tubi User	452	21%
MCENxdem4	Pluto TV User	393	18%
MCENxdem5	Peacock User	472	21%
MCENxdem6	Roku Channel User	592	27%
MCENxdem7	IMDbTV User	305	14%
MCENxdem8	Crackle User	285	13%
MCENxdem9	Vudu User	244	11%
MCENxdem10	Xumo User	99	4%

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