



National Tracking Poll #2107137
July 29 - August 02, 2021

Crosstabulation Results

Methodology:

This poll was conducted between July 29-August 2, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCSP1_1: How familiar are you with the following streaming services?

Netflix

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	68%	(1505)	18%	(399)	12%	(273)	1%	(23)	2200
Gender: Male	69%	(731)	19%	(202)	11%	(116)	1%	(13)	1062
Gender: Female	68%	(774)	17%	(197)	14%	(157)	1%	(10)	1138
Age: 18-34	83%	(543)	12%	(77)	4%	(27)	1%	(9)	655
Age: 35-44	79%	(282)	15%	(55)	5%	(16)	1%	(4)	358
Age: 45-64	64%	(478)	22%	(162)	14%	(108)	—	(3)	751
Age: 65+	46%	(202)	24%	(105)	28%	(121)	2%	(8)	436
GenZers: 1997-2012	85%	(193)	9%	(21)	3%	(8)	2%	(5)	227
Millennials: 1981-1996	80%	(527)	14%	(93)	5%	(32)	1%	(7)	659
GenXers: 1965-1980	75%	(393)	18%	(95)	6%	(34)	1%	(3)	525
Baby Boomers: 1946-1964	51%	(361)	23%	(163)	24%	(170)	1%	(8)	702
PID: Dem (no lean)	71%	(631)	17%	(151)	11%	(102)	1%	(7)	891
PID: Ind (no lean)	71%	(473)	18%	(119)	10%	(67)	1%	(8)	666
PID: Rep (no lean)	62%	(401)	20%	(130)	16%	(104)	1%	(9)	643
PID/Gender: Dem Men	68%	(279)	19%	(78)	12%	(47)	1%	(4)	408
PID/Gender: Dem Women	73%	(352)	15%	(72)	11%	(55)	1%	(3)	482
PID/Gender: Ind Men	74%	(236)	17%	(55)	8%	(27)	1%	(3)	321
PID/Gender: Ind Women	69%	(237)	19%	(64)	12%	(40)	1%	(5)	345
PID/Gender: Rep Men	65%	(215)	21%	(69)	13%	(42)	2%	(6)	332
PID/Gender: Rep Women	60%	(185)	19%	(60)	20%	(62)	1%	(2)	311
Ideo: Liberal (1-3)	73%	(510)	17%	(121)	8%	(58)	1%	(6)	694
Ideo: Moderate (4)	70%	(418)	16%	(93)	14%	(81)	1%	(5)	597
Ideo: Conservative (5-7)	62%	(442)	21%	(152)	16%	(116)	1%	(8)	718
Educ: < College	67%	(1009)	18%	(275)	14%	(209)	1%	(19)	1512
Educ: Bachelors degree	73%	(324)	18%	(82)	8%	(34)	1%	(4)	444
Educ: Post-grad	71%	(172)	17%	(42)	12%	(29)	—	(1)	244

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Table MCSP1_1: How familiar are you with the following streaming services?

Netflix

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	68%	(1505)	18%	(399)	12%	(273)	1%	(23)	2200
Income: Under 50k	65%	(813)	19%	(238)	14%	(176)	2%	(19)	1246
Income: 50k-100k	71%	(443)	16%	(102)	12%	(77)	—	(2)	625
Income: 100k+	76%	(249)	18%	(59)	6%	(20)	1%	(2)	329
Ethnicity: White	66%	(1131)	19%	(322)	14%	(248)	1%	(21)	1722
Ethnicity: Hispanic	83%	(288)	10%	(34)	7%	(26)	—	(2)	349
Ethnicity: Black	81%	(221)	14%	(37)	5%	(14)	1%	(2)	274
Ethnicity: Other	75%	(152)	19%	(39)	6%	(11)	—	(1)	204
All Christian	60%	(572)	22%	(212)	17%	(159)	1%	(9)	952
All Non-Christian	70%	(70)	18%	(18)	10%	(10)	1%	(1)	99
Atheist	74%	(67)	14%	(13)	12%	(11)	—	(0)	91
Agnostic/Nothing in particular	75%	(480)	15%	(95)	8%	(53)	2%	(10)	637
Something Else	75%	(316)	15%	(62)	10%	(40)	1%	(3)	421
Religious Non-Protestant/Catholic	74%	(93)	16%	(21)	9%	(11)	1%	(1)	126
Evangelical	62%	(362)	21%	(125)	16%	(93)	1%	(6)	586
Non-Evangelical	67%	(492)	19%	(141)	14%	(100)	1%	(6)	740
Community: Urban	74%	(441)	15%	(88)	11%	(63)	1%	(5)	597
Community: Suburban	70%	(697)	17%	(173)	12%	(120)	1%	(8)	997
Community: Rural	61%	(367)	23%	(138)	15%	(90)	2%	(10)	605
Employ: Private Sector	74%	(508)	18%	(124)	7%	(50)	1%	(6)	687
Employ: Government	81%	(108)	13%	(17)	5%	(7)	1%	(1)	133
Employ: Self-Employed	75%	(139)	10%	(19)	14%	(26)	1%	(2)	186
Employ: Homemaker	76%	(112)	15%	(22)	8%	(11)	1%	(1)	147
Employ: Student	83%	(58)	12%	(9)	3%	(2)	2%	(2)	71
Employ: Retired	45%	(230)	24%	(125)	29%	(146)	2%	(9)	510
Employ: Unemployed	74%	(214)	18%	(52)	8%	(24)	1%	(2)	291
Employ: Other	77%	(134)	18%	(32)	4%	(7)	1%	(2)	175
Military HH: Yes	64%	(210)	20%	(66)	15%	(49)	—	(0)	326
Military HH: No	69%	(1295)	18%	(333)	12%	(223)	1%	(23)	1874
RD/WT: Right Direction	69%	(677)	19%	(187)	11%	(104)	1%	(11)	979
RD/WT: Wrong Track	68%	(828)	17%	(212)	14%	(168)	1%	(12)	1221

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Table MCSP1_1: How familiar are you with the following streaming services?

Netflix

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	68%	(1505)	18%	(399)	12%	(273)	1%	(23)	2200
Biden Job Approve	71%	(839)	18%	(207)	10%	(120)	1%	(11)	1177
Biden Job Disapprove	64%	(573)	19%	(174)	16%	(142)	1%	(6)	895
Biden Job Strongly Approve	70%	(417)	17%	(101)	11%	(68)	1%	(8)	595
Biden Job Somewhat Approve	72%	(422)	18%	(106)	9%	(52)	—	(2)	582
Biden Job Somewhat Disapprove	68%	(170)	18%	(45)	14%	(34)	—	(0)	248
Biden Job Strongly Disapprove	62%	(403)	20%	(130)	17%	(108)	1%	(6)	646
Favorable of Biden	72%	(835)	17%	(194)	10%	(118)	1%	(9)	1155
Unfavorable of Biden	65%	(586)	19%	(172)	15%	(140)	1%	(7)	905
Very Favorable of Biden	71%	(439)	17%	(105)	10%	(65)	1%	(7)	616
Somewhat Favorable of Biden	73%	(396)	16%	(89)	10%	(54)	—	(1)	539
Somewhat Unfavorable of Biden	71%	(162)	18%	(41)	12%	(27)	—	(0)	230
Very Unfavorable of Biden	63%	(423)	19%	(131)	17%	(114)	1%	(7)	675
#1 Issue: Economy	74%	(617)	17%	(144)	7%	(61)	1%	(10)	832
#1 Issue: Security	55%	(160)	24%	(68)	21%	(59)	—	(1)	288
#1 Issue: Health Care	70%	(221)	19%	(59)	10%	(33)	1%	(4)	317
#1 Issue: Medicare / Social Security	57%	(190)	20%	(66)	22%	(71)	1%	(3)	330
#1 Issue: Women's Issues	79%	(98)	11%	(14)	7%	(9)	3%	(3)	123
#1 Issue: Education	78%	(62)	12%	(9)	11%	(9)	—	(0)	81
#1 Issue: Energy	77%	(74)	17%	(16)	6%	(6)	1%	(1)	96
#1 Issue: Other	64%	(85)	17%	(22)	19%	(26)	—	(1)	133
2020 Vote: Joe Biden	73%	(717)	17%	(163)	10%	(94)	1%	(7)	981
2020 Vote: Donald Trump	60%	(434)	21%	(153)	17%	(122)	1%	(10)	719
2020 Vote: Other	76%	(51)	15%	(10)	9%	(6)	—	(0)	67
2020 Vote: Didn't Vote	70%	(303)	17%	(73)	12%	(50)	2%	(6)	433
2018 House Vote: Democrat	71%	(552)	17%	(131)	11%	(85)	1%	(8)	776
2018 House Vote: Republican	62%	(356)	21%	(120)	16%	(93)	1%	(7)	576
2016 Vote: Hillary Clinton	73%	(516)	15%	(108)	11%	(75)	1%	(6)	705
2016 Vote: Donald Trump	60%	(396)	22%	(148)	16%	(108)	1%	(9)	660
2016 Vote: Other	64%	(70)	24%	(26)	12%	(13)	—	(0)	110
2016 Vote: Didn't Vote	72%	(518)	16%	(116)	11%	(77)	1%	(9)	720

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Table MCSPI_1: How familiar are you with the following streaming services?

Netflix

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	68%	(1505)	18%	(399)	12%	(273)	1%	(23)	2200
Voted in 2014: Yes	65%	(794)	19%	(232)	14%	(175)	1%	(12)	1213
Voted in 2014: No	72%	(711)	17%	(167)	10%	(97)	1%	(11)	987
4-Region: Northeast	69%	(272)	17%	(67)	13%	(50)	1%	(5)	394
4-Region: Midwest	62%	(285)	20%	(94)	16%	(74)	2%	(9)	462
4-Region: South	69%	(565)	19%	(159)	12%	(95)	1%	(6)	824
4-Region: West	74%	(383)	15%	(80)	10%	(54)	1%	(4)	520
Sports Fans	71%	(1097)	17%	(269)	10%	(161)	1%	(14)	1540
Avid Sports Fans	75%	(426)	16%	(94)	8%	(47)	1%	(5)	572
Casual Sports Fans	69%	(670)	18%	(175)	12%	(114)	1%	(9)	968
Non-Sports Fans	62%	(408)	20%	(130)	17%	(112)	1%	(10)	660
Gen Z Sports Fans	93%	(133)	6%	(9)	1%	(1)	—	(0)	144
Millennial Sports Fans	81%	(401)	14%	(67)	4%	(22)	1%	(5)	495
Gen X Sports Fans	76%	(285)	19%	(70)	4%	(16)	1%	(3)	374
Boomer Sports Fans	55%	(257)	22%	(106)	22%	(102)	1%	(6)	471
Democratic Sports Fans	73%	(467)	17%	(107)	10%	(65)	1%	(4)	643
Republican Sports Fans	65%	(296)	19%	(89)	14%	(63)	2%	(7)	455
Male Sports Fans	71%	(614)	18%	(157)	10%	(88)	1%	(10)	870
Female Sports Fans	72%	(483)	17%	(112)	11%	(73)	1%	(3)	671
Olympics Fans	70%	(1017)	18%	(258)	11%	(160)	1%	(9)	1444
Avid Olympics Fans	72%	(254)	17%	(59)	10%	(35)	1%	(4)	352
Casual Olympics Fans	70%	(764)	18%	(199)	11%	(125)	—	(4)	1092
Non-Olympics Fans	65%	(487)	19%	(141)	15%	(113)	2%	(15)	756
Very Interested in Summer Olympics	78%	(141)	13%	(23)	6%	(10)	4%	(7)	181
Interested in Summer Olympics	75%	(324)	17%	(73)	6%	(27)	2%	(7)	431
Familiar with Peacock	79%	(932)	17%	(206)	4%	(43)	—	(4)	1186
Peacock Subscriber	81%	(439)	15%	(78)	3%	(18)	1%	(3)	539

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

Table MCSP1_2: How familiar are you with the following streaming services?
Amazon Prime Video

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	53%	(1165)	24%	(522)	21%	(461)	2%	(52)	2200
Gender: Male	53%	(566)	24%	(253)	20%	(216)	2%	(26)	1062
Gender: Female	53%	(599)	24%	(268)	22%	(245)	2%	(26)	1138
Age: 18-34	58%	(380)	27%	(176)	12%	(76)	4%	(23)	655
Age: 35-44	64%	(229)	23%	(83)	11%	(40)	1%	(5)	358
Age: 45-64	51%	(383)	23%	(171)	25%	(188)	1%	(8)	751
Age: 65+	40%	(173)	21%	(92)	36%	(156)	4%	(15)	436
GenZers: 1997-2012	57%	(129)	26%	(58)	15%	(35)	2%	(5)	227
Millennials: 1981-1996	60%	(397)	27%	(177)	10%	(64)	3%	(21)	659
GenXers: 1965-1980	58%	(303)	23%	(120)	18%	(97)	1%	(5)	525
Baby Boomers: 1946-1964	44%	(311)	21%	(151)	32%	(225)	2%	(16)	702
PID: Dem (no lean)	55%	(493)	22%	(200)	19%	(171)	3%	(28)	891
PID: Ind (no lean)	52%	(347)	26%	(175)	20%	(136)	1%	(9)	666
PID: Rep (no lean)	51%	(326)	23%	(147)	24%	(155)	2%	(15)	643
PID/Gender: Dem Men	55%	(225)	22%	(88)	20%	(81)	4%	(15)	408
PID/Gender: Dem Women	56%	(268)	23%	(112)	19%	(90)	3%	(12)	482
PID/Gender: Ind Men	51%	(164)	28%	(89)	21%	(67)	—	(1)	321
PID/Gender: Ind Women	53%	(183)	25%	(86)	20%	(68)	2%	(7)	345
PID/Gender: Rep Men	54%	(178)	23%	(77)	21%	(69)	3%	(9)	332
PID/Gender: Rep Women	48%	(148)	23%	(70)	28%	(86)	2%	(6)	311
Ideo: Liberal (1-3)	57%	(394)	23%	(162)	17%	(116)	3%	(22)	694
Ideo: Moderate (4)	49%	(296)	23%	(139)	25%	(152)	2%	(11)	597
Ideo: Conservative (5-7)	54%	(386)	24%	(169)	21%	(151)	2%	(13)	718
Educ: < College	50%	(763)	23%	(355)	23%	(352)	3%	(42)	1512
Educ: Bachelors degree	59%	(261)	25%	(109)	15%	(68)	1%	(6)	444
Educ: Post-grad	58%	(142)	23%	(57)	17%	(41)	2%	(4)	244
Income: Under 50k	48%	(601)	24%	(299)	25%	(311)	3%	(35)	1246
Income: 50k-100k	58%	(359)	24%	(149)	17%	(105)	2%	(12)	625
Income: 100k+	62%	(204)	22%	(74)	14%	(46)	2%	(5)	329
Ethnicity: White	52%	(888)	24%	(405)	23%	(390)	2%	(38)	1722
Ethnicity: Hispanic	57%	(200)	25%	(86)	15%	(53)	3%	(9)	349

Continued on next page

Table MCSPI_2: How familiar are you with the following streaming services?

Amazon Prime Video

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	53%	(1165)	24%	(522)	21%	(461)	2%	(52)	2200
Ethnicity: Black	58%	(160)	22%	(61)	17%	(47)	2%	(6)	274
Ethnicity: Other	58%	(117)	27%	(55)	12%	(24)	4%	(8)	204
All Christian	48%	(460)	24%	(232)	26%	(243)	2%	(17)	952
All Non-Christian	59%	(59)	25%	(25)	13%	(13)	3%	(3)	99
Atheist	58%	(53)	21%	(19)	21%	(19)	—	(0)	91
Agnostic/Nothing in particular	54%	(347)	24%	(155)	18%	(114)	3%	(22)	637
Something Else	59%	(247)	22%	(91)	17%	(72)	2%	(10)	421
Religious Non-Protestant/Catholic	60%	(75)	25%	(31)	13%	(17)	2%	(3)	126
Evangelical	50%	(294)	24%	(138)	25%	(144)	2%	(10)	586
Non-Evangelical	52%	(384)	24%	(174)	22%	(165)	2%	(17)	740
Community: Urban	56%	(331)	25%	(148)	17%	(101)	3%	(16)	597
Community: Suburban	55%	(551)	21%	(212)	21%	(214)	2%	(20)	997
Community: Rural	47%	(283)	27%	(161)	24%	(146)	3%	(15)	605
Employ: Private Sector	59%	(405)	25%	(175)	14%	(97)	1%	(10)	687
Employ: Government	55%	(73)	25%	(34)	15%	(20)	4%	(6)	133
Employ: Self-Employed	60%	(110)	21%	(38)	19%	(35)	1%	(1)	186
Employ: Homemaker	58%	(86)	20%	(29)	20%	(30)	1%	(2)	147
Employ: Student	55%	(39)	31%	(22)	9%	(7)	4%	(3)	71
Employ: Retired	40%	(206)	19%	(98)	37%	(190)	3%	(16)	510
Employ: Unemployed	48%	(139)	34%	(99)	16%	(45)	3%	(8)	291
Employ: Other	61%	(106)	16%	(27)	21%	(37)	3%	(5)	175
Military HH: Yes	52%	(169)	22%	(71)	25%	(83)	1%	(3)	326
Military HH: No	53%	(997)	24%	(450)	20%	(378)	3%	(49)	1874
RD/WT: Right Direction	53%	(520)	25%	(247)	19%	(185)	3%	(27)	979
RD/WT: Wrong Track	53%	(645)	22%	(274)	23%	(276)	2%	(25)	1221
Biden Job Approve	55%	(643)	24%	(281)	19%	(223)	3%	(31)	1177
Biden Job Disapprove	51%	(458)	23%	(207)	24%	(216)	2%	(14)	895

Continued on next page

Table MCSP1_2: How familiar are you with the following streaming services?

Amazon Prime Video

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	53%	(1165)	24%	(522)	21%	(461)	2%	(52)	2200
Biden Job Strongly Approve	58%	(346)	20%	(122)	18%	(105)	4%	(22)	595
Biden Job Somewhat Approve	51%	(297)	27%	(159)	20%	(118)	2%	(9)	582
Biden Job Somewhat Disapprove	53%	(133)	24%	(59)	23%	(56)	—	(1)	248
Biden Job Strongly Disapprove	50%	(326)	23%	(148)	25%	(160)	2%	(13)	646
Favorable of Biden	55%	(640)	23%	(264)	19%	(223)	2%	(28)	1155
Unfavorable of Biden	51%	(462)	24%	(218)	23%	(211)	2%	(14)	905
Very Favorable of Biden	60%	(369)	18%	(112)	18%	(112)	4%	(22)	616
Somewhat Favorable of Biden	50%	(271)	28%	(151)	21%	(111)	1%	(6)	539
Somewhat Unfavorable of Biden	49%	(113)	29%	(67)	21%	(48)	1%	(2)	230
Very Unfavorable of Biden	52%	(348)	22%	(151)	24%	(163)	2%	(12)	675
#1 Issue: Economy	58%	(483)	25%	(205)	15%	(126)	2%	(18)	832
#1 Issue: Security	48%	(137)	26%	(75)	24%	(69)	2%	(7)	288
#1 Issue: Health Care	56%	(179)	21%	(68)	20%	(64)	2%	(6)	317
#1 Issue: Medicare / Social Security	40%	(133)	18%	(61)	37%	(122)	4%	(14)	330
#1 Issue: Women's Issues	57%	(70)	21%	(26)	18%	(23)	3%	(4)	123
#1 Issue: Education	63%	(51)	23%	(19)	11%	(9)	3%	(3)	81
#1 Issue: Energy	56%	(54)	28%	(27)	15%	(15)	—	(0)	96
#1 Issue: Other	44%	(59)	30%	(40)	25%	(33)	1%	(1)	133
2020 Vote: Joe Biden	57%	(558)	22%	(217)	18%	(180)	3%	(27)	981
2020 Vote: Donald Trump	49%	(350)	25%	(181)	24%	(176)	2%	(12)	719
2020 Vote: Other	57%	(38)	23%	(15)	20%	(13)	—	(0)	67
2020 Vote: Didn't Vote	51%	(219)	25%	(108)	21%	(92)	3%	(13)	433
2018 House Vote: Democrat	57%	(439)	21%	(160)	20%	(155)	3%	(22)	776
2018 House Vote: Republican	52%	(299)	25%	(142)	22%	(125)	2%	(11)	576
2016 Vote: Hillary Clinton	58%	(412)	22%	(152)	18%	(124)	3%	(18)	705
2016 Vote: Donald Trump	50%	(329)	25%	(166)	23%	(150)	2%	(16)	660
2016 Vote: Other	52%	(57)	22%	(24)	26%	(28)	—	(0)	110
2016 Vote: Didn't Vote	51%	(365)	25%	(178)	22%	(160)	3%	(18)	720
Voted in 2014: Yes	54%	(660)	22%	(269)	21%	(254)	2%	(29)	1213
Voted in 2014: No	51%	(505)	26%	(253)	21%	(207)	2%	(22)	987

Continued on next page

Table MCSP1_2: How familiar are you with the following streaming services?

Amazon Prime Video

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	53%	(1165)	24%	(522)	21%	(461)	2%	(52)	2200
4-Region: Northeast	50%	(196)	29%	(113)	19%	(75)	2%	(9)	394
4-Region: Midwest	48%	(223)	24%	(111)	24%	(110)	4%	(18)	462
4-Region: South	56%	(458)	21%	(176)	21%	(176)	2%	(13)	824
4-Region: West	55%	(288)	23%	(121)	19%	(100)	2%	(11)	520
Sports Fans	55%	(852)	25%	(381)	18%	(272)	2%	(35)	1540
Avid Sports Fans	57%	(324)	24%	(137)	17%	(96)	3%	(15)	572
Casual Sports Fans	54%	(528)	25%	(244)	18%	(176)	2%	(21)	968
Non-Sports Fans	48%	(313)	21%	(141)	29%	(189)	2%	(16)	660
Gen Z Sports Fans	57%	(81)	28%	(41)	15%	(21)	—	(1)	144
Millennial Sports Fans	61%	(302)	28%	(139)	8%	(38)	3%	(16)	495
Gen X Sports Fans	62%	(232)	22%	(83)	14%	(54)	1%	(5)	374
Boomer Sports Fans	47%	(220)	23%	(110)	28%	(131)	2%	(11)	471
Democratic Sports Fans	58%	(370)	23%	(147)	16%	(105)	3%	(21)	643
Republican Sports Fans	55%	(248)	23%	(103)	20%	(91)	3%	(12)	455
Male Sports Fans	54%	(471)	25%	(220)	18%	(157)	2%	(22)	870
Female Sports Fans	57%	(381)	24%	(161)	17%	(115)	2%	(14)	671
Olympics Fans	54%	(783)	25%	(355)	19%	(282)	2%	(25)	1444
Avid Olympics Fans	60%	(212)	21%	(76)	15%	(54)	3%	(10)	352
Casual Olympics Fans	52%	(571)	26%	(279)	21%	(228)	1%	(15)	1092
Non-Olympics Fans	51%	(383)	22%	(167)	24%	(180)	3%	(26)	756
Very Interested in Summer Olympics	61%	(110)	22%	(39)	10%	(17)	8%	(14)	181
Interested in Summer Olympics	58%	(250)	26%	(111)	12%	(53)	4%	(16)	431
Familiar with Peacock	66%	(783)	24%	(279)	9%	(110)	1%	(14)	1186
Peacock Subscriber	66%	(358)	22%	(120)	10%	(56)	1%	(5)	539

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

Table MCSP1_3: How familiar are you with the following streaming services?

Paramount+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	21%	(459)	30%	(656)	42%	(934)	7%	(151)	2200
Gender: Male	23%	(239)	31%	(328)	40%	(429)	6%	(66)	1062
Gender: Female	19%	(220)	29%	(328)	44%	(505)	8%	(85)	1138
Age: 18-34	25%	(162)	33%	(214)	35%	(230)	8%	(49)	655
Age: 35-44	28%	(99)	32%	(116)	34%	(123)	6%	(20)	358
Age: 45-64	20%	(148)	30%	(222)	45%	(338)	6%	(43)	751
Age: 65+	12%	(51)	24%	(104)	56%	(242)	9%	(39)	436
GenZers: 1997-2012	20%	(45)	35%	(80)	38%	(86)	7%	(15)	227
Millennials: 1981-1996	27%	(178)	32%	(211)	33%	(221)	8%	(49)	659
GenXers: 1965-1980	25%	(132)	31%	(163)	40%	(208)	4%	(23)	525
Baby Boomers: 1946-1964	14%	(98)	27%	(189)	51%	(358)	8%	(57)	702
PID: Dem (no lean)	26%	(227)	29%	(261)	39%	(351)	6%	(51)	891
PID: Ind (no lean)	20%	(131)	31%	(207)	41%	(276)	8%	(51)	666
PID: Rep (no lean)	16%	(100)	29%	(188)	48%	(306)	8%	(49)	643
PID/Gender: Dem Men	29%	(117)	31%	(126)	35%	(142)	6%	(23)	408
PID/Gender: Dem Women	23%	(111)	28%	(135)	43%	(210)	6%	(28)	482
PID/Gender: Ind Men	21%	(67)	29%	(94)	43%	(140)	6%	(20)	321
PID/Gender: Ind Women	18%	(64)	33%	(113)	40%	(137)	9%	(31)	345
PID/Gender: Rep Men	17%	(55)	32%	(108)	44%	(148)	7%	(22)	332
PID/Gender: Rep Women	15%	(45)	26%	(80)	51%	(158)	9%	(27)	311
Ideo: Liberal (1-3)	25%	(175)	28%	(197)	41%	(285)	5%	(36)	694
Ideo: Moderate (4)	20%	(121)	33%	(194)	41%	(243)	7%	(39)	597
Ideo: Conservative (5-7)	17%	(123)	30%	(216)	45%	(326)	8%	(54)	718
Educ: < College	20%	(308)	30%	(450)	43%	(645)	7%	(109)	1512
Educ: Bachelors degree	22%	(97)	31%	(138)	40%	(180)	7%	(29)	444
Educ: Post-grad	22%	(55)	28%	(68)	44%	(108)	5%	(13)	244
Income: Under 50k	20%	(253)	29%	(359)	43%	(531)	8%	(103)	1246
Income: 50k-100k	19%	(118)	33%	(206)	43%	(271)	5%	(30)	625
Income: 100k+	27%	(88)	28%	(91)	40%	(132)	5%	(18)	329
Ethnicity: White	20%	(337)	29%	(500)	45%	(771)	7%	(114)	1722
Ethnicity: Hispanic	27%	(96)	33%	(115)	34%	(120)	5%	(19)	349

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Table MCSPI_3: How familiar are you with the following streaming services?

Paramount+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	21%	(459)	30%	(656)	42%	(934)	7%	(151)	2200
Ethnicity: Black	31%	(85)	30%	(83)	32%	(88)	6%	(17)	274
Ethnicity: Other	18%	(37)	36%	(73)	36%	(74)	10%	(20)	204
All Christian	19%	(183)	29%	(274)	46%	(435)	6%	(60)	952
All Non-Christian	31%	(31)	25%	(25)	33%	(33)	11%	(11)	99
Atheist	20%	(18)	25%	(23)	50%	(45)	5%	(5)	91
Agnostic/Nothing in particular	18%	(115)	30%	(194)	44%	(281)	7%	(47)	637
Something Else	27%	(112)	34%	(142)	33%	(139)	7%	(28)	421
Religious Non-Protestant/Catholic	31%	(39)	25%	(32)	35%	(45)	9%	(11)	126
Evangelical	25%	(146)	28%	(165)	39%	(229)	8%	(46)	586
Non-Evangelical	18%	(134)	32%	(235)	45%	(331)	5%	(40)	740
Community: Urban	25%	(152)	32%	(193)	37%	(220)	5%	(32)	597
Community: Suburban	19%	(190)	29%	(286)	45%	(446)	8%	(76)	997
Community: Rural	19%	(117)	29%	(177)	44%	(268)	7%	(43)	605
Employ: Private Sector	23%	(160)	32%	(219)	39%	(269)	6%	(38)	687
Employ: Government	29%	(39)	27%	(36)	38%	(51)	6%	(8)	133
Employ: Self-Employed	27%	(49)	25%	(47)	40%	(74)	8%	(15)	186
Employ: Homemaker	27%	(39)	29%	(42)	37%	(54)	8%	(11)	147
Employ: Student	18%	(13)	35%	(25)	36%	(26)	11%	(8)	71
Employ: Retired	12%	(62)	23%	(119)	56%	(287)	8%	(42)	510
Employ: Unemployed	20%	(60)	37%	(108)	37%	(109)	5%	(15)	291
Employ: Other	21%	(37)	34%	(60)	36%	(64)	8%	(15)	175
Military HH: Yes	18%	(57)	28%	(93)	47%	(154)	7%	(22)	326
Military HH: No	21%	(402)	30%	(564)	42%	(779)	7%	(129)	1874
RD/WT: Right Direction	25%	(243)	30%	(296)	40%	(389)	5%	(51)	979
RD/WT: Wrong Track	18%	(216)	29%	(360)	45%	(544)	8%	(101)	1221
Biden Job Approve	24%	(288)	32%	(375)	38%	(451)	5%	(63)	1177
Biden Job Disapprove	16%	(147)	26%	(233)	49%	(441)	8%	(75)	895

Continued on next page

Table MCSP1_3: How familiar are you with the following streaming services?

Paramount+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	21%	(459)	30%	(656)	42%	(934)	7%	(151)	2200
Biden Job Strongly Approve	29%	(174)	28%	(165)	38%	(223)	6%	(33)	595
Biden Job Somewhat Approve	20%	(114)	36%	(211)	39%	(228)	5%	(30)	582
Biden Job Somewhat Disapprove	19%	(48)	27%	(66)	48%	(118)	7%	(17)	248
Biden Job Strongly Disapprove	15%	(99)	26%	(167)	50%	(322)	9%	(58)	646
Favorable of Biden	25%	(287)	31%	(358)	39%	(450)	5%	(60)	1155
Unfavorable of Biden	17%	(150)	27%	(244)	48%	(437)	8%	(74)	905
Very Favorable of Biden	29%	(176)	28%	(174)	37%	(228)	6%	(38)	616
Somewhat Favorable of Biden	21%	(111)	34%	(184)	41%	(222)	4%	(22)	539
Somewhat Unfavorable of Biden	17%	(39)	30%	(69)	47%	(109)	6%	(13)	230
Very Unfavorable of Biden	16%	(110)	26%	(175)	49%	(328)	9%	(61)	675
#1 Issue: Economy	22%	(186)	33%	(275)	40%	(329)	5%	(41)	832
#1 Issue: Security	15%	(44)	31%	(90)	44%	(128)	9%	(27)	288
#1 Issue: Health Care	27%	(85)	25%	(81)	41%	(130)	7%	(21)	317
#1 Issue: Medicare / Social Security	20%	(67)	25%	(82)	46%	(150)	9%	(30)	330
#1 Issue: Women's Issues	19%	(23)	33%	(40)	40%	(50)	8%	(10)	123
#1 Issue: Education	22%	(18)	28%	(22)	40%	(33)	10%	(8)	81
#1 Issue: Energy	18%	(17)	31%	(30)	49%	(47)	2%	(2)	96
#1 Issue: Other	14%	(18)	28%	(37)	50%	(66)	8%	(11)	133
2020 Vote: Joe Biden	26%	(251)	29%	(289)	40%	(395)	5%	(47)	981
2020 Vote: Donald Trump	15%	(105)	29%	(206)	49%	(350)	8%	(58)	719
2020 Vote: Other	22%	(15)	21%	(14)	47%	(31)	11%	(7)	67
2020 Vote: Didn't Vote	21%	(89)	34%	(147)	36%	(157)	9%	(39)	433
2018 House Vote: Democrat	26%	(203)	28%	(214)	42%	(323)	5%	(36)	776
2018 House Vote: Republican	16%	(92)	28%	(164)	47%	(273)	8%	(47)	576
2016 Vote: Hillary Clinton	27%	(188)	30%	(209)	39%	(277)	4%	(31)	705
2016 Vote: Donald Trump	15%	(99)	29%	(191)	48%	(314)	8%	(55)	660
2016 Vote: Other	24%	(26)	20%	(22)	50%	(54)	6%	(7)	110
2016 Vote: Didn't Vote	20%	(146)	32%	(232)	40%	(285)	8%	(58)	720
Voted in 2014: Yes	22%	(270)	27%	(333)	44%	(537)	6%	(73)	1213
Voted in 2014: No	19%	(189)	33%	(324)	40%	(397)	8%	(78)	987

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Table MCSPI_3: How familiar are you with the following streaming services?

Paramount+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	21%	(459)	30%	(656)	42%	(934)	7%	(151)	2200
4-Region: Northeast	22%	(85)	33%	(131)	38%	(151)	7%	(26)	394
4-Region: Midwest	18%	(82)	28%	(130)	46%	(215)	8%	(36)	462
4-Region: South	22%	(182)	29%	(242)	41%	(342)	7%	(58)	824
4-Region: West	21%	(110)	29%	(153)	43%	(226)	6%	(31)	520
Sports Fans	23%	(350)	31%	(478)	40%	(619)	6%	(94)	1540
Avid Sports Fans	30%	(171)	32%	(181)	33%	(191)	5%	(28)	572
Casual Sports Fans	18%	(179)	31%	(296)	44%	(427)	7%	(66)	968
Non-Sports Fans	17%	(109)	27%	(179)	48%	(315)	9%	(57)	660
Gen Z Sports Fans	19%	(27)	34%	(48)	41%	(59)	7%	(10)	144
Millennial Sports Fans	30%	(151)	32%	(160)	31%	(154)	6%	(30)	495
Gen X Sports Fans	28%	(104)	31%	(114)	38%	(142)	4%	(14)	374
Boomer Sports Fans	14%	(67)	31%	(144)	48%	(225)	7%	(35)	471
Democratic Sports Fans	28%	(181)	30%	(193)	36%	(231)	6%	(38)	643
Republican Sports Fans	15%	(69)	32%	(144)	46%	(211)	7%	(30)	455
Male Sports Fans	24%	(210)	32%	(278)	38%	(330)	6%	(52)	870
Female Sports Fans	21%	(140)	30%	(200)	43%	(289)	6%	(42)	671
Olympics Fans	23%	(335)	31%	(444)	41%	(590)	5%	(76)	1444
Avid Olympics Fans	36%	(125)	28%	(97)	31%	(109)	6%	(21)	352
Casual Olympics Fans	19%	(210)	32%	(347)	44%	(481)	5%	(54)	1092
Non-Olympics Fans	16%	(124)	28%	(213)	45%	(344)	10%	(76)	756
Very Interested in Summer Olympics	49%	(89)	23%	(41)	22%	(40)	6%	(11)	181
Interested in Summer Olympics	35%	(150)	28%	(119)	32%	(139)	6%	(24)	431
Familiar with Peacock	32%	(374)	41%	(489)	25%	(294)	2%	(29)	1186
Peacock Subscriber	37%	(200)	30%	(160)	30%	(163)	3%	(16)	539

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

Table MCSP1_4: *How familiar are you with the following streaming services?*

ESPN+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	20%	(450)	30%	(670)	43%	(942)	6%	(139)	2200
Gender: Male	26%	(275)	33%	(348)	37%	(390)	5%	(49)	1062
Gender: Female	15%	(175)	28%	(322)	48%	(552)	8%	(90)	1138
Age: 18-34	23%	(149)	32%	(211)	36%	(236)	9%	(58)	655
Age: 35-44	29%	(102)	30%	(106)	37%	(131)	5%	(18)	358
Age: 45-64	20%	(147)	33%	(246)	43%	(323)	5%	(34)	751
Age: 65+	12%	(51)	25%	(107)	58%	(251)	6%	(27)	436
GenZers: 1997-2012	24%	(54)	28%	(63)	36%	(81)	13%	(29)	227
Millennials: 1981-1996	25%	(164)	34%	(221)	35%	(228)	7%	(46)	659
GenXers: 1965-1980	26%	(135)	31%	(160)	41%	(216)	3%	(14)	525
Baby Boomers: 1946-1964	12%	(86)	30%	(210)	52%	(363)	6%	(44)	702
PID: Dem (no lean)	25%	(223)	30%	(271)	38%	(341)	6%	(56)	891
PID: Ind (no lean)	17%	(116)	31%	(203)	44%	(296)	8%	(51)	666
PID: Rep (no lean)	17%	(111)	31%	(196)	47%	(304)	5%	(32)	643
PID/Gender: Dem Men	32%	(130)	32%	(132)	31%	(127)	5%	(20)	408
PID/Gender: Dem Women	19%	(93)	29%	(139)	44%	(214)	8%	(37)	482
PID/Gender: Ind Men	23%	(73)	31%	(99)	41%	(131)	6%	(18)	321
PID/Gender: Ind Women	12%	(43)	30%	(105)	48%	(165)	9%	(33)	345
PID/Gender: Rep Men	22%	(72)	35%	(118)	40%	(132)	3%	(11)	332
PID/Gender: Rep Women	13%	(39)	25%	(79)	56%	(173)	7%	(21)	311
Ideo: Liberal (1-3)	24%	(164)	30%	(209)	41%	(282)	6%	(39)	694
Ideo: Moderate (4)	21%	(126)	30%	(179)	43%	(259)	6%	(33)	597
Ideo: Conservative (5-7)	18%	(129)	33%	(235)	44%	(320)	5%	(36)	718
Educ: < College	19%	(286)	29%	(443)	44%	(670)	7%	(113)	1512
Educ: Bachelors degree	23%	(104)	34%	(149)	39%	(173)	4%	(18)	444
Educ: Post-grad	24%	(60)	32%	(78)	40%	(99)	3%	(8)	244
Income: Under 50k	17%	(213)	27%	(341)	47%	(585)	8%	(106)	1246
Income: 50k-100k	22%	(138)	36%	(223)	39%	(241)	4%	(22)	625
Income: 100k+	30%	(98)	32%	(106)	35%	(115)	3%	(10)	329
Ethnicity: White	18%	(318)	30%	(510)	46%	(786)	6%	(109)	1722
Ethnicity: Hispanic	23%	(80)	33%	(116)	34%	(120)	9%	(33)	349

Continued on next page

Table MCSP1_4: How familiar are you with the following streaming services?

ESPN+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	20%	(450)	30%	(670)	43%	(942)	6%	(139)	2200
Ethnicity: Black	35%	(97)	34%	(92)	27%	(74)	4%	(11)	274
Ethnicity: Other	17%	(35)	33%	(68)	40%	(82)	9%	(19)	204
All Christian	21%	(197)	31%	(293)	44%	(423)	4%	(40)	952
All Non-Christian	31%	(31)	26%	(26)	33%	(33)	10%	(10)	99
Atheist	16%	(14)	27%	(24)	50%	(45)	8%	(7)	91
Agnostic/Nothing in particular	17%	(108)	31%	(199)	43%	(275)	9%	(55)	637
Something Else	24%	(100)	31%	(129)	39%	(165)	6%	(27)	421
Religious Non-Protestant/Catholic	28%	(36)	28%	(35)	35%	(44)	9%	(11)	126
Evangelical	23%	(137)	30%	(174)	41%	(242)	6%	(33)	586
Non-Evangelical	20%	(145)	31%	(233)	45%	(330)	4%	(32)	740
Community: Urban	28%	(167)	31%	(183)	36%	(216)	5%	(31)	597
Community: Suburban	19%	(186)	32%	(317)	43%	(431)	6%	(64)	997
Community: Rural	16%	(97)	28%	(170)	49%	(295)	7%	(44)	605
Employ: Private Sector	26%	(178)	34%	(231)	36%	(245)	5%	(33)	687
Employ: Government	29%	(38)	36%	(48)	34%	(45)	1%	(1)	133
Employ: Self-Employed	27%	(51)	23%	(42)	41%	(76)	9%	(17)	186
Employ: Homemaker	16%	(24)	24%	(35)	54%	(79)	6%	(9)	147
Employ: Student	16%	(11)	41%	(29)	35%	(24)	8%	(6)	71
Employ: Retired	11%	(58)	25%	(127)	57%	(290)	7%	(35)	510
Employ: Unemployed	14%	(42)	36%	(104)	42%	(123)	8%	(22)	291
Employ: Other	27%	(47)	31%	(54)	34%	(59)	9%	(16)	175
Military HH: Yes	18%	(60)	28%	(92)	50%	(164)	3%	(10)	326
Military HH: No	21%	(389)	31%	(579)	41%	(778)	7%	(128)	1874
RD/WT: Right Direction	26%	(250)	32%	(312)	38%	(368)	5%	(50)	979
RD/WT: Wrong Track	16%	(200)	29%	(358)	47%	(574)	7%	(89)	1221
Biden Job Approve	24%	(287)	33%	(384)	38%	(446)	5%	(59)	1177
Biden Job Disapprove	15%	(137)	29%	(255)	51%	(453)	5%	(49)	895

Continued on next page

Table MCSP1_4: How familiar are you with the following streaming services?

ESPN+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	20%	(450)	30%	(670)	43%	(942)	6%	(139)	2200
Biden Job Strongly Approve	31%	(186)	29%	(172)	35%	(208)	5%	(29)	595
Biden Job Somewhat Approve	17%	(101)	37%	(212)	41%	(238)	5%	(30)	582
Biden Job Somewhat Disapprove	15%	(37)	30%	(75)	50%	(123)	5%	(13)	248
Biden Job Strongly Disapprove	16%	(101)	28%	(180)	51%	(330)	6%	(36)	646
Favorable of Biden	25%	(293)	31%	(360)	38%	(445)	5%	(58)	1155
Unfavorable of Biden	15%	(135)	30%	(268)	50%	(455)	5%	(47)	905
Very Favorable of Biden	31%	(189)	30%	(184)	34%	(208)	6%	(35)	616
Somewhat Favorable of Biden	19%	(104)	33%	(176)	44%	(237)	4%	(23)	539
Somewhat Unfavorable of Biden	13%	(31)	31%	(72)	51%	(117)	4%	(10)	230
Very Unfavorable of Biden	15%	(104)	29%	(196)	50%	(338)	5%	(37)	675
#1 Issue: Economy	22%	(182)	34%	(283)	38%	(318)	6%	(50)	832
#1 Issue: Security	17%	(49)	30%	(87)	43%	(124)	10%	(27)	288
#1 Issue: Health Care	24%	(77)	33%	(105)	39%	(123)	4%	(12)	317
#1 Issue: Medicare / Social Security	14%	(46)	25%	(82)	55%	(182)	6%	(20)	330
#1 Issue: Women's Issues	21%	(26)	25%	(31)	44%	(54)	10%	(12)	123
#1 Issue: Education	29%	(23)	23%	(19)	40%	(32)	8%	(7)	81
#1 Issue: Energy	27%	(26)	28%	(27)	42%	(41)	3%	(3)	96
#1 Issue: Other	15%	(21)	28%	(37)	52%	(69)	5%	(7)	133
2020 Vote: Joe Biden	26%	(255)	30%	(293)	40%	(388)	5%	(45)	981
2020 Vote: Donald Trump	14%	(103)	31%	(225)	49%	(355)	5%	(36)	719
2020 Vote: Other	23%	(15)	30%	(20)	47%	(31)	—	(0)	67
2020 Vote: Didn't Vote	18%	(76)	30%	(132)	39%	(167)	13%	(58)	433
2018 House Vote: Democrat	26%	(204)	29%	(226)	40%	(311)	5%	(36)	776
2018 House Vote: Republican	17%	(96)	32%	(185)	46%	(263)	5%	(32)	576
2016 Vote: Hillary Clinton	27%	(188)	30%	(209)	40%	(281)	4%	(27)	705
2016 Vote: Donald Trump	15%	(97)	32%	(214)	47%	(309)	6%	(41)	660
2016 Vote: Other	19%	(21)	25%	(28)	51%	(56)	4%	(5)	110
2016 Vote: Didn't Vote	20%	(142)	30%	(217)	41%	(295)	9%	(66)	720
Voted in 2014: Yes	22%	(271)	30%	(365)	43%	(519)	5%	(58)	1213
Voted in 2014: No	18%	(179)	31%	(306)	43%	(423)	8%	(80)	987

Continued on next page

Table MCSP1_4: How familiar are you with the following streaming services?

ESPN+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	20%	(450)	30%	(670)	43%	(942)	6%	(139)	2200
4-Region: Northeast	23%	(92)	33%	(129)	40%	(156)	4%	(16)	394
4-Region: Midwest	19%	(90)	28%	(131)	46%	(214)	6%	(28)	462
4-Region: South	21%	(174)	30%	(247)	42%	(350)	6%	(53)	824
4-Region: West	18%	(94)	31%	(163)	43%	(222)	8%	(41)	520
Sports Fans	26%	(393)	34%	(531)	36%	(553)	4%	(63)	1540
Avid Sports Fans	44%	(252)	32%	(184)	21%	(121)	3%	(14)	572
Casual Sports Fans	15%	(141)	36%	(347)	45%	(432)	5%	(49)	968
Non-Sports Fans	9%	(56)	21%	(139)	59%	(389)	11%	(75)	660
Gen Z Sports Fans	28%	(40)	33%	(47)	33%	(47)	6%	(9)	144
Millennial Sports Fans	31%	(153)	36%	(176)	30%	(146)	4%	(20)	495
Gen X Sports Fans	33%	(124)	32%	(119)	34%	(127)	1%	(4)	374
Boomer Sports Fans	15%	(69)	37%	(175)	42%	(198)	6%	(29)	471
Democratic Sports Fans	31%	(201)	34%	(216)	31%	(196)	5%	(30)	643
Republican Sports Fans	19%	(87)	35%	(160)	42%	(193)	3%	(14)	455
Male Sports Fans	30%	(260)	35%	(308)	32%	(278)	3%	(24)	870
Female Sports Fans	20%	(133)	33%	(223)	41%	(275)	6%	(40)	671
Olympics Fans	24%	(342)	33%	(475)	40%	(573)	4%	(54)	1444
Avid Olympics Fans	40%	(139)	30%	(107)	27%	(93)	4%	(12)	352
Casual Olympics Fans	19%	(203)	34%	(369)	44%	(479)	4%	(41)	1092
Non-Olympics Fans	14%	(107)	26%	(195)	49%	(369)	11%	(85)	756
Very Interested in Summer Olympics	49%	(88)	31%	(55)	16%	(28)	5%	(9)	181
Interested in Summer Olympics	36%	(154)	33%	(144)	27%	(117)	4%	(16)	431
Familiar with Peacock	29%	(348)	40%	(475)	28%	(331)	3%	(31)	1186
Peacock Subscriber	28%	(153)	34%	(181)	34%	(181)	4%	(24)	539

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

Table MCSP1_5: How familiar are you with the following streaming services?

Hulu

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	47%	(1031)	28%	(615)	23%	(512)	2%	(42)	2200
Gender: Male	45%	(476)	30%	(316)	23%	(248)	2%	(21)	1062
Gender: Female	49%	(555)	26%	(299)	23%	(264)	2%	(21)	1138
Age: 18-34	66%	(429)	25%	(165)	7%	(48)	2%	(13)	655
Age: 35-44	58%	(209)	27%	(96)	13%	(47)	2%	(5)	358
Age: 45-64	39%	(296)	31%	(236)	28%	(209)	1%	(10)	751
Age: 65+	22%	(96)	27%	(117)	48%	(209)	3%	(14)	436
GenZers: 1997-2012	73%	(164)	17%	(39)	9%	(20)	1%	(3)	227
Millennials: 1981-1996	61%	(405)	28%	(184)	9%	(56)	2%	(14)	659
GenXers: 1965-1980	47%	(247)	32%	(167)	20%	(105)	1%	(6)	525
Baby Boomers: 1946-1964	29%	(204)	28%	(197)	40%	(283)	2%	(17)	702
PID: Dem (no lean)	52%	(464)	25%	(225)	21%	(185)	2%	(17)	891
PID: Ind (no lean)	47%	(314)	31%	(209)	20%	(134)	1%	(10)	666
PID: Rep (no lean)	39%	(253)	28%	(181)	30%	(193)	2%	(16)	643
PID/Gender: Dem Men	49%	(200)	28%	(113)	21%	(85)	2%	(10)	408
PID/Gender: Dem Women	55%	(264)	23%	(112)	21%	(100)	1%	(7)	482
PID/Gender: Ind Men	47%	(149)	33%	(105)	20%	(64)	1%	(3)	321
PID/Gender: Ind Women	48%	(164)	30%	(104)	20%	(70)	2%	(7)	345
PID/Gender: Rep Men	38%	(127)	30%	(98)	30%	(99)	2%	(8)	332
PID/Gender: Rep Women	41%	(126)	27%	(83)	30%	(94)	2%	(8)	311
Ideo: Liberal (1-3)	53%	(368)	29%	(203)	16%	(113)	1%	(10)	694
Ideo: Moderate (4)	47%	(278)	25%	(152)	26%	(155)	2%	(13)	597
Ideo: Conservative (5-7)	40%	(288)	28%	(203)	30%	(212)	2%	(15)	718
Educ: < College	47%	(713)	27%	(415)	23%	(352)	2%	(32)	1512
Educ: Bachelors degree	49%	(218)	28%	(123)	22%	(96)	2%	(7)	444
Educ: Post-grad	41%	(100)	31%	(77)	26%	(64)	1%	(3)	244
Income: Under 50k	47%	(587)	26%	(325)	24%	(302)	3%	(32)	1246
Income: 50k-100k	44%	(277)	31%	(195)	24%	(147)	1%	(5)	625
Income: 100k+	51%	(166)	29%	(94)	19%	(63)	2%	(5)	329
Ethnicity: White	44%	(758)	29%	(494)	25%	(433)	2%	(37)	1722
Ethnicity: Hispanic	54%	(190)	29%	(102)	15%	(54)	1%	(3)	349

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Table MCSP1_5: How familiar are you with the following streaming services?

Hulu

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	47%	(1031)	28%	(615)	23%	(512)	2%	(42)	2200
Ethnicity: Black	62%	(170)	22%	(60)	14%	(39)	2%	(5)	274
Ethnicity: Other	50%	(102)	30%	(60)	20%	(40)	—	(1)	204
All Christian	39%	(372)	30%	(285)	29%	(274)	2%	(21)	952
All Non-Christian	45%	(45)	25%	(25)	29%	(28)	1%	(1)	99
Atheist	50%	(45)	26%	(23)	24%	(22)	—	(0)	91
Agnostic/Nothing in particular	53%	(335)	27%	(175)	19%	(119)	1%	(9)	637
Something Else	56%	(234)	25%	(107)	16%	(69)	3%	(11)	421
Religious Non-Protestant/Catholic	47%	(60)	24%	(30)	28%	(35)	1%	(1)	126
Evangelical	45%	(262)	29%	(171)	23%	(135)	3%	(18)	586
Non-Evangelical	43%	(318)	28%	(210)	27%	(198)	2%	(14)	740
Community: Urban	52%	(309)	27%	(163)	19%	(114)	2%	(11)	597
Community: Suburban	45%	(449)	28%	(284)	25%	(247)	2%	(18)	997
Community: Rural	45%	(273)	28%	(168)	25%	(151)	2%	(13)	605
Employ: Private Sector	54%	(368)	29%	(196)	16%	(110)	2%	(12)	687
Employ: Government	61%	(82)	26%	(35)	12%	(16)	1%	(1)	133
Employ: Self-Employed	55%	(103)	24%	(44)	20%	(37)	1%	(2)	186
Employ: Homemaker	55%	(81)	27%	(40)	17%	(25)	1%	(1)	147
Employ: Student	69%	(49)	21%	(15)	8%	(6)	2%	(1)	71
Employ: Retired	22%	(111)	29%	(146)	47%	(240)	3%	(13)	510
Employ: Unemployed	47%	(137)	33%	(97)	18%	(51)	2%	(6)	291
Employ: Other	58%	(101)	24%	(42)	16%	(27)	3%	(5)	175
Military HH: Yes	39%	(128)	29%	(93)	31%	(100)	1%	(5)	326
Military HH: No	48%	(903)	28%	(521)	22%	(412)	2%	(38)	1874
RD/WT: Right Direction	48%	(474)	28%	(274)	22%	(213)	2%	(19)	979
RD/WT: Wrong Track	46%	(557)	28%	(341)	24%	(299)	2%	(24)	1221
Biden Job Approve	52%	(609)	27%	(321)	20%	(230)	1%	(17)	1177
Biden Job Disapprove	39%	(351)	29%	(261)	29%	(262)	2%	(20)	895

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Table MCSP1_5: How familiar are you with the following streaming services?

Hulu

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	47%	(1031)	28%	(615)	23%	(512)	2%	(42)	2200
Biden Job Strongly Approve	49%	(293)	28%	(169)	20%	(119)	2%	(13)	595
Biden Job Somewhat Approve	54%	(316)	26%	(152)	19%	(110)	1%	(4)	582
Biden Job Somewhat Disapprove	46%	(115)	27%	(67)	26%	(65)	1%	(2)	248
Biden Job Strongly Disapprove	37%	(236)	30%	(195)	30%	(197)	3%	(19)	646
Favorable of Biden	52%	(606)	26%	(303)	20%	(231)	1%	(16)	1155
Unfavorable of Biden	40%	(364)	29%	(264)	28%	(257)	2%	(20)	905
Very Favorable of Biden	51%	(312)	28%	(172)	19%	(116)	2%	(15)	616
Somewhat Favorable of Biden	54%	(293)	24%	(130)	21%	(114)	—	(1)	539
Somewhat Unfavorable of Biden	47%	(107)	26%	(60)	26%	(60)	1%	(3)	230
Very Unfavorable of Biden	38%	(257)	30%	(203)	29%	(197)	3%	(17)	675
#1 Issue: Economy	53%	(445)	27%	(225)	18%	(149)	2%	(13)	832
#1 Issue: Security	34%	(98)	31%	(90)	33%	(94)	2%	(5)	288
#1 Issue: Health Care	51%	(163)	29%	(92)	18%	(57)	1%	(4)	317
#1 Issue: Medicare / Social Security	34%	(113)	25%	(81)	37%	(122)	4%	(14)	330
#1 Issue: Women's Issues	57%	(70)	24%	(29)	15%	(19)	4%	(5)	123
#1 Issue: Education	55%	(44)	27%	(22)	18%	(14)	1%	(1)	81
#1 Issue: Energy	52%	(50)	29%	(28)	19%	(18)	—	(0)	96
#1 Issue: Other	36%	(48)	35%	(47)	29%	(39)	—	(0)	133
2020 Vote: Joe Biden	53%	(524)	26%	(252)	20%	(193)	1%	(12)	981
2020 Vote: Donald Trump	37%	(264)	30%	(215)	31%	(221)	3%	(18)	719
2020 Vote: Other	56%	(38)	20%	(14)	21%	(14)	2%	(1)	67
2020 Vote: Didn't Vote	47%	(205)	31%	(133)	19%	(84)	3%	(11)	433
2018 House Vote: Democrat	51%	(393)	26%	(199)	22%	(171)	2%	(14)	776
2018 House Vote: Republican	39%	(224)	29%	(168)	30%	(172)	2%	(11)	576
2016 Vote: Hillary Clinton	52%	(366)	24%	(171)	22%	(157)	2%	(11)	705
2016 Vote: Donald Trump	37%	(243)	31%	(201)	30%	(198)	3%	(18)	660
2016 Vote: Other	48%	(53)	26%	(29)	24%	(27)	1%	(1)	110
2016 Vote: Didn't Vote	51%	(367)	29%	(211)	18%	(130)	2%	(12)	720
Voted in 2014: Yes	44%	(533)	28%	(336)	26%	(319)	2%	(25)	1213
Voted in 2014: No	50%	(498)	28%	(279)	20%	(193)	2%	(17)	987

Continued on next page

Table MCSP1_5: How familiar are you with the following streaming services?

Hulu

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	47%	(1031)	28%	(615)	23%	(512)	2%	(42)	2200
4-Region: Northeast	45%	(176)	31%	(122)	23%	(90)	1%	(6)	394
4-Region: Midwest	45%	(209)	27%	(127)	24%	(111)	3%	(16)	462
4-Region: South	49%	(400)	27%	(221)	23%	(188)	2%	(14)	824
4-Region: West	47%	(246)	28%	(145)	24%	(123)	1%	(7)	520
Sports Fans	49%	(751)	28%	(429)	22%	(333)	2%	(27)	1540
Avid Sports Fans	52%	(298)	28%	(161)	17%	(100)	2%	(13)	572
Casual Sports Fans	47%	(453)	28%	(268)	24%	(233)	1%	(14)	968
Non-Sports Fans	42%	(280)	28%	(186)	27%	(179)	2%	(15)	660
Gen Z Sports Fans	78%	(113)	16%	(23)	5%	(8)	—	(0)	144
Millennial Sports Fans	63%	(312)	27%	(135)	8%	(41)	2%	(8)	495
Gen X Sports Fans	49%	(181)	31%	(117)	19%	(72)	1%	(4)	374
Boomer Sports Fans	29%	(138)	29%	(139)	38%	(180)	3%	(14)	471
Democratic Sports Fans	52%	(337)	26%	(169)	20%	(125)	2%	(11)	643
Republican Sports Fans	41%	(185)	28%	(129)	29%	(130)	2%	(10)	455
Male Sports Fans	47%	(412)	29%	(249)	22%	(193)	2%	(15)	870
Female Sports Fans	51%	(339)	27%	(180)	21%	(140)	2%	(12)	671
Olympics Fans	48%	(693)	28%	(403)	23%	(328)	1%	(20)	1444
Avid Olympics Fans	56%	(196)	24%	(85)	18%	(64)	2%	(7)	352
Casual Olympics Fans	45%	(497)	29%	(319)	24%	(264)	1%	(13)	1092
Non-Olympics Fans	45%	(337)	28%	(211)	24%	(184)	3%	(23)	756
Very Interested in Summer Olympics	66%	(120)	23%	(42)	7%	(12)	4%	(6)	181
Interested in Summer Olympics	57%	(247)	30%	(128)	11%	(49)	2%	(8)	431
Familiar with Peacock	60%	(710)	31%	(364)	9%	(105)	1%	(6)	1186
Peacock Subscriber	64%	(347)	25%	(135)	10%	(53)	1%	(3)	539

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

Table MCSP1_6: How familiar are you with the following streaming services?

Showtime

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	25%	(560)	38%	(835)	33%	(723)	4%	(82)	2200
Gender: Male	28%	(293)	40%	(423)	29%	(311)	3%	(34)	1062
Gender: Female	23%	(266)	36%	(412)	36%	(412)	4%	(48)	1138
Age: 18-34	24%	(155)	38%	(249)	30%	(198)	8%	(54)	655
Age: 35-44	33%	(120)	33%	(119)	30%	(107)	3%	(12)	358
Age: 45-64	26%	(194)	41%	(311)	31%	(233)	2%	(13)	751
Age: 65+	21%	(92)	36%	(156)	42%	(185)	1%	(4)	436
GenZers: 1997-2012	17%	(39)	39%	(89)	35%	(80)	8%	(19)	227
Millennials: 1981-1996	29%	(189)	35%	(233)	29%	(191)	7%	(46)	659
GenXers: 1965-1980	31%	(165)	41%	(215)	26%	(136)	2%	(10)	525
Baby Boomers: 1946-1964	22%	(156)	38%	(267)	39%	(273)	1%	(7)	702
PID: Dem (no lean)	29%	(259)	39%	(346)	29%	(258)	3%	(28)	891
PID: Ind (no lean)	24%	(157)	38%	(256)	34%	(225)	4%	(28)	666
PID: Rep (no lean)	22%	(144)	36%	(233)	37%	(240)	4%	(26)	643
PID/Gender: Dem Men	32%	(133)	39%	(158)	27%	(109)	2%	(9)	408
PID/Gender: Dem Women	26%	(126)	39%	(188)	31%	(150)	4%	(19)	482
PID/Gender: Ind Men	23%	(74)	41%	(132)	32%	(102)	4%	(14)	321
PID/Gender: Ind Women	24%	(83)	36%	(124)	36%	(124)	4%	(15)	345
PID/Gender: Rep Men	26%	(87)	40%	(132)	30%	(101)	4%	(12)	332
PID/Gender: Rep Women	18%	(57)	32%	(100)	45%	(139)	5%	(14)	311
Ideo: Liberal (1-3)	30%	(211)	36%	(248)	30%	(205)	4%	(30)	694
Ideo: Moderate (4)	24%	(141)	42%	(252)	31%	(187)	3%	(17)	597
Ideo: Conservative (5-7)	22%	(161)	38%	(273)	37%	(264)	3%	(20)	718
Educ: < College	24%	(364)	37%	(567)	34%	(517)	4%	(64)	1512
Educ: Bachelors degree	28%	(122)	40%	(179)	29%	(130)	3%	(13)	444
Educ: Post-grad	30%	(73)	36%	(89)	31%	(77)	2%	(5)	244
Income: Under 50k	22%	(271)	37%	(467)	36%	(446)	5%	(62)	1246
Income: 50k-100k	30%	(186)	39%	(242)	29%	(183)	2%	(14)	625
Income: 100k+	31%	(102)	38%	(126)	29%	(94)	2%	(7)	329
Ethnicity: White	24%	(407)	36%	(628)	36%	(620)	4%	(66)	1722
Ethnicity: Hispanic	29%	(101)	44%	(154)	24%	(84)	3%	(11)	349

Continued on next page

Table MCSP1_6: How familiar are you with the following streaming services?

Showtime

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	25%	(560)	38%	(835)	33%	(723)	4%	(82)	2200
Ethnicity: Black	39%	(106)	40%	(109)	19%	(51)	3%	(9)	274
Ethnicity: Other	23%	(46)	48%	(98)	26%	(52)	4%	(8)	204
All Christian	22%	(214)	39%	(370)	35%	(336)	3%	(32)	952
All Non-Christian	36%	(35)	35%	(34)	26%	(26)	4%	(4)	99
Atheist	23%	(21)	39%	(36)	35%	(31)	3%	(3)	91
Agnostic/Nothing in particular	23%	(146)	38%	(241)	34%	(219)	5%	(31)	637
Something Else	34%	(144)	36%	(153)	26%	(110)	3%	(13)	421
Religious Non-Protestant/Catholic	30%	(38)	34%	(43)	31%	(39)	5%	(6)	126
Evangelical	28%	(164)	37%	(216)	31%	(183)	4%	(22)	586
Non-Evangelical	25%	(188)	39%	(289)	33%	(243)	3%	(21)	740
Community: Urban	32%	(189)	39%	(233)	26%	(156)	3%	(19)	597
Community: Suburban	24%	(238)	38%	(383)	34%	(340)	4%	(36)	997
Community: Rural	22%	(133)	36%	(219)	37%	(227)	4%	(27)	605
Employ: Private Sector	29%	(200)	41%	(278)	27%	(183)	4%	(25)	687
Employ: Government	31%	(41)	42%	(56)	22%	(30)	5%	(6)	133
Employ: Self-Employed	31%	(57)	30%	(56)	35%	(65)	4%	(7)	186
Employ: Homemaker	23%	(33)	35%	(51)	38%	(55)	5%	(7)	147
Employ: Student	18%	(12)	41%	(29)	28%	(20)	14%	(10)	71
Employ: Retired	19%	(98)	34%	(175)	46%	(233)	1%	(5)	510
Employ: Unemployed	20%	(60)	46%	(135)	29%	(86)	4%	(11)	291
Employ: Other	33%	(58)	31%	(54)	29%	(52)	6%	(11)	175
Military HH: Yes	25%	(82)	38%	(124)	36%	(117)	1%	(4)	326
Military HH: No	26%	(478)	38%	(710)	32%	(607)	4%	(79)	1874
RD/WT: Right Direction	28%	(272)	38%	(376)	30%	(289)	4%	(42)	979
RD/WT: Wrong Track	24%	(288)	38%	(458)	36%	(434)	3%	(40)	1221
Biden Job Approve	29%	(346)	38%	(448)	29%	(340)	4%	(42)	1177
Biden Job Disapprove	21%	(187)	37%	(334)	38%	(343)	4%	(32)	895

Continued on next page

Table MCSP1_6: How familiar are you with the following streaming services?

Showtime

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	25%	(560)	38%	(835)	33%	(723)	4%	(82)	2200
Biden Job Strongly Approve	34%	(200)	37%	(221)	25%	(149)	4%	(24)	595
Biden Job Somewhat Approve	25%	(146)	39%	(227)	33%	(191)	3%	(18)	582
Biden Job Somewhat Disapprove	23%	(56)	39%	(96)	36%	(89)	3%	(8)	248
Biden Job Strongly Disapprove	20%	(131)	37%	(238)	39%	(254)	4%	(24)	646
Favorable of Biden	30%	(342)	38%	(434)	30%	(344)	3%	(36)	1155
Unfavorable of Biden	21%	(190)	37%	(335)	38%	(347)	4%	(34)	905
Very Favorable of Biden	34%	(207)	37%	(229)	25%	(155)	4%	(25)	616
Somewhat Favorable of Biden	25%	(135)	38%	(205)	35%	(189)	2%	(11)	539
Somewhat Unfavorable of Biden	22%	(50)	36%	(82)	39%	(90)	3%	(8)	230
Very Unfavorable of Biden	21%	(140)	37%	(252)	38%	(257)	4%	(26)	675
#1 Issue: Economy	29%	(245)	37%	(307)	30%	(252)	3%	(29)	832
#1 Issue: Security	21%	(60)	43%	(125)	33%	(94)	3%	(9)	288
#1 Issue: Health Care	29%	(92)	38%	(119)	29%	(90)	5%	(16)	317
#1 Issue: Medicare / Social Security	25%	(83)	32%	(105)	41%	(134)	2%	(8)	330
#1 Issue: Women's Issues	19%	(24)	39%	(48)	36%	(44)	6%	(8)	123
#1 Issue: Education	14%	(11)	39%	(32)	36%	(29)	11%	(9)	81
#1 Issue: Energy	21%	(20)	42%	(40)	33%	(32)	4%	(4)	96
#1 Issue: Other	19%	(25)	45%	(60)	36%	(47)	1%	(1)	133
2020 Vote: Joe Biden	28%	(278)	40%	(388)	29%	(284)	3%	(32)	981
2020 Vote: Donald Trump	20%	(146)	37%	(268)	39%	(278)	4%	(28)	719
2020 Vote: Other	24%	(16)	31%	(21)	43%	(28)	2%	(2)	67
2020 Vote: Didn't Vote	28%	(120)	36%	(157)	31%	(133)	5%	(21)	433
2018 House Vote: Democrat	30%	(233)	38%	(293)	29%	(226)	3%	(23)	776
2018 House Vote: Republican	22%	(126)	37%	(214)	37%	(213)	4%	(22)	576
2016 Vote: Hillary Clinton	32%	(227)	38%	(269)	27%	(191)	2%	(17)	705
2016 Vote: Donald Trump	21%	(139)	39%	(256)	36%	(240)	4%	(26)	660
2016 Vote: Other	22%	(24)	29%	(32)	45%	(49)	4%	(4)	110
2016 Vote: Didn't Vote	23%	(168)	38%	(275)	34%	(242)	5%	(35)	720
Voted in 2014: Yes	27%	(330)	38%	(457)	32%	(390)	3%	(37)	1213
Voted in 2014: No	23%	(230)	38%	(378)	34%	(333)	5%	(46)	987

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Table MCSP1_6: How familiar are you with the following streaming services?

Showtime

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	25%	(560)	38%	(835)	33%	(723)	4%	(82)	2200
4-Region: Northeast	29%	(113)	38%	(148)	31%	(121)	3%	(12)	394
4-Region: Midwest	20%	(93)	36%	(164)	39%	(178)	6%	(27)	462
4-Region: South	28%	(227)	37%	(305)	32%	(263)	3%	(29)	824
4-Region: West	24%	(127)	42%	(217)	31%	(161)	3%	(15)	520
Sports Fans	27%	(423)	39%	(602)	31%	(472)	3%	(44)	1540
Avid Sports Fans	39%	(222)	37%	(212)	22%	(128)	2%	(9)	572
Casual Sports Fans	21%	(201)	40%	(389)	35%	(343)	4%	(35)	968
Non-Sports Fans	21%	(137)	35%	(233)	38%	(251)	6%	(38)	660
Gen Z Sports Fans	20%	(28)	36%	(51)	40%	(57)	5%	(7)	144
Millennial Sports Fans	31%	(155)	36%	(177)	28%	(137)	5%	(26)	495
Gen X Sports Fans	33%	(125)	44%	(163)	21%	(79)	2%	(6)	374
Boomer Sports Fans	23%	(110)	40%	(189)	36%	(167)	1%	(4)	471
Democratic Sports Fans	32%	(206)	39%	(249)	27%	(172)	2%	(15)	643
Republican Sports Fans	23%	(103)	39%	(176)	36%	(161)	3%	(14)	455
Male Sports Fans	29%	(255)	41%	(352)	27%	(238)	3%	(25)	870
Female Sports Fans	25%	(168)	37%	(250)	35%	(234)	3%	(19)	671
Olympics Fans	28%	(404)	39%	(562)	31%	(445)	2%	(34)	1444
Avid Olympics Fans	37%	(131)	35%	(124)	23%	(83)	4%	(15)	352
Casual Olympics Fans	25%	(273)	40%	(438)	33%	(362)	2%	(19)	1092
Non-Olympics Fans	21%	(156)	36%	(273)	37%	(278)	6%	(48)	756
Very Interested in Summer Olympics	51%	(92)	30%	(54)	14%	(26)	6%	(10)	181
Interested in Summer Olympics	37%	(161)	37%	(159)	22%	(94)	4%	(18)	431
Familiar with Peacock	36%	(430)	43%	(510)	18%	(218)	2%	(27)	1186
Peacock Subscriber	39%	(210)	35%	(186)	23%	(125)	3%	(18)	539

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

Table MCSP1_7: How familiar are you with the following streaming services?

Starz

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	22%	(488)	34%	(748)	37%	(818)	7%	(146)	2200
Gender: Male	23%	(248)	36%	(379)	34%	(364)	7%	(70)	1062
Gender: Female	21%	(240)	32%	(369)	40%	(454)	7%	(75)	1138
Age: 18-34	21%	(140)	33%	(217)	35%	(226)	11%	(73)	655
Age: 35-44	30%	(108)	36%	(128)	29%	(103)	5%	(19)	358
Age: 45-64	23%	(170)	35%	(267)	38%	(285)	4%	(30)	751
Age: 65+	16%	(71)	31%	(137)	47%	(203)	6%	(25)	436
GenZers: 1997-2012	19%	(43)	27%	(61)	42%	(94)	13%	(29)	227
Millennials: 1981-1996	25%	(162)	36%	(238)	30%	(198)	9%	(60)	659
GenXers: 1965-1980	29%	(151)	35%	(182)	33%	(173)	4%	(20)	525
Baby Boomers: 1946-1964	18%	(123)	34%	(241)	44%	(308)	4%	(31)	702
PID: Dem (no lean)	26%	(233)	34%	(305)	35%	(309)	5%	(44)	891
PID: Ind (no lean)	21%	(138)	33%	(219)	38%	(253)	8%	(56)	666
PID: Rep (no lean)	18%	(118)	35%	(223)	40%	(256)	7%	(46)	643
PID/Gender: Dem Men	28%	(114)	36%	(148)	30%	(122)	6%	(24)	408
PID/Gender: Dem Women	25%	(119)	33%	(157)	39%	(187)	4%	(20)	482
PID/Gender: Ind Men	22%	(71)	32%	(104)	37%	(120)	8%	(26)	321
PID/Gender: Ind Women	19%	(67)	33%	(115)	39%	(133)	9%	(30)	345
PID/Gender: Rep Men	19%	(63)	38%	(127)	37%	(123)	6%	(20)	332
PID/Gender: Rep Women	18%	(55)	31%	(97)	43%	(134)	8%	(26)	311
Ideo: Liberal (1-3)	23%	(163)	34%	(236)	36%	(249)	7%	(46)	694
Ideo: Moderate (4)	24%	(146)	34%	(201)	37%	(220)	5%	(31)	597
Ideo: Conservative (5-7)	19%	(133)	36%	(257)	39%	(283)	6%	(45)	718
Educ: < College	23%	(349)	32%	(483)	38%	(573)	7%	(106)	1512
Educ: Bachelors degree	19%	(84)	39%	(172)	37%	(164)	6%	(25)	444
Educ: Post-grad	23%	(55)	38%	(93)	33%	(81)	6%	(15)	244
Income: Under 50k	21%	(267)	30%	(377)	40%	(500)	8%	(102)	1246
Income: 50k-100k	23%	(142)	39%	(241)	34%	(211)	5%	(30)	625
Income: 100k+	24%	(79)	39%	(130)	32%	(107)	4%	(14)	329
Ethnicity: White	19%	(322)	34%	(586)	40%	(696)	7%	(118)	1722
Ethnicity: Hispanic	25%	(87)	37%	(130)	32%	(113)	6%	(19)	349

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Table MCSP1_7: How familiar are you with the following streaming services?

Starz

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	22%	(488)	34%	(748)	37%	(818)	7%	(146)	2200
Ethnicity: Black	42%	(115)	34%	(93)	20%	(55)	4%	(11)	274
Ethnicity: Other	25%	(51)	34%	(69)	33%	(67)	8%	(17)	204
All Christian	20%	(186)	35%	(331)	39%	(375)	6%	(61)	952
All Non-Christian	35%	(35)	25%	(25)	31%	(31)	8%	(8)	99
Atheist	16%	(15)	42%	(38)	35%	(32)	7%	(7)	91
Agnostic/Nothing in particular	19%	(124)	34%	(216)	38%	(242)	9%	(55)	637
Something Else	31%	(128)	33%	(137)	33%	(139)	4%	(16)	421
Religious Non-Protestant/Catholic	28%	(36)	29%	(37)	34%	(43)	9%	(11)	126
Evangelical	25%	(146)	34%	(198)	35%	(203)	7%	(39)	586
Non-Evangelical	22%	(165)	34%	(250)	39%	(291)	5%	(33)	740
Community: Urban	29%	(175)	35%	(207)	31%	(184)	5%	(32)	597
Community: Suburban	20%	(197)	33%	(333)	40%	(395)	7%	(72)	997
Community: Rural	19%	(117)	34%	(207)	40%	(239)	7%	(42)	605
Employ: Private Sector	23%	(156)	38%	(259)	34%	(232)	6%	(41)	687
Employ: Government	26%	(35)	36%	(48)	33%	(44)	5%	(7)	133
Employ: Self-Employed	28%	(53)	25%	(46)	40%	(75)	7%	(12)	186
Employ: Homemaker	21%	(31)	26%	(38)	45%	(66)	8%	(11)	147
Employ: Student	15%	(10)	33%	(23)	39%	(27)	14%	(10)	71
Employ: Retired	15%	(78)	32%	(161)	47%	(240)	6%	(32)	510
Employ: Unemployed	23%	(66)	40%	(118)	30%	(89)	6%	(19)	291
Employ: Other	34%	(60)	31%	(54)	27%	(47)	8%	(14)	175
Military HH: Yes	20%	(67)	37%	(122)	36%	(118)	6%	(20)	326
Military HH: No	23%	(422)	33%	(626)	37%	(700)	7%	(126)	1874
RD/WT: Right Direction	25%	(244)	35%	(344)	33%	(327)	7%	(65)	979
RD/WT: Wrong Track	20%	(245)	33%	(403)	40%	(492)	7%	(81)	1221
Biden Job Approve	25%	(297)	35%	(410)	34%	(397)	6%	(72)	1177
Biden Job Disapprove	18%	(162)	34%	(303)	42%	(372)	6%	(58)	895

Continued on next page

Table MCSP1_7: How familiar are you with the following streaming services?

Starz

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	22%	(488)	34%	(748)	37%	(818)	7%	(146)	2200
Biden Job Strongly Approve	30%	(181)	35%	(205)	29%	(173)	6%	(36)	595
Biden Job Somewhat Approve	20%	(116)	35%	(205)	39%	(224)	6%	(37)	582
Biden Job Somewhat Disapprove	18%	(45)	33%	(83)	42%	(105)	6%	(15)	248
Biden Job Strongly Disapprove	18%	(117)	34%	(220)	41%	(267)	7%	(42)	646
Favorable of Biden	26%	(299)	34%	(395)	34%	(393)	6%	(69)	1155
Unfavorable of Biden	18%	(162)	34%	(306)	42%	(377)	7%	(60)	905
Very Favorable of Biden	31%	(192)	35%	(214)	28%	(174)	6%	(36)	616
Somewhat Favorable of Biden	20%	(107)	34%	(181)	41%	(219)	6%	(33)	539
Somewhat Unfavorable of Biden	15%	(34)	34%	(78)	46%	(105)	6%	(13)	230
Very Unfavorable of Biden	19%	(128)	34%	(229)	40%	(272)	7%	(46)	675
#1 Issue: Economy	25%	(211)	34%	(279)	35%	(291)	6%	(51)	832
#1 Issue: Security	17%	(50)	36%	(104)	40%	(114)	7%	(20)	288
#1 Issue: Health Care	26%	(81)	36%	(114)	33%	(106)	5%	(16)	317
#1 Issue: Medicare / Social Security	21%	(71)	27%	(90)	44%	(144)	8%	(25)	330
#1 Issue: Women's Issues	15%	(19)	38%	(47)	35%	(43)	12%	(14)	123
#1 Issue: Education	16%	(13)	28%	(22)	48%	(39)	8%	(6)	81
#1 Issue: Energy	20%	(20)	37%	(36)	33%	(32)	9%	(9)	96
#1 Issue: Other	18%	(24)	42%	(56)	37%	(49)	3%	(4)	133
2020 Vote: Joe Biden	25%	(246)	35%	(339)	35%	(347)	5%	(49)	981
2020 Vote: Donald Trump	17%	(121)	34%	(242)	42%	(303)	7%	(52)	719
2020 Vote: Other	27%	(18)	32%	(21)	35%	(23)	6%	(4)	67
2020 Vote: Didn't Vote	24%	(103)	33%	(145)	34%	(145)	9%	(40)	433
2018 House Vote: Democrat	25%	(197)	35%	(270)	35%	(271)	5%	(38)	776
2018 House Vote: Republican	18%	(106)	34%	(198)	40%	(230)	7%	(41)	576
2016 Vote: Hillary Clinton	27%	(190)	36%	(250)	34%	(236)	4%	(29)	705
2016 Vote: Donald Trump	18%	(119)	34%	(225)	40%	(261)	8%	(56)	660
2016 Vote: Other	21%	(23)	30%	(33)	46%	(51)	2%	(2)	110
2016 Vote: Didn't Vote	22%	(157)	33%	(235)	37%	(270)	8%	(59)	720
Voted in 2014: Yes	23%	(285)	35%	(425)	36%	(434)	6%	(68)	1213
Voted in 2014: No	21%	(203)	33%	(323)	39%	(384)	8%	(77)	987

Continued on next page

Table MCSP1_7: How familiar are you with the following streaming services?

Starz

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	22%	(488)	34%	(748)	37%	(818)	7%	(146)	2200
4-Region: Northeast	23%	(92)	36%	(142)	34%	(135)	6%	(25)	394
4-Region: Midwest	18%	(82)	31%	(143)	42%	(195)	9%	(42)	462
4-Region: South	25%	(205)	34%	(276)	37%	(301)	5%	(41)	824
4-Region: West	21%	(108)	36%	(186)	36%	(188)	7%	(38)	520
Sports Fans	24%	(362)	36%	(551)	35%	(546)	5%	(81)	1540
Avid Sports Fans	32%	(181)	35%	(202)	29%	(166)	4%	(23)	572
Casual Sports Fans	19%	(181)	36%	(349)	39%	(381)	6%	(57)	968
Non-Sports Fans	19%	(126)	30%	(197)	41%	(272)	10%	(65)	660
Gen Z Sports Fans	20%	(29)	29%	(42)	41%	(59)	9%	(13)	144
Millennial Sports Fans	27%	(132)	36%	(177)	30%	(147)	8%	(39)	495
Gen X Sports Fans	30%	(112)	36%	(136)	30%	(112)	4%	(13)	374
Boomer Sports Fans	18%	(85)	38%	(179)	41%	(195)	3%	(13)	471
Democratic Sports Fans	28%	(179)	36%	(232)	32%	(207)	4%	(24)	643
Republican Sports Fans	19%	(85)	36%	(166)	39%	(177)	6%	(27)	455
Male Sports Fans	25%	(215)	37%	(324)	33%	(283)	5%	(47)	870
Female Sports Fans	22%	(147)	34%	(227)	39%	(263)	5%	(33)	671
Olympics Fans	24%	(342)	36%	(514)	35%	(511)	5%	(77)	1444
Avid Olympics Fans	34%	(118)	30%	(107)	28%	(99)	8%	(28)	352
Casual Olympics Fans	21%	(224)	37%	(408)	38%	(412)	4%	(49)	1092
Non-Olympics Fans	19%	(146)	31%	(233)	41%	(308)	9%	(69)	756
Very Interested in Summer Olympics	41%	(75)	31%	(56)	19%	(34)	9%	(16)	181
Interested in Summer Olympics	32%	(138)	36%	(154)	27%	(115)	6%	(26)	431
Familiar with Peacock	32%	(382)	42%	(492)	22%	(265)	4%	(46)	1186
Peacock Subscriber	35%	(189)	33%	(180)	27%	(146)	5%	(24)	539

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

Table MCSP1_8: How familiar are you with the following streaming services?

Apple TV+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	18%	(388)	27%	(585)	49%	(1082)	7%	(144)	2200
Gender: Male	19%	(203)	29%	(313)	45%	(475)	7%	(70)	1062
Gender: Female	16%	(185)	24%	(272)	53%	(607)	7%	(74)	1138
Age: 18-34	20%	(132)	33%	(215)	38%	(248)	9%	(61)	655
Age: 35-44	29%	(103)	25%	(91)	40%	(144)	5%	(19)	358
Age: 45-64	15%	(115)	26%	(195)	54%	(402)	5%	(38)	751
Age: 65+	9%	(38)	19%	(84)	66%	(288)	6%	(26)	436
GenZers: 1997-2012	22%	(50)	29%	(65)	44%	(100)	6%	(13)	227
Millennials: 1981-1996	24%	(157)	31%	(206)	35%	(234)	9%	(63)	659
GenXers: 1965-1980	19%	(102)	29%	(151)	48%	(251)	4%	(21)	525
Baby Boomers: 1946-1964	11%	(76)	22%	(151)	62%	(433)	6%	(42)	702
PID: Dem (no lean)	22%	(193)	27%	(243)	44%	(394)	7%	(60)	891
PID: Ind (no lean)	16%	(103)	27%	(178)	51%	(339)	7%	(45)	666
PID: Rep (no lean)	14%	(91)	25%	(164)	54%	(349)	6%	(39)	643
PID/Gender: Dem Men	24%	(97)	30%	(121)	40%	(165)	6%	(25)	408
PID/Gender: Dem Women	20%	(96)	25%	(122)	47%	(229)	7%	(35)	482
PID/Gender: Ind Men	17%	(53)	29%	(94)	47%	(150)	8%	(24)	321
PID/Gender: Ind Women	15%	(50)	24%	(84)	55%	(190)	6%	(21)	345
PID/Gender: Rep Men	16%	(53)	29%	(97)	48%	(161)	6%	(21)	332
PID/Gender: Rep Women	12%	(38)	21%	(66)	61%	(188)	6%	(18)	311
Ideo: Liberal (1-3)	21%	(143)	30%	(205)	44%	(309)	5%	(38)	694
Ideo: Moderate (4)	16%	(94)	26%	(153)	52%	(311)	7%	(39)	597
Ideo: Conservative (5-7)	16%	(114)	26%	(188)	52%	(372)	6%	(44)	718
Educ: < College	15%	(231)	25%	(385)	52%	(784)	7%	(112)	1512
Educ: Bachelors degree	23%	(101)	32%	(142)	41%	(180)	5%	(21)	444
Educ: Post-grad	23%	(55)	24%	(59)	49%	(118)	5%	(11)	244
Income: Under 50k	15%	(185)	25%	(307)	51%	(640)	9%	(114)	1246
Income: 50k-100k	19%	(120)	29%	(182)	48%	(301)	3%	(22)	625
Income: 100k+	25%	(82)	29%	(97)	43%	(141)	3%	(9)	329
Ethnicity: White	16%	(271)	26%	(447)	52%	(902)	6%	(102)	1722
Ethnicity: Hispanic	23%	(80)	28%	(99)	41%	(143)	8%	(27)	349

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Table MCSPI_8: How familiar are you with the following streaming services?

Apple TV+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	18%	(388)	27%	(585)	49%	(1082)	7%	(144)	2200
Ethnicity: Black	27%	(73)	27%	(74)	36%	(98)	11%	(30)	274
Ethnicity: Other	22%	(44)	32%	(65)	40%	(82)	6%	(13)	204
All Christian	16%	(153)	28%	(263)	52%	(492)	5%	(44)	952
All Non-Christian	30%	(30)	25%	(25)	41%	(41)	4%	(4)	99
Atheist	14%	(12)	28%	(25)	49%	(44)	9%	(8)	91
Agnostic/Nothing in particular	15%	(94)	27%	(170)	50%	(316)	9%	(57)	637
Something Else	24%	(99)	24%	(102)	45%	(189)	7%	(30)	421
Religious Non-Protestant/Catholic	28%	(35)	28%	(35)	41%	(52)	4%	(5)	126
Evangelical	21%	(120)	24%	(141)	49%	(285)	7%	(39)	586
Non-Evangelical	17%	(122)	28%	(207)	51%	(377)	4%	(33)	740
Community: Urban	24%	(143)	27%	(161)	41%	(245)	8%	(48)	597
Community: Suburban	17%	(169)	28%	(276)	50%	(498)	6%	(55)	997
Community: Rural	12%	(76)	25%	(149)	56%	(339)	7%	(41)	605
Employ: Private Sector	23%	(159)	33%	(224)	39%	(269)	5%	(36)	687
Employ: Government	25%	(33)	29%	(38)	41%	(55)	5%	(7)	133
Employ: Self-Employed	23%	(43)	24%	(44)	46%	(85)	7%	(13)	186
Employ: Homemaker	18%	(26)	23%	(34)	54%	(79)	5%	(8)	147
Employ: Student	20%	(14)	36%	(26)	36%	(26)	8%	(5)	71
Employ: Retired	8%	(41)	18%	(93)	67%	(342)	7%	(34)	510
Employ: Unemployed	13%	(38)	32%	(94)	45%	(132)	9%	(28)	291
Employ: Other	20%	(35)	19%	(33)	53%	(93)	8%	(13)	175
Military HH: Yes	17%	(55)	21%	(69)	58%	(188)	4%	(15)	326
Military HH: No	18%	(334)	28%	(517)	48%	(894)	7%	(130)	1874
RD/WT: Right Direction	21%	(205)	29%	(281)	44%	(433)	6%	(60)	979
RD/WT: Wrong Track	15%	(183)	25%	(304)	53%	(649)	7%	(84)	1221
Biden Job Approve	21%	(250)	28%	(335)	44%	(515)	7%	(77)	1177
Biden Job Disapprove	13%	(112)	24%	(211)	57%	(513)	7%	(59)	895

Continued on next page

Table MCSP1_8: How familiar are you with the following streaming services?

Apple TV+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	18%	(388)	27%	(585)	49%	(1082)	7%	(144)	2200
Biden Job Strongly Approve	25%	(146)	27%	(159)	42%	(249)	7%	(40)	595
Biden Job Somewhat Approve	18%	(104)	30%	(176)	46%	(266)	6%	(36)	582
Biden Job Somewhat Disapprove	15%	(36)	24%	(60)	54%	(135)	7%	(17)	248
Biden Job Strongly Disapprove	12%	(76)	23%	(151)	58%	(378)	7%	(42)	646
Favorable of Biden	21%	(245)	29%	(331)	44%	(509)	6%	(70)	1155
Unfavorable of Biden	14%	(124)	23%	(206)	57%	(513)	7%	(62)	905
Very Favorable of Biden	25%	(154)	26%	(162)	42%	(259)	7%	(40)	616
Somewhat Favorable of Biden	17%	(91)	31%	(169)	46%	(250)	5%	(29)	539
Somewhat Unfavorable of Biden	14%	(33)	23%	(54)	57%	(130)	6%	(14)	230
Very Unfavorable of Biden	13%	(91)	23%	(153)	57%	(383)	7%	(48)	675
#1 Issue: Economy	21%	(176)	29%	(237)	45%	(373)	5%	(45)	832
#1 Issue: Security	10%	(30)	27%	(77)	57%	(164)	6%	(17)	288
#1 Issue: Health Care	18%	(56)	30%	(94)	44%	(140)	9%	(27)	317
#1 Issue: Medicare / Social Security	14%	(47)	19%	(64)	61%	(200)	6%	(19)	330
#1 Issue: Women's Issues	20%	(24)	28%	(35)	43%	(53)	9%	(11)	123
#1 Issue: Education	20%	(16)	20%	(16)	44%	(35)	16%	(13)	81
#1 Issue: Energy	19%	(18)	33%	(32)	43%	(41)	5%	(5)	96
#1 Issue: Other	15%	(20)	22%	(30)	57%	(76)	6%	(8)	133
2020 Vote: Joe Biden	22%	(214)	28%	(277)	45%	(443)	5%	(47)	981
2020 Vote: Donald Trump	13%	(90)	24%	(174)	57%	(413)	6%	(41)	719
2020 Vote: Other	19%	(12)	26%	(17)	53%	(35)	2%	(2)	67
2020 Vote: Didn't Vote	16%	(71)	27%	(116)	44%	(191)	13%	(55)	433
2018 House Vote: Democrat	21%	(165)	29%	(222)	45%	(351)	5%	(39)	776
2018 House Vote: Republican	14%	(79)	24%	(141)	56%	(323)	6%	(33)	576
2016 Vote: Hillary Clinton	21%	(149)	30%	(209)	44%	(312)	5%	(35)	705
2016 Vote: Donald Trump	14%	(91)	24%	(158)	56%	(368)	7%	(44)	660
2016 Vote: Other	18%	(20)	19%	(21)	59%	(65)	4%	(4)	110
2016 Vote: Didn't Vote	18%	(127)	27%	(194)	47%	(337)	9%	(61)	720
Voted in 2014: Yes	18%	(218)	26%	(315)	50%	(612)	6%	(67)	1213
Voted in 2014: No	17%	(170)	27%	(270)	48%	(470)	8%	(77)	987

Continued on next page

Table MCSP1_8: How familiar are you with the following streaming services?

Apple TV+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	18%	(388)	27%	(585)	49%	(1082)	7%	(144)	2200
4-Region: Northeast	22%	(85)	28%	(110)	44%	(174)	6%	(24)	394
4-Region: Midwest	14%	(63)	24%	(109)	55%	(253)	8%	(36)	462
4-Region: South	18%	(145)	26%	(217)	50%	(409)	7%	(54)	824
4-Region: West	18%	(95)	29%	(149)	47%	(246)	6%	(30)	520
Sports Fans	20%	(311)	28%	(429)	46%	(711)	6%	(89)	1540
Avid Sports Fans	28%	(160)	29%	(167)	37%	(214)	5%	(31)	572
Casual Sports Fans	16%	(151)	27%	(261)	51%	(498)	6%	(58)	968
Non-Sports Fans	12%	(77)	24%	(157)	56%	(371)	8%	(55)	660
Gen Z Sports Fans	26%	(37)	28%	(40)	41%	(60)	5%	(7)	144
Millennial Sports Fans	27%	(132)	30%	(151)	34%	(171)	8%	(42)	495
Gen X Sports Fans	23%	(84)	31%	(114)	44%	(163)	3%	(13)	374
Boomer Sports Fans	12%	(58)	24%	(115)	58%	(273)	5%	(25)	471
Democratic Sports Fans	24%	(156)	28%	(179)	41%	(265)	7%	(42)	643
Republican Sports Fans	16%	(74)	27%	(124)	51%	(232)	5%	(24)	455
Male Sports Fans	21%	(184)	31%	(269)	42%	(366)	6%	(51)	870
Female Sports Fans	19%	(127)	24%	(160)	52%	(346)	6%	(39)	671
Olympics Fans	20%	(286)	29%	(419)	47%	(675)	5%	(66)	1444
Avid Olympics Fans	30%	(107)	30%	(106)	34%	(120)	5%	(18)	352
Casual Olympics Fans	16%	(178)	29%	(312)	51%	(554)	4%	(48)	1092
Non-Olympics Fans	14%	(102)	22%	(167)	54%	(407)	10%	(79)	756
Very Interested in Summer Olympics	41%	(75)	30%	(54)	21%	(38)	8%	(14)	181
Interested in Summer Olympics	30%	(131)	30%	(131)	33%	(144)	6%	(26)	431
Familiar with Peacock	27%	(316)	36%	(428)	33%	(395)	4%	(46)	1186
Peacock Subscriber	28%	(153)	27%	(147)	38%	(207)	6%	(31)	539

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

Table MCSP1_9: How familiar are you with the following streaming services?

Disney+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	42%	(918)	29%	(632)	27%	(599)	2%	(51)	2200
Gender: Male	39%	(418)	30%	(320)	29%	(303)	2%	(20)	1062
Gender: Female	44%	(500)	27%	(312)	26%	(295)	3%	(30)	1138
Age: 18-34	62%	(403)	24%	(158)	11%	(73)	3%	(20)	655
Age: 35-44	53%	(190)	29%	(104)	15%	(53)	3%	(11)	358
Age: 45-64	35%	(262)	31%	(234)	32%	(243)	2%	(11)	751
Age: 65+	14%	(63)	31%	(136)	52%	(229)	2%	(8)	436
GenZers: 1997-2012	67%	(151)	24%	(54)	7%	(15)	3%	(6)	227
Millennials: 1981-1996	58%	(382)	26%	(169)	13%	(86)	3%	(22)	659
GenXers: 1965-1980	44%	(233)	29%	(153)	25%	(133)	1%	(6)	525
Baby Boomers: 1946-1964	21%	(147)	33%	(232)	44%	(309)	2%	(14)	702
PID: Dem (no lean)	44%	(394)	29%	(256)	25%	(227)	2%	(14)	891
PID: Ind (no lean)	45%	(303)	26%	(176)	25%	(170)	3%	(18)	666
PID: Rep (no lean)	34%	(222)	31%	(200)	31%	(202)	3%	(19)	643
PID/Gender: Dem Men	43%	(175)	28%	(113)	28%	(114)	2%	(7)	408
PID/Gender: Dem Women	45%	(218)	30%	(144)	23%	(113)	2%	(7)	482
PID/Gender: Ind Men	44%	(140)	30%	(98)	25%	(80)	1%	(3)	321
PID/Gender: Ind Women	47%	(163)	23%	(78)	26%	(90)	4%	(14)	345
PID/Gender: Rep Men	31%	(103)	33%	(110)	33%	(110)	3%	(10)	332
PID/Gender: Rep Women	38%	(119)	29%	(91)	30%	(92)	3%	(8)	311
Ideo: Liberal (1-3)	45%	(313)	29%	(202)	24%	(165)	2%	(15)	694
Ideo: Moderate (4)	43%	(257)	28%	(164)	28%	(167)	1%	(9)	597
Ideo: Conservative (5-7)	34%	(246)	32%	(231)	31%	(226)	2%	(15)	718
Educ: < College	40%	(609)	29%	(436)	28%	(426)	3%	(42)	1512
Educ: Bachelors degree	45%	(200)	28%	(125)	25%	(113)	1%	(6)	444
Educ: Post-grad	45%	(109)	30%	(72)	25%	(60)	1%	(3)	244
Income: Under 50k	39%	(480)	29%	(356)	30%	(371)	3%	(39)	1246
Income: 50k-100k	43%	(271)	30%	(185)	26%	(162)	1%	(7)	625
Income: 100k+	51%	(168)	28%	(92)	20%	(65)	1%	(4)	329
Ethnicity: White	40%	(681)	29%	(497)	29%	(500)	3%	(44)	1722
Ethnicity: Hispanic	57%	(199)	26%	(90)	15%	(54)	2%	(7)	349

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Table MCSP1_9: How familiar are you with the following streaming services?
Disney+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	42%	(918)	29%	(632)	27%	(599)	2%	(51)	2200
Ethnicity: Black	52%	(144)	27%	(75)	19%	(53)	1%	(2)	274
Ethnicity: Other	46%	(94)	30%	(61)	22%	(45)	2%	(4)	204
All Christian	34%	(319)	32%	(307)	32%	(305)	2%	(20)	952
All Non-Christian	44%	(44)	24%	(23)	28%	(28)	4%	(4)	99
Atheist	46%	(41)	21%	(19)	32%	(29)	2%	(1)	91
Agnostic/Nothing in particular	47%	(302)	24%	(153)	26%	(164)	3%	(18)	637
Something Else	50%	(211)	31%	(130)	17%	(73)	2%	(7)	421
Religious Non-Protestant/Catholic	49%	(62)	23%	(29)	25%	(32)	3%	(4)	126
Evangelical	41%	(239)	32%	(189)	25%	(146)	2%	(12)	586
Non-Evangelical	36%	(266)	32%	(235)	30%	(223)	2%	(15)	740
Community: Urban	45%	(269)	28%	(168)	25%	(151)	2%	(10)	597
Community: Suburban	42%	(415)	30%	(303)	26%	(262)	2%	(16)	997
Community: Rural	39%	(234)	27%	(162)	31%	(185)	4%	(24)	605
Employ: Private Sector	47%	(324)	30%	(209)	21%	(142)	2%	(13)	687
Employ: Government	61%	(82)	22%	(29)	16%	(21)	1%	(1)	133
Employ: Self-Employed	44%	(82)	26%	(49)	26%	(47)	4%	(8)	186
Employ: Homemaker	56%	(82)	26%	(39)	16%	(23)	2%	(3)	147
Employ: Student	61%	(43)	24%	(17)	8%	(5)	7%	(5)	71
Employ: Retired	17%	(86)	30%	(151)	51%	(262)	2%	(12)	510
Employ: Unemployed	44%	(129)	32%	(94)	21%	(61)	2%	(7)	291
Employ: Other	52%	(91)	26%	(45)	21%	(37)	2%	(3)	175
Military HH: Yes	35%	(115)	30%	(97)	34%	(111)	1%	(3)	326
Military HH: No	43%	(803)	29%	(535)	26%	(487)	3%	(48)	1874
RD/WT: Right Direction	45%	(442)	28%	(276)	25%	(244)	2%	(18)	979
RD/WT: Wrong Track	39%	(476)	29%	(357)	29%	(355)	3%	(33)	1221
Biden Job Approve	46%	(536)	28%	(334)	24%	(284)	2%	(22)	1177
Biden Job Disapprove	35%	(311)	30%	(265)	33%	(298)	2%	(20)	895

Continued on next page

Table MCSP1_9: How familiar are you with the following streaming services?

Disney+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	42%	(918)	29%	(632)	27%	(599)	2%	(51)	2200
Biden Job Strongly Approve	43%	(255)	26%	(155)	28%	(169)	3%	(16)	595
Biden Job Somewhat Approve	48%	(282)	31%	(179)	20%	(114)	1%	(7)	582
Biden Job Somewhat Disapprove	40%	(100)	30%	(74)	29%	(72)	1%	(2)	248
Biden Job Strongly Disapprove	33%	(211)	30%	(191)	35%	(226)	3%	(18)	646
Favorable of Biden	45%	(521)	29%	(334)	25%	(284)	1%	(17)	1155
Unfavorable of Biden	37%	(333)	29%	(262)	32%	(288)	2%	(22)	905
Very Favorable of Biden	44%	(273)	27%	(166)	26%	(163)	2%	(14)	616
Somewhat Favorable of Biden	46%	(248)	31%	(168)	22%	(121)	1%	(3)	539
Somewhat Unfavorable of Biden	45%	(104)	27%	(63)	27%	(61)	1%	(1)	230
Very Unfavorable of Biden	34%	(229)	30%	(199)	34%	(227)	3%	(20)	675
#1 Issue: Economy	45%	(373)	31%	(259)	22%	(181)	2%	(20)	832
#1 Issue: Security	32%	(93)	33%	(96)	32%	(94)	2%	(6)	288
#1 Issue: Health Care	51%	(160)	22%	(70)	25%	(80)	2%	(6)	317
#1 Issue: Medicare / Social Security	24%	(80)	29%	(94)	44%	(146)	3%	(9)	330
#1 Issue: Women's Issues	57%	(70)	23%	(28)	17%	(21)	4%	(5)	123
#1 Issue: Education	57%	(46)	26%	(21)	14%	(11)	3%	(3)	81
#1 Issue: Energy	57%	(55)	27%	(26)	16%	(16)	—	(0)	96
#1 Issue: Other	32%	(42)	29%	(39)	38%	(50)	1%	(2)	133
2020 Vote: Joe Biden	47%	(456)	28%	(271)	25%	(240)	1%	(13)	981
2020 Vote: Donald Trump	30%	(214)	34%	(245)	34%	(242)	2%	(18)	719
2020 Vote: Other	57%	(38)	16%	(10)	27%	(18)	1%	(1)	67
2020 Vote: Didn't Vote	49%	(210)	24%	(105)	23%	(98)	4%	(19)	433
2018 House Vote: Democrat	43%	(337)	28%	(219)	27%	(207)	2%	(14)	776
2018 House Vote: Republican	32%	(183)	33%	(191)	32%	(185)	3%	(17)	576
2016 Vote: Hillary Clinton	45%	(321)	28%	(197)	26%	(180)	1%	(7)	705
2016 Vote: Donald Trump	30%	(196)	33%	(221)	34%	(222)	3%	(22)	660
2016 Vote: Other	36%	(40)	25%	(27)	36%	(40)	2%	(3)	110
2016 Vote: Didn't Vote	50%	(362)	25%	(184)	22%	(156)	3%	(19)	720
Voted in 2014: Yes	37%	(454)	30%	(368)	30%	(363)	2%	(28)	1213
Voted in 2014: No	47%	(464)	27%	(265)	24%	(235)	2%	(23)	987

Continued on next page

Table MCSPI_9: How familiar are you with the following streaming services?
Disney+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	42%	(918)	29%	(632)	27%	(599)	2%	(51)	2200
4-Region: Northeast	39%	(152)	31%	(123)	27%	(107)	3%	(12)	394
4-Region: Midwest	39%	(181)	29%	(136)	29%	(133)	3%	(12)	462
4-Region: South	44%	(361)	26%	(218)	28%	(229)	2%	(16)	824
4-Region: West	43%	(224)	30%	(156)	25%	(129)	2%	(11)	520
Sports Fans	45%	(688)	29%	(444)	25%	(381)	2%	(27)	1540
Avid Sports Fans	52%	(298)	25%	(146)	20%	(116)	2%	(13)	572
Casual Sports Fans	40%	(390)	31%	(299)	27%	(266)	1%	(14)	968
Non-Sports Fans	35%	(231)	29%	(188)	33%	(217)	4%	(23)	660
Gen Z Sports Fans	72%	(103)	23%	(32)	4%	(6)	1%	(2)	144
Millennial Sports Fans	61%	(302)	24%	(120)	12%	(60)	3%	(14)	495
Gen X Sports Fans	49%	(181)	27%	(100)	24%	(89)	1%	(4)	374
Boomer Sports Fans	21%	(98)	37%	(177)	40%	(190)	1%	(6)	471
Democratic Sports Fans	48%	(311)	28%	(180)	22%	(145)	1%	(8)	643
Republican Sports Fans	34%	(154)	32%	(147)	31%	(141)	3%	(13)	455
Male Sports Fans	42%	(365)	30%	(260)	26%	(228)	2%	(17)	870
Female Sports Fans	48%	(323)	28%	(185)	23%	(153)	1%	(10)	671
Olympics Fans	43%	(628)	30%	(427)	26%	(375)	1%	(15)	1444
Avid Olympics Fans	50%	(175)	27%	(96)	21%	(76)	1%	(5)	352
Casual Olympics Fans	41%	(453)	30%	(331)	27%	(299)	1%	(10)	1092
Non-Olympics Fans	38%	(291)	27%	(205)	30%	(224)	5%	(36)	756
Very Interested in Summer Olympics	70%	(126)	18%	(33)	10%	(19)	2%	(4)	181
Interested in Summer Olympics	56%	(244)	26%	(113)	16%	(68)	2%	(7)	431
Familiar with Peacock	53%	(629)	33%	(388)	13%	(155)	1%	(13)	1186
Peacock Subscriber	59%	(318)	24%	(129)	15%	(83)	2%	(9)	539

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

Table MCSP1_10: How familiar are you with the following streaming services?

Discovery+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	23%	(502)	31%	(691)	40%	(880)	6%	(127)	2200
Gender: Male	23%	(243)	33%	(352)	38%	(401)	6%	(66)	1062
Gender: Female	23%	(259)	30%	(339)	42%	(479)	5%	(61)	1138
Age: 18-34	23%	(148)	31%	(204)	36%	(233)	11%	(70)	655
Age: 35-44	35%	(123)	33%	(118)	27%	(97)	5%	(19)	358
Age: 45-64	24%	(177)	32%	(238)	43%	(319)	2%	(16)	751
Age: 65+	12%	(54)	30%	(130)	53%	(231)	5%	(21)	436
GenZers: 1997-2012	18%	(41)	24%	(55)	47%	(106)	11%	(25)	227
Millennials: 1981-1996	28%	(187)	35%	(228)	28%	(186)	9%	(58)	659
GenXers: 1965-1980	31%	(164)	30%	(160)	36%	(187)	3%	(15)	525
Baby Boomers: 1946-1964	15%	(103)	32%	(223)	50%	(349)	4%	(27)	702
PID: Dem (no lean)	25%	(221)	31%	(281)	38%	(339)	6%	(50)	891
PID: Ind (no lean)	21%	(142)	33%	(220)	38%	(253)	8%	(51)	666
PID: Rep (no lean)	22%	(139)	30%	(190)	45%	(288)	4%	(26)	643
PID/Gender: Dem Men	23%	(95)	34%	(137)	37%	(151)	6%	(25)	408
PID/Gender: Dem Women	26%	(126)	30%	(143)	39%	(189)	5%	(24)	482
PID/Gender: Ind Men	22%	(70)	35%	(111)	35%	(112)	9%	(28)	321
PID/Gender: Ind Women	21%	(72)	32%	(109)	41%	(141)	7%	(23)	345
PID/Gender: Rep Men	23%	(78)	31%	(104)	42%	(138)	4%	(12)	332
PID/Gender: Rep Women	20%	(61)	28%	(86)	48%	(149)	5%	(14)	311
Ideo: Liberal (1-3)	23%	(158)	33%	(230)	38%	(263)	6%	(43)	694
Ideo: Moderate (4)	22%	(129)	35%	(208)	38%	(226)	6%	(34)	597
Ideo: Conservative (5-7)	23%	(166)	29%	(209)	44%	(313)	4%	(30)	718
Educ: < College	22%	(340)	30%	(447)	41%	(622)	7%	(102)	1512
Educ: Bachelors degree	23%	(101)	38%	(167)	36%	(160)	4%	(16)	444
Educ: Post-grad	25%	(61)	32%	(77)	40%	(98)	4%	(9)	244
Income: Under 50k	22%	(277)	29%	(360)	41%	(516)	7%	(93)	1246
Income: 50k-100k	22%	(138)	36%	(223)	39%	(241)	4%	(24)	625
Income: 100k+	26%	(87)	33%	(108)	38%	(124)	3%	(10)	329
Ethnicity: White	22%	(385)	31%	(537)	42%	(717)	5%	(82)	1722
Ethnicity: Hispanic	25%	(88)	28%	(97)	36%	(126)	11%	(38)	349

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Table MCSP1_10: *How familiar are you with the following streaming services?*

Discovery+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	23%	(502)	31%	(691)	40%	(880)	6%	(127)	2200
Ethnicity: Black	28%	(75)	30%	(82)	34%	(93)	9%	(24)	274
Ethnicity: Other	20%	(41)	35%	(71)	34%	(70)	10%	(21)	204
All Christian	22%	(206)	31%	(300)	42%	(401)	5%	(46)	952
All Non-Christian	31%	(31)	34%	(33)	31%	(31)	4%	(4)	99
Atheist	14%	(13)	37%	(34)	43%	(39)	5%	(5)	91
Agnostic/Nothing in particular	19%	(118)	30%	(189)	42%	(271)	9%	(59)	637
Something Else	32%	(135)	32%	(135)	33%	(139)	3%	(12)	421
Religious Non-Protestant/Catholic	31%	(39)	33%	(41)	32%	(40)	5%	(6)	126
Evangelical	28%	(164)	28%	(165)	38%	(221)	6%	(35)	586
Non-Evangelical	22%	(162)	34%	(254)	41%	(303)	3%	(21)	740
Community: Urban	26%	(156)	32%	(191)	36%	(214)	6%	(37)	597
Community: Suburban	21%	(209)	31%	(313)	42%	(415)	6%	(61)	997
Community: Rural	23%	(137)	31%	(187)	42%	(252)	5%	(29)	605
Employ: Private Sector	25%	(173)	36%	(247)	35%	(239)	4%	(28)	687
Employ: Government	31%	(41)	33%	(44)	32%	(42)	4%	(6)	133
Employ: Self-Employed	26%	(48)	26%	(49)	41%	(76)	7%	(12)	186
Employ: Homemaker	33%	(49)	30%	(44)	33%	(48)	4%	(6)	147
Employ: Student	16%	(11)	27%	(19)	44%	(31)	13%	(9)	71
Employ: Retired	11%	(58)	30%	(154)	54%	(273)	5%	(24)	510
Employ: Unemployed	23%	(67)	31%	(90)	35%	(103)	11%	(31)	291
Employ: Other	31%	(55)	24%	(43)	39%	(68)	6%	(10)	175
Military HH: Yes	22%	(73)	32%	(104)	44%	(143)	2%	(6)	326
Military HH: No	23%	(429)	31%	(587)	39%	(737)	6%	(121)	1874
RD/WT: Right Direction	25%	(240)	34%	(334)	36%	(348)	6%	(57)	979
RD/WT: Wrong Track	21%	(262)	29%	(357)	44%	(532)	6%	(70)	1221
Biden Job Approve	25%	(292)	33%	(390)	36%	(429)	6%	(65)	1177
Biden Job Disapprove	20%	(181)	30%	(266)	46%	(408)	4%	(40)	895

Continued on next page

Table MCSP1_10: How familiar are you with the following streaming services?

Discovery+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	23%	(502)	31%	(691)	40%	(880)	6%	(127)	2200
Biden Job Strongly Approve	27%	(161)	33%	(199)	33%	(196)	6%	(39)	595
Biden Job Somewhat Approve	22%	(131)	33%	(191)	40%	(233)	5%	(27)	582
Biden Job Somewhat Disapprove	17%	(42)	36%	(89)	43%	(108)	4%	(10)	248
Biden Job Strongly Disapprove	21%	(138)	27%	(178)	46%	(300)	5%	(30)	646
Favorable of Biden	25%	(289)	33%	(384)	37%	(423)	5%	(59)	1155
Unfavorable of Biden	21%	(187)	29%	(262)	46%	(413)	5%	(43)	905
Very Favorable of Biden	28%	(171)	34%	(210)	32%	(197)	6%	(38)	616
Somewhat Favorable of Biden	22%	(119)	32%	(174)	42%	(226)	4%	(21)	539
Somewhat Unfavorable of Biden	16%	(38)	33%	(76)	47%	(109)	3%	(7)	230
Very Unfavorable of Biden	22%	(149)	28%	(186)	45%	(304)	5%	(36)	675
#1 Issue: Economy	25%	(204)	34%	(286)	36%	(298)	5%	(44)	832
#1 Issue: Security	21%	(62)	31%	(89)	43%	(124)	5%	(13)	288
#1 Issue: Health Care	24%	(76)	30%	(94)	40%	(126)	7%	(21)	317
#1 Issue: Medicare / Social Security	21%	(68)	27%	(88)	47%	(155)	6%	(18)	330
#1 Issue: Women's Issues	22%	(27)	36%	(44)	35%	(43)	8%	(9)	123
#1 Issue: Education	25%	(20)	29%	(23)	33%	(26)	13%	(11)	81
#1 Issue: Energy	20%	(19)	32%	(31)	41%	(40)	7%	(7)	96
#1 Issue: Other	19%	(25)	27%	(36)	52%	(69)	2%	(3)	133
2020 Vote: Joe Biden	24%	(234)	34%	(333)	37%	(368)	5%	(46)	981
2020 Vote: Donald Trump	20%	(145)	30%	(213)	46%	(330)	4%	(31)	719
2020 Vote: Other	27%	(18)	23%	(15)	38%	(25)	11%	(8)	67
2020 Vote: Didn't Vote	24%	(105)	30%	(129)	36%	(157)	10%	(42)	433
2018 House Vote: Democrat	23%	(181)	35%	(269)	38%	(292)	4%	(35)	776
2018 House Vote: Republican	21%	(119)	31%	(178)	44%	(254)	4%	(25)	576
2016 Vote: Hillary Clinton	25%	(179)	34%	(242)	36%	(257)	4%	(27)	705
2016 Vote: Donald Trump	20%	(135)	31%	(208)	44%	(287)	5%	(31)	660
2016 Vote: Other	21%	(23)	30%	(32)	45%	(49)	4%	(4)	110
2016 Vote: Didn't Vote	23%	(164)	29%	(206)	40%	(287)	9%	(64)	720
Voted in 2014: Yes	23%	(284)	32%	(392)	40%	(483)	4%	(54)	1213
Voted in 2014: No	22%	(217)	30%	(299)	40%	(398)	7%	(73)	987

Continued on next page

Table MCSP1_10: How familiar are you with the following streaming services?

Discovery+

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	23%	(502)	31%	(691)	40%	(880)	6%	(127)	2200
4-Region: Northeast	21%	(82)	37%	(144)	35%	(139)	7%	(29)	394
4-Region: Midwest	21%	(97)	32%	(146)	42%	(192)	6%	(27)	462
4-Region: South	25%	(204)	30%	(249)	41%	(337)	4%	(34)	824
4-Region: West	23%	(119)	29%	(151)	41%	(213)	7%	(37)	520
Sports Fans	24%	(369)	33%	(509)	38%	(588)	5%	(75)	1540
Avid Sports Fans	33%	(187)	33%	(189)	30%	(169)	5%	(26)	572
Casual Sports Fans	19%	(181)	33%	(320)	43%	(418)	5%	(49)	968
Non-Sports Fans	20%	(133)	28%	(181)	44%	(293)	8%	(52)	660
Gen Z Sports Fans	16%	(24)	28%	(40)	50%	(71)	6%	(8)	144
Millennial Sports Fans	29%	(143)	34%	(171)	28%	(138)	9%	(44)	495
Gen X Sports Fans	33%	(124)	32%	(120)	32%	(120)	3%	(10)	374
Boomer Sports Fans	16%	(73)	35%	(164)	47%	(222)	3%	(12)	471
Democratic Sports Fans	27%	(171)	33%	(215)	36%	(231)	4%	(25)	643
Republican Sports Fans	21%	(94)	32%	(147)	44%	(200)	3%	(13)	455
Male Sports Fans	24%	(206)	34%	(295)	36%	(316)	6%	(53)	870
Female Sports Fans	24%	(163)	32%	(215)	41%	(272)	3%	(21)	671
Olympics Fans	25%	(359)	33%	(478)	38%	(550)	4%	(58)	1444
Avid Olympics Fans	37%	(131)	28%	(99)	31%	(109)	4%	(13)	352
Casual Olympics Fans	21%	(228)	35%	(379)	40%	(441)	4%	(45)	1092
Non-Olympics Fans	19%	(143)	28%	(213)	44%	(331)	9%	(69)	756
Very Interested in Summer Olympics	48%	(88)	27%	(48)	16%	(29)	9%	(16)	181
Interested in Summer Olympics	34%	(149)	34%	(147)	25%	(109)	6%	(27)	431
Familiar with Peacock	33%	(390)	41%	(481)	23%	(275)	3%	(40)	1186
Peacock Subscriber	35%	(191)	31%	(167)	29%	(158)	4%	(23)	539

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

Table MCSP1_11: How familiar are you with the following streaming services?

Peacock

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	24%	(537)	29%	(649)	37%	(815)	9%	(199)	2200
Gender: Male	25%	(267)	32%	(344)	34%	(357)	9%	(94)	1062
Gender: Female	24%	(270)	27%	(304)	40%	(458)	9%	(106)	1138
Age: 18-34	27%	(177)	32%	(208)	30%	(198)	11%	(73)	655
Age: 35-44	32%	(114)	30%	(106)	30%	(107)	9%	(30)	358
Age: 45-64	24%	(177)	31%	(235)	38%	(287)	7%	(52)	751
Age: 65+	16%	(69)	23%	(100)	51%	(223)	10%	(44)	436
GenZers: 1997-2012	23%	(52)	24%	(54)	40%	(90)	13%	(30)	227
Millennials: 1981-1996	30%	(198)	34%	(223)	26%	(172)	10%	(66)	659
GenXers: 1965-1980	28%	(147)	31%	(161)	36%	(189)	5%	(28)	525
Baby Boomers: 1946-1964	19%	(133)	27%	(192)	45%	(315)	9%	(63)	702
PID: Dem (no lean)	28%	(249)	30%	(270)	34%	(304)	8%	(69)	891
PID: Ind (no lean)	25%	(166)	28%	(187)	38%	(254)	9%	(60)	666
PID: Rep (no lean)	19%	(122)	30%	(192)	40%	(258)	11%	(71)	643
PID/Gender: Dem Men	31%	(125)	35%	(142)	28%	(113)	7%	(28)	408
PID/Gender: Dem Women	26%	(124)	26%	(127)	39%	(190)	9%	(41)	482
PID/Gender: Ind Men	24%	(78)	28%	(91)	38%	(122)	9%	(30)	321
PID/Gender: Ind Women	25%	(88)	28%	(95)	38%	(132)	9%	(30)	345
PID/Gender: Rep Men	19%	(63)	33%	(111)	37%	(122)	11%	(36)	332
PID/Gender: Rep Women	19%	(59)	26%	(82)	44%	(136)	11%	(34)	311
Ideo: Liberal (1-3)	29%	(203)	33%	(230)	31%	(214)	7%	(47)	694
Ideo: Moderate (4)	24%	(146)	29%	(173)	38%	(229)	8%	(50)	597
Ideo: Conservative (5-7)	20%	(144)	29%	(206)	42%	(302)	9%	(67)	718
Educ: < College	24%	(362)	28%	(419)	38%	(572)	11%	(159)	1512
Educ: Bachelors degree	25%	(111)	34%	(151)	35%	(157)	6%	(25)	444
Educ: Post-grad	26%	(63)	32%	(78)	36%	(87)	6%	(16)	244
Income: Under 50k	24%	(297)	27%	(333)	38%	(477)	11%	(139)	1246
Income: 50k-100k	25%	(159)	32%	(199)	36%	(225)	7%	(42)	625
Income: 100k+	25%	(81)	35%	(117)	35%	(114)	5%	(18)	329
Ethnicity: White	23%	(403)	30%	(514)	38%	(655)	9%	(150)	1722
Ethnicity: Hispanic	23%	(81)	30%	(103)	36%	(127)	11%	(38)	349

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Table MCSP1_11: How familiar are you with the following streaming services?
Peacock

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	24%	(537)	29%	(649)	37%	(815)	9%	(199)	2200
Ethnicity: Black	33%	(92)	24%	(65)	34%	(93)	9%	(25)	274
Ethnicity: Other	21%	(43)	34%	(70)	33%	(67)	12%	(24)	204
All Christian	22%	(212)	29%	(278)	41%	(386)	8%	(77)	952
All Non-Christian	31%	(31)	32%	(32)	32%	(32)	5%	(5)	99
Atheist	21%	(19)	45%	(41)	30%	(27)	4%	(4)	91
Agnostic/Nothing in particular	23%	(146)	31%	(198)	36%	(228)	10%	(64)	637
Something Else	31%	(129)	24%	(100)	34%	(142)	12%	(49)	421
Religious Non-Protestant/Catholic	28%	(36)	30%	(38)	37%	(47)	5%	(6)	126
Evangelical	29%	(169)	25%	(145)	37%	(217)	9%	(55)	586
Non-Evangelical	22%	(160)	30%	(218)	40%	(293)	9%	(68)	740
Community: Urban	32%	(194)	29%	(176)	31%	(187)	7%	(40)	597
Community: Suburban	22%	(220)	29%	(294)	40%	(396)	9%	(88)	997
Community: Rural	20%	(124)	30%	(179)	38%	(232)	12%	(71)	605
Employ: Private Sector	28%	(194)	34%	(235)	31%	(210)	7%	(48)	687
Employ: Government	30%	(39)	29%	(39)	29%	(38)	13%	(17)	133
Employ: Self-Employed	25%	(46)	28%	(52)	34%	(64)	13%	(25)	186
Employ: Homemaker	25%	(37)	27%	(40)	40%	(59)	7%	(11)	147
Employ: Student	16%	(11)	31%	(22)	34%	(24)	20%	(14)	71
Employ: Retired	17%	(89)	22%	(113)	51%	(258)	10%	(51)	510
Employ: Unemployed	23%	(67)	33%	(97)	36%	(104)	8%	(23)	291
Employ: Other	30%	(53)	29%	(51)	34%	(60)	7%	(11)	175
Military HH: Yes	21%	(70)	30%	(96)	40%	(132)	9%	(28)	326
Military HH: No	25%	(467)	29%	(552)	36%	(683)	9%	(171)	1874
RD/WT: Right Direction	30%	(290)	31%	(300)	32%	(318)	7%	(72)	979
RD/WT: Wrong Track	20%	(247)	29%	(349)	41%	(497)	10%	(128)	1221
Biden Job Approve	29%	(346)	30%	(355)	33%	(386)	8%	(89)	1177
Biden Job Disapprove	18%	(165)	29%	(260)	42%	(372)	11%	(98)	895

Continued on next page

Table MCSP1_11: How familiar are you with the following streaming services?

Peacock

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	24%	(537)	29%	(649)	37%	(815)	9%	(199)	2200
Biden Job Strongly Approve	32%	(192)	30%	(178)	30%	(181)	7%	(44)	595
Biden Job Somewhat Approve	26%	(154)	30%	(177)	35%	(205)	8%	(46)	582
Biden Job Somewhat Disapprove	19%	(48)	31%	(76)	39%	(97)	11%	(28)	248
Biden Job Strongly Disapprove	18%	(118)	29%	(184)	42%	(274)	11%	(70)	646
Favorable of Biden	30%	(348)	29%	(340)	33%	(385)	7%	(83)	1155
Unfavorable of Biden	19%	(172)	29%	(262)	41%	(372)	11%	(99)	905
Very Favorable of Biden	33%	(203)	29%	(181)	30%	(185)	8%	(47)	616
Somewhat Favorable of Biden	27%	(145)	29%	(158)	37%	(201)	7%	(36)	539
Somewhat Unfavorable of Biden	20%	(47)	29%	(68)	40%	(93)	10%	(23)	230
Very Unfavorable of Biden	19%	(125)	29%	(194)	41%	(280)	11%	(76)	675
#1 Issue: Economy	24%	(203)	32%	(262)	35%	(294)	9%	(72)	832
#1 Issue: Security	19%	(56)	26%	(74)	44%	(128)	11%	(31)	288
#1 Issue: Health Care	30%	(96)	29%	(90)	32%	(101)	9%	(30)	317
#1 Issue: Medicare / Social Security	25%	(83)	22%	(74)	44%	(147)	8%	(27)	330
#1 Issue: Women's Issues	21%	(26)	38%	(46)	33%	(41)	8%	(10)	123
#1 Issue: Education	24%	(20)	31%	(25)	29%	(23)	16%	(13)	81
#1 Issue: Energy	30%	(28)	33%	(31)	30%	(29)	8%	(7)	96
#1 Issue: Other	18%	(25)	35%	(46)	40%	(54)	7%	(9)	133
2020 Vote: Joe Biden	28%	(279)	31%	(303)	34%	(334)	7%	(65)	981
2020 Vote: Donald Trump	18%	(131)	29%	(206)	43%	(306)	11%	(76)	719
2020 Vote: Other	17%	(11)	39%	(26)	34%	(23)	10%	(7)	67
2020 Vote: Didn't Vote	27%	(116)	26%	(114)	35%	(152)	12%	(51)	433
2018 House Vote: Democrat	28%	(221)	31%	(239)	35%	(269)	6%	(47)	776
2018 House Vote: Republican	19%	(111)	31%	(179)	40%	(231)	10%	(55)	576
2016 Vote: Hillary Clinton	31%	(219)	30%	(210)	33%	(234)	6%	(42)	705
2016 Vote: Donald Trump	20%	(132)	30%	(195)	41%	(270)	9%	(63)	660
2016 Vote: Other	20%	(22)	32%	(35)	43%	(47)	5%	(5)	110
2016 Vote: Didn't Vote	22%	(162)	29%	(207)	36%	(262)	12%	(89)	720
Voted in 2014: Yes	25%	(304)	31%	(373)	37%	(451)	7%	(84)	1213
Voted in 2014: No	24%	(233)	28%	(275)	37%	(364)	12%	(115)	987

Continued on next page

Table MCSP1_11: How familiar are you with the following streaming services?
Peacock

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	24%	(537)	29%	(649)	37%	(815)	9%	(199)	2200
4-Region: Northeast	26%	(104)	31%	(122)	35%	(136)	8%	(31)	394
4-Region: Midwest	21%	(98)	30%	(138)	39%	(180)	10%	(46)	462
4-Region: South	27%	(220)	27%	(225)	37%	(306)	9%	(74)	824
4-Region: West	22%	(115)	32%	(164)	37%	(193)	9%	(48)	520
Sports Fans	26%	(398)	31%	(479)	35%	(535)	8%	(128)	1540
Avid Sports Fans	31%	(178)	33%	(188)	28%	(163)	7%	(43)	572
Casual Sports Fans	23%	(220)	30%	(291)	38%	(372)	9%	(86)	968
Non-Sports Fans	21%	(139)	26%	(170)	42%	(280)	11%	(71)	660
Gen Z Sports Fans	25%	(35)	24%	(34)	37%	(53)	15%	(21)	144
Millennial Sports Fans	33%	(165)	33%	(164)	25%	(122)	9%	(44)	495
Gen X Sports Fans	28%	(104)	33%	(124)	34%	(128)	5%	(18)	374
Boomer Sports Fans	19%	(91)	31%	(144)	42%	(196)	8%	(40)	471
Democratic Sports Fans	29%	(187)	31%	(200)	32%	(205)	8%	(51)	643
Republican Sports Fans	19%	(87)	33%	(148)	38%	(174)	10%	(46)	455
Male Sports Fans	27%	(231)	33%	(287)	32%	(282)	8%	(69)	870
Female Sports Fans	25%	(167)	29%	(192)	38%	(253)	9%	(59)	671
Olympics Fans	26%	(375)	32%	(455)	35%	(512)	7%	(101)	1444
Avid Olympics Fans	43%	(150)	28%	(98)	24%	(83)	6%	(21)	352
Casual Olympics Fans	21%	(226)	33%	(357)	39%	(429)	7%	(80)	1092
Non-Olympics Fans	21%	(162)	26%	(193)	40%	(303)	13%	(98)	756
Very Interested in Summer Olympics	48%	(86)	26%	(47)	17%	(31)	9%	(17)	181
Interested in Summer Olympics	37%	(160)	30%	(130)	27%	(118)	5%	(23)	431
Familiar with Peacock	45%	(537)	55%	(649)	—	(0)	—	(0)	1186
Peacock Subscriber	67%	(358)	30%	(163)	3%	(17)	—	(1)	539

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

Table MCSP1_12: How familiar are you with the following streaming services?

HBO Max

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	34%	(747)	30%	(657)	33%	(716)	4%	(80)	2200
Gender: Male	35%	(376)	30%	(323)	31%	(331)	3%	(32)	1062
Gender: Female	33%	(371)	29%	(334)	34%	(385)	4%	(48)	1138
Age: 18-34	42%	(274)	28%	(183)	25%	(164)	5%	(34)	655
Age: 35-44	46%	(165)	32%	(116)	20%	(71)	1%	(5)	358
Age: 45-64	31%	(231)	30%	(227)	35%	(266)	4%	(27)	751
Age: 65+	18%	(77)	30%	(131)	49%	(214)	3%	(14)	436
GenZers: 1997-2012	38%	(86)	26%	(58)	33%	(74)	4%	(9)	227
Millennials: 1981-1996	45%	(295)	30%	(195)	21%	(139)	4%	(29)	659
GenXers: 1965-1980	39%	(206)	30%	(158)	28%	(146)	3%	(16)	525
Baby Boomers: 1946-1964	22%	(152)	32%	(223)	43%	(303)	3%	(24)	702
PID: Dem (no lean)	41%	(368)	28%	(247)	28%	(248)	3%	(28)	891
PID: Ind (no lean)	32%	(214)	32%	(213)	32%	(215)	4%	(25)	666
PID: Rep (no lean)	26%	(165)	31%	(197)	39%	(253)	4%	(28)	643
PID/Gender: Dem Men	43%	(177)	29%	(117)	25%	(103)	3%	(10)	408
PID/Gender: Dem Women	39%	(190)	27%	(130)	30%	(145)	4%	(17)	482
PID/Gender: Ind Men	34%	(108)	31%	(99)	33%	(107)	2%	(7)	321
PID/Gender: Ind Women	31%	(106)	33%	(114)	31%	(107)	5%	(17)	345
PID/Gender: Rep Men	27%	(91)	32%	(107)	36%	(120)	4%	(14)	332
PID/Gender: Rep Women	24%	(74)	29%	(90)	43%	(133)	4%	(14)	311
Ideo: Liberal (1-3)	41%	(282)	29%	(198)	28%	(191)	3%	(23)	694
Ideo: Moderate (4)	35%	(209)	30%	(177)	32%	(192)	3%	(20)	597
Ideo: Conservative (5-7)	27%	(194)	31%	(222)	38%	(275)	4%	(28)	718
Educ: < College	33%	(499)	29%	(434)	34%	(516)	4%	(63)	1512
Educ: Bachelors degree	36%	(158)	34%	(150)	28%	(123)	3%	(13)	444
Educ: Post-grad	37%	(89)	30%	(73)	32%	(77)	2%	(4)	244
Income: Under 50k	30%	(377)	30%	(373)	35%	(439)	5%	(57)	1246
Income: 50k-100k	36%	(228)	31%	(197)	29%	(184)	3%	(16)	625
Income: 100k+	43%	(142)	26%	(87)	28%	(93)	2%	(7)	329
Ethnicity: White	30%	(518)	30%	(511)	36%	(623)	4%	(70)	1722
Ethnicity: Hispanic	48%	(167)	25%	(87)	23%	(82)	4%	(14)	349

Continued on next page

Table MCSP1_12: *How familiar are you with the following streaming services?*

HBO Max

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	34%	(747)	30%	(657)	33%	(716)	4%	(80)	2200
Ethnicity: Black	54%	(147)	27%	(75)	17%	(47)	2%	(5)	274
Ethnicity: Other	40%	(82)	34%	(70)	22%	(46)	3%	(5)	204
All Christian	29%	(275)	31%	(294)	37%	(348)	4%	(35)	952
All Non-Christian	40%	(40)	29%	(29)	29%	(28)	2%	(2)	99
Atheist	41%	(37)	26%	(23)	30%	(27)	3%	(3)	91
Agnostic/Nothing in particular	34%	(219)	29%	(182)	33%	(210)	4%	(26)	637
Something Else	42%	(176)	31%	(129)	24%	(102)	3%	(14)	421
Religious Non-Protestant/Catholic	38%	(48)	30%	(38)	30%	(38)	2%	(3)	126
Evangelical	33%	(196)	32%	(189)	30%	(177)	4%	(23)	586
Non-Evangelical	33%	(241)	30%	(219)	35%	(255)	3%	(24)	740
Community: Urban	43%	(255)	30%	(176)	26%	(154)	2%	(12)	597
Community: Suburban	34%	(335)	29%	(286)	34%	(342)	4%	(35)	997
Community: Rural	26%	(157)	32%	(195)	36%	(221)	6%	(34)	605
Employ: Private Sector	40%	(272)	31%	(213)	26%	(181)	3%	(20)	687
Employ: Government	46%	(61)	29%	(39)	24%	(32)	1%	(1)	133
Employ: Self-Employed	33%	(62)	32%	(59)	30%	(55)	5%	(9)	186
Employ: Homemaker	39%	(57)	25%	(37)	34%	(50)	2%	(3)	147
Employ: Student	41%	(29)	31%	(22)	26%	(18)	2%	(2)	71
Employ: Retired	18%	(92)	29%	(150)	49%	(251)	3%	(17)	510
Employ: Unemployed	37%	(109)	29%	(84)	28%	(82)	6%	(18)	291
Employ: Other	38%	(66)	30%	(53)	27%	(47)	5%	(9)	175
Military HH: Yes	26%	(86)	33%	(108)	38%	(124)	3%	(8)	326
Military HH: No	35%	(661)	29%	(549)	32%	(592)	4%	(72)	1874
RD/WT: Right Direction	39%	(381)	30%	(290)	28%	(274)	4%	(35)	979
RD/WT: Wrong Track	30%	(366)	30%	(367)	36%	(442)	4%	(45)	1221
Biden Job Approve	40%	(471)	29%	(342)	28%	(324)	3%	(39)	1177
Biden Job Disapprove	26%	(232)	30%	(270)	40%	(359)	4%	(33)	895

Continued on next page

Table MCSP1_12: How familiar are you with the following streaming services?

HBO Max

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	34%	(747)	30%	(657)	33%	(716)	4%	(80)	2200
Biden Job Strongly Approve	41%	(245)	30%	(180)	24%	(142)	5%	(27)	595
Biden Job Somewhat Approve	39%	(225)	28%	(162)	31%	(183)	2%	(12)	582
Biden Job Somewhat Disapprove	31%	(77)	29%	(73)	37%	(91)	3%	(7)	248
Biden Job Strongly Disapprove	24%	(155)	31%	(197)	42%	(268)	4%	(26)	646
Favorable of Biden	41%	(475)	28%	(327)	28%	(321)	3%	(34)	1155
Unfavorable of Biden	26%	(233)	31%	(279)	40%	(358)	4%	(35)	905
Very Favorable of Biden	43%	(263)	30%	(182)	23%	(143)	5%	(28)	616
Somewhat Favorable of Biden	39%	(211)	27%	(144)	33%	(178)	1%	(6)	539
Somewhat Unfavorable of Biden	28%	(64)	31%	(72)	38%	(88)	2%	(6)	230
Very Unfavorable of Biden	25%	(169)	31%	(206)	40%	(270)	4%	(29)	675
#1 Issue: Economy	36%	(300)	32%	(268)	28%	(233)	4%	(31)	832
#1 Issue: Security	27%	(78)	32%	(94)	35%	(100)	6%	(17)	288
#1 Issue: Health Care	42%	(133)	25%	(80)	30%	(95)	3%	(9)	317
#1 Issue: Medicare / Social Security	24%	(79)	27%	(90)	45%	(148)	4%	(13)	330
#1 Issue: Women's Issues	33%	(41)	32%	(39)	31%	(38)	4%	(5)	123
#1 Issue: Education	45%	(36)	23%	(19)	29%	(23)	3%	(2)	81
#1 Issue: Energy	42%	(41)	26%	(24)	32%	(31)	—	(0)	96
#1 Issue: Other	29%	(39)	33%	(44)	37%	(49)	1%	(1)	133
2020 Vote: Joe Biden	41%	(406)	28%	(270)	29%	(283)	2%	(22)	981
2020 Vote: Donald Trump	23%	(166)	32%	(232)	40%	(289)	4%	(31)	719
2020 Vote: Other	38%	(25)	22%	(15)	40%	(27)	—	(0)	67
2020 Vote: Didn't Vote	35%	(150)	32%	(140)	27%	(116)	6%	(28)	433
2018 House Vote: Democrat	41%	(320)	28%	(215)	28%	(219)	3%	(23)	776
2018 House Vote: Republican	25%	(141)	32%	(182)	39%	(226)	5%	(27)	576
2016 Vote: Hillary Clinton	43%	(305)	28%	(195)	27%	(187)	3%	(18)	705
2016 Vote: Donald Trump	24%	(157)	32%	(214)	39%	(257)	5%	(33)	660
2016 Vote: Other	29%	(32)	21%	(23)	48%	(53)	1%	(1)	110
2016 Vote: Didn't Vote	35%	(250)	31%	(224)	30%	(219)	4%	(28)	720
Voted in 2014: Yes	33%	(403)	30%	(361)	33%	(406)	4%	(43)	1213
Voted in 2014: No	35%	(344)	30%	(296)	31%	(310)	4%	(37)	987

Continued on next page

Table MCSP1_12: How familiar are you with the following streaming services?

HBO Max

Demographic	Very familiar		Somewhat familiar		Not too familiar		Never heard of		Total N
Adults	34%	(747)	30%	(657)	33%	(716)	4%	(80)	2200
4-Region: Northeast	36%	(140)	32%	(126)	27%	(104)	6%	(23)	394
4-Region: Midwest	30%	(138)	28%	(130)	37%	(169)	5%	(24)	462
4-Region: South	36%	(294)	28%	(235)	33%	(273)	3%	(22)	824
4-Region: West	34%	(174)	32%	(166)	32%	(169)	2%	(11)	520
Sports Fans	37%	(563)	31%	(475)	30%	(457)	3%	(45)	1540
Avid Sports Fans	45%	(260)	30%	(173)	22%	(127)	2%	(12)	572
Casual Sports Fans	31%	(303)	31%	(302)	34%	(330)	3%	(33)	968
Non-Sports Fans	28%	(184)	28%	(182)	39%	(259)	5%	(35)	660
Gen Z Sports Fans	41%	(59)	27%	(39)	30%	(43)	1%	(2)	144
Millennial Sports Fans	47%	(234)	30%	(148)	19%	(94)	4%	(19)	495
Gen X Sports Fans	41%	(154)	32%	(118)	25%	(93)	2%	(8)	374
Boomer Sports Fans	23%	(110)	33%	(156)	40%	(191)	3%	(14)	471
Democratic Sports Fans	44%	(281)	29%	(188)	25%	(159)	2%	(14)	643
Republican Sports Fans	27%	(121)	32%	(146)	37%	(169)	4%	(19)	455
Male Sports Fans	37%	(324)	31%	(268)	29%	(250)	3%	(28)	870
Female Sports Fans	36%	(239)	31%	(207)	31%	(207)	3%	(18)	671
Olympics Fans	36%	(516)	31%	(453)	31%	(443)	2%	(32)	1444
Avid Olympics Fans	46%	(161)	28%	(98)	24%	(83)	3%	(10)	352
Casual Olympics Fans	33%	(356)	32%	(355)	33%	(360)	2%	(22)	1092
Non-Olympics Fans	31%	(231)	27%	(204)	36%	(273)	6%	(48)	756
Very Interested in Summer Olympics	67%	(120)	16%	(29)	14%	(25)	3%	(6)	181
Interested in Summer Olympics	50%	(215)	27%	(117)	21%	(91)	2%	(8)	431
Familiar with Peacock	46%	(546)	36%	(422)	16%	(195)	2%	(23)	1186
Peacock Subscriber	51%	(272)	26%	(142)	20%	(109)	3%	(15)	539

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

Table MCSP2_1: Do you, or anyone in your household, subscribe to the following?
Netflix

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%	(1389)	16%	(350)	21%	(461)	2200
Gender: Male	63%	(671)	17%	(183)	20%	(208)	1062
Gender: Female	63%	(718)	15%	(167)	22%	(253)	1138
Age: 18-34	79%	(515)	14%	(91)	7%	(49)	655
Age: 35-44	68%	(242)	20%	(70)	13%	(45)	358
Age: 45-64	58%	(439)	17%	(125)	25%	(187)	751
Age: 65+	44%	(193)	14%	(63)	41%	(180)	436
GenZers: 1997-2012	80%	(182)	14%	(31)	6%	(14)	227
Millennials: 1981-1996	75%	(492)	15%	(101)	10%	(66)	659
GenXers: 1965-1980	66%	(347)	19%	(98)	15%	(80)	525
Baby Boomers: 1946-1964	48%	(334)	15%	(105)	37%	(263)	702
PID: Dem (no lean)	65%	(579)	14%	(121)	21%	(191)	891
PID: Ind (no lean)	66%	(437)	18%	(123)	16%	(107)	666
PID: Rep (no lean)	58%	(374)	17%	(106)	25%	(163)	643
PID/Gender: Dem Men	63%	(256)	17%	(69)	20%	(84)	408
PID/Gender: Dem Women	67%	(323)	11%	(52)	22%	(108)	482
PID/Gender: Ind Men	65%	(209)	20%	(64)	15%	(48)	321
PID/Gender: Ind Women	66%	(228)	17%	(58)	17%	(59)	345
PID/Gender: Rep Men	62%	(206)	15%	(50)	23%	(76)	332
PID/Gender: Rep Women	54%	(168)	18%	(57)	28%	(86)	311
Ideo: Liberal (1-3)	67%	(466)	16%	(114)	16%	(114)	694
Ideo: Moderate (4)	64%	(381)	14%	(84)	22%	(132)	597
Ideo: Conservative (5-7)	59%	(421)	15%	(109)	26%	(189)	718
Educ: < College	60%	(914)	17%	(263)	22%	(335)	1512
Educ: Bachelors degree	71%	(316)	11%	(48)	18%	(80)	444
Educ: Post-grad	65%	(159)	16%	(39)	19%	(46)	244
Income: Under 50k	57%	(704)	19%	(237)	24%	(304)	1246
Income: 50k-100k	68%	(426)	13%	(82)	19%	(117)	625
Income: 100k+	79%	(259)	9%	(31)	12%	(40)	329
Ethnicity: White	62%	(1059)	16%	(268)	23%	(395)	1722

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Table MCSP2_1: Do you, or anyone in your household, subscribe to the following?
Netflix

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%	(1389)	16%	(350)	21%	(461)	2200
Ethnicity: Hispanic	73%	(256)	15%	(52)	12%	(41)	349
Ethnicity: Black	70%	(191)	13%	(37)	17%	(46)	274
Ethnicity: Other	68%	(139)	22%	(45)	10%	(20)	204
All Christian	56%	(530)	17%	(160)	28%	(263)	952
All Non-Christian	69%	(69)	13%	(13)	17%	(17)	99
Atheist	73%	(66)	10%	(9)	17%	(16)	91
Agnostic/Nothing in particular	71%	(453)	13%	(85)	16%	(99)	637
Something Else	65%	(272)	20%	(83)	16%	(66)	421
Religious Non-Protestant/Catholic	71%	(89)	14%	(17)	16%	(20)	126
Evangelical	55%	(322)	19%	(113)	26%	(151)	586
Non-Evangelical	61%	(449)	16%	(119)	23%	(172)	740
Community: Urban	66%	(397)	16%	(95)	18%	(105)	597
Community: Suburban	66%	(656)	14%	(136)	21%	(206)	997
Community: Rural	56%	(337)	20%	(118)	25%	(150)	605
Employ: Private Sector	72%	(495)	13%	(87)	15%	(104)	687
Employ: Government	79%	(106)	10%	(13)	11%	(14)	133
Employ: Self-Employed	60%	(111)	23%	(43)	17%	(32)	186
Employ: Homemaker	70%	(102)	15%	(22)	15%	(23)	147
Employ: Student	85%	(60)	11%	(8)	4%	(3)	71
Employ: Retired	44%	(225)	16%	(82)	40%	(204)	510
Employ: Unemployed	60%	(175)	21%	(60)	19%	(57)	291
Employ: Other	66%	(115)	20%	(35)	14%	(25)	175
Military HH: Yes	60%	(194)	14%	(46)	26%	(86)	326
Military HH: No	64%	(1195)	16%	(304)	20%	(375)	1874
RD/WT: Right Direction	63%	(614)	15%	(144)	23%	(221)	979
RD/WT: Wrong Track	63%	(775)	17%	(206)	20%	(240)	1221
Biden Job Approve	65%	(769)	14%	(167)	20%	(241)	1177
Biden Job Disapprove	60%	(537)	18%	(157)	22%	(201)	895

Continued on next page

Table MCSP2_1: Do you, or anyone in your household, subscribe to the following?
Netflix

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%	(1389)	16%	(350)	21%	(461)	2200
Biden Job Strongly Approve	63%	(376)	14%	(81)	23%	(138)	595
Biden Job Somewhat Approve	68%	(394)	15%	(85)	18%	(103)	582
Biden Job Somewhat Disapprove	65%	(161)	18%	(45)	17%	(42)	248
Biden Job Strongly Disapprove	58%	(376)	17%	(112)	25%	(158)	646
Favorable of Biden	66%	(763)	14%	(162)	20%	(231)	1155
Unfavorable of Biden	60%	(541)	18%	(163)	22%	(201)	905
Very Favorable of Biden	64%	(393)	14%	(84)	23%	(139)	616
Somewhat Favorable of Biden	69%	(370)	14%	(77)	17%	(92)	539
Somewhat Unfavorable of Biden	68%	(157)	18%	(41)	14%	(32)	230
Very Unfavorable of Biden	57%	(384)	18%	(122)	25%	(169)	675
#1 Issue: Economy	70%	(582)	15%	(127)	15%	(123)	832
#1 Issue: Security	50%	(144)	21%	(60)	29%	(84)	288
#1 Issue: Health Care	66%	(208)	15%	(48)	19%	(61)	317
#1 Issue: Medicare / Social Security	49%	(163)	15%	(50)	35%	(117)	330
#1 Issue: Women's Issues	75%	(93)	11%	(14)	13%	(16)	123
#1 Issue: Education	71%	(57)	16%	(13)	13%	(10)	81
#1 Issue: Energy	71%	(68)	16%	(15)	13%	(13)	96
#1 Issue: Other	55%	(74)	17%	(23)	28%	(37)	133
2020 Vote: Joe Biden	68%	(669)	12%	(122)	19%	(190)	981
2020 Vote: Donald Trump	57%	(411)	18%	(127)	25%	(181)	719
2020 Vote: Other	66%	(44)	18%	(12)	16%	(11)	67
2020 Vote: Didn't Vote	61%	(264)	21%	(89)	18%	(79)	433
2018 House Vote: Democrat	66%	(514)	13%	(97)	21%	(165)	776
2018 House Vote: Republican	59%	(339)	17%	(97)	24%	(140)	576
2016 Vote: Hillary Clinton	68%	(479)	11%	(77)	21%	(149)	705
2016 Vote: Donald Trump	57%	(375)	18%	(117)	26%	(168)	660
2016 Vote: Other	61%	(67)	21%	(23)	18%	(19)	110
2016 Vote: Didn't Vote	65%	(466)	18%	(133)	17%	(122)	720

Continued on next page

Table MCSP2_1: Do you, or anyone in your household, subscribe to the following?
Netflix

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%	(1389)	16%	(350)	21%	(461)	2200
Voted in 2014: Yes	61%	(741)	14%	(169)	25%	(303)	1213
Voted in 2014: No	66%	(648)	18%	(181)	16%	(158)	987
4-Region: Northeast	66%	(260)	14%	(55)	20%	(79)	394
4-Region: Midwest	60%	(277)	14%	(66)	26%	(119)	462
4-Region: South	61%	(499)	18%	(148)	22%	(178)	824
4-Region: West	68%	(354)	16%	(81)	16%	(85)	520
Sports Fans	66%	(1019)	15%	(237)	18%	(284)	1540
Avid Sports Fans	68%	(390)	13%	(75)	19%	(107)	572
Casual Sports Fans	65%	(629)	17%	(162)	18%	(177)	968
Non-Sports Fans	56%	(370)	17%	(113)	27%	(177)	660
Gen Z Sports Fans	88%	(126)	12%	(17)	—	(1)	144
Millennial Sports Fans	77%	(380)	16%	(77)	8%	(39)	495
Gen X Sports Fans	67%	(249)	19%	(71)	15%	(54)	374
Boomer Sports Fans	51%	(242)	14%	(64)	35%	(165)	471
Democratic Sports Fans	68%	(438)	13%	(86)	18%	(118)	643
Republican Sports Fans	61%	(275)	17%	(76)	23%	(103)	455
Male Sports Fans	65%	(563)	16%	(142)	19%	(165)	870
Female Sports Fans	68%	(456)	14%	(95)	18%	(120)	671
Olympics Fans	65%	(939)	15%	(220)	20%	(285)	1444
Avid Olympics Fans	66%	(231)	12%	(41)	23%	(79)	352
Casual Olympics Fans	65%	(708)	16%	(179)	19%	(205)	1092
Non-Olympics Fans	60%	(450)	17%	(129)	23%	(176)	756
Very Interested in Summer Olympics	76%	(137)	10%	(18)	14%	(26)	181
Interested in Summer Olympics	71%	(306)	14%	(61)	15%	(64)	431
Familiar with Peacock	69%	(822)	16%	(193)	14%	(170)	1186
Peacock Subscriber	79%	(425)	13%	(70)	8%	(43)	539

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

Table MCSP2_2: Do you, or anyone in your household, subscribe to the following?

Amazon Prime Video

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%	(1208)	12%	(265)	33%	(727)	2200
Gender: Male	54%	(573)	13%	(139)	33%	(350)	1062
Gender: Female	56%	(635)	11%	(125)	33%	(377)	1138
Age: 18-34	60%	(391)	15%	(101)	25%	(163)	655
Age: 35-44	61%	(217)	17%	(60)	23%	(81)	358
Age: 45-64	55%	(410)	10%	(79)	35%	(262)	751
Age: 65+	43%	(190)	6%	(25)	51%	(222)	436
GenZers: 1997-2012	55%	(125)	18%	(40)	27%	(61)	227
Millennials: 1981-1996	62%	(406)	15%	(98)	24%	(155)	659
GenXers: 1965-1980	60%	(314)	12%	(61)	29%	(150)	525
Baby Boomers: 1946-1964	48%	(334)	9%	(61)	44%	(308)	702
PID: Dem (no lean)	57%	(506)	12%	(105)	31%	(280)	891
PID: Ind (no lean)	57%	(380)	12%	(79)	31%	(208)	666
PID: Rep (no lean)	50%	(322)	13%	(81)	37%	(240)	643
PID/Gender: Dem Men	56%	(227)	14%	(56)	31%	(125)	408
PID/Gender: Dem Women	58%	(279)	10%	(49)	32%	(155)	482
PID/Gender: Ind Men	56%	(181)	12%	(37)	32%	(103)	321
PID/Gender: Ind Women	58%	(199)	12%	(42)	30%	(105)	345
PID/Gender: Rep Men	50%	(165)	14%	(46)	37%	(122)	332
PID/Gender: Rep Women	51%	(157)	11%	(35)	38%	(118)	311
Ideo: Liberal (1-3)	58%	(402)	13%	(93)	29%	(199)	694
Ideo: Moderate (4)	53%	(317)	11%	(65)	36%	(215)	597
Ideo: Conservative (5-7)	54%	(388)	11%	(79)	35%	(252)	718
Educ: < College	51%	(778)	13%	(191)	36%	(543)	1512
Educ: Bachelors degree	64%	(284)	10%	(44)	26%	(115)	444
Educ: Post-grad	60%	(146)	12%	(29)	28%	(69)	244
Income: Under 50k	47%	(583)	15%	(181)	39%	(482)	1246
Income: 50k-100k	62%	(386)	10%	(64)	28%	(175)	625
Income: 100k+	73%	(239)	6%	(20)	21%	(71)	329
Ethnicity: White	54%	(926)	12%	(212)	34%	(584)	1722

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Table MCSP2_2: Do you, or anyone in your household, subscribe to the following?

Amazon Prime Video

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%	(1208)	12%	(265)	33%	(727)	2200
Ethnicity: Hispanic	62%	(215)	12%	(41)	27%	(93)	349
Ethnicity: Black	58%	(160)	11%	(30)	31%	(84)	274
Ethnicity: Other	60%	(122)	11%	(23)	29%	(59)	204
All Christian	51%	(484)	11%	(109)	38%	(359)	952
All Non-Christian	60%	(60)	13%	(13)	26%	(26)	99
Atheist	64%	(58)	12%	(11)	25%	(22)	91
Agnostic/Nothing in particular	58%	(367)	13%	(81)	30%	(189)	637
Something Else	57%	(239)	12%	(51)	31%	(131)	421
Religious Non-Protestant/Catholic	58%	(74)	16%	(20)	26%	(32)	126
Evangelical	51%	(296)	12%	(71)	37%	(219)	586
Non-Evangelical	54%	(401)	11%	(79)	35%	(260)	740
Community: Urban	57%	(342)	13%	(78)	30%	(178)	597
Community: Suburban	57%	(566)	11%	(111)	32%	(320)	997
Community: Rural	50%	(301)	13%	(76)	38%	(229)	605
Employ: Private Sector	64%	(441)	11%	(77)	24%	(168)	687
Employ: Government	62%	(82)	19%	(25)	20%	(26)	133
Employ: Self-Employed	56%	(104)	16%	(30)	28%	(52)	186
Employ: Homemaker	62%	(91)	9%	(13)	29%	(43)	147
Employ: Student	60%	(43)	12%	(9)	27%	(19)	71
Employ: Retired	43%	(218)	8%	(39)	50%	(253)	510
Employ: Unemployed	45%	(130)	16%	(46)	40%	(115)	291
Employ: Other	57%	(99)	14%	(25)	29%	(51)	175
Military HH: Yes	52%	(169)	10%	(34)	38%	(123)	326
Military HH: No	55%	(1039)	12%	(231)	32%	(604)	1874
RD/WT: Right Direction	56%	(550)	11%	(111)	32%	(318)	979
RD/WT: Wrong Track	54%	(658)	13%	(154)	34%	(409)	1221
Biden Job Approve	58%	(677)	11%	(127)	32%	(373)	1177
Biden Job Disapprove	53%	(471)	13%	(116)	34%	(308)	895

Continued on next page

Table MCSP2_2: Do you, or anyone in your household, subscribe to the following?

Amazon Prime Video

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%	(1208)	12%	(265)	33%	(727)	2200
Biden Job Strongly Approve	62%	(369)	8%	(47)	30%	(179)	595
Biden Job Somewhat Approve	53%	(308)	14%	(80)	33%	(194)	582
Biden Job Somewhat Disapprove	54%	(134)	15%	(37)	31%	(77)	248
Biden Job Strongly Disapprove	52%	(337)	12%	(78)	36%	(230)	646
Favorable of Biden	57%	(657)	11%	(129)	32%	(369)	1155
Unfavorable of Biden	54%	(491)	13%	(115)	33%	(299)	905
Very Favorable of Biden	60%	(372)	8%	(51)	31%	(192)	616
Somewhat Favorable of Biden	53%	(285)	14%	(78)	33%	(177)	539
Somewhat Unfavorable of Biden	57%	(131)	14%	(33)	29%	(66)	230
Very Unfavorable of Biden	53%	(359)	12%	(82)	35%	(233)	675
#1 Issue: Economy	59%	(487)	14%	(117)	27%	(228)	832
#1 Issue: Security	50%	(145)	13%	(36)	37%	(107)	288
#1 Issue: Health Care	63%	(200)	9%	(29)	28%	(89)	317
#1 Issue: Medicare / Social Security	39%	(130)	11%	(35)	50%	(165)	330
#1 Issue: Women's Issues	59%	(72)	11%	(14)	30%	(37)	123
#1 Issue: Education	66%	(53)	13%	(10)	21%	(17)	81
#1 Issue: Energy	61%	(59)	14%	(13)	25%	(24)	96
#1 Issue: Other	47%	(62)	8%	(10)	46%	(61)	133
2020 Vote: Joe Biden	60%	(584)	11%	(103)	30%	(294)	981
2020 Vote: Donald Trump	52%	(375)	12%	(83)	36%	(261)	719
2020 Vote: Other	58%	(39)	15%	(10)	27%	(18)	67
2020 Vote: Didn't Vote	49%	(211)	16%	(68)	36%	(154)	433
2018 House Vote: Democrat	60%	(465)	10%	(74)	31%	(237)	776
2018 House Vote: Republican	54%	(309)	12%	(67)	35%	(199)	576
2016 Vote: Hillary Clinton	61%	(431)	10%	(69)	29%	(206)	705
2016 Vote: Donald Trump	53%	(349)	11%	(73)	36%	(239)	660
2016 Vote: Other	57%	(62)	8%	(9)	35%	(39)	110
2016 Vote: Didn't Vote	51%	(364)	16%	(114)	34%	(242)	720

Continued on next page

Table MCSP2_2: Do you, or anyone in your household, subscribe to the following?

Amazon Prime Video

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%	(1208)	12%	(265)	33%	(727)	2200
Voted in 2014: Yes	56%	(684)	10%	(127)	33%	(402)	1213
Voted in 2014: No	53%	(524)	14%	(138)	33%	(325)	987
4-Region: Northeast	55%	(218)	10%	(39)	35%	(136)	394
4-Region: Midwest	51%	(235)	11%	(51)	38%	(176)	462
4-Region: South	56%	(458)	12%	(102)	32%	(264)	824
4-Region: West	57%	(296)	14%	(72)	29%	(152)	520
Sports Fans	59%	(912)	12%	(187)	29%	(441)	1540
Avid Sports Fans	60%	(345)	10%	(58)	30%	(169)	572
Casual Sports Fans	59%	(567)	13%	(129)	28%	(272)	968
Non-Sports Fans	45%	(296)	12%	(78)	43%	(286)	660
Gen Z Sports Fans	62%	(89)	16%	(23)	22%	(31)	144
Millennial Sports Fans	65%	(323)	16%	(77)	19%	(95)	495
Gen X Sports Fans	67%	(249)	10%	(36)	24%	(88)	374
Boomer Sports Fans	49%	(231)	10%	(48)	41%	(192)	471
Democratic Sports Fans	60%	(388)	13%	(84)	27%	(171)	643
Republican Sports Fans	55%	(250)	13%	(59)	32%	(146)	455
Male Sports Fans	56%	(489)	13%	(113)	31%	(267)	870
Female Sports Fans	63%	(422)	11%	(74)	26%	(174)	671
Olympics Fans	58%	(840)	12%	(173)	30%	(431)	1444
Avid Olympics Fans	61%	(213)	9%	(30)	31%	(108)	352
Casual Olympics Fans	57%	(627)	13%	(143)	30%	(323)	1092
Non-Olympics Fans	49%	(368)	12%	(92)	39%	(296)	756
Very Interested in Summer Olympics	65%	(117)	12%	(21)	23%	(42)	181
Interested in Summer Olympics	64%	(275)	13%	(57)	23%	(99)	431
Familiar with Peacock	63%	(747)	12%	(147)	25%	(292)	1186
Peacock Subscriber	72%	(388)	9%	(47)	19%	(104)	539

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

Table MCSP2_3: Do you, or anyone in your household, subscribe to the following?

Paramount+

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	15%	(330)	12%	(271)	73%	(1599)	2200
Gender: Male	16%	(168)	14%	(151)	70%	(742)	1062
Gender: Female	14%	(162)	11%	(120)	75%	(856)	1138
Age: 18-34	20%	(129)	17%	(109)	64%	(418)	655
Age: 35-44	19%	(67)	15%	(54)	66%	(236)	358
Age: 45-64	14%	(102)	10%	(74)	77%	(575)	751
Age: 65+	7%	(32)	8%	(34)	85%	(370)	436
GenZers: 1997-2012	18%	(41)	15%	(33)	67%	(153)	227
Millennials: 1981-1996	21%	(137)	17%	(109)	63%	(413)	659
GenXers: 1965-1980	16%	(87)	13%	(69)	70%	(369)	525
Baby Boomers: 1946-1964	9%	(63)	8%	(56)	83%	(584)	702
PID: Dem (no lean)	18%	(163)	13%	(114)	69%	(613)	891
PID: Ind (no lean)	13%	(88)	15%	(100)	72%	(479)	666
PID: Rep (no lean)	12%	(79)	9%	(57)	79%	(506)	643
PID/Gender: Dem Men	20%	(81)	17%	(71)	63%	(256)	408
PID/Gender: Dem Women	17%	(83)	9%	(43)	74%	(357)	482
PID/Gender: Ind Men	16%	(50)	16%	(53)	68%	(218)	321
PID/Gender: Ind Women	11%	(38)	14%	(47)	75%	(260)	345
PID/Gender: Rep Men	11%	(38)	8%	(27)	81%	(268)	332
PID/Gender: Rep Women	13%	(41)	10%	(31)	77%	(239)	311
Ideo: Liberal (1-3)	20%	(139)	15%	(101)	65%	(455)	694
Ideo: Moderate (4)	15%	(87)	12%	(71)	74%	(440)	597
Ideo: Conservative (5-7)	11%	(78)	10%	(71)	79%	(570)	718
Educ: < College	14%	(216)	12%	(183)	74%	(1113)	1512
Educ: Bachelors degree	15%	(68)	12%	(53)	73%	(323)	444
Educ: Post-grad	19%	(46)	14%	(35)	67%	(163)	244
Income: Under 50k	14%	(180)	12%	(155)	73%	(911)	1246
Income: 50k-100k	13%	(84)	13%	(81)	74%	(461)	625
Income: 100k+	20%	(66)	11%	(36)	69%	(227)	329
Ethnicity: White	15%	(253)	11%	(194)	74%	(1274)	1722

Continued on next page

Table MCSP2_3: Do you, or anyone in your household, subscribe to the following?

Paramount+

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	15%	(330)	12%	(271)	73%	(1599)	2200
Ethnicity: Hispanic	20%	(72)	16%	(55)	64%	(223)	349
Ethnicity: Black	20%	(56)	13%	(36)	66%	(182)	274
Ethnicity: Other	10%	(21)	20%	(41)	70%	(142)	204
All Christian	14%	(132)	12%	(112)	74%	(708)	952
All Non-Christian	19%	(19)	13%	(13)	68%	(67)	99
Atheist	13%	(12)	1%	(1)	86%	(78)	91
Agnostic/Nothing in particular	16%	(104)	13%	(80)	71%	(453)	637
Something Else	15%	(64)	15%	(65)	69%	(292)	421
Religious Non-Protestant/Catholic	22%	(28)	12%	(15)	66%	(83)	126
Evangelical	16%	(96)	15%	(88)	69%	(401)	586
Non-Evangelical	12%	(85)	11%	(82)	77%	(572)	740
Community: Urban	20%	(117)	15%	(87)	66%	(393)	597
Community: Suburban	13%	(130)	11%	(111)	76%	(756)	997
Community: Rural	14%	(83)	12%	(73)	74%	(450)	605
Employ: Private Sector	16%	(108)	13%	(89)	71%	(489)	687
Employ: Government	29%	(39)	13%	(17)	58%	(77)	133
Employ: Self-Employed	14%	(27)	17%	(32)	68%	(127)	186
Employ: Homemaker	14%	(21)	18%	(27)	68%	(99)	147
Employ: Student	17%	(12)	14%	(10)	70%	(49)	71
Employ: Retired	8%	(43)	8%	(39)	84%	(427)	510
Employ: Unemployed	15%	(43)	12%	(34)	74%	(215)	291
Employ: Other	21%	(38)	13%	(24)	65%	(114)	175
Military HH: Yes	13%	(43)	11%	(36)	76%	(248)	326
Military HH: No	15%	(287)	13%	(236)	72%	(1351)	1874
RD/WT: Right Direction	18%	(174)	12%	(116)	70%	(690)	979
RD/WT: Wrong Track	13%	(156)	13%	(156)	74%	(909)	1221
Biden Job Approve	18%	(213)	12%	(144)	70%	(819)	1177
Biden Job Disapprove	11%	(94)	12%	(103)	78%	(697)	895

Continued on next page

Table MCSP2_3: Do you, or anyone in your household, subscribe to the following?

Paramount+

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	15%	(330)	12%	(271)	73%	(1599)	2200
Biden Job Strongly Approve	19%	(115)	12%	(74)	68%	(406)	595
Biden Job Somewhat Approve	17%	(99)	12%	(71)	71%	(413)	582
Biden Job Somewhat Disapprove	12%	(29)	17%	(42)	71%	(177)	248
Biden Job Strongly Disapprove	10%	(65)	9%	(61)	81%	(520)	646
Favorable of Biden	19%	(215)	12%	(136)	70%	(804)	1155
Unfavorable of Biden	10%	(94)	13%	(116)	77%	(694)	905
Very Favorable of Biden	19%	(119)	12%	(73)	69%	(424)	616
Somewhat Favorable of Biden	18%	(96)	12%	(63)	70%	(380)	539
Somewhat Unfavorable of Biden	11%	(26)	19%	(44)	70%	(160)	230
Very Unfavorable of Biden	10%	(68)	11%	(73)	79%	(534)	675
#1 Issue: Economy	14%	(117)	15%	(124)	71%	(591)	832
#1 Issue: Security	13%	(37)	12%	(36)	75%	(216)	288
#1 Issue: Health Care	19%	(61)	10%	(32)	70%	(223)	317
#1 Issue: Medicare / Social Security	15%	(49)	9%	(30)	76%	(252)	330
#1 Issue: Women's Issues	14%	(17)	10%	(12)	76%	(94)	123
#1 Issue: Education	19%	(16)	12%	(9)	69%	(56)	81
#1 Issue: Energy	17%	(17)	17%	(17)	65%	(63)	96
#1 Issue: Other	13%	(17)	9%	(11)	78%	(104)	133
2020 Vote: Joe Biden	19%	(185)	12%	(121)	69%	(675)	981
2020 Vote: Donald Trump	12%	(84)	10%	(72)	78%	(563)	719
2020 Vote: Other	11%	(7)	17%	(11)	73%	(48)	67
2020 Vote: Didn't Vote	12%	(54)	16%	(68)	72%	(311)	433
2018 House Vote: Democrat	19%	(146)	13%	(99)	68%	(532)	776
2018 House Vote: Republican	11%	(66)	8%	(48)	80%	(462)	576
2016 Vote: Hillary Clinton	18%	(127)	12%	(85)	70%	(493)	705
2016 Vote: Donald Trump	11%	(71)	9%	(58)	80%	(531)	660
2016 Vote: Other	14%	(15)	22%	(24)	64%	(70)	110
2016 Vote: Didn't Vote	16%	(117)	14%	(103)	69%	(501)	720

Continued on next page

Table MCSP2_3: Do you, or anyone in your household, subscribe to the following?

Paramount+

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	15%	(330)	12%	(271)	73%	(1599)	2200
Voted in 2014: Yes	15%	(182)	11%	(135)	74%	(895)	1213
Voted in 2014: No	15%	(148)	14%	(136)	71%	(703)	987
4-Region: Northeast	17%	(68)	11%	(44)	71%	(281)	394
4-Region: Midwest	14%	(63)	11%	(52)	75%	(348)	462
4-Region: South	15%	(122)	13%	(107)	72%	(595)	824
4-Region: West	15%	(77)	13%	(69)	72%	(375)	520
Sports Fans	16%	(248)	13%	(206)	70%	(1086)	1540
Avid Sports Fans	19%	(107)	13%	(73)	69%	(393)	572
Casual Sports Fans	15%	(142)	14%	(134)	72%	(693)	968
Non-Sports Fans	12%	(82)	10%	(65)	78%	(513)	660
Gen Z Sports Fans	19%	(28)	11%	(15)	70%	(101)	144
Millennial Sports Fans	23%	(113)	19%	(94)	58%	(288)	495
Gen X Sports Fans	17%	(62)	15%	(56)	68%	(255)	374
Boomer Sports Fans	9%	(44)	8%	(37)	83%	(391)	471
Democratic Sports Fans	20%	(128)	14%	(92)	66%	(423)	643
Republican Sports Fans	12%	(55)	10%	(48)	77%	(352)	455
Male Sports Fans	17%	(148)	14%	(121)	69%	(601)	870
Female Sports Fans	15%	(100)	13%	(85)	72%	(485)	671
Olympics Fans	17%	(245)	12%	(178)	71%	(1021)	1444
Avid Olympics Fans	24%	(85)	10%	(35)	66%	(232)	352
Casual Olympics Fans	15%	(160)	13%	(144)	72%	(789)	1092
Non-Olympics Fans	11%	(85)	12%	(93)	76%	(577)	756
Very Interested in Summer Olympics	38%	(68)	18%	(32)	45%	(81)	181
Interested in Summer Olympics	26%	(112)	17%	(75)	57%	(245)	431
Familiar with Peacock	22%	(262)	15%	(175)	63%	(749)	1186
Peacock Subscriber	35%	(186)	11%	(61)	54%	(291)	539

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

Table MCSP2_4: Do you, or anyone in your household, subscribe to the following?

ESPN+

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	13%	(286)	13%	(289)	74%	(1626)	2200
Gender: Male	16%	(172)	16%	(165)	68%	(725)	1062
Gender: Female	10%	(113)	11%	(124)	79%	(901)	1138
Age: 18-34	18%	(119)	17%	(112)	65%	(424)	655
Age: 35-44	19%	(68)	16%	(56)	65%	(233)	358
Age: 45-64	10%	(73)	12%	(93)	78%	(585)	751
Age: 65+	6%	(25)	6%	(27)	88%	(385)	436
GenZers: 1997-2012	14%	(32)	17%	(38)	69%	(157)	227
Millennials: 1981-1996	22%	(142)	16%	(107)	62%	(410)	659
GenXers: 1965-1980	13%	(69)	15%	(80)	72%	(376)	525
Baby Boomers: 1946-1964	5%	(36)	9%	(61)	86%	(606)	702
PID: Dem (no lean)	17%	(155)	15%	(131)	68%	(605)	891
PID: Ind (no lean)	10%	(66)	14%	(90)	76%	(510)	666
PID: Rep (no lean)	10%	(65)	10%	(67)	79%	(511)	643
PID/Gender: Dem Men	21%	(84)	17%	(71)	62%	(253)	408
PID/Gender: Dem Women	15%	(70)	12%	(60)	73%	(352)	482
PID/Gender: Ind Men	13%	(41)	18%	(56)	70%	(223)	321
PID/Gender: Ind Women	7%	(25)	10%	(34)	83%	(286)	345
PID/Gender: Rep Men	14%	(47)	11%	(37)	75%	(248)	332
PID/Gender: Rep Women	6%	(18)	10%	(30)	84%	(262)	311
Ideo: Liberal (1-3)	16%	(111)	15%	(102)	69%	(481)	694
Ideo: Moderate (4)	15%	(91)	14%	(85)	71%	(422)	597
Ideo: Conservative (5-7)	10%	(69)	11%	(77)	80%	(573)	718
Educ: < College	11%	(163)	13%	(200)	76%	(1149)	1512
Educ: Bachelors degree	16%	(73)	12%	(54)	72%	(318)	444
Educ: Post-grad	20%	(50)	14%	(35)	65%	(159)	244
Income: Under 50k	9%	(110)	12%	(155)	79%	(981)	1246
Income: 50k-100k	14%	(89)	15%	(94)	71%	(442)	625
Income: 100k+	26%	(87)	12%	(40)	61%	(202)	329
Ethnicity: White	12%	(211)	12%	(206)	76%	(1304)	1722

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Table MCSP2_4: Do you, or anyone in your household, subscribe to the following?

ESPN+

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	13%	(286)	13%	(289)	74%	(1626)	2200
Ethnicity: Hispanic	12%	(43)	22%	(76)	66%	(230)	349
Ethnicity: Black	22%	(59)	14%	(38)	65%	(177)	274
Ethnicity: Other	8%	(16)	22%	(44)	71%	(144)	204
All Christian	14%	(130)	12%	(117)	74%	(705)	952
All Non-Christian	22%	(22)	17%	(17)	61%	(60)	99
Atheist	12%	(11)	3%	(3)	85%	(77)	91
Agnostic/Nothing in particular	12%	(75)	13%	(86)	75%	(477)	637
Something Else	12%	(49)	16%	(66)	73%	(306)	421
Religious Non-Protestant/Catholic	23%	(29)	14%	(18)	63%	(79)	126
Evangelical	14%	(82)	14%	(82)	72%	(421)	586
Non-Evangelical	11%	(80)	13%	(98)	76%	(562)	740
Community: Urban	20%	(117)	16%	(96)	64%	(383)	597
Community: Suburban	11%	(114)	13%	(126)	76%	(757)	997
Community: Rural	9%	(54)	11%	(66)	80%	(485)	605
Employ: Private Sector	20%	(134)	14%	(97)	66%	(456)	687
Employ: Government	23%	(30)	23%	(31)	54%	(72)	133
Employ: Self-Employed	14%	(26)	21%	(38)	65%	(121)	186
Employ: Homemaker	6%	(8)	16%	(23)	79%	(116)	147
Employ: Student	14%	(10)	10%	(7)	76%	(54)	71
Employ: Retired	6%	(32)	7%	(33)	87%	(445)	510
Employ: Unemployed	8%	(23)	11%	(32)	81%	(237)	291
Employ: Other	13%	(22)	16%	(28)	71%	(125)	175
Military HH: Yes	11%	(36)	12%	(38)	77%	(252)	326
Military HH: No	13%	(250)	13%	(251)	73%	(1374)	1874
RD/WT: Right Direction	17%	(166)	13%	(129)	70%	(685)	979
RD/WT: Wrong Track	10%	(120)	13%	(160)	77%	(941)	1221
Biden Job Approve	17%	(196)	14%	(164)	69%	(816)	1177
Biden Job Disapprove	9%	(77)	12%	(104)	80%	(714)	895

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Table MCSP2_4: Do you, or anyone in your household, subscribe to the following?

ESPN+

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	13%	(286)	13%	(289)	74%	(1626)	2200
Biden Job Strongly Approve	20%	(118)	13%	(78)	67%	(399)	595
Biden Job Somewhat Approve	14%	(79)	15%	(86)	72%	(417)	582
Biden Job Somewhat Disapprove	12%	(31)	17%	(42)	71%	(175)	248
Biden Job Strongly Disapprove	7%	(46)	10%	(62)	83%	(538)	646
Favorable of Biden	17%	(193)	14%	(166)	69%	(796)	1155
Unfavorable of Biden	9%	(81)	12%	(106)	79%	(718)	905
Very Favorable of Biden	20%	(123)	13%	(79)	67%	(414)	616
Somewhat Favorable of Biden	13%	(71)	16%	(87)	71%	(382)	539
Somewhat Unfavorable of Biden	13%	(31)	12%	(28)	74%	(171)	230
Very Unfavorable of Biden	7%	(50)	12%	(78)	81%	(547)	675
#1 Issue: Economy	13%	(106)	15%	(125)	72%	(601)	832
#1 Issue: Security	12%	(36)	15%	(45)	72%	(208)	288
#1 Issue: Health Care	17%	(55)	13%	(41)	70%	(221)	317
#1 Issue: Medicare / Social Security	8%	(27)	8%	(26)	84%	(277)	330
#1 Issue: Women's Issues	11%	(13)	11%	(14)	78%	(96)	123
#1 Issue: Education	19%	(15)	16%	(13)	65%	(52)	81
#1 Issue: Energy	23%	(22)	16%	(15)	61%	(59)	96
#1 Issue: Other	8%	(11)	8%	(10)	84%	(112)	133
2020 Vote: Joe Biden	19%	(183)	13%	(130)	68%	(668)	981
2020 Vote: Donald Trump	9%	(66)	11%	(81)	80%	(572)	719
2020 Vote: Other	14%	(9)	18%	(12)	68%	(45)	67
2020 Vote: Didn't Vote	6%	(28)	15%	(65)	78%	(340)	433
2018 House Vote: Democrat	18%	(137)	15%	(115)	68%	(525)	776
2018 House Vote: Republican	12%	(68)	10%	(57)	78%	(450)	576
2016 Vote: Hillary Clinton	19%	(130)	13%	(94)	68%	(481)	705
2016 Vote: Donald Trump	11%	(71)	11%	(74)	78%	(515)	660
2016 Vote: Other	7%	(7)	16%	(17)	78%	(85)	110
2016 Vote: Didn't Vote	11%	(76)	14%	(104)	75%	(541)	720

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Table MCSP2_4: Do you, or anyone in your household, subscribe to the following?

ESPN+

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	13%	(286)	13%	(289)	74%	(1626)	2200
Voted in 2014: Yes	14%	(175)	13%	(153)	73%	(885)	1213
Voted in 2014: No	11%	(111)	14%	(135)	75%	(741)	987
4-Region: Northeast	14%	(55)	12%	(48)	74%	(291)	394
4-Region: Midwest	12%	(57)	12%	(57)	75%	(349)	462
4-Region: South	13%	(110)	13%	(106)	74%	(608)	824
4-Region: West	12%	(64)	15%	(78)	73%	(378)	520
Sports Fans	17%	(262)	16%	(243)	67%	(1036)	1540
Avid Sports Fans	28%	(158)	17%	(98)	55%	(316)	572
Casual Sports Fans	11%	(104)	15%	(144)	74%	(720)	968
Non-Sports Fans	4%	(24)	7%	(46)	89%	(590)	660
Gen Z Sports Fans	19%	(27)	18%	(26)	63%	(91)	144
Millennial Sports Fans	27%	(135)	19%	(94)	54%	(266)	495
Gen X Sports Fans	17%	(63)	19%	(71)	64%	(240)	374
Boomer Sports Fans	7%	(31)	10%	(48)	83%	(392)	471
Democratic Sports Fans	22%	(141)	18%	(117)	60%	(385)	643
Republican Sports Fans	13%	(59)	12%	(56)	75%	(339)	455
Male Sports Fans	19%	(166)	17%	(146)	64%	(557)	870
Female Sports Fans	14%	(96)	14%	(96)	71%	(479)	671
Olympics Fans	16%	(227)	15%	(212)	70%	(1005)	1444
Avid Olympics Fans	29%	(104)	14%	(48)	57%	(201)	352
Casual Olympics Fans	11%	(123)	15%	(165)	74%	(805)	1092
Non-Olympics Fans	8%	(59)	10%	(76)	82%	(620)	756
Very Interested in Summer Olympics	40%	(72)	20%	(35)	41%	(73)	181
Interested in Summer Olympics	29%	(125)	18%	(80)	52%	(226)	431
Familiar with Peacock	18%	(210)	15%	(181)	67%	(794)	1186
Peacock Subscriber	23%	(124)	13%	(68)	64%	(347)	539

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

Table MCSP2_5: Do you, or anyone in your household, subscribe to the following?
Hulu

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	41%	(897)	19%	(411)	41%	(892)	2200
Gender: Male	38%	(402)	21%	(225)	41%	(436)	1062
Gender: Female	44%	(495)	16%	(187)	40%	(456)	1138
Age: 18-34	61%	(397)	19%	(124)	20%	(134)	655
Age: 35-44	49%	(175)	21%	(77)	30%	(106)	358
Age: 45-64	32%	(243)	21%	(156)	47%	(352)	751
Age: 65+	19%	(82)	13%	(55)	69%	(299)	436
GenZers: 1997-2012	70%	(158)	11%	(25)	19%	(44)	227
Millennials: 1981-1996	54%	(357)	22%	(147)	24%	(155)	659
GenXers: 1965-1980	41%	(213)	22%	(116)	37%	(196)	525
Baby Boomers: 1946-1964	23%	(160)	16%	(114)	61%	(428)	702
PID: Dem (no lean)	45%	(401)	17%	(150)	38%	(341)	891
PID: Ind (no lean)	41%	(274)	22%	(145)	37%	(247)	666
PID: Rep (no lean)	35%	(222)	18%	(116)	47%	(304)	643
PID/Gender: Dem Men	42%	(171)	19%	(78)	39%	(159)	408
PID/Gender: Dem Women	48%	(229)	15%	(72)	38%	(181)	482
PID/Gender: Ind Men	38%	(121)	26%	(83)	37%	(118)	321
PID/Gender: Ind Women	44%	(154)	18%	(63)	37%	(129)	345
PID/Gender: Rep Men	33%	(110)	19%	(64)	48%	(158)	332
PID/Gender: Rep Women	36%	(112)	17%	(52)	47%	(146)	311
Ideo: Liberal (1-3)	47%	(323)	20%	(138)	34%	(233)	694
Ideo: Moderate (4)	40%	(239)	17%	(101)	43%	(258)	597
Ideo: Conservative (5-7)	35%	(248)	18%	(127)	48%	(344)	718
Educ: < College	41%	(617)	19%	(282)	41%	(613)	1512
Educ: Bachelors degree	42%	(188)	18%	(79)	40%	(177)	444
Educ: Post-grad	38%	(92)	20%	(50)	42%	(102)	244
Income: Under 50k	39%	(484)	19%	(231)	43%	(531)	1246
Income: 50k-100k	41%	(256)	21%	(130)	38%	(239)	625
Income: 100k+	48%	(157)	15%	(50)	37%	(122)	329
Ethnicity: White	39%	(673)	18%	(317)	42%	(731)	1722

Continued on next page

Table MCSP2_5: Do you, or anyone in your household, subscribe to the following?

Hulu

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	41%	(897)	19%	(411)	41%	(892)	2200
Ethnicity: Hispanic	47%	(164)	20%	(68)	33%	(117)	349
Ethnicity: Black	49%	(135)	18%	(51)	32%	(88)	274
Ethnicity: Other	43%	(88)	21%	(44)	35%	(72)	204
All Christian	32%	(304)	20%	(188)	48%	(460)	952
All Non-Christian	41%	(41)	17%	(17)	42%	(42)	99
Atheist	45%	(41)	19%	(17)	36%	(32)	91
Agnostic/Nothing in particular	48%	(309)	18%	(115)	34%	(214)	637
Something Else	48%	(202)	18%	(75)	34%	(144)	421
Religious Non-Protestant/Catholic	41%	(52)	20%	(25)	39%	(49)	126
Evangelical	37%	(215)	21%	(123)	42%	(247)	586
Non-Evangelical	37%	(271)	17%	(124)	47%	(345)	740
Community: Urban	45%	(266)	21%	(126)	34%	(205)	597
Community: Suburban	40%	(394)	17%	(172)	43%	(431)	997
Community: Rural	39%	(237)	19%	(113)	42%	(255)	605
Employ: Private Sector	49%	(340)	19%	(131)	31%	(216)	687
Employ: Government	55%	(73)	20%	(26)	26%	(34)	133
Employ: Self-Employed	48%	(89)	24%	(45)	28%	(51)	186
Employ: Homemaker	47%	(69)	20%	(30)	33%	(48)	147
Employ: Student	66%	(46)	11%	(8)	23%	(17)	71
Employ: Retired	20%	(103)	14%	(72)	66%	(336)	510
Employ: Unemployed	35%	(101)	22%	(63)	44%	(128)	291
Employ: Other	43%	(76)	22%	(38)	35%	(62)	175
Military HH: Yes	36%	(118)	15%	(49)	49%	(159)	326
Military HH: No	42%	(779)	19%	(362)	39%	(733)	1874
RD/WT: Right Direction	43%	(416)	18%	(178)	39%	(385)	979
RD/WT: Wrong Track	39%	(481)	19%	(234)	41%	(507)	1221
Biden Job Approve	44%	(514)	19%	(222)	37%	(441)	1177
Biden Job Disapprove	36%	(324)	18%	(162)	46%	(408)	895

Continued on next page

Table MCSP2_5: Do you, or anyone in your household, subscribe to the following?

Hulu

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	41%	(897)	19%	(411)	41%	(892)	2200
Biden Job Strongly Approve	41%	(245)	18%	(107)	41%	(242)	595
Biden Job Somewhat Approve	46%	(269)	20%	(114)	34%	(199)	582
Biden Job Somewhat Disapprove	47%	(117)	17%	(43)	36%	(89)	248
Biden Job Strongly Disapprove	32%	(207)	18%	(119)	49%	(320)	646
Favorable of Biden	45%	(517)	18%	(210)	37%	(429)	1155
Unfavorable of Biden	37%	(331)	19%	(174)	44%	(401)	905
Very Favorable of Biden	41%	(255)	19%	(116)	40%	(245)	616
Somewhat Favorable of Biden	48%	(262)	17%	(94)	34%	(184)	539
Somewhat Unfavorable of Biden	48%	(111)	19%	(44)	32%	(74)	230
Very Unfavorable of Biden	32%	(219)	19%	(129)	48%	(326)	675
#1 Issue: Economy	47%	(390)	20%	(163)	34%	(279)	832
#1 Issue: Security	26%	(75)	21%	(60)	53%	(153)	288
#1 Issue: Health Care	45%	(143)	20%	(62)	35%	(112)	317
#1 Issue: Medicare / Social Security	26%	(85)	18%	(60)	56%	(185)	330
#1 Issue: Women's Issues	51%	(63)	17%	(21)	31%	(39)	123
#1 Issue: Education	58%	(46)	13%	(10)	29%	(24)	81
#1 Issue: Energy	45%	(43)	21%	(20)	34%	(33)	96
#1 Issue: Other	38%	(51)	11%	(15)	51%	(68)	133
2020 Vote: Joe Biden	47%	(457)	17%	(166)	37%	(358)	981
2020 Vote: Donald Trump	33%	(240)	18%	(128)	49%	(351)	719
2020 Vote: Other	49%	(33)	22%	(15)	29%	(19)	67
2020 Vote: Didn't Vote	39%	(167)	24%	(102)	38%	(163)	433
2018 House Vote: Democrat	43%	(332)	17%	(133)	40%	(311)	776
2018 House Vote: Republican	35%	(203)	17%	(99)	48%	(274)	576
2016 Vote: Hillary Clinton	43%	(305)	18%	(128)	39%	(272)	705
2016 Vote: Donald Trump	32%	(213)	17%	(112)	51%	(336)	660
2016 Vote: Other	41%	(45)	20%	(22)	40%	(43)	110
2016 Vote: Didn't Vote	46%	(335)	20%	(148)	33%	(238)	720

Continued on next page

Table MCSP2_5: Do you, or anyone in your household, subscribe to the following?

Hulu

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	41%	(897)	19%	(411)	41%	(892)	2200
Voted in 2014: Yes	37%	(443)	17%	(211)	46%	(559)	1213
Voted in 2014: No	46%	(454)	20%	(201)	34%	(333)	987
4-Region: Northeast	37%	(144)	17%	(65)	47%	(184)	394
4-Region: Midwest	42%	(194)	18%	(83)	40%	(185)	462
4-Region: South	42%	(343)	19%	(155)	40%	(327)	824
4-Region: West	41%	(216)	21%	(108)	38%	(196)	520
Sports Fans	42%	(651)	19%	(296)	39%	(594)	1540
Avid Sports Fans	43%	(247)	20%	(117)	36%	(208)	572
Casual Sports Fans	42%	(404)	18%	(179)	40%	(386)	968
Non-Sports Fans	37%	(246)	18%	(116)	45%	(298)	660
Gen Z Sports Fans	76%	(109)	13%	(18)	11%	(16)	144
Millennial Sports Fans	56%	(276)	24%	(118)	21%	(102)	495
Gen X Sports Fans	40%	(149)	21%	(80)	39%	(145)	374
Boomer Sports Fans	23%	(111)	16%	(76)	61%	(285)	471
Democratic Sports Fans	46%	(294)	18%	(118)	36%	(231)	643
Republican Sports Fans	37%	(166)	18%	(83)	45%	(206)	455
Male Sports Fans	39%	(338)	22%	(189)	39%	(342)	870
Female Sports Fans	47%	(313)	16%	(107)	37%	(251)	671
Olympics Fans	41%	(586)	19%	(270)	41%	(588)	1444
Avid Olympics Fans	43%	(151)	14%	(49)	43%	(152)	352
Casual Olympics Fans	40%	(435)	20%	(221)	40%	(436)	1092
Non-Olympics Fans	41%	(311)	19%	(141)	40%	(304)	756
Very Interested in Summer Olympics	53%	(96)	22%	(39)	25%	(46)	181
Interested in Summer Olympics	48%	(207)	21%	(92)	31%	(132)	431
Familiar with Peacock	47%	(555)	21%	(255)	32%	(375)	1186
Peacock Subscriber	59%	(317)	19%	(100)	22%	(121)	539

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

Table MCSP2_6: Do you, or anyone in your household, subscribe to the following?
Showtime

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	13%	(281)	26%	(581)	61%	(1338)	2200
Gender: Male	14%	(154)	29%	(307)	57%	(601)	1062
Gender: Female	11%	(127)	24%	(274)	65%	(737)	1138
Age: 18-34	14%	(91)	22%	(146)	64%	(418)	655
Age: 35-44	17%	(61)	25%	(89)	58%	(208)	358
Age: 45-64	11%	(84)	30%	(227)	59%	(440)	751
Age: 65+	10%	(45)	27%	(120)	62%	(272)	436
GenZers: 1997-2012	14%	(33)	17%	(39)	68%	(155)	227
Millennials: 1981-1996	15%	(97)	25%	(165)	60%	(397)	659
GenXers: 1965-1980	14%	(73)	31%	(163)	55%	(289)	525
Baby Boomers: 1946-1964	10%	(73)	28%	(195)	62%	(435)	702
PID: Dem (no lean)	18%	(157)	27%	(242)	55%	(492)	891
PID: Ind (no lean)	9%	(61)	28%	(185)	63%	(420)	666
PID: Rep (no lean)	10%	(63)	24%	(154)	66%	(426)	643
PID/Gender: Dem Men	19%	(79)	29%	(119)	51%	(210)	408
PID/Gender: Dem Women	16%	(78)	25%	(123)	59%	(282)	482
PID/Gender: Ind Men	11%	(35)	30%	(97)	59%	(189)	321
PID/Gender: Ind Women	8%	(27)	25%	(88)	67%	(231)	345
PID/Gender: Rep Men	12%	(40)	27%	(90)	61%	(202)	332
PID/Gender: Rep Women	7%	(23)	21%	(64)	72%	(224)	311
Ideo: Liberal (1-3)	17%	(117)	26%	(182)	57%	(395)	694
Ideo: Moderate (4)	13%	(81)	27%	(162)	59%	(354)	597
Ideo: Conservative (5-7)	9%	(63)	26%	(183)	66%	(472)	718
Educ: < College	10%	(158)	27%	(405)	63%	(949)	1512
Educ: Bachelors degree	17%	(77)	26%	(113)	57%	(253)	444
Educ: Post-grad	18%	(45)	26%	(63)	56%	(136)	244
Income: Under 50k	9%	(114)	26%	(321)	65%	(810)	1246
Income: 50k-100k	15%	(97)	25%	(156)	60%	(372)	625
Income: 100k+	21%	(70)	31%	(104)	47%	(156)	329
Ethnicity: White	12%	(200)	26%	(452)	62%	(1070)	1722

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Table MCSP2_6: Do you, or anyone in your household, subscribe to the following?

Showtime

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	13%	(281)	26%	(581)	61%	(1338)	2200
Ethnicity: Hispanic	15%	(53)	30%	(104)	55%	(193)	349
Ethnicity: Black	22%	(61)	26%	(73)	51%	(141)	274
Ethnicity: Other	10%	(20)	28%	(56)	63%	(128)	204
All Christian	12%	(118)	25%	(235)	63%	(600)	952
All Non-Christian	27%	(27)	30%	(30)	43%	(42)	99
Atheist	15%	(14)	22%	(20)	63%	(57)	91
Agnostic/Nothing in particular	11%	(67)	26%	(167)	63%	(403)	637
Something Else	13%	(55)	31%	(130)	56%	(236)	421
Religious Non-Protestant/Catholic	23%	(29)	27%	(34)	50%	(63)	126
Evangelical	15%	(88)	25%	(147)	60%	(351)	586
Non-Evangelical	10%	(78)	28%	(209)	61%	(453)	740
Community: Urban	18%	(107)	28%	(166)	54%	(324)	597
Community: Suburban	11%	(109)	25%	(251)	64%	(636)	997
Community: Rural	11%	(64)	27%	(164)	62%	(377)	605
Employ: Private Sector	14%	(95)	27%	(187)	59%	(405)	687
Employ: Government	24%	(32)	30%	(40)	46%	(61)	133
Employ: Self-Employed	15%	(28)	27%	(50)	58%	(107)	186
Employ: Homemaker	8%	(11)	26%	(38)	67%	(98)	147
Employ: Student	18%	(13)	14%	(10)	68%	(48)	71
Employ: Retired	9%	(44)	29%	(147)	63%	(319)	510
Employ: Unemployed	12%	(35)	19%	(55)	69%	(201)	291
Employ: Other	13%	(22)	31%	(55)	56%	(98)	175
Military HH: Yes	13%	(44)	31%	(100)	56%	(182)	326
Military HH: No	13%	(237)	26%	(481)	62%	(1156)	1874
RD/WT: Right Direction	17%	(163)	26%	(253)	58%	(563)	979
RD/WT: Wrong Track	10%	(117)	27%	(329)	63%	(775)	1221
Biden Job Approve	17%	(201)	26%	(306)	57%	(670)	1177
Biden Job Disapprove	8%	(70)	27%	(242)	65%	(582)	895

Continued on next page

Table MCSP2_6: Do you, or anyone in your household, subscribe to the following?

Showtime

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	13%	(281)	26%	(581)	61%	(1338)	2200
Biden Job Strongly Approve	21%	(125)	24%	(140)	56%	(330)	595
Biden Job Somewhat Approve	13%	(76)	28%	(166)	58%	(340)	582
Biden Job Somewhat Disapprove	8%	(21)	32%	(79)	60%	(148)	248
Biden Job Strongly Disapprove	8%	(49)	25%	(163)	67%	(434)	646
Favorable of Biden	17%	(199)	27%	(313)	56%	(643)	1155
Unfavorable of Biden	8%	(71)	27%	(243)	65%	(591)	905
Very Favorable of Biden	21%	(131)	24%	(146)	55%	(340)	616
Somewhat Favorable of Biden	13%	(68)	31%	(168)	56%	(304)	539
Somewhat Unfavorable of Biden	10%	(23)	27%	(61)	63%	(146)	230
Very Unfavorable of Biden	7%	(48)	27%	(181)	66%	(445)	675
#1 Issue: Economy	13%	(107)	28%	(229)	60%	(496)	832
#1 Issue: Security	13%	(37)	31%	(89)	56%	(162)	288
#1 Issue: Health Care	19%	(61)	23%	(73)	58%	(184)	317
#1 Issue: Medicare / Social Security	11%	(36)	26%	(87)	63%	(207)	330
#1 Issue: Women's Issues	8%	(10)	20%	(25)	72%	(89)	123
#1 Issue: Education	9%	(7)	20%	(16)	71%	(57)	81
#1 Issue: Energy	12%	(11)	29%	(28)	59%	(57)	96
#1 Issue: Other	9%	(12)	27%	(35)	65%	(86)	133
2020 Vote: Joe Biden	18%	(177)	26%	(252)	56%	(552)	981
2020 Vote: Donald Trump	8%	(58)	27%	(197)	64%	(463)	719
2020 Vote: Other	7%	(5)	31%	(20)	62%	(41)	67
2020 Vote: Didn't Vote	9%	(40)	26%	(111)	65%	(281)	433
2018 House Vote: Democrat	18%	(140)	28%	(216)	54%	(420)	776
2018 House Vote: Republican	9%	(55)	27%	(156)	63%	(365)	576
2016 Vote: Hillary Clinton	19%	(133)	28%	(198)	53%	(374)	705
2016 Vote: Donald Trump	10%	(65)	25%	(168)	65%	(428)	660
2016 Vote: Other	5%	(5)	39%	(43)	56%	(61)	110
2016 Vote: Didn't Vote	11%	(78)	24%	(169)	66%	(473)	720

Continued on next page

Table MCSP2_6: Do you, or anyone in your household, subscribe to the following?

Showtime

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	13%	(281)	26%	(581)	61%	(1338)	2200
Voted in 2014: Yes	14%	(176)	28%	(338)	58%	(699)	1213
Voted in 2014: No	11%	(105)	25%	(243)	65%	(639)	987
4-Region: Northeast	20%	(80)	21%	(83)	59%	(231)	394
4-Region: Midwest	8%	(38)	25%	(115)	67%	(310)	462
4-Region: South	12%	(96)	27%	(220)	62%	(508)	824
4-Region: West	13%	(67)	31%	(164)	56%	(289)	520
Sports Fans	15%	(235)	28%	(433)	57%	(872)	1540
Avid Sports Fans	22%	(128)	27%	(156)	50%	(289)	572
Casual Sports Fans	11%	(107)	29%	(278)	60%	(583)	968
Non-Sports Fans	7%	(45)	22%	(148)	71%	(466)	660
Gen Z Sports Fans	17%	(25)	18%	(26)	65%	(94)	144
Millennial Sports Fans	17%	(86)	27%	(134)	56%	(275)	495
Gen X Sports Fans	17%	(63)	34%	(128)	49%	(183)	374
Boomer Sports Fans	12%	(59)	29%	(134)	59%	(278)	471
Democratic Sports Fans	20%	(128)	28%	(177)	53%	(338)	643
Republican Sports Fans	12%	(53)	27%	(123)	61%	(278)	455
Male Sports Fans	16%	(143)	29%	(254)	54%	(472)	870
Female Sports Fans	14%	(92)	27%	(179)	60%	(400)	671
Olympics Fans	15%	(224)	28%	(407)	56%	(814)	1444
Avid Olympics Fans	26%	(90)	26%	(93)	48%	(169)	352
Casual Olympics Fans	12%	(133)	29%	(314)	59%	(645)	1092
Non-Olympics Fans	8%	(57)	23%	(175)	69%	(524)	756
Very Interested in Summer Olympics	30%	(55)	29%	(53)	41%	(74)	181
Interested in Summer Olympics	25%	(106)	27%	(116)	48%	(209)	431
Familiar with Peacock	18%	(208)	29%	(346)	53%	(632)	1186
Peacock Subscriber	25%	(136)	26%	(140)	49%	(263)	539

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

Table MCSP2_7: Do you, or anyone in your household, subscribe to the following?

Starz

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	13%	(279)	23%	(497)	65%	(1424)	2200
Gender: Male	14%	(147)	24%	(252)	62%	(663)	1062
Gender: Female	12%	(132)	22%	(245)	67%	(761)	1138
Age: 18-34	14%	(89)	21%	(137)	66%	(429)	655
Age: 35-44	17%	(62)	23%	(83)	59%	(212)	358
Age: 45-64	11%	(86)	23%	(170)	66%	(494)	751
Age: 65+	10%	(42)	24%	(106)	66%	(288)	436
GenZers: 1997-2012	14%	(31)	15%	(34)	71%	(162)	227
Millennials: 1981-1996	15%	(98)	23%	(152)	62%	(409)	659
GenXers: 1965-1980	15%	(78)	24%	(128)	61%	(319)	525
Baby Boomers: 1946-1964	10%	(67)	23%	(162)	67%	(473)	702
PID: Dem (no lean)	17%	(156)	22%	(199)	60%	(537)	891
PID: Ind (no lean)	10%	(65)	25%	(165)	65%	(436)	666
PID: Rep (no lean)	9%	(59)	21%	(133)	70%	(451)	643
PID/Gender: Dem Men	19%	(78)	24%	(97)	57%	(234)	408
PID/Gender: Dem Women	16%	(78)	21%	(102)	63%	(303)	482
PID/Gender: Ind Men	10%	(32)	26%	(84)	64%	(205)	321
PID/Gender: Ind Women	9%	(32)	24%	(82)	67%	(231)	345
PID/Gender: Rep Men	11%	(37)	22%	(72)	67%	(224)	332
PID/Gender: Rep Women	7%	(22)	20%	(61)	73%	(227)	311
Ideo: Liberal (1-3)	15%	(101)	25%	(172)	61%	(421)	694
Ideo: Moderate (4)	15%	(87)	23%	(138)	62%	(372)	597
Ideo: Conservative (5-7)	9%	(68)	21%	(149)	70%	(502)	718
Educ: < College	12%	(185)	23%	(343)	65%	(984)	1512
Educ: Bachelors degree	14%	(60)	21%	(93)	65%	(290)	444
Educ: Post-grad	14%	(34)	25%	(60)	61%	(150)	244
Income: Under 50k	11%	(142)	21%	(256)	68%	(848)	1246
Income: 50k-100k	12%	(75)	25%	(154)	63%	(396)	625
Income: 100k+	19%	(62)	26%	(87)	55%	(180)	329
Ethnicity: White	10%	(178)	22%	(387)	67%	(1157)	1722

Continued on next page

Table MCSP2_7: Do you, or anyone in your household, subscribe to the following?

Starz

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	13%	(279)	23%	(497)	65%	(1424)	2200
Ethnicity: Hispanic	17%	(58)	26%	(89)	58%	(202)	349
Ethnicity: Black	26%	(72)	23%	(64)	50%	(138)	274
Ethnicity: Other	14%	(29)	23%	(46)	63%	(129)	204
All Christian	12%	(117)	23%	(216)	65%	(619)	952
All Non-Christian	23%	(23)	24%	(23)	53%	(53)	99
Atheist	12%	(11)	29%	(26)	59%	(53)	91
Agnostic/Nothing in particular	11%	(67)	20%	(130)	69%	(440)	637
Something Else	15%	(61)	24%	(101)	61%	(258)	421
Religious Non-Protestant/Catholic	21%	(27)	23%	(29)	55%	(70)	126
Evangelical	15%	(87)	23%	(137)	62%	(362)	586
Non-Evangelical	11%	(83)	23%	(169)	66%	(487)	740
Community: Urban	19%	(112)	24%	(143)	57%	(342)	597
Community: Suburban	11%	(111)	21%	(213)	68%	(673)	997
Community: Rural	9%	(55)	23%	(141)	68%	(409)	605
Employ: Private Sector	14%	(95)	22%	(153)	64%	(440)	687
Employ: Government	20%	(27)	29%	(39)	51%	(67)	133
Employ: Self-Employed	11%	(21)	27%	(49)	62%	(116)	186
Employ: Homemaker	8%	(12)	23%	(34)	69%	(102)	147
Employ: Student	18%	(13)	15%	(10)	67%	(47)	71
Employ: Retired	9%	(45)	24%	(121)	67%	(344)	510
Employ: Unemployed	10%	(29)	18%	(53)	72%	(209)	291
Employ: Other	22%	(38)	22%	(38)	57%	(99)	175
Military HH: Yes	14%	(46)	26%	(84)	60%	(195)	326
Military HH: No	12%	(233)	22%	(413)	66%	(1228)	1874
RD/WT: Right Direction	16%	(155)	21%	(205)	63%	(619)	979
RD/WT: Wrong Track	10%	(124)	24%	(292)	66%	(805)	1221
Biden Job Approve	16%	(190)	21%	(249)	63%	(738)	1177
Biden Job Disapprove	8%	(76)	24%	(218)	67%	(601)	895

Continued on next page

Table MCSP2_7: Do you, or anyone in your household, subscribe to the following?

Starz

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	13%	(279)	23%	(497)	65%	(1424)	2200
Biden Job Strongly Approve	19%	(111)	21%	(126)	60%	(358)	595
Biden Job Somewhat Approve	13%	(78)	21%	(123)	65%	(380)	582
Biden Job Somewhat Disapprove	10%	(25)	29%	(73)	60%	(150)	248
Biden Job Strongly Disapprove	8%	(51)	22%	(144)	70%	(451)	646
Favorable of Biden	16%	(190)	22%	(252)	62%	(713)	1155
Unfavorable of Biden	8%	(75)	24%	(221)	67%	(609)	905
Very Favorable of Biden	20%	(124)	21%	(130)	59%	(362)	616
Somewhat Favorable of Biden	12%	(66)	23%	(123)	65%	(351)	539
Somewhat Unfavorable of Biden	11%	(26)	27%	(62)	62%	(143)	230
Very Unfavorable of Biden	7%	(50)	24%	(159)	69%	(466)	675
#1 Issue: Economy	13%	(109)	24%	(198)	63%	(526)	832
#1 Issue: Security	12%	(34)	26%	(75)	62%	(179)	288
#1 Issue: Health Care	18%	(56)	17%	(55)	65%	(207)	317
#1 Issue: Medicare / Social Security	12%	(39)	22%	(73)	66%	(219)	330
#1 Issue: Women's Issues	5%	(6)	19%	(24)	76%	(94)	123
#1 Issue: Education	13%	(10)	23%	(19)	64%	(51)	81
#1 Issue: Energy	10%	(10)	26%	(25)	63%	(61)	96
#1 Issue: Other	12%	(16)	22%	(29)	66%	(88)	133
2020 Vote: Joe Biden	18%	(173)	21%	(209)	61%	(599)	981
2020 Vote: Donald Trump	9%	(63)	23%	(166)	68%	(490)	719
2020 Vote: Other	9%	(6)	25%	(17)	65%	(43)	67
2020 Vote: Didn't Vote	9%	(37)	24%	(105)	67%	(291)	433
2018 House Vote: Democrat	17%	(131)	21%	(165)	62%	(480)	776
2018 House Vote: Republican	9%	(51)	23%	(131)	68%	(393)	576
2016 Vote: Hillary Clinton	17%	(122)	22%	(157)	60%	(426)	705
2016 Vote: Donald Trump	9%	(56)	23%	(150)	69%	(454)	660
2016 Vote: Other	9%	(10)	31%	(33)	60%	(66)	110
2016 Vote: Didn't Vote	13%	(91)	21%	(154)	66%	(476)	720

Continued on next page

Table MCSP2_7: Do you, or anyone in your household, subscribe to the following?

Starz

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	13%	(279)	23%	(497)	65%	(1424)	2200
Voted in 2014: Yes	13%	(161)	22%	(272)	64%	(780)	1213
Voted in 2014: No	12%	(118)	23%	(225)	65%	(644)	987
4-Region: Northeast	18%	(71)	19%	(77)	62%	(246)	394
4-Region: Midwest	9%	(44)	21%	(98)	69%	(321)	462
4-Region: South	13%	(104)	23%	(190)	64%	(530)	824
4-Region: West	12%	(60)	25%	(132)	63%	(327)	520
Sports Fans	15%	(227)	23%	(357)	62%	(957)	1540
Avid Sports Fans	21%	(121)	22%	(125)	57%	(326)	572
Casual Sports Fans	11%	(106)	24%	(231)	65%	(631)	968
Non-Sports Fans	8%	(52)	21%	(140)	71%	(467)	660
Gen Z Sports Fans	18%	(26)	13%	(19)	69%	(99)	144
Millennial Sports Fans	16%	(82)	26%	(127)	58%	(286)	495
Gen X Sports Fans	17%	(65)	25%	(92)	58%	(217)	374
Boomer Sports Fans	11%	(52)	23%	(108)	66%	(311)	471
Democratic Sports Fans	19%	(125)	23%	(145)	58%	(372)	643
Republican Sports Fans	10%	(43)	22%	(100)	69%	(312)	455
Male Sports Fans	16%	(137)	23%	(201)	61%	(532)	870
Female Sports Fans	14%	(91)	23%	(155)	63%	(425)	671
Olympics Fans	14%	(204)	23%	(337)	63%	(904)	1444
Avid Olympics Fans	22%	(77)	23%	(82)	55%	(193)	352
Casual Olympics Fans	12%	(127)	23%	(254)	65%	(711)	1092
Non-Olympics Fans	10%	(76)	21%	(160)	69%	(520)	756
Very Interested in Summer Olympics	26%	(48)	27%	(49)	46%	(84)	181
Interested in Summer Olympics	21%	(90)	27%	(118)	52%	(223)	431
Familiar with Peacock	17%	(200)	26%	(314)	57%	(672)	1186
Peacock Subscriber	24%	(128)	27%	(146)	49%	(264)	539

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

Table MCSP2_8: Do you, or anyone in your household, subscribe to the following?

Apple TV+

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	12%	(274)	11%	(244)	76%	(1682)	2200
Gender: Male	14%	(149)	12%	(124)	74%	(789)	1062
Gender: Female	11%	(125)	11%	(120)	78%	(893)	1138
Age: 18-34	17%	(108)	16%	(108)	67%	(439)	655
Age: 35-44	19%	(66)	12%	(43)	69%	(248)	358
Age: 45-64	10%	(75)	10%	(75)	80%	(601)	751
Age: 65+	6%	(24)	4%	(19)	90%	(393)	436
GenZers: 1997-2012	20%	(46)	14%	(32)	65%	(148)	227
Millennials: 1981-1996	17%	(111)	16%	(104)	67%	(443)	659
GenXers: 1965-1980	13%	(68)	12%	(61)	75%	(395)	525
Baby Boomers: 1946-1964	7%	(47)	6%	(42)	87%	(614)	702
PID: Dem (no lean)	16%	(147)	12%	(110)	71%	(634)	891
PID: Ind (no lean)	9%	(62)	11%	(70)	80%	(534)	666
PID: Rep (no lean)	10%	(65)	10%	(64)	80%	(514)	643
PID/Gender: Dem Men	21%	(86)	12%	(47)	67%	(275)	408
PID/Gender: Dem Women	13%	(60)	13%	(63)	75%	(359)	482
PID/Gender: Ind Men	8%	(27)	14%	(44)	78%	(251)	321
PID/Gender: Ind Women	10%	(36)	8%	(27)	82%	(283)	345
PID/Gender: Rep Men	11%	(36)	10%	(33)	79%	(263)	332
PID/Gender: Rep Women	9%	(29)	10%	(31)	81%	(251)	311
Ideo: Liberal (1-3)	17%	(118)	16%	(108)	67%	(468)	694
Ideo: Moderate (4)	9%	(56)	9%	(56)	81%	(485)	597
Ideo: Conservative (5-7)	11%	(80)	9%	(61)	80%	(577)	718
Educ: < College	9%	(142)	11%	(160)	80%	(1209)	1512
Educ: Bachelors degree	18%	(79)	14%	(61)	68%	(303)	444
Educ: Post-grad	21%	(52)	9%	(22)	69%	(169)	244
Income: Under 50k	8%	(101)	11%	(134)	81%	(1011)	1246
Income: 50k-100k	15%	(93)	11%	(69)	74%	(462)	625
Income: 100k+	24%	(79)	12%	(41)	63%	(209)	329
Ethnicity: White	11%	(194)	10%	(177)	78%	(1351)	1722

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Table MCSP2_8: Do you, or anyone in your household, subscribe to the following?

Apple TV+

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	12%	(274)	11%	(244)	76%	(1682)	2200
Ethnicity: Hispanic	16%	(57)	13%	(45)	71%	(247)	349
Ethnicity: Black	19%	(51)	14%	(38)	68%	(186)	274
Ethnicity: Other	15%	(30)	14%	(29)	71%	(145)	204
All Christian	13%	(119)	9%	(90)	78%	(743)	952
All Non-Christian	24%	(24)	13%	(13)	63%	(62)	99
Atheist	7%	(7)	12%	(10)	81%	(74)	91
Agnostic/Nothing in particular	11%	(71)	12%	(78)	77%	(488)	637
Something Else	13%	(53)	13%	(53)	75%	(315)	421
Religious Non-Protestant/Catholic	23%	(29)	14%	(18)	63%	(79)	126
Evangelical	14%	(81)	11%	(66)	75%	(439)	586
Non-Evangelical	11%	(82)	9%	(70)	79%	(587)	740
Community: Urban	19%	(113)	12%	(69)	69%	(415)	597
Community: Suburban	11%	(113)	11%	(114)	77%	(770)	997
Community: Rural	8%	(49)	10%	(61)	82%	(496)	605
Employ: Private Sector	18%	(121)	13%	(88)	70%	(478)	687
Employ: Government	24%	(32)	14%	(19)	62%	(82)	133
Employ: Self-Employed	11%	(20)	18%	(34)	70%	(131)	186
Employ: Homemaker	10%	(15)	6%	(9)	84%	(123)	147
Employ: Student	14%	(10)	16%	(11)	69%	(49)	71
Employ: Retired	5%	(28)	6%	(29)	89%	(453)	510
Employ: Unemployed	9%	(26)	9%	(27)	82%	(238)	291
Employ: Other	13%	(22)	14%	(25)	73%	(128)	175
Military HH: Yes	12%	(38)	12%	(40)	76%	(249)	326
Military HH: No	13%	(237)	11%	(204)	76%	(1433)	1874
RD/WT: Right Direction	16%	(152)	12%	(120)	72%	(706)	979
RD/WT: Wrong Track	10%	(122)	10%	(124)	80%	(975)	1221
Biden Job Approve	15%	(180)	13%	(154)	72%	(843)	1177
Biden Job Disapprove	8%	(75)	9%	(81)	83%	(739)	895

Continued on next page

Table MCSP2_8: Do you, or anyone in your household, subscribe to the following?

Apple TV+

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	12%	(274)	11%	(244)	76%	(1682)	2200
Biden Job Strongly Approve	17%	(103)	10%	(62)	72%	(430)	595
Biden Job Somewhat Approve	13%	(76)	16%	(92)	71%	(414)	582
Biden Job Somewhat Disapprove	12%	(29)	12%	(30)	76%	(189)	248
Biden Job Strongly Disapprove	7%	(46)	8%	(51)	85%	(550)	646
Favorable of Biden	15%	(177)	13%	(148)	72%	(831)	1155
Unfavorable of Biden	9%	(83)	10%	(86)	81%	(736)	905
Very Favorable of Biden	17%	(106)	12%	(72)	71%	(438)	616
Somewhat Favorable of Biden	13%	(70)	14%	(76)	73%	(393)	539
Somewhat Unfavorable of Biden	12%	(27)	15%	(34)	73%	(169)	230
Very Unfavorable of Biden	8%	(56)	8%	(52)	84%	(567)	675
#1 Issue: Economy	14%	(117)	13%	(110)	73%	(605)	832
#1 Issue: Security	10%	(30)	10%	(28)	80%	(230)	288
#1 Issue: Health Care	14%	(45)	12%	(37)	74%	(235)	317
#1 Issue: Medicare / Social Security	7%	(23)	6%	(18)	87%	(288)	330
#1 Issue: Women's Issues	15%	(19)	10%	(12)	75%	(92)	123
#1 Issue: Education	17%	(14)	9%	(7)	74%	(60)	81
#1 Issue: Energy	17%	(16)	21%	(20)	62%	(59)	96
#1 Issue: Other	7%	(10)	9%	(11)	84%	(112)	133
2020 Vote: Joe Biden	17%	(166)	13%	(123)	71%	(692)	981
2020 Vote: Donald Trump	9%	(63)	9%	(65)	82%	(590)	719
2020 Vote: Other	12%	(8)	7%	(5)	81%	(54)	67
2020 Vote: Didn't Vote	9%	(37)	12%	(51)	80%	(344)	433
2018 House Vote: Democrat	17%	(130)	11%	(88)	72%	(558)	776
2018 House Vote: Republican	9%	(52)	10%	(55)	81%	(469)	576
2016 Vote: Hillary Clinton	16%	(116)	12%	(82)	72%	(507)	705
2016 Vote: Donald Trump	9%	(60)	8%	(53)	83%	(548)	660
2016 Vote: Other	10%	(11)	8%	(9)	81%	(89)	110
2016 Vote: Didn't Vote	12%	(87)	14%	(100)	74%	(534)	720

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Table MCSP2_8: Do you, or anyone in your household, subscribe to the following?

Apple TV+

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	12%	(274)	11%	(244)	76%	(1682)	2200
Voted in 2014: Yes	12%	(148)	10%	(119)	78%	(946)	1213
Voted in 2014: No	13%	(126)	13%	(125)	75%	(736)	987
4-Region: Northeast	16%	(64)	12%	(47)	72%	(283)	394
4-Region: Midwest	11%	(49)	8%	(37)	82%	(377)	462
4-Region: South	10%	(85)	11%	(92)	79%	(647)	824
4-Region: West	15%	(77)	13%	(68)	72%	(375)	520
Sports Fans	14%	(223)	12%	(187)	73%	(1130)	1540
Avid Sports Fans	20%	(112)	11%	(66)	69%	(394)	572
Casual Sports Fans	11%	(111)	13%	(122)	76%	(736)	968
Non-Sports Fans	8%	(51)	9%	(57)	84%	(552)	660
Gen Z Sports Fans	26%	(37)	13%	(18)	61%	(88)	144
Millennial Sports Fans	18%	(91)	19%	(93)	63%	(312)	495
Gen X Sports Fans	15%	(58)	12%	(44)	73%	(272)	374
Boomer Sports Fans	8%	(37)	6%	(28)	86%	(406)	471
Democratic Sports Fans	18%	(117)	13%	(86)	68%	(439)	643
Republican Sports Fans	12%	(54)	10%	(46)	78%	(355)	455
Male Sports Fans	15%	(129)	12%	(108)	73%	(632)	870
Female Sports Fans	14%	(95)	12%	(79)	74%	(497)	671
Olympics Fans	15%	(214)	12%	(176)	73%	(1055)	1444
Avid Olympics Fans	21%	(74)	12%	(41)	67%	(237)	352
Casual Olympics Fans	13%	(140)	12%	(134)	75%	(818)	1092
Non-Olympics Fans	8%	(61)	9%	(68)	83%	(627)	756
Very Interested in Summer Olympics	36%	(66)	15%	(26)	49%	(89)	181
Interested in Summer Olympics	25%	(106)	19%	(84)	56%	(241)	431
Familiar with Peacock	18%	(214)	12%	(147)	70%	(825)	1186
Peacock Subscriber	25%	(135)	12%	(62)	63%	(341)	539

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

Table MCSP2_9: Do you, or anyone in your household, subscribe to the following?

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	35%	(774)	16%	(343)	49%	(1083)	2200
Gender: Male	34%	(358)	16%	(169)	50%	(535)	1062
Gender: Female	37%	(416)	15%	(174)	48%	(548)	1138
Age: 18-34	55%	(362)	20%	(133)	24%	(160)	655
Age: 35-44	45%	(163)	16%	(58)	38%	(137)	358
Age: 45-64	27%	(200)	15%	(112)	58%	(439)	751
Age: 65+	11%	(50)	9%	(39)	80%	(348)	436
GenZers: 1997-2012	58%	(132)	21%	(49)	20%	(46)	227
Millennials: 1981-1996	53%	(346)	18%	(119)	29%	(193)	659
GenXers: 1965-1980	35%	(184)	17%	(91)	48%	(250)	525
Baby Boomers: 1946-1964	15%	(104)	11%	(76)	74%	(523)	702
PID: Dem (no lean)	37%	(326)	16%	(145)	47%	(419)	891
PID: Ind (no lean)	38%	(250)	17%	(114)	45%	(302)	666
PID: Rep (no lean)	31%	(198)	13%	(83)	56%	(362)	643
PID/Gender: Dem Men	37%	(150)	14%	(56)	50%	(203)	408
PID/Gender: Dem Women	37%	(177)	19%	(89)	45%	(216)	482
PID/Gender: Ind Men	35%	(113)	19%	(60)	46%	(148)	321
PID/Gender: Ind Women	40%	(137)	16%	(54)	45%	(154)	345
PID/Gender: Rep Men	29%	(96)	16%	(52)	55%	(184)	332
PID/Gender: Rep Women	33%	(102)	10%	(30)	57%	(178)	311
Ideo: Liberal (1-3)	39%	(267)	19%	(131)	43%	(295)	694
Ideo: Moderate (4)	36%	(213)	13%	(79)	51%	(306)	597
Ideo: Conservative (5-7)	31%	(220)	13%	(90)	57%	(409)	718
Educ: < College	33%	(500)	16%	(249)	50%	(762)	1512
Educ: Bachelors degree	41%	(180)	12%	(54)	47%	(209)	444
Educ: Post-grad	38%	(93)	16%	(39)	46%	(111)	244
Income: Under 50k	31%	(382)	17%	(206)	53%	(658)	1246
Income: 50k-100k	37%	(234)	15%	(94)	47%	(296)	625
Income: 100k+	48%	(158)	13%	(42)	39%	(129)	329
Ethnicity: White	34%	(594)	14%	(248)	51%	(880)	1722

Continued on next page

Table MCSP2_9: Do you, or anyone in your household, subscribe to the following?
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	35%	(774)	16%	(343)	49%	(1083)	2200
Ethnicity: Hispanic	46%	(160)	22%	(76)	32%	(113)	349
Ethnicity: Black	37%	(102)	18%	(48)	45%	(124)	274
Ethnicity: Other	38%	(78)	23%	(46)	39%	(79)	204
All Christian	29%	(280)	15%	(143)	56%	(529)	952
All Non-Christian	31%	(30)	19%	(19)	50%	(50)	99
Atheist	40%	(36)	5%	(5)	55%	(50)	91
Agnostic/Nothing in particular	42%	(266)	15%	(98)	43%	(273)	637
Something Else	38%	(162)	19%	(78)	43%	(181)	421
Religious Non-Protestant/Catholic	35%	(44)	18%	(23)	47%	(59)	126
Evangelical	32%	(190)	17%	(97)	51%	(299)	586
Non-Evangelical	31%	(231)	16%	(117)	53%	(391)	740
Community: Urban	38%	(227)	18%	(105)	44%	(265)	597
Community: Suburban	35%	(347)	17%	(170)	48%	(480)	997
Community: Rural	33%	(200)	11%	(67)	56%	(338)	605
Employ: Private Sector	41%	(283)	16%	(109)	43%	(294)	687
Employ: Government	58%	(77)	13%	(18)	29%	(38)	133
Employ: Self-Employed	29%	(54)	25%	(47)	45%	(84)	186
Employ: Homemaker	55%	(80)	11%	(16)	34%	(50)	147
Employ: Student	56%	(40)	15%	(10)	29%	(20)	71
Employ: Retired	13%	(68)	10%	(53)	76%	(389)	510
Employ: Unemployed	34%	(100)	20%	(57)	46%	(135)	291
Employ: Other	41%	(72)	18%	(32)	41%	(72)	175
Military HH: Yes	35%	(114)	11%	(36)	54%	(177)	326
Military HH: No	35%	(661)	16%	(307)	48%	(906)	1874
RD/WT: Right Direction	37%	(358)	17%	(163)	47%	(458)	979
RD/WT: Wrong Track	34%	(416)	15%	(179)	51%	(625)	1221
Biden Job Approve	38%	(450)	16%	(193)	45%	(534)	1177
Biden Job Disapprove	30%	(269)	14%	(124)	56%	(502)	895

Continued on next page

Table MCSP2_9: Do you, or anyone in your household, subscribe to the following?

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	35%	(774)	16%	(343)	49%	(1083)	2200
Biden Job Strongly Approve	34%	(203)	15%	(88)	51%	(304)	595
Biden Job Somewhat Approve	42%	(247)	18%	(105)	40%	(230)	582
Biden Job Somewhat Disapprove	33%	(83)	20%	(51)	46%	(114)	248
Biden Job Strongly Disapprove	29%	(186)	11%	(73)	60%	(388)	646
Favorable of Biden	38%	(436)	16%	(187)	46%	(532)	1155
Unfavorable of Biden	32%	(286)	14%	(128)	54%	(491)	905
Very Favorable of Biden	35%	(216)	16%	(100)	49%	(300)	616
Somewhat Favorable of Biden	41%	(220)	16%	(87)	43%	(232)	539
Somewhat Unfavorable of Biden	40%	(92)	20%	(47)	40%	(91)	230
Very Unfavorable of Biden	29%	(194)	12%	(81)	59%	(400)	675
#1 Issue: Economy	39%	(327)	16%	(136)	44%	(369)	832
#1 Issue: Security	27%	(79)	17%	(49)	56%	(161)	288
#1 Issue: Health Care	40%	(125)	15%	(49)	45%	(143)	317
#1 Issue: Medicare / Social Security	16%	(54)	14%	(46)	70%	(230)	330
#1 Issue: Women's Issues	47%	(58)	13%	(16)	40%	(50)	123
#1 Issue: Education	55%	(44)	16%	(13)	29%	(24)	81
#1 Issue: Energy	54%	(51)	16%	(16)	30%	(29)	96
#1 Issue: Other	27%	(35)	14%	(19)	59%	(79)	133
2020 Vote: Joe Biden	39%	(384)	16%	(155)	45%	(442)	981
2020 Vote: Donald Trump	29%	(207)	13%	(95)	58%	(417)	719
2020 Vote: Other	35%	(24)	26%	(17)	38%	(26)	67
2020 Vote: Didn't Vote	37%	(160)	17%	(75)	46%	(197)	433
2018 House Vote: Democrat	35%	(275)	15%	(115)	50%	(386)	776
2018 House Vote: Republican	32%	(184)	12%	(66)	56%	(325)	576
2016 Vote: Hillary Clinton	36%	(256)	16%	(114)	47%	(335)	705
2016 Vote: Donald Trump	29%	(194)	11%	(73)	60%	(393)	660
2016 Vote: Other	29%	(32)	12%	(14)	58%	(64)	110
2016 Vote: Didn't Vote	40%	(290)	19%	(140)	40%	(290)	720

Continued on next page

Table MCSP2_9: Do you, or anyone in your household, subscribe to the following?
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	35%	(774)	16%	(343)	49%	(1083)	2200
Voted in 2014: Yes	33%	(398)	13%	(162)	54%	(653)	1213
Voted in 2014: No	38%	(376)	18%	(181)	44%	(430)	987
4-Region: Northeast	32%	(127)	18%	(72)	49%	(195)	394
4-Region: Midwest	38%	(175)	12%	(55)	50%	(232)	462
4-Region: South	33%	(273)	14%	(117)	53%	(434)	824
4-Region: West	38%	(199)	19%	(98)	43%	(223)	520
Sports Fans	38%	(588)	15%	(237)	46%	(716)	1540
Avid Sports Fans	42%	(239)	14%	(78)	45%	(256)	572
Casual Sports Fans	36%	(349)	16%	(159)	48%	(461)	968
Non-Sports Fans	28%	(187)	16%	(106)	56%	(367)	660
Gen Z Sports Fans	62%	(89)	18%	(26)	20%	(28)	144
Millennial Sports Fans	54%	(268)	19%	(94)	27%	(133)	495
Gen X Sports Fans	39%	(146)	17%	(62)	44%	(166)	374
Boomer Sports Fans	17%	(79)	11%	(50)	73%	(342)	471
Democratic Sports Fans	41%	(264)	16%	(100)	43%	(279)	643
Republican Sports Fans	32%	(145)	14%	(63)	54%	(246)	455
Male Sports Fans	36%	(312)	16%	(140)	48%	(418)	870
Female Sports Fans	41%	(276)	14%	(97)	44%	(298)	671
Olympics Fans	37%	(538)	15%	(220)	48%	(687)	1444
Avid Olympics Fans	42%	(149)	16%	(55)	42%	(148)	352
Casual Olympics Fans	36%	(389)	15%	(165)	49%	(538)	1092
Non-Olympics Fans	31%	(236)	16%	(123)	52%	(396)	756
Very Interested in Summer Olympics	57%	(103)	17%	(31)	26%	(47)	181
Interested in Summer Olympics	48%	(209)	18%	(78)	33%	(144)	431
Familiar with Peacock	42%	(501)	16%	(191)	42%	(494)	1186
Peacock Subscriber	54%	(292)	13%	(69)	33%	(177)	539

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

Table MCSP2_10: Do you, or anyone in your household, subscribe to the following?
Discovery+

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	15%	(331)	12%	(260)	73%	(1609)	2200
Gender: Male	15%	(162)	12%	(126)	73%	(774)	1062
Gender: Female	15%	(169)	12%	(134)	73%	(835)	1138
Age: 18-34	18%	(115)	13%	(88)	69%	(453)	655
Age: 35-44	22%	(79)	14%	(52)	64%	(227)	358
Age: 45-64	14%	(104)	11%	(84)	75%	(563)	751
Age: 65+	8%	(34)	8%	(36)	84%	(366)	436
GenZers: 1997-2012	13%	(29)	13%	(29)	74%	(169)	227
Millennials: 1981-1996	22%	(144)	14%	(95)	64%	(420)	659
GenXers: 1965-1980	19%	(98)	12%	(65)	69%	(362)	525
Baby Boomers: 1946-1964	8%	(57)	9%	(64)	83%	(582)	702
PID: Dem (no lean)	16%	(144)	12%	(105)	72%	(642)	891
PID: Ind (no lean)	14%	(94)	12%	(83)	73%	(489)	666
PID: Rep (no lean)	15%	(93)	11%	(71)	74%	(479)	643
PID/Gender: Dem Men	17%	(69)	11%	(46)	72%	(294)	408
PID/Gender: Dem Women	15%	(75)	12%	(60)	72%	(348)	482
PID/Gender: Ind Men	14%	(46)	12%	(38)	74%	(237)	321
PID/Gender: Ind Women	14%	(48)	13%	(45)	73%	(252)	345
PID/Gender: Rep Men	14%	(46)	13%	(42)	73%	(244)	332
PID/Gender: Rep Women	15%	(47)	9%	(29)	76%	(235)	311
Ideo: Liberal (1-3)	17%	(118)	13%	(89)	70%	(487)	694
Ideo: Moderate (4)	15%	(89)	11%	(67)	74%	(441)	597
Ideo: Conservative (5-7)	13%	(92)	10%	(72)	77%	(555)	718
Educ: < College	13%	(204)	13%	(192)	74%	(1117)	1512
Educ: Bachelors degree	20%	(87)	8%	(38)	72%	(319)	444
Educ: Post-grad	17%	(41)	12%	(30)	71%	(173)	244
Income: Under 50k	13%	(161)	12%	(148)	75%	(937)	1246
Income: 50k-100k	16%	(100)	13%	(84)	71%	(441)	625
Income: 100k+	21%	(70)	8%	(28)	70%	(231)	329
Ethnicity: White	15%	(254)	11%	(193)	74%	(1275)	1722

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Table MCSP2_10: Do you, or anyone in your household, subscribe to the following?

Discovery+

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	15%	(331)	12%	(260)	73%	(1609)	2200
Ethnicity: Hispanic	17%	(59)	12%	(42)	71%	(248)	349
Ethnicity: Black	19%	(51)	12%	(34)	69%	(189)	274
Ethnicity: Other	13%	(26)	16%	(33)	71%	(145)	204
All Christian	13%	(128)	11%	(109)	75%	(715)	952
All Non-Christian	26%	(26)	11%	(11)	62%	(62)	99
Atheist	12%	(11)	5%	(5)	82%	(75)	91
Agnostic/Nothing in particular	13%	(84)	11%	(73)	75%	(480)	637
Something Else	19%	(82)	15%	(62)	66%	(277)	421
Religious Non-Protestant/Catholic	25%	(32)	11%	(14)	64%	(80)	126
Evangelical	18%	(105)	14%	(82)	68%	(398)	586
Non-Evangelical	13%	(95)	11%	(80)	76%	(565)	740
Community: Urban	19%	(115)	15%	(88)	66%	(394)	597
Community: Suburban	13%	(127)	10%	(102)	77%	(768)	997
Community: Rural	15%	(89)	11%	(69)	74%	(447)	605
Employ: Private Sector	19%	(130)	11%	(76)	70%	(481)	687
Employ: Government	23%	(31)	13%	(17)	64%	(85)	133
Employ: Self-Employed	16%	(29)	18%	(33)	66%	(123)	186
Employ: Homemaker	22%	(32)	11%	(16)	68%	(100)	147
Employ: Student	7%	(5)	16%	(11)	77%	(55)	71
Employ: Retired	8%	(43)	8%	(42)	83%	(425)	510
Employ: Unemployed	10%	(30)	14%	(41)	76%	(221)	291
Employ: Other	18%	(32)	13%	(23)	69%	(120)	175
Military HH: Yes	17%	(56)	9%	(30)	74%	(240)	326
Military HH: No	15%	(275)	12%	(230)	73%	(1369)	1874
RD/WT: Right Direction	17%	(163)	12%	(121)	71%	(695)	979
RD/WT: Wrong Track	14%	(168)	11%	(139)	75%	(914)	1221
Biden Job Approve	17%	(200)	12%	(146)	71%	(831)	1177
Biden Job Disapprove	12%	(111)	11%	(101)	76%	(682)	895

Continued on next page

Table MCSP2_10: Do you, or anyone in your household, subscribe to the following?

Discovery+

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	15%	(331)	12%	(260)	73%	(1609)	2200
Biden Job Strongly Approve	21%	(122)	11%	(68)	68%	(405)	595
Biden Job Somewhat Approve	13%	(78)	13%	(78)	73%	(426)	582
Biden Job Somewhat Disapprove	13%	(33)	15%	(38)	72%	(178)	248
Biden Job Strongly Disapprove	12%	(78)	10%	(63)	78%	(504)	646
Favorable of Biden	17%	(196)	12%	(138)	71%	(821)	1155
Unfavorable of Biden	13%	(118)	11%	(102)	76%	(685)	905
Very Favorable of Biden	21%	(129)	12%	(74)	67%	(413)	616
Somewhat Favorable of Biden	12%	(67)	12%	(64)	76%	(408)	539
Somewhat Unfavorable of Biden	14%	(31)	11%	(26)	75%	(173)	230
Very Unfavorable of Biden	13%	(87)	11%	(76)	76%	(512)	675
#1 Issue: Economy	15%	(127)	14%	(116)	71%	(589)	832
#1 Issue: Security	18%	(52)	11%	(31)	71%	(206)	288
#1 Issue: Health Care	16%	(51)	9%	(30)	74%	(236)	317
#1 Issue: Medicare / Social Security	10%	(33)	10%	(34)	79%	(262)	330
#1 Issue: Women's Issues	13%	(16)	11%	(14)	76%	(93)	123
#1 Issue: Education	18%	(14)	13%	(11)	69%	(55)	81
#1 Issue: Energy	20%	(19)	12%	(11)	68%	(65)	96
#1 Issue: Other	14%	(18)	9%	(12)	77%	(102)	133
2020 Vote: Joe Biden	16%	(158)	11%	(110)	73%	(713)	981
2020 Vote: Donald Trump	15%	(109)	11%	(81)	74%	(529)	719
2020 Vote: Other	17%	(11)	4%	(3)	79%	(53)	67
2020 Vote: Didn't Vote	12%	(53)	15%	(66)	73%	(314)	433
2018 House Vote: Democrat	17%	(133)	10%	(77)	73%	(566)	776
2018 House Vote: Republican	15%	(84)	11%	(61)	75%	(431)	576
2016 Vote: Hillary Clinton	17%	(119)	10%	(73)	73%	(514)	705
2016 Vote: Donald Trump	15%	(102)	9%	(56)	76%	(502)	660
2016 Vote: Other	13%	(14)	12%	(14)	75%	(82)	110
2016 Vote: Didn't Vote	13%	(94)	16%	(117)	71%	(509)	720

Continued on next page

Table MCSP2_10: Do you, or anyone in your household, subscribe to the following?

Discovery+

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	15%	(331)	12%	(260)	73%	(1609)	2200
Voted in 2014: Yes	15%	(185)	10%	(122)	75%	(905)	1213
Voted in 2014: No	15%	(146)	14%	(137)	71%	(704)	987
4-Region: Northeast	16%	(63)	12%	(46)	72%	(285)	394
4-Region: Midwest	14%	(66)	9%	(41)	77%	(355)	462
4-Region: South	14%	(114)	13%	(105)	73%	(606)	824
4-Region: West	17%	(88)	13%	(68)	70%	(364)	520
Sports Fans	17%	(255)	12%	(184)	71%	(1101)	1540
Avid Sports Fans	20%	(113)	10%	(58)	70%	(401)	572
Casual Sports Fans	15%	(143)	13%	(126)	72%	(699)	968
Non-Sports Fans	11%	(76)	11%	(75)	77%	(508)	660
Gen Z Sports Fans	16%	(23)	12%	(17)	72%	(103)	144
Millennial Sports Fans	23%	(114)	16%	(81)	60%	(300)	495
Gen X Sports Fans	20%	(73)	11%	(42)	69%	(259)	374
Boomer Sports Fans	9%	(42)	9%	(42)	82%	(387)	471
Democratic Sports Fans	18%	(117)	13%	(82)	69%	(443)	643
Republican Sports Fans	15%	(67)	12%	(53)	74%	(335)	455
Male Sports Fans	17%	(145)	12%	(103)	71%	(621)	870
Female Sports Fans	16%	(110)	12%	(81)	72%	(480)	671
Olympics Fans	17%	(251)	11%	(165)	71%	(1028)	1444
Avid Olympics Fans	26%	(91)	13%	(47)	61%	(214)	352
Casual Olympics Fans	15%	(160)	11%	(118)	75%	(814)	1092
Non-Olympics Fans	11%	(80)	12%	(94)	77%	(581)	756
Very Interested in Summer Olympics	33%	(59)	22%	(40)	45%	(82)	181
Interested in Summer Olympics	26%	(111)	16%	(71)	58%	(249)	431
Familiar with Peacock	20%	(236)	13%	(160)	67%	(789)	1186
Peacock Subscriber	28%	(153)	10%	(56)	61%	(330)	539

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

Table MCSP2_11: *Do you, or anyone in your household, subscribe to the following?*
Peacock

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	24%	(539)	11%	(231)	65%	(1430)	2200
Gender: Male	24%	(257)	12%	(130)	64%	(675)	1062
Gender: Female	25%	(281)	9%	(102)	66%	(755)	1138
Age: 18-34	27%	(175)	12%	(82)	61%	(398)	655
Age: 35-44	29%	(103)	13%	(46)	58%	(209)	358
Age: 45-64	26%	(192)	9%	(64)	66%	(495)	751
Age: 65+	16%	(68)	9%	(40)	75%	(328)	436
GenZers: 1997-2012	19%	(42)	16%	(36)	65%	(148)	227
Millennials: 1981-1996	31%	(206)	11%	(74)	57%	(379)	659
GenXers: 1965-1980	28%	(149)	10%	(54)	61%	(322)	525
Baby Boomers: 1946-1964	19%	(134)	9%	(60)	72%	(509)	702
PID: Dem (no lean)	26%	(233)	11%	(97)	63%	(560)	891
PID: Ind (no lean)	27%	(178)	12%	(79)	61%	(410)	666
PID: Rep (no lean)	20%	(127)	9%	(56)	72%	(460)	643
PID/Gender: Dem Men	28%	(113)	14%	(56)	58%	(239)	408
PID/Gender: Dem Women	25%	(120)	8%	(41)	67%	(322)	482
PID/Gender: Ind Men	25%	(79)	14%	(44)	62%	(198)	321
PID/Gender: Ind Women	29%	(99)	10%	(35)	61%	(211)	345
PID/Gender: Rep Men	20%	(65)	9%	(29)	72%	(238)	332
PID/Gender: Rep Women	20%	(62)	9%	(27)	71%	(222)	311
Ideo: Liberal (1-3)	29%	(199)	12%	(86)	59%	(410)	694
Ideo: Moderate (4)	25%	(149)	11%	(69)	64%	(380)	597
Ideo: Conservative (5-7)	21%	(151)	8%	(55)	71%	(512)	718
Educ: < College	23%	(349)	11%	(164)	66%	(1000)	1512
Educ: Bachelors degree	26%	(116)	9%	(38)	65%	(289)	444
Educ: Post-grad	30%	(74)	12%	(29)	58%	(141)	244
Income: Under 50k	22%	(278)	11%	(139)	67%	(829)	1246
Income: 50k-100k	26%	(164)	10%	(64)	63%	(396)	625
Income: 100k+	29%	(97)	8%	(28)	62%	(205)	329
Ethnicity: White	24%	(412)	10%	(178)	66%	(1132)	1722

Continued on next page

Table MCSP2_11: *Do you, or anyone in your household, subscribe to the following?*
Peacock

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	24%	(539)	11%	(231)	65%	(1430)	2200
Ethnicity: Hispanic	20%	(71)	16%	(56)	64%	(223)	349
Ethnicity: Black	30%	(83)	10%	(28)	59%	(163)	274
Ethnicity: Other	21%	(43)	12%	(25)	66%	(135)	204
All Christian	22%	(206)	11%	(105)	67%	(641)	952
All Non-Christian	32%	(32)	10%	(10)	58%	(58)	99
Atheist	34%	(31)	5%	(5)	61%	(55)	91
Agnostic/Nothing in particular	26%	(167)	9%	(59)	64%	(410)	637
Something Else	25%	(103)	12%	(52)	63%	(265)	421
Religious Non-Protestant/Catholic	30%	(38)	11%	(13)	59%	(75)	126
Evangelical	23%	(135)	13%	(74)	64%	(376)	586
Non-Evangelical	22%	(162)	10%	(74)	68%	(504)	740
Community: Urban	31%	(183)	13%	(76)	57%	(338)	597
Community: Suburban	23%	(228)	10%	(99)	67%	(671)	997
Community: Rural	21%	(128)	9%	(57)	69%	(421)	605
Employ: Private Sector	29%	(197)	10%	(67)	62%	(424)	687
Employ: Government	34%	(45)	13%	(18)	53%	(71)	133
Employ: Self-Employed	22%	(41)	16%	(29)	62%	(116)	186
Employ: Homemaker	23%	(34)	13%	(19)	64%	(95)	147
Employ: Student	26%	(18)	13%	(9)	61%	(43)	71
Employ: Retired	17%	(89)	9%	(45)	74%	(376)	510
Employ: Unemployed	21%	(62)	7%	(20)	72%	(210)	291
Employ: Other	31%	(54)	14%	(24)	55%	(97)	175
Military HH: Yes	23%	(76)	9%	(30)	67%	(220)	326
Military HH: No	25%	(462)	11%	(202)	65%	(1210)	1874
RD/WT: Right Direction	28%	(275)	10%	(97)	62%	(607)	979
RD/WT: Wrong Track	22%	(264)	11%	(134)	67%	(822)	1221
Biden Job Approve	28%	(324)	11%	(126)	62%	(727)	1177
Biden Job Disapprove	20%	(182)	10%	(88)	70%	(625)	895

Continued on next page

Table MCSP2_11: Do you, or anyone in your household, subscribe to the following?

Peacock

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	24%	(539)	11%	(231)	65%	(1430)	2200
Biden Job Strongly Approve	27%	(162)	11%	(66)	62%	(368)	595
Biden Job Somewhat Approve	28%	(163)	10%	(60)	62%	(359)	582
Biden Job Somewhat Disapprove	23%	(57)	10%	(26)	66%	(165)	248
Biden Job Strongly Disapprove	19%	(125)	10%	(62)	71%	(460)	646
Favorable of Biden	28%	(318)	11%	(128)	61%	(709)	1155
Unfavorable of Biden	21%	(187)	10%	(89)	70%	(629)	905
Very Favorable of Biden	27%	(169)	11%	(69)	61%	(378)	616
Somewhat Favorable of Biden	28%	(149)	11%	(59)	61%	(331)	539
Somewhat Unfavorable of Biden	23%	(53)	11%	(26)	66%	(151)	230
Very Unfavorable of Biden	20%	(134)	9%	(63)	71%	(478)	675
#1 Issue: Economy	25%	(204)	10%	(84)	65%	(544)	832
#1 Issue: Security	19%	(54)	11%	(31)	70%	(203)	288
#1 Issue: Health Care	29%	(93)	10%	(33)	60%	(191)	317
#1 Issue: Medicare / Social Security	18%	(59)	11%	(38)	71%	(233)	330
#1 Issue: Women's Issues	23%	(28)	10%	(13)	67%	(82)	123
#1 Issue: Education	38%	(30)	5%	(4)	57%	(46)	81
#1 Issue: Energy	42%	(40)	13%	(13)	45%	(43)	96
#1 Issue: Other	22%	(29)	12%	(16)	66%	(88)	133
2020 Vote: Joe Biden	28%	(276)	9%	(90)	63%	(615)	981
2020 Vote: Donald Trump	21%	(149)	9%	(66)	70%	(503)	719
2020 Vote: Other	14%	(9)	14%	(9)	72%	(48)	67
2020 Vote: Didn't Vote	24%	(104)	15%	(66)	61%	(262)	433
2018 House Vote: Democrat	28%	(214)	11%	(82)	62%	(481)	776
2018 House Vote: Republican	22%	(126)	8%	(47)	70%	(403)	576
2016 Vote: Hillary Clinton	28%	(200)	10%	(73)	61%	(432)	705
2016 Vote: Donald Trump	21%	(140)	9%	(56)	70%	(464)	660
2016 Vote: Other	24%	(26)	10%	(10)	67%	(73)	110
2016 Vote: Didn't Vote	24%	(170)	13%	(91)	64%	(459)	720

Continued on next page

Table MCSP2_11: Do you, or anyone in your household, subscribe to the following?
Peacock

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	24%	(539)	11%	(231)	65%	(1430)	2200
Voted in 2014: Yes	24%	(294)	10%	(120)	66%	(799)	1213
Voted in 2014: No	25%	(245)	11%	(112)	64%	(630)	987
4-Region: Northeast	26%	(104)	8%	(33)	65%	(257)	394
4-Region: Midwest	24%	(110)	8%	(36)	68%	(317)	462
4-Region: South	24%	(198)	13%	(109)	63%	(517)	824
4-Region: West	24%	(127)	10%	(53)	65%	(339)	520
Sports Fans	26%	(406)	11%	(169)	63%	(965)	1540
Avid Sports Fans	27%	(154)	9%	(54)	64%	(363)	572
Casual Sports Fans	26%	(252)	12%	(114)	62%	(602)	968
Non-Sports Fans	20%	(132)	10%	(63)	70%	(464)	660
Gen Z Sports Fans	20%	(29)	15%	(22)	65%	(93)	144
Millennial Sports Fans	34%	(169)	13%	(63)	53%	(263)	495
Gen X Sports Fans	28%	(103)	11%	(41)	61%	(229)	374
Boomer Sports Fans	21%	(100)	8%	(38)	71%	(333)	471
Democratic Sports Fans	27%	(175)	12%	(77)	61%	(390)	643
Republican Sports Fans	21%	(94)	9%	(39)	71%	(322)	455
Male Sports Fans	26%	(225)	12%	(103)	62%	(541)	870
Female Sports Fans	27%	(181)	10%	(66)	63%	(424)	671
Olympics Fans	26%	(376)	11%	(156)	63%	(912)	1444
Avid Olympics Fans	35%	(123)	11%	(40)	54%	(189)	352
Casual Olympics Fans	23%	(253)	11%	(116)	66%	(723)	1092
Non-Olympics Fans	22%	(163)	10%	(75)	69%	(518)	756
Very Interested in Summer Olympics	42%	(77)	10%	(18)	47%	(86)	181
Interested in Summer Olympics	33%	(144)	14%	(60)	53%	(227)	431
Familiar with Peacock	44%	(522)	15%	(173)	41%	(492)	1186
Peacock Subscriber	100%	(539)	—	(0)	—	(0)	539

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

Table MCSP2_12: Do you, or anyone in your household, subscribe to the following?

HBO Max

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	26%	(562)	19%	(426)	55%	(1212)	2200
Gender: Male	28%	(294)	20%	(213)	52%	(555)	1062
Gender: Female	24%	(267)	19%	(213)	58%	(658)	1138
Age: 18-34	34%	(222)	21%	(137)	45%	(297)	655
Age: 35-44	33%	(120)	25%	(88)	42%	(150)	358
Age: 45-64	22%	(164)	18%	(132)	61%	(455)	751
Age: 65+	13%	(56)	16%	(70)	71%	(311)	436
GenZers: 1997-2012	29%	(66)	22%	(49)	49%	(112)	227
Millennials: 1981-1996	35%	(232)	22%	(147)	42%	(280)	659
GenXers: 1965-1980	28%	(149)	21%	(108)	51%	(268)	525
Baby Boomers: 1946-1964	15%	(107)	16%	(114)	68%	(481)	702
PID: Dem (no lean)	32%	(284)	19%	(172)	49%	(436)	891
PID: Ind (no lean)	24%	(160)	20%	(137)	55%	(370)	666
PID: Rep (no lean)	18%	(118)	18%	(118)	63%	(407)	643
PID/Gender: Dem Men	34%	(138)	21%	(85)	45%	(185)	408
PID/Gender: Dem Women	30%	(145)	18%	(87)	52%	(251)	482
PID/Gender: Ind Men	28%	(89)	20%	(63)	53%	(170)	321
PID/Gender: Ind Women	21%	(71)	21%	(74)	58%	(200)	345
PID/Gender: Rep Men	20%	(67)	20%	(65)	60%	(200)	332
PID/Gender: Rep Women	16%	(51)	17%	(53)	67%	(207)	311
Ideo: Liberal (1-3)	34%	(236)	20%	(139)	46%	(320)	694
Ideo: Moderate (4)	25%	(152)	19%	(116)	55%	(330)	597
Ideo: Conservative (5-7)	18%	(127)	18%	(129)	64%	(462)	718
Educ: < College	24%	(357)	20%	(300)	57%	(854)	1512
Educ: Bachelors degree	30%	(134)	19%	(83)	51%	(226)	444
Educ: Post-grad	29%	(70)	17%	(42)	54%	(132)	244
Income: Under 50k	21%	(265)	20%	(247)	59%	(733)	1246
Income: 50k-100k	28%	(175)	20%	(122)	53%	(328)	625
Income: 100k+	37%	(122)	17%	(57)	46%	(151)	329
Ethnicity: White	24%	(411)	19%	(320)	58%	(991)	1722

Continued on next page

Table MCSP2_12: Do you, or anyone in your household, subscribe to the following?

HBO Max

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	26%	(562)	19%	(426)	55%	(1212)	2200
Ethnicity: Hispanic	31%	(107)	23%	(80)	46%	(162)	349
Ethnicity: Black	37%	(101)	21%	(59)	42%	(115)	274
Ethnicity: Other	25%	(50)	23%	(47)	52%	(106)	204
All Christian	22%	(213)	18%	(173)	59%	(566)	952
All Non-Christian	31%	(31)	21%	(21)	48%	(47)	99
Atheist	29%	(26)	15%	(14)	56%	(50)	91
Agnostic/Nothing in particular	28%	(181)	18%	(114)	54%	(342)	637
Something Else	26%	(111)	25%	(104)	49%	(206)	421
Religious Non-Protestant/Catholic	27%	(34)	21%	(26)	52%	(66)	126
Evangelical	22%	(131)	22%	(129)	56%	(325)	586
Non-Evangelical	25%	(184)	19%	(140)	56%	(416)	740
Community: Urban	34%	(201)	19%	(115)	47%	(281)	597
Community: Suburban	26%	(256)	19%	(186)	56%	(556)	997
Community: Rural	17%	(106)	21%	(125)	62%	(375)	605
Employ: Private Sector	33%	(224)	19%	(133)	48%	(331)	687
Employ: Government	40%	(54)	18%	(23)	42%	(56)	133
Employ: Self-Employed	23%	(42)	25%	(47)	52%	(97)	186
Employ: Homemaker	25%	(37)	24%	(35)	51%	(75)	147
Employ: Student	37%	(26)	20%	(14)	43%	(30)	71
Employ: Retired	14%	(71)	16%	(82)	70%	(357)	510
Employ: Unemployed	23%	(68)	17%	(49)	60%	(175)	291
Employ: Other	23%	(41)	25%	(43)	52%	(92)	175
Military HH: Yes	20%	(66)	20%	(65)	60%	(194)	326
Military HH: No	26%	(495)	19%	(361)	54%	(1018)	1874
RD/WT: Right Direction	31%	(299)	18%	(175)	52%	(505)	979
RD/WT: Wrong Track	21%	(262)	21%	(251)	58%	(708)	1221
Biden Job Approve	31%	(365)	19%	(219)	50%	(592)	1177
Biden Job Disapprove	19%	(174)	20%	(175)	61%	(545)	895

Continued on next page

Table MCSP2_12: Do you, or anyone in your household, subscribe to the following?

HBO Max

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	26%	(562)	19%	(426)	55%	(1212)	2200
Biden Job Strongly Approve	34%	(203)	16%	(95)	50%	(297)	595
Biden Job Somewhat Approve	28%	(162)	21%	(124)	51%	(296)	582
Biden Job Somewhat Disapprove	23%	(58)	26%	(64)	51%	(126)	248
Biden Job Strongly Disapprove	18%	(117)	17%	(111)	65%	(419)	646
Favorable of Biden	31%	(361)	19%	(216)	50%	(578)	1155
Unfavorable of Biden	19%	(175)	20%	(180)	61%	(550)	905
Very Favorable of Biden	34%	(209)	17%	(103)	49%	(304)	616
Somewhat Favorable of Biden	28%	(152)	21%	(113)	51%	(275)	539
Somewhat Unfavorable of Biden	23%	(52)	24%	(55)	53%	(123)	230
Very Unfavorable of Biden	18%	(123)	19%	(125)	63%	(427)	675
#1 Issue: Economy	27%	(222)	23%	(193)	50%	(416)	832
#1 Issue: Security	17%	(50)	19%	(55)	64%	(183)	288
#1 Issue: Health Care	35%	(112)	15%	(48)	50%	(157)	317
#1 Issue: Medicare / Social Security	15%	(49)	19%	(62)	66%	(219)	330
#1 Issue: Women's Issues	23%	(29)	14%	(17)	63%	(78)	123
#1 Issue: Education	41%	(33)	15%	(12)	44%	(35)	81
#1 Issue: Energy	39%	(37)	15%	(15)	46%	(44)	96
#1 Issue: Other	22%	(29)	18%	(24)	60%	(80)	133
2020 Vote: Joe Biden	33%	(325)	18%	(176)	49%	(480)	981
2020 Vote: Donald Trump	18%	(132)	20%	(145)	61%	(442)	719
2020 Vote: Other	22%	(15)	27%	(18)	50%	(34)	67
2020 Vote: Didn't Vote	21%	(90)	20%	(87)	59%	(256)	433
2018 House Vote: Democrat	33%	(255)	18%	(139)	49%	(382)	776
2018 House Vote: Republican	19%	(107)	19%	(111)	62%	(358)	576
2016 Vote: Hillary Clinton	34%	(238)	19%	(131)	48%	(336)	705
2016 Vote: Donald Trump	18%	(118)	18%	(120)	64%	(422)	660
2016 Vote: Other	22%	(24)	20%	(21)	59%	(64)	110
2016 Vote: Didn't Vote	25%	(180)	21%	(153)	54%	(387)	720

Continued on next page

Table MCSP2_12: Do you, or anyone in your household, subscribe to the following?

HBO Max

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	26%	(562)	19%	(426)	55%	(1212)	2200
Voted in 2014: Yes	26%	(313)	18%	(224)	56%	(676)	1213
Voted in 2014: No	25%	(249)	20%	(202)	54%	(537)	987
4-Region: Northeast	32%	(125)	15%	(58)	54%	(211)	394
4-Region: Midwest	22%	(103)	18%	(84)	60%	(276)	462
4-Region: South	24%	(197)	19%	(160)	57%	(467)	824
4-Region: West	26%	(137)	24%	(125)	50%	(258)	520
Sports Fans	29%	(453)	20%	(307)	51%	(780)	1540
Avid Sports Fans	35%	(198)	19%	(110)	46%	(264)	572
Casual Sports Fans	26%	(254)	20%	(197)	53%	(517)	968
Non-Sports Fans	17%	(109)	18%	(119)	65%	(432)	660
Gen Z Sports Fans	33%	(47)	17%	(24)	50%	(72)	144
Millennial Sports Fans	40%	(197)	24%	(119)	36%	(180)	495
Gen X Sports Fans	32%	(120)	22%	(81)	46%	(173)	374
Boomer Sports Fans	18%	(85)	16%	(77)	66%	(309)	471
Democratic Sports Fans	36%	(232)	19%	(121)	45%	(289)	643
Republican Sports Fans	21%	(94)	19%	(89)	60%	(272)	455
Male Sports Fans	30%	(263)	20%	(171)	50%	(435)	870
Female Sports Fans	28%	(190)	20%	(136)	51%	(345)	671
Olympics Fans	28%	(407)	20%	(295)	51%	(743)	1444
Avid Olympics Fans	36%	(126)	19%	(65)	46%	(161)	352
Casual Olympics Fans	26%	(281)	21%	(230)	53%	(582)	1092
Non-Olympics Fans	21%	(155)	17%	(131)	62%	(470)	756
Very Interested in Summer Olympics	51%	(92)	20%	(37)	29%	(52)	181
Interested in Summer Olympics	41%	(177)	21%	(92)	38%	(162)	431
Familiar with Peacock	34%	(401)	20%	(236)	46%	(549)	1186
Peacock Subscriber	45%	(243)	16%	(86)	39%	(210)	539

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

Table MCSP3: *How much of the Summer Olympics have you watched this summer, either on television or via streaming?*

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	12%	(263)	28%	(616)	23%	(514)	37%	(807)	2200
Gender: Male	15%	(159)	33%	(346)	23%	(243)	30%	(314)	1062
Gender: Female	9%	(104)	24%	(270)	24%	(271)	43%	(493)	1138
Age: 18-34	11%	(75)	34%	(224)	21%	(139)	33%	(218)	655
Age: 35-44	18%	(64)	29%	(105)	20%	(72)	33%	(118)	358
Age: 45-64	11%	(81)	26%	(195)	25%	(189)	38%	(286)	751
Age: 65+	10%	(44)	21%	(93)	26%	(114)	42%	(185)	436
GenZers: 1997-2012	9%	(20)	28%	(63)	20%	(46)	43%	(97)	227
Millennials: 1981-1996	16%	(106)	34%	(221)	22%	(142)	29%	(189)	659
GenXers: 1965-1980	9%	(49)	28%	(147)	23%	(121)	40%	(208)	525
Baby Boomers: 1946-1964	11%	(75)	23%	(165)	26%	(181)	40%	(282)	702
PID: Dem (no lean)	16%	(141)	34%	(301)	22%	(196)	28%	(252)	891
PID: Ind (no lean)	8%	(53)	24%	(160)	26%	(173)	42%	(281)	666
PID: Rep (no lean)	11%	(69)	24%	(154)	23%	(145)	43%	(274)	643
PID/Gender: Dem Men	21%	(84)	41%	(166)	20%	(83)	19%	(76)	408
PID/Gender: Dem Women	12%	(57)	28%	(136)	23%	(113)	37%	(177)	482
PID/Gender: Ind Men	11%	(34)	30%	(96)	25%	(81)	34%	(110)	321
PID/Gender: Ind Women	5%	(18)	19%	(64)	27%	(92)	49%	(170)	345
PID/Gender: Rep Men	12%	(41)	25%	(84)	24%	(79)	39%	(128)	332
PID/Gender: Rep Women	9%	(29)	23%	(70)	21%	(66)	47%	(146)	311
Ideo: Liberal (1-3)	16%	(113)	34%	(234)	25%	(170)	26%	(177)	694
Ideo: Moderate (4)	12%	(72)	33%	(194)	23%	(136)	33%	(195)	597
Ideo: Conservative (5-7)	10%	(73)	23%	(165)	25%	(177)	42%	(304)	718
Educ: < College	8%	(126)	26%	(391)	24%	(356)	42%	(638)	1512
Educ: Bachelors degree	17%	(75)	37%	(165)	22%	(99)	23%	(104)	444
Educ: Post-grad	25%	(62)	25%	(60)	24%	(58)	26%	(65)	244
Income: Under 50k	9%	(107)	25%	(313)	23%	(282)	44%	(544)	1246
Income: 50k-100k	14%	(89)	30%	(186)	25%	(155)	31%	(196)	625
Income: 100k+	20%	(67)	36%	(118)	23%	(77)	20%	(67)	329
Ethnicity: White	12%	(201)	27%	(458)	24%	(410)	38%	(653)	1722
Ethnicity: Hispanic	10%	(34)	35%	(121)	20%	(72)	35%	(122)	349
Ethnicity: Black	17%	(46)	32%	(87)	22%	(62)	29%	(79)	274
Ethnicity: Other	8%	(16)	35%	(71)	21%	(42)	37%	(75)	204

Continued on next page

Table MCSP3: *How much of the Summer Olympics have you watched this summer, either on television or via streaming?*

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	12%	(263)	28%	(616)	23%	(514)	37%	(807)	2200
All Christian	14%	(132)	30%	(282)	24%	(228)	33%	(310)	952
All Non-Christian	35%	(35)	31%	(31)	15%	(15)	19%	(19)	99
Atheist	9%	(8)	23%	(21)	26%	(24)	42%	(38)	91
Agnostic/Nothing in particular	9%	(57)	26%	(166)	24%	(151)	41%	(263)	637
Something Else	7%	(31)	28%	(116)	23%	(96)	42%	(177)	421
Religious Non-Protestant/Catholic	30%	(37)	29%	(37)	18%	(23)	23%	(28)	126
Evangelical	13%	(79)	29%	(170)	20%	(115)	38%	(221)	586
Non-Evangelical	10%	(76)	29%	(218)	26%	(195)	34%	(251)	740
Community: Urban	18%	(110)	34%	(203)	20%	(119)	28%	(165)	597
Community: Suburban	10%	(105)	29%	(284)	24%	(242)	37%	(366)	997
Community: Rural	8%	(49)	21%	(128)	25%	(152)	46%	(276)	605
Employ: Private Sector	16%	(112)	32%	(218)	24%	(168)	27%	(188)	687
Employ: Government	22%	(30)	32%	(43)	19%	(26)	26%	(34)	133
Employ: Self-Employed	20%	(37)	30%	(55)	23%	(43)	27%	(51)	186
Employ: Homemaker	5%	(8)	30%	(45)	19%	(28)	45%	(66)	147
Employ: Student	8%	(6)	29%	(20)	23%	(16)	40%	(28)	71
Employ: Retired	10%	(50)	22%	(112)	25%	(128)	43%	(220)	510
Employ: Unemployed	5%	(13)	28%	(81)	21%	(61)	47%	(136)	291
Employ: Other	4%	(8)	23%	(41)	25%	(44)	47%	(83)	175
Military HH: Yes	13%	(42)	28%	(91)	29%	(95)	30%	(98)	326
Military HH: No	12%	(221)	28%	(525)	22%	(419)	38%	(709)	1874
RD/WT: Right Direction	18%	(174)	32%	(318)	21%	(204)	29%	(284)	979
RD/WT: Wrong Track	7%	(89)	24%	(298)	25%	(310)	43%	(523)	1221
Biden Job Approve	16%	(184)	31%	(369)	23%	(269)	30%	(355)	1177
Biden Job Disapprove	8%	(71)	25%	(220)	25%	(221)	43%	(382)	895
Biden Job Strongly Approve	21%	(124)	30%	(181)	21%	(124)	28%	(165)	595
Biden Job Somewhat Approve	10%	(60)	32%	(188)	25%	(144)	33%	(189)	582
Biden Job Somewhat Disapprove	7%	(18)	32%	(79)	26%	(65)	34%	(85)	248
Biden Job Strongly Disapprove	8%	(52)	22%	(141)	24%	(156)	46%	(297)	646
Favorable of Biden	15%	(176)	32%	(367)	24%	(276)	29%	(337)	1155
Unfavorable of Biden	8%	(76)	24%	(220)	23%	(212)	44%	(397)	905

Continued on next page

Table MCSP3: How much of the Summer Olympics have you watched this summer, either on television or via streaming?

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	12%	(263)	28%	(616)	23%	(514)	37%	(807)	2200
Very Favorable of Biden	19%	(119)	31%	(191)	21%	(132)	28%	(174)	616
Somewhat Favorable of Biden	11%	(57)	33%	(176)	27%	(144)	30%	(163)	539
Somewhat Unfavorable of Biden	8%	(19)	33%	(75)	25%	(57)	34%	(79)	230
Very Unfavorable of Biden	8%	(57)	21%	(145)	23%	(155)	47%	(318)	675
#1 Issue: Economy	11%	(93)	31%	(256)	24%	(197)	34%	(286)	832
#1 Issue: Security	13%	(37)	23%	(65)	26%	(75)	39%	(111)	288
#1 Issue: Health Care	15%	(47)	32%	(101)	23%	(73)	30%	(96)	317
#1 Issue: Medicare / Social Security	11%	(35)	25%	(81)	23%	(75)	42%	(138)	330
#1 Issue: Women's Issues	10%	(12)	23%	(28)	24%	(29)	44%	(54)	123
#1 Issue: Education	17%	(14)	32%	(26)	26%	(21)	25%	(20)	81
#1 Issue: Energy	14%	(13)	40%	(39)	21%	(20)	25%	(24)	96
#1 Issue: Other	9%	(11)	16%	(21)	17%	(23)	58%	(78)	133
2020 Vote: Joe Biden	15%	(148)	35%	(341)	24%	(232)	27%	(261)	981
2020 Vote: Donald Trump	10%	(74)	24%	(173)	24%	(174)	41%	(298)	719
2020 Vote: Other	16%	(11)	23%	(15)	20%	(13)	41%	(27)	67
2020 Vote: Didn't Vote	7%	(31)	20%	(87)	22%	(94)	51%	(221)	433
2018 House Vote: Democrat	16%	(127)	35%	(271)	24%	(185)	25%	(193)	776
2018 House Vote: Republican	12%	(69)	27%	(153)	22%	(127)	39%	(227)	576
2016 Vote: Hillary Clinton	17%	(121)	35%	(244)	23%	(164)	25%	(176)	705
2016 Vote: Donald Trump	11%	(74)	25%	(165)	24%	(156)	40%	(265)	660
2016 Vote: Other	8%	(9)	30%	(33)	25%	(27)	37%	(41)	110
2016 Vote: Didn't Vote	8%	(57)	24%	(175)	23%	(164)	45%	(325)	720
Voted in 2014: Yes	15%	(184)	31%	(373)	23%	(283)	31%	(374)	1213
Voted in 2014: No	8%	(79)	25%	(243)	23%	(231)	44%	(433)	987
4-Region: Northeast	16%	(62)	29%	(114)	23%	(90)	33%	(128)	394
4-Region: Midwest	10%	(45)	27%	(126)	27%	(123)	37%	(169)	462
4-Region: South	12%	(95)	26%	(216)	23%	(192)	39%	(321)	824
4-Region: West	12%	(61)	31%	(160)	21%	(110)	36%	(189)	520
Sports Fans	16%	(246)	34%	(528)	24%	(373)	26%	(393)	1540
Avid Sports Fans	27%	(152)	41%	(236)	16%	(94)	16%	(90)	572
Casual Sports Fans	10%	(94)	30%	(293)	29%	(278)	31%	(303)	968
Non-Sports Fans	3%	(16)	13%	(88)	21%	(141)	63%	(414)	660

Continued on next page

Table MCSP3: How much of the Summer Olympics have you watched this summer, either on television or via streaming?

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	12%	(263)	28%	(616)	23%	(514)	37%	(807)	2200
Gen Z Sports Fans	10%	(15)	31%	(44)	21%	(31)	38%	(55)	144
Millennial Sports Fans	21%	(102)	38%	(191)	21%	(102)	20%	(100)	495
Gen X Sports Fans	12%	(45)	36%	(134)	26%	(96)	26%	(99)	374
Boomer Sports Fans	15%	(73)	30%	(143)	27%	(128)	27%	(128)	471
Democratic Sports Fans	21%	(136)	40%	(260)	21%	(132)	18%	(114)	643
Republican Sports Fans	14%	(63)	29%	(132)	26%	(120)	31%	(140)	455
Male Sports Fans	18%	(152)	37%	(322)	23%	(199)	23%	(196)	870
Female Sports Fans	14%	(94)	31%	(206)	26%	(174)	29%	(197)	671
Olympics Fans	18%	(255)	40%	(584)	28%	(405)	14%	(200)	1444
Avid Olympics Fans	54%	(191)	36%	(126)	8%	(30)	1%	(5)	352
Casual Olympics Fans	6%	(64)	42%	(458)	34%	(375)	18%	(195)	1092
Non-Olympics Fans	1%	(8)	4%	(32)	14%	(109)	80%	(607)	756
Very Interested in Summer Olympics	64%	(115)	29%	(53)	5%	(8)	2%	(4)	181
Interested in Summer Olympics	39%	(170)	47%	(201)	12%	(50)	2%	(11)	431
Familiar with Peacock	16%	(184)	30%	(359)	23%	(276)	31%	(367)	1186
Peacock Subscriber	16%	(89)	28%	(152)	25%	(135)	30%	(162)	539

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

Table MCSP4_1NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Live on TV

Demographic	Selected		Not Selected		Total N
Adults	62%	(857)	38%	(536)	1393
Gender: Male	63%	(473)	37%	(275)	748
Gender: Female	60%	(384)	40%	(261)	645
Age: 18-34	44%	(191)	56%	(246)	437
Age: 35-44	53%	(127)	47%	(112)	240
Age: 45-64	71%	(332)	29%	(133)	465
Age: 65+	82%	(207)	18%	(44)	251
GenZers: 1997-2012	43%	(56)	57%	(74)	129
Millennials: 1981-1996	46%	(214)	54%	(255)	470
GenXers: 1965-1980	67%	(211)	33%	(106)	317
Baby Boomers: 1946-1964	78%	(328)	22%	(92)	421
PID: Dem (no lean)	61%	(392)	39%	(246)	638
PID: Ind (no lean)	57%	(219)	43%	(167)	386
PID: Rep (no lean)	67%	(246)	33%	(123)	369
PID/Gender: Dem Men	59%	(196)	41%	(136)	333
PID/Gender: Dem Women	64%	(196)	36%	(110)	306
PID/Gender: Ind Men	62%	(130)	38%	(81)	211
PID/Gender: Ind Women	51%	(89)	49%	(86)	175
PID/Gender: Rep Men	72%	(146)	28%	(58)	204
PID/Gender: Rep Women	60%	(100)	40%	(65)	165
Ideo: Liberal (1-3)	59%	(306)	41%	(211)	517
Ideo: Moderate (4)	60%	(241)	40%	(161)	402
Ideo: Conservative (5-7)	66%	(275)	34%	(140)	414
Educ: < College	61%	(536)	39%	(338)	874
Educ: Bachelors degree	61%	(208)	39%	(132)	340
Educ: Post-grad	63%	(114)	37%	(66)	179
Income: Under 50k	57%	(400)	43%	(302)	702
Income: 50k-100k	66%	(281)	34%	(148)	429
Income: 100k+	67%	(176)	33%	(86)	262
Ethnicity: White	64%	(683)	36%	(386)	1069
Ethnicity: Hispanic	48%	(109)	52%	(118)	227
Ethnicity: Black	55%	(107)	45%	(88)	195

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Table MCSP4_1NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	62%	(857)	38%	(536)	1393
Ethnicity: Other	52%	(67)	48%	(62)	129
All Christian	66%	(421)	34%	(221)	642
All Non-Christian	60%	(48)	40%	(32)	81
Atheist	58%	(31)	42%	(22)	53
Agnostic/Nothing in particular	56%	(211)	44%	(163)	374
Something Else	60%	(145)	40%	(98)	243
Religious Non-Protestant/Catholic	59%	(58)	41%	(40)	98
Evangelical	63%	(231)	37%	(133)	364
Non-Evangelical	65%	(319)	35%	(170)	489
Community: Urban	54%	(235)	46%	(198)	433
Community: Suburban	68%	(429)	32%	(202)	631
Community: Rural	59%	(193)	41%	(136)	329
Employ: Private Sector	60%	(297)	40%	(201)	498
Employ: Government	50%	(49)	50%	(50)	99
Employ: Self-Employed	51%	(69)	49%	(65)	135
Employ: Homemaker	54%	(44)	46%	(37)	81
Employ: Retired	83%	(239)	17%	(51)	290
Employ: Unemployed	53%	(83)	47%	(73)	155
Employ: Other	59%	(55)	41%	(38)	93
Military HH: Yes	64%	(146)	36%	(82)	228
Military HH: No	61%	(711)	39%	(454)	1165
RD/WT: Right Direction	61%	(423)	39%	(272)	695
RD/WT: Wrong Track	62%	(434)	38%	(264)	698
Biden Job Approve	60%	(496)	40%	(326)	822
Biden Job Disapprove	63%	(325)	37%	(187)	512
Biden Job Strongly Approve	63%	(270)	37%	(159)	429
Biden Job Somewhat Approve	58%	(226)	42%	(166)	393
Biden Job Somewhat Disapprove	61%	(99)	39%	(64)	163
Biden Job Strongly Disapprove	65%	(226)	35%	(123)	349
Favorable of Biden	62%	(507)	38%	(312)	818
Unfavorable of Biden	63%	(320)	37%	(189)	508

Continued on next page

Table MCSP4_1NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Live on TV

Demographic	Selected		Not Selected		Total N
Adults	62%	(857)	38%	(536)	1393
Very Favorable of Biden	66%	(290)	34%	(152)	442
Somewhat Favorable of Biden	58%	(217)	42%	(160)	377
Somewhat Unfavorable of Biden	61%	(92)	39%	(60)	152
Very Unfavorable of Biden	64%	(228)	36%	(129)	357
#1 Issue: Economy	59%	(321)	41%	(224)	546
#1 Issue: Security	68%	(121)	32%	(56)	177
#1 Issue: Health Care	61%	(135)	39%	(86)	221
#1 Issue: Medicare / Social Security	73%	(139)	27%	(52)	192
#1 Issue: Women's Issues	55%	(38)	45%	(32)	70
#1 Issue: Education	44%	(27)	56%	(34)	60
#1 Issue: Energy	51%	(37)	49%	(35)	72
#1 Issue: Other	70%	(39)	30%	(16)	55
2020 Vote: Joe Biden	63%	(454)	37%	(267)	721
2020 Vote: Donald Trump	66%	(278)	34%	(143)	421
2020 Vote: Didn't Vote	48%	(102)	52%	(109)	211
2018 House Vote: Democrat	63%	(368)	37%	(215)	583
2018 House Vote: Republican	68%	(238)	32%	(111)	349
2016 Vote: Hillary Clinton	64%	(339)	36%	(189)	529
2016 Vote: Donald Trump	69%	(271)	31%	(124)	395
2016 Vote: Other	64%	(44)	36%	(25)	69
2016 Vote: Didn't Vote	50%	(198)	50%	(198)	396
Voted in 2014: Yes	68%	(568)	32%	(271)	839
Voted in 2014: No	52%	(289)	48%	(265)	554
4-Region: Northeast	64%	(170)	36%	(95)	266
4-Region: Midwest	67%	(198)	33%	(95)	293
4-Region: South	62%	(314)	38%	(189)	503
4-Region: West	53%	(175)	47%	(156)	331
Sports Fans	63%	(721)	37%	(426)	1147
Avid Sports Fans	68%	(327)	32%	(156)	482
Casual Sports Fans	59%	(395)	41%	(270)	665
Non-Sports Fans	55%	(136)	45%	(110)	246

Continued on next page

Table MCSP4_1NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	62%	(857)	38%	(536)	1393
Gen Z Sports Fans	44%	(39)	56%	(50)	89
Millennial Sports Fans	46%	(180)	54%	(215)	395
Gen X Sports Fans	68%	(188)	32%	(87)	275
Boomer Sports Fans	80%	(274)	20%	(69)	344
Democratic Sports Fans	63%	(332)	37%	(197)	528
Republican Sports Fans	67%	(211)	33%	(103)	314
Male Sports Fans	64%	(431)	36%	(242)	673
Female Sports Fans	61%	(290)	39%	(184)	474
Olympics Fans	63%	(783)	37%	(461)	1244
Avid Olympics Fans	67%	(231)	33%	(116)	347
Casual Olympics Fans	62%	(552)	38%	(345)	897
Non-Olympics Fans	50%	(74)	50%	(75)	149
Very Interested in Summer Olympics	55%	(97)	45%	(80)	176
Interested in Summer Olympics	58%	(243)	42%	(178)	421
Familiar with Peacock	60%	(488)	40%	(331)	818
Peacock Subscriber	53%	(199)	47%	(177)	376

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

Table MCSP4_2NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via a live TV streaming service such as Sling TV, Hulu + Live TV or YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	22%	(302)	78%	(1091)	1393
Gender: Male	24%	(180)	76%	(567)	748
Gender: Female	19%	(121)	81%	(524)	645
Age: 18-34	33%	(142)	67%	(295)	437
Age: 35-44	31%	(74)	69%	(166)	240
Age: 45-64	15%	(68)	85%	(397)	465
Age: 65+	7%	(17)	93%	(234)	251
GenZers: 1997-2012	24%	(31)	76%	(98)	129
Millennials: 1981-1996	36%	(168)	64%	(302)	470
GenXers: 1965-1980	20%	(65)	80%	(253)	317
Baby Boomers: 1946-1964	8%	(34)	92%	(387)	421
PID: Dem (no lean)	24%	(154)	76%	(484)	638
PID: Ind (no lean)	20%	(77)	80%	(309)	386
PID: Rep (no lean)	19%	(71)	81%	(298)	369
PID/Gender: Dem Men	29%	(96)	71%	(237)	333
PID/Gender: Dem Women	19%	(59)	81%	(247)	306
PID/Gender: Ind Men	23%	(49)	77%	(162)	211
PID/Gender: Ind Women	16%	(28)	84%	(147)	175
PID/Gender: Rep Men	18%	(36)	82%	(168)	204
PID/Gender: Rep Women	21%	(35)	79%	(130)	165
Ideo: Liberal (1-3)	26%	(135)	74%	(382)	517
Ideo: Moderate (4)	21%	(84)	79%	(318)	402
Ideo: Conservative (5-7)	17%	(71)	83%	(343)	414
Educ: < College	20%	(178)	80%	(696)	874
Educ: Bachelors degree	25%	(86)	75%	(254)	340
Educ: Post-grad	21%	(38)	79%	(141)	179
Income: Under 50k	21%	(147)	79%	(554)	702
Income: 50k-100k	20%	(87)	80%	(343)	429
Income: 100k+	26%	(67)	74%	(194)	262
Ethnicity: White	20%	(218)	80%	(851)	1069
Ethnicity: Hispanic	31%	(69)	69%	(158)	227
Ethnicity: Black	27%	(52)	73%	(143)	195

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Table MCSP4_2NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via a live TV streaming service such as Sling TV, Hulu + Live TV or YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	22%	(302)	78%	(1091)	1393
Ethnicity: Other	24%	(31)	76%	(98)	129
All Christian	20%	(127)	80%	(515)	642
All Non-Christian	36%	(29)	64%	(52)	81
Atheist	22%	(12)	78%	(41)	53
Agnostic/Nothing in particular	20%	(73)	80%	(301)	374
Something Else	25%	(60)	75%	(183)	243
Religious Non-Protestant/Catholic	33%	(33)	67%	(65)	98
Evangelical	26%	(94)	74%	(270)	364
Non-Evangelical	17%	(84)	83%	(404)	489
Community: Urban	33%	(142)	67%	(291)	433
Community: Suburban	15%	(97)	85%	(534)	631
Community: Rural	19%	(63)	81%	(266)	329
Employ: Private Sector	27%	(137)	73%	(362)	498
Employ: Government	34%	(33)	66%	(65)	99
Employ: Self-Employed	28%	(38)	72%	(97)	135
Employ: Homemaker	17%	(14)	83%	(67)	81
Employ: Retired	6%	(18)	94%	(272)	290
Employ: Unemployed	22%	(33)	78%	(122)	155
Employ: Other	18%	(17)	82%	(76)	93
Military HH: Yes	23%	(54)	77%	(175)	228
Military HH: No	21%	(248)	79%	(917)	1165
RD/WT: Right Direction	25%	(175)	75%	(520)	695
RD/WT: Wrong Track	18%	(127)	82%	(571)	698
Biden Job Approve	25%	(205)	75%	(616)	822
Biden Job Disapprove	17%	(86)	83%	(426)	512
Biden Job Strongly Approve	26%	(113)	74%	(316)	429
Biden Job Somewhat Approve	24%	(93)	76%	(300)	393
Biden Job Somewhat Disapprove	22%	(36)	78%	(127)	163
Biden Job Strongly Disapprove	14%	(50)	86%	(299)	349
Favorable of Biden	24%	(198)	76%	(620)	818
Unfavorable of Biden	18%	(93)	82%	(415)	508

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Table MCSP4_2NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via a live TV streaming service such as Sling TV, Hulu + Live TV or YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	22%	(302)	78%	(1091)	1393
Very Favorable of Biden	25%	(109)	75%	(333)	442
Somewhat Favorable of Biden	24%	(89)	76%	(288)	377
Somewhat Unfavorable of Biden	25%	(38)	75%	(114)	152
Very Unfavorable of Biden	16%	(55)	84%	(301)	357
#1 Issue: Economy	23%	(127)	77%	(418)	546
#1 Issue: Security	19%	(34)	81%	(143)	177
#1 Issue: Health Care	23%	(50)	77%	(171)	221
#1 Issue: Medicare / Social Security	11%	(21)	89%	(170)	192
#1 Issue: Women's Issues	28%	(19)	72%	(50)	70
#1 Issue: Education	27%	(16)	73%	(44)	60
#1 Issue: Energy	33%	(24)	67%	(49)	72
#1 Issue: Other	18%	(10)	82%	(45)	55
2020 Vote: Joe Biden	24%	(173)	76%	(548)	721
2020 Vote: Donald Trump	19%	(80)	81%	(341)	421
2020 Vote: Didn't Vote	21%	(43)	79%	(168)	211
2018 House Vote: Democrat	26%	(150)	74%	(433)	583
2018 House Vote: Republican	18%	(61)	82%	(288)	349
2016 Vote: Hillary Clinton	23%	(124)	77%	(405)	529
2016 Vote: Donald Trump	19%	(75)	81%	(320)	395
2016 Vote: Other	17%	(12)	83%	(57)	69
2016 Vote: Didn't Vote	23%	(91)	77%	(305)	396
Voted in 2014: Yes	21%	(175)	79%	(664)	839
Voted in 2014: No	23%	(127)	77%	(427)	554
4-Region: Northeast	22%	(60)	78%	(206)	266
4-Region: Midwest	18%	(54)	82%	(239)	293
4-Region: South	19%	(97)	81%	(406)	503
4-Region: West	27%	(91)	73%	(240)	331
Sports Fans	23%	(260)	77%	(887)	1147
Avid Sports Fans	26%	(127)	74%	(355)	482
Casual Sports Fans	20%	(133)	80%	(532)	665
Non-Sports Fans	17%	(41)	83%	(204)	246

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Table MCSP4_2NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via a live TV streaming service such as Sling TV, Hulu + Live TV or YouTube TV

Demographic	Selected		Not Selected		Total N
Adults	22%	(302)	78%	(1091)	1393
Gen Z Sports Fans	28%	(25)	72%	(64)	89
Millennial Sports Fans	37%	(148)	63%	(247)	395
Gen X Sports Fans	20%	(56)	80%	(219)	275
Boomer Sports Fans	8%	(28)	92%	(315)	344
Democratic Sports Fans	25%	(132)	75%	(396)	528
Republican Sports Fans	20%	(62)	80%	(252)	314
Male Sports Fans	25%	(168)	75%	(505)	673
Female Sports Fans	19%	(92)	81%	(382)	474
Olympics Fans	22%	(278)	78%	(966)	1244
Avid Olympics Fans	29%	(101)	71%	(246)	347
Casual Olympics Fans	20%	(177)	80%	(720)	897
Non-Olympics Fans	16%	(23)	84%	(126)	149
Very Interested in Summer Olympics	41%	(72)	59%	(105)	176
Interested in Summer Olympics	34%	(141)	66%	(280)	421
Familiar with Peacock	25%	(203)	75%	(615)	818
Peacock Subscriber	28%	(107)	72%	(269)	376

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

Table MCSP4_3NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	13%	(181)	87%	(1212)	1393
Gender: Male	14%	(104)	86%	(644)	748
Gender: Female	12%	(77)	88%	(569)	645
Age: 18-34	15%	(68)	85%	(370)	437
Age: 35-44	21%	(49)	79%	(191)	240
Age: 45-64	11%	(53)	89%	(412)	465
Age: 65+	4%	(11)	96%	(240)	251
GenZers: 1997-2012	13%	(17)	87%	(113)	129
Millennials: 1981-1996	19%	(90)	81%	(379)	470
GenXers: 1965-1980	13%	(41)	87%	(276)	317
Baby Boomers: 1946-1964	8%	(32)	92%	(389)	421
PID: Dem (no lean)	15%	(99)	85%	(540)	638
PID: Ind (no lean)	12%	(45)	88%	(340)	386
PID: Rep (no lean)	10%	(37)	90%	(332)	369
PID/Gender: Dem Men	16%	(55)	84%	(278)	333
PID/Gender: Dem Women	14%	(44)	86%	(262)	306
PID/Gender: Ind Men	13%	(27)	87%	(184)	211
PID/Gender: Ind Women	11%	(18)	89%	(156)	175
PID/Gender: Rep Men	11%	(22)	89%	(182)	204
PID/Gender: Rep Women	9%	(15)	91%	(150)	165
Ideo: Liberal (1-3)	17%	(86)	83%	(430)	517
Ideo: Moderate (4)	11%	(46)	89%	(356)	402
Ideo: Conservative (5-7)	11%	(46)	89%	(369)	414
Educ: < College	11%	(95)	89%	(779)	874
Educ: Bachelors degree	17%	(58)	83%	(282)	340
Educ: Post-grad	16%	(28)	84%	(151)	179
Income: Under 50k	11%	(80)	89%	(621)	702
Income: 50k-100k	13%	(57)	87%	(372)	429
Income: 100k+	17%	(43)	83%	(219)	262
Ethnicity: White	12%	(131)	88%	(938)	1069
Ethnicity: Hispanic	12%	(27)	88%	(200)	227
Ethnicity: Black	18%	(35)	82%	(160)	195

Continued on next page

Table MCSP4_3NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	13%	(181)	87%	(1212)	1393
Ethnicity: Other	11%	(15)	89%	(114)	129
All Christian	14%	(87)	86%	(555)	642
All Non-Christian	15%	(12)	85%	(69)	81
Atheist	8%	(4)	92%	(49)	53
Agnostic/Nothing in particular	16%	(60)	84%	(314)	374
Something Else	7%	(17)	93%	(226)	243
Religious Non-Protestant/Catholic	14%	(14)	86%	(84)	98
Evangelical	14%	(51)	86%	(314)	364
Non-Evangelical	10%	(49)	90%	(440)	489
Community: Urban	20%	(88)	80%	(344)	433
Community: Suburban	10%	(63)	90%	(569)	631
Community: Rural	9%	(30)	91%	(299)	329
Employ: Private Sector	16%	(82)	84%	(417)	498
Employ: Government	19%	(19)	81%	(80)	99
Employ: Self-Employed	17%	(22)	83%	(112)	135
Employ: Homemaker	10%	(8)	90%	(73)	81
Employ: Retired	6%	(18)	94%	(272)	290
Employ: Unemployed	12%	(18)	88%	(137)	155
Employ: Other	9%	(9)	91%	(84)	93
Military HH: Yes	11%	(25)	89%	(203)	228
Military HH: No	13%	(155)	87%	(1009)	1165
RD/WT: Right Direction	16%	(112)	84%	(583)	695
RD/WT: Wrong Track	10%	(69)	90%	(630)	698
Biden Job Approve	16%	(129)	84%	(693)	822
Biden Job Disapprove	10%	(49)	90%	(463)	512
Biden Job Strongly Approve	17%	(73)	83%	(356)	429
Biden Job Somewhat Approve	14%	(56)	86%	(337)	393
Biden Job Somewhat Disapprove	12%	(19)	88%	(145)	163
Biden Job Strongly Disapprove	9%	(30)	91%	(319)	349
Favorable of Biden	16%	(129)	84%	(690)	818
Unfavorable of Biden	10%	(49)	90%	(459)	508

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Table MCSP4_3NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	13%	(181)	87%	(1212)	1393
Very Favorable of Biden	17%	(77)	83%	(365)	442
Somewhat Favorable of Biden	14%	(52)	86%	(325)	377
Somewhat Unfavorable of Biden	11%	(17)	89%	(135)	152
Very Unfavorable of Biden	9%	(33)	91%	(324)	357
#1 Issue: Economy	13%	(69)	87%	(477)	546
#1 Issue: Security	16%	(28)	84%	(149)	177
#1 Issue: Health Care	14%	(31)	86%	(190)	221
#1 Issue: Medicare / Social Security	7%	(12)	93%	(179)	192
#1 Issue: Women's Issues	11%	(8)	89%	(62)	70
#1 Issue: Education	17%	(10)	83%	(50)	60
#1 Issue: Energy	24%	(17)	76%	(55)	72
#1 Issue: Other	9%	(5)	91%	(50)	55
2020 Vote: Joe Biden	16%	(112)	84%	(609)	721
2020 Vote: Donald Trump	11%	(44)	89%	(376)	421
2020 Vote: Didn't Vote	11%	(24)	89%	(187)	211
2018 House Vote: Democrat	15%	(88)	85%	(495)	583
2018 House Vote: Republican	10%	(34)	90%	(315)	349
2016 Vote: Hillary Clinton	15%	(80)	85%	(449)	529
2016 Vote: Donald Trump	11%	(44)	89%	(352)	395
2016 Vote: Other	7%	(5)	93%	(64)	69
2016 Vote: Didn't Vote	13%	(52)	87%	(344)	396
Voted in 2014: Yes	13%	(108)	87%	(731)	839
Voted in 2014: No	13%	(72)	87%	(481)	554
4-Region: Northeast	10%	(26)	90%	(240)	266
4-Region: Midwest	9%	(27)	91%	(266)	293
4-Region: South	13%	(66)	87%	(436)	503
4-Region: West	19%	(62)	81%	(270)	331
Sports Fans	14%	(163)	86%	(984)	1147
Avid Sports Fans	15%	(74)	85%	(409)	482
Casual Sports Fans	13%	(89)	87%	(576)	665
Non-Sports Fans	7%	(18)	93%	(228)	246

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Table MCSP4_3NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	13%	(181)	87%	(1212)	1393
Gen Z Sports Fans	14%	(13)	86%	(76)	89
Millennial Sports Fans	21%	(85)	79%	(310)	395
Gen X Sports Fans	14%	(37)	86%	(238)	275
Boomer Sports Fans	8%	(28)	92%	(316)	344
Democratic Sports Fans	17%	(90)	83%	(438)	528
Republican Sports Fans	10%	(31)	90%	(284)	314
Male Sports Fans	14%	(96)	86%	(577)	673
Female Sports Fans	14%	(67)	86%	(408)	474
Olympics Fans	13%	(167)	87%	(1077)	1244
Avid Olympics Fans	20%	(70)	80%	(276)	347
Casual Olympics Fans	11%	(97)	89%	(800)	897
Non-Olympics Fans	9%	(13)	91%	(136)	149
Very Interested in Summer Olympics	30%	(52)	70%	(124)	176
Interested in Summer Olympics	20%	(86)	80%	(335)	421
Familiar with Peacock	20%	(165)	80%	(653)	818
Peacock Subscriber	35%	(131)	65%	(245)	376

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

Table MCSP4_4NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on the NBC Olympics or NBC Sports website or app

Demographic	Selected		Not Selected		Total N
Adults	17%	(233)	83%	(1160)	1393
Gender: Male	20%	(147)	80%	(601)	748
Gender: Female	13%	(86)	87%	(559)	645
Age: 18-34	20%	(88)	80%	(349)	437
Age: 35-44	25%	(59)	75%	(181)	240
Age: 45-64	13%	(62)	87%	(402)	465
Age: 65+	10%	(24)	90%	(227)	251
GenZers: 1997-2012	22%	(29)	78%	(101)	129
Millennials: 1981-1996	23%	(106)	77%	(363)	470
GenXers: 1965-1980	15%	(48)	85%	(269)	317
Baby Boomers: 1946-1964	10%	(42)	90%	(379)	421
PID: Dem (no lean)	19%	(122)	81%	(517)	638
PID: Ind (no lean)	14%	(54)	86%	(332)	386
PID: Rep (no lean)	15%	(57)	85%	(312)	369
PID/Gender: Dem Men	24%	(81)	76%	(252)	333
PID/Gender: Dem Women	13%	(41)	87%	(265)	306
PID/Gender: Ind Men	15%	(32)	85%	(179)	211
PID/Gender: Ind Women	13%	(22)	87%	(153)	175
PID/Gender: Rep Men	17%	(34)	83%	(170)	204
PID/Gender: Rep Women	14%	(23)	86%	(142)	165
Ideo: Liberal (1-3)	19%	(97)	81%	(420)	517
Ideo: Moderate (4)	17%	(68)	83%	(334)	402
Ideo: Conservative (5-7)	15%	(62)	85%	(352)	414
Educ: < College	11%	(95)	89%	(779)	874
Educ: Bachelors degree	25%	(84)	75%	(256)	340
Educ: Post-grad	30%	(54)	70%	(125)	179
Income: Under 50k	12%	(84)	88%	(618)	702
Income: 50k-100k	20%	(85)	80%	(344)	429
Income: 100k+	25%	(64)	75%	(198)	262
Ethnicity: White	16%	(175)	84%	(894)	1069
Ethnicity: Hispanic	19%	(42)	81%	(185)	227
Ethnicity: Black	14%	(28)	86%	(167)	195

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Table MCSP4_4NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on the NBC Olympics or NBC Sports website or app

Demographic	Selected		Not Selected		Total N
Adults	17%	(233)	83%	(1160)	1393
Ethnicity: Other	23%	(30)	77%	(99)	129
All Christian	20%	(128)	80%	(514)	642
All Non-Christian	25%	(20)	75%	(60)	81
Atheist	25%	(13)	75%	(40)	53
Agnostic/Nothing in particular	11%	(42)	89%	(332)	374
Something Else	12%	(29)	88%	(215)	243
Religious Non-Protestant/Catholic	22%	(22)	78%	(76)	98
Evangelical	18%	(66)	82%	(298)	364
Non-Evangelical	18%	(86)	82%	(403)	489
Community: Urban	25%	(109)	75%	(324)	433
Community: Suburban	15%	(93)	85%	(538)	631
Community: Rural	9%	(31)	91%	(298)	329
Employ: Private Sector	22%	(109)	78%	(389)	498
Employ: Government	22%	(22)	78%	(77)	99
Employ: Self-Employed	22%	(30)	78%	(104)	135
Employ: Homemaker	13%	(10)	87%	(71)	81
Employ: Retired	10%	(30)	90%	(260)	290
Employ: Unemployed	7%	(11)	93%	(144)	155
Employ: Other	15%	(14)	85%	(79)	93
Military HH: Yes	13%	(30)	87%	(198)	228
Military HH: No	17%	(203)	83%	(962)	1165
RD/WT: Right Direction	20%	(136)	80%	(559)	695
RD/WT: Wrong Track	14%	(97)	86%	(601)	698
Biden Job Approve	18%	(150)	82%	(672)	822
Biden Job Disapprove	14%	(74)	86%	(438)	512
Biden Job Strongly Approve	23%	(99)	77%	(330)	429
Biden Job Somewhat Approve	13%	(51)	87%	(342)	393
Biden Job Somewhat Disapprove	12%	(20)	88%	(143)	163
Biden Job Strongly Disapprove	15%	(54)	85%	(295)	349
Favorable of Biden	18%	(148)	82%	(670)	818
Unfavorable of Biden	15%	(76)	85%	(433)	508

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Table MCSP4_4NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on the NBC Olympics or NBC Sports website or app

Demographic	Selected		Not Selected		Total N
Adults	17%	(233)	83%	(1160)	1393
Very Favorable of Biden	21%	(94)	79%	(348)	442
Somewhat Favorable of Biden	14%	(54)	86%	(323)	377
Somewhat Unfavorable of Biden	14%	(21)	86%	(131)	152
Very Unfavorable of Biden	15%	(55)	85%	(302)	357
#1 Issue: Economy	16%	(86)	84%	(460)	546
#1 Issue: Security	20%	(36)	80%	(141)	177
#1 Issue: Health Care	19%	(41)	81%	(180)	221
#1 Issue: Medicare / Social Security	14%	(27)	86%	(164)	192
#1 Issue: Women's Issues	15%	(11)	85%	(59)	70
#1 Issue: Education	20%	(12)	80%	(48)	60
#1 Issue: Energy	17%	(13)	83%	(60)	72
#1 Issue: Other	14%	(8)	86%	(48)	55
2020 Vote: Joe Biden	19%	(135)	81%	(585)	721
2020 Vote: Donald Trump	15%	(62)	85%	(359)	421
2020 Vote: Didn't Vote	13%	(27)	87%	(185)	211
2018 House Vote: Democrat	18%	(105)	82%	(478)	583
2018 House Vote: Republican	16%	(56)	84%	(293)	349
2016 Vote: Hillary Clinton	18%	(93)	82%	(435)	529
2016 Vote: Donald Trump	16%	(63)	84%	(332)	395
2016 Vote: Other	11%	(8)	89%	(61)	69
2016 Vote: Didn't Vote	17%	(68)	83%	(328)	396
Voted in 2014: Yes	17%	(141)	83%	(698)	839
Voted in 2014: No	17%	(92)	83%	(462)	554
4-Region: Northeast	23%	(61)	77%	(204)	266
4-Region: Midwest	11%	(34)	89%	(259)	293
4-Region: South	14%	(71)	86%	(432)	503
4-Region: West	20%	(67)	80%	(264)	331
Sports Fans	18%	(202)	82%	(946)	1147
Avid Sports Fans	20%	(99)	80%	(384)	482
Casual Sports Fans	15%	(103)	85%	(562)	665
Non-Sports Fans	13%	(31)	87%	(214)	246

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Table MCSP4_4NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Via streaming on the NBC Olympics or NBC Sports website or app

Demographic	Selected		Not Selected		Total N
Adults	17%	(233)	83%	(1160)	1393
Gen Z Sports Fans	21%	(19)	79%	(70)	89
Millennial Sports Fans	24%	(96)	76%	(299)	395
Gen X Sports Fans	16%	(43)	84%	(232)	275
Boomer Sports Fans	11%	(36)	89%	(307)	344
Democratic Sports Fans	21%	(109)	79%	(419)	528
Republican Sports Fans	16%	(50)	84%	(264)	314
Male Sports Fans	19%	(131)	81%	(542)	673
Female Sports Fans	15%	(71)	85%	(404)	474
Olympics Fans	17%	(215)	83%	(1029)	1244
Avid Olympics Fans	27%	(94)	73%	(253)	347
Casual Olympics Fans	14%	(121)	86%	(776)	897
Non-Olympics Fans	12%	(18)	88%	(131)	149
Very Interested in Summer Olympics	37%	(66)	63%	(111)	176
Interested in Summer Olympics	26%	(108)	74%	(312)	421
Familiar with Peacock	20%	(166)	80%	(653)	818
Peacock Subscriber	22%	(81)	78%	(295)	376

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

Table MCSP4_5NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(59)	96%	(1334)	1393
Gender: Male	4%	(29)	96%	(718)	748
Gender: Female	5%	(30)	95%	(616)	645
Age: 18-34	4%	(20)	96%	(418)	437
Age: 35-44	3%	(7)	97%	(233)	240
Age: 45-64	3%	(16)	97%	(448)	465
Age: 65+	6%	(16)	94%	(235)	251
GenZers: 1997-2012	8%	(10)	92%	(120)	129
Millennials: 1981-1996	3%	(13)	97%	(456)	470
GenXers: 1965-1980	4%	(12)	96%	(306)	317
Baby Boomers: 1946-1964	5%	(23)	95%	(398)	421
PID: Dem (no lean)	4%	(26)	96%	(612)	638
PID: Ind (no lean)	6%	(22)	94%	(364)	386
PID: Rep (no lean)	3%	(11)	97%	(358)	369
PID/Gender: Dem Men	5%	(15)	95%	(318)	333
PID/Gender: Dem Women	4%	(11)	96%	(295)	306
PID/Gender: Ind Men	3%	(6)	97%	(205)	211
PID/Gender: Ind Women	9%	(16)	91%	(159)	175
PID/Gender: Rep Men	4%	(8)	96%	(196)	204
PID/Gender: Rep Women	2%	(3)	98%	(162)	165
Ideo: Liberal (1-3)	5%	(25)	95%	(492)	517
Ideo: Moderate (4)	4%	(17)	96%	(385)	402
Ideo: Conservative (5-7)	3%	(14)	97%	(400)	414
Educ: < College	5%	(40)	95%	(834)	874
Educ: Bachelors degree	3%	(9)	97%	(331)	340
Educ: Post-grad	6%	(10)	94%	(169)	179
Income: Under 50k	5%	(38)	95%	(663)	702
Income: 50k-100k	3%	(13)	97%	(416)	429
Income: 100k+	3%	(8)	97%	(254)	262
Ethnicity: White	4%	(47)	96%	(1022)	1069
Ethnicity: Hispanic	3%	(7)	97%	(220)	227
Ethnicity: Black	4%	(8)	96%	(186)	195

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Table MCSP4_5NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(59)	96%	(1334)	1393
Ethnicity: Other	3%	(3)	97%	(126)	129
All Christian	4%	(23)	96%	(619)	642
All Non-Christian	4%	(3)	96%	(77)	81
Atheist	11%	(6)	89%	(47)	53
Agnostic/Nothing in particular	4%	(16)	96%	(358)	374
Something Else	4%	(11)	96%	(232)	243
Religious Non-Protestant/Catholic	5%	(4)	95%	(93)	98
Evangelical	4%	(15)	96%	(349)	364
Non-Evangelical	4%	(17)	96%	(471)	489
Community: Urban	3%	(12)	97%	(420)	433
Community: Suburban	4%	(27)	96%	(604)	631
Community: Rural	6%	(20)	94%	(309)	329
Employ: Private Sector	3%	(17)	97%	(482)	498
Employ: Government	1%	(1)	99%	(97)	99
Employ: Self-Employed	4%	(6)	96%	(129)	135
Employ: Homemaker	3%	(3)	97%	(78)	81
Employ: Retired	4%	(13)	96%	(277)	290
Employ: Unemployed	5%	(7)	95%	(148)	155
Employ: Other	8%	(8)	92%	(85)	93
Military HH: Yes	5%	(11)	95%	(218)	228
Military HH: No	4%	(48)	96%	(1116)	1165
RD/WT: Right Direction	4%	(31)	96%	(664)	695
RD/WT: Wrong Track	4%	(28)	96%	(670)	698
Biden Job Approve	5%	(38)	95%	(784)	822
Biden Job Disapprove	4%	(18)	96%	(494)	512
Biden Job Strongly Approve	4%	(18)	96%	(411)	429
Biden Job Somewhat Approve	5%	(20)	95%	(373)	393
Biden Job Somewhat Disapprove	3%	(5)	97%	(158)	163
Biden Job Strongly Disapprove	4%	(13)	96%	(336)	349
Favorable of Biden	4%	(36)	96%	(783)	818
Unfavorable of Biden	4%	(20)	96%	(488)	508

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Table MCSP4_5NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(59)	96%	(1334)	1393
Very Favorable of Biden	4%	(18)	96%	(423)	442
Somewhat Favorable of Biden	5%	(18)	95%	(359)	377
Somewhat Unfavorable of Biden	4%	(6)	96%	(146)	152
Very Unfavorable of Biden	4%	(15)	96%	(342)	357
#1 Issue: Economy	3%	(19)	97%	(527)	546
#1 Issue: Security	3%	(5)	97%	(172)	177
#1 Issue: Health Care	4%	(10)	96%	(212)	221
#1 Issue: Medicare / Social Security	4%	(7)	96%	(184)	192
#1 Issue: Women's Issues	4%	(3)	96%	(67)	70
#1 Issue: Education	9%	(6)	91%	(55)	60
#1 Issue: Energy	6%	(4)	94%	(68)	72
#1 Issue: Other	11%	(6)	89%	(49)	55
2020 Vote: Joe Biden	4%	(32)	96%	(689)	721
2020 Vote: Donald Trump	2%	(10)	98%	(411)	421
2020 Vote: Didn't Vote	7%	(16)	93%	(196)	211
2018 House Vote: Democrat	4%	(24)	96%	(559)	583
2018 House Vote: Republican	2%	(8)	98%	(341)	349
2016 Vote: Hillary Clinton	5%	(24)	95%	(505)	529
2016 Vote: Donald Trump	2%	(9)	98%	(386)	395
2016 Vote: Other	3%	(2)	97%	(67)	69
2016 Vote: Didn't Vote	6%	(23)	94%	(372)	396
Voted in 2014: Yes	4%	(30)	96%	(809)	839
Voted in 2014: No	5%	(29)	95%	(525)	554
4-Region: Northeast	3%	(8)	97%	(258)	266
4-Region: Midwest	5%	(16)	95%	(277)	293
4-Region: South	4%	(19)	96%	(484)	503
4-Region: West	5%	(16)	95%	(315)	331
Sports Fans	4%	(47)	96%	(1101)	1147
Avid Sports Fans	2%	(9)	98%	(474)	482
Casual Sports Fans	6%	(38)	94%	(627)	665
Non-Sports Fans	5%	(12)	95%	(233)	246

Continued on next page

Table MCSP4_5NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	4%	(59)	96%	(1334)	1393
Gen Z Sports Fans	6%	(6)	94%	(83)	89
Millennial Sports Fans	3%	(12)	97%	(383)	395
Gen X Sports Fans	3%	(9)	97%	(267)	275
Boomer Sports Fans	6%	(20)	94%	(324)	344
Democratic Sports Fans	4%	(23)	96%	(505)	528
Republican Sports Fans	3%	(10)	97%	(304)	314
Male Sports Fans	4%	(27)	96%	(646)	673
Female Sports Fans	4%	(20)	96%	(455)	474
Olympics Fans	4%	(53)	96%	(1191)	1244
Avid Olympics Fans	3%	(9)	97%	(338)	347
Casual Olympics Fans	5%	(44)	95%	(853)	897
Non-Olympics Fans	4%	(6)	96%	(143)	149
Very Interested in Summer Olympics	2%	(3)	98%	(174)	176
Interested in Summer Olympics	2%	(10)	98%	(411)	421
Familiar with Peacock	4%	(36)	96%	(782)	818
Peacock Subscriber	4%	(15)	96%	(361)	376

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

Table MCSP4_6NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(72)	95%	(1321)	1393
Gender: Male	4%	(29)	96%	(719)	748
Gender: Female	7%	(43)	93%	(602)	645
Age: 18-34	8%	(34)	92%	(403)	437
Age: 35-44	4%	(8)	96%	(232)	240
Age: 45-64	5%	(21)	95%	(444)	465
Age: 65+	3%	(9)	97%	(242)	251
GenZers: 1997-2012	12%	(15)	88%	(114)	129
Millennials: 1981-1996	5%	(23)	95%	(446)	470
GenXers: 1965-1980	5%	(15)	95%	(302)	317
Baby Boomers: 1946-1964	4%	(17)	96%	(404)	421
PID: Dem (no lean)	2%	(14)	98%	(624)	638
PID: Ind (no lean)	10%	(38)	90%	(348)	386
PID: Rep (no lean)	6%	(20)	94%	(348)	369
PID/Gender: Dem Men	—	(2)	100%	(331)	333
PID/Gender: Dem Women	4%	(12)	96%	(293)	306
PID/Gender: Ind Men	8%	(17)	92%	(194)	211
PID/Gender: Ind Women	12%	(21)	88%	(154)	175
PID/Gender: Rep Men	5%	(10)	95%	(194)	204
PID/Gender: Rep Women	6%	(10)	94%	(155)	165
Ideo: Liberal (1-3)	3%	(13)	97%	(504)	517
Ideo: Moderate (4)	7%	(29)	93%	(373)	402
Ideo: Conservative (5-7)	6%	(26)	94%	(389)	414
Educ: < College	6%	(56)	94%	(817)	874
Educ: Bachelors degree	3%	(11)	97%	(329)	340
Educ: Post-grad	3%	(5)	97%	(174)	179
Income: Under 50k	7%	(48)	93%	(654)	702
Income: 50k-100k	4%	(15)	96%	(414)	429
Income: 100k+	3%	(9)	97%	(253)	262
Ethnicity: White	5%	(53)	95%	(1016)	1069
Ethnicity: Hispanic	5%	(12)	95%	(215)	227
Ethnicity: Black	3%	(6)	97%	(188)	195

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Table MCSP4_6NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(72)	95%	(1321)	1393
Ethnicity: Other	10%	(13)	90%	(116)	129
All Christian	4%	(27)	96%	(615)	642
All Non-Christian	—	(0)	100%	(81)	81
Atheist	3%	(2)	97%	(51)	53
Agnostic/Nothing in particular	7%	(26)	93%	(349)	374
Something Else	7%	(18)	93%	(226)	243
Religious Non-Protestant/Catholic	1%	(1)	99%	(96)	98
Evangelical	3%	(10)	97%	(354)	364
Non-Evangelical	7%	(32)	93%	(457)	489
Community: Urban	3%	(14)	97%	(419)	433
Community: Suburban	6%	(38)	94%	(593)	631
Community: Rural	6%	(20)	94%	(309)	329
Employ: Private Sector	3%	(16)	97%	(482)	498
Employ: Government	2%	(2)	98%	(97)	99
Employ: Self-Employed	6%	(8)	94%	(127)	135
Employ: Homemaker	11%	(9)	89%	(72)	81
Employ: Retired	4%	(12)	96%	(278)	290
Employ: Unemployed	10%	(15)	90%	(140)	155
Employ: Other	8%	(7)	92%	(85)	93
Military HH: Yes	6%	(14)	94%	(214)	228
Military HH: No	5%	(58)	95%	(1107)	1165
RD/WT: Right Direction	3%	(22)	97%	(672)	695
RD/WT: Wrong Track	7%	(50)	93%	(648)	698
Biden Job Approve	3%	(27)	97%	(795)	822
Biden Job Disapprove	7%	(37)	93%	(476)	512
Biden Job Strongly Approve	2%	(10)	98%	(420)	429
Biden Job Somewhat Approve	5%	(18)	95%	(375)	393
Biden Job Somewhat Disapprove	4%	(6)	96%	(157)	163
Biden Job Strongly Disapprove	9%	(31)	91%	(319)	349
Favorable of Biden	3%	(26)	97%	(792)	818
Unfavorable of Biden	6%	(32)	94%	(477)	508

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Table MCSP4_6NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(72)	95%	(1321)	1393
Very Favorable of Biden	2%	(8)	98%	(433)	442
Somewhat Favorable of Biden	5%	(18)	95%	(359)	377
Somewhat Unfavorable of Biden	3%	(5)	97%	(147)	152
Very Unfavorable of Biden	7%	(27)	93%	(330)	357
#1 Issue: Economy	6%	(32)	94%	(514)	546
#1 Issue: Security	6%	(11)	94%	(166)	177
#1 Issue: Health Care	4%	(9)	96%	(213)	221
#1 Issue: Medicare / Social Security	2%	(4)	98%	(188)	192
#1 Issue: Women's Issues	10%	(7)	90%	(63)	70
#1 Issue: Education	5%	(3)	95%	(58)	60
#1 Issue: Energy	8%	(6)	92%	(66)	72
#1 Issue: Other	3%	(1)	97%	(54)	55
2020 Vote: Joe Biden	3%	(19)	97%	(702)	721
2020 Vote: Donald Trump	6%	(27)	94%	(394)	421
2020 Vote: Didn't Vote	11%	(23)	89%	(188)	211
2018 House Vote: Democrat	3%	(17)	97%	(566)	583
2018 House Vote: Republican	5%	(19)	95%	(330)	349
2016 Vote: Hillary Clinton	3%	(16)	97%	(513)	529
2016 Vote: Donald Trump	4%	(16)	96%	(379)	395
2016 Vote: Other	5%	(3)	95%	(66)	69
2016 Vote: Didn't Vote	9%	(37)	91%	(359)	396
Voted in 2014: Yes	3%	(27)	97%	(812)	839
Voted in 2014: No	8%	(45)	92%	(508)	554
4-Region: Northeast	4%	(11)	96%	(255)	266
4-Region: Midwest	4%	(11)	96%	(282)	293
4-Region: South	6%	(31)	94%	(472)	503
4-Region: West	6%	(19)	94%	(312)	331
Sports Fans	4%	(43)	96%	(1104)	1147
Avid Sports Fans	3%	(15)	97%	(468)	482
Casual Sports Fans	4%	(29)	96%	(636)	665
Non-Sports Fans	12%	(29)	88%	(217)	246

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Table MCSP4_6NET: Specifically, how have you been watching the Tokyo Olympics? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	5%	(72)	95%	(1321)	1393
Gen Z Sports Fans	8%	(7)	92%	(82)	89
Millennial Sports Fans	4%	(14)	96%	(381)	395
Gen X Sports Fans	4%	(12)	96%	(264)	275
Boomer Sports Fans	3%	(10)	97%	(334)	344
Democratic Sports Fans	1%	(4)	99%	(524)	528
Republican Sports Fans	6%	(18)	94%	(296)	314
Male Sports Fans	3%	(23)	97%	(650)	673
Female Sports Fans	4%	(21)	96%	(453)	474
Olympics Fans	3%	(39)	97%	(1205)	1244
Avid Olympics Fans	—	(2)	100%	(345)	347
Casual Olympics Fans	4%	(37)	96%	(860)	897
Non-Olympics Fans	23%	(34)	77%	(115)	149
Very Interested in Summer Olympics	1%	(1)	99%	(175)	176
Interested in Summer Olympics	2%	(7)	98%	(414)	421
Familiar with Peacock	3%	(21)	97%	(797)	818
Peacock Subscriber	2%	(6)	98%	(371)	376

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

Table MCSP5: *And how much of this summer's Tokyo Olympics have you watched compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	6%	(133)	9%	(193)	37%	(809)	14%	(317)	34%	(748)	2200
Gender: Male	8%	(82)	10%	(107)	36%	(380)	15%	(163)	31%	(330)	1062
Gender: Female	4%	(50)	8%	(86)	38%	(429)	14%	(154)	37%	(418)	1138
Age: 18-34	7%	(49)	14%	(89)	31%	(202)	15%	(100)	33%	(215)	655
Age: 35-44	13%	(47)	10%	(37)	45%	(159)	10%	(36)	22%	(79)	358
Age: 45-64	3%	(26)	7%	(51)	36%	(267)	15%	(116)	39%	(291)	751
Age: 65+	2%	(11)	4%	(17)	41%	(180)	15%	(66)	37%	(163)	436
GenZers: 1997-2012	6%	(13)	8%	(18)	30%	(68)	15%	(33)	42%	(95)	227
Millennials: 1981-1996	10%	(66)	16%	(103)	35%	(233)	13%	(87)	26%	(168)	659
GenXers: 1965-1980	6%	(34)	5%	(25)	37%	(196)	13%	(70)	38%	(200)	525
Baby Boomers: 1946-1964	3%	(18)	6%	(40)	40%	(280)	17%	(116)	35%	(248)	702
PID: Dem (no lean)	10%	(87)	12%	(105)	38%	(336)	15%	(137)	25%	(227)	891
PID: Ind (no lean)	4%	(29)	6%	(39)	38%	(250)	14%	(95)	38%	(254)	666
PID: Rep (no lean)	3%	(18)	8%	(50)	35%	(223)	13%	(86)	42%	(267)	643
PID/Gender: Dem Men	12%	(51)	15%	(62)	38%	(154)	17%	(68)	18%	(73)	408
PID/Gender: Dem Women	7%	(36)	9%	(42)	38%	(182)	14%	(69)	32%	(153)	482
PID/Gender: Ind Men	7%	(21)	5%	(17)	37%	(117)	15%	(48)	36%	(117)	321
PID/Gender: Ind Women	2%	(7)	6%	(22)	38%	(133)	13%	(46)	40%	(137)	345
PID/Gender: Rep Men	3%	(10)	8%	(28)	33%	(108)	14%	(47)	42%	(139)	332
PID/Gender: Rep Women	2%	(7)	7%	(22)	37%	(115)	12%	(39)	41%	(128)	311
Ideo: Liberal (1-3)	12%	(84)	11%	(78)	33%	(231)	16%	(111)	27%	(191)	694
Ideo: Moderate (4)	4%	(22)	9%	(54)	44%	(262)	15%	(87)	29%	(172)	597
Ideo: Conservative (5-7)	3%	(23)	8%	(57)	34%	(247)	14%	(104)	40%	(288)	718
Educ: < College	4%	(64)	8%	(114)	38%	(580)	13%	(199)	37%	(555)	1512
Educ: Bachelors degree	8%	(35)	13%	(56)	35%	(157)	18%	(78)	27%	(118)	444
Educ: Post-grad	14%	(34)	9%	(23)	30%	(72)	17%	(40)	31%	(75)	244
Income: Under 50k	4%	(54)	8%	(94)	38%	(477)	12%	(153)	37%	(467)	1246
Income: 50k-100k	6%	(38)	10%	(63)	36%	(223)	17%	(105)	31%	(196)	625
Income: 100k+	12%	(40)	11%	(37)	33%	(109)	18%	(59)	26%	(85)	329
Ethnicity: White	6%	(98)	8%	(139)	38%	(647)	14%	(242)	35%	(596)	1722
Ethnicity: Hispanic	10%	(33)	10%	(36)	28%	(97)	14%	(50)	38%	(133)	349
Ethnicity: Black	7%	(19)	13%	(36)	34%	(92)	18%	(48)	29%	(79)	274

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Table MCSP5: *And how much of this summer's Tokyo Olympics have you watched compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	6%	(133)	9%	(193)	37%	(809)	14%	(317)	34%	(748)	2200
Ethnicity: Other	8%	(16)	9%	(18)	34%	(69)	13%	(27)	36%	(73)	204
All Christian	7%	(64)	9%	(88)	35%	(329)	16%	(151)	34%	(321)	952
All Non-Christian	22%	(22)	17%	(17)	32%	(31)	11%	(11)	18%	(18)	99
Atheist	3%	(3)	7%	(6)	47%	(43)	13%	(12)	30%	(27)	91
Agnostic/Nothing in particular	4%	(24)	9%	(59)	37%	(238)	13%	(83)	37%	(234)	637
Something Else	5%	(20)	6%	(24)	40%	(168)	14%	(61)	35%	(148)	421
Religious Non-Protestant/Catholic	18%	(22)	16%	(21)	26%	(33)	15%	(19)	25%	(31)	126
Evangelical	7%	(43)	11%	(62)	34%	(199)	15%	(88)	33%	(194)	586
Non-Evangelical	5%	(38)	6%	(42)	39%	(289)	15%	(114)	35%	(256)	740
Community: Urban	12%	(73)	14%	(82)	32%	(192)	15%	(90)	27%	(159)	597
Community: Suburban	4%	(38)	8%	(82)	37%	(371)	15%	(145)	36%	(361)	997
Community: Rural	3%	(21)	5%	(30)	41%	(245)	14%	(82)	37%	(227)	605
Employ: Private Sector	9%	(60)	11%	(77)	37%	(254)	16%	(107)	27%	(188)	687
Employ: Government	13%	(18)	18%	(24)	26%	(35)	14%	(19)	28%	(37)	133
Employ: Self-Employed	11%	(20)	11%	(21)	33%	(62)	11%	(21)	33%	(62)	186
Employ: Homemaker	7%	(10)	8%	(12)	45%	(66)	9%	(14)	31%	(45)	147
Employ: Student	5%	(4)	10%	(7)	37%	(26)	19%	(13)	29%	(21)	71
Employ: Retired	2%	(11)	6%	(29)	39%	(199)	16%	(81)	37%	(190)	510
Employ: Unemployed	3%	(10)	5%	(16)	36%	(106)	12%	(35)	43%	(124)	291
Employ: Other	—	(1)	4%	(7)	35%	(61)	15%	(27)	46%	(80)	175
Military HH: Yes	5%	(16)	8%	(25)	36%	(118)	13%	(43)	38%	(123)	326
Military HH: No	6%	(116)	9%	(168)	37%	(691)	15%	(274)	33%	(624)	1874
RD/WT: Right Direction	10%	(100)	12%	(113)	38%	(370)	16%	(155)	25%	(241)	979
RD/WT: Wrong Track	3%	(33)	7%	(80)	36%	(439)	13%	(162)	42%	(507)	1221
Biden Job Approve	9%	(107)	11%	(133)	36%	(428)	15%	(181)	28%	(328)	1177
Biden Job Disapprove	2%	(21)	6%	(57)	37%	(329)	14%	(127)	40%	(359)	895
Biden Job Strongly Approve	15%	(87)	11%	(65)	38%	(227)	13%	(78)	23%	(139)	595
Biden Job Somewhat Approve	4%	(20)	12%	(68)	35%	(202)	18%	(103)	32%	(189)	582
Biden Job Somewhat Disapprove	4%	(10)	9%	(23)	40%	(99)	16%	(41)	30%	(75)	248
Biden Job Strongly Disapprove	2%	(11)	5%	(34)	36%	(230)	13%	(87)	44%	(284)	646

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Table MCSP5: *And how much of this summer's Tokyo Olympics have you watched compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	6%	(133)	9%	(193)	37%	(809)	14%	(317)	34%	(748)	2200
Favorable of Biden	9%	(107)	11%	(131)	36%	(414)	16%	(180)	28%	(324)	1155
Unfavorable of Biden	2%	(18)	6%	(58)	38%	(342)	14%	(128)	40%	(361)	905
Very Favorable of Biden	13%	(81)	11%	(69)	40%	(244)	14%	(85)	22%	(138)	616
Somewhat Favorable of Biden	5%	(26)	12%	(62)	32%	(170)	18%	(95)	34%	(186)	539
Somewhat Unfavorable of Biden	3%	(6)	9%	(20)	43%	(100)	17%	(39)	28%	(65)	230
Very Unfavorable of Biden	2%	(12)	6%	(37)	36%	(242)	13%	(89)	44%	(296)	675
#1 Issue: Economy	6%	(47)	10%	(80)	37%	(308)	14%	(118)	34%	(279)	832
#1 Issue: Security	7%	(20)	8%	(24)	31%	(88)	11%	(31)	43%	(125)	288
#1 Issue: Health Care	9%	(28)	10%	(30)	39%	(123)	17%	(55)	25%	(80)	317
#1 Issue: Medicare / Social Security	2%	(8)	7%	(24)	38%	(126)	13%	(43)	39%	(130)	330
#1 Issue: Women's Issues	7%	(8)	6%	(8)	45%	(56)	13%	(16)	29%	(36)	123
#1 Issue: Education	10%	(8)	14%	(11)	33%	(26)	21%	(17)	23%	(19)	81
#1 Issue: Energy	13%	(13)	7%	(7)	25%	(24)	23%	(22)	31%	(30)	96
#1 Issue: Other	1%	(1)	7%	(9)	43%	(57)	12%	(16)	37%	(50)	133
2020 Vote: Joe Biden	9%	(90)	12%	(117)	38%	(371)	15%	(149)	26%	(254)	981
2020 Vote: Donald Trump	2%	(14)	7%	(49)	34%	(246)	15%	(110)	42%	(300)	719
2020 Vote: Other	—	(0)	11%	(7)	40%	(27)	10%	(7)	39%	(26)	67
2020 Vote: Didn't Vote	6%	(28)	5%	(20)	38%	(165)	12%	(53)	39%	(167)	433
2018 House Vote: Democrat	10%	(75)	11%	(85)	38%	(298)	17%	(131)	24%	(188)	776
2018 House Vote: Republican	3%	(19)	8%	(46)	33%	(188)	14%	(83)	41%	(239)	576
2016 Vote: Hillary Clinton	10%	(69)	11%	(79)	38%	(268)	17%	(118)	24%	(170)	705
2016 Vote: Donald Trump	4%	(26)	7%	(48)	34%	(225)	13%	(85)	42%	(276)	660
2016 Vote: Other	2%	(2)	6%	(7)	40%	(43)	16%	(18)	36%	(40)	110
2016 Vote: Didn't Vote	5%	(36)	8%	(59)	37%	(270)	13%	(95)	36%	(261)	720
Voted in 2014: Yes	7%	(81)	10%	(121)	36%	(438)	15%	(185)	32%	(388)	1213
Voted in 2014: No	5%	(51)	7%	(72)	38%	(371)	13%	(133)	36%	(359)	987
4-Region: Northeast	7%	(27)	11%	(45)	37%	(144)	16%	(61)	29%	(115)	394
4-Region: Midwest	4%	(18)	6%	(27)	38%	(177)	16%	(74)	36%	(165)	462
4-Region: South	5%	(42)	9%	(70)	39%	(321)	13%	(107)	34%	(283)	824
4-Region: West	9%	(44)	10%	(50)	32%	(167)	14%	(75)	35%	(184)	520
Sports Fans	8%	(119)	11%	(172)	33%	(510)	17%	(258)	31%	(482)	1540

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Table MCSP5: *And how much of this summer's Tokyo Olympics have you watched compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	6%	(133)	9%	(193)	37%	(809)	14%	(317)	34%	(748)	2200
Avid Sports Fans	15%	(85)	13%	(75)	31%	(180)	16%	(90)	25%	(142)	572
Casual Sports Fans	4%	(35)	10%	(96)	34%	(330)	17%	(168)	35%	(340)	968
Non-Sports Fans	2%	(14)	3%	(21)	45%	(299)	9%	(59)	40%	(266)	660
Gen Z Sports Fans	4%	(6)	10%	(15)	31%	(44)	15%	(22)	39%	(57)	144
Millennial Sports Fans	13%	(62)	19%	(93)	30%	(150)	15%	(73)	24%	(117)	495
Gen X Sports Fans	9%	(32)	6%	(22)	33%	(122)	16%	(60)	37%	(138)	374
Boomer Sports Fans	4%	(17)	8%	(37)	38%	(178)	20%	(93)	31%	(147)	471
Democratic Sports Fans	12%	(79)	15%	(96)	35%	(223)	17%	(109)	21%	(136)	643
Republican Sports Fans	3%	(14)	10%	(43)	31%	(140)	16%	(72)	41%	(185)	455
Male Sports Fans	9%	(75)	12%	(102)	33%	(289)	17%	(152)	29%	(252)	870
Female Sports Fans	7%	(44)	10%	(70)	33%	(220)	16%	(106)	34%	(230)	671
Olympics Fans	9%	(127)	13%	(183)	35%	(500)	20%	(283)	24%	(352)	1444
Avid Olympics Fans	24%	(84)	20%	(71)	36%	(125)	13%	(44)	8%	(28)	352
Casual Olympics Fans	4%	(44)	10%	(112)	34%	(375)	22%	(239)	30%	(324)	1092
Non-Olympics Fans	1%	(5)	1%	(10)	41%	(309)	5%	(35)	52%	(396)	756
Very Interested in Summer Olympics	56%	(101)	31%	(56)	9%	(17)	2%	(4)	2%	(3)	181
Interested in Summer Olympics	29%	(124)	34%	(145)	27%	(117)	8%	(33)	3%	(12)	431
Familiar with Peacock	9%	(101)	10%	(116)	36%	(422)	16%	(184)	31%	(362)	1186
Peacock Subscriber	12%	(65)	9%	(46)	30%	(162)	17%	(91)	32%	(174)	539

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

Table MCSP7_1: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Archery

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(85)	13%	(295)	12%	(258)	71%	(1562)	2200
Gender: Male	6%	(59)	16%	(173)	14%	(153)	64%	(676)	1062
Gender: Female	2%	(26)	11%	(122)	9%	(105)	78%	(885)	1138
Age: 18-34	6%	(40)	18%	(115)	14%	(93)	62%	(407)	655
Age: 35-44	7%	(27)	15%	(54)	16%	(56)	62%	(220)	358
Age: 45-64	2%	(18)	12%	(94)	10%	(72)	76%	(568)	751
Age: 65+	—	(1)	7%	(31)	9%	(37)	84%	(366)	436
GenZers: 1997-2012	4%	(10)	15%	(33)	11%	(25)	70%	(159)	227
Millennials: 1981-1996	8%	(52)	18%	(121)	15%	(98)	59%	(388)	659
GenXers: 1965-1980	4%	(20)	11%	(60)	12%	(61)	73%	(384)	525
Baby Boomers: 1946-1964	1%	(4)	10%	(72)	9%	(66)	80%	(560)	702
PID: Dem (no lean)	6%	(52)	15%	(133)	13%	(113)	67%	(594)	891
PID: Ind (no lean)	3%	(21)	12%	(81)	11%	(75)	73%	(489)	666
PID: Rep (no lean)	2%	(13)	13%	(81)	11%	(70)	74%	(479)	643
PID/Gender: Dem Men	9%	(36)	17%	(71)	15%	(59)	59%	(241)	408
PID/Gender: Dem Women	3%	(15)	13%	(61)	11%	(53)	73%	(353)	482
PID/Gender: Ind Men	5%	(17)	15%	(50)	17%	(56)	62%	(199)	321
PID/Gender: Ind Women	1%	(4)	9%	(32)	6%	(19)	84%	(290)	345
PID/Gender: Rep Men	2%	(6)	16%	(52)	12%	(38)	71%	(236)	332
PID/Gender: Rep Women	2%	(7)	9%	(29)	10%	(32)	78%	(243)	311
Ideo: Liberal (1-3)	5%	(37)	17%	(120)	13%	(88)	65%	(450)	694
Ideo: Moderate (4)	5%	(29)	15%	(90)	13%	(77)	67%	(401)	597
Ideo: Conservative (5-7)	2%	(17)	10%	(71)	11%	(80)	77%	(550)	718
Educ: < College	3%	(43)	13%	(195)	11%	(174)	73%	(1100)	1512
Educ: Bachelors degree	5%	(24)	14%	(61)	12%	(55)	69%	(305)	444
Educ: Post-grad	8%	(19)	16%	(39)	12%	(30)	64%	(157)	244
Income: Under 50k	3%	(34)	12%	(155)	12%	(145)	73%	(912)	1246
Income: 50k-100k	5%	(30)	13%	(82)	12%	(74)	70%	(439)	625
Income: 100k+	6%	(21)	18%	(58)	12%	(40)	64%	(210)	329
Ethnicity: White	4%	(69)	13%	(218)	11%	(186)	73%	(1248)	1722
Ethnicity: Hispanic	5%	(18)	19%	(65)	15%	(51)	62%	(216)	349

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Table MCSP7_1: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Archery

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(85)	13%	(295)	12%	(258)	71%	(1562)	2200
Ethnicity: Black	5%	(12)	15%	(40)	15%	(40)	66%	(182)	274
Ethnicity: Other	2%	(3)	18%	(37)	16%	(32)	64%	(132)	204
All Christian	3%	(33)	14%	(129)	13%	(128)	70%	(662)	952
All Non-Christian	17%	(17)	17%	(16)	13%	(13)	53%	(53)	99
Atheist	4%	(4)	10%	(9)	5%	(4)	81%	(74)	91
Agnostic/Nothing in particular	4%	(23)	14%	(87)	10%	(61)	73%	(466)	637
Something Else	2%	(9)	13%	(53)	12%	(51)	73%	(307)	421
Religious Non-Protestant/Catholic	14%	(18)	17%	(21)	13%	(17)	55%	(70)	126
Evangelical	4%	(22)	14%	(82)	14%	(84)	68%	(398)	586
Non-Evangelical	2%	(15)	13%	(94)	12%	(89)	73%	(542)	740
Community: Urban	10%	(59)	16%	(93)	14%	(82)	61%	(363)	597
Community: Suburban	2%	(20)	13%	(126)	11%	(109)	74%	(743)	997
Community: Rural	1%	(7)	13%	(76)	11%	(67)	75%	(456)	605
Employ: Private Sector	6%	(42)	17%	(119)	14%	(93)	63%	(433)	687
Employ: Government	7%	(9)	17%	(23)	16%	(21)	60%	(79)	133
Employ: Self-Employed	8%	(15)	22%	(41)	10%	(19)	59%	(110)	186
Employ: Homemaker	3%	(5)	12%	(18)	9%	(13)	76%	(112)	147
Employ: Student	2%	(1)	9%	(7)	15%	(10)	74%	(52)	71
Employ: Retired	1%	(5)	9%	(46)	7%	(38)	83%	(422)	510
Employ: Unemployed	1%	(4)	10%	(29)	15%	(45)	73%	(214)	291
Employ: Other	2%	(4)	7%	(13)	11%	(19)	80%	(140)	175
Military HH: Yes	3%	(8)	14%	(46)	14%	(47)	69%	(224)	326
Military HH: No	4%	(77)	13%	(248)	11%	(211)	71%	(1337)	1874
RD/WT: Right Direction	6%	(58)	17%	(171)	12%	(114)	65%	(637)	979
RD/WT: Wrong Track	2%	(28)	10%	(124)	12%	(144)	76%	(925)	1221
Biden Job Approve	6%	(68)	15%	(176)	13%	(149)	67%	(784)	1177
Biden Job Disapprove	2%	(17)	11%	(101)	11%	(98)	76%	(678)	895

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Table MCSP7_1: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Archery

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(85)	13%	(295)	12%	(258)	71%	(1562)	2200
Biden Job Strongly Approve	8%	(49)	15%	(89)	11%	(64)	66%	(392)	595
Biden Job Somewhat Approve	3%	(18)	15%	(88)	15%	(84)	67%	(391)	582
Biden Job Somewhat Disapprove	1%	(3)	16%	(39)	14%	(34)	70%	(173)	248
Biden Job Strongly Disapprove	2%	(14)	10%	(62)	10%	(64)	78%	(505)	646
Favorable of Biden	6%	(65)	16%	(180)	12%	(141)	67%	(770)	1155
Unfavorable of Biden	2%	(18)	11%	(101)	11%	(102)	76%	(684)	905
Very Favorable of Biden	8%	(47)	14%	(84)	13%	(78)	66%	(407)	616
Somewhat Favorable of Biden	3%	(18)	18%	(95)	12%	(63)	67%	(363)	539
Somewhat Unfavorable of Biden	1%	(3)	17%	(39)	17%	(39)	65%	(151)	230
Very Unfavorable of Biden	2%	(16)	9%	(62)	9%	(63)	79%	(533)	675
#1 Issue: Economy	3%	(28)	12%	(103)	13%	(107)	71%	(594)	832
#1 Issue: Security	4%	(11)	16%	(47)	12%	(34)	68%	(197)	288
#1 Issue: Health Care	7%	(21)	18%	(55)	10%	(33)	65%	(208)	317
#1 Issue: Medicare / Social Security	2%	(8)	10%	(33)	11%	(36)	77%	(253)	330
#1 Issue: Women's Issues	5%	(6)	11%	(14)	11%	(14)	73%	(90)	123
#1 Issue: Education	5%	(4)	16%	(13)	15%	(12)	64%	(51)	81
#1 Issue: Energy	7%	(7)	21%	(20)	13%	(13)	59%	(57)	96
#1 Issue: Other	1%	(1)	7%	(9)	7%	(10)	85%	(113)	133
2020 Vote: Joe Biden	6%	(57)	16%	(155)	13%	(124)	66%	(645)	981
2020 Vote: Donald Trump	2%	(17)	11%	(82)	11%	(81)	75%	(540)	719
2020 Vote: Other	3%	(2)	14%	(10)	4%	(2)	79%	(52)	67
2020 Vote: Didn't Vote	2%	(9)	11%	(49)	12%	(51)	75%	(324)	433
2018 House Vote: Democrat	6%	(47)	14%	(109)	12%	(97)	67%	(523)	776
2018 House Vote: Republican	2%	(13)	14%	(81)	11%	(65)	72%	(416)	576
2016 Vote: Hillary Clinton	6%	(42)	14%	(99)	12%	(88)	68%	(476)	705
2016 Vote: Donald Trump	3%	(22)	14%	(92)	11%	(70)	72%	(476)	660
2016 Vote: Other	—	(0)	13%	(14)	13%	(14)	74%	(81)	110
2016 Vote: Didn't Vote	3%	(21)	12%	(89)	12%	(86)	73%	(524)	720
Voted in 2014: Yes	4%	(54)	13%	(163)	12%	(151)	70%	(845)	1213
Voted in 2014: No	3%	(32)	13%	(132)	11%	(107)	73%	(717)	987

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Table MCSP7_1: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Archery

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(85)	13%	(295)	12%	(258)	71%	(1562)	2200
4-Region: Northeast	6%	(22)	13%	(51)	11%	(42)	71%	(279)	394
4-Region: Midwest	3%	(12)	10%	(46)	10%	(46)	77%	(357)	462
4-Region: South	4%	(31)	13%	(104)	13%	(104)	71%	(586)	824
4-Region: West	4%	(20)	18%	(94)	13%	(66)	65%	(340)	520
Sports Fans	5%	(80)	16%	(248)	14%	(219)	64%	(992)	1540
Avid Sports Fans	10%	(59)	21%	(120)	15%	(88)	54%	(306)	572
Casual Sports Fans	2%	(21)	13%	(129)	14%	(132)	71%	(686)	968
Non-Sports Fans	1%	(5)	7%	(47)	6%	(39)	86%	(569)	660
Gen Z Sports Fans	6%	(9)	11%	(15)	16%	(23)	67%	(97)	144
Millennial Sports Fans	10%	(48)	22%	(111)	18%	(89)	50%	(247)	495
Gen X Sports Fans	5%	(19)	13%	(50)	13%	(47)	69%	(258)	374
Boomer Sports Fans	1%	(4)	14%	(65)	12%	(56)	74%	(346)	471
Democratic Sports Fans	8%	(49)	18%	(114)	15%	(97)	60%	(383)	643
Republican Sports Fans	3%	(12)	16%	(71)	13%	(57)	69%	(315)	455
Male Sports Fans	7%	(57)	18%	(158)	16%	(139)	59%	(515)	870
Female Sports Fans	3%	(23)	13%	(90)	12%	(80)	71%	(477)	671
Olympics Fans	6%	(80)	18%	(264)	16%	(224)	61%	(876)	1444
Avid Olympics Fans	14%	(49)	28%	(98)	20%	(69)	39%	(136)	352
Casual Olympics Fans	3%	(31)	15%	(166)	14%	(155)	68%	(740)	1092
Non-Olympics Fans	1%	(5)	4%	(31)	5%	(34)	91%	(686)	756
Very Interested in Summer Olympics	26%	(48)	32%	(59)	16%	(28)	25%	(46)	181
Interested in Summer Olympics	15%	(65)	33%	(143)	20%	(87)	32%	(137)	431
Familiar with Peacock	6%	(70)	16%	(190)	13%	(158)	65%	(768)	1186
Peacock Subscriber	7%	(38)	18%	(96)	14%	(75)	61%	(329)	539

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

Table MCSP7_2: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Athletics (track and field)

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	9%	(207)	20%	(443)	12%	(257)	59%	(1293)	2200
Gender: Male	11%	(119)	26%	(279)	13%	(133)	50%	(531)	1062
Gender: Female	8%	(88)	14%	(165)	11%	(124)	67%	(762)	1138
Age: 18-34	12%	(78)	22%	(144)	12%	(79)	54%	(354)	655
Age: 35-44	13%	(47)	29%	(103)	9%	(30)	50%	(178)	358
Age: 45-64	8%	(61)	20%	(147)	14%	(103)	59%	(440)	751
Age: 65+	5%	(21)	11%	(49)	10%	(44)	74%	(322)	436
GenZers: 1997-2012	10%	(23)	20%	(45)	9%	(20)	61%	(139)	227
Millennials: 1981-1996	13%	(86)	25%	(165)	12%	(80)	50%	(328)	659
GenXers: 1965-1980	10%	(50)	21%	(110)	13%	(71)	56%	(294)	525
Baby Boomers: 1946-1964	6%	(41)	16%	(115)	11%	(75)	67%	(471)	702
PID: Dem (no lean)	14%	(122)	23%	(208)	12%	(107)	51%	(454)	891
PID: Ind (no lean)	7%	(45)	18%	(119)	11%	(72)	65%	(430)	666
PID: Rep (no lean)	6%	(40)	18%	(117)	12%	(78)	64%	(409)	643
PID/Gender: Dem Men	16%	(67)	31%	(125)	14%	(56)	39%	(160)	408
PID/Gender: Dem Women	11%	(55)	17%	(83)	11%	(51)	61%	(294)	482
PID/Gender: Ind Men	9%	(29)	24%	(77)	12%	(40)	55%	(175)	321
PID/Gender: Ind Women	5%	(16)	12%	(41)	9%	(33)	74%	(255)	345
PID/Gender: Rep Men	7%	(22)	23%	(76)	11%	(38)	59%	(196)	332
PID/Gender: Rep Women	6%	(17)	13%	(41)	13%	(40)	68%	(213)	311
Ideo: Liberal (1-3)	12%	(84)	24%	(170)	13%	(91)	50%	(350)	694
Ideo: Moderate (4)	11%	(65)	22%	(130)	12%	(74)	55%	(328)	597
Ideo: Conservative (5-7)	7%	(54)	18%	(127)	12%	(83)	63%	(454)	718
Educ: < College	8%	(121)	18%	(276)	10%	(153)	64%	(962)	1512
Educ: Bachelors degree	12%	(51)	26%	(114)	15%	(68)	48%	(211)	444
Educ: Post-grad	14%	(35)	22%	(53)	14%	(35)	49%	(120)	244
Income: Under 50k	7%	(83)	18%	(219)	11%	(136)	65%	(807)	1246
Income: 50k-100k	11%	(67)	24%	(148)	13%	(81)	53%	(329)	625
Income: 100k+	17%	(57)	23%	(76)	12%	(39)	48%	(157)	329
Ethnicity: White	8%	(136)	19%	(328)	12%	(215)	61%	(1043)	1722
Ethnicity: Hispanic	12%	(41)	23%	(82)	8%	(30)	56%	(197)	349

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Table MCSP7_2: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Athletics (track and field)

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	9%	(207)	20%	(443)	12%	(257)	59%	(1293)	2200
Ethnicity: Black	16%	(45)	26%	(72)	9%	(25)	48%	(132)	274
Ethnicity: Other	13%	(26)	21%	(43)	8%	(17)	58%	(118)	204
All Christian	11%	(101)	22%	(207)	13%	(122)	55%	(522)	952
All Non-Christian	25%	(25)	24%	(24)	13%	(13)	37%	(37)	99
Atheist	2%	(2)	11%	(10)	14%	(13)	73%	(66)	91
Agnostic/Nothing in particular	7%	(48)	18%	(118)	11%	(70)	63%	(402)	637
Something Else	8%	(32)	20%	(84)	9%	(39)	63%	(267)	421
Religious Non-Protestant/Catholic	23%	(29)	24%	(30)	12%	(15)	41%	(52)	126
Evangelical	11%	(64)	21%	(125)	13%	(73)	55%	(323)	586
Non-Evangelical	8%	(59)	21%	(153)	12%	(85)	60%	(442)	740
Community: Urban	16%	(94)	26%	(157)	9%	(52)	49%	(295)	597
Community: Suburban	8%	(81)	18%	(175)	14%	(137)	61%	(604)	997
Community: Rural	5%	(32)	18%	(112)	11%	(68)	65%	(394)	605
Employ: Private Sector	13%	(89)	27%	(186)	13%	(86)	47%	(326)	687
Employ: Government	12%	(16)	23%	(30)	14%	(19)	51%	(68)	133
Employ: Self-Employed	14%	(26)	20%	(38)	16%	(30)	49%	(92)	186
Employ: Homemaker	7%	(10)	17%	(25)	12%	(17)	64%	(94)	147
Employ: Student	10%	(7)	23%	(16)	10%	(7)	57%	(40)	71
Employ: Retired	6%	(31)	13%	(69)	10%	(52)	70%	(358)	510
Employ: Unemployed	6%	(17)	17%	(49)	9%	(26)	69%	(200)	291
Employ: Other	6%	(11)	17%	(30)	11%	(20)	65%	(114)	175
Military HH: Yes	10%	(31)	23%	(75)	8%	(28)	59%	(192)	326
Military HH: No	9%	(176)	20%	(368)	12%	(229)	59%	(1101)	1874
RD/WT: Right Direction	13%	(129)	24%	(231)	13%	(125)	51%	(495)	979
RD/WT: Wrong Track	6%	(78)	17%	(213)	11%	(132)	65%	(798)	1221
Biden Job Approve	13%	(151)	23%	(268)	12%	(145)	52%	(612)	1177
Biden Job Disapprove	5%	(49)	18%	(158)	12%	(106)	65%	(582)	895

Continued on next page

Table MCSP7_2: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Athletics (track and field)

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	9%	(207)	20%	(443)	12%	(257)	59%	(1293)	2200
Biden Job Strongly Approve	15%	(92)	22%	(132)	11%	(65)	51%	(306)	595
Biden Job Somewhat Approve	10%	(59)	23%	(136)	14%	(81)	53%	(306)	582
Biden Job Somewhat Disapprove	3%	(8)	28%	(71)	13%	(32)	56%	(138)	248
Biden Job Strongly Disapprove	6%	(41)	14%	(88)	11%	(74)	69%	(444)	646
Favorable of Biden	13%	(145)	23%	(264)	12%	(140)	52%	(606)	1155
Unfavorable of Biden	6%	(53)	17%	(158)	12%	(110)	65%	(585)	905
Very Favorable of Biden	16%	(96)	22%	(134)	11%	(67)	52%	(319)	616
Somewhat Favorable of Biden	9%	(49)	24%	(129)	14%	(73)	53%	(288)	539
Somewhat Unfavorable of Biden	5%	(11)	26%	(59)	15%	(35)	55%	(126)	230
Very Unfavorable of Biden	6%	(42)	15%	(98)	11%	(75)	68%	(459)	675
#1 Issue: Economy	9%	(76)	22%	(186)	14%	(113)	55%	(457)	832
#1 Issue: Security	12%	(34)	18%	(51)	9%	(26)	62%	(177)	288
#1 Issue: Health Care	12%	(37)	23%	(74)	11%	(36)	54%	(170)	317
#1 Issue: Medicare / Social Security	7%	(23)	17%	(56)	10%	(33)	66%	(218)	330
#1 Issue: Women's Issues	9%	(11)	16%	(20)	12%	(14)	63%	(78)	123
#1 Issue: Education	9%	(7)	23%	(19)	13%	(11)	55%	(44)	81
#1 Issue: Energy	13%	(13)	28%	(27)	13%	(13)	46%	(44)	96
#1 Issue: Other	5%	(7)	8%	(11)	8%	(11)	78%	(104)	133
2020 Vote: Joe Biden	14%	(133)	24%	(233)	13%	(126)	50%	(490)	981
2020 Vote: Donald Trump	7%	(52)	17%	(124)	13%	(95)	62%	(448)	719
2020 Vote: Other	9%	(6)	24%	(16)	9%	(6)	58%	(39)	67
2020 Vote: Didn't Vote	4%	(17)	16%	(70)	7%	(29)	73%	(316)	433
2018 House Vote: Democrat	14%	(110)	23%	(176)	13%	(103)	50%	(387)	776
2018 House Vote: Republican	8%	(45)	19%	(111)	14%	(81)	59%	(338)	576
2016 Vote: Hillary Clinton	13%	(94)	24%	(172)	15%	(103)	48%	(336)	705
2016 Vote: Donald Trump	8%	(55)	17%	(112)	13%	(84)	62%	(409)	660
2016 Vote: Other	7%	(8)	23%	(25)	11%	(12)	59%	(65)	110
2016 Vote: Didn't Vote	7%	(49)	19%	(134)	8%	(58)	67%	(480)	720
Voted in 2014: Yes	11%	(138)	22%	(261)	13%	(162)	54%	(652)	1213
Voted in 2014: No	7%	(69)	18%	(182)	10%	(95)	65%	(641)	987

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Table MCSP7_2: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Athletics (track and field)

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	9%	(207)	20%	(443)	12%	(257)	59%	(1293)	2200
4-Region: Northeast	10%	(38)	20%	(80)	12%	(48)	58%	(228)	394
4-Region: Midwest	7%	(31)	18%	(85)	12%	(55)	63%	(291)	462
4-Region: South	10%	(85)	19%	(161)	12%	(98)	58%	(481)	824
4-Region: West	10%	(54)	23%	(118)	10%	(55)	56%	(294)	520
Sports Fans	12%	(192)	26%	(395)	13%	(200)	49%	(753)	1540
Avid Sports Fans	22%	(125)	31%	(177)	11%	(62)	36%	(207)	572
Casual Sports Fans	7%	(67)	23%	(218)	14%	(138)	56%	(546)	968
Non-Sports Fans	2%	(15)	7%	(48)	9%	(57)	82%	(540)	660
Gen Z Sports Fans	14%	(20)	25%	(35)	9%	(13)	53%	(76)	144
Millennial Sports Fans	16%	(79)	30%	(151)	12%	(60)	42%	(207)	495
Gen X Sports Fans	12%	(47)	27%	(101)	15%	(56)	46%	(170)	374
Boomer Sports Fans	9%	(41)	21%	(101)	13%	(62)	57%	(267)	471
Democratic Sports Fans	18%	(118)	29%	(188)	12%	(78)	40%	(259)	643
Republican Sports Fans	8%	(37)	22%	(101)	14%	(64)	56%	(253)	455
Male Sports Fans	13%	(113)	30%	(259)	13%	(116)	44%	(382)	870
Female Sports Fans	12%	(80)	20%	(136)	13%	(84)	55%	(371)	671
Olympics Fans	13%	(192)	29%	(417)	15%	(218)	43%	(617)	1444
Avid Olympics Fans	34%	(119)	36%	(126)	13%	(46)	17%	(61)	352
Casual Olympics Fans	7%	(74)	27%	(291)	16%	(172)	51%	(556)	1092
Non-Olympics Fans	2%	(15)	4%	(27)	5%	(39)	89%	(676)	756
Very Interested in Summer Olympics	47%	(84)	33%	(60)	5%	(10)	15%	(27)	181
Interested in Summer Olympics	29%	(123)	38%	(162)	13%	(55)	21%	(91)	431
Familiar with Peacock	11%	(136)	23%	(277)	13%	(151)	52%	(621)	1186
Peacock Subscriber	14%	(74)	21%	(115)	13%	(71)	52%	(279)	539

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

Table MCSP7_3: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
BMX racing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(98)	11%	(233)	11%	(243)	74%	(1626)	2200
Gender: Male	6%	(67)	14%	(147)	13%	(136)	67%	(711)	1062
Gender: Female	3%	(31)	7%	(85)	9%	(107)	80%	(915)	1138
Age: 18-34	8%	(51)	13%	(85)	13%	(82)	67%	(437)	655
Age: 35-44	7%	(26)	19%	(69)	13%	(48)	60%	(214)	358
Age: 45-64	2%	(15)	8%	(62)	11%	(85)	78%	(588)	751
Age: 65+	1%	(5)	4%	(16)	6%	(28)	89%	(387)	436
GenZers: 1997-2012	3%	(6)	9%	(22)	14%	(32)	74%	(167)	227
Millennials: 1981-1996	10%	(64)	17%	(110)	13%	(85)	61%	(400)	659
GenXers: 1965-1980	4%	(21)	11%	(58)	10%	(55)	75%	(391)	525
Baby Boomers: 1946-1964	1%	(6)	6%	(40)	9%	(65)	84%	(591)	702
PID: Dem (no lean)	6%	(54)	13%	(114)	13%	(111)	69%	(611)	891
PID: Ind (no lean)	5%	(31)	10%	(64)	10%	(66)	76%	(506)	666
PID: Rep (no lean)	2%	(14)	8%	(54)	10%	(66)	79%	(509)	643
PID/Gender: Dem Men	9%	(37)	18%	(74)	15%	(62)	58%	(236)	408
PID/Gender: Dem Women	4%	(17)	8%	(41)	10%	(49)	78%	(375)	482
PID/Gender: Ind Men	7%	(23)	14%	(45)	11%	(35)	68%	(218)	321
PID/Gender: Ind Women	2%	(7)	5%	(19)	9%	(31)	84%	(288)	345
PID/Gender: Rep Men	2%	(8)	9%	(29)	12%	(39)	77%	(257)	332
PID/Gender: Rep Women	2%	(6)	8%	(26)	9%	(27)	81%	(252)	311
Ideo: Liberal (1-3)	6%	(43)	13%	(90)	14%	(97)	67%	(464)	694
Ideo: Moderate (4)	6%	(37)	14%	(83)	11%	(67)	69%	(410)	597
Ideo: Conservative (5-7)	2%	(18)	7%	(48)	9%	(68)	81%	(585)	718
Educ: < College	3%	(50)	10%	(146)	12%	(175)	76%	(1142)	1512
Educ: Bachelors degree	6%	(25)	12%	(54)	11%	(51)	71%	(314)	444
Educ: Post-grad	9%	(23)	13%	(33)	7%	(18)	70%	(171)	244
Income: Under 50k	3%	(43)	9%	(118)	11%	(137)	76%	(947)	1246
Income: 50k-100k	4%	(26)	12%	(77)	12%	(77)	71%	(445)	625
Income: 100k+	9%	(29)	12%	(38)	9%	(29)	71%	(234)	329
Ethnicity: White	4%	(63)	11%	(182)	11%	(194)	74%	(1282)	1722
Ethnicity: Hispanic	8%	(28)	10%	(36)	13%	(46)	69%	(240)	349

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Table MCSP7_3: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX racing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(98)	11%	(233)	11%	(243)	74%	(1626)	2200
Ethnicity: Black	11%	(30)	11%	(30)	8%	(22)	70%	(193)	274
Ethnicity: Other	3%	(5)	10%	(21)	13%	(27)	74%	(151)	204
All Christian	3%	(32)	11%	(102)	12%	(114)	74%	(705)	952
All Non-Christian	19%	(19)	18%	(17)	9%	(9)	54%	(53)	99
Atheist	5%	(5)	7%	(6)	5%	(4)	83%	(75)	91
Agnostic/Nothing in particular	5%	(31)	10%	(62)	11%	(70)	74%	(473)	637
Something Else	3%	(11)	11%	(45)	11%	(45)	76%	(319)	421
Religious Non-Protestant/Catholic	16%	(20)	18%	(23)	9%	(11)	57%	(73)	126
Evangelical	5%	(28)	11%	(67)	10%	(57)	74%	(434)	586
Non-Evangelical	2%	(11)	10%	(72)	13%	(96)	76%	(559)	740
Community: Urban	11%	(67)	14%	(82)	13%	(76)	62%	(373)	597
Community: Suburban	3%	(28)	8%	(83)	11%	(110)	78%	(777)	997
Community: Rural	1%	(4)	11%	(68)	9%	(57)	79%	(476)	605
Employ: Private Sector	6%	(44)	14%	(95)	13%	(92)	66%	(456)	687
Employ: Government	8%	(11)	11%	(15)	13%	(17)	68%	(90)	133
Employ: Self-Employed	11%	(20)	20%	(37)	10%	(18)	59%	(110)	186
Employ: Homemaker	3%	(5)	12%	(17)	12%	(18)	73%	(107)	147
Employ: Student	1%	(1)	7%	(5)	16%	(11)	76%	(54)	71
Employ: Retired	1%	(6)	5%	(26)	9%	(44)	85%	(434)	510
Employ: Unemployed	4%	(12)	8%	(22)	10%	(28)	79%	(230)	291
Employ: Other	—	(0)	8%	(15)	8%	(15)	83%	(146)	175
Military HH: Yes	4%	(15)	9%	(30)	14%	(47)	72%	(235)	326
Military HH: No	4%	(84)	11%	(203)	10%	(196)	74%	(1392)	1874
RD/WT: Right Direction	8%	(79)	13%	(129)	12%	(120)	67%	(652)	979
RD/WT: Wrong Track	2%	(19)	8%	(104)	10%	(123)	80%	(975)	1221
Biden Job Approve	7%	(78)	12%	(144)	13%	(151)	68%	(803)	1177
Biden Job Disapprove	2%	(20)	9%	(79)	9%	(83)	80%	(713)	895

Continued on next page

Table MCSP7_3: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX racing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(98)	11%	(233)	11%	(243)	74%	(1626)	2200
Biden Job Strongly Approve	9%	(51)	13%	(79)	11%	(63)	68%	(402)	595
Biden Job Somewhat Approve	5%	(27)	11%	(65)	15%	(89)	69%	(402)	582
Biden Job Somewhat Disapprove	1%	(4)	13%	(33)	11%	(26)	75%	(186)	248
Biden Job Strongly Disapprove	2%	(16)	7%	(46)	9%	(56)	82%	(528)	646
Favorable of Biden	6%	(74)	12%	(144)	13%	(147)	68%	(791)	1155
Unfavorable of Biden	2%	(22)	9%	(78)	9%	(82)	80%	(722)	905
Very Favorable of Biden	8%	(51)	13%	(79)	11%	(70)	68%	(417)	616
Somewhat Favorable of Biden	4%	(23)	12%	(65)	14%	(77)	69%	(374)	539
Somewhat Unfavorable of Biden	2%	(4)	13%	(29)	13%	(30)	73%	(167)	230
Very Unfavorable of Biden	3%	(18)	7%	(49)	8%	(53)	82%	(555)	675
#1 Issue: Economy	3%	(26)	11%	(93)	13%	(105)	73%	(609)	832
#1 Issue: Security	4%	(12)	9%	(26)	8%	(24)	78%	(225)	288
#1 Issue: Health Care	10%	(31)	12%	(38)	12%	(39)	66%	(210)	317
#1 Issue: Medicare / Social Security	2%	(6)	8%	(27)	11%	(36)	79%	(260)	330
#1 Issue: Women's Issues	4%	(5)	16%	(20)	10%	(12)	70%	(86)	123
#1 Issue: Education	6%	(5)	13%	(10)	15%	(12)	65%	(53)	81
#1 Issue: Energy	13%	(12)	14%	(14)	7%	(6)	66%	(64)	96
#1 Issue: Other	1%	(1)	3%	(4)	6%	(8)	90%	(120)	133
2020 Vote: Joe Biden	6%	(58)	13%	(128)	13%	(128)	68%	(667)	981
2020 Vote: Donald Trump	3%	(24)	8%	(55)	10%	(72)	79%	(568)	719
2020 Vote: Other	6%	(4)	14%	(9)	4%	(3)	76%	(51)	67
2020 Vote: Didn't Vote	3%	(13)	9%	(40)	9%	(41)	78%	(339)	433
2018 House Vote: Democrat	7%	(54)	13%	(97)	12%	(94)	68%	(531)	776
2018 House Vote: Republican	3%	(18)	9%	(52)	11%	(61)	77%	(445)	576
2016 Vote: Hillary Clinton	7%	(49)	12%	(81)	14%	(96)	68%	(479)	705
2016 Vote: Donald Trump	3%	(23)	9%	(58)	10%	(67)	78%	(513)	660
2016 Vote: Other	1%	(1)	13%	(14)	9%	(10)	77%	(84)	110
2016 Vote: Didn't Vote	3%	(25)	11%	(78)	10%	(71)	76%	(547)	720
Voted in 2014: Yes	5%	(61)	11%	(129)	11%	(139)	73%	(884)	1213
Voted in 2014: No	4%	(37)	10%	(103)	11%	(104)	75%	(743)	987

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Table MCSP7_3: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX racing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(98)	11%	(233)	11%	(243)	74%	(1626)	2200
4-Region: Northeast	7%	(27)	11%	(42)	10%	(40)	72%	(284)	394
4-Region: Midwest	2%	(9)	9%	(40)	11%	(51)	79%	(363)	462
4-Region: South	5%	(41)	11%	(90)	10%	(81)	74%	(612)	824
4-Region: West	4%	(21)	12%	(61)	14%	(71)	71%	(367)	520
Sports Fans	6%	(93)	13%	(207)	13%	(195)	68%	(1045)	1540
Avid Sports Fans	11%	(60)	17%	(95)	14%	(80)	59%	(336)	572
Casual Sports Fans	3%	(33)	12%	(112)	12%	(114)	73%	(709)	968
Non-Sports Fans	1%	(5)	4%	(25)	7%	(48)	88%	(581)	660
Gen Z Sports Fans	3%	(5)	11%	(16)	15%	(21)	71%	(102)	144
Millennial Sports Fans	13%	(62)	20%	(101)	15%	(72)	53%	(260)	495
Gen X Sports Fans	5%	(20)	13%	(49)	11%	(41)	71%	(264)	374
Boomer Sports Fans	1%	(6)	8%	(39)	12%	(55)	79%	(372)	471
Democratic Sports Fans	8%	(53)	17%	(107)	15%	(95)	60%	(388)	643
Republican Sports Fans	3%	(12)	11%	(48)	11%	(52)	75%	(342)	455
Male Sports Fans	7%	(64)	16%	(142)	14%	(120)	63%	(544)	870
Female Sports Fans	4%	(29)	10%	(65)	11%	(75)	75%	(501)	671
Olympics Fans	6%	(93)	15%	(211)	14%	(206)	65%	(935)	1444
Avid Olympics Fans	15%	(53)	20%	(69)	17%	(60)	48%	(170)	352
Casual Olympics Fans	4%	(40)	13%	(142)	13%	(146)	70%	(765)	1092
Non-Olympics Fans	1%	(5)	3%	(22)	5%	(37)	92%	(692)	756
Very Interested in Summer Olympics	26%	(47)	24%	(44)	18%	(33)	32%	(57)	181
Interested in Summer Olympics	15%	(65)	26%	(114)	19%	(80)	40%	(172)	431
Familiar with Peacock	7%	(80)	13%	(151)	13%	(152)	68%	(803)	1186
Peacock Subscriber	11%	(57)	11%	(60)	13%	(67)	66%	(355)	539

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

Table MCSP7_4: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Baseball / Softball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(143)	15%	(328)	11%	(245)	67%	(1484)	2200
Gender: Male	9%	(98)	19%	(198)	13%	(138)	59%	(627)	1062
Gender: Female	4%	(45)	11%	(130)	9%	(108)	75%	(856)	1138
Age: 18-34	9%	(57)	19%	(121)	14%	(93)	59%	(384)	655
Age: 35-44	10%	(36)	22%	(78)	8%	(27)	60%	(216)	358
Age: 45-64	5%	(38)	12%	(93)	11%	(85)	71%	(535)	751
Age: 65+	3%	(12)	8%	(35)	9%	(40)	80%	(349)	436
GenZers: 1997-2012	6%	(13)	13%	(29)	16%	(36)	66%	(149)	227
Millennials: 1981-1996	11%	(74)	22%	(143)	11%	(74)	56%	(369)	659
GenXers: 1965-1980	6%	(32)	13%	(69)	10%	(54)	70%	(370)	525
Baby Boomers: 1946-1964	3%	(21)	11%	(78)	11%	(75)	75%	(529)	702
PID: Dem (no lean)	9%	(77)	18%	(156)	11%	(96)	63%	(562)	891
PID: Ind (no lean)	5%	(31)	13%	(87)	10%	(70)	72%	(479)	666
PID: Rep (no lean)	5%	(35)	13%	(85)	12%	(80)	69%	(443)	643
PID/Gender: Dem Men	13%	(52)	24%	(99)	12%	(50)	51%	(207)	408
PID/Gender: Dem Women	5%	(25)	12%	(57)	9%	(46)	74%	(355)	482
PID/Gender: Ind Men	7%	(23)	14%	(47)	14%	(44)	65%	(208)	321
PID/Gender: Ind Women	3%	(9)	12%	(40)	7%	(26)	78%	(271)	345
PID/Gender: Rep Men	7%	(24)	16%	(53)	13%	(44)	64%	(212)	332
PID/Gender: Rep Women	4%	(11)	10%	(32)	12%	(36)	74%	(231)	311
Ideo: Liberal (1-3)	9%	(65)	18%	(125)	11%	(75)	62%	(429)	694
Ideo: Moderate (4)	7%	(45)	17%	(100)	12%	(71)	64%	(382)	597
Ideo: Conservative (5-7)	5%	(33)	12%	(87)	12%	(87)	71%	(512)	718
Educ: < College	5%	(75)	14%	(210)	10%	(155)	71%	(1072)	1512
Educ: Bachelors degree	9%	(42)	18%	(81)	13%	(59)	59%	(262)	444
Educ: Post-grad	11%	(27)	15%	(37)	13%	(32)	61%	(149)	244
Income: Under 50k	5%	(60)	14%	(172)	10%	(127)	71%	(887)	1246
Income: 50k-100k	8%	(50)	16%	(101)	12%	(74)	64%	(400)	625
Income: 100k+	10%	(33)	17%	(56)	13%	(44)	60%	(196)	329
Ethnicity: White	7%	(114)	14%	(244)	11%	(189)	68%	(1174)	1722
Ethnicity: Hispanic	7%	(25)	18%	(64)	11%	(38)	64%	(222)	349

Continued on next page

Table MCSP7_4: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Baseball / Softball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(143)	15%	(328)	11%	(245)	67%	(1484)	2200
Ethnicity: Black	8%	(22)	18%	(48)	11%	(32)	63%	(173)	274
Ethnicity: Other	3%	(7)	18%	(36)	12%	(24)	67%	(137)	204
All Christian	8%	(72)	16%	(156)	12%	(116)	64%	(608)	952
All Non-Christian	21%	(20)	21%	(21)	13%	(13)	45%	(45)	99
Atheist	2%	(2)	17%	(16)	6%	(6)	75%	(68)	91
Agnostic/Nothing in particular	5%	(31)	12%	(76)	10%	(64)	73%	(467)	637
Something Else	4%	(19)	14%	(59)	11%	(47)	70%	(296)	421
Religious Non-Protestant/Catholic	18%	(23)	23%	(29)	11%	(14)	48%	(61)	126
Evangelical	7%	(42)	17%	(99)	11%	(66)	65%	(379)	586
Non-Evangelical	6%	(44)	14%	(103)	13%	(94)	68%	(499)	740
Community: Urban	13%	(75)	20%	(121)	9%	(56)	58%	(345)	597
Community: Suburban	5%	(47)	13%	(134)	12%	(122)	70%	(695)	997
Community: Rural	3%	(21)	12%	(73)	11%	(68)	73%	(443)	605
Employ: Private Sector	9%	(63)	21%	(143)	13%	(88)	57%	(393)	687
Employ: Government	15%	(20)	16%	(21)	12%	(17)	57%	(75)	133
Employ: Self-Employed	12%	(23)	14%	(25)	15%	(27)	60%	(110)	186
Employ: Homemaker	5%	(7)	10%	(14)	16%	(23)	70%	(102)	147
Employ: Student	6%	(4)	16%	(11)	12%	(8)	66%	(46)	71
Employ: Retired	3%	(13)	10%	(50)	9%	(46)	79%	(401)	510
Employ: Unemployed	2%	(6)	13%	(38)	7%	(22)	77%	(226)	291
Employ: Other	4%	(7)	14%	(25)	8%	(15)	74%	(129)	175
Military HH: Yes	7%	(24)	12%	(40)	13%	(43)	67%	(219)	326
Military HH: No	6%	(119)	15%	(288)	11%	(202)	67%	(1265)	1874
RD/WT: Right Direction	9%	(87)	19%	(189)	11%	(106)	61%	(597)	979
RD/WT: Wrong Track	5%	(56)	11%	(139)	11%	(139)	73%	(887)	1221
Biden Job Approve	8%	(97)	18%	(207)	11%	(133)	63%	(740)	1177
Biden Job Disapprove	5%	(42)	13%	(112)	11%	(99)	72%	(641)	895

Continued on next page

Table MCSP7_4: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Baseball / Softball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(143)	15%	(328)	11%	(245)	67%	(1484)	2200
Biden Job Strongly Approve	12%	(72)	20%	(119)	8%	(47)	60%	(357)	595
Biden Job Somewhat Approve	4%	(25)	15%	(87)	15%	(86)	66%	(384)	582
Biden Job Somewhat Disapprove	5%	(13)	15%	(37)	12%	(30)	68%	(168)	248
Biden Job Strongly Disapprove	4%	(28)	12%	(75)	11%	(69)	73%	(473)	646
Favorable of Biden	8%	(90)	17%	(196)	12%	(136)	63%	(734)	1155
Unfavorable of Biden	5%	(46)	13%	(115)	11%	(100)	71%	(644)	905
Very Favorable of Biden	11%	(68)	19%	(115)	10%	(60)	61%	(373)	616
Somewhat Favorable of Biden	4%	(22)	15%	(80)	14%	(76)	67%	(361)	539
Somewhat Unfavorable of Biden	7%	(16)	15%	(35)	14%	(31)	64%	(148)	230
Very Unfavorable of Biden	4%	(30)	12%	(81)	10%	(69)	73%	(496)	675
#1 Issue: Economy	7%	(56)	16%	(130)	13%	(108)	65%	(538)	832
#1 Issue: Security	6%	(18)	14%	(41)	11%	(33)	68%	(196)	288
#1 Issue: Health Care	7%	(24)	18%	(58)	9%	(28)	65%	(207)	317
#1 Issue: Medicare / Social Security	5%	(17)	8%	(28)	13%	(42)	74%	(244)	330
#1 Issue: Women's Issues	5%	(6)	17%	(21)	8%	(10)	70%	(86)	123
#1 Issue: Education	10%	(8)	20%	(16)	9%	(7)	62%	(50)	81
#1 Issue: Energy	12%	(12)	25%	(24)	13%	(12)	50%	(48)	96
#1 Issue: Other	2%	(3)	8%	(11)	3%	(5)	86%	(115)	133
2020 Vote: Joe Biden	9%	(85)	17%	(169)	11%	(111)	63%	(617)	981
2020 Vote: Donald Trump	5%	(38)	15%	(106)	12%	(86)	68%	(489)	719
2020 Vote: Other	—	(0)	11%	(7)	16%	(11)	73%	(49)	67
2020 Vote: Didn't Vote	5%	(20)	11%	(46)	9%	(37)	76%	(329)	433
2018 House Vote: Democrat	9%	(72)	17%	(130)	12%	(90)	62%	(484)	776
2018 House Vote: Republican	5%	(31)	15%	(89)	13%	(75)	66%	(381)	576
2016 Vote: Hillary Clinton	10%	(68)	18%	(125)	12%	(85)	61%	(427)	705
2016 Vote: Donald Trump	5%	(36)	16%	(105)	11%	(72)	68%	(447)	660
2016 Vote: Other	4%	(5)	7%	(7)	13%	(14)	76%	(83)	110
2016 Vote: Didn't Vote	5%	(34)	12%	(90)	10%	(72)	73%	(525)	720
Voted in 2014: Yes	8%	(91)	16%	(195)	12%	(150)	64%	(777)	1213
Voted in 2014: No	5%	(52)	13%	(133)	10%	(95)	72%	(707)	987

Continued on next page

Table MCSP7_4: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Baseball / Softball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(143)	15%	(328)	11%	(245)	67%	(1484)	2200
4-Region: Northeast	6%	(25)	18%	(70)	12%	(47)	64%	(250)	394
4-Region: Midwest	8%	(35)	12%	(55)	10%	(46)	70%	(325)	462
4-Region: South	6%	(49)	15%	(127)	12%	(98)	67%	(550)	824
4-Region: West	6%	(33)	14%	(75)	10%	(54)	69%	(358)	520
Sports Fans	9%	(135)	19%	(291)	13%	(206)	59%	(909)	1540
Avid Sports Fans	17%	(99)	26%	(150)	13%	(74)	44%	(249)	572
Casual Sports Fans	4%	(36)	15%	(141)	14%	(132)	68%	(660)	968
Non-Sports Fans	1%	(8)	6%	(37)	6%	(39)	87%	(575)	660
Gen Z Sports Fans	7%	(10)	12%	(18)	17%	(24)	64%	(92)	144
Millennial Sports Fans	14%	(71)	25%	(125)	13%	(66)	47%	(232)	495
Gen X Sports Fans	8%	(29)	18%	(66)	11%	(43)	63%	(236)	374
Boomer Sports Fans	4%	(21)	15%	(72)	14%	(66)	66%	(313)	471
Democratic Sports Fans	12%	(75)	22%	(140)	12%	(77)	55%	(350)	643
Republican Sports Fans	7%	(31)	17%	(76)	15%	(70)	61%	(277)	455
Male Sports Fans	11%	(92)	22%	(189)	14%	(125)	53%	(463)	870
Female Sports Fans	6%	(43)	15%	(101)	12%	(81)	66%	(446)	671
Olympics Fans	9%	(130)	20%	(289)	15%	(213)	56%	(813)	1444
Avid Olympics Fans	21%	(74)	30%	(107)	18%	(62)	31%	(109)	352
Casual Olympics Fans	5%	(56)	17%	(181)	14%	(151)	64%	(704)	1092
Non-Olympics Fans	2%	(13)	5%	(39)	4%	(32)	89%	(670)	756
Very Interested in Summer Olympics	31%	(56)	31%	(55)	15%	(27)	24%	(43)	181
Interested in Summer Olympics	19%	(83)	31%	(136)	17%	(74)	32%	(138)	431
Familiar with Peacock	9%	(108)	18%	(211)	12%	(140)	61%	(727)	1186
Peacock Subscriber	12%	(62)	16%	(88)	11%	(61)	61%	(327)	539

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

Table MCSP7_5: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Basketball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	11%	(235)	17%	(374)	11%	(246)	61%	(1345)	2200
Gender: Male	15%	(162)	21%	(223)	14%	(146)	50%	(531)	1062
Gender: Female	6%	(73)	13%	(151)	9%	(100)	72%	(814)	1138
Age: 18-34	15%	(101)	19%	(127)	12%	(77)	53%	(349)	655
Age: 35-44	15%	(55)	25%	(88)	10%	(35)	50%	(180)	358
Age: 45-64	9%	(68)	13%	(101)	11%	(84)	66%	(498)	751
Age: 65+	3%	(12)	13%	(57)	11%	(50)	73%	(318)	436
GenZers: 1997-2012	12%	(28)	17%	(40)	11%	(24)	60%	(135)	227
Millennials: 1981-1996	18%	(120)	21%	(137)	12%	(76)	49%	(326)	659
GenXers: 1965-1980	10%	(52)	18%	(92)	10%	(54)	62%	(327)	525
Baby Boomers: 1946-1964	5%	(34)	13%	(89)	12%	(82)	71%	(498)	702
PID: Dem (no lean)	17%	(154)	19%	(168)	12%	(103)	52%	(465)	891
PID: Ind (no lean)	7%	(49)	14%	(93)	10%	(69)	68%	(455)	666
PID: Rep (no lean)	5%	(32)	17%	(112)	12%	(75)	66%	(424)	643
PID/Gender: Dem Men	26%	(107)	22%	(91)	14%	(57)	37%	(153)	408
PID/Gender: Dem Women	10%	(47)	16%	(77)	10%	(46)	65%	(313)	482
PID/Gender: Ind Men	11%	(35)	19%	(60)	14%	(45)	56%	(181)	321
PID/Gender: Ind Women	4%	(14)	10%	(34)	7%	(23)	79%	(274)	345
PID/Gender: Rep Men	6%	(20)	22%	(72)	13%	(44)	59%	(196)	332
PID/Gender: Rep Women	4%	(11)	13%	(40)	10%	(31)	73%	(228)	311
Ideo: Liberal (1-3)	16%	(111)	20%	(139)	13%	(87)	51%	(357)	694
Ideo: Moderate (4)	13%	(76)	18%	(110)	12%	(69)	57%	(342)	597
Ideo: Conservative (5-7)	6%	(43)	16%	(113)	10%	(75)	68%	(487)	718
Educ: < College	9%	(140)	15%	(223)	10%	(154)	66%	(995)	1512
Educ: Bachelors degree	14%	(63)	23%	(103)	12%	(51)	51%	(226)	444
Educ: Post-grad	13%	(33)	20%	(48)	17%	(40)	51%	(123)	244
Income: Under 50k	9%	(110)	15%	(192)	10%	(126)	66%	(818)	1246
Income: 50k-100k	12%	(72)	19%	(119)	11%	(70)	58%	(364)	625
Income: 100k+	16%	(53)	19%	(63)	15%	(50)	49%	(162)	329
Ethnicity: White	9%	(158)	16%	(273)	11%	(196)	64%	(1095)	1722
Ethnicity: Hispanic	14%	(48)	19%	(68)	11%	(37)	56%	(196)	349

Continued on next page

Table MCSP7_5: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Basketball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	11%	(235)	17%	(374)	11%	(246)	61%	(1345)	2200
Ethnicity: Black	21%	(59)	23%	(63)	10%	(27)	46%	(126)	274
Ethnicity: Other	9%	(18)	18%	(38)	12%	(24)	61%	(124)	204
All Christian	11%	(105)	18%	(173)	12%	(115)	59%	(560)	952
All Non-Christian	25%	(25)	24%	(24)	14%	(14)	36%	(36)	99
Atheist	2%	(2)	12%	(11)	14%	(13)	72%	(65)	91
Agnostic/Nothing in particular	11%	(70)	15%	(98)	10%	(67)	63%	(402)	637
Something Else	8%	(33)	16%	(69)	9%	(37)	67%	(282)	421
Religious Non-Protestant/Catholic	25%	(32)	23%	(29)	12%	(15)	40%	(51)	126
Evangelical	12%	(70)	19%	(113)	9%	(53)	60%	(350)	586
Non-Evangelical	8%	(56)	16%	(121)	13%	(94)	63%	(468)	740
Community: Urban	21%	(126)	22%	(133)	10%	(60)	47%	(279)	597
Community: Suburban	8%	(78)	15%	(151)	12%	(122)	65%	(646)	997
Community: Rural	5%	(32)	15%	(89)	11%	(65)	69%	(420)	605
Employ: Private Sector	15%	(105)	20%	(141)	13%	(92)	51%	(349)	687
Employ: Government	17%	(22)	20%	(27)	13%	(17)	50%	(67)	133
Employ: Self-Employed	15%	(29)	23%	(42)	11%	(20)	51%	(94)	186
Employ: Homemaker	8%	(12)	15%	(22)	8%	(12)	69%	(102)	147
Employ: Student	14%	(10)	23%	(17)	11%	(8)	52%	(36)	71
Employ: Retired	3%	(16)	13%	(67)	11%	(54)	73%	(374)	510
Employ: Unemployed	9%	(27)	13%	(39)	8%	(23)	69%	(203)	291
Employ: Other	9%	(15)	11%	(20)	12%	(20)	69%	(120)	175
Military HH: Yes	8%	(27)	14%	(47)	17%	(55)	60%	(197)	326
Military HH: No	11%	(208)	17%	(327)	10%	(191)	61%	(1148)	1874
RD/WT: Right Direction	16%	(160)	20%	(199)	12%	(116)	51%	(504)	979
RD/WT: Wrong Track	6%	(75)	14%	(174)	11%	(131)	69%	(841)	1221
Biden Job Approve	17%	(195)	18%	(213)	12%	(138)	54%	(631)	1177
Biden Job Disapprove	4%	(35)	17%	(148)	10%	(94)	69%	(618)	895

Continued on next page

Table MCSP7_5: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Basketball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	11%	(235)	17%	(374)	11%	(246)	61%	(1345)	2200
Biden Job Strongly Approve	21%	(122)	16%	(98)	10%	(59)	53%	(316)	595
Biden Job Somewhat Approve	12%	(72)	20%	(115)	14%	(79)	54%	(315)	582
Biden Job Somewhat Disapprove	4%	(9)	26%	(64)	11%	(27)	60%	(148)	248
Biden Job Strongly Disapprove	4%	(26)	13%	(84)	10%	(67)	73%	(470)	646
Favorable of Biden	16%	(184)	18%	(205)	12%	(142)	54%	(624)	1155
Unfavorable of Biden	5%	(44)	17%	(150)	10%	(94)	68%	(617)	905
Very Favorable of Biden	22%	(135)	16%	(98)	9%	(57)	53%	(325)	616
Somewhat Favorable of Biden	9%	(49)	20%	(107)	16%	(85)	55%	(299)	539
Somewhat Unfavorable of Biden	8%	(19)	24%	(56)	14%	(32)	54%	(124)	230
Very Unfavorable of Biden	4%	(26)	14%	(94)	9%	(63)	73%	(493)	675
#1 Issue: Economy	12%	(98)	19%	(155)	13%	(106)	57%	(474)	832
#1 Issue: Security	9%	(26)	15%	(43)	11%	(32)	65%	(188)	288
#1 Issue: Health Care	14%	(44)	17%	(54)	10%	(31)	59%	(189)	317
#1 Issue: Medicare / Social Security	7%	(24)	13%	(43)	10%	(34)	69%	(229)	330
#1 Issue: Women's Issues	10%	(12)	15%	(19)	12%	(15)	63%	(78)	123
#1 Issue: Education	12%	(9)	29%	(23)	11%	(9)	49%	(39)	81
#1 Issue: Energy	21%	(20)	22%	(21)	11%	(11)	46%	(44)	96
#1 Issue: Other	2%	(2)	12%	(16)	7%	(10)	79%	(105)	133
2020 Vote: Joe Biden	18%	(173)	18%	(174)	12%	(115)	53%	(518)	981
2020 Vote: Donald Trump	4%	(30)	18%	(127)	11%	(82)	67%	(480)	719
2020 Vote: Other	3%	(2)	20%	(14)	13%	(9)	63%	(42)	67
2020 Vote: Didn't Vote	7%	(30)	14%	(59)	9%	(40)	70%	(304)	433
2018 House Vote: Democrat	18%	(141)	20%	(151)	11%	(87)	51%	(397)	776
2018 House Vote: Republican	4%	(24)	20%	(114)	12%	(71)	64%	(366)	576
2016 Vote: Hillary Clinton	18%	(126)	20%	(142)	12%	(87)	50%	(350)	705
2016 Vote: Donald Trump	6%	(36)	18%	(116)	11%	(75)	66%	(433)	660
2016 Vote: Other	5%	(6)	14%	(15)	17%	(19)	64%	(70)	110
2016 Vote: Didn't Vote	9%	(67)	14%	(100)	9%	(64)	68%	(490)	720
Voted in 2014: Yes	12%	(145)	19%	(231)	12%	(146)	57%	(690)	1213
Voted in 2014: No	9%	(90)	14%	(142)	10%	(100)	66%	(655)	987

Continued on next page

Table MCSP7_5: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Basketball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	11%	(235)	17%	(374)	11%	(246)	61%	(1345)	2200
4-Region: Northeast	9%	(34)	22%	(88)	11%	(42)	58%	(230)	394
4-Region: Midwest	9%	(42)	16%	(75)	11%	(50)	64%	(295)	462
4-Region: South	11%	(91)	17%	(143)	10%	(80)	62%	(510)	824
4-Region: West	13%	(68)	13%	(68)	14%	(74)	60%	(310)	520
Sports Fans	15%	(230)	21%	(331)	14%	(210)	50%	(770)	1540
Avid Sports Fans	29%	(164)	27%	(154)	12%	(71)	32%	(183)	572
Casual Sports Fans	7%	(66)	18%	(177)	14%	(139)	61%	(587)	968
Non-Sports Fans	1%	(5)	6%	(43)	6%	(37)	87%	(575)	660
Gen Z Sports Fans	18%	(27)	19%	(27)	12%	(17)	51%	(73)	144
Millennial Sports Fans	23%	(115)	25%	(124)	13%	(66)	38%	(190)	495
Gen X Sports Fans	14%	(52)	22%	(82)	13%	(48)	51%	(192)	374
Boomer Sports Fans	7%	(34)	18%	(84)	15%	(70)	60%	(284)	471
Democratic Sports Fans	24%	(153)	23%	(146)	13%	(83)	40%	(260)	643
Republican Sports Fans	7%	(30)	23%	(103)	14%	(66)	56%	(256)	455
Male Sports Fans	19%	(162)	24%	(206)	16%	(137)	42%	(364)	870
Female Sports Fans	10%	(68)	19%	(125)	11%	(72)	60%	(406)	671
Olympics Fans	15%	(213)	23%	(339)	15%	(216)	47%	(676)	1444
Avid Olympics Fans	30%	(107)	33%	(115)	15%	(52)	22%	(79)	352
Casual Olympics Fans	10%	(107)	21%	(225)	15%	(164)	55%	(597)	1092
Non-Olympics Fans	3%	(22)	5%	(34)	4%	(30)	89%	(669)	756
Very Interested in Summer Olympics	51%	(93)	24%	(43)	7%	(13)	17%	(32)	181
Interested in Summer Olympics	33%	(142)	33%	(140)	13%	(55)	22%	(94)	431
Familiar with Peacock	15%	(173)	20%	(232)	12%	(143)	54%	(638)	1186
Peacock Subscriber	15%	(83)	21%	(114)	11%	(61)	52%	(280)	539

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

Table MCSP7_6: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Beach volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(173)	20%	(443)	13%	(281)	59%	(1303)	2200
Gender: Male	10%	(102)	24%	(257)	16%	(175)	50%	(527)	1062
Gender: Female	6%	(70)	16%	(186)	9%	(106)	68%	(776)	1138
Age: 18-34	8%	(52)	19%	(127)	16%	(102)	57%	(375)	655
Age: 35-44	11%	(41)	26%	(93)	10%	(36)	52%	(187)	358
Age: 45-64	8%	(62)	20%	(147)	13%	(95)	60%	(447)	751
Age: 65+	4%	(18)	17%	(76)	11%	(48)	67%	(294)	436
GenZers: 1997-2012	7%	(16)	14%	(32)	15%	(35)	64%	(144)	227
Millennials: 1981-1996	10%	(68)	22%	(146)	14%	(95)	53%	(350)	659
GenXers: 1965-1980	7%	(37)	21%	(110)	12%	(62)	60%	(316)	525
Baby Boomers: 1946-1964	7%	(50)	20%	(138)	11%	(79)	62%	(435)	702
PID: Dem (no lean)	11%	(101)	23%	(206)	12%	(103)	54%	(482)	891
PID: Ind (no lean)	5%	(33)	18%	(122)	13%	(84)	64%	(428)	666
PID: Rep (no lean)	6%	(39)	18%	(116)	15%	(94)	61%	(394)	643
PID/Gender: Dem Men	15%	(61)	28%	(114)	15%	(61)	42%	(173)	408
PID/Gender: Dem Women	8%	(40)	19%	(92)	9%	(42)	64%	(308)	482
PID/Gender: Ind Men	7%	(21)	23%	(75)	19%	(60)	51%	(165)	321
PID/Gender: Ind Women	3%	(12)	13%	(46)	7%	(24)	76%	(263)	345
PID/Gender: Rep Men	6%	(21)	21%	(68)	16%	(54)	57%	(189)	332
PID/Gender: Rep Women	6%	(18)	15%	(48)	13%	(40)	66%	(205)	311
Ideo: Liberal (1-3)	12%	(82)	23%	(163)	14%	(94)	51%	(355)	694
Ideo: Moderate (4)	8%	(47)	24%	(141)	11%	(68)	57%	(340)	597
Ideo: Conservative (5-7)	6%	(40)	17%	(122)	15%	(105)	63%	(452)	718
Educ: < College	7%	(103)	18%	(268)	11%	(168)	64%	(973)	1512
Educ: Bachelors degree	8%	(36)	28%	(122)	15%	(68)	49%	(218)	444
Educ: Post-grad	14%	(34)	22%	(54)	18%	(44)	46%	(112)	244
Income: Under 50k	6%	(70)	18%	(227)	11%	(143)	65%	(807)	1246
Income: 50k-100k	9%	(57)	22%	(136)	14%	(87)	55%	(345)	625
Income: 100k+	14%	(46)	25%	(81)	15%	(51)	46%	(151)	329
Ethnicity: White	7%	(129)	20%	(339)	13%	(219)	60%	(1035)	1722
Ethnicity: Hispanic	8%	(27)	21%	(74)	14%	(50)	57%	(198)	349

Continued on next page

Table MCSP7_6: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Beach volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(173)	20%	(443)	13%	(281)	59%	(1303)	2200
Ethnicity: Black	9%	(25)	19%	(53)	15%	(42)	56%	(153)	274
Ethnicity: Other	9%	(18)	25%	(51)	10%	(20)	56%	(115)	204
All Christian	9%	(82)	23%	(218)	13%	(128)	55%	(524)	952
All Non-Christian	18%	(18)	34%	(33)	11%	(11)	37%	(37)	99
Atheist	7%	(6)	16%	(14)	7%	(6)	70%	(64)	91
Agnostic/Nothing in particular	6%	(39)	18%	(118)	15%	(92)	61%	(388)	637
Something Else	6%	(27)	14%	(60)	10%	(43)	69%	(291)	421
Religious Non-Protestant/Catholic	15%	(19)	29%	(36)	15%	(18)	42%	(53)	126
Evangelical	10%	(61)	19%	(109)	12%	(69)	59%	(347)	586
Non-Evangelical	6%	(43)	22%	(162)	13%	(93)	60%	(441)	740
Community: Urban	11%	(63)	24%	(142)	15%	(89)	51%	(302)	597
Community: Suburban	8%	(75)	20%	(196)	14%	(138)	59%	(589)	997
Community: Rural	6%	(34)	17%	(106)	9%	(53)	68%	(412)	605
Employ: Private Sector	10%	(71)	23%	(160)	15%	(104)	51%	(352)	687
Employ: Government	11%	(14)	22%	(30)	16%	(21)	51%	(68)	133
Employ: Self-Employed	14%	(26)	25%	(46)	11%	(21)	50%	(93)	186
Employ: Homemaker	5%	(7)	18%	(27)	8%	(12)	69%	(101)	147
Employ: Student	7%	(5)	25%	(18)	11%	(8)	57%	(40)	71
Employ: Retired	5%	(25)	18%	(94)	12%	(59)	65%	(332)	510
Employ: Unemployed	5%	(15)	14%	(40)	13%	(38)	68%	(198)	291
Employ: Other	4%	(8)	17%	(30)	9%	(16)	69%	(121)	175
Military HH: Yes	8%	(27)	19%	(61)	14%	(45)	59%	(193)	326
Military HH: No	8%	(145)	20%	(382)	13%	(236)	59%	(1110)	1874
RD/WT: Right Direction	12%	(121)	23%	(228)	13%	(126)	52%	(505)	979
RD/WT: Wrong Track	4%	(52)	18%	(216)	13%	(155)	65%	(798)	1221
Biden Job Approve	11%	(127)	21%	(249)	14%	(160)	54%	(640)	1177
Biden Job Disapprove	5%	(43)	19%	(171)	12%	(110)	64%	(570)	895

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Table MCSP7_6: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Beach volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(173)	20%	(443)	13%	(281)	59%	(1303)	2200
Biden Job Strongly Approve	14%	(85)	21%	(127)	10%	(62)	54%	(321)	595
Biden Job Somewhat Approve	7%	(43)	21%	(123)	17%	(98)	55%	(318)	582
Biden Job Somewhat Disapprove	3%	(8)	29%	(72)	15%	(37)	53%	(131)	248
Biden Job Strongly Disapprove	5%	(35)	15%	(99)	11%	(73)	68%	(439)	646
Favorable of Biden	11%	(123)	21%	(238)	14%	(161)	55%	(633)	1155
Unfavorable of Biden	5%	(46)	20%	(178)	12%	(109)	63%	(572)	905
Very Favorable of Biden	14%	(83)	22%	(136)	11%	(66)	54%	(330)	616
Somewhat Favorable of Biden	7%	(39)	19%	(102)	18%	(95)	56%	(303)	539
Somewhat Unfavorable of Biden	5%	(11)	29%	(67)	15%	(35)	51%	(118)	230
Very Unfavorable of Biden	5%	(35)	17%	(111)	11%	(75)	67%	(454)	675
#1 Issue: Economy	6%	(53)	20%	(165)	14%	(113)	60%	(500)	832
#1 Issue: Security	9%	(27)	19%	(54)	11%	(32)	61%	(175)	288
#1 Issue: Health Care	10%	(32)	25%	(78)	15%	(48)	50%	(160)	317
#1 Issue: Medicare / Social Security	7%	(23)	19%	(63)	11%	(35)	63%	(209)	330
#1 Issue: Women's Issues	6%	(8)	19%	(23)	14%	(17)	61%	(75)	123
#1 Issue: Education	13%	(11)	26%	(21)	9%	(7)	51%	(41)	81
#1 Issue: Energy	13%	(12)	24%	(23)	11%	(11)	52%	(50)	96
#1 Issue: Other	5%	(7)	11%	(15)	13%	(18)	70%	(94)	133
2020 Vote: Joe Biden	11%	(106)	24%	(232)	14%	(138)	51%	(504)	981
2020 Vote: Donald Trump	6%	(41)	18%	(128)	13%	(94)	63%	(456)	719
2020 Vote: Other	10%	(7)	22%	(15)	12%	(8)	56%	(37)	67
2020 Vote: Didn't Vote	4%	(18)	16%	(69)	9%	(40)	71%	(306)	433
2018 House Vote: Democrat	10%	(81)	24%	(184)	13%	(104)	53%	(408)	776
2018 House Vote: Republican	7%	(42)	20%	(113)	15%	(86)	58%	(334)	576
2016 Vote: Hillary Clinton	11%	(79)	24%	(169)	13%	(94)	52%	(364)	705
2016 Vote: Donald Trump	7%	(44)	20%	(131)	13%	(88)	60%	(397)	660
2016 Vote: Other	4%	(5)	28%	(31)	15%	(17)	53%	(58)	110
2016 Vote: Didn't Vote	6%	(43)	16%	(114)	11%	(81)	67%	(483)	720
Voted in 2014: Yes	10%	(117)	23%	(274)	14%	(169)	54%	(653)	1213
Voted in 2014: No	6%	(56)	17%	(170)	11%	(111)	66%	(650)	987

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Table MCSP7_6: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Beach volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(173)	20%	(443)	13%	(281)	59%	(1303)	2200
4-Region: Northeast	9%	(34)	22%	(87)	14%	(56)	55%	(217)	394
4-Region: Midwest	6%	(28)	19%	(87)	11%	(50)	64%	(298)	462
4-Region: South	8%	(64)	21%	(170)	13%	(105)	59%	(486)	824
4-Region: West	9%	(47)	19%	(99)	14%	(70)	58%	(304)	520
Sports Fans	10%	(157)	26%	(394)	16%	(241)	49%	(748)	1540
Avid Sports Fans	17%	(98)	31%	(180)	14%	(81)	37%	(213)	572
Casual Sports Fans	6%	(59)	22%	(214)	17%	(160)	55%	(535)	968
Non-Sports Fans	2%	(15)	8%	(50)	6%	(39)	84%	(556)	660
Gen Z Sports Fans	9%	(13)	17%	(24)	19%	(28)	55%	(79)	144
Millennial Sports Fans	12%	(61)	26%	(130)	18%	(91)	43%	(214)	495
Gen X Sports Fans	9%	(35)	27%	(100)	14%	(52)	50%	(188)	374
Boomer Sports Fans	10%	(49)	26%	(124)	13%	(63)	50%	(236)	471
Democratic Sports Fans	14%	(91)	30%	(190)	13%	(86)	43%	(275)	643
Republican Sports Fans	8%	(36)	22%	(98)	17%	(79)	53%	(242)	455
Male Sports Fans	11%	(96)	28%	(242)	18%	(160)	43%	(371)	870
Female Sports Fans	9%	(61)	23%	(152)	12%	(81)	56%	(377)	671
Olympics Fans	11%	(163)	28%	(410)	17%	(247)	43%	(624)	1444
Avid Olympics Fans	29%	(103)	39%	(137)	13%	(47)	18%	(65)	352
Casual Olympics Fans	6%	(60)	25%	(273)	18%	(200)	51%	(559)	1092
Non-Olympics Fans	1%	(9)	4%	(33)	4%	(33)	90%	(680)	756
Very Interested in Summer Olympics	39%	(71)	29%	(53)	12%	(22)	19%	(35)	181
Interested in Summer Olympics	24%	(102)	37%	(161)	14%	(62)	24%	(106)	431
Familiar with Peacock	11%	(130)	24%	(282)	13%	(150)	53%	(623)	1186
Peacock Subscriber	13%	(70)	25%	(133)	14%	(74)	49%	(263)	539

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

Table MCSP7_7: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Boxing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(130)	13%	(280)	9%	(207)	72%	(1582)	2200
Gender: Male	10%	(103)	16%	(171)	11%	(117)	63%	(671)	1062
Gender: Female	2%	(27)	10%	(109)	8%	(90)	80%	(912)	1138
Age: 18-34	10%	(63)	20%	(129)	11%	(70)	60%	(393)	655
Age: 35-44	11%	(41)	18%	(66)	11%	(39)	59%	(212)	358
Age: 45-64	3%	(25)	9%	(67)	9%	(71)	78%	(588)	751
Age: 65+	—	(2)	4%	(19)	6%	(27)	89%	(389)	436
GenZers: 1997-2012	5%	(11)	17%	(38)	10%	(22)	69%	(156)	227
Millennials: 1981-1996	13%	(84)	21%	(138)	11%	(74)	55%	(363)	659
GenXers: 1965-1980	6%	(29)	10%	(52)	9%	(47)	75%	(396)	525
Baby Boomers: 1946-1964	1%	(6)	7%	(47)	9%	(62)	84%	(587)	702
PID: Dem (no lean)	7%	(64)	16%	(141)	9%	(84)	68%	(602)	891
PID: Ind (no lean)	6%	(41)	11%	(73)	9%	(59)	74%	(493)	666
PID: Rep (no lean)	4%	(25)	10%	(67)	10%	(64)	76%	(487)	643
PID/Gender: Dem Men	11%	(44)	22%	(90)	10%	(42)	57%	(231)	408
PID/Gender: Dem Women	4%	(20)	10%	(50)	9%	(42)	77%	(371)	482
PID/Gender: Ind Men	12%	(39)	12%	(40)	13%	(43)	62%	(199)	321
PID/Gender: Ind Women	1%	(2)	10%	(34)	5%	(16)	85%	(294)	345
PID/Gender: Rep Men	6%	(19)	12%	(41)	10%	(32)	72%	(240)	332
PID/Gender: Rep Women	2%	(5)	8%	(25)	11%	(33)	80%	(247)	311
Ideo: Liberal (1-3)	7%	(46)	16%	(110)	10%	(72)	67%	(466)	694
Ideo: Moderate (4)	10%	(58)	15%	(90)	9%	(56)	66%	(393)	597
Ideo: Conservative (5-7)	3%	(24)	9%	(65)	10%	(71)	78%	(560)	718
Educ: < College	5%	(73)	12%	(188)	9%	(143)	73%	(1108)	1512
Educ: Bachelors degree	8%	(35)	13%	(59)	11%	(49)	68%	(301)	444
Educ: Post-grad	9%	(22)	14%	(33)	6%	(15)	71%	(173)	244
Income: Under 50k	6%	(69)	12%	(146)	9%	(113)	74%	(918)	1246
Income: 50k-100k	5%	(33)	14%	(88)	11%	(67)	70%	(437)	625
Income: 100k+	9%	(29)	14%	(46)	8%	(27)	69%	(227)	329
Ethnicity: White	5%	(87)	11%	(189)	9%	(158)	75%	(1287)	1722
Ethnicity: Hispanic	10%	(35)	20%	(69)	13%	(44)	57%	(201)	349

Continued on next page

Table MCSP7_7: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Boxing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(130)	13%	(280)	9%	(207)	72%	(1582)	2200
Ethnicity: Black	11%	(31)	23%	(62)	7%	(20)	59%	(161)	274
Ethnicity: Other	6%	(12)	14%	(29)	14%	(29)	66%	(134)	204
All Christian	6%	(55)	12%	(110)	11%	(101)	72%	(686)	952
All Non-Christian	17%	(17)	23%	(23)	7%	(7)	52%	(51)	99
Atheist	6%	(5)	9%	(8)	4%	(4)	81%	(73)	91
Agnostic/Nothing in particular	5%	(33)	14%	(88)	8%	(52)	73%	(464)	637
Something Else	5%	(20)	12%	(51)	10%	(42)	73%	(308)	421
Religious Non-Protestant/Catholic	15%	(19)	22%	(28)	8%	(9)	56%	(71)	126
Evangelical	7%	(41)	13%	(79)	8%	(48)	71%	(417)	586
Non-Evangelical	4%	(28)	10%	(73)	12%	(90)	74%	(548)	740
Community: Urban	13%	(80)	20%	(122)	8%	(46)	58%	(349)	597
Community: Suburban	4%	(36)	10%	(101)	9%	(94)	77%	(766)	997
Community: Rural	2%	(14)	9%	(57)	11%	(66)	77%	(468)	605
Employ: Private Sector	10%	(67)	17%	(118)	10%	(70)	63%	(433)	687
Employ: Government	10%	(13)	18%	(24)	13%	(17)	59%	(79)	133
Employ: Self-Employed	12%	(22)	18%	(33)	14%	(25)	57%	(105)	186
Employ: Homemaker	2%	(3)	15%	(22)	10%	(15)	73%	(107)	147
Employ: Student	7%	(5)	9%	(7)	9%	(6)	74%	(53)	71
Employ: Retired	1%	(7)	6%	(28)	7%	(34)	86%	(441)	510
Employ: Unemployed	3%	(10)	12%	(35)	10%	(28)	75%	(218)	291
Employ: Other	2%	(4)	8%	(13)	7%	(12)	84%	(146)	175
Military HH: Yes	5%	(16)	13%	(42)	12%	(40)	70%	(228)	326
Military HH: No	6%	(114)	13%	(239)	9%	(167)	72%	(1354)	1874
RD/WT: Right Direction	9%	(88)	18%	(172)	9%	(87)	65%	(633)	979
RD/WT: Wrong Track	3%	(43)	9%	(109)	10%	(120)	78%	(950)	1221
Biden Job Approve	8%	(96)	16%	(194)	10%	(112)	66%	(774)	1177
Biden Job Disapprove	4%	(31)	9%	(78)	9%	(82)	79%	(703)	895

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Table MCSP7_7: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Boxing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(130)	13%	(280)	9%	(207)	72%	(1582)	2200
Biden Job Strongly Approve	10%	(58)	17%	(99)	8%	(50)	65%	(388)	595
Biden Job Somewhat Approve	7%	(38)	16%	(94)	11%	(63)	66%	(386)	582
Biden Job Somewhat Disapprove	3%	(8)	13%	(33)	9%	(23)	74%	(184)	248
Biden Job Strongly Disapprove	4%	(23)	7%	(45)	9%	(60)	80%	(519)	646
Favorable of Biden	8%	(93)	15%	(176)	10%	(118)	67%	(769)	1155
Unfavorable of Biden	3%	(31)	10%	(89)	9%	(81)	78%	(704)	905
Very Favorable of Biden	10%	(61)	16%	(100)	10%	(59)	64%	(396)	616
Somewhat Favorable of Biden	6%	(31)	14%	(77)	11%	(59)	69%	(373)	539
Somewhat Unfavorable of Biden	4%	(8)	18%	(42)	9%	(21)	69%	(159)	230
Very Unfavorable of Biden	3%	(23)	7%	(48)	9%	(60)	81%	(544)	675
#1 Issue: Economy	6%	(46)	15%	(129)	10%	(85)	69%	(572)	832
#1 Issue: Security	7%	(20)	9%	(27)	11%	(31)	73%	(211)	288
#1 Issue: Health Care	11%	(34)	15%	(49)	6%	(20)	67%	(213)	317
#1 Issue: Medicare / Social Security	2%	(8)	6%	(19)	11%	(36)	81%	(267)	330
#1 Issue: Women's Issues	5%	(6)	13%	(16)	11%	(13)	72%	(88)	123
#1 Issue: Education	7%	(5)	12%	(10)	14%	(11)	67%	(54)	81
#1 Issue: Energy	9%	(9)	20%	(19)	8%	(8)	63%	(61)	96
#1 Issue: Other	2%	(2)	9%	(12)	2%	(3)	87%	(116)	133
2020 Vote: Joe Biden	8%	(78)	15%	(151)	9%	(91)	67%	(661)	981
2020 Vote: Donald Trump	4%	(31)	10%	(74)	9%	(67)	76%	(547)	719
2020 Vote: Other	—	(0)	23%	(15)	7%	(5)	71%	(47)	67
2020 Vote: Didn't Vote	5%	(22)	9%	(40)	10%	(45)	75%	(326)	433
2018 House Vote: Democrat	7%	(57)	15%	(116)	9%	(69)	69%	(534)	776
2018 House Vote: Republican	5%	(28)	9%	(52)	10%	(57)	76%	(438)	576
2016 Vote: Hillary Clinton	8%	(54)	15%	(104)	9%	(62)	69%	(485)	705
2016 Vote: Donald Trump	5%	(33)	10%	(67)	9%	(62)	75%	(498)	660
2016 Vote: Other	4%	(4)	10%	(11)	13%	(14)	73%	(80)	110
2016 Vote: Didn't Vote	5%	(39)	13%	(97)	10%	(69)	72%	(516)	720
Voted in 2014: Yes	6%	(71)	13%	(158)	9%	(107)	72%	(876)	1213
Voted in 2014: No	6%	(59)	12%	(122)	10%	(100)	72%	(706)	987

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Table MCSP7_7: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Boxing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(130)	13%	(280)	9%	(207)	72%	(1582)	2200
4-Region: Northeast	8%	(31)	14%	(55)	8%	(30)	71%	(278)	394
4-Region: Midwest	4%	(17)	11%	(49)	7%	(34)	78%	(362)	462
4-Region: South	7%	(55)	13%	(105)	10%	(81)	71%	(583)	824
4-Region: West	5%	(27)	14%	(72)	12%	(62)	69%	(358)	520
Sports Fans	8%	(123)	16%	(241)	11%	(171)	65%	(1006)	1540
Avid Sports Fans	14%	(78)	19%	(110)	12%	(69)	55%	(315)	572
Casual Sports Fans	5%	(45)	13%	(131)	10%	(102)	71%	(692)	968
Non-Sports Fans	1%	(8)	6%	(40)	5%	(36)	87%	(576)	660
Gen Z Sports Fans	5%	(7)	16%	(22)	11%	(16)	68%	(98)	144
Millennial Sports Fans	17%	(82)	25%	(121)	13%	(66)	46%	(226)	495
Gen X Sports Fans	7%	(27)	13%	(48)	10%	(37)	70%	(262)	374
Boomer Sports Fans	1%	(6)	9%	(44)	11%	(51)	79%	(370)	471
Democratic Sports Fans	10%	(61)	20%	(125)	11%	(72)	60%	(384)	643
Republican Sports Fans	5%	(22)	13%	(59)	11%	(51)	71%	(323)	455
Male Sports Fans	11%	(97)	18%	(160)	12%	(101)	59%	(512)	870
Female Sports Fans	4%	(26)	12%	(81)	10%	(70)	74%	(494)	671
Olympics Fans	8%	(115)	17%	(245)	12%	(178)	63%	(907)	1444
Avid Olympics Fans	18%	(64)	22%	(76)	14%	(51)	46%	(161)	352
Casual Olympics Fans	5%	(50)	15%	(169)	12%	(127)	68%	(746)	1092
Non-Olympics Fans	2%	(15)	5%	(36)	4%	(29)	89%	(675)	756
Very Interested in Summer Olympics	29%	(53)	30%	(55)	11%	(20)	29%	(53)	181
Interested in Summer Olympics	19%	(82)	28%	(120)	15%	(63)	39%	(166)	431
Familiar with Peacock	8%	(95)	16%	(192)	10%	(121)	66%	(778)	1186
Peacock Subscriber	11%	(61)	16%	(86)	10%	(52)	63%	(339)	539

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

Table MCSP7_8: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*

Canoeing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(73)	9%	(207)	11%	(237)	77%	(1683)	2200
Gender: Male	4%	(45)	11%	(119)	11%	(122)	73%	(776)	1062
Gender: Female	2%	(28)	8%	(88)	10%	(116)	80%	(907)	1138
Age: 18-34	6%	(38)	10%	(67)	14%	(94)	70%	(456)	655
Age: 35-44	7%	(24)	15%	(52)	11%	(39)	68%	(242)	358
Age: 45-64	1%	(7)	8%	(61)	10%	(76)	81%	(608)	751
Age: 65+	1%	(3)	6%	(26)	7%	(29)	87%	(378)	436
GenZers: 1997-2012	3%	(6)	7%	(16)	12%	(28)	78%	(177)	227
Millennials: 1981-1996	8%	(50)	13%	(88)	14%	(90)	65%	(431)	659
GenXers: 1965-1980	3%	(13)	10%	(51)	10%	(51)	78%	(410)	525
Baby Boomers: 1946-1964	—	(2)	7%	(46)	9%	(65)	84%	(590)	702
PID: Dem (no lean)	4%	(40)	13%	(112)	11%	(99)	72%	(640)	891
PID: Ind (no lean)	3%	(21)	7%	(46)	10%	(65)	80%	(535)	666
PID: Rep (no lean)	2%	(12)	8%	(49)	11%	(74)	79%	(508)	643
PID/Gender: Dem Men	7%	(27)	16%	(65)	12%	(49)	65%	(267)	408
PID/Gender: Dem Women	3%	(13)	10%	(47)	10%	(50)	77%	(373)	482
PID/Gender: Ind Men	5%	(15)	7%	(22)	11%	(37)	77%	(247)	321
PID/Gender: Ind Women	2%	(6)	7%	(23)	8%	(28)	83%	(288)	345
PID/Gender: Rep Men	1%	(3)	9%	(31)	11%	(37)	79%	(261)	332
PID/Gender: Rep Women	3%	(9)	6%	(18)	12%	(37)	79%	(247)	311
Ideo: Liberal (1-3)	5%	(38)	12%	(81)	12%	(82)	71%	(494)	694
Ideo: Moderate (4)	4%	(23)	11%	(69)	12%	(70)	73%	(435)	597
Ideo: Conservative (5-7)	2%	(11)	7%	(48)	10%	(72)	82%	(587)	718
Educ: < College	2%	(38)	8%	(117)	11%	(165)	79%	(1192)	1512
Educ: Bachelors degree	5%	(23)	12%	(55)	11%	(47)	72%	(319)	444
Educ: Post-grad	5%	(12)	14%	(34)	10%	(25)	71%	(173)	244
Income: Under 50k	3%	(32)	8%	(98)	11%	(137)	79%	(979)	1246
Income: 50k-100k	4%	(24)	10%	(66)	11%	(69)	75%	(466)	625
Income: 100k+	5%	(17)	13%	(43)	9%	(31)	72%	(238)	329
Ethnicity: White	3%	(59)	10%	(170)	10%	(178)	76%	(1315)	1722
Ethnicity: Hispanic	6%	(20)	8%	(29)	10%	(34)	76%	(267)	349

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Table MCSP7_8: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Canoeing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(73)	9%	(207)	11%	(237)	77%	(1683)	2200
Ethnicity: Black	3%	(8)	9%	(24)	13%	(35)	76%	(207)	274
Ethnicity: Other	3%	(6)	6%	(13)	12%	(24)	79%	(161)	204
All Christian	3%	(29)	10%	(95)	12%	(115)	75%	(713)	952
All Non-Christian	13%	(13)	17%	(17)	12%	(12)	58%	(57)	99
Atheist	—	(0)	10%	(9)	7%	(6)	83%	(76)	91
Agnostic/Nothing in particular	3%	(21)	8%	(53)	11%	(69)	77%	(494)	637
Something Else	2%	(9)	8%	(32)	9%	(36)	82%	(344)	421
Religious Non-Protestant/Catholic	11%	(14)	16%	(20)	11%	(14)	62%	(79)	126
Evangelical	4%	(23)	12%	(68)	9%	(56)	75%	(439)	586
Non-Evangelical	2%	(11)	7%	(54)	12%	(92)	79%	(582)	740
Community: Urban	8%	(46)	14%	(82)	12%	(73)	66%	(396)	597
Community: Suburban	2%	(16)	7%	(74)	11%	(107)	80%	(801)	997
Community: Rural	2%	(11)	8%	(50)	9%	(57)	80%	(487)	605
Employ: Private Sector	5%	(32)	13%	(88)	14%	(93)	69%	(474)	687
Employ: Government	6%	(8)	12%	(16)	15%	(20)	67%	(89)	133
Employ: Self-Employed	9%	(16)	13%	(24)	10%	(19)	68%	(126)	186
Employ: Homemaker	3%	(5)	9%	(13)	12%	(18)	76%	(112)	147
Employ: Student	2%	(1)	9%	(6)	9%	(6)	80%	(57)	71
Employ: Retired	1%	(5)	6%	(32)	8%	(39)	85%	(435)	510
Employ: Unemployed	2%	(5)	5%	(16)	9%	(27)	83%	(243)	291
Employ: Other	—	(1)	7%	(12)	8%	(15)	84%	(148)	175
Military HH: Yes	3%	(9)	10%	(32)	13%	(42)	75%	(243)	326
Military HH: No	3%	(64)	9%	(175)	10%	(196)	77%	(1440)	1874
RD/WT: Right Direction	5%	(48)	14%	(137)	11%	(106)	70%	(688)	979
RD/WT: Wrong Track	2%	(25)	6%	(69)	11%	(131)	82%	(996)	1221
Biden Job Approve	5%	(58)	12%	(139)	12%	(138)	72%	(842)	1177
Biden Job Disapprove	2%	(15)	7%	(59)	10%	(85)	82%	(735)	895

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Table MCSP7_8: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Canoeing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(73)	9%	(207)	11%	(237)	77%	(1683)	2200
Biden Job Strongly Approve	8%	(45)	13%	(79)	8%	(49)	71%	(422)	595
Biden Job Somewhat Approve	2%	(13)	10%	(60)	15%	(89)	72%	(420)	582
Biden Job Somewhat Disapprove	2%	(4)	8%	(19)	13%	(31)	78%	(194)	248
Biden Job Strongly Disapprove	2%	(11)	6%	(41)	8%	(54)	84%	(541)	646
Favorable of Biden	5%	(57)	11%	(125)	12%	(141)	72%	(832)	1155
Unfavorable of Biden	1%	(12)	8%	(70)	10%	(86)	81%	(737)	905
Very Favorable of Biden	7%	(41)	12%	(74)	10%	(59)	72%	(442)	616
Somewhat Favorable of Biden	3%	(16)	10%	(52)	15%	(81)	72%	(390)	539
Somewhat Unfavorable of Biden	1%	(3)	11%	(26)	13%	(29)	75%	(172)	230
Very Unfavorable of Biden	1%	(9)	7%	(44)	8%	(57)	84%	(565)	675
#1 Issue: Economy	3%	(22)	9%	(75)	12%	(97)	77%	(638)	832
#1 Issue: Security	5%	(14)	9%	(25)	10%	(28)	77%	(221)	288
#1 Issue: Health Care	4%	(13)	13%	(40)	9%	(28)	74%	(236)	317
#1 Issue: Medicare / Social Security	2%	(6)	7%	(24)	13%	(41)	78%	(258)	330
#1 Issue: Women's Issues	2%	(2)	13%	(15)	10%	(13)	75%	(93)	123
#1 Issue: Education	8%	(6)	12%	(9)	12%	(10)	68%	(55)	81
#1 Issue: Energy	9%	(8)	12%	(11)	14%	(13)	66%	(63)	96
#1 Issue: Other	1%	(1)	4%	(5)	6%	(8)	89%	(119)	133
2020 Vote: Joe Biden	5%	(47)	11%	(111)	12%	(116)	72%	(707)	981
2020 Vote: Donald Trump	2%	(11)	7%	(54)	11%	(82)	80%	(572)	719
2020 Vote: Other	3%	(2)	6%	(4)	17%	(11)	73%	(49)	67
2020 Vote: Didn't Vote	3%	(12)	9%	(37)	7%	(28)	82%	(355)	433
2018 House Vote: Democrat	6%	(45)	11%	(83)	12%	(93)	71%	(555)	776
2018 House Vote: Republican	2%	(14)	9%	(54)	11%	(65)	77%	(443)	576
2016 Vote: Hillary Clinton	5%	(38)	12%	(85)	12%	(83)	71%	(499)	705
2016 Vote: Donald Trump	3%	(17)	8%	(52)	12%	(77)	78%	(514)	660
2016 Vote: Other	2%	(3)	7%	(8)	14%	(15)	77%	(84)	110
2016 Vote: Didn't Vote	2%	(15)	8%	(59)	9%	(62)	81%	(583)	720
Voted in 2014: Yes	4%	(44)	10%	(126)	12%	(146)	74%	(897)	1213
Voted in 2014: No	3%	(29)	8%	(80)	9%	(92)	80%	(786)	987

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Table MCSP7_8: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Canoeing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(73)	9%	(207)	11%	(237)	77%	(1683)	2200
4-Region: Northeast	4%	(16)	11%	(42)	12%	(46)	73%	(289)	394
4-Region: Midwest	1%	(7)	8%	(37)	11%	(51)	80%	(368)	462
4-Region: South	3%	(26)	9%	(71)	10%	(82)	78%	(645)	824
4-Region: West	5%	(24)	11%	(56)	11%	(59)	73%	(381)	520
Sports Fans	4%	(66)	12%	(185)	13%	(195)	71%	(1094)	1540
Avid Sports Fans	9%	(51)	15%	(85)	13%	(74)	63%	(361)	572
Casual Sports Fans	2%	(15)	10%	(99)	12%	(121)	76%	(733)	968
Non-Sports Fans	1%	(7)	3%	(22)	6%	(42)	89%	(589)	660
Gen Z Sports Fans	4%	(6)	6%	(9)	15%	(21)	75%	(108)	144
Millennial Sports Fans	9%	(45)	16%	(79)	15%	(76)	60%	(296)	495
Gen X Sports Fans	3%	(12)	12%	(46)	11%	(41)	73%	(275)	374
Boomer Sports Fans	—	(2)	10%	(45)	11%	(53)	79%	(371)	471
Democratic Sports Fans	6%	(38)	16%	(100)	12%	(78)	66%	(426)	643
Republican Sports Fans	2%	(10)	10%	(45)	14%	(63)	74%	(336)	455
Male Sports Fans	5%	(44)	13%	(109)	13%	(112)	69%	(604)	870
Female Sports Fans	3%	(22)	11%	(76)	12%	(83)	73%	(490)	671
Olympics Fans	5%	(71)	13%	(193)	14%	(209)	67%	(972)	1444
Avid Olympics Fans	12%	(43)	23%	(80)	20%	(70)	45%	(158)	352
Casual Olympics Fans	3%	(27)	10%	(113)	13%	(139)	74%	(813)	1092
Non-Olympics Fans	—	(2)	2%	(14)	4%	(28)	94%	(712)	756
Very Interested in Summer Olympics	18%	(33)	34%	(61)	12%	(22)	36%	(65)	181
Interested in Summer Olympics	14%	(60)	28%	(122)	16%	(67)	42%	(183)	431
Familiar with Peacock	5%	(54)	13%	(151)	12%	(147)	70%	(833)	1186
Peacock Subscriber	6%	(33)	14%	(75)	14%	(75)	66%	(356)	539

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

Table MCSP7_9: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*

Diving

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	10%	(218)	18%	(391)	12%	(263)	60%	(1329)	2200
Gender: Male	10%	(104)	20%	(214)	14%	(144)	56%	(599)	1062
Gender: Female	10%	(114)	15%	(176)	10%	(119)	64%	(729)	1138
Age: 18-34	11%	(69)	20%	(128)	15%	(97)	55%	(361)	655
Age: 35-44	12%	(42)	23%	(82)	10%	(35)	56%	(199)	358
Age: 45-64	10%	(75)	16%	(118)	11%	(83)	63%	(475)	751
Age: 65+	7%	(31)	14%	(63)	11%	(48)	67%	(294)	436
GenZers: 1997-2012	9%	(20)	16%	(37)	14%	(32)	61%	(138)	227
Millennials: 1981-1996	12%	(80)	21%	(140)	14%	(91)	53%	(348)	659
GenXers: 1965-1980	9%	(47)	18%	(95)	10%	(55)	62%	(328)	525
Baby Boomers: 1946-1964	9%	(62)	15%	(102)	10%	(71)	67%	(467)	702
PID: Dem (no lean)	14%	(121)	18%	(164)	15%	(135)	53%	(472)	891
PID: Ind (no lean)	8%	(52)	16%	(104)	10%	(64)	67%	(446)	666
PID: Rep (no lean)	7%	(45)	19%	(122)	10%	(64)	64%	(411)	643
PID/Gender: Dem Men	14%	(58)	22%	(88)	19%	(76)	46%	(187)	408
PID/Gender: Dem Women	13%	(63)	16%	(76)	12%	(59)	59%	(285)	482
PID/Gender: Ind Men	8%	(26)	18%	(58)	11%	(37)	62%	(200)	321
PID/Gender: Ind Women	7%	(26)	13%	(46)	8%	(27)	71%	(246)	345
PID/Gender: Rep Men	6%	(20)	20%	(68)	10%	(32)	64%	(212)	332
PID/Gender: Rep Women	8%	(25)	18%	(55)	10%	(32)	64%	(198)	311
Ideo: Liberal (1-3)	15%	(102)	18%	(124)	16%	(111)	51%	(357)	694
Ideo: Moderate (4)	9%	(54)	20%	(118)	11%	(68)	60%	(357)	597
Ideo: Conservative (5-7)	8%	(54)	18%	(128)	10%	(73)	65%	(464)	718
Educ: < College	9%	(134)	16%	(237)	11%	(166)	64%	(975)	1512
Educ: Bachelors degree	12%	(52)	23%	(102)	14%	(60)	52%	(230)	444
Educ: Post-grad	13%	(32)	21%	(52)	15%	(37)	51%	(124)	244
Income: Under 50k	7%	(87)	14%	(180)	12%	(148)	67%	(831)	1246
Income: 50k-100k	13%	(82)	22%	(139)	12%	(72)	53%	(332)	625
Income: 100k+	15%	(49)	22%	(72)	13%	(43)	50%	(166)	329
Ethnicity: White	10%	(176)	18%	(305)	12%	(207)	60%	(1034)	1722
Ethnicity: Hispanic	11%	(40)	15%	(52)	14%	(48)	60%	(210)	349

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Table MCSP7_9: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Diving

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	10%	(218)	18%	(391)	12%	(263)	60%	(1329)	2200
Ethnicity: Black	8%	(22)	17%	(47)	13%	(37)	62%	(169)	274
Ethnicity: Other	10%	(20)	19%	(39)	10%	(19)	61%	(125)	204
All Christian	11%	(108)	19%	(180)	12%	(116)	58%	(548)	952
All Non-Christian	21%	(21)	25%	(25)	14%	(14)	40%	(39)	99
Atheist	3%	(3)	16%	(14)	14%	(13)	66%	(60)	91
Agnostic/Nothing in particular	9%	(54)	17%	(110)	13%	(81)	62%	(392)	637
Something Else	7%	(31)	15%	(62)	9%	(39)	69%	(289)	421
Religious Non-Protestant/Catholic	19%	(24)	22%	(28)	12%	(16)	46%	(59)	126
Evangelical	11%	(65)	18%	(103)	11%	(66)	60%	(351)	586
Non-Evangelical	9%	(67)	18%	(132)	11%	(85)	62%	(456)	740
Community: Urban	13%	(76)	21%	(123)	12%	(74)	54%	(325)	597
Community: Suburban	10%	(98)	17%	(166)	12%	(121)	61%	(612)	997
Community: Rural	7%	(44)	17%	(102)	11%	(68)	65%	(391)	605
Employ: Private Sector	12%	(81)	24%	(165)	12%	(83)	52%	(358)	687
Employ: Government	16%	(21)	19%	(26)	14%	(19)	51%	(67)	133
Employ: Self-Employed	11%	(21)	21%	(39)	16%	(29)	52%	(96)	186
Employ: Homemaker	11%	(16)	18%	(26)	9%	(13)	63%	(92)	147
Employ: Student	12%	(8)	23%	(17)	12%	(8)	53%	(37)	71
Employ: Retired	8%	(41)	15%	(76)	11%	(57)	66%	(336)	510
Employ: Unemployed	6%	(17)	9%	(26)	11%	(31)	74%	(217)	291
Employ: Other	7%	(12)	9%	(16)	13%	(22)	71%	(125)	175
Military HH: Yes	12%	(38)	18%	(57)	14%	(45)	57%	(186)	326
Military HH: No	10%	(180)	18%	(333)	12%	(218)	61%	(1143)	1874
RD/WT: Right Direction	14%	(135)	21%	(205)	13%	(131)	52%	(509)	979
RD/WT: Wrong Track	7%	(82)	15%	(186)	11%	(132)	67%	(820)	1221
Biden Job Approve	13%	(152)	20%	(232)	14%	(162)	54%	(630)	1177
Biden Job Disapprove	6%	(58)	16%	(142)	11%	(94)	67%	(601)	895

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Table MCSP7_9: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Diving

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	10%	(218)	18%	(391)	12%	(263)	60%	(1329)	2200
Biden Job Strongly Approve	16%	(97)	19%	(111)	11%	(64)	54%	(324)	595
Biden Job Somewhat Approve	10%	(56)	21%	(121)	17%	(98)	53%	(307)	582
Biden Job Somewhat Disapprove	5%	(13)	23%	(57)	12%	(31)	59%	(147)	248
Biden Job Strongly Disapprove	7%	(45)	13%	(85)	10%	(64)	70%	(453)	646
Favorable of Biden	13%	(149)	19%	(219)	14%	(161)	54%	(627)	1155
Unfavorable of Biden	7%	(61)	17%	(151)	11%	(97)	66%	(596)	905
Very Favorable of Biden	15%	(93)	18%	(112)	12%	(76)	54%	(336)	616
Somewhat Favorable of Biden	10%	(56)	20%	(107)	16%	(85)	54%	(292)	539
Somewhat Unfavorable of Biden	8%	(19)	24%	(55)	14%	(33)	54%	(123)	230
Very Unfavorable of Biden	6%	(42)	14%	(96)	10%	(64)	70%	(473)	675
#1 Issue: Economy	10%	(80)	18%	(151)	12%	(98)	61%	(504)	832
#1 Issue: Security	10%	(29)	16%	(47)	10%	(28)	64%	(185)	288
#1 Issue: Health Care	10%	(33)	20%	(64)	16%	(51)	54%	(170)	317
#1 Issue: Medicare / Social Security	9%	(31)	15%	(51)	10%	(32)	65%	(216)	330
#1 Issue: Women's Issues	11%	(14)	20%	(25)	14%	(18)	54%	(67)	123
#1 Issue: Education	12%	(9)	24%	(20)	18%	(14)	46%	(37)	81
#1 Issue: Energy	13%	(13)	24%	(23)	9%	(9)	54%	(52)	96
#1 Issue: Other	6%	(8)	9%	(12)	11%	(14)	74%	(98)	133
2020 Vote: Joe Biden	13%	(126)	21%	(201)	15%	(145)	52%	(509)	981
2020 Vote: Donald Trump	7%	(53)	17%	(123)	10%	(75)	65%	(468)	719
2020 Vote: Other	5%	(3)	21%	(14)	12%	(8)	62%	(42)	67
2020 Vote: Didn't Vote	8%	(35)	12%	(52)	8%	(35)	72%	(311)	433
2018 House Vote: Democrat	12%	(96)	20%	(154)	15%	(116)	53%	(410)	776
2018 House Vote: Republican	9%	(50)	19%	(110)	10%	(59)	62%	(356)	576
2016 Vote: Hillary Clinton	13%	(92)	21%	(151)	14%	(100)	51%	(361)	705
2016 Vote: Donald Trump	8%	(52)	19%	(128)	10%	(63)	63%	(418)	660
2016 Vote: Other	9%	(10)	15%	(16)	15%	(16)	62%	(67)	110
2016 Vote: Didn't Vote	9%	(62)	13%	(95)	12%	(84)	67%	(480)	720
Voted in 2014: Yes	11%	(138)	20%	(241)	13%	(155)	56%	(678)	1213
Voted in 2014: No	8%	(80)	15%	(149)	11%	(108)	66%	(650)	987

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Table MCSP7_9: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Diving

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	10%	(218)	18%	(391)	12%	(263)	60%	(1329)	2200
4-Region: Northeast	11%	(44)	21%	(83)	12%	(47)	56%	(219)	394
4-Region: Midwest	6%	(30)	17%	(79)	13%	(59)	64%	(294)	462
4-Region: South	9%	(78)	17%	(142)	12%	(96)	62%	(508)	824
4-Region: West	13%	(66)	17%	(87)	12%	(61)	59%	(307)	520
Sports Fans	12%	(188)	22%	(334)	13%	(206)	53%	(813)	1540
Avid Sports Fans	20%	(117)	22%	(125)	14%	(82)	43%	(248)	572
Casual Sports Fans	7%	(71)	22%	(209)	13%	(124)	58%	(564)	968
Non-Sports Fans	5%	(30)	9%	(57)	9%	(57)	78%	(516)	660
Gen Z Sports Fans	8%	(11)	22%	(32)	15%	(21)	56%	(80)	144
Millennial Sports Fans	14%	(72)	24%	(121)	17%	(82)	45%	(221)	495
Gen X Sports Fans	11%	(40)	22%	(82)	10%	(38)	57%	(214)	374
Boomer Sports Fans	12%	(57)	19%	(88)	11%	(53)	58%	(273)	471
Democratic Sports Fans	17%	(107)	22%	(142)	16%	(105)	45%	(289)	643
Republican Sports Fans	9%	(41)	23%	(103)	11%	(51)	57%	(260)	455
Male Sports Fans	11%	(100)	23%	(198)	14%	(125)	51%	(447)	870
Female Sports Fans	13%	(88)	20%	(136)	12%	(81)	54%	(365)	671
Olympics Fans	14%	(208)	25%	(364)	15%	(214)	46%	(658)	1444
Avid Olympics Fans	35%	(125)	30%	(107)	10%	(34)	25%	(86)	352
Casual Olympics Fans	8%	(84)	24%	(257)	16%	(180)	52%	(572)	1092
Non-Olympics Fans	1%	(9)	4%	(27)	6%	(49)	89%	(671)	756
Very Interested in Summer Olympics	43%	(78)	30%	(54)	9%	(16)	18%	(33)	181
Interested in Summer Olympics	32%	(137)	33%	(144)	12%	(50)	23%	(100)	431
Familiar with Peacock	13%	(153)	21%	(247)	12%	(147)	54%	(638)	1186
Peacock Subscriber	16%	(85)	21%	(113)	14%	(73)	50%	(267)	539

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

Table MCSP7_10: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Equestrian

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(71)	8%	(170)	10%	(225)	79%	(1734)	2200
Gender: Male	4%	(41)	8%	(84)	12%	(129)	76%	(808)	1062
Gender: Female	3%	(30)	8%	(86)	8%	(96)	81%	(926)	1138
Age: 18-34	5%	(32)	9%	(60)	13%	(88)	73%	(475)	655
Age: 35-44	5%	(19)	10%	(37)	13%	(45)	71%	(255)	358
Age: 45-64	2%	(16)	7%	(52)	9%	(67)	82%	(615)	751
Age: 65+	1%	(3)	5%	(20)	6%	(24)	89%	(389)	436
GenZers: 1997-2012	3%	(8)	9%	(20)	13%	(29)	75%	(170)	227
Millennials: 1981-1996	6%	(39)	10%	(66)	14%	(92)	70%	(462)	659
GenXers: 1965-1980	3%	(14)	8%	(44)	8%	(39)	81%	(427)	525
Baby Boomers: 1946-1964	1%	(9)	5%	(36)	8%	(59)	85%	(598)	702
PID: Dem (no lean)	5%	(40)	10%	(85)	12%	(104)	74%	(661)	891
PID: Ind (no lean)	3%	(18)	6%	(41)	9%	(58)	82%	(549)	666
PID: Rep (no lean)	2%	(13)	7%	(44)	10%	(62)	81%	(524)	643
PID/Gender: Dem Men	6%	(25)	11%	(44)	15%	(61)	68%	(278)	408
PID/Gender: Dem Women	3%	(15)	8%	(41)	9%	(43)	79%	(383)	482
PID/Gender: Ind Men	3%	(11)	6%	(18)	11%	(36)	80%	(256)	321
PID/Gender: Ind Women	2%	(7)	7%	(23)	6%	(22)	85%	(293)	345
PID/Gender: Rep Men	1%	(5)	7%	(22)	9%	(31)	83%	(274)	332
PID/Gender: Rep Women	3%	(8)	7%	(22)	10%	(31)	80%	(249)	311
Ideo: Liberal (1-3)	5%	(34)	10%	(68)	13%	(87)	73%	(505)	694
Ideo: Moderate (4)	3%	(16)	10%	(58)	11%	(67)	76%	(456)	597
Ideo: Conservative (5-7)	2%	(17)	6%	(42)	9%	(62)	83%	(597)	718
Educ: < College	2%	(31)	7%	(102)	10%	(154)	81%	(1225)	1512
Educ: Bachelors degree	5%	(22)	10%	(43)	10%	(45)	75%	(334)	444
Educ: Post-grad	8%	(19)	10%	(24)	10%	(26)	72%	(175)	244
Income: Under 50k	2%	(28)	6%	(77)	10%	(129)	81%	(1012)	1246
Income: 50k-100k	4%	(24)	10%	(64)	9%	(55)	77%	(482)	625
Income: 100k+	6%	(20)	9%	(29)	12%	(41)	73%	(240)	329
Ethnicity: White	3%	(53)	8%	(143)	10%	(176)	78%	(1350)	1722
Ethnicity: Hispanic	4%	(13)	8%	(27)	14%	(51)	74%	(259)	349

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Table MCSP7_10: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Equestrian

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(71)	8%	(170)	10%	(225)	79%	(1734)	2200
Ethnicity: Black	6%	(17)	5%	(14)	7%	(20)	81%	(223)	274
Ethnicity: Other	1%	(2)	6%	(13)	14%	(29)	79%	(160)	204
All Christian	3%	(31)	8%	(79)	12%	(112)	77%	(730)	952
All Non-Christian	13%	(13)	22%	(22)	10%	(10)	55%	(54)	99
Atheist	1%	(1)	10%	(10)	7%	(6)	82%	(74)	91
Agnostic/Nothing in particular	3%	(17)	5%	(34)	10%	(62)	82%	(525)	637
Something Else	2%	(10)	6%	(26)	8%	(34)	83%	(351)	421
Religious Non-Protestant/Catholic	10%	(13)	19%	(24)	10%	(12)	61%	(77)	126
Evangelical	5%	(28)	8%	(48)	10%	(58)	77%	(452)	586
Non-Evangelical	1%	(10)	7%	(53)	11%	(83)	80%	(593)	740
Community: Urban	6%	(37)	11%	(63)	11%	(65)	72%	(433)	597
Community: Suburban	2%	(19)	7%	(71)	10%	(95)	81%	(812)	997
Community: Rural	3%	(16)	6%	(36)	11%	(64)	81%	(489)	605
Employ: Private Sector	5%	(31)	12%	(83)	12%	(79)	72%	(494)	687
Employ: Government	6%	(8)	7%	(10)	17%	(23)	70%	(92)	133
Employ: Self-Employed	7%	(14)	14%	(26)	12%	(22)	67%	(123)	186
Employ: Homemaker	2%	(3)	4%	(6)	12%	(17)	82%	(120)	147
Employ: Student	—	(0)	7%	(5)	14%	(10)	79%	(56)	71
Employ: Retired	1%	(5)	6%	(29)	7%	(34)	87%	(442)	510
Employ: Unemployed	3%	(8)	3%	(7)	8%	(22)	87%	(254)	291
Employ: Other	1%	(1)	2%	(3)	10%	(18)	87%	(153)	175
Military HH: Yes	5%	(15)	6%	(21)	12%	(38)	77%	(252)	326
Military HH: No	3%	(57)	8%	(149)	10%	(186)	79%	(1482)	1874
RD/WT: Right Direction	5%	(45)	11%	(109)	11%	(105)	74%	(720)	979
RD/WT: Wrong Track	2%	(26)	5%	(61)	10%	(120)	83%	(1014)	1221
Biden Job Approve	4%	(46)	10%	(112)	12%	(144)	74%	(875)	1177
Biden Job Disapprove	3%	(24)	6%	(52)	8%	(74)	83%	(745)	895

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Table MCSP7_10: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Equestrian

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(71)	8%	(170)	10%	(225)	79%	(1734)	2200
Biden Job Strongly Approve	7%	(41)	10%	(61)	10%	(60)	73%	(433)	595
Biden Job Somewhat Approve	1%	(5)	9%	(51)	14%	(83)	76%	(443)	582
Biden Job Somewhat Disapprove	3%	(6)	8%	(21)	11%	(28)	78%	(193)	248
Biden Job Strongly Disapprove	3%	(18)	5%	(31)	7%	(46)	85%	(552)	646
Favorable of Biden	4%	(43)	10%	(111)	12%	(140)	75%	(862)	1155
Unfavorable of Biden	2%	(21)	6%	(52)	9%	(78)	83%	(754)	905
Very Favorable of Biden	6%	(37)	9%	(54)	12%	(76)	73%	(449)	616
Somewhat Favorable of Biden	1%	(5)	11%	(58)	12%	(63)	77%	(413)	539
Somewhat Unfavorable of Biden	2%	(4)	9%	(21)	13%	(29)	76%	(175)	230
Very Unfavorable of Biden	3%	(17)	5%	(30)	7%	(48)	86%	(579)	675
#1 Issue: Economy	3%	(21)	8%	(65)	10%	(83)	80%	(664)	832
#1 Issue: Security	4%	(10)	8%	(22)	13%	(36)	76%	(219)	288
#1 Issue: Health Care	6%	(20)	11%	(35)	9%	(28)	74%	(235)	317
#1 Issue: Medicare / Social Security	2%	(7)	7%	(23)	9%	(31)	82%	(269)	330
#1 Issue: Women's Issues	4%	(5)	7%	(8)	11%	(14)	78%	(96)	123
#1 Issue: Education	3%	(2)	5%	(4)	22%	(18)	71%	(57)	81
#1 Issue: Energy	5%	(5)	8%	(8)	12%	(11)	75%	(72)	96
#1 Issue: Other	1%	(1)	3%	(5)	3%	(4)	93%	(123)	133
2020 Vote: Joe Biden	4%	(38)	9%	(92)	12%	(122)	74%	(729)	981
2020 Vote: Donald Trump	3%	(18)	6%	(46)	9%	(66)	82%	(589)	719
2020 Vote: Other	6%	(4)	2%	(1)	4%	(3)	89%	(59)	67
2020 Vote: Didn't Vote	3%	(12)	7%	(31)	8%	(34)	82%	(356)	433
2018 House Vote: Democrat	4%	(32)	10%	(76)	12%	(91)	74%	(577)	776
2018 House Vote: Republican	3%	(14)	7%	(43)	10%	(57)	80%	(461)	576
2016 Vote: Hillary Clinton	5%	(32)	9%	(65)	11%	(78)	75%	(529)	705
2016 Vote: Donald Trump	2%	(15)	8%	(54)	9%	(62)	80%	(529)	660
2016 Vote: Other	1%	(1)	7%	(7)	9%	(10)	83%	(91)	110
2016 Vote: Didn't Vote	3%	(22)	6%	(43)	10%	(73)	81%	(583)	720
Voted in 2014: Yes	4%	(44)	9%	(111)	10%	(126)	77%	(932)	1213
Voted in 2014: No	3%	(28)	6%	(59)	10%	(98)	81%	(802)	987

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Table MCSP7_10: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Equestrian

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(71)	8%	(170)	10%	(225)	79%	(1734)	2200
4-Region: Northeast	3%	(13)	11%	(43)	11%	(41)	75%	(296)	394
4-Region: Midwest	1%	(6)	6%	(26)	9%	(42)	84%	(388)	462
4-Region: South	4%	(30)	7%	(60)	10%	(83)	79%	(651)	824
4-Region: West	4%	(22)	8%	(42)	11%	(58)	77%	(399)	520
Sports Fans	4%	(62)	9%	(145)	13%	(196)	74%	(1139)	1540
Avid Sports Fans	8%	(43)	10%	(60)	15%	(84)	67%	(385)	572
Casual Sports Fans	2%	(18)	9%	(85)	12%	(112)	78%	(753)	968
Non-Sports Fans	2%	(10)	4%	(25)	4%	(29)	90%	(595)	660
Gen Z Sports Fans	4%	(5)	9%	(13)	17%	(25)	70%	(100)	144
Millennial Sports Fans	7%	(34)	12%	(57)	17%	(84)	65%	(320)	495
Gen X Sports Fans	3%	(12)	10%	(37)	9%	(32)	78%	(293)	374
Boomer Sports Fans	2%	(9)	7%	(33)	11%	(51)	80%	(378)	471
Democratic Sports Fans	6%	(36)	12%	(75)	15%	(94)	68%	(437)	643
Republican Sports Fans	2%	(10)	8%	(38)	11%	(51)	78%	(355)	455
Male Sports Fans	4%	(37)	9%	(75)	13%	(116)	74%	(641)	870
Female Sports Fans	4%	(24)	10%	(70)	12%	(79)	74%	(498)	671
Olympics Fans	4%	(65)	10%	(151)	13%	(191)	72%	(1037)	1444
Avid Olympics Fans	12%	(43)	18%	(62)	18%	(63)	52%	(184)	352
Casual Olympics Fans	2%	(22)	8%	(89)	12%	(128)	78%	(853)	1092
Non-Olympics Fans	1%	(7)	2%	(19)	4%	(34)	92%	(697)	756
Very Interested in Summer Olympics	20%	(36)	22%	(39)	15%	(27)	43%	(78)	181
Interested in Summer Olympics	11%	(47)	20%	(85)	19%	(84)	50%	(215)	431
Familiar with Peacock	4%	(53)	10%	(120)	12%	(144)	73%	(869)	1186
Peacock Subscriber	6%	(34)	12%	(64)	12%	(65)	70%	(375)	539

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

Table MCSP7_11: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Fencing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(62)	11%	(237)	12%	(260)	75%	(1641)	2200
Gender: Male	4%	(40)	13%	(138)	14%	(151)	69%	(732)	1062
Gender: Female	2%	(22)	9%	(98)	10%	(109)	80%	(908)	1138
Age: 18-34	4%	(29)	14%	(89)	15%	(97)	67%	(441)	655
Age: 35-44	6%	(20)	14%	(50)	12%	(42)	69%	(246)	358
Age: 45-64	1%	(11)	10%	(78)	10%	(77)	78%	(585)	751
Age: 65+	—	(2)	5%	(20)	10%	(44)	85%	(370)	436
GenZers: 1997-2012	2%	(5)	10%	(23)	14%	(32)	73%	(167)	227
Millennials: 1981-1996	6%	(37)	16%	(104)	14%	(91)	65%	(426)	659
GenXers: 1965-1980	3%	(15)	10%	(52)	10%	(53)	77%	(405)	525
Baby Boomers: 1946-1964	1%	(5)	7%	(51)	10%	(74)	82%	(573)	702
PID: Dem (no lean)	4%	(35)	14%	(128)	12%	(108)	69%	(619)	891
PID: Ind (no lean)	2%	(13)	8%	(52)	13%	(84)	78%	(517)	666
PID: Rep (no lean)	2%	(14)	9%	(56)	10%	(67)	79%	(505)	643
PID/Gender: Dem Men	6%	(26)	19%	(79)	14%	(55)	61%	(248)	408
PID/Gender: Dem Women	2%	(10)	10%	(49)	11%	(52)	77%	(371)	482
PID/Gender: Ind Men	2%	(8)	10%	(32)	17%	(55)	71%	(227)	321
PID/Gender: Ind Women	2%	(5)	6%	(20)	9%	(30)	84%	(290)	345
PID/Gender: Rep Men	2%	(7)	8%	(27)	12%	(41)	77%	(257)	332
PID/Gender: Rep Women	2%	(7)	9%	(29)	9%	(27)	80%	(248)	311
Ideo: Liberal (1-3)	4%	(30)	16%	(108)	12%	(87)	68%	(470)	694
Ideo: Moderate (4)	3%	(18)	12%	(72)	15%	(87)	70%	(421)	597
Ideo: Conservative (5-7)	2%	(13)	7%	(51)	11%	(79)	80%	(575)	718
Educ: < College	2%	(32)	9%	(140)	12%	(175)	77%	(1166)	1512
Educ: Bachelors degree	4%	(16)	15%	(66)	12%	(54)	69%	(308)	444
Educ: Post-grad	6%	(15)	13%	(31)	13%	(31)	68%	(167)	244
Income: Under 50k	2%	(24)	9%	(118)	11%	(133)	78%	(971)	1246
Income: 50k-100k	3%	(20)	12%	(76)	13%	(84)	71%	(446)	625
Income: 100k+	6%	(19)	13%	(43)	13%	(43)	68%	(224)	329
Ethnicity: White	2%	(41)	10%	(173)	11%	(195)	76%	(1312)	1722
Ethnicity: Hispanic	1%	(4)	15%	(53)	16%	(57)	67%	(236)	349

Continued on next page

Table MCSP7_11: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Fencing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(62)	11%	(237)	12%	(260)	75%	(1641)	2200
Ethnicity: Black	6%	(17)	13%	(35)	12%	(34)	69%	(189)	274
Ethnicity: Other	2%	(5)	14%	(29)	15%	(31)	69%	(140)	204
All Christian	2%	(18)	12%	(111)	12%	(112)	75%	(710)	952
All Non-Christian	15%	(15)	22%	(22)	11%	(10)	52%	(52)	99
Atheist	—	(0)	12%	(11)	8%	(7)	81%	(73)	91
Agnostic/Nothing in particular	3%	(19)	10%	(63)	13%	(80)	74%	(474)	637
Something Else	2%	(10)	7%	(29)	12%	(50)	79%	(332)	421
Religious Non-Protestant/Catholic	12%	(16)	19%	(23)	10%	(13)	59%	(74)	126
Evangelical	3%	(20)	11%	(63)	11%	(63)	75%	(440)	586
Non-Evangelical	1%	(7)	10%	(71)	13%	(93)	77%	(568)	740
Community: Urban	6%	(36)	17%	(99)	13%	(76)	65%	(386)	597
Community: Suburban	2%	(19)	9%	(88)	12%	(119)	77%	(772)	997
Community: Rural	1%	(8)	8%	(50)	11%	(65)	80%	(483)	605
Employ: Private Sector	4%	(27)	14%	(97)	13%	(92)	69%	(471)	687
Employ: Government	5%	(7)	11%	(14)	15%	(20)	69%	(92)	133
Employ: Self-Employed	7%	(13)	18%	(34)	13%	(24)	62%	(114)	186
Employ: Homemaker	1%	(2)	12%	(18)	12%	(17)	75%	(110)	147
Employ: Student	—	(0)	8%	(6)	9%	(7)	83%	(58)	71
Employ: Retired	—	(2)	6%	(33)	10%	(49)	83%	(426)	510
Employ: Unemployed	3%	(7)	9%	(25)	11%	(31)	78%	(228)	291
Employ: Other	2%	(3)	6%	(10)	11%	(20)	81%	(142)	175
Military HH: Yes	2%	(6)	11%	(36)	17%	(54)	70%	(229)	326
Military HH: No	3%	(57)	11%	(200)	11%	(205)	75%	(1412)	1874
RD/WT: Right Direction	5%	(46)	17%	(171)	12%	(115)	66%	(647)	979
RD/WT: Wrong Track	1%	(16)	5%	(66)	12%	(145)	81%	(994)	1221
Biden Job Approve	4%	(50)	14%	(166)	13%	(154)	69%	(807)	1177
Biden Job Disapprove	1%	(11)	7%	(63)	11%	(98)	81%	(724)	895

Continued on next page

Table MCSP7_11: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Fencing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(62)	11%	(237)	12%	(260)	75%	(1641)	2200
Biden Job Strongly Approve	6%	(37)	16%	(97)	10%	(58)	68%	(403)	595
Biden Job Somewhat Approve	2%	(13)	12%	(69)	17%	(97)	69%	(403)	582
Biden Job Somewhat Disapprove	1%	(3)	10%	(24)	14%	(34)	75%	(187)	248
Biden Job Strongly Disapprove	1%	(8)	6%	(38)	10%	(63)	83%	(537)	646
Favorable of Biden	4%	(47)	14%	(161)	13%	(150)	69%	(797)	1155
Unfavorable of Biden	1%	(12)	7%	(67)	11%	(100)	80%	(726)	905
Very Favorable of Biden	5%	(34)	16%	(97)	12%	(71)	67%	(414)	616
Somewhat Favorable of Biden	3%	(14)	12%	(64)	15%	(79)	71%	(382)	539
Somewhat Unfavorable of Biden	1%	(3)	12%	(28)	16%	(36)	71%	(164)	230
Very Unfavorable of Biden	1%	(9)	6%	(39)	10%	(65)	83%	(562)	675
#1 Issue: Economy	2%	(17)	10%	(80)	14%	(114)	75%	(622)	832
#1 Issue: Security	4%	(11)	11%	(32)	12%	(33)	73%	(211)	288
#1 Issue: Health Care	6%	(19)	16%	(52)	9%	(28)	69%	(218)	317
#1 Issue: Medicare / Social Security	1%	(5)	7%	(25)	9%	(31)	82%	(270)	330
#1 Issue: Women's Issues	3%	(4)	10%	(13)	20%	(25)	66%	(82)	123
#1 Issue: Education	2%	(1)	9%	(7)	19%	(15)	70%	(57)	81
#1 Issue: Energy	3%	(3)	17%	(17)	8%	(8)	71%	(68)	96
#1 Issue: Other	1%	(1)	9%	(12)	5%	(7)	85%	(113)	133
2020 Vote: Joe Biden	4%	(43)	14%	(139)	12%	(118)	69%	(681)	981
2020 Vote: Donald Trump	1%	(10)	8%	(55)	12%	(83)	79%	(571)	719
2020 Vote: Other	3%	(2)	10%	(7)	17%	(11)	70%	(47)	67
2020 Vote: Didn't Vote	2%	(7)	8%	(36)	11%	(48)	79%	(341)	433
2018 House Vote: Democrat	4%	(35)	14%	(106)	12%	(93)	70%	(543)	776
2018 House Vote: Republican	2%	(14)	10%	(56)	11%	(65)	76%	(440)	576
2016 Vote: Hillary Clinton	5%	(35)	14%	(97)	12%	(83)	70%	(490)	705
2016 Vote: Donald Trump	2%	(12)	10%	(66)	11%	(75)	77%	(507)	660
2016 Vote: Other	2%	(2)	9%	(10)	11%	(12)	79%	(86)	110
2016 Vote: Didn't Vote	2%	(13)	9%	(63)	12%	(90)	77%	(555)	720
Voted in 2014: Yes	4%	(46)	12%	(142)	11%	(139)	73%	(886)	1213
Voted in 2014: No	2%	(17)	10%	(95)	12%	(121)	76%	(755)	987

Continued on next page

Table MCSP7_11: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Fencing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(62)	11%	(237)	12%	(260)	75%	(1641)	2200
4-Region: Northeast	5%	(18)	13%	(50)	12%	(46)	71%	(279)	394
4-Region: Midwest	1%	(7)	8%	(36)	10%	(46)	81%	(374)	462
4-Region: South	3%	(22)	10%	(85)	12%	(102)	75%	(615)	824
4-Region: West	3%	(16)	13%	(66)	13%	(66)	72%	(372)	520
Sports Fans	4%	(58)	13%	(205)	14%	(223)	68%	(1054)	1540
Avid Sports Fans	6%	(37)	18%	(103)	15%	(87)	60%	(345)	572
Casual Sports Fans	2%	(22)	10%	(101)	14%	(136)	73%	(709)	968
Non-Sports Fans	1%	(4)	5%	(32)	6%	(37)	89%	(587)	660
Gen Z Sports Fans	3%	(4)	7%	(11)	21%	(30)	69%	(99)	144
Millennial Sports Fans	7%	(35)	20%	(98)	15%	(75)	58%	(288)	495
Gen X Sports Fans	4%	(14)	12%	(43)	11%	(43)	73%	(274)	374
Boomer Sports Fans	1%	(5)	10%	(47)	14%	(66)	75%	(353)	471
Democratic Sports Fans	5%	(34)	18%	(114)	14%	(93)	63%	(403)	643
Republican Sports Fans	3%	(13)	11%	(48)	12%	(57)	74%	(336)	455
Male Sports Fans	4%	(39)	14%	(123)	16%	(142)	65%	(566)	870
Female Sports Fans	3%	(20)	12%	(81)	12%	(81)	73%	(488)	671
Olympics Fans	4%	(57)	15%	(221)	16%	(228)	65%	(938)	1444
Avid Olympics Fans	10%	(37)	27%	(96)	18%	(64)	44%	(155)	352
Casual Olympics Fans	2%	(20)	11%	(125)	15%	(164)	72%	(783)	1092
Non-Olympics Fans	1%	(5)	2%	(15)	4%	(32)	93%	(703)	756
Very Interested in Summer Olympics	19%	(34)	34%	(61)	14%	(26)	33%	(60)	181
Interested in Summer Olympics	11%	(47)	31%	(134)	19%	(83)	39%	(168)	431
Familiar with Peacock	4%	(51)	14%	(168)	13%	(150)	69%	(817)	1186
Peacock Subscriber	5%	(29)	16%	(85)	13%	(72)	65%	(353)	539

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

Table MCSP7_12: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Field hockey

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(61)	6%	(142)	11%	(233)	80%	(1764)	2200
Gender: Male	4%	(43)	8%	(89)	12%	(127)	76%	(803)	1062
Gender: Female	2%	(18)	5%	(52)	9%	(107)	84%	(961)	1138
Age: 18-34	4%	(27)	9%	(60)	15%	(100)	71%	(468)	655
Age: 35-44	6%	(22)	12%	(44)	10%	(35)	72%	(256)	358
Age: 45-64	1%	(11)	4%	(26)	9%	(70)	86%	(644)	751
Age: 65+	—	(1)	3%	(11)	6%	(28)	91%	(396)	436
GenZers: 1997-2012	3%	(6)	5%	(12)	13%	(29)	80%	(181)	227
Millennials: 1981-1996	6%	(40)	11%	(75)	15%	(98)	68%	(447)	659
GenXers: 1965-1980	2%	(11)	7%	(34)	8%	(42)	83%	(438)	525
Baby Boomers: 1946-1964	1%	(4)	3%	(19)	8%	(59)	88%	(620)	702
PID: Dem (no lean)	5%	(42)	8%	(71)	12%	(111)	75%	(667)	891
PID: Ind (no lean)	2%	(11)	4%	(26)	9%	(57)	86%	(573)	666
PID: Rep (no lean)	1%	(8)	7%	(45)	10%	(65)	82%	(524)	643
PID/Gender: Dem Men	8%	(32)	9%	(37)	14%	(59)	68%	(280)	408
PID/Gender: Dem Women	2%	(10)	7%	(33)	11%	(52)	80%	(387)	482
PID/Gender: Ind Men	3%	(9)	6%	(18)	10%	(31)	82%	(263)	321
PID/Gender: Ind Women	—	(2)	2%	(7)	8%	(26)	90%	(310)	345
PID/Gender: Rep Men	1%	(2)	10%	(34)	11%	(37)	78%	(260)	332
PID/Gender: Rep Women	2%	(6)	4%	(12)	9%	(29)	85%	(264)	311
Ideo: Liberal (1-3)	5%	(33)	9%	(64)	11%	(79)	75%	(518)	694
Ideo: Moderate (4)	3%	(18)	7%	(44)	12%	(74)	77%	(462)	597
Ideo: Conservative (5-7)	1%	(11)	4%	(31)	10%	(73)	84%	(604)	718
Educ: < College	1%	(22)	5%	(82)	11%	(167)	82%	(1242)	1512
Educ: Bachelors degree	4%	(20)	8%	(36)	10%	(45)	77%	(343)	444
Educ: Post-grad	8%	(19)	10%	(24)	9%	(22)	73%	(179)	244
Income: Under 50k	1%	(15)	5%	(65)	11%	(138)	82%	(1028)	1246
Income: 50k-100k	3%	(21)	8%	(51)	10%	(65)	78%	(488)	625
Income: 100k+	8%	(25)	8%	(25)	9%	(30)	76%	(249)	329
Ethnicity: White	3%	(50)	6%	(107)	10%	(177)	81%	(1387)	1722
Ethnicity: Hispanic	3%	(9)	7%	(23)	10%	(36)	80%	(281)	349

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Table MCSP7_12: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Field hockey

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(61)	6%	(142)	11%	(233)	80%	(1764)	2200
Ethnicity: Black	3%	(9)	8%	(21)	15%	(40)	75%	(205)	274
Ethnicity: Other	1%	(2)	7%	(14)	8%	(16)	84%	(172)	204
All Christian	3%	(24)	7%	(69)	12%	(114)	78%	(745)	952
All Non-Christian	17%	(17)	14%	(14)	10%	(9)	59%	(59)	99
Atheist	—	(0)	5%	(4)	5%	(4)	90%	(82)	91
Agnostic/Nothing in particular	2%	(13)	5%	(31)	10%	(66)	83%	(528)	637
Something Else	2%	(7)	6%	(23)	10%	(40)	83%	(350)	421
Religious Non-Protestant/Catholic	14%	(17)	13%	(16)	9%	(12)	65%	(82)	126
Evangelical	3%	(18)	9%	(52)	11%	(64)	77%	(452)	586
Non-Evangelical	1%	(10)	5%	(36)	12%	(86)	82%	(608)	740
Community: Urban	7%	(39)	11%	(67)	12%	(74)	70%	(418)	597
Community: Suburban	1%	(12)	5%	(48)	10%	(104)	84%	(834)	997
Community: Rural	2%	(10)	4%	(26)	9%	(56)	85%	(513)	605
Employ: Private Sector	4%	(30)	11%	(76)	14%	(99)	70%	(482)	687
Employ: Government	6%	(8)	8%	(10)	14%	(18)	73%	(97)	133
Employ: Self-Employed	8%	(15)	10%	(19)	8%	(16)	73%	(136)	186
Employ: Homemaker	3%	(4)	7%	(10)	9%	(14)	81%	(119)	147
Employ: Student	2%	(1)	3%	(2)	14%	(10)	81%	(57)	71
Employ: Retired	—	(1)	2%	(9)	8%	(41)	90%	(459)	510
Employ: Unemployed	—	(1)	3%	(9)	8%	(25)	88%	(257)	291
Employ: Other	1%	(1)	3%	(5)	6%	(11)	90%	(157)	175
Military HH: Yes	3%	(10)	6%	(19)	13%	(44)	78%	(253)	326
Military HH: No	3%	(52)	7%	(122)	10%	(189)	81%	(1511)	1874
RD/WT: Right Direction	5%	(48)	10%	(94)	12%	(116)	74%	(721)	979
RD/WT: Wrong Track	1%	(13)	4%	(47)	10%	(117)	85%	(1043)	1221
Biden Job Approve	4%	(52)	9%	(103)	12%	(143)	75%	(879)	1177
Biden Job Disapprove	1%	(8)	4%	(37)	10%	(86)	85%	(764)	895

Continued on next page

Table MCSP7_12: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Field hockey

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(61)	6%	(142)	11%	(233)	80%	(1764)	2200
Biden Job Strongly Approve	7%	(42)	11%	(66)	9%	(55)	73%	(432)	595
Biden Job Somewhat Approve	2%	(10)	6%	(36)	15%	(88)	77%	(447)	582
Biden Job Somewhat Disapprove	—	(1)	7%	(18)	11%	(27)	82%	(203)	248
Biden Job Strongly Disapprove	1%	(7)	3%	(19)	9%	(59)	87%	(561)	646
Favorable of Biden	4%	(49)	9%	(99)	12%	(133)	76%	(874)	1155
Unfavorable of Biden	1%	(9)	4%	(36)	10%	(90)	85%	(770)	905
Very Favorable of Biden	6%	(40)	9%	(57)	11%	(69)	73%	(450)	616
Somewhat Favorable of Biden	2%	(9)	8%	(42)	12%	(64)	79%	(424)	539
Somewhat Unfavorable of Biden	1%	(1)	7%	(16)	12%	(27)	81%	(186)	230
Very Unfavorable of Biden	1%	(8)	3%	(20)	9%	(63)	87%	(584)	675
#1 Issue: Economy	2%	(21)	6%	(51)	12%	(101)	79%	(660)	832
#1 Issue: Security	4%	(11)	7%	(20)	9%	(25)	81%	(233)	288
#1 Issue: Health Care	5%	(17)	8%	(26)	10%	(31)	77%	(243)	317
#1 Issue: Medicare / Social Security	1%	(2)	6%	(21)	9%	(31)	84%	(276)	330
#1 Issue: Women's Issues	4%	(4)	3%	(3)	13%	(16)	81%	(100)	123
#1 Issue: Education	3%	(2)	6%	(5)	17%	(14)	75%	(60)	81
#1 Issue: Energy	5%	(5)	13%	(13)	11%	(10)	71%	(68)	96
#1 Issue: Other	—	(0)	3%	(4)	4%	(5)	93%	(124)	133
2020 Vote: Joe Biden	5%	(45)	9%	(90)	12%	(113)	75%	(733)	981
2020 Vote: Donald Trump	1%	(9)	5%	(35)	10%	(75)	83%	(600)	719
2020 Vote: Other	3%	(2)	—	(0)	9%	(6)	88%	(59)	67
2020 Vote: Didn't Vote	1%	(6)	4%	(16)	9%	(39)	86%	(372)	433
2018 House Vote: Democrat	4%	(33)	10%	(77)	12%	(91)	74%	(575)	776
2018 House Vote: Republican	2%	(12)	6%	(34)	10%	(56)	82%	(473)	576
2016 Vote: Hillary Clinton	5%	(34)	10%	(67)	12%	(86)	74%	(519)	705
2016 Vote: Donald Trump	2%	(12)	6%	(41)	11%	(70)	81%	(538)	660
2016 Vote: Other	—	(0)	5%	(5)	6%	(7)	89%	(97)	110
2016 Vote: Didn't Vote	2%	(15)	4%	(27)	10%	(71)	84%	(607)	720
Voted in 2014: Yes	3%	(42)	8%	(92)	11%	(132)	78%	(946)	1213
Voted in 2014: No	2%	(19)	5%	(49)	10%	(101)	83%	(818)	987

Continued on next page

Table MCSP7_12: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Field hockey

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(61)	6%	(142)	11%	(233)	80%	(1764)	2200
4-Region: Northeast	4%	(16)	10%	(39)	9%	(36)	77%	(302)	394
4-Region: Midwest	1%	(6)	4%	(16)	10%	(46)	85%	(395)	462
4-Region: South	3%	(23)	6%	(47)	11%	(95)	80%	(660)	824
4-Region: West	3%	(17)	7%	(39)	11%	(57)	78%	(408)	520
Sports Fans	3%	(54)	9%	(133)	13%	(196)	75%	(1158)	1540
Avid Sports Fans	7%	(41)	11%	(64)	15%	(86)	67%	(382)	572
Casual Sports Fans	1%	(13)	7%	(69)	11%	(110)	80%	(777)	968
Non-Sports Fans	1%	(8)	1%	(9)	6%	(38)	92%	(606)	660
Gen Z Sports Fans	3%	(4)	8%	(12)	14%	(20)	75%	(108)	144
Millennial Sports Fans	7%	(35)	14%	(70)	17%	(87)	61%	(303)	495
Gen X Sports Fans	3%	(10)	8%	(30)	9%	(33)	80%	(300)	374
Boomer Sports Fans	1%	(4)	4%	(19)	11%	(50)	84%	(398)	471
Democratic Sports Fans	6%	(39)	10%	(65)	15%	(95)	69%	(443)	643
Republican Sports Fans	1%	(5)	10%	(44)	12%	(53)	77%	(352)	455
Male Sports Fans	5%	(42)	10%	(85)	13%	(111)	73%	(631)	870
Female Sports Fans	2%	(12)	7%	(48)	13%	(84)	79%	(527)	671
Olympics Fans	4%	(55)	9%	(132)	14%	(201)	73%	(1056)	1444
Avid Olympics Fans	12%	(42)	16%	(56)	19%	(68)	53%	(185)	352
Casual Olympics Fans	1%	(13)	7%	(76)	12%	(133)	80%	(870)	1092
Non-Olympics Fans	1%	(6)	1%	(10)	4%	(32)	94%	(708)	756
Very Interested in Summer Olympics	23%	(41)	19%	(34)	21%	(38)	37%	(67)	181
Interested in Summer Olympics	12%	(51)	21%	(90)	21%	(90)	46%	(201)	431
Familiar with Peacock	4%	(49)	9%	(107)	13%	(153)	74%	(877)	1186
Peacock Subscriber	6%	(31)	11%	(59)	12%	(66)	71%	(382)	539

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

Table MCSP7_13: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Golf

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(82)	8%	(184)	11%	(251)	76%	(1683)	2200
Gender: Male	6%	(61)	12%	(122)	14%	(149)	69%	(729)	1062
Gender: Female	2%	(21)	5%	(62)	9%	(102)	84%	(954)	1138
Age: 18-34	6%	(39)	11%	(74)	13%	(87)	69%	(455)	655
Age: 35-44	7%	(24)	14%	(49)	14%	(50)	66%	(235)	358
Age: 45-64	2%	(14)	6%	(43)	11%	(80)	82%	(614)	751
Age: 65+	1%	(5)	4%	(18)	8%	(33)	87%	(379)	436
GenZers: 1997-2012	3%	(7)	10%	(24)	9%	(20)	78%	(176)	227
Millennials: 1981-1996	8%	(52)	13%	(86)	15%	(102)	64%	(419)	659
GenXers: 1965-1980	2%	(12)	6%	(32)	13%	(66)	79%	(415)	525
Baby Boomers: 1946-1964	1%	(9)	6%	(40)	8%	(56)	85%	(598)	702
PID: Dem (no lean)	5%	(43)	9%	(83)	14%	(121)	72%	(645)	891
PID: Ind (no lean)	2%	(16)	7%	(50)	9%	(58)	81%	(542)	666
PID: Rep (no lean)	3%	(22)	8%	(52)	11%	(72)	77%	(496)	643
PID/Gender: Dem Men	8%	(34)	12%	(51)	17%	(69)	62%	(255)	408
PID/Gender: Dem Women	2%	(9)	7%	(32)	11%	(51)	81%	(390)	482
PID/Gender: Ind Men	5%	(15)	11%	(34)	12%	(39)	73%	(233)	321
PID/Gender: Ind Women	1%	(2)	5%	(16)	6%	(19)	89%	(308)	345
PID/Gender: Rep Men	4%	(13)	11%	(38)	12%	(41)	72%	(241)	332
PID/Gender: Rep Women	3%	(10)	4%	(14)	10%	(32)	82%	(256)	311
Ideo: Liberal (1-3)	5%	(36)	9%	(65)	16%	(108)	70%	(485)	694
Ideo: Moderate (4)	4%	(22)	12%	(70)	10%	(62)	74%	(443)	597
Ideo: Conservative (5-7)	3%	(24)	6%	(44)	10%	(73)	81%	(579)	718
Educ: < College	2%	(31)	7%	(105)	11%	(168)	80%	(1208)	1512
Educ: Bachelors degree	5%	(22)	11%	(50)	13%	(58)	71%	(314)	444
Educ: Post-grad	12%	(29)	12%	(29)	10%	(25)	66%	(161)	244
Income: Under 50k	2%	(23)	7%	(87)	11%	(135)	80%	(1001)	1246
Income: 50k-100k	5%	(31)	9%	(59)	12%	(77)	73%	(459)	625
Income: 100k+	9%	(28)	12%	(39)	12%	(39)	68%	(223)	329
Ethnicity: White	4%	(69)	8%	(133)	11%	(198)	77%	(1322)	1722
Ethnicity: Hispanic	5%	(19)	9%	(30)	14%	(48)	72%	(252)	349

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Table MCSP7_13: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Golf

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(82)	8%	(184)	11%	(251)	76%	(1683)	2200
Ethnicity: Black	4%	(10)	9%	(24)	12%	(34)	75%	(206)	274
Ethnicity: Other	2%	(3)	13%	(27)	9%	(19)	76%	(155)	204
All Christian	5%	(44)	9%	(83)	13%	(123)	74%	(702)	952
All Non-Christian	15%	(15)	17%	(17)	17%	(16)	52%	(51)	99
Atheist	—	(0)	4%	(3)	9%	(8)	87%	(79)	91
Agnostic/Nothing in particular	3%	(21)	8%	(52)	9%	(55)	80%	(509)	637
Something Else	—	(2)	7%	(29)	12%	(49)	81%	(342)	421
Religious Non-Protestant/Catholic	12%	(16)	14%	(17)	16%	(20)	58%	(73)	126
Evangelical	5%	(28)	8%	(49)	12%	(72)	75%	(437)	586
Non-Evangelical	2%	(16)	8%	(59)	12%	(92)	77%	(572)	740
Community: Urban	8%	(48)	12%	(71)	15%	(88)	65%	(390)	597
Community: Suburban	2%	(17)	6%	(63)	11%	(115)	80%	(803)	997
Community: Rural	3%	(17)	8%	(50)	8%	(49)	81%	(490)	605
Employ: Private Sector	6%	(41)	12%	(80)	15%	(104)	67%	(462)	687
Employ: Government	9%	(12)	9%	(12)	13%	(17)	69%	(91)	133
Employ: Self-Employed	7%	(13)	16%	(30)	13%	(25)	63%	(118)	186
Employ: Homemaker	3%	(4)	7%	(10)	17%	(25)	74%	(108)	147
Employ: Student	3%	(2)	8%	(6)	7%	(5)	82%	(58)	71
Employ: Retired	1%	(5)	4%	(21)	8%	(41)	87%	(443)	510
Employ: Unemployed	—	(1)	7%	(19)	7%	(20)	86%	(251)	291
Employ: Other	2%	(4)	4%	(7)	8%	(14)	86%	(151)	175
Military HH: Yes	5%	(16)	7%	(22)	13%	(44)	75%	(244)	326
Military HH: No	4%	(66)	9%	(162)	11%	(208)	77%	(1438)	1874
RD/WT: Right Direction	6%	(59)	11%	(109)	13%	(122)	70%	(689)	979
RD/WT: Wrong Track	2%	(23)	6%	(76)	11%	(129)	81%	(993)	1221
Biden Job Approve	5%	(60)	10%	(118)	13%	(150)	72%	(849)	1177
Biden Job Disapprove	2%	(22)	6%	(56)	10%	(88)	81%	(729)	895

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Table MCSP7_13: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Golf

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(82)	8%	(184)	11%	(251)	76%	(1683)	2200
Biden Job Strongly Approve	8%	(49)	13%	(75)	10%	(60)	69%	(411)	595
Biden Job Somewhat Approve	2%	(11)	7%	(43)	15%	(90)	75%	(438)	582
Biden Job Somewhat Disapprove	2%	(4)	7%	(17)	13%	(33)	78%	(194)	248
Biden Job Strongly Disapprove	3%	(18)	6%	(39)	8%	(55)	83%	(535)	646
Favorable of Biden	5%	(56)	10%	(112)	13%	(149)	73%	(839)	1155
Unfavorable of Biden	3%	(23)	7%	(61)	10%	(90)	81%	(730)	905
Very Favorable of Biden	7%	(42)	11%	(70)	12%	(76)	69%	(428)	616
Somewhat Favorable of Biden	3%	(14)	8%	(42)	13%	(73)	76%	(411)	539
Somewhat Unfavorable of Biden	2%	(4)	9%	(21)	15%	(34)	75%	(171)	230
Very Unfavorable of Biden	3%	(20)	6%	(40)	8%	(56)	83%	(559)	675
#1 Issue: Economy	3%	(23)	9%	(72)	14%	(115)	75%	(622)	832
#1 Issue: Security	4%	(13)	12%	(35)	11%	(31)	73%	(210)	288
#1 Issue: Health Care	7%	(23)	10%	(30)	9%	(29)	74%	(235)	317
#1 Issue: Medicare / Social Security	2%	(6)	4%	(14)	10%	(35)	84%	(276)	330
#1 Issue: Women's Issues	4%	(5)	7%	(9)	11%	(14)	78%	(96)	123
#1 Issue: Education	4%	(3)	14%	(11)	17%	(13)	66%	(53)	81
#1 Issue: Energy	7%	(7)	9%	(9)	9%	(9)	75%	(72)	96
#1 Issue: Other	2%	(3)	3%	(5)	5%	(6)	89%	(119)	133
2020 Vote: Joe Biden	5%	(51)	10%	(96)	14%	(135)	71%	(698)	981
2020 Vote: Donald Trump	3%	(21)	7%	(51)	10%	(72)	80%	(575)	719
2020 Vote: Other	7%	(5)	2%	(1)	9%	(6)	82%	(55)	67
2020 Vote: Didn't Vote	1%	(5)	8%	(35)	9%	(38)	82%	(354)	433
2018 House Vote: Democrat	5%	(41)	10%	(74)	13%	(103)	72%	(559)	776
2018 House Vote: Republican	4%	(24)	9%	(53)	11%	(65)	75%	(433)	576
2016 Vote: Hillary Clinton	5%	(36)	10%	(69)	13%	(93)	72%	(507)	705
2016 Vote: Donald Trump	4%	(26)	9%	(60)	10%	(67)	77%	(508)	660
2016 Vote: Other	3%	(3)	2%	(3)	9%	(10)	86%	(94)	110
2016 Vote: Didn't Vote	2%	(17)	7%	(52)	11%	(81)	79%	(571)	720
Voted in 2014: Yes	5%	(58)	9%	(110)	12%	(150)	74%	(896)	1213
Voted in 2014: No	2%	(24)	8%	(75)	10%	(101)	80%	(787)	987

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Table MCSP7_13: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Golf

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(82)	8%	(184)	11%	(251)	76%	(1683)	2200
4-Region: Northeast	6%	(22)	9%	(36)	12%	(49)	73%	(287)	394
4-Region: Midwest	2%	(8)	7%	(34)	11%	(51)	80%	(368)	462
4-Region: South	4%	(29)	8%	(70)	11%	(92)	77%	(634)	824
4-Region: West	4%	(22)	9%	(44)	11%	(60)	76%	(394)	520
Sports Fans	5%	(76)	11%	(168)	14%	(218)	70%	(1079)	1540
Avid Sports Fans	10%	(57)	14%	(79)	18%	(106)	58%	(331)	572
Casual Sports Fans	2%	(19)	9%	(89)	12%	(113)	77%	(748)	968
Non-Sports Fans	1%	(6)	3%	(17)	5%	(33)	92%	(604)	660
Gen Z Sports Fans	4%	(6)	10%	(15)	11%	(16)	74%	(106)	144
Millennial Sports Fans	10%	(49)	16%	(80)	18%	(90)	56%	(277)	495
Gen X Sports Fans	3%	(10)	8%	(30)	14%	(52)	75%	(281)	374
Boomer Sports Fans	2%	(9)	8%	(40)	11%	(52)	79%	(371)	471
Democratic Sports Fans	6%	(42)	12%	(76)	17%	(106)	65%	(419)	643
Republican Sports Fans	4%	(20)	11%	(51)	13%	(61)	71%	(323)	455
Male Sports Fans	7%	(57)	13%	(114)	16%	(138)	64%	(561)	870
Female Sports Fans	3%	(19)	8%	(54)	12%	(80)	77%	(518)	671
Olympics Fans	5%	(78)	11%	(157)	15%	(218)	69%	(991)	1444
Avid Olympics Fans	16%	(56)	18%	(64)	16%	(57)	49%	(174)	352
Casual Olympics Fans	2%	(22)	9%	(93)	15%	(160)	75%	(817)	1092
Non-Olympics Fans	1%	(4)	4%	(27)	4%	(33)	91%	(691)	756
Very Interested in Summer Olympics	25%	(44)	22%	(39)	18%	(33)	35%	(64)	181
Interested in Summer Olympics	15%	(63)	21%	(91)	21%	(93)	43%	(184)	431
Familiar with Peacock	5%	(65)	10%	(122)	13%	(157)	71%	(842)	1186
Peacock Subscriber	6%	(35)	10%	(54)	14%	(73)	70%	(376)	539

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

Table MCSP7_14: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Gymnastics

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(381)	26%	(575)	13%	(292)	43%	(952)	2200
Gender: Male	17%	(176)	29%	(312)	14%	(154)	40%	(420)	1062
Gender: Female	18%	(205)	23%	(263)	12%	(138)	47%	(533)	1138
Age: 18-34	20%	(128)	29%	(190)	11%	(70)	41%	(267)	655
Age: 35-44	18%	(65)	28%	(101)	12%	(43)	41%	(148)	358
Age: 45-64	16%	(117)	25%	(191)	15%	(115)	44%	(328)	751
Age: 65+	16%	(71)	21%	(93)	15%	(64)	48%	(209)	436
GenZers: 1997-2012	18%	(40)	24%	(54)	12%	(26)	47%	(107)	227
Millennials: 1981-1996	21%	(138)	31%	(204)	10%	(69)	38%	(248)	659
GenXers: 1965-1980	13%	(70)	26%	(137)	14%	(75)	46%	(242)	525
Baby Boomers: 1946-1964	17%	(116)	22%	(156)	16%	(114)	45%	(316)	702
PID: Dem (no lean)	23%	(202)	29%	(262)	13%	(118)	35%	(309)	891
PID: Ind (no lean)	14%	(95)	24%	(162)	11%	(74)	50%	(336)	666
PID: Rep (no lean)	13%	(84)	23%	(151)	16%	(100)	48%	(308)	643
PID/Gender: Dem Men	23%	(95)	33%	(137)	14%	(56)	30%	(121)	408
PID/Gender: Dem Women	22%	(108)	26%	(125)	13%	(62)	39%	(187)	482
PID/Gender: Ind Men	14%	(44)	28%	(89)	13%	(41)	46%	(147)	321
PID/Gender: Ind Women	15%	(50)	21%	(74)	9%	(32)	55%	(189)	345
PID/Gender: Rep Men	11%	(38)	26%	(87)	17%	(57)	46%	(152)	332
PID/Gender: Rep Women	15%	(46)	21%	(65)	14%	(44)	50%	(156)	311
Ideo: Liberal (1-3)	22%	(153)	31%	(219)	13%	(92)	33%	(231)	694
Ideo: Moderate (4)	19%	(115)	26%	(155)	15%	(91)	40%	(236)	597
Ideo: Conservative (5-7)	13%	(96)	24%	(170)	13%	(97)	49%	(356)	718
Educ: < College	15%	(232)	24%	(359)	12%	(183)	49%	(738)	1512
Educ: Bachelors degree	20%	(91)	34%	(149)	16%	(72)	30%	(133)	444
Educ: Post-grad	24%	(58)	27%	(67)	15%	(37)	33%	(81)	244
Income: Under 50k	14%	(174)	23%	(287)	13%	(158)	50%	(626)	1246
Income: 50k-100k	20%	(123)	29%	(183)	13%	(82)	38%	(237)	625
Income: 100k+	25%	(84)	32%	(105)	16%	(51)	27%	(88)	329
Ethnicity: White	17%	(294)	27%	(465)	13%	(219)	43%	(743)	1722
Ethnicity: Hispanic	16%	(55)	28%	(99)	15%	(52)	41%	(143)	349

Continued on next page

Table MCSP7_14: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Gymnastics

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(381)	26%	(575)	13%	(292)	43%	(952)	2200
Ethnicity: Black	20%	(55)	24%	(64)	14%	(39)	42%	(115)	274
Ethnicity: Other	15%	(31)	22%	(45)	16%	(33)	46%	(94)	204
All Christian	20%	(195)	27%	(258)	14%	(129)	39%	(370)	952
All Non-Christian	27%	(27)	29%	(29)	17%	(16)	27%	(27)	99
Atheist	11%	(10)	27%	(24)	6%	(5)	57%	(51)	91
Agnostic/Nothing in particular	14%	(92)	27%	(169)	13%	(83)	46%	(293)	637
Something Else	14%	(57)	23%	(95)	14%	(57)	50%	(211)	421
Religious Non-Protestant/Catholic	24%	(31)	30%	(38)	15%	(19)	30%	(38)	126
Evangelical	19%	(110)	24%	(142)	12%	(69)	45%	(265)	586
Non-Evangelical	18%	(136)	26%	(195)	15%	(110)	40%	(299)	740
Community: Urban	21%	(128)	29%	(172)	12%	(70)	38%	(227)	597
Community: Suburban	17%	(167)	26%	(260)	16%	(155)	42%	(415)	997
Community: Rural	14%	(86)	24%	(143)	11%	(66)	51%	(311)	605
Employ: Private Sector	21%	(145)	31%	(215)	14%	(98)	33%	(229)	687
Employ: Government	22%	(29)	25%	(34)	16%	(22)	36%	(48)	133
Employ: Self-Employed	20%	(37)	29%	(54)	13%	(25)	37%	(69)	186
Employ: Homemaker	24%	(35)	19%	(27)	9%	(13)	49%	(71)	147
Employ: Student	26%	(18)	26%	(18)	6%	(4)	42%	(30)	71
Employ: Retired	15%	(79)	22%	(112)	15%	(75)	48%	(244)	510
Employ: Unemployed	8%	(24)	23%	(67)	10%	(29)	59%	(172)	291
Employ: Other	7%	(13)	27%	(47)	15%	(26)	51%	(89)	175
Military HH: Yes	21%	(69)	23%	(76)	15%	(48)	41%	(133)	326
Military HH: No	17%	(312)	27%	(499)	13%	(243)	44%	(820)	1874
RD/WT: Right Direction	22%	(219)	28%	(278)	13%	(126)	36%	(356)	979
RD/WT: Wrong Track	13%	(162)	24%	(297)	14%	(166)	49%	(597)	1221
Biden Job Approve	22%	(256)	28%	(332)	14%	(162)	36%	(427)	1177
Biden Job Disapprove	12%	(105)	25%	(227)	13%	(119)	50%	(443)	895

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Table MCSP7_14: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Gymnastics

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(381)	26%	(575)	13%	(292)	43%	(952)	2200
Biden Job Strongly Approve	23%	(136)	30%	(176)	12%	(71)	36%	(212)	595
Biden Job Somewhat Approve	21%	(120)	27%	(156)	16%	(91)	37%	(215)	582
Biden Job Somewhat Disapprove	15%	(37)	31%	(78)	12%	(31)	41%	(103)	248
Biden Job Strongly Disapprove	10%	(68)	23%	(149)	14%	(89)	53%	(341)	646
Favorable of Biden	22%	(254)	28%	(321)	14%	(162)	36%	(418)	1155
Unfavorable of Biden	12%	(111)	25%	(228)	13%	(120)	49%	(447)	905
Very Favorable of Biden	22%	(134)	28%	(172)	14%	(84)	37%	(225)	616
Somewhat Favorable of Biden	22%	(120)	28%	(149)	14%	(77)	36%	(193)	539
Somewhat Unfavorable of Biden	17%	(38)	33%	(77)	14%	(33)	36%	(82)	230
Very Unfavorable of Biden	11%	(72)	22%	(151)	13%	(87)	54%	(365)	675
#1 Issue: Economy	16%	(130)	29%	(238)	14%	(117)	42%	(346)	832
#1 Issue: Security	17%	(49)	21%	(60)	17%	(49)	45%	(131)	288
#1 Issue: Health Care	20%	(62)	29%	(93)	13%	(41)	38%	(121)	317
#1 Issue: Medicare / Social Security	20%	(66)	23%	(74)	10%	(34)	47%	(155)	330
#1 Issue: Women's Issues	22%	(27)	28%	(34)	13%	(16)	38%	(47)	123
#1 Issue: Education	23%	(18)	24%	(19)	18%	(15)	35%	(28)	81
#1 Issue: Energy	17%	(16)	32%	(31)	11%	(11)	40%	(38)	96
#1 Issue: Other	9%	(13)	19%	(26)	7%	(9)	64%	(86)	133
2020 Vote: Joe Biden	22%	(220)	30%	(298)	14%	(140)	33%	(323)	981
2020 Vote: Donald Trump	13%	(96)	25%	(179)	14%	(99)	48%	(345)	719
2020 Vote: Other	24%	(16)	24%	(16)	4%	(3)	47%	(31)	67
2020 Vote: Didn't Vote	11%	(50)	19%	(81)	11%	(49)	58%	(253)	433
2018 House Vote: Democrat	22%	(171)	32%	(250)	14%	(105)	32%	(250)	776
2018 House Vote: Republican	14%	(82)	25%	(145)	15%	(85)	46%	(263)	576
2016 Vote: Hillary Clinton	22%	(158)	32%	(225)	14%	(99)	32%	(223)	705
2016 Vote: Donald Trump	16%	(102)	24%	(161)	14%	(91)	46%	(306)	660
2016 Vote: Other	18%	(19)	23%	(25)	15%	(17)	44%	(48)	110
2016 Vote: Didn't Vote	14%	(101)	23%	(163)	11%	(82)	52%	(374)	720
Voted in 2014: Yes	20%	(243)	28%	(345)	14%	(170)	37%	(455)	1213
Voted in 2014: No	14%	(138)	23%	(230)	12%	(122)	50%	(498)	987

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Table MCSP7_14: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Gymnastics

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(381)	26%	(575)	13%	(292)	43%	(952)	2200
4-Region: Northeast	20%	(80)	25%	(98)	14%	(53)	41%	(162)	394
4-Region: Midwest	14%	(64)	29%	(134)	13%	(62)	44%	(203)	462
4-Region: South	18%	(145)	25%	(203)	14%	(116)	44%	(361)	824
4-Region: West	18%	(93)	27%	(140)	12%	(61)	44%	(227)	520
Sports Fans	21%	(329)	31%	(478)	14%	(220)	33%	(513)	1540
Avid Sports Fans	28%	(162)	35%	(199)	13%	(76)	23%	(134)	572
Casual Sports Fans	17%	(166)	29%	(279)	15%	(144)	39%	(379)	968
Non-Sports Fans	8%	(52)	15%	(97)	11%	(71)	67%	(439)	660
Gen Z Sports Fans	21%	(30)	27%	(38)	8%	(11)	45%	(64)	144
Millennial Sports Fans	23%	(116)	36%	(177)	12%	(58)	29%	(145)	495
Gen X Sports Fans	16%	(62)	32%	(119)	16%	(59)	36%	(134)	374
Boomer Sports Fans	23%	(109)	27%	(126)	18%	(84)	32%	(152)	471
Democratic Sports Fans	28%	(177)	33%	(215)	14%	(92)	25%	(158)	643
Republican Sports Fans	16%	(73)	28%	(128)	18%	(83)	38%	(171)	455
Male Sports Fans	19%	(167)	33%	(287)	15%	(130)	33%	(286)	870
Female Sports Fans	24%	(162)	29%	(191)	14%	(91)	34%	(227)	671
Olympics Fans	25%	(368)	36%	(525)	16%	(227)	22%	(325)	1444
Avid Olympics Fans	54%	(191)	29%	(103)	7%	(25)	9%	(33)	352
Casual Olympics Fans	16%	(177)	39%	(422)	19%	(202)	27%	(291)	1092
Non-Olympics Fans	2%	(13)	7%	(50)	9%	(64)	83%	(627)	756
Very Interested in Summer Olympics	54%	(98)	31%	(57)	6%	(11)	8%	(15)	181
Interested in Summer Olympics	43%	(188)	36%	(155)	11%	(46)	10%	(43)	431
Familiar with Peacock	21%	(244)	29%	(345)	13%	(149)	38%	(448)	1186
Peacock Subscriber	23%	(123)	28%	(152)	11%	(60)	38%	(204)	539

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

Table MCSP7_15: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Handball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(72)	7%	(163)	11%	(244)	78%	(1721)	2200
Gender: Male	5%	(49)	10%	(105)	14%	(152)	71%	(756)	1062
Gender: Female	2%	(23)	5%	(58)	8%	(92)	85%	(965)	1138
Age: 18-34	5%	(35)	11%	(71)	14%	(94)	69%	(454)	655
Age: 35-44	8%	(27)	12%	(43)	12%	(43)	68%	(245)	358
Age: 45-64	1%	(8)	5%	(38)	10%	(77)	84%	(627)	751
Age: 65+	—	(1)	2%	(11)	7%	(30)	90%	(395)	436
GenZers: 1997-2012	4%	(9)	8%	(19)	12%	(27)	76%	(172)	227
Millennials: 1981-1996	7%	(49)	12%	(81)	15%	(99)	65%	(431)	659
GenXers: 1965-1980	2%	(11)	7%	(37)	10%	(54)	81%	(423)	525
Baby Boomers: 1946-1964	—	(3)	3%	(24)	8%	(59)	88%	(616)	702
PID: Dem (no lean)	5%	(47)	12%	(104)	12%	(105)	71%	(635)	891
PID: Ind (no lean)	3%	(19)	4%	(25)	12%	(81)	81%	(542)	666
PID: Rep (no lean)	1%	(6)	5%	(34)	9%	(58)	85%	(544)	643
PID/Gender: Dem Men	8%	(33)	16%	(64)	14%	(56)	62%	(255)	408
PID/Gender: Dem Women	3%	(14)	8%	(40)	10%	(49)	79%	(380)	482
PID/Gender: Ind Men	4%	(14)	5%	(16)	19%	(60)	72%	(231)	321
PID/Gender: Ind Women	1%	(5)	3%	(9)	6%	(21)	90%	(310)	345
PID/Gender: Rep Men	1%	(2)	7%	(24)	11%	(36)	81%	(270)	332
PID/Gender: Rep Women	1%	(4)	3%	(10)	7%	(23)	88%	(274)	311
Ideo: Liberal (1-3)	5%	(38)	12%	(86)	12%	(82)	70%	(488)	694
Ideo: Moderate (4)	4%	(22)	8%	(47)	13%	(80)	75%	(448)	597
Ideo: Conservative (5-7)	2%	(11)	4%	(25)	10%	(73)	85%	(609)	718
Educ: < College	2%	(27)	6%	(97)	11%	(174)	80%	(1215)	1512
Educ: Bachelors degree	6%	(25)	9%	(41)	10%	(44)	75%	(333)	444
Educ: Post-grad	8%	(20)	10%	(25)	11%	(26)	71%	(173)	244
Income: Under 50k	2%	(21)	7%	(84)	11%	(140)	80%	(1001)	1246
Income: 50k-100k	4%	(28)	6%	(39)	12%	(74)	78%	(484)	625
Income: 100k+	7%	(23)	12%	(40)	9%	(31)	71%	(235)	329
Ethnicity: White	3%	(54)	6%	(110)	10%	(175)	80%	(1383)	1722
Ethnicity: Hispanic	5%	(17)	7%	(25)	14%	(48)	74%	(259)	349

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Table MCSP7_15: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Handball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(72)	7%	(163)	11%	(244)	78%	(1721)	2200
Ethnicity: Black	4%	(11)	13%	(37)	16%	(43)	67%	(183)	274
Ethnicity: Other	3%	(7)	8%	(17)	13%	(26)	76%	(155)	204
All Christian	3%	(30)	8%	(72)	12%	(115)	77%	(735)	952
All Non-Christian	15%	(15)	16%	(16)	11%	(11)	58%	(58)	99
Atheist	1%	(1)	3%	(2)	8%	(7)	89%	(80)	91
Agnostic/Nothing in particular	3%	(20)	7%	(44)	10%	(63)	80%	(510)	637
Something Else	1%	(6)	7%	(30)	11%	(48)	80%	(337)	421
Religious Non-Protestant/Catholic	12%	(15)	14%	(17)	10%	(13)	64%	(81)	126
Evangelical	4%	(23)	9%	(54)	13%	(76)	74%	(434)	586
Non-Evangelical	1%	(8)	6%	(44)	11%	(84)	82%	(603)	740
Community: Urban	8%	(49)	12%	(72)	14%	(86)	65%	(390)	597
Community: Suburban	2%	(15)	6%	(57)	10%	(104)	82%	(821)	997
Community: Rural	1%	(8)	6%	(34)	9%	(55)	84%	(510)	605
Employ: Private Sector	5%	(36)	11%	(75)	15%	(102)	69%	(474)	687
Employ: Government	6%	(8)	10%	(13)	10%	(13)	74%	(99)	133
Employ: Self-Employed	8%	(16)	15%	(27)	11%	(20)	66%	(123)	186
Employ: Homemaker	2%	(2)	6%	(8)	14%	(20)	79%	(116)	147
Employ: Student	2%	(2)	5%	(4)	8%	(5)	85%	(60)	71
Employ: Retired	—	(1)	4%	(18)	6%	(33)	90%	(458)	510
Employ: Unemployed	2%	(7)	5%	(13)	12%	(35)	81%	(236)	291
Employ: Other	—	(1)	2%	(4)	8%	(15)	89%	(155)	175
Military HH: Yes	3%	(10)	8%	(27)	13%	(41)	76%	(248)	326
Military HH: No	3%	(62)	7%	(136)	11%	(203)	79%	(1473)	1874
RD/WT: Right Direction	6%	(56)	12%	(120)	12%	(115)	70%	(687)	979
RD/WT: Wrong Track	1%	(16)	4%	(43)	11%	(129)	85%	(1033)	1221
Biden Job Approve	5%	(61)	11%	(125)	13%	(149)	72%	(842)	1177
Biden Job Disapprove	1%	(11)	4%	(36)	9%	(78)	86%	(770)	895

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Table MCSP7_15: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Handball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(72)	7%	(163)	11%	(244)	78%	(1721)	2200
Biden Job Strongly Approve	9%	(55)	12%	(69)	10%	(62)	69%	(409)	595
Biden Job Somewhat Approve	1%	(6)	10%	(56)	15%	(87)	74%	(433)	582
Biden Job Somewhat Disapprove	1%	(3)	5%	(13)	13%	(31)	81%	(201)	248
Biden Job Strongly Disapprove	1%	(7)	4%	(23)	7%	(47)	88%	(569)	646
Favorable of Biden	5%	(59)	10%	(119)	13%	(147)	72%	(829)	1155
Unfavorable of Biden	1%	(9)	4%	(37)	9%	(86)	85%	(773)	905
Very Favorable of Biden	8%	(51)	11%	(68)	11%	(71)	69%	(426)	616
Somewhat Favorable of Biden	2%	(8)	10%	(52)	14%	(77)	75%	(403)	539
Somewhat Unfavorable of Biden	1%	(2)	9%	(20)	14%	(33)	76%	(176)	230
Very Unfavorable of Biden	1%	(8)	3%	(17)	8%	(53)	88%	(597)	675
#1 Issue: Economy	4%	(30)	7%	(56)	12%	(96)	78%	(650)	832
#1 Issue: Security	3%	(9)	8%	(24)	8%	(24)	80%	(232)	288
#1 Issue: Health Care	5%	(15)	11%	(36)	15%	(48)	69%	(219)	317
#1 Issue: Medicare / Social Security	1%	(4)	4%	(14)	11%	(36)	84%	(277)	330
#1 Issue: Women's Issues	3%	(4)	10%	(12)	11%	(14)	75%	(93)	123
#1 Issue: Education	3%	(3)	6%	(5)	17%	(13)	74%	(60)	81
#1 Issue: Energy	7%	(7)	15%	(14)	7%	(7)	71%	(68)	96
#1 Issue: Other	1%	(1)	2%	(3)	5%	(6)	92%	(123)	133
2020 Vote: Joe Biden	6%	(55)	10%	(102)	12%	(116)	72%	(707)	981
2020 Vote: Donald Trump	1%	(9)	4%	(27)	10%	(74)	85%	(608)	719
2020 Vote: Other	3%	(2)	—	(0)	16%	(11)	81%	(54)	67
2020 Vote: Didn't Vote	1%	(5)	8%	(33)	10%	(43)	81%	(351)	433
2018 House Vote: Democrat	5%	(40)	12%	(94)	12%	(91)	71%	(551)	776
2018 House Vote: Republican	2%	(9)	5%	(27)	10%	(58)	84%	(481)	576
2016 Vote: Hillary Clinton	5%	(36)	12%	(82)	13%	(89)	71%	(499)	705
2016 Vote: Donald Trump	2%	(12)	6%	(38)	9%	(58)	84%	(553)	660
2016 Vote: Other	3%	(3)	1%	(2)	12%	(13)	84%	(92)	110
2016 Vote: Didn't Vote	3%	(21)	6%	(42)	12%	(85)	79%	(572)	720
Voted in 2014: Yes	4%	(45)	8%	(92)	12%	(142)	77%	(934)	1213
Voted in 2014: No	3%	(27)	7%	(71)	10%	(102)	80%	(787)	987

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Table MCSP7_15: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Handball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(72)	7%	(163)	11%	(244)	78%	(1721)	2200
4-Region: Northeast	4%	(17)	11%	(43)	13%	(53)	71%	(281)	394
4-Region: Midwest	1%	(6)	6%	(25)	8%	(38)	85%	(392)	462
4-Region: South	2%	(21)	6%	(53)	12%	(96)	79%	(654)	824
4-Region: West	5%	(28)	8%	(42)	11%	(57)	76%	(394)	520
Sports Fans	4%	(67)	10%	(147)	14%	(209)	73%	(1117)	1540
Avid Sports Fans	9%	(50)	12%	(71)	17%	(95)	62%	(355)	572
Casual Sports Fans	2%	(17)	8%	(76)	12%	(113)	79%	(763)	968
Non-Sports Fans	1%	(5)	2%	(16)	5%	(36)	91%	(603)	660
Gen Z Sports Fans	5%	(8)	9%	(13)	14%	(21)	71%	(103)	144
Millennial Sports Fans	9%	(45)	15%	(77)	17%	(84)	58%	(290)	495
Gen X Sports Fans	3%	(11)	9%	(33)	13%	(47)	76%	(283)	374
Boomer Sports Fans	1%	(3)	5%	(23)	11%	(53)	83%	(392)	471
Democratic Sports Fans	7%	(45)	14%	(92)	14%	(90)	65%	(415)	643
Republican Sports Fans	1%	(6)	7%	(31)	11%	(50)	81%	(368)	455
Male Sports Fans	5%	(47)	11%	(99)	16%	(138)	67%	(585)	870
Female Sports Fans	3%	(20)	7%	(48)	10%	(70)	79%	(533)	671
Olympics Fans	4%	(65)	11%	(155)	15%	(211)	70%	(1014)	1444
Avid Olympics Fans	13%	(45)	17%	(60)	21%	(74)	49%	(173)	352
Casual Olympics Fans	2%	(20)	9%	(95)	13%	(137)	77%	(841)	1092
Non-Olympics Fans	1%	(7)	1%	(8)	4%	(33)	94%	(707)	756
Very Interested in Summer Olympics	28%	(51)	18%	(33)	16%	(29)	37%	(68)	181
Interested in Summer Olympics	15%	(65)	22%	(95)	18%	(76)	45%	(196)	431
Familiar with Peacock	5%	(63)	10%	(116)	13%	(151)	72%	(855)	1186
Peacock Subscriber	6%	(33)	12%	(63)	11%	(61)	71%	(382)	539

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

Table MCSP7_16: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Judo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(75)	9%	(194)	10%	(211)	78%	(1719)	2200
Gender: Male	6%	(59)	13%	(141)	12%	(123)	70%	(739)	1062
Gender: Female	1%	(16)	5%	(54)	8%	(88)	86%	(980)	1138
Age: 18-34	6%	(38)	10%	(67)	13%	(85)	71%	(465)	655
Age: 35-44	6%	(22)	15%	(55)	12%	(44)	66%	(236)	358
Age: 45-64	2%	(14)	8%	(61)	8%	(60)	82%	(616)	751
Age: 65+	—	(2)	3%	(11)	5%	(21)	92%	(402)	436
GenZers: 1997-2012	2%	(4)	6%	(14)	15%	(34)	77%	(175)	227
Millennials: 1981-1996	8%	(51)	15%	(98)	11%	(75)	66%	(435)	659
GenXers: 1965-1980	3%	(17)	8%	(43)	10%	(53)	79%	(412)	525
Baby Boomers: 1946-1964	1%	(4)	5%	(36)	7%	(47)	88%	(615)	702
PID: Dem (no lean)	5%	(45)	11%	(100)	10%	(87)	74%	(659)	891
PID: Ind (no lean)	3%	(22)	7%	(48)	10%	(67)	79%	(529)	666
PID: Rep (no lean)	1%	(9)	7%	(46)	9%	(57)	83%	(531)	643
PID/Gender: Dem Men	8%	(34)	18%	(74)	12%	(49)	61%	(251)	408
PID/Gender: Dem Women	2%	(11)	5%	(26)	8%	(38)	85%	(408)	482
PID/Gender: Ind Men	7%	(21)	10%	(33)	15%	(48)	68%	(219)	321
PID/Gender: Ind Women	—	(1)	4%	(15)	5%	(19)	90%	(310)	345
PID/Gender: Rep Men	1%	(3)	10%	(34)	8%	(26)	81%	(269)	332
PID/Gender: Rep Women	2%	(5)	4%	(12)	10%	(31)	84%	(262)	311
Ideo: Liberal (1-3)	5%	(36)	12%	(81)	11%	(78)	72%	(500)	694
Ideo: Moderate (4)	5%	(28)	9%	(56)	11%	(68)	75%	(445)	597
Ideo: Conservative (5-7)	1%	(9)	7%	(52)	8%	(60)	83%	(598)	718
Educ: < College	3%	(42)	8%	(122)	9%	(137)	80%	(1211)	1512
Educ: Bachelors degree	5%	(20)	9%	(42)	11%	(49)	75%	(333)	444
Educ: Post-grad	5%	(13)	13%	(31)	10%	(25)	72%	(175)	244
Income: Under 50k	2%	(31)	8%	(102)	8%	(101)	81%	(1012)	1246
Income: 50k-100k	4%	(25)	9%	(55)	13%	(80)	74%	(464)	625
Income: 100k+	6%	(20)	11%	(37)	9%	(30)	74%	(243)	329
Ethnicity: White	3%	(53)	8%	(134)	9%	(150)	80%	(1385)	1722
Ethnicity: Hispanic	8%	(28)	8%	(27)	16%	(55)	69%	(240)	349

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Table MCSP7_16: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Judo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(75)	9%	(194)	10%	(211)	78%	(1719)	2200
Ethnicity: Black	5%	(14)	17%	(46)	9%	(25)	69%	(189)	274
Ethnicity: Other	4%	(8)	7%	(14)	18%	(36)	71%	(145)	204
All Christian	2%	(24)	8%	(79)	11%	(101)	79%	(749)	952
All Non-Christian	18%	(18)	14%	(14)	12%	(12)	56%	(55)	99
Atheist	1%	(1)	6%	(6)	5%	(5)	87%	(79)	91
Agnostic/Nothing in particular	4%	(24)	11%	(68)	6%	(40)	79%	(505)	637
Something Else	2%	(9)	7%	(28)	13%	(53)	79%	(332)	421
Religious Non-Protestant/Catholic	14%	(18)	13%	(16)	14%	(17)	60%	(75)	126
Evangelical	5%	(28)	9%	(50)	9%	(55)	77%	(453)	586
Non-Evangelical	—	(3)	7%	(49)	13%	(92)	80%	(595)	740
Community: Urban	9%	(54)	14%	(85)	10%	(60)	67%	(398)	597
Community: Suburban	1%	(13)	6%	(64)	11%	(106)	82%	(814)	997
Community: Rural	1%	(8)	7%	(45)	7%	(45)	84%	(507)	605
Employ: Private Sector	5%	(36)	13%	(86)	12%	(85)	70%	(480)	687
Employ: Government	5%	(7)	14%	(18)	13%	(17)	69%	(92)	133
Employ: Self-Employed	6%	(11)	13%	(25)	14%	(27)	66%	(123)	186
Employ: Homemaker	4%	(6)	7%	(10)	11%	(16)	79%	(116)	147
Employ: Student	—	(0)	7%	(5)	8%	(5)	86%	(61)	71
Employ: Retired	—	(1)	4%	(21)	5%	(26)	91%	(462)	510
Employ: Unemployed	5%	(15)	6%	(17)	7%	(22)	82%	(238)	291
Employ: Other	—	(0)	7%	(12)	8%	(14)	85%	(149)	175
Military HH: Yes	3%	(9)	10%	(32)	12%	(40)	75%	(246)	326
Military HH: No	4%	(67)	9%	(162)	9%	(171)	79%	(1474)	1874
RD/WT: Right Direction	6%	(62)	13%	(128)	10%	(96)	71%	(693)	979
RD/WT: Wrong Track	1%	(13)	5%	(66)	9%	(116)	84%	(1026)	1221
Biden Job Approve	5%	(63)	11%	(132)	11%	(131)	72%	(850)	1177
Biden Job Disapprove	1%	(6)	7%	(60)	8%	(70)	85%	(758)	895

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Table MCSP7_16: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Judo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(75)	9%	(194)	10%	(211)	78%	(1719)	2200
Biden Job Strongly Approve	7%	(44)	12%	(69)	11%	(64)	70%	(419)	595
Biden Job Somewhat Approve	3%	(20)	11%	(64)	11%	(67)	74%	(432)	582
Biden Job Somewhat Disapprove	1%	(2)	9%	(22)	10%	(25)	81%	(200)	248
Biden Job Strongly Disapprove	1%	(4)	6%	(39)	7%	(46)	86%	(558)	646
Favorable of Biden	5%	(60)	11%	(126)	12%	(134)	72%	(836)	1155
Unfavorable of Biden	1%	(10)	6%	(56)	8%	(76)	84%	(764)	905
Very Favorable of Biden	7%	(43)	11%	(67)	12%	(74)	70%	(432)	616
Somewhat Favorable of Biden	3%	(17)	11%	(58)	11%	(60)	75%	(405)	539
Somewhat Unfavorable of Biden	2%	(3)	9%	(20)	12%	(27)	78%	(179)	230
Very Unfavorable of Biden	1%	(6)	5%	(36)	7%	(49)	87%	(584)	675
#1 Issue: Economy	3%	(25)	9%	(78)	11%	(90)	77%	(640)	832
#1 Issue: Security	4%	(11)	6%	(19)	12%	(34)	78%	(225)	288
#1 Issue: Health Care	9%	(28)	13%	(40)	9%	(28)	70%	(221)	317
#1 Issue: Medicare / Social Security	1%	(4)	3%	(12)	9%	(31)	86%	(284)	330
#1 Issue: Women's Issues	4%	(5)	7%	(8)	8%	(10)	81%	(100)	123
#1 Issue: Education	2%	(1)	13%	(10)	12%	(10)	73%	(59)	81
#1 Issue: Energy	2%	(2)	21%	(21)	3%	(3)	73%	(70)	96
#1 Issue: Other	—	(0)	6%	(7)	3%	(4)	91%	(122)	133
2020 Vote: Joe Biden	5%	(51)	11%	(110)	12%	(113)	72%	(707)	981
2020 Vote: Donald Trump	1%	(7)	7%	(51)	8%	(58)	84%	(604)	719
2020 Vote: Other	4%	(3)	8%	(5)	8%	(5)	80%	(54)	67
2020 Vote: Didn't Vote	3%	(15)	7%	(29)	8%	(35)	82%	(354)	433
2018 House Vote: Democrat	4%	(29)	11%	(87)	11%	(89)	73%	(570)	776
2018 House Vote: Republican	2%	(10)	8%	(44)	9%	(51)	82%	(471)	576
2016 Vote: Hillary Clinton	4%	(29)	12%	(82)	11%	(76)	73%	(518)	705
2016 Vote: Donald Trump	2%	(10)	6%	(42)	9%	(60)	83%	(549)	660
2016 Vote: Other	3%	(4)	7%	(7)	8%	(9)	82%	(90)	110
2016 Vote: Didn't Vote	4%	(32)	9%	(63)	9%	(67)	78%	(559)	720
Voted in 2014: Yes	3%	(38)	9%	(108)	10%	(123)	78%	(944)	1213
Voted in 2014: No	4%	(37)	9%	(87)	9%	(88)	79%	(776)	987

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Table MCSP7_16: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Judo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(75)	9%	(194)	10%	(211)	78%	(1719)	2200
4-Region: Northeast	5%	(21)	11%	(44)	8%	(32)	75%	(296)	394
4-Region: Midwest	2%	(7)	7%	(30)	8%	(36)	84%	(388)	462
4-Region: South	3%	(27)	9%	(71)	10%	(80)	79%	(647)	824
4-Region: West	4%	(21)	9%	(49)	12%	(63)	74%	(387)	520
Sports Fans	5%	(75)	11%	(167)	12%	(184)	72%	(1115)	1540
Avid Sports Fans	9%	(52)	14%	(81)	14%	(80)	63%	(359)	572
Casual Sports Fans	2%	(22)	9%	(86)	11%	(104)	78%	(756)	968
Non-Sports Fans	—	(1)	4%	(28)	4%	(27)	92%	(604)	660
Gen Z Sports Fans	3%	(4)	5%	(8)	18%	(26)	74%	(106)	144
Millennial Sports Fans	10%	(51)	17%	(86)	14%	(69)	58%	(289)	495
Gen X Sports Fans	4%	(17)	9%	(35)	12%	(45)	74%	(277)	374
Boomer Sports Fans	1%	(4)	7%	(33)	9%	(42)	83%	(392)	471
Democratic Sports Fans	7%	(45)	14%	(91)	12%	(78)	67%	(429)	643
Republican Sports Fans	2%	(8)	8%	(37)	11%	(50)	79%	(360)	455
Male Sports Fans	7%	(59)	15%	(128)	12%	(107)	66%	(575)	870
Female Sports Fans	2%	(16)	6%	(39)	11%	(76)	80%	(540)	671
Olympics Fans	5%	(72)	13%	(182)	13%	(187)	69%	(1004)	1444
Avid Olympics Fans	11%	(38)	21%	(75)	16%	(58)	52%	(181)	352
Casual Olympics Fans	3%	(33)	10%	(107)	12%	(130)	75%	(822)	1092
Non-Olympics Fans	—	(4)	2%	(13)	3%	(24)	95%	(716)	756
Very Interested in Summer Olympics	24%	(44)	24%	(43)	14%	(24)	38%	(69)	181
Interested in Summer Olympics	13%	(56)	23%	(100)	19%	(82)	45%	(193)	431
Familiar with Peacock	6%	(68)	12%	(146)	11%	(129)	71%	(842)	1186
Peacock Subscriber	6%	(34)	15%	(80)	11%	(59)	68%	(366)	539

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

Table MCSP7_17: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Mountain biking

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(77)	9%	(202)	11%	(247)	76%	(1674)	2200
Gender: Male	5%	(54)	11%	(119)	13%	(136)	71%	(753)	1062
Gender: Female	2%	(23)	7%	(83)	10%	(111)	81%	(921)	1138
Age: 18-34	6%	(36)	14%	(92)	14%	(94)	66%	(432)	655
Age: 35-44	6%	(22)	13%	(46)	15%	(54)	66%	(236)	358
Age: 45-64	2%	(16)	7%	(52)	9%	(65)	82%	(617)	751
Age: 65+	1%	(3)	3%	(12)	8%	(34)	89%	(388)	436
GenZers: 1997-2012	2%	(5)	10%	(22)	15%	(35)	73%	(166)	227
Millennials: 1981-1996	7%	(49)	16%	(104)	14%	(92)	63%	(414)	659
GenXers: 1965-1980	3%	(17)	9%	(45)	9%	(46)	79%	(417)	525
Baby Boomers: 1946-1964	1%	(6)	4%	(28)	9%	(66)	86%	(602)	702
PID: Dem (no lean)	5%	(47)	13%	(113)	12%	(105)	70%	(625)	891
PID: Ind (no lean)	3%	(19)	7%	(48)	10%	(64)	80%	(535)	666
PID: Rep (no lean)	2%	(11)	6%	(42)	12%	(77)	80%	(514)	643
PID/Gender: Dem Men	8%	(33)	16%	(65)	13%	(53)	63%	(257)	408
PID/Gender: Dem Women	3%	(15)	10%	(48)	11%	(52)	76%	(368)	482
PID/Gender: Ind Men	5%	(16)	9%	(30)	12%	(39)	73%	(236)	321
PID/Gender: Ind Women	1%	(3)	5%	(18)	7%	(25)	87%	(299)	345
PID/Gender: Rep Men	1%	(5)	7%	(24)	13%	(44)	78%	(260)	332
PID/Gender: Rep Women	2%	(6)	6%	(18)	11%	(34)	82%	(253)	311
Ideo: Liberal (1-3)	5%	(36)	11%	(77)	13%	(88)	71%	(493)	694
Ideo: Moderate (4)	5%	(31)	12%	(74)	11%	(66)	71%	(427)	597
Ideo: Conservative (5-7)	1%	(9)	6%	(42)	12%	(84)	81%	(583)	718
Educ: < College	3%	(44)	8%	(114)	12%	(183)	77%	(1171)	1512
Educ: Bachelors degree	4%	(17)	13%	(57)	11%	(47)	73%	(322)	444
Educ: Post-grad	7%	(16)	13%	(31)	7%	(17)	74%	(181)	244
Income: Under 50k	3%	(34)	8%	(99)	11%	(132)	79%	(982)	1246
Income: 50k-100k	4%	(24)	10%	(65)	13%	(83)	72%	(453)	625
Income: 100k+	6%	(19)	12%	(39)	10%	(32)	73%	(239)	329
Ethnicity: White	3%	(56)	9%	(154)	11%	(187)	77%	(1325)	1722
Ethnicity: Hispanic	6%	(20)	11%	(40)	15%	(52)	68%	(237)	349

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Table MCSP7_17: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Mountain biking

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(77)	9%	(202)	11%	(247)	76%	(1674)	2200
Ethnicity: Black	4%	(12)	13%	(35)	8%	(23)	74%	(204)	274
Ethnicity: Other	5%	(9)	6%	(13)	18%	(37)	71%	(145)	204
All Christian	3%	(27)	11%	(100)	12%	(112)	75%	(712)	952
All Non-Christian	14%	(14)	19%	(19)	10%	(10)	57%	(57)	99
Atheist	1%	(1)	5%	(4)	6%	(5)	88%	(80)	91
Agnostic/Nothing in particular	4%	(23)	8%	(49)	10%	(66)	78%	(498)	637
Something Else	3%	(11)	7%	(30)	13%	(53)	78%	(326)	421
Religious Non-Protestant/Catholic	11%	(14)	18%	(22)	11%	(14)	60%	(76)	126
Evangelical	4%	(24)	12%	(72)	11%	(65)	73%	(426)	586
Non-Evangelical	2%	(15)	7%	(49)	13%	(94)	79%	(582)	740
Community: Urban	8%	(47)	16%	(97)	11%	(65)	65%	(388)	597
Community: Suburban	2%	(16)	6%	(64)	11%	(111)	81%	(806)	997
Community: Rural	2%	(13)	7%	(42)	12%	(71)	79%	(480)	605
Employ: Private Sector	5%	(32)	14%	(94)	14%	(95)	68%	(467)	687
Employ: Government	7%	(10)	9%	(12)	16%	(21)	68%	(90)	133
Employ: Self-Employed	8%	(15)	16%	(29)	15%	(27)	61%	(114)	186
Employ: Homemaker	2%	(3)	12%	(17)	7%	(11)	79%	(116)	147
Employ: Student	2%	(1)	5%	(3)	12%	(9)	82%	(58)	71
Employ: Retired	1%	(4)	4%	(20)	9%	(45)	86%	(441)	510
Employ: Unemployed	4%	(11)	6%	(17)	8%	(23)	82%	(240)	291
Employ: Other	—	(1)	6%	(10)	9%	(16)	85%	(148)	175
Military HH: Yes	4%	(12)	7%	(22)	14%	(46)	75%	(246)	326
Military HH: No	3%	(65)	10%	(180)	11%	(201)	76%	(1428)	1874
RD/WT: Right Direction	6%	(58)	13%	(128)	11%	(112)	70%	(681)	979
RD/WT: Wrong Track	2%	(19)	6%	(74)	11%	(135)	81%	(992)	1221
Biden Job Approve	5%	(61)	12%	(137)	12%	(145)	71%	(834)	1177
Biden Job Disapprove	2%	(15)	6%	(54)	10%	(88)	82%	(737)	895

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Table MCSP7_17: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Mountain biking

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(77)	9%	(202)	11%	(247)	76%	(1674)	2200
Biden Job Strongly Approve	8%	(45)	13%	(79)	10%	(58)	69%	(413)	595
Biden Job Somewhat Approve	3%	(15)	10%	(58)	15%	(88)	72%	(421)	582
Biden Job Somewhat Disapprove	3%	(7)	9%	(22)	12%	(29)	77%	(191)	248
Biden Job Strongly Disapprove	1%	(8)	5%	(32)	9%	(60)	85%	(547)	646
Favorable of Biden	5%	(58)	11%	(130)	12%	(141)	72%	(826)	1155
Unfavorable of Biden	1%	(13)	7%	(59)	11%	(99)	81%	(733)	905
Very Favorable of Biden	7%	(43)	12%	(77)	11%	(67)	70%	(430)	616
Somewhat Favorable of Biden	3%	(15)	10%	(53)	14%	(74)	74%	(397)	539
Somewhat Unfavorable of Biden	2%	(5)	12%	(27)	14%	(33)	72%	(165)	230
Very Unfavorable of Biden	1%	(9)	5%	(33)	10%	(66)	84%	(568)	675
#1 Issue: Economy	3%	(27)	9%	(74)	12%	(102)	76%	(629)	832
#1 Issue: Security	4%	(13)	8%	(24)	11%	(31)	77%	(221)	288
#1 Issue: Health Care	6%	(18)	13%	(42)	10%	(31)	71%	(226)	317
#1 Issue: Medicare / Social Security	2%	(7)	5%	(16)	12%	(39)	81%	(268)	330
#1 Issue: Women's Issues	3%	(3)	11%	(14)	14%	(17)	72%	(89)	123
#1 Issue: Education	2%	(2)	6%	(5)	17%	(14)	74%	(60)	81
#1 Issue: Energy	4%	(4)	22%	(21)	5%	(5)	68%	(66)	96
#1 Issue: Other	2%	(3)	5%	(7)	6%	(8)	87%	(115)	133
2020 Vote: Joe Biden	5%	(52)	12%	(121)	12%	(115)	71%	(692)	981
2020 Vote: Donald Trump	2%	(12)	7%	(51)	11%	(80)	80%	(576)	719
2020 Vote: Other	7%	(5)	12%	(8)	3%	(2)	77%	(51)	67
2020 Vote: Didn't Vote	2%	(8)	5%	(22)	11%	(49)	82%	(353)	433
2018 House Vote: Democrat	5%	(41)	11%	(85)	11%	(85)	73%	(566)	776
2018 House Vote: Republican	2%	(11)	8%	(46)	12%	(70)	78%	(448)	576
2016 Vote: Hillary Clinton	5%	(37)	11%	(81)	11%	(79)	72%	(508)	705
2016 Vote: Donald Trump	2%	(12)	8%	(53)	12%	(79)	78%	(517)	660
2016 Vote: Other	5%	(5)	7%	(8)	6%	(7)	82%	(90)	110
2016 Vote: Didn't Vote	3%	(22)	9%	(62)	11%	(81)	77%	(556)	720
Voted in 2014: Yes	4%	(46)	9%	(112)	12%	(140)	75%	(915)	1213
Voted in 2014: No	3%	(31)	9%	(91)	11%	(107)	77%	(759)	987

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Table MCSP7_17: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Mountain biking

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(77)	9%	(202)	11%	(247)	76%	(1674)	2200
4-Region: Northeast	5%	(19)	11%	(43)	10%	(40)	74%	(292)	394
4-Region: Midwest	2%	(8)	6%	(26)	9%	(44)	83%	(384)	462
4-Region: South	3%	(26)	9%	(74)	11%	(94)	76%	(630)	824
4-Region: West	4%	(23)	11%	(60)	13%	(70)	71%	(367)	520
Sports Fans	5%	(72)	11%	(176)	14%	(212)	70%	(1081)	1540
Avid Sports Fans	9%	(49)	14%	(80)	16%	(92)	61%	(351)	572
Casual Sports Fans	2%	(22)	10%	(96)	12%	(120)	75%	(730)	968
Non-Sports Fans	1%	(5)	4%	(27)	5%	(35)	90%	(592)	660
Gen Z Sports Fans	3%	(5)	8%	(11)	16%	(23)	73%	(105)	144
Millennial Sports Fans	9%	(46)	19%	(94)	17%	(83)	55%	(272)	495
Gen X Sports Fans	4%	(14)	11%	(41)	11%	(40)	75%	(279)	374
Boomer Sports Fans	1%	(6)	6%	(27)	12%	(59)	81%	(380)	471
Democratic Sports Fans	7%	(47)	15%	(96)	15%	(96)	63%	(404)	643
Republican Sports Fans	1%	(6)	9%	(40)	14%	(65)	76%	(344)	455
Male Sports Fans	6%	(50)	13%	(114)	14%	(123)	67%	(584)	870
Female Sports Fans	3%	(22)	9%	(62)	13%	(89)	74%	(498)	671
Olympics Fans	5%	(71)	13%	(182)	15%	(212)	68%	(979)	1444
Avid Olympics Fans	15%	(51)	22%	(77)	15%	(53)	49%	(171)	352
Casual Olympics Fans	2%	(20)	10%	(106)	15%	(159)	74%	(809)	1092
Non-Olympics Fans	1%	(6)	3%	(20)	5%	(35)	92%	(694)	756
Very Interested in Summer Olympics	22%	(40)	29%	(52)	19%	(34)	30%	(55)	181
Interested in Summer Olympics	13%	(56)	28%	(119)	22%	(94)	38%	(163)	431
Familiar with Peacock	5%	(63)	12%	(143)	12%	(145)	70%	(834)	1186
Peacock Subscriber	7%	(35)	14%	(73)	11%	(58)	69%	(373)	539

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

Table MCSP7_18: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Rowing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	11%	(250)	11%	(250)	74%	(1631)	2200
Gender: Male	5%	(51)	12%	(127)	14%	(154)	69%	(730)	1062
Gender: Female	2%	(18)	11%	(123)	8%	(96)	79%	(902)	1138
Age: 18-34	4%	(28)	13%	(82)	14%	(89)	70%	(456)	655
Age: 35-44	6%	(21)	15%	(52)	13%	(45)	67%	(239)	358
Age: 45-64	2%	(15)	10%	(77)	11%	(83)	77%	(575)	751
Age: 65+	1%	(4)	9%	(39)	7%	(33)	83%	(361)	436
GenZers: 1997-2012	3%	(6)	8%	(18)	13%	(28)	77%	(174)	227
Millennials: 1981-1996	6%	(38)	16%	(103)	13%	(88)	65%	(430)	659
GenXers: 1965-1980	3%	(16)	9%	(48)	11%	(57)	77%	(405)	525
Baby Boomers: 1946-1964	1%	(9)	10%	(68)	10%	(74)	79%	(552)	702
PID: Dem (no lean)	4%	(38)	14%	(127)	13%	(120)	68%	(606)	891
PID: Ind (no lean)	2%	(14)	8%	(54)	10%	(70)	79%	(529)	666
PID: Rep (no lean)	3%	(17)	11%	(69)	9%	(60)	77%	(497)	643
PID/Gender: Dem Men	6%	(26)	17%	(69)	18%	(72)	59%	(242)	408
PID/Gender: Dem Women	2%	(12)	12%	(59)	10%	(49)	75%	(364)	482
PID/Gender: Ind Men	4%	(13)	8%	(25)	15%	(49)	73%	(234)	321
PID/Gender: Ind Women	—	(1)	8%	(28)	6%	(21)	85%	(295)	345
PID/Gender: Rep Men	4%	(12)	10%	(33)	10%	(33)	76%	(254)	332
PID/Gender: Rep Women	2%	(5)	12%	(36)	9%	(27)	78%	(243)	311
Ideo: Liberal (1-3)	6%	(39)	14%	(96)	12%	(85)	68%	(473)	694
Ideo: Moderate (4)	3%	(18)	13%	(75)	13%	(80)	71%	(425)	597
Ideo: Conservative (5-7)	2%	(12)	10%	(71)	10%	(70)	79%	(566)	718
Educ: < College	2%	(29)	10%	(145)	11%	(173)	77%	(1165)	1512
Educ: Bachelors degree	4%	(20)	15%	(66)	12%	(53)	69%	(305)	444
Educ: Post-grad	8%	(19)	16%	(40)	10%	(24)	66%	(161)	244
Income: Under 50k	2%	(23)	10%	(121)	11%	(142)	77%	(960)	1246
Income: 50k-100k	4%	(26)	13%	(81)	12%	(73)	71%	(445)	625
Income: 100k+	6%	(19)	15%	(48)	10%	(34)	69%	(227)	329
Ethnicity: White	3%	(60)	12%	(200)	10%	(166)	75%	(1295)	1722
Ethnicity: Hispanic	4%	(14)	11%	(39)	15%	(52)	70%	(244)	349

Continued on next page

Table MCSP7_18: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*

Rowing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	11%	(250)	11%	(250)	74%	(1631)	2200
Ethnicity: Black	3%	(8)	12%	(33)	18%	(50)	67%	(184)	274
Ethnicity: Other	—	(1)	9%	(18)	17%	(34)	75%	(152)	204
All Christian	4%	(35)	14%	(134)	10%	(94)	72%	(689)	952
All Non-Christian	10%	(10)	26%	(26)	14%	(14)	50%	(50)	99
Atheist	—	(0)	10%	(9)	17%	(16)	73%	(66)	91
Agnostic/Nothing in particular	3%	(16)	8%	(48)	11%	(70)	79%	(502)	637
Something Else	2%	(7)	8%	(33)	13%	(56)	77%	(324)	421
Religious Non-Protestant/Catholic	8%	(10)	24%	(31)	11%	(14)	57%	(72)	126
Evangelical	4%	(24)	13%	(76)	12%	(69)	71%	(416)	586
Non-Evangelical	2%	(14)	11%	(84)	11%	(78)	76%	(563)	740
Community: Urban	6%	(36)	15%	(91)	15%	(87)	64%	(383)	597
Community: Suburban	2%	(21)	11%	(106)	11%	(110)	76%	(762)	997
Community: Rural	2%	(12)	9%	(54)	9%	(53)	80%	(487)	605
Employ: Private Sector	5%	(36)	13%	(88)	14%	(96)	68%	(467)	687
Employ: Government	5%	(7)	18%	(24)	11%	(15)	66%	(87)	133
Employ: Self-Employed	7%	(13)	15%	(28)	13%	(23)	65%	(121)	186
Employ: Homemaker	2%	(3)	12%	(18)	11%	(17)	74%	(109)	147
Employ: Student	2%	(2)	9%	(6)	7%	(5)	82%	(58)	71
Employ: Retired	1%	(5)	9%	(45)	9%	(45)	82%	(416)	510
Employ: Unemployed	1%	(2)	9%	(25)	12%	(35)	79%	(230)	291
Employ: Other	1%	(1)	10%	(17)	8%	(14)	81%	(142)	175
Military HH: Yes	3%	(10)	12%	(38)	13%	(43)	72%	(235)	326
Military HH: No	3%	(59)	11%	(212)	11%	(207)	75%	(1396)	1874
RD/WT: Right Direction	5%	(49)	15%	(151)	13%	(127)	67%	(652)	979
RD/WT: Wrong Track	2%	(20)	8%	(99)	10%	(122)	80%	(980)	1221
Biden Job Approve	4%	(53)	14%	(166)	13%	(151)	69%	(806)	1177
Biden Job Disapprove	2%	(15)	9%	(77)	9%	(82)	81%	(720)	895

Continued on next page

Table MCSP7_18: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Rowing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	11%	(250)	11%	(250)	74%	(1631)	2200
Biden Job Strongly Approve	7%	(41)	15%	(87)	11%	(68)	67%	(399)	595
Biden Job Somewhat Approve	2%	(12)	14%	(79)	14%	(83)	70%	(407)	582
Biden Job Somewhat Disapprove	2%	(4)	10%	(25)	11%	(28)	77%	(192)	248
Biden Job Strongly Disapprove	2%	(11)	8%	(53)	8%	(54)	82%	(528)	646
Favorable of Biden	4%	(50)	14%	(160)	13%	(152)	69%	(793)	1155
Unfavorable of Biden	1%	(13)	9%	(78)	10%	(89)	80%	(725)	905
Very Favorable of Biden	6%	(36)	14%	(84)	13%	(79)	68%	(417)	616
Somewhat Favorable of Biden	3%	(14)	14%	(76)	14%	(73)	70%	(376)	539
Somewhat Unfavorable of Biden	1%	(3)	10%	(23)	14%	(32)	75%	(172)	230
Very Unfavorable of Biden	1%	(10)	8%	(55)	8%	(57)	82%	(553)	675
#1 Issue: Economy	2%	(18)	11%	(93)	13%	(110)	73%	(610)	832
#1 Issue: Security	3%	(10)	12%	(34)	12%	(35)	72%	(209)	288
#1 Issue: Health Care	6%	(18)	12%	(40)	11%	(36)	70%	(223)	317
#1 Issue: Medicare / Social Security	3%	(10)	10%	(32)	9%	(30)	78%	(257)	330
#1 Issue: Women's Issues	3%	(3)	11%	(14)	7%	(9)	79%	(97)	123
#1 Issue: Education	5%	(4)	14%	(11)	12%	(10)	69%	(56)	81
#1 Issue: Energy	4%	(4)	16%	(15)	10%	(10)	70%	(67)	96
#1 Issue: Other	—	(1)	8%	(11)	7%	(9)	84%	(112)	133
2020 Vote: Joe Biden	5%	(48)	14%	(133)	13%	(130)	68%	(670)	981
2020 Vote: Donald Trump	2%	(12)	10%	(73)	10%	(74)	78%	(559)	719
2020 Vote: Other	5%	(3)	7%	(4)	10%	(7)	78%	(52)	67
2020 Vote: Didn't Vote	1%	(5)	9%	(40)	9%	(38)	81%	(349)	433
2018 House Vote: Democrat	4%	(34)	13%	(105)	14%	(107)	68%	(531)	776
2018 House Vote: Republican	3%	(15)	12%	(67)	10%	(58)	76%	(435)	576
2016 Vote: Hillary Clinton	5%	(36)	14%	(99)	13%	(94)	67%	(476)	705
2016 Vote: Donald Trump	2%	(12)	11%	(76)	11%	(74)	75%	(498)	660
2016 Vote: Other	1%	(1)	7%	(7)	11%	(12)	81%	(89)	110
2016 Vote: Didn't Vote	3%	(19)	9%	(67)	10%	(69)	79%	(566)	720
Voted in 2014: Yes	4%	(47)	13%	(155)	12%	(147)	71%	(864)	1213
Voted in 2014: No	2%	(21)	10%	(95)	10%	(103)	78%	(768)	987

Continued on next page

Table MCSP7_18: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Rowing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	11%	(250)	11%	(250)	74%	(1631)	2200
4-Region: Northeast	5%	(18)	13%	(53)	10%	(39)	72%	(284)	394
4-Region: Midwest	1%	(4)	10%	(45)	11%	(51)	78%	(363)	462
4-Region: South	3%	(26)	11%	(91)	11%	(92)	75%	(615)	824
4-Region: West	4%	(20)	12%	(62)	13%	(68)	71%	(370)	520
Sports Fans	4%	(65)	14%	(216)	14%	(211)	68%	(1047)	1540
Avid Sports Fans	9%	(51)	16%	(93)	18%	(101)	57%	(327)	572
Casual Sports Fans	1%	(15)	13%	(123)	11%	(110)	74%	(720)	968
Non-Sports Fans	1%	(3)	5%	(34)	6%	(38)	89%	(584)	660
Gen Z Sports Fans	4%	(6)	10%	(15)	13%	(18)	73%	(105)	144
Millennial Sports Fans	7%	(36)	18%	(88)	16%	(79)	59%	(293)	495
Gen X Sports Fans	4%	(14)	11%	(40)	13%	(49)	72%	(271)	374
Boomer Sports Fans	2%	(9)	13%	(61)	13%	(63)	72%	(338)	471
Democratic Sports Fans	6%	(38)	18%	(114)	15%	(98)	61%	(393)	643
Republican Sports Fans	3%	(14)	13%	(57)	12%	(53)	73%	(330)	455
Male Sports Fans	6%	(50)	13%	(116)	16%	(136)	65%	(568)	870
Female Sports Fans	2%	(16)	15%	(101)	11%	(76)	71%	(479)	671
Olympics Fans	5%	(67)	16%	(235)	15%	(216)	64%	(926)	1444
Avid Olympics Fans	13%	(47)	33%	(115)	16%	(57)	38%	(134)	352
Casual Olympics Fans	2%	(20)	11%	(121)	15%	(160)	73%	(792)	1092
Non-Olympics Fans	—	(2)	2%	(15)	4%	(33)	93%	(705)	756
Very Interested in Summer Olympics	22%	(40)	30%	(54)	15%	(28)	33%	(60)	181
Interested in Summer Olympics	12%	(51)	31%	(132)	19%	(82)	39%	(167)	431
Familiar with Peacock	5%	(56)	14%	(167)	13%	(157)	68%	(806)	1186
Peacock Subscriber	6%	(33)	16%	(84)	13%	(73)	65%	(349)	539

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

Table MCSP7_19: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Rugby sevens

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	2%	(49)	7%	(149)	11%	(246)	80%	(1756)	2200
Gender: Male	3%	(36)	10%	(102)	13%	(136)	74%	(787)	1062
Gender: Female	1%	(12)	4%	(47)	10%	(109)	85%	(969)	1138
Age: 18-34	3%	(20)	9%	(56)	14%	(94)	74%	(485)	655
Age: 35-44	5%	(17)	14%	(49)	11%	(40)	71%	(252)	358
Age: 45-64	2%	(12)	4%	(31)	11%	(83)	83%	(625)	751
Age: 65+	—	(0)	3%	(13)	7%	(29)	90%	(395)	436
GenZers: 1997-2012	2%	(5)	5%	(11)	14%	(32)	79%	(179)	227
Millennials: 1981-1996	4%	(29)	12%	(80)	14%	(91)	70%	(459)	659
GenXers: 1965-1980	3%	(14)	6%	(31)	11%	(57)	81%	(423)	525
Baby Boomers: 1946-1964	—	(1)	4%	(25)	9%	(61)	88%	(615)	702
PID: Dem (no lean)	3%	(31)	8%	(68)	13%	(120)	75%	(672)	891
PID: Ind (no lean)	2%	(11)	8%	(51)	8%	(52)	83%	(552)	666
PID: Rep (no lean)	1%	(7)	5%	(30)	12%	(74)	83%	(532)	643
PID/Gender: Dem Men	6%	(23)	11%	(43)	16%	(64)	68%	(279)	408
PID/Gender: Dem Women	2%	(8)	5%	(25)	12%	(56)	81%	(393)	482
PID/Gender: Ind Men	3%	(9)	11%	(37)	9%	(28)	77%	(247)	321
PID/Gender: Ind Women	1%	(2)	4%	(15)	7%	(24)	88%	(305)	345
PID/Gender: Rep Men	2%	(5)	7%	(22)	13%	(44)	79%	(261)	332
PID/Gender: Rep Women	1%	(2)	2%	(8)	10%	(30)	87%	(271)	311
Ideo: Liberal (1-3)	4%	(28)	9%	(61)	12%	(84)	75%	(522)	694
Ideo: Moderate (4)	3%	(16)	8%	(48)	13%	(77)	76%	(457)	597
Ideo: Conservative (5-7)	1%	(5)	5%	(34)	11%	(76)	84%	(604)	718
Educ: < College	1%	(18)	5%	(79)	11%	(169)	82%	(1246)	1512
Educ: Bachelors degree	3%	(13)	10%	(46)	12%	(51)	75%	(334)	444
Educ: Post-grad	7%	(18)	10%	(24)	11%	(26)	72%	(176)	244
Income: Under 50k	1%	(12)	6%	(70)	10%	(129)	83%	(1035)	1246
Income: 50k-100k	3%	(17)	7%	(47)	12%	(77)	78%	(485)	625
Income: 100k+	6%	(19)	10%	(33)	12%	(40)	72%	(237)	329
Ethnicity: White	2%	(41)	6%	(105)	11%	(191)	80%	(1385)	1722
Ethnicity: Hispanic	2%	(7)	9%	(31)	12%	(42)	77%	(269)	349

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Table MCSP7_19: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Rugby sevens

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	2%	(49)	7%	(149)	11%	(246)	80%	(1756)	2200
Ethnicity: Black	3%	(7)	10%	(28)	13%	(35)	74%	(204)	274
Ethnicity: Other	—	(1)	8%	(16)	10%	(20)	82%	(167)	204
All Christian	2%	(20)	8%	(74)	12%	(113)	78%	(745)	952
All Non-Christian	13%	(13)	16%	(15)	13%	(13)	59%	(58)	99
Atheist	—	(0)	4%	(4)	7%	(7)	88%	(80)	91
Agnostic/Nothing in particular	1%	(9)	5%	(34)	11%	(68)	83%	(526)	637
Something Else	2%	(7)	5%	(21)	11%	(46)	82%	(347)	421
Religious Non-Protestant/Catholic	10%	(13)	14%	(17)	13%	(16)	63%	(80)	126
Evangelical	3%	(19)	9%	(55)	12%	(68)	76%	(444)	586
Non-Evangelical	1%	(7)	5%	(34)	12%	(86)	83%	(613)	740
Community: Urban	5%	(28)	11%	(66)	15%	(88)	70%	(416)	597
Community: Suburban	1%	(11)	5%	(52)	11%	(109)	83%	(825)	997
Community: Rural	2%	(10)	5%	(31)	8%	(49)	85%	(515)	605
Employ: Private Sector	4%	(29)	10%	(67)	15%	(104)	71%	(486)	687
Employ: Government	7%	(9)	9%	(12)	11%	(14)	73%	(98)	133
Employ: Self-Employed	3%	(5)	12%	(22)	12%	(22)	74%	(137)	186
Employ: Homemaker	1%	(2)	7%	(10)	12%	(17)	80%	(117)	147
Employ: Student	1%	(1)	7%	(5)	13%	(9)	80%	(56)	71
Employ: Retired	—	(1)	3%	(17)	7%	(35)	90%	(457)	510
Employ: Unemployed	—	(0)	4%	(11)	10%	(29)	86%	(251)	291
Employ: Other	1%	(2)	2%	(4)	9%	(16)	88%	(154)	175
Military HH: Yes	2%	(7)	8%	(26)	12%	(39)	78%	(255)	326
Military HH: No	2%	(42)	7%	(124)	11%	(207)	80%	(1502)	1874
RD/WT: Right Direction	4%	(37)	11%	(104)	13%	(124)	73%	(714)	979
RD/WT: Wrong Track	1%	(12)	4%	(45)	10%	(122)	85%	(1042)	1221
Biden Job Approve	4%	(42)	9%	(105)	13%	(155)	74%	(876)	1177
Biden Job Disapprove	1%	(7)	4%	(39)	9%	(81)	86%	(768)	895

Continued on next page

Table MCSP7_19: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Rugby sevens

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	2%	(49)	7%	(149)	11%	(246)	80%	(1756)	2200
Biden Job Strongly Approve	6%	(33)	9%	(55)	12%	(71)	73%	(436)	595
Biden Job Somewhat Approve	2%	(9)	9%	(50)	14%	(83)	76%	(440)	582
Biden Job Somewhat Disapprove	2%	(5)	5%	(12)	10%	(24)	84%	(208)	248
Biden Job Strongly Disapprove	—	(2)	4%	(27)	9%	(56)	87%	(560)	646
Favorable of Biden	4%	(42)	8%	(94)	13%	(153)	75%	(867)	1155
Unfavorable of Biden	—	(3)	5%	(44)	9%	(86)	85%	(772)	905
Very Favorable of Biden	5%	(30)	7%	(46)	14%	(88)	74%	(453)	616
Somewhat Favorable of Biden	2%	(12)	9%	(48)	12%	(65)	77%	(414)	539
Somewhat Unfavorable of Biden	1%	(1)	7%	(15)	12%	(27)	81%	(186)	230
Very Unfavorable of Biden	—	(2)	4%	(29)	9%	(58)	87%	(585)	675
#1 Issue: Economy	2%	(14)	6%	(52)	14%	(113)	79%	(654)	832
#1 Issue: Security	2%	(7)	9%	(26)	9%	(25)	80%	(230)	288
#1 Issue: Health Care	4%	(14)	10%	(32)	9%	(28)	77%	(243)	317
#1 Issue: Medicare / Social Security	1%	(2)	3%	(11)	12%	(38)	85%	(279)	330
#1 Issue: Women's Issues	4%	(4)	5%	(6)	13%	(16)	78%	(96)	123
#1 Issue: Education	2%	(1)	8%	(7)	15%	(12)	75%	(60)	81
#1 Issue: Energy	5%	(5)	10%	(10)	8%	(8)	76%	(73)	96
#1 Issue: Other	1%	(2)	4%	(5)	5%	(6)	90%	(120)	133
2020 Vote: Joe Biden	4%	(38)	8%	(75)	13%	(131)	75%	(737)	981
2020 Vote: Donald Trump	1%	(6)	6%	(40)	10%	(74)	83%	(599)	719
2020 Vote: Other	—	(0)	12%	(8)	4%	(3)	83%	(56)	67
2020 Vote: Didn't Vote	1%	(5)	6%	(26)	9%	(38)	84%	(364)	433
2018 House Vote: Democrat	4%	(29)	8%	(64)	13%	(101)	75%	(583)	776
2018 House Vote: Republican	1%	(6)	6%	(35)	11%	(60)	82%	(474)	576
2016 Vote: Hillary Clinton	4%	(26)	8%	(58)	13%	(94)	75%	(528)	705
2016 Vote: Donald Trump	1%	(7)	6%	(41)	11%	(71)	82%	(542)	660
2016 Vote: Other	3%	(3)	8%	(8)	4%	(4)	86%	(94)	110
2016 Vote: Didn't Vote	2%	(13)	6%	(42)	11%	(78)	82%	(588)	720
Voted in 2014: Yes	3%	(31)	7%	(88)	12%	(142)	79%	(952)	1213
Voted in 2014: No	2%	(17)	6%	(62)	11%	(104)	81%	(804)	987

Continued on next page

Table MCSP7_19: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Rugby sevens

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	2%	(49)	7%	(149)	11%	(246)	80%	(1756)	2200
4-Region: Northeast	3%	(13)	11%	(43)	11%	(44)	75%	(294)	394
4-Region: Midwest	1%	(3)	5%	(21)	11%	(53)	83%	(386)	462
4-Region: South	2%	(19)	5%	(42)	11%	(89)	82%	(674)	824
4-Region: West	3%	(14)	8%	(43)	12%	(60)	77%	(402)	520
Sports Fans	3%	(43)	9%	(139)	14%	(209)	75%	(1149)	1540
Avid Sports Fans	5%	(31)	12%	(67)	17%	(98)	66%	(375)	572
Casual Sports Fans	1%	(11)	7%	(72)	12%	(111)	80%	(774)	968
Non-Sports Fans	1%	(6)	1%	(10)	6%	(37)	92%	(607)	660
Gen Z Sports Fans	2%	(3)	7%	(10)	17%	(25)	73%	(105)	144
Millennial Sports Fans	5%	(26)	15%	(74)	16%	(81)	64%	(315)	495
Gen X Sports Fans	3%	(13)	8%	(29)	13%	(47)	76%	(285)	374
Boomer Sports Fans	—	(1)	5%	(24)	11%	(52)	84%	(394)	471
Democratic Sports Fans	4%	(28)	10%	(67)	16%	(104)	69%	(444)	643
Republican Sports Fans	1%	(6)	6%	(27)	14%	(63)	79%	(358)	455
Male Sports Fans	4%	(33)	11%	(100)	14%	(120)	71%	(616)	870
Female Sports Fans	1%	(9)	6%	(39)	13%	(89)	79%	(533)	671
Olympics Fans	3%	(43)	10%	(142)	15%	(212)	73%	(1047)	1444
Avid Olympics Fans	10%	(35)	17%	(59)	19%	(67)	54%	(190)	352
Casual Olympics Fans	1%	(8)	8%	(83)	13%	(145)	78%	(857)	1092
Non-Olympics Fans	1%	(6)	1%	(7)	4%	(34)	94%	(709)	756
Very Interested in Summer Olympics	19%	(34)	22%	(39)	20%	(36)	40%	(72)	181
Interested in Summer Olympics	10%	(44)	20%	(88)	21%	(91)	48%	(208)	431
Familiar with Peacock	4%	(44)	9%	(111)	14%	(161)	73%	(870)	1186
Peacock Subscriber	6%	(32)	11%	(58)	13%	(69)	71%	(380)	539

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

Table MCSP7_20: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Sailing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(57)	7%	(156)	11%	(234)	80%	(1753)	2200
Gender: Male	4%	(41)	9%	(97)	13%	(138)	74%	(786)	1062
Gender: Female	1%	(16)	5%	(59)	8%	(96)	85%	(967)	1138
Age: 18-34	5%	(32)	10%	(66)	13%	(82)	72%	(475)	655
Age: 35-44	4%	(16)	13%	(47)	13%	(47)	69%	(248)	358
Age: 45-64	1%	(9)	4%	(32)	11%	(81)	84%	(629)	751
Age: 65+	—	(1)	2%	(10)	6%	(24)	92%	(401)	436
GenZers: 1997-2012	2%	(5)	7%	(15)	13%	(29)	78%	(178)	227
Millennials: 1981-1996	6%	(40)	13%	(85)	13%	(85)	68%	(449)	659
GenXers: 1965-1980	2%	(11)	6%	(34)	10%	(54)	81%	(426)	525
Baby Boomers: 1946-1964	—	(1)	3%	(20)	8%	(60)	89%	(622)	702
PID: Dem (no lean)	4%	(36)	10%	(90)	11%	(99)	75%	(665)	891
PID: Ind (no lean)	2%	(11)	5%	(35)	10%	(68)	83%	(552)	666
PID: Rep (no lean)	2%	(10)	5%	(31)	10%	(66)	83%	(536)	643
PID/Gender: Dem Men	6%	(26)	13%	(54)	14%	(57)	66%	(271)	408
PID/Gender: Dem Women	2%	(11)	7%	(36)	9%	(42)	82%	(394)	482
PID/Gender: Ind Men	3%	(9)	8%	(25)	13%	(43)	76%	(244)	321
PID/Gender: Ind Women	1%	(2)	3%	(10)	7%	(26)	89%	(308)	345
PID/Gender: Rep Men	2%	(6)	5%	(18)	11%	(38)	81%	(271)	332
PID/Gender: Rep Women	1%	(3)	4%	(13)	9%	(28)	85%	(265)	311
Ideo: Liberal (1-3)	5%	(33)	11%	(77)	12%	(80)	73%	(504)	694
Ideo: Moderate (4)	2%	(13)	8%	(48)	12%	(70)	78%	(466)	597
Ideo: Conservative (5-7)	2%	(11)	3%	(25)	10%	(72)	85%	(610)	718
Educ: < College	1%	(22)	6%	(88)	11%	(164)	82%	(1238)	1512
Educ: Bachelors degree	4%	(20)	9%	(40)	11%	(49)	76%	(335)	444
Educ: Post-grad	6%	(15)	11%	(28)	8%	(21)	74%	(180)	244
Income: Under 50k	1%	(14)	7%	(83)	11%	(138)	81%	(1010)	1246
Income: 50k-100k	4%	(24)	7%	(45)	11%	(66)	78%	(490)	625
Income: 100k+	6%	(19)	8%	(28)	9%	(30)	77%	(253)	329
Ethnicity: White	2%	(42)	6%	(112)	10%	(169)	81%	(1400)	1722
Ethnicity: Hispanic	4%	(13)	11%	(38)	14%	(48)	72%	(250)	349

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Table MCSP7_20: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Sailing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(57)	7%	(156)	11%	(234)	80%	(1753)	2200
Ethnicity: Black	3%	(9)	10%	(28)	12%	(34)	74%	(204)	274
Ethnicity: Other	4%	(7)	8%	(16)	15%	(31)	73%	(150)	204
All Christian	3%	(24)	8%	(77)	12%	(111)	78%	(740)	952
All Non-Christian	13%	(13)	18%	(17)	12%	(12)	57%	(57)	99
Atheist	—	(0)	7%	(6)	9%	(8)	84%	(77)	91
Agnostic/Nothing in particular	3%	(19)	5%	(32)	9%	(57)	83%	(530)	637
Something Else	—	(2)	6%	(23)	11%	(46)	83%	(350)	421
Religious Non-Protestant/Catholic	11%	(14)	15%	(19)	12%	(15)	62%	(79)	126
Evangelical	3%	(20)	9%	(55)	11%	(67)	76%	(444)	586
Non-Evangelical	1%	(5)	5%	(38)	11%	(85)	83%	(612)	740
Community: Urban	7%	(41)	13%	(77)	11%	(67)	69%	(412)	597
Community: Suburban	1%	(10)	5%	(47)	11%	(108)	83%	(832)	997
Community: Rural	1%	(6)	5%	(31)	10%	(59)	84%	(509)	605
Employ: Private Sector	4%	(26)	11%	(72)	13%	(90)	73%	(499)	687
Employ: Government	6%	(8)	10%	(13)	10%	(13)	74%	(98)	133
Employ: Self-Employed	7%	(13)	13%	(24)	14%	(27)	66%	(122)	186
Employ: Homemaker	1%	(2)	11%	(16)	8%	(12)	79%	(117)	147
Employ: Student	—	(0)	8%	(6)	6%	(4)	86%	(61)	71
Employ: Retired	—	(1)	2%	(13)	8%	(41)	89%	(456)	510
Employ: Unemployed	2%	(7)	3%	(8)	10%	(29)	85%	(247)	291
Employ: Other	—	(1)	3%	(4)	10%	(17)	87%	(153)	175
Military HH: Yes	3%	(8)	4%	(13)	14%	(45)	79%	(259)	326
Military HH: No	3%	(49)	8%	(143)	10%	(188)	80%	(1494)	1874
RD/WT: Right Direction	5%	(50)	10%	(101)	11%	(109)	74%	(720)	979
RD/WT: Wrong Track	1%	(8)	5%	(55)	10%	(125)	85%	(1033)	1221
Biden Job Approve	4%	(52)	9%	(106)	12%	(139)	75%	(880)	1177
Biden Job Disapprove	1%	(6)	5%	(43)	9%	(81)	86%	(765)	895

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Table MCSP7_20: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sailing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(57)	7%	(156)	11%	(234)	80%	(1753)	2200
Biden Job Strongly Approve	7%	(44)	11%	(67)	8%	(49)	73%	(435)	595
Biden Job Somewhat Approve	1%	(8)	7%	(39)	16%	(90)	76%	(445)	582
Biden Job Somewhat Disapprove	1%	(3)	6%	(14)	14%	(35)	79%	(197)	248
Biden Job Strongly Disapprove	—	(3)	4%	(28)	7%	(47)	88%	(568)	646
Favorable of Biden	4%	(48)	9%	(101)	12%	(140)	75%	(867)	1155
Unfavorable of Biden	1%	(7)	4%	(39)	9%	(85)	85%	(774)	905
Very Favorable of Biden	7%	(41)	10%	(61)	10%	(63)	73%	(451)	616
Somewhat Favorable of Biden	1%	(7)	7%	(40)	14%	(76)	77%	(416)	539
Somewhat Unfavorable of Biden	1%	(3)	5%	(12)	15%	(35)	78%	(180)	230
Very Unfavorable of Biden	1%	(4)	4%	(27)	7%	(50)	88%	(594)	675
#1 Issue: Economy	2%	(21)	7%	(59)	11%	(89)	80%	(664)	832
#1 Issue: Security	3%	(8)	8%	(22)	12%	(36)	77%	(223)	288
#1 Issue: Health Care	4%	(13)	10%	(33)	9%	(29)	77%	(243)	317
#1 Issue: Medicare / Social Security	1%	(3)	5%	(17)	9%	(30)	85%	(281)	330
#1 Issue: Women's Issues	4%	(5)	4%	(5)	13%	(16)	79%	(97)	123
#1 Issue: Education	2%	(1)	6%	(5)	16%	(13)	76%	(61)	81
#1 Issue: Energy	5%	(5)	13%	(13)	15%	(14)	67%	(64)	96
#1 Issue: Other	2%	(2)	2%	(3)	6%	(8)	90%	(120)	133
2020 Vote: Joe Biden	5%	(47)	9%	(89)	12%	(115)	74%	(731)	981
2020 Vote: Donald Trump	1%	(9)	5%	(39)	9%	(68)	84%	(603)	719
2020 Vote: Other	—	(0)	11%	(7)	8%	(5)	81%	(54)	67
2020 Vote: Didn't Vote	—	(2)	5%	(21)	11%	(45)	84%	(364)	433
2018 House Vote: Democrat	4%	(31)	10%	(76)	12%	(91)	74%	(578)	776
2018 House Vote: Republican	2%	(10)	4%	(25)	11%	(65)	83%	(475)	576
2016 Vote: Hillary Clinton	4%	(30)	9%	(66)	11%	(77)	76%	(532)	705
2016 Vote: Donald Trump	1%	(10)	6%	(41)	11%	(71)	81%	(538)	660
2016 Vote: Other	2%	(3)	5%	(5)	8%	(9)	85%	(93)	110
2016 Vote: Didn't Vote	2%	(16)	6%	(42)	11%	(76)	81%	(587)	720
Voted in 2014: Yes	3%	(38)	7%	(87)	11%	(138)	78%	(951)	1213
Voted in 2014: No	2%	(20)	7%	(69)	10%	(96)	81%	(802)	987

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Table MCSP7_20: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sailing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(57)	7%	(156)	11%	(234)	80%	(1753)	2200
4-Region: Northeast	3%	(12)	10%	(41)	10%	(40)	76%	(301)	394
4-Region: Midwest	1%	(2)	4%	(19)	8%	(38)	87%	(403)	462
4-Region: South	2%	(17)	7%	(55)	12%	(97)	80%	(655)	824
4-Region: West	5%	(26)	8%	(41)	11%	(59)	76%	(394)	520
Sports Fans	4%	(57)	9%	(139)	13%	(203)	74%	(1142)	1540
Avid Sports Fans	7%	(42)	11%	(61)	15%	(85)	67%	(383)	572
Casual Sports Fans	1%	(15)	8%	(78)	12%	(117)	78%	(758)	968
Non-Sports Fans	—	(1)	2%	(16)	5%	(31)	93%	(611)	660
Gen Z Sports Fans	3%	(5)	7%	(10)	15%	(22)	75%	(107)	144
Millennial Sports Fans	8%	(39)	16%	(79)	16%	(77)	61%	(300)	495
Gen X Sports Fans	3%	(11)	8%	(30)	11%	(43)	78%	(290)	374
Boomer Sports Fans	—	(1)	4%	(18)	12%	(55)	84%	(397)	471
Democratic Sports Fans	6%	(36)	12%	(79)	14%	(90)	68%	(437)	643
Republican Sports Fans	2%	(9)	7%	(30)	12%	(54)	79%	(361)	455
Male Sports Fans	5%	(41)	10%	(89)	14%	(125)	71%	(614)	870
Female Sports Fans	2%	(16)	7%	(50)	12%	(77)	79%	(528)	671
Olympics Fans	4%	(55)	10%	(147)	14%	(200)	72%	(1043)	1444
Avid Olympics Fans	11%	(37)	17%	(61)	21%	(74)	51%	(180)	352
Casual Olympics Fans	2%	(18)	8%	(86)	12%	(126)	79%	(863)	1092
Non-Olympics Fans	—	(2)	1%	(9)	5%	(34)	94%	(710)	756
Very Interested in Summer Olympics	23%	(42)	25%	(46)	14%	(25)	38%	(69)	181
Interested in Summer Olympics	12%	(52)	22%	(97)	19%	(83)	46%	(200)	431
Familiar with Peacock	4%	(52)	9%	(108)	12%	(139)	75%	(887)	1186
Peacock Subscriber	6%	(31)	10%	(53)	12%	(66)	72%	(389)	539

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

Table MCSP7_21: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Shooting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(89)	12%	(256)	11%	(249)	73%	(1607)	2200
Gender: Male	6%	(59)	16%	(168)	14%	(148)	65%	(687)	1062
Gender: Female	3%	(30)	8%	(87)	9%	(101)	81%	(920)	1138
Age: 18-34	6%	(39)	17%	(111)	14%	(92)	63%	(413)	655
Age: 35-44	8%	(29)	15%	(54)	12%	(44)	65%	(231)	358
Age: 45-64	2%	(18)	9%	(66)	10%	(74)	79%	(594)	751
Age: 65+	1%	(3)	6%	(25)	9%	(38)	85%	(370)	436
GenZers: 1997-2012	4%	(9)	10%	(23)	13%	(29)	73%	(165)	227
Millennials: 1981-1996	8%	(54)	19%	(124)	14%	(94)	59%	(388)	659
GenXers: 1965-1980	4%	(19)	9%	(47)	10%	(53)	77%	(406)	525
Baby Boomers: 1946-1964	1%	(7)	8%	(54)	10%	(70)	81%	(571)	702
PID: Dem (no lean)	6%	(52)	12%	(108)	11%	(100)	71%	(631)	891
PID: Ind (no lean)	3%	(17)	11%	(74)	13%	(85)	74%	(491)	666
PID: Rep (no lean)	3%	(21)	11%	(73)	10%	(64)	75%	(485)	643
PID/Gender: Dem Men	8%	(34)	18%	(72)	13%	(55)	61%	(248)	408
PID/Gender: Dem Women	4%	(18)	8%	(36)	9%	(45)	79%	(383)	482
PID/Gender: Ind Men	4%	(13)	15%	(49)	19%	(61)	62%	(198)	321
PID/Gender: Ind Women	1%	(3)	7%	(25)	7%	(24)	85%	(293)	345
PID/Gender: Rep Men	3%	(12)	14%	(48)	10%	(32)	73%	(241)	332
PID/Gender: Rep Women	3%	(9)	8%	(25)	10%	(32)	79%	(244)	311
Ideo: Liberal (1-3)	6%	(44)	14%	(99)	10%	(71)	69%	(481)	694
Ideo: Moderate (4)	4%	(25)	13%	(77)	14%	(84)	69%	(412)	597
Ideo: Conservative (5-7)	3%	(19)	9%	(67)	12%	(88)	76%	(545)	718
Educ: < College	3%	(42)	12%	(180)	11%	(166)	74%	(1124)	1512
Educ: Bachelors degree	6%	(25)	10%	(46)	12%	(55)	71%	(317)	444
Educ: Post-grad	9%	(22)	12%	(29)	11%	(28)	68%	(165)	244
Income: Under 50k	3%	(40)	11%	(143)	11%	(131)	75%	(932)	1246
Income: 50k-100k	4%	(25)	13%	(79)	12%	(76)	71%	(445)	625
Income: 100k+	8%	(25)	10%	(33)	13%	(41)	70%	(230)	329
Ethnicity: White	4%	(68)	11%	(193)	11%	(182)	74%	(1278)	1722
Ethnicity: Hispanic	7%	(24)	14%	(48)	13%	(44)	67%	(234)	349

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Table MCSP7_21: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Shooting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(89)	12%	(256)	11%	(249)	73%	(1607)	2200
Ethnicity: Black	4%	(12)	14%	(38)	12%	(33)	70%	(192)	274
Ethnicity: Other	4%	(9)	12%	(25)	17%	(34)	67%	(137)	204
All Christian	4%	(42)	12%	(119)	12%	(110)	72%	(681)	952
All Non-Christian	15%	(15)	17%	(16)	11%	(11)	57%	(57)	99
Atheist	3%	(3)	11%	(10)	7%	(7)	78%	(71)	91
Agnostic/Nothing in particular	3%	(17)	11%	(71)	11%	(72)	75%	(478)	637
Something Else	3%	(12)	9%	(40)	12%	(49)	76%	(320)	421
Religious Non-Protestant/Catholic	13%	(17)	13%	(16)	11%	(14)	63%	(79)	126
Evangelical	6%	(33)	13%	(77)	11%	(62)	71%	(413)	586
Non-Evangelical	2%	(16)	11%	(79)	12%	(91)	75%	(553)	740
Community: Urban	9%	(54)	18%	(107)	11%	(69)	62%	(368)	597
Community: Suburban	2%	(22)	9%	(94)	11%	(107)	78%	(774)	997
Community: Rural	2%	(13)	9%	(55)	12%	(74)	77%	(465)	605
Employ: Private Sector	7%	(46)	15%	(106)	13%	(93)	64%	(442)	687
Employ: Government	9%	(12)	13%	(17)	12%	(16)	66%	(87)	133
Employ: Self-Employed	10%	(18)	18%	(34)	15%	(29)	57%	(105)	186
Employ: Homemaker	3%	(5)	10%	(15)	9%	(13)	78%	(114)	147
Employ: Student	1%	(1)	6%	(5)	9%	(6)	84%	(59)	71
Employ: Retired	1%	(4)	8%	(39)	9%	(46)	83%	(422)	510
Employ: Unemployed	1%	(2)	8%	(24)	11%	(32)	80%	(233)	291
Employ: Other	1%	(1)	9%	(16)	8%	(14)	82%	(144)	175
Military HH: Yes	4%	(12)	13%	(42)	14%	(47)	69%	(225)	326
Military HH: No	4%	(77)	11%	(213)	11%	(202)	74%	(1382)	1874
RD/WT: Right Direction	7%	(67)	13%	(128)	12%	(113)	69%	(671)	979
RD/WT: Wrong Track	2%	(22)	10%	(128)	11%	(136)	77%	(936)	1221
Biden Job Approve	6%	(72)	12%	(146)	12%	(138)	70%	(821)	1177
Biden Job Disapprove	2%	(16)	11%	(102)	11%	(98)	76%	(679)	895

Continued on next page

Table MCSP7_21: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Shooting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(89)	12%	(256)	11%	(249)	73%	(1607)	2200
Biden Job Strongly Approve	9%	(53)	13%	(79)	10%	(58)	68%	(405)	595
Biden Job Somewhat Approve	3%	(18)	11%	(67)	14%	(81)	71%	(416)	582
Biden Job Somewhat Disapprove	2%	(5)	10%	(24)	17%	(43)	71%	(177)	248
Biden Job Strongly Disapprove	2%	(11)	12%	(77)	9%	(55)	78%	(502)	646
Favorable of Biden	6%	(69)	12%	(139)	12%	(134)	70%	(813)	1155
Unfavorable of Biden	2%	(16)	12%	(105)	12%	(105)	75%	(680)	905
Very Favorable of Biden	9%	(55)	12%	(73)	12%	(72)	68%	(417)	616
Somewhat Favorable of Biden	3%	(14)	12%	(67)	12%	(62)	73%	(396)	539
Somewhat Unfavorable of Biden	1%	(3)	13%	(30)	19%	(44)	66%	(152)	230
Very Unfavorable of Biden	2%	(12)	11%	(75)	9%	(61)	78%	(527)	675
#1 Issue: Economy	4%	(32)	13%	(106)	13%	(106)	71%	(589)	832
#1 Issue: Security	4%	(12)	13%	(38)	13%	(38)	69%	(200)	288
#1 Issue: Health Care	7%	(22)	10%	(33)	11%	(35)	71%	(227)	317
#1 Issue: Medicare / Social Security	2%	(6)	12%	(38)	9%	(28)	78%	(257)	330
#1 Issue: Women's Issues	4%	(5)	7%	(9)	17%	(21)	72%	(88)	123
#1 Issue: Education	4%	(3)	15%	(12)	12%	(9)	69%	(56)	81
#1 Issue: Energy	7%	(7)	12%	(12)	9%	(8)	71%	(69)	96
#1 Issue: Other	1%	(1)	6%	(7)	2%	(3)	91%	(122)	133
2020 Vote: Joe Biden	6%	(60)	13%	(126)	12%	(115)	69%	(681)	981
2020 Vote: Donald Trump	3%	(19)	12%	(85)	11%	(81)	74%	(533)	719
2020 Vote: Other	—	(0)	18%	(12)	13%	(8)	69%	(46)	67
2020 Vote: Didn't Vote	2%	(10)	7%	(32)	10%	(44)	80%	(346)	433
2018 House Vote: Democrat	6%	(46)	13%	(97)	11%	(84)	71%	(548)	776
2018 House Vote: Republican	3%	(19)	11%	(63)	13%	(74)	73%	(420)	576
2016 Vote: Hillary Clinton	6%	(45)	12%	(83)	11%	(78)	71%	(499)	705
2016 Vote: Donald Trump	3%	(20)	13%	(85)	12%	(78)	72%	(478)	660
2016 Vote: Other	—	(0)	12%	(14)	12%	(13)	76%	(83)	110
2016 Vote: Didn't Vote	3%	(24)	10%	(73)	11%	(80)	75%	(543)	720
Voted in 2014: Yes	5%	(59)	12%	(141)	12%	(148)	71%	(864)	1213
Voted in 2014: No	3%	(30)	12%	(115)	10%	(100)	75%	(742)	987

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Table MCSP7_21: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Shooting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(89)	12%	(256)	11%	(249)	73%	(1607)	2200
4-Region: Northeast	5%	(20)	13%	(51)	10%	(40)	72%	(283)	394
4-Region: Midwest	2%	(11)	10%	(47)	9%	(44)	78%	(360)	462
4-Region: South	4%	(35)	11%	(93)	12%	(99)	72%	(597)	824
4-Region: West	4%	(23)	12%	(65)	13%	(65)	71%	(367)	520
Sports Fans	5%	(85)	14%	(223)	13%	(207)	67%	(1027)	1540
Avid Sports Fans	10%	(59)	18%	(102)	15%	(88)	57%	(323)	572
Casual Sports Fans	3%	(26)	12%	(120)	12%	(119)	73%	(703)	968
Non-Sports Fans	1%	(4)	5%	(33)	6%	(42)	88%	(580)	660
Gen Z Sports Fans	5%	(7)	14%	(21)	9%	(13)	72%	(103)	144
Millennial Sports Fans	10%	(52)	22%	(107)	18%	(87)	50%	(250)	495
Gen X Sports Fans	5%	(19)	10%	(39)	12%	(44)	73%	(273)	374
Boomer Sports Fans	2%	(7)	10%	(49)	13%	(61)	75%	(354)	471
Democratic Sports Fans	8%	(52)	15%	(98)	13%	(84)	64%	(409)	643
Republican Sports Fans	4%	(19)	14%	(62)	12%	(57)	70%	(317)	455
Male Sports Fans	7%	(57)	18%	(154)	15%	(131)	61%	(528)	870
Female Sports Fans	4%	(27)	10%	(69)	11%	(76)	74%	(498)	671
Olympics Fans	5%	(79)	16%	(229)	14%	(206)	64%	(930)	1444
Avid Olympics Fans	16%	(57)	25%	(88)	17%	(59)	42%	(148)	352
Casual Olympics Fans	2%	(23)	13%	(141)	13%	(147)	72%	(782)	1092
Non-Olympics Fans	1%	(10)	4%	(27)	6%	(43)	90%	(677)	756
Very Interested in Summer Olympics	25%	(45)	25%	(46)	16%	(29)	34%	(62)	181
Interested in Summer Olympics	15%	(65)	27%	(115)	20%	(88)	38%	(164)	431
Familiar with Peacock	7%	(77)	13%	(158)	13%	(155)	67%	(795)	1186
Peacock Subscriber	8%	(42)	14%	(76)	13%	(69)	65%	(352)	539

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

Table MCSP7_22: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Skateboarding

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(141)	15%	(324)	12%	(271)	67%	(1464)	2200
Gender: Male	8%	(84)	18%	(192)	14%	(150)	60%	(635)	1062
Gender: Female	5%	(57)	12%	(132)	11%	(121)	73%	(828)	1138
Age: 18-34	12%	(77)	17%	(111)	15%	(99)	56%	(368)	655
Age: 35-44	7%	(26)	23%	(82)	13%	(45)	57%	(204)	358
Age: 45-64	4%	(29)	12%	(91)	11%	(80)	73%	(550)	751
Age: 65+	2%	(8)	9%	(40)	11%	(46)	78%	(342)	436
GenZers: 1997-2012	7%	(15)	15%	(33)	17%	(38)	62%	(140)	227
Millennials: 1981-1996	13%	(87)	20%	(130)	13%	(87)	54%	(355)	659
GenXers: 1965-1980	4%	(23)	14%	(72)	12%	(63)	70%	(368)	525
Baby Boomers: 1946-1964	2%	(13)	12%	(83)	10%	(70)	76%	(536)	702
PID: Dem (no lean)	10%	(86)	16%	(142)	14%	(120)	61%	(542)	891
PID: Ind (no lean)	5%	(32)	14%	(97)	13%	(88)	68%	(450)	666
PID: Rep (no lean)	4%	(23)	13%	(86)	10%	(63)	73%	(471)	643
PID/Gender: Dem Men	13%	(52)	21%	(85)	16%	(65)	51%	(207)	408
PID/Gender: Dem Women	7%	(35)	12%	(57)	12%	(56)	69%	(335)	482
PID/Gender: Ind Men	7%	(23)	17%	(56)	17%	(55)	58%	(187)	321
PID/Gender: Ind Women	3%	(9)	12%	(40)	10%	(33)	76%	(263)	345
PID/Gender: Rep Men	3%	(9)	15%	(51)	9%	(31)	73%	(241)	332
PID/Gender: Rep Women	4%	(13)	11%	(35)	10%	(32)	74%	(230)	311
Ideo: Liberal (1-3)	9%	(62)	18%	(127)	15%	(103)	58%	(403)	694
Ideo: Moderate (4)	8%	(50)	16%	(97)	13%	(78)	62%	(372)	597
Ideo: Conservative (5-7)	3%	(24)	12%	(87)	10%	(72)	74%	(535)	718
Educ: < College	6%	(89)	14%	(210)	12%	(180)	68%	(1033)	1512
Educ: Bachelors degree	7%	(30)	17%	(74)	13%	(59)	63%	(281)	444
Educ: Post-grad	9%	(22)	16%	(40)	13%	(32)	61%	(150)	244
Income: Under 50k	5%	(68)	14%	(169)	12%	(152)	69%	(857)	1246
Income: 50k-100k	6%	(38)	16%	(102)	13%	(81)	65%	(403)	625
Income: 100k+	11%	(35)	16%	(53)	11%	(38)	62%	(204)	329
Ethnicity: White	6%	(98)	15%	(255)	12%	(208)	67%	(1160)	1722
Ethnicity: Hispanic	11%	(37)	15%	(51)	15%	(54)	59%	(206)	349

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Table MCSP7_22: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Skateboarding

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(141)	15%	(324)	12%	(271)	67%	(1464)	2200
Ethnicity: Black	10%	(27)	14%	(39)	10%	(28)	65%	(179)	274
Ethnicity: Other	8%	(15)	15%	(30)	17%	(35)	61%	(124)	204
All Christian	5%	(47)	15%	(147)	12%	(113)	68%	(645)	952
All Non-Christian	20%	(20)	20%	(20)	19%	(18)	42%	(41)	99
Atheist	4%	(4)	15%	(14)	12%	(11)	69%	(62)	91
Agnostic/Nothing in particular	8%	(53)	15%	(93)	11%	(71)	66%	(421)	637
Something Else	4%	(18)	12%	(51)	14%	(57)	70%	(294)	421
Religious Non-Protestant/Catholic	16%	(21)	18%	(23)	16%	(20)	49%	(62)	126
Evangelical	6%	(33)	14%	(84)	12%	(69)	68%	(400)	586
Non-Evangelical	4%	(30)	14%	(104)	13%	(96)	69%	(509)	740
Community: Urban	14%	(82)	17%	(104)	12%	(72)	57%	(339)	597
Community: Suburban	4%	(39)	14%	(139)	13%	(129)	69%	(691)	997
Community: Rural	3%	(20)	13%	(81)	12%	(70)	72%	(434)	605
Employ: Private Sector	8%	(58)	19%	(129)	13%	(89)	60%	(411)	687
Employ: Government	11%	(15)	17%	(22)	17%	(23)	55%	(73)	133
Employ: Self-Employed	11%	(20)	21%	(38)	17%	(32)	51%	(95)	186
Employ: Homemaker	8%	(12)	12%	(17)	12%	(17)	68%	(100)	147
Employ: Student	4%	(3)	14%	(10)	11%	(8)	71%	(50)	71
Employ: Retired	2%	(10)	10%	(53)	9%	(48)	78%	(399)	510
Employ: Unemployed	7%	(20)	12%	(34)	11%	(32)	71%	(206)	291
Employ: Other	2%	(3)	13%	(22)	13%	(22)	73%	(128)	175
Military HH: Yes	5%	(15)	17%	(56)	12%	(40)	66%	(215)	326
Military HH: No	7%	(126)	14%	(269)	12%	(231)	67%	(1249)	1874
RD/WT: Right Direction	10%	(100)	19%	(186)	12%	(116)	59%	(577)	979
RD/WT: Wrong Track	3%	(41)	11%	(138)	13%	(155)	73%	(887)	1221
Biden Job Approve	10%	(113)	17%	(200)	13%	(151)	61%	(713)	1177
Biden Job Disapprove	3%	(23)	12%	(108)	12%	(105)	74%	(659)	895

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Table MCSP7_22: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Skateboarding

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(141)	15%	(324)	12%	(271)	67%	(1464)	2200
Biden Job Strongly Approve	12%	(72)	16%	(95)	11%	(68)	60%	(359)	595
Biden Job Somewhat Approve	7%	(40)	18%	(105)	14%	(83)	61%	(354)	582
Biden Job Somewhat Disapprove	2%	(5)	18%	(44)	14%	(36)	66%	(163)	248
Biden Job Strongly Disapprove	3%	(18)	10%	(64)	11%	(69)	77%	(496)	646
Favorable of Biden	9%	(106)	17%	(199)	13%	(154)	60%	(696)	1155
Unfavorable of Biden	3%	(30)	11%	(102)	11%	(104)	74%	(669)	905
Very Favorable of Biden	11%	(68)	16%	(97)	12%	(75)	61%	(376)	616
Somewhat Favorable of Biden	7%	(38)	19%	(103)	15%	(78)	59%	(320)	539
Somewhat Unfavorable of Biden	4%	(9)	16%	(37)	16%	(37)	64%	(148)	230
Very Unfavorable of Biden	3%	(22)	10%	(65)	10%	(67)	77%	(522)	675
#1 Issue: Economy	6%	(47)	16%	(130)	14%	(118)	64%	(537)	832
#1 Issue: Security	6%	(17)	11%	(33)	10%	(29)	72%	(209)	288
#1 Issue: Health Care	11%	(36)	16%	(51)	10%	(30)	63%	(199)	317
#1 Issue: Medicare / Social Security	3%	(10)	13%	(43)	12%	(40)	72%	(237)	330
#1 Issue: Women's Issues	10%	(12)	15%	(18)	12%	(15)	64%	(78)	123
#1 Issue: Education	5%	(4)	20%	(16)	16%	(13)	59%	(47)	81
#1 Issue: Energy	12%	(11)	26%	(25)	12%	(11)	50%	(48)	96
#1 Issue: Other	3%	(4)	5%	(7)	10%	(14)	82%	(108)	133
2020 Vote: Joe Biden	9%	(88)	17%	(170)	13%	(129)	61%	(594)	981
2020 Vote: Donald Trump	4%	(28)	11%	(80)	12%	(87)	73%	(524)	719
2020 Vote: Other	1%	(1)	21%	(14)	8%	(5)	70%	(46)	67
2020 Vote: Didn't Vote	6%	(25)	14%	(60)	12%	(50)	69%	(298)	433
2018 House Vote: Democrat	9%	(72)	17%	(128)	13%	(104)	61%	(471)	776
2018 House Vote: Republican	4%	(23)	12%	(72)	12%	(67)	72%	(413)	576
2016 Vote: Hillary Clinton	9%	(65)	18%	(128)	14%	(97)	59%	(415)	705
2016 Vote: Donald Trump	5%	(32)	11%	(73)	12%	(80)	72%	(475)	660
2016 Vote: Other	2%	(2)	18%	(20)	10%	(11)	70%	(77)	110
2016 Vote: Didn't Vote	6%	(42)	14%	(103)	11%	(81)	69%	(494)	720
Voted in 2014: Yes	7%	(81)	15%	(180)	13%	(154)	66%	(797)	1213
Voted in 2014: No	6%	(59)	15%	(144)	12%	(117)	68%	(667)	987

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Table MCSP7_22: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Skateboarding

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(141)	15%	(324)	12%	(271)	67%	(1464)	2200
4-Region: Northeast	9%	(35)	15%	(58)	9%	(37)	67%	(263)	394
4-Region: Midwest	4%	(19)	12%	(56)	10%	(46)	74%	(341)	462
4-Region: South	7%	(58)	14%	(119)	13%	(109)	65%	(538)	824
4-Region: West	5%	(28)	18%	(91)	15%	(80)	62%	(321)	520
Sports Fans	8%	(129)	18%	(273)	15%	(224)	59%	(915)	1540
Avid Sports Fans	14%	(82)	20%	(115)	15%	(84)	51%	(291)	572
Casual Sports Fans	5%	(47)	16%	(157)	14%	(139)	64%	(624)	968
Non-Sports Fans	2%	(11)	8%	(52)	7%	(47)	83%	(549)	660
Gen Z Sports Fans	7%	(10)	14%	(21)	20%	(28)	59%	(85)	144
Millennial Sports Fans	17%	(83)	22%	(110)	16%	(77)	45%	(225)	495
Gen X Sports Fans	6%	(22)	16%	(61)	14%	(51)	64%	(240)	374
Boomer Sports Fans	2%	(12)	16%	(76)	12%	(57)	69%	(326)	471
Democratic Sports Fans	13%	(82)	18%	(118)	15%	(99)	53%	(343)	643
Republican Sports Fans	5%	(22)	15%	(70)	12%	(57)	67%	(306)	455
Male Sports Fans	9%	(81)	20%	(173)	16%	(136)	55%	(480)	870
Female Sports Fans	7%	(48)	15%	(100)	13%	(88)	65%	(435)	671
Olympics Fans	9%	(126)	20%	(290)	16%	(230)	55%	(798)	1444
Avid Olympics Fans	20%	(71)	30%	(106)	14%	(49)	36%	(126)	352
Casual Olympics Fans	5%	(55)	17%	(184)	17%	(181)	61%	(672)	1092
Non-Olympics Fans	2%	(14)	5%	(34)	5%	(41)	88%	(666)	756
Very Interested in Summer Olympics	33%	(59)	27%	(49)	16%	(28)	25%	(45)	181
Interested in Summer Olympics	22%	(94)	36%	(154)	17%	(72)	26%	(111)	431
Familiar with Peacock	9%	(105)	19%	(229)	12%	(138)	60%	(714)	1186
Peacock Subscriber	12%	(64)	19%	(104)	10%	(54)	59%	(317)	539

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

Table MCSP7_23: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Soccer

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(149)	14%	(306)	12%	(253)	68%	(1492)	2200
Gender: Male	9%	(99)	18%	(195)	14%	(144)	59%	(623)	1062
Gender: Female	4%	(50)	10%	(112)	10%	(109)	76%	(868)	1138
Age: 18-34	11%	(70)	18%	(121)	10%	(68)	61%	(397)	655
Age: 35-44	13%	(45)	17%	(61)	12%	(43)	58%	(209)	358
Age: 45-64	4%	(28)	12%	(91)	14%	(102)	71%	(530)	751
Age: 65+	2%	(7)	8%	(34)	9%	(40)	82%	(356)	436
GenZers: 1997-2012	7%	(15)	18%	(40)	10%	(23)	65%	(148)	227
Millennials: 1981-1996	14%	(91)	18%	(116)	12%	(77)	57%	(375)	659
GenXers: 1965-1980	5%	(24)	14%	(73)	13%	(67)	69%	(361)	525
Baby Boomers: 1946-1964	2%	(17)	10%	(73)	12%	(81)	76%	(532)	702
PID: Dem (no lean)	10%	(92)	16%	(147)	13%	(112)	61%	(539)	891
PID: Ind (no lean)	5%	(32)	11%	(72)	11%	(70)	74%	(492)	666
PID: Rep (no lean)	4%	(25)	14%	(87)	11%	(71)	72%	(460)	643
PID/Gender: Dem Men	15%	(63)	22%	(88)	13%	(52)	50%	(205)	408
PID/Gender: Dem Women	6%	(29)	12%	(58)	12%	(60)	69%	(335)	482
PID/Gender: Ind Men	7%	(23)	15%	(47)	15%	(49)	63%	(202)	321
PID/Gender: Ind Women	3%	(9)	7%	(25)	6%	(21)	84%	(290)	345
PID/Gender: Rep Men	4%	(14)	18%	(59)	13%	(43)	65%	(216)	332
PID/Gender: Rep Women	4%	(11)	9%	(28)	9%	(28)	78%	(244)	311
Ideo: Liberal (1-3)	10%	(66)	20%	(141)	11%	(79)	59%	(408)	694
Ideo: Moderate (4)	8%	(50)	14%	(83)	14%	(82)	64%	(383)	597
Ideo: Conservative (5-7)	4%	(28)	11%	(76)	11%	(80)	74%	(534)	718
Educ: < College	5%	(76)	11%	(169)	12%	(175)	72%	(1092)	1512
Educ: Bachelors degree	10%	(43)	19%	(85)	12%	(55)	59%	(261)	444
Educ: Post-grad	12%	(30)	22%	(53)	9%	(23)	57%	(139)	244
Income: Under 50k	5%	(58)	11%	(141)	11%	(138)	73%	(909)	1246
Income: 50k-100k	9%	(56)	14%	(88)	12%	(73)	65%	(407)	625
Income: 100k+	11%	(35)	23%	(77)	13%	(42)	53%	(175)	329
Ethnicity: White	6%	(109)	14%	(235)	11%	(182)	69%	(1195)	1722
Ethnicity: Hispanic	11%	(38)	20%	(69)	12%	(43)	57%	(199)	349

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Table MCSP7_23: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Soccer

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(149)	14%	(306)	12%	(253)	68%	(1492)	2200
Ethnicity: Black	8%	(22)	17%	(46)	14%	(38)	62%	(169)	274
Ethnicity: Other	9%	(18)	13%	(26)	16%	(33)	62%	(127)	204
All Christian	8%	(72)	17%	(164)	11%	(101)	65%	(614)	952
All Non-Christian	20%	(20)	20%	(20)	14%	(13)	46%	(46)	99
Atheist	1%	(1)	9%	(8)	11%	(10)	79%	(72)	91
Agnostic/Nothing in particular	6%	(37)	11%	(72)	10%	(65)	73%	(463)	637
Something Else	4%	(18)	10%	(42)	15%	(64)	70%	(296)	421
Religious Non-Protestant/Catholic	20%	(26)	19%	(24)	12%	(16)	48%	(61)	126
Evangelical	6%	(35)	15%	(89)	11%	(65)	68%	(397)	586
Non-Evangelical	6%	(47)	14%	(106)	13%	(95)	66%	(491)	740
Community: Urban	15%	(88)	18%	(109)	10%	(59)	57%	(341)	597
Community: Suburban	4%	(43)	13%	(132)	13%	(133)	69%	(690)	997
Community: Rural	3%	(19)	11%	(66)	10%	(61)	76%	(460)	605
Employ: Private Sector	11%	(73)	18%	(122)	14%	(97)	57%	(394)	687
Employ: Government	11%	(14)	19%	(26)	13%	(17)	57%	(76)	133
Employ: Self-Employed	10%	(19)	23%	(43)	11%	(20)	55%	(102)	186
Employ: Homemaker	7%	(10)	9%	(14)	11%	(16)	73%	(108)	147
Employ: Student	6%	(5)	20%	(14)	10%	(7)	64%	(45)	71
Employ: Retired	2%	(8)	8%	(42)	11%	(56)	79%	(404)	510
Employ: Unemployed	5%	(13)	9%	(25)	7%	(20)	80%	(233)	291
Employ: Other	4%	(6)	11%	(20)	12%	(20)	73%	(128)	175
Military HH: Yes	5%	(18)	17%	(54)	10%	(33)	68%	(222)	326
Military HH: No	7%	(131)	13%	(252)	12%	(221)	68%	(1270)	1874
RD/WT: Right Direction	11%	(110)	17%	(167)	13%	(123)	59%	(579)	979
RD/WT: Wrong Track	3%	(39)	11%	(139)	11%	(130)	75%	(913)	1221
Biden Job Approve	10%	(121)	16%	(188)	13%	(153)	61%	(715)	1177
Biden Job Disapprove	3%	(25)	13%	(113)	9%	(81)	76%	(676)	895

Continued on next page

Table MCSP7_23: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Soccer

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(149)	14%	(306)	12%	(253)	68%	(1492)	2200
Biden Job Strongly Approve	14%	(84)	16%	(95)	12%	(72)	58%	(344)	595
Biden Job Somewhat Approve	6%	(37)	16%	(93)	14%	(81)	64%	(371)	582
Biden Job Somewhat Disapprove	2%	(6)	18%	(44)	8%	(21)	72%	(178)	248
Biden Job Strongly Disapprove	3%	(19)	11%	(68)	9%	(61)	77%	(498)	646
Favorable of Biden	10%	(117)	15%	(174)	14%	(161)	61%	(703)	1155
Unfavorable of Biden	3%	(26)	14%	(124)	9%	(81)	74%	(674)	905
Very Favorable of Biden	15%	(93)	15%	(90)	12%	(75)	58%	(359)	616
Somewhat Favorable of Biden	4%	(24)	16%	(84)	16%	(87)	64%	(344)	539
Somewhat Unfavorable of Biden	2%	(6)	22%	(50)	9%	(20)	67%	(155)	230
Very Unfavorable of Biden	3%	(21)	11%	(75)	9%	(61)	77%	(519)	675
#1 Issue: Economy	7%	(61)	15%	(125)	12%	(102)	65%	(544)	832
#1 Issue: Security	6%	(17)	14%	(39)	13%	(36)	68%	(195)	288
#1 Issue: Health Care	10%	(33)	16%	(49)	10%	(31)	64%	(203)	317
#1 Issue: Medicare / Social Security	2%	(5)	11%	(35)	12%	(40)	76%	(249)	330
#1 Issue: Women's Issues	8%	(10)	11%	(14)	8%	(10)	72%	(88)	123
#1 Issue: Education	5%	(4)	19%	(15)	17%	(14)	59%	(47)	81
#1 Issue: Energy	14%	(14)	17%	(16)	10%	(9)	60%	(57)	96
#1 Issue: Other	3%	(4)	9%	(12)	7%	(9)	81%	(107)	133
2020 Vote: Joe Biden	11%	(107)	16%	(158)	14%	(136)	59%	(581)	981
2020 Vote: Donald Trump	4%	(28)	13%	(92)	10%	(72)	73%	(527)	719
2020 Vote: Other	—	(0)	22%	(15)	12%	(8)	65%	(44)	67
2020 Vote: Didn't Vote	3%	(14)	10%	(42)	9%	(37)	79%	(340)	433
2018 House Vote: Democrat	10%	(81)	18%	(136)	14%	(109)	58%	(451)	776
2018 House Vote: Republican	5%	(27)	14%	(83)	9%	(54)	71%	(411)	576
2016 Vote: Hillary Clinton	10%	(74)	17%	(119)	15%	(106)	58%	(407)	705
2016 Vote: Donald Trump	5%	(32)	13%	(89)	9%	(60)	73%	(479)	660
2016 Vote: Other	4%	(4)	16%	(18)	10%	(11)	70%	(77)	110
2016 Vote: Didn't Vote	5%	(39)	11%	(79)	11%	(77)	73%	(526)	720
Voted in 2014: Yes	8%	(92)	15%	(176)	13%	(154)	65%	(791)	1213
Voted in 2014: No	6%	(57)	13%	(130)	10%	(99)	71%	(701)	987

Continued on next page

Table MCSP7_23: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Soccer

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(149)	14%	(306)	12%	(253)	68%	(1492)	2200
4-Region: Northeast	8%	(33)	15%	(60)	13%	(50)	64%	(250)	394
4-Region: Midwest	5%	(23)	11%	(49)	10%	(48)	74%	(343)	462
4-Region: South	7%	(56)	14%	(113)	11%	(94)	68%	(562)	824
4-Region: West	7%	(37)	16%	(84)	12%	(62)	65%	(337)	520
Sports Fans	9%	(141)	18%	(281)	14%	(210)	59%	(908)	1540
Avid Sports Fans	17%	(95)	21%	(118)	17%	(96)	46%	(263)	572
Casual Sports Fans	5%	(46)	17%	(163)	12%	(115)	67%	(645)	968
Non-Sports Fans	1%	(8)	4%	(25)	6%	(43)	89%	(584)	660
Gen Z Sports Fans	10%	(14)	23%	(33)	10%	(14)	58%	(83)	144
Millennial Sports Fans	17%	(86)	22%	(108)	13%	(64)	48%	(237)	495
Gen X Sports Fans	6%	(22)	18%	(69)	15%	(57)	60%	(226)	374
Boomer Sports Fans	4%	(17)	14%	(67)	15%	(71)	67%	(316)	471
Democratic Sports Fans	14%	(89)	21%	(134)	14%	(92)	51%	(328)	643
Republican Sports Fans	5%	(23)	18%	(80)	13%	(61)	64%	(291)	455
Male Sports Fans	11%	(96)	21%	(183)	14%	(126)	53%	(465)	870
Female Sports Fans	7%	(45)	15%	(98)	13%	(85)	66%	(443)	671
Olympics Fans	9%	(137)	19%	(280)	15%	(219)	56%	(809)	1444
Avid Olympics Fans	24%	(84)	23%	(81)	19%	(66)	34%	(121)	352
Casual Olympics Fans	5%	(53)	18%	(199)	14%	(153)	63%	(688)	1092
Non-Olympics Fans	2%	(13)	3%	(26)	5%	(34)	90%	(683)	756
Very Interested in Summer Olympics	35%	(63)	29%	(52)	12%	(21)	25%	(45)	181
Interested in Summer Olympics	24%	(101)	28%	(121)	14%	(62)	34%	(147)	431
Familiar with Peacock	10%	(116)	17%	(201)	13%	(149)	61%	(719)	1186
Peacock Subscriber	12%	(66)	17%	(89)	12%	(66)	59%	(319)	539

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

Table MCSP7_24: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Surfing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	11%	(247)	11%	(246)	74%	(1621)	2200
Gender: Male	6%	(59)	12%	(128)	13%	(136)	70%	(739)	1062
Gender: Female	2%	(28)	10%	(118)	10%	(110)	77%	(882)	1138
Age: 18-34	7%	(45)	12%	(81)	13%	(85)	68%	(445)	655
Age: 35-44	7%	(26)	15%	(52)	14%	(51)	64%	(228)	358
Age: 45-64	2%	(15)	11%	(80)	9%	(65)	79%	(590)	751
Age: 65+	—	(0)	8%	(34)	10%	(45)	82%	(357)	436
GenZers: 1997-2012	4%	(9)	9%	(21)	12%	(27)	75%	(170)	227
Millennials: 1981-1996	9%	(57)	15%	(99)	14%	(93)	62%	(411)	659
GenXers: 1965-1980	3%	(16)	11%	(57)	10%	(51)	76%	(401)	525
Baby Boomers: 1946-1964	1%	(5)	9%	(63)	10%	(68)	81%	(566)	702
PID: Dem (no lean)	7%	(60)	14%	(126)	12%	(111)	67%	(594)	891
PID: Ind (no lean)	2%	(13)	9%	(61)	10%	(66)	79%	(526)	666
PID: Rep (no lean)	2%	(13)	9%	(60)	11%	(68)	78%	(502)	643
PID/Gender: Dem Men	10%	(41)	15%	(63)	15%	(61)	59%	(243)	408
PID/Gender: Dem Women	4%	(18)	13%	(63)	10%	(50)	73%	(351)	482
PID/Gender: Ind Men	3%	(9)	10%	(34)	12%	(38)	75%	(240)	321
PID/Gender: Ind Women	1%	(4)	8%	(27)	8%	(29)	83%	(285)	345
PID/Gender: Rep Men	2%	(8)	9%	(32)	11%	(37)	77%	(256)	332
PID/Gender: Rep Women	2%	(5)	9%	(28)	10%	(32)	79%	(246)	311
Ideo: Liberal (1-3)	7%	(49)	16%	(113)	13%	(87)	64%	(445)	694
Ideo: Moderate (4)	4%	(24)	12%	(73)	11%	(64)	73%	(437)	597
Ideo: Conservative (5-7)	2%	(12)	7%	(54)	12%	(84)	79%	(569)	718
Educ: < College	3%	(46)	10%	(155)	10%	(155)	76%	(1156)	1512
Educ: Bachelors degree	6%	(25)	12%	(55)	14%	(62)	68%	(301)	444
Educ: Post-grad	6%	(15)	15%	(37)	12%	(29)	67%	(163)	244
Income: Under 50k	3%	(34)	10%	(122)	11%	(137)	76%	(953)	1246
Income: 50k-100k	5%	(31)	12%	(73)	12%	(73)	72%	(449)	625
Income: 100k+	7%	(22)	16%	(52)	11%	(36)	67%	(220)	329
Ethnicity: White	4%	(64)	12%	(207)	11%	(181)	74%	(1269)	1722
Ethnicity: Hispanic	8%	(27)	11%	(37)	13%	(44)	69%	(241)	349

Continued on next page

Table MCSP7_24: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Surfing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	11%	(247)	11%	(246)	74%	(1621)	2200
Ethnicity: Black	4%	(12)	8%	(21)	12%	(34)	76%	(208)	274
Ethnicity: Other	5%	(11)	9%	(18)	15%	(31)	71%	(144)	204
All Christian	4%	(35)	14%	(131)	11%	(102)	72%	(684)	952
All Non-Christian	17%	(17)	16%	(15)	19%	(19)	48%	(48)	99
Atheist	2%	(2)	8%	(7)	11%	(10)	79%	(72)	91
Agnostic/Nothing in particular	3%	(21)	10%	(66)	11%	(69)	76%	(481)	637
Something Else	3%	(12)	6%	(27)	11%	(46)	80%	(336)	421
Religious Non-Protestant/Catholic	13%	(17)	14%	(18)	17%	(22)	55%	(70)	126
Evangelical	5%	(28)	13%	(78)	9%	(55)	72%	(424)	586
Non-Evangelical	2%	(16)	10%	(73)	12%	(89)	76%	(562)	740
Community: Urban	8%	(49)	14%	(81)	14%	(82)	64%	(385)	597
Community: Suburban	2%	(24)	10%	(101)	10%	(103)	77%	(769)	997
Community: Rural	2%	(13)	11%	(64)	10%	(61)	77%	(467)	605
Employ: Private Sector	6%	(41)	13%	(91)	13%	(92)	67%	(463)	687
Employ: Government	11%	(15)	16%	(21)	19%	(26)	53%	(71)	133
Employ: Self-Employed	8%	(16)	20%	(37)	7%	(14)	64%	(119)	186
Employ: Homemaker	2%	(3)	14%	(20)	10%	(15)	74%	(109)	147
Employ: Student	2%	(2)	7%	(5)	9%	(7)	82%	(58)	71
Employ: Retired	—	(1)	7%	(37)	10%	(50)	83%	(422)	510
Employ: Unemployed	3%	(8)	6%	(18)	9%	(25)	82%	(240)	291
Employ: Other	—	(1)	10%	(17)	10%	(18)	80%	(140)	175
Military HH: Yes	3%	(10)	12%	(38)	15%	(48)	71%	(230)	326
Military HH: No	4%	(76)	11%	(209)	11%	(198)	74%	(1391)	1874
RD/WT: Right Direction	7%	(67)	15%	(148)	13%	(125)	65%	(640)	979
RD/WT: Wrong Track	2%	(19)	8%	(99)	10%	(121)	80%	(981)	1221
Biden Job Approve	6%	(74)	14%	(165)	12%	(144)	67%	(794)	1177
Biden Job Disapprove	1%	(12)	8%	(75)	10%	(90)	80%	(717)	895

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Table MCSP7_24: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Surfing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	11%	(247)	11%	(246)	74%	(1621)	2200
Biden Job Strongly Approve	10%	(57)	15%	(87)	10%	(61)	66%	(390)	595
Biden Job Somewhat Approve	3%	(17)	13%	(78)	14%	(83)	69%	(404)	582
Biden Job Somewhat Disapprove	2%	(5)	12%	(29)	14%	(34)	73%	(180)	248
Biden Job Strongly Disapprove	1%	(8)	7%	(46)	9%	(56)	83%	(537)	646
Favorable of Biden	6%	(70)	14%	(158)	12%	(135)	69%	(792)	1155
Unfavorable of Biden	1%	(12)	9%	(80)	11%	(97)	79%	(717)	905
Very Favorable of Biden	9%	(58)	13%	(82)	11%	(67)	67%	(410)	616
Somewhat Favorable of Biden	2%	(13)	14%	(76)	13%	(68)	71%	(383)	539
Somewhat Unfavorable of Biden	2%	(5)	13%	(29)	18%	(41)	67%	(155)	230
Very Unfavorable of Biden	1%	(7)	7%	(50)	8%	(56)	83%	(562)	675
#1 Issue: Economy	4%	(36)	11%	(88)	13%	(107)	72%	(602)	832
#1 Issue: Security	4%	(11)	10%	(29)	10%	(29)	76%	(220)	288
#1 Issue: Health Care	7%	(23)	14%	(43)	10%	(31)	69%	(220)	317
#1 Issue: Medicare / Social Security	1%	(4)	12%	(40)	9%	(29)	78%	(257)	330
#1 Issue: Women's Issues	3%	(4)	10%	(12)	16%	(19)	71%	(87)	123
#1 Issue: Education	1%	(1)	14%	(12)	20%	(16)	64%	(51)	81
#1 Issue: Energy	6%	(6)	18%	(17)	4%	(4)	72%	(69)	96
#1 Issue: Other	1%	(1)	5%	(6)	8%	(11)	86%	(115)	133
2020 Vote: Joe Biden	7%	(64)	14%	(134)	13%	(128)	67%	(655)	981
2020 Vote: Donald Trump	2%	(17)	8%	(61)	11%	(80)	78%	(561)	719
2020 Vote: Other	1%	(1)	13%	(9)	9%	(6)	77%	(51)	67
2020 Vote: Didn't Vote	1%	(5)	10%	(43)	7%	(32)	81%	(352)	433
2018 House Vote: Democrat	6%	(47)	15%	(115)	12%	(97)	67%	(517)	776
2018 House Vote: Republican	2%	(13)	9%	(52)	11%	(63)	78%	(448)	576
2016 Vote: Hillary Clinton	6%	(41)	14%	(102)	12%	(86)	68%	(476)	705
2016 Vote: Donald Trump	3%	(18)	10%	(64)	11%	(73)	77%	(506)	660
2016 Vote: Other	1%	(1)	10%	(11)	9%	(10)	80%	(87)	110
2016 Vote: Didn't Vote	4%	(26)	10%	(69)	11%	(76)	76%	(549)	720
Voted in 2014: Yes	4%	(50)	13%	(153)	12%	(148)	71%	(861)	1213
Voted in 2014: No	4%	(36)	10%	(94)	10%	(98)	77%	(759)	987

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Table MCSP7_24: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Surfing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	11%	(247)	11%	(246)	74%	(1621)	2200
4-Region: Northeast	5%	(19)	13%	(49)	13%	(51)	70%	(274)	394
4-Region: Midwest	1%	(5)	9%	(41)	9%	(43)	81%	(373)	462
4-Region: South	4%	(31)	11%	(91)	12%	(95)	74%	(606)	824
4-Region: West	6%	(31)	13%	(65)	11%	(57)	71%	(367)	520
Sports Fans	5%	(81)	14%	(216)	14%	(210)	67%	(1034)	1540
Avid Sports Fans	11%	(64)	17%	(95)	16%	(89)	57%	(324)	572
Casual Sports Fans	2%	(17)	13%	(121)	12%	(121)	73%	(710)	968
Non-Sports Fans	1%	(5)	5%	(31)	6%	(36)	89%	(587)	660
Gen Z Sports Fans	5%	(8)	8%	(11)	14%	(20)	73%	(105)	144
Millennial Sports Fans	11%	(54)	19%	(92)	17%	(85)	53%	(265)	495
Gen X Sports Fans	4%	(15)	13%	(50)	10%	(37)	73%	(272)	374
Boomer Sports Fans	1%	(5)	12%	(56)	13%	(61)	74%	(350)	471
Democratic Sports Fans	9%	(57)	17%	(107)	15%	(97)	59%	(381)	643
Republican Sports Fans	3%	(13)	12%	(54)	13%	(57)	73%	(331)	455
Male Sports Fans	7%	(59)	14%	(119)	14%	(124)	65%	(568)	870
Female Sports Fans	3%	(22)	15%	(97)	13%	(85)	69%	(466)	671
Olympics Fans	6%	(81)	16%	(229)	15%	(215)	64%	(920)	1444
Avid Olympics Fans	15%	(54)	23%	(83)	18%	(65)	43%	(151)	352
Casual Olympics Fans	2%	(27)	13%	(146)	14%	(150)	70%	(769)	1092
Non-Olympics Fans	1%	(6)	2%	(18)	4%	(31)	93%	(701)	756
Very Interested in Summer Olympics	28%	(51)	27%	(48)	14%	(26)	31%	(55)	181
Interested in Summer Olympics	17%	(71)	28%	(121)	17%	(71)	39%	(168)	431
Familiar with Peacock	6%	(75)	13%	(156)	12%	(146)	68%	(809)	1186
Peacock Subscriber	8%	(44)	14%	(75)	12%	(62)	66%	(358)	539

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

Table MCSP7_25: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(365)	24%	(523)	13%	(295)	46%	(1017)	2200
Gender: Male	19%	(199)	27%	(287)	15%	(157)	39%	(418)	1062
Gender: Female	15%	(165)	21%	(236)	12%	(138)	53%	(598)	1138
Age: 18-34	18%	(117)	23%	(147)	15%	(100)	44%	(291)	655
Age: 35-44	18%	(66)	29%	(104)	11%	(40)	41%	(148)	358
Age: 45-64	16%	(119)	23%	(173)	13%	(99)	48%	(361)	751
Age: 65+	14%	(63)	23%	(100)	13%	(57)	50%	(217)	436
GenZers: 1997-2012	16%	(36)	18%	(42)	17%	(38)	49%	(111)	227
Millennials: 1981-1996	20%	(131)	26%	(173)	13%	(84)	41%	(271)	659
GenXers: 1965-1980	14%	(72)	26%	(137)	13%	(68)	47%	(248)	525
Baby Boomers: 1946-1964	16%	(111)	21%	(147)	13%	(95)	50%	(350)	702
PID: Dem (no lean)	21%	(189)	27%	(241)	14%	(122)	38%	(338)	891
PID: Ind (no lean)	14%	(91)	20%	(135)	14%	(95)	52%	(345)	666
PID: Rep (no lean)	13%	(85)	23%	(147)	12%	(78)	52%	(333)	643
PID/Gender: Dem Men	25%	(101)	32%	(132)	13%	(55)	30%	(121)	408
PID/Gender: Dem Women	18%	(89)	23%	(109)	14%	(67)	45%	(217)	482
PID/Gender: Ind Men	16%	(53)	22%	(70)	19%	(60)	43%	(138)	321
PID/Gender: Ind Women	11%	(38)	19%	(65)	10%	(36)	60%	(207)	345
PID/Gender: Rep Men	14%	(46)	25%	(85)	13%	(43)	48%	(159)	332
PID/Gender: Rep Women	13%	(39)	20%	(63)	11%	(35)	56%	(174)	311
Ideo: Liberal (1-3)	22%	(150)	25%	(175)	16%	(113)	37%	(257)	694
Ideo: Moderate (4)	15%	(90)	27%	(159)	15%	(89)	44%	(260)	597
Ideo: Conservative (5-7)	15%	(106)	23%	(166)	11%	(80)	51%	(366)	718
Educ: < College	14%	(208)	22%	(327)	13%	(198)	52%	(779)	1512
Educ: Bachelors degree	23%	(102)	29%	(129)	14%	(61)	34%	(151)	444
Educ: Post-grad	22%	(54)	28%	(67)	15%	(36)	35%	(86)	244
Income: Under 50k	12%	(148)	21%	(257)	14%	(176)	53%	(666)	1246
Income: 50k-100k	20%	(126)	27%	(171)	12%	(74)	41%	(253)	625
Income: 100k+	28%	(91)	29%	(95)	14%	(45)	30%	(98)	329
Ethnicity: White	17%	(289)	24%	(406)	14%	(233)	46%	(794)	1722
Ethnicity: Hispanic	16%	(56)	26%	(89)	15%	(54)	43%	(151)	349

Continued on next page

Table MCSP7_25: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(365)	24%	(523)	13%	(295)	46%	(1017)	2200
Ethnicity: Black	15%	(41)	26%	(70)	12%	(33)	47%	(129)	274
Ethnicity: Other	17%	(34)	23%	(47)	14%	(29)	46%	(94)	204
All Christian	19%	(177)	28%	(264)	12%	(116)	42%	(395)	952
All Non-Christian	33%	(32)	25%	(25)	15%	(15)	27%	(27)	99
Atheist	8%	(8)	17%	(15)	20%	(18)	55%	(50)	91
Agnostic/Nothing in particular	15%	(98)	21%	(133)	16%	(100)	48%	(306)	637
Something Else	12%	(50)	20%	(86)	11%	(46)	57%	(239)	421
Religious Non-Protestant/Catholic	29%	(36)	26%	(33)	13%	(16)	32%	(40)	126
Evangelical	18%	(103)	26%	(149)	10%	(60)	47%	(273)	586
Non-Evangelical	15%	(114)	26%	(189)	13%	(98)	46%	(339)	740
Community: Urban	19%	(114)	28%	(167)	13%	(80)	40%	(237)	597
Community: Suburban	17%	(167)	24%	(237)	14%	(137)	46%	(456)	997
Community: Rural	14%	(84)	20%	(119)	13%	(79)	53%	(323)	605
Employ: Private Sector	18%	(125)	30%	(207)	13%	(88)	39%	(267)	687
Employ: Government	28%	(37)	18%	(23)	16%	(21)	39%	(52)	133
Employ: Self-Employed	17%	(31)	27%	(51)	18%	(34)	37%	(70)	186
Employ: Homemaker	18%	(27)	16%	(24)	12%	(17)	54%	(79)	147
Employ: Student	20%	(14)	18%	(12)	16%	(12)	46%	(33)	71
Employ: Retired	14%	(73)	23%	(119)	12%	(64)	50%	(254)	510
Employ: Unemployed	12%	(35)	18%	(51)	13%	(38)	57%	(167)	291
Employ: Other	12%	(22)	20%	(35)	13%	(23)	55%	(96)	175
Military HH: Yes	18%	(59)	23%	(74)	17%	(57)	41%	(135)	326
Military HH: No	16%	(305)	24%	(449)	13%	(238)	47%	(881)	1874
RD/WT: Right Direction	22%	(219)	27%	(266)	12%	(120)	38%	(374)	979
RD/WT: Wrong Track	12%	(146)	21%	(257)	14%	(175)	53%	(642)	1221
Biden Job Approve	20%	(240)	25%	(299)	15%	(176)	39%	(461)	1177
Biden Job Disapprove	12%	(109)	23%	(207)	11%	(102)	53%	(476)	895

Continued on next page

Table MCSP7_25: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(365)	24%	(523)	13%	(295)	46%	(1017)	2200
Biden Job Strongly Approve	23%	(135)	24%	(144)	13%	(74)	41%	(241)	595
Biden Job Somewhat Approve	18%	(106)	27%	(155)	17%	(101)	38%	(220)	582
Biden Job Somewhat Disapprove	11%	(27)	32%	(79)	14%	(35)	43%	(107)	248
Biden Job Strongly Disapprove	13%	(82)	20%	(128)	10%	(67)	57%	(370)	646
Favorable of Biden	21%	(238)	25%	(293)	15%	(171)	39%	(454)	1155
Unfavorable of Biden	12%	(113)	23%	(205)	12%	(111)	53%	(476)	905
Very Favorable of Biden	23%	(140)	23%	(144)	13%	(81)	41%	(251)	616
Somewhat Favorable of Biden	18%	(98)	28%	(149)	17%	(90)	38%	(203)	539
Somewhat Unfavorable of Biden	13%	(29)	31%	(71)	19%	(43)	38%	(87)	230
Very Unfavorable of Biden	12%	(83)	20%	(135)	10%	(68)	58%	(389)	675
#1 Issue: Economy	16%	(136)	23%	(189)	13%	(110)	48%	(397)	832
#1 Issue: Security	18%	(51)	23%	(65)	13%	(37)	47%	(134)	288
#1 Issue: Health Care	16%	(50)	30%	(95)	15%	(48)	39%	(125)	317
#1 Issue: Medicare / Social Security	16%	(53)	22%	(71)	12%	(38)	51%	(167)	330
#1 Issue: Women's Issues	18%	(22)	21%	(26)	18%	(23)	43%	(53)	123
#1 Issue: Education	19%	(16)	27%	(22)	19%	(15)	35%	(28)	81
#1 Issue: Energy	24%	(23)	33%	(31)	13%	(12)	30%	(29)	96
#1 Issue: Other	10%	(14)	18%	(24)	9%	(12)	63%	(83)	133
2020 Vote: Joe Biden	21%	(208)	27%	(267)	14%	(137)	38%	(369)	981
2020 Vote: Donald Trump	14%	(102)	23%	(164)	12%	(84)	51%	(368)	719
2020 Vote: Other	14%	(9)	25%	(16)	11%	(8)	50%	(33)	67
2020 Vote: Didn't Vote	10%	(45)	17%	(76)	15%	(67)	57%	(246)	433
2018 House Vote: Democrat	20%	(156)	29%	(228)	14%	(109)	37%	(284)	776
2018 House Vote: Republican	16%	(93)	25%	(145)	12%	(67)	47%	(271)	576
2016 Vote: Hillary Clinton	22%	(152)	30%	(210)	13%	(95)	35%	(249)	705
2016 Vote: Donald Trump	16%	(103)	23%	(152)	12%	(78)	50%	(329)	660
2016 Vote: Other	11%	(12)	24%	(26)	17%	(19)	48%	(53)	110
2016 Vote: Didn't Vote	13%	(97)	19%	(135)	14%	(103)	54%	(386)	720
Voted in 2014: Yes	19%	(230)	28%	(336)	13%	(159)	40%	(488)	1213
Voted in 2014: No	14%	(135)	19%	(187)	14%	(137)	54%	(529)	987

Continued on next page

Table MCSP7_25: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	17%	(365)	24%	(523)	13%	(295)	46%	(1017)	2200
4-Region: Northeast	18%	(70)	27%	(105)	14%	(55)	42%	(165)	394
4-Region: Midwest	14%	(63)	23%	(108)	16%	(73)	47%	(218)	462
4-Region: South	15%	(127)	24%	(198)	12%	(99)	49%	(400)	824
4-Region: West	20%	(105)	22%	(113)	13%	(68)	45%	(234)	520
Sports Fans	21%	(326)	29%	(447)	14%	(214)	36%	(553)	1540
Avid Sports Fans	33%	(187)	30%	(172)	11%	(65)	26%	(148)	572
Casual Sports Fans	14%	(139)	28%	(275)	15%	(149)	42%	(405)	968
Non-Sports Fans	6%	(38)	12%	(76)	12%	(81)	70%	(464)	660
Gen Z Sports Fans	18%	(25)	24%	(35)	13%	(19)	45%	(64)	144
Millennial Sports Fans	24%	(120)	30%	(148)	14%	(71)	32%	(157)	495
Gen X Sports Fans	18%	(66)	32%	(121)	13%	(49)	37%	(138)	374
Boomer Sports Fans	22%	(102)	26%	(122)	14%	(67)	38%	(179)	471
Democratic Sports Fans	27%	(172)	32%	(204)	13%	(84)	29%	(183)	643
Republican Sports Fans	17%	(77)	28%	(126)	14%	(62)	41%	(189)	455
Male Sports Fans	21%	(187)	31%	(267)	15%	(127)	33%	(289)	870
Female Sports Fans	21%	(140)	27%	(180)	13%	(87)	39%	(264)	671
Olympics Fans	24%	(350)	33%	(478)	16%	(231)	27%	(385)	1444
Avid Olympics Fans	53%	(188)	30%	(107)	6%	(23)	10%	(34)	352
Casual Olympics Fans	15%	(162)	34%	(371)	19%	(208)	32%	(351)	1092
Non-Olympics Fans	2%	(14)	6%	(45)	8%	(64)	84%	(632)	756
Very Interested in Summer Olympics	59%	(107)	23%	(42)	5%	(9)	13%	(23)	181
Interested in Summer Olympics	43%	(185)	32%	(138)	10%	(42)	15%	(66)	431
Familiar with Peacock	20%	(238)	27%	(320)	12%	(142)	41%	(487)	1186
Peacock Subscriber	20%	(106)	29%	(158)	14%	(76)	37%	(199)	539

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

Table MCSP7_26: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Table tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(94)	11%	(240)	10%	(229)	74%	(1637)	2200
Gender: Male	6%	(63)	14%	(152)	12%	(125)	68%	(721)	1062
Gender: Female	3%	(31)	8%	(88)	9%	(104)	80%	(915)	1138
Age: 18-34	8%	(50)	13%	(84)	14%	(93)	65%	(429)	655
Age: 35-44	9%	(34)	16%	(58)	9%	(32)	65%	(234)	358
Age: 45-64	1%	(10)	9%	(71)	10%	(74)	79%	(595)	751
Age: 65+	—	(1)	6%	(27)	7%	(30)	87%	(379)	436
GenZers: 1997-2012	4%	(9)	7%	(16)	13%	(30)	76%	(173)	227
Millennials: 1981-1996	10%	(69)	16%	(105)	13%	(85)	61%	(399)	659
GenXers: 1965-1980	3%	(15)	10%	(54)	10%	(55)	77%	(402)	525
Baby Boomers: 1946-1964	—	(1)	9%	(60)	8%	(54)	84%	(587)	702
PID: Dem (no lean)	6%	(55)	14%	(123)	11%	(98)	69%	(615)	891
PID: Ind (no lean)	3%	(22)	9%	(62)	9%	(63)	78%	(519)	666
PID: Rep (no lean)	3%	(17)	8%	(55)	11%	(68)	78%	(503)	643
PID/Gender: Dem Men	10%	(39)	19%	(79)	11%	(46)	60%	(244)	408
PID/Gender: Dem Women	3%	(16)	9%	(44)	11%	(52)	77%	(371)	482
PID/Gender: Ind Men	4%	(13)	13%	(40)	13%	(41)	70%	(226)	321
PID/Gender: Ind Women	3%	(9)	6%	(22)	6%	(22)	85%	(292)	345
PID/Gender: Rep Men	3%	(11)	10%	(33)	11%	(37)	76%	(251)	332
PID/Gender: Rep Women	2%	(6)	7%	(21)	10%	(31)	81%	(252)	311
Ideo: Liberal (1-3)	6%	(39)	17%	(118)	11%	(79)	66%	(458)	694
Ideo: Moderate (4)	6%	(36)	12%	(69)	10%	(63)	72%	(430)	597
Ideo: Conservative (5-7)	2%	(16)	7%	(48)	11%	(80)	80%	(574)	718
Educ: < College	3%	(50)	10%	(152)	10%	(146)	77%	(1165)	1512
Educ: Bachelors degree	5%	(23)	12%	(55)	12%	(55)	70%	(312)	444
Educ: Post-grad	9%	(22)	14%	(33)	12%	(28)	66%	(160)	244
Income: Under 50k	3%	(37)	9%	(113)	10%	(126)	78%	(970)	1246
Income: 50k-100k	5%	(34)	13%	(79)	11%	(67)	71%	(445)	625
Income: 100k+	7%	(23)	15%	(48)	11%	(36)	67%	(222)	329
Ethnicity: White	4%	(68)	10%	(174)	10%	(172)	76%	(1309)	1722
Ethnicity: Hispanic	4%	(14)	14%	(50)	12%	(42)	70%	(243)	349

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Table MCSP7_26: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Table tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(94)	11%	(240)	10%	(229)	74%	(1637)	2200
Ethnicity: Black	8%	(21)	15%	(40)	10%	(28)	67%	(185)	274
Ethnicity: Other	3%	(6)	13%	(26)	14%	(28)	70%	(144)	204
All Christian	4%	(35)	11%	(109)	12%	(113)	73%	(695)	952
All Non-Christian	18%	(18)	16%	(16)	10%	(10)	56%	(55)	99
Atheist	1%	(1)	11%	(10)	7%	(7)	81%	(73)	91
Agnostic/Nothing in particular	4%	(28)	11%	(68)	8%	(52)	77%	(489)	637
Something Else	3%	(14)	9%	(36)	11%	(47)	77%	(324)	421
Religious Non-Protestant/Catholic	15%	(19)	13%	(17)	11%	(14)	61%	(77)	126
Evangelical	5%	(30)	12%	(72)	11%	(62)	72%	(421)	586
Non-Evangelical	2%	(16)	9%	(67)	12%	(92)	76%	(565)	740
Community: Urban	10%	(57)	18%	(105)	11%	(65)	62%	(370)	597
Community: Suburban	3%	(27)	8%	(81)	11%	(113)	78%	(777)	997
Community: Rural	2%	(10)	9%	(54)	8%	(51)	81%	(490)	605
Employ: Private Sector	8%	(57)	14%	(97)	13%	(86)	65%	(447)	687
Employ: Government	6%	(8)	12%	(16)	15%	(20)	67%	(89)	133
Employ: Self-Employed	9%	(17)	16%	(30)	13%	(25)	61%	(114)	186
Employ: Homemaker	2%	(4)	13%	(19)	8%	(12)	76%	(112)	147
Employ: Student	1%	(1)	6%	(4)	10%	(7)	83%	(59)	71
Employ: Retired	—	(2)	7%	(38)	7%	(34)	85%	(436)	510
Employ: Unemployed	2%	(6)	7%	(21)	10%	(29)	81%	(235)	291
Employ: Other	—	(0)	8%	(14)	9%	(16)	83%	(146)	175
Military HH: Yes	5%	(18)	10%	(32)	12%	(39)	73%	(238)	326
Military HH: No	4%	(77)	11%	(208)	10%	(190)	75%	(1399)	1874
RD/WT: Right Direction	7%	(71)	16%	(152)	10%	(94)	68%	(662)	979
RD/WT: Wrong Track	2%	(23)	7%	(88)	11%	(135)	80%	(975)	1221
Biden Job Approve	7%	(77)	14%	(162)	12%	(136)	68%	(802)	1177
Biden Job Disapprove	2%	(15)	8%	(71)	9%	(84)	81%	(725)	895

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Table MCSP7_26: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Table tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(94)	11%	(240)	10%	(229)	74%	(1637)	2200
Biden Job Strongly Approve	10%	(61)	15%	(90)	9%	(53)	66%	(391)	595
Biden Job Somewhat Approve	3%	(17)	12%	(72)	14%	(83)	71%	(411)	582
Biden Job Somewhat Disapprove	3%	(7)	11%	(28)	9%	(23)	77%	(191)	248
Biden Job Strongly Disapprove	1%	(8)	7%	(43)	9%	(61)	83%	(534)	646
Favorable of Biden	7%	(77)	13%	(148)	12%	(135)	69%	(795)	1155
Unfavorable of Biden	1%	(11)	9%	(81)	10%	(92)	80%	(720)	905
Very Favorable of Biden	8%	(52)	16%	(96)	11%	(67)	65%	(402)	616
Somewhat Favorable of Biden	5%	(25)	10%	(52)	13%	(68)	73%	(394)	539
Somewhat Unfavorable of Biden	1%	(3)	15%	(34)	13%	(31)	70%	(162)	230
Very Unfavorable of Biden	1%	(8)	7%	(47)	9%	(61)	83%	(559)	675
#1 Issue: Economy	4%	(34)	10%	(87)	12%	(99)	74%	(613)	832
#1 Issue: Security	3%	(10)	11%	(31)	13%	(37)	73%	(211)	288
#1 Issue: Health Care	8%	(26)	15%	(49)	7%	(22)	70%	(220)	317
#1 Issue: Medicare / Social Security	1%	(4)	8%	(26)	11%	(35)	80%	(265)	330
#1 Issue: Women's Issues	6%	(7)	9%	(11)	9%	(11)	77%	(95)	123
#1 Issue: Education	6%	(5)	11%	(9)	20%	(16)	63%	(51)	81
#1 Issue: Energy	7%	(7)	17%	(16)	9%	(8)	67%	(65)	96
#1 Issue: Other	1%	(2)	9%	(12)	2%	(2)	88%	(117)	133
2020 Vote: Joe Biden	7%	(66)	14%	(139)	12%	(113)	68%	(663)	981
2020 Vote: Donald Trump	2%	(15)	8%	(59)	11%	(78)	79%	(567)	719
2020 Vote: Other	3%	(2)	16%	(11)	4%	(3)	77%	(51)	67
2020 Vote: Didn't Vote	3%	(11)	7%	(31)	8%	(35)	82%	(355)	433
2018 House Vote: Democrat	7%	(57)	14%	(108)	10%	(81)	68%	(530)	776
2018 House Vote: Republican	3%	(16)	9%	(51)	11%	(65)	77%	(444)	576
2016 Vote: Hillary Clinton	7%	(50)	13%	(93)	11%	(79)	68%	(483)	705
2016 Vote: Donald Trump	3%	(18)	10%	(66)	9%	(63)	78%	(513)	660
2016 Vote: Other	3%	(4)	11%	(13)	11%	(12)	74%	(81)	110
2016 Vote: Didn't Vote	3%	(22)	9%	(68)	10%	(74)	77%	(556)	720
Voted in 2014: Yes	5%	(65)	11%	(138)	11%	(132)	72%	(878)	1213
Voted in 2014: No	3%	(30)	10%	(101)	10%	(97)	77%	(758)	987

Continued on next page

Table MCSP7_26: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Table tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(94)	11%	(240)	10%	(229)	74%	(1637)	2200
4-Region: Northeast	5%	(22)	12%	(46)	11%	(43)	72%	(283)	394
4-Region: Midwest	1%	(6)	10%	(45)	9%	(44)	79%	(367)	462
4-Region: South	5%	(40)	10%	(79)	11%	(90)	75%	(615)	824
4-Region: West	5%	(26)	13%	(69)	10%	(52)	72%	(373)	520
Sports Fans	6%	(89)	14%	(218)	12%	(186)	68%	(1047)	1540
Avid Sports Fans	11%	(63)	19%	(111)	13%	(73)	57%	(326)	572
Casual Sports Fans	3%	(26)	11%	(108)	12%	(114)	74%	(721)	968
Non-Sports Fans	1%	(5)	3%	(21)	6%	(43)	89%	(590)	660
Gen Z Sports Fans	6%	(8)	8%	(11)	14%	(20)	73%	(105)	144
Millennial Sports Fans	13%	(64)	19%	(96)	15%	(76)	52%	(259)	495
Gen X Sports Fans	4%	(15)	13%	(48)	11%	(42)	72%	(270)	374
Boomer Sports Fans	—	(1)	12%	(58)	9%	(44)	78%	(367)	471
Democratic Sports Fans	9%	(55)	17%	(112)	12%	(79)	62%	(397)	643
Republican Sports Fans	4%	(16)	11%	(49)	12%	(54)	74%	(336)	455
Male Sports Fans	7%	(63)	17%	(145)	12%	(107)	64%	(554)	870
Female Sports Fans	4%	(26)	11%	(74)	12%	(79)	73%	(492)	671
Olympics Fans	6%	(89)	16%	(224)	13%	(194)	65%	(937)	1444
Avid Olympics Fans	18%	(62)	25%	(88)	19%	(66)	38%	(135)	352
Casual Olympics Fans	2%	(27)	12%	(136)	12%	(128)	73%	(802)	1092
Non-Olympics Fans	1%	(5)	2%	(16)	5%	(35)	93%	(700)	756
Very Interested in Summer Olympics	27%	(49)	29%	(53)	16%	(29)	27%	(50)	181
Interested in Summer Olympics	18%	(77)	28%	(120)	17%	(72)	38%	(162)	431
Familiar with Peacock	7%	(81)	14%	(165)	11%	(133)	68%	(806)	1186
Peacock Subscriber	9%	(47)	15%	(80)	11%	(58)	66%	(354)	539

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

Table MCSP7_27: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Taekwondo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(86)	8%	(175)	10%	(213)	78%	(1726)	2200
Gender: Male	6%	(64)	11%	(118)	11%	(117)	72%	(763)	1062
Gender: Female	2%	(22)	5%	(58)	8%	(96)	85%	(963)	1138
Age: 18-34	6%	(39)	11%	(71)	12%	(77)	71%	(468)	655
Age: 35-44	8%	(27)	13%	(45)	12%	(41)	68%	(244)	358
Age: 45-64	3%	(19)	7%	(52)	9%	(68)	81%	(612)	751
Age: 65+	—	(1)	2%	(7)	6%	(26)	92%	(403)	436
GenZers: 1997-2012	—	(1)	4%	(9)	13%	(29)	83%	(187)	227
Millennials: 1981-1996	9%	(57)	15%	(96)	11%	(75)	65%	(430)	659
GenXers: 1965-1980	4%	(22)	9%	(46)	9%	(45)	78%	(412)	525
Baby Boomers: 1946-1964	1%	(5)	3%	(23)	8%	(56)	88%	(619)	702
PID: Dem (no lean)	5%	(47)	11%	(94)	11%	(96)	73%	(655)	891
PID: Ind (no lean)	4%	(25)	7%	(45)	7%	(50)	82%	(547)	666
PID: Rep (no lean)	2%	(14)	6%	(37)	10%	(67)	82%	(525)	643
PID/Gender: Dem Men	8%	(33)	15%	(60)	13%	(54)	64%	(261)	408
PID/Gender: Dem Women	3%	(14)	7%	(34)	9%	(41)	82%	(393)	482
PID/Gender: Ind Men	7%	(22)	10%	(32)	10%	(31)	73%	(236)	321
PID/Gender: Ind Women	1%	(3)	4%	(13)	5%	(18)	90%	(311)	345
PID/Gender: Rep Men	3%	(9)	8%	(26)	9%	(31)	80%	(266)	332
PID/Gender: Rep Women	2%	(5)	4%	(11)	12%	(36)	83%	(259)	311
Ideo: Liberal (1-3)	5%	(32)	12%	(83)	11%	(77)	72%	(503)	694
Ideo: Moderate (4)	5%	(32)	9%	(51)	10%	(61)	76%	(452)	597
Ideo: Conservative (5-7)	2%	(16)	5%	(36)	9%	(67)	83%	(600)	718
Educ: < College	4%	(53)	6%	(95)	10%	(149)	80%	(1215)	1512
Educ: Bachelors degree	4%	(19)	11%	(47)	9%	(40)	76%	(337)	444
Educ: Post-grad	5%	(13)	14%	(33)	10%	(24)	71%	(174)	244
Income: Under 50k	4%	(47)	7%	(83)	9%	(114)	80%	(1001)	1246
Income: 50k-100k	3%	(22)	10%	(59)	10%	(61)	77%	(483)	625
Income: 100k+	5%	(17)	10%	(32)	11%	(38)	74%	(242)	329
Ethnicity: White	3%	(59)	7%	(114)	10%	(164)	80%	(1385)	1722
Ethnicity: Hispanic	8%	(27)	10%	(36)	10%	(36)	72%	(251)	349

Continued on next page

Table MCSP7_27: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Taekwondo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(86)	8%	(175)	10%	(213)	78%	(1726)	2200
Ethnicity: Black	7%	(20)	12%	(34)	11%	(30)	69%	(190)	274
Ethnicity: Other	3%	(7)	13%	(27)	9%	(19)	74%	(151)	204
All Christian	4%	(35)	8%	(76)	10%	(95)	78%	(746)	952
All Non-Christian	13%	(13)	17%	(17)	11%	(11)	58%	(58)	99
Atheist	—	(0)	6%	(5)	8%	(7)	87%	(79)	91
Agnostic/Nothing in particular	4%	(27)	6%	(41)	10%	(66)	79%	(502)	637
Something Else	2%	(10)	9%	(36)	8%	(34)	81%	(341)	421
Religious Non-Protestant/Catholic	11%	(14)	15%	(18)	11%	(14)	63%	(80)	126
Evangelical	5%	(30)	11%	(62)	8%	(46)	77%	(449)	586
Non-Evangelical	2%	(12)	6%	(46)	10%	(76)	82%	(606)	740
Community: Urban	11%	(64)	12%	(72)	12%	(70)	65%	(391)	597
Community: Suburban	2%	(16)	6%	(63)	9%	(91)	83%	(828)	997
Community: Rural	1%	(6)	7%	(40)	9%	(52)	84%	(507)	605
Employ: Private Sector	6%	(40)	10%	(71)	13%	(87)	71%	(490)	687
Employ: Government	9%	(12)	16%	(21)	11%	(14)	64%	(85)	133
Employ: Self-Employed	5%	(9)	16%	(30)	12%	(23)	67%	(123)	186
Employ: Homemaker	7%	(10)	7%	(10)	10%	(15)	76%	(112)	147
Employ: Student	—	(0)	12%	(8)	8%	(6)	80%	(57)	71
Employ: Retired	—	(1)	2%	(12)	6%	(32)	91%	(465)	510
Employ: Unemployed	4%	(12)	4%	(11)	8%	(23)	84%	(245)	291
Employ: Other	1%	(1)	7%	(12)	7%	(12)	85%	(149)	175
Military HH: Yes	4%	(14)	8%	(28)	13%	(43)	74%	(242)	326
Military HH: No	4%	(72)	8%	(148)	9%	(169)	79%	(1485)	1874
RD/WT: Right Direction	7%	(66)	12%	(115)	11%	(103)	71%	(695)	979
RD/WT: Wrong Track	2%	(19)	5%	(61)	9%	(109)	85%	(1032)	1221
Biden Job Approve	5%	(63)	11%	(135)	10%	(122)	73%	(857)	1177
Biden Job Disapprove	2%	(15)	4%	(38)	9%	(85)	85%	(757)	895

Continued on next page

Table MCSP7_27: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Taekwondo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(86)	8%	(175)	10%	(213)	78%	(1726)	2200
Biden Job Strongly Approve	8%	(46)	12%	(73)	9%	(52)	71%	(424)	595
Biden Job Somewhat Approve	3%	(17)	11%	(62)	12%	(70)	74%	(433)	582
Biden Job Somewhat Disapprove	2%	(4)	6%	(14)	12%	(29)	81%	(201)	248
Biden Job Strongly Disapprove	2%	(11)	4%	(24)	9%	(55)	86%	(556)	646
Favorable of Biden	5%	(63)	11%	(126)	10%	(118)	73%	(849)	1155
Unfavorable of Biden	2%	(16)	4%	(40)	10%	(90)	84%	(760)	905
Very Favorable of Biden	7%	(43)	12%	(72)	9%	(53)	73%	(448)	616
Somewhat Favorable of Biden	4%	(20)	10%	(54)	12%	(64)	74%	(401)	539
Somewhat Unfavorable of Biden	1%	(2)	8%	(19)	14%	(33)	77%	(176)	230
Very Unfavorable of Biden	2%	(13)	3%	(21)	8%	(57)	86%	(583)	675
#1 Issue: Economy	2%	(21)	8%	(69)	11%	(91)	78%	(651)	832
#1 Issue: Security	3%	(9)	9%	(27)	7%	(21)	80%	(231)	288
#1 Issue: Health Care	10%	(32)	10%	(32)	9%	(28)	71%	(224)	317
#1 Issue: Medicare / Social Security	1%	(3)	4%	(14)	9%	(31)	86%	(282)	330
#1 Issue: Women's Issues	5%	(6)	8%	(10)	11%	(14)	76%	(94)	123
#1 Issue: Education	7%	(6)	8%	(6)	15%	(12)	70%	(56)	81
#1 Issue: Energy	10%	(9)	11%	(11)	10%	(10)	69%	(66)	96
#1 Issue: Other	—	(0)	4%	(6)	4%	(5)	92%	(122)	133
2020 Vote: Joe Biden	5%	(49)	11%	(112)	10%	(97)	74%	(723)	981
2020 Vote: Donald Trump	2%	(16)	5%	(36)	9%	(65)	84%	(603)	719
2020 Vote: Other	4%	(3)	5%	(3)	14%	(10)	76%	(51)	67
2020 Vote: Didn't Vote	4%	(17)	6%	(24)	10%	(42)	81%	(350)	433
2018 House Vote: Democrat	5%	(42)	12%	(90)	9%	(68)	74%	(576)	776
2018 House Vote: Republican	3%	(15)	6%	(35)	10%	(58)	81%	(468)	576
2016 Vote: Hillary Clinton	6%	(41)	11%	(77)	10%	(70)	73%	(517)	705
2016 Vote: Donald Trump	2%	(15)	7%	(46)	9%	(58)	82%	(541)	660
2016 Vote: Other	5%	(5)	7%	(8)	10%	(11)	78%	(85)	110
2016 Vote: Didn't Vote	3%	(24)	6%	(44)	10%	(73)	80%	(579)	720
Voted in 2014: Yes	4%	(53)	9%	(107)	10%	(120)	77%	(932)	1213
Voted in 2014: No	3%	(32)	7%	(68)	9%	(93)	80%	(794)	987

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Table MCSP7_27: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Taekwondo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(86)	8%	(175)	10%	(213)	78%	(1726)	2200
4-Region: Northeast	7%	(27)	9%	(35)	9%	(36)	75%	(296)	394
4-Region: Midwest	3%	(15)	5%	(22)	7%	(32)	85%	(394)	462
4-Region: South	3%	(28)	8%	(68)	11%	(89)	78%	(639)	824
4-Region: West	3%	(16)	10%	(51)	11%	(56)	76%	(398)	520
Sports Fans	5%	(80)	10%	(158)	12%	(184)	73%	(1118)	1540
Avid Sports Fans	9%	(50)	14%	(80)	14%	(78)	64%	(364)	572
Casual Sports Fans	3%	(30)	8%	(78)	11%	(106)	78%	(755)	968
Non-Sports Fans	1%	(6)	3%	(17)	4%	(29)	92%	(608)	660
Gen Z Sports Fans	1%	(1)	5%	(7)	16%	(24)	78%	(112)	144
Millennial Sports Fans	11%	(54)	18%	(88)	13%	(65)	58%	(288)	495
Gen X Sports Fans	5%	(20)	11%	(43)	10%	(37)	73%	(274)	374
Boomer Sports Fans	1%	(5)	4%	(19)	11%	(50)	84%	(397)	471
Democratic Sports Fans	7%	(46)	13%	(86)	13%	(82)	67%	(428)	643
Republican Sports Fans	2%	(11)	7%	(33)	13%	(60)	77%	(351)	455
Male Sports Fans	7%	(61)	13%	(115)	12%	(106)	68%	(587)	870
Female Sports Fans	3%	(19)	7%	(44)	12%	(78)	79%	(531)	671
Olympics Fans	6%	(80)	11%	(165)	13%	(185)	70%	(1015)	1444
Avid Olympics Fans	14%	(49)	18%	(62)	13%	(46)	55%	(195)	352
Casual Olympics Fans	3%	(31)	9%	(103)	13%	(139)	75%	(820)	1092
Non-Olympics Fans	1%	(6)	1%	(11)	4%	(28)	94%	(711)	756
Very Interested in Summer Olympics	23%	(41)	20%	(36)	16%	(29)	41%	(75)	181
Interested in Summer Olympics	14%	(61)	23%	(100)	17%	(72)	46%	(199)	431
Familiar with Peacock	6%	(67)	11%	(126)	12%	(141)	72%	(851)	1186
Peacock Subscriber	8%	(45)	12%	(65)	12%	(65)	68%	(364)	539

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

Table MCSP7_28: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(127)	11%	(250)	11%	(242)	72%	(1581)	2200
Gender: Male	8%	(82)	13%	(135)	14%	(147)	66%	(698)	1062
Gender: Female	4%	(46)	10%	(115)	8%	(95)	78%	(882)	1138
Age: 18-34	9%	(62)	15%	(100)	13%	(86)	62%	(408)	655
Age: 35-44	10%	(36)	15%	(53)	13%	(45)	62%	(222)	358
Age: 45-64	3%	(26)	9%	(68)	11%	(82)	76%	(574)	751
Age: 65+	1%	(3)	7%	(29)	7%	(28)	86%	(376)	436
GenZers: 1997-2012	6%	(13)	12%	(27)	11%	(26)	71%	(161)	227
Millennials: 1981-1996	12%	(79)	16%	(104)	14%	(91)	58%	(384)	659
GenXers: 1965-1980	5%	(27)	10%	(54)	10%	(54)	74%	(391)	525
Baby Boomers: 1946-1964	1%	(7)	9%	(60)	9%	(65)	81%	(570)	702
PID: Dem (no lean)	9%	(76)	15%	(130)	11%	(100)	66%	(585)	891
PID: Ind (no lean)	4%	(29)	10%	(66)	11%	(76)	74%	(495)	666
PID: Rep (no lean)	3%	(22)	8%	(54)	10%	(66)	78%	(501)	643
PID/Gender: Dem Men	12%	(50)	16%	(63)	14%	(59)	58%	(235)	408
PID/Gender: Dem Women	5%	(25)	14%	(66)	8%	(41)	73%	(350)	482
PID/Gender: Ind Men	6%	(18)	13%	(41)	16%	(53)	65%	(210)	321
PID/Gender: Ind Women	3%	(11)	7%	(25)	7%	(24)	83%	(285)	345
PID/Gender: Rep Men	4%	(13)	9%	(31)	11%	(35)	76%	(253)	332
PID/Gender: Rep Women	3%	(9)	8%	(23)	10%	(31)	80%	(247)	311
Ideo: Liberal (1-3)	8%	(55)	14%	(97)	12%	(81)	66%	(460)	694
Ideo: Moderate (4)	8%	(46)	15%	(87)	12%	(74)	65%	(391)	597
Ideo: Conservative (5-7)	3%	(24)	8%	(55)	10%	(75)	79%	(565)	718
Educ: < College	4%	(56)	10%	(156)	11%	(165)	75%	(1135)	1512
Educ: Bachelors degree	8%	(35)	14%	(64)	12%	(53)	66%	(291)	444
Educ: Post-grad	15%	(36)	12%	(30)	10%	(24)	63%	(154)	244
Income: Under 50k	4%	(49)	10%	(122)	11%	(134)	76%	(941)	1246
Income: 50k-100k	6%	(40)	13%	(83)	11%	(68)	70%	(435)	625
Income: 100k+	12%	(39)	14%	(46)	12%	(40)	62%	(204)	329
Ethnicity: White	5%	(87)	11%	(183)	11%	(184)	74%	(1268)	1722
Ethnicity: Hispanic	7%	(24)	14%	(50)	12%	(41)	67%	(234)	349

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Table MCSP7_28: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(127)	11%	(250)	11%	(242)	72%	(1581)	2200
Ethnicity: Black	10%	(29)	13%	(36)	13%	(37)	63%	(174)	274
Ethnicity: Other	6%	(12)	16%	(32)	11%	(22)	68%	(139)	204
All Christian	6%	(58)	12%	(115)	11%	(101)	71%	(677)	952
All Non-Christian	19%	(19)	19%	(19)	13%	(13)	49%	(48)	99
Atheist	—	(0)	13%	(12)	8%	(7)	79%	(72)	91
Agnostic/Nothing in particular	6%	(38)	9%	(58)	12%	(77)	73%	(465)	637
Something Else	3%	(11)	11%	(46)	11%	(44)	76%	(319)	421
Religious Non-Protestant/Catholic	16%	(21)	18%	(22)	10%	(13)	56%	(71)	126
Evangelical	7%	(39)	11%	(67)	11%	(64)	71%	(416)	586
Non-Evangelical	3%	(25)	12%	(88)	11%	(78)	74%	(548)	740
Community: Urban	12%	(71)	18%	(109)	12%	(74)	57%	(343)	597
Community: Suburban	4%	(40)	9%	(93)	11%	(113)	75%	(751)	997
Community: Rural	3%	(16)	8%	(48)	9%	(55)	80%	(486)	605
Employ: Private Sector	9%	(62)	14%	(100)	15%	(103)	61%	(422)	687
Employ: Government	13%	(17)	12%	(16)	9%	(11)	67%	(88)	133
Employ: Self-Employed	11%	(21)	13%	(24)	11%	(21)	64%	(119)	186
Employ: Homemaker	4%	(5)	15%	(21)	9%	(13)	73%	(107)	147
Employ: Student	4%	(3)	14%	(10)	10%	(7)	72%	(51)	71
Employ: Retired	1%	(6)	7%	(35)	8%	(41)	84%	(427)	510
Employ: Unemployed	4%	(11)	10%	(29)	10%	(29)	76%	(223)	291
Employ: Other	1%	(2)	9%	(15)	9%	(16)	81%	(142)	175
Military HH: Yes	4%	(12)	11%	(35)	13%	(43)	72%	(236)	326
Military HH: No	6%	(115)	11%	(215)	11%	(199)	72%	(1345)	1874
RD/WT: Right Direction	9%	(92)	15%	(152)	12%	(114)	63%	(622)	979
RD/WT: Wrong Track	3%	(35)	8%	(99)	10%	(128)	79%	(959)	1221
Biden Job Approve	9%	(101)	14%	(164)	12%	(141)	66%	(771)	1177
Biden Job Disapprove	3%	(23)	8%	(74)	11%	(95)	78%	(702)	895

Continued on next page

Table MCSP7_28: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(127)	11%	(250)	11%	(242)	72%	(1581)	2200
Biden Job Strongly Approve	12%	(72)	15%	(87)	9%	(55)	64%	(380)	595
Biden Job Somewhat Approve	5%	(29)	13%	(77)	15%	(85)	67%	(391)	582
Biden Job Somewhat Disapprove	2%	(5)	12%	(29)	15%	(36)	72%	(178)	248
Biden Job Strongly Disapprove	3%	(18)	7%	(46)	9%	(59)	81%	(524)	646
Favorable of Biden	9%	(99)	14%	(159)	11%	(128)	67%	(770)	1155
Unfavorable of Biden	3%	(23)	9%	(80)	11%	(102)	77%	(699)	905
Very Favorable of Biden	12%	(72)	15%	(93)	9%	(56)	64%	(395)	616
Somewhat Favorable of Biden	5%	(27)	12%	(66)	13%	(72)	69%	(375)	539
Somewhat Unfavorable of Biden	3%	(7)	15%	(34)	17%	(39)	65%	(150)	230
Very Unfavorable of Biden	2%	(16)	7%	(46)	9%	(63)	81%	(549)	675
#1 Issue: Economy	5%	(44)	13%	(105)	12%	(100)	70%	(583)	832
#1 Issue: Security	6%	(16)	9%	(25)	9%	(26)	77%	(221)	288
#1 Issue: Health Care	10%	(32)	12%	(37)	11%	(36)	67%	(211)	317
#1 Issue: Medicare / Social Security	3%	(10)	10%	(33)	10%	(31)	78%	(256)	330
#1 Issue: Women's Issues	7%	(9)	13%	(16)	9%	(12)	70%	(86)	123
#1 Issue: Education	7%	(6)	18%	(15)	16%	(13)	58%	(47)	81
#1 Issue: Energy	7%	(7)	15%	(15)	11%	(11)	67%	(64)	96
#1 Issue: Other	3%	(4)	4%	(5)	9%	(12)	84%	(112)	133
2020 Vote: Joe Biden	9%	(86)	15%	(149)	11%	(105)	65%	(642)	981
2020 Vote: Donald Trump	3%	(24)	7%	(52)	11%	(80)	78%	(562)	719
2020 Vote: Other	7%	(5)	16%	(11)	10%	(7)	67%	(45)	67
2020 Vote: Didn't Vote	3%	(13)	9%	(38)	12%	(50)	76%	(331)	433
2018 House Vote: Democrat	9%	(72)	14%	(111)	11%	(85)	65%	(508)	776
2018 House Vote: Republican	4%	(22)	9%	(50)	12%	(69)	76%	(435)	576
2016 Vote: Hillary Clinton	9%	(65)	14%	(102)	11%	(75)	66%	(463)	705
2016 Vote: Donald Trump	5%	(30)	9%	(57)	10%	(69)	76%	(503)	660
2016 Vote: Other	4%	(5)	11%	(12)	12%	(13)	73%	(80)	110
2016 Vote: Didn't Vote	4%	(27)	11%	(78)	12%	(83)	74%	(533)	720
Voted in 2014: Yes	8%	(91)	12%	(144)	11%	(133)	70%	(845)	1213
Voted in 2014: No	4%	(36)	11%	(106)	11%	(109)	75%	(736)	987

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Table MCSP7_28: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Tennis

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(127)	11%	(250)	11%	(242)	72%	(1581)	2200
4-Region: Northeast	6%	(23)	15%	(59)	14%	(53)	65%	(258)	394
4-Region: Midwest	3%	(14)	8%	(37)	12%	(54)	77%	(358)	462
4-Region: South	6%	(50)	12%	(99)	10%	(82)	72%	(592)	824
4-Region: West	8%	(41)	11%	(55)	10%	(52)	72%	(373)	520
Sports Fans	8%	(117)	14%	(220)	13%	(205)	65%	(998)	1540
Avid Sports Fans	14%	(77)	18%	(103)	14%	(82)	54%	(310)	572
Casual Sports Fans	4%	(40)	12%	(118)	13%	(124)	71%	(687)	968
Non-Sports Fans	2%	(10)	5%	(30)	6%	(37)	88%	(583)	660
Gen Z Sports Fans	7%	(10)	15%	(22)	13%	(18)	65%	(93)	144
Millennial Sports Fans	15%	(74)	18%	(87)	16%	(80)	51%	(254)	495
Gen X Sports Fans	7%	(25)	13%	(49)	12%	(45)	68%	(255)	374
Boomer Sports Fans	1%	(6)	12%	(57)	12%	(56)	75%	(352)	471
Democratic Sports Fans	11%	(73)	17%	(110)	13%	(83)	59%	(377)	643
Republican Sports Fans	4%	(20)	11%	(50)	13%	(58)	72%	(326)	455
Male Sports Fans	9%	(78)	15%	(129)	15%	(133)	61%	(530)	870
Female Sports Fans	6%	(39)	14%	(91)	11%	(73)	70%	(468)	671
Olympics Fans	8%	(115)	16%	(235)	15%	(212)	61%	(882)	1444
Avid Olympics Fans	21%	(75)	22%	(77)	16%	(57)	40%	(142)	352
Casual Olympics Fans	4%	(40)	14%	(158)	14%	(155)	68%	(739)	1092
Non-Olympics Fans	2%	(12)	2%	(15)	4%	(30)	92%	(699)	756
Very Interested in Summer Olympics	33%	(59)	25%	(46)	10%	(18)	32%	(58)	181
Interested in Summer Olympics	20%	(87)	27%	(118)	16%	(71)	36%	(155)	431
Familiar with Peacock	9%	(101)	14%	(170)	11%	(136)	66%	(778)	1186
Peacock Subscriber	11%	(58)	14%	(76)	12%	(67)	63%	(337)	539

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

Table MCSP7_29: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Track cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	10%	(221)	12%	(255)	75%	(1655)	2200
Gender: Male	4%	(43)	12%	(131)	14%	(151)	69%	(737)	1062
Gender: Female	2%	(27)	8%	(90)	9%	(104)	81%	(918)	1138
Age: 18-34	5%	(34)	14%	(92)	14%	(94)	66%	(435)	655
Age: 35-44	6%	(22)	14%	(49)	13%	(48)	67%	(238)	358
Age: 45-64	1%	(10)	7%	(53)	11%	(85)	80%	(602)	751
Age: 65+	1%	(3)	6%	(26)	6%	(28)	87%	(379)	436
GenZers: 1997-2012	2%	(5)	10%	(23)	13%	(30)	74%	(168)	227
Millennials: 1981-1996	7%	(46)	15%	(99)	15%	(100)	63%	(414)	659
GenXers: 1965-1980	3%	(16)	10%	(50)	11%	(56)	77%	(403)	525
Baby Boomers: 1946-1964	—	(3)	6%	(41)	9%	(64)	85%	(595)	702
PID: Dem (no lean)	5%	(43)	14%	(122)	12%	(108)	69%	(617)	891
PID: Ind (no lean)	2%	(16)	8%	(56)	10%	(67)	79%	(528)	666
PID: Rep (no lean)	2%	(10)	7%	(44)	12%	(79)	79%	(510)	643
PID/Gender: Dem Men	6%	(25)	18%	(75)	15%	(60)	61%	(248)	408
PID/Gender: Dem Women	4%	(18)	10%	(47)	10%	(48)	77%	(369)	482
PID/Gender: Ind Men	4%	(12)	10%	(31)	14%	(43)	73%	(235)	321
PID/Gender: Ind Women	1%	(4)	7%	(25)	7%	(24)	85%	(293)	345
PID/Gender: Rep Men	2%	(5)	8%	(26)	14%	(47)	76%	(254)	332
PID/Gender: Rep Women	2%	(5)	6%	(18)	10%	(32)	82%	(256)	311
Ideo: Liberal (1-3)	5%	(37)	13%	(94)	12%	(83)	69%	(480)	694
Ideo: Moderate (4)	3%	(20)	13%	(76)	14%	(86)	70%	(416)	597
Ideo: Conservative (5-7)	1%	(9)	7%	(48)	11%	(77)	81%	(584)	718
Educ: < College	2%	(35)	9%	(136)	11%	(173)	77%	(1169)	1512
Educ: Bachelors degree	5%	(24)	11%	(50)	12%	(52)	72%	(318)	444
Educ: Post-grad	4%	(10)	15%	(36)	12%	(30)	69%	(168)	244
Income: Under 50k	2%	(24)	9%	(117)	11%	(137)	78%	(968)	1246
Income: 50k-100k	4%	(26)	10%	(63)	13%	(83)	73%	(453)	625
Income: 100k+	6%	(19)	13%	(42)	11%	(35)	71%	(233)	329
Ethnicity: White	3%	(52)	10%	(168)	11%	(185)	76%	(1316)	1722
Ethnicity: Hispanic	5%	(16)	12%	(41)	15%	(53)	69%	(239)	349

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Table MCSP7_29: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Track cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	10%	(221)	12%	(255)	75%	(1655)	2200
Ethnicity: Black	2%	(6)	13%	(36)	16%	(44)	68%	(187)	274
Ethnicity: Other	5%	(11)	8%	(17)	12%	(25)	74%	(151)	204
All Christian	3%	(29)	10%	(99)	13%	(121)	74%	(703)	952
All Non-Christian	17%	(17)	15%	(15)	13%	(13)	54%	(54)	99
Atheist	2%	(2)	7%	(7)	4%	(4)	86%	(78)	91
Agnostic/Nothing in particular	3%	(17)	11%	(70)	10%	(66)	76%	(485)	637
Something Else	1%	(4)	7%	(31)	12%	(51)	80%	(335)	421
Religious Non-Protestant/Catholic	14%	(17)	14%	(18)	16%	(20)	56%	(71)	126
Evangelical	3%	(20)	12%	(68)	12%	(73)	73%	(425)	586
Non-Evangelical	1%	(9)	8%	(57)	12%	(90)	79%	(583)	740
Community: Urban	7%	(42)	15%	(92)	14%	(83)	64%	(381)	597
Community: Suburban	2%	(20)	8%	(84)	11%	(113)	78%	(781)	997
Community: Rural	1%	(8)	8%	(46)	10%	(59)	81%	(493)	605
Employ: Private Sector	5%	(31)	14%	(95)	15%	(100)	67%	(461)	687
Employ: Government	5%	(7)	15%	(20)	17%	(23)	62%	(83)	133
Employ: Self-Employed	6%	(11)	17%	(31)	16%	(30)	61%	(113)	186
Employ: Homemaker	6%	(8)	8%	(12)	8%	(12)	78%	(115)	147
Employ: Student	2%	(2)	13%	(9)	7%	(5)	78%	(55)	71
Employ: Retired	1%	(3)	5%	(26)	8%	(43)	86%	(438)	510
Employ: Unemployed	2%	(6)	6%	(19)	9%	(25)	83%	(241)	291
Employ: Other	1%	(1)	5%	(9)	10%	(17)	85%	(149)	175
Military HH: Yes	3%	(10)	10%	(34)	12%	(39)	75%	(243)	326
Military HH: No	3%	(59)	10%	(187)	12%	(216)	75%	(1412)	1874
RD/WT: Right Direction	6%	(57)	15%	(150)	11%	(110)	68%	(662)	979
RD/WT: Wrong Track	1%	(12)	6%	(71)	12%	(145)	81%	(993)	1221
Biden Job Approve	5%	(56)	13%	(158)	12%	(145)	69%	(817)	1177
Biden Job Disapprove	1%	(10)	6%	(58)	11%	(101)	81%	(726)	895

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Table MCSP7_29: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Track cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	10%	(221)	12%	(255)	75%	(1655)	2200
Biden Job Strongly Approve	8%	(47)	15%	(88)	10%	(59)	67%	(400)	595
Biden Job Somewhat Approve	2%	(9)	12%	(70)	15%	(86)	72%	(417)	582
Biden Job Somewhat Disapprove	2%	(5)	7%	(18)	14%	(35)	77%	(190)	248
Biden Job Strongly Disapprove	1%	(5)	6%	(39)	10%	(66)	83%	(536)	646
Favorable of Biden	5%	(58)	13%	(148)	13%	(146)	69%	(803)	1155
Unfavorable of Biden	1%	(8)	7%	(64)	11%	(102)	81%	(730)	905
Very Favorable of Biden	7%	(44)	15%	(90)	11%	(66)	68%	(417)	616
Somewhat Favorable of Biden	3%	(14)	11%	(58)	15%	(81)	72%	(386)	539
Somewhat Unfavorable of Biden	1%	(2)	10%	(24)	16%	(36)	73%	(168)	230
Very Unfavorable of Biden	1%	(6)	6%	(40)	10%	(67)	83%	(562)	675
#1 Issue: Economy	3%	(25)	9%	(78)	13%	(107)	75%	(622)	832
#1 Issue: Security	2%	(7)	11%	(33)	12%	(34)	74%	(214)	288
#1 Issue: Health Care	5%	(15)	15%	(48)	11%	(35)	69%	(219)	317
#1 Issue: Medicare / Social Security	2%	(5)	9%	(30)	8%	(27)	81%	(268)	330
#1 Issue: Women's Issues	3%	(4)	6%	(8)	16%	(20)	74%	(91)	123
#1 Issue: Education	2%	(2)	10%	(8)	15%	(12)	72%	(58)	81
#1 Issue: Energy	9%	(9)	12%	(12)	13%	(12)	66%	(63)	96
#1 Issue: Other	2%	(2)	3%	(5)	5%	(7)	89%	(119)	133
2020 Vote: Joe Biden	5%	(52)	14%	(134)	12%	(116)	69%	(679)	981
2020 Vote: Donald Trump	1%	(8)	7%	(48)	12%	(87)	80%	(576)	719
2020 Vote: Other	4%	(3)	14%	(9)	4%	(3)	78%	(52)	67
2020 Vote: Didn't Vote	1%	(6)	7%	(30)	11%	(49)	80%	(347)	433
2018 House Vote: Democrat	5%	(36)	14%	(109)	12%	(93)	69%	(539)	776
2018 House Vote: Republican	2%	(9)	9%	(49)	12%	(68)	78%	(450)	576
2016 Vote: Hillary Clinton	5%	(33)	14%	(99)	12%	(84)	69%	(489)	705
2016 Vote: Donald Trump	2%	(11)	9%	(58)	12%	(77)	78%	(515)	660
2016 Vote: Other	5%	(5)	6%	(7)	8%	(9)	81%	(89)	110
2016 Vote: Didn't Vote	3%	(20)	8%	(56)	12%	(86)	78%	(559)	720
Voted in 2014: Yes	3%	(42)	12%	(141)	12%	(141)	73%	(889)	1213
Voted in 2014: No	3%	(27)	8%	(81)	12%	(114)	78%	(766)	987

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Table MCSP7_29: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Track cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	3%	(69)	10%	(221)	12%	(255)	75%	(1655)	2200
4-Region: Northeast	3%	(13)	11%	(45)	12%	(49)	73%	(286)	394
4-Region: Midwest	2%	(7)	5%	(25)	10%	(47)	83%	(383)	462
4-Region: South	3%	(25)	10%	(85)	11%	(90)	76%	(624)	824
4-Region: West	5%	(24)	13%	(67)	13%	(68)	69%	(361)	520
Sports Fans	4%	(68)	13%	(196)	14%	(214)	69%	(1062)	1540
Avid Sports Fans	9%	(53)	18%	(102)	14%	(81)	59%	(336)	572
Casual Sports Fans	2%	(15)	10%	(94)	14%	(133)	75%	(726)	968
Non-Sports Fans	—	(1)	4%	(25)	6%	(41)	90%	(593)	660
Gen Z Sports Fans	3%	(5)	10%	(15)	15%	(21)	72%	(103)	144
Millennial Sports Fans	9%	(45)	18%	(91)	18%	(88)	55%	(272)	495
Gen X Sports Fans	4%	(16)	12%	(44)	12%	(45)	72%	(269)	374
Boomer Sports Fans	1%	(3)	8%	(39)	12%	(57)	79%	(373)	471
Democratic Sports Fans	7%	(43)	17%	(111)	15%	(95)	61%	(394)	643
Republican Sports Fans	2%	(9)	9%	(40)	15%	(66)	75%	(339)	455
Male Sports Fans	5%	(43)	14%	(124)	15%	(134)	65%	(569)	870
Female Sports Fans	4%	(26)	11%	(72)	12%	(79)	74%	(493)	671
Olympics Fans	4%	(64)	14%	(209)	14%	(209)	67%	(963)	1444
Avid Olympics Fans	13%	(44)	24%	(86)	17%	(60)	46%	(162)	352
Casual Olympics Fans	2%	(20)	11%	(123)	14%	(149)	73%	(801)	1092
Non-Olympics Fans	1%	(5)	2%	(13)	6%	(46)	92%	(692)	756
Very Interested in Summer Olympics	23%	(42)	31%	(57)	16%	(29)	29%	(53)	181
Interested in Summer Olympics	13%	(57)	29%	(123)	18%	(77)	40%	(174)	431
Familiar with Peacock	5%	(59)	13%	(148)	13%	(155)	69%	(824)	1186
Peacock Subscriber	7%	(35)	13%	(69)	15%	(78)	66%	(356)	539

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

Table MCSP7_30: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Triathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(90)	10%	(229)	12%	(262)	74%	(1619)	2200
Gender: Male	5%	(55)	12%	(130)	14%	(153)	68%	(724)	1062
Gender: Female	3%	(35)	9%	(98)	10%	(110)	79%	(895)	1138
Age: 18-34	6%	(37)	13%	(87)	14%	(89)	68%	(442)	655
Age: 35-44	6%	(20)	14%	(50)	14%	(50)	66%	(237)	358
Age: 45-64	3%	(26)	8%	(63)	12%	(89)	76%	(573)	751
Age: 65+	2%	(7)	6%	(28)	8%	(35)	84%	(366)	436
GenZers: 1997-2012	7%	(15)	6%	(14)	11%	(26)	76%	(172)	227
Millennials: 1981-1996	6%	(38)	17%	(112)	14%	(94)	63%	(415)	659
GenXers: 1965-1980	3%	(18)	9%	(46)	13%	(66)	75%	(394)	525
Baby Boomers: 1946-1964	3%	(18)	7%	(48)	10%	(69)	81%	(567)	702
PID: Dem (no lean)	6%	(52)	13%	(118)	14%	(123)	67%	(598)	891
PID: Ind (no lean)	3%	(19)	8%	(54)	12%	(78)	77%	(515)	666
PID: Rep (no lean)	3%	(19)	9%	(57)	10%	(61)	79%	(506)	643
PID/Gender: Dem Men	8%	(32)	16%	(67)	17%	(68)	59%	(241)	408
PID/Gender: Dem Women	4%	(20)	10%	(51)	11%	(55)	74%	(357)	482
PID/Gender: Ind Men	4%	(12)	9%	(29)	16%	(51)	71%	(229)	321
PID/Gender: Ind Women	2%	(7)	7%	(25)	8%	(27)	83%	(286)	345
PID/Gender: Rep Men	3%	(11)	10%	(34)	10%	(34)	76%	(253)	332
PID/Gender: Rep Women	2%	(8)	7%	(22)	9%	(28)	81%	(253)	311
Ideo: Liberal (1-3)	7%	(47)	12%	(83)	14%	(96)	68%	(469)	694
Ideo: Moderate (4)	3%	(19)	14%	(84)	13%	(79)	69%	(414)	597
Ideo: Conservative (5-7)	3%	(22)	8%	(57)	10%	(74)	79%	(566)	718
Educ: < College	3%	(41)	10%	(147)	11%	(168)	76%	(1156)	1512
Educ: Bachelors degree	6%	(25)	13%	(57)	14%	(61)	68%	(300)	444
Educ: Post-grad	10%	(23)	10%	(24)	14%	(34)	67%	(163)	244
Income: Under 50k	2%	(29)	10%	(120)	11%	(136)	77%	(960)	1246
Income: 50k-100k	5%	(32)	12%	(75)	14%	(87)	69%	(431)	625
Income: 100k+	9%	(28)	10%	(34)	12%	(39)	69%	(228)	329
Ethnicity: White	4%	(67)	11%	(185)	11%	(191)	74%	(1279)	1722
Ethnicity: Hispanic	4%	(12)	11%	(38)	16%	(56)	70%	(243)	349

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Table MCSP7_30: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Triathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(90)	10%	(229)	12%	(262)	74%	(1619)	2200
Ethnicity: Black	7%	(20)	11%	(30)	13%	(34)	70%	(191)	274
Ethnicity: Other	2%	(4)	7%	(14)	18%	(37)	73%	(149)	204
All Christian	4%	(38)	12%	(113)	13%	(125)	71%	(676)	952
All Non-Christian	18%	(18)	16%	(16)	13%	(13)	53%	(53)	99
Atheist	4%	(3)	8%	(7)	12%	(11)	77%	(70)	91
Agnostic/Nothing in particular	3%	(20)	11%	(68)	9%	(60)	77%	(490)	637
Something Else	2%	(10)	6%	(25)	13%	(54)	79%	(331)	421
Religious Non-Protestant/Catholic	14%	(18)	14%	(18)	13%	(16)	59%	(75)	126
Evangelical	6%	(32)	12%	(68)	13%	(76)	70%	(409)	586
Non-Evangelical	2%	(14)	9%	(64)	13%	(97)	76%	(564)	740
Community: Urban	7%	(45)	19%	(111)	12%	(74)	62%	(368)	597
Community: Suburban	3%	(31)	7%	(67)	13%	(126)	78%	(773)	997
Community: Rural	2%	(14)	8%	(51)	10%	(63)	79%	(478)	605
Employ: Private Sector	6%	(40)	15%	(104)	14%	(98)	65%	(446)	687
Employ: Government	8%	(10)	9%	(12)	19%	(26)	63%	(84)	133
Employ: Self-Employed	9%	(16)	14%	(25)	13%	(24)	65%	(121)	186
Employ: Homemaker	2%	(4)	12%	(18)	11%	(16)	74%	(109)	147
Employ: Student	7%	(5)	5%	(4)	13%	(9)	75%	(53)	71
Employ: Retired	2%	(9)	6%	(33)	9%	(46)	83%	(423)	510
Employ: Unemployed	1%	(2)	8%	(22)	10%	(28)	82%	(239)	291
Employ: Other	2%	(3)	6%	(10)	10%	(17)	83%	(145)	175
Military HH: Yes	6%	(18)	11%	(35)	13%	(44)	70%	(229)	326
Military HH: No	4%	(72)	10%	(194)	12%	(219)	74%	(1390)	1874
RD/WT: Right Direction	6%	(62)	13%	(130)	13%	(127)	67%	(660)	979
RD/WT: Wrong Track	2%	(28)	8%	(98)	11%	(136)	79%	(959)	1221
Biden Job Approve	6%	(68)	12%	(144)	14%	(164)	68%	(801)	1177
Biden Job Disapprove	2%	(20)	9%	(77)	10%	(87)	79%	(711)	895

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Table MCSP7_30: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Triathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(90)	10%	(229)	12%	(262)	74%	(1619)	2200
Biden Job Strongly Approve	7%	(41)	14%	(85)	12%	(72)	67%	(397)	595
Biden Job Somewhat Approve	5%	(27)	10%	(59)	16%	(91)	70%	(405)	582
Biden Job Somewhat Disapprove	1%	(3)	13%	(32)	10%	(25)	76%	(189)	248
Biden Job Strongly Disapprove	3%	(17)	7%	(45)	10%	(62)	81%	(522)	646
Favorable of Biden	5%	(60)	12%	(143)	14%	(163)	68%	(790)	1155
Unfavorable of Biden	3%	(26)	8%	(76)	10%	(88)	79%	(715)	905
Very Favorable of Biden	6%	(39)	14%	(87)	13%	(78)	67%	(412)	616
Somewhat Favorable of Biden	4%	(21)	10%	(56)	16%	(85)	70%	(378)	539
Somewhat Unfavorable of Biden	2%	(5)	16%	(36)	11%	(26)	71%	(163)	230
Very Unfavorable of Biden	3%	(21)	6%	(41)	9%	(62)	82%	(552)	675
#1 Issue: Economy	3%	(27)	11%	(89)	12%	(103)	74%	(613)	832
#1 Issue: Security	7%	(20)	8%	(22)	13%	(37)	72%	(209)	288
#1 Issue: Health Care	5%	(17)	13%	(40)	13%	(40)	69%	(220)	317
#1 Issue: Medicare / Social Security	3%	(10)	9%	(30)	11%	(37)	77%	(253)	330
#1 Issue: Women's Issues	4%	(5)	7%	(9)	16%	(20)	72%	(89)	123
#1 Issue: Education	4%	(3)	16%	(12)	13%	(10)	68%	(54)	81
#1 Issue: Energy	6%	(6)	19%	(18)	7%	(7)	68%	(66)	96
#1 Issue: Other	1%	(2)	6%	(8)	6%	(7)	87%	(115)	133
2020 Vote: Joe Biden	5%	(53)	13%	(130)	14%	(139)	67%	(659)	981
2020 Vote: Donald Trump	3%	(20)	9%	(63)	11%	(79)	77%	(556)	719
2020 Vote: Other	7%	(5)	6%	(4)	18%	(12)	69%	(46)	67
2020 Vote: Didn't Vote	3%	(12)	7%	(32)	7%	(32)	83%	(357)	433
2018 House Vote: Democrat	6%	(44)	13%	(101)	15%	(114)	67%	(518)	776
2018 House Vote: Republican	3%	(18)	11%	(62)	10%	(59)	76%	(437)	576
2016 Vote: Hillary Clinton	6%	(42)	14%	(98)	15%	(109)	65%	(457)	705
2016 Vote: Donald Trump	3%	(20)	10%	(65)	11%	(73)	76%	(502)	660
2016 Vote: Other	3%	(3)	6%	(7)	14%	(15)	77%	(84)	110
2016 Vote: Didn't Vote	3%	(24)	8%	(59)	9%	(64)	80%	(573)	720
Voted in 2014: Yes	5%	(55)	12%	(148)	13%	(154)	71%	(856)	1213
Voted in 2014: No	4%	(35)	8%	(81)	11%	(108)	77%	(763)	987

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Table MCSP7_30: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Triathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(90)	10%	(229)	12%	(262)	74%	(1619)	2200
4-Region: Northeast	6%	(24)	11%	(43)	12%	(46)	71%	(281)	394
4-Region: Midwest	2%	(8)	10%	(48)	10%	(47)	78%	(359)	462
4-Region: South	4%	(31)	10%	(84)	12%	(97)	74%	(612)	824
4-Region: West	5%	(26)	10%	(54)	14%	(72)	71%	(368)	520
Sports Fans	5%	(82)	13%	(203)	15%	(226)	67%	(1030)	1540
Avid Sports Fans	9%	(52)	18%	(104)	17%	(95)	56%	(320)	572
Casual Sports Fans	3%	(29)	10%	(99)	13%	(130)	73%	(710)	968
Non-Sports Fans	1%	(8)	4%	(26)	6%	(37)	89%	(589)	660
Gen Z Sports Fans	9%	(12)	8%	(11)	13%	(19)	70%	(101)	144
Millennial Sports Fans	8%	(37)	20%	(97)	17%	(83)	56%	(277)	495
Gen X Sports Fans	4%	(15)	11%	(40)	16%	(60)	69%	(259)	374
Boomer Sports Fans	4%	(17)	10%	(46)	12%	(58)	74%	(351)	471
Democratic Sports Fans	7%	(47)	17%	(110)	15%	(98)	60%	(387)	643
Republican Sports Fans	4%	(17)	11%	(50)	12%	(56)	73%	(332)	455
Male Sports Fans	6%	(51)	14%	(126)	16%	(136)	64%	(558)	870
Female Sports Fans	5%	(31)	12%	(77)	13%	(90)	71%	(473)	671
Olympics Fans	6%	(85)	15%	(219)	16%	(228)	63%	(912)	1444
Avid Olympics Fans	17%	(59)	24%	(86)	19%	(69)	40%	(139)	352
Casual Olympics Fans	2%	(27)	12%	(133)	15%	(160)	71%	(773)	1092
Non-Olympics Fans	1%	(5)	1%	(10)	5%	(34)	94%	(707)	756
Very Interested in Summer Olympics	27%	(48)	24%	(43)	17%	(31)	32%	(58)	181
Interested in Summer Olympics	14%	(62)	28%	(119)	21%	(89)	37%	(161)	431
Familiar with Peacock	6%	(69)	13%	(160)	13%	(157)	67%	(800)	1186
Peacock Subscriber	8%	(42)	14%	(74)	13%	(68)	66%	(355)	539

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

Table MCSP7_31: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(175)	21%	(460)	13%	(288)	58%	(1278)	2200
Gender: Male	10%	(104)	25%	(270)	17%	(179)	48%	(509)	1062
Gender: Female	6%	(71)	17%	(190)	10%	(109)	68%	(768)	1138
Age: 18-34	10%	(64)	23%	(148)	14%	(92)	54%	(351)	655
Age: 35-44	12%	(42)	27%	(96)	11%	(38)	51%	(182)	358
Age: 45-64	7%	(50)	20%	(150)	13%	(98)	60%	(454)	751
Age: 65+	5%	(20)	15%	(66)	14%	(59)	67%	(291)	436
GenZers: 1997-2012	8%	(18)	17%	(38)	16%	(37)	59%	(135)	227
Millennials: 1981-1996	12%	(79)	24%	(161)	13%	(87)	50%	(331)	659
GenXers: 1965-1980	7%	(36)	22%	(116)	13%	(68)	58%	(306)	525
Baby Boomers: 1946-1964	5%	(37)	19%	(131)	13%	(88)	64%	(447)	702
PID: Dem (no lean)	11%	(96)	23%	(205)	12%	(111)	54%	(478)	891
PID: Ind (no lean)	7%	(44)	19%	(124)	13%	(86)	62%	(412)	666
PID: Rep (no lean)	5%	(35)	20%	(130)	14%	(90)	60%	(388)	643
PID/Gender: Dem Men	14%	(56)	29%	(119)	14%	(58)	43%	(176)	408
PID/Gender: Dem Women	8%	(40)	18%	(86)	11%	(53)	63%	(303)	482
PID/Gender: Ind Men	10%	(31)	24%	(76)	19%	(60)	48%	(154)	321
PID/Gender: Ind Women	4%	(13)	14%	(48)	8%	(26)	75%	(258)	345
PID/Gender: Rep Men	5%	(17)	22%	(75)	18%	(61)	54%	(180)	332
PID/Gender: Rep Women	6%	(18)	18%	(56)	9%	(29)	67%	(208)	311
Ideo: Liberal (1-3)	11%	(78)	24%	(165)	13%	(90)	52%	(361)	694
Ideo: Moderate (4)	9%	(55)	23%	(140)	12%	(72)	55%	(330)	597
Ideo: Conservative (5-7)	5%	(37)	19%	(133)	16%	(112)	61%	(437)	718
Educ: < College	7%	(106)	18%	(275)	12%	(186)	62%	(945)	1512
Educ: Bachelors degree	9%	(41)	29%	(127)	14%	(63)	48%	(213)	444
Educ: Post-grad	12%	(28)	24%	(57)	16%	(39)	49%	(120)	244
Income: Under 50k	6%	(71)	18%	(221)	13%	(165)	63%	(789)	1246
Income: 50k-100k	10%	(63)	24%	(151)	12%	(72)	54%	(339)	625
Income: 100k+	13%	(42)	27%	(88)	15%	(50)	45%	(149)	329
Ethnicity: White	7%	(127)	20%	(350)	13%	(217)	60%	(1027)	1722
Ethnicity: Hispanic	8%	(29)	23%	(79)	17%	(60)	52%	(182)	349

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Table MCSP7_31: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(175)	21%	(460)	13%	(288)	58%	(1278)	2200
Ethnicity: Black	10%	(27)	22%	(59)	16%	(44)	53%	(144)	274
Ethnicity: Other	10%	(21)	25%	(51)	13%	(26)	52%	(106)	204
All Christian	9%	(83)	22%	(213)	15%	(142)	54%	(514)	952
All Non-Christian	17%	(17)	31%	(31)	11%	(11)	41%	(41)	99
Atheist	8%	(8)	20%	(19)	3%	(2)	69%	(62)	91
Agnostic/Nothing in particular	7%	(46)	18%	(114)	14%	(88)	61%	(389)	637
Something Else	5%	(22)	20%	(83)	11%	(44)	64%	(271)	421
Religious Non-Protestant/Catholic	13%	(17)	29%	(36)	14%	(18)	44%	(56)	126
Evangelical	10%	(59)	21%	(121)	14%	(79)	56%	(327)	586
Non-Evangelical	6%	(43)	22%	(166)	13%	(97)	59%	(434)	740
Community: Urban	11%	(65)	26%	(154)	15%	(87)	49%	(292)	597
Community: Suburban	7%	(74)	20%	(199)	14%	(136)	59%	(588)	997
Community: Rural	6%	(36)	18%	(107)	11%	(64)	66%	(398)	605
Employ: Private Sector	9%	(60)	29%	(202)	14%	(96)	48%	(329)	687
Employ: Government	14%	(18)	18%	(24)	16%	(21)	52%	(69)	133
Employ: Self-Employed	16%	(30)	24%	(45)	15%	(27)	45%	(84)	186
Employ: Homemaker	6%	(9)	18%	(26)	10%	(15)	66%	(97)	147
Employ: Student	11%	(7)	17%	(12)	10%	(7)	62%	(44)	71
Employ: Retired	5%	(26)	15%	(79)	13%	(65)	67%	(340)	510
Employ: Unemployed	7%	(19)	15%	(45)	12%	(34)	66%	(194)	291
Employ: Other	4%	(6)	15%	(27)	13%	(22)	68%	(120)	175
Military HH: Yes	7%	(22)	25%	(81)	11%	(36)	58%	(188)	326
Military HH: No	8%	(153)	20%	(379)	13%	(252)	58%	(1090)	1874
RD/WT: Right Direction	12%	(119)	25%	(242)	13%	(125)	50%	(493)	979
RD/WT: Wrong Track	5%	(56)	18%	(218)	13%	(162)	64%	(785)	1221
Biden Job Approve	11%	(127)	22%	(264)	13%	(154)	54%	(631)	1177
Biden Job Disapprove	5%	(41)	20%	(180)	13%	(115)	62%	(559)	895

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Table MCSP7_31: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(175)	21%	(460)	13%	(288)	58%	(1278)	2200
Biden Job Strongly Approve	13%	(79)	24%	(144)	11%	(64)	52%	(307)	595
Biden Job Somewhat Approve	8%	(48)	21%	(120)	15%	(90)	56%	(323)	582
Biden Job Somewhat Disapprove	5%	(12)	28%	(69)	15%	(38)	52%	(129)	248
Biden Job Strongly Disapprove	4%	(29)	17%	(111)	12%	(77)	66%	(429)	646
Favorable of Biden	10%	(120)	23%	(261)	13%	(155)	54%	(620)	1155
Unfavorable of Biden	5%	(47)	20%	(178)	13%	(118)	62%	(562)	905
Very Favorable of Biden	13%	(82)	24%	(145)	11%	(67)	52%	(322)	616
Somewhat Favorable of Biden	7%	(38)	21%	(116)	16%	(89)	55%	(297)	539
Somewhat Unfavorable of Biden	8%	(19)	24%	(55)	16%	(37)	52%	(119)	230
Very Unfavorable of Biden	4%	(28)	18%	(123)	12%	(81)	66%	(443)	675
#1 Issue: Economy	6%	(52)	23%	(191)	15%	(121)	56%	(467)	832
#1 Issue: Security	8%	(24)	16%	(47)	15%	(43)	60%	(174)	288
#1 Issue: Health Care	12%	(38)	24%	(76)	12%	(38)	52%	(165)	317
#1 Issue: Medicare / Social Security	6%	(21)	18%	(58)	11%	(38)	65%	(213)	330
#1 Issue: Women's Issues	12%	(15)	17%	(21)	12%	(15)	58%	(72)	123
#1 Issue: Education	11%	(9)	24%	(19)	14%	(11)	51%	(41)	81
#1 Issue: Energy	8%	(8)	32%	(31)	12%	(11)	48%	(46)	96
#1 Issue: Other	6%	(8)	12%	(16)	7%	(10)	75%	(99)	133
2020 Vote: Joe Biden	10%	(101)	25%	(243)	13%	(127)	52%	(509)	981
2020 Vote: Donald Trump	6%	(43)	19%	(139)	14%	(104)	60%	(433)	719
2020 Vote: Other	8%	(5)	26%	(17)	8%	(6)	57%	(38)	67
2020 Vote: Didn't Vote	6%	(25)	14%	(60)	12%	(51)	69%	(297)	433
2018 House Vote: Democrat	10%	(80)	26%	(205)	12%	(92)	52%	(400)	776
2018 House Vote: Republican	7%	(38)	23%	(133)	15%	(89)	55%	(315)	576
2016 Vote: Hillary Clinton	11%	(75)	27%	(187)	12%	(84)	51%	(359)	705
2016 Vote: Donald Trump	6%	(42)	22%	(146)	13%	(89)	58%	(384)	660
2016 Vote: Other	5%	(6)	25%	(28)	15%	(17)	54%	(59)	110
2016 Vote: Didn't Vote	7%	(52)	14%	(98)	13%	(95)	66%	(475)	720
Voted in 2014: Yes	9%	(110)	25%	(298)	14%	(171)	52%	(633)	1213
Voted in 2014: No	7%	(65)	16%	(161)	12%	(117)	65%	(644)	987

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Table MCSP7_31: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Volleyball

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	8%	(175)	21%	(460)	13%	(288)	58%	(1278)	2200
4-Region: Northeast	9%	(35)	21%	(84)	15%	(57)	55%	(217)	394
4-Region: Midwest	6%	(29)	20%	(90)	14%	(65)	60%	(278)	462
4-Region: South	8%	(66)	21%	(170)	12%	(99)	59%	(490)	824
4-Region: West	9%	(45)	22%	(115)	13%	(67)	56%	(293)	520
Sports Fans	11%	(164)	27%	(412)	15%	(229)	48%	(736)	1540
Avid Sports Fans	18%	(101)	34%	(192)	15%	(88)	33%	(191)	572
Casual Sports Fans	6%	(63)	23%	(220)	15%	(141)	56%	(545)	968
Non-Sports Fans	2%	(11)	7%	(48)	9%	(59)	82%	(542)	660
Gen Z Sports Fans	10%	(15)	22%	(31)	13%	(18)	55%	(80)	144
Millennial Sports Fans	15%	(72)	29%	(145)	15%	(76)	41%	(202)	495
Gen X Sports Fans	9%	(35)	27%	(102)	14%	(54)	49%	(183)	374
Boomer Sports Fans	8%	(36)	26%	(122)	16%	(74)	51%	(239)	471
Democratic Sports Fans	14%	(91)	29%	(188)	13%	(82)	44%	(281)	643
Republican Sports Fans	7%	(32)	25%	(115)	16%	(75)	51%	(232)	455
Male Sports Fans	12%	(102)	29%	(256)	18%	(156)	41%	(356)	870
Female Sports Fans	9%	(62)	23%	(156)	11%	(73)	57%	(380)	671
Olympics Fans	11%	(160)	30%	(426)	17%	(245)	42%	(613)	1444
Avid Olympics Fans	29%	(103)	38%	(135)	13%	(47)	19%	(66)	352
Casual Olympics Fans	5%	(57)	27%	(291)	18%	(198)	50%	(547)	1092
Non-Olympics Fans	2%	(15)	4%	(33)	6%	(42)	88%	(664)	756
Very Interested in Summer Olympics	42%	(76)	28%	(50)	10%	(18)	20%	(36)	181
Interested in Summer Olympics	26%	(110)	39%	(167)	13%	(55)	23%	(99)	431
Familiar with Peacock	10%	(123)	25%	(293)	13%	(159)	51%	(610)	1186
Peacock Subscriber	13%	(72)	23%	(123)	13%	(71)	51%	(273)	539

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

Table MCSP7_32: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Water polo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	13%	(294)	12%	(253)	71%	(1566)	2200
Gender: Male	5%	(53)	17%	(181)	14%	(149)	64%	(678)	1062
Gender: Female	3%	(33)	10%	(113)	9%	(104)	78%	(887)	1138
Age: 18-34	6%	(40)	15%	(95)	14%	(93)	65%	(427)	655
Age: 35-44	7%	(26)	16%	(57)	12%	(43)	65%	(231)	358
Age: 45-64	2%	(14)	14%	(103)	10%	(76)	74%	(558)	751
Age: 65+	2%	(7)	9%	(38)	10%	(42)	80%	(349)	436
GenZers: 1997-2012	5%	(11)	7%	(16)	15%	(34)	73%	(167)	227
Millennials: 1981-1996	7%	(48)	18%	(120)	13%	(87)	61%	(404)	659
GenXers: 1965-1980	3%	(16)	13%	(70)	10%	(52)	74%	(387)	525
Baby Boomers: 1946-1964	1%	(8)	12%	(82)	11%	(74)	77%	(538)	702
PID: Dem (no lean)	6%	(53)	16%	(144)	13%	(113)	65%	(580)	891
PID: Ind (no lean)	3%	(20)	10%	(66)	9%	(60)	78%	(520)	666
PID: Rep (no lean)	2%	(13)	13%	(85)	12%	(80)	72%	(465)	643
PID/Gender: Dem Men	8%	(33)	21%	(84)	16%	(66)	55%	(226)	408
PID/Gender: Dem Women	4%	(20)	12%	(60)	10%	(47)	74%	(355)	482
PID/Gender: Ind Men	4%	(12)	14%	(44)	12%	(38)	71%	(227)	321
PID/Gender: Ind Women	2%	(8)	6%	(22)	6%	(22)	85%	(293)	345
PID/Gender: Rep Men	2%	(8)	16%	(53)	14%	(45)	68%	(226)	332
PID/Gender: Rep Women	2%	(6)	10%	(31)	11%	(34)	77%	(239)	311
Ideo: Liberal (1-3)	6%	(45)	18%	(125)	12%	(80)	64%	(444)	694
Ideo: Moderate (4)	3%	(19)	14%	(86)	13%	(75)	70%	(417)	597
Ideo: Conservative (5-7)	3%	(23)	10%	(71)	13%	(90)	74%	(534)	718
Educ: < College	3%	(44)	12%	(181)	11%	(163)	74%	(1124)	1512
Educ: Bachelors degree	5%	(24)	16%	(71)	14%	(60)	65%	(288)	444
Educ: Post-grad	8%	(18)	17%	(43)	12%	(30)	63%	(153)	244
Income: Under 50k	3%	(35)	11%	(138)	11%	(141)	75%	(932)	1246
Income: 50k-100k	5%	(29)	14%	(89)	12%	(72)	69%	(434)	625
Income: 100k+	7%	(22)	21%	(68)	12%	(39)	61%	(199)	329
Ethnicity: White	4%	(67)	13%	(222)	11%	(184)	73%	(1248)	1722
Ethnicity: Hispanic	3%	(11)	17%	(60)	11%	(39)	69%	(239)	349

Continued on next page

Table MCSP7_32: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Water polo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	13%	(294)	12%	(253)	71%	(1566)	2200
Ethnicity: Black	6%	(15)	16%	(43)	15%	(40)	64%	(175)	274
Ethnicity: Other	2%	(4)	14%	(29)	14%	(29)	70%	(142)	204
All Christian	5%	(49)	15%	(141)	12%	(112)	68%	(650)	952
All Non-Christian	16%	(16)	23%	(23)	12%	(12)	50%	(50)	99
Atheist	1%	(1)	15%	(13)	7%	(6)	77%	(70)	91
Agnostic/Nothing in particular	2%	(12)	12%	(78)	11%	(73)	74%	(474)	637
Something Else	2%	(9)	9%	(40)	12%	(50)	77%	(322)	421
Religious Non-Protestant/Catholic	13%	(17)	20%	(25)	15%	(18)	52%	(66)	126
Evangelical	5%	(31)	16%	(96)	10%	(57)	69%	(402)	586
Non-Evangelical	3%	(23)	11%	(78)	13%	(97)	73%	(541)	740
Community: Urban	8%	(50)	16%	(98)	14%	(83)	61%	(367)	597
Community: Suburban	3%	(28)	13%	(129)	11%	(112)	73%	(728)	997
Community: Rural	1%	(9)	11%	(67)	10%	(58)	78%	(471)	605
Employ: Private Sector	6%	(39)	18%	(122)	15%	(103)	62%	(423)	687
Employ: Government	10%	(13)	17%	(23)	10%	(13)	63%	(84)	133
Employ: Self-Employed	6%	(11)	18%	(34)	13%	(23)	63%	(117)	186
Employ: Homemaker	5%	(8)	11%	(16)	8%	(12)	75%	(111)	147
Employ: Student	6%	(5)	11%	(8)	10%	(7)	73%	(51)	71
Employ: Retired	1%	(6)	10%	(53)	10%	(52)	78%	(400)	510
Employ: Unemployed	1%	(4)	9%	(25)	9%	(25)	81%	(237)	291
Employ: Other	1%	(2)	8%	(14)	10%	(18)	81%	(142)	175
Military HH: Yes	4%	(14)	12%	(39)	13%	(42)	71%	(232)	326
Military HH: No	4%	(73)	14%	(256)	11%	(211)	71%	(1334)	1874
RD/WT: Right Direction	6%	(63)	18%	(180)	12%	(113)	64%	(623)	979
RD/WT: Wrong Track	2%	(24)	9%	(114)	11%	(140)	77%	(943)	1221
Biden Job Approve	6%	(71)	15%	(179)	13%	(151)	66%	(776)	1177
Biden Job Disapprove	2%	(15)	12%	(105)	10%	(89)	77%	(686)	895

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Table MCSP7_32: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Water polo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	13%	(294)	12%	(253)	71%	(1566)	2200
Biden Job Strongly Approve	9%	(56)	16%	(98)	11%	(63)	63%	(377)	595
Biden Job Somewhat Approve	3%	(15)	14%	(81)	15%	(87)	68%	(399)	582
Biden Job Somewhat Disapprove	2%	(5)	18%	(45)	11%	(27)	69%	(170)	248
Biden Job Strongly Disapprove	2%	(10)	9%	(59)	9%	(61)	80%	(515)	646
Favorable of Biden	6%	(66)	16%	(183)	13%	(145)	66%	(762)	1155
Unfavorable of Biden	2%	(16)	11%	(100)	11%	(99)	76%	(691)	905
Very Favorable of Biden	9%	(53)	16%	(97)	12%	(73)	64%	(393)	616
Somewhat Favorable of Biden	2%	(13)	16%	(86)	13%	(72)	68%	(368)	539
Somewhat Unfavorable of Biden	2%	(5)	15%	(36)	16%	(37)	66%	(152)	230
Very Unfavorable of Biden	2%	(10)	10%	(64)	9%	(61)	80%	(539)	675
#1 Issue: Economy	4%	(33)	13%	(105)	12%	(100)	71%	(594)	832
#1 Issue: Security	5%	(14)	11%	(32)	12%	(34)	72%	(208)	288
#1 Issue: Health Care	4%	(13)	19%	(59)	11%	(36)	66%	(209)	317
#1 Issue: Medicare / Social Security	2%	(7)	13%	(44)	12%	(39)	73%	(240)	330
#1 Issue: Women's Issues	3%	(3)	10%	(13)	12%	(14)	75%	(93)	123
#1 Issue: Education	8%	(6)	16%	(13)	17%	(13)	59%	(48)	81
#1 Issue: Energy	7%	(7)	22%	(21)	8%	(8)	63%	(61)	96
#1 Issue: Other	3%	(3)	6%	(8)	6%	(8)	85%	(114)	133
2020 Vote: Joe Biden	6%	(60)	16%	(161)	13%	(126)	65%	(634)	981
2020 Vote: Donald Trump	3%	(20)	11%	(82)	11%	(82)	74%	(534)	719
2020 Vote: Other	—	(0)	17%	(11)	13%	(9)	70%	(47)	67
2020 Vote: Didn't Vote	2%	(7)	9%	(39)	8%	(35)	81%	(352)	433
2018 House Vote: Democrat	6%	(44)	18%	(137)	12%	(94)	65%	(501)	776
2018 House Vote: Republican	3%	(17)	13%	(73)	13%	(74)	71%	(411)	576
2016 Vote: Hillary Clinton	6%	(40)	18%	(124)	13%	(91)	64%	(451)	705
2016 Vote: Donald Trump	3%	(21)	13%	(87)	11%	(70)	73%	(482)	660
2016 Vote: Other	—	(1)	14%	(15)	18%	(19)	68%	(75)	110
2016 Vote: Didn't Vote	4%	(26)	9%	(67)	10%	(72)	77%	(556)	720
Voted in 2014: Yes	4%	(53)	15%	(188)	13%	(157)	67%	(815)	1213
Voted in 2014: No	3%	(33)	11%	(107)	10%	(96)	76%	(751)	987

Continued on next page

Table MCSP7_32: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Water polo

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	4%	(87)	13%	(294)	12%	(253)	71%	(1566)	2200
4-Region: Northeast	5%	(19)	14%	(55)	10%	(40)	71%	(279)	394
4-Region: Midwest	3%	(12)	12%	(56)	12%	(55)	73%	(339)	462
4-Region: South	4%	(32)	11%	(90)	12%	(98)	73%	(604)	824
4-Region: West	4%	(23)	18%	(93)	11%	(60)	66%	(344)	520
Sports Fans	5%	(80)	17%	(263)	14%	(217)	64%	(979)	1540
Avid Sports Fans	10%	(54)	23%	(132)	16%	(93)	51%	(292)	572
Casual Sports Fans	3%	(26)	14%	(131)	13%	(124)	71%	(687)	968
Non-Sports Fans	1%	(6)	5%	(31)	5%	(36)	89%	(586)	660
Gen Z Sports Fans	7%	(10)	8%	(11)	17%	(25)	68%	(97)	144
Millennial Sports Fans	9%	(46)	22%	(110)	15%	(76)	53%	(264)	495
Gen X Sports Fans	4%	(14)	16%	(58)	11%	(43)	69%	(259)	374
Boomer Sports Fans	2%	(8)	16%	(77)	14%	(68)	67%	(318)	471
Democratic Sports Fans	8%	(52)	20%	(127)	16%	(101)	56%	(363)	643
Republican Sports Fans	2%	(11)	17%	(76)	15%	(69)	66%	(299)	455
Male Sports Fans	6%	(51)	19%	(169)	15%	(134)	59%	(515)	870
Female Sports Fans	4%	(29)	14%	(94)	12%	(83)	69%	(464)	671
Olympics Fans	6%	(84)	19%	(277)	15%	(213)	60%	(871)	1444
Avid Olympics Fans	16%	(57)	33%	(117)	19%	(66)	32%	(112)	352
Casual Olympics Fans	2%	(27)	15%	(160)	13%	(147)	69%	(759)	1092
Non-Olympics Fans	—	(3)	2%	(17)	5%	(40)	92%	(695)	756
Very Interested in Summer Olympics	28%	(50)	34%	(61)	15%	(26)	24%	(44)	181
Interested in Summer Olympics	16%	(69)	32%	(138)	17%	(75)	35%	(150)	431
Familiar with Peacock	6%	(68)	17%	(202)	12%	(144)	65%	(771)	1186
Peacock Subscriber	8%	(44)	16%	(87)	12%	(65)	64%	(342)	539

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

Table MCSP7_33: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Weightlifting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(114)	10%	(214)	12%	(254)	74%	(1618)	2200
Gender: Male	8%	(88)	12%	(123)	13%	(141)	67%	(710)	1062
Gender: Female	2%	(26)	8%	(91)	10%	(113)	80%	(907)	1138
Age: 18-34	7%	(45)	15%	(98)	15%	(99)	63%	(414)	655
Age: 35-44	11%	(39)	12%	(43)	12%	(43)	65%	(233)	358
Age: 45-64	4%	(27)	8%	(58)	12%	(87)	77%	(579)	751
Age: 65+	1%	(4)	4%	(16)	6%	(25)	90%	(392)	436
GenZers: 1997-2012	4%	(10)	6%	(13)	16%	(37)	74%	(167)	227
Millennials: 1981-1996	10%	(65)	17%	(115)	14%	(94)	58%	(385)	659
GenXers: 1965-1980	5%	(27)	8%	(43)	11%	(56)	76%	(399)	525
Baby Boomers: 1946-1964	1%	(10)	6%	(40)	9%	(66)	84%	(587)	702
PID: Dem (no lean)	8%	(68)	13%	(111)	13%	(117)	67%	(593)	891
PID: Ind (no lean)	4%	(26)	7%	(44)	12%	(79)	77%	(516)	666
PID: Rep (no lean)	3%	(19)	9%	(59)	9%	(57)	79%	(508)	643
PID/Gender: Dem Men	13%	(52)	16%	(65)	14%	(58)	57%	(233)	408
PID/Gender: Dem Women	3%	(17)	10%	(46)	12%	(59)	75%	(360)	482
PID/Gender: Ind Men	7%	(22)	7%	(24)	16%	(53)	69%	(223)	321
PID/Gender: Ind Women	1%	(5)	6%	(20)	8%	(27)	85%	(294)	345
PID/Gender: Rep Men	4%	(14)	10%	(35)	9%	(30)	76%	(254)	332
PID/Gender: Rep Women	2%	(5)	8%	(24)	9%	(27)	82%	(254)	311
Ideo: Liberal (1-3)	6%	(41)	13%	(92)	13%	(92)	67%	(468)	694
Ideo: Moderate (4)	7%	(43)	11%	(64)	13%	(78)	69%	(412)	597
Ideo: Conservative (5-7)	4%	(27)	7%	(53)	10%	(71)	79%	(569)	718
Educ: < College	5%	(71)	9%	(130)	12%	(178)	75%	(1133)	1512
Educ: Bachelors degree	6%	(25)	12%	(54)	11%	(50)	71%	(315)	444
Educ: Post-grad	8%	(18)	12%	(30)	11%	(26)	70%	(170)	244
Income: Under 50k	4%	(56)	8%	(104)	10%	(129)	77%	(957)	1246
Income: 50k-100k	6%	(37)	11%	(67)	13%	(84)	70%	(438)	625
Income: 100k+	7%	(22)	13%	(43)	13%	(41)	68%	(223)	329
Ethnicity: White	5%	(81)	10%	(166)	11%	(182)	75%	(1293)	1722
Ethnicity: Hispanic	7%	(24)	12%	(44)	12%	(43)	69%	(239)	349

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Table MCSP7_33: *How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Weightlifting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(114)	10%	(214)	12%	(254)	74%	(1618)	2200
Ethnicity: Black	7%	(18)	11%	(30)	18%	(50)	64%	(176)	274
Ethnicity: Other	7%	(15)	9%	(19)	11%	(23)	72%	(148)	204
All Christian	4%	(43)	10%	(95)	12%	(114)	74%	(701)	952
All Non-Christian	19%	(19)	19%	(19)	9%	(9)	53%	(52)	99
Atheist	2%	(2)	11%	(10)	10%	(9)	77%	(70)	91
Agnostic/Nothing in particular	5%	(33)	9%	(60)	12%	(74)	74%	(471)	637
Something Else	4%	(18)	7%	(32)	12%	(49)	77%	(323)	421
Religious Non-Protestant/Catholic	18%	(23)	17%	(21)	9%	(11)	56%	(71)	126
Evangelical	6%	(38)	11%	(65)	11%	(65)	71%	(418)	586
Non-Evangelical	2%	(17)	8%	(55)	12%	(91)	78%	(576)	740
Community: Urban	11%	(64)	15%	(90)	13%	(77)	61%	(366)	597
Community: Suburban	3%	(32)	7%	(72)	12%	(121)	77%	(772)	997
Community: Rural	3%	(18)	9%	(52)	9%	(56)	79%	(480)	605
Employ: Private Sector	9%	(59)	12%	(83)	15%	(103)	64%	(443)	687
Employ: Government	8%	(10)	18%	(24)	14%	(18)	60%	(80)	133
Employ: Self-Employed	11%	(21)	13%	(24)	14%	(26)	62%	(115)	186
Employ: Homemaker	5%	(8)	13%	(19)	8%	(11)	74%	(108)	147
Employ: Student	3%	(2)	5%	(3)	14%	(10)	78%	(55)	71
Employ: Retired	1%	(6)	6%	(29)	7%	(34)	87%	(441)	510
Employ: Unemployed	2%	(6)	5%	(16)	12%	(36)	80%	(234)	291
Employ: Other	1%	(2)	9%	(16)	9%	(17)	80%	(141)	175
Military HH: Yes	5%	(18)	9%	(30)	13%	(43)	72%	(235)	326
Military HH: No	5%	(96)	10%	(184)	11%	(211)	74%	(1383)	1874
RD/WT: Right Direction	9%	(84)	14%	(133)	12%	(118)	66%	(644)	979
RD/WT: Wrong Track	2%	(30)	7%	(82)	11%	(136)	80%	(973)	1221
Biden Job Approve	8%	(91)	12%	(140)	13%	(157)	67%	(788)	1177
Biden Job Disapprove	2%	(17)	8%	(70)	10%	(89)	80%	(719)	895

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Table MCSP7_33: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Weightlifting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(114)	10%	(214)	12%	(254)	74%	(1618)	2200
Biden Job Strongly Approve	11%	(65)	11%	(67)	12%	(70)	66%	(393)	595
Biden Job Somewhat Approve	4%	(25)	13%	(74)	15%	(88)	68%	(395)	582
Biden Job Somewhat Disapprove	2%	(5)	10%	(24)	12%	(31)	76%	(189)	248
Biden Job Strongly Disapprove	2%	(12)	7%	(46)	9%	(58)	82%	(530)	646
Favorable of Biden	8%	(89)	12%	(138)	13%	(150)	67%	(779)	1155
Unfavorable of Biden	2%	(20)	7%	(67)	10%	(92)	80%	(727)	905
Very Favorable of Biden	11%	(66)	11%	(70)	12%	(75)	66%	(405)	616
Somewhat Favorable of Biden	4%	(23)	13%	(68)	14%	(75)	69%	(374)	539
Somewhat Unfavorable of Biden	3%	(7)	9%	(22)	14%	(32)	73%	(169)	230
Very Unfavorable of Biden	2%	(12)	7%	(45)	9%	(60)	83%	(558)	675
#1 Issue: Economy	6%	(48)	11%	(91)	12%	(98)	71%	(594)	832
#1 Issue: Security	3%	(9)	9%	(25)	12%	(35)	76%	(219)	288
#1 Issue: Health Care	10%	(31)	11%	(34)	12%	(39)	67%	(213)	317
#1 Issue: Medicare / Social Security	2%	(7)	8%	(26)	10%	(33)	80%	(264)	330
#1 Issue: Women's Issues	6%	(7)	7%	(9)	17%	(21)	70%	(87)	123
#1 Issue: Education	4%	(3)	12%	(10)	14%	(11)	70%	(56)	81
#1 Issue: Energy	7%	(7)	12%	(12)	11%	(10)	70%	(67)	96
#1 Issue: Other	2%	(2)	6%	(8)	4%	(6)	88%	(118)	133
2020 Vote: Joe Biden	8%	(76)	13%	(124)	13%	(129)	66%	(652)	981
2020 Vote: Donald Trump	2%	(17)	7%	(52)	11%	(76)	80%	(574)	719
2020 Vote: Other	7%	(4)	10%	(7)	14%	(9)	69%	(46)	67
2020 Vote: Didn't Vote	4%	(17)	7%	(32)	9%	(40)	80%	(344)	433
2018 House Vote: Democrat	7%	(52)	12%	(97)	13%	(97)	68%	(531)	776
2018 House Vote: Republican	3%	(19)	9%	(52)	10%	(55)	78%	(449)	576
2016 Vote: Hillary Clinton	7%	(50)	13%	(92)	12%	(88)	67%	(475)	705
2016 Vote: Donald Trump	3%	(19)	9%	(58)	10%	(65)	79%	(519)	660
2016 Vote: Other	7%	(8)	4%	(4)	10%	(11)	79%	(87)	110
2016 Vote: Didn't Vote	5%	(37)	8%	(58)	13%	(91)	74%	(534)	720
Voted in 2014: Yes	5%	(67)	11%	(134)	11%	(136)	72%	(876)	1213
Voted in 2014: No	5%	(47)	8%	(81)	12%	(118)	75%	(741)	987

Continued on next page

Table MCSP7_33: How much of the following sports have you watched during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Weightlifting

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(114)	10%	(214)	12%	(254)	74%	(1618)	2200
4-Region: Northeast	5%	(20)	10%	(38)	12%	(48)	73%	(287)	394
4-Region: Midwest	3%	(15)	9%	(42)	7%	(34)	80%	(371)	462
4-Region: South	6%	(46)	9%	(74)	13%	(105)	73%	(599)	824
4-Region: West	6%	(34)	11%	(59)	13%	(67)	69%	(360)	520
Sports Fans	7%	(104)	12%	(190)	14%	(215)	67%	(1031)	1540
Avid Sports Fans	13%	(75)	15%	(87)	14%	(81)	57%	(329)	572
Casual Sports Fans	3%	(30)	11%	(103)	14%	(134)	73%	(702)	968
Non-Sports Fans	1%	(10)	4%	(24)	6%	(39)	89%	(587)	660
Gen Z Sports Fans	5%	(7)	8%	(11)	20%	(28)	68%	(98)	144
Millennial Sports Fans	12%	(61)	20%	(101)	17%	(85)	50%	(248)	495
Gen X Sports Fans	7%	(26)	10%	(36)	11%	(42)	72%	(270)	374
Boomer Sports Fans	2%	(9)	8%	(38)	12%	(58)	78%	(366)	471
Democratic Sports Fans	10%	(64)	16%	(105)	16%	(100)	58%	(374)	643
Republican Sports Fans	4%	(17)	11%	(50)	10%	(47)	75%	(341)	455
Male Sports Fans	9%	(82)	13%	(113)	15%	(127)	63%	(547)	870
Female Sports Fans	3%	(22)	11%	(77)	13%	(88)	72%	(484)	671
Olympics Fans	7%	(106)	13%	(194)	15%	(220)	64%	(924)	1444
Avid Olympics Fans	17%	(61)	18%	(63)	19%	(66)	46%	(162)	352
Casual Olympics Fans	4%	(44)	12%	(131)	14%	(155)	70%	(763)	1092
Non-Olympics Fans	1%	(8)	3%	(20)	4%	(34)	92%	(693)	756
Very Interested in Summer Olympics	28%	(50)	24%	(43)	16%	(30)	32%	(58)	181
Interested in Summer Olympics	19%	(83)	23%	(100)	18%	(78)	39%	(170)	431
Familiar with Peacock	8%	(99)	12%	(148)	13%	(157)	66%	(782)	1186
Peacock Subscriber	9%	(47)	13%	(71)	14%	(77)	64%	(344)	539

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

Table MCSP8: *And based on what you know, are you more or less interested in the Tokyo Olympics this summer compared to the 2016 Rio de Janeiro games?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (181)	11% (251)	37% (811)	12% (255)	21% (458)	11% (245)	2200
Gender: Male	10% (105)	13% (143)	34% (359)	14% (151)	21% (228)	7% (75)	1062
Gender: Female	7% (75)	9% (107)	40% (451)	9% (104)	20% (230)	15% (170)	1138
Age: 18-34	13% (82)	16% (108)	31% (205)	10% (64)	15% (101)	15% (96)	655
Age: 35-44	13% (46)	16% (57)	38% (137)	8% (28)	14% (49)	12% (41)	358
Age: 45-64	5% (36)	9% (64)	38% (283)	14% (104)	25% (186)	10% (77)	751
Age: 65+	4% (18)	5% (21)	42% (185)	14% (60)	28% (123)	7% (30)	436
GenZers: 1997-2012	10% (22)	13% (30)	30% (68)	14% (31)	12% (28)	22% (50)	227
Millennials: 1981-1996	15% (98)	18% (116)	32% (213)	8% (53)	16% (106)	11% (73)	659
GenXers: 1965-1980	5% (28)	10% (52)	38% (201)	13% (67)	23% (122)	10% (54)	525
Baby Boomers: 1946-1964	4% (29)	7% (50)	42% (295)	13% (93)	24% (172)	9% (64)	702
PID: Dem (no lean)	13% (112)	15% (130)	38% (336)	11% (96)	16% (142)	8% (75)	891
PID: Ind (no lean)	5% (36)	10% (68)	36% (238)	12% (80)	21% (141)	15% (102)	666
PID: Rep (no lean)	5% (32)	8% (53)	37% (236)	12% (80)	27% (175)	11% (68)	643
PID/Gender: Dem Men	16% (67)	18% (72)	37% (151)	12% (49)	12% (51)	4% (18)	408
PID/Gender: Dem Women	9% (46)	12% (57)	38% (185)	10% (46)	19% (91)	12% (57)	482
PID/Gender: Ind Men	7% (23)	12% (38)	32% (104)	15% (47)	24% (78)	9% (30)	321
PID/Gender: Ind Women	4% (13)	9% (29)	39% (134)	10% (33)	18% (63)	21% (72)	345
PID/Gender: Rep Men	5% (16)	10% (33)	31% (103)	17% (55)	30% (99)	8% (26)	332
PID/Gender: Rep Women	5% (16)	7% (21)	43% (133)	8% (24)	24% (75)	13% (41)	311
Ideo: Liberal (1-3)	14% (98)	14% (98)	36% (249)	13% (92)	16% (111)	7% (46)	694
Ideo: Moderate (4)	7% (40)	14% (86)	41% (248)	9% (56)	19% (111)	9% (56)	597
Ideo: Conservative (5-7)	6% (41)	8% (55)	37% (264)	13% (92)	27% (196)	10% (69)	718
Educ: < College	6% (94)	11% (162)	37% (563)	10% (155)	20% (310)	15% (229)	1512
Educ: Bachelors degree	11% (47)	16% (70)	39% (171)	14% (62)	19% (86)	2% (8)	444
Educ: Post-grad	16% (40)	8% (19)	31% (76)	16% (38)	26% (63)	3% (8)	244
Income: Under 50k	6% (77)	11% (134)	38% (473)	9% (109)	21% (261)	15% (191)	1246
Income: 50k-100k	8% (53)	13% (79)	36% (227)	15% (96)	20% (123)	7% (46)	625
Income: 100k+	15% (51)	11% (38)	33% (110)	15% (50)	22% (73)	2% (8)	329
Ethnicity: White	7% (125)	11% (186)	38% (653)	12% (203)	22% (383)	10% (172)	1722

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Table MCSP8: *And based on what you know, are you more or less interested in the Tokyo Olympics this summer compared to the 2016 Rio de Janeiro games?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (181)	11% (251)	37% (811)	12% (255)	21% (458)	11% (245)	2200
Ethnicity: Hispanic	9% (33)	17% (58)	23% (80)	15% (53)	20% (68)	16% (57)	349
Ethnicity: Black	14% (39)	12% (33)	35% (96)	9% (24)	16% (45)	14% (38)	274
Ethnicity: Other	8% (17)	16% (32)	30% (62)	14% (28)	15% (31)	17% (35)	204
All Christian	8% (78)	10% (98)	40% (379)	13% (125)	21% (201)	7% (71)	952
All Non-Christian	25% (25)	18% (17)	29% (29)	8% (8)	16% (16)	4% (4)	99
Atheist	3% (3)	18% (16)	39% (35)	12% (11)	19% (17)	9% (8)	91
Agnostic/Nothing in particular	7% (47)	10% (64)	37% (234)	10% (62)	20% (130)	16% (100)	637
Something Else	6% (27)	13% (55)	32% (134)	12% (49)	22% (94)	15% (62)	421
Religious Non-Protestant/Catholic	22% (28)	16% (20)	28% (35)	11% (14)	17% (21)	6% (8)	126
Evangelical	11% (63)	12% (73)	30% (176)	13% (75)	22% (126)	12% (72)	586
Non-Evangelical	4% (33)	10% (75)	44% (322)	12% (92)	22% (160)	8% (56)	740
Community: Urban	16% (94)	18% (106)	32% (189)	10% (61)	16% (96)	9% (51)	597
Community: Suburban	6% (57)	10% (97)	39% (389)	12% (123)	23% (225)	11% (106)	997
Community: Rural	5% (29)	8% (49)	38% (233)	12% (71)	23% (136)	14% (87)	605
Employ: Private Sector	10% (70)	16% (112)	36% (245)	13% (86)	18% (125)	7% (48)	687
Employ: Government	24% (32)	12% (15)	27% (35)	11% (15)	20% (26)	7% (9)	133
Employ: Self-Employed	11% (21)	15% (27)	26% (49)	16% (31)	24% (44)	8% (14)	186
Employ: Homemaker	6% (9)	10% (15)	45% (66)	6% (8)	16% (23)	18% (26)	147
Employ: Student	12% (8)	17% (12)	39% (27)	6% (4)	13% (9)	13% (9)	71
Employ: Retired	4% (18)	6% (28)	44% (222)	14% (69)	26% (134)	7% (38)	510
Employ: Unemployed	6% (18)	7% (21)	38% (111)	7% (21)	20% (60)	21% (62)	291
Employ: Other	2% (4)	11% (20)	32% (55)	12% (21)	21% (37)	21% (37)	175
Military HH: Yes	6% (19)	13% (44)	36% (118)	12% (39)	26% (84)	7% (23)	326
Military HH: No	9% (162)	11% (207)	37% (693)	12% (217)	20% (375)	12% (221)	1874
RD/WT: Right Direction	14% (135)	14% (138)	38% (371)	12% (115)	14% (140)	8% (80)	979
RD/WT: Wrong Track	4% (46)	9% (112)	36% (440)	11% (140)	26% (318)	14% (165)	1221
Biden Job Approve	12% (145)	14% (162)	37% (437)	12% (137)	16% (184)	10% (112)	1177
Biden Job Disapprove	3% (30)	9% (82)	38% (337)	12% (108)	29% (255)	9% (82)	895

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Table MCSP8: *And based on what you know, are you more or less interested in the Tokyo Olympics this summer compared to the 2016 Rio de Janeiro games?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (181)	11% (251)	37% (811)	12% (255)	21% (458)	11% (245)	2200
Biden Job Strongly Approve	17% (100)	15% (91)	35% (210)	9% (55)	15% (88)	8% (50)	595
Biden Job Somewhat Approve	8% (45)	12% (70)	39% (226)	14% (83)	16% (95)	11% (62)	582
Biden Job Somewhat Disapprove	4% (10)	14% (36)	42% (103)	14% (36)	16% (40)	10% (24)	248
Biden Job Strongly Disapprove	3% (20)	7% (47)	36% (234)	11% (73)	33% (215)	9% (58)	646
Favorable of Biden	12% (140)	13% (155)	37% (428)	12% (139)	16% (188)	9% (104)	1155
Unfavorable of Biden	4% (35)	9% (77)	37% (338)	12% (107)	28% (254)	10% (94)	905
Very Favorable of Biden	16% (98)	16% (97)	36% (221)	9% (58)	15% (94)	8% (49)	616
Somewhat Favorable of Biden	8% (43)	11% (59)	38% (207)	15% (81)	17% (94)	10% (56)	539
Somewhat Unfavorable of Biden	4% (10)	15% (34)	40% (91)	14% (33)	17% (40)	10% (22)	230
Very Unfavorable of Biden	4% (25)	6% (43)	37% (247)	11% (74)	32% (214)	11% (71)	675
#1 Issue: Economy	9% (71)	14% (114)	34% (282)	12% (98)	20% (170)	12% (98)	832
#1 Issue: Security	8% (23)	8% (22)	33% (95)	14% (40)	30% (86)	7% (22)	288
#1 Issue: Health Care	12% (37)	12% (37)	39% (125)	13% (40)	13% (42)	11% (36)	317
#1 Issue: Medicare / Social Security	6% (18)	6% (21)	45% (149)	9% (30)	25% (82)	9% (29)	330
#1 Issue: Women's Issues	6% (7)	14% (18)	44% (54)	9% (11)	12% (15)	15% (18)	123
#1 Issue: Education	14% (11)	15% (12)	28% (23)	10% (8)	20% (16)	13% (11)	81
#1 Issue: Energy	10% (10)	18% (18)	28% (27)	18% (17)	19% (18)	7% (7)	96
#1 Issue: Other	3% (4)	6% (8)	43% (57)	8% (11)	21% (28)	19% (25)	133
2020 Vote: Joe Biden	13% (127)	14% (139)	38% (376)	12% (117)	16% (156)	7% (66)	981
2020 Vote: Donald Trump	4% (31)	7% (53)	38% (270)	13% (95)	29% (205)	9% (64)	719
2020 Vote: Other	5% (3)	7% (5)	37% (24)	11% (7)	33% (22)	8% (6)	67
2020 Vote: Didn't Vote	5% (20)	12% (54)	32% (140)	8% (36)	17% (75)	25% (109)	433
2018 House Vote: Democrat	12% (90)	14% (111)	38% (294)	14% (106)	17% (132)	6% (44)	776
2018 House Vote: Republican	5% (30)	8% (47)	37% (213)	13% (77)	27% (156)	9% (52)	576
2016 Vote: Hillary Clinton	12% (85)	13% (93)	40% (280)	13% (93)	16% (111)	6% (43)	705
2016 Vote: Donald Trump	5% (33)	10% (64)	35% (234)	13% (86)	29% (190)	8% (54)	660
2016 Vote: Other	4% (4)	8% (8)	49% (53)	9% (10)	24% (26)	7% (8)	110
2016 Vote: Didn't Vote	8% (58)	12% (84)	33% (241)	9% (67)	18% (131)	19% (140)	720

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Table MCSP8: *And based on what you know, are you more or less interested in the Tokyo Olympics this summer compared to the 2016 Rio de Janeiro games?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	8% (181)	11% (251)	37% (811)	12% (255)	21% (458)	11% (245)	2200
Voted in 2014: Yes	9% (109)	11% (132)	38% (455)	13% (160)	23% (282)	6% (75)	1213
Voted in 2014: No	7% (72)	12% (119)	36% (356)	10% (95)	18% (176)	17% (169)	987
4-Region: Northeast	10% (39)	11% (44)	41% (161)	10% (39)	18% (70)	10% (40)	394
4-Region: Midwest	6% (26)	9% (40)	44% (202)	12% (55)	22% (100)	9% (40)	462
4-Region: South	8% (63)	12% (101)	35% (287)	10% (83)	22% (179)	14% (112)	824
4-Region: West	10% (53)	13% (66)	31% (161)	15% (79)	21% (109)	10% (53)	520
Sports Fans	10% (160)	14% (209)	35% (541)	14% (210)	19% (300)	8% (121)	1540
Avid Sports Fans	18% (102)	18% (101)	29% (167)	12% (71)	19% (107)	4% (24)	572
Casual Sports Fans	6% (57)	11% (108)	39% (374)	14% (139)	20% (193)	10% (97)	968
Non-Sports Fans	3% (21)	6% (41)	41% (270)	7% (46)	24% (158)	19% (124)	660
Gen Z Sports Fans	10% (15)	12% (17)	34% (48)	14% (19)	13% (18)	18% (26)	144
Millennial Sports Fans	18% (91)	19% (96)	30% (149)	9% (46)	15% (74)	8% (39)	495
Gen X Sports Fans	7% (26)	13% (47)	35% (132)	16% (58)	24% (88)	6% (22)	374
Boomer Sports Fans	5% (24)	10% (47)	40% (191)	16% (76)	21% (101)	7% (33)	471
Democratic Sports Fans	16% (105)	17% (110)	36% (229)	12% (78)	13% (84)	6% (36)	643
Republican Sports Fans	5% (24)	10% (46)	34% (157)	16% (72)	27% (121)	8% (34)	455
Male Sports Fans	11% (94)	16% (135)	33% (286)	16% (136)	20% (175)	5% (44)	870
Female Sports Fans	10% (65)	11% (74)	38% (255)	11% (74)	19% (125)	12% (78)	671
Olympics Fans	12% (173)	16% (236)	38% (543)	14% (208)	15% (219)	5% (65)	1444
Avid Olympics Fans	32% (114)	19% (68)	32% (114)	10% (36)	5% (19)	— (1)	352
Casual Olympics Fans	5% (59)	15% (168)	39% (429)	16% (172)	18% (200)	6% (64)	1092
Non-Olympics Fans	1% (8)	2% (15)	35% (268)	6% (47)	32% (239)	24% (179)	756
Very Interested in Summer Olympics	100% (181)	— (0)	— (0)	— (0)	— (0)	— (0)	181
Interested in Summer Olympics	42% (181)	58% (251)	— (0)	— (0)	— (0)	— (0)	431
Familiar with Peacock	11% (133)	13% (157)	35% (417)	12% (143)	20% (231)	9% (104)	1186
Peacock Subscriber	14% (77)	13% (68)	31% (166)	12% (64)	19% (103)	11% (61)	539

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

Table MCSP9: As you may know, the Summer Olympics is 17 days long. How long do you think the Olympics should be?

Demographic	1 day	2 days	3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11 days	12 days
Adults	8% (180)	1% (29)	2% (35)	2% (40)	3% (59)	1% (17)	8% (167)	1% (16)	— (4)	8% (178)	— (4)	1% (23)
Gender: Male	9% (99)	1% (10)	1% (11)	2% (20)	2% (19)	1% (10)	6% (64)	1% (6)	— (1)	8% (86)	— (2)	1% (11)
Gender: Female	7% (82)	2% (19)	2% (24)	2% (19)	4% (40)	1% (7)	9% (103)	1% (10)	— (3)	8% (92)	— (2)	1% (12)
Age: 18-34	6% (37)	2% (16)	3% (21)	4% (29)	3% (19)	1% (5)	8% (49)	1% (5)	— (2)	6% (38)	— (1)	1% (7)
Age: 35-44	9% (31)	2% (7)	1% (5)	1% (5)	4% (14)	1% (4)	8% (30)	1% (2)	— (1)	7% (24)	— (1)	1% (4)
Age: 45-64	10% (72)	1% (4)	1% (8)	— (3)	2% (18)	— (3)	7% (55)	1% (5)	— (0)	8% (63)	— (1)	1% (6)
Age: 65+	9% (40)	1% (3)	— (1)	1% (3)	2% (9)	1% (4)	7% (33)	1% (4)	— (2)	12% (53)	— (1)	1% (6)
GenZers: 1997-2012	6% (14)	3% (7)	2% (5)	3% (6)	2% (5)	1% (2)	8% (18)	1% (3)	— (0)	4% (10)	— (0)	1% (2)
Millennials: 1981-1996	6% (38)	1% (10)	3% (18)	4% (28)	4% (24)	— (3)	8% (53)	1% (4)	— (2)	7% (46)	— (2)	1% (7)
GenXers: 1965-1980	10% (54)	1% (6)	2% (8)	— (2)	3% (16)	1% (8)	8% (40)	1% (3)	— (1)	8% (41)	— (1)	1% (6)
Baby Boomers: 1946-1964	9% (67)	1% (6)	1% (4)	1% (4)	2% (15)	1% (4)	8% (54)	1% (6)	— (2)	9% (66)	— (1)	1% (8)
PID: Dem (no lean)	6% (49)	2% (18)	2% (17)	3% (23)	3% (30)	— (3)	8% (68)	1% (10)	— (3)	6% (54)	— (2)	1% (11)
PID: Ind (no lean)	9% (62)	1% (7)	1% (6)	1% (9)	2% (14)	2% (10)	8% (54)	— (1)	— (0)	8% (55)	— (1)	1% (9)
PID: Rep (no lean)	11% (69)	1% (4)	2% (12)	1% (8)	2% (16)	1% (4)	7% (45)	1% (5)	— (1)	11% (68)	— (1)	1% (4)
PID/Gender: Dem Men	6% (23)	1% (4)	2% (7)	3% (12)	3% (11)	1% (3)	6% (26)	1% (5)	— (1)	6% (25)	— (2)	1% (6)
PID/Gender: Dem Women	5% (26)	3% (14)	2% (10)	2% (11)	4% (19)	— (0)	9% (42)	1% (5)	— (2)	6% (29)	— (0)	1% (5)
PID/Gender: Ind Men	9% (30)	1% (2)	1% (3)	1% (4)	1% (4)	2% (6)	6% (18)	— (0)	— (0)	6% (21)	— (0)	1% (4)
PID/Gender: Ind Women	9% (32)	1% (4)	1% (3)	2% (6)	3% (10)	1% (5)	10% (36)	— (1)	— (0)	10% (35)	— (1)	1% (5)
PID/Gender: Rep Men	13% (45)	1% (3)	— (1)	1% (5)	1% (4)	1% (2)	6% (20)	— (1)	— (0)	12% (40)	— (0)	— (1)
PID/Gender: Rep Women	8% (24)	— (1)	3% (10)	1% (3)	4% (12)	1% (2)	8% (25)	1% (3)	— (1)	9% (28)	— (1)	1% (2)
Ideo: Liberal (1-3)	4% (31)	1% (9)	1% (9)	2% (14)	3% (19)	1% (9)	8% (57)	1% (5)	— (2)	6% (41)	— (2)	1% (8)
Ideo: Moderate (4)	7% (40)	1% (9)	1% (8)	2% (12)	4% (21)	1% (3)	8% (48)	1% (6)	— (1)	8% (47)	— (1)	1% (6)
Ideo: Conservative (5-7)	11% (77)	1% (7)	1% (10)	2% (12)	2% (18)	1% (5)	7% (53)	1% (6)	— (1)	10% (70)	— (1)	1% (7)
Educ: < College	9% (142)	2% (26)	2% (31)	2% (27)	3% (38)	1% (15)	8% (115)	1% (13)	— (0)	8% (125)	— (1)	1% (18)
Educ: Bachelors degree	5% (23)	1% (3)	— (1)	2% (11)	2% (11)	— (1)	8% (36)	1% (4)	1% (4)	7% (33)	— (1)	1% (4)
Educ: Post-grad	6% (15)	— (0)	1% (3)	1% (2)	4% (10)	1% (2)	6% (16)	— (0)	— (0)	8% (20)	1% (2)	— (1)
Income: Under 50k	10% (122)	2% (24)	2% (25)	2% (26)	2% (31)	1% (11)	9% (113)	1% (9)	— (2)	8% (95)	— (1)	1% (16)
Income: 50k-100k	7% (43)	1% (5)	1% (9)	2% (10)	3% (16)	1% (5)	7% (43)	1% (5)	— (0)	8% (53)	— (0)	1% (6)
Income: 100k+	5% (15)	— (1)	— (1)	1% (4)	4% (13)	— (1)	3% (11)	1% (2)	1% (2)	9% (30)	1% (2)	— (1)
Ethnicity: White	9% (147)	1% (17)	1% (18)	2% (28)	2% (39)	1% (11)	8% (136)	1% (13)	— (2)	9% (151)	— (2)	1% (18)
Ethnicity: Hispanic	5% (18)	1% (4)	1% (3)	2% (8)	4% (13)	2% (5)	12% (40)	1% (4)	— (0)	5% (18)	— (0)	— (0)
Ethnicity: Black	7% (18)	4% (10)	4% (10)	4% (11)	5% (14)	1% (2)	7% (20)	— (1)	— (1)	4% (12)	— (1)	1% (4)
Ethnicity: Other	7% (14)	1% (2)	3% (7)	— (1)	3% (6)	2% (4)	5% (10)	1% (3)	— (1)	7% (14)	— (1)	1% (1)
All Christian	8% (74)	1% (13)	1% (8)	2% (21)	3% (25)	— (5)	7% (69)	1% (5)	— (2)	8% (77)	— (1)	1% (6)
All Non-Christian	4% (4)	— (0)	1% (1)	5% (5)	7% (7)	1% (1)	6% (6)	— (0)	1% (1)	3% (3)	1% (1)	1% (1)
Atheist	9% (8)	1% (1)	— (0)	— (0)	1% (1)	— (0)	11% (10)	1% (1)	1% (1)	4% (4)	— (0)	— (0)
Agnostic/Nothing in particular	8% (52)	2% (10)	2% (16)	2% (11)	2% (12)	— (1)	7% (46)	1% (7)	— (0)	9% (56)	— (1)	2% (10)
Something Else	10% (42)	1% (5)	2% (10)	1% (3)	3% (14)	2% (10)	9% (36)	1% (3)	— (1)	9% (38)	— (1)	1% (5)
Religious Non-Protestant/Catholic	3% (4)	— (0)	1% (1)	5% (7)	6% (8)	1% (1)	5% (6)	— (0)	1% (1)	5% (7)	1% (1)	1% (1)
Evangelical	8% (49)	2% (15)	2% (11)	1% (9)	4% (24)	2% (9)	8% (47)	1% (7)	— (2)	7% (41)	— (1)	1% (4)
Non-Evangelical	9% (66)	— (3)	1% (6)	2% (12)	2% (12)	1% (6)	8% (58)	— (2)	— (1)	10% (71)	— (1)	1% (7)
Community: Urban	6% (36)	2% (11)	2% (14)	3% (16)	4% (22)	1% (4)	9% (54)	1% (4)	— (1)	6% (36)	— (1)	1% (7)
Community: Suburban	7% (68)	1% (11)	1% (11)	1% (12)	2% (23)	1% (6)	7% (67)	1% (7)	— (2)	9% (89)	— (1)	1% (11)
Community: Rural	12% (76)	1% (7)	2% (10)	2% (12)	2% (14)	1% (7)	8% (46)	1% (5)	— (1)	9% (52)	— (1)	1% (6)

Table MCSP9: As you may know, the Summer Olympics is 17 days long. How long do you think the Olympics should be?

Demographic	1 day	2 days	3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11 days	12 days
Adults	8% (180)	1% (29)	2% (35)	2% (40)	3% (59)	1% (17)	8% (167)	1% (16)	— (4)	8% (178)	— (4)	1% (23)
Employ: Private Sector	5% (32)	1% (6)	2% (12)	2% (12)	2% (15)	1% (4)	7% (48)	1% (5)	— (1)	8% (54)	— (2)	1% (10)
Employ: Government	6% (7)	1% (2)	— (0)	4% (6)	7% (9)	1% (1)	5% (7)	— (0)	1% (1)	9% (12)	— (0)	— (0)
Employ: Self-Employed	10% (19)	2% (4)	1% (3)	7% (12)	2% (4)	3% (5)	3% (6)	2% (4)	— (1)	10% (19)	— (1)	— (0)
Employ: Homemaker	11% (16)	— (0)	2% (3)	1% (2)	3% (5)	1% (2)	7% (11)	— (1)	— (0)	4% (6)	— (0)	1% (2)
Employ: Student	4% (3)	5% (4)	3% (2)	1% (1)	3% (2)	— (0)	9% (6)	— (0)	— (0)	10% (7)	— (0)	1% (1)
Employ: Retired	11% (57)	1% (6)	1% (5)	1% (3)	2% (9)	1% (3)	8% (42)	1% (5)	— (1)	9% (46)	— (1)	1% (6)
Employ: Unemployed	12% (34)	2% (5)	3% (10)	1% (3)	3% (7)	— (1)	11% (33)	— (1)	— (1)	6% (17)	— (0)	1% (3)
Employ: Other	6% (11)	2% (4)	— (0)	1% (1)	4% (8)	1% (2)	8% (13)	— (0)	— (0)	10% (17)	— (0)	1% (2)
Military HH: Yes	9% (28)	1% (2)	2% (7)	1% (5)	1% (3)	1% (3)	7% (22)	— (1)	— (0)	10% (31)	— (1)	— (1)
Military HH: No	8% (152)	1% (27)	2% (28)	2% (35)	3% (56)	1% (14)	8% (145)	1% (16)	— (4)	8% (147)	— (3)	1% (22)
RD/WT: Right Direction	6% (62)	1% (14)	2% (22)	3% (28)	4% (35)	— (2)	7% (71)	1% (9)	— (3)	6% (59)	— (2)	1% (9)
RD/WT: Wrong Track	10% (118)	1% (15)	1% (12)	1% (12)	2% (25)	1% (16)	8% (96)	1% (8)	— (1)	10% (119)	— (1)	1% (14)
Biden Job Approve	6% (69)	1% (14)	2% (20)	2% (29)	3% (36)	1% (9)	7% (85)	1% (10)	— (3)	7% (78)	— (2)	1% (9)
Biden Job Disapprove	10% (94)	1% (12)	1% (11)	1% (9)	2% (19)	1% (8)	9% (77)	1% (6)	— (1)	10% (88)	— (1)	1% (13)
Biden Job Strongly Approve	8% (47)	2% (10)	1% (8)	3% (15)	4% (22)	1% (8)	7% (43)	1% (4)	— (2)	8% (47)	— (2)	— (2)
Biden Job Somewhat Approve	4% (22)	1% (4)	2% (12)	2% (13)	2% (14)	— (1)	7% (41)	1% (7)	— (2)	5% (31)	— (1)	1% (7)
Biden Job Somewhat Disapprove	4% (11)	1% (3)	2% (5)	2% (6)	2% (5)	1% (3)	10% (26)	1% (2)	— (1)	12% (30)	— (0)	2% (6)
Biden Job Strongly Disapprove	13% (83)	1% (9)	1% (6)	— (3)	2% (14)	1% (5)	8% (52)	1% (4)	— (0)	9% (58)	— (1)	1% (8)
Favorable of Biden	6% (70)	2% (18)	2% (21)	2% (23)	3% (33)	1% (9)	7% (84)	1% (11)	— (3)	6% (75)	— (2)	1% (11)
Unfavorable of Biden	11% (98)	1% (7)	1% (14)	1% (12)	2% (22)	1% (8)	7% (63)	1% (5)	— (1)	10% (89)	— (2)	1% (12)
Very Favorable of Biden	7% (44)	2% (14)	1% (8)	3% (17)	4% (22)	1% (7)	8% (47)	1% (8)	1% (3)	8% (46)	— (2)	1% (5)
Somewhat Favorable of Biden	5% (26)	1% (5)	2% (13)	1% (6)	2% (11)	— (1)	7% (37)	1% (3)	— (0)	5% (28)	— (0)	1% (6)
Somewhat Unfavorable of Biden	4% (8)	— (1)	2% (5)	4% (8)	3% (8)	1% (3)	7% (15)	1% (1)	— (1)	11% (26)	— (1)	2% (6)
Very Unfavorable of Biden	13% (90)	1% (6)	1% (9)	1% (4)	2% (14)	1% (6)	7% (48)	1% (4)	— (0)	9% (63)	— (1)	1% (6)
#1 Issue: Economy	6% (53)	1% (7)	2% (16)	2% (16)	2% (20)	1% (5)	6% (49)	1% (5)	— (0)	9% (78)	— (2)	1% (8)
#1 Issue: Security	13% (38)	1% (2)	1% (3)	3% (9)	2% (6)	1% (4)	9% (26)	1% (4)	— (0)	10% (30)	— (0)	2% (6)
#1 Issue: Health Care	6% (19)	1% (5)	1% (4)	2% (8)	4% (13)	— (0)	8% (24)	— (1)	— (1)	6% (19)	— (0)	2% (5)
#1 Issue: Medicare / Social Security	10% (33)	2% (7)	1% (2)	1% (3)	1% (4)	2% (7)	10% (32)	1% (3)	— (0)	9% (30)	— (1)	— (2)
#1 Issue: Women's Issues	11% (14)	1% (2)	5% (6)	3% (4)	6% (7)	— (0)	11% (13)	1% (1)	— (0)	2% (3)	— (0)	— (0)
#1 Issue: Education	6% (5)	4% (3)	1% (1)	— (0)	4% (3)	— (0)	7% (6)	2% (1)	— (0)	6% (5)	— (0)	1% (1)
#1 Issue: Energy	1% (1)	— (0)	1% (1)	— (0)	2% (2)	1% (1)	10% (9)	1% (1)	2% (2)	7% (7)	1% (1)	— (0)
#1 Issue: Other	13% (18)	2% (3)	2% (3)	1% (1)	2% (3)	— (0)	5% (6)	— (0)	1% (1)	5% (7)	— (0)	1% (1)
2020 Vote: Joe Biden	5% (52)	2% (17)	2% (15)	2% (17)	3% (27)	— (4)	6% (64)	1% (8)	— (3)	7% (71)	— (2)	1% (9)
2020 Vote: Donald Trump	11% (79)	1% (5)	1% (9)	1% (10)	3% (19)	1% (8)	7% (54)	1% (5)	— (1)	10% (71)	— (1)	1% (7)
2020 Vote: Other	8% (5)	— (0)	1% (1)	3% (2)	2% (1)	— (0)	6% (4)	— (0)	— (0)	2% (1)	— (0)	1% (1)
2020 Vote: Didn't Vote	10% (44)	2% (7)	2% (10)	2% (11)	3% (12)	1% (4)	11% (46)	1% (3)	— (0)	8% (35)	— (1)	2% (7)
2018 House Vote: Democrat	5% (42)	2% (13)	2% (14)	2% (13)	3% (24)	1% (9)	6% (47)	1% (7)	— (3)	7% (54)	— (2)	1% (7)
2018 House Vote: Republican	9% (51)	1% (5)	2% (9)	1% (8)	2% (11)	1% (4)	6% (34)	— (2)	— (1)	11% (62)	— (2)	1% (5)
2016 Vote: Hillary Clinton	6% (42)	2% (13)	2% (14)	2% (12)	3% (24)	1% (4)	6% (42)	1% (6)	— (3)	7% (51)	— (2)	1% (4)
2016 Vote: Donald Trump	10% (65)	1% (4)	1% (9)	1% (9)	2% (11)	2% (11)	7% (47)	1% (5)	— (1)	10% (69)	— (1)	1% (9)
2016 Vote: Other	11% (13)	1% (1)	— (0)	3% (3)	2% (3)	— (0)	3% (3)	— (0)	— (0)	7% (7)	— (0)	2% (2)
2016 Vote: Didn't Vote	8% (61)	2% (11)	2% (12)	2% (16)	3% (21)	— (3)	10% (75)	1% (5)	— (0)	7% (48)	— (1)	1% (8)
Voted in 2014: Yes	8% (95)	1% (16)	2% (20)	1% (15)	3% (36)	— (5)	6% (72)	1% (7)	— (3)	8% (100)	— (3)	1% (11)
Voted in 2014: No	9% (85)	1% (13)	1% (15)	2% (24)	2% (24)	1% (12)	10% (95)	1% (9)	— (1)	8% (78)	— (1)	1% (12)

Table MCSP9: As you may know, the Summer Olympics is 17 days long. How long do you think the Olympics should be?

Demographic	1 day	2 days	3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11 days	12 days	
Adults	8% (180)	1% (29)	2% (35)	2% (40)	3% (59)	1% (17)	8% (167)	1% (16)	— (4)	8% (178)	— (4)	1% (23)	
4-Region: Northeast	9% (34)	1% (4)	1% (3)	2% (9)	3% (10)	1% (3)	6% (24)	— (1)	— (1)	8% (33)	— (2)	2% (8)	
4-Region: Midwest	8% (37)	2% (7)	1% (7)	1% (3)	3% (12)	— (0)	7% (34)	1% (3)	— (1)	8% (38)	— (1)	1% (6)	
4-Region: South	8% (64)	2% (15)	2% (18)	2% (15)	3% (24)	1% (9)	8% (66)	1% (10)	— (2)	8% (65)	— (1)	1% (6)	
4-Region: West	9% (44)	— (3)	1% (7)	2% (13)	2% (12)	1% (5)	8% (42)	— (2)	— (1)	8% (43)	— (1)	1% (3)	
Sports Fans	5% (73)	1% (15)	2% (24)	2% (25)	3% (39)	1% (14)	6% (99)	1% (10)	— (3)	8% (127)	— (2)	1% (16)	
Avid Sports Fans	3% (16)	1% (6)	1% (6)	1% (4)	2% (13)	1% (6)	6% (37)	— (2)	— (1)	8% (48)	— (2)	1% (6)	
Casual Sports Fans	6% (57)	1% (9)	2% (18)	2% (22)	3% (26)	1% (8)	6% (63)	1% (8)	— (2)	8% (79)	— (0)	1% (11)	
Non-Sports Fans	16% (107)	2% (14)	2% (11)	2% (15)	3% (20)	— (3)	10% (68)	1% (6)	— (1)	8% (51)	— (2)	1% (7)	
Gen Z Sports Fans	2% (3)	3% (4)	3% (5)	2% (2)	2% (3)	2% (2)	8% (12)	2% (3)	— (0)	3% (4)	— (0)	— (1)	
Millennial Sports Fans	4% (21)	1% (4)	3% (13)	4% (21)	4% (19)	1% (3)	7% (36)	1% (3)	— (2)	8% (37)	— (1)	1% (6)	
Gen X Sports Fans	5% (20)	2% (6)	1% (2)	— (2)	2% (7)	2% (8)	6% (24)	1% (2)	— (0)	8% (29)	— (1)	1% (5)	
Boomer Sports Fans	6% (28)	— (1)	1% (4)	— (1)	2% (10)	— (1)	5% (25)	— (2)	— (2)	10% (47)	— (0)	1% (5)	
Democratic Sports Fans	3% (19)	2% (11)	2% (13)	2% (14)	3% (19)	— (3)	7% (43)	1% (6)	— (3)	6% (40)	— (1)	1% (5)	
Republican Sports Fans	7% (31)	1% (3)	2% (8)	1% (6)	2% (11)	— (2)	5% (23)	1% (2)	— (0)	12% (54)	— (1)	1% (4)	
Male Sports Fans	5% (42)	1% (8)	1% (10)	2% (19)	2% (17)	1% (9)	6% (51)	— (3)	— (1)	9% (77)	— (1)	1% (10)	
Female Sports Fans	5% (31)	1% (7)	2% (14)	1% (7)	3% (22)	1% (5)	7% (48)	1% (7)	— (2)	8% (50)	— (1)	1% (6)	
Olympics Fans	1% (17)	1% (14)	1% (21)	2% (28)	2% (30)	1% (13)	6% (88)	— (5)	— (3)	7% (105)	— (2)	1% (17)	
Avid Olympics Fans	— (1)	2% (6)	1% (3)	3% (10)	3% (9)	— (2)	6% (20)	— (1)	— (1)	4% (15)	— (1)	2% (6)	
Casual Olympics Fans	2% (16)	1% (8)	2% (17)	2% (18)	2% (21)	1% (11)	6% (68)	— (4)	— (2)	8% (90)	— (1)	1% (11)	
Non-Olympics Fans	22% (163)	2% (15)	2% (14)	2% (12)	4% (30)	1% (4)	10% (79)	1% (11)	— (1)	10% (72)	— (2)	1% (6)	
Very Interested in Summer Olympics	3% (5)	1% (2)	1% (2)	5% (9)	5% (10)	1% (2)	6% (11)	1% (2)	1% (2)	7% (13)	— (1)	— (1)	
Interested in Summer Olympics	1% (5)	1% (4)	1% (6)	4% (19)	3% (14)	2% (8)	8% (35)	— (2)	1% (3)	6% (25)	— (1)	— (1)	
Familiar with Peacock	7% (81)	1% (16)	2% (21)	2% (21)	3% (31)	1% (9)	8% (95)	1% (7)	— (4)	8% (93)	— (3)	1% (10)	
Peacock Subscriber	6% (32)	1% (5)	1% (8)	1% (5)	3% (14)	1% (4)	7% (36)	1% (4)	— (2)	8% (44)	— (2)	1% (6)	

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

Table MCSP10: *How easy or difficult has it been for you to find the Tokyo Olympic events that you want to watch, either on television, online or via streaming?*

Demographic	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Don't know / No opinion		Total N
Adults	23%	(497)	24%	(522)	12%	(269)	6%	(126)	36%	(786)	2200
Gender: Male	23%	(248)	29%	(306)	13%	(140)	7%	(70)	28%	(298)	1062
Gender: Female	22%	(249)	19%	(216)	11%	(129)	5%	(56)	43%	(488)	1138
Age: 18-34	24%	(157)	25%	(163)	14%	(89)	5%	(35)	32%	(211)	655
Age: 35-44	26%	(94)	26%	(92)	10%	(35)	6%	(22)	32%	(114)	358
Age: 45-64	22%	(165)	24%	(183)	11%	(86)	6%	(46)	36%	(270)	751
Age: 65+	19%	(81)	19%	(84)	13%	(59)	5%	(23)	44%	(190)	436
GenZers: 1997-2012	22%	(51)	21%	(49)	14%	(32)	4%	(10)	38%	(86)	227
Millennials: 1981-1996	26%	(169)	27%	(175)	12%	(80)	6%	(40)	30%	(195)	659
GenXers: 1965-1980	22%	(114)	23%	(122)	10%	(54)	7%	(36)	38%	(200)	525
Baby Boomers: 1946-1964	21%	(147)	23%	(158)	13%	(91)	5%	(35)	39%	(271)	702
PID: Dem (no lean)	27%	(244)	25%	(227)	14%	(121)	4%	(40)	29%	(260)	891
PID: Ind (no lean)	20%	(130)	19%	(128)	11%	(73)	8%	(51)	43%	(285)	666
PID: Rep (no lean)	19%	(123)	26%	(168)	12%	(75)	6%	(36)	38%	(241)	643
PID/Gender: Dem Men	27%	(112)	32%	(129)	17%	(70)	5%	(21)	19%	(77)	408
PID/Gender: Dem Women	27%	(132)	20%	(98)	11%	(51)	4%	(19)	38%	(183)	482
PID/Gender: Ind Men	21%	(68)	24%	(77)	11%	(37)	10%	(31)	34%	(109)	321
PID/Gender: Ind Women	18%	(62)	15%	(51)	11%	(37)	6%	(19)	51%	(176)	345
PID/Gender: Rep Men	20%	(68)	30%	(101)	10%	(33)	5%	(18)	34%	(113)	332
PID/Gender: Rep Women	18%	(55)	22%	(67)	13%	(41)	6%	(18)	41%	(129)	311
Ideo: Liberal (1-3)	27%	(184)	27%	(185)	15%	(104)	5%	(38)	26%	(183)	694
Ideo: Moderate (4)	27%	(158)	24%	(142)	10%	(59)	7%	(43)	32%	(194)	597
Ideo: Conservative (5-7)	19%	(137)	25%	(179)	12%	(90)	5%	(38)	38%	(275)	718
Educ: < College	20%	(309)	23%	(343)	11%	(163)	5%	(76)	41%	(622)	1512
Educ: Bachelors degree	25%	(111)	28%	(122)	17%	(77)	7%	(29)	24%	(105)	444
Educ: Post-grad	32%	(78)	24%	(57)	12%	(30)	8%	(20)	24%	(59)	244
Income: Under 50k	20%	(246)	22%	(271)	10%	(130)	6%	(75)	42%	(524)	1246
Income: 50k-100k	24%	(149)	26%	(163)	15%	(94)	5%	(32)	30%	(188)	625
Income: 100k+	31%	(102)	27%	(88)	14%	(45)	6%	(19)	23%	(74)	329
Ethnicity: White	22%	(376)	24%	(416)	12%	(214)	5%	(91)	36%	(626)	1722
Ethnicity: Hispanic	24%	(83)	22%	(75)	15%	(52)	8%	(30)	31%	(110)	349

Continued on next page

Table MCSP10: *How easy or difficult has it been for you to find the Tokyo Olympic events that you want to watch, either on television, online or via streaming?*

Demographic	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Don't know / No opinion		Total N
Adults	23%	(497)	24%	(522)	12%	(269)	6%	(126)	36%	(786)	2200
Ethnicity: Black	30%	(83)	22%	(59)	8%	(23)	9%	(24)	31%	(85)	274
Ethnicity: Other	19%	(38)	23%	(47)	16%	(33)	5%	(11)	37%	(75)	204
All Christian	25%	(237)	25%	(237)	13%	(121)	5%	(51)	32%	(307)	952
All Non-Christian	36%	(35)	27%	(27)	18%	(18)	4%	(4)	16%	(15)	99
Atheist	17%	(15)	22%	(20)	11%	(10)	11%	(10)	39%	(36)	91
Agnostic/Nothing in particular	19%	(122)	23%	(147)	11%	(68)	6%	(37)	41%	(264)	637
Something Else	21%	(88)	22%	(91)	12%	(52)	6%	(25)	39%	(165)	421
Religious Non-Protestant/Catholic	33%	(41)	29%	(36)	17%	(21)	4%	(5)	18%	(23)	126
Evangelical	25%	(144)	23%	(138)	11%	(63)	6%	(37)	35%	(204)	586
Non-Evangelical	23%	(167)	24%	(177)	14%	(106)	5%	(38)	34%	(253)	740
Community: Urban	29%	(171)	24%	(143)	13%	(80)	7%	(39)	27%	(164)	597
Community: Suburban	21%	(213)	24%	(244)	13%	(128)	5%	(45)	37%	(368)	997
Community: Rural	19%	(113)	22%	(136)	10%	(61)	7%	(41)	42%	(255)	605
Employ: Private Sector	26%	(179)	30%	(203)	12%	(83)	6%	(42)	26%	(179)	687
Employ: Government	31%	(42)	23%	(30)	17%	(23)	5%	(7)	24%	(31)	133
Employ: Self-Employed	27%	(50)	23%	(42)	19%	(36)	4%	(7)	28%	(52)	186
Employ: Homemaker	19%	(28)	21%	(30)	11%	(16)	3%	(4)	47%	(68)	147
Employ: Student	23%	(17)	25%	(18)	14%	(10)	5%	(3)	32%	(23)	71
Employ: Retired	20%	(101)	23%	(117)	10%	(53)	5%	(25)	42%	(214)	510
Employ: Unemployed	15%	(44)	19%	(55)	10%	(29)	10%	(29)	46%	(134)	291
Employ: Other	21%	(37)	15%	(26)	11%	(19)	5%	(9)	48%	(84)	175
Military HH: Yes	21%	(70)	27%	(89)	14%	(47)	6%	(18)	31%	(102)	326
Military HH: No	23%	(427)	23%	(433)	12%	(222)	6%	(108)	37%	(684)	1874
RD/WT: Right Direction	26%	(259)	26%	(258)	14%	(133)	6%	(56)	28%	(273)	979
RD/WT: Wrong Track	19%	(238)	22%	(265)	11%	(136)	6%	(70)	42%	(512)	1221
Biden Job Approve	25%	(297)	26%	(301)	14%	(159)	6%	(70)	30%	(349)	1177
Biden Job Disapprove	21%	(185)	23%	(209)	11%	(99)	6%	(49)	39%	(352)	895

Continued on next page

Table MCSP10: *How easy or difficult has it been for you to find the Tokyo Olympic events that you want to watch, either on television, online or via streaming?*

Demographic	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Don't know / No opinion		Total N
Adults	23%	(497)	24%	(522)	12%	(269)	6%	(126)	36%	(786)	2200
Biden Job Strongly Approve	32%	(193)	22%	(134)	11%	(65)	5%	(32)	29%	(170)	595
Biden Job Somewhat Approve	18%	(104)	29%	(168)	16%	(94)	6%	(37)	31%	(179)	582
Biden Job Somewhat Disapprove	22%	(55)	27%	(67)	17%	(41)	6%	(15)	28%	(70)	248
Biden Job Strongly Disapprove	20%	(129)	22%	(142)	9%	(57)	5%	(35)	44%	(283)	646
Favorable of Biden	25%	(292)	26%	(295)	13%	(153)	6%	(67)	30%	(348)	1155
Unfavorable of Biden	20%	(182)	23%	(209)	11%	(102)	5%	(49)	40%	(364)	905
Very Favorable of Biden	30%	(183)	24%	(146)	12%	(74)	5%	(29)	30%	(184)	616
Somewhat Favorable of Biden	20%	(109)	28%	(149)	15%	(79)	7%	(37)	31%	(165)	539
Somewhat Unfavorable of Biden	19%	(43)	30%	(70)	18%	(42)	5%	(11)	28%	(64)	230
Very Unfavorable of Biden	21%	(139)	21%	(140)	9%	(60)	6%	(37)	44%	(299)	675
#1 Issue: Economy	24%	(202)	26%	(217)	12%	(100)	5%	(45)	32%	(267)	832
#1 Issue: Security	25%	(71)	24%	(69)	13%	(37)	3%	(7)	36%	(104)	288
#1 Issue: Health Care	23%	(72)	25%	(78)	15%	(47)	4%	(14)	33%	(105)	317
#1 Issue: Medicare / Social Security	20%	(66)	20%	(67)	11%	(36)	8%	(27)	40%	(133)	330
#1 Issue: Women's Issues	17%	(21)	23%	(29)	13%	(16)	5%	(7)	41%	(51)	123
#1 Issue: Education	24%	(19)	23%	(19)	11%	(9)	13%	(11)	28%	(23)	81
#1 Issue: Energy	25%	(24)	27%	(26)	13%	(12)	10%	(10)	25%	(24)	96
#1 Issue: Other	16%	(22)	13%	(17)	8%	(10)	3%	(4)	60%	(80)	133
2020 Vote: Joe Biden	27%	(267)	26%	(258)	14%	(134)	5%	(48)	28%	(275)	981
2020 Vote: Donald Trump	21%	(154)	24%	(175)	11%	(78)	5%	(36)	38%	(275)	719
2020 Vote: Other	20%	(13)	23%	(16)	10%	(7)	7%	(5)	40%	(27)	67
2020 Vote: Didn't Vote	14%	(62)	17%	(73)	12%	(50)	9%	(37)	48%	(210)	433
2018 House Vote: Democrat	29%	(227)	26%	(203)	14%	(106)	5%	(36)	26%	(204)	776
2018 House Vote: Republican	22%	(128)	25%	(145)	11%	(66)	5%	(31)	36%	(205)	576
2016 Vote: Hillary Clinton	28%	(199)	26%	(187)	13%	(93)	4%	(26)	28%	(200)	705
2016 Vote: Donald Trump	21%	(142)	24%	(155)	13%	(87)	5%	(34)	37%	(242)	660
2016 Vote: Other	23%	(26)	23%	(26)	10%	(11)	8%	(9)	35%	(39)	110
2016 Vote: Didn't Vote	18%	(131)	21%	(151)	11%	(78)	8%	(57)	42%	(305)	720
Voted in 2014: Yes	26%	(313)	27%	(323)	12%	(149)	5%	(64)	30%	(363)	1213
Voted in 2014: No	19%	(184)	20%	(199)	12%	(120)	6%	(62)	43%	(423)	987

Continued on next page

Table MCSP10: How easy or difficult has it been for you to find the Tokyo Olympic events that you want to watch, either on television, online or via streaming?

Demographic	Very easy		Somewhat easy		Somewhat difficult		Very difficult		Don't know / No opinion		Total N
Adults	23%	(497)	24%	(522)	12%	(269)	6%	(126)	36%	(786)	2200
4-Region: Northeast	26%	(103)	24%	(93)	11%	(43)	7%	(29)	32%	(127)	394
4-Region: Midwest	21%	(99)	25%	(117)	12%	(56)	7%	(30)	35%	(161)	462
4-Region: South	23%	(186)	23%	(193)	12%	(97)	5%	(44)	37%	(305)	824
4-Region: West	21%	(110)	23%	(120)	14%	(73)	4%	(23)	37%	(194)	520
Sports Fans	26%	(396)	28%	(436)	14%	(220)	7%	(105)	25%	(384)	1540
Avid Sports Fans	33%	(186)	32%	(181)	13%	(76)	6%	(35)	16%	(94)	572
Casual Sports Fans	22%	(210)	26%	(255)	15%	(144)	7%	(69)	30%	(290)	968
Non-Sports Fans	15%	(101)	13%	(86)	7%	(49)	3%	(21)	61%	(402)	660
Gen Z Sports Fans	24%	(35)	24%	(34)	16%	(23)	4%	(6)	32%	(47)	144
Millennial Sports Fans	30%	(146)	30%	(147)	14%	(69)	8%	(37)	19%	(95)	495
Gen X Sports Fans	26%	(96)	29%	(107)	12%	(44)	7%	(28)	27%	(100)	374
Boomer Sports Fans	23%	(108)	28%	(132)	16%	(73)	6%	(30)	27%	(128)	471
Democratic Sports Fans	32%	(206)	30%	(190)	15%	(98)	5%	(34)	18%	(115)	643
Republican Sports Fans	21%	(97)	32%	(146)	13%	(58)	6%	(26)	28%	(127)	455
Male Sports Fans	25%	(218)	32%	(275)	15%	(128)	8%	(66)	21%	(183)	870
Female Sports Fans	27%	(178)	24%	(161)	14%	(92)	6%	(38)	30%	(201)	671
Olympics Fans	29%	(415)	32%	(460)	17%	(239)	6%	(91)	17%	(239)	1444
Avid Olympics Fans	42%	(149)	33%	(117)	13%	(45)	9%	(30)	3%	(10)	352
Casual Olympics Fans	24%	(266)	31%	(343)	18%	(194)	6%	(61)	21%	(229)	1092
Non-Olympics Fans	11%	(82)	8%	(62)	4%	(30)	5%	(35)	72%	(547)	756
Very Interested in Summer Olympics	62%	(112)	21%	(37)	9%	(16)	6%	(10)	3%	(5)	181
Interested in Summer Olympics	45%	(195)	34%	(145)	12%	(54)	4%	(19)	4%	(19)	431
Familiar with Peacock	28%	(328)	25%	(299)	12%	(138)	6%	(70)	30%	(351)	1186
Peacock Subscriber	29%	(155)	22%	(116)	12%	(62)	8%	(44)	30%	(161)	539

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

Table MCSP11_1NET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	61%	(1340)	39%	(860)	2200
Gender: Male	66%	(704)	34%	(357)	1062
Gender: Female	56%	(635)	44%	(503)	1138
Age: 18-34	58%	(381)	42%	(274)	655
Age: 35-44	59%	(210)	41%	(148)	358
Age: 45-64	65%	(487)	35%	(264)	751
Age: 65+	60%	(261)	40%	(175)	436
GenZers: 1997-2012	56%	(127)	44%	(99)	227
Millennials: 1981-1996	60%	(395)	40%	(264)	659
GenXers: 1965-1980	60%	(317)	40%	(208)	525
Baby Boomers: 1946-1964	62%	(438)	38%	(264)	702
PID: Dem (no lean)	65%	(575)	35%	(316)	891
PID: Ind (no lean)	55%	(369)	45%	(297)	666
PID: Rep (no lean)	62%	(396)	38%	(247)	643
PID/Gender: Dem Men	71%	(291)	29%	(117)	408
PID/Gender: Dem Women	59%	(284)	41%	(199)	482
PID/Gender: Ind Men	60%	(192)	40%	(129)	321
PID/Gender: Ind Women	51%	(177)	49%	(168)	345
PID/Gender: Rep Men	66%	(221)	34%	(112)	332
PID/Gender: Rep Women	56%	(175)	44%	(136)	311
Ideo: Liberal (1-3)	62%	(432)	38%	(262)	694
Ideo: Moderate (4)	62%	(371)	38%	(226)	597
Ideo: Conservative (5-7)	59%	(426)	41%	(292)	718
Educ: < College	60%	(909)	40%	(603)	1512
Educ: Bachelors degree	63%	(278)	37%	(165)	444
Educ: Post-grad	62%	(152)	38%	(92)	244
Income: Under 50k	60%	(742)	40%	(504)	1246
Income: 50k-100k	62%	(385)	38%	(240)	625
Income: 100k+	65%	(214)	35%	(116)	329
Ethnicity: White	61%	(1052)	39%	(670)	1722
Ethnicity: Hispanic	57%	(200)	43%	(149)	349
Ethnicity: Black	60%	(166)	40%	(109)	274

Continued on next page

Table MCSP11_INET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	61%	(1340)	39%	(860)	2200
Ethnicity: Other	60%	(122)	40%	(82)	204
All Christian	65%	(619)	35%	(333)	952
All Non-Christian	68%	(67)	32%	(32)	99
Atheist	57%	(51)	43%	(39)	91
Agnostic/Nothing in particular	58%	(373)	42%	(265)	637
Something Else	54%	(229)	46%	(192)	421
Religious Non-Protestant/Catholic	68%	(86)	32%	(41)	126
Evangelical	59%	(348)	41%	(237)	586
Non-Evangelical	63%	(469)	37%	(270)	740
Community: Urban	61%	(366)	39%	(231)	597
Community: Suburban	61%	(612)	39%	(386)	997
Community: Rural	60%	(362)	40%	(243)	605
Employ: Private Sector	66%	(450)	34%	(237)	687
Employ: Government	51%	(67)	49%	(66)	133
Employ: Self-Employed	57%	(105)	43%	(81)	186
Employ: Homemaker	55%	(81)	45%	(66)	147
Employ: Student	58%	(41)	42%	(30)	71
Employ: Retired	61%	(312)	39%	(198)	510
Employ: Unemployed	61%	(179)	39%	(113)	291
Employ: Other	60%	(104)	40%	(71)	175
Military HH: Yes	62%	(201)	38%	(125)	326
Military HH: No	61%	(1139)	39%	(735)	1874
RD/WT: Right Direction	63%	(614)	37%	(365)	979
RD/WT: Wrong Track	59%	(725)	41%	(495)	1221
Biden Job Approve	62%	(731)	38%	(446)	1177
Biden Job Disapprove	59%	(530)	41%	(365)	895
Biden Job Strongly Approve	65%	(389)	35%	(206)	595
Biden Job Somewhat Approve	59%	(342)	41%	(240)	582
Biden Job Somewhat Disapprove	63%	(157)	37%	(92)	248
Biden Job Strongly Disapprove	58%	(373)	42%	(273)	646

Continued on next page

Table MCSP11_1NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	61%	(1340)	39%	(860)	2200
Favorable of Biden	63%	(723)	37%	(432)	1155
Unfavorable of Biden	58%	(527)	42%	(378)	905
Very Favorable of Biden	65%	(402)	35%	(214)	616
Somewhat Favorable of Biden	60%	(321)	40%	(218)	539
Somewhat Unfavorable of Biden	60%	(137)	40%	(93)	230
Very Unfavorable of Biden	58%	(389)	42%	(286)	675
#1 Issue: Economy	63%	(523)	37%	(310)	832
#1 Issue: Security	61%	(175)	39%	(113)	288
#1 Issue: Health Care	64%	(202)	36%	(115)	317
#1 Issue: Medicare / Social Security	61%	(203)	39%	(127)	330
#1 Issue: Women's Issues	55%	(68)	45%	(55)	123
#1 Issue: Education	50%	(40)	50%	(40)	81
#1 Issue: Energy	63%	(60)	37%	(36)	96
#1 Issue: Other	52%	(69)	48%	(64)	133
2020 Vote: Joe Biden	63%	(621)	37%	(360)	981
2020 Vote: Donald Trump	59%	(427)	41%	(292)	719
2020 Vote: Other	62%	(42)	38%	(25)	67
2020 Vote: Didn't Vote	58%	(250)	42%	(183)	433
2018 House Vote: Democrat	65%	(506)	35%	(270)	776
2018 House Vote: Republican	61%	(349)	39%	(227)	576
2016 Vote: Hillary Clinton	64%	(451)	36%	(254)	705
2016 Vote: Donald Trump	61%	(403)	39%	(257)	660
2016 Vote: Other	63%	(69)	37%	(41)	110
2016 Vote: Didn't Vote	57%	(413)	43%	(308)	720
Voted in 2014: Yes	64%	(773)	36%	(440)	1213
Voted in 2014: No	57%	(567)	43%	(420)	987
4-Region: Northeast	67%	(262)	33%	(131)	394
4-Region: Midwest	64%	(296)	36%	(166)	462
4-Region: South	62%	(513)	38%	(311)	824
4-Region: West	52%	(268)	48%	(252)	520
Sports Fans	66%	(1016)	34%	(525)	1540

Continued on next page

Table MCSP11_INET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	61%	(1340)	39%	(860)	2200
Avid Sports Fans	76%	(437)	24%	(135)	572
Casual Sports Fans	60%	(579)	40%	(390)	968
Non-Sports Fans	49%	(324)	51%	(336)	660
Gen Z Sports Fans	59%	(85)	41%	(59)	144
Millennial Sports Fans	61%	(302)	39%	(193)	495
Gen X Sports Fans	66%	(246)	34%	(128)	374
Boomer Sports Fans	71%	(333)	29%	(138)	471
Democratic Sports Fans	70%	(449)	30%	(193)	643
Republican Sports Fans	67%	(306)	33%	(149)	455
Male Sports Fans	70%	(607)	30%	(262)	870
Female Sports Fans	61%	(409)	39%	(262)	671
Olympics Fans	70%	(1005)	30%	(440)	1444
Avid Olympics Fans	71%	(251)	29%	(100)	352
Casual Olympics Fans	69%	(753)	31%	(339)	1092
Non-Olympics Fans	44%	(335)	56%	(421)	756
Very Interested in Summer Olympics	63%	(115)	37%	(66)	181
Interested in Summer Olympics	67%	(291)	33%	(141)	431
Familiar with Peacock	60%	(717)	40%	(469)	1186
Peacock Subscriber	54%	(292)	46%	(247)	539

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

Table MCSP11_2NET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(326)	85%	(1874)	2200
Gender: Male	16%	(165)	84%	(896)	1062
Gender: Female	14%	(160)	86%	(978)	1138
Age: 18-34	21%	(136)	79%	(519)	655
Age: 35-44	21%	(74)	79%	(283)	358
Age: 45-64	12%	(92)	88%	(659)	751
Age: 65+	5%	(24)	95%	(413)	436
GenZers: 1997-2012	14%	(32)	86%	(195)	227
Millennials: 1981-1996	23%	(155)	77%	(504)	659
GenXers: 1965-1980	13%	(68)	87%	(456)	525
Baby Boomers: 1946-1964	10%	(68)	90%	(634)	702
PID: Dem (no lean)	18%	(159)	82%	(731)	891
PID: Ind (no lean)	14%	(93)	86%	(573)	666
PID: Rep (no lean)	11%	(73)	89%	(570)	643
PID/Gender: Dem Men	21%	(85)	79%	(324)	408
PID/Gender: Dem Women	16%	(75)	84%	(408)	482
PID/Gender: Ind Men	14%	(44)	86%	(277)	321
PID/Gender: Ind Women	14%	(49)	86%	(296)	345
PID/Gender: Rep Men	11%	(37)	89%	(296)	332
PID/Gender: Rep Women	12%	(36)	88%	(274)	311
Ideo: Liberal (1-3)	20%	(141)	80%	(554)	694
Ideo: Moderate (4)	15%	(91)	85%	(506)	597
Ideo: Conservative (5-7)	11%	(82)	89%	(637)	718
Educ: < College	13%	(197)	87%	(1315)	1512
Educ: Bachelors degree	18%	(81)	82%	(363)	444
Educ: Post-grad	20%	(48)	80%	(196)	244
Income: Under 50k	14%	(172)	86%	(1074)	1246
Income: 50k-100k	13%	(84)	87%	(541)	625
Income: 100k+	21%	(70)	79%	(259)	329
Ethnicity: White	14%	(248)	86%	(1474)	1722
Ethnicity: Hispanic	20%	(70)	80%	(280)	349
Ethnicity: Black	19%	(53)	81%	(221)	274

Continued on next page

Table MCSP11_2NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(326)	85%	(1874)	2200
Ethnicity: Other	12%	(25)	88%	(179)	204
All Christian	15%	(139)	85%	(813)	952
All Non-Christian	21%	(20)	79%	(79)	99
Atheist	23%	(21)	77%	(70)	91
Agnostic/Nothing in particular	16%	(100)	84%	(537)	637
Something Else	11%	(46)	89%	(375)	421
Religious Non-Protestant/Catholic	19%	(24)	81%	(102)	126
Evangelical	16%	(96)	84%	(490)	586
Non-Evangelical	11%	(82)	89%	(658)	740
Community: Urban	23%	(139)	77%	(458)	597
Community: Suburban	11%	(109)	89%	(889)	997
Community: Rural	13%	(78)	87%	(527)	605
Employ: Private Sector	17%	(119)	83%	(568)	687
Employ: Government	24%	(31)	76%	(102)	133
Employ: Self-Employed	21%	(38)	79%	(147)	186
Employ: Homemaker	15%	(22)	85%	(125)	147
Employ: Student	11%	(8)	89%	(63)	71
Employ: Retired	8%	(39)	92%	(471)	510
Employ: Unemployed	14%	(42)	86%	(249)	291
Employ: Other	15%	(26)	85%	(149)	175
Military HH: Yes	14%	(45)	86%	(281)	326
Military HH: No	15%	(281)	85%	(1593)	1874
RD/WT: Right Direction	18%	(179)	82%	(800)	979
RD/WT: Wrong Track	12%	(147)	88%	(1074)	1221
Biden Job Approve	18%	(211)	82%	(966)	1177
Biden Job Disapprove	11%	(99)	89%	(796)	895
Biden Job Strongly Approve	17%	(103)	83%	(492)	595
Biden Job Somewhat Approve	18%	(107)	82%	(474)	582
Biden Job Somewhat Disapprove	18%	(44)	82%	(204)	248
Biden Job Strongly Disapprove	8%	(55)	92%	(591)	646

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Table MCSP11_2NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(326)	85%	(1874)	2200
Favorable of Biden	18%	(205)	82%	(950)	1155
Unfavorable of Biden	12%	(108)	88%	(797)	905
Very Favorable of Biden	17%	(104)	83%	(512)	616
Somewhat Favorable of Biden	19%	(101)	81%	(438)	539
Somewhat Unfavorable of Biden	19%	(43)	81%	(187)	230
Very Unfavorable of Biden	10%	(65)	90%	(610)	675
#1 Issue: Economy	16%	(136)	84%	(696)	832
#1 Issue: Security	11%	(31)	89%	(257)	288
#1 Issue: Health Care	17%	(52)	83%	(265)	317
#1 Issue: Medicare / Social Security	11%	(36)	89%	(294)	330
#1 Issue: Women's Issues	17%	(21)	83%	(103)	123
#1 Issue: Education	23%	(18)	77%	(62)	81
#1 Issue: Energy	23%	(22)	77%	(74)	96
#1 Issue: Other	7%	(9)	93%	(124)	133
2020 Vote: Joe Biden	19%	(182)	81%	(800)	981
2020 Vote: Donald Trump	11%	(78)	89%	(641)	719
2020 Vote: Other	11%	(7)	89%	(60)	67
2020 Vote: Didn't Vote	14%	(59)	86%	(373)	433
2018 House Vote: Democrat	18%	(138)	82%	(639)	776
2018 House Vote: Republican	11%	(66)	89%	(510)	576
2016 Vote: Hillary Clinton	18%	(124)	82%	(581)	705
2016 Vote: Donald Trump	12%	(80)	88%	(580)	660
2016 Vote: Other	9%	(10)	91%	(100)	110
2016 Vote: Didn't Vote	16%	(112)	84%	(608)	720
Voted in 2014: Yes	15%	(176)	85%	(1037)	1213
Voted in 2014: No	15%	(150)	85%	(838)	987
4-Region: Northeast	16%	(62)	84%	(331)	394
4-Region: Midwest	11%	(51)	89%	(411)	462
4-Region: South	14%	(112)	86%	(712)	824
4-Region: West	19%	(100)	81%	(420)	520
Sports Fans	16%	(252)	84%	(1288)	1540

Continued on next page

Table MCSP11_2NET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.

Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	15%	(326)	85%	(1874)	2200
Avid Sports Fans	19%	(107)	81%	(465)	572
Casual Sports Fans	15%	(146)	85%	(823)	968
Non-Sports Fans	11%	(73)	89%	(586)	660
Gen Z Sports Fans	17%	(24)	83%	(120)	144
Millennial Sports Fans	26%	(128)	74%	(367)	495
Gen X Sports Fans	13%	(50)	87%	(324)	374
Boomer Sports Fans	10%	(48)	90%	(423)	471
Democratic Sports Fans	19%	(120)	81%	(522)	643
Republican Sports Fans	12%	(55)	88%	(400)	455
Male Sports Fans	17%	(146)	83%	(724)	870
Female Sports Fans	16%	(106)	84%	(564)	671
Olympics Fans	18%	(263)	82%	(1181)	1444
Avid Olympics Fans	26%	(92)	74%	(260)	352
Casual Olympics Fans	16%	(172)	84%	(921)	1092
Non-Olympics Fans	8%	(63)	92%	(693)	756
Very Interested in Summer Olympics	36%	(65)	64%	(115)	181
Interested in Summer Olympics	29%	(124)	71%	(307)	431
Familiar with Peacock	24%	(283)	76%	(903)	1186
Peacock Subscriber	38%	(206)	62%	(333)	539

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

Table MCSP11_3NET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.
Via the NBC Olympics website or app

Demographic	Selected		Not Selected		Total N
Adults	22%	(482)	78%	(1718)	2200
Gender: Male	23%	(246)	77%	(816)	1062
Gender: Female	21%	(236)	79%	(902)	1138
Age: 18-34	24%	(156)	76%	(499)	655
Age: 35-44	33%	(119)	67%	(239)	358
Age: 45-64	18%	(134)	82%	(617)	751
Age: 65+	17%	(73)	83%	(363)	436
GenZers: 1997-2012	22%	(50)	78%	(177)	227
Millennials: 1981-1996	28%	(182)	72%	(477)	659
GenXers: 1965-1980	23%	(119)	77%	(406)	525
Baby Boomers: 1946-1964	17%	(120)	83%	(582)	702
PID: Dem (no lean)	27%	(242)	73%	(649)	891
PID: Ind (no lean)	19%	(127)	81%	(539)	666
PID: Rep (no lean)	18%	(113)	82%	(530)	643
PID/Gender: Dem Men	29%	(117)	71%	(291)	408
PID/Gender: Dem Women	26%	(125)	74%	(358)	482
PID/Gender: Ind Men	21%	(67)	79%	(254)	321
PID/Gender: Ind Women	17%	(60)	83%	(285)	345
PID/Gender: Rep Men	18%	(61)	82%	(271)	332
PID/Gender: Rep Women	17%	(52)	83%	(259)	311
Ideo: Liberal (1-3)	27%	(186)	73%	(508)	694
Ideo: Moderate (4)	23%	(139)	77%	(459)	597
Ideo: Conservative (5-7)	19%	(139)	81%	(579)	718
Educ: < College	18%	(266)	82%	(1246)	1512
Educ: Bachelors degree	33%	(147)	67%	(297)	444
Educ: Post-grad	28%	(69)	72%	(175)	244
Income: Under 50k	20%	(246)	80%	(1000)	1246
Income: 50k-100k	23%	(144)	77%	(481)	625
Income: 100k+	28%	(92)	72%	(237)	329
Ethnicity: White	21%	(366)	79%	(1356)	1722
Ethnicity: Hispanic	28%	(98)	72%	(251)	349
Ethnicity: Black	20%	(54)	80%	(220)	274

Continued on next page

Table MCSP11_3NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Via the NBC Olympics website or app

Demographic	Selected		Not Selected		Total N
Adults	22%	(482)	78%	(1718)	2200
Ethnicity: Other	30%	(62)	70%	(142)	204
All Christian	22%	(212)	78%	(740)	952
All Non-Christian	35%	(35)	65%	(65)	99
Atheist	21%	(19)	79%	(72)	91
Agnostic/Nothing in particular	19%	(120)	81%	(517)	637
Something Else	23%	(97)	77%	(324)	421
Religious Non-Protestant/Catholic	35%	(44)	65%	(82)	126
Evangelical	24%	(140)	76%	(446)	586
Non-Evangelical	21%	(153)	79%	(587)	740
Community: Urban	29%	(174)	71%	(423)	597
Community: Suburban	20%	(203)	80%	(795)	997
Community: Rural	17%	(106)	83%	(500)	605
Employ: Private Sector	26%	(180)	74%	(507)	687
Employ: Government	33%	(44)	67%	(89)	133
Employ: Self-Employed	23%	(43)	77%	(142)	186
Employ: Homemaker	22%	(33)	78%	(114)	147
Employ: Student	20%	(14)	80%	(56)	71
Employ: Retired	16%	(80)	84%	(431)	510
Employ: Unemployed	18%	(52)	82%	(240)	291
Employ: Other	21%	(36)	79%	(139)	175
Military HH: Yes	22%	(70)	78%	(256)	326
Military HH: No	22%	(412)	78%	(1462)	1874
RD/WT: Right Direction	27%	(266)	73%	(714)	979
RD/WT: Wrong Track	18%	(217)	82%	(1004)	1221
Biden Job Approve	26%	(302)	74%	(875)	1177
Biden Job Disapprove	18%	(162)	82%	(733)	895
Biden Job Strongly Approve	27%	(162)	73%	(433)	595
Biden Job Somewhat Approve	24%	(140)	76%	(442)	582
Biden Job Somewhat Disapprove	22%	(56)	78%	(193)	248
Biden Job Strongly Disapprove	16%	(106)	84%	(540)	646

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Table MCSP11_3NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Via the NBC Olympics website or app

Demographic	Selected		Not Selected		Total N
Adults	22%	(482)	78%	(1718)	2200
Favorable of Biden	25%	(294)	75%	(862)	1155
Unfavorable of Biden	18%	(163)	82%	(742)	905
Very Favorable of Biden	27%	(169)	73%	(447)	616
Somewhat Favorable of Biden	23%	(125)	77%	(415)	539
Somewhat Unfavorable of Biden	22%	(50)	78%	(180)	230
Very Unfavorable of Biden	17%	(113)	83%	(562)	675
#1 Issue: Economy	24%	(204)	76%	(629)	832
#1 Issue: Security	18%	(52)	82%	(237)	288
#1 Issue: Health Care	24%	(76)	76%	(241)	317
#1 Issue: Medicare / Social Security	16%	(52)	84%	(278)	330
#1 Issue: Women's Issues	25%	(31)	75%	(93)	123
#1 Issue: Education	34%	(27)	66%	(53)	81
#1 Issue: Energy	24%	(23)	76%	(73)	96
#1 Issue: Other	14%	(18)	86%	(115)	133
2020 Vote: Joe Biden	27%	(262)	73%	(720)	981
2020 Vote: Donald Trump	18%	(131)	82%	(588)	719
2020 Vote: Other	28%	(19)	72%	(48)	67
2020 Vote: Didn't Vote	16%	(71)	84%	(362)	433
2018 House Vote: Democrat	27%	(208)	73%	(568)	776
2018 House Vote: Republican	17%	(97)	83%	(478)	576
2016 Vote: Hillary Clinton	28%	(194)	72%	(511)	705
2016 Vote: Donald Trump	18%	(122)	82%	(539)	660
2016 Vote: Other	17%	(18)	83%	(91)	110
2016 Vote: Didn't Vote	20%	(147)	80%	(573)	720
Voted in 2014: Yes	22%	(272)	78%	(940)	1213
Voted in 2014: No	21%	(210)	79%	(777)	987
4-Region: Northeast	26%	(104)	74%	(290)	394
4-Region: Midwest	18%	(84)	82%	(378)	462
4-Region: South	20%	(164)	80%	(660)	824
4-Region: West	25%	(130)	75%	(390)	520
Sports Fans	24%	(370)	76%	(1170)	1540

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Table MCSP11_3NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Via the NBC Olympics website or app

Demographic	Selected		Not Selected		Total N
Adults	22%	(482)	78%	(1718)	2200
Avid Sports Fans	26%	(150)	74%	(422)	572
Casual Sports Fans	23%	(220)	77%	(748)	968
Non-Sports Fans	17%	(112)	83%	(548)	660
Gen Z Sports Fans	18%	(26)	82%	(117)	144
Millennial Sports Fans	31%	(156)	69%	(339)	495
Gen X Sports Fans	26%	(99)	74%	(275)	374
Boomer Sports Fans	17%	(82)	83%	(389)	471
Democratic Sports Fans	30%	(190)	70%	(452)	643
Republican Sports Fans	19%	(88)	81%	(367)	455
Male Sports Fans	25%	(213)	75%	(656)	870
Female Sports Fans	23%	(157)	77%	(514)	671
Olympics Fans	26%	(376)	74%	(1068)	1444
Avid Olympics Fans	40%	(140)	60%	(211)	352
Casual Olympics Fans	22%	(236)	78%	(857)	1092
Non-Olympics Fans	14%	(106)	86%	(650)	756
Very Interested in Summer Olympics	47%	(85)	53%	(96)	181
Interested in Summer Olympics	34%	(149)	66%	(283)	431
Familiar with Peacock	25%	(295)	75%	(891)	1186
Peacock Subscriber	24%	(127)	76%	(411)	539

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

Table MCSP11_4NET: Where would you like to find more Tokyo Olympics coverage? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Gender: Male	17%	(185)	83%	(877)	1062
Gender: Female	21%	(240)	79%	(898)	1138
Age: 18-34	14%	(93)	86%	(562)	655
Age: 35-44	15%	(53)	85%	(305)	358
Age: 45-64	21%	(155)	79%	(596)	751
Age: 65+	29%	(126)	71%	(311)	436
GenZers: 1997-2012	20%	(45)	80%	(182)	227
Millennials: 1981-1996	12%	(78)	88%	(581)	659
GenXers: 1965-1980	22%	(115)	78%	(410)	525
Baby Boomers: 1946-1964	24%	(167)	76%	(535)	702
PID: Dem (no lean)	14%	(121)	86%	(770)	891
PID: Ind (no lean)	25%	(168)	75%	(498)	666
PID: Rep (no lean)	21%	(137)	79%	(506)	643
PID/Gender: Dem Men	11%	(44)	89%	(364)	408
PID/Gender: Dem Women	16%	(77)	84%	(406)	482
PID/Gender: Ind Men	23%	(73)	77%	(248)	321
PID/Gender: Ind Women	27%	(95)	73%	(251)	345
PID/Gender: Rep Men	20%	(68)	80%	(265)	332
PID/Gender: Rep Women	22%	(69)	78%	(242)	311
Ideo: Liberal (1-3)	16%	(109)	84%	(585)	694
Ideo: Moderate (4)	16%	(98)	84%	(500)	597
Ideo: Conservative (5-7)	23%	(163)	77%	(556)	718
Educ: < College	21%	(321)	79%	(1191)	1512
Educ: Bachelors degree	14%	(63)	86%	(381)	444
Educ: Post-grad	17%	(42)	83%	(202)	244
Income: Under 50k	20%	(247)	80%	(999)	1246
Income: 50k-100k	21%	(131)	79%	(494)	625
Income: 100k+	14%	(47)	86%	(282)	329
Ethnicity: White	20%	(346)	80%	(1376)	1722
Ethnicity: Hispanic	15%	(53)	85%	(297)	349
Ethnicity: Black	15%	(41)	85%	(233)	274

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Table MCSP11_4NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Ethnicity: Other	19%	(38)	81%	(166)	204
All Christian	17%	(166)	83%	(786)	952
All Non-Christian	11%	(11)	89%	(88)	99
Atheist	22%	(20)	78%	(70)	91
Agnostic/Nothing in particular	20%	(126)	80%	(511)	637
Something Else	24%	(101)	76%	(319)	421
Religious Non-Protestant/Catholic	11%	(14)	89%	(112)	126
Evangelical	18%	(106)	82%	(480)	586
Non-Evangelical	21%	(154)	79%	(586)	740
Community: Urban	14%	(83)	86%	(514)	597
Community: Suburban	20%	(197)	80%	(801)	997
Community: Rural	24%	(146)	76%	(460)	605
Employ: Private Sector	13%	(93)	87%	(594)	687
Employ: Government	17%	(23)	83%	(110)	133
Employ: Self-Employed	16%	(29)	84%	(157)	186
Employ: Homemaker	20%	(30)	80%	(117)	147
Employ: Student	21%	(15)	79%	(56)	71
Employ: Retired	27%	(135)	73%	(375)	510
Employ: Unemployed	20%	(58)	80%	(233)	291
Employ: Other	24%	(43)	76%	(132)	175
Military HH: Yes	23%	(76)	77%	(250)	326
Military HH: No	19%	(349)	81%	(1525)	1874
RD/WT: Right Direction	14%	(137)	86%	(842)	979
RD/WT: Wrong Track	24%	(288)	76%	(933)	1221
Biden Job Approve	16%	(184)	84%	(993)	1177
Biden Job Disapprove	24%	(212)	76%	(683)	895
Biden Job Strongly Approve	14%	(82)	86%	(513)	595
Biden Job Somewhat Approve	18%	(102)	82%	(480)	582
Biden Job Somewhat Disapprove	16%	(41)	84%	(207)	248
Biden Job Strongly Disapprove	26%	(171)	74%	(475)	646

Continued on next page

Table MCSP11_4NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Favorable of Biden	16%	(183)	84%	(973)	1155
Unfavorable of Biden	24%	(216)	76%	(689)	905
Very Favorable of Biden	14%	(86)	86%	(530)	616
Somewhat Favorable of Biden	18%	(96)	82%	(443)	539
Somewhat Unfavorable of Biden	16%	(38)	84%	(192)	230
Very Unfavorable of Biden	26%	(178)	74%	(497)	675
#1 Issue: Economy	16%	(136)	84%	(696)	832
#1 Issue: Security	22%	(65)	78%	(223)	288
#1 Issue: Health Care	17%	(54)	83%	(263)	317
#1 Issue: Medicare / Social Security	22%	(72)	78%	(258)	330
#1 Issue: Women's Issues	19%	(24)	81%	(99)	123
#1 Issue: Education	10%	(8)	90%	(72)	81
#1 Issue: Energy	20%	(19)	80%	(77)	96
#1 Issue: Other	35%	(47)	65%	(86)	133
2020 Vote: Joe Biden	16%	(153)	84%	(828)	981
2020 Vote: Donald Trump	22%	(158)	78%	(560)	719
2020 Vote: Other	22%	(15)	78%	(52)	67
2020 Vote: Didn't Vote	23%	(100)	77%	(333)	433
2018 House Vote: Democrat	15%	(113)	85%	(663)	776
2018 House Vote: Republican	22%	(127)	78%	(448)	576
2016 Vote: Hillary Clinton	16%	(109)	84%	(596)	705
2016 Vote: Donald Trump	21%	(139)	79%	(521)	660
2016 Vote: Other	22%	(24)	78%	(86)	110
2016 Vote: Didn't Vote	21%	(153)	79%	(567)	720
Voted in 2014: Yes	19%	(225)	81%	(988)	1213
Voted in 2014: No	20%	(201)	80%	(787)	987
4-Region: Northeast	17%	(65)	83%	(328)	394
4-Region: Midwest	20%	(93)	80%	(370)	462
4-Region: South	18%	(148)	82%	(676)	824
4-Region: West	23%	(119)	77%	(401)	520
Sports Fans	15%	(225)	85%	(1316)	1540

Continued on next page

Table MCSP11_4NET: *Where would you like to find more Tokyo Olympics coverage? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	19%	(425)	81%	(1775)	2200
Avid Sports Fans	8%	(47)	92%	(525)	572
Casual Sports Fans	18%	(178)	82%	(790)	968
Non-Sports Fans	30%	(201)	70%	(459)	660
Gen Z Sports Fans	19%	(27)	81%	(117)	144
Millennial Sports Fans	9%	(45)	91%	(450)	495
Gen X Sports Fans	16%	(60)	84%	(314)	374
Boomer Sports Fans	18%	(86)	82%	(385)	471
Democratic Sports Fans	10%	(63)	90%	(580)	643
Republican Sports Fans	16%	(74)	84%	(380)	455
Male Sports Fans	14%	(122)	86%	(748)	870
Female Sports Fans	15%	(103)	85%	(568)	671
Olympics Fans	9%	(135)	91%	(1309)	1444
Avid Olympics Fans	3%	(11)	97%	(340)	352
Casual Olympics Fans	11%	(124)	89%	(969)	1092
Non-Olympics Fans	38%	(290)	62%	(465)	756
Very Interested in Summer Olympics	4%	(8)	96%	(173)	181
Interested in Summer Olympics	5%	(23)	95%	(408)	431
Familiar with Peacock	14%	(170)	86%	(1016)	1186
Peacock Subscriber	14%	(77)	86%	(462)	539

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

Table MCSP12_1: How much have you seen, read, or heard about the following?

Simone Biles withdrawing from the team and individual all-around gymnastics finals due to mental health reasons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	42%	(929)	24%	(539)	10%	(219)	23%	(513)	2200
Gender: Male	45%	(473)	25%	(260)	11%	(112)	20%	(217)	1062
Gender: Female	40%	(456)	24%	(279)	9%	(108)	26%	(296)	1138
Age: 18-34	37%	(240)	24%	(155)	12%	(78)	28%	(182)	655
Age: 35-44	41%	(147)	23%	(83)	12%	(43)	24%	(84)	358
Age: 45-64	46%	(344)	25%	(185)	8%	(62)	21%	(160)	751
Age: 65+	45%	(198)	26%	(115)	8%	(37)	20%	(86)	436
GenZers: 1997-2012	38%	(85)	19%	(42)	11%	(25)	33%	(74)	227
Millennials: 1981-1996	38%	(248)	26%	(168)	13%	(83)	24%	(160)	659
GenXers: 1965-1980	42%	(221)	23%	(122)	9%	(46)	26%	(137)	525
Baby Boomers: 1946-1964	47%	(330)	26%	(184)	9%	(63)	18%	(125)	702
PID: Dem (no lean)	50%	(441)	24%	(217)	10%	(88)	16%	(145)	891
PID: Ind (no lean)	37%	(243)	23%	(154)	9%	(60)	31%	(209)	666
PID: Rep (no lean)	38%	(245)	26%	(168)	11%	(71)	25%	(159)	643
PID/Gender: Dem Men	51%	(208)	25%	(103)	11%	(47)	12%	(50)	408
PID/Gender: Dem Women	48%	(233)	24%	(113)	9%	(41)	20%	(95)	482
PID/Gender: Ind Men	43%	(137)	21%	(68)	9%	(30)	27%	(86)	321
PID/Gender: Ind Women	31%	(106)	25%	(85)	9%	(30)	36%	(123)	345
PID/Gender: Rep Men	39%	(128)	27%	(89)	10%	(35)	24%	(81)	332
PID/Gender: Rep Women	38%	(117)	26%	(80)	12%	(36)	25%	(78)	311
Ideo: Liberal (1-3)	53%	(368)	24%	(165)	10%	(66)	14%	(95)	694
Ideo: Moderate (4)	39%	(234)	26%	(155)	11%	(65)	24%	(143)	597
Ideo: Conservative (5-7)	40%	(289)	26%	(190)	10%	(73)	23%	(167)	718
Educ: < College	37%	(560)	24%	(357)	10%	(149)	30%	(447)	1512
Educ: Bachelors degree	53%	(237)	27%	(120)	10%	(45)	9%	(42)	444
Educ: Post-grad	54%	(132)	26%	(62)	10%	(25)	10%	(24)	244
Income: Under 50k	35%	(433)	24%	(296)	10%	(125)	31%	(392)	1246
Income: 50k-100k	48%	(297)	26%	(164)	11%	(69)	15%	(96)	625
Income: 100k+	61%	(199)	24%	(80)	8%	(26)	7%	(24)	329
Ethnicity: White	42%	(732)	25%	(430)	10%	(175)	22%	(386)	1722
Ethnicity: Hispanic	39%	(137)	24%	(84)	9%	(31)	28%	(97)	349
Ethnicity: Black	46%	(126)	23%	(62)	11%	(29)	20%	(56)	274

Continued on next page

Table MCSP12_1: How much have you seen, read, or heard about the following?

Simone Biles withdrawing from the team and individual all-around gymnastics finals due to mental health reasons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	42%	(929)	24%	(539)	10%	(219)	23%	(513)	2200
Ethnicity: Other	35%	(71)	23%	(47)	7%	(15)	35%	(71)	204
All Christian	47%	(449)	27%	(254)	8%	(80)	18%	(170)	952
All Non-Christian	51%	(51)	26%	(25)	16%	(16)	7%	(7)	99
Atheist	48%	(43)	12%	(11)	13%	(12)	28%	(25)	91
Agnostic/Nothing in particular	39%	(245)	26%	(163)	11%	(68)	25%	(161)	637
Something Else	33%	(141)	20%	(86)	10%	(44)	36%	(150)	421
Religious Non-Protestant/Catholic	52%	(65)	26%	(33)	13%	(16)	9%	(12)	126
Evangelical	38%	(222)	24%	(138)	11%	(63)	28%	(162)	586
Non-Evangelical	47%	(347)	25%	(186)	8%	(57)	20%	(150)	740
Community: Urban	45%	(266)	23%	(136)	12%	(71)	21%	(124)	597
Community: Suburban	45%	(450)	25%	(246)	10%	(97)	21%	(205)	997
Community: Rural	35%	(213)	26%	(157)	9%	(52)	30%	(183)	605
Employ: Private Sector	49%	(338)	26%	(178)	9%	(63)	16%	(107)	687
Employ: Government	47%	(63)	29%	(39)	14%	(19)	9%	(13)	133
Employ: Self-Employed	38%	(71)	23%	(43)	13%	(25)	25%	(47)	186
Employ: Homemaker	33%	(49)	25%	(36)	9%	(13)	33%	(49)	147
Employ: Student	45%	(32)	16%	(11)	17%	(12)	22%	(16)	71
Employ: Retired	44%	(225)	27%	(138)	8%	(41)	21%	(107)	510
Employ: Unemployed	33%	(97)	21%	(62)	10%	(29)	35%	(103)	291
Employ: Other	32%	(55)	18%	(32)	10%	(18)	40%	(71)	175
Military HH: Yes	46%	(149)	26%	(85)	12%	(39)	16%	(53)	326
Military HH: No	42%	(781)	24%	(454)	10%	(180)	25%	(459)	1874
RD/WT: Right Direction	48%	(466)	25%	(249)	9%	(85)	18%	(180)	979
RD/WT: Wrong Track	38%	(464)	24%	(290)	11%	(134)	27%	(333)	1221
Biden Job Approve	47%	(552)	25%	(299)	9%	(106)	19%	(220)	1177
Biden Job Disapprove	38%	(343)	25%	(223)	12%	(104)	25%	(225)	895
Biden Job Strongly Approve	48%	(287)	26%	(154)	9%	(52)	17%	(102)	595
Biden Job Somewhat Approve	46%	(265)	25%	(145)	9%	(54)	20%	(118)	582
Biden Job Somewhat Disapprove	42%	(104)	27%	(66)	11%	(26)	21%	(52)	248
Biden Job Strongly Disapprove	37%	(239)	24%	(157)	12%	(78)	27%	(173)	646

Continued on next page

Table MCSP12_1: How much have you seen, read, or heard about the following?

Simone Biles withdrawing from the team and individual all-around gymnastics finals due to mental health reasons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	42%	(929)	24%	(539)	10%	(219)	23%	(513)	2200
Favorable of Biden	48%	(553)	25%	(293)	8%	(96)	19%	(214)	1155
Unfavorable of Biden	37%	(337)	25%	(230)	12%	(105)	26%	(232)	905
Very Favorable of Biden	48%	(296)	27%	(164)	8%	(47)	18%	(109)	616
Somewhat Favorable of Biden	48%	(257)	24%	(129)	9%	(48)	19%	(105)	539
Somewhat Unfavorable of Biden	39%	(91)	30%	(69)	11%	(25)	20%	(46)	230
Very Unfavorable of Biden	37%	(246)	24%	(161)	12%	(81)	28%	(187)	675
#1 Issue: Economy	41%	(341)	26%	(220)	10%	(82)	23%	(189)	832
#1 Issue: Security	39%	(112)	25%	(71)	12%	(36)	24%	(69)	288
#1 Issue: Health Care	48%	(153)	23%	(74)	8%	(26)	20%	(63)	317
#1 Issue: Medicare / Social Security	41%	(135)	23%	(77)	8%	(28)	27%	(90)	330
#1 Issue: Women's Issues	48%	(59)	18%	(23)	13%	(16)	21%	(25)	123
#1 Issue: Education	41%	(33)	23%	(18)	16%	(13)	20%	(16)	81
#1 Issue: Energy	40%	(39)	29%	(28)	11%	(11)	19%	(18)	96
#1 Issue: Other	42%	(56)	20%	(27)	6%	(8)	32%	(42)	133
2020 Vote: Joe Biden	53%	(518)	24%	(237)	9%	(84)	14%	(141)	981
2020 Vote: Donald Trump	37%	(269)	26%	(188)	12%	(88)	24%	(173)	719
2020 Vote: Other	36%	(24)	31%	(21)	12%	(8)	21%	(14)	67
2020 Vote: Didn't Vote	27%	(117)	21%	(92)	9%	(39)	43%	(184)	433
2018 House Vote: Democrat	52%	(406)	24%	(187)	9%	(69)	15%	(114)	776
2018 House Vote: Republican	43%	(247)	26%	(147)	10%	(60)	21%	(122)	576
2016 Vote: Hillary Clinton	53%	(374)	24%	(168)	8%	(54)	15%	(109)	705
2016 Vote: Donald Trump	40%	(265)	27%	(175)	10%	(68)	23%	(152)	660
2016 Vote: Other	38%	(41)	35%	(38)	8%	(9)	19%	(21)	110
2016 Vote: Didn't Vote	35%	(249)	22%	(156)	12%	(86)	32%	(230)	720
Voted in 2014: Yes	49%	(588)	25%	(307)	9%	(107)	17%	(210)	1213
Voted in 2014: No	35%	(341)	24%	(232)	11%	(112)	31%	(302)	987
4-Region: Northeast	46%	(183)	25%	(98)	9%	(35)	20%	(78)	394
4-Region: Midwest	43%	(197)	26%	(122)	10%	(45)	21%	(98)	462
4-Region: South	39%	(323)	24%	(194)	12%	(96)	26%	(211)	824
4-Region: West	44%	(227)	24%	(125)	8%	(44)	24%	(125)	520
Sports Fans	49%	(751)	26%	(403)	10%	(147)	15%	(238)	1540

Continued on next page

Table MCSP12_1: How much have you seen, read, or heard about the following?

Simone Biles withdrawing from the team and individual all-around gymnastics finals due to mental health reasons

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	42%	(929)	24%	(539)	10%	(219)	23%	(513)	2200
Avid Sports Fans	61%	(351)	22%	(124)	6%	(36)	11%	(60)	572
Casual Sports Fans	41%	(400)	29%	(279)	11%	(111)	18%	(178)	968
Non-Sports Fans	27%	(178)	21%	(136)	11%	(72)	42%	(274)	660
Gen Z Sports Fans	42%	(61)	19%	(28)	12%	(17)	27%	(39)	144
Millennial Sports Fans	41%	(202)	28%	(139)	14%	(68)	18%	(87)	495
Gen X Sports Fans	50%	(186)	27%	(100)	7%	(26)	16%	(61)	374
Boomer Sports Fans	57%	(271)	25%	(118)	7%	(35)	10%	(48)	471
Democratic Sports Fans	55%	(351)	25%	(161)	10%	(67)	10%	(63)	643
Republican Sports Fans	45%	(207)	28%	(127)	10%	(44)	17%	(77)	455
Male Sports Fans	49%	(426)	27%	(230)	11%	(94)	14%	(120)	870
Female Sports Fans	49%	(326)	26%	(173)	8%	(53)	18%	(119)	671
Olympics Fans	54%	(776)	25%	(365)	10%	(144)	11%	(160)	1444
Avid Olympics Fans	66%	(233)	19%	(67)	10%	(34)	5%	(18)	352
Casual Olympics Fans	50%	(543)	27%	(298)	10%	(110)	13%	(142)	1092
Non-Olympics Fans	20%	(153)	23%	(174)	10%	(75)	47%	(353)	756
Very Interested in Summer Olympics	65%	(118)	18%	(32)	12%	(21)	5%	(9)	181
Interested in Summer Olympics	56%	(242)	24%	(105)	13%	(55)	7%	(29)	431
Familiar with Peacock	48%	(571)	23%	(273)	9%	(101)	20%	(241)	1186
Peacock Subscriber	48%	(258)	23%	(124)	10%	(52)	20%	(105)	539

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

Table MCSP12_2: *How much have you seen, read, or heard about the following?*
Naomi Osaka lighting the cauldron at the opening ceremony

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(236)	21%	(468)	16%	(351)	52%	(1145)	2200
Gender: Male	13%	(140)	24%	(252)	17%	(178)	46%	(492)	1062
Gender: Female	8%	(96)	19%	(216)	15%	(173)	57%	(654)	1138
Age: 18-34	11%	(71)	22%	(143)	18%	(121)	49%	(320)	655
Age: 35-44	17%	(59)	22%	(78)	18%	(64)	44%	(156)	358
Age: 45-64	9%	(69)	22%	(162)	14%	(106)	55%	(414)	751
Age: 65+	8%	(37)	19%	(84)	14%	(61)	58%	(255)	436
GenZers: 1997-2012	9%	(21)	20%	(45)	15%	(33)	56%	(128)	227
Millennials: 1981-1996	14%	(92)	24%	(156)	19%	(125)	43%	(286)	659
GenXers: 1965-1980	9%	(50)	19%	(99)	15%	(81)	56%	(296)	525
Baby Boomers: 1946-1964	10%	(69)	21%	(147)	14%	(99)	55%	(388)	702
PID: Dem (no lean)	15%	(137)	29%	(258)	16%	(144)	39%	(351)	891
PID: Ind (no lean)	8%	(53)	14%	(91)	16%	(107)	62%	(415)	666
PID: Rep (no lean)	7%	(46)	18%	(118)	15%	(100)	59%	(380)	643
PID/Gender: Dem Men	20%	(83)	30%	(123)	17%	(69)	33%	(134)	408
PID/Gender: Dem Women	11%	(54)	28%	(136)	16%	(75)	45%	(217)	482
PID/Gender: Ind Men	10%	(33)	18%	(56)	17%	(54)	55%	(178)	321
PID/Gender: Ind Women	6%	(20)	10%	(35)	15%	(53)	69%	(237)	345
PID/Gender: Rep Men	7%	(24)	22%	(73)	17%	(55)	54%	(181)	332
PID/Gender: Rep Women	7%	(22)	14%	(45)	14%	(45)	64%	(199)	311
Ideo: Liberal (1-3)	16%	(114)	29%	(203)	18%	(123)	37%	(255)	694
Ideo: Moderate (4)	10%	(61)	21%	(126)	18%	(106)	51%	(305)	597
Ideo: Conservative (5-7)	8%	(59)	18%	(128)	15%	(105)	60%	(428)	718
Educ: < College	9%	(133)	18%	(266)	16%	(239)	58%	(875)	1512
Educ: Bachelors degree	14%	(64)	31%	(135)	17%	(74)	38%	(171)	444
Educ: Post-grad	16%	(39)	27%	(66)	16%	(39)	41%	(100)	244
Income: Under 50k	8%	(102)	19%	(236)	16%	(199)	57%	(709)	1246
Income: 50k-100k	13%	(84)	21%	(133)	17%	(105)	48%	(302)	625
Income: 100k+	15%	(49)	30%	(99)	14%	(47)	41%	(134)	329
Ethnicity: White	9%	(158)	20%	(342)	17%	(295)	54%	(928)	1722
Ethnicity: Hispanic	12%	(43)	24%	(85)	16%	(56)	47%	(165)	349
Ethnicity: Black	16%	(45)	33%	(91)	9%	(26)	41%	(112)	274

Continued on next page

Table MCSP12_2: How much have you seen, read, or heard about the following?
Naomi Osaka lighting the cauldron at the opening ceremony

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(236)	21%	(468)	16%	(351)	52%	(1145)	2200
Ethnicity: Other	16%	(33)	17%	(35)	15%	(31)	52%	(105)	204
All Christian	11%	(104)	24%	(225)	16%	(156)	49%	(466)	952
All Non-Christian	26%	(26)	29%	(29)	15%	(15)	29%	(29)	99
Atheist	6%	(6)	13%	(12)	22%	(20)	59%	(53)	91
Agnostic/Nothing in particular	9%	(56)	21%	(132)	18%	(114)	53%	(335)	637
Something Else	10%	(44)	17%	(70)	11%	(46)	62%	(262)	421
Religious Non-Protestant/Catholic	24%	(30)	27%	(34)	13%	(17)	36%	(45)	126
Evangelical	11%	(65)	20%	(119)	13%	(76)	56%	(326)	586
Non-Evangelical	10%	(74)	22%	(165)	16%	(122)	51%	(379)	740
Community: Urban	17%	(99)	27%	(163)	15%	(87)	42%	(248)	597
Community: Suburban	10%	(96)	21%	(213)	16%	(156)	53%	(533)	997
Community: Rural	7%	(41)	15%	(92)	18%	(109)	60%	(364)	605
Employ: Private Sector	12%	(81)	27%	(188)	18%	(123)	43%	(294)	687
Employ: Government	12%	(16)	24%	(31)	19%	(25)	45%	(60)	133
Employ: Self-Employed	15%	(28)	29%	(53)	17%	(31)	40%	(74)	186
Employ: Homemaker	14%	(20)	11%	(16)	19%	(27)	57%	(83)	147
Employ: Student	13%	(9)	17%	(12)	16%	(12)	54%	(38)	71
Employ: Retired	7%	(36)	20%	(100)	13%	(68)	60%	(307)	510
Employ: Unemployed	11%	(33)	14%	(39)	12%	(34)	64%	(186)	291
Employ: Other	7%	(13)	16%	(28)	18%	(31)	59%	(104)	175
Military HH: Yes	12%	(38)	21%	(68)	19%	(61)	49%	(159)	326
Military HH: No	11%	(198)	21%	(399)	15%	(290)	53%	(987)	1874
RD/WT: Right Direction	14%	(141)	29%	(280)	16%	(153)	41%	(404)	979
RD/WT: Wrong Track	8%	(95)	15%	(187)	16%	(198)	61%	(741)	1221
Biden Job Approve	15%	(174)	27%	(315)	15%	(181)	43%	(507)	1177
Biden Job Disapprove	6%	(55)	15%	(133)	18%	(163)	61%	(544)	895
Biden Job Strongly Approve	18%	(106)	29%	(174)	13%	(74)	40%	(240)	595
Biden Job Somewhat Approve	12%	(68)	24%	(141)	18%	(106)	46%	(267)	582
Biden Job Somewhat Disapprove	7%	(16)	22%	(54)	22%	(55)	49%	(123)	248
Biden Job Strongly Disapprove	6%	(39)	12%	(78)	17%	(108)	65%	(421)	646

Continued on next page

Table MCSP12_2: *How much have you seen, read, or heard about the following?*
Naomi Osaka lighting the cauldron at the opening ceremony

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(236)	21%	(468)	16%	(351)	52%	(1145)	2200
Favorable of Biden	15%	(170)	27%	(313)	15%	(172)	43%	(501)	1155
Unfavorable of Biden	6%	(56)	16%	(142)	17%	(156)	61%	(551)	905
Very Favorable of Biden	18%	(108)	30%	(184)	12%	(74)	41%	(250)	616
Somewhat Favorable of Biden	11%	(62)	24%	(129)	18%	(98)	46%	(251)	539
Somewhat Unfavorable of Biden	5%	(12)	25%	(58)	21%	(48)	49%	(112)	230
Very Unfavorable of Biden	6%	(43)	12%	(84)	16%	(109)	65%	(439)	675
#1 Issue: Economy	10%	(87)	21%	(171)	20%	(166)	49%	(408)	832
#1 Issue: Security	10%	(30)	16%	(46)	16%	(46)	58%	(167)	288
#1 Issue: Health Care	14%	(45)	28%	(88)	12%	(39)	46%	(146)	317
#1 Issue: Medicare / Social Security	10%	(34)	19%	(63)	11%	(35)	60%	(197)	330
#1 Issue: Women's Issues	9%	(11)	23%	(28)	20%	(24)	49%	(60)	123
#1 Issue: Education	6%	(5)	27%	(22)	21%	(17)	46%	(37)	81
#1 Issue: Energy	14%	(14)	25%	(24)	10%	(10)	50%	(48)	96
#1 Issue: Other	8%	(10)	20%	(26)	11%	(15)	61%	(81)	133
2020 Vote: Joe Biden	16%	(158)	28%	(273)	16%	(159)	40%	(391)	981
2020 Vote: Donald Trump	7%	(51)	17%	(122)	16%	(118)	59%	(427)	719
2020 Vote: Other	5%	(3)	16%	(11)	26%	(17)	52%	(35)	67
2020 Vote: Didn't Vote	5%	(23)	14%	(61)	13%	(56)	68%	(293)	433
2018 House Vote: Democrat	16%	(127)	29%	(223)	16%	(123)	39%	(303)	776
2018 House Vote: Republican	10%	(56)	18%	(106)	16%	(94)	55%	(319)	576
2016 Vote: Hillary Clinton	16%	(113)	30%	(213)	15%	(105)	39%	(275)	705
2016 Vote: Donald Trump	10%	(65)	17%	(112)	16%	(108)	57%	(375)	660
2016 Vote: Other	4%	(5)	17%	(18)	25%	(27)	54%	(59)	110
2016 Vote: Didn't Vote	7%	(53)	17%	(122)	15%	(111)	60%	(434)	720
Voted in 2014: Yes	14%	(172)	24%	(288)	16%	(197)	46%	(556)	1213
Voted in 2014: No	6%	(64)	18%	(180)	16%	(154)	60%	(590)	987
4-Region: Northeast	14%	(56)	24%	(93)	15%	(58)	47%	(186)	394
4-Region: Midwest	9%	(41)	19%	(88)	17%	(80)	55%	(253)	462
4-Region: South	10%	(81)	20%	(166)	19%	(153)	52%	(425)	824
4-Region: West	11%	(58)	23%	(120)	12%	(60)	54%	(281)	520
Sports Fans	14%	(220)	25%	(382)	18%	(276)	43%	(663)	1540

Continued on next page

Table MCSP12_2: How much have you seen, read, or heard about the following?
Naomi Osaka lighting the cauldron at the opening ceremony

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(236)	21%	(468)	16%	(351)	52%	(1145)	2200
Avid Sports Fans	21%	(118)	30%	(169)	16%	(89)	34%	(196)	572
Casual Sports Fans	11%	(102)	22%	(212)	19%	(187)	48%	(467)	968
Non-Sports Fans	2%	(16)	13%	(86)	11%	(76)	73%	(482)	660
Gen Z Sports Fans	13%	(19)	19%	(27)	15%	(22)	52%	(75)	144
Millennial Sports Fans	17%	(85)	28%	(140)	20%	(98)	35%	(173)	495
Gen X Sports Fans	12%	(46)	23%	(88)	17%	(64)	47%	(176)	374
Boomer Sports Fans	14%	(65)	23%	(110)	17%	(79)	46%	(217)	471
Democratic Sports Fans	20%	(131)	32%	(206)	17%	(110)	30%	(195)	643
Republican Sports Fans	9%	(40)	22%	(100)	18%	(83)	51%	(231)	455
Male Sports Fans	16%	(137)	26%	(224)	18%	(160)	40%	(349)	870
Female Sports Fans	12%	(83)	24%	(158)	17%	(116)	47%	(314)	671
Olympics Fans	15%	(221)	28%	(405)	19%	(268)	38%	(550)	1444
Avid Olympics Fans	30%	(105)	32%	(112)	16%	(57)	22%	(77)	352
Casual Olympics Fans	11%	(116)	27%	(293)	19%	(211)	43%	(473)	1092
Non-Olympics Fans	2%	(15)	8%	(63)	11%	(83)	79%	(595)	756
Very Interested in Summer Olympics	41%	(73)	32%	(59)	12%	(22)	15%	(27)	181
Interested in Summer Olympics	27%	(117)	35%	(153)	19%	(83)	18%	(78)	431
Familiar with Peacock	14%	(167)	25%	(297)	16%	(186)	45%	(536)	1186
Peacock Subscriber	13%	(69)	26%	(138)	16%	(85)	46%	(246)	539

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

Table MCSP12_3: How much have you seen, read, or heard about the following?

Naomi Osaka being eliminated in the third round of the tennis tournament by Marketa Vondrousova of the Czech Republic

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	19%	(429)	19%	(408)	54%	(1182)	2200
Gender: Male	10%	(111)	23%	(244)	20%	(215)	46%	(491)	1062
Gender: Female	6%	(71)	16%	(185)	17%	(192)	61%	(690)	1138
Age: 18-34	9%	(57)	18%	(120)	20%	(134)	52%	(344)	655
Age: 35-44	12%	(43)	22%	(77)	20%	(71)	47%	(166)	358
Age: 45-64	8%	(57)	21%	(155)	17%	(130)	54%	(409)	751
Age: 65+	6%	(25)	17%	(75)	17%	(73)	60%	(263)	436
GenZers: 1997-2012	8%	(18)	16%	(37)	17%	(38)	59%	(133)	227
Millennials: 1981-1996	12%	(77)	20%	(135)	21%	(136)	47%	(311)	659
GenXers: 1965-1980	6%	(33)	21%	(113)	19%	(97)	54%	(282)	525
Baby Boomers: 1946-1964	7%	(52)	18%	(128)	17%	(119)	57%	(403)	702
PID: Dem (no lean)	13%	(118)	24%	(217)	21%	(191)	41%	(365)	891
PID: Ind (no lean)	4%	(27)	15%	(99)	17%	(115)	64%	(426)	666
PID: Rep (no lean)	6%	(38)	17%	(112)	16%	(101)	61%	(391)	643
PID/Gender: Dem Men	17%	(71)	27%	(111)	23%	(95)	32%	(132)	408
PID/Gender: Dem Women	10%	(47)	22%	(106)	20%	(96)	48%	(233)	482
PID/Gender: Ind Men	5%	(17)	19%	(62)	19%	(62)	56%	(180)	321
PID/Gender: Ind Women	3%	(10)	11%	(37)	15%	(53)	71%	(246)	345
PID/Gender: Rep Men	7%	(24)	21%	(71)	18%	(58)	54%	(179)	332
PID/Gender: Rep Women	5%	(14)	13%	(41)	14%	(43)	68%	(212)	311
Ideo: Liberal (1-3)	14%	(100)	25%	(176)	22%	(155)	38%	(264)	694
Ideo: Moderate (4)	6%	(35)	19%	(115)	21%	(124)	54%	(323)	597
Ideo: Conservative (5-7)	6%	(46)	18%	(130)	15%	(109)	60%	(434)	718
Educ: < College	5%	(74)	16%	(242)	18%	(271)	61%	(925)	1512
Educ: Bachelors degree	15%	(66)	27%	(119)	21%	(94)	37%	(165)	444
Educ: Post-grad	17%	(42)	28%	(68)	18%	(43)	37%	(91)	244
Income: Under 50k	6%	(69)	16%	(197)	19%	(237)	60%	(743)	1246
Income: 50k-100k	10%	(65)	22%	(137)	19%	(116)	49%	(308)	625
Income: 100k+	15%	(48)	29%	(95)	17%	(55)	40%	(131)	329
Ethnicity: White	7%	(121)	19%	(327)	18%	(317)	56%	(958)	1722
Ethnicity: Hispanic	9%	(31)	24%	(82)	19%	(66)	49%	(170)	349
Ethnicity: Black	17%	(46)	22%	(60)	20%	(55)	42%	(114)	274

Continued on next page

Table MCSP12_3: How much have you seen, read, or heard about the following?

Naomi Osaka being eliminated in the third round of the tennis tournament by Marketa Vondrousova of the Czech Republic

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	19%	(429)	19%	(408)	54%	(1182)	2200
Ethnicity: Other	8%	(15)	21%	(42)	18%	(36)	54%	(110)	204
All Christian	10%	(95)	23%	(220)	18%	(170)	49%	(467)	952
All Non-Christian	24%	(24)	30%	(30)	18%	(17)	28%	(28)	99
Atheist	3%	(3)	17%	(15)	17%	(15)	63%	(57)	91
Agnostic/Nothing in particular	6%	(35)	18%	(112)	19%	(122)	58%	(369)	637
Something Else	6%	(25)	12%	(51)	20%	(84)	62%	(261)	421
Religious Non-Protestant/Catholic	22%	(28)	29%	(37)	16%	(21)	32%	(41)	126
Evangelical	9%	(53)	19%	(109)	17%	(102)	55%	(322)	586
Non-Evangelical	8%	(58)	20%	(150)	20%	(147)	52%	(385)	740
Community: Urban	14%	(81)	24%	(141)	19%	(116)	43%	(259)	597
Community: Suburban	8%	(77)	20%	(195)	19%	(186)	54%	(539)	997
Community: Rural	4%	(24)	15%	(93)	17%	(106)	63%	(383)	605
Employ: Private Sector	11%	(78)	25%	(174)	21%	(145)	42%	(290)	687
Employ: Government	11%	(15)	26%	(35)	21%	(29)	41%	(54)	133
Employ: Self-Employed	12%	(23)	20%	(36)	21%	(40)	47%	(87)	186
Employ: Homemaker	7%	(11)	16%	(23)	15%	(22)	62%	(91)	147
Employ: Student	12%	(8)	18%	(13)	15%	(11)	54%	(39)	71
Employ: Retired	5%	(26)	18%	(91)	16%	(83)	61%	(310)	510
Employ: Unemployed	5%	(15)	11%	(31)	16%	(47)	68%	(198)	291
Employ: Other	4%	(6)	15%	(25)	17%	(31)	64%	(113)	175
Military HH: Yes	9%	(30)	20%	(65)	24%	(79)	47%	(152)	326
Military HH: No	8%	(153)	19%	(363)	18%	(329)	55%	(1029)	1874
RD/WT: Right Direction	14%	(136)	24%	(236)	20%	(192)	42%	(415)	979
RD/WT: Wrong Track	4%	(46)	16%	(192)	18%	(216)	63%	(766)	1221
Biden Job Approve	13%	(150)	23%	(270)	21%	(241)	44%	(516)	1177
Biden Job Disapprove	4%	(33)	17%	(150)	16%	(147)	63%	(565)	895
Biden Job Strongly Approve	17%	(100)	25%	(146)	20%	(118)	39%	(231)	595
Biden Job Somewhat Approve	9%	(50)	21%	(124)	21%	(123)	49%	(285)	582
Biden Job Somewhat Disapprove	4%	(9)	20%	(49)	19%	(47)	58%	(144)	248
Biden Job Strongly Disapprove	4%	(24)	16%	(101)	15%	(100)	65%	(421)	646

Continued on next page

Table MCSP12_3: How much have you seen, read, or heard about the following?

Naomi Osaka being eliminated in the third round of the tennis tournament by Marketa Vondrousova of the Czech Republic

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	19%	(429)	19%	(408)	54%	(1182)	2200
Favorable of Biden	12%	(140)	23%	(269)	20%	(230)	45%	(517)	1155
Unfavorable of Biden	4%	(39)	16%	(148)	17%	(152)	63%	(566)	905
Very Favorable of Biden	16%	(101)	24%	(146)	19%	(117)	41%	(252)	616
Somewhat Favorable of Biden	7%	(40)	23%	(123)	21%	(113)	49%	(264)	539
Somewhat Unfavorable of Biden	5%	(11)	20%	(46)	22%	(50)	54%	(124)	230
Very Unfavorable of Biden	4%	(28)	15%	(102)	15%	(102)	66%	(442)	675
#1 Issue: Economy	9%	(72)	23%	(188)	18%	(151)	51%	(421)	832
#1 Issue: Security	6%	(18)	15%	(44)	20%	(59)	58%	(168)	288
#1 Issue: Health Care	13%	(42)	21%	(67)	20%	(62)	46%	(145)	317
#1 Issue: Medicare / Social Security	6%	(21)	16%	(51)	16%	(53)	62%	(205)	330
#1 Issue: Women's Issues	7%	(9)	14%	(17)	23%	(28)	56%	(70)	123
#1 Issue: Education	2%	(2)	26%	(21)	20%	(16)	51%	(41)	81
#1 Issue: Energy	12%	(11)	21%	(21)	12%	(12)	55%	(53)	96
#1 Issue: Other	5%	(7)	15%	(20)	20%	(26)	60%	(80)	133
2020 Vote: Joe Biden	13%	(128)	25%	(244)	21%	(206)	41%	(403)	981
2020 Vote: Donald Trump	5%	(35)	18%	(129)	16%	(118)	61%	(436)	719
2020 Vote: Other	1%	(1)	27%	(18)	18%	(12)	54%	(36)	67
2020 Vote: Didn't Vote	4%	(18)	9%	(37)	17%	(72)	71%	(306)	433
2018 House Vote: Democrat	13%	(104)	26%	(201)	21%	(163)	40%	(309)	776
2018 House Vote: Republican	6%	(35)	19%	(112)	16%	(93)	58%	(336)	576
2016 Vote: Hillary Clinton	13%	(94)	25%	(176)	21%	(145)	41%	(291)	705
2016 Vote: Donald Trump	7%	(44)	18%	(121)	17%	(111)	58%	(385)	660
2016 Vote: Other	3%	(4)	24%	(27)	17%	(19)	55%	(60)	110
2016 Vote: Didn't Vote	6%	(40)	15%	(104)	18%	(132)	62%	(444)	720
Voted in 2014: Yes	11%	(134)	23%	(278)	19%	(229)	47%	(572)	1213
Voted in 2014: No	5%	(48)	15%	(151)	18%	(178)	62%	(610)	987
4-Region: Northeast	13%	(50)	22%	(88)	17%	(67)	48%	(188)	394
4-Region: Midwest	5%	(25)	20%	(90)	19%	(87)	56%	(260)	462
4-Region: South	8%	(69)	17%	(141)	21%	(171)	54%	(443)	824
4-Region: West	7%	(38)	21%	(110)	16%	(82)	56%	(290)	520
Sports Fans	11%	(163)	24%	(374)	20%	(313)	45%	(690)	1540

Continued on next page

Table MCSP12_3: How much have you seen, read, or heard about the following?

Naomi Osaka being eliminated in the third round of the tennis tournament by Marketa Vondrousova of the Czech Republic

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(182)	19%	(429)	19%	(408)	54%	(1182)	2200
Avid Sports Fans	15%	(88)	31%	(175)	22%	(124)	32%	(185)	572
Casual Sports Fans	8%	(75)	21%	(199)	20%	(189)	52%	(506)	968
Non-Sports Fans	3%	(19)	8%	(55)	14%	(94)	75%	(492)	660
Gen Z Sports Fans	10%	(14)	18%	(26)	17%	(24)	55%	(80)	144
Millennial Sports Fans	14%	(68)	25%	(123)	22%	(109)	39%	(195)	495
Gen X Sports Fans	8%	(31)	27%	(100)	21%	(78)	44%	(164)	374
Boomer Sports Fans	10%	(47)	23%	(110)	19%	(89)	48%	(225)	471
Democratic Sports Fans	17%	(108)	29%	(183)	23%	(145)	32%	(207)	643
Republican Sports Fans	7%	(32)	23%	(103)	18%	(82)	52%	(237)	455
Male Sports Fans	12%	(102)	26%	(230)	22%	(191)	40%	(346)	870
Female Sports Fans	9%	(61)	21%	(144)	18%	(122)	51%	(344)	671
Olympics Fans	12%	(166)	26%	(372)	22%	(318)	41%	(588)	1444
Avid Olympics Fans	24%	(83)	32%	(112)	21%	(74)	24%	(83)	352
Casual Olympics Fans	8%	(83)	24%	(260)	22%	(244)	46%	(505)	1092
Non-Olympics Fans	2%	(16)	7%	(57)	12%	(89)	79%	(594)	756
Very Interested in Summer Olympics	36%	(66)	28%	(51)	16%	(29)	19%	(34)	181
Interested in Summer Olympics	22%	(94)	31%	(132)	24%	(105)	23%	(100)	431
Familiar with Peacock	12%	(138)	24%	(286)	17%	(205)	47%	(556)	1186
Peacock Subscriber	12%	(67)	21%	(114)	18%	(97)	48%	(260)	539

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

Table MCSP12_4: How much have you seen, read, or heard about the following?

Carissa Moore of the United States and Italo Ferreira of Brazil winning the first Olympic surfing gold medals

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(162)	17%	(369)	16%	(354)	60%	(1314)	2200
Gender: Male	9%	(92)	18%	(188)	19%	(199)	55%	(583)	1062
Gender: Female	6%	(70)	16%	(182)	14%	(155)	64%	(731)	1138
Age: 18-34	8%	(51)	20%	(128)	18%	(121)	54%	(356)	655
Age: 35-44	13%	(45)	19%	(68)	17%	(61)	51%	(183)	358
Age: 45-64	6%	(45)	16%	(121)	14%	(109)	63%	(476)	751
Age: 65+	5%	(21)	12%	(53)	15%	(64)	69%	(299)	436
GenZers: 1997-2012	5%	(11)	19%	(44)	15%	(34)	60%	(137)	227
Millennials: 1981-1996	12%	(76)	20%	(131)	20%	(132)	49%	(320)	659
GenXers: 1965-1980	8%	(41)	14%	(76)	13%	(69)	65%	(339)	525
Baby Boomers: 1946-1964	4%	(29)	16%	(110)	15%	(106)	65%	(458)	702
PID: Dem (no lean)	10%	(88)	23%	(206)	17%	(151)	50%	(445)	891
PID: Ind (no lean)	5%	(33)	11%	(73)	16%	(107)	68%	(452)	666
PID: Rep (no lean)	6%	(41)	14%	(90)	15%	(96)	65%	(416)	643
PID/Gender: Dem Men	11%	(46)	25%	(101)	20%	(83)	44%	(179)	408
PID/Gender: Dem Women	9%	(42)	22%	(106)	14%	(69)	55%	(267)	482
PID/Gender: Ind Men	7%	(21)	12%	(39)	19%	(60)	62%	(200)	321
PID/Gender: Ind Women	4%	(12)	10%	(34)	14%	(47)	73%	(252)	345
PID/Gender: Rep Men	7%	(24)	14%	(48)	17%	(56)	61%	(204)	332
PID/Gender: Rep Women	5%	(16)	13%	(42)	13%	(40)	68%	(213)	311
Ideo: Liberal (1-3)	10%	(72)	22%	(151)	17%	(117)	51%	(355)	694
Ideo: Moderate (4)	8%	(47)	20%	(119)	16%	(98)	56%	(333)	597
Ideo: Conservative (5-7)	6%	(40)	13%	(92)	17%	(122)	65%	(465)	718
Educ: < College	5%	(76)	15%	(224)	16%	(242)	64%	(970)	1512
Educ: Bachelors degree	12%	(53)	22%	(100)	16%	(72)	49%	(219)	444
Educ: Post-grad	14%	(33)	19%	(45)	17%	(40)	51%	(125)	244
Income: Under 50k	5%	(58)	16%	(197)	16%	(200)	63%	(791)	1246
Income: 50k-100k	9%	(57)	17%	(109)	18%	(114)	55%	(345)	625
Income: 100k+	14%	(47)	19%	(63)	12%	(41)	54%	(178)	329
Ethnicity: White	8%	(129)	16%	(280)	16%	(270)	61%	(1043)	1722
Ethnicity: Hispanic	7%	(23)	22%	(77)	15%	(54)	56%	(196)	349
Ethnicity: Black	9%	(24)	20%	(54)	17%	(47)	54%	(149)	274

Continued on next page

Table MCSP12_4: How much have you seen, read, or heard about the following?

Carissa Moore of the United States and Italo Ferreira of Brazil winning the first Olympic surfing gold medals

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(162)	17%	(369)	16%	(354)	60%	(1314)	2200
Ethnicity: Other	4%	(9)	18%	(36)	19%	(38)	60%	(122)	204
All Christian	8%	(77)	19%	(177)	16%	(150)	58%	(548)	952
All Non-Christian	22%	(21)	25%	(24)	14%	(14)	40%	(39)	99
Atheist	3%	(2)	10%	(9)	16%	(15)	71%	(64)	91
Agnostic/Nothing in particular	6%	(36)	14%	(92)	18%	(115)	62%	(394)	637
Something Else	6%	(25)	16%	(66)	14%	(61)	64%	(269)	421
Religious Non-Protestant/Catholic	17%	(22)	21%	(27)	19%	(24)	42%	(53)	126
Evangelical	8%	(47)	18%	(103)	16%	(93)	59%	(343)	586
Non-Evangelical	7%	(50)	18%	(134)	14%	(106)	61%	(450)	740
Community: Urban	11%	(67)	23%	(140)	18%	(106)	48%	(284)	597
Community: Suburban	6%	(64)	15%	(152)	15%	(150)	63%	(632)	997
Community: Rural	5%	(32)	13%	(77)	16%	(98)	66%	(398)	605
Employ: Private Sector	11%	(73)	21%	(144)	18%	(123)	50%	(346)	687
Employ: Government	13%	(17)	25%	(33)	17%	(22)	46%	(61)	133
Employ: Self-Employed	12%	(22)	21%	(38)	20%	(38)	47%	(87)	186
Employ: Homemaker	6%	(9)	17%	(25)	14%	(21)	63%	(92)	147
Employ: Student	5%	(3)	10%	(7)	18%	(13)	67%	(48)	71
Employ: Retired	4%	(20)	12%	(59)	15%	(75)	70%	(356)	510
Employ: Unemployed	4%	(10)	14%	(41)	13%	(37)	70%	(204)	291
Employ: Other	4%	(7)	12%	(21)	15%	(27)	69%	(121)	175
Military HH: Yes	9%	(29)	18%	(57)	17%	(55)	56%	(184)	326
Military HH: No	7%	(133)	17%	(312)	16%	(299)	60%	(1130)	1874
RD/WT: Right Direction	11%	(105)	20%	(200)	16%	(161)	52%	(513)	979
RD/WT: Wrong Track	5%	(57)	14%	(169)	16%	(193)	66%	(801)	1221
Biden Job Approve	10%	(118)	20%	(241)	17%	(200)	52%	(618)	1177
Biden Job Disapprove	5%	(44)	13%	(118)	16%	(139)	66%	(593)	895
Biden Job Strongly Approve	14%	(84)	21%	(124)	16%	(95)	49%	(292)	595
Biden Job Somewhat Approve	6%	(34)	20%	(117)	18%	(105)	56%	(326)	582
Biden Job Somewhat Disapprove	5%	(11)	18%	(44)	22%	(53)	56%	(139)	248
Biden Job Strongly Disapprove	5%	(33)	11%	(74)	13%	(86)	70%	(454)	646

Continued on next page

Table MCSP12_4: How much have you seen, read, or heard about the following?

Carissa Moore of the United States and Italo Ferreira of Brazil winning the first Olympic surfing gold medals

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(162)	17%	(369)	16%	(354)	60%	(1314)	2200
Favorable of Biden	10%	(113)	21%	(246)	16%	(187)	53%	(609)	1155
Unfavorable of Biden	5%	(45)	13%	(121)	16%	(144)	66%	(594)	905
Very Favorable of Biden	13%	(81)	21%	(130)	15%	(93)	51%	(312)	616
Somewhat Favorable of Biden	6%	(32)	22%	(116)	18%	(94)	55%	(297)	539
Somewhat Unfavorable of Biden	4%	(9)	16%	(38)	23%	(54)	56%	(129)	230
Very Unfavorable of Biden	5%	(36)	12%	(84)	13%	(90)	69%	(465)	675
#1 Issue: Economy	7%	(57)	16%	(134)	20%	(164)	57%	(477)	832
#1 Issue: Security	8%	(22)	17%	(50)	12%	(35)	63%	(181)	288
#1 Issue: Health Care	11%	(34)	17%	(54)	16%	(49)	57%	(180)	317
#1 Issue: Medicare / Social Security	5%	(16)	18%	(60)	14%	(45)	63%	(208)	330
#1 Issue: Women's Issues	11%	(13)	19%	(23)	13%	(16)	58%	(72)	123
#1 Issue: Education	2%	(2)	19%	(15)	27%	(21)	52%	(42)	81
#1 Issue: Energy	12%	(11)	16%	(15)	11%	(11)	62%	(59)	96
#1 Issue: Other	5%	(7)	14%	(18)	10%	(13)	71%	(95)	133
2020 Vote: Joe Biden	10%	(97)	22%	(217)	18%	(178)	50%	(489)	981
2020 Vote: Donald Trump	6%	(43)	13%	(96)	17%	(119)	64%	(461)	719
2020 Vote: Other	3%	(2)	17%	(11)	22%	(15)	58%	(39)	67
2020 Vote: Didn't Vote	4%	(19)	10%	(45)	10%	(43)	75%	(325)	433
2018 House Vote: Democrat	11%	(83)	23%	(179)	16%	(121)	51%	(394)	776
2018 House Vote: Republican	7%	(40)	14%	(82)	17%	(99)	62%	(355)	576
2016 Vote: Hillary Clinton	11%	(76)	22%	(157)	16%	(112)	51%	(361)	705
2016 Vote: Donald Trump	7%	(45)	15%	(97)	17%	(113)	61%	(406)	660
2016 Vote: Other	6%	(7)	13%	(14)	19%	(21)	62%	(68)	110
2016 Vote: Didn't Vote	5%	(34)	14%	(100)	15%	(108)	66%	(477)	720
Voted in 2014: Yes	9%	(108)	20%	(248)	16%	(191)	55%	(665)	1213
Voted in 2014: No	5%	(54)	12%	(121)	17%	(163)	66%	(649)	987
4-Region: Northeast	9%	(35)	20%	(77)	14%	(56)	57%	(225)	394
4-Region: Midwest	4%	(21)	14%	(63)	19%	(88)	63%	(291)	462
4-Region: South	8%	(67)	16%	(131)	17%	(139)	59%	(488)	824
4-Region: West	8%	(40)	19%	(98)	14%	(72)	60%	(310)	520
Sports Fans	9%	(144)	20%	(311)	18%	(281)	52%	(804)	1540

Continued on next page

Table MCSP12_4: How much have you seen, read, or heard about the following?

Carissa Moore of the United States and Italo Ferreira of Brazil winning the first Olympic surfing gold medals

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(162)	17%	(369)	16%	(354)	60%	(1314)	2200
Avid Sports Fans	17%	(95)	25%	(144)	17%	(98)	41%	(235)	572
Casual Sports Fans	5%	(49)	17%	(167)	19%	(184)	59%	(569)	968
Non-Sports Fans	3%	(18)	9%	(58)	11%	(73)	77%	(510)	660
Gen Z Sports Fans	5%	(7)	19%	(27)	15%	(22)	61%	(88)	144
Millennial Sports Fans	14%	(68)	24%	(118)	22%	(109)	40%	(200)	495
Gen X Sports Fans	10%	(38)	18%	(68)	15%	(56)	57%	(212)	374
Boomer Sports Fans	6%	(27)	19%	(91)	18%	(84)	57%	(269)	471
Democratic Sports Fans	12%	(80)	27%	(172)	19%	(120)	42%	(271)	643
Republican Sports Fans	8%	(35)	18%	(80)	17%	(77)	58%	(262)	455
Male Sports Fans	10%	(84)	20%	(175)	20%	(176)	50%	(435)	870
Female Sports Fans	9%	(60)	20%	(136)	16%	(106)	55%	(369)	671
Olympics Fans	10%	(148)	23%	(331)	19%	(272)	48%	(694)	1444
Avid Olympics Fans	25%	(87)	29%	(104)	16%	(55)	30%	(106)	352
Casual Olympics Fans	6%	(61)	21%	(227)	20%	(217)	54%	(587)	1092
Non-Olympics Fans	2%	(15)	5%	(39)	11%	(82)	82%	(620)	756
Very Interested in Summer Olympics	43%	(77)	25%	(45)	14%	(26)	19%	(33)	181
Interested in Summer Olympics	25%	(109)	31%	(133)	18%	(79)	26%	(110)	431
Familiar with Peacock	11%	(129)	18%	(217)	18%	(209)	53%	(630)	1186
Peacock Subscriber	14%	(73)	16%	(87)	15%	(83)	55%	(296)	539

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

Table MCSP12_5: How much have you seen, read, or heard about the following?
Weightlifter Hidilyn Diaz winning the first ever Olympic gold medal for the Philippines

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	17%	(371)	15%	(333)	61%	(1347)	2200
Gender: Male	9%	(94)	19%	(200)	17%	(184)	55%	(585)	1062
Gender: Female	5%	(56)	15%	(171)	13%	(149)	67%	(762)	1138
Age: 18-34	10%	(64)	18%	(121)	19%	(128)	52%	(343)	655
Age: 35-44	10%	(37)	22%	(79)	15%	(55)	52%	(186)	358
Age: 45-64	5%	(37)	16%	(121)	12%	(93)	67%	(500)	751
Age: 65+	3%	(12)	11%	(50)	13%	(58)	73%	(317)	436
GenZers: 1997-2012	5%	(12)	12%	(27)	23%	(53)	60%	(135)	227
Millennials: 1981-1996	13%	(86)	22%	(148)	16%	(108)	48%	(317)	659
GenXers: 1965-1980	5%	(28)	16%	(83)	14%	(73)	65%	(341)	525
Baby Boomers: 1946-1964	3%	(22)	15%	(105)	13%	(89)	69%	(487)	702
PID: Dem (no lean)	8%	(70)	22%	(193)	19%	(167)	52%	(461)	891
PID: Ind (no lean)	7%	(44)	12%	(79)	15%	(99)	67%	(444)	666
PID: Rep (no lean)	5%	(35)	15%	(99)	10%	(67)	69%	(442)	643
PID/Gender: Dem Men	11%	(46)	24%	(96)	21%	(84)	45%	(182)	408
PID/Gender: Dem Women	5%	(24)	20%	(97)	17%	(83)	58%	(279)	482
PID/Gender: Ind Men	9%	(28)	14%	(45)	18%	(58)	59%	(190)	321
PID/Gender: Ind Women	5%	(16)	10%	(34)	12%	(41)	74%	(254)	345
PID/Gender: Rep Men	6%	(19)	18%	(59)	12%	(41)	64%	(213)	332
PID/Gender: Rep Women	5%	(16)	13%	(40)	8%	(26)	74%	(229)	311
Ideo: Liberal (1-3)	9%	(64)	24%	(167)	16%	(114)	50%	(349)	694
Ideo: Moderate (4)	7%	(43)	16%	(93)	19%	(115)	58%	(346)	597
Ideo: Conservative (5-7)	6%	(41)	14%	(100)	13%	(92)	68%	(486)	718
Educ: < College	5%	(71)	14%	(215)	15%	(230)	66%	(996)	1512
Educ: Bachelors degree	12%	(53)	23%	(104)	14%	(64)	50%	(222)	444
Educ: Post-grad	10%	(26)	21%	(52)	16%	(39)	53%	(128)	244
Income: Under 50k	4%	(54)	14%	(174)	16%	(201)	66%	(818)	1246
Income: 50k-100k	9%	(54)	18%	(115)	14%	(89)	59%	(367)	625
Income: 100k+	13%	(42)	25%	(82)	13%	(43)	49%	(161)	329
Ethnicity: White	6%	(107)	16%	(281)	15%	(255)	63%	(1079)	1722
Ethnicity: Hispanic	4%	(14)	21%	(74)	19%	(66)	56%	(196)	349
Ethnicity: Black	8%	(23)	17%	(46)	17%	(47)	58%	(158)	274

Continued on next page

Table MCSP12_5: How much have you seen, read, or heard about the following?
Weightlifter Hidilyn Diaz winning the first ever Olympic gold medal for the Philippines

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	17%	(371)	15%	(333)	61%	(1347)	2200
Ethnicity: Other	10%	(20)	21%	(44)	15%	(32)	54%	(109)	204
All Christian	7%	(65)	19%	(183)	15%	(142)	59%	(562)	952
All Non-Christian	26%	(26)	20%	(20)	18%	(18)	36%	(35)	99
Atheist	5%	(5)	14%	(13)	18%	(16)	63%	(57)	91
Agnostic/Nothing in particular	5%	(30)	17%	(106)	15%	(94)	64%	(408)	637
Something Else	6%	(23)	12%	(49)	15%	(63)	68%	(285)	421
Religious Non-Protestant/Catholic	24%	(30)	20%	(25)	16%	(20)	40%	(51)	126
Evangelical	6%	(37)	19%	(112)	14%	(80)	61%	(356)	586
Non-Evangelical	6%	(45)	15%	(109)	16%	(121)	63%	(464)	740
Community: Urban	11%	(66)	21%	(124)	16%	(98)	52%	(309)	597
Community: Suburban	6%	(63)	16%	(164)	15%	(146)	63%	(624)	997
Community: Rural	3%	(21)	14%	(83)	15%	(89)	68%	(413)	605
Employ: Private Sector	11%	(77)	22%	(152)	16%	(113)	50%	(345)	687
Employ: Government	12%	(16)	29%	(38)	11%	(15)	48%	(64)	133
Employ: Self-Employed	9%	(17)	16%	(30)	24%	(45)	50%	(93)	186
Employ: Homemaker	8%	(12)	18%	(27)	10%	(15)	64%	(93)	147
Employ: Student	6%	(4)	14%	(10)	18%	(13)	62%	(44)	71
Employ: Retired	3%	(15)	11%	(54)	13%	(69)	73%	(372)	510
Employ: Unemployed	1%	(4)	12%	(36)	12%	(35)	74%	(217)	291
Employ: Other	2%	(4)	14%	(24)	16%	(29)	68%	(119)	175
Military HH: Yes	7%	(24)	16%	(51)	18%	(60)	59%	(191)	326
Military HH: No	7%	(126)	17%	(320)	15%	(273)	62%	(1156)	1874
RD/WT: Right Direction	8%	(83)	22%	(220)	17%	(163)	52%	(514)	979
RD/WT: Wrong Track	5%	(67)	12%	(151)	14%	(170)	68%	(833)	1221
Biden Job Approve	9%	(106)	21%	(246)	17%	(198)	53%	(627)	1177
Biden Job Disapprove	4%	(37)	13%	(117)	13%	(120)	69%	(620)	895
Biden Job Strongly Approve	11%	(64)	23%	(135)	15%	(92)	51%	(304)	595
Biden Job Somewhat Approve	7%	(42)	19%	(111)	18%	(106)	55%	(323)	582
Biden Job Somewhat Disapprove	6%	(15)	14%	(35)	19%	(48)	61%	(151)	248
Biden Job Strongly Disapprove	3%	(22)	13%	(82)	11%	(72)	73%	(470)	646

Continued on next page

Table MCSP12_5: *How much have you seen, read, or heard about the following?*
Weightlifter Hidilyn Diaz winning the first ever Olympic gold medal for the Philippines

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	17%	(371)	15%	(333)	61%	(1347)	2200
Favorable of Biden	9%	(101)	21%	(248)	16%	(183)	54%	(623)	1155
Unfavorable of Biden	4%	(36)	13%	(116)	15%	(134)	68%	(619)	905
Very Favorable of Biden	10%	(61)	23%	(144)	15%	(92)	52%	(319)	616
Somewhat Favorable of Biden	7%	(40)	19%	(104)	17%	(91)	56%	(304)	539
Somewhat Unfavorable of Biden	5%	(12)	14%	(33)	24%	(55)	57%	(130)	230
Very Unfavorable of Biden	4%	(24)	12%	(83)	12%	(79)	72%	(489)	675
#1 Issue: Economy	7%	(61)	17%	(140)	17%	(143)	59%	(488)	832
#1 Issue: Security	5%	(14)	18%	(51)	16%	(46)	61%	(177)	288
#1 Issue: Health Care	10%	(33)	22%	(68)	13%	(41)	55%	(175)	317
#1 Issue: Medicare / Social Security	4%	(13)	12%	(38)	14%	(45)	71%	(233)	330
#1 Issue: Women's Issues	8%	(10)	17%	(21)	17%	(21)	58%	(72)	123
#1 Issue: Education	7%	(6)	18%	(14)	23%	(18)	52%	(42)	81
#1 Issue: Energy	8%	(8)	20%	(19)	10%	(9)	62%	(60)	96
#1 Issue: Other	3%	(5)	14%	(19)	7%	(10)	75%	(100)	133
2020 Vote: Joe Biden	9%	(89)	23%	(222)	17%	(168)	51%	(503)	981
2020 Vote: Donald Trump	5%	(33)	14%	(101)	15%	(107)	66%	(477)	719
2020 Vote: Other	11%	(7)	15%	(10)	17%	(12)	56%	(38)	67
2020 Vote: Didn't Vote	5%	(20)	9%	(38)	11%	(46)	76%	(328)	433
2018 House Vote: Democrat	9%	(72)	22%	(169)	17%	(135)	52%	(401)	776
2018 House Vote: Republican	6%	(33)	18%	(101)	12%	(68)	65%	(374)	576
2016 Vote: Hillary Clinton	9%	(67)	21%	(148)	17%	(118)	53%	(372)	705
2016 Vote: Donald Trump	6%	(37)	17%	(111)	13%	(89)	64%	(423)	660
2016 Vote: Other	5%	(5)	16%	(17)	17%	(19)	62%	(68)	110
2016 Vote: Didn't Vote	6%	(40)	13%	(93)	15%	(106)	67%	(481)	720
Voted in 2014: Yes	8%	(93)	21%	(253)	15%	(181)	57%	(686)	1213
Voted in 2014: No	6%	(56)	12%	(118)	15%	(152)	67%	(661)	987
4-Region: Northeast	9%	(36)	19%	(75)	16%	(63)	56%	(220)	394
4-Region: Midwest	4%	(18)	15%	(68)	14%	(62)	68%	(314)	462
4-Region: South	7%	(54)	15%	(124)	16%	(135)	62%	(511)	824
4-Region: West	8%	(41)	20%	(104)	14%	(73)	58%	(302)	520
Sports Fans	8%	(129)	21%	(317)	18%	(271)	53%	(823)	1540

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Table MCSP12_5: *How much have you seen, read, or heard about the following?*
Weightlifter Hidilyn Diaz winning the first ever Olympic gold medal for the Philippines

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	17%	(371)	15%	(333)	61%	(1347)	2200
Avid Sports Fans	14%	(79)	26%	(148)	18%	(101)	43%	(244)	572
Casual Sports Fans	5%	(50)	17%	(169)	18%	(170)	60%	(579)	968
Non-Sports Fans	3%	(20)	8%	(53)	9%	(62)	79%	(523)	660
Gen Z Sports Fans	6%	(9)	12%	(17)	26%	(37)	56%	(81)	144
Millennial Sports Fans	15%	(76)	26%	(128)	18%	(91)	41%	(201)	495
Gen X Sports Fans	6%	(24)	20%	(76)	17%	(65)	56%	(210)	374
Boomer Sports Fans	4%	(19)	19%	(88)	15%	(71)	62%	(292)	471
Democratic Sports Fans	9%	(60)	26%	(164)	21%	(133)	44%	(285)	643
Republican Sports Fans	7%	(30)	20%	(90)	12%	(55)	62%	(280)	455
Male Sports Fans	10%	(86)	21%	(186)	19%	(163)	50%	(434)	870
Female Sports Fans	6%	(43)	20%	(131)	16%	(107)	58%	(390)	671
Olympics Fans	9%	(131)	23%	(331)	19%	(268)	49%	(714)	1444
Avid Olympics Fans	18%	(64)	32%	(114)	17%	(61)	32%	(113)	352
Casual Olympics Fans	6%	(67)	20%	(217)	19%	(207)	55%	(601)	1092
Non-Olympics Fans	2%	(18)	5%	(40)	9%	(65)	84%	(633)	756
Very Interested in Summer Olympics	28%	(50)	39%	(70)	9%	(17)	24%	(44)	181
Interested in Summer Olympics	19%	(83)	36%	(155)	18%	(76)	27%	(118)	431
Familiar with Peacock	10%	(113)	21%	(248)	14%	(170)	55%	(654)	1186
Peacock Subscriber	12%	(66)	18%	(99)	14%	(75)	55%	(299)	539

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

Table MCSP12_6: *How much have you seen, read, or heard about the following?*
The U.S. men's basketball team losing its opening game against France

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(323)	23%	(508)	16%	(347)	46%	(1022)	2200
Gender: Male	22%	(235)	29%	(307)	17%	(180)	32%	(340)	1062
Gender: Female	8%	(88)	18%	(201)	15%	(167)	60%	(682)	1138
Age: 18-34	12%	(78)	23%	(149)	16%	(104)	49%	(324)	655
Age: 35-44	19%	(67)	23%	(82)	14%	(51)	44%	(158)	358
Age: 45-64	17%	(125)	21%	(161)	17%	(126)	45%	(339)	751
Age: 65+	12%	(53)	27%	(116)	15%	(66)	46%	(202)	436
GenZers: 1997-2012	12%	(27)	22%	(49)	16%	(36)	51%	(115)	227
Millennials: 1981-1996	15%	(97)	24%	(159)	16%	(103)	45%	(299)	659
GenXers: 1965-1980	17%	(92)	20%	(107)	16%	(82)	47%	(244)	525
Baby Boomers: 1946-1964	14%	(101)	24%	(166)	16%	(113)	46%	(322)	702
PID: Dem (no lean)	17%	(150)	27%	(243)	17%	(153)	39%	(345)	891
PID: Ind (no lean)	11%	(74)	17%	(116)	16%	(108)	55%	(368)	666
PID: Rep (no lean)	15%	(98)	23%	(149)	13%	(86)	48%	(309)	643
PID/Gender: Dem Men	25%	(103)	33%	(135)	18%	(73)	24%	(98)	408
PID/Gender: Dem Women	10%	(48)	22%	(108)	16%	(80)	51%	(247)	482
PID/Gender: Ind Men	18%	(59)	23%	(75)	18%	(58)	40%	(129)	321
PID/Gender: Ind Women	4%	(15)	12%	(41)	15%	(51)	69%	(239)	345
PID/Gender: Rep Men	22%	(72)	29%	(97)	15%	(50)	34%	(113)	332
PID/Gender: Rep Women	8%	(26)	17%	(52)	12%	(36)	63%	(196)	311
Ideo: Liberal (1-3)	18%	(123)	26%	(178)	19%	(134)	37%	(258)	694
Ideo: Moderate (4)	14%	(86)	23%	(135)	17%	(101)	46%	(275)	597
Ideo: Conservative (5-7)	15%	(110)	25%	(183)	14%	(99)	46%	(327)	718
Educ: < College	12%	(178)	20%	(310)	15%	(222)	53%	(802)	1512
Educ: Bachelors degree	19%	(86)	29%	(130)	18%	(81)	33%	(147)	444
Educ: Post-grad	24%	(58)	28%	(68)	18%	(44)	30%	(73)	244
Income: Under 50k	10%	(123)	19%	(240)	16%	(202)	55%	(681)	1246
Income: 50k-100k	18%	(113)	25%	(156)	17%	(104)	40%	(252)	625
Income: 100k+	27%	(87)	34%	(112)	13%	(42)	27%	(88)	329
Ethnicity: White	14%	(236)	24%	(407)	15%	(266)	47%	(813)	1722
Ethnicity: Hispanic	12%	(43)	25%	(86)	18%	(62)	45%	(158)	349
Ethnicity: Black	24%	(66)	25%	(70)	12%	(32)	39%	(107)	274

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Table MCSP12_6: How much have you seen, read, or heard about the following?
The U.S. men's basketball team losing its opening game against France

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(323)	23%	(508)	16%	(347)	46%	(1022)	2200
Ethnicity: Other	10%	(21)	16%	(32)	24%	(49)	50%	(102)	204
All Christian	18%	(171)	25%	(234)	17%	(165)	40%	(381)	952
All Non-Christian	29%	(29)	31%	(31)	18%	(18)	22%	(22)	99
Atheist	12%	(11)	17%	(16)	11%	(10)	60%	(54)	91
Agnostic/Nothing in particular	11%	(72)	23%	(149)	15%	(96)	50%	(320)	637
Something Else	9%	(40)	19%	(79)	14%	(58)	58%	(245)	421
Religious Non-Protestant/Catholic	31%	(40)	29%	(36)	15%	(18)	25%	(32)	126
Evangelical	16%	(93)	22%	(130)	16%	(94)	46%	(268)	586
Non-Evangelical	14%	(102)	23%	(171)	17%	(123)	46%	(343)	740
Community: Urban	19%	(113)	27%	(161)	15%	(90)	39%	(233)	597
Community: Suburban	14%	(144)	24%	(235)	15%	(154)	47%	(465)	997
Community: Rural	11%	(66)	18%	(112)	17%	(103)	54%	(325)	605
Employ: Private Sector	21%	(146)	28%	(192)	15%	(105)	35%	(244)	687
Employ: Government	26%	(34)	27%	(36)	13%	(17)	34%	(45)	133
Employ: Self-Employed	16%	(29)	19%	(36)	26%	(49)	39%	(72)	186
Employ: Homemaker	11%	(16)	13%	(19)	13%	(19)	63%	(92)	147
Employ: Student	12%	(8)	24%	(17)	15%	(10)	49%	(35)	71
Employ: Retired	10%	(53)	25%	(129)	15%	(76)	49%	(253)	510
Employ: Unemployed	7%	(21)	16%	(46)	15%	(44)	62%	(181)	291
Employ: Other	9%	(15)	19%	(33)	15%	(26)	57%	(100)	175
Military HH: Yes	18%	(58)	23%	(74)	23%	(74)	37%	(119)	326
Military HH: No	14%	(264)	23%	(434)	15%	(273)	48%	(903)	1874
RD/WT: Right Direction	18%	(174)	28%	(271)	16%	(160)	38%	(375)	979
RD/WT: Wrong Track	12%	(149)	19%	(237)	15%	(187)	53%	(647)	1221
Biden Job Approve	17%	(198)	26%	(306)	17%	(197)	40%	(476)	1177
Biden Job Disapprove	13%	(118)	21%	(189)	15%	(131)	51%	(457)	895
Biden Job Strongly Approve	22%	(131)	25%	(148)	17%	(99)	36%	(216)	595
Biden Job Somewhat Approve	12%	(67)	27%	(158)	17%	(97)	45%	(260)	582
Biden Job Somewhat Disapprove	10%	(24)	23%	(58)	17%	(42)	50%	(124)	248
Biden Job Strongly Disapprove	14%	(93)	20%	(131)	14%	(89)	51%	(333)	646

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Table MCSP12_6: *How much have you seen, read, or heard about the following?*
The U.S. men's basketball team losing its opening game against France

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(323)	23%	(508)	16%	(347)	46%	(1022)	2200
Favorable of Biden	17%	(195)	26%	(298)	17%	(201)	40%	(462)	1155
Unfavorable of Biden	13%	(121)	21%	(193)	15%	(135)	50%	(456)	905
Very Favorable of Biden	22%	(136)	24%	(148)	15%	(95)	39%	(237)	616
Somewhat Favorable of Biden	11%	(59)	28%	(149)	20%	(106)	42%	(225)	539
Somewhat Unfavorable of Biden	9%	(22)	27%	(63)	16%	(38)	47%	(108)	230
Very Unfavorable of Biden	15%	(99)	19%	(131)	14%	(97)	52%	(348)	675
#1 Issue: Economy	16%	(134)	26%	(220)	14%	(118)	43%	(359)	832
#1 Issue: Security	15%	(45)	20%	(58)	21%	(62)	43%	(124)	288
#1 Issue: Health Care	16%	(51)	26%	(81)	16%	(49)	43%	(135)	317
#1 Issue: Medicare / Social Security	10%	(34)	21%	(69)	16%	(54)	53%	(173)	330
#1 Issue: Women's Issues	7%	(9)	19%	(23)	13%	(15)	62%	(76)	123
#1 Issue: Education	18%	(14)	20%	(16)	18%	(14)	44%	(35)	81
#1 Issue: Energy	22%	(21)	17%	(16)	21%	(20)	40%	(38)	96
#1 Issue: Other	11%	(14)	18%	(24)	10%	(14)	61%	(81)	133
2020 Vote: Joe Biden	19%	(183)	27%	(262)	17%	(166)	38%	(370)	981
2020 Vote: Donald Trump	15%	(106)	24%	(174)	15%	(105)	46%	(334)	719
2020 Vote: Other	20%	(14)	12%	(8)	24%	(16)	43%	(29)	67
2020 Vote: Didn't Vote	5%	(20)	15%	(64)	14%	(60)	67%	(289)	433
2018 House Vote: Democrat	20%	(158)	26%	(204)	18%	(140)	35%	(274)	776
2018 House Vote: Republican	17%	(95)	27%	(155)	14%	(82)	42%	(244)	576
2016 Vote: Hillary Clinton	20%	(141)	29%	(203)	15%	(108)	36%	(254)	705
2016 Vote: Donald Trump	16%	(103)	23%	(153)	17%	(109)	45%	(296)	660
2016 Vote: Other	13%	(14)	17%	(19)	26%	(28)	44%	(48)	110
2016 Vote: Didn't Vote	9%	(65)	18%	(130)	14%	(100)	59%	(425)	720
Voted in 2014: Yes	19%	(231)	27%	(324)	16%	(198)	38%	(459)	1213
Voted in 2014: No	9%	(91)	19%	(184)	15%	(149)	57%	(563)	987
4-Region: Northeast	17%	(68)	23%	(91)	17%	(66)	43%	(168)	394
4-Region: Midwest	13%	(59)	24%	(109)	16%	(73)	48%	(222)	462
4-Region: South	15%	(124)	22%	(182)	16%	(130)	47%	(390)	824
4-Region: West	14%	(72)	24%	(126)	15%	(78)	47%	(243)	520
Sports Fans	19%	(300)	29%	(443)	18%	(274)	34%	(523)	1540

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Table MCSP12_6: How much have you seen, read, or heard about the following?
The U.S. men's basketball team losing its opening game against France

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(323)	23%	(508)	16%	(347)	46%	(1022)	2200
Avid Sports Fans	36%	(208)	30%	(174)	14%	(83)	19%	(107)	572
Casual Sports Fans	10%	(92)	28%	(269)	20%	(192)	43%	(416)	968
Non-Sports Fans	3%	(22)	10%	(65)	11%	(73)	76%	(500)	660
Gen Z Sports Fans	18%	(26)	23%	(34)	17%	(24)	42%	(60)	144
Millennial Sports Fans	18%	(89)	30%	(147)	17%	(84)	35%	(174)	495
Gen X Sports Fans	24%	(88)	26%	(96)	17%	(65)	33%	(125)	374
Boomer Sports Fans	19%	(92)	30%	(142)	19%	(92)	31%	(146)	471
Democratic Sports Fans	23%	(145)	32%	(205)	18%	(119)	27%	(174)	643
Republican Sports Fans	19%	(88)	29%	(134)	15%	(70)	36%	(162)	455
Male Sports Fans	26%	(224)	32%	(280)	18%	(153)	24%	(213)	870
Female Sports Fans	11%	(76)	24%	(163)	18%	(122)	46%	(310)	671
Olympics Fans	20%	(287)	30%	(427)	18%	(266)	32%	(464)	1444
Avid Olympics Fans	40%	(140)	28%	(97)	18%	(62)	15%	(53)	352
Casual Olympics Fans	13%	(147)	30%	(330)	19%	(204)	38%	(411)	1092
Non-Olympics Fans	5%	(36)	11%	(81)	11%	(81)	74%	(558)	756
Very Interested in Summer Olympics	43%	(78)	29%	(52)	14%	(24)	15%	(26)	181
Interested in Summer Olympics	29%	(123)	35%	(149)	17%	(72)	20%	(87)	431
Familiar with Peacock	20%	(237)	26%	(304)	15%	(178)	39%	(466)	1186
Peacock Subscriber	20%	(110)	23%	(124)	16%	(89)	40%	(216)	539

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

Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	26%	(572)	44%	(968)	30%	(660)	2200
Gender: Male	39%	(413)	43%	(457)	18%	(192)	1062
Gender: Female	14%	(159)	45%	(511)	41%	(467)	1138
Age: 18-34	21%	(137)	50%	(327)	29%	(191)	655
Age: 35-44	34%	(121)	40%	(144)	26%	(92)	358
Age: 45-64	29%	(221)	41%	(309)	29%	(221)	751
Age: 65+	21%	(93)	43%	(188)	36%	(155)	436
GenZers: 1997-2012	11%	(25)	52%	(118)	37%	(83)	227
Millennials: 1981-1996	29%	(188)	47%	(307)	25%	(164)	659
GenXers: 1965-1980	32%	(166)	40%	(208)	29%	(151)	525
Baby Boomers: 1946-1964	24%	(172)	43%	(300)	33%	(231)	702
PID: Dem (no lean)	30%	(271)	42%	(371)	28%	(248)	891
PID: Ind (no lean)	20%	(133)	47%	(310)	33%	(223)	666
PID: Rep (no lean)	26%	(168)	45%	(287)	29%	(188)	643
PID/Gender: Dem Men	45%	(183)	37%	(150)	18%	(75)	408
PID/Gender: Dem Women	18%	(88)	46%	(221)	36%	(173)	482
PID/Gender: Ind Men	31%	(101)	50%	(161)	19%	(60)	321
PID/Gender: Ind Women	10%	(33)	43%	(149)	47%	(163)	345
PID/Gender: Rep Men	39%	(129)	44%	(146)	17%	(57)	332
PID/Gender: Rep Women	12%	(39)	45%	(141)	42%	(131)	311
Ideo: Liberal (1-3)	31%	(213)	43%	(295)	27%	(186)	694
Ideo: Moderate (4)	24%	(141)	47%	(280)	29%	(176)	597
Ideo: Conservative (5-7)	27%	(193)	45%	(320)	29%	(206)	718
Educ: < College	23%	(340)	43%	(655)	34%	(517)	1512
Educ: Bachelors degree	35%	(155)	44%	(196)	21%	(93)	444
Educ: Post-grad	31%	(76)	48%	(118)	20%	(50)	244
Income: Under 50k	21%	(260)	42%	(527)	37%	(459)	1246
Income: 50k-100k	28%	(177)	48%	(303)	23%	(146)	625
Income: 100k+	41%	(135)	42%	(139)	17%	(55)	329
Ethnicity: White	25%	(436)	43%	(736)	32%	(550)	1722
Ethnicity: Hispanic	28%	(98)	49%	(171)	23%	(81)	349
Ethnicity: Black	34%	(93)	46%	(125)	20%	(56)	274

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	26%	(572)	44%	(968)	30%	(660)	2200
Ethnicity: Other	21%	(43)	53%	(107)	26%	(53)	204
All Christian	28%	(265)	47%	(448)	25%	(239)	952
All Non-Christian	38%	(38)	38%	(38)	24%	(24)	99
Atheist	24%	(21)	36%	(33)	41%	(37)	91
Agnostic/Nothing in particular	23%	(145)	44%	(278)	34%	(214)	637
Something Else	24%	(103)	41%	(173)	35%	(145)	421
Religious Non-Protestant/Catholic	37%	(47)	39%	(49)	24%	(30)	126
Evangelical	28%	(165)	40%	(234)	32%	(187)	586
Non-Evangelical	25%	(183)	50%	(369)	25%	(187)	740
Community: Urban	35%	(211)	41%	(245)	24%	(141)	597
Community: Suburban	26%	(255)	45%	(453)	29%	(290)	997
Community: Rural	18%	(106)	45%	(271)	38%	(228)	605
Employ: Private Sector	35%	(238)	43%	(295)	22%	(154)	687
Employ: Government	38%	(50)	45%	(59)	18%	(23)	133
Employ: Self-Employed	24%	(44)	50%	(93)	26%	(48)	186
Employ: Homemaker	13%	(20)	46%	(67)	41%	(60)	147
Employ: Student	18%	(13)	58%	(41)	24%	(17)	71
Employ: Retired	22%	(111)	44%	(222)	35%	(177)	510
Employ: Unemployed	19%	(56)	39%	(113)	42%	(122)	291
Employ: Other	23%	(40)	44%	(78)	33%	(58)	175
Military HH: Yes	27%	(89)	47%	(152)	26%	(85)	326
Military HH: No	26%	(483)	44%	(816)	31%	(575)	1874
RD/WT: Right Direction	32%	(311)	42%	(407)	27%	(261)	979
RD/WT: Wrong Track	21%	(261)	46%	(561)	33%	(399)	1221
Biden Job Approve	29%	(346)	42%	(497)	28%	(334)	1177
Biden Job Disapprove	23%	(203)	47%	(419)	30%	(273)	895
Biden Job Strongly Approve	37%	(222)	36%	(217)	26%	(156)	595
Biden Job Somewhat Approve	21%	(124)	48%	(281)	30%	(177)	582
Biden Job Somewhat Disapprove	23%	(57)	55%	(136)	22%	(56)	248
Biden Job Strongly Disapprove	23%	(147)	44%	(283)	34%	(217)	646

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Table MCSPd1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	26%	(572)	44%	(968)	30%	(660)	2200
Favorable of Biden	30%	(348)	43%	(493)	27%	(314)	1155
Unfavorable of Biden	23%	(208)	46%	(419)	31%	(279)	905
Very Favorable of Biden	35%	(219)	38%	(235)	26%	(162)	616
Somewhat Favorable of Biden	24%	(129)	48%	(258)	28%	(152)	539
Somewhat Unfavorable of Biden	23%	(53)	51%	(118)	26%	(59)	230
Very Unfavorable of Biden	23%	(154)	45%	(301)	33%	(220)	675
#1 Issue: Economy	30%	(246)	44%	(368)	26%	(218)	832
#1 Issue: Security	25%	(73)	48%	(138)	27%	(77)	288
#1 Issue: Health Care	29%	(91)	45%	(144)	26%	(82)	317
#1 Issue: Medicare / Social Security	21%	(69)	39%	(129)	40%	(132)	330
#1 Issue: Women's Issues	14%	(18)	40%	(49)	46%	(56)	123
#1 Issue: Education	30%	(24)	49%	(40)	21%	(17)	81
#1 Issue: Energy	25%	(24)	51%	(49)	24%	(23)	96
#1 Issue: Other	20%	(26)	39%	(52)	41%	(55)	133
2020 Vote: Joe Biden	31%	(307)	43%	(423)	26%	(251)	981
2020 Vote: Donald Trump	25%	(177)	47%	(337)	29%	(205)	719
2020 Vote: Other	29%	(19)	46%	(30)	25%	(17)	67
2020 Vote: Didn't Vote	16%	(69)	41%	(178)	43%	(186)	433
2018 House Vote: Democrat	34%	(268)	41%	(321)	24%	(187)	776
2018 House Vote: Republican	27%	(154)	48%	(274)	26%	(148)	576
2016 Vote: Hillary Clinton	33%	(232)	42%	(297)	25%	(176)	705
2016 Vote: Donald Trump	27%	(178)	47%	(307)	27%	(175)	660
2016 Vote: Other	25%	(28)	44%	(48)	30%	(33)	110
2016 Vote: Didn't Vote	19%	(134)	43%	(311)	38%	(276)	720
Voted in 2014: Yes	31%	(381)	44%	(529)	25%	(302)	1213
Voted in 2014: No	19%	(191)	44%	(439)	36%	(357)	987
4-Region: Northeast	27%	(106)	46%	(179)	28%	(108)	394
4-Region: Midwest	26%	(119)	44%	(206)	30%	(138)	462
4-Region: South	26%	(215)	42%	(346)	32%	(263)	824
4-Region: West	25%	(132)	46%	(238)	29%	(150)	520
Sports Fans	37%	(572)	63%	(968)	—	(0)	1540

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	26%	(572)	44%	(968)	30%	(660)	2200
Avid Sports Fans	100%	(572)	—	(0)	—	(0)	572
Casual Sports Fans	—	(0)	100%	(968)	—	(0)	968
Non-Sports Fans	—	(0)	—	(0)	100%	(660)	660
Gen Z Sports Fans	18%	(25)	82%	(118)	—	(0)	144
Millennial Sports Fans	38%	(188)	62%	(307)	—	(0)	495
Gen X Sports Fans	44%	(166)	56%	(208)	—	(0)	374
Boomer Sports Fans	36%	(172)	64%	(300)	—	(0)	471
Democratic Sports Fans	42%	(271)	58%	(371)	—	(0)	643
Republican Sports Fans	37%	(168)	63%	(287)	—	(0)	455
Male Sports Fans	47%	(413)	53%	(457)	—	(0)	870
Female Sports Fans	24%	(159)	76%	(511)	—	(0)	671
Olympics Fans	34%	(491)	49%	(712)	17%	(242)	1444
Avid Olympics Fans	59%	(208)	35%	(123)	6%	(21)	352
Casual Olympics Fans	26%	(283)	54%	(589)	20%	(221)	1092
Non-Olympics Fans	11%	(81)	34%	(257)	55%	(418)	756
Very Interested in Summer Olympics	57%	(102)	32%	(57)	12%	(21)	181
Interested in Summer Olympics	47%	(204)	38%	(165)	14%	(62)	431
Familiar with Peacock	31%	(367)	43%	(511)	26%	(309)	1186
Peacock Subscriber	29%	(154)	47%	(252)	25%	(132)	539

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

Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
The Olympics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(352)	50%	(1092)	34%	(756)	2200
Gender: Male	19%	(201)	53%	(565)	28%	(296)	1062
Gender: Female	13%	(151)	46%	(527)	40%	(460)	1138
Age: 18-34	14%	(93)	48%	(317)	37%	(245)	655
Age: 35-44	20%	(72)	50%	(178)	30%	(107)	358
Age: 45-64	17%	(130)	50%	(375)	33%	(246)	751
Age: 65+	13%	(57)	51%	(222)	36%	(157)	436
GenZers: 1997-2012	10%	(22)	43%	(98)	47%	(107)	227
Millennials: 1981-1996	19%	(124)	50%	(331)	31%	(204)	659
GenXers: 1965-1980	15%	(80)	49%	(259)	35%	(186)	525
Baby Boomers: 1946-1964	16%	(113)	51%	(361)	33%	(229)	702
PID: Dem (no lean)	22%	(196)	53%	(476)	25%	(219)	891
PID: Ind (no lean)	10%	(68)	47%	(313)	43%	(285)	666
PID: Rep (no lean)	14%	(88)	47%	(303)	39%	(252)	643
PID/Gender: Dem Men	26%	(105)	57%	(233)	17%	(70)	408
PID/Gender: Dem Women	19%	(90)	50%	(242)	31%	(150)	482
PID/Gender: Ind Men	14%	(45)	53%	(169)	33%	(107)	321
PID/Gender: Ind Women	7%	(24)	42%	(144)	51%	(178)	345
PID/Gender: Rep Men	15%	(51)	49%	(162)	36%	(119)	332
PID/Gender: Rep Women	12%	(38)	45%	(141)	43%	(132)	311
Ideo: Liberal (1-3)	22%	(152)	55%	(384)	23%	(158)	694
Ideo: Moderate (4)	16%	(95)	52%	(310)	32%	(192)	597
Ideo: Conservative (5-7)	14%	(99)	47%	(335)	40%	(285)	718
Educ: < College	12%	(178)	48%	(727)	40%	(607)	1512
Educ: Bachelors degree	24%	(105)	54%	(241)	22%	(97)	444
Educ: Post-grad	28%	(68)	51%	(124)	21%	(51)	244
Income: Under 50k	12%	(154)	47%	(580)	41%	(512)	1246
Income: 50k-100k	19%	(119)	52%	(323)	29%	(183)	625
Income: 100k+	24%	(79)	58%	(190)	18%	(60)	329
Ethnicity: White	15%	(265)	50%	(854)	35%	(603)	1722
Ethnicity: Hispanic	14%	(48)	54%	(190)	32%	(111)	349
Ethnicity: Black	21%	(59)	51%	(140)	28%	(76)	274

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
The Olympics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(352)	50%	(1092)	34%	(756)	2200
Ethnicity: Other	14%	(28)	48%	(98)	38%	(77)	204
All Christian	20%	(193)	52%	(495)	28%	(264)	952
All Non-Christian	32%	(32)	48%	(47)	20%	(20)	99
Atheist	12%	(11)	43%	(39)	45%	(41)	91
Agnostic/Nothing in particular	11%	(68)	50%	(317)	39%	(251)	637
Something Else	11%	(47)	46%	(194)	43%	(180)	421
Religious Non-Protestant/Catholic	28%	(36)	53%	(67)	19%	(24)	126
Evangelical	20%	(119)	47%	(273)	33%	(193)	586
Non-Evangelical	15%	(112)	53%	(389)	32%	(239)	740
Community: Urban	22%	(131)	53%	(314)	26%	(153)	597
Community: Suburban	15%	(149)	51%	(511)	34%	(337)	997
Community: Rural	12%	(72)	44%	(268)	44%	(266)	605
Employ: Private Sector	22%	(151)	53%	(361)	25%	(175)	687
Employ: Government	23%	(31)	49%	(65)	27%	(36)	133
Employ: Self-Employed	16%	(30)	54%	(100)	30%	(55)	186
Employ: Homemaker	11%	(16)	45%	(67)	43%	(64)	147
Employ: Student	14%	(10)	56%	(40)	29%	(21)	71
Employ: Retired	14%	(69)	50%	(255)	37%	(186)	510
Employ: Unemployed	9%	(27)	45%	(130)	46%	(135)	291
Employ: Other	9%	(16)	43%	(75)	48%	(83)	175
Military HH: Yes	18%	(60)	54%	(175)	28%	(90)	326
Military HH: No	16%	(292)	49%	(917)	35%	(665)	1874
RD/WT: Right Direction	22%	(220)	52%	(506)	26%	(254)	979
RD/WT: Wrong Track	11%	(132)	48%	(587)	41%	(502)	1221
Biden Job Approve	20%	(235)	53%	(618)	28%	(324)	1177
Biden Job Disapprove	12%	(107)	48%	(427)	40%	(361)	895
Biden Job Strongly Approve	25%	(149)	50%	(297)	25%	(149)	595
Biden Job Somewhat Approve	15%	(86)	55%	(321)	30%	(175)	582
Biden Job Somewhat Disapprove	15%	(37)	52%	(130)	33%	(82)	248
Biden Job Strongly Disapprove	11%	(70)	46%	(297)	43%	(279)	646

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Table MCS Pdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
The Olympics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(352)	50%	(1092)	34%	(756)	2200
Favorable of Biden	20%	(237)	53%	(614)	26%	(305)	1155
Unfavorable of Biden	11%	(102)	47%	(423)	42%	(380)	905
Very Favorable of Biden	25%	(154)	49%	(302)	26%	(160)	616
Somewhat Favorable of Biden	15%	(82)	58%	(312)	27%	(145)	539
Somewhat Unfavorable of Biden	12%	(28)	53%	(122)	35%	(80)	230
Very Unfavorable of Biden	11%	(73)	45%	(301)	45%	(300)	675
#1 Issue: Economy	16%	(129)	52%	(429)	33%	(274)	832
#1 Issue: Security	15%	(45)	47%	(135)	38%	(108)	288
#1 Issue: Health Care	19%	(59)	53%	(168)	28%	(90)	317
#1 Issue: Medicare / Social Security	16%	(51)	47%	(156)	37%	(122)	330
#1 Issue: Women's Issues	12%	(15)	48%	(59)	40%	(50)	123
#1 Issue: Education	23%	(19)	48%	(38)	29%	(24)	81
#1 Issue: Energy	18%	(17)	60%	(58)	22%	(21)	96
#1 Issue: Other	13%	(17)	38%	(50)	50%	(66)	133
2020 Vote: Joe Biden	22%	(215)	53%	(523)	25%	(244)	981
2020 Vote: Donald Trump	13%	(93)	49%	(355)	38%	(271)	719
2020 Vote: Other	17%	(12)	46%	(31)	36%	(24)	67
2020 Vote: Didn't Vote	7%	(32)	42%	(184)	50%	(217)	433
2018 House Vote: Democrat	23%	(177)	54%	(423)	23%	(177)	776
2018 House Vote: Republican	15%	(85)	48%	(276)	37%	(215)	576
2016 Vote: Hillary Clinton	23%	(166)	54%	(383)	22%	(157)	705
2016 Vote: Donald Trump	15%	(96)	48%	(314)	38%	(251)	660
2016 Vote: Other	15%	(16)	53%	(58)	32%	(35)	110
2016 Vote: Didn't Vote	10%	(74)	46%	(334)	43%	(313)	720
Voted in 2014: Yes	21%	(249)	51%	(621)	28%	(343)	1213
Voted in 2014: No	10%	(103)	48%	(472)	42%	(413)	987
4-Region: Northeast	21%	(83)	47%	(186)	32%	(124)	394
4-Region: Midwest	13%	(58)	51%	(236)	36%	(168)	462
4-Region: South	15%	(124)	49%	(405)	36%	(295)	824
4-Region: West	16%	(86)	51%	(266)	32%	(169)	520
Sports Fans	21%	(331)	57%	(871)	22%	(338)	1540

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
The Olympics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(352)	50%	(1092)	34%	(756)	2200
Avid Sports Fans	36%	(208)	49%	(283)	14%	(81)	572
Casual Sports Fans	13%	(123)	61%	(589)	27%	(257)	968
Non-Sports Fans	3%	(21)	34%	(221)	63%	(418)	660
Gen Z Sports Fans	12%	(17)	54%	(78)	34%	(49)	144
Millennial Sports Fans	24%	(118)	55%	(272)	21%	(105)	495
Gen X Sports Fans	20%	(75)	59%	(219)	21%	(80)	374
Boomer Sports Fans	23%	(108)	57%	(270)	20%	(94)	471
Democratic Sports Fans	29%	(185)	58%	(372)	13%	(86)	643
Republican Sports Fans	18%	(81)	56%	(254)	26%	(119)	455
Male Sports Fans	23%	(197)	58%	(504)	19%	(168)	870
Female Sports Fans	20%	(134)	55%	(367)	25%	(170)	671
Olympics Fans	24%	(352)	76%	(1092)	—	(0)	1444
Avid Olympics Fans	100%	(352)	—	(0)	—	(0)	352
Casual Olympics Fans	—	(0)	100%	(1092)	—	(0)	1092
Non-Olympics Fans	—	(0)	—	(0)	100%	(756)	756
Very Interested in Summer Olympics	63%	(114)	33%	(59)	4%	(8)	181
Interested in Summer Olympics	42%	(182)	53%	(227)	5%	(23)	431
Familiar with Peacock	21%	(248)	49%	(583)	30%	(355)	1186
Peacock Subscriber	23%	(123)	47%	(253)	30%	(163)	539

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	227	10%
	Millennials: 1981-1996	659	30%
	GenXers: 1965-1980	525	24%
	Baby Boomers: 1946-1964	702	32%
	N	2113	
xpid3	PID: Dem (no lean)	891	40%
	PID: Ind (no lean)	666	30%
	PID: Rep (no lean)	643	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	408	19%
	PID/Gender: Dem Women	482	22%
	PID/Gender: Ind Men	321	15%
	PID/Gender: Ind Women	345	16%
	PID/Gender: Rep Men	332	15%
	PID/Gender: Rep Women	311	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	694	32%
	Ideo: Moderate (4)	597	27%
	Ideo: Conservative (5-7)	718	33%
	N	2010	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1246	57%
	Income: 50k-100k	625	28%
	Income: 100k+	329	15%
	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	952	43%
	All Non-Christian	99	5%
	Atheist	91	4%
	Agnostic/Nothing in particular	637	29%
	Something Else	421	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	126	6%
xdemEvang	Evangelical	586	27%
	Non-Evangelical	740	34%
	N	1325	
xdemUsr	Community: Urban	597	27%
	Community: Suburban	997	45%
	Community: Rural	605	28%
	N	2200	
xdemEmploy	Employ: Private Sector	687	31%
	Employ: Government	133	6%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	147	7%
	Employ: Student	71	3%
	Employ: Retired	510	23%
	Employ: Unemployed	291	13%
	Employ: Other	175	8%
	N	2200	
xdemMilHH1	Military HH: Yes	326	15%
	Military HH: No	1874	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	979	45%
	RD/WT: Wrong Track	1221	55%
	N	2200	
xdemBidenApprove	Biden Job Approve	1177	53%
	Biden Job Disapprove	895	41%
	N	2071	
xdemBidenApprove2	Biden Job Strongly Approve	595	27%
	Biden Job Somewhat Approve	582	26%
	Biden Job Somewhat Disapprove	248	11%
	Biden Job Strongly Disapprove	646	29%
	N	2071	
xdemBidenFav	Favorable of Biden	1155	53%
	Unfavorable of Biden	905	41%
	N	2060	
xdemBidenFavFull	Very Favorable of Biden	616	28%
	Somewhat Favorable of Biden	539	25%
	Somewhat Unfavorable of Biden	230	10%
	Very Unfavorable of Biden	675	31%
	N	2060	
xnr3	#1 Issue: Economy	832	38%
	#1 Issue: Security	288	13%
	#1 Issue: Health Care	317	14%
	#1 Issue: Medicare / Social Security	330	15%
	#1 Issue: Women's Issues	123	6%
	#1 Issue: Education	81	4%
	#1 Issue: Energy	96	4%
	#1 Issue: Other	133	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	981	45%
	2020 Vote: Donald Trump	719	33%
	2020 Vote: Other	67	3%
	2020 Vote: Didn't Vote	433	20%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	776	35%
	2018 House Vote: Republican	576	26%
	2018 House Vote: Someone else	49	2%
	N	1401	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	705	32%
	2016 Vote: Donald Trump	660	30%
	2016 Vote: Other	110	5%
	2016 Vote: Didn't Vote	720	33%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1213	55%
	Voted in 2014: No	987	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	
MCSPxdem1	Sports Fans	1540	70%
MCSPxdem2	Avid Sports Fans	572	26%
	Casual Sports Fans	968	44%
	Non-Sports Fans	660	30%
	N	2200	
MCSPxdem3	Gen Z Sports Fans	144	7%
MCSPxdem4	Millennial Sports Fans	495	23%
MCSPxdem5	Gen X Sports Fans	374	17%
MCSPxdem6	Boomer Sports Fans	471	21%
MCSPxdem7	Democratic Sports Fans	643	29%
MCSPxdem8	Republican Sports Fans	455	21%
MCSPxdem9	Male Sports Fans	870	40%
MCSPxdem10	Female Sports Fans	671	30%
MCSPxdem11	Olympics Fans	1444	66%
MCSPxdem12	Avid Olympics Fans	352	16%
	Casual Olympics Fans	1092	50%
	Non-Olympics Fans	756	34%
	N	2200	
MCSPxdem13	Very Interested in Summer Olympics	181	8%
MCSPxdem14	Interested in Summer Olympics	431	20%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem15	Familiar with Peacock	1186	54%
MCSPxdem16	Peacock Subscriber	539	24%

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

