



National Tracking Poll #2108039
August 09-13, 2021

Crosstabulation Results

Methodology:

This poll was conducted between August 9-August 13, 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.

Table Index

1	Table MCSP2_1: <i>How familiar are you with the following streaming services? Netflix</i>	8
2	Table MCSP2_2: <i>How familiar are you with the following streaming services? Amazon Prime Video</i>	12
3	Table MCSP2_3: <i>How familiar are you with the following streaming services? Paramount+</i>	16
4	Table MCSP2_4: <i>How familiar are you with the following streaming services? ESPN+</i>	20
5	Table MCSP2_5: <i>How familiar are you with the following streaming services? Hulu</i>	24
6	Table MCSP2_6: <i>How familiar are you with the following streaming services? Showtime</i>	28
7	Table MCSP2_7: <i>How familiar are you with the following streaming services? Starz</i>	32
8	Table MCSP2_8: <i>How familiar are you with the following streaming services? Apple TV+</i>	36
9	Table MCSP2_9: <i>How familiar are you with the following streaming services? Disney+</i>	40
10	Table MCSP2_10: <i>How familiar are you with the following streaming services? Discovery+</i>	44
11	Table MCSP2_11: <i>How familiar are you with the following streaming services? Peacock</i>	48
12	Table MCSP2_12: <i>How familiar are you with the following streaming services? HBO Max</i>	52
13	Table MCSP3_1: <i>Do you, or anyone in your household, subscribe to the following? Netflix</i>	56
14	Table MCSP3_2: <i>Do you, or anyone in your household, subscribe to the following? Amazon Prime Video</i>	60
15	Table MCSP3_3: <i>Do you, or anyone in your household, subscribe to the following? Paramount+</i>	64
16	Table MCSP3_4: <i>Do you, or anyone in your household, subscribe to the following? ESPN+</i>	68
17	Table MCSP3_5: <i>Do you, or anyone in your household, subscribe to the following? Hulu</i>	72
18	Table MCSP3_6: <i>Do you, or anyone in your household, subscribe to the following? Showtime</i>	76
19	Table MCSP3_7: <i>Do you, or anyone in your household, subscribe to the following? Starz</i>	80
20	Table MCSP3_8: <i>Do you, or anyone in your household, subscribe to the following? Apple TV+</i>	84
21	Table MCSP3_9: <i>Do you, or anyone in your household, subscribe to the following? Disney+</i>	88
22	Table MCSP3_10: <i>Do you, or anyone in your household, subscribe to the following? Discovery+</i>	92
23	Table MCSP3_11: <i>Do you, or anyone in your household, subscribe to the following? Peacock</i>	96
24	Table MCSP3_12: <i>Do you, or anyone in your household, subscribe to the following? HBO Max</i>	100
25	Table MCSP4_1: <i>Do you have a favorable or unfavorable opinion of each of the following? Simone Biles</i>	104

26	Table MCSP4_2: Do you have a favorable or unfavorable opinion of each of the following? <i>Caeleb Dressel</i>	108
27	Table MCSP4_3: Do you have a favorable or unfavorable opinion of each of the following? <i>Katie Ledecky</i>	112
28	Table MCSP4_4: Do you have a favorable or unfavorable opinion of each of the following? <i>Morgan Hurd</i>	116
29	Table MCSP4_5: Do you have a favorable or unfavorable opinion of each of the following? <i>Noah Lyles</i>	120
30	Table MCSP4_6: Do you have a favorable or unfavorable opinion of each of the following? <i>Sydney McLaughlin</i>	124
31	Table MCSP4_7: Do you have a favorable or unfavorable opinion of each of the following? <i>Nyjah Huston</i>	128
32	Table MCSP4_8: Do you have a favorable or unfavorable opinion of each of the following? <i>Emma Coburn</i>	132
33	Table MCSP4_9: Do you have a favorable or unfavorable opinion of each of the following? <i>Simone Manuel</i>	136
34	Table MCSP4_10: Do you have a favorable or unfavorable opinion of each of the following? <i>Carissa Moore</i>	140
35	Table MCSP4_11: Do you have a favorable or unfavorable opinion of each of the following? <i>A'ja Wilson</i>	144
36	Table MCSP4_12: Do you have a favorable or unfavorable opinion of each of the following? <i>April Ross</i>	148
37	Table MCSP4_13: Do you have a favorable or unfavorable opinion of each of the following? <i>Alix Klineman</i>	152
38	Table MCSP4_14: Do you have a favorable or unfavorable opinion of each of the following? <i>Megan Rapinoe</i>	156
39	Table MCSP4_15: Do you have a favorable or unfavorable opinion of each of the following? <i>Sunisa 'Sunni' Lee</i>	160
40	Table MCSP4_16: Do you have a favorable or unfavorable opinion of each of the following? <i>Xander Schauffele</i>	164
41	Table MCSP4_17: Do you have a favorable or unfavorable opinion of each of the following? <i>Jade Carey</i>	168
42	Table MCSP4_18: Do you have a favorable or unfavorable opinion of each of the following? <i>Jordan Chiles</i>	172
43	Table MCSP4_19: Do you have a favorable or unfavorable opinion of each of the following? <i>Lydia Jacoby</i>	176

44	Table MCSP4_20: Do you have a favorable or unfavorable opinion of each of the following? Bobby Finke	180
45	Table MCSP4_21: Do you have a favorable or unfavorable opinion of each of the following? Raven Saunders	184
46	Table MCSP4_22: Do you have a favorable or unfavorable opinion of each of the following? Naomi Osaka	188
47	Table MCSP5: How much of the Tokyo Summer Olympic Games did you watch from July 23 to August 8, either on television or via streaming?	192
48	Table MCSP6_1NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. Live on TV	196
49	Table MCSP6_2NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. Via a live TV streaming service such as Sling TV, Hulu + Live TV or YouTube TV	200
50	Table MCSP6_3NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. Via streaming on Peacock	204
51	Table MCSP6_4NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. Via streaming on the NBC Olympics or NBC Sports website or app	208
52	Table MCSP6_5NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. Other (please specify)	212
53	Table MCSP6_6NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply. None of the above	216
54	Table MCSP7: To what extent did you enjoy the Tokyo Olympic events you watched?	220
55	Table MCSP8: And how much of this summer's Tokyo Olympics did you watch compared to previous Summer Olympic Games?	224
56	Table MCSP9_1: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Archery	228
57	Table MCSP9_2: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Artistic swimming	232
58	Table MCSP9_3: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Athletics (track and field)	236
59	Table MCSP9_4: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? BMX freestyle	240
60	Table MCSP9_5: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? BMX racing	244
61	Table MCSP9_6: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Baseball / Softball	248

62	Table MCSP9_7: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Basketball	252
63	Table MCSP9_8: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Beach volleyball	256
64	Table MCSP9_9: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Boxing	260
65	Table MCSP9_10: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Canoeing	264
66	Table MCSP9_11: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Diving	268
67	Table MCSP9_12: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Equestrian	272
68	Table MCSP9_13: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Fencing	276
69	Table MCSP9_14: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Field hockey	280
70	Table MCSP9_15: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Golf	284
71	Table MCSP9_16: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Gymnastics	288
72	Table MCSP9_17: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Handball	292
73	Table MCSP9_18: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Judo	296
74	Table MCSP9_19: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Karate	300
75	Table MCSP9_20: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Modern pentathlon	304
76	Table MCSP9_21: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Mountain biking	308
77	Table MCSP9_22: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Road cycling	312
78	Table MCSP9_23: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Rowing	316
79	Table MCSP9_24: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Rugby sevens	320

80	Table MCSP9_25: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Sailing</i>	324
81	Table MCSP9_26: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Shooting</i>	328
82	Table MCSP9_27: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Skateboarding</i>	332
83	Table MCSP9_28: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Soccer</i>	336
84	Table MCSP9_29: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Sport climbing</i>	340
85	Table MCSP9_30: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Surfing</i>	344
86	Table MCSP9_31: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Swimming</i>	348
87	Table MCSP9_32: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Table tennis</i>	352
88	Table MCSP9_33: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Taekwondo</i>	356
89	Table MCSP9_34: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Tennis</i>	360
90	Table MCSP9_35: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Track cycling</i>	364
91	Table MCSP9_36: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Triathlon</i>	368
92	Table MCSP9_37: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Volleyball</i>	372
93	Table MCSP9_38: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Water polo</i>	376
94	Table MCSP9_39: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Weightlifting</i>	380
95	Table MCSP9_40: <i>How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming? Wrestling</i>	384
96	Table MCSP10: <i>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?</i>	388
97	Table MCSP11: <i>Based on what you know, when are the next Olympic games scheduled to be held?</i>	392

98	Table MCSP12: <i>And where are the next Olympic games scheduled to be held?</i>	396
99	Table MCSP13: <i>As you may know, China is scheduled to host the next Olympic Games in Beijing during Winter 2022. How interested are you in the 2022 Winter Olympics?</i>	400
100	Table MCSP14: <i>As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?</i>	404
101	Table MCSPdem1_1: <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Sports</i>	409
102	Table MCSPdem1_2: <i>Do you consider yourself an avid fan, casual fan or not a fan of each of the following? The Olympics</i>	413
103	Summary Statistics of Survey Respondent Demographics	417

Crosstabulation Results by Respondent Demographics

Table MCSP2_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	66%	(1458)	21%	(451)	12%	(254)	2%	(38)	2200
Gender: Male	63%	(664)	23%	(239)	13%	(135)	2%	(23)	1062
Gender: Female	70%	(794)	19%	(212)	10%	(118)	1%	(14)	1138
Age: 18-34	78%	(509)	16%	(106)	3%	(20)	3%	(20)	655
Age: 35-44	78%	(279)	16%	(56)	5%	(17)	1%	(5)	358
Age: 45-64	64%	(481)	23%	(176)	12%	(89)	1%	(5)	751
Age: 65+	43%	(189)	26%	(112)	29%	(127)	2%	(8)	436
GenZers: 1997-2012	83%	(204)	12%	(30)	3%	(6)	3%	(7)	247
Millennials: 1981-1996	75%	(483)	19%	(121)	4%	(27)	2%	(16)	647
GenXers: 1965-1980	72%	(389)	18%	(95)	9%	(46)	1%	(6)	536
Baby Boomers: 1946-1964	52%	(351)	27%	(181)	21%	(143)	1%	(6)	680
PID: Dem (no lean)	73%	(678)	17%	(156)	10%	(90)	1%	(10)	934
PID: Ind (no lean)	64%	(415)	25%	(161)	9%	(56)	2%	(13)	645
PID: Rep (no lean)	59%	(365)	22%	(134)	17%	(108)	2%	(15)	621
PID/Gender: Dem Men	70%	(301)	18%	(76)	10%	(42)	2%	(8)	427
PID/Gender: Dem Women	74%	(377)	16%	(80)	9%	(48)	—	(2)	507
PID/Gender: Ind Men	62%	(194)	25%	(78)	12%	(37)	2%	(6)	316
PID/Gender: Ind Women	67%	(221)	25%	(83)	6%	(19)	2%	(7)	329
PID/Gender: Rep Men	53%	(169)	27%	(85)	18%	(56)	3%	(9)	320
PID/Gender: Rep Women	65%	(196)	16%	(49)	17%	(52)	2%	(5)	302
Ideo: Liberal (1-3)	74%	(532)	18%	(126)	7%	(48)	1%	(9)	715
Ideo: Moderate (4)	64%	(408)	22%	(142)	11%	(72)	2%	(11)	633
Ideo: Conservative (5-7)	59%	(403)	22%	(149)	18%	(121)	2%	(14)	687
Educ: < College	65%	(982)	21%	(317)	12%	(188)	2%	(25)	1512
Educ: Bachelors degree	71%	(313)	18%	(79)	9%	(42)	2%	(10)	444
Educ: Post-grad	66%	(162)	23%	(55)	10%	(24)	1%	(3)	244

Continued on next page

Table MCSP2_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	66%	(1458)	21%	(451)	12%	(254)	2%	(38)	2200
Income: Under 50k	62%	(807)	23%	(296)	13%	(174)	2%	(23)	1300
Income: 50k-100k	69%	(435)	18%	(116)	10%	(63)	2%	(13)	628
Income: 100k+	79%	(215)	15%	(40)	6%	(16)	1%	(2)	273
Ethnicity: White	64%	(1099)	21%	(369)	13%	(224)	2%	(30)	1722
Ethnicity: Hispanic	80%	(279)	14%	(49)	5%	(19)	1%	(4)	349
Ethnicity: Black	76%	(208)	16%	(44)	7%	(20)	1%	(3)	274
Ethnicity: Other	74%	(151)	19%	(39)	5%	(9)	3%	(5)	204
All Christian	60%	(602)	22%	(220)	16%	(159)	2%	(16)	996
All Non-Christian	76%	(114)	15%	(23)	5%	(7)	5%	(7)	151
Atheist	72%	(80)	21%	(23)	7%	(8)	—	(0)	111
Agnostic/Nothing in particular	67%	(390)	23%	(131)	9%	(52)	2%	(9)	583
Something Else	76%	(272)	15%	(54)	8%	(28)	1%	(5)	359
Religious Non-Protestant/Catholic	74%	(132)	15%	(27)	6%	(11)	4%	(8)	179
Evangelical	63%	(358)	19%	(107)	17%	(94)	1%	(8)	567
Non-Evangelical	65%	(487)	21%	(160)	12%	(86)	2%	(12)	745
Community: Urban	67%	(443)	21%	(138)	10%	(63)	3%	(19)	663
Community: Suburban	67%	(681)	20%	(201)	12%	(120)	2%	(15)	1017
Community: Rural	64%	(334)	22%	(113)	14%	(70)	1%	(3)	520
Employ: Private Sector	71%	(474)	20%	(132)	8%	(53)	2%	(11)	669
Employ: Government	77%	(85)	18%	(20)	3%	(3)	2%	(2)	110
Employ: Self-Employed	66%	(138)	24%	(50)	8%	(17)	1%	(3)	208
Employ: Homemaker	76%	(135)	16%	(29)	7%	(12)	1%	(1)	177
Employ: Student	86%	(93)	10%	(11)	1%	(1)	3%	(3)	108
Employ: Retired	48%	(247)	25%	(129)	25%	(130)	1%	(8)	513
Employ: Unemployed	70%	(198)	19%	(54)	9%	(25)	2%	(6)	283
Employ: Other	67%	(89)	21%	(28)	9%	(12)	3%	(4)	132
Military HH: Yes	63%	(217)	22%	(77)	13%	(46)	2%	(7)	347
Military HH: No	67%	(1240)	20%	(374)	11%	(208)	2%	(31)	1853
RD/WT: Right Direction	69%	(693)	18%	(182)	11%	(107)	2%	(19)	1001
RD/WT: Wrong Track	64%	(764)	22%	(269)	12%	(147)	2%	(19)	1199

Continued on next page

Table MCSP2_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	66%	(1458)	21%	(451)	12%	(254)	2%	(38)	2200
Biden Job Approve	70%	(861)	19%	(231)	9%	(114)	1%	(18)	1225
Biden Job Disapprove	61%	(531)	23%	(199)	15%	(130)	2%	(16)	875
Biden Job Strongly Approve	71%	(464)	18%	(117)	9%	(57)	2%	(13)	652
Biden Job Somewhat Approve	69%	(397)	20%	(114)	10%	(57)	1%	(5)	573
Biden Job Somewhat Disapprove	66%	(166)	20%	(50)	12%	(31)	1%	(3)	250
Biden Job Strongly Disapprove	58%	(364)	24%	(149)	16%	(99)	2%	(13)	625
Favorable of Biden	71%	(868)	18%	(224)	9%	(115)	1%	(14)	1220
Unfavorable of Biden	61%	(523)	23%	(195)	15%	(124)	1%	(11)	854
Very Favorable of Biden	74%	(483)	15%	(98)	9%	(62)	1%	(9)	652
Somewhat Favorable of Biden	68%	(385)	22%	(126)	9%	(53)	1%	(5)	569
Somewhat Unfavorable of Biden	68%	(143)	20%	(43)	12%	(25)	1%	(1)	212
Very Unfavorable of Biden	59%	(380)	24%	(152)	16%	(100)	2%	(10)	642
#1 Issue: Economy	72%	(552)	19%	(144)	7%	(56)	1%	(10)	763
#1 Issue: Security	51%	(165)	28%	(91)	19%	(63)	2%	(5)	324
#1 Issue: Health Care	69%	(206)	19%	(55)	10%	(31)	2%	(7)	299
#1 Issue: Medicare / Social Security	49%	(138)	26%	(73)	23%	(64)	2%	(6)	281
#1 Issue: Women's Issues	81%	(109)	13%	(18)	5%	(7)	—	(0)	134
#1 Issue: Education	78%	(102)	15%	(20)	2%	(3)	4%	(5)	130
#1 Issue: Energy	74%	(111)	17%	(25)	6%	(9)	3%	(5)	151
#1 Issue: Other	63%	(76)	21%	(25)	16%	(19)	—	(0)	120
2020 Vote: Joe Biden	71%	(736)	17%	(178)	10%	(102)	1%	(15)	1031
2020 Vote: Donald Trump	59%	(415)	25%	(174)	15%	(102)	2%	(14)	704
2020 Vote: Other	68%	(39)	19%	(11)	13%	(7)	—	(0)	58
2020 Vote: Didn't Vote	66%	(267)	22%	(87)	10%	(41)	2%	(9)	405
2018 House Vote: Democrat	72%	(526)	17%	(122)	10%	(73)	1%	(8)	730
2018 House Vote: Republican	57%	(342)	23%	(139)	18%	(109)	2%	(13)	604
2016 Vote: Hillary Clinton	71%	(496)	17%	(117)	11%	(75)	1%	(10)	698
2016 Vote: Donald Trump	59%	(380)	23%	(145)	17%	(108)	2%	(13)	646
2016 Vote: Other	58%	(59)	29%	(30)	12%	(13)	1%	(1)	102
2016 Vote: Didn't Vote	69%	(522)	21%	(158)	8%	(57)	2%	(14)	751

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Table MCSP2_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	66%	(1458)	21%	(451)	12%	(254)	2%	(38)	2200
Voted in 2014: Yes	64%	(793)	20%	(252)	14%	(174)	1%	(17)	1235
Voted in 2014: No	69%	(664)	21%	(199)	8%	(80)	2%	(21)	965
4-Region: Northeast	64%	(253)	24%	(95)	10%	(38)	2%	(8)	394
4-Region: Midwest	64%	(297)	22%	(102)	12%	(55)	2%	(9)	462
4-Region: South	67%	(554)	19%	(157)	12%	(101)	2%	(13)	824
4-Region: West	68%	(354)	19%	(98)	12%	(60)	1%	(8)	520
Sports Fans	68%	(1104)	20%	(316)	10%	(169)	2%	(26)	1615
Avid Sports Fans	73%	(454)	18%	(108)	7%	(45)	2%	(11)	619
Casual Sports Fans	65%	(650)	21%	(208)	12%	(123)	2%	(15)	996
Non-Sports Fans	60%	(353)	23%	(135)	15%	(85)	2%	(11)	585
Gen Z Sports Fans	82%	(144)	11%	(20)	4%	(6)	4%	(6)	176
Millennial Sports Fans	75%	(386)	19%	(96)	3%	(17)	3%	(13)	512
Gen X Sports Fans	76%	(292)	15%	(59)	8%	(30)	1%	(2)	383
Boomer Sports Fans	53%	(260)	25%	(123)	20%	(100)	1%	(3)	486
Democratic Sports Fans	73%	(523)	17%	(118)	9%	(64)	1%	(9)	713
Republican Sports Fans	61%	(279)	22%	(100)	15%	(67)	2%	(8)	455
Male Sports Fans	64%	(560)	22%	(195)	12%	(108)	2%	(18)	882
Female Sports Fans	74%	(544)	17%	(121)	8%	(60)	1%	(8)	734
Olympics Fans	68%	(1051)	20%	(314)	10%	(160)	2%	(24)	1549
Avid Olympics Fans	72%	(304)	17%	(71)	8%	(34)	3%	(12)	422
Casual Olympics Fans	66%	(747)	22%	(243)	11%	(126)	1%	(12)	1128
Non-Olympics Fans	62%	(407)	21%	(138)	14%	(94)	2%	(13)	651
Watched a Lot 2021 Olympics	74%	(209)	16%	(46)	7%	(20)	3%	(8)	283
Didn't Watch any 2021 Olympics	62%	(470)	21%	(160)	15%	(112)	2%	(13)	755
Watched a Lot/some 2021 Olympics	71%	(605)	19%	(161)	8%	(66)	2%	(18)	849
Watched any 2021 Olympics	68%	(988)	20%	(291)	10%	(141)	2%	(24)	1445
Familiar with Peacock	76%	(913)	20%	(236)	4%	(44)	—	(6)	1200
Peacock Subscriber	78%	(429)	15%	(84)	6%	(32)	1%	(3)	548

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: 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%	(1156)	25%	(560)	20%	(441)	2%	(43)	2200
Gender: Male	52%	(549)	26%	(279)	20%	(215)	2%	(19)	1062
Gender: Female	53%	(606)	25%	(281)	20%	(226)	2%	(25)	1138
Age: 18-34	58%	(381)	26%	(170)	13%	(84)	3%	(20)	655
Age: 35-44	61%	(220)	27%	(96)	10%	(35)	2%	(7)	358
Age: 45-64	53%	(395)	25%	(187)	21%	(159)	1%	(11)	751
Age: 65+	37%	(160)	24%	(106)	38%	(164)	1%	(5)	436
GenZers: 1997-2012	55%	(135)	24%	(60)	17%	(42)	4%	(10)	247
Millennials: 1981-1996	61%	(396)	27%	(172)	10%	(63)	2%	(16)	647
GenXers: 1965-1980	58%	(312)	25%	(134)	16%	(84)	1%	(6)	536
Baby Boomers: 1946-1964	42%	(286)	26%	(175)	31%	(208)	2%	(10)	680
PID: Dem (no lean)	58%	(539)	24%	(228)	16%	(150)	2%	(17)	934
PID: Ind (no lean)	50%	(323)	27%	(176)	21%	(135)	2%	(11)	645
PID: Rep (no lean)	47%	(294)	25%	(156)	25%	(156)	2%	(15)	621
PID/Gender: Dem Men	56%	(239)	26%	(110)	17%	(71)	2%	(7)	427
PID/Gender: Dem Women	59%	(300)	23%	(118)	16%	(80)	2%	(10)	507
PID/Gender: Ind Men	50%	(157)	30%	(93)	19%	(60)	2%	(5)	316
PID/Gender: Ind Women	50%	(166)	25%	(82)	23%	(75)	2%	(6)	329
PID/Gender: Rep Men	48%	(153)	24%	(76)	27%	(85)	2%	(7)	320
PID/Gender: Rep Women	47%	(141)	27%	(81)	24%	(72)	3%	(8)	302
Ideo: Liberal (1-3)	60%	(429)	24%	(171)	15%	(107)	1%	(8)	715
Ideo: Moderate (4)	52%	(326)	26%	(163)	21%	(133)	2%	(10)	633
Ideo: Conservative (5-7)	48%	(328)	26%	(176)	24%	(165)	3%	(17)	687
Educ: < College	50%	(755)	26%	(389)	22%	(338)	2%	(30)	1512
Educ: Bachelors degree	59%	(260)	24%	(106)	15%	(69)	2%	(10)	444
Educ: Post-grad	58%	(141)	27%	(65)	14%	(35)	1%	(3)	244
Income: Under 50k	47%	(616)	27%	(351)	24%	(307)	2%	(25)	1300
Income: 50k-100k	58%	(363)	24%	(148)	16%	(103)	2%	(14)	628
Income: 100k+	65%	(177)	22%	(61)	11%	(31)	1%	(4)	273
Ethnicity: White	51%	(877)	26%	(444)	21%	(366)	2%	(34)	1722
Ethnicity: Hispanic	54%	(190)	27%	(94)	18%	(61)	1%	(4)	349

Continued on next page

Table MCSP2_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%	(1156)	25%	(560)	20%	(441)	2%	(43)	2200
Ethnicity: Black	62%	(170)	24%	(65)	13%	(34)	2%	(5)	274
Ethnicity: Other	53%	(109)	25%	(50)	20%	(40)	2%	(4)	204
All Christian	50%	(496)	25%	(246)	24%	(238)	2%	(16)	996
All Non-Christian	61%	(92)	26%	(39)	11%	(16)	3%	(4)	151
Atheist	55%	(60)	26%	(28)	17%	(19)	3%	(3)	111
Agnostic/Nothing in particular	54%	(312)	27%	(156)	18%	(103)	2%	(12)	583
Something Else	54%	(195)	25%	(91)	18%	(65)	2%	(8)	359
Religious Non-Protestant/Catholic	61%	(109)	25%	(45)	11%	(20)	3%	(4)	179
Evangelical	50%	(281)	25%	(144)	23%	(131)	2%	(12)	567
Non-Evangelical	52%	(386)	24%	(183)	22%	(167)	1%	(10)	745
Community: Urban	54%	(357)	28%	(183)	16%	(107)	3%	(17)	663
Community: Suburban	52%	(529)	25%	(250)	22%	(222)	2%	(16)	1017
Community: Rural	52%	(270)	25%	(127)	22%	(112)	2%	(11)	520
Employ: Private Sector	59%	(394)	27%	(181)	13%	(85)	1%	(9)	669
Employ: Government	68%	(75)	19%	(21)	11%	(12)	2%	(2)	110
Employ: Self-Employed	51%	(106)	36%	(74)	12%	(24)	2%	(3)	208
Employ: Homemaker	57%	(100)	19%	(34)	23%	(40)	2%	(3)	177
Employ: Student	65%	(70)	14%	(15)	16%	(18)	5%	(5)	108
Employ: Retired	41%	(208)	24%	(124)	34%	(173)	2%	(8)	513
Employ: Unemployed	49%	(139)	26%	(73)	23%	(65)	2%	(6)	283
Employ: Other	48%	(63)	29%	(38)	18%	(24)	5%	(7)	132
Military HH: Yes	51%	(176)	24%	(82)	25%	(85)	1%	(4)	347
Military HH: No	53%	(980)	26%	(478)	19%	(356)	2%	(39)	1853
RD/WT: Right Direction	56%	(560)	25%	(253)	17%	(167)	2%	(22)	1001
RD/WT: Wrong Track	50%	(596)	26%	(307)	23%	(275)	2%	(21)	1199
Biden Job Approve	56%	(685)	26%	(313)	17%	(205)	2%	(21)	1225
Biden Job Disapprove	48%	(424)	26%	(224)	24%	(211)	2%	(17)	875

Continued on next page

Table MCSP2_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%	(1156)	25%	(560)	20%	(441)	2%	(43)	2200
Biden Job Strongly Approve	59%	(388)	24%	(155)	15%	(97)	2%	(13)	652
Biden Job Somewhat Approve	52%	(297)	28%	(158)	19%	(109)	2%	(9)	573
Biden Job Somewhat Disapprove	51%	(128)	24%	(59)	25%	(62)	1%	(2)	250
Biden Job Strongly Disapprove	47%	(296)	26%	(165)	24%	(150)	2%	(15)	625
Favorable of Biden	57%	(699)	25%	(304)	16%	(198)	2%	(20)	1220
Unfavorable of Biden	47%	(405)	26%	(225)	25%	(210)	2%	(14)	854
Very Favorable of Biden	60%	(394)	23%	(148)	15%	(98)	2%	(12)	652
Somewhat Favorable of Biden	54%	(305)	27%	(156)	18%	(100)	1%	(8)	569
Somewhat Unfavorable of Biden	48%	(102)	24%	(52)	27%	(58)	—	(0)	212
Very Unfavorable of Biden	47%	(303)	27%	(173)	24%	(152)	2%	(13)	642
#1 Issue: Economy	55%	(422)	27%	(207)	16%	(123)	1%	(11)	763
#1 Issue: Security	45%	(145)	24%	(77)	29%	(95)	2%	(7)	324
#1 Issue: Health Care	56%	(167)	26%	(79)	16%	(47)	2%	(5)	299
#1 Issue: Medicare / Social Security	40%	(111)	24%	(68)	34%	(95)	2%	(6)	281
#1 Issue: Women's Issues	69%	(92)	21%	(28)	9%	(12)	1%	(2)	134
#1 Issue: Education	70%	(91)	17%	(22)	12%	(15)	1%	(2)	130
#1 Issue: Energy	51%	(77)	25%	(37)	18%	(27)	7%	(10)	151
#1 Issue: Other	42%	(50)	36%	(43)	22%	(27)	—	(0)	120
2020 Vote: Joe Biden	58%	(596)	25%	(256)	16%	(163)	2%	(16)	1031
2020 Vote: Donald Trump	48%	(338)	26%	(183)	24%	(170)	2%	(13)	704
2020 Vote: Other	55%	(32)	20%	(12)	23%	(13)	2%	(1)	58
2020 Vote: Didn't Vote	47%	(189)	27%	(108)	23%	(95)	3%	(13)	405
2018 House Vote: Democrat	58%	(427)	24%	(178)	16%	(116)	1%	(10)	730
2018 House Vote: Republican	46%	(280)	26%	(155)	26%	(157)	2%	(12)	604
2016 Vote: Hillary Clinton	58%	(405)	24%	(170)	16%	(112)	2%	(11)	698
2016 Vote: Donald Trump	47%	(305)	25%	(161)	26%	(165)	2%	(15)	646
2016 Vote: Other	47%	(48)	28%	(28)	25%	(26)	—	(0)	102
2016 Vote: Didn't Vote	53%	(398)	26%	(198)	18%	(138)	2%	(17)	751
Voted in 2014: Yes	52%	(642)	25%	(315)	21%	(261)	1%	(17)	1235
Voted in 2014: No	53%	(513)	25%	(245)	19%	(180)	3%	(26)	965

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Table MCSP2_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%	(1156)	25%	(560)	20%	(441)	2%	(43)	2200
4-Region: Northeast	53%	(209)	26%	(101)	20%	(79)	1%	(5)	394
4-Region: Midwest	48%	(224)	26%	(119)	23%	(108)	3%	(12)	462
4-Region: South	53%	(440)	26%	(213)	19%	(157)	2%	(14)	824
4-Region: West	54%	(283)	24%	(127)	19%	(98)	2%	(12)	520
Sports Fans	56%	(906)	25%	(398)	18%	(288)	1%	(24)	1615
Avid Sports Fans	62%	(386)	22%	(138)	14%	(87)	1%	(8)	619
Casual Sports Fans	52%	(519)	26%	(260)	20%	(201)	2%	(16)	996
Non-Sports Fans	43%	(250)	28%	(162)	26%	(153)	3%	(19)	585
Gen Z Sports Fans	60%	(105)	20%	(34)	17%	(30)	4%	(7)	176
Millennial Sports Fans	64%	(328)	26%	(133)	8%	(40)	2%	(11)	512
Gen X Sports Fans	64%	(245)	22%	(86)	13%	(50)	1%	(2)	383
Boomer Sports Fans	43%	(208)	27%	(133)	29%	(142)	1%	(4)	486
Democratic Sports Fans	60%	(426)	24%	(171)	15%	(107)	1%	(10)	713
Republican Sports Fans	52%	(234)	25%	(113)	22%	(100)	2%	(8)	455
Male Sports Fans	54%	(475)	26%	(229)	19%	(167)	1%	(11)	882
Female Sports Fans	59%	(431)	23%	(169)	17%	(121)	2%	(13)	734
Olympics Fans	56%	(861)	26%	(397)	17%	(268)	1%	(23)	1549
Avid Olympics Fans	62%	(261)	21%	(89)	14%	(60)	3%	(11)	422
Casual Olympics Fans	53%	(600)	27%	(308)	18%	(208)	1%	(12)	1128
Non-Olympics Fans	45%	(295)	25%	(163)	27%	(173)	3%	(20)	651
Watched a Lot 2021 Olympics	70%	(197)	18%	(50)	10%	(27)	3%	(8)	283
Didn't Watch any 2021 Olympics	46%	(347)	26%	(195)	25%	(192)	3%	(22)	755
Watched a Lot/some 2021 Olympics	59%	(498)	24%	(202)	16%	(135)	2%	(14)	849
Watched any 2021 Olympics	56%	(809)	25%	(365)	17%	(249)	2%	(22)	1445
Familiar with Peacock	64%	(769)	26%	(315)	9%	(111)	—	(4)	1200
Peacock Subscriber	69%	(376)	21%	(113)	10%	(54)	1%	(5)	548

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

Table MCSP2_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	24%	(523)	29%	(639)	40%	(871)	8%	(167)	2200
Gender: Male	25%	(262)	32%	(337)	38%	(398)	6%	(64)	1062
Gender: Female	23%	(261)	27%	(302)	42%	(473)	9%	(103)	1138
Age: 18-34	31%	(205)	26%	(172)	29%	(192)	13%	(86)	655
Age: 35-44	34%	(122)	28%	(101)	33%	(119)	4%	(16)	358
Age: 45-64	21%	(160)	33%	(251)	42%	(316)	3%	(24)	751
Age: 65+	8%	(36)	26%	(115)	56%	(245)	9%	(40)	436
GenZers: 1997-2012	25%	(62)	25%	(61)	32%	(80)	18%	(45)	247
Millennials: 1981-1996	34%	(223)	28%	(183)	29%	(188)	8%	(54)	647
GenXers: 1965-1980	26%	(139)	34%	(184)	36%	(194)	4%	(19)	536
Baby Boomers: 1946-1964	14%	(95)	28%	(192)	52%	(356)	5%	(37)	680
PID: Dem (no lean)	32%	(301)	29%	(267)	33%	(310)	6%	(56)	934
PID: Ind (no lean)	18%	(119)	30%	(194)	41%	(267)	10%	(65)	645
PID: Rep (no lean)	17%	(103)	29%	(179)	47%	(294)	7%	(45)	621
PID/Gender: Dem Men	36%	(153)	31%	(132)	28%	(119)	5%	(22)	427
PID/Gender: Dem Women	29%	(148)	26%	(134)	38%	(191)	7%	(34)	507
PID/Gender: Ind Men	17%	(53)	35%	(110)	40%	(127)	8%	(26)	316
PID/Gender: Ind Women	20%	(66)	25%	(83)	43%	(140)	12%	(40)	329
PID/Gender: Rep Men	18%	(56)	29%	(94)	48%	(153)	5%	(16)	320
PID/Gender: Rep Women	15%	(47)	28%	(84)	47%	(142)	10%	(29)	302
Ideo: Liberal (1-3)	32%	(230)	29%	(204)	33%	(236)	6%	(45)	715
Ideo: Moderate (4)	21%	(136)	29%	(184)	44%	(279)	5%	(34)	633
Ideo: Conservative (5-7)	18%	(121)	29%	(201)	44%	(306)	9%	(60)	687
Educ: < College	23%	(348)	28%	(421)	41%	(614)	9%	(129)	1512
Educ: Bachelors degree	27%	(118)	31%	(138)	37%	(166)	5%	(22)	444
Educ: Post-grad	23%	(57)	33%	(80)	37%	(91)	6%	(15)	244
Income: Under 50k	21%	(278)	29%	(374)	40%	(526)	9%	(121)	1300
Income: 50k-100k	25%	(160)	29%	(183)	40%	(253)	5%	(31)	628
Income: 100k+	31%	(85)	30%	(81)	34%	(92)	5%	(14)	273
Ethnicity: White	22%	(373)	29%	(498)	42%	(731)	7%	(119)	1722
Ethnicity: Hispanic	30%	(106)	25%	(88)	34%	(120)	10%	(36)	349

Continued on next page

Table MCSP2_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	24%	(523)	29%	(639)	40%	(871)	8%	(167)	2200
Ethnicity: Black	35%	(97)	27%	(75)	27%	(74)	10%	(28)	274
Ethnicity: Other	26%	(53)	33%	(66)	32%	(66)	9%	(19)	204
All Christian	22%	(217)	29%	(291)	44%	(435)	5%	(53)	996
All Non-Christian	42%	(64)	25%	(38)	24%	(37)	8%	(12)	151
Atheist	32%	(36)	25%	(28)	31%	(34)	12%	(13)	111
Agnostic/Nothing in particular	20%	(118)	31%	(179)	39%	(227)	10%	(59)	583
Something Else	25%	(89)	28%	(102)	38%	(138)	8%	(30)	359
Religious Non-Protestant/Catholic	38%	(68)	27%	(49)	27%	(49)	7%	(13)	179
Evangelical	24%	(136)	29%	(164)	42%	(237)	5%	(31)	567
Non-Evangelical	22%	(163)	28%	(211)	43%	(322)	7%	(50)	745
Community: Urban	30%	(197)	31%	(203)	32%	(212)	8%	(51)	663
Community: Suburban	22%	(224)	28%	(287)	42%	(429)	8%	(77)	1017
Community: Rural	20%	(103)	29%	(149)	44%	(229)	7%	(38)	520
Employ: Private Sector	29%	(194)	33%	(218)	33%	(221)	6%	(37)	669
Employ: Government	38%	(42)	26%	(28)	32%	(35)	4%	(5)	110
Employ: Self-Employed	31%	(65)	29%	(60)	32%	(67)	8%	(16)	208
Employ: Homemaker	26%	(46)	22%	(39)	44%	(77)	8%	(14)	177
Employ: Student	22%	(24)	29%	(32)	31%	(34)	17%	(18)	108
Employ: Retired	12%	(63)	27%	(141)	53%	(270)	8%	(40)	513
Employ: Unemployed	21%	(60)	27%	(78)	44%	(125)	7%	(21)	283
Employ: Other	22%	(30)	33%	(44)	33%	(43)	12%	(15)	132
Military HH: Yes	18%	(62)	25%	(87)	50%	(173)	7%	(25)	347
Military HH: No	25%	(461)	30%	(552)	38%	(698)	8%	(141)	1853
RD/WT: Right Direction	29%	(288)	29%	(294)	35%	(354)	6%	(65)	1001
RD/WT: Wrong Track	20%	(235)	29%	(345)	43%	(517)	9%	(102)	1199
Biden Job Approve	29%	(357)	30%	(365)	35%	(428)	6%	(75)	1225
Biden Job Disapprove	17%	(149)	29%	(251)	46%	(405)	8%	(70)	875

Continued on next page

Table MCSP2_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	24%	(523)	29%	(639)	40%	(871)	8%	(167)	2200
Biden Job Strongly Approve	38%	(249)	27%	(178)	29%	(190)	5%	(34)	652
Biden Job Somewhat Approve	19%	(108)	33%	(187)	41%	(237)	7%	(41)	573
Biden Job Somewhat Disapprove	19%	(47)	29%	(72)	44%	(111)	8%	(20)	250
Biden Job Strongly Disapprove	16%	(101)	29%	(179)	47%	(294)	8%	(51)	625
Favorable of Biden	29%	(356)	30%	(361)	35%	(423)	7%	(80)	1220
Unfavorable of Biden	17%	(143)	29%	(247)	47%	(399)	8%	(65)	854
Very Favorable of Biden	36%	(238)	28%	(180)	30%	(198)	6%	(36)	652
Somewhat Favorable of Biden	21%	(118)	32%	(181)	40%	(225)	8%	(45)	569
Somewhat Unfavorable of Biden	21%	(45)	28%	(60)	45%	(95)	6%	(12)	212
Very Unfavorable of Biden	15%	(98)	29%	(188)	47%	(304)	8%	(52)	642
#1 Issue: Economy	26%	(200)	30%	(227)	37%	(281)	7%	(54)	763
#1 Issue: Security	17%	(55)	25%	(81)	48%	(155)	10%	(34)	324
#1 Issue: Health Care	30%	(89)	30%	(91)	35%	(104)	5%	(16)	299
#1 Issue: Medicare / Social Security	16%	(45)	27%	(76)	50%	(140)	7%	(21)	281
#1 Issue: Women's Issues	27%	(36)	36%	(48)	28%	(37)	10%	(13)	134
#1 Issue: Education	33%	(43)	27%	(35)	32%	(42)	8%	(10)	130
#1 Issue: Energy	25%	(37)	33%	(49)	34%	(52)	8%	(13)	151
#1 Issue: Other	16%	(19)	28%	(33)	51%	(61)	6%	(7)	120
2020 Vote: Joe Biden	31%	(318)	30%	(311)	33%	(345)	6%	(58)	1031
2020 Vote: Donald Trump	17%	(117)	28%	(199)	48%	(335)	8%	(54)	704
2020 Vote: Other	17%	(10)	20%	(12)	48%	(28)	15%	(9)	58
2020 Vote: Didn't Vote	19%	(79)	29%	(118)	40%	(162)	11%	(47)	405
2018 House Vote: Democrat	31%	(227)	30%	(220)	34%	(247)	5%	(36)	730
2018 House Vote: Republican	16%	(94)	31%	(186)	47%	(282)	7%	(41)	604
2016 Vote: Hillary Clinton	30%	(208)	31%	(215)	35%	(241)	5%	(34)	698
2016 Vote: Donald Trump	17%	(113)	28%	(180)	48%	(311)	6%	(42)	646
2016 Vote: Other	10%	(10)	39%	(40)	47%	(48)	4%	(4)	102
2016 Vote: Didn't Vote	25%	(191)	27%	(204)	36%	(268)	12%	(88)	751
Voted in 2014: Yes	24%	(293)	30%	(373)	40%	(500)	6%	(69)	1235
Voted in 2014: No	24%	(230)	28%	(266)	39%	(372)	10%	(98)	965

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Table MCSP2_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	24%	(523)	29%	(639)	40%	(871)	8%	(167)	2200
4-Region: Northeast	26%	(102)	31%	(120)	37%	(147)	6%	(25)	394
4-Region: Midwest	20%	(94)	29%	(132)	42%	(194)	9%	(42)	462
4-Region: South	25%	(204)	27%	(220)	42%	(342)	7%	(57)	824
4-Region: West	24%	(123)	32%	(167)	36%	(188)	8%	(42)	520
Sports Fans	26%	(424)	31%	(501)	36%	(587)	6%	(104)	1615
Avid Sports Fans	34%	(208)	32%	(201)	27%	(168)	7%	(43)	619
Casual Sports Fans	22%	(216)	30%	(300)	42%	(420)	6%	(61)	996
Non-Sports Fans	17%	(99)	24%	(138)	49%	(284)	11%	(63)	585
Gen Z Sports Fans	27%	(48)	27%	(47)	30%	(53)	16%	(28)	176
Millennial Sports Fans	39%	(199)	29%	(147)	25%	(128)	7%	(38)	512
Gen X Sports Fans	27%	(105)	37%	(140)	33%	(127)	3%	(11)	383
Boomer Sports Fans	14%	(70)	32%	(155)	50%	(241)	4%	(20)	486
Democratic Sports Fans	35%	(252)	29%	(207)	30%	(214)	6%	(40)	713
Republican Sports Fans	19%	(86)	32%	(146)	43%	(196)	6%	(28)	455
Male Sports Fans	26%	(232)	33%	(291)	35%	(311)	5%	(47)	882
Female Sports Fans	26%	(191)	29%	(210)	38%	(276)	8%	(56)	734
Olympics Fans	26%	(410)	31%	(483)	36%	(555)	7%	(101)	1549
Avid Olympics Fans	41%	(172)	31%	(130)	22%	(92)	6%	(27)	422
Casual Olympics Fans	21%	(237)	31%	(353)	41%	(463)	7%	(74)	1128
Non-Olympics Fans	17%	(113)	24%	(156)	49%	(316)	10%	(65)	651
Watched a Lot 2021 Olympics	47%	(134)	24%	(69)	21%	(60)	7%	(21)	283
Didn't Watch any 2021 Olympics	18%	(134)	25%	(191)	47%	(357)	10%	(74)	755
Watched a Lot/some 2021 Olympics	33%	(282)	32%	(268)	29%	(246)	6%	(54)	849
Watched any 2021 Olympics	27%	(389)	31%	(448)	36%	(514)	6%	(93)	1445
Familiar with Peacock	36%	(435)	39%	(473)	22%	(266)	2%	(25)	1200
Peacock Subscriber	41%	(226)	29%	(159)	27%	(149)	3%	(14)	548

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

Table MCSP2_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	21%	(468)	28%	(606)	45%	(986)	6%	(140)	2200
Gender: Male	27%	(285)	31%	(333)	37%	(394)	5%	(50)	1062
Gender: Female	16%	(184)	24%	(273)	52%	(592)	8%	(90)	1138
Age: 18-34	28%	(186)	27%	(175)	35%	(229)	10%	(65)	655
Age: 35-44	33%	(118)	31%	(110)	33%	(116)	4%	(13)	358
Age: 45-64	16%	(123)	29%	(218)	50%	(376)	5%	(34)	751
Age: 65+	10%	(42)	24%	(103)	60%	(264)	6%	(28)	436
GenZers: 1997-2012	20%	(49)	27%	(68)	41%	(101)	12%	(30)	247
Millennials: 1981-1996	34%	(222)	27%	(176)	32%	(205)	7%	(44)	647
GenXers: 1965-1980	22%	(116)	31%	(165)	43%	(231)	5%	(24)	536
Baby Boomers: 1946-1964	11%	(77)	26%	(176)	58%	(392)	5%	(36)	680
PID: Dem (no lean)	28%	(257)	27%	(252)	40%	(371)	6%	(54)	934
PID: Ind (no lean)	15%	(98)	29%	(189)	47%	(304)	8%	(54)	645
PID: Rep (no lean)	18%	(113)	27%	(165)	50%	(310)	5%	(33)	621
PID/Gender: Dem Men	37%	(159)	30%	(130)	28%	(118)	5%	(20)	427
PID/Gender: Dem Women	19%	(99)	24%	(122)	50%	(253)	7%	(34)	507
PID/Gender: Ind Men	17%	(53)	36%	(114)	41%	(130)	6%	(18)	316
PID/Gender: Ind Women	14%	(45)	23%	(75)	53%	(174)	11%	(36)	329
PID/Gender: Rep Men	23%	(73)	28%	(90)	45%	(145)	4%	(12)	320
PID/Gender: Rep Women	13%	(41)	25%	(75)	55%	(165)	7%	(20)	302
Ideo: Liberal (1-3)	26%	(184)	27%	(194)	43%	(308)	4%	(30)	715
Ideo: Moderate (4)	18%	(116)	30%	(190)	45%	(283)	7%	(44)	633
Ideo: Conservative (5-7)	20%	(138)	27%	(184)	47%	(323)	6%	(42)	687
Educ: < College	18%	(279)	26%	(393)	48%	(726)	8%	(114)	1512
Educ: Bachelors degree	28%	(124)	31%	(136)	38%	(168)	4%	(16)	444
Educ: Post-grad	27%	(65)	32%	(77)	38%	(92)	4%	(10)	244
Income: Under 50k	17%	(222)	27%	(350)	49%	(633)	7%	(95)	1300
Income: 50k-100k	23%	(147)	29%	(185)	43%	(267)	4%	(28)	628
Income: 100k+	36%	(100)	26%	(71)	31%	(85)	6%	(17)	273
Ethnicity: White	19%	(323)	28%	(477)	48%	(824)	6%	(98)	1722
Ethnicity: Hispanic	29%	(103)	27%	(93)	34%	(118)	10%	(35)	349

Continued on next page

Table MCSP2_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	21%	(468)	28%	(606)	45%	(986)	6%	(140)	2200
Ethnicity: Black	37%	(103)	24%	(65)	32%	(88)	7%	(19)	274
Ethnicity: Other	21%	(43)	32%	(64)	36%	(74)	11%	(23)	204
All Christian	20%	(202)	29%	(291)	45%	(451)	5%	(52)	996
All Non-Christian	41%	(63)	27%	(40)	25%	(38)	7%	(10)	151
Atheist	14%	(15)	22%	(24)	52%	(58)	12%	(13)	111
Agnostic/Nothing in particular	18%	(108)	27%	(160)	47%	(275)	7%	(41)	583
Something Else	23%	(81)	25%	(91)	45%	(163)	7%	(24)	359
Religious Non-Protestant/Catholic	38%	(68)	27%	(48)	28%	(50)	7%	(13)	179
Evangelical	24%	(136)	27%	(152)	46%	(260)	4%	(20)	567
Non-Evangelical	19%	(138)	29%	(217)	46%	(340)	7%	(50)	745
Community: Urban	29%	(192)	28%	(189)	35%	(235)	7%	(48)	663
Community: Suburban	19%	(196)	28%	(284)	46%	(469)	7%	(69)	1017
Community: Rural	16%	(81)	26%	(133)	54%	(282)	5%	(24)	520
Employ: Private Sector	32%	(212)	31%	(206)	34%	(231)	3%	(20)	669
Employ: Government	32%	(35)	29%	(32)	30%	(33)	9%	(10)	110
Employ: Self-Employed	26%	(55)	38%	(80)	33%	(69)	2%	(4)	208
Employ: Homemaker	10%	(18)	21%	(37)	55%	(96)	14%	(25)	177
Employ: Student	22%	(23)	23%	(24)	42%	(46)	13%	(14)	108
Employ: Retired	10%	(53)	25%	(130)	57%	(295)	7%	(35)	513
Employ: Unemployed	17%	(47)	25%	(72)	51%	(145)	7%	(19)	283
Employ: Other	19%	(25)	18%	(24)	54%	(71)	10%	(13)	132
Military HH: Yes	17%	(58)	32%	(109)	47%	(162)	5%	(17)	347
Military HH: No	22%	(410)	27%	(496)	44%	(824)	7%	(123)	1853
RD/WT: Right Direction	27%	(268)	28%	(278)	40%	(404)	5%	(51)	1001
RD/WT: Wrong Track	17%	(200)	27%	(328)	49%	(582)	7%	(89)	1199
Biden Job Approve	25%	(311)	28%	(342)	41%	(504)	6%	(67)	1225
Biden Job Disapprove	16%	(143)	28%	(241)	50%	(435)	6%	(56)	875

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Table MCSP2_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	21%	(468)	28%	(606)	45%	(986)	6%	(140)	2200
Biden Job Strongly Approve	34%	(219)	27%	(175)	34%	(220)	6%	(37)	652
Biden Job Somewhat Approve	16%	(92)	29%	(167)	50%	(284)	5%	(30)	573
Biden Job Somewhat Disapprove	19%	(48)	29%	(73)	47%	(117)	5%	(12)	250
Biden Job Strongly Disapprove	15%	(94)	27%	(168)	51%	(318)	7%	(44)	625
Favorable of Biden	26%	(313)	28%	(337)	41%	(505)	5%	(64)	1220
Unfavorable of Biden	16%	(135)	28%	(240)	50%	(426)	6%	(53)	854
Very Favorable of Biden	33%	(217)	26%	(172)	35%	(225)	6%	(38)	652
Somewhat Favorable of Biden	17%	(96)	29%	(165)	49%	(281)	5%	(27)	569
Somewhat Unfavorable of Biden	18%	(38)	27%	(58)	49%	(104)	6%	(13)	212
Very Unfavorable of Biden	15%	(97)	28%	(182)	50%	(322)	6%	(41)	642
#1 Issue: Economy	26%	(195)	29%	(222)	39%	(301)	6%	(45)	763
#1 Issue: Security	17%	(54)	29%	(93)	48%	(155)	7%	(22)	324
#1 Issue: Health Care	23%	(69)	26%	(78)	45%	(135)	6%	(17)	299
#1 Issue: Medicare / Social Security	12%	(33)	22%	(61)	60%	(168)	7%	(19)	281
#1 Issue: Women's Issues	25%	(34)	29%	(38)	40%	(53)	6%	(8)	134
#1 Issue: Education	23%	(30)	32%	(42)	35%	(45)	9%	(12)	130
#1 Issue: Energy	23%	(35)	26%	(40)	42%	(63)	8%	(12)	151
#1 Issue: Other	15%	(18)	27%	(33)	55%	(66)	3%	(3)	120
2020 Vote: Joe Biden	27%	(277)	29%	(294)	40%	(414)	4%	(46)	1031
2020 Vote: Donald Trump	18%	(124)	27%	(192)	49%	(347)	6%	(41)	704
2020 Vote: Other	23%	(14)	31%	(18)	37%	(21)	9%	(5)	58
2020 Vote: Didn't Vote	13%	(53)	25%	(102)	50%	(201)	12%	(48)	405
2018 House Vote: Democrat	26%	(186)	28%	(208)	42%	(303)	4%	(33)	730
2018 House Vote: Republican	18%	(108)	27%	(160)	50%	(302)	6%	(34)	604
2016 Vote: Hillary Clinton	24%	(168)	30%	(207)	41%	(288)	5%	(34)	698
2016 Vote: Donald Trump	19%	(125)	25%	(159)	50%	(325)	6%	(38)	646
2016 Vote: Other	14%	(15)	36%	(36)	45%	(46)	5%	(5)	102
2016 Vote: Didn't Vote	21%	(161)	27%	(203)	43%	(324)	8%	(63)	751
Voted in 2014: Yes	23%	(280)	28%	(342)	45%	(553)	5%	(60)	1235
Voted in 2014: No	20%	(189)	27%	(264)	45%	(432)	8%	(80)	965

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Table MCSP2_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	21%	(468)	28%	(606)	45%	(986)	6%	(140)	2200
4-Region: Northeast	25%	(97)	28%	(110)	41%	(162)	6%	(24)	394
4-Region: Midwest	16%	(76)	28%	(128)	50%	(229)	6%	(30)	462
4-Region: South	23%	(189)	27%	(219)	45%	(375)	5%	(42)	824
4-Region: West	20%	(106)	29%	(150)	42%	(219)	9%	(45)	520
Sports Fans	27%	(436)	32%	(517)	37%	(599)	4%	(63)	1615
Avid Sports Fans	45%	(280)	30%	(185)	22%	(135)	3%	(19)	619
Casual Sports Fans	16%	(156)	33%	(332)	47%	(465)	4%	(44)	996
Non-Sports Fans	5%	(32)	15%	(89)	66%	(386)	13%	(77)	585
Gen Z Sports Fans	23%	(41)	32%	(56)	35%	(61)	10%	(17)	176
Millennial Sports Fans	41%	(210)	30%	(152)	25%	(126)	5%	(24)	512
Gen X Sports Fans	28%	(107)	36%	(139)	34%	(132)	1%	(5)	383
Boomer Sports Fans	15%	(73)	32%	(155)	51%	(246)	3%	(13)	486
Democratic Sports Fans	35%	(247)	30%	(216)	32%	(230)	3%	(20)	713
Republican Sports Fans	24%	(107)	31%	(142)	41%	(188)	4%	(19)	455
Male Sports Fans	31%	(271)	34%	(300)	32%	(282)	3%	(29)	882
Female Sports Fans	23%	(165)	30%	(217)	43%	(317)	5%	(35)	734
Olympics Fans	27%	(412)	31%	(479)	38%	(591)	4%	(67)	1549
Avid Olympics Fans	45%	(190)	31%	(130)	20%	(84)	4%	(17)	422
Casual Olympics Fans	20%	(222)	31%	(349)	45%	(508)	4%	(49)	1128
Non-Olympics Fans	9%	(56)	20%	(127)	61%	(394)	11%	(73)	651
Watched a Lot 2021 Olympics	50%	(142)	26%	(73)	21%	(58)	4%	(10)	283
Didn't Watch any 2021 Olympics	10%	(72)	22%	(163)	59%	(446)	10%	(74)	755
Watched a Lot/some 2021 Olympics	35%	(296)	33%	(282)	29%	(243)	3%	(28)	849
Watched any 2021 Olympics	27%	(396)	31%	(443)	37%	(540)	5%	(66)	1445
Familiar with Peacock	31%	(373)	35%	(419)	31%	(377)	3%	(31)	1200
Peacock Subscriber	28%	(152)	31%	(172)	37%	(202)	4%	(21)	548

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

Table MCSP2_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	48%	(1054)	27%	(602)	23%	(499)	2%	(45)	2200
Gender: Male	44%	(464)	29%	(310)	24%	(258)	3%	(30)	1062
Gender: Female	52%	(590)	26%	(293)	21%	(241)	1%	(15)	1138
Age: 18-34	65%	(423)	25%	(161)	8%	(51)	3%	(20)	655
Age: 35-44	56%	(199)	28%	(98)	14%	(51)	2%	(8)	358
Age: 45-64	44%	(329)	30%	(224)	25%	(188)	1%	(10)	751
Age: 65+	23%	(102)	27%	(119)	48%	(209)	1%	(6)	436
GenZers: 1997-2012	68%	(168)	20%	(50)	6%	(15)	6%	(14)	247
Millennials: 1981-1996	61%	(397)	26%	(171)	10%	(65)	2%	(13)	647
GenXers: 1965-1980	49%	(261)	29%	(154)	21%	(115)	1%	(7)	536
Baby Boomers: 1946-1964	31%	(214)	30%	(202)	38%	(255)	1%	(9)	680
PID: Dem (no lean)	55%	(509)	27%	(248)	17%	(163)	1%	(13)	934
PID: Ind (no lean)	47%	(304)	29%	(186)	22%	(141)	2%	(14)	645
PID: Rep (no lean)	39%	(240)	27%	(169)	31%	(195)	3%	(18)	621
PID/Gender: Dem Men	51%	(217)	30%	(128)	17%	(72)	2%	(11)	427
PID/Gender: Dem Women	58%	(293)	24%	(121)	18%	(92)	—	(2)	507
PID/Gender: Ind Men	44%	(139)	29%	(91)	24%	(77)	3%	(9)	316
PID/Gender: Ind Women	50%	(165)	29%	(95)	19%	(64)	2%	(5)	329
PID/Gender: Rep Men	34%	(108)	29%	(91)	34%	(109)	3%	(11)	320
PID/Gender: Rep Women	44%	(132)	26%	(77)	28%	(85)	2%	(7)	302
Ideo: Liberal (1-3)	57%	(409)	26%	(185)	16%	(115)	1%	(6)	715
Ideo: Moderate (4)	48%	(303)	28%	(179)	22%	(140)	2%	(12)	633
Ideo: Conservative (5-7)	39%	(267)	27%	(182)	32%	(217)	3%	(21)	687
Educ: < College	48%	(728)	26%	(398)	23%	(352)	2%	(35)	1512
Educ: Bachelors degree	50%	(221)	29%	(127)	20%	(90)	1%	(6)	444
Educ: Post-grad	43%	(105)	32%	(78)	23%	(57)	2%	(4)	244
Income: Under 50k	47%	(610)	27%	(355)	24%	(310)	2%	(25)	1300
Income: 50k-100k	48%	(303)	27%	(167)	23%	(144)	2%	(14)	628
Income: 100k+	51%	(140)	30%	(81)	17%	(45)	2%	(7)	273
Ethnicity: White	45%	(770)	28%	(475)	26%	(445)	2%	(32)	1722
Ethnicity: Hispanic	62%	(217)	25%	(89)	12%	(41)	1%	(3)	349

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Table MCSP2_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	48%	(1054)	27%	(602)	23%	(499)	2%	(45)	2200
Ethnicity: Black	62%	(171)	23%	(64)	11%	(31)	3%	(8)	274
Ethnicity: Other	55%	(112)	31%	(64)	11%	(23)	3%	(5)	204
All Christian	41%	(407)	28%	(276)	29%	(293)	2%	(20)	996
All Non-Christian	54%	(81)	30%	(45)	12%	(18)	5%	(7)	151
Atheist	55%	(61)	25%	(28)	18%	(20)	2%	(3)	111
Agnostic/Nothing in particular	51%	(300)	29%	(168)	19%	(109)	1%	(7)	583
Something Else	57%	(205)	24%	(85)	17%	(60)	2%	(9)	359
Religious Non-Protestant/Catholic	54%	(97)	27%	(48)	15%	(28)	4%	(7)	179
Evangelical	46%	(262)	24%	(137)	27%	(156)	2%	(13)	567
Non-Evangelical	44%	(328)	29%	(219)	25%	(185)	2%	(13)	745
Community: Urban	53%	(353)	28%	(188)	17%	(110)	2%	(12)	663
Community: Suburban	46%	(466)	27%	(280)	25%	(250)	2%	(21)	1017
Community: Rural	45%	(234)	26%	(134)	27%	(139)	2%	(12)	520
Employ: Private Sector	53%	(354)	29%	(194)	17%	(111)	2%	(11)	669
Employ: Government	65%	(71)	20%	(21)	13%	(15)	2%	(2)	110
Employ: Self-Employed	54%	(112)	29%	(59)	16%	(33)	2%	(4)	208
Employ: Homemaker	59%	(105)	20%	(36)	17%	(31)	3%	(5)	177
Employ: Student	70%	(75)	22%	(24)	3%	(4)	5%	(5)	108
Employ: Retired	27%	(138)	29%	(147)	43%	(221)	1%	(7)	513
Employ: Unemployed	50%	(141)	30%	(85)	19%	(53)	1%	(4)	283
Employ: Other	44%	(59)	27%	(35)	24%	(32)	5%	(6)	132
Military HH: Yes	39%	(135)	29%	(101)	31%	(106)	1%	(5)	347
Military HH: No	50%	(918)	27%	(502)	21%	(392)	2%	(41)	1853
RD/WT: Right Direction	50%	(496)	29%	(289)	19%	(191)	2%	(24)	1001
RD/WT: Wrong Track	46%	(557)	26%	(313)	26%	(308)	2%	(21)	1199
Biden Job Approve	51%	(631)	28%	(348)	18%	(226)	2%	(20)	1225
Biden Job Disapprove	42%	(372)	26%	(230)	29%	(254)	2%	(20)	875

Continued on next page

Table MCSP2_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	48%	(1054)	27%	(602)	23%	(499)	2%	(45)	2200
Biden Job Strongly Approve	54%	(350)	28%	(184)	15%	(101)	3%	(17)	652
Biden Job Somewhat Approve	49%	(280)	29%	(164)	22%	(126)	1%	(3)	573
Biden Job Somewhat Disapprove	49%	(122)	25%	(63)	25%	(62)	1%	(3)	250
Biden Job Strongly Disapprove	40%	(250)	27%	(167)	31%	(191)	3%	(17)	625
Favorable of Biden	52%	(640)	28%	(341)	18%	(223)	1%	(17)	1220
Unfavorable of Biden	42%	(357)	27%	(232)	29%	(247)	2%	(17)	854
Very Favorable of Biden	55%	(359)	28%	(182)	15%	(98)	2%	(13)	652
Somewhat Favorable of Biden	49%	(280)	28%	(160)	22%	(125)	1%	(4)	569
Somewhat Unfavorable of Biden	51%	(108)	23%	(50)	25%	(53)	1%	(2)	212
Very Unfavorable of Biden	39%	(250)	28%	(182)	30%	(195)	2%	(15)	642
#1 Issue: Economy	52%	(394)	28%	(214)	19%	(144)	1%	(11)	763
#1 Issue: Security	32%	(102)	31%	(100)	34%	(110)	4%	(11)	324
#1 Issue: Health Care	53%	(160)	27%	(81)	18%	(54)	1%	(4)	299
#1 Issue: Medicare / Social Security	33%	(94)	25%	(70)	39%	(110)	2%	(6)	281
#1 Issue: Women's Issues	68%	(91)	20%	(27)	11%	(14)	1%	(2)	134
#1 Issue: Education	66%	(85)	23%	(30)	9%	(11)	3%	(3)	130
#1 Issue: Energy	52%	(78)	29%	(43)	15%	(23)	4%	(7)	151
#1 Issue: Other	42%	(50)	31%	(37)	27%	(32)	—	(0)	120
2020 Vote: Joe Biden	53%	(546)	27%	(279)	19%	(195)	1%	(11)	1031
2020 Vote: Donald Trump	41%	(286)	26%	(186)	30%	(212)	3%	(20)	704
2020 Vote: Other	49%	(28)	23%	(13)	26%	(15)	2%	(1)	58
2020 Vote: Didn't Vote	48%	(193)	31%	(124)	18%	(75)	3%	(13)	405
2018 House Vote: Democrat	51%	(374)	28%	(203)	20%	(146)	1%	(7)	730
2018 House Vote: Republican	38%	(230)	26%	(158)	33%	(198)	3%	(18)	604
2016 Vote: Hillary Clinton	49%	(343)	29%	(204)	20%	(140)	1%	(10)	698
2016 Vote: Donald Trump	39%	(250)	26%	(165)	32%	(209)	3%	(22)	646
2016 Vote: Other	39%	(39)	32%	(33)	29%	(29)	—	(0)	102
2016 Vote: Didn't Vote	56%	(422)	26%	(199)	16%	(118)	2%	(13)	751
Voted in 2014: Yes	45%	(550)	28%	(344)	26%	(319)	2%	(23)	1235
Voted in 2014: No	52%	(504)	27%	(258)	19%	(180)	2%	(22)	965

Continued on next page

Table MCSP2_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	48%	(1054)	27%	(602)	23%	(499)	2%	(45)	2200
4-Region: Northeast	45%	(179)	30%	(116)	23%	(90)	2%	(9)	394
4-Region: Midwest	48%	(220)	25%	(117)	26%	(118)	1%	(7)	462
4-Region: South	49%	(406)	26%	(211)	23%	(189)	2%	(19)	824
4-Region: West	48%	(249)	30%	(158)	20%	(102)	2%	(10)	520
Sports Fans	50%	(811)	28%	(446)	20%	(328)	2%	(31)	1615
Avid Sports Fans	54%	(336)	27%	(167)	16%	(101)	2%	(15)	619
Casual Sports Fans	48%	(475)	28%	(279)	23%	(227)	2%	(16)	996
Non-Sports Fans	42%	(243)	27%	(156)	29%	(171)	2%	(14)	585
Gen Z Sports Fans	70%	(123)	17%	(31)	6%	(11)	6%	(11)	176
Millennial Sports Fans	63%	(322)	26%	(134)	9%	(44)	2%	(11)	512
Gen X Sports Fans	50%	(193)	29%	(113)	19%	(73)	1%	(4)	383
Boomer Sports Fans	34%	(167)	31%	(150)	34%	(167)	1%	(2)	486
Democratic Sports Fans	56%	(400)	27%	(190)	15%	(110)	2%	(13)	713
Republican Sports Fans	42%	(191)	28%	(127)	28%	(126)	3%	(11)	455
Male Sports Fans	45%	(395)	30%	(264)	23%	(199)	3%	(23)	882
Female Sports Fans	57%	(416)	25%	(182)	18%	(128)	1%	(7)	734
Olympics Fans	50%	(769)	28%	(434)	20%	(316)	2%	(30)	1549
Avid Olympics Fans	60%	(251)	23%	(96)	15%	(64)	3%	(11)	422
Casual Olympics Fans	46%	(517)	30%	(339)	22%	(253)	2%	(19)	1128
Non-Olympics Fans	44%	(285)	26%	(168)	28%	(183)	2%	(15)	651
Watched a Lot 2021 Olympics	65%	(184)	18%	(50)	15%	(42)	3%	(7)	283
Didn't Watch any 2021 Olympics	44%	(335)	25%	(187)	28%	(215)	3%	(19)	755
Watched a Lot/some 2021 Olympics	54%	(462)	27%	(233)	16%	(137)	2%	(17)	849
Watched any 2021 Olympics	50%	(719)	29%	(416)	20%	(284)	2%	(26)	1445
Familiar with Peacock	60%	(720)	31%	(367)	9%	(108)	—	(4)	1200
Peacock Subscriber	65%	(358)	24%	(130)	10%	(53)	1%	(6)	548

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

Table MCSP2_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	24%	(534)	35%	(762)	36%	(790)	5%	(115)	2200
Gender: Male	26%	(273)	37%	(388)	32%	(345)	5%	(56)	1062
Gender: Female	23%	(261)	33%	(374)	39%	(445)	5%	(58)	1138
Age: 18-34	25%	(167)	32%	(208)	31%	(200)	12%	(81)	655
Age: 35-44	30%	(106)	41%	(146)	25%	(90)	4%	(16)	358
Age: 45-64	24%	(183)	36%	(270)	38%	(289)	1%	(9)	751
Age: 65+	18%	(79)	32%	(138)	48%	(210)	2%	(9)	436
GenZers: 1997-2012	21%	(51)	29%	(72)	36%	(88)	15%	(36)	247
Millennials: 1981-1996	28%	(183)	35%	(229)	27%	(177)	9%	(58)	647
GenXers: 1965-1980	28%	(148)	37%	(198)	34%	(181)	2%	(9)	536
Baby Boomers: 1946-1964	21%	(144)	34%	(228)	44%	(299)	1%	(9)	680
PID: Dem (no lean)	31%	(290)	33%	(310)	30%	(281)	6%	(53)	934
PID: Ind (no lean)	21%	(133)	34%	(222)	39%	(251)	6%	(38)	645
PID: Rep (no lean)	18%	(111)	37%	(230)	41%	(257)	4%	(23)	621
PID/Gender: Dem Men	33%	(141)	34%	(144)	26%	(111)	7%	(30)	427
PID/Gender: Dem Women	29%	(149)	33%	(166)	33%	(170)	5%	(23)	507
PID/Gender: Ind Men	21%	(67)	37%	(118)	36%	(113)	5%	(17)	316
PID/Gender: Ind Women	20%	(66)	31%	(104)	42%	(138)	7%	(22)	329
PID/Gender: Rep Men	20%	(65)	39%	(125)	38%	(120)	3%	(9)	320
PID/Gender: Rep Women	15%	(46)	35%	(105)	45%	(137)	5%	(14)	302
Ideo: Liberal (1-3)	31%	(218)	36%	(258)	29%	(207)	4%	(32)	715
Ideo: Moderate (4)	22%	(139)	33%	(211)	39%	(246)	6%	(37)	633
Ideo: Conservative (5-7)	20%	(135)	36%	(245)	41%	(280)	4%	(28)	687
Educ: < College	23%	(351)	34%	(508)	37%	(562)	6%	(91)	1512
Educ: Bachelors degree	27%	(118)	36%	(162)	34%	(150)	3%	(14)	444
Educ: Post-grad	27%	(65)	38%	(92)	32%	(77)	4%	(9)	244
Income: Under 50k	20%	(262)	36%	(463)	38%	(491)	6%	(83)	1300
Income: 50k-100k	29%	(182)	33%	(207)	34%	(215)	4%	(24)	628
Income: 100k+	33%	(90)	34%	(92)	31%	(83)	3%	(8)	273
Ethnicity: White	21%	(369)	36%	(619)	39%	(667)	4%	(67)	1722
Ethnicity: Hispanic	29%	(101)	33%	(115)	30%	(104)	9%	(30)	349

Continued on next page

Table MCSP2_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	24%	(534)	35%	(762)	36%	(790)	5%	(115)	2200
Ethnicity: Black	42%	(116)	29%	(79)	20%	(56)	9%	(23)	274
Ethnicity: Other	25%	(50)	31%	(63)	33%	(66)	12%	(25)	204
All Christian	23%	(227)	35%	(345)	39%	(389)	3%	(35)	996
All Non-Christian	38%	(58)	30%	(46)	22%	(33)	10%	(14)	151
Atheist	25%	(28)	26%	(29)	42%	(46)	7%	(8)	111
Agnostic/Nothing in particular	20%	(119)	38%	(221)	36%	(209)	6%	(34)	583
Something Else	29%	(103)	34%	(121)	31%	(111)	7%	(24)	359
Religious Non-Protestant/Catholic	36%	(64)	30%	(54)	25%	(45)	9%	(15)	179
Evangelical	25%	(144)	36%	(206)	35%	(196)	4%	(21)	567
Non-Evangelical	24%	(178)	33%	(245)	39%	(288)	5%	(34)	745
Community: Urban	30%	(197)	34%	(223)	30%	(199)	7%	(44)	663
Community: Suburban	23%	(237)	34%	(341)	37%	(381)	6%	(58)	1017
Community: Rural	19%	(100)	38%	(197)	40%	(210)	2%	(13)	520
Employ: Private Sector	29%	(194)	36%	(244)	30%	(200)	5%	(32)	669
Employ: Government	30%	(33)	34%	(37)	29%	(31)	8%	(8)	110
Employ: Self-Employed	30%	(63)	31%	(64)	34%	(71)	5%	(10)	208
Employ: Homemaker	18%	(32)	33%	(58)	43%	(76)	7%	(12)	177
Employ: Student	15%	(17)	30%	(33)	40%	(44)	14%	(15)	108
Employ: Retired	20%	(101)	34%	(174)	45%	(229)	2%	(9)	513
Employ: Unemployed	23%	(64)	40%	(112)	31%	(89)	6%	(18)	283
Employ: Other	24%	(32)	31%	(41)	38%	(50)	7%	(10)	132
Military HH: Yes	24%	(83)	33%	(114)	41%	(141)	3%	(9)	347
Military HH: No	24%	(451)	35%	(648)	35%	(649)	6%	(105)	1853
RD/WT: Right Direction	29%	(294)	35%	(346)	30%	(297)	6%	(65)	1001
RD/WT: Wrong Track	20%	(241)	35%	(416)	41%	(492)	4%	(50)	1199
Biden Job Approve	29%	(353)	36%	(436)	30%	(367)	6%	(68)	1225
Biden Job Disapprove	18%	(158)	34%	(301)	43%	(380)	4%	(36)	875

Continued on next page

Table MCSP2_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	24%	(534)	35%	(762)	36%	(790)	5%	(115)	2200
Biden Job Strongly Approve	36%	(236)	33%	(217)	24%	(158)	6%	(40)	652
Biden Job Somewhat Approve	20%	(117)	38%	(220)	36%	(209)	5%	(28)	573
Biden Job Somewhat Disapprove	17%	(43)	32%	(80)	46%	(114)	5%	(13)	250
Biden Job Strongly Disapprove	19%	(116)	35%	(221)	42%	(265)	4%	(23)	625
Favorable of Biden	30%	(364)	35%	(425)	30%	(367)	5%	(65)	1220
Unfavorable of Biden	17%	(147)	35%	(297)	45%	(381)	3%	(29)	854
Very Favorable of Biden	37%	(240)	33%	(216)	24%	(156)	6%	(40)	652
Somewhat Favorable of Biden	22%	(124)	37%	(209)	37%	(210)	4%	(25)	569
Somewhat Unfavorable of Biden	20%	(43)	30%	(63)	46%	(98)	4%	(8)	212
Very Unfavorable of Biden	16%	(104)	37%	(234)	44%	(283)	3%	(21)	642
#1 Issue: Economy	27%	(204)	35%	(263)	34%	(258)	5%	(37)	763
#1 Issue: Security	17%	(56)	36%	(116)	43%	(138)	4%	(14)	324
#1 Issue: Health Care	28%	(84)	37%	(111)	28%	(84)	7%	(20)	299
#1 Issue: Medicare / Social Security	20%	(55)	32%	(89)	46%	(128)	3%	(9)	281
#1 Issue: Women's Issues	27%	(36)	36%	(49)	30%	(40)	6%	(9)	134
#1 Issue: Education	27%	(35)	34%	(44)	33%	(43)	6%	(8)	130
#1 Issue: Energy	24%	(36)	30%	(45)	35%	(52)	11%	(17)	151
#1 Issue: Other	24%	(28)	37%	(44)	39%	(47)	1%	(1)	120
2020 Vote: Joe Biden	30%	(312)	35%	(360)	31%	(321)	4%	(39)	1031
2020 Vote: Donald Trump	19%	(132)	36%	(252)	42%	(296)	3%	(25)	704
2020 Vote: Other	16%	(9)	26%	(15)	44%	(25)	15%	(8)	58
2020 Vote: Didn't Vote	20%	(81)	33%	(135)	36%	(147)	11%	(43)	405
2018 House Vote: Democrat	31%	(227)	34%	(250)	31%	(227)	3%	(26)	730
2018 House Vote: Republican	19%	(116)	35%	(212)	43%	(260)	3%	(17)	604
2016 Vote: Hillary Clinton	31%	(215)	36%	(248)	30%	(208)	4%	(26)	698
2016 Vote: Donald Trump	19%	(122)	35%	(224)	42%	(273)	4%	(26)	646
2016 Vote: Other	14%	(14)	32%	(32)	53%	(54)	1%	(1)	102
2016 Vote: Didn't Vote	24%	(183)	34%	(256)	34%	(252)	8%	(61)	751
Voted in 2014: Yes	26%	(324)	33%	(413)	37%	(459)	3%	(39)	1235
Voted in 2014: No	22%	(210)	36%	(349)	34%	(330)	8%	(76)	965

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Table MCSP2_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	24%	(534)	35%	(762)	36%	(790)	5%	(115)	2200
4-Region: Northeast	27%	(105)	35%	(136)	34%	(134)	5%	(19)	394
4-Region: Midwest	19%	(88)	36%	(166)	39%	(180)	6%	(28)	462
4-Region: South	26%	(217)	33%	(272)	36%	(297)	5%	(38)	824
4-Region: West	24%	(124)	36%	(187)	34%	(179)	6%	(30)	520
Sports Fans	28%	(449)	36%	(590)	31%	(504)	5%	(73)	1615
Avid Sports Fans	35%	(215)	37%	(229)	22%	(137)	6%	(37)	619
Casual Sports Fans	23%	(234)	36%	(360)	37%	(367)	4%	(36)	996
Non-Sports Fans	15%	(85)	29%	(172)	49%	(285)	7%	(42)	585
Gen Z Sports Fans	22%	(39)	30%	(53)	32%	(57)	15%	(27)	176
Millennial Sports Fans	33%	(167)	37%	(187)	23%	(120)	7%	(38)	512
Gen X Sports Fans	31%	(120)	39%	(150)	28%	(109)	1%	(4)	383
Boomer Sports Fans	24%	(119)	35%	(172)	40%	(193)	—	(2)	486
Democratic Sports Fans	36%	(257)	33%	(232)	26%	(189)	5%	(35)	713
Republican Sports Fans	20%	(90)	42%	(190)	35%	(160)	3%	(15)	455
Male Sports Fans	28%	(243)	38%	(333)	30%	(267)	4%	(39)	882
Female Sports Fans	28%	(206)	35%	(256)	32%	(238)	5%	(34)	734
Olympics Fans	28%	(427)	36%	(561)	32%	(488)	5%	(72)	1549
Avid Olympics Fans	39%	(165)	35%	(146)	20%	(86)	6%	(24)	422
Casual Olympics Fans	23%	(262)	37%	(415)	36%	(402)	4%	(48)	1128
Non-Olympics Fans	16%	(107)	31%	(201)	46%	(301)	7%	(42)	651
Watched a Lot 2021 Olympics	41%	(117)	32%	(90)	21%	(60)	6%	(17)	283
Didn't Watch any 2021 Olympics	19%	(142)	30%	(230)	45%	(339)	6%	(45)	755
Watched a Lot/some 2021 Olympics	31%	(266)	37%	(317)	26%	(223)	5%	(43)	849
Watched any 2021 Olympics	27%	(392)	37%	(532)	31%	(451)	5%	(70)	1445
Familiar with Peacock	33%	(400)	42%	(501)	22%	(267)	3%	(32)	1200
Peacock Subscriber	35%	(194)	34%	(188)	26%	(142)	4%	(24)	548

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

Table MCSP2_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	23%	(508)	31%	(679)	39%	(868)	7%	(145)	2200
Gender: Male	25%	(267)	32%	(345)	36%	(384)	6%	(65)	1062
Gender: Female	21%	(241)	29%	(334)	43%	(484)	7%	(79)	1138
Age: 18-34	28%	(182)	27%	(179)	32%	(207)	13%	(87)	655
Age: 35-44	29%	(105)	34%	(122)	32%	(116)	4%	(14)	358
Age: 45-64	20%	(153)	34%	(253)	43%	(326)	2%	(19)	751
Age: 65+	15%	(67)	29%	(124)	50%	(219)	6%	(25)	436
GenZers: 1997-2012	17%	(41)	24%	(60)	37%	(92)	22%	(54)	247
Millennials: 1981-1996	32%	(208)	31%	(200)	30%	(197)	7%	(43)	647
GenXers: 1965-1980	25%	(136)	35%	(187)	37%	(198)	3%	(15)	536
Baby Boomers: 1946-1964	17%	(117)	30%	(204)	49%	(333)	4%	(26)	680
PID: Dem (no lean)	32%	(297)	29%	(272)	33%	(304)	6%	(60)	934
PID: Ind (no lean)	19%	(120)	33%	(213)	40%	(256)	9%	(55)	645
PID: Rep (no lean)	15%	(90)	31%	(193)	50%	(309)	5%	(30)	621
PID/Gender: Dem Men	36%	(153)	31%	(131)	26%	(110)	8%	(33)	427
PID/Gender: Dem Women	28%	(145)	28%	(141)	38%	(194)	5%	(27)	507
PID/Gender: Ind Men	20%	(62)	37%	(115)	37%	(118)	6%	(20)	316
PID/Gender: Ind Women	18%	(58)	30%	(98)	42%	(138)	11%	(35)	329
PID/Gender: Rep Men	16%	(52)	31%	(98)	49%	(157)	4%	(12)	320
PID/Gender: Rep Women	13%	(38)	31%	(95)	50%	(152)	6%	(17)	302
Ideo: Liberal (1-3)	30%	(213)	30%	(214)	34%	(244)	6%	(44)	715
Ideo: Moderate (4)	21%	(131)	33%	(208)	39%	(246)	7%	(47)	633
Ideo: Conservative (5-7)	18%	(123)	31%	(214)	46%	(317)	5%	(34)	687
Educ: < College	22%	(326)	30%	(459)	41%	(625)	7%	(103)	1512
Educ: Bachelors degree	26%	(116)	31%	(139)	37%	(166)	5%	(23)	444
Educ: Post-grad	27%	(66)	33%	(81)	32%	(78)	8%	(19)	244
Income: Under 50k	20%	(264)	30%	(389)	43%	(553)	7%	(93)	1300
Income: 50k-100k	25%	(158)	33%	(207)	36%	(227)	6%	(35)	628
Income: 100k+	31%	(86)	30%	(83)	32%	(88)	6%	(17)	273
Ethnicity: White	20%	(352)	31%	(538)	42%	(731)	6%	(101)	1722
Ethnicity: Hispanic	32%	(113)	26%	(90)	34%	(120)	7%	(26)	349

Continued on next page

Table MCSP2_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	23%	(508)	31%	(679)	39%	(868)	7%	(145)	2200
Ethnicity: Black	41%	(112)	32%	(88)	22%	(62)	5%	(13)	274
Ethnicity: Other	22%	(44)	26%	(53)	37%	(76)	15%	(31)	204
All Christian	20%	(204)	32%	(314)	43%	(424)	5%	(54)	996
All Non-Christian	44%	(67)	25%	(37)	20%	(30)	11%	(16)	151
Atheist	18%	(20)	26%	(29)	45%	(50)	11%	(12)	111
Agnostic/Nothing in particular	21%	(124)	32%	(185)	40%	(236)	7%	(39)	583
Something Else	26%	(93)	32%	(113)	36%	(128)	7%	(24)	359
Religious Non-Protestant/Catholic	42%	(74)	23%	(41)	25%	(44)	11%	(19)	179
Evangelical	22%	(124)	32%	(183)	41%	(231)	5%	(29)	567
Non-Evangelical	22%	(164)	32%	(236)	41%	(302)	6%	(43)	745
Community: Urban	31%	(203)	30%	(200)	32%	(210)	8%	(50)	663
Community: Suburban	21%	(209)	30%	(302)	44%	(446)	6%	(61)	1017
Community: Rural	18%	(96)	34%	(177)	41%	(213)	6%	(34)	520
Employ: Private Sector	26%	(175)	35%	(231)	35%	(233)	5%	(31)	669
Employ: Government	31%	(33)	28%	(31)	28%	(31)	13%	(15)	110
Employ: Self-Employed	35%	(73)	30%	(62)	29%	(61)	5%	(11)	208
Employ: Homemaker	16%	(29)	32%	(57)	44%	(77)	8%	(14)	177
Employ: Student	15%	(16)	29%	(31)	38%	(41)	18%	(20)	108
Employ: Retired	17%	(87)	30%	(155)	48%	(248)	5%	(23)	513
Employ: Unemployed	23%	(66)	25%	(71)	45%	(128)	6%	(18)	283
Employ: Other	21%	(28)	30%	(40)	38%	(51)	10%	(13)	132
Military HH: Yes	21%	(71)	28%	(98)	44%	(153)	7%	(25)	347
Military HH: No	24%	(437)	31%	(581)	39%	(716)	6%	(120)	1853
RD/WT: Right Direction	29%	(290)	30%	(302)	34%	(339)	7%	(69)	1001
RD/WT: Wrong Track	18%	(218)	31%	(376)	44%	(530)	6%	(75)	1199
Biden Job Approve	29%	(349)	31%	(383)	34%	(411)	7%	(81)	1225
Biden Job Disapprove	16%	(138)	32%	(276)	47%	(413)	5%	(48)	875

Continued on next page

Table MCSP2_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	23%	(508)	31%	(679)	39%	(868)	7%	(145)	2200
Biden Job Strongly Approve	36%	(234)	29%	(190)	29%	(189)	6%	(39)	652
Biden Job Somewhat Approve	20%	(115)	34%	(193)	39%	(223)	7%	(42)	573
Biden Job Somewhat Disapprove	12%	(29)	31%	(78)	53%	(132)	5%	(11)	250
Biden Job Strongly Disapprove	17%	(109)	32%	(199)	45%	(281)	6%	(36)	625
Favorable of Biden	29%	(357)	31%	(373)	34%	(410)	7%	(81)	1220
Unfavorable of Biden	15%	(129)	32%	(275)	48%	(406)	5%	(44)	854
Very Favorable of Biden	35%	(228)	30%	(193)	29%	(189)	6%	(42)	652
Somewhat Favorable of Biden	23%	(129)	32%	(180)	39%	(221)	7%	(39)	569
Somewhat Unfavorable of Biden	14%	(30)	32%	(68)	49%	(103)	5%	(11)	212
Very Unfavorable of Biden	16%	(100)	32%	(207)	47%	(303)	5%	(33)	642
#1 Issue: Economy	26%	(196)	33%	(248)	37%	(279)	5%	(39)	763
#1 Issue: Security	19%	(63)	29%	(94)	45%	(145)	7%	(22)	324
#1 Issue: Health Care	24%	(73)	29%	(88)	37%	(110)	9%	(27)	299
#1 Issue: Medicare / Social Security	16%	(44)	31%	(87)	48%	(135)	5%	(14)	281
#1 Issue: Women's Issues	29%	(39)	30%	(41)	35%	(47)	5%	(7)	134
#1 Issue: Education	29%	(38)	24%	(31)	36%	(46)	11%	(14)	130
#1 Issue: Energy	20%	(30)	36%	(54)	35%	(52)	10%	(15)	151
#1 Issue: Other	21%	(25)	30%	(36)	44%	(53)	5%	(6)	120
2020 Vote: Joe Biden	29%	(302)	30%	(314)	34%	(353)	6%	(61)	1031
2020 Vote: Donald Trump	17%	(117)	34%	(237)	45%	(314)	5%	(38)	704
2020 Vote: Other	18%	(11)	26%	(15)	50%	(29)	5%	(3)	58
2020 Vote: Didn't Vote	19%	(78)	28%	(113)	42%	(171)	11%	(43)	405
2018 House Vote: Democrat	31%	(224)	30%	(222)	34%	(247)	5%	(37)	730
2018 House Vote: Republican	16%	(98)	33%	(202)	46%	(275)	5%	(28)	604
2016 Vote: Hillary Clinton	30%	(208)	32%	(223)	34%	(234)	5%	(33)	698
2016 Vote: Donald Trump	17%	(108)	32%	(209)	46%	(297)	5%	(33)	646
2016 Vote: Other	14%	(14)	35%	(35)	48%	(49)	3%	(3)	102
2016 Vote: Didn't Vote	24%	(178)	28%	(211)	38%	(287)	10%	(75)	751
Voted in 2014: Yes	24%	(298)	32%	(395)	39%	(486)	5%	(56)	1235
Voted in 2014: No	22%	(210)	29%	(283)	40%	(383)	9%	(89)	965

Continued on next page

Table MCSP2_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	23%	(508)	31%	(679)	39%	(868)	7%	(145)	2200
4-Region: Northeast	27%	(106)	31%	(121)	35%	(138)	7%	(29)	394
4-Region: Midwest	20%	(93)	29%	(136)	45%	(206)	6%	(28)	462
4-Region: South	23%	(189)	33%	(271)	39%	(318)	6%	(46)	824
4-Region: West	23%	(120)	29%	(151)	40%	(207)	8%	(42)	520
Sports Fans	27%	(431)	33%	(536)	34%	(554)	6%	(94)	1615
Avid Sports Fans	33%	(203)	34%	(209)	27%	(168)	6%	(39)	619
Casual Sports Fans	23%	(228)	33%	(327)	39%	(386)	6%	(55)	996
Non-Sports Fans	13%	(77)	24%	(142)	54%	(314)	9%	(51)	585
Gen Z Sports Fans	21%	(36)	25%	(44)	35%	(62)	19%	(34)	176
Millennial Sports Fans	37%	(189)	32%	(162)	25%	(130)	6%	(31)	512
Gen X Sports Fans	28%	(107)	39%	(149)	31%	(120)	2%	(7)	383
Boomer Sports Fans	19%	(94)	34%	(164)	43%	(211)	4%	(17)	486
Democratic Sports Fans	37%	(264)	29%	(208)	28%	(197)	6%	(45)	713
Republican Sports Fans	17%	(79)	34%	(155)	44%	(202)	4%	(19)	455
Male Sports Fans	27%	(242)	33%	(292)	34%	(302)	5%	(46)	882
Female Sports Fans	26%	(189)	33%	(244)	34%	(253)	6%	(48)	734
Olympics Fans	26%	(410)	33%	(508)	35%	(542)	6%	(89)	1549
Avid Olympics Fans	41%	(175)	29%	(122)	23%	(97)	7%	(28)	422
Casual Olympics Fans	21%	(235)	34%	(386)	39%	(445)	5%	(61)	1128
Non-Olympics Fans	15%	(98)	26%	(171)	50%	(326)	9%	(56)	651
Watched a Lot 2021 Olympics	46%	(131)	26%	(74)	21%	(59)	7%	(19)	283
Didn't Watch any 2021 Olympics	17%	(128)	25%	(191)	50%	(379)	8%	(57)	755
Watched a Lot/some 2021 Olympics	32%	(271)	35%	(295)	28%	(236)	6%	(47)	849
Watched any 2021 Olympics	26%	(380)	34%	(487)	34%	(490)	6%	(88)	1445
Familiar with Peacock	33%	(391)	39%	(468)	25%	(297)	4%	(44)	1200
Peacock Subscriber	35%	(192)	32%	(178)	27%	(149)	5%	(29)	548

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

Table MCSP2_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	20%	(447)	24%	(522)	49%	(1078)	7%	(153)	2200
Gender: Male	21%	(226)	26%	(276)	46%	(490)	7%	(70)	1062
Gender: Female	19%	(220)	22%	(247)	52%	(588)	7%	(83)	1138
Age: 18-34	31%	(203)	22%	(143)	36%	(237)	11%	(72)	655
Age: 35-44	28%	(99)	29%	(103)	39%	(141)	4%	(15)	358
Age: 45-64	16%	(117)	26%	(192)	54%	(403)	5%	(39)	751
Age: 65+	6%	(28)	20%	(85)	68%	(297)	6%	(27)	436
GenZers: 1997-2012	31%	(77)	17%	(43)	39%	(98)	12%	(30)	247
Millennials: 1981-1996	30%	(191)	25%	(165)	37%	(237)	8%	(54)	647
GenXers: 1965-1980	21%	(112)	29%	(154)	47%	(250)	4%	(20)	536
Baby Boomers: 1946-1964	9%	(60)	21%	(146)	64%	(434)	6%	(40)	680
PID: Dem (no lean)	28%	(261)	24%	(226)	41%	(385)	7%	(61)	934
PID: Ind (no lean)	15%	(100)	27%	(171)	50%	(321)	8%	(53)	645
PID: Rep (no lean)	14%	(86)	20%	(125)	60%	(372)	6%	(38)	621
PID/Gender: Dem Men	31%	(130)	28%	(121)	34%	(146)	7%	(28)	427
PID/Gender: Dem Women	26%	(131)	21%	(105)	47%	(239)	6%	(33)	507
PID/Gender: Ind Men	15%	(49)	29%	(92)	47%	(148)	9%	(27)	316
PID/Gender: Ind Women	15%	(51)	24%	(79)	52%	(173)	8%	(26)	329
PID/Gender: Rep Men	15%	(47)	20%	(63)	61%	(196)	4%	(14)	320
PID/Gender: Rep Women	13%	(38)	21%	(62)	59%	(176)	8%	(24)	302
Ideo: Liberal (1-3)	29%	(209)	24%	(174)	40%	(289)	6%	(42)	715
Ideo: Moderate (4)	17%	(109)	24%	(151)	53%	(332)	6%	(40)	633
Ideo: Conservative (5-7)	14%	(96)	24%	(162)	56%	(382)	7%	(48)	687
Educ: < College	18%	(268)	22%	(333)	52%	(791)	8%	(119)	1512
Educ: Bachelors degree	25%	(112)	29%	(128)	41%	(182)	5%	(22)	444
Educ: Post-grad	27%	(66)	25%	(61)	43%	(105)	5%	(11)	244
Income: Under 50k	16%	(210)	22%	(286)	54%	(696)	8%	(108)	1300
Income: 50k-100k	22%	(140)	26%	(163)	47%	(293)	5%	(31)	628
Income: 100k+	36%	(97)	27%	(74)	33%	(89)	5%	(13)	273
Ethnicity: White	18%	(302)	24%	(410)	52%	(893)	7%	(116)	1722
Ethnicity: Hispanic	32%	(111)	21%	(74)	42%	(145)	6%	(19)	349

Continued on next page

Table MCSP2_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	20%	(447)	24%	(522)	49%	(1078)	7%	(153)	2200
Ethnicity: Black	34%	(93)	20%	(55)	37%	(100)	9%	(25)	274
Ethnicity: Other	25%	(52)	28%	(57)	41%	(85)	5%	(11)	204
All Christian	18%	(177)	26%	(258)	51%	(505)	6%	(56)	996
All Non-Christian	43%	(66)	28%	(42)	23%	(35)	5%	(8)	151
Atheist	25%	(27)	21%	(23)	47%	(52)	8%	(9)	111
Agnostic/Nothing in particular	19%	(113)	20%	(119)	50%	(294)	10%	(58)	583
Something Else	18%	(64)	22%	(80)	54%	(192)	6%	(23)	359
Religious Non-Protestant/Catholic	39%	(69)	27%	(49)	29%	(52)	5%	(9)	179
Evangelical	19%	(110)	24%	(135)	52%	(293)	5%	(30)	567
Non-Evangelical	17%	(125)	26%	(191)	51%	(381)	6%	(47)	745
Community: Urban	29%	(190)	25%	(169)	38%	(254)	8%	(51)	663
Community: Suburban	18%	(186)	23%	(232)	52%	(534)	7%	(66)	1017
Community: Rural	14%	(71)	24%	(122)	56%	(291)	7%	(36)	520
Employ: Private Sector	26%	(173)	28%	(189)	42%	(280)	4%	(28)	669
Employ: Government	37%	(41)	22%	(24)	35%	(38)	6%	(7)	110
Employ: Self-Employed	24%	(50)	28%	(58)	38%	(80)	10%	(21)	208
Employ: Homemaker	15%	(27)	26%	(46)	51%	(90)	8%	(14)	177
Employ: Student	36%	(39)	23%	(24)	34%	(37)	7%	(8)	108
Employ: Retired	9%	(45)	19%	(98)	66%	(338)	6%	(32)	513
Employ: Unemployed	15%	(44)	21%	(60)	53%	(150)	10%	(29)	283
Employ: Other	21%	(28)	18%	(24)	49%	(65)	11%	(15)	132
Military HH: Yes	14%	(48)	19%	(67)	59%	(204)	8%	(28)	347
Military HH: No	22%	(399)	25%	(455)	47%	(875)	7%	(124)	1853
RD/WT: Right Direction	25%	(253)	25%	(254)	42%	(423)	7%	(70)	1001
RD/WT: Wrong Track	16%	(194)	22%	(268)	55%	(655)	7%	(82)	1199
Biden Job Approve	25%	(310)	25%	(301)	43%	(530)	7%	(83)	1225
Biden Job Disapprove	14%	(120)	23%	(200)	57%	(498)	7%	(57)	875

Continued on next page

Table MCSP2_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	20%	(447)	24%	(522)	49%	(1078)	7%	(153)	2200
Biden Job Strongly Approve	32%	(208)	24%	(157)	37%	(243)	7%	(44)	652
Biden Job Somewhat Approve	18%	(103)	25%	(144)	50%	(287)	7%	(39)	573
Biden Job Somewhat Disapprove	18%	(45)	21%	(52)	55%	(139)	6%	(14)	250
Biden Job Strongly Disapprove	12%	(74)	24%	(148)	58%	(360)	7%	(43)	625
Favorable of Biden	26%	(315)	25%	(311)	42%	(518)	6%	(77)	1220
Unfavorable of Biden	12%	(102)	23%	(194)	59%	(501)	7%	(57)	854
Very Favorable of Biden	32%	(208)	24%	(159)	37%	(244)	6%	(40)	652
Somewhat Favorable of Biden	19%	(107)	27%	(152)	48%	(273)	6%	(37)	569
Somewhat Unfavorable of Biden	20%	(42)	20%	(43)	55%	(117)	5%	(10)	212
Very Unfavorable of Biden	9%	(60)	24%	(151)	60%	(383)	7%	(47)	642
#1 Issue: Economy	22%	(165)	27%	(209)	44%	(337)	7%	(51)	763
#1 Issue: Security	11%	(37)	20%	(65)	60%	(196)	8%	(26)	324
#1 Issue: Health Care	28%	(84)	22%	(65)	45%	(133)	6%	(17)	299
#1 Issue: Medicare / Social Security	8%	(23)	18%	(50)	65%	(182)	10%	(27)	281
#1 Issue: Women's Issues	35%	(46)	24%	(32)	35%	(47)	7%	(9)	134
#1 Issue: Education	25%	(33)	23%	(30)	45%	(59)	6%	(8)	130
#1 Issue: Energy	26%	(40)	22%	(34)	43%	(65)	8%	(13)	151
#1 Issue: Other	16%	(19)	31%	(37)	50%	(60)	2%	(3)	120
2020 Vote: Joe Biden	27%	(278)	26%	(266)	42%	(428)	6%	(59)	1031
2020 Vote: Donald Trump	13%	(95)	23%	(164)	57%	(402)	6%	(44)	704
2020 Vote: Other	22%	(13)	18%	(10)	49%	(28)	11%	(7)	58
2020 Vote: Didn't Vote	15%	(61)	20%	(83)	54%	(219)	11%	(43)	405
2018 House Vote: Democrat	27%	(196)	27%	(197)	41%	(298)	5%	(38)	730
2018 House Vote: Republican	14%	(87)	22%	(135)	58%	(349)	6%	(33)	604
2016 Vote: Hillary Clinton	25%	(177)	26%	(184)	42%	(296)	6%	(40)	698
2016 Vote: Donald Trump	14%	(88)	23%	(150)	57%	(369)	6%	(39)	646
2016 Vote: Other	11%	(12)	26%	(26)	61%	(62)	2%	(2)	102
2016 Vote: Didn't Vote	23%	(170)	22%	(162)	46%	(348)	10%	(72)	751
Voted in 2014: Yes	20%	(251)	25%	(312)	49%	(603)	6%	(69)	1235
Voted in 2014: No	20%	(195)	22%	(210)	49%	(475)	9%	(84)	965

Continued on next page

Table MCSP2_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	20%	(447)	24%	(522)	49%	(1078)	7%	(153)	2200
4-Region: Northeast	25%	(98)	24%	(96)	45%	(176)	6%	(23)	394
4-Region: Midwest	16%	(76)	21%	(95)	54%	(252)	9%	(40)	462
4-Region: South	20%	(163)	23%	(189)	51%	(416)	7%	(56)	824
4-Region: West	21%	(109)	27%	(143)	45%	(234)	7%	(35)	520
Sports Fans	24%	(383)	26%	(418)	45%	(728)	5%	(87)	1615
Avid Sports Fans	33%	(204)	28%	(172)	33%	(206)	6%	(36)	619
Casual Sports Fans	18%	(179)	25%	(246)	52%	(521)	5%	(51)	996
Non-Sports Fans	11%	(64)	18%	(104)	60%	(351)	11%	(66)	585
Gen Z Sports Fans	36%	(64)	18%	(33)	36%	(63)	10%	(17)	176
Millennial Sports Fans	33%	(171)	26%	(135)	33%	(167)	8%	(39)	512
Gen X Sports Fans	24%	(91)	32%	(121)	43%	(164)	2%	(7)	383
Boomer Sports Fans	11%	(52)	25%	(121)	60%	(293)	4%	(21)	486
Democratic Sports Fans	31%	(222)	25%	(181)	38%	(268)	6%	(43)	713
Republican Sports Fans	17%	(77)	24%	(108)	55%	(252)	4%	(18)	455
Male Sports Fans	24%	(211)	27%	(236)	44%	(385)	6%	(49)	882
Female Sports Fans	23%	(172)	25%	(182)	47%	(342)	5%	(38)	734
Olympics Fans	24%	(376)	27%	(417)	43%	(671)	6%	(86)	1549
Avid Olympics Fans	41%	(175)	25%	(103)	29%	(122)	5%	(21)	422
Casual Olympics Fans	18%	(201)	28%	(313)	49%	(548)	6%	(65)	1128
Non-Olympics Fans	11%	(71)	16%	(106)	63%	(408)	10%	(66)	651
Watched a Lot 2021 Olympics	47%	(134)	22%	(62)	24%	(69)	6%	(17)	283
Didn't Watch any 2021 Olympics	11%	(81)	17%	(131)	63%	(476)	9%	(68)	755
Watched a Lot/some 2021 Olympics	32%	(269)	29%	(249)	33%	(283)	6%	(49)	849
Watched any 2021 Olympics	25%	(366)	27%	(391)	42%	(602)	6%	(85)	1445
Familiar with Peacock	30%	(358)	33%	(400)	33%	(397)	4%	(46)	1200
Peacock Subscriber	30%	(167)	27%	(147)	37%	(201)	6%	(33)	548

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

Table MCSP2_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%	(916)	31%	(682)	25%	(550)	2%	(52)	2200
Gender: Male	40%	(427)	32%	(336)	25%	(269)	3%	(30)	1062
Gender: Female	43%	(489)	30%	(346)	25%	(282)	2%	(22)	1138
Age: 18-34	59%	(387)	26%	(171)	11%	(70)	4%	(27)	655
Age: 35-44	58%	(209)	27%	(95)	13%	(46)	2%	(7)	358
Age: 45-64	33%	(250)	36%	(272)	29%	(221)	1%	(8)	751
Age: 65+	16%	(69)	33%	(144)	49%	(213)	2%	(10)	436
GenZers: 1997-2012	59%	(146)	21%	(52)	15%	(37)	5%	(13)	247
Millennials: 1981-1996	60%	(390)	28%	(183)	8%	(54)	3%	(20)	647
GenXers: 1965-1980	43%	(231)	31%	(164)	25%	(136)	1%	(5)	536
Baby Boomers: 1946-1964	21%	(142)	37%	(253)	40%	(274)	2%	(10)	680
PID: Dem (no lean)	48%	(452)	29%	(274)	20%	(186)	2%	(21)	934
PID: Ind (no lean)	40%	(261)	34%	(219)	24%	(154)	2%	(11)	645
PID: Rep (no lean)	33%	(203)	30%	(189)	34%	(210)	3%	(20)	621
PID/Gender: Dem Men	50%	(212)	29%	(122)	18%	(78)	3%	(14)	427
PID/Gender: Dem Women	47%	(240)	30%	(152)	21%	(108)	1%	(7)	507
PID/Gender: Ind Men	37%	(115)	35%	(109)	27%	(86)	2%	(6)	316
PID/Gender: Ind Women	44%	(145)	33%	(110)	21%	(68)	2%	(6)	329
PID/Gender: Rep Men	31%	(99)	33%	(105)	33%	(105)	3%	(10)	320
PID/Gender: Rep Women	34%	(103)	28%	(84)	35%	(105)	3%	(10)	302
Ideo: Liberal (1-3)	50%	(355)	31%	(220)	18%	(127)	2%	(13)	715
Ideo: Moderate (4)	40%	(251)	32%	(200)	27%	(168)	2%	(13)	633
Ideo: Conservative (5-7)	33%	(229)	31%	(214)	32%	(223)	3%	(21)	687
Educ: < College	40%	(603)	31%	(463)	27%	(410)	2%	(37)	1512
Educ: Bachelors degree	46%	(203)	30%	(133)	22%	(97)	2%	(10)	444
Educ: Post-grad	45%	(109)	35%	(86)	18%	(44)	2%	(5)	244
Income: Under 50k	38%	(488)	33%	(425)	27%	(356)	2%	(31)	1300
Income: 50k-100k	45%	(282)	28%	(178)	24%	(151)	3%	(17)	628
Income: 100k+	53%	(146)	29%	(80)	16%	(43)	2%	(4)	273
Ethnicity: White	38%	(660)	32%	(550)	27%	(471)	2%	(41)	1722
Ethnicity: Hispanic	58%	(202)	29%	(100)	13%	(45)	1%	(2)	349

Continued on next page

Table MCSP2_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%	(916)	31%	(682)	25%	(550)	2%	(52)	2200
Ethnicity: Black	53%	(146)	26%	(71)	19%	(51)	2%	(6)	274
Ethnicity: Other	54%	(110)	30%	(61)	14%	(29)	2%	(5)	204
All Christian	36%	(358)	33%	(329)	29%	(288)	2%	(21)	996
All Non-Christian	51%	(77)	31%	(47)	13%	(19)	5%	(8)	151
Atheist	51%	(57)	21%	(23)	28%	(31)	—	(0)	111
Agnostic/Nothing in particular	43%	(251)	31%	(181)	24%	(139)	2%	(13)	583
Something Else	48%	(173)	28%	(102)	20%	(74)	3%	(11)	359
Religious Non-Protestant/Catholic	48%	(86)	33%	(60)	15%	(26)	4%	(8)	179
Evangelical	41%	(234)	30%	(168)	27%	(152)	2%	(13)	567
Non-Evangelical	38%	(284)	33%	(244)	27%	(200)	2%	(17)	745
Community: Urban	47%	(311)	32%	(215)	18%	(117)	3%	(21)	663
Community: Suburban	41%	(414)	31%	(312)	26%	(267)	2%	(24)	1017
Community: Rural	37%	(191)	30%	(155)	32%	(167)	1%	(7)	520
Employ: Private Sector	48%	(318)	32%	(217)	18%	(120)	2%	(14)	669
Employ: Government	60%	(66)	23%	(25)	13%	(15)	3%	(3)	110
Employ: Self-Employed	46%	(96)	32%	(66)	20%	(42)	2%	(4)	208
Employ: Homemaker	51%	(91)	30%	(52)	18%	(31)	1%	(3)	177
Employ: Student	69%	(75)	15%	(17)	11%	(12)	4%	(5)	108
Employ: Retired	20%	(104)	31%	(160)	47%	(239)	2%	(10)	513
Employ: Unemployed	38%	(108)	38%	(108)	21%	(58)	3%	(8)	283
Employ: Other	44%	(58)	27%	(35)	25%	(34)	4%	(6)	132
Military HH: Yes	37%	(127)	31%	(108)	30%	(105)	2%	(7)	347
Military HH: No	43%	(789)	31%	(574)	24%	(445)	2%	(45)	1853
RD/WT: Right Direction	45%	(452)	31%	(306)	21%	(214)	3%	(29)	1001
RD/WT: Wrong Track	39%	(464)	31%	(376)	28%	(336)	2%	(24)	1199
Biden Job Approve	46%	(560)	31%	(381)	21%	(255)	2%	(29)	1225
Biden Job Disapprove	35%	(307)	31%	(272)	31%	(275)	2%	(21)	875

Continued on next page

Table MCSP2_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%	(916)	31%	(682)	25%	(550)	2%	(52)	2200
Biden Job Strongly Approve	47%	(307)	31%	(200)	19%	(123)	4%	(23)	652
Biden Job Somewhat Approve	44%	(253)	32%	(182)	23%	(132)	1%	(6)	573
Biden Job Somewhat Disapprove	37%	(93)	31%	(77)	31%	(78)	1%	(2)	250
Biden Job Strongly Disapprove	34%	(215)	31%	(195)	31%	(197)	3%	(19)	625
Favorable of Biden	47%	(569)	30%	(369)	21%	(256)	2%	(26)	1220
Unfavorable of Biden	35%	(302)	32%	(273)	31%	(261)	2%	(18)	854
Very Favorable of Biden	50%	(325)	28%	(185)	18%	(120)	3%	(21)	652
Somewhat Favorable of Biden	43%	(243)	32%	(184)	24%	(137)	1%	(5)	569
Somewhat Unfavorable of Biden	42%	(90)	31%	(65)	27%	(57)	—	(0)	212
Very Unfavorable of Biden	33%	(212)	32%	(208)	32%	(204)	3%	(17)	642
#1 Issue: Economy	46%	(348)	33%	(249)	21%	(157)	1%	(9)	763
#1 Issue: Security	29%	(93)	30%	(97)	38%	(124)	3%	(10)	324
#1 Issue: Health Care	46%	(138)	31%	(93)	18%	(55)	4%	(13)	299
#1 Issue: Medicare / Social Security	21%	(58)	33%	(93)	44%	(122)	3%	(7)	281
#1 Issue: Women's Issues	67%	(89)	17%	(23)	14%	(18)	2%	(3)	134
#1 Issue: Education	60%	(77)	27%	(35)	11%	(14)	3%	(4)	130
#1 Issue: Energy	48%	(73)	33%	(49)	16%	(23)	3%	(5)	151
#1 Issue: Other	33%	(39)	36%	(43)	31%	(37)	1%	(1)	120
2020 Vote: Joe Biden	47%	(481)	30%	(312)	21%	(216)	2%	(22)	1031
2020 Vote: Donald Trump	34%	(240)	32%	(223)	32%	(224)	3%	(18)	704
2020 Vote: Other	47%	(27)	33%	(19)	18%	(11)	1%	(0)	58
2020 Vote: Didn't Vote	41%	(165)	32%	(128)	25%	(100)	3%	(12)	405
2018 House Vote: Democrat	48%	(351)	29%	(215)	21%	(152)	2%	(12)	730
2018 House Vote: Republican	32%	(191)	31%	(188)	35%	(210)	2%	(15)	604
2016 Vote: Hillary Clinton	45%	(313)	30%	(210)	23%	(160)	2%	(14)	698
2016 Vote: Donald Trump	32%	(208)	31%	(199)	34%	(222)	3%	(17)	646
2016 Vote: Other	39%	(40)	35%	(35)	26%	(27)	—	(0)	102
2016 Vote: Didn't Vote	47%	(352)	31%	(236)	19%	(142)	3%	(20)	751
Voted in 2014: Yes	40%	(493)	31%	(378)	28%	(342)	2%	(23)	1235
Voted in 2014: No	44%	(423)	32%	(304)	22%	(209)	3%	(29)	965

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Table MCSP2_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%	(916)	31%	(682)	25%	(550)	2%	(52)	2200
4-Region: Northeast	40%	(156)	34%	(135)	23%	(91)	3%	(12)	394
4-Region: Midwest	37%	(171)	34%	(156)	27%	(125)	2%	(11)	462
4-Region: South	43%	(352)	28%	(235)	26%	(218)	2%	(20)	824
4-Region: West	46%	(237)	30%	(157)	22%	(117)	2%	(10)	520
Sports Fans	46%	(735)	31%	(495)	22%	(351)	2%	(35)	1615
Avid Sports Fans	53%	(331)	30%	(183)	15%	(95)	2%	(10)	619
Casual Sports Fans	41%	(405)	31%	(312)	26%	(256)	2%	(24)	996
Non-Sports Fans	31%	(180)	32%	(187)	34%	(200)	3%	(18)	585
Gen Z Sports Fans	58%	(103)	20%	(35)	16%	(28)	6%	(10)	176
Millennial Sports Fans	65%	(331)	26%	(135)	6%	(32)	3%	(14)	512
Gen X Sports Fans	48%	(183)	29%	(112)	22%	(86)	1%	(2)	383
Boomer Sports Fans	23%	(114)	40%	(193)	36%	(175)	1%	(4)	486
Democratic Sports Fans	52%	(374)	28%	(199)	17%	(124)	2%	(16)	713
Republican Sports Fans	38%	(172)	31%	(139)	29%	(133)	2%	(11)	455
Male Sports Fans	42%	(369)	33%	(290)	23%	(200)	3%	(23)	882
Female Sports Fans	50%	(366)	28%	(206)	21%	(151)	2%	(11)	734
Olympics Fans	46%	(707)	32%	(498)	20%	(315)	2%	(29)	1549
Avid Olympics Fans	57%	(242)	26%	(109)	14%	(60)	2%	(10)	422
Casual Olympics Fans	41%	(465)	34%	(389)	23%	(255)	2%	(19)	1128
Non-Olympics Fans	32%	(209)	28%	(184)	36%	(235)	3%	(23)	651
Watched a Lot 2021 Olympics	62%	(175)	21%	(60)	14%	(41)	2%	(7)	283
Didn't Watch any 2021 Olympics	33%	(253)	27%	(205)	36%	(269)	4%	(28)	755
Watched a Lot/some 2021 Olympics	50%	(429)	33%	(276)	15%	(129)	2%	(16)	849
Watched any 2021 Olympics	46%	(663)	33%	(477)	19%	(281)	2%	(24)	1445
Familiar with Peacock	53%	(641)	34%	(414)	11%	(135)	1%	(10)	1200
Peacock Subscriber	59%	(321)	26%	(143)	14%	(76)	1%	(7)	548

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

Table MCSP2_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%	(511)	34%	(738)	39%	(857)	4%	(94)	2200
Gender: Male	24%	(259)	36%	(380)	36%	(378)	4%	(45)	1062
Gender: Female	22%	(253)	31%	(358)	42%	(479)	4%	(49)	1138
Age: 18-34	28%	(182)	31%	(205)	31%	(204)	10%	(63)	655
Age: 35-44	34%	(123)	32%	(115)	31%	(110)	3%	(10)	358
Age: 45-64	22%	(165)	38%	(282)	39%	(295)	1%	(10)	751
Age: 65+	9%	(41)	31%	(135)	57%	(249)	3%	(11)	436
GenZers: 1997-2012	20%	(49)	29%	(71)	39%	(97)	12%	(30)	247
Millennials: 1981-1996	34%	(220)	32%	(210)	27%	(176)	6%	(42)	647
GenXers: 1965-1980	27%	(146)	36%	(192)	36%	(192)	1%	(7)	536
Baby Boomers: 1946-1964	13%	(89)	35%	(238)	50%	(341)	2%	(12)	680
PID: Dem (no lean)	28%	(260)	35%	(329)	33%	(304)	4%	(41)	934
PID: Ind (no lean)	19%	(123)	34%	(221)	42%	(269)	5%	(32)	645
PID: Rep (no lean)	21%	(129)	30%	(187)	46%	(285)	3%	(20)	621
PID/Gender: Dem Men	30%	(127)	39%	(167)	25%	(108)	6%	(24)	427
PID/Gender: Dem Women	26%	(133)	32%	(162)	39%	(195)	3%	(18)	507
PID/Gender: Ind Men	21%	(66)	35%	(109)	40%	(127)	4%	(13)	316
PID/Gender: Ind Women	17%	(57)	34%	(112)	43%	(141)	6%	(19)	329
PID/Gender: Rep Men	21%	(66)	32%	(104)	44%	(142)	2%	(8)	320
PID/Gender: Rep Women	21%	(63)	28%	(84)	47%	(143)	4%	(12)	302
Ideo: Liberal (1-3)	30%	(216)	33%	(239)	33%	(237)	3%	(24)	715
Ideo: Moderate (4)	19%	(122)	35%	(223)	42%	(267)	3%	(20)	633
Ideo: Conservative (5-7)	21%	(141)	32%	(219)	42%	(291)	5%	(36)	687
Educ: < College	21%	(316)	34%	(507)	41%	(616)	5%	(72)	1512
Educ: Bachelors degree	28%	(126)	33%	(148)	35%	(157)	3%	(13)	444
Educ: Post-grad	28%	(69)	34%	(83)	34%	(84)	3%	(8)	244
Income: Under 50k	20%	(264)	34%	(442)	41%	(531)	5%	(62)	1300
Income: 50k-100k	24%	(153)	32%	(203)	40%	(248)	4%	(24)	628
Income: 100k+	35%	(94)	34%	(93)	28%	(78)	3%	(8)	273
Ethnicity: White	22%	(382)	33%	(568)	41%	(712)	3%	(60)	1722
Ethnicity: Hispanic	30%	(105)	30%	(106)	37%	(128)	3%	(11)	349

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Table MCSP2_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%	(511)	34%	(738)	39%	(857)	4%	(94)	2200
Ethnicity: Black	28%	(76)	37%	(102)	27%	(73)	8%	(23)	274
Ethnicity: Other	26%	(53)	33%	(67)	36%	(73)	5%	(11)	204
All Christian	21%	(212)	35%	(349)	41%	(409)	3%	(26)	996
All Non-Christian	41%	(62)	30%	(46)	23%	(35)	6%	(9)	151
Atheist	18%	(20)	31%	(34)	42%	(47)	9%	(10)	111
Agnostic/Nothing in particular	20%	(117)	34%	(196)	41%	(237)	6%	(33)	583
Something Else	28%	(102)	31%	(113)	36%	(130)	4%	(15)	359
Religious Non-Protestant/Catholic	38%	(68)	29%	(52)	26%	(47)	7%	(12)	179
Evangelical	27%	(155)	34%	(191)	36%	(206)	3%	(14)	567
Non-Evangelical	20%	(149)	34%	(255)	43%	(319)	3%	(22)	745
Community: Urban	29%	(195)	34%	(223)	30%	(201)	7%	(44)	663
Community: Suburban	21%	(214)	35%	(358)	40%	(409)	3%	(35)	1017
Community: Rural	20%	(101)	30%	(157)	48%	(248)	3%	(14)	520
Employ: Private Sector	29%	(197)	38%	(254)	30%	(200)	3%	(19)	669
Employ: Government	37%	(41)	28%	(30)	29%	(31)	7%	(7)	110
Employ: Self-Employed	26%	(54)	37%	(76)	31%	(64)	6%	(13)	208
Employ: Homemaker	29%	(51)	22%	(39)	43%	(75)	6%	(11)	177
Employ: Student	21%	(22)	27%	(29)	42%	(45)	10%	(11)	108
Employ: Retired	11%	(57)	33%	(171)	54%	(275)	2%	(10)	513
Employ: Unemployed	18%	(52)	33%	(94)	44%	(124)	5%	(13)	283
Employ: Other	28%	(37)	33%	(44)	32%	(43)	6%	(8)	132
Military HH: Yes	21%	(71)	29%	(101)	47%	(164)	3%	(11)	347
Military HH: No	24%	(440)	34%	(637)	37%	(694)	4%	(82)	1853
RD/WT: Right Direction	28%	(278)	35%	(346)	33%	(327)	5%	(50)	1001
RD/WT: Wrong Track	19%	(234)	33%	(391)	44%	(530)	4%	(44)	1199
Biden Job Approve	27%	(328)	36%	(436)	34%	(411)	4%	(48)	1225
Biden Job Disapprove	19%	(165)	31%	(275)	46%	(403)	4%	(32)	875

Continued on next page

Table MCSP2_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%	(511)	34%	(738)	39%	(857)	4%	(94)	2200
Biden Job Strongly Approve	33%	(217)	35%	(227)	27%	(177)	5%	(32)	652
Biden Job Somewhat Approve	20%	(112)	37%	(210)	41%	(235)	3%	(17)	573
Biden Job Somewhat Disapprove	17%	(42)	34%	(86)	47%	(117)	2%	(5)	250
Biden Job Strongly Disapprove	20%	(122)	30%	(190)	46%	(286)	4%	(27)	625
Favorable of Biden	26%	(318)	36%	(440)	34%	(413)	4%	(49)	1220
Unfavorable of Biden	19%	(162)	32%	(272)	46%	(391)	3%	(29)	854
Very Favorable of Biden	31%	(201)	35%	(231)	28%	(185)	5%	(34)	652
Somewhat Favorable of Biden	21%	(117)	37%	(209)	40%	(228)	3%	(15)	569
Somewhat Unfavorable of Biden	21%	(44)	30%	(64)	47%	(99)	3%	(5)	212
Very Unfavorable of Biden	18%	(118)	32%	(208)	45%	(292)	4%	(23)	642
#1 Issue: Economy	25%	(193)	37%	(281)	33%	(255)	5%	(34)	763
#1 Issue: Security	19%	(62)	30%	(96)	47%	(152)	4%	(14)	324
#1 Issue: Health Care	25%	(75)	31%	(91)	39%	(117)	5%	(16)	299
#1 Issue: Medicare / Social Security	16%	(44)	33%	(93)	49%	(136)	3%	(7)	281
#1 Issue: Women's Issues	35%	(46)	26%	(34)	34%	(46)	6%	(8)	134
#1 Issue: Education	28%	(37)	37%	(48)	31%	(40)	4%	(5)	130
#1 Issue: Energy	23%	(35)	36%	(54)	36%	(54)	5%	(7)	151
#1 Issue: Other	17%	(20)	33%	(39)	48%	(57)	3%	(3)	120
2020 Vote: Joe Biden	27%	(281)	35%	(366)	34%	(347)	4%	(38)	1031
2020 Vote: Donald Trump	21%	(146)	32%	(227)	43%	(302)	4%	(29)	704
2020 Vote: Other	21%	(12)	24%	(14)	48%	(28)	7%	(4)	58
2020 Vote: Didn't Vote	18%	(73)	32%	(130)	44%	(179)	6%	(23)	405
2018 House Vote: Democrat	28%	(201)	37%	(270)	32%	(237)	3%	(22)	730
2018 House Vote: Republican	22%	(132)	31%	(185)	44%	(264)	4%	(23)	604
2016 Vote: Hillary Clinton	26%	(181)	35%	(242)	36%	(249)	4%	(25)	698
2016 Vote: Donald Trump	21%	(139)	33%	(213)	42%	(272)	3%	(22)	646
2016 Vote: Other	16%	(16)	36%	(37)	45%	(45)	3%	(4)	102
2016 Vote: Didn't Vote	23%	(174)	32%	(244)	39%	(289)	6%	(43)	751
Voted in 2014: Yes	25%	(305)	34%	(423)	38%	(469)	3%	(39)	1235
Voted in 2014: No	21%	(206)	33%	(315)	40%	(389)	6%	(55)	965

Continued on next page

Table MCSP2_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%	(511)	34%	(738)	39%	(857)	4%	(94)	2200
4-Region: Northeast	27%	(106)	33%	(131)	35%	(139)	4%	(17)	394
4-Region: Midwest	18%	(84)	33%	(153)	43%	(200)	5%	(25)	462
4-Region: South	24%	(197)	33%	(273)	40%	(326)	3%	(28)	824
4-Region: West	24%	(123)	35%	(180)	37%	(192)	5%	(24)	520
Sports Fans	26%	(423)	36%	(579)	35%	(560)	3%	(54)	1615
Avid Sports Fans	35%	(219)	36%	(222)	25%	(154)	4%	(24)	619
Casual Sports Fans	20%	(204)	36%	(357)	41%	(406)	3%	(30)	996
Non-Sports Fans	15%	(88)	27%	(159)	51%	(297)	7%	(40)	585
Gen Z Sports Fans	22%	(38)	32%	(57)	37%	(65)	9%	(16)	176
Millennial Sports Fans	39%	(199)	33%	(170)	22%	(115)	5%	(27)	512
Gen X Sports Fans	30%	(116)	38%	(144)	31%	(121)	1%	(3)	383
Boomer Sports Fans	13%	(65)	39%	(191)	46%	(226)	1%	(5)	486
Democratic Sports Fans	31%	(220)	37%	(264)	28%	(201)	4%	(29)	713
Republican Sports Fans	24%	(108)	33%	(148)	42%	(189)	2%	(10)	455
Male Sports Fans	26%	(230)	38%	(334)	32%	(286)	4%	(32)	882
Female Sports Fans	26%	(193)	33%	(245)	37%	(274)	3%	(22)	734
Olympics Fans	26%	(407)	36%	(557)	35%	(539)	3%	(47)	1549
Avid Olympics Fans	42%	(175)	31%	(131)	23%	(98)	4%	(18)	422
Casual Olympics Fans	21%	(232)	38%	(426)	39%	(441)	3%	(29)	1128
Non-Olympics Fans	16%	(104)	28%	(181)	49%	(318)	7%	(47)	651
Watched a Lot 2021 Olympics	48%	(135)	26%	(74)	21%	(60)	5%	(14)	283
Didn't Watch any 2021 Olympics	17%	(127)	29%	(216)	49%	(367)	6%	(45)	755
Watched a Lot/some 2021 Olympics	33%	(278)	38%	(320)	27%	(226)	3%	(25)	849
Watched any 2021 Olympics	27%	(384)	36%	(522)	34%	(490)	3%	(48)	1445
Familiar with Peacock	34%	(403)	43%	(510)	23%	(270)	1%	(17)	1200
Peacock Subscriber	35%	(194)	33%	(179)	29%	(162)	2%	(13)	548

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

Table MCSP2_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%	(538)	30%	(662)	36%	(788)	10%	(212)	2200
Gender: Male	26%	(279)	33%	(352)	34%	(359)	7%	(72)	1062
Gender: Female	23%	(259)	27%	(310)	38%	(429)	12%	(140)	1138
Age: 18-34	27%	(174)	26%	(173)	31%	(203)	16%	(105)	655
Age: 35-44	34%	(122)	34%	(123)	25%	(88)	7%	(25)	358
Age: 45-64	24%	(178)	35%	(259)	36%	(273)	5%	(40)	751
Age: 65+	14%	(63)	25%	(107)	51%	(225)	10%	(42)	436
GenZers: 1997-2012	19%	(46)	21%	(53)	36%	(88)	24%	(60)	247
Millennials: 1981-1996	32%	(209)	32%	(205)	26%	(167)	10%	(66)	647
GenXers: 1965-1980	28%	(151)	34%	(180)	33%	(177)	5%	(28)	536
Baby Boomers: 1946-1964	18%	(125)	30%	(202)	46%	(311)	6%	(43)	680
PID: Dem (no lean)	29%	(274)	31%	(286)	32%	(301)	8%	(73)	934
PID: Ind (no lean)	22%	(144)	30%	(192)	36%	(231)	12%	(78)	645
PID: Rep (no lean)	19%	(120)	30%	(184)	41%	(256)	10%	(61)	621
PID/Gender: Dem Men	34%	(146)	33%	(139)	27%	(116)	6%	(25)	427
PID/Gender: Dem Women	25%	(128)	29%	(147)	36%	(185)	9%	(48)	507
PID/Gender: Ind Men	21%	(67)	36%	(114)	34%	(108)	9%	(27)	316
PID/Gender: Ind Women	23%	(77)	24%	(78)	37%	(123)	15%	(51)	329
PID/Gender: Rep Men	21%	(66)	31%	(98)	42%	(136)	6%	(19)	320
PID/Gender: Rep Women	18%	(54)	28%	(85)	40%	(121)	14%	(42)	302
Ideo: Liberal (1-3)	31%	(221)	32%	(230)	28%	(198)	9%	(66)	715
Ideo: Moderate (4)	23%	(144)	31%	(194)	40%	(254)	6%	(40)	633
Ideo: Conservative (5-7)	20%	(138)	29%	(199)	41%	(281)	10%	(69)	687
Educ: < College	23%	(347)	28%	(431)	38%	(576)	10%	(158)	1512
Educ: Bachelors degree	28%	(123)	33%	(147)	31%	(138)	8%	(35)	444
Educ: Post-grad	28%	(68)	34%	(84)	30%	(73)	8%	(18)	244
Income: Under 50k	23%	(301)	30%	(387)	36%	(471)	11%	(140)	1300
Income: 50k-100k	23%	(146)	32%	(198)	37%	(231)	8%	(52)	628
Income: 100k+	33%	(91)	28%	(77)	32%	(86)	7%	(20)	273
Ethnicity: White	25%	(425)	30%	(522)	37%	(630)	8%	(145)	1722
Ethnicity: Hispanic	23%	(82)	29%	(101)	36%	(125)	12%	(41)	349

Continued on next page

Table MCSP2_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%	(538)	30%	(662)	36%	(788)	10%	(212)	2200
Ethnicity: Black	28%	(75)	30%	(83)	30%	(83)	12%	(32)	274
Ethnicity: Other	18%	(37)	28%	(57)	37%	(75)	17%	(35)	204
All Christian	24%	(240)	29%	(284)	39%	(390)	8%	(82)	996
All Non-Christian	38%	(57)	32%	(48)	19%	(29)	11%	(17)	151
Atheist	29%	(32)	24%	(27)	31%	(34)	16%	(18)	111
Agnostic/Nothing in particular	20%	(117)	32%	(189)	38%	(219)	10%	(58)	583
Something Else	26%	(92)	32%	(114)	32%	(116)	10%	(37)	359
Religious Non-Protestant/Catholic	35%	(62)	29%	(51)	25%	(45)	12%	(21)	179
Evangelical	25%	(141)	31%	(173)	36%	(203)	9%	(50)	567
Non-Evangelical	24%	(181)	29%	(216)	38%	(286)	8%	(63)	745
Community: Urban	30%	(200)	30%	(199)	30%	(198)	10%	(66)	663
Community: Suburban	22%	(223)	31%	(311)	37%	(378)	10%	(105)	1017
Community: Rural	22%	(115)	29%	(152)	41%	(213)	8%	(40)	520
Employ: Private Sector	30%	(198)	33%	(224)	31%	(205)	6%	(42)	669
Employ: Government	39%	(43)	25%	(27)	25%	(27)	12%	(13)	110
Employ: Self-Employed	24%	(50)	41%	(84)	28%	(58)	8%	(16)	208
Employ: Homemaker	23%	(40)	25%	(44)	42%	(75)	10%	(18)	177
Employ: Student	17%	(18)	22%	(23)	39%	(42)	23%	(25)	108
Employ: Retired	18%	(91)	28%	(143)	45%	(233)	9%	(46)	513
Employ: Unemployed	22%	(61)	29%	(81)	37%	(105)	13%	(36)	283
Employ: Other	28%	(38)	27%	(36)	33%	(43)	12%	(16)	132
Military HH: Yes	20%	(71)	25%	(87)	45%	(156)	10%	(33)	347
Military HH: No	25%	(467)	31%	(575)	34%	(632)	10%	(179)	1853
RD/WT: Right Direction	29%	(295)	31%	(312)	31%	(306)	9%	(87)	1001
RD/WT: Wrong Track	20%	(243)	29%	(350)	40%	(482)	10%	(124)	1199
Biden Job Approve	29%	(350)	31%	(381)	32%	(386)	9%	(108)	1225
Biden Job Disapprove	20%	(173)	30%	(259)	42%	(363)	9%	(80)	875

Continued on next page

Table MCSP2_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%	(538)	30%	(662)	36%	(788)	10%	(212)	2200
Biden Job Strongly Approve	36%	(237)	30%	(194)	26%	(171)	8%	(50)	652
Biden Job Somewhat Approve	20%	(113)	33%	(186)	38%	(215)	10%	(58)	573
Biden Job Somewhat Disapprove	25%	(62)	27%	(67)	41%	(104)	7%	(18)	250
Biden Job Strongly Disapprove	18%	(111)	31%	(192)	42%	(260)	10%	(62)	625
Favorable of Biden	29%	(359)	31%	(380)	31%	(384)	8%	(98)	1220
Unfavorable of Biden	18%	(157)	30%	(258)	42%	(355)	10%	(84)	854
Very Favorable of Biden	34%	(224)	31%	(202)	27%	(176)	7%	(49)	652
Somewhat Favorable of Biden	24%	(135)	31%	(178)	36%	(207)	9%	(49)	569
Somewhat Unfavorable of Biden	23%	(49)	29%	(62)	40%	(84)	8%	(17)	212
Very Unfavorable of Biden	17%	(108)	30%	(196)	42%	(271)	10%	(67)	642
#1 Issue: Economy	25%	(191)	32%	(248)	32%	(241)	11%	(83)	763
#1 Issue: Security	18%	(57)	21%	(69)	50%	(162)	11%	(36)	324
#1 Issue: Health Care	29%	(85)	37%	(109)	28%	(84)	7%	(20)	299
#1 Issue: Medicare / Social Security	21%	(59)	29%	(82)	42%	(118)	8%	(21)	281
#1 Issue: Women's Issues	27%	(36)	29%	(38)	34%	(46)	10%	(13)	134
#1 Issue: Education	32%	(42)	24%	(31)	34%	(45)	9%	(12)	130
#1 Issue: Energy	30%	(44)	29%	(44)	31%	(47)	10%	(15)	151
#1 Issue: Other	19%	(23)	33%	(40)	38%	(46)	9%	(11)	120
2020 Vote: Joe Biden	30%	(304)	32%	(333)	31%	(324)	7%	(69)	1031
2020 Vote: Donald Trump	21%	(145)	30%	(210)	39%	(276)	10%	(74)	704
2020 Vote: Other	13%	(7)	10%	(6)	56%	(33)	21%	(12)	58
2020 Vote: Didn't Vote	20%	(81)	28%	(112)	38%	(155)	14%	(57)	405
2018 House Vote: Democrat	30%	(218)	33%	(243)	31%	(228)	6%	(40)	730
2018 House Vote: Republican	20%	(120)	28%	(170)	42%	(255)	10%	(58)	604
2016 Vote: Hillary Clinton	28%	(198)	33%	(229)	33%	(230)	6%	(41)	698
2016 Vote: Donald Trump	21%	(136)	30%	(191)	39%	(252)	10%	(67)	646
2016 Vote: Other	18%	(19)	26%	(26)	49%	(50)	6%	(6)	102
2016 Vote: Didn't Vote	25%	(185)	28%	(213)	34%	(255)	13%	(98)	751
Voted in 2014: Yes	25%	(305)	31%	(387)	36%	(449)	8%	(93)	1235
Voted in 2014: No	24%	(233)	28%	(275)	35%	(339)	12%	(118)	965

Continued on next page

Table MCSP2_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%	(538)	30%	(662)	36%	(788)	10%	(212)	2200
4-Region: Northeast	28%	(110)	27%	(106)	36%	(140)	10%	(38)	394
4-Region: Midwest	23%	(105)	29%	(136)	38%	(175)	10%	(46)	462
4-Region: South	23%	(192)	32%	(261)	35%	(289)	10%	(83)	824
4-Region: West	25%	(131)	31%	(159)	35%	(184)	9%	(46)	520
Sports Fans	28%	(456)	30%	(493)	33%	(534)	8%	(133)	1615
Avid Sports Fans	37%	(229)	29%	(180)	26%	(162)	8%	(48)	619
Casual Sports Fans	23%	(227)	31%	(313)	37%	(372)	8%	(85)	996
Non-Sports Fans	14%	(82)	29%	(169)	43%	(254)	14%	(79)	585
Gen Z Sports Fans	21%	(38)	18%	(32)	37%	(66)	23%	(41)	176
Millennial Sports Fans	37%	(190)	33%	(170)	22%	(111)	8%	(41)	512
Gen X Sports Fans	33%	(127)	32%	(122)	30%	(115)	5%	(19)	383
Boomer Sports Fans	20%	(98)	32%	(154)	43%	(210)	5%	(24)	486
Democratic Sports Fans	33%	(235)	31%	(223)	28%	(203)	7%	(52)	713
Republican Sports Fans	22%	(101)	31%	(142)	38%	(173)	9%	(39)	455
Male Sports Fans	29%	(256)	32%	(285)	33%	(290)	6%	(50)	882
Female Sports Fans	27%	(200)	28%	(208)	33%	(244)	11%	(82)	734
Olympics Fans	28%	(435)	31%	(480)	33%	(505)	8%	(130)	1549
Avid Olympics Fans	43%	(180)	27%	(115)	22%	(92)	8%	(35)	422
Casual Olympics Fans	23%	(255)	32%	(365)	37%	(412)	8%	(95)	1128
Non-Olympics Fans	16%	(103)	28%	(182)	44%	(283)	13%	(82)	651
Watched a Lot 2021 Olympics	50%	(141)	25%	(70)	19%	(54)	6%	(18)	283
Didn't Watch any 2021 Olympics	17%	(128)	29%	(219)	42%	(314)	13%	(95)	755
Watched a Lot/some 2021 Olympics	34%	(289)	33%	(278)	27%	(231)	6%	(52)	849
Watched any 2021 Olympics	28%	(410)	31%	(443)	33%	(474)	8%	(117)	1445
Familiar with Peacock	45%	(538)	55%	(662)	—	(0)	—	(0)	1200
Peacock Subscriber	63%	(343)	32%	(173)	4%	(23)	2%	(9)	548

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

Table MCSP2_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%	(743)	31%	(678)	32%	(703)	3%	(76)	2200
Gender: Male	36%	(382)	32%	(341)	29%	(306)	3%	(33)	1062
Gender: Female	32%	(361)	30%	(337)	35%	(397)	4%	(43)	1138
Age: 18-34	45%	(297)	30%	(195)	18%	(119)	7%	(44)	655
Age: 35-44	47%	(168)	30%	(108)	21%	(74)	2%	(8)	358
Age: 45-64	26%	(196)	36%	(269)	36%	(273)	2%	(14)	751
Age: 65+	19%	(82)	24%	(106)	54%	(237)	2%	(10)	436
GenZers: 1997-2012	39%	(97)	28%	(68)	24%	(60)	9%	(22)	247
Millennials: 1981-1996	48%	(314)	31%	(199)	16%	(106)	4%	(28)	647
GenXers: 1965-1980	34%	(181)	34%	(181)	31%	(167)	1%	(7)	536
Baby Boomers: 1946-1964	21%	(144)	30%	(204)	47%	(317)	2%	(15)	680
PID: Dem (no lean)	42%	(396)	30%	(276)	25%	(238)	3%	(24)	934
PID: Ind (no lean)	31%	(202)	33%	(213)	31%	(202)	4%	(28)	645
PID: Rep (no lean)	23%	(145)	30%	(189)	42%	(263)	4%	(24)	621
PID/Gender: Dem Men	46%	(197)	30%	(126)	21%	(92)	3%	(12)	427
PID/Gender: Dem Women	39%	(199)	29%	(150)	29%	(146)	2%	(12)	507
PID/Gender: Ind Men	33%	(105)	34%	(107)	28%	(90)	5%	(14)	316
PID/Gender: Ind Women	30%	(97)	32%	(106)	34%	(112)	4%	(13)	329
PID/Gender: Rep Men	25%	(80)	34%	(108)	39%	(125)	2%	(7)	320
PID/Gender: Rep Women	21%	(65)	27%	(81)	46%	(139)	6%	(17)	302
Ideo: Liberal (1-3)	44%	(314)	30%	(215)	24%	(168)	3%	(18)	715
Ideo: Moderate (4)	33%	(206)	30%	(190)	34%	(213)	4%	(23)	633
Ideo: Conservative (5-7)	24%	(164)	32%	(222)	39%	(271)	4%	(30)	687
Educ: < College	31%	(472)	30%	(459)	34%	(520)	4%	(61)	1512
Educ: Bachelors degree	40%	(177)	31%	(136)	27%	(122)	2%	(9)	444
Educ: Post-grad	38%	(94)	34%	(83)	25%	(62)	2%	(6)	244
Income: Under 50k	29%	(374)	32%	(414)	35%	(458)	4%	(53)	1300
Income: 50k-100k	38%	(239)	30%	(187)	29%	(185)	3%	(17)	628
Income: 100k+	47%	(130)	28%	(77)	22%	(60)	2%	(7)	273
Ethnicity: White	30%	(524)	32%	(549)	34%	(591)	3%	(59)	1722
Ethnicity: Hispanic	49%	(171)	27%	(94)	21%	(72)	3%	(11)	349

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Table MCSP2_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%	(743)	31%	(678)	32%	(703)	3%	(76)	2200
Ethnicity: Black	49%	(135)	26%	(72)	20%	(56)	4%	(11)	274
Ethnicity: Other	42%	(85)	28%	(58)	27%	(56)	3%	(6)	204
All Christian	30%	(298)	31%	(312)	36%	(356)	3%	(31)	996
All Non-Christian	49%	(74)	32%	(48)	14%	(22)	5%	(7)	151
Atheist	42%	(46)	20%	(22)	32%	(36)	6%	(6)	111
Agnostic/Nothing in particular	33%	(191)	31%	(183)	32%	(189)	4%	(21)	583
Something Else	37%	(134)	32%	(113)	28%	(101)	3%	(11)	359
Religious Non-Protestant/Catholic	46%	(82)	30%	(54)	19%	(35)	5%	(9)	179
Evangelical	31%	(176)	31%	(176)	35%	(196)	3%	(19)	567
Non-Evangelical	32%	(241)	32%	(238)	33%	(245)	3%	(21)	745
Community: Urban	41%	(270)	30%	(198)	25%	(166)	4%	(28)	663
Community: Suburban	34%	(348)	28%	(288)	34%	(349)	3%	(32)	1017
Community: Rural	24%	(124)	37%	(191)	36%	(188)	3%	(16)	520
Employ: Private Sector	42%	(282)	32%	(213)	23%	(157)	3%	(18)	669
Employ: Government	53%	(58)	24%	(26)	19%	(21)	4%	(4)	110
Employ: Self-Employed	37%	(77)	33%	(69)	25%	(51)	4%	(9)	208
Employ: Homemaker	31%	(55)	35%	(62)	31%	(55)	3%	(5)	177
Employ: Student	39%	(42)	29%	(31)	26%	(28)	6%	(6)	108
Employ: Retired	19%	(99)	29%	(150)	49%	(252)	2%	(12)	513
Employ: Unemployed	32%	(90)	28%	(80)	36%	(103)	4%	(10)	283
Employ: Other	30%	(39)	35%	(47)	27%	(35)	8%	(11)	132
Military HH: Yes	32%	(110)	26%	(91)	40%	(138)	2%	(8)	347
Military HH: No	34%	(633)	32%	(587)	30%	(565)	4%	(68)	1853
RD/WT: Right Direction	40%	(405)	29%	(291)	27%	(266)	4%	(39)	1001
RD/WT: Wrong Track	28%	(338)	32%	(387)	36%	(437)	3%	(37)	1199
Biden Job Approve	40%	(492)	30%	(369)	27%	(329)	3%	(34)	1225
Biden Job Disapprove	25%	(217)	33%	(292)	38%	(335)	4%	(31)	875

Continued on next page

Table MCSP2_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%	(743)	31%	(678)	32%	(703)	3%	(76)	2200
Biden Job Strongly Approve	47%	(304)	27%	(177)	22%	(146)	4%	(25)	652
Biden Job Somewhat Approve	33%	(188)	34%	(192)	32%	(183)	2%	(9)	573
Biden Job Somewhat Disapprove	26%	(65)	37%	(92)	34%	(86)	3%	(8)	250
Biden Job Strongly Disapprove	24%	(152)	32%	(200)	40%	(249)	4%	(24)	625
Favorable of Biden	40%	(493)	30%	(365)	27%	(331)	3%	(31)	1220
Unfavorable of Biden	25%	(213)	34%	(289)	38%	(324)	3%	(27)	854
Very Favorable of Biden	47%	(304)	27%	(179)	23%	(149)	3%	(20)	652
Somewhat Favorable of Biden	33%	(189)	33%	(186)	32%	(182)	2%	(12)	569
Somewhat Unfavorable of Biden	32%	(68)	35%	(75)	31%	(66)	1%	(3)	212
Very Unfavorable of Biden	23%	(145)	33%	(214)	40%	(258)	4%	(24)	642
#1 Issue: Economy	38%	(286)	33%	(250)	27%	(204)	3%	(22)	763
#1 Issue: Security	23%	(75)	30%	(98)	42%	(136)	5%	(15)	324
#1 Issue: Health Care	35%	(104)	32%	(96)	29%	(86)	4%	(13)	299
#1 Issue: Medicare / Social Security	23%	(64)	24%	(66)	50%	(140)	4%	(10)	281
#1 Issue: Women's Issues	47%	(62)	26%	(35)	24%	(32)	4%	(5)	134
#1 Issue: Education	45%	(59)	31%	(40)	21%	(27)	3%	(4)	130
#1 Issue: Energy	38%	(57)	38%	(56)	20%	(30)	4%	(7)	151
#1 Issue: Other	29%	(35)	31%	(37)	39%	(47)	1%	(1)	120
2020 Vote: Joe Biden	42%	(429)	30%	(307)	26%	(271)	2%	(24)	1031
2020 Vote: Donald Trump	24%	(172)	33%	(232)	39%	(273)	4%	(27)	704
2020 Vote: Other	31%	(18)	18%	(10)	48%	(28)	4%	(2)	58
2020 Vote: Didn't Vote	31%	(124)	32%	(129)	32%	(129)	6%	(23)	405
2018 House Vote: Democrat	43%	(316)	28%	(202)	27%	(200)	2%	(12)	730
2018 House Vote: Republican	24%	(147)	32%	(194)	40%	(241)	4%	(22)	604
2016 Vote: Hillary Clinton	42%	(294)	29%	(202)	27%	(186)	2%	(15)	698
2016 Vote: Donald Trump	24%	(158)	32%	(206)	40%	(258)	4%	(25)	646
2016 Vote: Other	23%	(23)	28%	(29)	47%	(48)	2%	(2)	102
2016 Vote: Didn't Vote	36%	(267)	32%	(241)	28%	(208)	5%	(35)	751
Voted in 2014: Yes	33%	(412)	30%	(371)	34%	(419)	3%	(33)	1235
Voted in 2014: No	34%	(331)	32%	(307)	29%	(284)	4%	(43)	965

Continued on next page

Table MCSP2_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%	(743)	31%	(678)	32%	(703)	3%	(76)	2200
4-Region: Northeast	38%	(150)	29%	(114)	28%	(112)	5%	(18)	394
4-Region: Midwest	28%	(130)	32%	(148)	35%	(163)	5%	(21)	462
4-Region: South	34%	(282)	31%	(252)	33%	(268)	3%	(21)	824
4-Region: West	35%	(181)	31%	(164)	31%	(160)	3%	(16)	520
Sports Fans	38%	(606)	32%	(510)	28%	(454)	3%	(46)	1615
Avid Sports Fans	48%	(299)	28%	(174)	20%	(124)	4%	(22)	619
Casual Sports Fans	31%	(306)	34%	(336)	33%	(330)	2%	(24)	996
Non-Sports Fans	23%	(137)	29%	(168)	43%	(249)	5%	(30)	585
Gen Z Sports Fans	43%	(75)	26%	(46)	24%	(42)	7%	(13)	176
Millennial Sports Fans	52%	(266)	29%	(151)	14%	(72)	5%	(23)	512
Gen X Sports Fans	38%	(144)	36%	(138)	26%	(99)	1%	(3)	383
Boomer Sports Fans	24%	(116)	33%	(159)	42%	(206)	1%	(5)	486
Democratic Sports Fans	46%	(328)	28%	(202)	23%	(164)	3%	(20)	713
Republican Sports Fans	27%	(123)	33%	(152)	36%	(166)	3%	(14)	455
Male Sports Fans	38%	(337)	33%	(287)	27%	(235)	3%	(23)	882
Female Sports Fans	37%	(269)	30%	(222)	30%	(219)	3%	(24)	734
Olympics Fans	38%	(589)	32%	(489)	27%	(425)	3%	(46)	1549
Avid Olympics Fans	54%	(229)	24%	(103)	18%	(75)	3%	(15)	422
Casual Olympics Fans	32%	(360)	34%	(386)	31%	(350)	3%	(31)	1128
Non-Olympics Fans	24%	(154)	29%	(189)	43%	(278)	5%	(30)	651
Watched a Lot 2021 Olympics	58%	(163)	20%	(58)	17%	(48)	5%	(14)	283
Didn't Watch any 2021 Olympics	24%	(184)	28%	(213)	43%	(323)	5%	(35)	755
Watched a Lot/some 2021 Olympics	44%	(371)	32%	(276)	21%	(177)	3%	(26)	849
Watched any 2021 Olympics	39%	(559)	32%	(465)	26%	(380)	3%	(41)	1445
Familiar with Peacock	46%	(548)	36%	(436)	17%	(205)	1%	(11)	1200
Peacock Subscriber	49%	(271)	28%	(153)	21%	(116)	1%	(7)	548

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

Table MCSP3_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	62%	(1360)	16%	(348)	22%	(491)	2200
Gender: Male	58%	(616)	18%	(187)	24%	(259)	1062
Gender: Female	65%	(744)	14%	(161)	20%	(232)	1138
Age: 18-34	75%	(491)	14%	(93)	11%	(71)	655
Age: 35-44	72%	(258)	17%	(63)	10%	(37)	358
Age: 45-64	56%	(418)	19%	(139)	26%	(194)	751
Age: 65+	44%	(193)	12%	(54)	44%	(190)	436
GenZers: 1997-2012	78%	(193)	12%	(31)	10%	(24)	247
Millennials: 1981-1996	73%	(472)	16%	(102)	11%	(73)	647
GenXers: 1965-1980	61%	(327)	20%	(106)	19%	(103)	536
Baby Boomers: 1946-1964	49%	(337)	15%	(101)	36%	(243)	680
PID: Dem (no lean)	65%	(612)	13%	(123)	21%	(200)	934
PID: Ind (no lean)	62%	(397)	18%	(119)	20%	(129)	645
PID: Rep (no lean)	57%	(352)	17%	(107)	26%	(163)	621
PID/Gender: Dem Men	62%	(267)	16%	(69)	21%	(91)	427
PID/Gender: Dem Women	68%	(345)	11%	(54)	21%	(108)	507
PID/Gender: Ind Men	57%	(180)	19%	(61)	24%	(75)	316
PID/Gender: Ind Women	66%	(217)	18%	(59)	16%	(54)	329
PID/Gender: Rep Men	53%	(169)	18%	(58)	29%	(93)	320
PID/Gender: Rep Women	60%	(182)	16%	(49)	23%	(70)	302
Ideo: Liberal (1-3)	70%	(501)	12%	(89)	17%	(125)	715
Ideo: Moderate (4)	62%	(392)	15%	(97)	23%	(144)	633
Ideo: Conservative (5-7)	55%	(379)	17%	(116)	28%	(192)	687
Educ: < College	60%	(909)	16%	(245)	24%	(358)	1512
Educ: Bachelors degree	68%	(301)	14%	(62)	18%	(81)	444
Educ: Post-grad	61%	(150)	17%	(42)	21%	(52)	244
Income: Under 50k	55%	(717)	19%	(242)	26%	(341)	1300
Income: 50k-100k	68%	(425)	14%	(85)	19%	(118)	628
Income: 100k+	80%	(219)	8%	(22)	12%	(33)	273
Ethnicity: White	61%	(1043)	16%	(282)	23%	(396)	1722

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Table MCSP3_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	62%	(1360)	16%	(348)	22%	(491)	2200
Ethnicity: Hispanic	70%	(246)	15%	(51)	15%	(52)	349
Ethnicity: Black	65%	(180)	15%	(42)	19%	(53)	274
Ethnicity: Other	67%	(138)	12%	(25)	21%	(42)	204
All Christian	58%	(574)	15%	(153)	27%	(269)	996
All Non-Christian	73%	(110)	11%	(16)	16%	(25)	151
Atheist	69%	(76)	12%	(13)	19%	(21)	111
Agnostic/Nothing in particular	64%	(371)	18%	(105)	18%	(107)	583
Something Else	64%	(229)	17%	(62)	19%	(69)	359
Religious Non-Protestant/Catholic	71%	(127)	12%	(22)	17%	(30)	179
Evangelical	57%	(323)	18%	(100)	26%	(145)	567
Non-Evangelical	61%	(455)	14%	(105)	25%	(186)	745
Community: Urban	64%	(425)	16%	(103)	20%	(135)	663
Community: Suburban	63%	(637)	15%	(149)	23%	(231)	1017
Community: Rural	57%	(298)	19%	(97)	24%	(125)	520
Employ: Private Sector	68%	(455)	14%	(96)	18%	(119)	669
Employ: Government	74%	(82)	20%	(22)	5%	(6)	110
Employ: Self-Employed	63%	(130)	18%	(38)	19%	(39)	208
Employ: Homemaker	72%	(127)	10%	(17)	19%	(33)	177
Employ: Student	80%	(86)	12%	(13)	8%	(8)	108
Employ: Retired	46%	(238)	13%	(68)	40%	(207)	513
Employ: Unemployed	61%	(172)	20%	(57)	19%	(54)	283
Employ: Other	53%	(70)	28%	(37)	19%	(25)	132
Military HH: Yes	61%	(211)	16%	(56)	23%	(80)	347
Military HH: No	62%	(1149)	16%	(293)	22%	(411)	1853
RD/WT: Right Direction	63%	(635)	14%	(144)	22%	(222)	1001
RD/WT: Wrong Track	61%	(725)	17%	(204)	22%	(270)	1199
Biden Job Approve	65%	(790)	14%	(172)	21%	(262)	1225
Biden Job Disapprove	58%	(506)	18%	(158)	24%	(211)	875

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Table MCSP3_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	62%	(1360)	16%	(348)	22%	(491)	2200
Biden Job Strongly Approve	63%	(412)	13%	(86)	23%	(153)	652
Biden Job Somewhat Approve	66%	(378)	15%	(86)	19%	(109)	573
Biden Job Somewhat Disapprove	64%	(160)	20%	(49)	16%	(41)	250
Biden Job Strongly Disapprove	55%	(345)	17%	(109)	27%	(170)	625
Favorable of Biden	66%	(803)	14%	(169)	20%	(248)	1220
Unfavorable of Biden	57%	(488)	18%	(157)	24%	(209)	854
Very Favorable of Biden	65%	(425)	12%	(76)	23%	(151)	652
Somewhat Favorable of Biden	67%	(379)	16%	(92)	17%	(98)	569
Somewhat Unfavorable of Biden	60%	(128)	18%	(37)	22%	(47)	212
Very Unfavorable of Biden	56%	(360)	19%	(120)	25%	(162)	642
#1 Issue: Economy	67%	(513)	16%	(123)	17%	(126)	763
#1 Issue: Security	52%	(167)	15%	(48)	34%	(109)	324
#1 Issue: Health Care	61%	(184)	18%	(53)	21%	(62)	299
#1 Issue: Medicare / Social Security	47%	(132)	16%	(45)	37%	(103)	281
#1 Issue: Women's Issues	76%	(101)	12%	(16)	12%	(17)	134
#1 Issue: Education	74%	(95)	18%	(23)	9%	(11)	130
#1 Issue: Energy	69%	(103)	14%	(21)	18%	(27)	151
#1 Issue: Other	53%	(64)	15%	(19)	31%	(37)	120
2020 Vote: Joe Biden	67%	(692)	13%	(132)	20%	(207)	1031
2020 Vote: Donald Trump	55%	(389)	20%	(139)	25%	(177)	704
2020 Vote: Other	63%	(37)	16%	(10)	20%	(12)	58
2020 Vote: Didn't Vote	60%	(243)	17%	(68)	23%	(94)	405
2018 House Vote: Democrat	67%	(489)	12%	(87)	21%	(153)	730
2018 House Vote: Republican	54%	(326)	18%	(107)	28%	(171)	604
2016 Vote: Hillary Clinton	65%	(453)	13%	(90)	22%	(155)	698
2016 Vote: Donald Trump	57%	(368)	17%	(108)	26%	(171)	646
2016 Vote: Other	53%	(54)	22%	(23)	25%	(25)	102
2016 Vote: Didn't Vote	65%	(485)	17%	(127)	18%	(139)	751

Continued on next page

Table MCSP3_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	62%	(1360)	16%	(348)	22%	(491)	2200
Voted in 2014: Yes	60%	(743)	15%	(183)	25%	(309)	1235
Voted in 2014: No	64%	(617)	17%	(165)	19%	(182)	965
4-Region: Northeast	64%	(252)	15%	(59)	21%	(83)	394
4-Region: Midwest	63%	(289)	12%	(58)	25%	(115)	462
4-Region: South	62%	(507)	16%	(134)	22%	(182)	824
4-Region: West	60%	(312)	19%	(98)	21%	(110)	520
Sports Fans	64%	(1032)	15%	(250)	21%	(333)	1615
Avid Sports Fans	66%	(409)	15%	(93)	19%	(117)	619
Casual Sports Fans	62%	(623)	16%	(157)	22%	(217)	996
Non-Sports Fans	56%	(329)	17%	(98)	27%	(158)	585
Gen Z Sports Fans	77%	(135)	14%	(25)	9%	(16)	176
Millennial Sports Fans	75%	(386)	15%	(75)	10%	(51)	512
Gen X Sports Fans	64%	(245)	19%	(71)	18%	(67)	383
Boomer Sports Fans	50%	(242)	15%	(75)	35%	(169)	486
Democratic Sports Fans	67%	(476)	13%	(95)	20%	(142)	713
Republican Sports Fans	59%	(270)	16%	(74)	24%	(111)	455
Male Sports Fans	59%	(524)	17%	(152)	23%	(206)	882
Female Sports Fans	69%	(508)	13%	(98)	17%	(128)	734
Olympics Fans	64%	(992)	15%	(240)	21%	(318)	1549
Avid Olympics Fans	67%	(282)	13%	(56)	20%	(83)	422
Casual Olympics Fans	63%	(710)	16%	(184)	21%	(234)	1128
Non-Olympics Fans	57%	(369)	17%	(109)	27%	(174)	651
Watched a Lot 2021 Olympics	69%	(194)	13%	(37)	18%	(51)	283
Didn't Watch any 2021 Olympics	55%	(418)	18%	(133)	27%	(204)	755
Watched a Lot/some 2021 Olympics	67%	(571)	15%	(126)	18%	(152)	849
Watched any 2021 Olympics	65%	(943)	15%	(215)	20%	(287)	1445
Familiar with Peacock	68%	(812)	16%	(192)	16%	(197)	1200
Peacock Subscriber	78%	(425)	14%	(76)	8%	(46)	548

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

Table MCSP3_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%	(1199)	14%	(300)	32%	(701)	2200
Gender: Male	55%	(579)	13%	(142)	32%	(340)	1062
Gender: Female	55%	(620)	14%	(158)	32%	(360)	1138
Age: 18-34	60%	(394)	18%	(117)	22%	(144)	655
Age: 35-44	60%	(216)	17%	(61)	23%	(81)	358
Age: 45-64	54%	(406)	12%	(91)	34%	(254)	751
Age: 65+	42%	(183)	7%	(32)	51%	(221)	436
GenZers: 1997-2012	58%	(143)	18%	(44)	25%	(61)	247
Millennials: 1981-1996	61%	(396)	18%	(116)	21%	(135)	647
GenXers: 1965-1980	58%	(312)	13%	(70)	29%	(154)	536
Baby Boomers: 1946-1964	46%	(316)	10%	(68)	44%	(297)	680
PID: Dem (no lean)	59%	(548)	12%	(115)	29%	(271)	934
PID: Ind (no lean)	53%	(340)	18%	(118)	29%	(187)	645
PID: Rep (no lean)	50%	(312)	11%	(67)	39%	(243)	621
PID/Gender: Dem Men	59%	(251)	12%	(51)	29%	(125)	427
PID/Gender: Dem Women	58%	(297)	13%	(65)	29%	(146)	507
PID/Gender: Ind Men	53%	(166)	19%	(60)	28%	(89)	316
PID/Gender: Ind Women	53%	(174)	17%	(58)	30%	(98)	329
PID/Gender: Rep Men	51%	(162)	10%	(31)	40%	(126)	320
PID/Gender: Rep Women	50%	(150)	12%	(35)	39%	(116)	302
Ideo: Liberal (1-3)	61%	(434)	14%	(99)	25%	(182)	715
Ideo: Moderate (4)	53%	(338)	15%	(93)	32%	(201)	633
Ideo: Conservative (5-7)	52%	(359)	12%	(81)	36%	(248)	687
Educ: < College	51%	(777)	14%	(211)	35%	(524)	1512
Educ: Bachelors degree	62%	(273)	12%	(52)	27%	(118)	444
Educ: Post-grad	61%	(149)	15%	(37)	24%	(58)	244
Income: Under 50k	48%	(621)	15%	(191)	38%	(488)	1300
Income: 50k-100k	61%	(383)	13%	(80)	26%	(165)	628
Income: 100k+	72%	(196)	11%	(30)	17%	(48)	273
Ethnicity: White	55%	(939)	13%	(229)	32%	(554)	1722

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Table MCSP3_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%	(1199)	14%	(300)	32%	(701)	2200
Ethnicity: Hispanic	50%	(174)	19%	(67)	31%	(108)	349
Ethnicity: Black	58%	(159)	14%	(38)	28%	(77)	274
Ethnicity: Other	50%	(101)	16%	(33)	34%	(70)	204
All Christian	53%	(531)	11%	(113)	35%	(352)	996
All Non-Christian	55%	(83)	18%	(27)	28%	(42)	151
Atheist	63%	(69)	14%	(16)	23%	(25)	111
Agnostic/Nothing in particular	56%	(326)	16%	(91)	28%	(166)	583
Something Else	53%	(190)	15%	(54)	32%	(115)	359
Religious Non-Protestant/Catholic	56%	(100)	18%	(32)	26%	(47)	179
Evangelical	52%	(294)	11%	(65)	37%	(209)	567
Non-Evangelical	54%	(402)	13%	(95)	33%	(248)	745
Community: Urban	55%	(367)	16%	(105)	29%	(192)	663
Community: Suburban	54%	(547)	13%	(137)	33%	(333)	1017
Community: Rural	55%	(286)	11%	(58)	34%	(176)	520
Employ: Private Sector	61%	(410)	15%	(99)	24%	(161)	669
Employ: Government	69%	(76)	7%	(7)	24%	(26)	110
Employ: Self-Employed	55%	(114)	22%	(46)	23%	(47)	208
Employ: Homemaker	55%	(97)	13%	(24)	32%	(57)	177
Employ: Student	60%	(65)	18%	(19)	22%	(23)	108
Employ: Retired	47%	(240)	8%	(40)	45%	(233)	513
Employ: Unemployed	47%	(134)	13%	(36)	40%	(113)	283
Employ: Other	48%	(63)	21%	(28)	31%	(41)	132
Military HH: Yes	52%	(181)	12%	(43)	36%	(123)	347
Military HH: No	55%	(1019)	14%	(257)	31%	(577)	1853
RD/WT: Right Direction	59%	(588)	13%	(133)	28%	(280)	1001
RD/WT: Wrong Track	51%	(611)	14%	(167)	35%	(421)	1199
Biden Job Approve	58%	(707)	14%	(168)	29%	(349)	1225
Biden Job Disapprove	51%	(444)	13%	(118)	36%	(313)	875

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Table MCSP3_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%	(1199)	14%	(300)	32%	(701)	2200
Biden Job Strongly Approve	58%	(380)	12%	(81)	29%	(192)	652
Biden Job Somewhat Approve	57%	(328)	15%	(87)	28%	(158)	573
Biden Job Somewhat Disapprove	55%	(137)	18%	(46)	27%	(68)	250
Biden Job Strongly Disapprove	49%	(307)	12%	(73)	39%	(245)	625
Favorable of Biden	59%	(722)	13%	(159)	28%	(340)	1220
Unfavorable of Biden	51%	(432)	14%	(119)	36%	(303)	854
Very Favorable of Biden	58%	(377)	13%	(83)	29%	(191)	652
Somewhat Favorable of Biden	61%	(345)	13%	(75)	26%	(148)	569
Somewhat Unfavorable of Biden	57%	(121)	13%	(27)	30%	(65)	212
Very Unfavorable of Biden	49%	(311)	14%	(92)	37%	(239)	642
#1 Issue: Economy	57%	(434)	14%	(110)	29%	(219)	763
#1 Issue: Security	47%	(153)	13%	(42)	40%	(128)	324
#1 Issue: Health Care	57%	(171)	14%	(43)	28%	(84)	299
#1 Issue: Medicare / Social Security	45%	(126)	9%	(24)	46%	(130)	281
#1 Issue: Women's Issues	65%	(87)	14%	(18)	21%	(29)	134
#1 Issue: Education	65%	(85)	17%	(23)	17%	(23)	130
#1 Issue: Energy	56%	(84)	17%	(25)	28%	(42)	151
#1 Issue: Other	50%	(60)	12%	(15)	38%	(46)	120
2020 Vote: Joe Biden	59%	(612)	14%	(149)	26%	(270)	1031
2020 Vote: Donald Trump	50%	(350)	12%	(83)	39%	(272)	704
2020 Vote: Other	67%	(39)	9%	(5)	24%	(14)	58
2020 Vote: Didn't Vote	49%	(199)	15%	(61)	36%	(145)	405
2018 House Vote: Democrat	60%	(439)	13%	(98)	26%	(192)	730
2018 House Vote: Republican	48%	(293)	11%	(69)	40%	(242)	604
2016 Vote: Hillary Clinton	59%	(415)	13%	(91)	27%	(191)	698
2016 Vote: Donald Trump	48%	(312)	12%	(77)	40%	(257)	646
2016 Vote: Other	59%	(60)	11%	(11)	30%	(31)	102
2016 Vote: Didn't Vote	55%	(412)	16%	(118)	29%	(221)	751

Continued on next page

Table MCSP3_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%	(1199)	14%	(300)	32%	(701)	2200
Voted in 2014: Yes	54%	(666)	13%	(158)	33%	(411)	1235
Voted in 2014: No	55%	(533)	15%	(142)	30%	(289)	965
4-Region: Northeast	54%	(214)	11%	(45)	34%	(134)	394
4-Region: Midwest	53%	(243)	11%	(52)	36%	(167)	462
4-Region: South	56%	(461)	13%	(105)	31%	(258)	824
4-Region: West	54%	(281)	19%	(98)	27%	(141)	520
Sports Fans	58%	(932)	13%	(212)	29%	(472)	1615
Avid Sports Fans	62%	(383)	10%	(65)	28%	(171)	619
Casual Sports Fans	55%	(549)	15%	(147)	30%	(301)	996
Non-Sports Fans	46%	(267)	15%	(88)	39%	(229)	585
Gen Z Sports Fans	59%	(105)	20%	(35)	21%	(37)	176
Millennial Sports Fans	64%	(326)	18%	(93)	18%	(93)	512
Gen X Sports Fans	65%	(248)	10%	(39)	25%	(96)	383
Boomer Sports Fans	47%	(228)	9%	(45)	44%	(213)	486
Democratic Sports Fans	60%	(430)	12%	(84)	28%	(199)	713
Republican Sports Fans	54%	(247)	11%	(49)	35%	(158)	455
Male Sports Fans	57%	(500)	13%	(113)	30%	(269)	882
Female Sports Fans	59%	(433)	13%	(99)	28%	(203)	734
Olympics Fans	57%	(882)	14%	(222)	29%	(446)	1549
Avid Olympics Fans	59%	(249)	14%	(58)	27%	(114)	422
Casual Olympics Fans	56%	(632)	14%	(163)	29%	(332)	1128
Non-Olympics Fans	49%	(318)	12%	(79)	39%	(255)	651
Watched a Lot 2021 Olympics	67%	(191)	13%	(36)	20%	(56)	283
Didn't Watch any 2021 Olympics	49%	(368)	13%	(96)	39%	(292)	755
Watched a Lot/some 2021 Olympics	59%	(502)	15%	(124)	26%	(224)	849
Watched any 2021 Olympics	58%	(832)	14%	(204)	28%	(409)	1445
Familiar with Peacock	62%	(742)	14%	(170)	24%	(288)	1200
Peacock Subscriber	71%	(388)	14%	(75)	16%	(85)	548

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

Table MCSP3_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	17%	(380)	11%	(244)	72%	(1576)	2200
Gender: Male	18%	(189)	12%	(129)	70%	(744)	1062
Gender: Female	17%	(191)	10%	(115)	73%	(832)	1138
Age: 18-34	24%	(154)	16%	(102)	61%	(399)	655
Age: 35-44	22%	(79)	17%	(60)	61%	(218)	358
Age: 45-64	16%	(119)	7%	(56)	77%	(576)	751
Age: 65+	6%	(28)	6%	(25)	88%	(383)	436
GenZers: 1997-2012	18%	(44)	15%	(38)	67%	(166)	247
Millennials: 1981-1996	25%	(160)	18%	(114)	58%	(373)	647
GenXers: 1965-1980	20%	(108)	9%	(49)	71%	(380)	536
Baby Boomers: 1946-1964	10%	(66)	6%	(40)	84%	(575)	680
PID: Dem (no lean)	22%	(207)	10%	(98)	67%	(629)	934
PID: Ind (no lean)	12%	(77)	13%	(85)	75%	(482)	645
PID: Rep (no lean)	15%	(96)	10%	(61)	75%	(465)	621
PID/Gender: Dem Men	24%	(102)	12%	(53)	64%	(272)	427
PID/Gender: Dem Women	21%	(105)	9%	(45)	70%	(357)	507
PID/Gender: Ind Men	10%	(31)	14%	(43)	77%	(242)	316
PID/Gender: Ind Women	14%	(47)	13%	(42)	73%	(241)	329
PID/Gender: Rep Men	18%	(56)	10%	(33)	72%	(230)	320
PID/Gender: Rep Women	13%	(40)	9%	(27)	78%	(235)	302
Ideo: Liberal (1-3)	24%	(168)	12%	(87)	64%	(460)	715
Ideo: Moderate (4)	14%	(90)	12%	(74)	74%	(469)	633
Ideo: Conservative (5-7)	14%	(100)	9%	(60)	77%	(528)	687
Educ: < College	16%	(247)	11%	(159)	73%	(1106)	1512
Educ: Bachelors degree	20%	(90)	13%	(56)	67%	(298)	444
Educ: Post-grad	18%	(43)	12%	(29)	70%	(172)	244
Income: Under 50k	15%	(193)	11%	(147)	74%	(960)	1300
Income: 50k-100k	18%	(113)	11%	(69)	71%	(446)	628
Income: 100k+	27%	(74)	11%	(29)	62%	(170)	273
Ethnicity: White	17%	(296)	10%	(179)	72%	(1247)	1722

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Table MCSP3_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	17%	(380)	11%	(244)	72%	(1576)	2200
Ethnicity: Hispanic	18%	(63)	16%	(57)	66%	(229)	349
Ethnicity: Black	20%	(55)	14%	(38)	66%	(181)	274
Ethnicity: Other	14%	(29)	13%	(27)	72%	(147)	204
All Christian	16%	(159)	9%	(92)	75%	(745)	996
All Non-Christian	34%	(52)	14%	(22)	51%	(77)	151
Atheist	21%	(24)	10%	(11)	69%	(76)	111
Agnostic/Nothing in particular	14%	(82)	14%	(81)	72%	(419)	583
Something Else	18%	(63)	10%	(38)	72%	(258)	359
Religious Non-Protestant/Catholic	31%	(56)	13%	(23)	56%	(100)	179
Evangelical	20%	(114)	11%	(61)	69%	(392)	567
Non-Evangelical	14%	(103)	9%	(66)	77%	(576)	745
Community: Urban	21%	(136)	14%	(94)	65%	(433)	663
Community: Suburban	17%	(169)	9%	(88)	75%	(760)	1017
Community: Rural	15%	(75)	12%	(62)	74%	(383)	520
Employ: Private Sector	23%	(156)	13%	(86)	64%	(427)	669
Employ: Government	25%	(27)	18%	(20)	57%	(62)	110
Employ: Self-Employed	21%	(43)	17%	(35)	63%	(130)	208
Employ: Homemaker	19%	(34)	6%	(11)	74%	(132)	177
Employ: Student	20%	(21)	11%	(11)	70%	(75)	108
Employ: Retired	9%	(47)	7%	(37)	84%	(429)	513
Employ: Unemployed	11%	(32)	9%	(24)	80%	(227)	283
Employ: Other	15%	(20)	14%	(19)	71%	(93)	132
Military HH: Yes	12%	(43)	11%	(37)	77%	(267)	347
Military HH: No	18%	(337)	11%	(207)	71%	(1309)	1853
RD/WT: Right Direction	21%	(210)	12%	(124)	67%	(668)	1001
RD/WT: Wrong Track	14%	(170)	10%	(121)	76%	(908)	1199
Biden Job Approve	20%	(250)	12%	(141)	68%	(833)	1225
Biden Job Disapprove	13%	(116)	10%	(89)	77%	(670)	875

Continued on next page

Table MCSP3_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	17%	(380)	11%	(244)	72%	(1576)	2200
Biden Job Strongly Approve	24%	(159)	11%	(73)	64%	(419)	652
Biden Job Somewhat Approve	16%	(91)	12%	(68)	72%	(414)	573
Biden Job Somewhat Disapprove	16%	(40)	12%	(30)	72%	(180)	250
Biden Job Strongly Disapprove	12%	(76)	9%	(59)	78%	(490)	625
Favorable of Biden	20%	(245)	12%	(146)	68%	(829)	1220
Unfavorable of Biden	13%	(110)	10%	(82)	78%	(662)	854
Very Favorable of Biden	23%	(151)	11%	(72)	66%	(429)	652
Somewhat Favorable of Biden	17%	(94)	13%	(74)	70%	(400)	569
Somewhat Unfavorable of Biden	18%	(39)	6%	(12)	76%	(161)	212
Very Unfavorable of Biden	11%	(71)	11%	(70)	78%	(501)	642
#1 Issue: Economy	18%	(136)	11%	(82)	71%	(544)	763
#1 Issue: Security	14%	(46)	10%	(34)	75%	(244)	324
#1 Issue: Health Care	19%	(58)	15%	(45)	66%	(196)	299
#1 Issue: Medicare / Social Security	12%	(33)	7%	(19)	81%	(228)	281
#1 Issue: Women's Issues	22%	(29)	15%	(20)	63%	(85)	134
#1 Issue: Education	27%	(36)	15%	(19)	58%	(75)	130
#1 Issue: Energy	19%	(29)	13%	(19)	68%	(102)	151
#1 Issue: Other	11%	(13)	5%	(6)	84%	(101)	120
2020 Vote: Joe Biden	21%	(219)	12%	(121)	67%	(691)	1031
2020 Vote: Donald Trump	13%	(94)	10%	(67)	77%	(543)	704
2020 Vote: Other	14%	(8)	11%	(6)	76%	(44)	58
2020 Vote: Didn't Vote	15%	(59)	12%	(50)	73%	(297)	405
2018 House Vote: Democrat	20%	(149)	12%	(85)	68%	(496)	730
2018 House Vote: Republican	14%	(82)	9%	(57)	77%	(464)	604
2016 Vote: Hillary Clinton	19%	(135)	11%	(78)	69%	(484)	698
2016 Vote: Donald Trump	14%	(93)	9%	(57)	77%	(497)	646
2016 Vote: Other	12%	(12)	7%	(7)	82%	(83)	102
2016 Vote: Didn't Vote	19%	(140)	13%	(101)	68%	(510)	751

Continued on next page

Table MCSP3_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	17%	(380)	11%	(244)	72%	(1576)	2200
Voted in 2014: Yes	17%	(212)	10%	(125)	73%	(899)	1235
Voted in 2014: No	17%	(169)	12%	(119)	70%	(677)	965
4-Region: Northeast	18%	(72)	12%	(47)	70%	(274)	394
4-Region: Midwest	16%	(76)	10%	(48)	73%	(338)	462
4-Region: South	16%	(132)	11%	(91)	73%	(601)	824
4-Region: West	19%	(100)	11%	(58)	70%	(362)	520
Sports Fans	18%	(297)	12%	(195)	70%	(1123)	1615
Avid Sports Fans	21%	(132)	14%	(85)	65%	(402)	619
Casual Sports Fans	17%	(165)	11%	(111)	72%	(721)	996
Non-Sports Fans	14%	(83)	8%	(49)	77%	(453)	585
Gen Z Sports Fans	19%	(33)	17%	(29)	65%	(114)	176
Millennial Sports Fans	28%	(141)	19%	(95)	54%	(276)	512
Gen X Sports Fans	21%	(80)	10%	(39)	69%	(265)	383
Boomer Sports Fans	9%	(41)	6%	(30)	85%	(415)	486
Democratic Sports Fans	22%	(158)	12%	(85)	66%	(470)	713
Republican Sports Fans	18%	(82)	10%	(47)	72%	(326)	455
Male Sports Fans	19%	(166)	13%	(114)	68%	(602)	882
Female Sports Fans	18%	(131)	11%	(81)	71%	(522)	734
Olympics Fans	18%	(282)	13%	(197)	69%	(1070)	1549
Avid Olympics Fans	28%	(117)	14%	(58)	59%	(247)	422
Casual Olympics Fans	15%	(166)	12%	(139)	73%	(823)	1128
Non-Olympics Fans	15%	(98)	7%	(47)	78%	(506)	651
Watched a Lot 2021 Olympics	33%	(93)	12%	(35)	55%	(155)	283
Didn't Watch any 2021 Olympics	15%	(115)	7%	(52)	78%	(588)	755
Watched a Lot/some 2021 Olympics	22%	(188)	14%	(122)	64%	(540)	849
Watched any 2021 Olympics	18%	(265)	13%	(192)	68%	(988)	1445
Familiar with Peacock	25%	(298)	14%	(166)	61%	(736)	1200
Peacock Subscriber	39%	(213)	12%	(66)	49%	(268)	548

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

Table MCSP3_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	14%	(317)	13%	(282)	73%	(1601)	2200
Gender: Male	17%	(182)	15%	(157)	68%	(722)	1062
Gender: Female	12%	(135)	11%	(125)	77%	(878)	1138
Age: 18-34	20%	(133)	19%	(125)	61%	(397)	655
Age: 35-44	23%	(82)	18%	(65)	59%	(210)	358
Age: 45-64	11%	(81)	9%	(68)	80%	(601)	751
Age: 65+	5%	(21)	5%	(24)	90%	(392)	436
GenZers: 1997-2012	11%	(28)	20%	(50)	69%	(170)	247
Millennials: 1981-1996	25%	(162)	19%	(124)	56%	(360)	647
GenXers: 1965-1980	16%	(86)	10%	(56)	73%	(394)	536
Baby Boomers: 1946-1964	6%	(38)	7%	(50)	87%	(593)	680
PID: Dem (no lean)	18%	(172)	11%	(104)	70%	(657)	934
PID: Ind (no lean)	10%	(65)	13%	(81)	77%	(499)	645
PID: Rep (no lean)	13%	(80)	16%	(97)	72%	(444)	621
PID/Gender: Dem Men	24%	(103)	13%	(57)	63%	(267)	427
PID/Gender: Dem Women	14%	(70)	9%	(47)	77%	(390)	507
PID/Gender: Ind Men	10%	(33)	15%	(48)	74%	(234)	316
PID/Gender: Ind Women	10%	(32)	10%	(33)	80%	(265)	329
PID/Gender: Rep Men	15%	(46)	16%	(52)	69%	(221)	320
PID/Gender: Rep Women	11%	(33)	15%	(45)	74%	(223)	302
Ideo: Liberal (1-3)	17%	(124)	13%	(90)	70%	(502)	715
Ideo: Moderate (4)	14%	(87)	11%	(70)	75%	(476)	633
Ideo: Conservative (5-7)	13%	(91)	15%	(101)	72%	(496)	687
Educ: < College	12%	(180)	12%	(174)	77%	(1158)	1512
Educ: Bachelors degree	19%	(86)	15%	(66)	66%	(292)	444
Educ: Post-grad	21%	(50)	17%	(42)	62%	(151)	244
Income: Under 50k	10%	(126)	13%	(169)	77%	(1004)	1300
Income: 50k-100k	18%	(113)	12%	(73)	70%	(441)	628
Income: 100k+	28%	(77)	15%	(41)	57%	(155)	273
Ethnicity: White	14%	(238)	12%	(202)	74%	(1282)	1722

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Table MCSP3_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	14%	(317)	13%	(282)	73%	(1601)	2200
Ethnicity: Hispanic	16%	(57)	22%	(75)	62%	(217)	349
Ethnicity: Black	19%	(52)	18%	(48)	63%	(174)	274
Ethnicity: Other	13%	(27)	16%	(33)	71%	(145)	204
All Christian	13%	(132)	12%	(121)	75%	(742)	996
All Non-Christian	27%	(41)	17%	(25)	56%	(85)	151
Atheist	9%	(10)	13%	(15)	78%	(86)	111
Agnostic/Nothing in particular	12%	(71)	12%	(72)	76%	(440)	583
Something Else	18%	(63)	14%	(50)	69%	(247)	359
Religious Non-Protestant/Catholic	25%	(45)	17%	(31)	57%	(103)	179
Evangelical	18%	(101)	16%	(89)	67%	(378)	567
Non-Evangelical	12%	(90)	10%	(72)	78%	(583)	745
Community: Urban	21%	(139)	16%	(104)	63%	(420)	663
Community: Suburban	13%	(130)	11%	(115)	76%	(772)	1017
Community: Rural	9%	(47)	12%	(63)	79%	(409)	520
Employ: Private Sector	22%	(148)	18%	(123)	59%	(398)	669
Employ: Government	24%	(26)	15%	(16)	61%	(67)	110
Employ: Self-Employed	22%	(46)	21%	(44)	57%	(117)	208
Employ: Homemaker	12%	(22)	6%	(11)	82%	(144)	177
Employ: Student	9%	(9)	18%	(19)	74%	(79)	108
Employ: Retired	5%	(27)	8%	(39)	87%	(447)	513
Employ: Unemployed	11%	(30)	5%	(14)	84%	(239)	283
Employ: Other	5%	(7)	12%	(16)	82%	(109)	132
Military HH: Yes	13%	(44)	12%	(42)	75%	(261)	347
Military HH: No	15%	(273)	13%	(240)	72%	(1339)	1853
RD/WT: Right Direction	19%	(189)	14%	(138)	67%	(674)	1001
RD/WT: Wrong Track	11%	(128)	12%	(145)	77%	(926)	1199
Biden Job Approve	17%	(212)	13%	(160)	70%	(852)	1225
Biden Job Disapprove	11%	(97)	13%	(115)	76%	(663)	875

Continued on next page

Table MCSP3_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	14%	(317)	13%	(282)	73%	(1601)	2200
Biden Job Strongly Approve	22%	(141)	12%	(76)	67%	(434)	652
Biden Job Somewhat Approve	12%	(71)	15%	(84)	73%	(418)	573
Biden Job Somewhat Disapprove	12%	(30)	17%	(43)	71%	(177)	250
Biden Job Strongly Disapprove	11%	(67)	12%	(72)	78%	(486)	625
Favorable of Biden	17%	(208)	12%	(146)	71%	(867)	1220
Unfavorable of Biden	11%	(93)	14%	(122)	75%	(639)	854
Very Favorable of Biden	22%	(143)	10%	(68)	68%	(440)	652
Somewhat Favorable of Biden	11%	(65)	14%	(77)	75%	(426)	569
Somewhat Unfavorable of Biden	15%	(31)	17%	(36)	68%	(145)	212
Very Unfavorable of Biden	10%	(62)	13%	(86)	77%	(494)	642
#1 Issue: Economy	18%	(134)	15%	(111)	68%	(518)	763
#1 Issue: Security	10%	(32)	14%	(46)	76%	(247)	324
#1 Issue: Health Care	17%	(51)	14%	(41)	69%	(207)	299
#1 Issue: Medicare / Social Security	8%	(22)	6%	(17)	86%	(242)	281
#1 Issue: Women's Issues	16%	(21)	16%	(21)	68%	(91)	134
#1 Issue: Education	21%	(27)	18%	(23)	61%	(79)	130
#1 Issue: Energy	17%	(25)	10%	(15)	73%	(110)	151
#1 Issue: Other	4%	(5)	7%	(8)	89%	(106)	120
2020 Vote: Joe Biden	18%	(183)	13%	(135)	69%	(714)	1031
2020 Vote: Donald Trump	13%	(93)	14%	(96)	73%	(516)	704
2020 Vote: Other	16%	(10)	16%	(9)	68%	(39)	58
2020 Vote: Didn't Vote	8%	(32)	11%	(43)	82%	(330)	405
2018 House Vote: Democrat	19%	(137)	11%	(79)	70%	(514)	730
2018 House Vote: Republican	14%	(86)	14%	(85)	72%	(433)	604
2016 Vote: Hillary Clinton	18%	(126)	10%	(69)	72%	(502)	698
2016 Vote: Donald Trump	13%	(83)	13%	(86)	74%	(477)	646
2016 Vote: Other	10%	(10)	13%	(13)	77%	(78)	102
2016 Vote: Didn't Vote	13%	(96)	15%	(113)	72%	(542)	751

Continued on next page

Table MCSP3_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	14%	(317)	13%	(282)	73%	(1601)	2200
Voted in 2014: Yes	17%	(204)	12%	(150)	71%	(882)	1235
Voted in 2014: No	12%	(113)	14%	(133)	75%	(719)	965
4-Region: Northeast	17%	(67)	12%	(47)	71%	(280)	394
4-Region: Midwest	10%	(47)	9%	(41)	81%	(374)	462
4-Region: South	16%	(131)	14%	(115)	70%	(578)	824
4-Region: West	14%	(72)	15%	(79)	71%	(369)	520
Sports Fans	18%	(294)	16%	(252)	66%	(1069)	1615
Avid Sports Fans	30%	(185)	18%	(112)	52%	(322)	619
Casual Sports Fans	11%	(109)	14%	(140)	75%	(747)	996
Non-Sports Fans	4%	(23)	5%	(30)	91%	(531)	585
Gen Z Sports Fans	14%	(24)	25%	(43)	62%	(109)	176
Millennial Sports Fans	30%	(154)	22%	(111)	48%	(247)	512
Gen X Sports Fans	21%	(80)	14%	(53)	65%	(250)	383
Boomer Sports Fans	7%	(33)	9%	(43)	84%	(410)	486
Democratic Sports Fans	23%	(165)	14%	(98)	63%	(450)	713
Republican Sports Fans	16%	(72)	19%	(88)	65%	(295)	455
Male Sports Fans	20%	(176)	17%	(147)	63%	(559)	882
Female Sports Fans	16%	(118)	14%	(106)	70%	(510)	734
Olympics Fans	18%	(272)	15%	(234)	67%	(1043)	1549
Avid Olympics Fans	32%	(134)	17%	(72)	51%	(216)	422
Casual Olympics Fans	12%	(138)	14%	(162)	73%	(827)	1128
Non-Olympics Fans	7%	(45)	7%	(48)	86%	(557)	651
Watched a Lot 2021 Olympics	37%	(105)	14%	(41)	49%	(137)	283
Didn't Watch any 2021 Olympics	7%	(55)	8%	(58)	85%	(642)	755
Watched a Lot/some 2021 Olympics	23%	(197)	18%	(153)	59%	(499)	849
Watched any 2021 Olympics	18%	(262)	16%	(224)	66%	(959)	1445
Familiar with Peacock	19%	(226)	15%	(176)	67%	(798)	1200
Peacock Subscriber	23%	(127)	15%	(80)	62%	(342)	548

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

Table MCSP3_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	44%	(979)	17%	(376)	38%	(845)	2200
Gender: Male	39%	(415)	18%	(194)	43%	(453)	1062
Gender: Female	49%	(563)	16%	(182)	34%	(392)	1138
Age: 18-34	63%	(412)	18%	(117)	19%	(126)	655
Age: 35-44	48%	(173)	24%	(86)	28%	(99)	358
Age: 45-64	40%	(297)	17%	(125)	44%	(329)	751
Age: 65+	22%	(97)	11%	(48)	67%	(291)	436
GenZers: 1997-2012	65%	(160)	16%	(40)	19%	(47)	247
Millennials: 1981-1996	58%	(374)	21%	(133)	22%	(139)	647
GenXers: 1965-1980	43%	(229)	21%	(112)	36%	(195)	536
Baby Boomers: 1946-1964	30%	(203)	12%	(83)	58%	(395)	680
PID: Dem (no lean)	48%	(445)	17%	(157)	36%	(332)	934
PID: Ind (no lean)	46%	(294)	19%	(120)	36%	(231)	645
PID: Rep (no lean)	39%	(239)	16%	(99)	46%	(283)	621
PID/Gender: Dem Men	43%	(183)	20%	(85)	37%	(159)	427
PID/Gender: Dem Women	52%	(262)	14%	(72)	34%	(173)	507
PID/Gender: Ind Men	41%	(130)	18%	(57)	41%	(129)	316
PID/Gender: Ind Women	50%	(164)	19%	(63)	31%	(102)	329
PID/Gender: Rep Men	32%	(102)	16%	(52)	52%	(166)	320
PID/Gender: Rep Women	45%	(137)	16%	(47)	39%	(117)	302
Ideo: Liberal (1-3)	52%	(370)	19%	(133)	30%	(213)	715
Ideo: Moderate (4)	47%	(295)	15%	(92)	39%	(246)	633
Ideo: Conservative (5-7)	36%	(247)	17%	(117)	47%	(323)	687
Educ: < College	45%	(684)	16%	(247)	38%	(581)	1512
Educ: Bachelors degree	46%	(205)	17%	(77)	36%	(161)	444
Educ: Post-grad	37%	(89)	21%	(52)	42%	(103)	244
Income: Under 50k	42%	(547)	18%	(231)	40%	(522)	1300
Income: 50k-100k	45%	(283)	16%	(103)	39%	(242)	628
Income: 100k+	55%	(149)	15%	(42)	30%	(82)	273
Ethnicity: White	43%	(739)	17%	(285)	41%	(698)	1722

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Table MCSP3_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	44%	(979)	17%	(376)	38%	(845)	2200
Ethnicity: Hispanic	51%	(177)	20%	(69)	30%	(103)	349
Ethnicity: Black	52%	(142)	21%	(58)	27%	(74)	274
Ethnicity: Other	48%	(97)	16%	(33)	36%	(74)	204
All Christian	40%	(398)	15%	(154)	45%	(444)	996
All Non-Christian	40%	(61)	23%	(34)	37%	(56)	151
Atheist	52%	(57)	20%	(22)	28%	(31)	111
Agnostic/Nothing in particular	50%	(293)	18%	(106)	32%	(184)	583
Something Else	47%	(169)	17%	(59)	36%	(130)	359
Religious Non-Protestant/Catholic	41%	(74)	21%	(38)	38%	(67)	179
Evangelical	42%	(238)	18%	(102)	40%	(228)	567
Non-Evangelical	42%	(312)	14%	(106)	44%	(327)	745
Community: Urban	50%	(330)	18%	(122)	32%	(211)	663
Community: Suburban	43%	(439)	15%	(150)	42%	(428)	1017
Community: Rural	40%	(209)	20%	(105)	40%	(206)	520
Employ: Private Sector	51%	(338)	18%	(122)	31%	(209)	669
Employ: Government	60%	(65)	22%	(24)	18%	(20)	110
Employ: Self-Employed	52%	(108)	17%	(35)	31%	(64)	208
Employ: Homemaker	61%	(108)	10%	(18)	29%	(51)	177
Employ: Student	59%	(64)	20%	(22)	21%	(23)	108
Employ: Retired	24%	(123)	14%	(73)	62%	(318)	513
Employ: Unemployed	42%	(120)	20%	(56)	38%	(107)	283
Employ: Other	40%	(52)	20%	(27)	40%	(53)	132
Military HH: Yes	36%	(126)	17%	(59)	47%	(163)	347
Military HH: No	46%	(853)	17%	(317)	37%	(683)	1853
RD/WT: Right Direction	45%	(452)	17%	(171)	38%	(378)	1001
RD/WT: Wrong Track	44%	(526)	17%	(205)	39%	(468)	1199
Biden Job Approve	47%	(577)	17%	(203)	36%	(445)	1225
Biden Job Disapprove	40%	(350)	18%	(157)	42%	(368)	875

Continued on next page

Table MCSP3_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	44%	(979)	17%	(376)	38%	(845)	2200
Biden Job Strongly Approve	46%	(299)	17%	(109)	37%	(244)	652
Biden Job Somewhat Approve	49%	(278)	16%	(94)	35%	(201)	573
Biden Job Somewhat Disapprove	49%	(122)	21%	(52)	30%	(76)	250
Biden Job Strongly Disapprove	37%	(228)	17%	(105)	47%	(291)	625
Favorable of Biden	48%	(587)	16%	(198)	36%	(435)	1220
Unfavorable of Biden	39%	(335)	18%	(155)	43%	(363)	854
Very Favorable of Biden	47%	(307)	16%	(103)	37%	(242)	652
Somewhat Favorable of Biden	49%	(280)	17%	(95)	34%	(193)	569
Somewhat Unfavorable of Biden	46%	(97)	18%	(38)	36%	(76)	212
Very Unfavorable of Biden	37%	(238)	18%	(117)	45%	(287)	642
#1 Issue: Economy	48%	(363)	17%	(130)	35%	(269)	763
#1 Issue: Security	31%	(100)	18%	(58)	51%	(166)	324
#1 Issue: Health Care	50%	(149)	17%	(52)	33%	(98)	299
#1 Issue: Medicare / Social Security	32%	(88)	15%	(42)	54%	(150)	281
#1 Issue: Women's Issues	61%	(81)	13%	(18)	26%	(35)	134
#1 Issue: Education	57%	(74)	26%	(34)	17%	(22)	130
#1 Issue: Energy	54%	(81)	16%	(23)	31%	(46)	151
#1 Issue: Other	36%	(43)	16%	(19)	48%	(58)	120
2020 Vote: Joe Biden	48%	(496)	17%	(177)	35%	(358)	1031
2020 Vote: Donald Trump	38%	(268)	16%	(115)	46%	(322)	704
2020 Vote: Other	39%	(22)	23%	(13)	38%	(22)	58
2020 Vote: Didn't Vote	47%	(192)	17%	(71)	35%	(142)	405
2018 House Vote: Democrat	47%	(342)	17%	(125)	36%	(262)	730
2018 House Vote: Republican	36%	(216)	14%	(87)	50%	(301)	604
2016 Vote: Hillary Clinton	45%	(312)	18%	(128)	37%	(258)	698
2016 Vote: Donald Trump	38%	(243)	15%	(98)	47%	(306)	646
2016 Vote: Other	35%	(36)	16%	(16)	49%	(50)	102
2016 Vote: Didn't Vote	52%	(388)	18%	(133)	31%	(231)	751

Continued on next page

Table MCSP3_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	44%	(979)	17%	(376)	38%	(845)	2200
Voted in 2014: Yes	41%	(506)	16%	(198)	43%	(531)	1235
Voted in 2014: No	49%	(472)	18%	(178)	33%	(314)	965
4-Region: Northeast	43%	(170)	15%	(61)	41%	(163)	394
4-Region: Midwest	45%	(207)	16%	(72)	40%	(183)	462
4-Region: South	45%	(374)	17%	(139)	38%	(312)	824
4-Region: West	44%	(227)	20%	(105)	36%	(188)	520
Sports Fans	45%	(734)	18%	(289)	37%	(593)	1615
Avid Sports Fans	48%	(294)	17%	(108)	35%	(216)	619
Casual Sports Fans	44%	(440)	18%	(181)	38%	(376)	996
Non-Sports Fans	42%	(245)	15%	(87)	43%	(253)	585
Gen Z Sports Fans	66%	(116)	17%	(30)	17%	(31)	176
Millennial Sports Fans	59%	(303)	21%	(109)	19%	(99)	512
Gen X Sports Fans	43%	(165)	21%	(81)	36%	(137)	383
Boomer Sports Fans	30%	(144)	13%	(63)	58%	(280)	486
Democratic Sports Fans	48%	(341)	18%	(132)	34%	(241)	713
Republican Sports Fans	40%	(180)	17%	(77)	43%	(198)	455
Male Sports Fans	40%	(353)	19%	(163)	41%	(365)	882
Female Sports Fans	52%	(381)	17%	(126)	31%	(227)	734
Olympics Fans	45%	(699)	19%	(293)	36%	(556)	1549
Avid Olympics Fans	52%	(218)	17%	(72)	31%	(132)	422
Casual Olympics Fans	43%	(481)	20%	(221)	38%	(425)	1128
Non-Olympics Fans	43%	(279)	13%	(83)	44%	(289)	651
Watched a Lot 2021 Olympics	53%	(149)	19%	(54)	28%	(80)	283
Didn't Watch any 2021 Olympics	42%	(314)	13%	(102)	45%	(340)	755
Watched a Lot/some 2021 Olympics	49%	(414)	20%	(166)	32%	(270)	849
Watched any 2021 Olympics	46%	(665)	19%	(275)	35%	(506)	1445
Familiar with Peacock	51%	(617)	19%	(225)	30%	(358)	1200
Peacock Subscriber	65%	(355)	17%	(95)	18%	(98)	548

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

Table MCSP3_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	14%	(313)	24%	(518)	62%	(1369)	2200
Gender: Male	17%	(181)	24%	(258)	59%	(623)	1062
Gender: Female	12%	(132)	23%	(260)	66%	(746)	1138
Age: 18-34	16%	(103)	20%	(130)	64%	(423)	655
Age: 35-44	22%	(79)	23%	(84)	54%	(195)	358
Age: 45-64	11%	(83)	27%	(201)	62%	(467)	751
Age: 65+	11%	(48)	24%	(103)	65%	(285)	436
GenZers: 1997-2012	11%	(27)	19%	(48)	70%	(172)	247
Millennials: 1981-1996	20%	(129)	21%	(134)	59%	(383)	647
GenXers: 1965-1980	13%	(70)	29%	(153)	58%	(312)	536
Baby Boomers: 1946-1964	11%	(76)	25%	(170)	64%	(434)	680
PID: Dem (no lean)	19%	(179)	20%	(190)	60%	(565)	934
PID: Ind (no lean)	11%	(70)	23%	(148)	66%	(426)	645
PID: Rep (no lean)	10%	(64)	29%	(179)	61%	(378)	621
PID/Gender: Dem Men	22%	(92)	22%	(96)	56%	(239)	427
PID/Gender: Dem Women	17%	(87)	19%	(94)	64%	(326)	507
PID/Gender: Ind Men	15%	(47)	22%	(69)	63%	(199)	316
PID/Gender: Ind Women	7%	(23)	24%	(79)	69%	(227)	329
PID/Gender: Rep Men	13%	(42)	29%	(93)	58%	(185)	320
PID/Gender: Rep Women	7%	(22)	29%	(86)	64%	(194)	302
Ideo: Liberal (1-3)	19%	(139)	24%	(172)	56%	(404)	715
Ideo: Moderate (4)	13%	(85)	21%	(135)	65%	(413)	633
Ideo: Conservative (5-7)	10%	(72)	25%	(175)	64%	(441)	687
Educ: < College	12%	(181)	23%	(343)	65%	(988)	1512
Educ: Bachelors degree	17%	(75)	26%	(114)	57%	(254)	444
Educ: Post-grad	23%	(57)	25%	(60)	52%	(127)	244
Income: Under 50k	10%	(135)	22%	(280)	68%	(885)	1300
Income: 50k-100k	17%	(109)	26%	(163)	57%	(356)	628
Income: 100k+	26%	(70)	27%	(75)	47%	(128)	273
Ethnicity: White	13%	(230)	24%	(405)	63%	(1086)	1722

Continued on next page

Table MCSP3_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	14%	(313)	24%	(518)	62%	(1369)	2200
Ethnicity: Hispanic	15%	(51)	26%	(91)	59%	(207)	349
Ethnicity: Black	20%	(54)	29%	(79)	52%	(141)	274
Ethnicity: Other	14%	(29)	17%	(34)	69%	(141)	204
All Christian	16%	(158)	23%	(230)	61%	(607)	996
All Non-Christian	24%	(36)	24%	(37)	52%	(78)	151
Atheist	9%	(10)	26%	(29)	65%	(72)	111
Agnostic/Nothing in particular	12%	(69)	22%	(127)	66%	(387)	583
Something Else	11%	(40)	26%	(95)	62%	(224)	359
Religious Non-Protestant/Catholic	22%	(40)	24%	(44)	53%	(95)	179
Evangelical	15%	(86)	26%	(149)	59%	(332)	567
Non-Evangelical	15%	(108)	22%	(164)	63%	(472)	745
Community: Urban	19%	(124)	23%	(151)	59%	(388)	663
Community: Suburban	14%	(138)	22%	(228)	64%	(652)	1017
Community: Rural	10%	(52)	27%	(139)	63%	(329)	520
Employ: Private Sector	18%	(120)	26%	(172)	56%	(378)	669
Employ: Government	26%	(29)	18%	(20)	56%	(61)	110
Employ: Self-Employed	21%	(43)	23%	(48)	56%	(116)	208
Employ: Homemaker	7%	(12)	21%	(36)	73%	(128)	177
Employ: Student	6%	(6)	24%	(26)	70%	(76)	108
Employ: Retired	11%	(58)	25%	(126)	64%	(329)	513
Employ: Unemployed	12%	(35)	20%	(56)	68%	(192)	283
Employ: Other	8%	(11)	25%	(33)	67%	(88)	132
Military HH: Yes	12%	(43)	29%	(101)	59%	(204)	347
Military HH: No	15%	(271)	23%	(417)	63%	(1166)	1853
RD/WT: Right Direction	20%	(199)	22%	(216)	59%	(586)	1001
RD/WT: Wrong Track	10%	(114)	25%	(302)	65%	(783)	1199
Biden Job Approve	18%	(215)	23%	(281)	60%	(729)	1225
Biden Job Disapprove	11%	(93)	25%	(220)	64%	(563)	875

Continued on next page

Table MCSP3_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	14%	(313)	24%	(518)	62%	(1369)	2200
Biden Job Strongly Approve	23%	(152)	22%	(140)	55%	(359)	652
Biden Job Somewhat Approve	11%	(62)	25%	(140)	65%	(370)	573
Biden Job Somewhat Disapprove	10%	(26)	28%	(71)	61%	(153)	250
Biden Job Strongly Disapprove	11%	(67)	24%	(148)	66%	(410)	625
Favorable of Biden	18%	(216)	24%	(292)	58%	(712)	1220
Unfavorable of Biden	10%	(82)	25%	(211)	66%	(561)	854
Very Favorable of Biden	24%	(155)	22%	(143)	54%	(354)	652
Somewhat Favorable of Biden	11%	(62)	26%	(149)	63%	(358)	569
Somewhat Unfavorable of Biden	12%	(25)	26%	(54)	63%	(133)	212
Very Unfavorable of Biden	9%	(57)	24%	(156)	67%	(428)	642
#1 Issue: Economy	15%	(116)	24%	(184)	61%	(463)	763
#1 Issue: Security	13%	(42)	25%	(80)	62%	(201)	324
#1 Issue: Health Care	17%	(50)	22%	(67)	61%	(181)	299
#1 Issue: Medicare / Social Security	9%	(26)	28%	(77)	63%	(177)	281
#1 Issue: Women's Issues	17%	(22)	16%	(21)	68%	(90)	134
#1 Issue: Education	20%	(25)	23%	(30)	58%	(75)	130
#1 Issue: Energy	12%	(19)	25%	(38)	63%	(94)	151
#1 Issue: Other	10%	(12)	17%	(21)	73%	(87)	120
2020 Vote: Joe Biden	19%	(200)	24%	(245)	57%	(586)	1031
2020 Vote: Donald Trump	10%	(73)	25%	(177)	64%	(454)	704
2020 Vote: Other	6%	(3)	31%	(18)	64%	(37)	58
2020 Vote: Didn't Vote	9%	(37)	19%	(77)	72%	(291)	405
2018 House Vote: Democrat	19%	(140)	25%	(181)	56%	(408)	730
2018 House Vote: Republican	11%	(67)	26%	(158)	63%	(379)	604
2016 Vote: Hillary Clinton	20%	(140)	25%	(175)	55%	(383)	698
2016 Vote: Donald Trump	11%	(68)	25%	(160)	65%	(418)	646
2016 Vote: Other	9%	(9)	19%	(19)	72%	(73)	102
2016 Vote: Didn't Vote	13%	(96)	22%	(163)	65%	(492)	751

Continued on next page

Table MCSP3_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	14%	(313)	24%	(518)	62%	(1369)	2200
Voted in 2014: Yes	16%	(200)	25%	(304)	59%	(731)	1235
Voted in 2014: No	12%	(113)	22%	(214)	66%	(638)	965
4-Region: Northeast	22%	(85)	19%	(75)	59%	(234)	394
4-Region: Midwest	8%	(38)	19%	(87)	73%	(337)	462
4-Region: South	15%	(126)	25%	(206)	60%	(492)	824
4-Region: West	12%	(64)	29%	(150)	59%	(306)	520
Sports Fans	17%	(275)	25%	(408)	58%	(932)	1615
Avid Sports Fans	22%	(139)	25%	(158)	52%	(322)	619
Casual Sports Fans	14%	(136)	25%	(251)	61%	(610)	996
Non-Sports Fans	7%	(38)	19%	(109)	75%	(437)	585
Gen Z Sports Fans	12%	(21)	24%	(42)	64%	(113)	176
Millennial Sports Fans	23%	(119)	22%	(112)	55%	(281)	512
Gen X Sports Fans	17%	(66)	30%	(114)	53%	(204)	383
Boomer Sports Fans	13%	(61)	27%	(132)	60%	(293)	486
Democratic Sports Fans	22%	(158)	22%	(157)	56%	(399)	713
Republican Sports Fans	12%	(53)	32%	(144)	57%	(258)	455
Male Sports Fans	19%	(169)	24%	(215)	56%	(498)	882
Female Sports Fans	15%	(107)	26%	(193)	59%	(434)	734
Olympics Fans	17%	(266)	25%	(390)	58%	(894)	1549
Avid Olympics Fans	28%	(116)	25%	(104)	48%	(201)	422
Casual Olympics Fans	13%	(149)	25%	(286)	61%	(692)	1128
Non-Olympics Fans	7%	(48)	20%	(128)	73%	(475)	651
Watched a Lot 2021 Olympics	29%	(83)	21%	(59)	50%	(141)	283
Didn't Watch any 2021 Olympics	8%	(59)	20%	(154)	72%	(541)	755
Watched a Lot/some 2021 Olympics	21%	(177)	25%	(208)	55%	(463)	849
Watched any 2021 Olympics	18%	(254)	25%	(363)	57%	(828)	1445
Familiar with Peacock	19%	(223)	27%	(321)	55%	(656)	1200
Peacock Subscriber	25%	(136)	26%	(143)	49%	(268)	548

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

Table MCSP3_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%	(280)	22%	(479)	65%	(1441)	2200
Gender: Male	15%	(155)	22%	(237)	63%	(670)	1062
Gender: Female	11%	(125)	21%	(242)	68%	(771)	1138
Age: 18-34	16%	(106)	21%	(137)	63%	(412)	655
Age: 35-44	18%	(65)	22%	(79)	60%	(213)	358
Age: 45-64	9%	(67)	24%	(178)	67%	(506)	751
Age: 65+	10%	(42)	19%	(85)	71%	(309)	436
GenZers: 1997-2012	10%	(25)	18%	(44)	72%	(178)	247
Millennials: 1981-1996	20%	(130)	23%	(146)	57%	(371)	647
GenXers: 1965-1980	10%	(56)	25%	(132)	65%	(348)	536
Baby Boomers: 1946-1964	9%	(60)	21%	(142)	70%	(479)	680
PID: Dem (no lean)	17%	(156)	22%	(208)	61%	(570)	934
PID: Ind (no lean)	10%	(66)	20%	(131)	69%	(447)	645
PID: Rep (no lean)	9%	(58)	23%	(140)	68%	(423)	621
PID/Gender: Dem Men	20%	(86)	25%	(106)	55%	(235)	427
PID/Gender: Dem Women	14%	(70)	20%	(102)	66%	(335)	507
PID/Gender: Ind Men	12%	(39)	19%	(60)	69%	(217)	316
PID/Gender: Ind Women	8%	(27)	22%	(71)	70%	(231)	329
PID/Gender: Rep Men	10%	(31)	22%	(71)	68%	(218)	320
PID/Gender: Rep Women	9%	(27)	23%	(69)	68%	(206)	302
Ideo: Liberal (1-3)	16%	(118)	25%	(177)	59%	(421)	715
Ideo: Moderate (4)	13%	(81)	18%	(112)	70%	(440)	633
Ideo: Conservative (5-7)	10%	(67)	23%	(157)	67%	(463)	687
Educ: < College	11%	(170)	21%	(316)	68%	(1027)	1512
Educ: Bachelors degree	14%	(61)	24%	(108)	62%	(275)	444
Educ: Post-grad	20%	(49)	23%	(56)	57%	(139)	244
Income: Under 50k	10%	(124)	20%	(263)	70%	(913)	1300
Income: 50k-100k	16%	(100)	23%	(147)	61%	(381)	628
Income: 100k+	21%	(56)	25%	(69)	54%	(147)	273
Ethnicity: White	11%	(190)	22%	(379)	67%	(1152)	1722

Continued on next page

Table MCSP3_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%	(280)	22%	(479)	65%	(1441)	2200
Ethnicity: Hispanic	9%	(30)	29%	(102)	62%	(217)	349
Ethnicity: Black	26%	(70)	25%	(67)	50%	(137)	274
Ethnicity: Other	10%	(20)	16%	(33)	74%	(151)	204
All Christian	13%	(133)	22%	(217)	65%	(646)	996
All Non-Christian	27%	(41)	21%	(32)	52%	(79)	151
Atheist	6%	(7)	26%	(29)	68%	(75)	111
Agnostic/Nothing in particular	11%	(64)	20%	(120)	69%	(400)	583
Something Else	10%	(36)	23%	(82)	67%	(241)	359
Religious Non-Protestant/Catholic	26%	(46)	20%	(36)	54%	(97)	179
Evangelical	14%	(78)	24%	(136)	62%	(354)	567
Non-Evangelical	11%	(84)	21%	(158)	68%	(503)	745
Community: Urban	17%	(113)	21%	(139)	62%	(411)	663
Community: Suburban	11%	(116)	20%	(204)	69%	(697)	1017
Community: Rural	10%	(52)	26%	(136)	64%	(332)	520
Employ: Private Sector	16%	(109)	24%	(164)	59%	(397)	669
Employ: Government	20%	(22)	23%	(25)	57%	(63)	110
Employ: Self-Employed	19%	(40)	24%	(49)	57%	(118)	208
Employ: Homemaker	9%	(15)	20%	(36)	71%	(126)	177
Employ: Student	8%	(9)	16%	(17)	76%	(82)	108
Employ: Retired	10%	(52)	22%	(111)	68%	(350)	513
Employ: Unemployed	8%	(22)	17%	(49)	75%	(212)	283
Employ: Other	8%	(11)	22%	(29)	70%	(93)	132
Military HH: Yes	13%	(47)	25%	(86)	62%	(214)	347
Military HH: No	13%	(234)	21%	(393)	66%	(1226)	1853
RD/WT: Right Direction	18%	(177)	23%	(225)	60%	(599)	1001
RD/WT: Wrong Track	9%	(103)	21%	(254)	70%	(842)	1199
Biden Job Approve	16%	(201)	22%	(273)	61%	(751)	1225
Biden Job Disapprove	8%	(74)	22%	(188)	70%	(613)	875

Continued on next page

Table MCSP3_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%	(280)	22%	(479)	65%	(1441)	2200
Biden Job Strongly Approve	21%	(134)	23%	(148)	57%	(370)	652
Biden Job Somewhat Approve	12%	(67)	22%	(124)	67%	(382)	573
Biden Job Somewhat Disapprove	6%	(16)	27%	(67)	67%	(168)	250
Biden Job Strongly Disapprove	9%	(58)	19%	(122)	71%	(445)	625
Favorable of Biden	16%	(196)	23%	(282)	61%	(743)	1220
Unfavorable of Biden	8%	(72)	21%	(177)	71%	(605)	854
Very Favorable of Biden	21%	(134)	22%	(144)	57%	(374)	652
Somewhat Favorable of Biden	11%	(62)	24%	(138)	65%	(369)	569
Somewhat Unfavorable of Biden	9%	(19)	22%	(47)	69%	(146)	212
Very Unfavorable of Biden	8%	(53)	20%	(130)	72%	(459)	642
#1 Issue: Economy	14%	(103)	22%	(165)	65%	(495)	763
#1 Issue: Security	12%	(38)	24%	(78)	64%	(209)	324
#1 Issue: Health Care	15%	(44)	21%	(63)	64%	(192)	299
#1 Issue: Medicare / Social Security	8%	(23)	24%	(67)	68%	(190)	281
#1 Issue: Women's Issues	20%	(27)	16%	(22)	64%	(85)	134
#1 Issue: Education	19%	(24)	21%	(27)	60%	(78)	130
#1 Issue: Energy	11%	(16)	22%	(33)	67%	(101)	151
#1 Issue: Other	4%	(5)	20%	(24)	76%	(91)	120
2020 Vote: Joe Biden	17%	(174)	23%	(238)	60%	(618)	1031
2020 Vote: Donald Trump	9%	(67)	20%	(142)	70%	(495)	704
2020 Vote: Other	7%	(4)	32%	(18)	62%	(36)	58
2020 Vote: Didn't Vote	9%	(35)	20%	(80)	72%	(290)	405
2018 House Vote: Democrat	16%	(118)	23%	(170)	61%	(442)	730
2018 House Vote: Republican	11%	(68)	21%	(124)	68%	(411)	604
2016 Vote: Hillary Clinton	17%	(118)	23%	(163)	60%	(417)	698
2016 Vote: Donald Trump	11%	(69)	20%	(129)	69%	(448)	646
2016 Vote: Other	9%	(9)	20%	(21)	71%	(72)	102
2016 Vote: Didn't Vote	11%	(85)	22%	(166)	67%	(501)	751

Continued on next page

Table MCSP3_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%	(280)	22%	(479)	65%	(1441)	2200
Voted in 2014: Yes	14%	(178)	21%	(265)	64%	(793)	1235
Voted in 2014: No	11%	(102)	22%	(214)	67%	(648)	965
4-Region: Northeast	16%	(62)	19%	(75)	65%	(257)	394
4-Region: Midwest	9%	(40)	16%	(75)	75%	(347)	462
4-Region: South	14%	(113)	24%	(199)	62%	(513)	824
4-Region: West	13%	(65)	25%	(131)	62%	(324)	520
Sports Fans	15%	(244)	23%	(378)	61%	(993)	1615
Avid Sports Fans	18%	(114)	25%	(153)	57%	(351)	619
Casual Sports Fans	13%	(130)	23%	(225)	64%	(642)	996
Non-Sports Fans	6%	(36)	17%	(101)	76%	(447)	585
Gen Z Sports Fans	12%	(21)	21%	(37)	67%	(118)	176
Millennial Sports Fans	23%	(118)	25%	(127)	52%	(267)	512
Gen X Sports Fans	12%	(47)	25%	(98)	62%	(239)	383
Boomer Sports Fans	10%	(51)	22%	(106)	68%	(329)	486
Democratic Sports Fans	20%	(142)	24%	(170)	56%	(402)	713
Republican Sports Fans	10%	(46)	25%	(115)	65%	(294)	455
Male Sports Fans	16%	(142)	23%	(202)	61%	(537)	882
Female Sports Fans	14%	(102)	24%	(176)	62%	(456)	734
Olympics Fans	15%	(230)	24%	(365)	62%	(954)	1549
Avid Olympics Fans	25%	(106)	25%	(107)	49%	(208)	422
Casual Olympics Fans	11%	(124)	23%	(257)	66%	(746)	1128
Non-Olympics Fans	8%	(50)	18%	(114)	75%	(486)	651
Watched a Lot 2021 Olympics	30%	(84)	22%	(63)	48%	(135)	283
Didn't Watch any 2021 Olympics	7%	(55)	18%	(138)	75%	(563)	755
Watched a Lot/some 2021 Olympics	20%	(169)	23%	(199)	57%	(481)	849
Watched any 2021 Olympics	16%	(226)	24%	(341)	61%	(878)	1445
Familiar with Peacock	17%	(199)	25%	(301)	58%	(700)	1200
Peacock Subscriber	23%	(126)	26%	(142)	51%	(279)	548

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

Table MCSP3_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	14%	(317)	11%	(236)	75%	(1647)	2200
Gender: Male	16%	(171)	11%	(114)	73%	(777)	1062
Gender: Female	13%	(146)	11%	(122)	76%	(870)	1138
Age: 18-34	18%	(118)	19%	(125)	63%	(412)	655
Age: 35-44	23%	(81)	13%	(45)	65%	(232)	358
Age: 45-64	11%	(82)	6%	(47)	83%	(622)	751
Age: 65+	8%	(36)	4%	(19)	87%	(381)	436
GenZers: 1997-2012	15%	(37)	20%	(50)	65%	(160)	247
Millennials: 1981-1996	21%	(139)	16%	(102)	63%	(406)	647
GenXers: 1965-1980	13%	(69)	9%	(48)	78%	(419)	536
Baby Boomers: 1946-1964	10%	(68)	5%	(35)	85%	(578)	680
PID: Dem (no lean)	20%	(185)	12%	(115)	68%	(633)	934
PID: Ind (no lean)	11%	(69)	10%	(62)	80%	(514)	645
PID: Rep (no lean)	10%	(63)	10%	(59)	80%	(499)	621
PID/Gender: Dem Men	23%	(100)	14%	(58)	63%	(269)	427
PID/Gender: Dem Women	17%	(85)	11%	(57)	72%	(365)	507
PID/Gender: Ind Men	9%	(28)	11%	(34)	80%	(253)	316
PID/Gender: Ind Women	12%	(41)	9%	(28)	79%	(261)	329
PID/Gender: Rep Men	13%	(43)	7%	(22)	80%	(255)	320
PID/Gender: Rep Women	7%	(20)	12%	(37)	81%	(245)	302
Ideo: Liberal (1-3)	22%	(156)	13%	(91)	65%	(468)	715
Ideo: Moderate (4)	13%	(82)	8%	(53)	79%	(498)	633
Ideo: Conservative (5-7)	10%	(69)	11%	(74)	79%	(545)	687
Educ: < College	11%	(166)	10%	(148)	79%	(1198)	1512
Educ: Bachelors degree	21%	(91)	12%	(55)	67%	(298)	444
Educ: Post-grad	25%	(60)	13%	(33)	62%	(151)	244
Income: Under 50k	10%	(124)	9%	(122)	81%	(1053)	1300
Income: 50k-100k	17%	(106)	13%	(80)	70%	(441)	628
Income: 100k+	32%	(88)	12%	(33)	56%	(152)	273
Ethnicity: White	14%	(246)	10%	(168)	76%	(1307)	1722

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Table MCSP3_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	14%	(317)	11%	(236)	75%	(1647)	2200
Ethnicity: Hispanic	14%	(49)	18%	(62)	68%	(239)	349
Ethnicity: Black	17%	(47)	18%	(48)	65%	(180)	274
Ethnicity: Other	12%	(24)	10%	(20)	78%	(160)	204
All Christian	16%	(157)	9%	(89)	75%	(750)	996
All Non-Christian	28%	(42)	17%	(25)	56%	(84)	151
Atheist	9%	(10)	12%	(13)	79%	(87)	111
Agnostic/Nothing in particular	12%	(71)	12%	(71)	76%	(442)	583
Something Else	11%	(39)	11%	(38)	79%	(283)	359
Religious Non-Protestant/Catholic	25%	(45)	17%	(30)	58%	(104)	179
Evangelical	14%	(81)	11%	(63)	75%	(423)	567
Non-Evangelical	15%	(110)	8%	(56)	78%	(579)	745
Community: Urban	20%	(129)	14%	(90)	67%	(444)	663
Community: Suburban	13%	(135)	10%	(104)	76%	(778)	1017
Community: Rural	10%	(53)	8%	(41)	82%	(425)	520
Employ: Private Sector	22%	(145)	12%	(82)	66%	(443)	669
Employ: Government	22%	(24)	18%	(20)	60%	(66)	110
Employ: Self-Employed	12%	(25)	18%	(38)	70%	(145)	208
Employ: Homemaker	11%	(19)	11%	(19)	78%	(138)	177
Employ: Student	21%	(23)	21%	(22)	58%	(63)	108
Employ: Retired	8%	(42)	6%	(29)	86%	(442)	513
Employ: Unemployed	9%	(25)	5%	(13)	86%	(245)	283
Employ: Other	11%	(14)	10%	(13)	79%	(105)	132
Military HH: Yes	14%	(48)	7%	(23)	79%	(276)	347
Military HH: No	15%	(269)	11%	(213)	74%	(1371)	1853
RD/WT: Right Direction	19%	(188)	13%	(127)	69%	(686)	1001
RD/WT: Wrong Track	11%	(129)	9%	(109)	80%	(961)	1199
Biden Job Approve	18%	(225)	11%	(140)	70%	(859)	1225
Biden Job Disapprove	10%	(87)	10%	(84)	80%	(704)	875

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Table MCSP3_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	14%	(317)	11%	(236)	75%	(1647)	2200
Biden Job Strongly Approve	21%	(140)	12%	(80)	66%	(432)	652
Biden Job Somewhat Approve	15%	(85)	11%	(61)	75%	(427)	573
Biden Job Somewhat Disapprove	14%	(35)	12%	(31)	74%	(185)	250
Biden Job Strongly Disapprove	8%	(52)	8%	(53)	83%	(520)	625
Favorable of Biden	19%	(230)	12%	(143)	69%	(847)	1220
Unfavorable of Biden	9%	(75)	9%	(78)	82%	(701)	854
Very Favorable of Biden	21%	(137)	12%	(80)	67%	(435)	652
Somewhat Favorable of Biden	16%	(93)	11%	(63)	73%	(412)	569
Somewhat Unfavorable of Biden	11%	(23)	11%	(22)	79%	(167)	212
Very Unfavorable of Biden	8%	(52)	9%	(55)	83%	(534)	642
#1 Issue: Economy	16%	(123)	11%	(86)	73%	(553)	763
#1 Issue: Security	10%	(34)	9%	(30)	80%	(261)	324
#1 Issue: Health Care	18%	(53)	12%	(35)	70%	(211)	299
#1 Issue: Medicare / Social Security	9%	(26)	6%	(16)	85%	(239)	281
#1 Issue: Women's Issues	21%	(28)	16%	(22)	63%	(84)	134
#1 Issue: Education	16%	(21)	11%	(15)	72%	(94)	130
#1 Issue: Energy	16%	(24)	16%	(24)	68%	(103)	151
#1 Issue: Other	8%	(9)	6%	(8)	86%	(103)	120
2020 Vote: Joe Biden	20%	(203)	12%	(126)	68%	(702)	1031
2020 Vote: Donald Trump	10%	(70)	10%	(70)	80%	(565)	704
2020 Vote: Other	9%	(5)	10%	(6)	81%	(47)	58
2020 Vote: Didn't Vote	10%	(39)	8%	(34)	82%	(331)	405
2018 House Vote: Democrat	21%	(153)	11%	(83)	68%	(494)	730
2018 House Vote: Republican	10%	(63)	9%	(57)	80%	(483)	604
2016 Vote: Hillary Clinton	19%	(136)	11%	(79)	69%	(483)	698
2016 Vote: Donald Trump	11%	(74)	8%	(53)	80%	(520)	646
2016 Vote: Other	9%	(10)	6%	(7)	84%	(85)	102
2016 Vote: Didn't Vote	13%	(98)	13%	(97)	74%	(556)	751

Continued on next page

Table MCSP3_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	14%	(317)	11%	(236)	75%	(1647)	2200
Voted in 2014: Yes	16%	(197)	10%	(119)	74%	(919)	1235
Voted in 2014: No	12%	(120)	12%	(117)	75%	(727)	965
4-Region: Northeast	16%	(62)	12%	(48)	72%	(284)	394
4-Region: Midwest	10%	(48)	8%	(37)	81%	(377)	462
4-Region: South	15%	(121)	11%	(93)	74%	(610)	824
4-Region: West	17%	(87)	11%	(58)	72%	(376)	520
Sports Fans	16%	(266)	12%	(187)	72%	(1162)	1615
Avid Sports Fans	23%	(140)	14%	(86)	63%	(393)	619
Casual Sports Fans	13%	(126)	10%	(100)	77%	(770)	996
Non-Sports Fans	9%	(51)	8%	(49)	83%	(484)	585
Gen Z Sports Fans	16%	(28)	23%	(41)	61%	(107)	176
Millennial Sports Fans	24%	(124)	17%	(86)	59%	(303)	512
Gen X Sports Fans	14%	(53)	10%	(38)	76%	(292)	383
Boomer Sports Fans	12%	(59)	4%	(21)	84%	(406)	486
Democratic Sports Fans	22%	(157)	14%	(97)	64%	(460)	713
Republican Sports Fans	12%	(57)	9%	(42)	78%	(356)	455
Male Sports Fans	18%	(154)	11%	(100)	71%	(627)	882
Female Sports Fans	15%	(112)	12%	(87)	73%	(535)	734
Olympics Fans	17%	(271)	13%	(196)	70%	(1082)	1549
Avid Olympics Fans	31%	(130)	16%	(69)	53%	(223)	422
Casual Olympics Fans	12%	(141)	11%	(127)	76%	(859)	1128
Non-Olympics Fans	7%	(47)	6%	(40)	87%	(565)	651
Watched a Lot 2021 Olympics	34%	(95)	17%	(47)	50%	(140)	283
Didn't Watch any 2021 Olympics	8%	(58)	6%	(45)	86%	(653)	755
Watched a Lot/some 2021 Olympics	23%	(194)	15%	(130)	62%	(525)	849
Watched any 2021 Olympics	18%	(259)	13%	(191)	69%	(994)	1445
Familiar with Peacock	20%	(237)	12%	(146)	68%	(817)	1200
Peacock Subscriber	27%	(147)	12%	(66)	61%	(335)	548

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

Table MCSP3_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	37%	(816)	14%	(304)	49%	(1080)	2200
Gender: Male	36%	(382)	12%	(130)	52%	(550)	1062
Gender: Female	38%	(434)	15%	(174)	47%	(530)	1138
Age: 18-34	56%	(367)	18%	(117)	26%	(171)	655
Age: 35-44	50%	(179)	15%	(54)	35%	(124)	358
Age: 45-64	28%	(207)	14%	(103)	59%	(441)	751
Age: 65+	14%	(62)	7%	(29)	79%	(345)	436
GenZers: 1997-2012	55%	(137)	18%	(44)	27%	(67)	247
Millennials: 1981-1996	56%	(363)	17%	(111)	27%	(172)	647
GenXers: 1965-1980	33%	(178)	15%	(81)	52%	(278)	536
Baby Boomers: 1946-1964	19%	(131)	10%	(65)	71%	(484)	680
PID: Dem (no lean)	42%	(389)	13%	(123)	45%	(422)	934
PID: Ind (no lean)	35%	(223)	17%	(108)	49%	(314)	645
PID: Rep (no lean)	33%	(204)	12%	(73)	55%	(345)	621
PID/Gender: Dem Men	43%	(181)	12%	(51)	46%	(194)	427
PID/Gender: Dem Women	41%	(208)	14%	(72)	45%	(227)	507
PID/Gender: Ind Men	29%	(92)	15%	(49)	55%	(175)	316
PID/Gender: Ind Women	40%	(131)	18%	(59)	42%	(139)	329
PID/Gender: Rep Men	34%	(108)	9%	(30)	57%	(181)	320
PID/Gender: Rep Women	32%	(95)	14%	(43)	54%	(164)	302
Ideo: Liberal (1-3)	43%	(306)	15%	(110)	42%	(299)	715
Ideo: Moderate (4)	38%	(240)	11%	(71)	51%	(322)	633
Ideo: Conservative (5-7)	32%	(222)	12%	(84)	55%	(381)	687
Educ: < College	35%	(524)	13%	(200)	52%	(788)	1512
Educ: Bachelors degree	44%	(195)	13%	(60)	43%	(189)	444
Educ: Post-grad	39%	(96)	18%	(44)	43%	(104)	244
Income: Under 50k	32%	(411)	14%	(188)	54%	(701)	1300
Income: 50k-100k	42%	(265)	12%	(74)	46%	(288)	628
Income: 100k+	51%	(140)	15%	(41)	34%	(92)	273
Ethnicity: White	36%	(622)	13%	(224)	51%	(875)	1722

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Table MCSP3_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	37%	(816)	14%	(304)	49%	(1080)	2200
Ethnicity: Hispanic	49%	(172)	20%	(69)	31%	(109)	349
Ethnicity: Black	40%	(109)	15%	(41)	46%	(125)	274
Ethnicity: Other	42%	(85)	19%	(39)	39%	(80)	204
All Christian	34%	(344)	12%	(122)	53%	(530)	996
All Non-Christian	43%	(66)	14%	(22)	42%	(64)	151
Atheist	47%	(51)	14%	(15)	40%	(44)	111
Agnostic/Nothing in particular	37%	(214)	14%	(84)	49%	(285)	583
Something Else	39%	(141)	17%	(60)	44%	(158)	359
Religious Non-Protestant/Catholic	44%	(79)	16%	(29)	40%	(71)	179
Evangelical	35%	(198)	14%	(79)	51%	(290)	567
Non-Evangelical	36%	(269)	13%	(93)	51%	(383)	745
Community: Urban	40%	(264)	16%	(109)	44%	(290)	663
Community: Suburban	37%	(380)	13%	(128)	50%	(510)	1017
Community: Rural	33%	(171)	13%	(68)	54%	(281)	520
Employ: Private Sector	45%	(299)	15%	(98)	41%	(273)	669
Employ: Government	51%	(56)	19%	(21)	30%	(33)	110
Employ: Self-Employed	38%	(78)	18%	(38)	44%	(91)	208
Employ: Homemaker	49%	(87)	14%	(24)	37%	(66)	177
Employ: Student	59%	(63)	17%	(18)	24%	(26)	108
Employ: Retired	17%	(89)	8%	(41)	75%	(383)	513
Employ: Unemployed	35%	(98)	14%	(40)	51%	(145)	283
Employ: Other	35%	(46)	17%	(23)	48%	(64)	132
Military HH: Yes	32%	(111)	14%	(47)	54%	(188)	347
Military HH: No	38%	(704)	14%	(256)	48%	(892)	1853
RD/WT: Right Direction	41%	(406)	12%	(124)	47%	(471)	1001
RD/WT: Wrong Track	34%	(410)	15%	(180)	51%	(609)	1199
Biden Job Approve	40%	(490)	13%	(163)	47%	(571)	1225
Biden Job Disapprove	33%	(291)	14%	(122)	53%	(462)	875

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Table MCSP3_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	37%	(816)	14%	(304)	49%	(1080)	2200
Biden Job Strongly Approve	39%	(252)	12%	(75)	50%	(325)	652
Biden Job Somewhat Approve	42%	(238)	15%	(88)	43%	(246)	573
Biden Job Somewhat Disapprove	40%	(100)	19%	(47)	42%	(104)	250
Biden Job Strongly Disapprove	31%	(192)	12%	(75)	57%	(358)	625
Favorable of Biden	41%	(498)	13%	(162)	46%	(560)	1220
Unfavorable of Biden	32%	(275)	14%	(122)	53%	(456)	854
Very Favorable of Biden	39%	(255)	11%	(74)	49%	(322)	652
Somewhat Favorable of Biden	43%	(243)	15%	(88)	42%	(237)	569
Somewhat Unfavorable of Biden	37%	(78)	16%	(33)	47%	(101)	212
Very Unfavorable of Biden	31%	(197)	14%	(89)	55%	(356)	642
#1 Issue: Economy	41%	(311)	14%	(104)	46%	(347)	763
#1 Issue: Security	28%	(91)	10%	(33)	62%	(199)	324
#1 Issue: Health Care	44%	(133)	16%	(47)	40%	(119)	299
#1 Issue: Medicare / Social Security	20%	(55)	9%	(26)	71%	(200)	281
#1 Issue: Women's Issues	51%	(69)	18%	(24)	31%	(41)	134
#1 Issue: Education	51%	(66)	21%	(28)	28%	(36)	130
#1 Issue: Energy	40%	(61)	20%	(30)	40%	(60)	151
#1 Issue: Other	25%	(30)	11%	(13)	65%	(78)	120
2020 Vote: Joe Biden	41%	(425)	13%	(137)	46%	(470)	1031
2020 Vote: Donald Trump	32%	(224)	12%	(86)	56%	(395)	704
2020 Vote: Other	42%	(24)	19%	(11)	39%	(22)	58
2020 Vote: Didn't Vote	35%	(143)	17%	(69)	48%	(193)	405
2018 House Vote: Democrat	42%	(304)	13%	(96)	45%	(330)	730
2018 House Vote: Republican	30%	(184)	12%	(71)	58%	(349)	604
2016 Vote: Hillary Clinton	38%	(266)	13%	(93)	48%	(338)	698
2016 Vote: Donald Trump	30%	(197)	12%	(76)	58%	(374)	646
2016 Vote: Other	35%	(36)	10%	(10)	55%	(56)	102
2016 Vote: Didn't Vote	42%	(316)	16%	(122)	42%	(313)	751

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Table MCSP3_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	37%	(816)	14%	(304)	49%	(1080)	2200
Voted in 2014: Yes	35%	(431)	12%	(149)	53%	(656)	1235
Voted in 2014: No	40%	(385)	16%	(155)	44%	(425)	965
4-Region: Northeast	39%	(152)	12%	(46)	50%	(196)	394
4-Region: Midwest	37%	(169)	11%	(52)	52%	(241)	462
4-Region: South	36%	(294)	14%	(113)	51%	(417)	824
4-Region: West	39%	(201)	18%	(93)	43%	(226)	520
Sports Fans	40%	(654)	13%	(215)	46%	(747)	1615
Avid Sports Fans	43%	(263)	14%	(88)	43%	(267)	619
Casual Sports Fans	39%	(390)	13%	(126)	48%	(480)	996
Non-Sports Fans	28%	(162)	15%	(89)	57%	(333)	585
Gen Z Sports Fans	56%	(99)	17%	(30)	27%	(47)	176
Millennial Sports Fans	60%	(306)	16%	(84)	24%	(122)	512
Gen X Sports Fans	37%	(142)	13%	(51)	49%	(189)	383
Boomer Sports Fans	21%	(101)	10%	(48)	69%	(337)	486
Democratic Sports Fans	45%	(320)	13%	(93)	42%	(301)	713
Republican Sports Fans	38%	(174)	11%	(51)	51%	(230)	455
Male Sports Fans	38%	(334)	12%	(107)	50%	(441)	882
Female Sports Fans	44%	(320)	15%	(107)	42%	(307)	734
Olympics Fans	40%	(620)	14%	(220)	46%	(709)	1549
Avid Olympics Fans	46%	(195)	14%	(60)	40%	(167)	422
Casual Olympics Fans	38%	(426)	14%	(160)	48%	(542)	1128
Non-Olympics Fans	30%	(196)	13%	(84)	57%	(371)	651
Watched a Lot 2021 Olympics	52%	(146)	13%	(36)	36%	(101)	283
Didn't Watch any 2021 Olympics	30%	(223)	13%	(97)	58%	(435)	755
Watched a Lot/some 2021 Olympics	43%	(369)	15%	(128)	42%	(353)	849
Watched any 2021 Olympics	41%	(593)	14%	(206)	45%	(646)	1445
Familiar with Peacock	44%	(528)	14%	(172)	42%	(500)	1200
Peacock Subscriber	55%	(299)	14%	(76)	31%	(173)	548

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

Table MCSP3_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	17%	(372)	13%	(285)	70%	(1543)	2200
Gender: Male	18%	(196)	13%	(139)	68%	(727)	1062
Gender: Female	15%	(176)	13%	(146)	72%	(816)	1138
Age: 18-34	22%	(144)	15%	(101)	63%	(410)	655
Age: 35-44	21%	(77)	17%	(60)	62%	(221)	358
Age: 45-64	15%	(116)	12%	(90)	73%	(545)	751
Age: 65+	8%	(36)	8%	(34)	84%	(367)	436
GenZers: 1997-2012	14%	(35)	16%	(40)	70%	(173)	247
Millennials: 1981-1996	26%	(167)	16%	(105)	58%	(375)	647
GenXers: 1965-1980	16%	(87)	14%	(74)	70%	(375)	536
Baby Boomers: 1946-1964	11%	(78)	9%	(64)	79%	(539)	680
PID: Dem (no lean)	20%	(183)	12%	(114)	68%	(637)	934
PID: Ind (no lean)	14%	(91)	16%	(105)	70%	(449)	645
PID: Rep (no lean)	16%	(97)	11%	(66)	74%	(458)	621
PID/Gender: Dem Men	25%	(105)	14%	(59)	62%	(263)	427
PID/Gender: Dem Women	15%	(78)	11%	(55)	74%	(374)	507
PID/Gender: Ind Men	14%	(44)	14%	(44)	72%	(228)	316
PID/Gender: Ind Women	14%	(47)	19%	(61)	67%	(221)	329
PID/Gender: Rep Men	15%	(47)	11%	(37)	74%	(236)	320
PID/Gender: Rep Women	17%	(51)	10%	(29)	73%	(222)	302
Ideo: Liberal (1-3)	21%	(152)	13%	(96)	65%	(467)	715
Ideo: Moderate (4)	15%	(97)	12%	(77)	72%	(458)	633
Ideo: Conservative (5-7)	15%	(100)	11%	(79)	74%	(509)	687
Educ: < College	15%	(223)	13%	(195)	72%	(1095)	1512
Educ: Bachelors degree	20%	(91)	12%	(51)	68%	(302)	444
Educ: Post-grad	24%	(59)	16%	(39)	60%	(147)	244
Income: Under 50k	13%	(173)	13%	(169)	74%	(958)	1300
Income: 50k-100k	19%	(122)	12%	(75)	69%	(431)	628
Income: 100k+	28%	(78)	15%	(41)	56%	(154)	273
Ethnicity: White	17%	(298)	13%	(217)	70%	(1207)	1722

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Table MCSP3_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	17%	(372)	13%	(285)	70%	(1543)	2200
Ethnicity: Hispanic	18%	(63)	16%	(56)	66%	(230)	349
Ethnicity: Black	16%	(45)	14%	(40)	69%	(190)	274
Ethnicity: Other	14%	(29)	14%	(28)	72%	(146)	204
All Christian	18%	(174)	12%	(119)	71%	(702)	996
All Non-Christian	36%	(55)	14%	(21)	50%	(76)	151
Atheist	15%	(16)	17%	(19)	68%	(75)	111
Agnostic/Nothing in particular	12%	(69)	14%	(84)	74%	(431)	583
Something Else	16%	(58)	12%	(42)	72%	(259)	359
Religious Non-Protestant/Catholic	32%	(58)	18%	(33)	49%	(88)	179
Evangelical	20%	(116)	12%	(68)	68%	(384)	567
Non-Evangelical	15%	(109)	11%	(82)	74%	(554)	745
Community: Urban	22%	(145)	15%	(96)	64%	(422)	663
Community: Suburban	15%	(154)	12%	(125)	73%	(738)	1017
Community: Rural	14%	(73)	12%	(64)	74%	(383)	520
Employ: Private Sector	21%	(140)	14%	(91)	65%	(438)	669
Employ: Government	28%	(30)	16%	(18)	56%	(61)	110
Employ: Self-Employed	24%	(49)	19%	(39)	58%	(120)	208
Employ: Homemaker	19%	(34)	12%	(21)	69%	(121)	177
Employ: Student	15%	(16)	14%	(15)	71%	(76)	108
Employ: Retired	10%	(50)	10%	(52)	80%	(411)	513
Employ: Unemployed	11%	(30)	8%	(24)	81%	(230)	283
Employ: Other	17%	(22)	19%	(25)	65%	(86)	132
Military HH: Yes	16%	(55)	14%	(49)	70%	(244)	347
Military HH: No	17%	(317)	13%	(236)	70%	(1299)	1853
RD/WT: Right Direction	21%	(214)	13%	(132)	65%	(655)	1001
RD/WT: Wrong Track	13%	(158)	13%	(153)	74%	(889)	1199
Biden Job Approve	20%	(247)	14%	(165)	66%	(812)	1225
Biden Job Disapprove	13%	(112)	11%	(100)	76%	(663)	875

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Table MCSP3_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	17%	(372)	13%	(285)	70%	(1543)	2200
Biden Job Strongly Approve	23%	(148)	13%	(86)	64%	(418)	652
Biden Job Somewhat Approve	17%	(99)	14%	(79)	69%	(395)	573
Biden Job Somewhat Disapprove	13%	(34)	16%	(40)	71%	(177)	250
Biden Job Strongly Disapprove	13%	(79)	10%	(60)	78%	(486)	625
Favorable of Biden	19%	(235)	14%	(172)	67%	(814)	1220
Unfavorable of Biden	14%	(117)	11%	(94)	75%	(642)	854
Very Favorable of Biden	23%	(148)	12%	(75)	66%	(429)	652
Somewhat Favorable of Biden	15%	(87)	17%	(96)	68%	(385)	569
Somewhat Unfavorable of Biden	16%	(34)	10%	(21)	74%	(157)	212
Very Unfavorable of Biden	13%	(83)	11%	(73)	76%	(485)	642
#1 Issue: Economy	16%	(124)	13%	(101)	71%	(538)	763
#1 Issue: Security	17%	(56)	13%	(41)	70%	(227)	324
#1 Issue: Health Care	20%	(60)	13%	(40)	67%	(199)	299
#1 Issue: Medicare / Social Security	13%	(37)	12%	(32)	75%	(212)	281
#1 Issue: Women's Issues	20%	(26)	11%	(14)	70%	(93)	134
#1 Issue: Education	26%	(34)	18%	(23)	56%	(73)	130
#1 Issue: Energy	15%	(22)	17%	(25)	68%	(103)	151
#1 Issue: Other	11%	(13)	7%	(8)	82%	(99)	120
2020 Vote: Joe Biden	20%	(206)	13%	(133)	67%	(693)	1031
2020 Vote: Donald Trump	15%	(104)	10%	(74)	75%	(527)	704
2020 Vote: Other	17%	(10)	18%	(11)	65%	(37)	58
2020 Vote: Didn't Vote	13%	(52)	17%	(68)	70%	(285)	405
2018 House Vote: Democrat	19%	(139)	13%	(97)	68%	(494)	730
2018 House Vote: Republican	17%	(105)	10%	(63)	72%	(436)	604
2016 Vote: Hillary Clinton	18%	(126)	12%	(86)	70%	(486)	698
2016 Vote: Donald Trump	16%	(104)	10%	(67)	73%	(475)	646
2016 Vote: Other	11%	(11)	19%	(19)	70%	(71)	102
2016 Vote: Didn't Vote	17%	(129)	15%	(111)	68%	(511)	751

Continued on next page

Table MCSP3_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	17%	(372)	13%	(285)	70%	(1543)	2200
Voted in 2014: Yes	19%	(229)	12%	(151)	69%	(856)	1235
Voted in 2014: No	15%	(143)	14%	(134)	71%	(687)	965
4-Region: Northeast	22%	(85)	10%	(38)	69%	(270)	394
4-Region: Midwest	11%	(53)	11%	(52)	77%	(357)	462
4-Region: South	16%	(136)	12%	(102)	71%	(587)	824
4-Region: West	19%	(98)	18%	(93)	63%	(329)	520
Sports Fans	19%	(306)	14%	(227)	67%	(1082)	1615
Avid Sports Fans	24%	(151)	12%	(77)	63%	(391)	619
Casual Sports Fans	16%	(156)	15%	(150)	69%	(691)	996
Non-Sports Fans	11%	(65)	10%	(58)	79%	(461)	585
Gen Z Sports Fans	17%	(29)	19%	(34)	64%	(113)	176
Millennial Sports Fans	29%	(149)	17%	(89)	53%	(273)	512
Gen X Sports Fans	17%	(67)	15%	(56)	68%	(260)	383
Boomer Sports Fans	12%	(56)	10%	(47)	79%	(383)	486
Democratic Sports Fans	22%	(155)	15%	(106)	63%	(452)	713
Republican Sports Fans	17%	(79)	12%	(54)	71%	(322)	455
Male Sports Fans	20%	(176)	14%	(119)	67%	(586)	882
Female Sports Fans	18%	(130)	15%	(108)	68%	(496)	734
Olympics Fans	18%	(280)	15%	(227)	67%	(1043)	1549
Avid Olympics Fans	29%	(122)	15%	(63)	56%	(237)	422
Casual Olympics Fans	14%	(158)	15%	(164)	71%	(806)	1128
Non-Olympics Fans	14%	(92)	9%	(58)	77%	(501)	651
Watched a Lot 2021 Olympics	35%	(98)	13%	(38)	52%	(147)	283
Didn't Watch any 2021 Olympics	13%	(98)	10%	(74)	77%	(583)	755
Watched a Lot/some 2021 Olympics	23%	(194)	17%	(141)	61%	(514)	849
Watched any 2021 Olympics	19%	(274)	15%	(211)	66%	(960)	1445
Familiar with Peacock	22%	(263)	15%	(184)	63%	(753)	1200
Peacock Subscriber	29%	(158)	17%	(95)	54%	(294)	548

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

Table MCSP3_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	25%	(548)	11%	(233)	65%	(1419)	2200
Gender: Male	25%	(271)	13%	(133)	62%	(658)	1062
Gender: Female	24%	(277)	9%	(100)	67%	(761)	1138
Age: 18-34	24%	(157)	17%	(111)	59%	(387)	655
Age: 35-44	32%	(115)	15%	(53)	53%	(190)	358
Age: 45-64	26%	(192)	6%	(45)	68%	(514)	751
Age: 65+	19%	(84)	5%	(24)	75%	(329)	436
GenZers: 1997-2012	20%	(50)	13%	(32)	67%	(165)	247
Millennials: 1981-1996	28%	(182)	18%	(119)	53%	(345)	647
GenXers: 1965-1980	28%	(149)	9%	(47)	63%	(340)	536
Baby Boomers: 1946-1964	23%	(156)	5%	(33)	72%	(492)	680
PID: Dem (no lean)	27%	(253)	12%	(113)	61%	(568)	934
PID: Ind (no lean)	24%	(158)	11%	(70)	65%	(417)	645
PID: Rep (no lean)	22%	(137)	8%	(49)	70%	(435)	621
PID/Gender: Dem Men	30%	(126)	16%	(68)	55%	(233)	427
PID/Gender: Dem Women	25%	(127)	9%	(46)	66%	(335)	507
PID/Gender: Ind Men	22%	(70)	12%	(38)	66%	(207)	316
PID/Gender: Ind Women	26%	(87)	10%	(32)	64%	(210)	329
PID/Gender: Rep Men	23%	(74)	9%	(27)	68%	(218)	320
PID/Gender: Rep Women	21%	(63)	7%	(22)	72%	(217)	302
Ideo: Liberal (1-3)	30%	(216)	12%	(88)	57%	(411)	715
Ideo: Moderate (4)	23%	(147)	11%	(73)	65%	(413)	633
Ideo: Conservative (5-7)	21%	(147)	9%	(62)	70%	(478)	687
Educ: < College	24%	(366)	9%	(140)	66%	(1006)	1512
Educ: Bachelors degree	25%	(110)	14%	(62)	61%	(271)	444
Educ: Post-grad	29%	(71)	12%	(30)	59%	(143)	244
Income: Under 50k	24%	(311)	9%	(122)	67%	(867)	1300
Income: 50k-100k	23%	(144)	12%	(77)	65%	(407)	628
Income: 100k+	34%	(93)	13%	(34)	53%	(146)	273
Ethnicity: White	26%	(443)	10%	(174)	64%	(1105)	1722

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Table MCSP3_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	25%	(548)	11%	(233)	65%	(1419)	2200
Ethnicity: Hispanic	17%	(59)	14%	(48)	69%	(243)	349
Ethnicity: Black	24%	(66)	13%	(35)	63%	(173)	274
Ethnicity: Other	19%	(39)	12%	(24)	69%	(141)	204
All Christian	25%	(246)	8%	(80)	67%	(669)	996
All Non-Christian	36%	(54)	22%	(33)	42%	(64)	151
Atheist	22%	(24)	7%	(8)	71%	(79)	111
Agnostic/Nothing in particular	23%	(136)	13%	(73)	64%	(374)	583
Something Else	24%	(87)	11%	(38)	65%	(234)	359
Religious Non-Protestant/Catholic	33%	(59)	19%	(34)	48%	(85)	179
Evangelical	25%	(144)	12%	(67)	63%	(357)	567
Non-Evangelical	24%	(180)	7%	(51)	69%	(515)	745
Community: Urban	27%	(178)	15%	(97)	59%	(388)	663
Community: Suburban	24%	(244)	8%	(78)	68%	(695)	1017
Community: Rural	24%	(125)	11%	(58)	65%	(336)	520
Employ: Private Sector	28%	(187)	13%	(89)	59%	(394)	669
Employ: Government	36%	(39)	15%	(16)	49%	(54)	110
Employ: Self-Employed	27%	(56)	18%	(37)	55%	(114)	208
Employ: Homemaker	25%	(44)	7%	(12)	68%	(121)	177
Employ: Student	18%	(20)	12%	(13)	70%	(75)	108
Employ: Retired	22%	(114)	6%	(33)	71%	(366)	513
Employ: Unemployed	20%	(56)	7%	(20)	73%	(208)	283
Employ: Other	23%	(31)	10%	(13)	67%	(88)	132
Military HH: Yes	21%	(72)	9%	(31)	70%	(244)	347
Military HH: No	26%	(475)	11%	(202)	63%	(1176)	1853
RD/WT: Right Direction	28%	(281)	12%	(125)	60%	(596)	1001
RD/WT: Wrong Track	22%	(267)	9%	(108)	69%	(824)	1199
Biden Job Approve	27%	(333)	11%	(137)	62%	(755)	1225
Biden Job Disapprove	22%	(192)	10%	(88)	68%	(595)	875

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Table MCSP3_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	25%	(548)	11%	(233)	65%	(1419)	2200
Biden Job Strongly Approve	30%	(193)	13%	(83)	58%	(375)	652
Biden Job Somewhat Approve	24%	(140)	9%	(54)	66%	(379)	573
Biden Job Somewhat Disapprove	26%	(65)	14%	(35)	60%	(151)	250
Biden Job Strongly Disapprove	20%	(127)	9%	(53)	71%	(444)	625
Favorable of Biden	28%	(336)	12%	(142)	61%	(742)	1220
Unfavorable of Biden	21%	(181)	9%	(79)	70%	(594)	854
Very Favorable of Biden	30%	(192)	12%	(81)	58%	(378)	652
Somewhat Favorable of Biden	25%	(143)	11%	(61)	64%	(364)	569
Somewhat Unfavorable of Biden	25%	(53)	8%	(17)	67%	(142)	212
Very Unfavorable of Biden	20%	(128)	10%	(62)	70%	(451)	642
#1 Issue: Economy	25%	(192)	10%	(75)	65%	(495)	763
#1 Issue: Security	17%	(54)	10%	(32)	74%	(238)	324
#1 Issue: Health Care	31%	(93)	14%	(43)	55%	(163)	299
#1 Issue: Medicare / Social Security	25%	(70)	7%	(20)	68%	(191)	281
#1 Issue: Women's Issues	24%	(32)	12%	(16)	64%	(86)	134
#1 Issue: Education	29%	(37)	17%	(23)	54%	(70)	130
#1 Issue: Energy	26%	(39)	15%	(23)	58%	(88)	151
#1 Issue: Other	25%	(30)	2%	(3)	73%	(87)	120
2020 Vote: Joe Biden	28%	(286)	12%	(129)	60%	(617)	1031
2020 Vote: Donald Trump	22%	(156)	8%	(53)	70%	(496)	704
2020 Vote: Other	17%	(10)	10%	(6)	72%	(42)	58
2020 Vote: Didn't Vote	24%	(96)	11%	(45)	65%	(264)	405
2018 House Vote: Democrat	30%	(221)	12%	(91)	57%	(418)	730
2018 House Vote: Republican	21%	(124)	8%	(46)	72%	(434)	604
2016 Vote: Hillary Clinton	28%	(192)	13%	(88)	60%	(417)	698
2016 Vote: Donald Trump	23%	(146)	7%	(47)	70%	(453)	646
2016 Vote: Other	22%	(22)	10%	(11)	68%	(69)	102
2016 Vote: Didn't Vote	25%	(187)	12%	(86)	64%	(477)	751

Continued on next page

Table MCSP3_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	25%	(548)	11%	(233)	65%	(1419)	2200
Voted in 2014: Yes	26%	(318)	10%	(128)	64%	(790)	1235
Voted in 2014: No	24%	(230)	11%	(105)	65%	(630)	965
4-Region: Northeast	27%	(105)	10%	(41)	63%	(248)	394
4-Region: Midwest	23%	(107)	9%	(40)	68%	(315)	462
4-Region: South	27%	(218)	9%	(77)	64%	(529)	824
4-Region: West	23%	(118)	14%	(75)	63%	(328)	520
Sports Fans	27%	(435)	11%	(185)	62%	(996)	1615
Avid Sports Fans	28%	(172)	14%	(88)	58%	(359)	619
Casual Sports Fans	26%	(263)	10%	(97)	64%	(637)	996
Non-Sports Fans	19%	(112)	8%	(48)	72%	(424)	585
Gen Z Sports Fans	21%	(37)	13%	(23)	66%	(116)	176
Millennial Sports Fans	31%	(160)	19%	(100)	49%	(252)	512
Gen X Sports Fans	31%	(117)	9%	(34)	61%	(232)	383
Boomer Sports Fans	24%	(115)	5%	(26)	71%	(345)	486
Democratic Sports Fans	29%	(208)	14%	(99)	57%	(406)	713
Republican Sports Fans	23%	(106)	8%	(36)	69%	(313)	455
Male Sports Fans	26%	(229)	13%	(119)	61%	(533)	882
Female Sports Fans	28%	(206)	9%	(66)	63%	(462)	734
Olympics Fans	27%	(412)	12%	(190)	61%	(947)	1549
Avid Olympics Fans	33%	(141)	15%	(63)	52%	(217)	422
Casual Olympics Fans	24%	(272)	11%	(126)	65%	(730)	1128
Non-Olympics Fans	21%	(135)	7%	(43)	73%	(473)	651
Watched a Lot 2021 Olympics	40%	(113)	16%	(44)	45%	(126)	283
Didn't Watch any 2021 Olympics	23%	(173)	5%	(40)	72%	(542)	755
Watched a Lot/some 2021 Olympics	29%	(248)	15%	(131)	55%	(470)	849
Watched any 2021 Olympics	26%	(375)	13%	(193)	61%	(877)	1445
Familiar with Peacock	43%	(515)	15%	(176)	42%	(508)	1200
Peacock Subscriber	100%	(548)	—	(0)	—	(0)	548

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

Table MCSP3_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	30%	(658)	17%	(380)	53%	(1162)	2200
Gender: Male	32%	(339)	17%	(179)	51%	(543)	1062
Gender: Female	28%	(319)	18%	(201)	54%	(619)	1138
Age: 18-34	43%	(280)	21%	(140)	36%	(236)	655
Age: 35-44	38%	(135)	23%	(82)	39%	(141)	358
Age: 45-64	23%	(173)	14%	(106)	63%	(472)	751
Age: 65+	16%	(71)	12%	(52)	72%	(313)	436
GenZers: 1997-2012	42%	(103)	19%	(46)	39%	(98)	247
Millennials: 1981-1996	42%	(271)	23%	(148)	35%	(228)	647
GenXers: 1965-1980	27%	(146)	18%	(97)	55%	(293)	536
Baby Boomers: 1946-1964	19%	(129)	12%	(80)	69%	(471)	680
PID: Dem (no lean)	35%	(328)	16%	(154)	48%	(452)	934
PID: Ind (no lean)	27%	(175)	19%	(126)	53%	(344)	645
PID: Rep (no lean)	25%	(155)	16%	(101)	59%	(365)	621
PID/Gender: Dem Men	38%	(161)	19%	(83)	43%	(183)	427
PID/Gender: Dem Women	33%	(167)	14%	(71)	53%	(269)	507
PID/Gender: Ind Men	28%	(89)	15%	(48)	56%	(178)	316
PID/Gender: Ind Women	26%	(85)	24%	(77)	51%	(167)	329
PID/Gender: Rep Men	28%	(89)	15%	(48)	57%	(183)	320
PID/Gender: Rep Women	22%	(66)	17%	(53)	61%	(183)	302
Ideo: Liberal (1-3)	37%	(263)	19%	(135)	44%	(317)	715
Ideo: Moderate (4)	30%	(187)	15%	(96)	55%	(350)	633
Ideo: Conservative (5-7)	24%	(163)	17%	(117)	59%	(407)	687
Educ: < College	27%	(408)	17%	(250)	56%	(854)	1512
Educ: Bachelors degree	36%	(161)	18%	(80)	46%	(203)	444
Educ: Post-grad	36%	(89)	20%	(50)	43%	(105)	244
Income: Under 50k	23%	(304)	18%	(229)	59%	(767)	1300
Income: 50k-100k	36%	(226)	16%	(102)	48%	(300)	628
Income: 100k+	47%	(128)	18%	(50)	35%	(95)	273
Ethnicity: White	29%	(491)	16%	(275)	56%	(956)	1722

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Table MCSP3_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	30%	(658)	17%	(380)	53%	(1162)	2200
Ethnicity: Hispanic	39%	(137)	26%	(90)	35%	(122)	349
Ethnicity: Black	36%	(98)	23%	(63)	42%	(114)	274
Ethnicity: Other	34%	(69)	21%	(42)	45%	(93)	204
All Christian	28%	(275)	15%	(148)	58%	(573)	996
All Non-Christian	43%	(65)	23%	(34)	35%	(52)	151
Atheist	38%	(42)	20%	(22)	42%	(46)	111
Agnostic/Nothing in particular	30%	(177)	17%	(102)	52%	(304)	583
Something Else	28%	(99)	20%	(73)	52%	(187)	359
Religious Non-Protestant/Catholic	41%	(73)	22%	(40)	37%	(66)	179
Evangelical	28%	(161)	19%	(110)	52%	(296)	567
Non-Evangelical	27%	(201)	14%	(103)	59%	(442)	745
Community: Urban	34%	(226)	19%	(129)	46%	(308)	663
Community: Suburban	31%	(315)	13%	(137)	56%	(565)	1017
Community: Rural	22%	(117)	22%	(114)	56%	(289)	520
Employ: Private Sector	41%	(274)	16%	(109)	43%	(286)	669
Employ: Government	41%	(45)	25%	(28)	34%	(37)	110
Employ: Self-Employed	35%	(74)	26%	(53)	39%	(81)	208
Employ: Homemaker	28%	(49)	16%	(29)	56%	(98)	177
Employ: Student	37%	(40)	21%	(22)	43%	(46)	108
Employ: Retired	17%	(85)	12%	(61)	72%	(367)	513
Employ: Unemployed	23%	(66)	17%	(48)	60%	(169)	283
Employ: Other	19%	(26)	22%	(30)	58%	(77)	132
Military HH: Yes	25%	(85)	19%	(65)	57%	(196)	347
Military HH: No	31%	(573)	17%	(315)	52%	(966)	1853
RD/WT: Right Direction	34%	(339)	16%	(159)	50%	(503)	1001
RD/WT: Wrong Track	27%	(319)	18%	(221)	55%	(659)	1199
Biden Job Approve	34%	(422)	17%	(209)	49%	(594)	1225
Biden Job Disapprove	24%	(211)	17%	(152)	59%	(513)	875

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Table MCSP3_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	30%	(658)	17%	(380)	53%	(1162)	2200
Biden Job Strongly Approve	33%	(218)	17%	(111)	49%	(322)	652
Biden Job Somewhat Approve	36%	(203)	17%	(97)	48%	(272)	573
Biden Job Somewhat Disapprove	29%	(73)	22%	(56)	49%	(121)	250
Biden Job Strongly Disapprove	22%	(137)	15%	(96)	63%	(391)	625
Favorable of Biden	34%	(418)	18%	(215)	48%	(588)	1220
Unfavorable of Biden	25%	(212)	17%	(143)	58%	(499)	854
Very Favorable of Biden	35%	(230)	15%	(99)	50%	(323)	652
Somewhat Favorable of Biden	33%	(187)	20%	(116)	47%	(265)	569
Somewhat Unfavorable of Biden	35%	(75)	19%	(40)	46%	(98)	212
Very Unfavorable of Biden	21%	(137)	16%	(104)	62%	(401)	642
#1 Issue: Economy	34%	(257)	17%	(127)	50%	(378)	763
#1 Issue: Security	24%	(77)	13%	(43)	63%	(204)	324
#1 Issue: Health Care	30%	(89)	20%	(59)	50%	(150)	299
#1 Issue: Medicare / Social Security	17%	(48)	15%	(41)	68%	(191)	281
#1 Issue: Women's Issues	34%	(46)	26%	(34)	40%	(54)	134
#1 Issue: Education	48%	(62)	23%	(29)	30%	(38)	130
#1 Issue: Energy	30%	(45)	20%	(31)	50%	(75)	151
#1 Issue: Other	28%	(34)	12%	(15)	60%	(72)	120
2020 Vote: Joe Biden	36%	(370)	17%	(170)	48%	(491)	1031
2020 Vote: Donald Trump	24%	(166)	16%	(110)	61%	(428)	704
2020 Vote: Other	27%	(16)	32%	(18)	41%	(24)	58
2020 Vote: Didn't Vote	26%	(107)	20%	(81)	54%	(218)	405
2018 House Vote: Democrat	36%	(261)	17%	(121)	48%	(348)	730
2018 House Vote: Republican	26%	(160)	15%	(89)	59%	(355)	604
2016 Vote: Hillary Clinton	35%	(244)	17%	(120)	48%	(334)	698
2016 Vote: Donald Trump	24%	(157)	14%	(92)	62%	(397)	646
2016 Vote: Other	24%	(24)	20%	(20)	56%	(57)	102
2016 Vote: Didn't Vote	31%	(233)	20%	(147)	49%	(371)	751

Continued on next page

Table MCSP3_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	30%	(658)	17%	(380)	53%	(1162)	2200
Voted in 2014: Yes	30%	(374)	16%	(198)	54%	(663)	1235
Voted in 2014: No	29%	(284)	19%	(181)	52%	(499)	965
4-Region: Northeast	34%	(133)	16%	(63)	50%	(197)	394
4-Region: Midwest	26%	(122)	13%	(62)	60%	(278)	462
4-Region: South	30%	(248)	16%	(135)	53%	(441)	824
4-Region: West	30%	(155)	23%	(119)	47%	(246)	520
Sports Fans	33%	(527)	18%	(295)	49%	(793)	1615
Avid Sports Fans	40%	(247)	19%	(118)	41%	(253)	619
Casual Sports Fans	28%	(280)	18%	(177)	54%	(539)	996
Non-Sports Fans	22%	(131)	14%	(85)	63%	(369)	585
Gen Z Sports Fans	45%	(80)	20%	(35)	35%	(61)	176
Millennial Sports Fans	44%	(227)	24%	(121)	32%	(164)	512
Gen X Sports Fans	31%	(117)	18%	(70)	51%	(195)	383
Boomer Sports Fans	20%	(97)	13%	(63)	67%	(326)	486
Democratic Sports Fans	36%	(260)	19%	(132)	45%	(321)	713
Republican Sports Fans	28%	(129)	17%	(76)	55%	(250)	455
Male Sports Fans	34%	(296)	17%	(150)	49%	(435)	882
Female Sports Fans	32%	(231)	20%	(145)	49%	(358)	734
Olympics Fans	33%	(505)	18%	(284)	49%	(760)	1549
Avid Olympics Fans	41%	(175)	19%	(82)	39%	(165)	422
Casual Olympics Fans	29%	(330)	18%	(203)	53%	(595)	1128
Non-Olympics Fans	24%	(153)	15%	(95)	62%	(402)	651
Watched a Lot 2021 Olympics	46%	(131)	19%	(53)	35%	(99)	283
Didn't Watch any 2021 Olympics	22%	(162)	16%	(122)	62%	(471)	755
Watched a Lot/some 2021 Olympics	38%	(322)	20%	(168)	42%	(359)	849
Watched any 2021 Olympics	34%	(496)	18%	(258)	48%	(691)	1445
Familiar with Peacock	37%	(440)	19%	(231)	44%	(529)	1200
Peacock Subscriber	47%	(255)	18%	(97)	36%	(195)	548

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

Table MCSP4_1: Do you have a favorable or unfavorable opinion of each of the following?

Simone Biles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	37% (813)	20% (433)	5% (119)	5% (110)	10% (222)	23% (503)	2200
Gender: Male	33% (351)	22% (229)	7% (75)	6% (60)	10% (108)	22% (237)	1062
Gender: Female	41% (462)	18% (204)	4% (43)	4% (50)	10% (114)	23% (266)	1138
Age: 18-34	37% (245)	16% (108)	6% (40)	6% (39)	10% (68)	24% (155)	655
Age: 35-44	33% (119)	20% (71)	5% (17)	7% (23)	13% (46)	23% (82)	358
Age: 45-64	36% (268)	21% (158)	6% (44)	5% (35)	9% (69)	24% (177)	751
Age: 65+	41% (181)	22% (97)	4% (18)	3% (13)	9% (39)	20% (89)	436
GenZers: 1997-2012	40% (99)	12% (30)	4% (10)	6% (15)	9% (22)	29% (72)	247
Millennials: 1981-1996	35% (226)	20% (127)	7% (44)	6% (41)	12% (76)	21% (133)	647
GenXers: 1965-1980	33% (178)	19% (103)	4% (23)	5% (28)	12% (64)	26% (140)	536
Baby Boomers: 1946-1964	39% (267)	23% (157)	6% (39)	3% (23)	8% (56)	20% (137)	680
PID: Dem (no lean)	47% (440)	19% (173)	4% (38)	4% (34)	8% (76)	18% (172)	934
PID: Ind (no lean)	30% (197)	19% (122)	4% (24)	5% (33)	14% (89)	28% (181)	645
PID: Rep (no lean)	28% (176)	22% (138)	9% (57)	7% (43)	9% (57)	24% (151)	621
PID/Gender: Dem Men	44% (189)	20% (85)	7% (28)	4% (17)	9% (39)	16% (69)	427
PID/Gender: Dem Women	49% (251)	17% (89)	2% (10)	3% (17)	7% (38)	20% (103)	507
PID/Gender: Ind Men	26% (82)	20% (64)	4% (13)	5% (17)	14% (43)	31% (96)	316
PID/Gender: Ind Women	35% (114)	18% (58)	3% (11)	5% (16)	14% (46)	26% (84)	329
PID/Gender: Rep Men	25% (80)	25% (81)	11% (34)	8% (26)	8% (26)	23% (72)	320
PID/Gender: Rep Women	32% (96)	19% (57)	7% (23)	6% (17)	10% (30)	26% (79)	302
Ideo: Liberal (1-3)	50% (358)	18% (127)	4% (30)	4% (29)	8% (54)	16% (118)	715
Ideo: Moderate (4)	33% (211)	22% (137)	4% (28)	5% (29)	11% (73)	24% (154)	633
Ideo: Conservative (5-7)	32% (218)	22% (151)	8% (52)	7% (49)	10% (67)	22% (150)	687
Educ: < College	33% (503)	18% (272)	5% (78)	5% (69)	11% (171)	28% (419)	1512
Educ: Bachelors degree	45% (201)	22% (98)	7% (30)	7% (30)	8% (35)	12% (52)	444
Educ: Post-grad	45% (109)	26% (63)	5% (11)	5% (11)	7% (17)	13% (33)	244
Income: Under 50k	34% (437)	18% (231)	5% (66)	4% (50)	10% (135)	29% (382)	1300
Income: 50k-100k	41% (255)	22% (139)	6% (38)	7% (42)	11% (66)	14% (87)	628
Income: 100k+	44% (121)	23% (63)	6% (16)	7% (19)	8% (21)	12% (34)	273
Ethnicity: White	35% (609)	20% (350)	6% (99)	5% (85)	10% (175)	23% (404)	1722
Ethnicity: Hispanic	29% (102)	20% (69)	10% (34)	6% (21)	10% (34)	26% (90)	349

Continued on next page

Table MCSP4_1: Do you have a favorable or unfavorable opinion of each of the following?

Simone Biles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(813)	20%	(433)	5%	(119)	5%	(110)	10%	(222)	23%	(503)	2200
Ethnicity: Black	51%	(139)	16%	(44)	3%	(8)	5%	(14)	8%	(23)	17%	(47)	274
Ethnicity: Other	32%	(65)	19%	(38)	6%	(12)	6%	(11)	12%	(24)	26%	(53)	204
All Christian	39%	(387)	22%	(216)	6%	(64)	5%	(54)	9%	(92)	18%	(183)	996
All Non-Christian	47%	(71)	20%	(30)	3%	(5)	4%	(7)	7%	(11)	18%	(27)	151
Atheist	40%	(44)	15%	(16)	9%	(10)	3%	(3)	8%	(9)	26%	(29)	111
Agnostic/Nothing in particular	34%	(198)	21%	(123)	4%	(24)	4%	(22)	11%	(62)	27%	(155)	583
Something Else	31%	(113)	13%	(47)	5%	(17)	7%	(25)	13%	(48)	31%	(110)	359
Religious Non-Protestant/Catholic	46%	(82)	21%	(37)	3%	(5)	5%	(10)	8%	(14)	17%	(31)	179
Evangelical	36%	(203)	20%	(113)	7%	(37)	5%	(26)	10%	(56)	23%	(133)	567
Non-Evangelical	38%	(283)	19%	(140)	6%	(42)	6%	(48)	10%	(77)	21%	(155)	745
Community: Urban	38%	(251)	19%	(127)	6%	(37)	4%	(28)	11%	(71)	22%	(149)	663
Community: Suburban	39%	(394)	21%	(209)	6%	(60)	6%	(57)	9%	(92)	20%	(206)	1017
Community: Rural	32%	(168)	19%	(97)	4%	(22)	5%	(25)	11%	(59)	29%	(149)	520
Employ: Private Sector	38%	(254)	21%	(141)	8%	(57)	6%	(43)	8%	(52)	18%	(124)	669
Employ: Government	36%	(40)	19%	(21)	7%	(8)	11%	(12)	9%	(10)	17%	(19)	110
Employ: Self-Employed	36%	(74)	11%	(24)	8%	(17)	5%	(11)	14%	(29)	25%	(53)	208
Employ: Homemaker	36%	(63)	22%	(40)	4%	(7)	4%	(7)	12%	(21)	22%	(39)	177
Employ: Student	44%	(48)	13%	(14)	3%	(3)	3%	(4)	7%	(7)	29%	(31)	108
Employ: Retired	39%	(202)	23%	(117)	3%	(17)	3%	(18)	9%	(48)	22%	(111)	513
Employ: Unemployed	30%	(84)	21%	(58)	1%	(4)	4%	(10)	15%	(42)	30%	(85)	283
Employ: Other	36%	(47)	14%	(18)	5%	(6)	4%	(5)	10%	(13)	32%	(42)	132
Military HH: Yes	40%	(138)	18%	(61)	6%	(20)	6%	(23)	11%	(40)	19%	(66)	347
Military HH: No	36%	(675)	20%	(371)	5%	(99)	5%	(87)	10%	(182)	24%	(438)	1853
RD/WT: Right Direction	44%	(436)	20%	(202)	5%	(47)	4%	(43)	9%	(88)	19%	(185)	1001
RD/WT: Wrong Track	31%	(377)	19%	(230)	6%	(72)	6%	(67)	11%	(135)	27%	(318)	1199
Biden Job Approve	44%	(537)	20%	(246)	4%	(53)	4%	(52)	10%	(117)	18%	(220)	1225
Biden Job Disapprove	29%	(252)	20%	(173)	7%	(65)	7%	(57)	10%	(89)	27%	(238)	875

Continued on next page

Table MCSP4_1: Do you have a favorable or unfavorable opinion of each of the following?

Simone Biles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(813)	20%	(433)	5%	(119)	5%	(110)	10%	(222)	23%	(503)	2200
Biden Job Strongly Approve	49%	(320)	18%	(114)	4%	(28)	5%	(32)	8%	(54)	16%	(104)	652
Biden Job Somewhat Approve	38%	(217)	23%	(132)	4%	(25)	3%	(20)	11%	(63)	20%	(116)	573
Biden Job Somewhat Disapprove	28%	(71)	21%	(52)	6%	(14)	6%	(14)	9%	(23)	30%	(76)	250
Biden Job Strongly Disapprove	29%	(181)	19%	(121)	8%	(51)	7%	(42)	11%	(66)	26%	(162)	625
Favorable of Biden	45%	(548)	20%	(241)	4%	(47)	4%	(44)	9%	(110)	19%	(230)	1220
Unfavorable of Biden	28%	(242)	20%	(172)	8%	(67)	7%	(61)	11%	(92)	26%	(220)	854
Very Favorable of Biden	50%	(329)	16%	(105)	4%	(26)	4%	(29)	9%	(56)	16%	(108)	652
Somewhat Favorable of Biden	39%	(220)	24%	(136)	4%	(21)	3%	(15)	10%	(55)	21%	(122)	569
Somewhat Unfavorable of Biden	27%	(57)	20%	(42)	8%	(18)	7%	(14)	10%	(22)	28%	(59)	212
Very Unfavorable of Biden	29%	(184)	20%	(129)	8%	(49)	7%	(47)	11%	(70)	25%	(162)	642
#1 Issue: Economy	37%	(280)	20%	(156)	6%	(47)	3%	(25)	11%	(86)	22%	(168)	763
#1 Issue: Security	28%	(90)	24%	(79)	6%	(19)	9%	(29)	10%	(32)	23%	(76)	324
#1 Issue: Health Care	42%	(126)	16%	(49)	7%	(20)	6%	(17)	9%	(27)	20%	(59)	299
#1 Issue: Medicare / Social Security	39%	(110)	21%	(60)	3%	(9)	3%	(8)	7%	(20)	26%	(74)	281
#1 Issue: Women's Issues	43%	(58)	16%	(22)	4%	(5)	8%	(10)	11%	(15)	18%	(24)	134
#1 Issue: Education	30%	(39)	18%	(24)	5%	(6)	7%	(9)	15%	(20)	25%	(33)	130
#1 Issue: Energy	45%	(68)	14%	(20)	6%	(9)	6%	(9)	7%	(10)	23%	(34)	151
#1 Issue: Other	36%	(43)	20%	(23)	2%	(3)	2%	(3)	11%	(13)	30%	(36)	120
2020 Vote: Joe Biden	46%	(480)	19%	(199)	4%	(39)	4%	(41)	9%	(93)	17%	(179)	1031
2020 Vote: Donald Trump	29%	(201)	22%	(156)	8%	(58)	7%	(47)	10%	(69)	25%	(173)	704
2020 Vote: Other	27%	(15)	22%	(13)	7%	(4)	12%	(7)	10%	(6)	22%	(13)	58
2020 Vote: Didn't Vote	29%	(117)	16%	(65)	4%	(17)	3%	(13)	13%	(54)	34%	(138)	405
2018 House Vote: Democrat	48%	(353)	21%	(153)	5%	(36)	4%	(26)	8%	(57)	14%	(104)	730
2018 House Vote: Republican	31%	(187)	22%	(133)	9%	(52)	6%	(39)	10%	(58)	22%	(134)	604
2016 Vote: Hillary Clinton	49%	(343)	21%	(146)	4%	(31)	3%	(21)	8%	(58)	14%	(99)	698
2016 Vote: Donald Trump	32%	(209)	22%	(144)	8%	(51)	7%	(43)	9%	(60)	21%	(139)	646
2016 Vote: Other	32%	(32)	20%	(20)	6%	(6)	10%	(10)	13%	(13)	20%	(20)	102
2016 Vote: Didn't Vote	30%	(227)	16%	(122)	4%	(31)	5%	(34)	12%	(91)	33%	(246)	751
Voted in 2014: Yes	40%	(500)	21%	(264)	7%	(82)	5%	(60)	9%	(105)	18%	(224)	1235
Voted in 2014: No	32%	(313)	17%	(169)	4%	(37)	5%	(50)	12%	(117)	29%	(279)	965

Continued on next page

Table MCSP4_1: Do you have a favorable or unfavorable opinion of each of the following?

Simone Biles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	37%	(813)	20%	(433)	5%	(119)	5%	(110)	10%	(222)	23%	(503)	2200
4-Region: Northeast	38%	(150)	19%	(74)	6%	(23)	5%	(19)	12%	(47)	20%	(81)	394
4-Region: Midwest	38%	(176)	20%	(92)	5%	(25)	4%	(20)	10%	(46)	22%	(104)	462
4-Region: South	34%	(283)	20%	(168)	5%	(44)	6%	(47)	10%	(82)	24%	(201)	824
4-Region: West	39%	(204)	19%	(98)	5%	(27)	5%	(25)	9%	(47)	23%	(119)	520
Sports Fans	41%	(663)	21%	(343)	6%	(95)	6%	(93)	10%	(163)	16%	(259)	1615
Avid Sports Fans	46%	(285)	23%	(142)	8%	(50)	6%	(36)	8%	(52)	9%	(54)	619
Casual Sports Fans	38%	(378)	20%	(201)	4%	(44)	6%	(57)	11%	(111)	21%	(205)	996
Non-Sports Fans	26%	(150)	15%	(89)	4%	(24)	3%	(17)	10%	(59)	42%	(244)	585
Gen Z Sports Fans	43%	(75)	11%	(19)	6%	(10)	8%	(14)	11%	(19)	22%	(38)	176
Millennial Sports Fans	38%	(193)	22%	(110)	7%	(37)	7%	(38)	12%	(62)	14%	(72)	512
Gen X Sports Fans	39%	(151)	21%	(81)	5%	(17)	6%	(24)	12%	(48)	16%	(62)	383
Boomer Sports Fans	44%	(212)	25%	(123)	6%	(30)	3%	(14)	6%	(30)	16%	(76)	486
Democratic Sports Fans	51%	(361)	20%	(141)	4%	(30)	4%	(28)	9%	(61)	13%	(92)	713
Republican Sports Fans	32%	(147)	25%	(112)	10%	(45)	8%	(36)	9%	(41)	16%	(74)	455
Male Sports Fans	37%	(325)	24%	(213)	8%	(67)	6%	(52)	10%	(91)	15%	(133)	882
Female Sports Fans	46%	(338)	18%	(130)	4%	(27)	6%	(41)	10%	(72)	17%	(126)	734
Olympics Fans	45%	(692)	22%	(337)	6%	(101)	5%	(73)	9%	(133)	14%	(214)	1549
Avid Olympics Fans	56%	(238)	19%	(78)	7%	(29)	6%	(25)	6%	(26)	6%	(26)	422
Casual Olympics Fans	40%	(454)	23%	(259)	6%	(72)	4%	(47)	9%	(107)	17%	(187)	1128
Non-Olympics Fans	19%	(121)	15%	(95)	3%	(18)	6%	(37)	14%	(89)	45%	(290)	651
Watched a Lot 2021 Olympics	58%	(164)	17%	(49)	6%	(16)	5%	(14)	4%	(12)	9%	(27)	283
Didn't Watch any 2021 Olympics	21%	(162)	16%	(117)	4%	(28)	5%	(37)	13%	(95)	42%	(317)	755
Watched a Lot/some 2021 Olympics	51%	(436)	19%	(160)	6%	(54)	4%	(37)	8%	(67)	11%	(94)	849
Watched any 2021 Olympics	45%	(652)	22%	(315)	6%	(91)	5%	(73)	9%	(127)	13%	(187)	1445
Familiar with Peacock	40%	(486)	19%	(233)	6%	(71)	5%	(61)	9%	(103)	21%	(247)	1200
Peacock Subscriber	43%	(233)	19%	(104)	5%	(27)	6%	(32)	7%	(38)	21%	(113)	548

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

Table MCSP4_2: Do you have a favorable or unfavorable opinion of each of the following?

Caeleb Dressel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (351)	10% (225)	2% (46)	2% (38)	10% (217)	60% (1322)	2200
Gender: Male	19% (204)	12% (126)	3% (34)	2% (25)	10% (110)	53% (563)	1062
Gender: Female	13% (147)	9% (99)	1% (12)	1% (13)	9% (107)	67% (759)	1138
Age: 18-34	16% (106)	11% (72)	3% (22)	3% (22)	11% (72)	55% (361)	655
Age: 35-44	18% (64)	14% (51)	3% (10)	3% (10)	10% (35)	52% (187)	358
Age: 45-64	14% (108)	10% (78)	1% (9)	1% (5)	9% (68)	64% (483)	751
Age: 65+	17% (73)	5% (23)	1% (5)	— (1)	10% (42)	67% (291)	436
GenZers: 1997-2012	14% (35)	11% (28)	2% (5)	3% (7)	5% (11)	65% (160)	247
Millennials: 1981-1996	18% (114)	13% (84)	4% (23)	3% (20)	13% (84)	50% (322)	647
GenXers: 1965-1980	15% (78)	9% (48)	3% (14)	1% (7)	9% (51)	63% (338)	536
Baby Boomers: 1946-1964	17% (113)	9% (58)	1% (4)	— (3)	9% (64)	64% (438)	680
PID: Dem (no lean)	21% (195)	13% (120)	3% (30)	2% (17)	10% (92)	51% (480)	934
PID: Ind (no lean)	11% (69)	9% (56)	1% (4)	1% (9)	11% (70)	68% (437)	645
PID: Rep (no lean)	14% (87)	8% (49)	2% (13)	2% (12)	9% (55)	65% (405)	621
PID/Gender: Dem Men	26% (109)	15% (65)	5% (23)	3% (15)	10% (41)	41% (173)	427
PID/Gender: Dem Women	17% (86)	11% (55)	1% (7)	— (2)	10% (50)	61% (307)	507
PID/Gender: Ind Men	13% (42)	10% (32)	1% (3)	2% (5)	12% (37)	62% (197)	316
PID/Gender: Ind Women	8% (26)	7% (24)	— (2)	1% (4)	10% (34)	73% (240)	329
PID/Gender: Rep Men	16% (52)	9% (28)	3% (9)	2% (5)	10% (32)	60% (193)	320
PID/Gender: Rep Women	12% (35)	7% (20)	1% (4)	2% (7)	8% (23)	70% (212)	302
Ideo: Liberal (1-3)	21% (148)	13% (90)	3% (18)	2% (11)	8% (54)	55% (394)	715
Ideo: Moderate (4)	13% (83)	12% (74)	2% (11)	2% (13)	14% (88)	58% (364)	633
Ideo: Conservative (5-7)	16% (107)	7% (49)	2% (16)	2% (13)	9% (63)	64% (439)	687
Educ: < College	13% (198)	8% (128)	2% (31)	2% (33)	10% (147)	65% (977)	1512
Educ: Bachelors degree	21% (95)	14% (63)	2% (8)	1% (5)	9% (42)	52% (231)	444
Educ: Post-grad	24% (58)	14% (33)	3% (8)	— (0)	12% (29)	47% (115)	244
Income: Under 50k	13% (167)	8% (98)	2% (22)	2% (26)	11% (141)	65% (846)	1300
Income: 50k-100k	18% (114)	14% (87)	3% (18)	1% (9)	8% (52)	55% (348)	628
Income: 100k+	26% (70)	15% (40)	2% (7)	1% (3)	9% (24)	47% (129)	273
Ethnicity: White	15% (263)	11% (183)	2% (35)	1% (23)	10% (165)	61% (1053)	1722
Ethnicity: Hispanic	18% (62)	11% (39)	3% (9)	3% (12)	9% (33)	56% (194)	349

Continued on next page

Table MCSP4_2: Do you have a favorable or unfavorable opinion of each of the following?
Caeleb Dressel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(351)	10%	(225)	2%	(46)	2%	(38)	10%	(217)	60%	(1322)	2200
Ethnicity: Black	21%	(58)	9%	(23)	3%	(8)	3%	(8)	10%	(28)	54%	(148)	274
Ethnicity: Other	15%	(30)	9%	(19)	2%	(4)	3%	(7)	12%	(24)	59%	(121)	204
All Christian	19%	(192)	11%	(112)	2%	(18)	1%	(13)	11%	(109)	55%	(552)	996
All Non-Christian	32%	(48)	16%	(25)	3%	(4)	1%	(2)	7%	(10)	41%	(63)	151
Atheist	12%	(14)	10%	(11)	—	(0)	5%	(6)	4%	(5)	68%	(75)	111
Agnostic/Nothing in particular	10%	(61)	7%	(43)	3%	(19)	2%	(13)	10%	(58)	67%	(390)	583
Something Else	10%	(37)	9%	(34)	2%	(6)	1%	(4)	10%	(36)	68%	(243)	359
Religious Non-Protestant/Catholic	30%	(53)	14%	(25)	4%	(7)	2%	(3)	6%	(12)	44%	(79)	179
Evangelical	19%	(105)	11%	(60)	1%	(6)	1%	(8)	11%	(62)	58%	(326)	567
Non-Evangelical	15%	(115)	11%	(83)	2%	(13)	1%	(7)	10%	(78)	60%	(449)	745
Community: Urban	19%	(124)	11%	(74)	3%	(22)	3%	(17)	12%	(80)	52%	(347)	663
Community: Suburban	17%	(169)	10%	(103)	2%	(18)	1%	(9)	8%	(84)	62%	(634)	1017
Community: Rural	11%	(58)	9%	(48)	1%	(7)	2%	(12)	10%	(54)	66%	(342)	520
Employ: Private Sector	19%	(126)	15%	(98)	3%	(22)	2%	(13)	10%	(67)	51%	(345)	669
Employ: Government	21%	(23)	18%	(19)	5%	(6)	3%	(3)	11%	(12)	42%	(46)	110
Employ: Self-Employed	18%	(37)	10%	(21)	3%	(6)	5%	(10)	15%	(30)	50%	(103)	208
Employ: Homemaker	11%	(20)	9%	(16)	3%	(5)	2%	(3)	11%	(19)	64%	(114)	177
Employ: Student	12%	(13)	11%	(12)	1%	(1)	4%	(4)	5%	(5)	68%	(73)	108
Employ: Retired	15%	(77)	7%	(33)	1%	(3)	1%	(4)	10%	(52)	67%	(344)	513
Employ: Unemployed	14%	(39)	7%	(20)	1%	(2)	—	(1)	7%	(19)	71%	(202)	283
Employ: Other	12%	(16)	4%	(5)	2%	(2)	—	(0)	9%	(12)	73%	(97)	132
Military HH: Yes	16%	(56)	11%	(37)	—	(1)	2%	(6)	8%	(28)	63%	(220)	347
Military HH: No	16%	(295)	10%	(188)	2%	(46)	2%	(33)	10%	(189)	60%	(1103)	1853
RD/WT: Right Direction	21%	(208)	13%	(131)	3%	(30)	2%	(19)	10%	(101)	51%	(512)	1001
RD/WT: Wrong Track	12%	(143)	8%	(94)	1%	(16)	2%	(19)	10%	(116)	68%	(810)	1199
Biden Job Approve	20%	(239)	12%	(151)	3%	(31)	2%	(23)	10%	(126)	53%	(655)	1225
Biden Job Disapprove	12%	(106)	8%	(70)	2%	(15)	2%	(15)	9%	(81)	67%	(588)	875

Continued on next page

Table MCSP4_2: Do you have a favorable or unfavorable opinion of each of the following?

Caeleb Dressel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(351)	10%	(225)	2%	(46)	2%	(38)	10%	(217)	60%	(1322)	2200
Biden Job Strongly Approve	26%	(170)	14%	(89)	3%	(21)	2%	(16)	10%	(63)	45%	(293)	652
Biden Job Somewhat Approve	12%	(69)	11%	(62)	2%	(10)	1%	(7)	11%	(63)	63%	(361)	573
Biden Job Somewhat Disapprove	10%	(24)	14%	(35)	2%	(6)	2%	(4)	10%	(26)	62%	(156)	250
Biden Job Strongly Disapprove	13%	(82)	6%	(36)	1%	(9)	2%	(11)	9%	(55)	69%	(433)	625
Favorable of Biden	19%	(230)	13%	(157)	3%	(31)	2%	(23)	11%	(128)	53%	(651)	1220
Unfavorable of Biden	12%	(103)	8%	(65)	2%	(15)	2%	(13)	9%	(78)	68%	(580)	854
Very Favorable of Biden	25%	(164)	12%	(81)	3%	(20)	2%	(13)	9%	(61)	48%	(314)	652
Somewhat Favorable of Biden	12%	(66)	13%	(76)	2%	(11)	2%	(11)	12%	(67)	59%	(337)	569
Somewhat Unfavorable of Biden	12%	(26)	10%	(22)	3%	(7)	3%	(7)	12%	(25)	59%	(125)	212
Very Unfavorable of Biden	12%	(77)	7%	(43)	1%	(8)	1%	(6)	8%	(53)	71%	(454)	642
#1 Issue: Economy	15%	(112)	10%	(73)	2%	(17)	2%	(16)	11%	(80)	61%	(463)	763
#1 Issue: Security	16%	(53)	10%	(33)	1%	(3)	3%	(10)	8%	(27)	61%	(198)	324
#1 Issue: Health Care	20%	(58)	15%	(44)	3%	(9)	1%	(2)	8%	(25)	53%	(160)	299
#1 Issue: Medicare / Social Security	16%	(44)	5%	(14)	2%	(7)	—	(1)	10%	(27)	67%	(188)	281
#1 Issue: Women's Issues	15%	(20)	11%	(15)	1%	(1)	4%	(5)	12%	(16)	58%	(77)	134
#1 Issue: Education	14%	(18)	16%	(20)	5%	(6)	2%	(2)	12%	(16)	51%	(66)	130
#1 Issue: Energy	24%	(36)	13%	(19)	1%	(2)	1%	(2)	7%	(11)	53%	(80)	151
#1 Issue: Other	8%	(10)	6%	(7)	1%	(1)	—	(0)	12%	(14)	74%	(89)	120
2020 Vote: Joe Biden	20%	(208)	13%	(131)	3%	(26)	2%	(20)	11%	(113)	52%	(533)	1031
2020 Vote: Donald Trump	13%	(93)	9%	(61)	2%	(14)	2%	(14)	8%	(58)	66%	(464)	704
2020 Vote: Other	15%	(9)	6%	(3)	3%	(2)	3%	(2)	7%	(4)	67%	(39)	58
2020 Vote: Didn't Vote	10%	(41)	7%	(29)	1%	(5)	1%	(2)	11%	(43)	70%	(285)	405
2018 House Vote: Democrat	21%	(151)	13%	(97)	3%	(24)	1%	(8)	10%	(73)	52%	(376)	730
2018 House Vote: Republican	16%	(97)	9%	(52)	2%	(13)	1%	(8)	8%	(51)	63%	(382)	604
2016 Vote: Hillary Clinton	20%	(141)	14%	(96)	4%	(25)	1%	(7)	10%	(70)	51%	(358)	698
2016 Vote: Donald Trump	16%	(104)	9%	(55)	2%	(10)	2%	(12)	8%	(53)	64%	(412)	646
2016 Vote: Other	17%	(17)	9%	(9)	1%	(2)	—	(0)	11%	(11)	62%	(63)	102
2016 Vote: Didn't Vote	12%	(89)	8%	(63)	1%	(10)	2%	(18)	11%	(82)	65%	(488)	751
Voted in 2014: Yes	19%	(231)	11%	(135)	3%	(35)	1%	(18)	9%	(114)	57%	(702)	1235
Voted in 2014: No	12%	(120)	9%	(89)	1%	(11)	2%	(20)	11%	(103)	64%	(621)	965

Continued on next page

Table MCSP4_2: Do you have a favorable or unfavorable opinion of each of the following?

Caeleb Dressel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	16%	(351)	10%	(225)	2%	(46)	2%	(38)	10%	(217)	60%	(1322)	2200
4-Region: Northeast	18%	(71)	10%	(40)	3%	(10)	3%	(10)	11%	(44)	55%	(218)	394
4-Region: Midwest	15%	(69)	7%	(33)	2%	(10)	2%	(11)	9%	(41)	64%	(298)	462
4-Region: South	16%	(134)	11%	(90)	2%	(15)	1%	(10)	10%	(84)	60%	(491)	824
4-Region: West	15%	(77)	12%	(61)	2%	(11)	1%	(7)	9%	(47)	61%	(316)	520
Sports Fans	20%	(325)	13%	(213)	2%	(39)	2%	(34)	11%	(176)	51%	(829)	1615
Avid Sports Fans	30%	(186)	16%	(96)	4%	(25)	3%	(19)	11%	(68)	36%	(225)	619
Casual Sports Fans	14%	(139)	12%	(117)	1%	(13)	2%	(16)	11%	(108)	61%	(603)	996
Non-Sports Fans	5%	(26)	2%	(12)	1%	(8)	1%	(4)	7%	(41)	84%	(494)	585
Gen Z Sports Fans	19%	(33)	16%	(28)	2%	(4)	4%	(7)	5%	(8)	54%	(96)	176
Millennial Sports Fans	21%	(108)	16%	(82)	3%	(16)	4%	(18)	15%	(78)	41%	(209)	512
Gen X Sports Fans	19%	(71)	12%	(45)	4%	(14)	1%	(5)	10%	(38)	55%	(211)	383
Boomer Sports Fans	21%	(104)	11%	(52)	1%	(4)	1%	(3)	10%	(48)	57%	(275)	486
Democratic Sports Fans	25%	(181)	16%	(114)	3%	(24)	2%	(16)	11%	(75)	42%	(303)	713
Republican Sports Fans	18%	(80)	10%	(47)	2%	(11)	2%	(10)	10%	(46)	57%	(261)	455
Male Sports Fans	23%	(200)	14%	(120)	3%	(31)	2%	(21)	11%	(98)	47%	(412)	882
Female Sports Fans	17%	(125)	13%	(93)	1%	(8)	2%	(13)	11%	(78)	57%	(417)	734
Olympics Fans	22%	(337)	14%	(216)	3%	(40)	2%	(23)	11%	(168)	49%	(765)	1549
Avid Olympics Fans	47%	(198)	17%	(70)	2%	(11)	2%	(10)	8%	(34)	24%	(99)	422
Casual Olympics Fans	12%	(139)	13%	(146)	3%	(30)	1%	(13)	12%	(134)	59%	(666)	1128
Non-Olympics Fans	2%	(14)	1%	(9)	1%	(6)	2%	(15)	8%	(49)	86%	(557)	651
Watched a Lot 2021 Olympics	52%	(146)	15%	(44)	2%	(6)	5%	(13)	7%	(20)	19%	(54)	283
Didn't Watch any 2021 Olympics	1%	(11)	2%	(14)	1%	(7)	1%	(10)	8%	(59)	87%	(654)	755
Watched a Lot/some 2021 Olympics	34%	(290)	18%	(157)	3%	(23)	2%	(20)	10%	(88)	32%	(270)	849
Watched any 2021 Olympics	24%	(340)	15%	(211)	3%	(40)	2%	(28)	11%	(158)	46%	(668)	1445
Familiar with Peacock	19%	(232)	13%	(154)	3%	(30)	2%	(23)	11%	(130)	53%	(630)	1200
Peacock Subscriber	20%	(112)	13%	(74)	3%	(19)	2%	(12)	9%	(48)	52%	(283)	548

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

Table MCSP4_3: Do you have a favorable or unfavorable opinion of each of the following?

Katie Ledecy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(492)	13%	(281)	2%	(51)	2%	(40)	11%	(239)	50%	(1096)	2200
Gender: Male	26%	(273)	16%	(171)	3%	(33)	2%	(25)	10%	(104)	43%	(457)	1062
Gender: Female	19%	(220)	10%	(110)	2%	(18)	1%	(15)	12%	(136)	56%	(639)	1138
Age: 18-34	18%	(120)	14%	(89)	3%	(22)	3%	(19)	14%	(90)	48%	(316)	655
Age: 35-44	22%	(79)	16%	(55)	4%	(16)	2%	(8)	11%	(40)	44%	(159)	358
Age: 45-64	23%	(173)	12%	(94)	1%	(6)	1%	(10)	9%	(70)	53%	(398)	751
Age: 65+	28%	(121)	10%	(43)	2%	(8)	1%	(3)	9%	(39)	51%	(223)	436
GenZers: 1997-2012	15%	(38)	13%	(31)	3%	(8)	2%	(5)	12%	(29)	55%	(137)	247
Millennials: 1981-1996	21%	(135)	15%	(98)	4%	(28)	3%	(18)	14%	(88)	43%	(280)	647
GenXers: 1965-1980	20%	(108)	13%	(70)	1%	(7)	2%	(13)	10%	(52)	54%	(287)	536
Baby Boomers: 1946-1964	28%	(192)	11%	(72)	1%	(5)	1%	(5)	10%	(65)	50%	(341)	680
PID: Dem (no lean)	28%	(265)	14%	(128)	3%	(26)	2%	(17)	11%	(100)	43%	(397)	934
PID: Ind (no lean)	16%	(104)	12%	(75)	1%	(6)	1%	(8)	12%	(76)	58%	(376)	645
PID: Rep (no lean)	20%	(123)	13%	(78)	3%	(19)	2%	(15)	10%	(64)	52%	(323)	621
PID/Gender: Dem Men	32%	(138)	19%	(81)	4%	(17)	2%	(11)	10%	(41)	33%	(139)	427
PID/Gender: Dem Women	25%	(127)	9%	(47)	2%	(9)	1%	(7)	12%	(59)	51%	(259)	507
PID/Gender: Ind Men	21%	(67)	13%	(40)	2%	(5)	2%	(6)	9%	(28)	54%	(170)	316
PID/Gender: Ind Women	11%	(38)	11%	(35)	—	(1)	1%	(2)	14%	(47)	62%	(206)	329
PID/Gender: Rep Men	21%	(68)	16%	(50)	4%	(11)	3%	(8)	11%	(34)	46%	(148)	320
PID/Gender: Rep Women	18%	(55)	9%	(28)	3%	(8)	2%	(7)	10%	(30)	58%	(174)	302
Ideo: Liberal (1-3)	29%	(206)	13%	(93)	3%	(19)	2%	(15)	10%	(73)	43%	(308)	715
Ideo: Moderate (4)	20%	(129)	15%	(93)	1%	(7)	1%	(6)	13%	(82)	50%	(316)	633
Ideo: Conservative (5-7)	22%	(148)	12%	(85)	2%	(17)	3%	(19)	9%	(63)	52%	(356)	687
Educ: < College	17%	(254)	12%	(175)	2%	(30)	2%	(28)	11%	(164)	57%	(861)	1512
Educ: Bachelors degree	35%	(155)	15%	(65)	4%	(18)	2%	(7)	9%	(40)	36%	(159)	444
Educ: Post-grad	34%	(83)	17%	(42)	1%	(2)	2%	(5)	14%	(35)	31%	(76)	244
Income: Under 50k	17%	(218)	11%	(139)	2%	(27)	2%	(21)	12%	(159)	57%	(735)	1300
Income: 50k-100k	26%	(164)	16%	(102)	3%	(17)	2%	(15)	9%	(58)	43%	(272)	628
Income: 100k+	40%	(111)	15%	(40)	3%	(7)	1%	(4)	8%	(22)	33%	(89)	273
Ethnicity: White	23%	(393)	13%	(226)	2%	(39)	1%	(18)	10%	(170)	51%	(875)	1722
Ethnicity: Hispanic	20%	(71)	11%	(37)	3%	(9)	3%	(11)	16%	(54)	48%	(167)	349

Continued on next page

Table MCSP4_3: Do you have a favorable or unfavorable opinion of each of the following?

Katie Ledecy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(492)	13%	(281)	2%	(51)	2%	(40)	11%	(239)	50%	(1096)	2200
Ethnicity: Black	22%	(60)	13%	(36)	3%	(8)	5%	(13)	12%	(32)	46%	(126)	274
Ethnicity: Other	19%	(39)	10%	(20)	2%	(4)	4%	(9)	18%	(38)	47%	(95)	204
All Christian	28%	(276)	14%	(144)	2%	(23)	1%	(11)	10%	(104)	44%	(437)	996
All Non-Christian	38%	(58)	11%	(17)	3%	(5)	2%	(2)	10%	(16)	36%	(54)	151
Atheist	19%	(21)	11%	(12)	3%	(3)	3%	(4)	6%	(7)	57%	(64)	111
Agnostic/Nothing in particular	16%	(93)	12%	(72)	2%	(11)	3%	(16)	13%	(73)	54%	(318)	583
Something Else	13%	(45)	10%	(36)	2%	(8)	2%	(6)	11%	(40)	62%	(224)	359
Religious Non-Protestant/Catholic	35%	(63)	11%	(21)	3%	(5)	4%	(6)	10%	(19)	37%	(66)	179
Evangelical	25%	(142)	13%	(76)	2%	(11)	1%	(6)	11%	(64)	47%	(268)	567
Non-Evangelical	23%	(169)	13%	(99)	2%	(18)	1%	(8)	10%	(73)	51%	(379)	745
Community: Urban	26%	(173)	11%	(74)	3%	(19)	2%	(13)	15%	(101)	43%	(283)	663
Community: Suburban	23%	(229)	14%	(140)	2%	(23)	2%	(21)	10%	(97)	50%	(508)	1017
Community: Rural	17%	(91)	13%	(67)	2%	(9)	1%	(7)	8%	(41)	59%	(305)	520
Employ: Private Sector	28%	(189)	16%	(107)	3%	(18)	2%	(12)	10%	(68)	41%	(276)	669
Employ: Government	29%	(32)	17%	(18)	5%	(6)	5%	(5)	7%	(7)	38%	(41)	110
Employ: Self-Employed	17%	(35)	16%	(33)	4%	(8)	5%	(10)	14%	(30)	44%	(92)	208
Employ: Homemaker	16%	(28)	13%	(23)	1%	(2)	1%	(2)	12%	(22)	56%	(99)	177
Employ: Student	15%	(16)	8%	(9)	2%	(2)	4%	(5)	12%	(13)	59%	(63)	108
Employ: Retired	24%	(125)	11%	(57)	2%	(8)	1%	(3)	10%	(52)	52%	(267)	513
Employ: Unemployed	16%	(47)	9%	(27)	1%	(3)	—	(1)	11%	(30)	62%	(176)	283
Employ: Other	16%	(21)	5%	(7)	4%	(5)	2%	(2)	13%	(17)	61%	(81)	132
Military HH: Yes	29%	(99)	12%	(42)	2%	(6)	2%	(7)	9%	(33)	46%	(160)	347
Military HH: No	21%	(394)	13%	(239)	2%	(45)	2%	(33)	11%	(206)	51%	(936)	1853
RD/WT: Right Direction	28%	(280)	14%	(144)	3%	(31)	2%	(19)	11%	(114)	41%	(414)	1001
RD/WT: Wrong Track	18%	(212)	11%	(138)	2%	(20)	2%	(21)	10%	(125)	57%	(682)	1199
Biden Job Approve	26%	(324)	14%	(167)	3%	(31)	2%	(22)	13%	(155)	43%	(527)	1225
Biden Job Disapprove	19%	(163)	13%	(110)	2%	(18)	2%	(16)	8%	(72)	57%	(496)	875

Continued on next page

Table MCSP4_3: Do you have a favorable or unfavorable opinion of each of the following?

Katie Ledecy

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(492)	13%	(281)	2%	(51)	2%	(40)	11%	(239)	50%	(1096)	2200
Biden Job Strongly Approve	33%	(213)	15%	(96)	3%	(18)	3%	(18)	10%	(67)	37%	(241)	652
Biden Job Somewhat Approve	19%	(112)	12%	(70)	2%	(13)	1%	(4)	15%	(88)	50%	(286)	573
Biden Job Somewhat Disapprove	17%	(42)	16%	(40)	3%	(7)	2%	(5)	6%	(15)	57%	(143)	250
Biden Job Strongly Disapprove	19%	(121)	11%	(70)	2%	(11)	2%	(11)	9%	(57)	57%	(354)	625
Favorable of Biden	27%	(324)	14%	(168)	2%	(26)	2%	(20)	12%	(151)	44%	(531)	1220
Unfavorable of Biden	18%	(152)	12%	(105)	2%	(20)	2%	(19)	9%	(73)	57%	(486)	854
Very Favorable of Biden	32%	(210)	13%	(82)	3%	(20)	2%	(14)	11%	(72)	39%	(254)	652
Somewhat Favorable of Biden	20%	(114)	15%	(87)	1%	(7)	1%	(6)	14%	(79)	49%	(277)	569
Somewhat Unfavorable of Biden	17%	(36)	14%	(29)	4%	(9)	3%	(6)	9%	(19)	53%	(112)	212
Very Unfavorable of Biden	18%	(116)	12%	(75)	2%	(11)	2%	(12)	8%	(54)	58%	(373)	642
#1 Issue: Economy	22%	(165)	13%	(100)	2%	(14)	2%	(14)	11%	(80)	51%	(390)	763
#1 Issue: Security	22%	(72)	13%	(41)	2%	(8)	3%	(9)	9%	(28)	51%	(166)	324
#1 Issue: Health Care	24%	(72)	14%	(41)	3%	(10)	1%	(3)	13%	(38)	45%	(134)	299
#1 Issue: Medicare / Social Security	24%	(68)	12%	(32)	2%	(6)	1%	(1)	9%	(26)	52%	(147)	281
#1 Issue: Women's Issues	23%	(31)	14%	(19)	2%	(3)	5%	(6)	14%	(19)	41%	(55)	134
#1 Issue: Education	19%	(24)	16%	(21)	3%	(4)	1%	(2)	15%	(19)	46%	(60)	130
#1 Issue: Energy	25%	(38)	12%	(17)	5%	(7)	3%	(4)	11%	(16)	45%	(67)	151
#1 Issue: Other	18%	(21)	8%	(9)	—	(0)	—	(0)	10%	(13)	64%	(77)	120
2020 Vote: Joe Biden	28%	(293)	14%	(140)	3%	(30)	2%	(20)	12%	(127)	41%	(421)	1031
2020 Vote: Donald Trump	20%	(143)	13%	(89)	2%	(17)	2%	(15)	8%	(56)	55%	(384)	704
2020 Vote: Other	18%	(10)	14%	(8)	—	(0)	—	(0)	15%	(9)	53%	(31)	58
2020 Vote: Didn't Vote	11%	(46)	11%	(44)	1%	(5)	1%	(3)	12%	(47)	64%	(260)	405
2018 House Vote: Democrat	31%	(224)	14%	(100)	3%	(19)	2%	(14)	12%	(90)	39%	(283)	730
2018 House Vote: Republican	23%	(136)	14%	(84)	2%	(13)	2%	(14)	9%	(52)	50%	(304)	604
2016 Vote: Hillary Clinton	30%	(206)	14%	(98)	2%	(17)	2%	(14)	12%	(83)	40%	(279)	698
2016 Vote: Donald Trump	23%	(150)	13%	(83)	2%	(16)	2%	(16)	9%	(57)	50%	(325)	646
2016 Vote: Other	24%	(24)	14%	(14)	1%	(1)	2%	(2)	10%	(11)	50%	(50)	102
2016 Vote: Didn't Vote	15%	(112)	11%	(86)	2%	(17)	1%	(7)	12%	(88)	59%	(442)	751
Voted in 2014: Yes	27%	(334)	14%	(167)	2%	(30)	2%	(28)	10%	(129)	44%	(547)	1235
Voted in 2014: No	16%	(159)	12%	(114)	2%	(21)	1%	(12)	11%	(111)	57%	(549)	965

Continued on next page

Table MCSP4_3: Do you have a favorable or unfavorable opinion of each of the following?

Katie Ledecky

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (492)	13% (281)	2% (51)	2% (40)	11% (239)	50% (1096)	2200
4-Region: Northeast	26% (101)	13% (52)	3% (11)	2% (9)	12% (46)	45% (176)	394
4-Region: Midwest	22% (103)	12% (54)	2% (8)	2% (8)	9% (41)	54% (248)	462
4-Region: South	21% (175)	14% (113)	2% (16)	2% (16)	11% (93)	50% (412)	824
4-Region: West	22% (114)	12% (62)	3% (17)	1% (7)	11% (60)	50% (260)	520
Sports Fans	27% (444)	16% (252)	3% (42)	2% (33)	12% (190)	40% (654)	1615
Avid Sports Fans	38% (233)	17% (107)	4% (27)	3% (19)	10% (60)	28% (173)	619
Casual Sports Fans	21% (211)	15% (145)	2% (15)	1% (15)	13% (129)	48% (481)	996
Non-Sports Fans	8% (48)	5% (29)	2% (9)	1% (7)	8% (50)	76% (442)	585
Gen Z Sports Fans	20% (35)	16% (27)	3% (5)	3% (5)	13% (23)	45% (80)	176
Millennial Sports Fans	25% (130)	18% (90)	5% (25)	3% (14)	16% (80)	34% (173)	512
Gen X Sports Fans	24% (92)	17% (66)	1% (5)	3% (10)	10% (39)	45% (171)	383
Boomer Sports Fans	35% (171)	13% (61)	1% (5)	1% (4)	9% (43)	41% (201)	486
Democratic Sports Fans	33% (238)	16% (117)	3% (23)	2% (15)	11% (80)	34% (241)	713
Republican Sports Fans	25% (113)	15% (68)	4% (16)	2% (10)	11% (48)	44% (200)	455
Male Sports Fans	30% (261)	18% (162)	3% (30)	2% (22)	11% (93)	36% (314)	882
Female Sports Fans	25% (183)	12% (91)	2% (12)	2% (12)	13% (96)	46% (340)	734
Olympics Fans	30% (466)	16% (253)	3% (41)	2% (28)	12% (179)	38% (582)	1549
Avid Olympics Fans	55% (231)	16% (66)	4% (15)	4% (15)	6% (24)	17% (70)	422
Casual Olympics Fans	21% (235)	17% (187)	2% (26)	1% (13)	14% (155)	45% (512)	1128
Non-Olympics Fans	4% (27)	4% (29)	1% (10)	2% (12)	9% (60)	79% (514)	651
Watched a Lot 2021 Olympics	60% (169)	14% (40)	4% (12)	3% (10)	6% (18)	12% (35)	283
Didn't Watch any 2021 Olympics	4% (33)	5% (40)	1% (6)	1% (8)	10% (77)	78% (591)	755
Watched a Lot/some 2021 Olympics	43% (362)	18% (156)	3% (28)	2% (20)	10% (88)	23% (195)	849
Watched any 2021 Olympics	32% (459)	17% (241)	3% (45)	2% (32)	11% (163)	35% (505)	1445
Familiar with Peacock	26% (314)	14% (173)	2% (27)	3% (30)	12% (145)	43% (511)	1200
Peacock Subscriber	30% (164)	13% (71)	3% (14)	3% (15)	11% (62)	41% (222)	548

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

Table MCSP4_4: Do you have a favorable or unfavorable opinion of each of the following?

Morgan Hurd

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (173)	9% (194)	3% (55)	1% (29)	11% (239)	69% (1510)	2200
Gender: Male	11% (112)	12% (122)	3% (33)	2% (20)	11% (116)	62% (658)	1062
Gender: Female	5% (62)	6% (71)	2% (22)	1% (9)	11% (122)	75% (852)	1138
Age: 18-34	11% (75)	13% (83)	4% (28)	3% (19)	12% (78)	57% (371)	655
Age: 35-44	13% (47)	11% (41)	5% (17)	2% (6)	10% (36)	59% (211)	358
Age: 45-64	5% (37)	7% (50)	1% (6)	— (1)	10% (76)	77% (579)	751
Age: 65+	3% (14)	5% (20)	1% (4)	1% (2)	11% (48)	80% (348)	436
GenZers: 1997-2012	8% (21)	10% (24)	4% (10)	1% (3)	10% (24)	67% (167)	247
Millennials: 1981-1996	14% (89)	14% (89)	5% (34)	3% (20)	11% (73)	53% (341)	647
GenXers: 1965-1980	7% (36)	7% (39)	1% (8)	— (2)	12% (64)	72% (387)	536
Baby Boomers: 1946-1964	4% (25)	5% (36)	1% (4)	1% (3)	10% (70)	80% (543)	680
PID: Dem (no lean)	13% (118)	11% (98)	3% (27)	2% (16)	11% (104)	61% (571)	934
PID: Ind (no lean)	3% (18)	6% (42)	1% (10)	1% (4)	13% (82)	76% (489)	645
PID: Rep (no lean)	6% (37)	9% (54)	3% (18)	1% (9)	9% (53)	73% (450)	621
PID/Gender: Dem Men	17% (74)	15% (64)	4% (18)	3% (14)	9% (40)	51% (217)	427
PID/Gender: Dem Women	9% (44)	7% (34)	2% (9)	— (2)	13% (64)	70% (354)	507
PID/Gender: Ind Men	4% (14)	7% (22)	1% (3)	1% (2)	14% (44)	73% (231)	316
PID/Gender: Ind Women	1% (5)	6% (20)	2% (6)	1% (3)	11% (38)	78% (258)	329
PID/Gender: Rep Men	8% (24)	11% (37)	4% (12)	2% (5)	10% (32)	66% (210)	320
PID/Gender: Rep Women	4% (12)	6% (17)	2% (7)	1% (4)	7% (21)	80% (240)	302
Ideo: Liberal (1-3)	12% (86)	9% (62)	4% (26)	1% (10)	10% (74)	64% (457)	715
Ideo: Moderate (4)	6% (40)	11% (67)	2% (10)	1% (6)	14% (89)	67% (422)	633
Ideo: Conservative (5-7)	6% (41)	8% (53)	2% (15)	2% (12)	9% (64)	73% (503)	687
Educ: < College	7% (101)	7% (106)	3% (38)	1% (23)	10% (158)	72% (1086)	1512
Educ: Bachelors degree	9% (42)	13% (56)	2% (11)	1% (5)	11% (50)	63% (280)	444
Educ: Post-grad	12% (30)	13% (32)	2% (6)	1% (1)	13% (31)	59% (143)	244
Income: Under 50k	6% (80)	6% (80)	3% (36)	2% (23)	12% (156)	71% (924)	1300
Income: 50k-100k	8% (52)	12% (76)	2% (15)	1% (4)	8% (49)	69% (432)	628
Income: 100k+	15% (42)	14% (37)	1% (4)	1% (2)	12% (34)	56% (154)	273
Ethnicity: White	7% (119)	9% (162)	2% (36)	1% (13)	10% (181)	70% (1211)	1722
Ethnicity: Hispanic	9% (32)	8% (29)	4% (14)	2% (7)	12% (41)	65% (226)	349

Continued on next page

Table MCSP4_4: Do you have a favorable or unfavorable opinion of each of the following?
Morgan Hurd

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(173)	9%	(194)	3%	(55)	1%	(29)	11%	(239)	69%	(1510)	2200
Ethnicity: Black	13%	(34)	7%	(18)	5%	(13)	5%	(13)	10%	(28)	61%	(168)	274
Ethnicity: Other	10%	(20)	6%	(13)	3%	(7)	2%	(3)	15%	(30)	64%	(131)	204
All Christian	8%	(82)	10%	(99)	2%	(22)	—	(4)	13%	(131)	66%	(658)	996
All Non-Christian	24%	(36)	15%	(23)	1%	(1)	2%	(4)	8%	(11)	50%	(75)	151
Atheist	6%	(7)	8%	(9)	4%	(5)	—	(0)	6%	(7)	75%	(83)	111
Agnostic/Nothing in particular	5%	(30)	6%	(36)	4%	(21)	3%	(15)	9%	(54)	73%	(426)	583
Something Else	5%	(17)	7%	(26)	2%	(6)	2%	(7)	10%	(35)	74%	(268)	359
Religious Non-Protestant/Catholic	22%	(40)	14%	(26)	1%	(1)	3%	(5)	7%	(13)	52%	(94)	179
Evangelical	9%	(52)	11%	(65)	1%	(8)	—	(3)	11%	(64)	66%	(375)	567
Non-Evangelical	6%	(44)	7%	(54)	2%	(18)	1%	(5)	13%	(96)	71%	(528)	745
Community: Urban	13%	(85)	11%	(75)	3%	(17)	2%	(12)	13%	(87)	58%	(387)	663
Community: Suburban	6%	(63)	8%	(79)	2%	(25)	1%	(11)	9%	(93)	73%	(746)	1017
Community: Rural	5%	(26)	8%	(40)	3%	(13)	1%	(6)	11%	(58)	73%	(377)	520
Employ: Private Sector	11%	(71)	14%	(93)	4%	(28)	1%	(8)	11%	(74)	59%	(396)	669
Employ: Government	13%	(14)	14%	(16)	3%	(3)	1%	(1)	11%	(12)	58%	(63)	110
Employ: Self-Employed	12%	(25)	11%	(22)	5%	(10)	4%	(9)	14%	(29)	54%	(112)	208
Employ: Homemaker	6%	(10)	5%	(9)	2%	(3)	1%	(2)	13%	(23)	73%	(129)	177
Employ: Student	4%	(5)	9%	(10)	3%	(3)	3%	(3)	8%	(9)	73%	(79)	108
Employ: Retired	4%	(19)	6%	(30)	—	(2)	1%	(4)	10%	(52)	79%	(406)	513
Employ: Unemployed	6%	(17)	3%	(10)	1%	(2)	1%	(3)	11%	(31)	78%	(220)	283
Employ: Other	9%	(12)	3%	(4)	3%	(4)	1%	(1)	6%	(8)	79%	(104)	132
Military HH: Yes	5%	(19)	8%	(29)	1%	(3)	1%	(3)	11%	(36)	74%	(257)	347
Military HH: No	8%	(154)	9%	(165)	3%	(52)	1%	(26)	11%	(202)	68%	(1253)	1853
RD/WT: Right Direction	13%	(125)	11%	(113)	4%	(35)	2%	(17)	11%	(108)	60%	(603)	1001
RD/WT: Wrong Track	4%	(48)	7%	(80)	2%	(20)	1%	(12)	11%	(131)	76%	(907)	1199
Biden Job Approve	11%	(133)	10%	(122)	3%	(38)	1%	(18)	12%	(150)	62%	(762)	1225
Biden Job Disapprove	4%	(37)	8%	(68)	2%	(16)	1%	(11)	9%	(78)	76%	(666)	875

Continued on next page

Table MCSP4_4: Do you have a favorable or unfavorable opinion of each of the following?
Morgan Hurd

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(173)	9%	(194)	3%	(55)	1%	(29)	11%	(239)	69%	(1510)	2200
Biden Job Strongly Approve	18%	(116)	12%	(77)	3%	(20)	2%	(16)	10%	(67)	55%	(356)	652
Biden Job Somewhat Approve	3%	(18)	8%	(46)	3%	(18)	—	(2)	15%	(83)	71%	(407)	573
Biden Job Somewhat Disapprove	3%	(8)	13%	(33)	3%	(6)	1%	(3)	9%	(24)	70%	(176)	250
Biden Job Strongly Disapprove	5%	(29)	5%	(34)	2%	(9)	1%	(8)	9%	(54)	78%	(490)	625
Favorable of Biden	11%	(131)	10%	(125)	3%	(36)	1%	(17)	12%	(148)	63%	(763)	1220
Unfavorable of Biden	4%	(33)	7%	(60)	2%	(18)	1%	(11)	9%	(78)	77%	(654)	854
Very Favorable of Biden	16%	(106)	11%	(70)	3%	(19)	2%	(14)	10%	(65)	58%	(378)	652
Somewhat Favorable of Biden	4%	(24)	10%	(56)	3%	(18)	—	(3)	15%	(84)	68%	(385)	569
Somewhat Unfavorable of Biden	2%	(5)	12%	(25)	3%	(6)	2%	(4)	10%	(22)	71%	(150)	212
Very Unfavorable of Biden	4%	(28)	5%	(35)	2%	(11)	1%	(7)	9%	(57)	79%	(504)	642
#1 Issue: Economy	7%	(53)	10%	(73)	2%	(17)	1%	(10)	13%	(99)	67%	(511)	763
#1 Issue: Security	6%	(18)	8%	(26)	2%	(6)	2%	(6)	10%	(31)	73%	(237)	324
#1 Issue: Health Care	14%	(43)	9%	(27)	5%	(14)	—	(1)	10%	(29)	62%	(186)	299
#1 Issue: Medicare / Social Security	5%	(15)	6%	(17)	2%	(5)	—	(1)	10%	(28)	77%	(215)	281
#1 Issue: Women's Issues	11%	(14)	9%	(13)	2%	(3)	5%	(7)	12%	(16)	61%	(81)	134
#1 Issue: Education	10%	(13)	15%	(19)	3%	(4)	1%	(1)	12%	(16)	60%	(77)	130
#1 Issue: Energy	9%	(13)	10%	(15)	5%	(7)	2%	(3)	7%	(11)	67%	(101)	151
#1 Issue: Other	4%	(4)	5%	(6)	—	(0)	—	(0)	7%	(9)	84%	(101)	120
2020 Vote: Joe Biden	11%	(118)	11%	(111)	3%	(27)	2%	(18)	12%	(122)	62%	(636)	1031
2020 Vote: Donald Trump	5%	(37)	8%	(54)	3%	(18)	1%	(9)	9%	(61)	75%	(526)	704
2020 Vote: Other	—	(0)	7%	(4)	1%	(0)	3%	(2)	11%	(6)	79%	(46)	58
2020 Vote: Didn't Vote	5%	(19)	6%	(25)	3%	(10)	—	(1)	12%	(49)	74%	(301)	405
2018 House Vote: Democrat	11%	(77)	10%	(75)	3%	(25)	1%	(8)	13%	(95)	62%	(450)	730
2018 House Vote: Republican	7%	(41)	9%	(54)	2%	(15)	1%	(6)	7%	(44)	74%	(444)	604
2016 Vote: Hillary Clinton	10%	(69)	11%	(75)	3%	(22)	1%	(8)	13%	(91)	62%	(433)	698
2016 Vote: Donald Trump	7%	(44)	9%	(56)	2%	(16)	1%	(9)	8%	(54)	72%	(467)	646
2016 Vote: Other	5%	(5)	5%	(5)	—	(0)	1%	(1)	14%	(15)	75%	(76)	102
2016 Vote: Didn't Vote	7%	(55)	7%	(56)	2%	(18)	1%	(11)	10%	(78)	71%	(533)	751
Voted in 2014: Yes	9%	(112)	10%	(120)	3%	(31)	1%	(13)	11%	(132)	67%	(828)	1235
Voted in 2014: No	6%	(61)	8%	(74)	3%	(24)	2%	(17)	11%	(107)	71%	(682)	965

Continued on next page

Table MCSP4_4: Do you have a favorable or unfavorable opinion of each of the following?
Morgan Hurd

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(173)	9%	(194)	3%	(55)	1%	(29)	11%	(239)	69%	(1510)	2200
4-Region: Northeast	10%	(41)	9%	(34)	2%	(8)	1%	(3)	13%	(52)	65%	(254)	394
4-Region: Midwest	7%	(31)	8%	(37)	2%	(10)	2%	(8)	9%	(43)	72%	(334)	462
4-Region: South	8%	(67)	9%	(73)	3%	(22)	2%	(13)	11%	(88)	68%	(561)	824
4-Region: West	7%	(35)	9%	(49)	3%	(15)	1%	(5)	11%	(56)	69%	(360)	520
Sports Fans	10%	(161)	11%	(181)	3%	(48)	1%	(24)	13%	(204)	62%	(998)	1615
Avid Sports Fans	16%	(97)	15%	(95)	4%	(24)	2%	(15)	12%	(76)	51%	(313)	619
Casual Sports Fans	6%	(64)	9%	(86)	2%	(25)	1%	(10)	13%	(128)	69%	(685)	996
Non-Sports Fans	2%	(12)	2%	(13)	1%	(7)	1%	(5)	6%	(35)	88%	(512)	585
Gen Z Sports Fans	11%	(19)	13%	(23)	5%	(10)	2%	(3)	11%	(20)	58%	(102)	176
Millennial Sports Fans	16%	(82)	16%	(84)	5%	(28)	4%	(19)	13%	(68)	45%	(231)	512
Gen X Sports Fans	9%	(35)	9%	(36)	2%	(7)	—	(0)	13%	(50)	67%	(255)	383
Boomer Sports Fans	5%	(22)	7%	(33)	1%	(4)	—	(2)	13%	(61)	75%	(364)	486
Democratic Sports Fans	15%	(110)	13%	(94)	3%	(23)	2%	(16)	12%	(88)	54%	(383)	713
Republican Sports Fans	7%	(34)	11%	(49)	4%	(17)	1%	(4)	10%	(46)	67%	(305)	455
Male Sports Fans	12%	(107)	14%	(119)	3%	(31)	2%	(18)	12%	(108)	57%	(498)	882
Female Sports Fans	7%	(53)	8%	(61)	2%	(17)	1%	(6)	13%	(96)	68%	(500)	734
Olympics Fans	11%	(165)	12%	(186)	3%	(48)	1%	(21)	12%	(193)	61%	(937)	1549
Avid Olympics Fans	24%	(102)	17%	(73)	5%	(20)	2%	(9)	11%	(46)	41%	(172)	422
Casual Olympics Fans	6%	(63)	10%	(113)	3%	(28)	1%	(12)	13%	(147)	68%	(765)	1128
Non-Olympics Fans	1%	(9)	1%	(8)	1%	(8)	1%	(9)	7%	(46)	88%	(573)	651
Watched a Lot 2021 Olympics	29%	(82)	19%	(53)	3%	(9)	3%	(9)	11%	(31)	35%	(99)	283
Didn't Watch any 2021 Olympics	2%	(11)	2%	(11)	1%	(7)	1%	(7)	6%	(47)	89%	(671)	755
Watched a Lot/some 2021 Olympics	17%	(144)	17%	(141)	4%	(35)	2%	(18)	14%	(118)	46%	(393)	849
Watched any 2021 Olympics	11%	(162)	13%	(182)	3%	(48)	2%	(22)	13%	(192)	58%	(839)	1445
Familiar with Peacock	12%	(142)	12%	(146)	3%	(34)	2%	(21)	12%	(140)	60%	(718)	1200
Peacock Subscriber	12%	(67)	10%	(56)	4%	(20)	2%	(12)	11%	(58)	61%	(335)	548

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

Table MCSP4_5: Do you have a favorable or unfavorable opinion of each of the following?

Noah Lyles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(223)	10%	(218)	3%	(55)	2%	(41)	10%	(231)	65%	(1432)	2200
Gender: Male	13%	(135)	12%	(128)	3%	(34)	3%	(27)	11%	(116)	59%	(622)	1062
Gender: Female	8%	(88)	8%	(90)	2%	(21)	1%	(14)	10%	(115)	71%	(810)	1138
Age: 18-34	13%	(82)	13%	(86)	5%	(30)	3%	(23)	10%	(68)	56%	(366)	655
Age: 35-44	15%	(55)	12%	(44)	4%	(13)	3%	(10)	12%	(43)	54%	(193)	358
Age: 45-64	7%	(53)	9%	(66)	1%	(9)	1%	(7)	10%	(71)	73%	(545)	751
Age: 65+	8%	(34)	5%	(22)	1%	(4)	—	(1)	11%	(47)	75%	(328)	436
GenZers: 1997-2012	10%	(24)	9%	(23)	4%	(9)	3%	(8)	8%	(19)	66%	(163)	247
Millennials: 1981-1996	15%	(96)	15%	(98)	4%	(28)	3%	(21)	11%	(73)	51%	(331)	647
GenXers: 1965-1980	8%	(43)	10%	(53)	3%	(13)	1%	(7)	12%	(65)	66%	(354)	536
Baby Boomers: 1946-1964	8%	(52)	6%	(39)	1%	(5)	1%	(6)	10%	(65)	75%	(514)	680
PID: Dem (no lean)	15%	(144)	11%	(107)	3%	(25)	2%	(20)	11%	(100)	58%	(539)	934
PID: Ind (no lean)	5%	(34)	8%	(49)	3%	(16)	1%	(8)	11%	(72)	72%	(465)	645
PID: Rep (no lean)	7%	(46)	10%	(62)	2%	(14)	2%	(13)	9%	(59)	69%	(427)	621
PID/Gender: Dem Men	20%	(86)	15%	(64)	4%	(16)	4%	(16)	11%	(47)	46%	(198)	427
PID/Gender: Dem Women	11%	(58)	8%	(43)	2%	(8)	1%	(4)	10%	(53)	67%	(342)	507
PID/Gender: Ind Men	8%	(24)	7%	(23)	3%	(9)	2%	(6)	11%	(36)	69%	(217)	316
PID/Gender: Ind Women	3%	(10)	8%	(26)	2%	(7)	1%	(2)	11%	(36)	75%	(248)	329
PID/Gender: Rep Men	8%	(25)	13%	(40)	3%	(9)	2%	(5)	10%	(32)	65%	(207)	320
PID/Gender: Rep Women	7%	(21)	7%	(21)	2%	(5)	3%	(8)	9%	(26)	73%	(220)	302
Ideo: Liberal (1-3)	16%	(111)	11%	(78)	3%	(22)	2%	(12)	9%	(66)	60%	(426)	715
Ideo: Moderate (4)	8%	(49)	10%	(64)	3%	(18)	2%	(10)	14%	(90)	63%	(401)	633
Ideo: Conservative (5-7)	8%	(54)	9%	(61)	2%	(11)	3%	(18)	9%	(62)	70%	(481)	687
Educ: < College	8%	(122)	9%	(129)	2%	(34)	2%	(30)	10%	(157)	69%	(1041)	1512
Educ: Bachelors degree	14%	(64)	11%	(48)	4%	(17)	2%	(10)	11%	(47)	58%	(258)	444
Educ: Post-grad	15%	(37)	17%	(41)	2%	(5)	1%	(1)	11%	(27)	55%	(133)	244
Income: Under 50k	8%	(109)	8%	(105)	3%	(34)	2%	(27)	10%	(135)	69%	(890)	1300
Income: 50k-100k	11%	(66)	11%	(70)	2%	(14)	2%	(10)	10%	(65)	64%	(401)	628
Income: 100k+	18%	(48)	16%	(43)	3%	(8)	2%	(4)	11%	(30)	51%	(140)	273
Ethnicity: White	9%	(157)	10%	(171)	2%	(39)	1%	(23)	10%	(164)	68%	(1167)	1722
Ethnicity: Hispanic	9%	(33)	13%	(44)	4%	(14)	2%	(6)	12%	(43)	60%	(210)	349

Continued on next page

Table MCSP4_5: Do you have a favorable or unfavorable opinion of each of the following?

Noah Lyles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(223)	10%	(218)	3%	(55)	2%	(41)	10%	(231)	65%	(1432)	2200
Ethnicity: Black	19%	(53)	11%	(30)	4%	(10)	4%	(10)	13%	(36)	49%	(135)	274
Ethnicity: Other	6%	(13)	8%	(17)	3%	(6)	4%	(8)	15%	(31)	63%	(129)	204
All Christian	11%	(113)	11%	(111)	2%	(24)	1%	(13)	11%	(112)	63%	(623)	996
All Non-Christian	26%	(39)	19%	(28)	1%	(2)	3%	(5)	11%	(16)	40%	(61)	151
Atheist	3%	(4)	12%	(13)	5%	(5)	1%	(2)	5%	(6)	74%	(81)	111
Agnostic/Nothing in particular	7%	(40)	7%	(43)	3%	(15)	3%	(17)	10%	(57)	70%	(410)	583
Something Else	8%	(27)	6%	(22)	3%	(9)	1%	(5)	11%	(39)	71%	(256)	359
Religious Non-Protestant/Catholic	23%	(41)	18%	(32)	2%	(4)	4%	(6)	10%	(18)	43%	(77)	179
Evangelical	11%	(64)	11%	(64)	2%	(11)	2%	(10)	13%	(71)	61%	(347)	567
Non-Evangelical	10%	(74)	9%	(64)	2%	(18)	1%	(5)	10%	(74)	68%	(509)	745
Community: Urban	15%	(100)	11%	(73)	3%	(18)	3%	(17)	13%	(84)	56%	(370)	663
Community: Suburban	8%	(85)	9%	(95)	3%	(28)	1%	(11)	10%	(99)	69%	(700)	1017
Community: Rural	7%	(38)	10%	(50)	2%	(9)	3%	(13)	9%	(48)	70%	(362)	520
Employ: Private Sector	14%	(93)	14%	(94)	4%	(29)	2%	(14)	11%	(71)	55%	(369)	669
Employ: Government	12%	(13)	18%	(20)	3%	(3)	6%	(6)	11%	(12)	50%	(55)	110
Employ: Self-Employed	15%	(31)	10%	(21)	4%	(8)	3%	(7)	15%	(30)	53%	(110)	208
Employ: Homemaker	8%	(14)	10%	(17)	3%	(5)	—	(0)	10%	(18)	70%	(123)	177
Employ: Student	8%	(8)	7%	(8)	2%	(2)	5%	(6)	11%	(12)	66%	(72)	108
Employ: Retired	7%	(34)	6%	(31)	1%	(3)	1%	(4)	10%	(53)	76%	(389)	513
Employ: Unemployed	6%	(17)	8%	(24)	1%	(2)	1%	(2)	9%	(26)	75%	(212)	283
Employ: Other	9%	(12)	3%	(4)	2%	(2)	1%	(2)	7%	(10)	77%	(103)	132
Military HH: Yes	7%	(25)	9%	(30)	2%	(8)	1%	(4)	12%	(42)	69%	(238)	347
Military HH: No	11%	(198)	10%	(188)	3%	(47)	2%	(37)	10%	(189)	64%	(1194)	1853
RD/WT: Right Direction	15%	(148)	12%	(125)	3%	(31)	2%	(22)	11%	(111)	56%	(564)	1001
RD/WT: Wrong Track	6%	(75)	8%	(93)	2%	(24)	2%	(19)	10%	(119)	72%	(868)	1199
Biden Job Approve	13%	(163)	11%	(139)	3%	(33)	2%	(26)	12%	(144)	59%	(719)	1225
Biden Job Disapprove	6%	(56)	8%	(71)	2%	(22)	2%	(15)	9%	(75)	73%	(636)	875

Continued on next page

Table MCSP4_5: Do you have a favorable or unfavorable opinion of each of the following?

Noah Lyles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(223)	10%	(218)	3%	(55)	2%	(41)	10%	(231)	65%	(1432)	2200
Biden Job Strongly Approve	19%	(123)	14%	(89)	3%	(18)	3%	(19)	11%	(72)	51%	(330)	652
Biden Job Somewhat Approve	7%	(40)	9%	(50)	3%	(14)	1%	(7)	13%	(72)	68%	(389)	573
Biden Job Somewhat Disapprove	6%	(15)	12%	(30)	4%	(11)	2%	(5)	7%	(18)	69%	(172)	250
Biden Job Strongly Disapprove	7%	(42)	7%	(41)	2%	(11)	2%	(10)	9%	(56)	74%	(465)	625
Favorable of Biden	14%	(169)	11%	(140)	3%	(31)	2%	(22)	12%	(143)	59%	(715)	1220
Unfavorable of Biden	5%	(44)	8%	(71)	3%	(22)	2%	(16)	9%	(73)	74%	(628)	854
Very Favorable of Biden	20%	(129)	12%	(76)	2%	(15)	2%	(15)	12%	(76)	52%	(341)	652
Somewhat Favorable of Biden	7%	(40)	11%	(64)	3%	(17)	1%	(7)	12%	(67)	66%	(374)	569
Somewhat Unfavorable of Biden	4%	(8)	11%	(23)	5%	(12)	1%	(3)	10%	(22)	68%	(144)	212
Very Unfavorable of Biden	6%	(36)	7%	(48)	2%	(10)	2%	(13)	8%	(51)	75%	(484)	642
#1 Issue: Economy	10%	(73)	11%	(80)	2%	(16)	2%	(16)	12%	(95)	63%	(482)	763
#1 Issue: Security	7%	(23)	11%	(35)	1%	(3)	2%	(6)	8%	(27)	71%	(230)	324
#1 Issue: Health Care	15%	(44)	11%	(32)	5%	(15)	1%	(4)	7%	(21)	61%	(183)	299
#1 Issue: Medicare / Social Security	8%	(22)	7%	(20)	2%	(4)	1%	(3)	11%	(30)	72%	(202)	281
#1 Issue: Women's Issues	18%	(24)	6%	(7)	2%	(2)	3%	(4)	13%	(17)	59%	(79)	134
#1 Issue: Education	10%	(14)	18%	(24)	4%	(6)	2%	(2)	11%	(14)	54%	(70)	130
#1 Issue: Energy	12%	(18)	8%	(12)	6%	(9)	3%	(5)	10%	(15)	61%	(92)	151
#1 Issue: Other	5%	(6)	6%	(8)	—	(0)	—	(0)	10%	(12)	78%	(94)	120
2020 Vote: Joe Biden	15%	(154)	12%	(120)	3%	(26)	2%	(18)	12%	(127)	57%	(588)	1031
2020 Vote: Donald Trump	7%	(46)	9%	(63)	3%	(20)	2%	(17)	9%	(62)	70%	(496)	704
2020 Vote: Other	4%	(2)	11%	(6)	5%	(3)	—	(0)	6%	(4)	74%	(43)	58
2020 Vote: Didn't Vote	5%	(21)	7%	(29)	1%	(6)	2%	(6)	10%	(39)	75%	(304)	405
2018 House Vote: Democrat	15%	(107)	11%	(79)	2%	(18)	2%	(15)	13%	(94)	57%	(418)	730
2018 House Vote: Republican	8%	(48)	10%	(62)	3%	(18)	1%	(7)	10%	(58)	68%	(410)	604
2016 Vote: Hillary Clinton	15%	(106)	12%	(83)	2%	(14)	2%	(14)	12%	(81)	57%	(400)	698
2016 Vote: Donald Trump	9%	(59)	10%	(64)	2%	(16)	2%	(13)	9%	(60)	67%	(436)	646
2016 Vote: Other	5%	(5)	8%	(8)	3%	(3)	—	(0)	12%	(12)	73%	(74)	102
2016 Vote: Didn't Vote	7%	(52)	8%	(62)	3%	(23)	2%	(15)	10%	(78)	69%	(520)	751
Voted in 2014: Yes	12%	(151)	10%	(129)	3%	(33)	2%	(22)	11%	(139)	62%	(761)	1235
Voted in 2014: No	8%	(73)	9%	(89)	2%	(22)	2%	(19)	10%	(92)	70%	(670)	965

Continued on next page

Table MCSP4_5: Do you have a favorable or unfavorable opinion of each of the following?

Noah Lyles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(223)	10%	(218)	3%	(55)	2%	(41)	10%	(231)	65%	(1432)	2200
4-Region: Northeast	13%	(52)	11%	(42)	3%	(13)	1%	(4)	11%	(45)	60%	(237)	394
4-Region: Midwest	9%	(40)	8%	(35)	1%	(4)	4%	(16)	10%	(48)	69%	(318)	462
4-Region: South	11%	(88)	11%	(94)	3%	(22)	1%	(11)	11%	(94)	63%	(515)	824
4-Region: West	8%	(44)	9%	(46)	3%	(15)	2%	(10)	8%	(43)	70%	(362)	520
Sports Fans	13%	(214)	12%	(198)	3%	(50)	2%	(36)	12%	(191)	57%	(926)	1615
Avid Sports Fans	22%	(136)	16%	(99)	3%	(19)	3%	(17)	12%	(76)	44%	(273)	619
Casual Sports Fans	8%	(78)	10%	(99)	3%	(31)	2%	(19)	12%	(116)	66%	(653)	996
Non-Sports Fans	2%	(9)	3%	(20)	1%	(5)	1%	(5)	7%	(39)	87%	(506)	585
Gen Z Sports Fans	13%	(23)	12%	(21)	5%	(9)	5%	(8)	9%	(16)	56%	(99)	176
Millennial Sports Fans	18%	(92)	17%	(89)	5%	(24)	4%	(19)	13%	(67)	43%	(221)	512
Gen X Sports Fans	11%	(42)	13%	(48)	3%	(12)	1%	(4)	13%	(51)	59%	(226)	383
Boomer Sports Fans	10%	(50)	7%	(36)	1%	(4)	1%	(6)	11%	(54)	69%	(336)	486
Democratic Sports Fans	20%	(141)	14%	(97)	3%	(22)	3%	(19)	11%	(81)	50%	(354)	713
Republican Sports Fans	10%	(44)	12%	(57)	3%	(13)	2%	(11)	10%	(47)	62%	(284)	455
Male Sports Fans	15%	(132)	14%	(122)	4%	(33)	3%	(25)	12%	(105)	53%	(465)	882
Female Sports Fans	11%	(82)	10%	(76)	2%	(16)	2%	(12)	12%	(87)	63%	(461)	734
Olympics Fans	14%	(217)	13%	(207)	3%	(47)	2%	(30)	12%	(187)	56%	(861)	1549
Avid Olympics Fans	35%	(148)	16%	(66)	4%	(18)	3%	(13)	12%	(49)	30%	(128)	422
Casual Olympics Fans	6%	(69)	13%	(141)	3%	(29)	2%	(17)	12%	(138)	65%	(733)	1128
Non-Olympics Fans	1%	(6)	2%	(11)	1%	(8)	2%	(12)	7%	(43)	88%	(570)	651
Watched a Lot 2021 Olympics	40%	(114)	18%	(50)	3%	(8)	5%	(14)	11%	(30)	24%	(67)	283
Didn't Watch any 2021 Olympics	—	(3)	3%	(19)	1%	(8)	1%	(8)	6%	(49)	88%	(668)	755
Watched a Lot/some 2021 Olympics	24%	(203)	17%	(144)	3%	(29)	3%	(25)	13%	(110)	40%	(339)	849
Watched any 2021 Olympics	15%	(220)	14%	(198)	3%	(47)	2%	(33)	13%	(182)	53%	(764)	1445
Familiar with Peacock	14%	(171)	13%	(156)	3%	(34)	2%	(28)	12%	(138)	56%	(672)	1200
Peacock Subscriber	17%	(91)	12%	(64)	3%	(18)	3%	(17)	11%	(59)	54%	(298)	548

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

Table MCSP4_6: Do you have a favorable or unfavorable opinion of each of the following?

Sydney McLaughlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(236)	11%	(247)	3%	(66)	2%	(37)	11%	(235)	63%	(1379)	2200
Gender: Male	14%	(148)	14%	(145)	4%	(44)	2%	(23)	11%	(117)	55%	(585)	1062
Gender: Female	8%	(89)	9%	(102)	2%	(22)	1%	(14)	10%	(118)	70%	(794)	1138
Age: 18-34	12%	(76)	15%	(98)	5%	(36)	3%	(21)	12%	(77)	53%	(347)	655
Age: 35-44	15%	(54)	15%	(52)	5%	(17)	1%	(5)	14%	(51)	50%	(178)	358
Age: 45-64	8%	(61)	10%	(77)	1%	(7)	1%	(7)	9%	(67)	71%	(532)	751
Age: 65+	11%	(46)	5%	(20)	1%	(6)	1%	(3)	9%	(40)	74%	(321)	436
GenZers: 1997-2012	8%	(20)	12%	(30)	6%	(15)	3%	(6)	10%	(26)	61%	(150)	247
Millennials: 1981-1996	14%	(93)	17%	(108)	5%	(35)	3%	(18)	13%	(81)	48%	(312)	647
GenXers: 1965-1980	10%	(53)	9%	(48)	2%	(9)	1%	(7)	13%	(67)	66%	(354)	536
Baby Boomers: 1946-1964	9%	(61)	8%	(56)	1%	(6)	1%	(5)	8%	(53)	73%	(499)	680
PID: Dem (no lean)	15%	(142)	14%	(130)	4%	(34)	1%	(14)	10%	(97)	55%	(516)	934
PID: Ind (no lean)	6%	(41)	9%	(58)	2%	(12)	1%	(8)	12%	(80)	69%	(447)	645
PID: Rep (no lean)	9%	(54)	10%	(59)	3%	(20)	2%	(15)	9%	(57)	67%	(416)	621
PID/Gender: Dem Men	19%	(82)	18%	(77)	5%	(22)	3%	(13)	11%	(45)	44%	(188)	427
PID/Gender: Dem Women	12%	(60)	11%	(53)	2%	(12)	—	(1)	10%	(52)	65%	(328)	507
PID/Gender: Ind Men	8%	(25)	10%	(32)	3%	(8)	1%	(5)	13%	(40)	65%	(205)	316
PID/Gender: Ind Women	5%	(15)	8%	(26)	1%	(3)	1%	(3)	12%	(40)	73%	(242)	329
PID/Gender: Rep Men	12%	(40)	11%	(36)	4%	(14)	2%	(5)	10%	(32)	60%	(193)	320
PID/Gender: Rep Women	5%	(14)	8%	(23)	2%	(6)	3%	(10)	8%	(25)	74%	(224)	302
Ideo: Liberal (1-3)	15%	(107)	12%	(89)	3%	(24)	2%	(12)	10%	(69)	58%	(414)	715
Ideo: Moderate (4)	8%	(52)	13%	(85)	2%	(16)	1%	(5)	14%	(87)	61%	(388)	633
Ideo: Conservative (5-7)	10%	(65)	10%	(68)	3%	(18)	3%	(19)	9%	(63)	66%	(455)	687
Educ: < College	7%	(111)	10%	(147)	3%	(43)	2%	(25)	11%	(161)	68%	(1025)	1512
Educ: Bachelors degree	18%	(79)	14%	(63)	4%	(16)	2%	(8)	10%	(44)	53%	(235)	444
Educ: Post-grad	19%	(46)	16%	(38)	3%	(8)	2%	(4)	12%	(29)	49%	(119)	244
Income: Under 50k	8%	(108)	10%	(124)	3%	(36)	2%	(20)	11%	(142)	67%	(870)	1300
Income: 50k-100k	13%	(80)	12%	(75)	4%	(22)	2%	(13)	10%	(64)	60%	(374)	628
Income: 100k+	18%	(48)	18%	(49)	3%	(8)	1%	(3)	11%	(30)	49%	(135)	273
Ethnicity: White	10%	(179)	11%	(186)	3%	(44)	1%	(21)	10%	(174)	65%	(1118)	1722
Ethnicity: Hispanic	9%	(31)	15%	(52)	4%	(15)	2%	(8)	12%	(42)	58%	(202)	349

Continued on next page

Table MCSP4_6: Do you have a favorable or unfavorable opinion of each of the following?
Sydney McLaughlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(236)	11%	(247)	3%	(66)	2%	(37)	11%	(235)	63%	(1379)	2200
Ethnicity: Black	15%	(41)	15%	(40)	4%	(12)	2%	(7)	12%	(32)	52%	(143)	274
Ethnicity: Other	8%	(16)	11%	(22)	5%	(10)	4%	(9)	15%	(30)	58%	(117)	204
All Christian	13%	(133)	12%	(119)	3%	(26)	1%	(10)	12%	(116)	59%	(592)	996
All Non-Christian	26%	(40)	15%	(22)	4%	(6)	2%	(4)	12%	(17)	41%	(62)	151
Atheist	5%	(5)	7%	(8)	4%	(5)	3%	(4)	7%	(8)	74%	(81)	111
Agnostic/Nothing in particular	6%	(36)	11%	(63)	4%	(21)	3%	(15)	10%	(57)	67%	(391)	583
Something Else	6%	(22)	10%	(36)	2%	(8)	1%	(5)	10%	(36)	70%	(253)	359
Religious Non-Protestant/Catholic	24%	(43)	14%	(25)	4%	(6)	4%	(7)	10%	(17)	45%	(80)	179
Evangelical	13%	(76)	11%	(61)	2%	(11)	1%	(3)	14%	(77)	60%	(340)	567
Non-Evangelical	10%	(75)	12%	(89)	3%	(21)	1%	(7)	9%	(70)	65%	(483)	745
Community: Urban	14%	(93)	13%	(85)	4%	(26)	2%	(12)	13%	(84)	55%	(364)	663
Community: Suburban	10%	(103)	11%	(109)	3%	(28)	1%	(15)	10%	(104)	65%	(659)	1017
Community: Rural	8%	(40)	10%	(54)	2%	(12)	2%	(10)	9%	(47)	69%	(357)	520
Employ: Private Sector	15%	(99)	16%	(105)	5%	(31)	2%	(11)	10%	(66)	53%	(356)	669
Employ: Government	21%	(23)	14%	(15)	4%	(5)	4%	(5)	11%	(12)	46%	(50)	110
Employ: Self-Employed	13%	(27)	11%	(22)	5%	(10)	4%	(9)	18%	(37)	49%	(102)	208
Employ: Homemaker	9%	(16)	11%	(19)	2%	(3)	—	(1)	9%	(16)	69%	(122)	177
Employ: Student	6%	(7)	8%	(9)	4%	(5)	3%	(4)	9%	(10)	68%	(74)	108
Employ: Retired	8%	(41)	8%	(40)	1%	(4)	1%	(5)	9%	(45)	74%	(379)	513
Employ: Unemployed	5%	(15)	9%	(26)	1%	(2)	1%	(2)	13%	(36)	71%	(202)	283
Employ: Other	6%	(9)	8%	(10)	4%	(6)	—	(0)	10%	(14)	71%	(94)	132
Military HH: Yes	9%	(32)	9%	(33)	2%	(6)	1%	(3)	12%	(40)	67%	(232)	347
Military HH: No	11%	(204)	12%	(215)	3%	(60)	2%	(33)	11%	(195)	62%	(1146)	1853
RD/WT: Right Direction	16%	(156)	13%	(129)	4%	(37)	2%	(15)	12%	(124)	54%	(540)	1001
RD/WT: Wrong Track	7%	(81)	10%	(118)	2%	(29)	2%	(21)	9%	(111)	70%	(839)	1199
Biden Job Approve	14%	(171)	12%	(151)	3%	(39)	2%	(21)	12%	(147)	57%	(696)	1225
Biden Job Disapprove	7%	(61)	11%	(92)	3%	(22)	2%	(16)	8%	(73)	70%	(611)	875

Continued on next page

Table MCSP4_6: Do you have a favorable or unfavorable opinion of each of the following?
Sydney McLaughlin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (236)	11% (247)	3% (66)	2% (37)	11% (235)	63% (1379)	2200
Biden Job Strongly Approve	20% (129)	14% (93)	3% (19)	2% (12)	11% (69)	51% (330)	652
Biden Job Somewhat Approve	7% (42)	10% (58)	3% (20)	1% (9)	14% (78)	64% (366)	573
Biden Job Somewhat Disapprove	6% (15)	17% (42)	5% (12)	2% (6)	7% (17)	63% (158)	250
Biden Job Strongly Disapprove	7% (46)	8% (50)	2% (10)	2% (10)	9% (57)	72% (452)	625
Favorable of Biden	14% (166)	13% (160)	3% (36)	2% (19)	12% (151)	56% (689)	1220
Unfavorable of Biden	7% (63)	9% (79)	3% (25)	2% (16)	8% (68)	71% (604)	854
Very Favorable of Biden	19% (123)	13% (87)	3% (18)	2% (12)	11% (71)	52% (341)	652
Somewhat Favorable of Biden	7% (42)	13% (72)	3% (18)	1% (7)	14% (80)	61% (348)	569
Somewhat Unfavorable of Biden	8% (18)	14% (30)	6% (13)	2% (3)	8% (17)	62% (132)	212
Very Unfavorable of Biden	7% (45)	8% (49)	2% (12)	2% (12)	8% (51)	74% (472)	642
#1 Issue: Economy	11% (82)	13% (97)	2% (15)	2% (13)	13% (99)	60% (456)	763
#1 Issue: Security	8% (27)	10% (34)	2% (6)	3% (9)	7% (24)	69% (224)	324
#1 Issue: Health Care	14% (41)	11% (32)	6% (18)	1% (3)	8% (24)	60% (181)	299
#1 Issue: Medicare / Social Security	9% (24)	7% (20)	3% (7)	1% (3)	11% (29)	70% (197)	281
#1 Issue: Women's Issues	12% (16)	18% (25)	3% (4)	2% (2)	13% (17)	52% (70)	134
#1 Issue: Education	12% (16)	14% (18)	4% (6)	2% (2)	14% (18)	54% (70)	130
#1 Issue: Energy	15% (22)	11% (16)	7% (10)	2% (4)	9% (13)	57% (86)	151
#1 Issue: Other	7% (8)	5% (6)	— (0)	1% (1)	8% (9)	80% (96)	120
2020 Vote: Joe Biden	15% (154)	13% (130)	3% (36)	1% (15)	12% (126)	55% (571)	1031
2020 Vote: Donald Trump	8% (53)	10% (74)	2% (18)	2% (16)	8% (56)	69% (488)	704
2020 Vote: Other	6% (3)	11% (6)	2% (1)	— (0)	11% (7)	70% (40)	58
2020 Vote: Didn't Vote	6% (25)	9% (37)	3% (12)	1% (6)	12% (47)	69% (278)	405
2018 House Vote: Democrat	15% (109)	12% (91)	3% (25)	1% (10)	13% (95)	55% (401)	730
2018 House Vote: Republican	10% (58)	11% (69)	3% (17)	1% (6)	8% (48)	67% (406)	604
2016 Vote: Hillary Clinton	15% (103)	12% (87)	3% (21)	1% (10)	12% (82)	57% (395)	698
2016 Vote: Donald Trump	10% (66)	10% (66)	3% (20)	2% (13)	9% (55)	66% (425)	646
2016 Vote: Other	12% (12)	10% (10)	1% (1)	2% (2)	17% (17)	59% (60)	102
2016 Vote: Didn't Vote	7% (55)	11% (85)	3% (23)	2% (12)	11% (81)	66% (496)	751
Voted in 2014: Yes	13% (161)	12% (142)	3% (38)	2% (20)	11% (132)	60% (743)	1235
Voted in 2014: No	8% (76)	11% (105)	3% (28)	2% (17)	11% (103)	66% (636)	965

Continued on next page

Table MCSP4_6: Do you have a favorable or unfavorable opinion of each of the following?
Sydney McLaughlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(236)	11%	(247)	3%	(66)	2%	(37)	11%	(235)	63%	(1379)	2200
4-Region: Northeast	12%	(48)	10%	(41)	3%	(10)	2%	(7)	13%	(51)	60%	(237)	394
4-Region: Midwest	8%	(37)	11%	(49)	2%	(8)	3%	(12)	10%	(45)	67%	(310)	462
4-Region: South	12%	(95)	12%	(102)	3%	(28)	2%	(14)	11%	(89)	60%	(497)	824
4-Region: West	11%	(56)	11%	(56)	4%	(20)	1%	(4)	10%	(50)	64%	(335)	520
Sports Fans	14%	(224)	14%	(227)	4%	(57)	2%	(32)	12%	(194)	55%	(882)	1615
Avid Sports Fans	22%	(137)	18%	(113)	5%	(30)	2%	(13)	12%	(72)	41%	(254)	619
Casual Sports Fans	9%	(87)	11%	(114)	3%	(27)	2%	(19)	12%	(122)	63%	(628)	996
Non-Sports Fans	2%	(13)	4%	(21)	2%	(9)	1%	(5)	7%	(41)	85%	(497)	585
Gen Z Sports Fans	11%	(19)	15%	(27)	7%	(13)	4%	(6)	12%	(21)	51%	(90)	176
Millennial Sports Fans	17%	(89)	20%	(102)	6%	(29)	3%	(17)	13%	(67)	41%	(209)	512
Gen X Sports Fans	13%	(49)	11%	(42)	2%	(8)	1%	(4)	16%	(60)	57%	(220)	383
Boomer Sports Fans	12%	(59)	10%	(51)	1%	(6)	1%	(4)	9%	(42)	67%	(324)	486
Democratic Sports Fans	19%	(133)	17%	(119)	4%	(31)	2%	(13)	12%	(83)	47%	(334)	713
Republican Sports Fans	11%	(52)	11%	(52)	4%	(18)	2%	(11)	10%	(45)	61%	(278)	455
Male Sports Fans	16%	(144)	16%	(140)	5%	(40)	2%	(19)	12%	(106)	49%	(432)	882
Female Sports Fans	11%	(79)	12%	(87)	2%	(17)	2%	(13)	12%	(88)	61%	(450)	734
Olympics Fans	15%	(229)	15%	(229)	4%	(60)	2%	(26)	12%	(186)	53%	(819)	1549
Avid Olympics Fans	34%	(143)	20%	(84)	6%	(24)	3%	(14)	10%	(40)	28%	(117)	422
Casual Olympics Fans	8%	(86)	13%	(145)	3%	(37)	1%	(13)	13%	(146)	62%	(701)	1128
Non-Olympics Fans	1%	(7)	3%	(19)	1%	(5)	2%	(10)	8%	(49)	86%	(560)	651
Watched a Lot 2021 Olympics	41%	(115)	17%	(47)	4%	(12)	4%	(11)	9%	(25)	26%	(73)	283
Didn't Watch any 2021 Olympics	1%	(8)	3%	(24)	1%	(5)	1%	(8)	7%	(56)	87%	(655)	755
Watched a Lot/some 2021 Olympics	24%	(205)	19%	(161)	5%	(41)	2%	(19)	12%	(104)	38%	(319)	849
Watched any 2021 Olympics	16%	(228)	15%	(224)	4%	(61)	2%	(29)	12%	(179)	50%	(723)	1445
Familiar with Peacock	14%	(172)	14%	(171)	3%	(38)	2%	(24)	12%	(143)	54%	(652)	1200
Peacock Subscriber	17%	(91)	13%	(73)	4%	(21)	3%	(16)	11%	(59)	53%	(289)	548

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

Table MCSP4_7: Do you have a favorable or unfavorable opinion of each of the following?

Nyah Huston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (192)	9% (189)	3% (68)	2% (38)	11% (245)	67% (1469)	2200
Gender: Male	12% (126)	10% (108)	3% (36)	3% (27)	12% (122)	60% (642)	1062
Gender: Female	6% (66)	7% (81)	3% (31)	1% (11)	11% (122)	73% (827)	1138
Age: 18-34	14% (93)	9% (61)	5% (36)	4% (23)	13% (85)	55% (358)	655
Age: 35-44	13% (48)	13% (46)	4% (15)	3% (12)	11% (40)	55% (197)	358
Age: 45-64	5% (39)	8% (61)	2% (14)	— (2)	9% (66)	76% (570)	751
Age: 65+	3% (12)	5% (21)	1% (4)	— (1)	13% (55)	79% (343)	436
GenZers: 1997-2012	13% (31)	8% (19)	4% (10)	5% (13)	11% (27)	60% (148)	247
Millennials: 1981-1996	15% (97)	12% (79)	6% (38)	3% (17)	12% (78)	52% (336)	647
GenXers: 1965-1980	7% (38)	8% (41)	2% (11)	1% (6)	11% (58)	71% (382)	536
Baby Boomers: 1946-1964	3% (23)	6% (44)	1% (8)	— (2)	10% (69)	79% (534)	680
PID: Dem (no lean)	13% (122)	10% (89)	3% (31)	2% (22)	12% (112)	60% (558)	934
PID: Ind (no lean)	6% (36)	7% (45)	2% (12)	1% (8)	11% (74)	73% (470)	645
PID: Rep (no lean)	6% (35)	9% (55)	4% (24)	1% (8)	9% (59)	71% (441)	621
PID/Gender: Dem Men	18% (77)	12% (49)	5% (23)	4% (17)	11% (48)	50% (211)	427
PID/Gender: Dem Women	9% (44)	8% (40)	2% (8)	1% (5)	13% (64)	68% (346)	507
PID/Gender: Ind Men	8% (24)	8% (24)	1% (3)	2% (5)	13% (40)	70% (219)	316
PID/Gender: Ind Women	4% (12)	6% (21)	3% (9)	1% (3)	10% (33)	76% (251)	329
PID/Gender: Rep Men	8% (25)	11% (35)	3% (10)	2% (5)	10% (34)	66% (211)	320
PID/Gender: Rep Women	3% (10)	6% (20)	5% (14)	1% (3)	8% (25)	76% (230)	302
Ideo: Liberal (1-3)	13% (92)	8% (59)	4% (30)	2% (15)	11% (78)	62% (443)	715
Ideo: Moderate (4)	7% (46)	10% (64)	2% (11)	1% (8)	15% (94)	65% (410)	633
Ideo: Conservative (5-7)	7% (48)	8% (52)	3% (20)	1% (9)	9% (63)	72% (495)	687
Educ: < College	8% (117)	8% (117)	3% (41)	2% (26)	11% (160)	69% (1051)	1512
Educ: Bachelors degree	11% (48)	10% (43)	4% (16)	3% (12)	11% (49)	62% (277)	444
Educ: Post-grad	11% (28)	12% (29)	4% (10)	— (0)	15% (36)	58% (141)	244
Income: Under 50k	8% (98)	6% (81)	3% (42)	2% (26)	11% (149)	70% (904)	1300
Income: 50k-100k	9% (55)	12% (74)	3% (19)	1% (7)	10% (61)	66% (411)	628
Income: 100k+	14% (39)	13% (34)	2% (7)	2% (5)	13% (35)	56% (153)	273
Ethnicity: White	8% (132)	9% (150)	3% (51)	1% (22)	10% (179)	69% (1188)	1722
Ethnicity: Hispanic	9% (31)	8% (30)	6% (21)	3% (10)	12% (43)	62% (215)	349

Continued on next page

Table MCSP4_7: Do you have a favorable or unfavorable opinion of each of the following?

Nyjah Huston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(192)	9%	(189)	3%	(68)	2%	(38)	11%	(245)	67%	(1469)	2200
Ethnicity: Black	15%	(40)	8%	(21)	3%	(9)	3%	(9)	14%	(37)	57%	(158)	274
Ethnicity: Other	10%	(20)	9%	(18)	3%	(7)	4%	(7)	14%	(29)	60%	(123)	204
All Christian	9%	(87)	11%	(109)	3%	(28)	1%	(9)	12%	(124)	64%	(640)	996
All Non-Christian	22%	(33)	10%	(15)	2%	(3)	6%	(8)	11%	(17)	49%	(75)	151
Atheist	9%	(10)	5%	(6)	3%	(4)	3%	(3)	8%	(9)	72%	(80)	111
Agnostic/Nothing in particular	7%	(38)	7%	(39)	3%	(20)	2%	(13)	10%	(57)	71%	(415)	583
Something Else	7%	(24)	6%	(21)	4%	(13)	1%	(5)	11%	(38)	72%	(259)	359
Religious Non-Protestant/Catholic	20%	(36)	9%	(17)	3%	(4)	6%	(10)	10%	(19)	52%	(93)	179
Evangelical	9%	(51)	11%	(60)	3%	(17)	1%	(8)	12%	(70)	64%	(362)	567
Non-Evangelical	7%	(55)	9%	(65)	3%	(21)	1%	(4)	12%	(86)	69%	(515)	745
Community: Urban	13%	(89)	10%	(67)	4%	(28)	2%	(14)	12%	(81)	58%	(384)	663
Community: Suburban	7%	(76)	8%	(83)	2%	(24)	1%	(15)	11%	(110)	70%	(710)	1017
Community: Rural	5%	(28)	8%	(39)	3%	(16)	2%	(9)	10%	(54)	72%	(374)	520
Employ: Private Sector	12%	(83)	12%	(80)	5%	(30)	2%	(11)	11%	(75)	58%	(390)	669
Employ: Government	14%	(15)	12%	(13)	6%	(6)	4%	(5)	13%	(14)	51%	(56)	110
Employ: Self-Employed	16%	(33)	7%	(14)	6%	(12)	5%	(11)	13%	(27)	53%	(110)	208
Employ: Homemaker	6%	(10)	8%	(14)	3%	(5)	—	(0)	11%	(19)	73%	(129)	177
Employ: Student	10%	(11)	5%	(6)	4%	(4)	5%	(5)	9%	(9)	68%	(73)	108
Employ: Retired	3%	(17)	7%	(34)	1%	(5)	—	(2)	11%	(54)	78%	(400)	513
Employ: Unemployed	6%	(16)	7%	(19)	1%	(3)	1%	(4)	9%	(25)	77%	(217)	283
Employ: Other	6%	(8)	6%	(8)	2%	(3)	—	(0)	15%	(20)	71%	(93)	132
Military HH: Yes	5%	(19)	6%	(21)	2%	(7)	2%	(8)	14%	(50)	70%	(242)	347
Military HH: No	9%	(174)	9%	(168)	3%	(60)	2%	(30)	11%	(195)	66%	(1227)	1853
RD/WT: Right Direction	12%	(124)	11%	(109)	4%	(44)	2%	(25)	12%	(121)	58%	(578)	1001
RD/WT: Wrong Track	6%	(69)	7%	(80)	2%	(24)	1%	(13)	10%	(124)	74%	(890)	1199
Biden Job Approve	12%	(142)	10%	(118)	4%	(44)	2%	(24)	12%	(150)	61%	(746)	1225
Biden Job Disapprove	5%	(48)	7%	(65)	3%	(22)	1%	(12)	9%	(83)	74%	(646)	875

Continued on next page

Table MCSP4_7: Do you have a favorable or unfavorable opinion of each of the following?

Nyjah Huston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(192)	9%	(189)	3%	(68)	2%	(38)	11%	(245)	67%	(1469)	2200
Biden Job Strongly Approve	16%	(107)	11%	(73)	4%	(27)	2%	(16)	12%	(80)	54%	(349)	652
Biden Job Somewhat Approve	6%	(35)	8%	(46)	3%	(17)	1%	(7)	12%	(70)	69%	(397)	573
Biden Job Somewhat Disapprove	7%	(17)	12%	(29)	4%	(10)	1%	(3)	8%	(19)	69%	(172)	250
Biden Job Strongly Disapprove	5%	(30)	6%	(36)	2%	(12)	1%	(9)	10%	(64)	76%	(474)	625
Favorable of Biden	11%	(138)	10%	(118)	3%	(37)	2%	(22)	13%	(155)	62%	(751)	1220
Unfavorable of Biden	5%	(46)	7%	(61)	3%	(24)	1%	(12)	9%	(75)	74%	(635)	854
Very Favorable of Biden	16%	(103)	11%	(74)	3%	(18)	2%	(14)	13%	(83)	55%	(359)	652
Somewhat Favorable of Biden	6%	(35)	8%	(44)	3%	(19)	1%	(7)	13%	(72)	69%	(392)	569
Somewhat Unfavorable of Biden	6%	(12)	11%	(23)	4%	(7)	3%	(6)	7%	(15)	70%	(148)	212
Very Unfavorable of Biden	5%	(34)	6%	(38)	3%	(17)	1%	(6)	9%	(61)	76%	(486)	642
#1 Issue: Economy	10%	(74)	11%	(82)	2%	(12)	2%	(15)	11%	(84)	65%	(495)	763
#1 Issue: Security	7%	(24)	7%	(22)	3%	(9)	2%	(6)	9%	(28)	73%	(235)	324
#1 Issue: Health Care	13%	(38)	8%	(24)	7%	(22)	1%	(2)	9%	(28)	62%	(185)	299
#1 Issue: Medicare / Social Security	4%	(10)	6%	(17)	2%	(5)	—	(0)	12%	(34)	76%	(214)	281
#1 Issue: Women’s Issues	9%	(12)	7%	(9)	6%	(8)	3%	(4)	14%	(19)	61%	(82)	134
#1 Issue: Education	14%	(18)	12%	(16)	7%	(9)	3%	(4)	16%	(21)	48%	(62)	130
#1 Issue: Energy	8%	(11)	10%	(14)	3%	(4)	4%	(6)	12%	(18)	64%	(97)	151
#1 Issue: Other	4%	(5)	4%	(5)	—	(0)	—	(0)	11%	(13)	81%	(98)	120
2020 Vote: Joe Biden	13%	(129)	10%	(106)	3%	(33)	2%	(19)	13%	(129)	60%	(615)	1031
2020 Vote: Donald Trump	6%	(40)	8%	(54)	3%	(20)	1%	(9)	10%	(69)	73%	(512)	704
2020 Vote: Other	4%	(2)	12%	(7)	2%	(1)	—	(0)	3%	(2)	80%	(46)	58
2020 Vote: Didn’t Vote	5%	(21)	5%	(22)	3%	(14)	2%	(9)	11%	(45)	73%	(294)	405
2018 House Vote: Democrat	12%	(86)	10%	(77)	3%	(23)	2%	(15)	13%	(97)	59%	(432)	730
2018 House Vote: Republican	7%	(41)	8%	(47)	2%	(15)	1%	(7)	10%	(59)	72%	(434)	604
2016 Vote: Hillary Clinton	11%	(76)	10%	(69)	4%	(25)	2%	(15)	13%	(93)	60%	(419)	698
2016 Vote: Donald Trump	7%	(48)	9%	(59)	2%	(12)	2%	(10)	9%	(59)	71%	(458)	646
2016 Vote: Other	5%	(5)	6%	(6)	—	(0)	—	(0)	15%	(15)	75%	(76)	102
2016 Vote: Didn’t Vote	9%	(64)	7%	(54)	4%	(30)	2%	(13)	10%	(76)	68%	(514)	751
Voted in 2014: Yes	9%	(112)	10%	(119)	3%	(35)	2%	(22)	12%	(148)	65%	(800)	1235
Voted in 2014: No	8%	(80)	7%	(70)	3%	(33)	2%	(16)	10%	(97)	69%	(669)	965

Continued on next page

Table MCSP4_7: Do you have a favorable or unfavorable opinion of each of the following?

Nyjah Huston

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(192)	9%	(189)	3%	(68)	2%	(38)	11%	(245)	67%	(1469)	2200
4-Region: Northeast	12%	(46)	8%	(33)	4%	(15)	1%	(2)	12%	(46)	64%	(251)	394
4-Region: Midwest	8%	(38)	6%	(28)	3%	(12)	1%	(7)	11%	(50)	71%	(328)	462
4-Region: South	8%	(68)	11%	(93)	2%	(20)	2%	(16)	10%	(80)	66%	(547)	824
4-Region: West	8%	(41)	7%	(35)	4%	(20)	3%	(13)	13%	(69)	66%	(343)	520
Sports Fans	11%	(184)	11%	(172)	4%	(57)	2%	(33)	13%	(202)	60%	(967)	1615
Avid Sports Fans	17%	(105)	15%	(92)	4%	(27)	3%	(18)	12%	(76)	49%	(300)	619
Casual Sports Fans	8%	(79)	8%	(80)	3%	(30)	2%	(15)	13%	(126)	67%	(667)	996
Non-Sports Fans	1%	(8)	3%	(17)	2%	(11)	1%	(5)	7%	(42)	86%	(502)	585
Gen Z Sports Fans	17%	(30)	8%	(14)	5%	(9)	7%	(13)	11%	(20)	51%	(90)	176
Millennial Sports Fans	18%	(94)	14%	(74)	6%	(30)	3%	(15)	14%	(73)	44%	(226)	512
Gen X Sports Fans	10%	(37)	10%	(36)	2%	(9)	1%	(3)	12%	(47)	65%	(250)	383
Boomer Sports Fans	4%	(20)	9%	(42)	2%	(8)	—	(2)	11%	(55)	74%	(358)	486
Democratic Sports Fans	17%	(118)	12%	(83)	4%	(27)	3%	(21)	13%	(94)	52%	(371)	713
Republican Sports Fans	7%	(33)	11%	(51)	5%	(21)	1%	(6)	10%	(46)	65%	(297)	455
Male Sports Fans	14%	(122)	12%	(101)	4%	(34)	3%	(24)	13%	(112)	55%	(488)	882
Female Sports Fans	8%	(62)	10%	(71)	3%	(23)	1%	(9)	12%	(90)	65%	(479)	734
Olympics Fans	12%	(182)	12%	(179)	4%	(59)	2%	(28)	13%	(198)	58%	(904)	1549
Avid Olympics Fans	26%	(108)	17%	(71)	6%	(26)	3%	(12)	15%	(62)	34%	(143)	422
Casual Olympics Fans	7%	(74)	10%	(108)	3%	(33)	1%	(16)	12%	(136)	67%	(761)	1128
Non-Olympics Fans	2%	(10)	2%	(10)	1%	(9)	2%	(10)	7%	(47)	87%	(565)	651
Watched a Lot 2021 Olympics	27%	(77)	17%	(49)	4%	(11)	6%	(16)	16%	(45)	30%	(86)	283
Didn't Watch any 2021 Olympics	2%	(12)	2%	(17)	1%	(6)	1%	(9)	6%	(47)	88%	(664)	755
Watched a Lot/some 2021 Olympics	20%	(168)	16%	(135)	4%	(34)	3%	(24)	14%	(119)	44%	(369)	849
Watched any 2021 Olympics	12%	(180)	12%	(172)	4%	(61)	2%	(29)	14%	(198)	56%	(804)	1445
Familiar with Peacock	12%	(146)	10%	(126)	3%	(41)	2%	(29)	12%	(144)	59%	(714)	1200
Peacock Subscriber	14%	(75)	9%	(51)	4%	(22)	3%	(17)	11%	(60)	59%	(322)	548

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

Table MCSP4_8: Do you have a favorable or unfavorable opinion of each of the following?

Emma Coburn

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (195)	9% (196)	3% (55)	2% (39)	11% (240)	67% (1476)	2200
Gender: Male	12% (125)	10% (105)	3% (35)	2% (23)	11% (121)	62% (653)	1062
Gender: Female	6% (70)	8% (90)	2% (21)	1% (16)	10% (119)	72% (822)	1138
Age: 18-34	13% (83)	10% (67)	5% (35)	3% (23)	13% (85)	55% (362)	655
Age: 35-44	15% (54)	14% (49)	3% (10)	3% (10)	10% (34)	56% (200)	358
Age: 45-64	5% (39)	8% (63)	1% (6)	— (3)	10% (73)	76% (568)	751
Age: 65+	5% (20)	4% (17)	1% (4)	1% (3)	11% (47)	79% (346)	436
GenZers: 1997-2012	7% (18)	9% (22)	9% (21)	1% (3)	10% (24)	64% (159)	247
Millennials: 1981-1996	16% (104)	12% (78)	3% (22)	4% (25)	13% (85)	51% (332)	647
GenXers: 1965-1980	8% (42)	11% (58)	1% (8)	1% (6)	10% (55)	68% (367)	536
Baby Boomers: 1946-1964	4% (26)	5% (32)	1% (4)	1% (4)	10% (65)	81% (549)	680
PID: Dem (no lean)	14% (127)	11% (102)	3% (24)	2% (20)	10% (97)	60% (563)	934
PID: Ind (no lean)	4% (27)	6% (42)	2% (16)	1% (6)	12% (76)	74% (478)	645
PID: Rep (no lean)	7% (41)	8% (52)	2% (15)	2% (12)	11% (67)	70% (435)	621
PID/Gender: Dem Men	20% (86)	13% (55)	4% (16)	3% (14)	9% (40)	51% (216)	427
PID/Gender: Dem Women	8% (42)	9% (47)	2% (8)	1% (6)	11% (57)	69% (348)	507
PID/Gender: Ind Men	4% (14)	6% (19)	3% (9)	1% (3)	12% (38)	73% (232)	316
PID/Gender: Ind Women	4% (13)	7% (23)	2% (7)	1% (3)	11% (38)	75% (246)	329
PID/Gender: Rep Men	8% (25)	10% (31)	3% (9)	2% (6)	13% (42)	65% (206)	320
PID/Gender: Rep Women	5% (16)	7% (21)	2% (6)	2% (6)	8% (24)	76% (228)	302
Ideo: Liberal (1-3)	12% (86)	11% (77)	3% (24)	2% (15)	10% (73)	62% (442)	715
Ideo: Moderate (4)	9% (54)	10% (63)	2% (12)	1% (6)	13% (83)	65% (414)	633
Ideo: Conservative (5-7)	7% (51)	7% (49)	2% (10)	3% (17)	10% (66)	72% (493)	687
Educ: < College	7% (102)	8% (114)	3% (43)	2% (30)	10% (158)	70% (1066)	1512
Educ: Bachelors degree	13% (59)	10% (43)	2% (9)	2% (7)	11% (48)	63% (278)	444
Educ: Post-grad	14% (34)	16% (39)	1% (3)	1% (2)	14% (34)	54% (133)	244
Income: Under 50k	7% (88)	7% (95)	3% (36)	2% (26)	11% (149)	70% (904)	1300
Income: 50k-100k	10% (61)	11% (68)	2% (14)	1% (9)	10% (66)	65% (409)	628
Income: 100k+	17% (45)	12% (32)	2% (5)	1% (3)	9% (25)	59% (162)	273
Ethnicity: White	8% (145)	9% (154)	2% (31)	2% (27)	10% (174)	69% (1191)	1722
Ethnicity: Hispanic	14% (50)	7% (25)	3% (12)	2% (8)	14% (47)	59% (207)	349

Continued on next page

Table MCSP4_8: Do you have a favorable or unfavorable opinion of each of the following?
Emma Coburn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(195)	9%	(196)	3%	(55)	2%	(39)	11%	(240)	67%	(1476)	2200
Ethnicity: Black	13%	(35)	10%	(26)	5%	(13)	3%	(7)	12%	(34)	58%	(158)	274
Ethnicity: Other	7%	(15)	7%	(15)	5%	(11)	2%	(5)	16%	(32)	62%	(127)	204
All Christian	10%	(98)	10%	(102)	2%	(19)	1%	(8)	12%	(120)	65%	(649)	996
All Non-Christian	29%	(44)	9%	(14)	2%	(3)	3%	(4)	11%	(17)	46%	(69)	151
Atheist	5%	(5)	8%	(8)	9%	(10)	1%	(1)	4%	(5)	74%	(81)	111
Agnostic/Nothing in particular	5%	(28)	8%	(44)	2%	(12)	3%	(20)	11%	(61)	72%	(418)	583
Something Else	5%	(20)	8%	(27)	3%	(11)	1%	(5)	10%	(38)	72%	(258)	359
Religious Non-Protestant/Catholic	27%	(49)	8%	(15)	2%	(3)	3%	(6)	10%	(18)	49%	(88)	179
Evangelical	12%	(68)	9%	(54)	2%	(10)	1%	(4)	12%	(66)	64%	(365)	567
Non-Evangelical	6%	(44)	9%	(70)	3%	(20)	1%	(6)	11%	(85)	70%	(519)	745
Community: Urban	15%	(102)	11%	(73)	2%	(16)	2%	(13)	14%	(92)	55%	(367)	663
Community: Suburban	6%	(61)	7%	(74)	3%	(31)	2%	(18)	11%	(107)	71%	(725)	1017
Community: Rural	6%	(32)	9%	(48)	2%	(8)	1%	(8)	8%	(41)	74%	(384)	520
Employ: Private Sector	13%	(87)	14%	(94)	3%	(21)	1%	(10)	12%	(78)	57%	(380)	669
Employ: Government	16%	(17)	13%	(14)	2%	(2)	3%	(4)	9%	(10)	56%	(62)	110
Employ: Self-Employed	14%	(29)	7%	(14)	5%	(10)	6%	(12)	15%	(31)	54%	(112)	208
Employ: Homemaker	5%	(9)	10%	(18)	1%	(1)	3%	(5)	10%	(17)	71%	(126)	177
Employ: Student	6%	(6)	10%	(11)	8%	(8)	1%	(1)	11%	(11)	65%	(70)	108
Employ: Retired	4%	(20)	5%	(23)	1%	(4)	1%	(4)	11%	(56)	79%	(407)	513
Employ: Unemployed	5%	(15)	7%	(19)	2%	(5)	1%	(2)	7%	(21)	78%	(221)	283
Employ: Other	8%	(11)	1%	(2)	4%	(6)	1%	(1)	11%	(15)	74%	(98)	132
Military HH: Yes	8%	(29)	7%	(24)	1%	(4)	2%	(6)	12%	(43)	70%	(242)	347
Military HH: No	9%	(166)	9%	(172)	3%	(51)	2%	(33)	11%	(197)	67%	(1234)	1853
RD/WT: Right Direction	14%	(136)	11%	(113)	3%	(33)	2%	(22)	11%	(109)	59%	(589)	1001
RD/WT: Wrong Track	5%	(59)	7%	(83)	2%	(22)	1%	(17)	11%	(131)	74%	(887)	1199
Biden Job Approve	12%	(148)	10%	(127)	3%	(33)	2%	(23)	11%	(141)	61%	(752)	1225
Biden Job Disapprove	5%	(43)	8%	(67)	2%	(18)	2%	(14)	10%	(88)	74%	(646)	875

Continued on next page

Table MCSP4_8: Do you have a favorable or unfavorable opinion of each of the following?

Emma Coburn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(195)	9%	(196)	3%	(55)	2%	(39)	11%	(240)	67%	(1476)	2200
Biden Job Strongly Approve	18%	(119)	12%	(79)	2%	(12)	3%	(19)	11%	(69)	54%	(354)	652
Biden Job Somewhat Approve	5%	(30)	8%	(48)	4%	(22)	1%	(4)	13%	(72)	70%	(398)	573
Biden Job Somewhat Disapprove	6%	(16)	9%	(22)	4%	(10)	2%	(6)	10%	(25)	69%	(173)	250
Biden Job Strongly Disapprove	4%	(26)	7%	(45)	1%	(8)	1%	(9)	10%	(63)	76%	(474)	625
Favorable of Biden	12%	(144)	11%	(132)	2%	(27)	2%	(22)	12%	(142)	62%	(753)	1220
Unfavorable of Biden	4%	(37)	7%	(59)	2%	(19)	2%	(16)	10%	(83)	75%	(639)	854
Very Favorable of Biden	16%	(107)	12%	(78)	2%	(12)	2%	(14)	12%	(75)	56%	(364)	652
Somewhat Favorable of Biden	6%	(37)	10%	(54)	3%	(14)	1%	(8)	12%	(67)	68%	(389)	569
Somewhat Unfavorable of Biden	6%	(13)	8%	(17)	5%	(10)	2%	(4)	9%	(20)	70%	(147)	212
Very Unfavorable of Biden	4%	(24)	7%	(42)	1%	(9)	2%	(12)	10%	(63)	77%	(491)	642
#1 Issue: Economy	7%	(54)	10%	(76)	2%	(14)	2%	(15)	13%	(98)	66%	(506)	763
#1 Issue: Security	7%	(24)	8%	(25)	3%	(10)	2%	(5)	9%	(30)	71%	(230)	324
#1 Issue: Health Care	15%	(45)	10%	(30)	3%	(8)	1%	(4)	9%	(26)	62%	(185)	299
#1 Issue: Medicare / Social Security	5%	(14)	6%	(17)	1%	(4)	1%	(2)	10%	(27)	77%	(216)	281
#1 Issue: Women's Issues	13%	(18)	9%	(12)	3%	(4)	2%	(3)	14%	(19)	58%	(78)	134
#1 Issue: Education	17%	(22)	14%	(18)	4%	(5)	1%	(2)	12%	(15)	52%	(67)	130
#1 Issue: Energy	9%	(14)	8%	(13)	6%	(9)	4%	(6)	9%	(13)	64%	(96)	151
#1 Issue: Other	4%	(4)	3%	(4)	1%	(1)	—	(0)	10%	(12)	82%	(98)	120
2020 Vote: Joe Biden	13%	(138)	10%	(103)	2%	(23)	2%	(22)	12%	(125)	60%	(620)	1031
2020 Vote: Donald Trump	6%	(40)	8%	(58)	2%	(16)	2%	(14)	10%	(71)	72%	(504)	704
2020 Vote: Other	2%	(1)	13%	(8)	2%	(1)	—	(0)	5%	(3)	77%	(44)	58
2020 Vote: Didn't Vote	4%	(15)	7%	(27)	4%	(14)	1%	(3)	10%	(40)	76%	(306)	405
2018 House Vote: Democrat	13%	(95)	11%	(77)	2%	(17)	1%	(11)	12%	(90)	60%	(440)	730
2018 House Vote: Republican	8%	(47)	8%	(51)	2%	(10)	2%	(9)	10%	(60)	71%	(427)	604
2016 Vote: Hillary Clinton	13%	(89)	11%	(80)	2%	(12)	2%	(11)	12%	(83)	61%	(423)	698
2016 Vote: Donald Trump	8%	(51)	9%	(55)	2%	(13)	2%	(14)	10%	(65)	69%	(448)	646
2016 Vote: Other	10%	(10)	3%	(3)	—	(0)	—	(0)	11%	(11)	76%	(77)	102
2016 Vote: Didn't Vote	6%	(44)	8%	(57)	4%	(30)	2%	(13)	11%	(81)	70%	(525)	751
Voted in 2014: Yes	11%	(134)	10%	(121)	2%	(21)	2%	(20)	11%	(139)	65%	(800)	1235
Voted in 2014: No	6%	(61)	8%	(75)	4%	(34)	2%	(19)	10%	(100)	70%	(676)	965

Continued on next page

Table MCSP4_8: Do you have a favorable or unfavorable opinion of each of the following?

Emma Coburn

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(195)	9%	(196)	3%	(55)	2%	(39)	11%	(240)	67%	(1476)	2200
4-Region: Northeast	11%	(44)	11%	(42)	3%	(10)	1%	(5)	11%	(44)	63%	(249)	394
4-Region: Midwest	6%	(27)	9%	(41)	2%	(8)	2%	(11)	10%	(45)	72%	(331)	462
4-Region: South	9%	(76)	9%	(71)	2%	(20)	2%	(17)	11%	(91)	67%	(549)	824
4-Region: West	9%	(48)	8%	(41)	3%	(17)	1%	(6)	12%	(61)	67%	(347)	520
Sports Fans	12%	(188)	11%	(180)	3%	(49)	2%	(31)	12%	(194)	60%	(974)	1615
Avid Sports Fans	19%	(117)	14%	(86)	4%	(26)	2%	(13)	12%	(72)	49%	(305)	619
Casual Sports Fans	7%	(70)	9%	(94)	2%	(23)	2%	(18)	12%	(122)	67%	(669)	996
Non-Sports Fans	1%	(7)	3%	(16)	1%	(6)	1%	(8)	8%	(45)	86%	(502)	585
Gen Z Sports Fans	10%	(18)	13%	(22)	10%	(18)	2%	(3)	10%	(17)	56%	(98)	176
Millennial Sports Fans	19%	(99)	14%	(71)	4%	(21)	4%	(22)	15%	(76)	44%	(224)	512
Gen X Sports Fans	11%	(41)	13%	(51)	1%	(6)	1%	(4)	12%	(47)	61%	(234)	383
Boomer Sports Fans	5%	(25)	6%	(30)	1%	(4)	—	(2)	10%	(50)	77%	(374)	486
Democratic Sports Fans	18%	(127)	13%	(92)	3%	(22)	3%	(19)	11%	(76)	53%	(379)	713
Republican Sports Fans	9%	(40)	10%	(48)	3%	(15)	2%	(7)	11%	(52)	65%	(294)	455
Male Sports Fans	14%	(122)	12%	(101)	4%	(32)	2%	(20)	12%	(108)	56%	(498)	882
Female Sports Fans	9%	(66)	11%	(78)	2%	(17)	1%	(11)	12%	(87)	65%	(476)	734
Olympics Fans	12%	(185)	12%	(186)	3%	(49)	1%	(22)	13%	(199)	59%	(908)	1549
Avid Olympics Fans	29%	(122)	17%	(73)	5%	(21)	2%	(8)	10%	(43)	37%	(155)	422
Casual Olympics Fans	6%	(64)	10%	(113)	2%	(28)	1%	(14)	14%	(156)	67%	(753)	1128
Non-Olympics Fans	1%	(10)	1%	(10)	1%	(7)	3%	(17)	6%	(41)	87%	(568)	651
Watched a Lot 2021 Olympics	33%	(93)	19%	(53)	2%	(7)	4%	(11)	12%	(34)	30%	(86)	283
Didn't Watch any 2021 Olympics	—	(4)	3%	(20)	1%	(6)	2%	(12)	6%	(46)	88%	(667)	755
Watched a Lot/some 2021 Olympics	20%	(171)	17%	(141)	4%	(34)	2%	(18)	12%	(101)	45%	(384)	849
Watched any 2021 Olympics	13%	(191)	12%	(176)	3%	(49)	2%	(27)	13%	(194)	56%	(809)	1445
Familiar with Peacock	13%	(156)	11%	(133)	2%	(28)	2%	(24)	12%	(149)	59%	(710)	1200
Peacock Subscriber	14%	(77)	12%	(66)	2%	(13)	2%	(12)	10%	(53)	60%	(327)	548

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

Table MCSP4_9: Do you have a favorable or unfavorable opinion of each of the following?

Simone Manuel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	10%	(217)	2%	(49)	1%	(26)	11%	(249)	64%	(1413)	2200
Gender: Male	13%	(138)	12%	(131)	3%	(36)	1%	(15)	11%	(117)	59%	(625)	1062
Gender: Female	9%	(107)	8%	(86)	1%	(13)	1%	(11)	12%	(133)	69%	(788)	1138
Age: 18-34	16%	(105)	13%	(82)	3%	(23)	1%	(7)	13%	(86)	54%	(353)	655
Age: 35-44	16%	(57)	13%	(46)	4%	(14)	2%	(8)	12%	(41)	53%	(191)	358
Age: 45-64	7%	(56)	9%	(70)	1%	(9)	1%	(6)	10%	(76)	71%	(534)	751
Age: 65+	6%	(28)	4%	(18)	1%	(4)	1%	(5)	11%	(46)	77%	(335)	436
GenZers: 1997-2012	13%	(31)	10%	(24)	4%	(11)	1%	(3)	10%	(24)	63%	(155)	247
Millennials: 1981-1996	18%	(119)	14%	(89)	3%	(21)	1%	(10)	13%	(86)	50%	(321)	647
GenXers: 1965-1980	9%	(46)	10%	(54)	2%	(13)	1%	(6)	11%	(60)	67%	(357)	536
Baby Boomers: 1946-1964	7%	(45)	7%	(45)	1%	(4)	1%	(7)	10%	(66)	75%	(514)	680
PID: Dem (no lean)	17%	(158)	12%	(110)	2%	(23)	1%	(12)	11%	(100)	57%	(531)	934
PID: Ind (no lean)	6%	(40)	9%	(57)	1%	(9)	—	(3)	13%	(83)	70%	(453)	645
PID: Rep (no lean)	8%	(48)	8%	(50)	3%	(18)	2%	(11)	11%	(66)	69%	(429)	621
PID/Gender: Dem Men	22%	(95)	16%	(70)	5%	(19)	1%	(5)	9%	(39)	47%	(199)	427
PID/Gender: Dem Women	12%	(63)	8%	(40)	1%	(4)	1%	(7)	12%	(62)	65%	(332)	507
PID/Gender: Ind Men	5%	(17)	9%	(28)	1%	(4)	1%	(3)	13%	(41)	71%	(223)	316
PID/Gender: Ind Women	7%	(23)	9%	(28)	2%	(5)	—	(0)	13%	(42)	70%	(231)	329
PID/Gender: Rep Men	8%	(27)	10%	(33)	4%	(13)	2%	(6)	12%	(37)	64%	(203)	320
PID/Gender: Rep Women	7%	(21)	6%	(17)	1%	(4)	2%	(5)	10%	(29)	75%	(226)	302
Ideo: Liberal (1-3)	16%	(114)	12%	(85)	3%	(22)	1%	(7)	10%	(74)	58%	(413)	715
Ideo: Moderate (4)	9%	(58)	10%	(64)	2%	(14)	1%	(7)	14%	(86)	64%	(404)	633
Ideo: Conservative (5-7)	9%	(61)	8%	(56)	1%	(10)	2%	(12)	11%	(74)	69%	(474)	687
Educ: < College	9%	(140)	9%	(135)	2%	(31)	1%	(19)	11%	(159)	68%	(1028)	1512
Educ: Bachelors degree	14%	(63)	10%	(44)	3%	(14)	1%	(6)	14%	(63)	57%	(254)	444
Educ: Post-grad	17%	(42)	16%	(38)	2%	(5)	—	(1)	11%	(27)	54%	(131)	244
Income: Under 50k	9%	(115)	8%	(108)	2%	(30)	1%	(15)	12%	(150)	68%	(881)	1300
Income: 50k-100k	12%	(78)	11%	(67)	2%	(13)	1%	(7)	12%	(73)	62%	(390)	628
Income: 100k+	19%	(53)	15%	(42)	2%	(5)	1%	(4)	10%	(26)	52%	(143)	273
Ethnicity: White	9%	(162)	10%	(165)	2%	(39)	1%	(17)	11%	(189)	67%	(1150)	1722
Ethnicity: Hispanic	13%	(45)	12%	(44)	3%	(10)	1%	(5)	13%	(46)	57%	(200)	349

Continued on next page

Table MCSP4_9: Do you have a favorable or unfavorable opinion of each of the following?

Simone Manuel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	10%	(217)	2%	(49)	1%	(26)	11%	(249)	64%	(1413)	2200
Ethnicity: Black	22%	(60)	12%	(34)	2%	(4)	1%	(3)	8%	(22)	55%	(151)	274
Ethnicity: Other	12%	(24)	9%	(18)	3%	(6)	3%	(6)	19%	(38)	55%	(112)	204
All Christian	13%	(128)	11%	(110)	2%	(20)	1%	(10)	12%	(123)	61%	(605)	996
All Non-Christian	25%	(38)	18%	(28)	5%	(8)	2%	(3)	12%	(18)	38%	(57)	151
Atheist	8%	(8)	3%	(4)	3%	(4)	—	(0)	7%	(8)	78%	(87)	111
Agnostic/Nothing in particular	8%	(49)	8%	(48)	2%	(10)	2%	(9)	10%	(59)	70%	(409)	583
Something Else	6%	(22)	8%	(28)	2%	(8)	1%	(4)	12%	(43)	71%	(255)	359
Religious Non-Protestant/Catholic	23%	(42)	16%	(29)	4%	(8)	3%	(5)	11%	(19)	42%	(76)	179
Evangelical	13%	(74)	11%	(62)	1%	(8)	1%	(4)	12%	(70)	61%	(349)	567
Non-Evangelical	9%	(70)	10%	(71)	2%	(17)	1%	(9)	12%	(91)	65%	(487)	745
Community: Urban	19%	(125)	11%	(72)	3%	(18)	1%	(6)	13%	(89)	53%	(354)	663
Community: Suburban	8%	(79)	10%	(98)	3%	(26)	1%	(7)	10%	(104)	69%	(703)	1017
Community: Rural	8%	(41)	9%	(47)	1%	(5)	3%	(14)	11%	(57)	69%	(356)	520
Employ: Private Sector	15%	(100)	13%	(89)	3%	(22)	1%	(6)	12%	(80)	56%	(372)	669
Employ: Government	20%	(22)	13%	(14)	6%	(7)	3%	(3)	6%	(6)	52%	(57)	110
Employ: Self-Employed	17%	(34)	10%	(22)	4%	(8)	3%	(5)	19%	(39)	48%	(99)	208
Employ: Homemaker	7%	(13)	10%	(19)	1%	(1)	1%	(2)	10%	(17)	71%	(125)	177
Employ: Student	8%	(9)	12%	(13)	4%	(4)	1%	(1)	8%	(9)	67%	(72)	108
Employ: Retired	6%	(33)	6%	(29)	—	(2)	1%	(7)	11%	(55)	75%	(387)	513
Employ: Unemployed	7%	(19)	9%	(26)	1%	(3)	—	(1)	8%	(23)	74%	(211)	283
Employ: Other	11%	(15)	4%	(6)	1%	(1)	—	(0)	15%	(20)	68%	(91)	132
Military HH: Yes	7%	(24)	10%	(33)	2%	(7)	1%	(5)	13%	(46)	67%	(232)	347
Military HH: No	12%	(221)	10%	(184)	2%	(42)	1%	(21)	11%	(204)	64%	(1181)	1853
RD/WT: Right Direction	16%	(161)	13%	(130)	3%	(27)	1%	(10)	11%	(113)	56%	(559)	1001
RD/WT: Wrong Track	7%	(84)	7%	(87)	2%	(22)	1%	(16)	11%	(137)	71%	(854)	1199
Biden Job Approve	15%	(185)	12%	(143)	3%	(31)	1%	(10)	12%	(144)	58%	(712)	1225
Biden Job Disapprove	6%	(57)	8%	(67)	2%	(17)	2%	(16)	11%	(94)	71%	(625)	875

Continued on next page

Table MCSP4_9: Do you have a favorable or unfavorable opinion of each of the following?

Simone Manuel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	10%	(217)	2%	(49)	1%	(26)	11%	(249)	64%	(1413)	2200
Biden Job Strongly Approve	21%	(139)	13%	(82)	3%	(17)	1%	(9)	10%	(68)	52%	(337)	652
Biden Job Somewhat Approve	8%	(46)	11%	(61)	2%	(13)	—	(1)	13%	(76)	65%	(375)	573
Biden Job Somewhat Disapprove	9%	(22)	12%	(30)	3%	(7)	2%	(5)	11%	(28)	64%	(159)	250
Biden Job Strongly Disapprove	6%	(35)	6%	(37)	2%	(10)	2%	(11)	11%	(67)	75%	(466)	625
Favorable of Biden	15%	(184)	12%	(148)	2%	(26)	1%	(11)	12%	(142)	58%	(710)	1220
Unfavorable of Biden	6%	(52)	7%	(57)	2%	(18)	2%	(13)	11%	(96)	72%	(618)	854
Very Favorable of Biden	22%	(143)	11%	(70)	2%	(11)	1%	(8)	10%	(68)	54%	(351)	652
Somewhat Favorable of Biden	7%	(41)	14%	(78)	3%	(14)	—	(3)	13%	(74)	63%	(359)	569
Somewhat Unfavorable of Biden	7%	(15)	10%	(21)	4%	(9)	1%	(2)	10%	(22)	67%	(143)	212
Very Unfavorable of Biden	6%	(37)	6%	(36)	1%	(9)	2%	(11)	12%	(74)	74%	(475)	642
#1 Issue: Economy	11%	(81)	10%	(76)	2%	(16)	1%	(9)	13%	(101)	63%	(479)	763
#1 Issue: Security	9%	(31)	9%	(29)	1%	(3)	2%	(7)	11%	(36)	67%	(218)	324
#1 Issue: Health Care	17%	(50)	11%	(33)	3%	(9)	—	(1)	10%	(29)	60%	(178)	299
#1 Issue: Medicare / Social Security	8%	(23)	7%	(19)	1%	(4)	—	(1)	9%	(25)	75%	(209)	281
#1 Issue: Women's Issues	13%	(18)	12%	(16)	5%	(6)	2%	(2)	12%	(16)	57%	(76)	134
#1 Issue: Education	16%	(20)	13%	(16)	6%	(7)	1%	(2)	14%	(18)	51%	(66)	130
#1 Issue: Energy	13%	(20)	13%	(20)	3%	(4)	2%	(3)	7%	(11)	62%	(93)	151
#1 Issue: Other	3%	(3)	6%	(7)	—	(0)	1%	(1)	12%	(14)	79%	(94)	120
2020 Vote: Joe Biden	17%	(171)	12%	(119)	2%	(23)	1%	(10)	12%	(119)	57%	(589)	1031
2020 Vote: Donald Trump	6%	(42)	8%	(58)	3%	(19)	2%	(13)	11%	(80)	70%	(493)	704
2020 Vote: Other	5%	(3)	12%	(7)	3%	(2)	—	(0)	9%	(5)	70%	(41)	58
2020 Vote: Didn't Vote	7%	(29)	8%	(33)	1%	(5)	1%	(3)	11%	(45)	72%	(290)	405
2018 House Vote: Democrat	16%	(119)	12%	(86)	3%	(18)	1%	(5)	12%	(88)	57%	(413)	730
2018 House Vote: Republican	8%	(51)	9%	(53)	2%	(14)	1%	(9)	10%	(62)	69%	(416)	604
2016 Vote: Hillary Clinton	15%	(107)	12%	(84)	3%	(19)	1%	(6)	12%	(82)	57%	(400)	698
2016 Vote: Donald Trump	9%	(55)	9%	(58)	3%	(16)	2%	(15)	10%	(67)	67%	(436)	646
2016 Vote: Other	10%	(10)	3%	(3)	1%	(1)	—	(0)	14%	(14)	73%	(74)	102
2016 Vote: Didn't Vote	9%	(71)	10%	(72)	2%	(13)	1%	(6)	12%	(87)	67%	(503)	751
Voted in 2014: Yes	13%	(163)	10%	(129)	2%	(28)	1%	(16)	11%	(136)	62%	(765)	1235
Voted in 2014: No	9%	(82)	9%	(88)	2%	(21)	1%	(11)	12%	(114)	67%	(648)	965

Continued on next page

Table MCSP4_9: Do you have a favorable or unfavorable opinion of each of the following?

Simone Manuel

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	10%	(217)	2%	(49)	1%	(26)	11%	(249)	64%	(1413)	2200
4-Region: Northeast	14%	(54)	10%	(41)	4%	(14)	—	(1)	10%	(39)	62%	(243)	394
4-Region: Midwest	10%	(45)	8%	(37)	2%	(10)	1%	(4)	12%	(53)	68%	(312)	462
4-Region: South	12%	(98)	10%	(81)	2%	(17)	2%	(14)	11%	(91)	64%	(524)	824
4-Region: West	9%	(48)	11%	(58)	2%	(8)	1%	(6)	13%	(66)	64%	(334)	520
Sports Fans	14%	(232)	13%	(202)	3%	(44)	1%	(22)	12%	(198)	57%	(918)	1615
Avid Sports Fans	23%	(142)	17%	(105)	3%	(20)	1%	(6)	11%	(69)	45%	(277)	619
Casual Sports Fans	9%	(90)	10%	(97)	2%	(24)	2%	(16)	13%	(129)	64%	(640)	996
Non-Sports Fans	2%	(13)	3%	(15)	1%	(5)	1%	(4)	9%	(52)	85%	(496)	585
Gen Z Sports Fans	17%	(30)	13%	(23)	5%	(10)	1%	(3)	10%	(18)	53%	(93)	176
Millennial Sports Fans	22%	(115)	17%	(85)	4%	(20)	1%	(8)	15%	(74)	41%	(210)	512
Gen X Sports Fans	11%	(43)	12%	(47)	3%	(11)	1%	(4)	12%	(46)	61%	(233)	383
Boomer Sports Fans	8%	(41)	9%	(43)	1%	(4)	1%	(7)	10%	(50)	70%	(341)	486
Democratic Sports Fans	21%	(152)	15%	(105)	3%	(20)	1%	(10)	10%	(74)	49%	(352)	713
Republican Sports Fans	10%	(46)	10%	(44)	4%	(16)	2%	(9)	12%	(55)	63%	(285)	455
Male Sports Fans	15%	(134)	15%	(129)	4%	(33)	1%	(12)	12%	(105)	53%	(468)	882
Female Sports Fans	13%	(98)	10%	(73)	1%	(10)	1%	(9)	13%	(93)	61%	(450)	734
Olympics Fans	15%	(235)	13%	(203)	3%	(43)	1%	(18)	13%	(196)	55%	(854)	1549
Avid Olympics Fans	33%	(139)	19%	(82)	4%	(17)	1%	(6)	10%	(41)	32%	(136)	422
Casual Olympics Fans	8%	(95)	11%	(121)	2%	(26)	1%	(12)	14%	(155)	64%	(718)	1128
Non-Olympics Fans	2%	(10)	2%	(14)	1%	(6)	1%	(8)	8%	(53)	86%	(560)	651
Watched a Lot 2021 Olympics	36%	(103)	20%	(55)	4%	(11)	2%	(5)	12%	(35)	26%	(74)	283
Didn't Watch any 2021 Olympics	1%	(8)	2%	(17)	1%	(7)	1%	(8)	7%	(54)	88%	(661)	755
Watched a Lot/some 2021 Olympics	25%	(213)	18%	(150)	4%	(31)	1%	(11)	13%	(106)	40%	(339)	849
Watched any 2021 Olympics	16%	(237)	14%	(200)	3%	(42)	1%	(18)	14%	(196)	52%	(752)	1445
Familiar with Peacock	15%	(185)	12%	(141)	3%	(33)	1%	(16)	12%	(143)	57%	(683)	1200
Peacock Subscriber	17%	(93)	11%	(58)	4%	(20)	2%	(9)	9%	(49)	58%	(319)	548

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

Table MCSP4_10: Do you have a favorable or unfavorable opinion of each of the following?

Carissa Moore

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (179)	8% (183)	3% (65)	2% (37)	11% (251)	68% (1486)	2200
Gender: Male	11% (120)	9% (99)	4% (47)	2% (23)	11% (121)	61% (651)	1062
Gender: Female	5% (58)	7% (84)	2% (18)	1% (14)	11% (130)	73% (835)	1138
Age: 18-34	10% (68)	10% (65)	5% (35)	4% (26)	12% (79)	58% (382)	655
Age: 35-44	16% (57)	12% (42)	4% (13)	2% (6)	11% (39)	56% (200)	358
Age: 45-64	5% (40)	7% (53)	2% (11)	— (3)	10% (76)	76% (569)	751
Age: 65+	3% (14)	5% (22)	1% (5)	1% (2)	13% (57)	77% (335)	436
GenZers: 1997-2012	6% (15)	7% (18)	5% (13)	4% (9)	9% (23)	68% (169)	247
Millennials: 1981-1996	15% (95)	12% (76)	5% (35)	3% (20)	12% (79)	53% (341)	647
GenXers: 1965-1980	8% (41)	8% (42)	2% (12)	1% (4)	13% (68)	69% (369)	536
Baby Boomers: 1946-1964	3% (22)	6% (43)	1% (5)	1% (4)	10% (69)	79% (537)	680
PID: Dem (no lean)	13% (119)	10% (92)	4% (37)	2% (14)	11% (104)	61% (567)	934
PID: Ind (no lean)	3% (18)	7% (43)	2% (11)	1% (9)	13% (85)	74% (480)	645
PID: Rep (no lean)	7% (42)	8% (47)	3% (17)	2% (14)	10% (62)	71% (439)	621
PID/Gender: Dem Men	19% (81)	12% (50)	7% (29)	3% (11)	10% (42)	50% (213)	427
PID/Gender: Dem Women	8% (38)	8% (42)	2% (8)	1% (3)	12% (63)	70% (353)	507
PID/Gender: Ind Men	3% (8)	7% (23)	2% (6)	2% (5)	13% (42)	73% (230)	316
PID/Gender: Ind Women	3% (9)	6% (20)	1% (4)	1% (3)	13% (43)	76% (250)	329
PID/Gender: Rep Men	10% (31)	8% (25)	3% (11)	2% (6)	12% (38)	65% (208)	320
PID/Gender: Rep Women	4% (11)	7% (22)	2% (6)	2% (7)	8% (24)	77% (231)	302
Ideo: Liberal (1-3)	11% (80)	10% (71)	4% (25)	2% (14)	12% (83)	62% (442)	715
Ideo: Moderate (4)	7% (42)	10% (63)	3% (21)	1% (8)	13% (81)	66% (417)	633
Ideo: Conservative (5-7)	7% (48)	7% (46)	2% (15)	2% (14)	10% (68)	72% (497)	687
Educ: < College	7% (101)	7% (111)	3% (42)	2% (28)	11% (170)	70% (1061)	1512
Educ: Bachelors degree	10% (42)	10% (43)	3% (15)	2% (7)	11% (48)	65% (288)	444
Educ: Post-grad	15% (36)	12% (29)	3% (7)	1% (2)	14% (33)	56% (137)	244
Income: Under 50k	7% (90)	7% (89)	3% (37)	2% (25)	11% (145)	70% (912)	1300
Income: 50k-100k	8% (53)	10% (61)	2% (13)	1% (9)	12% (76)	66% (415)	628
Income: 100k+	13% (35)	12% (33)	5% (14)	1% (3)	11% (30)	58% (159)	273
Ethnicity: White	8% (129)	9% (146)	2% (41)	1% (26)	10% (178)	70% (1201)	1722
Ethnicity: Hispanic	10% (36)	7% (26)	4% (16)	2% (8)	13% (45)	63% (219)	349

Continued on next page

Table MCSP4_10: Do you have a favorable or unfavorable opinion of each of the following?

Carissa Moore

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(179)	8%	(183)	3%	(65)	2%	(37)	11%	(251)	68%	(1486)	2200
Ethnicity: Black	12%	(33)	8%	(22)	7%	(18)	2%	(5)	16%	(43)	56%	(154)	274
Ethnicity: Other	8%	(16)	7%	(15)	3%	(5)	3%	(6)	15%	(30)	64%	(131)	204
All Christian	9%	(91)	9%	(90)	2%	(24)	1%	(13)	12%	(123)	66%	(655)	996
All Non-Christian	21%	(32)	12%	(19)	7%	(10)	3%	(4)	14%	(22)	43%	(65)	151
Atheist	8%	(9)	9%	(10)	1%	(1)	3%	(3)	4%	(5)	75%	(83)	111
Agnostic/Nothing in particular	4%	(25)	7%	(38)	3%	(20)	2%	(13)	10%	(60)	73%	(427)	583
Something Else	6%	(23)	7%	(27)	2%	(9)	1%	(4)	12%	(42)	71%	(255)	359
Religious Non-Protestant/Catholic	21%	(37)	10%	(19)	6%	(10)	3%	(6)	13%	(23)	47%	(84)	179
Evangelical	11%	(61)	9%	(49)	2%	(14)	1%	(7)	13%	(73)	64%	(363)	567
Non-Evangelical	6%	(47)	9%	(64)	2%	(18)	1%	(8)	12%	(86)	70%	(523)	745
Community: Urban	12%	(83)	9%	(62)	4%	(27)	2%	(16)	16%	(104)	56%	(372)	663
Community: Suburban	7%	(67)	8%	(82)	2%	(21)	1%	(9)	10%	(101)	72%	(736)	1017
Community: Rural	6%	(29)	7%	(39)	3%	(16)	2%	(11)	9%	(46)	73%	(378)	520
Employ: Private Sector	12%	(80)	11%	(74)	5%	(30)	2%	(13)	12%	(77)	59%	(394)	669
Employ: Government	17%	(19)	8%	(9)	10%	(10)	2%	(2)	10%	(11)	53%	(59)	110
Employ: Self-Employed	10%	(21)	12%	(25)	4%	(9)	6%	(12)	15%	(32)	53%	(109)	208
Employ: Homemaker	4%	(7)	11%	(20)	1%	(2)	1%	(2)	11%	(20)	71%	(126)	177
Employ: Student	7%	(7)	6%	(6)	6%	(6)	2%	(3)	9%	(10)	70%	(76)	108
Employ: Retired	4%	(19)	6%	(31)	1%	(3)	1%	(4)	12%	(60)	77%	(396)	513
Employ: Unemployed	6%	(18)	4%	(12)	1%	(2)	—	(1)	9%	(26)	79%	(224)	283
Employ: Other	6%	(8)	4%	(5)	1%	(2)	—	(0)	12%	(16)	77%	(102)	132
Military HH: Yes	5%	(19)	8%	(29)	1%	(2)	1%	(3)	14%	(47)	71%	(247)	347
Military HH: No	9%	(160)	8%	(154)	3%	(62)	2%	(34)	11%	(204)	67%	(1239)	1853
RD/WT: Right Direction	12%	(123)	11%	(108)	4%	(37)	2%	(20)	12%	(117)	59%	(595)	1001
RD/WT: Wrong Track	5%	(56)	6%	(74)	2%	(28)	1%	(16)	11%	(134)	74%	(891)	1199
Biden Job Approve	11%	(131)	10%	(123)	3%	(40)	2%	(20)	13%	(156)	62%	(755)	1225
Biden Job Disapprove	5%	(45)	6%	(56)	3%	(24)	2%	(15)	10%	(85)	74%	(650)	875

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Table MCSP4_10: Do you have a favorable or unfavorable opinion of each of the following?

Carissa Moore

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(179)	8%	(183)	3%	(65)	2%	(37)	11%	(251)	68%	(1486)	2200
Biden Job Strongly Approve	17%	(112)	11%	(70)	4%	(26)	2%	(15)	12%	(78)	54%	(351)	652
Biden Job Somewhat Approve	3%	(19)	9%	(53)	2%	(14)	1%	(5)	14%	(79)	70%	(403)	573
Biden Job Somewhat Disapprove	4%	(9)	11%	(27)	4%	(11)	2%	(5)	9%	(23)	70%	(175)	250
Biden Job Strongly Disapprove	6%	(35)	5%	(29)	2%	(13)	2%	(10)	10%	(62)	76%	(475)	625
Favorable of Biden	10%	(127)	10%	(124)	4%	(44)	1%	(15)	13%	(153)	62%	(758)	1220
Unfavorable of Biden	5%	(39)	6%	(54)	2%	(19)	2%	(16)	10%	(84)	75%	(642)	854
Very Favorable of Biden	15%	(99)	10%	(68)	4%	(24)	2%	(10)	13%	(86)	56%	(365)	652
Somewhat Favorable of Biden	5%	(28)	10%	(56)	4%	(20)	1%	(5)	12%	(67)	69%	(393)	569
Somewhat Unfavorable of Biden	5%	(10)	11%	(24)	3%	(6)	2%	(5)	10%	(20)	69%	(147)	212
Very Unfavorable of Biden	5%	(29)	5%	(31)	2%	(12)	2%	(12)	10%	(63)	77%	(495)	642
#1 Issue: Economy	7%	(54)	10%	(72)	2%	(15)	1%	(11)	13%	(98)	67%	(512)	763
#1 Issue: Security	11%	(34)	5%	(15)	3%	(10)	2%	(5)	10%	(31)	71%	(229)	324
#1 Issue: Health Care	12%	(36)	10%	(28)	5%	(14)	2%	(6)	6%	(19)	65%	(196)	299
#1 Issue: Medicare / Social Security	5%	(15)	7%	(20)	2%	(6)	—	(1)	10%	(28)	75%	(211)	281
#1 Issue: Women's Issues	8%	(11)	10%	(13)	7%	(9)	3%	(4)	15%	(21)	57%	(76)	134
#1 Issue: Education	12%	(15)	12%	(15)	2%	(3)	4%	(5)	19%	(25)	51%	(67)	130
#1 Issue: Energy	7%	(11)	10%	(15)	4%	(6)	3%	(4)	10%	(16)	66%	(99)	151
#1 Issue: Other	3%	(3)	3%	(4)	1%	(1)	1%	(2)	11%	(14)	81%	(97)	120
2020 Vote: Joe Biden	11%	(118)	10%	(107)	4%	(37)	2%	(16)	12%	(128)	61%	(624)	1031
2020 Vote: Donald Trump	6%	(41)	7%	(51)	2%	(16)	2%	(15)	10%	(74)	72%	(508)	704
2020 Vote: Other	3%	(2)	11%	(6)	2%	(1)	1%	(1)	1%	(1)	82%	(47)	58
2020 Vote: Didn't Vote	4%	(17)	4%	(18)	3%	(11)	1%	(5)	12%	(48)	75%	(306)	405
2018 House Vote: Democrat	10%	(74)	11%	(82)	3%	(22)	2%	(13)	14%	(99)	60%	(441)	730
2018 House Vote: Republican	7%	(45)	8%	(45)	2%	(13)	1%	(7)	11%	(64)	71%	(429)	604
2016 Vote: Hillary Clinton	10%	(67)	12%	(82)	3%	(23)	2%	(11)	12%	(86)	61%	(429)	698
2016 Vote: Donald Trump	7%	(48)	7%	(46)	2%	(12)	2%	(11)	12%	(76)	70%	(453)	646
2016 Vote: Other	5%	(5)	6%	(7)	1%	(1)	—	(0)	14%	(14)	74%	(75)	102
2016 Vote: Didn't Vote	8%	(57)	6%	(48)	4%	(29)	2%	(15)	10%	(76)	70%	(527)	751
Voted in 2014: Yes	9%	(113)	10%	(117)	3%	(34)	1%	(17)	13%	(155)	65%	(800)	1235
Voted in 2014: No	7%	(66)	7%	(65)	3%	(31)	2%	(20)	10%	(96)	71%	(686)	965

Continued on next page

Table MCSP4_10: Do you have a favorable or unfavorable opinion of each of the following?

Carissa Moore

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(179)	8%	(183)	3%	(65)	2%	(37)	11%	(251)	68%	(1486)	2200
4-Region: Northeast	12%	(47)	9%	(34)	3%	(14)	2%	(6)	10%	(38)	65%	(254)	394
4-Region: Midwest	6%	(30)	7%	(33)	3%	(14)	2%	(11)	11%	(50)	70%	(325)	462
4-Region: South	8%	(69)	9%	(76)	3%	(22)	2%	(12)	11%	(87)	68%	(557)	824
4-Region: West	6%	(33)	8%	(40)	3%	(15)	1%	(7)	15%	(76)	67%	(349)	520
Sports Fans	11%	(175)	11%	(170)	4%	(57)	2%	(34)	13%	(202)	61%	(978)	1615
Avid Sports Fans	18%	(111)	13%	(80)	6%	(34)	2%	(11)	14%	(84)	48%	(298)	619
Casual Sports Fans	6%	(64)	9%	(90)	2%	(22)	2%	(23)	12%	(118)	68%	(680)	996
Non-Sports Fans	1%	(4)	2%	(13)	1%	(8)	1%	(3)	8%	(49)	87%	(508)	585
Gen Z Sports Fans	9%	(15)	10%	(18)	7%	(12)	5%	(9)	9%	(16)	60%	(106)	176
Millennial Sports Fans	18%	(92)	13%	(69)	6%	(29)	4%	(20)	14%	(69)	45%	(233)	512
Gen X Sports Fans	10%	(40)	10%	(39)	3%	(11)	—	(1)	14%	(52)	63%	(240)	383
Boomer Sports Fans	4%	(22)	8%	(41)	1%	(5)	1%	(4)	12%	(58)	73%	(356)	486
Democratic Sports Fans	17%	(118)	12%	(87)	5%	(32)	2%	(14)	11%	(80)	53%	(381)	713
Republican Sports Fans	9%	(40)	9%	(41)	3%	(16)	2%	(11)	11%	(51)	65%	(296)	455
Male Sports Fans	14%	(119)	11%	(94)	5%	(44)	2%	(21)	12%	(110)	56%	(494)	882
Female Sports Fans	8%	(56)	10%	(76)	2%	(13)	2%	(13)	13%	(93)	66%	(484)	734
Olympics Fans	11%	(170)	11%	(175)	4%	(55)	2%	(24)	13%	(205)	59%	(921)	1549
Avid Olympics Fans	26%	(111)	15%	(65)	6%	(24)	3%	(11)	13%	(56)	37%	(154)	422
Casual Olympics Fans	5%	(58)	10%	(110)	3%	(32)	1%	(13)	13%	(148)	68%	(767)	1128
Non-Olympics Fans	1%	(9)	1%	(8)	1%	(9)	2%	(13)	7%	(46)	87%	(565)	651
Watched a Lot 2021 Olympics	30%	(85)	17%	(49)	4%	(12)	5%	(13)	14%	(39)	30%	(85)	283
Didn't Watch any 2021 Olympics	2%	(12)	2%	(12)	1%	(4)	1%	(8)	6%	(49)	89%	(670)	755
Watched a Lot/some 2021 Olympics	18%	(152)	15%	(131)	5%	(38)	3%	(25)	15%	(126)	44%	(377)	849
Watched any 2021 Olympics	12%	(167)	12%	(170)	4%	(60)	2%	(29)	14%	(202)	56%	(816)	1445
Familiar with Peacock	12%	(139)	11%	(130)	4%	(43)	2%	(21)	13%	(158)	59%	(710)	1200
Peacock Subscriber	14%	(76)	10%	(52)	4%	(19)	2%	(10)	11%	(62)	60%	(328)	548

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

Table MCSP4_11: Do you have a favorable or unfavorable opinion of each of the following?

A'ja Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(202)	9%	(201)	2%	(53)	2%	(45)	11%	(252)	66%	(1448)	2200
Gender: Male	12%	(124)	11%	(116)	3%	(35)	3%	(31)	12%	(125)	59%	(631)	1062
Gender: Female	7%	(78)	7%	(85)	2%	(17)	1%	(14)	11%	(127)	72%	(817)	1138
Age: 18-34	12%	(81)	10%	(68)	4%	(27)	4%	(29)	14%	(89)	55%	(361)	655
Age: 35-44	17%	(59)	11%	(38)	3%	(11)	3%	(9)	11%	(38)	56%	(202)	358
Age: 45-64	5%	(40)	10%	(73)	1%	(10)	1%	(4)	10%	(75)	73%	(548)	751
Age: 65+	5%	(22)	5%	(22)	1%	(4)	—	(2)	11%	(49)	77%	(337)	436
GenZers: 1997-2012	13%	(31)	6%	(14)	3%	(7)	5%	(12)	11%	(27)	63%	(156)	247
Millennials: 1981-1996	15%	(94)	13%	(83)	4%	(27)	3%	(22)	13%	(85)	52%	(336)	647
GenXers: 1965-1980	7%	(37)	9%	(46)	2%	(12)	1%	(7)	10%	(56)	71%	(379)	536
Baby Boomers: 1946-1964	6%	(37)	8%	(54)	1%	(7)	—	(3)	11%	(74)	74%	(505)	680
PID: Dem (no lean)	13%	(123)	12%	(115)	3%	(28)	2%	(23)	12%	(113)	57%	(532)	934
PID: Ind (no lean)	5%	(34)	7%	(46)	1%	(8)	2%	(11)	11%	(72)	73%	(474)	645
PID: Rep (no lean)	7%	(45)	6%	(40)	3%	(16)	2%	(12)	11%	(67)	71%	(442)	621
PID/Gender: Dem Men	16%	(70)	16%	(67)	4%	(17)	4%	(19)	12%	(53)	47%	(201)	427
PID/Gender: Dem Women	10%	(53)	10%	(49)	2%	(11)	1%	(4)	12%	(60)	65%	(331)	507
PID/Gender: Ind Men	7%	(23)	8%	(25)	2%	(6)	2%	(6)	11%	(35)	70%	(221)	316
PID/Gender: Ind Women	3%	(11)	6%	(20)	1%	(3)	1%	(5)	11%	(37)	77%	(253)	329
PID/Gender: Rep Men	10%	(31)	7%	(24)	4%	(12)	2%	(6)	12%	(37)	65%	(209)	320
PID/Gender: Rep Women	5%	(14)	5%	(16)	1%	(3)	2%	(5)	10%	(30)	77%	(233)	302
Ideo: Liberal (1-3)	13%	(93)	13%	(91)	3%	(21)	2%	(16)	11%	(79)	58%	(416)	715
Ideo: Moderate (4)	8%	(51)	9%	(56)	2%	(15)	2%	(14)	13%	(82)	66%	(415)	633
Ideo: Conservative (5-7)	7%	(49)	7%	(48)	2%	(13)	2%	(13)	10%	(71)	72%	(494)	687
Educ: < College	8%	(115)	7%	(109)	2%	(29)	3%	(38)	11%	(165)	70%	(1055)	1512
Educ: Bachelors degree	12%	(54)	11%	(49)	5%	(20)	1%	(5)	12%	(51)	59%	(263)	444
Educ: Post-grad	13%	(32)	18%	(43)	1%	(3)	—	(1)	14%	(35)	53%	(129)	244
Income: Under 50k	7%	(94)	7%	(95)	2%	(32)	2%	(26)	12%	(159)	69%	(893)	1300
Income: 50k-100k	11%	(66)	10%	(66)	2%	(14)	2%	(13)	11%	(71)	63%	(397)	628
Income: 100k+	15%	(42)	15%	(40)	2%	(6)	2%	(5)	8%	(22)	58%	(158)	273
Ethnicity: White	8%	(132)	9%	(151)	2%	(35)	1%	(23)	11%	(189)	69%	(1192)	1722
Ethnicity: Hispanic	11%	(40)	10%	(35)	3%	(11)	4%	(12)	13%	(47)	58%	(204)	349

Continued on next page

Table MCSP4_11: Do you have a favorable or unfavorable opinion of each of the following?
A'ja Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(202)	9%	(201)	2%	(53)	2%	(45)	11%	(252)	66%	(1448)	2200
Ethnicity: Black	17%	(48)	11%	(31)	3%	(9)	5%	(14)	12%	(32)	51%	(140)	274
Ethnicity: Other	11%	(22)	9%	(19)	4%	(9)	4%	(8)	15%	(31)	57%	(116)	204
All Christian	10%	(103)	10%	(95)	2%	(21)	1%	(11)	13%	(131)	64%	(635)	996
All Non-Christian	23%	(35)	14%	(21)	4%	(6)	3%	(5)	12%	(18)	44%	(66)	151
Atheist	6%	(7)	6%	(7)	5%	(5)	2%	(2)	7%	(7)	74%	(81)	111
Agnostic/Nothing in particular	5%	(30)	9%	(51)	2%	(11)	4%	(25)	10%	(56)	70%	(411)	583
Something Else	7%	(27)	8%	(27)	3%	(10)	—	(1)	11%	(39)	71%	(254)	359
Religious Non-Protestant/Catholic	23%	(40)	12%	(21)	3%	(6)	4%	(7)	13%	(23)	46%	(82)	179
Evangelical	11%	(62)	10%	(56)	2%	(10)	1%	(7)	13%	(71)	64%	(361)	567
Non-Evangelical	8%	(61)	8%	(63)	3%	(20)	—	(3)	12%	(92)	68%	(506)	745
Community: Urban	14%	(94)	10%	(65)	3%	(19)	3%	(21)	15%	(101)	55%	(363)	663
Community: Suburban	8%	(78)	9%	(92)	2%	(23)	1%	(14)	10%	(100)	70%	(711)	1017
Community: Rural	6%	(30)	9%	(44)	2%	(10)	2%	(10)	10%	(51)	72%	(375)	520
Employ: Private Sector	12%	(81)	14%	(94)	4%	(24)	2%	(17)	11%	(70)	57%	(384)	669
Employ: Government	23%	(26)	8%	(8)	3%	(4)	2%	(3)	10%	(11)	53%	(58)	110
Employ: Self-Employed	15%	(30)	9%	(20)	5%	(10)	5%	(10)	14%	(30)	52%	(108)	208
Employ: Homemaker	4%	(8)	9%	(16)	1%	(2)	2%	(4)	13%	(23)	70%	(124)	177
Employ: Student	4%	(5)	8%	(9)	4%	(4)	6%	(7)	14%	(15)	64%	(69)	108
Employ: Retired	6%	(29)	5%	(24)	1%	(6)	1%	(3)	11%	(58)	77%	(394)	513
Employ: Unemployed	6%	(17)	7%	(20)	—	(1)	—	(1)	10%	(30)	76%	(215)	283
Employ: Other	5%	(7)	8%	(11)	2%	(2)	—	(0)	12%	(16)	73%	(97)	132
Military HH: Yes	8%	(28)	7%	(25)	2%	(6)	3%	(9)	14%	(48)	67%	(232)	347
Military HH: No	9%	(174)	10%	(176)	3%	(47)	2%	(36)	11%	(204)	66%	(1216)	1853
RD/WT: Right Direction	13%	(131)	13%	(128)	3%	(29)	2%	(24)	12%	(119)	57%	(570)	1001
RD/WT: Wrong Track	6%	(71)	6%	(73)	2%	(24)	2%	(20)	11%	(133)	73%	(878)	1199
Biden Job Approve	12%	(152)	12%	(143)	2%	(28)	2%	(29)	12%	(151)	59%	(721)	1225
Biden Job Disapprove	5%	(47)	6%	(53)	3%	(24)	2%	(14)	10%	(89)	74%	(648)	875

Continued on next page

Table MCSP4_11: Do you have a favorable or unfavorable opinion of each of the following?

A'ja Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(202)	9%	(201)	2%	(53)	2%	(45)	11%	(252)	66%	(1448)	2200
Biden Job Strongly Approve	16%	(107)	13%	(86)	4%	(25)	3%	(21)	12%	(80)	51%	(334)	652
Biden Job Somewhat Approve	8%	(45)	10%	(57)	1%	(3)	1%	(8)	13%	(72)	68%	(387)	573
Biden Job Somewhat Disapprove	5%	(12)	10%	(24)	5%	(12)	2%	(5)	11%	(28)	67%	(169)	250
Biden Job Strongly Disapprove	6%	(35)	5%	(29)	2%	(11)	1%	(8)	10%	(62)	77%	(479)	625
Favorable of Biden	12%	(148)	12%	(148)	2%	(26)	2%	(29)	12%	(152)	59%	(717)	1220
Unfavorable of Biden	5%	(43)	6%	(50)	2%	(21)	2%	(15)	10%	(89)	75%	(636)	854
Very Favorable of Biden	17%	(110)	12%	(80)	3%	(18)	3%	(21)	13%	(82)	52%	(342)	652
Somewhat Favorable of Biden	7%	(39)	12%	(69)	1%	(8)	1%	(8)	12%	(70)	66%	(376)	569
Somewhat Unfavorable of Biden	4%	(9)	11%	(22)	4%	(8)	3%	(6)	12%	(26)	66%	(140)	212
Very Unfavorable of Biden	5%	(34)	4%	(27)	2%	(13)	1%	(8)	10%	(63)	77%	(496)	642
#1 Issue: Economy	11%	(81)	10%	(79)	2%	(12)	2%	(12)	12%	(93)	64%	(485)	763
#1 Issue: Security	6%	(20)	5%	(16)	4%	(12)	2%	(8)	9%	(30)	74%	(240)	324
#1 Issue: Health Care	13%	(38)	12%	(35)	4%	(11)	1%	(3)	10%	(31)	60%	(181)	299
#1 Issue: Medicare / Social Security	4%	(12)	7%	(20)	2%	(5)	1%	(2)	12%	(33)	74%	(209)	281
#1 Issue: Women's Issues	9%	(12)	13%	(17)	1%	(1)	7%	(10)	12%	(16)	58%	(78)	134
#1 Issue: Education	16%	(20)	9%	(12)	6%	(8)	2%	(3)	20%	(26)	47%	(61)	130
#1 Issue: Energy	7%	(10)	13%	(19)	3%	(4)	4%	(5)	9%	(14)	65%	(97)	151
#1 Issue: Other	7%	(9)	3%	(3)	—	(0)	1%	(1)	8%	(9)	81%	(98)	120
2020 Vote: Joe Biden	13%	(134)	12%	(119)	3%	(31)	3%	(29)	12%	(120)	58%	(598)	1031
2020 Vote: Donald Trump	7%	(47)	6%	(45)	2%	(16)	2%	(12)	10%	(67)	74%	(518)	704
2020 Vote: Other	2%	(1)	7%	(4)	2%	(1)	—	(0)	12%	(7)	77%	(44)	58
2020 Vote: Didn't Vote	5%	(21)	8%	(32)	1%	(4)	1%	(4)	14%	(58)	71%	(286)	405
2018 House Vote: Democrat	13%	(97)	11%	(83)	3%	(20)	2%	(16)	12%	(91)	58%	(423)	730
2018 House Vote: Republican	7%	(45)	8%	(49)	2%	(14)	2%	(11)	9%	(56)	71%	(428)	604
2016 Vote: Hillary Clinton	13%	(92)	12%	(83)	3%	(18)	2%	(16)	11%	(80)	59%	(408)	698
2016 Vote: Donald Trump	8%	(51)	7%	(45)	2%	(14)	2%	(14)	10%	(62)	71%	(460)	646
2016 Vote: Other	6%	(6)	8%	(9)	1%	(1)	—	(0)	16%	(16)	68%	(70)	102
2016 Vote: Didn't Vote	7%	(52)	8%	(64)	3%	(19)	2%	(14)	12%	(93)	68%	(509)	751
Voted in 2014: Yes	11%	(132)	10%	(124)	2%	(30)	2%	(28)	10%	(130)	64%	(791)	1235
Voted in 2014: No	7%	(70)	8%	(77)	2%	(23)	2%	(16)	13%	(123)	68%	(657)	965

Continued on next page

Table MCSP4_11: Do you have a favorable or unfavorable opinion of each of the following?
A'ja Wilson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(202)	9%	(201)	2%	(53)	2%	(45)	11%	(252)	66%	(1448)	2200
4-Region: Northeast	12%	(48)	11%	(42)	2%	(9)	1%	(3)	13%	(49)	61%	(241)	394
4-Region: Midwest	7%	(30)	7%	(35)	3%	(12)	2%	(9)	10%	(46)	72%	(331)	462
4-Region: South	10%	(86)	9%	(73)	2%	(18)	3%	(22)	11%	(88)	65%	(537)	824
4-Region: West	7%	(38)	10%	(51)	3%	(14)	2%	(9)	13%	(68)	65%	(340)	520
Sports Fans	12%	(192)	11%	(182)	3%	(49)	3%	(42)	13%	(208)	58%	(943)	1615
Avid Sports Fans	20%	(127)	14%	(89)	4%	(27)	4%	(27)	12%	(75)	44%	(274)	619
Casual Sports Fans	7%	(65)	9%	(93)	2%	(23)	1%	(15)	13%	(132)	67%	(670)	996
Non-Sports Fans	2%	(10)	3%	(19)	1%	(3)	1%	(3)	8%	(45)	86%	(504)	585
Gen Z Sports Fans	18%	(31)	6%	(11)	4%	(7)	7%	(12)	13%	(22)	53%	(93)	176
Millennial Sports Fans	17%	(88)	15%	(75)	5%	(24)	4%	(22)	14%	(72)	45%	(231)	512
Gen X Sports Fans	9%	(35)	11%	(40)	3%	(12)	1%	(4)	13%	(49)	63%	(243)	383
Boomer Sports Fans	7%	(35)	11%	(51)	1%	(7)	—	(2)	12%	(58)	69%	(333)	486
Democratic Sports Fans	17%	(121)	15%	(104)	4%	(26)	3%	(23)	13%	(90)	49%	(350)	713
Republican Sports Fans	9%	(41)	8%	(37)	3%	(15)	2%	(8)	12%	(56)	65%	(298)	455
Male Sports Fans	14%	(121)	13%	(111)	4%	(35)	3%	(29)	13%	(113)	54%	(472)	882
Female Sports Fans	10%	(70)	10%	(71)	2%	(14)	2%	(13)	13%	(95)	64%	(471)	734
Olympics Fans	13%	(196)	12%	(187)	3%	(48)	2%	(31)	13%	(203)	57%	(885)	1549
Avid Olympics Fans	29%	(123)	17%	(71)	4%	(17)	3%	(14)	13%	(54)	34%	(142)	422
Casual Olympics Fans	6%	(72)	10%	(117)	3%	(30)	1%	(17)	13%	(149)	66%	(743)	1128
Non-Olympics Fans	1%	(6)	2%	(14)	1%	(5)	2%	(14)	8%	(50)	86%	(562)	651
Watched a Lot 2021 Olympics	32%	(92)	13%	(38)	3%	(10)	6%	(16)	15%	(43)	30%	(86)	283
Didn't Watch any 2021 Olympics	1%	(10)	2%	(15)	1%	(5)	1%	(9)	7%	(54)	88%	(662)	755
Watched a Lot/some 2021 Olympics	21%	(180)	17%	(141)	3%	(25)	3%	(27)	14%	(116)	42%	(359)	849
Watched any 2021 Olympics	13%	(192)	13%	(186)	3%	(47)	2%	(36)	14%	(198)	54%	(786)	1445
Familiar with Peacock	13%	(153)	12%	(144)	3%	(33)	2%	(25)	12%	(149)	58%	(695)	1200
Peacock Subscriber	15%	(84)	12%	(63)	3%	(16)	3%	(14)	10%	(56)	57%	(314)	548

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

Table MCSP4_12: Do you have a favorable or unfavorable opinion of each of the following?

April Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(239)	9%	(205)	2%	(53)	2%	(37)	11%	(234)	65%	(1432)	2200
Gender: Male	14%	(145)	12%	(125)	3%	(36)	2%	(20)	11%	(120)	58%	(615)	1062
Gender: Female	8%	(94)	7%	(79)	2%	(17)	1%	(17)	10%	(114)	72%	(817)	1138
Age: 18-34	13%	(82)	12%	(78)	5%	(32)	4%	(25)	12%	(76)	55%	(363)	655
Age: 35-44	14%	(51)	14%	(51)	3%	(10)	2%	(8)	11%	(40)	56%	(199)	358
Age: 45-64	10%	(74)	8%	(57)	1%	(8)	—	(3)	9%	(68)	72%	(540)	751
Age: 65+	7%	(32)	4%	(18)	1%	(4)	—	(1)	12%	(51)	76%	(330)	436
GenZers: 1997-2012	9%	(21)	9%	(22)	6%	(14)	4%	(9)	9%	(22)	65%	(160)	247
Millennials: 1981-1996	15%	(98)	15%	(95)	4%	(26)	3%	(21)	11%	(74)	52%	(334)	647
GenXers: 1965-1980	10%	(56)	9%	(48)	2%	(10)	1%	(5)	11%	(57)	67%	(360)	536
Baby Boomers: 1946-1964	8%	(57)	5%	(37)	1%	(4)	—	(2)	11%	(72)	75%	(509)	680
PID: Dem (no lean)	17%	(154)	11%	(101)	3%	(28)	2%	(21)	11%	(105)	56%	(524)	934
PID: Ind (no lean)	5%	(32)	7%	(44)	2%	(11)	1%	(9)	12%	(75)	74%	(474)	645
PID: Rep (no lean)	8%	(53)	10%	(60)	2%	(15)	1%	(7)	9%	(54)	70%	(434)	621
PID/Gender: Dem Men	22%	(93)	15%	(66)	4%	(19)	3%	(13)	10%	(43)	45%	(193)	427
PID/Gender: Dem Women	12%	(61)	7%	(35)	2%	(9)	2%	(8)	12%	(62)	65%	(332)	507
PID/Gender: Ind Men	6%	(19)	7%	(23)	2%	(7)	1%	(4)	14%	(46)	69%	(216)	316
PID/Gender: Ind Women	4%	(13)	6%	(21)	1%	(3)	1%	(5)	9%	(30)	78%	(258)	329
PID/Gender: Rep Men	10%	(33)	11%	(36)	3%	(10)	1%	(3)	10%	(31)	64%	(206)	320
PID/Gender: Rep Women	6%	(20)	8%	(23)	2%	(5)	1%	(4)	7%	(22)	75%	(227)	302
Ideo: Liberal (1-3)	14%	(101)	12%	(82)	2%	(16)	2%	(14)	11%	(82)	59%	(420)	715
Ideo: Moderate (4)	10%	(62)	10%	(61)	3%	(22)	2%	(11)	12%	(78)	63%	(399)	633
Ideo: Conservative (5-7)	10%	(71)	8%	(54)	1%	(9)	2%	(12)	8%	(56)	71%	(485)	687
Educ: < College	9%	(130)	8%	(123)	3%	(41)	2%	(26)	11%	(162)	68%	(1030)	1512
Educ: Bachelors degree	16%	(70)	11%	(50)	2%	(7)	2%	(8)	8%	(37)	61%	(272)	444
Educ: Post-grad	16%	(39)	13%	(32)	2%	(5)	1%	(3)	14%	(34)	54%	(131)	244
Income: Under 50k	9%	(117)	7%	(96)	3%	(41)	2%	(20)	11%	(145)	68%	(882)	1300
Income: 50k-100k	11%	(71)	11%	(71)	1%	(8)	2%	(15)	10%	(60)	64%	(403)	628
Income: 100k+	19%	(51)	14%	(38)	2%	(4)	1%	(3)	11%	(29)	54%	(148)	273
Ethnicity: White	10%	(180)	8%	(146)	2%	(40)	1%	(20)	10%	(173)	68%	(1163)	1722
Ethnicity: Hispanic	10%	(36)	12%	(42)	4%	(14)	2%	(7)	14%	(47)	58%	(203)	349

Continued on next page

Table MCSP4_12: Do you have a favorable or unfavorable opinion of each of the following?

April Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(239)	9%	(205)	2%	(53)	2%	(37)	11%	(234)	65%	(1432)	2200
Ethnicity: Black	14%	(39)	13%	(36)	4%	(10)	4%	(11)	11%	(30)	54%	(148)	274
Ethnicity: Other	10%	(20)	11%	(23)	2%	(3)	3%	(6)	15%	(30)	59%	(121)	204
All Christian	12%	(122)	12%	(119)	2%	(20)	1%	(10)	11%	(113)	62%	(613)	996
All Non-Christian	30%	(45)	13%	(20)	2%	(3)	3%	(5)	10%	(15)	42%	(63)	151
Atheist	7%	(7)	8%	(9)	5%	(6)	2%	(2)	8%	(9)	70%	(78)	111
Agnostic/Nothing in particular	5%	(32)	7%	(41)	3%	(17)	2%	(14)	11%	(62)	72%	(417)	583
Something Else	9%	(33)	4%	(15)	2%	(7)	2%	(7)	10%	(36)	73%	(261)	359
Religious Non-Protestant/Catholic	27%	(48)	12%	(21)	2%	(3)	4%	(6)	10%	(18)	46%	(82)	179
Evangelical	13%	(72)	10%	(59)	2%	(13)	1%	(7)	11%	(64)	62%	(352)	567
Non-Evangelical	10%	(76)	10%	(72)	2%	(12)	1%	(8)	11%	(79)	67%	(498)	745
Community: Urban	15%	(98)	14%	(90)	2%	(16)	2%	(13)	13%	(88)	54%	(358)	663
Community: Suburban	10%	(103)	7%	(76)	2%	(21)	1%	(15)	9%	(93)	70%	(709)	1017
Community: Rural	7%	(37)	7%	(39)	3%	(16)	2%	(10)	10%	(52)	70%	(366)	520
Employ: Private Sector	14%	(94)	14%	(97)	2%	(16)	2%	(13)	12%	(77)	56%	(373)	669
Employ: Government	21%	(23)	13%	(14)	5%	(5)	3%	(3)	10%	(11)	49%	(54)	110
Employ: Self-Employed	14%	(29)	9%	(20)	5%	(10)	5%	(11)	15%	(30)	52%	(107)	208
Employ: Homemaker	9%	(16)	7%	(13)	3%	(5)	1%	(1)	8%	(14)	72%	(127)	177
Employ: Student	3%	(3)	5%	(6)	5%	(5)	6%	(6)	9%	(10)	73%	(78)	108
Employ: Retired	7%	(35)	5%	(26)	1%	(4)	—	(2)	11%	(57)	76%	(388)	513
Employ: Unemployed	8%	(24)	7%	(21)	2%	(6)	—	(0)	9%	(25)	73%	(207)	283
Employ: Other	12%	(16)	7%	(9)	—	(1)	1%	(1)	7%	(9)	74%	(98)	132
Military HH: Yes	10%	(34)	6%	(22)	3%	(9)	1%	(3)	11%	(39)	69%	(240)	347
Military HH: No	11%	(204)	10%	(183)	2%	(44)	2%	(34)	11%	(195)	64%	(1192)	1853
RD/WT: Right Direction	16%	(162)	12%	(116)	3%	(30)	2%	(21)	11%	(107)	56%	(564)	1001
RD/WT: Wrong Track	6%	(76)	7%	(89)	2%	(23)	1%	(17)	11%	(127)	72%	(868)	1199
Biden Job Approve	14%	(171)	11%	(137)	3%	(31)	2%	(26)	12%	(146)	58%	(714)	1225
Biden Job Disapprove	7%	(65)	7%	(63)	3%	(22)	1%	(9)	9%	(78)	73%	(639)	875

Continued on next page

Table MCSP4_12: Do you have a favorable or unfavorable opinion of each of the following?

April Ross

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (239)	9% (205)	2% (53)	2% (37)	11% (234)	65% (1432)	2200
Biden Job Strongly Approve	20% (128)	13% (85)	2% (10)	3% (19)	11% (71)	52% (338)	652
Biden Job Somewhat Approve	7% (42)	9% (52)	4% (21)	1% (7)	13% (75)	66% (376)	573
Biden Job Somewhat Disapprove	9% (22)	10% (25)	5% (12)	2% (4)	8% (20)	66% (166)	250
Biden Job Strongly Disapprove	7% (42)	6% (38)	2% (10)	1% (5)	9% (57)	76% (473)	625
Favorable of Biden	13% (163)	11% (140)	2% (26)	2% (24)	12% (150)	59% (717)	1220
Unfavorable of Biden	8% (64)	6% (54)	3% (23)	1% (12)	9% (75)	73% (625)	854
Very Favorable of Biden	19% (123)	12% (77)	2% (10)	3% (19)	11% (74)	53% (348)	652
Somewhat Favorable of Biden	7% (40)	11% (63)	3% (16)	1% (5)	13% (76)	65% (369)	569
Somewhat Unfavorable of Biden	11% (24)	8% (17)	5% (11)	2% (5)	10% (20)	63% (135)	212
Very Unfavorable of Biden	6% (41)	6% (37)	2% (12)	1% (7)	9% (55)	76% (491)	642
#1 Issue: Economy	10% (78)	11% (84)	2% (14)	2% (13)	11% (84)	64% (489)	763
#1 Issue: Security	9% (28)	9% (28)	2% (6)	2% (7)	11% (34)	68% (220)	324
#1 Issue: Health Care	16% (48)	10% (31)	4% (12)	1% (4)	10% (30)	58% (174)	299
#1 Issue: Medicare / Social Security	11% (30)	6% (18)	1% (4)	— (0)	9% (27)	72% (202)	281
#1 Issue: Women's Issues	9% (12)	10% (13)	4% (5)	3% (5)	17% (22)	58% (77)	134
#1 Issue: Education	15% (20)	11% (15)	4% (6)	4% (5)	10% (14)	54% (70)	130
#1 Issue: Energy	10% (15)	8% (12)	4% (7)	2% (2)	6% (10)	69% (104)	151
#1 Issue: Other	7% (8)	3% (4)	— (0)	1% (2)	11% (13)	78% (94)	120
2020 Vote: Joe Biden	15% (157)	11% (114)	2% (23)	2% (22)	12% (119)	58% (595)	1031
2020 Vote: Donald Trump	8% (57)	9% (61)	3% (23)	1% (8)	9% (60)	70% (495)	704
2020 Vote: Other	2% (1)	10% (6)	1% (0)	3% (2)	8% (5)	75% (44)	58
2020 Vote: Didn't Vote	6% (23)	6% (24)	1% (6)	2% (7)	12% (49)	73% (297)	405
2018 House Vote: Democrat	16% (116)	11% (82)	2% (16)	2% (13)	12% (88)	57% (415)	730
2018 House Vote: Republican	10% (59)	9% (54)	2% (15)	1% (5)	8% (48)	70% (423)	604
2016 Vote: Hillary Clinton	16% (110)	11% (75)	2% (14)	2% (11)	12% (86)	58% (401)	698
2016 Vote: Donald Trump	9% (60)	9% (60)	2% (14)	1% (9)	8% (52)	70% (451)	646
2016 Vote: Other	9% (9)	3% (3)	— (0)	— (0)	15% (15)	73% (74)	102
2016 Vote: Didn't Vote	8% (59)	9% (65)	3% (25)	2% (17)	11% (80)	67% (505)	751
Voted in 2014: Yes	13% (164)	10% (118)	2% (25)	1% (18)	10% (126)	64% (785)	1235
Voted in 2014: No	8% (75)	9% (87)	3% (28)	2% (20)	11% (108)	67% (647)	965

Continued on next page

Table MCSP4_12: Do you have a favorable or unfavorable opinion of each of the following?

April Ross

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(239)	9%	(205)	2%	(53)	2%	(37)	11%	(234)	65%	(1432)	2200
4-Region: Northeast	14%	(56)	12%	(46)	3%	(10)	1%	(5)	12%	(46)	59%	(232)	394
4-Region: Midwest	9%	(41)	8%	(35)	2%	(7)	3%	(12)	12%	(53)	68%	(313)	462
4-Region: South	12%	(95)	9%	(76)	3%	(21)	2%	(14)	11%	(89)	64%	(528)	824
4-Region: West	9%	(47)	9%	(47)	3%	(14)	1%	(7)	9%	(46)	69%	(359)	520
Sports Fans	14%	(228)	11%	(184)	3%	(49)	2%	(29)	13%	(202)	57%	(923)	1615
Avid Sports Fans	21%	(132)	16%	(97)	3%	(20)	3%	(16)	14%	(84)	43%	(269)	619
Casual Sports Fans	10%	(96)	9%	(87)	3%	(28)	1%	(13)	12%	(118)	66%	(654)	996
Non-Sports Fans	2%	(10)	4%	(21)	1%	(4)	2%	(9)	5%	(32)	87%	(509)	585
Gen Z Sports Fans	12%	(21)	10%	(18)	8%	(14)	4%	(8)	10%	(17)	56%	(98)	176
Millennial Sports Fans	18%	(93)	17%	(88)	5%	(23)	3%	(16)	13%	(66)	44%	(226)	512
Gen X Sports Fans	14%	(53)	11%	(43)	2%	(8)	1%	(3)	13%	(49)	59%	(227)	383
Boomer Sports Fans	12%	(56)	7%	(32)	1%	(4)	—	(2)	13%	(64)	67%	(328)	486
Democratic Sports Fans	21%	(147)	12%	(88)	4%	(26)	2%	(17)	13%	(89)	48%	(346)	713
Republican Sports Fans	11%	(51)	12%	(55)	3%	(14)	1%	(4)	10%	(47)	62%	(284)	455
Male Sports Fans	16%	(143)	14%	(120)	4%	(34)	2%	(18)	13%	(111)	52%	(456)	882
Female Sports Fans	12%	(85)	9%	(65)	2%	(15)	1%	(11)	12%	(91)	64%	(468)	734
Olympics Fans	15%	(229)	13%	(197)	3%	(41)	2%	(24)	13%	(195)	56%	(864)	1549
Avid Olympics Fans	35%	(148)	18%	(76)	3%	(13)	3%	(13)	10%	(42)	31%	(131)	422
Casual Olympics Fans	7%	(81)	11%	(121)	3%	(28)	1%	(11)	14%	(153)	65%	(733)	1128
Non-Olympics Fans	1%	(10)	1%	(8)	2%	(12)	2%	(13)	6%	(39)	87%	(568)	651
Watched a Lot 2021 Olympics	38%	(107)	19%	(54)	2%	(6)	5%	(13)	10%	(29)	26%	(74)	283
Didn't Watch any 2021 Olympics	2%	(13)	2%	(13)	1%	(9)	1%	(8)	6%	(47)	88%	(667)	755
Watched a Lot/some 2021 Olympics	24%	(201)	17%	(147)	3%	(27)	2%	(20)	13%	(109)	40%	(344)	849
Watched any 2021 Olympics	16%	(226)	13%	(192)	3%	(45)	2%	(30)	13%	(187)	53%	(766)	1445
Familiar with Peacock	14%	(167)	13%	(156)	2%	(23)	2%	(26)	12%	(148)	57%	(681)	1200
Peacock Subscriber	17%	(91)	12%	(63)	2%	(11)	3%	(15)	11%	(60)	56%	(308)	548

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

Table MCSP4_13: Do you have a favorable or unfavorable opinion of each of the following?

Alix Klineman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (190)	9% (191)	3% (55)	2% (40)	11% (232)	68% (1492)	2200
Gender: Male	12% (125)	10% (102)	4% (42)	2% (24)	10% (106)	62% (662)	1062
Gender: Female	6% (65)	8% (88)	1% (13)	1% (16)	11% (126)	73% (831)	1138
Age: 18-34	10% (68)	12% (77)	4% (27)	3% (23)	14% (89)	57% (371)	655
Age: 35-44	13% (48)	11% (39)	3% (11)	4% (14)	10% (35)	59% (211)	358
Age: 45-64	6% (42)	8% (57)	2% (12)	— (2)	9% (68)	76% (570)	751
Age: 65+	7% (32)	4% (19)	1% (5)	— (1)	9% (40)	78% (340)	436
GenZers: 1997-2012	6% (14)	9% (23)	5% (13)	3% (7)	11% (27)	66% (164)	247
Millennials: 1981-1996	14% (90)	13% (85)	4% (24)	4% (25)	13% (84)	53% (340)	647
GenXers: 1965-1980	7% (36)	8% (41)	2% (11)	1% (6)	11% (57)	72% (384)	536
Baby Boomers: 1946-1964	6% (41)	5% (37)	1% (7)	— (2)	8% (57)	79% (537)	680
PID: Dem (no lean)	14% (129)	10% (92)	3% (30)	2% (21)	10% (94)	61% (568)	934
PID: Ind (no lean)	3% (22)	8% (49)	1% (6)	1% (9)	12% (75)	75% (484)	645
PID: Rep (no lean)	6% (39)	8% (49)	3% (19)	2% (10)	10% (63)	71% (441)	621
PID/Gender: Dem Men	20% (84)	12% (52)	5% (23)	3% (14)	9% (37)	51% (216)	427
PID/Gender: Dem Women	9% (45)	8% (40)	1% (6)	1% (7)	11% (57)	69% (352)	507
PID/Gender: Ind Men	5% (14)	8% (24)	2% (6)	2% (7)	11% (33)	73% (231)	316
PID/Gender: Ind Women	2% (7)	8% (25)	— (0)	1% (2)	13% (42)	77% (253)	329
PID/Gender: Rep Men	8% (26)	8% (25)	4% (13)	1% (4)	11% (36)	67% (215)	320
PID/Gender: Rep Women	4% (13)	8% (24)	2% (6)	2% (6)	9% (28)	75% (226)	302
Ideo: Liberal (1-3)	13% (95)	10% (74)	3% (19)	2% (16)	9% (66)	62% (445)	715
Ideo: Moderate (4)	7% (47)	9% (54)	3% (17)	1% (9)	12% (77)	68% (429)	633
Ideo: Conservative (5-7)	7% (45)	8% (53)	2% (15)	2% (13)	10% (69)	72% (493)	687
Educ: < College	6% (86)	8% (118)	2% (37)	2% (27)	11% (159)	72% (1085)	1512
Educ: Bachelors degree	14% (64)	11% (49)	2% (9)	2% (9)	10% (46)	60% (268)	444
Educ: Post-grad	16% (39)	10% (25)	4% (9)	2% (4)	11% (27)	57% (140)	244
Income: Under 50k	7% (89)	7% (90)	2% (28)	2% (26)	11% (146)	71% (920)	1300
Income: 50k-100k	9% (58)	10% (61)	3% (18)	1% (9)	10% (63)	67% (419)	628
Income: 100k+	16% (42)	15% (40)	4% (10)	2% (4)	8% (23)	56% (153)	273
Ethnicity: White	9% (152)	9% (147)	2% (38)	1% (24)	9% (159)	70% (1202)	1722
Ethnicity: Hispanic	8% (29)	9% (30)	4% (13)	2% (6)	13% (47)	64% (224)	349

Continued on next page

Table MCSP4_13: Do you have a favorable or unfavorable opinion of each of the following?
Alix Klineman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	9%	(191)	3%	(55)	2%	(40)	11%	(232)	68%	(1492)	2200
Ethnicity: Black	8%	(23)	11%	(30)	4%	(12)	5%	(13)	12%	(34)	59%	(163)	274
Ethnicity: Other	7%	(15)	7%	(14)	3%	(5)	2%	(3)	19%	(40)	63%	(128)	204
All Christian	9%	(94)	10%	(102)	2%	(25)	1%	(10)	11%	(108)	66%	(657)	996
All Non-Christian	26%	(40)	12%	(18)	5%	(7)	4%	(5)	12%	(18)	42%	(64)	151
Atheist	4%	(5)	8%	(9)	1%	(1)	2%	(2)	11%	(12)	74%	(81)	111
Agnostic/Nothing in particular	5%	(30)	6%	(37)	3%	(17)	3%	(15)	9%	(55)	74%	(429)	583
Something Else	6%	(22)	7%	(24)	2%	(6)	2%	(7)	11%	(40)	73%	(260)	359
Religious Non-Protestant/Catholic	23%	(41)	11%	(20)	5%	(8)	4%	(7)	11%	(19)	46%	(82)	179
Evangelical	11%	(64)	10%	(54)	2%	(14)	1%	(8)	10%	(58)	65%	(369)	567
Non-Evangelical	7%	(50)	9%	(67)	2%	(12)	1%	(8)	11%	(84)	71%	(525)	745
Community: Urban	13%	(87)	10%	(69)	3%	(21)	2%	(15)	14%	(93)	57%	(378)	663
Community: Suburban	7%	(68)	9%	(87)	2%	(24)	1%	(14)	9%	(91)	72%	(732)	1017
Community: Rural	7%	(35)	7%	(34)	2%	(10)	2%	(10)	9%	(48)	74%	(382)	520
Employ: Private Sector	12%	(78)	12%	(82)	4%	(27)	2%	(14)	11%	(77)	58%	(391)	669
Employ: Government	20%	(22)	9%	(10)	4%	(4)	4%	(4)	7%	(8)	56%	(62)	110
Employ: Self-Employed	11%	(23)	11%	(23)	4%	(8)	4%	(8)	17%	(35)	54%	(112)	208
Employ: Homemaker	5%	(10)	9%	(16)	1%	(3)	1%	(2)	9%	(16)	74%	(131)	177
Employ: Student	2%	(2)	9%	(10)	5%	(6)	1%	(1)	13%	(14)	70%	(75)	108
Employ: Retired	6%	(30)	6%	(29)	1%	(3)	1%	(3)	10%	(49)	78%	(399)	513
Employ: Unemployed	7%	(18)	6%	(18)	1%	(4)	1%	(2)	8%	(23)	77%	(217)	283
Employ: Other	6%	(7)	3%	(4)	—	(1)	4%	(5)	7%	(10)	80%	(106)	132
Military HH: Yes	8%	(27)	7%	(23)	2%	(7)	3%	(10)	8%	(29)	72%	(250)	347
Military HH: No	9%	(163)	9%	(167)	3%	(48)	2%	(30)	11%	(203)	67%	(1242)	1853
RD/WT: Right Direction	14%	(136)	11%	(112)	3%	(29)	2%	(23)	10%	(100)	60%	(601)	1001
RD/WT: Wrong Track	5%	(54)	7%	(78)	2%	(26)	1%	(17)	11%	(132)	74%	(891)	1199
Biden Job Approve	12%	(151)	11%	(129)	3%	(36)	2%	(23)	10%	(127)	62%	(759)	1225
Biden Job Disapprove	4%	(38)	7%	(58)	2%	(19)	2%	(16)	10%	(90)	75%	(653)	875

Continued on next page

Table MCSP4_13: Do you have a favorable or unfavorable opinion of each of the following?

Alix Klineman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	9%	(191)	3%	(55)	2%	(40)	11%	(232)	68%	(1492)	2200
Biden Job Strongly Approve	18%	(117)	12%	(75)	3%	(22)	2%	(16)	10%	(63)	55%	(359)	652
Biden Job Somewhat Approve	6%	(34)	9%	(54)	2%	(14)	1%	(7)	11%	(63)	70%	(400)	573
Biden Job Somewhat Disapprove	3%	(8)	10%	(26)	4%	(11)	2%	(6)	12%	(31)	67%	(168)	250
Biden Job Strongly Disapprove	5%	(30)	5%	(32)	1%	(8)	2%	(10)	9%	(59)	78%	(485)	625
Favorable of Biden	12%	(142)	11%	(131)	3%	(32)	2%	(23)	11%	(128)	63%	(765)	1220
Unfavorable of Biden	5%	(41)	6%	(53)	2%	(19)	2%	(15)	10%	(89)	75%	(637)	854
Very Favorable of Biden	16%	(107)	12%	(76)	3%	(17)	2%	(14)	10%	(63)	58%	(375)	652
Somewhat Favorable of Biden	6%	(35)	10%	(55)	3%	(15)	2%	(9)	11%	(65)	68%	(390)	569
Somewhat Unfavorable of Biden	5%	(10)	10%	(22)	4%	(8)	3%	(5)	14%	(29)	65%	(138)	212
Very Unfavorable of Biden	5%	(30)	5%	(31)	2%	(11)	2%	(10)	9%	(60)	78%	(499)	642
#1 Issue: Economy	7%	(53)	9%	(72)	2%	(18)	2%	(12)	12%	(92)	67%	(515)	763
#1 Issue: Security	6%	(19)	9%	(29)	1%	(4)	2%	(5)	8%	(25)	75%	(242)	324
#1 Issue: Health Care	17%	(51)	9%	(25)	4%	(12)	1%	(3)	8%	(24)	61%	(183)	299
#1 Issue: Medicare / Social Security	8%	(24)	5%	(15)	3%	(8)	—	(1)	9%	(24)	74%	(209)	281
#1 Issue: Women's Issues	5%	(7)	13%	(18)	3%	(4)	2%	(3)	14%	(19)	62%	(83)	134
#1 Issue: Education	14%	(18)	9%	(11)	4%	(5)	4%	(5)	16%	(21)	54%	(70)	130
#1 Issue: Energy	7%	(11)	10%	(15)	2%	(3)	7%	(11)	9%	(14)	64%	(97)	151
#1 Issue: Other	5%	(7)	5%	(6)	1%	(1)	—	(0)	10%	(12)	78%	(94)	120
2020 Vote: Joe Biden	13%	(136)	11%	(113)	3%	(28)	2%	(21)	10%	(105)	61%	(628)	1031
2020 Vote: Donald Trump	6%	(39)	8%	(53)	3%	(19)	2%	(14)	10%	(70)	72%	(510)	704
2020 Vote: Other	1%	(0)	8%	(5)	2%	(1)	—	(0)	7%	(4)	82%	(48)	58
2020 Vote: Didn't Vote	3%	(14)	5%	(20)	2%	(7)	1%	(5)	13%	(53)	75%	(305)	405
2018 House Vote: Democrat	13%	(95)	11%	(80)	2%	(18)	2%	(14)	11%	(80)	61%	(443)	730
2018 House Vote: Republican	7%	(45)	9%	(55)	2%	(11)	2%	(11)	9%	(53)	71%	(429)	604
2016 Vote: Hillary Clinton	12%	(86)	12%	(81)	2%	(17)	2%	(12)	11%	(74)	61%	(428)	698
2016 Vote: Donald Trump	7%	(46)	8%	(53)	2%	(14)	2%	(13)	9%	(59)	71%	(460)	646
2016 Vote: Other	9%	(9)	6%	(6)	—	(0)	—	(0)	15%	(15)	71%	(72)	102
2016 Vote: Didn't Vote	6%	(48)	7%	(49)	3%	(24)	2%	(15)	11%	(84)	71%	(531)	751
Voted in 2014: Yes	11%	(131)	10%	(126)	2%	(25)	2%	(22)	10%	(126)	65%	(806)	1235
Voted in 2014: No	6%	(59)	7%	(65)	3%	(30)	2%	(18)	11%	(106)	71%	(687)	965

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Table MCSP4_13: Do you have a favorable or unfavorable opinion of each of the following?
Alix Klineman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	9%	(191)	3%	(55)	2%	(40)	11%	(232)	68%	(1492)	2200
4-Region: Northeast	11%	(42)	8%	(32)	4%	(15)	2%	(7)	11%	(44)	64%	(254)	394
4-Region: Midwest	7%	(31)	8%	(38)	1%	(6)	2%	(11)	10%	(45)	72%	(332)	462
4-Region: South	9%	(76)	9%	(73)	3%	(26)	1%	(11)	10%	(83)	67%	(555)	824
4-Region: West	8%	(41)	9%	(48)	2%	(9)	2%	(10)	11%	(60)	68%	(352)	520
Sports Fans	11%	(183)	11%	(175)	3%	(54)	2%	(35)	12%	(189)	61%	(979)	1615
Avid Sports Fans	18%	(112)	14%	(85)	5%	(33)	3%	(19)	11%	(66)	49%	(305)	619
Casual Sports Fans	7%	(71)	9%	(91)	2%	(22)	2%	(16)	12%	(124)	68%	(674)	996
Non-Sports Fans	1%	(7)	3%	(15)	—	(1)	1%	(5)	7%	(43)	88%	(514)	585
Gen Z Sports Fans	8%	(14)	13%	(23)	7%	(13)	4%	(7)	12%	(21)	56%	(98)	176
Millennial Sports Fans	17%	(87)	15%	(79)	5%	(23)	4%	(23)	14%	(72)	45%	(228)	512
Gen X Sports Fans	9%	(35)	10%	(38)	3%	(11)	1%	(3)	12%	(45)	66%	(252)	383
Boomer Sports Fans	8%	(40)	6%	(31)	1%	(7)	—	(2)	10%	(48)	74%	(358)	486
Democratic Sports Fans	18%	(127)	12%	(84)	4%	(30)	3%	(20)	10%	(74)	53%	(379)	713
Republican Sports Fans	8%	(37)	10%	(45)	4%	(19)	1%	(7)	11%	(50)	65%	(297)	455
Male Sports Fans	14%	(121)	11%	(97)	5%	(42)	2%	(22)	11%	(95)	57%	(503)	882
Female Sports Fans	8%	(62)	11%	(78)	2%	(12)	2%	(13)	13%	(94)	65%	(475)	734
Olympics Fans	12%	(179)	12%	(185)	3%	(46)	2%	(28)	12%	(188)	60%	(923)	1549
Avid Olympics Fans	28%	(120)	18%	(78)	4%	(15)	3%	(13)	10%	(43)	36%	(152)	422
Casual Olympics Fans	5%	(59)	9%	(107)	3%	(31)	1%	(15)	13%	(145)	68%	(771)	1128
Non-Olympics Fans	2%	(11)	1%	(6)	1%	(9)	2%	(12)	7%	(44)	88%	(570)	651
Watched a Lot 2021 Olympics	33%	(92)	20%	(57)	5%	(13)	5%	(13)	9%	(26)	28%	(81)	283
Didn't Watch any 2021 Olympics	1%	(10)	2%	(13)	1%	(4)	1%	(8)	7%	(50)	89%	(671)	755
Watched a Lot/some 2021 Olympics	19%	(162)	16%	(140)	3%	(29)	3%	(29)	13%	(108)	45%	(381)	849
Watched any 2021 Olympics	12%	(180)	12%	(177)	4%	(51)	2%	(32)	13%	(182)	57%	(821)	1445
Familiar with Peacock	12%	(142)	12%	(141)	2%	(29)	2%	(24)	12%	(144)	60%	(720)	1200
Peacock Subscriber	12%	(68)	11%	(62)	3%	(17)	3%	(16)	11%	(58)	60%	(327)	548

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

Table MCSP4_14: Do you have a favorable or unfavorable opinion of each of the following?

Megan Rapinoe

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (312)	12% (254)	4% (93)	10% (223)	9% (201)	51% (1117)	2200
Gender: Male	16% (174)	13% (143)	6% (60)	15% (157)	8% (87)	42% (442)	1062
Gender: Female	12% (138)	10% (111)	3% (33)	6% (67)	10% (114)	59% (675)	1138
Age: 18-34	14% (89)	13% (83)	5% (35)	8% (53)	11% (75)	49% (320)	655
Age: 35-44	24% (84)	12% (41)	5% (17)	7% (24)	9% (32)	45% (159)	358
Age: 45-64	12% (87)	11% (86)	4% (29)	10% (78)	8% (60)	55% (411)	751
Age: 65+	12% (51)	10% (44)	3% (12)	16% (68)	8% (35)	52% (227)	436
GenZers: 1997-2012	10% (26)	10% (26)	5% (13)	5% (13)	10% (24)	59% (145)	247
Millennials: 1981-1996	18% (120)	14% (87)	5% (34)	8% (54)	11% (73)	43% (279)	647
GenXers: 1965-1980	15% (79)	11% (60)	3% (16)	10% (55)	9% (46)	52% (281)	536
Baby Boomers: 1946-1964	11% (77)	11% (76)	4% (28)	13% (90)	7% (48)	53% (362)	680
PID: Dem (no lean)	23% (212)	15% (136)	4% (35)	4% (36)	9% (80)	47% (435)	934
PID: Ind (no lean)	7% (44)	11% (73)	4% (28)	10% (62)	12% (79)	56% (360)	645
PID: Rep (no lean)	9% (56)	7% (46)	5% (30)	20% (125)	7% (42)	52% (322)	621
PID/Gender: Dem Men	25% (107)	18% (76)	6% (26)	6% (26)	8% (33)	37% (158)	427
PID/Gender: Dem Women	21% (105)	12% (59)	2% (9)	2% (10)	9% (46)	55% (277)	507
PID/Gender: Ind Men	9% (30)	12% (39)	5% (15)	14% (45)	10% (31)	50% (156)	316
PID/Gender: Ind Women	4% (14)	10% (33)	4% (13)	5% (17)	15% (49)	62% (203)	329
PID/Gender: Rep Men	12% (37)	8% (27)	6% (19)	27% (86)	7% (23)	40% (127)	320
PID/Gender: Rep Women	6% (19)	6% (19)	4% (11)	13% (39)	6% (19)	65% (195)	302
Ideo: Liberal (1-3)	24% (171)	15% (110)	4% (30)	2% (14)	10% (70)	45% (320)	715
Ideo: Moderate (4)	10% (65)	13% (83)	4% (25)	8% (52)	11% (72)	53% (336)	633
Ideo: Conservative (5-7)	10% (68)	8% (52)	5% (34)	22% (152)	7% (46)	49% (335)	687
Educ: < College	11% (168)	9% (141)	4% (55)	8% (126)	9% (140)	58% (881)	1512
Educ: Bachelors degree	20% (87)	17% (74)	6% (27)	16% (69)	8% (35)	34% (152)	444
Educ: Post-grad	23% (57)	16% (39)	4% (10)	12% (29)	10% (26)	34% (84)	244
Income: Under 50k	12% (161)	9% (112)	3% (39)	7% (89)	10% (126)	59% (772)	1300
Income: 50k-100k	14% (91)	16% (98)	6% (37)	16% (98)	9% (55)	40% (250)	628
Income: 100k+	22% (60)	16% (44)	6% (16)	13% (36)	8% (21)	35% (95)	273
Ethnicity: White	13% (232)	11% (188)	4% (76)	11% (191)	9% (147)	52% (887)	1722
Ethnicity: Hispanic	18% (62)	11% (40)	6% (20)	9% (33)	7% (24)	49% (171)	349

Continued on next page

Table MCSP4_14: Do you have a favorable or unfavorable opinion of each of the following?

Megan Rapinoe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(312)	12%	(254)	4%	(93)	10%	(223)	9%	(201)	51%	(1117)	2200
Ethnicity: Black	18%	(50)	13%	(37)	4%	(11)	7%	(18)	11%	(30)	47%	(128)	274
Ethnicity: Other	14%	(29)	14%	(29)	3%	(6)	7%	(15)	12%	(24)	50%	(102)	204
All Christian	16%	(159)	13%	(128)	5%	(47)	12%	(122)	9%	(87)	46%	(454)	996
All Non-Christian	32%	(48)	14%	(21)	4%	(6)	7%	(10)	9%	(14)	34%	(52)	151
Atheist	17%	(19)	9%	(10)	4%	(5)	3%	(3)	12%	(14)	55%	(60)	111
Agnostic/Nothing in particular	10%	(58)	10%	(61)	4%	(24)	10%	(57)	9%	(50)	57%	(334)	583
Something Else	8%	(28)	10%	(35)	3%	(11)	9%	(31)	10%	(36)	61%	(217)	359
Religious Non-Protestant/Catholic	28%	(49)	14%	(24)	5%	(9)	7%	(12)	9%	(15)	39%	(69)	179
Evangelical	13%	(77)	14%	(77)	4%	(21)	11%	(62)	9%	(49)	50%	(281)	567
Non-Evangelical	14%	(106)	11%	(79)	4%	(33)	12%	(87)	9%	(69)	50%	(371)	745
Community: Urban	20%	(132)	14%	(90)	3%	(23)	7%	(47)	11%	(70)	45%	(300)	663
Community: Suburban	13%	(129)	11%	(116)	5%	(52)	12%	(122)	9%	(88)	50%	(511)	1017
Community: Rural	10%	(51)	9%	(48)	3%	(18)	10%	(54)	8%	(43)	59%	(306)	520
Employ: Private Sector	19%	(129)	16%	(109)	5%	(32)	9%	(60)	9%	(60)	42%	(280)	669
Employ: Government	23%	(26)	13%	(15)	11%	(12)	13%	(14)	5%	(6)	34%	(37)	110
Employ: Self-Employed	14%	(30)	8%	(17)	6%	(13)	12%	(26)	12%	(25)	46%	(96)	208
Employ: Homemaker	7%	(12)	11%	(20)	4%	(7)	8%	(14)	10%	(18)	60%	(106)	177
Employ: Student	8%	(9)	12%	(13)	2%	(2)	8%	(9)	14%	(15)	56%	(60)	108
Employ: Retired	11%	(58)	10%	(52)	3%	(15)	15%	(77)	9%	(46)	52%	(266)	513
Employ: Unemployed	12%	(35)	8%	(23)	3%	(10)	5%	(15)	7%	(21)	63%	(179)	283
Employ: Other	10%	(14)	3%	(4)	1%	(2)	7%	(9)	8%	(11)	70%	(93)	132
Military HH: Yes	12%	(43)	10%	(35)	5%	(19)	18%	(62)	8%	(27)	47%	(162)	347
Military HH: No	15%	(269)	12%	(219)	4%	(74)	9%	(161)	9%	(175)	52%	(955)	1853
RD/WT: Right Direction	22%	(219)	16%	(159)	4%	(45)	4%	(42)	10%	(97)	44%	(439)	1001
RD/WT: Wrong Track	8%	(93)	8%	(95)	4%	(48)	15%	(182)	9%	(104)	57%	(678)	1199
Biden Job Approve	20%	(250)	15%	(190)	4%	(52)	3%	(42)	9%	(115)	47%	(576)	1225
Biden Job Disapprove	7%	(60)	7%	(61)	5%	(40)	21%	(181)	8%	(66)	53%	(467)	875

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Table MCSP4_14: Do you have a favorable or unfavorable opinion of each of the following?

Megan Rapinoe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(312)	12%	(254)	4%	(93)	10%	(223)	9%	(201)	51%	(1117)	2200
Biden Job Strongly Approve	28%	(184)	16%	(105)	4%	(26)	4%	(29)	8%	(53)	39%	(255)	652
Biden Job Somewhat Approve	12%	(66)	15%	(84)	5%	(26)	2%	(13)	11%	(62)	56%	(321)	573
Biden Job Somewhat Disapprove	6%	(15)	11%	(27)	8%	(20)	8%	(20)	11%	(28)	56%	(140)	250
Biden Job Strongly Disapprove	7%	(46)	5%	(33)	3%	(20)	26%	(161)	6%	(38)	52%	(326)	625
Favorable of Biden	20%	(244)	16%	(193)	4%	(49)	3%	(40)	10%	(121)	47%	(572)	1220
Unfavorable of Biden	6%	(53)	7%	(56)	5%	(40)	21%	(182)	8%	(64)	54%	(460)	854
Very Favorable of Biden	27%	(176)	16%	(102)	3%	(19)	4%	(29)	8%	(54)	42%	(271)	652
Somewhat Favorable of Biden	12%	(68)	16%	(91)	5%	(30)	2%	(11)	12%	(67)	53%	(301)	569
Somewhat Unfavorable of Biden	8%	(16)	10%	(22)	7%	(15)	8%	(17)	11%	(23)	56%	(119)	212
Very Unfavorable of Biden	6%	(37)	5%	(34)	4%	(25)	26%	(165)	6%	(41)	53%	(341)	642
#1 Issue: Economy	12%	(89)	12%	(93)	4%	(29)	10%	(80)	9%	(71)	53%	(401)	763
#1 Issue: Security	10%	(33)	10%	(33)	6%	(19)	22%	(72)	6%	(21)	45%	(145)	324
#1 Issue: Health Care	22%	(64)	13%	(39)	5%	(16)	4%	(11)	9%	(27)	48%	(143)	299
#1 Issue: Medicare / Social Security	11%	(31)	10%	(29)	2%	(6)	8%	(23)	9%	(25)	60%	(167)	281
#1 Issue: Women's Issues	20%	(27)	10%	(14)	5%	(7)	10%	(13)	13%	(17)	42%	(56)	134
#1 Issue: Education	12%	(16)	16%	(20)	6%	(8)	7%	(9)	14%	(18)	45%	(59)	130
#1 Issue: Energy	25%	(37)	10%	(14)	4%	(5)	5%	(8)	6%	(8)	52%	(78)	151
#1 Issue: Other	11%	(13)	10%	(12)	3%	(3)	8%	(9)	12%	(14)	57%	(68)	120
2020 Vote: Joe Biden	21%	(221)	17%	(174)	4%	(41)	4%	(40)	10%	(104)	44%	(451)	1031
2020 Vote: Donald Trump	7%	(50)	6%	(44)	5%	(37)	24%	(166)	6%	(44)	52%	(363)	704
2020 Vote: Other	8%	(5)	6%	(4)	6%	(4)	8%	(5)	10%	(6)	61%	(35)	58
2020 Vote: Didn't Vote	9%	(35)	8%	(33)	3%	(11)	3%	(13)	12%	(47)	66%	(266)	405
2018 House Vote: Democrat	25%	(179)	16%	(114)	3%	(24)	4%	(29)	11%	(77)	42%	(307)	730
2018 House Vote: Republican	9%	(57)	9%	(57)	6%	(33)	23%	(138)	6%	(36)	47%	(283)	604
2016 Vote: Hillary Clinton	24%	(168)	16%	(112)	4%	(25)	3%	(23)	10%	(72)	43%	(298)	698
2016 Vote: Donald Trump	9%	(61)	9%	(57)	5%	(31)	23%	(151)	6%	(39)	48%	(307)	646
2016 Vote: Other	11%	(11)	9%	(10)	7%	(7)	15%	(15)	11%	(11)	46%	(47)	102
2016 Vote: Didn't Vote	10%	(72)	10%	(76)	4%	(28)	5%	(35)	10%	(79)	62%	(462)	751
Voted in 2014: Yes	17%	(213)	12%	(152)	4%	(55)	13%	(155)	8%	(104)	45%	(557)	1235
Voted in 2014: No	10%	(99)	11%	(102)	4%	(37)	7%	(69)	10%	(97)	58%	(560)	965

Continued on next page

Table MCSP4_14: Do you have a favorable or unfavorable opinion of each of the following?

Megan Rapinoe

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	14%	(312)	12%	(254)	4%	(93)	10%	(223)	9%	(201)	51%	(1117)	2200
4-Region: Northeast	21%	(83)	10%	(41)	5%	(21)	8%	(32)	11%	(44)	44%	(172)	394
4-Region: Midwest	11%	(51)	12%	(54)	3%	(16)	8%	(39)	10%	(48)	55%	(255)	462
4-Region: South	13%	(107)	12%	(97)	4%	(30)	12%	(97)	8%	(63)	52%	(430)	824
4-Region: West	13%	(70)	12%	(63)	5%	(26)	11%	(55)	9%	(46)	50%	(260)	520
Sports Fans	18%	(285)	14%	(228)	5%	(85)	11%	(184)	10%	(156)	42%	(676)	1615
Avid Sports Fans	24%	(147)	17%	(104)	8%	(48)	15%	(95)	8%	(49)	28%	(176)	619
Casual Sports Fans	14%	(139)	12%	(124)	4%	(37)	9%	(90)	11%	(106)	50%	(500)	996
Non-Sports Fans	5%	(26)	4%	(26)	1%	(7)	7%	(39)	8%	(46)	75%	(441)	585
Gen Z Sports Fans	14%	(24)	13%	(23)	7%	(12)	7%	(13)	10%	(17)	49%	(87)	176
Millennial Sports Fans	21%	(110)	16%	(80)	6%	(32)	10%	(53)	12%	(60)	35%	(178)	512
Gen X Sports Fans	19%	(72)	14%	(52)	4%	(15)	11%	(40)	10%	(39)	43%	(165)	383
Boomer Sports Fans	14%	(70)	14%	(69)	5%	(26)	14%	(70)	7%	(34)	45%	(218)	486
Democratic Sports Fans	27%	(193)	17%	(121)	5%	(33)	5%	(34)	8%	(60)	38%	(272)	713
Republican Sports Fans	12%	(53)	9%	(43)	6%	(27)	21%	(97)	8%	(35)	44%	(199)	455
Male Sports Fans	19%	(167)	15%	(135)	7%	(58)	16%	(142)	9%	(79)	34%	(302)	882
Female Sports Fans	16%	(118)	13%	(93)	4%	(28)	6%	(43)	10%	(77)	51%	(374)	734
Olympics Fans	19%	(295)	15%	(230)	5%	(80)	9%	(142)	9%	(147)	42%	(655)	1549
Avid Olympics Fans	37%	(157)	18%	(78)	6%	(26)	9%	(39)	7%	(27)	22%	(94)	422
Casual Olympics Fans	12%	(138)	13%	(152)	5%	(54)	9%	(103)	11%	(119)	50%	(561)	1128
Non-Olympics Fans	3%	(16)	4%	(24)	2%	(13)	12%	(81)	8%	(55)	71%	(462)	651
Watched a Lot 2021 Olympics	40%	(113)	17%	(49)	7%	(19)	12%	(34)	7%	(20)	18%	(50)	283
Didn't Watch any 2021 Olympics	3%	(24)	4%	(33)	1%	(10)	11%	(86)	8%	(62)	72%	(542)	755
Watched a Lot/some 2021 Olympics	28%	(235)	18%	(151)	7%	(55)	10%	(84)	9%	(75)	29%	(249)	849
Watched any 2021 Olympics	20%	(288)	15%	(221)	6%	(83)	10%	(138)	10%	(140)	40%	(575)	1445
Familiar with Peacock	19%	(232)	13%	(159)	4%	(54)	10%	(119)	10%	(116)	43%	(520)	1200
Peacock Subscriber	21%	(117)	12%	(68)	6%	(32)	8%	(46)	8%	(44)	44%	(240)	548

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

Table MCSP4_15: Do you have a favorable or unfavorable opinion of each of the following?

Sunisa 'Suni' Lee

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	22%	(490)	12%	(265)	2%	(54)	2%	(43)	11%	(250)	50%	(1098)	2200
Gender: Male	22%	(237)	14%	(145)	4%	(40)	3%	(27)	11%	(115)	47%	(498)	1062
Gender: Female	22%	(253)	11%	(120)	1%	(14)	1%	(16)	12%	(135)	53%	(600)	1138
Age: 18-34	23%	(152)	12%	(75)	3%	(20)	4%	(29)	13%	(86)	45%	(293)	655
Age: 35-44	22%	(79)	15%	(54)	4%	(13)	2%	(9)	12%	(42)	45%	(161)	358
Age: 45-64	20%	(147)	13%	(100)	2%	(15)	1%	(6)	10%	(77)	54%	(406)	751
Age: 65+	26%	(113)	8%	(35)	1%	(6)	—	(0)	10%	(45)	54%	(237)	436
GenZers: 1997-2012	26%	(64)	12%	(29)	2%	(5)	3%	(9)	11%	(27)	46%	(113)	247
Millennials: 1981-1996	22%	(142)	13%	(85)	4%	(24)	4%	(26)	14%	(88)	44%	(282)	647
GenXers: 1965-1980	18%	(96)	11%	(61)	3%	(14)	1%	(6)	10%	(54)	57%	(306)	536
Baby Boomers: 1946-1964	25%	(172)	12%	(79)	1%	(10)	—	(3)	11%	(74)	50%	(343)	680
PID: Dem (no lean)	28%	(263)	12%	(113)	3%	(29)	2%	(22)	11%	(99)	44%	(408)	934
PID: Ind (no lean)	18%	(114)	11%	(73)	1%	(6)	2%	(10)	13%	(84)	55%	(357)	645
PID: Rep (no lean)	18%	(113)	13%	(79)	3%	(18)	2%	(11)	11%	(67)	54%	(333)	621
PID/Gender: Dem Men	28%	(121)	14%	(60)	5%	(21)	4%	(17)	10%	(44)	38%	(163)	427
PID/Gender: Dem Women	28%	(142)	10%	(52)	2%	(8)	1%	(5)	11%	(55)	48%	(244)	507
PID/Gender: Ind Men	20%	(63)	11%	(35)	1%	(4)	2%	(5)	11%	(36)	55%	(172)	316
PID/Gender: Ind Women	16%	(51)	11%	(38)	1%	(2)	2%	(5)	15%	(48)	56%	(185)	329
PID/Gender: Rep Men	17%	(54)	15%	(49)	4%	(14)	2%	(6)	11%	(35)	51%	(163)	320
PID/Gender: Rep Women	20%	(60)	10%	(30)	1%	(4)	2%	(6)	11%	(32)	57%	(171)	302
Ideo: Liberal (1-3)	30%	(217)	11%	(76)	3%	(24)	3%	(18)	9%	(65)	44%	(315)	715
Ideo: Moderate (4)	18%	(114)	15%	(98)	2%	(12)	2%	(11)	14%	(86)	49%	(313)	633
Ideo: Conservative (5-7)	21%	(142)	11%	(78)	2%	(13)	2%	(14)	12%	(80)	52%	(360)	687
Educ: < College	17%	(263)	11%	(160)	2%	(32)	2%	(34)	12%	(184)	55%	(838)	1512
Educ: Bachelors degree	32%	(144)	16%	(71)	3%	(14)	1%	(6)	9%	(40)	38%	(169)	444
Educ: Post-grad	34%	(83)	14%	(34)	3%	(7)	1%	(3)	11%	(26)	37%	(91)	244
Income: Under 50k	18%	(229)	10%	(134)	2%	(26)	3%	(33)	13%	(167)	55%	(712)	1300
Income: 50k-100k	26%	(164)	15%	(91)	3%	(21)	1%	(5)	9%	(57)	46%	(289)	628
Income: 100k+	36%	(97)	15%	(40)	3%	(7)	2%	(5)	10%	(26)	36%	(97)	273
Ethnicity: White	22%	(379)	12%	(210)	2%	(36)	1%	(24)	11%	(191)	51%	(882)	1722
Ethnicity: Hispanic	21%	(74)	14%	(50)	2%	(8)	3%	(10)	13%	(45)	46%	(161)	349

Continued on next page

Table MCSP4_15: Do you have a favorable or unfavorable opinion of each of the following?
Sunisa 'Suni' Lee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (490)	12% (265)	2% (54)	2% (43)	11% (250)	50% (1098)	2200
Ethnicity: Black	23% (62)	12% (34)	3% (9)	5% (13)	11% (31)	46% (126)	274
Ethnicity: Other	24% (49)	10% (21)	4% (9)	4% (7)	14% (29)	44% (90)	204
All Christian	26% (255)	15% (146)	3% (25)	1% (10)	11% (108)	45% (452)	996
All Non-Christian	37% (56)	10% (14)	7% (11)	2% (3)	9% (14)	35% (53)	151
Atheist	21% (23)	9% (10)	4% (4)	5% (6)	3% (3)	58% (64)	111
Agnostic/Nothing in particular	17% (99)	10% (59)	1% (7)	3% (19)	12% (71)	56% (328)	583
Something Else	16% (57)	10% (35)	2% (6)	2% (6)	15% (54)	56% (201)	359
Religious Non-Protestant/Catholic	36% (64)	9% (17)	6% (11)	3% (5)	10% (18)	36% (64)	179
Evangelical	23% (131)	13% (72)	2% (11)	1% (6)	13% (71)	49% (277)	567
Non-Evangelical	23% (169)	14% (105)	3% (19)	1% (7)	11% (83)	49% (362)	745
Community: Urban	25% (166)	10% (67)	3% (21)	3% (20)	13% (88)	45% (300)	663
Community: Suburban	23% (234)	14% (139)	2% (18)	2% (18)	9% (96)	50% (512)	1017
Community: Rural	17% (90)	11% (59)	3% (14)	1% (6)	13% (66)	55% (285)	520
Employ: Private Sector	25% (169)	16% (107)	3% (21)	2% (17)	11% (71)	43% (285)	669
Employ: Government	36% (39)	15% (17)	4% (5)	5% (6)	3% (4)	36% (39)	110
Employ: Self-Employed	21% (44)	10% (22)	5% (10)	5% (11)	17% (34)	42% (87)	208
Employ: Homemaker	15% (26)	12% (22)	2% (3)	1% (2)	12% (20)	58% (103)	177
Employ: Student	18% (19)	14% (15)	3% (4)	4% (4)	17% (18)	45% (48)	108
Employ: Retired	25% (126)	9% (46)	1% (6)	— (2)	10% (53)	55% (280)	513
Employ: Unemployed	15% (43)	9% (26)	2% (5)	1% (2)	11% (31)	62% (177)	283
Employ: Other	18% (24)	8% (10)	— (1)	— (0)	14% (18)	60% (79)	132
Military HH: Yes	21% (73)	13% (46)	2% (8)	2% (6)	14% (49)	48% (165)	347
Military HH: No	22% (417)	12% (219)	2% (45)	2% (38)	11% (201)	50% (933)	1853
RD/WT: Right Direction	27% (273)	14% (140)	3% (35)	3% (28)	10% (97)	43% (428)	1001
RD/WT: Wrong Track	18% (217)	10% (125)	2% (19)	1% (15)	13% (153)	56% (670)	1199
Biden Job Approve	27% (332)	13% (160)	3% (37)	3% (31)	11% (133)	43% (532)	1225
Biden Job Disapprove	17% (152)	11% (96)	2% (17)	1% (10)	12% (103)	57% (497)	875

Continued on next page

Table MCSP4_15: Do you have a favorable or unfavorable opinion of each of the following?

Sunisa 'Suni' Lee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (490)	12% (265)	2% (54)	2% (43)	11% (250)	50% (1098)	2200
Biden Job Strongly Approve	32% (211)	12% (81)	3% (16)	3% (20)	10% (68)	39% (255)	652
Biden Job Somewhat Approve	21% (120)	14% (78)	4% (20)	2% (12)	11% (66)	48% (276)	573
Biden Job Somewhat Disapprove	14% (36)	15% (39)	2% (6)	1% (2)	11% (27)	56% (140)	250
Biden Job Strongly Disapprove	19% (116)	9% (57)	2% (11)	1% (8)	12% (76)	57% (357)	625
Favorable of Biden	26% (323)	14% (166)	3% (34)	2% (27)	11% (131)	44% (539)	1220
Unfavorable of Biden	18% (151)	11% (91)	2% (19)	2% (14)	12% (98)	56% (480)	854
Very Favorable of Biden	32% (206)	12% (78)	2% (14)	2% (14)	11% (69)	42% (272)	652
Somewhat Favorable of Biden	21% (118)	16% (89)	3% (20)	2% (13)	11% (63)	47% (267)	569
Somewhat Unfavorable of Biden	15% (31)	15% (31)	3% (7)	4% (8)	11% (24)	52% (111)	212
Very Unfavorable of Biden	19% (120)	9% (59)	2% (13)	1% (6)	12% (75)	58% (370)	642
#1 Issue: Economy	21% (157)	13% (96)	2% (17)	1% (10)	12% (93)	51% (389)	763
#1 Issue: Security	20% (65)	14% (47)	2% (6)	3% (11)	11% (36)	49% (159)	324
#1 Issue: Health Care	29% (87)	10% (29)	4% (11)	2% (6)	7% (21)	48% (145)	299
#1 Issue: Medicare / Social Security	22% (61)	11% (30)	2% (7)	— (1)	10% (27)	55% (155)	281
#1 Issue: Women's Issues	31% (42)	12% (16)	1% (1)	4% (6)	14% (18)	38% (51)	134
#1 Issue: Education	16% (20)	15% (20)	4% (6)	2% (3)	17% (22)	45% (59)	130
#1 Issue: Energy	25% (38)	9% (14)	4% (6)	4% (6)	12% (19)	45% (68)	151
#1 Issue: Other	16% (20)	11% (13)	— (0)	— (0)	12% (14)	61% (73)	120
2020 Vote: Joe Biden	27% (283)	14% (143)	3% (29)	2% (23)	11% (111)	43% (442)	1031
2020 Vote: Donald Trump	19% (131)	11% (80)	2% (15)	1% (10)	11% (77)	56% (392)	704
2020 Vote: Other	18% (10)	10% (6)	4% (2)	2% (1)	18% (10)	49% (28)	58
2020 Vote: Didn't Vote	16% (66)	9% (36)	2% (7)	2% (8)	13% (52)	58% (235)	405
2018 House Vote: Democrat	28% (205)	13% (97)	3% (18)	2% (15)	12% (84)	43% (311)	730
2018 House Vote: Republican	21% (130)	12% (75)	2% (11)	2% (10)	10% (62)	52% (316)	604
2016 Vote: Hillary Clinton	27% (188)	13% (92)	3% (18)	2% (14)	11% (78)	44% (307)	698
2016 Vote: Donald Trump	21% (137)	12% (78)	2% (15)	2% (10)	9% (61)	53% (345)	646
2016 Vote: Other	23% (23)	14% (14)	2% (2)	1% (1)	11% (12)	49% (49)	102
2016 Vote: Didn't Vote	19% (141)	11% (79)	2% (18)	2% (18)	13% (99)	53% (396)	751
Voted in 2014: Yes	25% (310)	13% (161)	2% (27)	2% (24)	10% (127)	47% (587)	1235
Voted in 2014: No	19% (180)	11% (104)	3% (27)	2% (19)	13% (123)	53% (512)	965

Continued on next page

Table MCSP4_15: Do you have a favorable or unfavorable opinion of each of the following?

Sunisa 'Suni' Lee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (490)	12% (265)	2% (54)	2% (43)	11% (250)	50% (1098)	2200
4-Region: Northeast	25% (96)	15% (59)	2% (7)	3% (12)	13% (51)	43% (168)	394
4-Region: Midwest	21% (99)	11% (52)	1% (6)	2% (8)	13% (60)	51% (238)	462
4-Region: South	23% (193)	11% (93)	3% (21)	2% (15)	10% (83)	51% (419)	824
4-Region: West	19% (101)	12% (60)	4% (20)	2% (9)	11% (56)	53% (274)	520
Sports Fans	27% (434)	15% (234)	3% (49)	2% (38)	12% (186)	42% (673)	1615
Avid Sports Fans	34% (213)	18% (109)	5% (28)	3% (17)	9% (58)	31% (194)	619
Casual Sports Fans	22% (221)	13% (125)	2% (21)	2% (21)	13% (128)	48% (480)	996
Non-Sports Fans	9% (56)	5% (30)	1% (4)	1% (5)	11% (64)	73% (425)	585
Gen Z Sports Fans	31% (54)	13% (22)	3% (5)	5% (9)	14% (24)	35% (62)	176
Millennial Sports Fans	26% (136)	16% (80)	4% (20)	5% (25)	15% (76)	34% (176)	512
Gen X Sports Fans	23% (87)	14% (53)	4% (14)	1% (3)	10% (37)	49% (189)	383
Boomer Sports Fans	30% (146)	14% (70)	2% (9)	— (2)	9% (44)	44% (216)	486
Democratic Sports Fans	33% (236)	14% (101)	4% (25)	3% (21)	10% (73)	36% (257)	713
Republican Sports Fans	22% (101)	15% (70)	4% (18)	1% (7)	11% (49)	46% (210)	455
Male Sports Fans	25% (220)	16% (140)	4% (38)	3% (24)	11% (100)	41% (360)	882
Female Sports Fans	29% (214)	13% (95)	2% (12)	2% (14)	12% (85)	43% (313)	734
Olympics Fans	29% (457)	15% (233)	3% (48)	2% (33)	12% (181)	39% (598)	1549
Avid Olympics Fans	55% (230)	16% (66)	3% (13)	3% (13)	5% (22)	18% (77)	422
Casual Olympics Fans	20% (227)	15% (168)	3% (34)	2% (20)	14% (159)	46% (521)	1128
Non-Olympics Fans	5% (33)	5% (31)	1% (6)	2% (11)	11% (69)	77% (500)	651
Watched a Lot 2021 Olympics	60% (170)	12% (33)	3% (9)	5% (13)	5% (14)	16% (44)	283
Didn't Watch any 2021 Olympics	4% (28)	5% (41)	1% (6)	1% (8)	10% (78)	79% (594)	755
Watched a Lot/some 2021 Olympics	43% (368)	16% (135)	4% (30)	4% (31)	10% (83)	24% (203)	849
Watched any 2021 Olympics	32% (462)	15% (224)	3% (47)	2% (36)	12% (172)	35% (504)	1445
Familiar with Peacock	27% (320)	13% (158)	3% (34)	2% (24)	12% (141)	43% (522)	1200
Peacock Subscriber	29% (161)	13% (71)	3% (19)	2% (10)	10% (56)	42% (230)	548

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

Table MCSP4_16: Do you have a favorable or unfavorable opinion of each of the following?

Xander Schauffele

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (207)	8% (176)	3% (62)	2% (43)	10% (227)	67% (1484)	2200
Gender: Male	14% (145)	11% (113)	4% (40)	2% (26)	10% (111)	59% (628)	1062
Gender: Female	5% (61)	6% (64)	2% (22)	2% (18)	10% (117)	75% (857)	1138
Age: 18-34	12% (78)	11% (70)	5% (30)	3% (22)	12% (78)	58% (377)	655
Age: 35-44	15% (53)	10% (36)	5% (16)	3% (12)	10% (34)	58% (206)	358
Age: 45-64	6% (44)	7% (51)	2% (12)	1% (6)	8% (64)	76% (574)	751
Age: 65+	7% (31)	4% (19)	1% (4)	1% (4)	12% (51)	75% (328)	436
GenZers: 1997-2012	11% (28)	8% (20)	4% (9)	2% (5)	10% (24)	65% (161)	247
Millennials: 1981-1996	14% (89)	12% (78)	5% (32)	3% (22)	12% (79)	54% (347)	647
GenXers: 1965-1980	8% (41)	7% (35)	3% (15)	2% (9)	9% (49)	72% (388)	536
Baby Boomers: 1946-1964	6% (44)	5% (35)	1% (5)	1% (7)	10% (68)	76% (520)	680
PID: Dem (no lean)	12% (112)	9% (86)	4% (34)	3% (27)	11% (106)	61% (569)	934
PID: Ind (no lean)	5% (32)	7% (44)	1% (7)	1% (8)	12% (74)	74% (480)	645
PID: Rep (no lean)	10% (63)	8% (47)	3% (20)	1% (9)	8% (47)	70% (436)	621
PID/Gender: Dem Men	19% (81)	12% (51)	5% (22)	4% (16)	11% (46)	49% (211)	427
PID/Gender: Dem Women	6% (31)	7% (35)	2% (12)	2% (11)	12% (60)	71% (358)	507
PID/Gender: Ind Men	7% (21)	9% (30)	1% (2)	1% (4)	12% (39)	70% (220)	316
PID/Gender: Ind Women	3% (11)	4% (14)	2% (6)	1% (3)	11% (35)	79% (260)	329
PID/Gender: Rep Men	14% (44)	10% (32)	5% (15)	2% (6)	8% (26)	62% (197)	320
PID/Gender: Rep Women	6% (19)	5% (15)	2% (5)	1% (3)	7% (21)	79% (239)	302
Ideo: Liberal (1-3)	11% (77)	9% (67)	4% (27)	3% (21)	11% (80)	62% (444)	715
Ideo: Moderate (4)	8% (48)	8% (52)	3% (18)	1% (7)	13% (83)	67% (425)	633
Ideo: Conservative (5-7)	11% (74)	7% (49)	2% (11)	2% (15)	8% (54)	70% (484)	687
Educ: < College	7% (111)	7% (104)	3% (44)	2% (30)	10% (153)	71% (1070)	1512
Educ: Bachelors degree	13% (57)	10% (42)	3% (13)	2% (10)	9% (40)	63% (281)	444
Educ: Post-grad	16% (39)	12% (30)	2% (4)	1% (3)	14% (35)	55% (134)	244
Income: Under 50k	7% (88)	6% (83)	3% (40)	2% (21)	11% (145)	71% (922)	1300
Income: 50k-100k	10% (65)	10% (62)	2% (15)	3% (19)	9% (59)	65% (407)	628
Income: 100k+	20% (53)	12% (31)	2% (6)	1% (4)	9% (24)	57% (155)	273
Ethnicity: White	9% (159)	8% (140)	2% (42)	1% (25)	9% (163)	69% (1192)	1722
Ethnicity: Hispanic	9% (30)	8% (29)	4% (15)	3% (11)	13% (45)	62% (218)	349

Continued on next page

Table MCSP4_16: Do you have a favorable or unfavorable opinion of each of the following?

Xander Schauffele

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	8%	(176)	3%	(62)	2%	(43)	10%	(227)	67%	(1484)	2200
Ethnicity: Black	12%	(33)	7%	(20)	5%	(13)	5%	(13)	14%	(40)	57%	(157)	274
Ethnicity: Other	7%	(15)	8%	(16)	3%	(6)	3%	(5)	12%	(25)	66%	(136)	204
All Christian	11%	(110)	9%	(94)	3%	(26)	1%	(8)	10%	(101)	66%	(658)	996
All Non-Christian	26%	(40)	12%	(19)	2%	(3)	5%	(7)	10%	(15)	45%	(67)	151
Atheist	5%	(6)	6%	(7)	3%	(3)	4%	(4)	9%	(10)	73%	(81)	111
Agnostic/Nothing in particular	5%	(28)	7%	(39)	4%	(22)	3%	(19)	11%	(62)	71%	(414)	583
Something Else	6%	(23)	5%	(18)	2%	(8)	2%	(6)	11%	(40)	74%	(265)	359
Religious Non-Protestant/Catholic	24%	(43)	10%	(19)	3%	(5)	5%	(9)	10%	(17)	48%	(86)	179
Evangelical	12%	(70)	9%	(51)	2%	(11)	1%	(7)	10%	(57)	66%	(373)	567
Non-Evangelical	8%	(57)	8%	(60)	3%	(19)	1%	(5)	11%	(79)	71%	(525)	745
Community: Urban	13%	(88)	9%	(62)	3%	(22)	3%	(18)	13%	(85)	59%	(389)	663
Community: Suburban	8%	(86)	8%	(82)	2%	(25)	1%	(14)	10%	(106)	69%	(705)	1017
Community: Rural	6%	(33)	6%	(33)	3%	(15)	2%	(12)	7%	(37)	75%	(391)	520
Employ: Private Sector	14%	(92)	11%	(73)	4%	(29)	3%	(17)	11%	(71)	58%	(387)	669
Employ: Government	14%	(15)	11%	(12)	4%	(4)	7%	(7)	9%	(10)	56%	(62)	110
Employ: Self-Employed	12%	(25)	11%	(23)	6%	(12)	4%	(7)	17%	(36)	51%	(105)	208
Employ: Homemaker	6%	(11)	6%	(11)	1%	(2)	—	(0)	9%	(16)	77%	(135)	177
Employ: Student	4%	(5)	11%	(11)	3%	(4)	4%	(4)	6%	(7)	72%	(77)	108
Employ: Retired	6%	(28)	6%	(30)	1%	(6)	1%	(4)	10%	(53)	76%	(392)	513
Employ: Unemployed	7%	(19)	4%	(12)	1%	(4)	—	(1)	8%	(22)	80%	(226)	283
Employ: Other	9%	(12)	3%	(4)	1%	(1)	1%	(2)	10%	(13)	76%	(100)	132
Military HH: Yes	10%	(34)	5%	(18)	2%	(6)	2%	(8)	12%	(41)	69%	(240)	347
Military HH: No	9%	(172)	9%	(159)	3%	(56)	2%	(36)	10%	(187)	67%	(1244)	1853
RD/WT: Right Direction	13%	(134)	9%	(94)	3%	(32)	3%	(25)	11%	(114)	60%	(602)	1001
RD/WT: Wrong Track	6%	(72)	7%	(83)	2%	(30)	2%	(18)	9%	(113)	74%	(883)	1199
Biden Job Approve	11%	(135)	9%	(112)	3%	(37)	2%	(27)	12%	(142)	63%	(772)	1225
Biden Job Disapprove	8%	(70)	7%	(61)	3%	(25)	2%	(14)	8%	(71)	73%	(635)	875

Continued on next page

Table MCSP4_16: Do you have a favorable or unfavorable opinion of each of the following?

Xander Schauffele

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	8%	(176)	3%	(62)	2%	(43)	10%	(227)	67%	(1484)	2200
Biden Job Strongly Approve	17%	(110)	11%	(69)	3%	(23)	3%	(18)	11%	(69)	56%	(363)	652
Biden Job Somewhat Approve	4%	(25)	8%	(44)	2%	(14)	2%	(9)	13%	(72)	71%	(408)	573
Biden Job Somewhat Disapprove	7%	(16)	10%	(25)	5%	(13)	3%	(7)	8%	(20)	68%	(170)	250
Biden Job Strongly Disapprove	9%	(54)	6%	(36)	2%	(11)	1%	(7)	8%	(51)	74%	(465)	625
Favorable of Biden	11%	(130)	9%	(109)	3%	(37)	2%	(27)	12%	(150)	63%	(767)	1220
Unfavorable of Biden	7%	(62)	7%	(64)	2%	(21)	2%	(14)	8%	(65)	74%	(628)	854
Very Favorable of Biden	16%	(102)	9%	(61)	3%	(19)	2%	(15)	11%	(74)	58%	(380)	652
Somewhat Favorable of Biden	5%	(28)	8%	(48)	3%	(18)	2%	(13)	13%	(75)	68%	(387)	569
Somewhat Unfavorable of Biden	7%	(14)	11%	(23)	4%	(10)	3%	(7)	7%	(15)	68%	(143)	212
Very Unfavorable of Biden	7%	(47)	6%	(41)	2%	(11)	1%	(7)	8%	(49)	76%	(485)	642
#1 Issue: Economy	9%	(71)	8%	(63)	2%	(16)	2%	(19)	11%	(85)	67%	(508)	763
#1 Issue: Security	9%	(28)	6%	(21)	3%	(10)	2%	(5)	8%	(25)	72%	(235)	324
#1 Issue: Health Care	13%	(40)	11%	(32)	3%	(10)	1%	(4)	9%	(28)	62%	(185)	299
#1 Issue: Medicare / Social Security	7%	(19)	6%	(18)	1%	(4)	1%	(3)	11%	(30)	73%	(206)	281
#1 Issue: Women's Issues	9%	(12)	7%	(9)	6%	(9)	3%	(5)	12%	(17)	62%	(83)	134
#1 Issue: Education	13%	(17)	14%	(18)	2%	(2)	3%	(3)	14%	(19)	54%	(70)	130
#1 Issue: Energy	9%	(13)	8%	(12)	7%	(11)	3%	(5)	9%	(14)	64%	(96)	151
#1 Issue: Other	4%	(5)	3%	(4)	—	(0)	—	(0)	8%	(10)	84%	(101)	120
2020 Vote: Joe Biden	11%	(116)	10%	(99)	3%	(32)	3%	(26)	12%	(129)	61%	(629)	1031
2020 Vote: Donald Trump	9%	(63)	8%	(59)	2%	(17)	1%	(11)	8%	(58)	70%	(496)	704
2020 Vote: Other	6%	(4)	9%	(5)	1%	(0)	4%	(2)	3%	(2)	77%	(45)	58
2020 Vote: Didn't Vote	6%	(24)	3%	(13)	3%	(12)	1%	(4)	10%	(39)	77%	(313)	405
2018 House Vote: Democrat	10%	(76)	9%	(69)	3%	(20)	3%	(22)	13%	(95)	61%	(448)	730
2018 House Vote: Republican	12%	(73)	9%	(52)	2%	(13)	1%	(8)	7%	(43)	69%	(414)	604
2016 Vote: Hillary Clinton	10%	(70)	9%	(65)	3%	(18)	3%	(22)	13%	(92)	62%	(431)	698
2016 Vote: Donald Trump	11%	(74)	8%	(54)	2%	(14)	2%	(13)	8%	(50)	68%	(442)	646
2016 Vote: Other	7%	(7)	5%	(5)	2%	(2)	—	(0)	12%	(12)	74%	(75)	102
2016 Vote: Didn't Vote	7%	(56)	7%	(53)	4%	(27)	1%	(9)	10%	(73)	71%	(533)	751
Voted in 2014: Yes	11%	(135)	9%	(114)	2%	(29)	2%	(31)	11%	(132)	64%	(795)	1235
Voted in 2014: No	7%	(72)	6%	(63)	3%	(33)	1%	(13)	10%	(95)	72%	(690)	965

Continued on next page

Table MCSP4_16: Do you have a favorable or unfavorable opinion of each of the following?

Xander Schauffele

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (207)	8% (176)	3% (62)	2% (43)	10% (227)	67% (1484)	2200
4-Region: Northeast	12% (48)	6% (25)	4% (15)	3% (11)	10% (40)	65% (255)	394
4-Region: Midwest	7% (33)	6% (29)	2% (9)	3% (12)	10% (44)	72% (334)	462
4-Region: South	10% (82)	9% (78)	3% (25)	2% (14)	11% (94)	64% (531)	824
4-Region: West	8% (44)	8% (44)	2% (12)	1% (7)	9% (49)	70% (365)	520
Sports Fans	13% (203)	10% (159)	3% (52)	2% (37)	12% (190)	60% (975)	1615
Avid Sports Fans	21% (130)	13% (80)	4% (25)	4% (22)	11% (67)	48% (295)	619
Casual Sports Fans	7% (74)	8% (78)	3% (27)	1% (14)	12% (123)	68% (679)	996
Non-Sports Fans	1% (3)	3% (18)	2% (9)	1% (7)	6% (38)	87% (510)	585
Gen Z Sports Fans	16% (28)	10% (17)	5% (9)	2% (4)	10% (17)	57% (100)	176
Millennial Sports Fans	17% (89)	14% (70)	5% (25)	4% (19)	14% (72)	46% (236)	512
Gen X Sports Fans	10% (39)	8% (32)	3% (12)	2% (7)	10% (40)	66% (254)	383
Boomer Sports Fans	9% (43)	7% (33)	1% (5)	1% (7)	12% (56)	70% (341)	486
Democratic Sports Fans	16% (111)	11% (77)	4% (28)	3% (25)	13% (91)	54% (382)	713
Republican Sports Fans	14% (62)	9% (43)	4% (18)	1% (5)	8% (35)	64% (292)	455
Male Sports Fans	16% (145)	12% (106)	4% (35)	3% (23)	11% (99)	54% (473)	882
Female Sports Fans	8% (58)	7% (53)	2% (17)	2% (13)	12% (91)	68% (502)	734
Olympics Fans	12% (193)	11% (165)	3% (49)	2% (35)	12% (182)	60% (925)	1549
Avid Olympics Fans	28% (119)	15% (64)	4% (17)	4% (18)	10% (44)	38% (160)	422
Casual Olympics Fans	7% (73)	9% (101)	3% (31)	2% (17)	12% (138)	68% (766)	1128
Non-Olympics Fans	2% (14)	2% (11)	2% (13)	1% (9)	7% (45)	86% (559)	651
Watched a Lot 2021 Olympics	34% (97)	14% (39)	2% (7)	5% (15)	11% (31)	34% (95)	283
Didn't Watch any 2021 Olympics	2% (12)	2% (19)	1% (10)	1% (6)	7% (51)	87% (657)	755
Watched a Lot/some 2021 Olympics	20% (174)	14% (119)	4% (35)	3% (26)	12% (98)	47% (398)	849
Watched any 2021 Olympics	13% (194)	11% (158)	4% (51)	3% (38)	12% (177)	57% (827)	1445
Familiar with Peacock	13% (156)	10% (125)	3% (34)	2% (30)	11% (137)	60% (718)	1200
Peacock Subscriber	15% (81)	9% (49)	3% (16)	3% (18)	11% (58)	59% (325)	548

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

Table MCSP4_17: Do you have a favorable or unfavorable opinion of each of the following?

Jade Carey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	10%	(210)	3%	(66)	1%	(32)	11%	(231)	65%	(1428)	2200
Gender: Male	12%	(131)	11%	(119)	4%	(47)	2%	(18)	11%	(116)	59%	(631)	1062
Gender: Female	9%	(102)	8%	(92)	2%	(19)	1%	(14)	10%	(115)	70%	(797)	1138
Age: 18-34	13%	(82)	12%	(82)	5%	(35)	2%	(14)	12%	(78)	56%	(364)	655
Age: 35-44	13%	(48)	13%	(47)	4%	(15)	3%	(10)	11%	(40)	55%	(197)	358
Age: 45-64	9%	(64)	8%	(58)	1%	(10)	1%	(7)	9%	(68)	72%	(544)	751
Age: 65+	9%	(38)	6%	(24)	1%	(5)	—	(2)	10%	(45)	74%	(322)	436
GenZers: 1997-2012	7%	(16)	13%	(33)	3%	(6)	3%	(7)	12%	(29)	63%	(156)	247
Millennials: 1981-1996	15%	(100)	13%	(82)	6%	(41)	2%	(14)	12%	(75)	52%	(334)	647
GenXers: 1965-1980	10%	(55)	8%	(44)	2%	(13)	1%	(4)	11%	(58)	68%	(362)	536
Baby Boomers: 1946-1964	8%	(56)	7%	(48)	1%	(6)	1%	(6)	9%	(59)	74%	(505)	680
PID: Dem (no lean)	15%	(140)	11%	(105)	4%	(40)	2%	(16)	10%	(92)	58%	(542)	934
PID: Ind (no lean)	6%	(37)	8%	(54)	—	(3)	1%	(8)	12%	(80)	72%	(463)	645
PID: Rep (no lean)	9%	(55)	8%	(52)	4%	(23)	1%	(9)	9%	(58)	68%	(423)	621
PID/Gender: Dem Men	17%	(74)	15%	(64)	7%	(31)	3%	(11)	8%	(35)	50%	(211)	427
PID/Gender: Dem Women	13%	(66)	8%	(40)	2%	(9)	1%	(5)	11%	(58)	65%	(330)	507
PID/Gender: Ind Men	8%	(26)	8%	(26)	—	(1)	1%	(3)	14%	(44)	68%	(215)	316
PID/Gender: Ind Women	4%	(12)	8%	(28)	—	(2)	1%	(4)	11%	(36)	75%	(248)	329
PID/Gender: Rep Men	10%	(31)	9%	(28)	5%	(15)	1%	(4)	12%	(37)	64%	(205)	320
PID/Gender: Rep Women	8%	(24)	8%	(24)	3%	(8)	2%	(5)	7%	(21)	72%	(218)	302
Ideo: Liberal (1-3)	14%	(103)	10%	(73)	4%	(31)	1%	(10)	10%	(69)	60%	(429)	715
Ideo: Moderate (4)	10%	(64)	11%	(67)	3%	(18)	2%	(10)	12%	(76)	63%	(398)	633
Ideo: Conservative (5-7)	9%	(60)	9%	(61)	2%	(12)	2%	(10)	9%	(65)	70%	(479)	687
Educ: < College	8%	(122)	9%	(129)	3%	(39)	2%	(25)	11%	(163)	68%	(1033)	1512
Educ: Bachelors degree	16%	(71)	9%	(41)	5%	(20)	1%	(4)	9%	(38)	60%	(268)	444
Educ: Post-grad	16%	(39)	16%	(40)	3%	(6)	1%	(3)	12%	(30)	52%	(126)	244
Income: Under 50k	9%	(115)	8%	(104)	3%	(34)	2%	(22)	11%	(145)	68%	(880)	1300
Income: 50k-100k	11%	(68)	11%	(67)	3%	(22)	1%	(8)	10%	(64)	63%	(398)	628
Income: 100k+	18%	(50)	15%	(40)	4%	(10)	1%	(2)	8%	(22)	55%	(150)	273
Ethnicity: White	10%	(179)	9%	(160)	3%	(50)	1%	(19)	9%	(159)	67%	(1155)	1722
Ethnicity: Hispanic	10%	(33)	11%	(39)	7%	(23)	1%	(4)	13%	(44)	59%	(206)	349

Continued on next page

Table MCSP4_17: Do you have a favorable or unfavorable opinion of each of the following?
Jade Carey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	10%	(210)	3%	(66)	1%	(32)	11%	(231)	65%	(1428)	2200
Ethnicity: Black	12%	(32)	10%	(28)	5%	(12)	2%	(7)	14%	(38)	57%	(157)	274
Ethnicity: Other	11%	(22)	11%	(22)	2%	(3)	3%	(7)	16%	(34)	57%	(117)	204
All Christian	12%	(124)	11%	(111)	3%	(27)	1%	(8)	10%	(95)	63%	(631)	996
All Non-Christian	26%	(39)	13%	(20)	5%	(7)	2%	(3)	11%	(16)	43%	(66)	151
Atheist	4%	(5)	6%	(7)	2%	(2)	4%	(4)	13%	(15)	70%	(78)	111
Agnostic/Nothing in particular	6%	(36)	7%	(43)	4%	(23)	2%	(13)	11%	(63)	69%	(405)	583
Something Else	8%	(28)	8%	(30)	2%	(6)	1%	(4)	12%	(42)	69%	(249)	359
Religious Non-Protestant/Catholic	24%	(43)	13%	(23)	4%	(8)	3%	(5)	9%	(16)	47%	(84)	179
Evangelical	14%	(77)	11%	(65)	2%	(9)	1%	(7)	11%	(62)	61%	(347)	567
Non-Evangelical	9%	(69)	10%	(73)	3%	(20)	1%	(4)	10%	(71)	68%	(509)	745
Community: Urban	15%	(98)	12%	(81)	3%	(21)	2%	(11)	12%	(82)	56%	(369)	663
Community: Suburban	9%	(89)	8%	(83)	3%	(34)	1%	(15)	10%	(107)	68%	(690)	1017
Community: Rural	9%	(45)	9%	(46)	2%	(11)	1%	(6)	8%	(42)	71%	(369)	520
Employ: Private Sector	14%	(92)	14%	(92)	5%	(31)	1%	(10)	10%	(69)	56%	(376)	669
Employ: Government	15%	(16)	12%	(13)	5%	(5)	3%	(4)	6%	(7)	59%	(65)	110
Employ: Self-Employed	16%	(32)	12%	(24)	4%	(9)	3%	(7)	15%	(31)	50%	(103)	208
Employ: Homemaker	10%	(18)	8%	(14)	4%	(6)	2%	(3)	7%	(13)	69%	(122)	177
Employ: Student	5%	(5)	10%	(11)	5%	(6)	3%	(3)	13%	(14)	64%	(69)	108
Employ: Retired	7%	(35)	7%	(35)	1%	(3)	1%	(3)	11%	(55)	74%	(381)	513
Employ: Unemployed	6%	(18)	6%	(18)	2%	(4)	1%	(3)	9%	(26)	75%	(213)	283
Employ: Other	11%	(14)	2%	(3)	—	(1)	—	(0)	12%	(16)	74%	(98)	132
Military HH: Yes	8%	(28)	10%	(33)	1%	(5)	1%	(4)	12%	(41)	68%	(236)	347
Military HH: No	11%	(205)	10%	(177)	3%	(61)	2%	(28)	10%	(190)	64%	(1192)	1853
RD/WT: Right Direction	15%	(146)	12%	(124)	4%	(41)	2%	(19)	10%	(104)	57%	(567)	1001
RD/WT: Wrong Track	7%	(86)	7%	(86)	2%	(25)	1%	(13)	11%	(127)	72%	(861)	1199
Biden Job Approve	14%	(166)	12%	(141)	3%	(42)	2%	(21)	11%	(137)	59%	(718)	1225
Biden Job Disapprove	7%	(64)	8%	(67)	3%	(22)	1%	(9)	9%	(81)	72%	(632)	875

Continued on next page

Table MCSP4_17: Do you have a favorable or unfavorable opinion of each of the following?

Jade Carey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	10%	(210)	3%	(66)	1%	(32)	11%	(231)	65%	(1428)	2200
Biden Job Strongly Approve	19%	(126)	13%	(84)	4%	(26)	2%	(13)	10%	(64)	52%	(339)	652
Biden Job Somewhat Approve	7%	(40)	10%	(57)	3%	(16)	1%	(8)	13%	(73)	66%	(379)	573
Biden Job Somewhat Disapprove	6%	(14)	12%	(30)	5%	(12)	1%	(3)	8%	(20)	68%	(171)	250
Biden Job Strongly Disapprove	8%	(50)	6%	(37)	2%	(10)	1%	(6)	10%	(61)	74%	(461)	625
Favorable of Biden	13%	(164)	12%	(141)	3%	(41)	1%	(17)	11%	(139)	59%	(717)	1220
Unfavorable of Biden	7%	(57)	7%	(61)	3%	(22)	2%	(13)	9%	(78)	73%	(623)	854
Very Favorable of Biden	19%	(123)	12%	(79)	3%	(19)	2%	(12)	11%	(70)	54%	(349)	652
Somewhat Favorable of Biden	7%	(41)	11%	(62)	4%	(23)	1%	(5)	12%	(69)	65%	(369)	569
Somewhat Unfavorable of Biden	5%	(10)	8%	(18)	4%	(9)	4%	(7)	9%	(19)	70%	(149)	212
Very Unfavorable of Biden	7%	(46)	7%	(43)	2%	(13)	1%	(6)	9%	(59)	74%	(474)	642
#1 Issue: Economy	11%	(82)	8%	(63)	2%	(16)	2%	(13)	12%	(91)	65%	(498)	763
#1 Issue: Security	9%	(28)	11%	(35)	3%	(8)	1%	(4)	7%	(23)	70%	(225)	324
#1 Issue: Health Care	15%	(45)	10%	(29)	5%	(15)	1%	(4)	9%	(25)	60%	(180)	299
#1 Issue: Medicare / Social Security	7%	(19)	7%	(21)	2%	(5)	1%	(3)	10%	(29)	73%	(203)	281
#1 Issue: Women's Issues	10%	(14)	15%	(20)	4%	(6)	3%	(4)	16%	(21)	52%	(70)	134
#1 Issue: Education	12%	(15)	18%	(23)	4%	(6)	1%	(1)	16%	(20)	50%	(65)	130
#1 Issue: Energy	11%	(17)	11%	(16)	7%	(10)	2%	(3)	8%	(12)	61%	(93)	151
#1 Issue: Other	10%	(12)	3%	(4)	—	(0)	1%	(2)	7%	(9)	78%	(94)	120
2020 Vote: Joe Biden	14%	(145)	12%	(120)	4%	(37)	1%	(15)	11%	(110)	59%	(605)	1031
2020 Vote: Donald Trump	9%	(66)	8%	(54)	3%	(19)	1%	(10)	10%	(67)	69%	(489)	704
2020 Vote: Other	2%	(1)	8%	(5)	3%	(2)	1%	(1)	10%	(6)	76%	(44)	58
2020 Vote: Didn't Vote	5%	(21)	8%	(31)	2%	(9)	2%	(7)	12%	(48)	71%	(289)	405
2018 House Vote: Democrat	13%	(98)	11%	(83)	4%	(27)	2%	(15)	11%	(77)	59%	(428)	730
2018 House Vote: Republican	11%	(65)	9%	(54)	2%	(14)	1%	(6)	9%	(56)	68%	(410)	604
2016 Vote: Hillary Clinton	13%	(90)	12%	(85)	4%	(25)	2%	(12)	10%	(71)	60%	(415)	698
2016 Vote: Donald Trump	11%	(69)	8%	(53)	2%	(15)	2%	(11)	10%	(62)	67%	(436)	646
2016 Vote: Other	10%	(10)	8%	(8)	2%	(2)	1%	(1)	13%	(13)	67%	(68)	102
2016 Vote: Didn't Vote	9%	(64)	9%	(64)	3%	(22)	1%	(8)	11%	(85)	67%	(507)	751
Voted in 2014: Yes	12%	(149)	11%	(131)	3%	(36)	2%	(23)	10%	(125)	62%	(772)	1235
Voted in 2014: No	9%	(83)	8%	(79)	3%	(30)	1%	(9)	11%	(107)	68%	(656)	965

Continued on next page

Table MCSP4_17: Do you have a favorable or unfavorable opinion of each of the following?

Jade Carey

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	10%	(210)	3%	(66)	1%	(32)	11%	(231)	65%	(1428)	2200
4-Region: Northeast	12%	(47)	9%	(34)	3%	(13)	1%	(3)	12%	(48)	63%	(249)	394
4-Region: Midwest	9%	(41)	7%	(34)	2%	(11)	2%	(8)	10%	(46)	70%	(322)	462
4-Region: South	12%	(102)	11%	(89)	2%	(20)	2%	(17)	11%	(88)	62%	(509)	824
4-Region: West	8%	(43)	10%	(54)	4%	(21)	1%	(4)	9%	(49)	67%	(348)	520
Sports Fans	14%	(218)	12%	(188)	4%	(59)	2%	(27)	12%	(191)	58%	(932)	1615
Avid Sports Fans	20%	(123)	15%	(91)	5%	(34)	2%	(12)	11%	(71)	47%	(289)	619
Casual Sports Fans	10%	(96)	10%	(98)	3%	(26)	2%	(15)	12%	(120)	65%	(643)	996
Non-Sports Fans	2%	(14)	4%	(22)	1%	(7)	1%	(5)	7%	(40)	85%	(496)	585
Gen Z Sports Fans	9%	(15)	17%	(31)	3%	(6)	4%	(7)	13%	(23)	54%	(94)	176
Millennial Sports Fans	19%	(96)	14%	(73)	7%	(37)	2%	(12)	13%	(67)	44%	(227)	512
Gen X Sports Fans	13%	(50)	10%	(39)	3%	(11)	—	(2)	12%	(48)	61%	(233)	383
Boomer Sports Fans	11%	(53)	9%	(42)	1%	(5)	1%	(6)	10%	(46)	69%	(334)	486
Democratic Sports Fans	18%	(132)	13%	(93)	5%	(36)	2%	(14)	11%	(78)	50%	(360)	713
Republican Sports Fans	11%	(52)	10%	(47)	5%	(22)	1%	(5)	10%	(48)	62%	(281)	455
Male Sports Fans	14%	(127)	13%	(111)	5%	(45)	2%	(15)	11%	(101)	55%	(482)	882
Female Sports Fans	12%	(91)	11%	(77)	2%	(14)	2%	(12)	12%	(90)	61%	(450)	734
Olympics Fans	14%	(224)	13%	(198)	4%	(55)	1%	(23)	12%	(187)	56%	(863)	1549
Avid Olympics Fans	31%	(132)	19%	(79)	6%	(24)	2%	(10)	8%	(35)	33%	(141)	422
Casual Olympics Fans	8%	(92)	11%	(119)	3%	(30)	1%	(13)	13%	(152)	64%	(722)	1128
Non-Olympics Fans	1%	(9)	2%	(12)	2%	(11)	1%	(9)	7%	(44)	87%	(565)	651
Watched a Lot 2021 Olympics	35%	(99)	18%	(51)	5%	(14)	4%	(11)	10%	(28)	28%	(79)	283
Didn't Watch any 2021 Olympics	1%	(5)	3%	(20)	1%	(7)	1%	(8)	7%	(52)	88%	(662)	755
Watched a Lot/some 2021 Olympics	23%	(197)	17%	(146)	5%	(42)	2%	(17)	13%	(108)	40%	(339)	849
Watched any 2021 Olympics	16%	(227)	13%	(190)	4%	(59)	2%	(24)	12%	(179)	53%	(766)	1445
Familiar with Peacock	15%	(183)	12%	(141)	4%	(42)	2%	(23)	11%	(127)	57%	(685)	1200
Peacock Subscriber	18%	(96)	11%	(58)	3%	(19)	2%	(14)	9%	(51)	56%	(309)	548

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

Table MCSP4_18: Do you have a favorable or unfavorable opinion of each of the following?

Jordan Chiles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion	Never heard of	Total N
Adults	12%	(255)	10%	(226)	3%	(62)	2%	(37)	11%	(247)	2200
Gender: Male	14%	(147)	11%	(118)	4%	(37)	2%	(23)	11%	(121)	1062
Gender: Female	10%	(108)	10%	(108)	2%	(25)	1%	(14)	11%	(126)	1138
Age: 18-34	14%	(92)	11%	(73)	6%	(38)	2%	(16)	14%	(93)	655
Age: 35-44	16%	(59)	13%	(46)	3%	(11)	3%	(10)	11%	(41)	358
Age: 45-64	9%	(70)	11%	(79)	1%	(8)	1%	(9)	9%	(71)	751
Age: 65+	8%	(35)	6%	(27)	1%	(6)	—	(2)	10%	(42)	436
GenZers: 1997-2012	8%	(20)	12%	(31)	7%	(16)	2%	(5)	12%	(30)	247
Millennials: 1981-1996	17%	(112)	12%	(78)	4%	(29)	3%	(17)	14%	(89)	647
GenXers: 1965-1980	12%	(63)	9%	(51)	2%	(10)	2%	(8)	11%	(57)	536
Baby Boomers: 1946-1964	8%	(55)	9%	(62)	1%	(6)	1%	(5)	9%	(64)	680
PID: Dem (no lean)	17%	(162)	11%	(104)	4%	(36)	2%	(18)	11%	(102)	934
PID: Ind (no lean)	6%	(37)	8%	(52)	2%	(10)	1%	(8)	13%	(87)	645
PID: Rep (no lean)	9%	(56)	11%	(71)	3%	(16)	2%	(11)	9%	(58)	621
PID/Gender: Dem Men	21%	(89)	13%	(55)	5%	(20)	3%	(13)	11%	(49)	427
PID/Gender: Dem Women	14%	(73)	10%	(48)	3%	(16)	1%	(5)	11%	(53)	507
PID/Gender: Ind Men	8%	(24)	8%	(24)	2%	(6)	1%	(4)	14%	(43)	316
PID/Gender: Ind Women	4%	(13)	8%	(28)	1%	(5)	1%	(4)	13%	(44)	329
PID/Gender: Rep Men	11%	(34)	12%	(39)	4%	(11)	2%	(5)	9%	(29)	320
PID/Gender: Rep Women	7%	(22)	11%	(32)	1%	(4)	2%	(5)	10%	(29)	302
Ideo: Liberal (1-3)	16%	(116)	11%	(78)	4%	(28)	2%	(13)	9%	(67)	715
Ideo: Moderate (4)	10%	(63)	12%	(74)	2%	(13)	2%	(10)	13%	(82)	633
Ideo: Conservative (5-7)	10%	(70)	10%	(68)	2%	(16)	2%	(12)	11%	(79)	687
Educ: < College	9%	(135)	9%	(141)	3%	(43)	2%	(28)	11%	(164)	1512
Educ: Bachelors degree	17%	(76)	12%	(53)	3%	(13)	1%	(6)	10%	(47)	444
Educ: Post-grad	18%	(44)	13%	(32)	3%	(6)	1%	(2)	15%	(36)	244
Income: Under 50k	9%	(117)	8%	(109)	3%	(41)	2%	(23)	12%	(155)	1300
Income: 50k-100k	13%	(84)	12%	(74)	2%	(14)	1%	(9)	10%	(63)	628
Income: 100k+	20%	(54)	16%	(43)	3%	(8)	2%	(4)	11%	(29)	273
Ethnicity: White	11%	(185)	10%	(175)	2%	(43)	1%	(23)	11%	(183)	1722
Ethnicity: Hispanic	12%	(40)	14%	(48)	6%	(21)	1%	(4)	11%	(37)	349

Continued on next page

Table MCSP4_18: Do you have a favorable or unfavorable opinion of each of the following?

Jordan Chiles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	10%	(226)	3%	(62)	2%	(37)	11%	(247)	62%	(1373)	2200
Ethnicity: Black	18%	(49)	10%	(28)	4%	(12)	2%	(6)	12%	(32)	54%	(147)	274
Ethnicity: Other	10%	(21)	11%	(22)	4%	(8)	4%	(7)	16%	(32)	55%	(113)	204
All Christian	13%	(131)	13%	(127)	2%	(22)	1%	(12)	11%	(111)	60%	(594)	996
All Non-Christian	25%	(37)	16%	(24)	4%	(7)	3%	(4)	12%	(18)	40%	(61)	151
Atheist	8%	(9)	5%	(5)	7%	(7)	2%	(2)	7%	(8)	72%	(79)	111
Agnostic/Nothing in particular	9%	(53)	7%	(41)	3%	(17)	2%	(11)	10%	(60)	69%	(401)	583
Something Else	7%	(25)	8%	(28)	3%	(10)	2%	(8)	14%	(50)	66%	(238)	359
Religious Non-Protestant/Catholic	23%	(41)	15%	(26)	4%	(7)	3%	(6)	11%	(21)	44%	(79)	179
Evangelical	14%	(80)	10%	(58)	1%	(8)	1%	(6)	13%	(76)	60%	(338)	567
Non-Evangelical	10%	(72)	13%	(93)	3%	(21)	1%	(11)	11%	(78)	63%	(470)	745
Community: Urban	18%	(119)	10%	(69)	3%	(21)	2%	(15)	15%	(101)	51%	(338)	663
Community: Suburban	10%	(97)	10%	(101)	3%	(31)	1%	(15)	9%	(96)	67%	(677)	1017
Community: Rural	8%	(39)	11%	(56)	2%	(10)	1%	(7)	10%	(50)	69%	(358)	520
Employ: Private Sector	16%	(107)	14%	(91)	5%	(31)	2%	(13)	11%	(77)	52%	(351)	669
Employ: Government	24%	(26)	10%	(11)	6%	(7)	5%	(5)	10%	(11)	45%	(49)	110
Employ: Self-Employed	14%	(29)	13%	(26)	2%	(5)	3%	(6)	18%	(37)	50%	(105)	208
Employ: Homemaker	7%	(13)	10%	(17)	2%	(4)	1%	(3)	10%	(17)	69%	(122)	177
Employ: Student	8%	(8)	6%	(7)	6%	(6)	3%	(3)	20%	(22)	57%	(62)	108
Employ: Retired	7%	(36)	9%	(45)	1%	(3)	1%	(4)	9%	(47)	74%	(379)	513
Employ: Unemployed	8%	(24)	8%	(23)	1%	(3)	1%	(2)	9%	(26)	73%	(206)	283
Employ: Other	10%	(13)	5%	(7)	2%	(3)	1%	(1)	7%	(10)	75%	(99)	132
Military HH: Yes	9%	(32)	9%	(32)	3%	(9)	1%	(5)	12%	(42)	65%	(226)	347
Military HH: No	12%	(223)	10%	(194)	3%	(53)	2%	(32)	11%	(204)	62%	(1146)	1853
RD/WT: Right Direction	17%	(167)	13%	(129)	3%	(31)	2%	(20)	11%	(114)	54%	(540)	1001
RD/WT: Wrong Track	7%	(89)	8%	(97)	3%	(31)	1%	(16)	11%	(133)	69%	(832)	1199
Biden Job Approve	15%	(189)	12%	(144)	3%	(38)	2%	(21)	12%	(143)	56%	(690)	1225
Biden Job Disapprove	8%	(66)	8%	(74)	3%	(23)	1%	(13)	10%	(92)	69%	(608)	875

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Table MCSP4_18: Do you have a favorable or unfavorable opinion of each of the following?

Jordan Chiles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	10%	(226)	3%	(62)	2%	(37)	11%	(247)	62%	(1373)	2200
Biden Job Strongly Approve	21%	(137)	13%	(88)	3%	(21)	2%	(15)	10%	(67)	50%	(323)	652
Biden Job Somewhat Approve	9%	(51)	10%	(56)	3%	(17)	1%	(6)	13%	(76)	64%	(366)	573
Biden Job Somewhat Disapprove	6%	(15)	12%	(29)	5%	(11)	2%	(4)	11%	(27)	65%	(163)	250
Biden Job Strongly Disapprove	8%	(51)	7%	(45)	2%	(12)	1%	(8)	10%	(65)	71%	(445)	625
Favorable of Biden	15%	(186)	12%	(141)	3%	(34)	2%	(19)	12%	(147)	57%	(693)	1220
Unfavorable of Biden	7%	(58)	9%	(74)	3%	(25)	2%	(16)	10%	(88)	69%	(592)	854
Very Favorable of Biden	21%	(140)	12%	(76)	2%	(14)	2%	(13)	11%	(69)	52%	(340)	652
Somewhat Favorable of Biden	8%	(47)	11%	(65)	4%	(21)	1%	(6)	14%	(78)	62%	(353)	569
Somewhat Unfavorable of Biden	8%	(16)	11%	(23)	4%	(9)	4%	(8)	11%	(24)	62%	(132)	212
Very Unfavorable of Biden	7%	(42)	8%	(51)	3%	(16)	1%	(8)	10%	(64)	72%	(460)	642
#1 Issue: Economy	12%	(88)	12%	(91)	2%	(16)	2%	(17)	12%	(92)	60%	(458)	763
#1 Issue: Security	8%	(27)	11%	(35)	4%	(12)	1%	(4)	7%	(23)	69%	(223)	324
#1 Issue: Health Care	17%	(52)	10%	(28)	4%	(11)	1%	(2)	10%	(30)	59%	(175)	299
#1 Issue: Medicare / Social Security	8%	(21)	9%	(24)	2%	(5)	1%	(4)	11%	(30)	70%	(197)	281
#1 Issue: Women's Issues	15%	(20)	12%	(16)	2%	(3)	3%	(4)	16%	(21)	51%	(69)	134
#1 Issue: Education	12%	(16)	10%	(14)	6%	(8)	1%	(1)	15%	(20)	56%	(72)	130
#1 Issue: Energy	13%	(20)	8%	(12)	5%	(8)	2%	(3)	12%	(18)	59%	(89)	151
#1 Issue: Other	9%	(10)	5%	(6)	—	(0)	1%	(2)	11%	(13)	74%	(89)	120
2020 Vote: Joe Biden	17%	(171)	11%	(110)	3%	(35)	2%	(19)	12%	(125)	55%	(572)	1031
2020 Vote: Donald Trump	9%	(61)	10%	(68)	2%	(17)	2%	(12)	10%	(68)	68%	(478)	704
2020 Vote: Other	4%	(3)	8%	(5)	2%	(1)	—	(0)	13%	(7)	73%	(42)	58
2020 Vote: Didn't Vote	5%	(21)	11%	(43)	2%	(10)	1%	(6)	12%	(47)	69%	(279)	405
2018 House Vote: Democrat	16%	(116)	12%	(88)	3%	(21)	2%	(15)	12%	(89)	55%	(401)	730
2018 House Vote: Republican	11%	(65)	10%	(58)	3%	(15)	1%	(6)	10%	(58)	67%	(402)	604
2016 Vote: Hillary Clinton	15%	(108)	12%	(82)	3%	(21)	2%	(15)	12%	(81)	56%	(391)	698
2016 Vote: Donald Trump	11%	(73)	10%	(64)	2%	(12)	2%	(11)	9%	(61)	66%	(426)	646
2016 Vote: Other	11%	(11)	9%	(9)	1%	(1)	1%	(1)	12%	(13)	66%	(67)	102
2016 Vote: Didn't Vote	8%	(63)	9%	(70)	4%	(28)	1%	(10)	12%	(93)	65%	(487)	751
Voted in 2014: Yes	14%	(168)	11%	(139)	2%	(29)	2%	(22)	11%	(134)	60%	(742)	1235
Voted in 2014: No	9%	(87)	9%	(87)	3%	(33)	2%	(15)	12%	(112)	65%	(630)	965

Continued on next page

Table MCSP4_18: Do you have a favorable or unfavorable opinion of each of the following?

Jordan Chiles

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(255)	10%	(226)	3%	(62)	2%	(37)	11%	(247)	62%	(1373)	2200
4-Region: Northeast	13%	(51)	13%	(50)	3%	(10)	1%	(4)	13%	(52)	58%	(227)	394
4-Region: Midwest	10%	(45)	7%	(31)	3%	(15)	3%	(12)	9%	(42)	69%	(317)	462
4-Region: South	12%	(103)	12%	(96)	3%	(24)	2%	(13)	12%	(96)	60%	(493)	824
4-Region: West	11%	(57)	9%	(49)	3%	(13)	1%	(7)	11%	(57)	65%	(336)	520
Sports Fans	15%	(243)	13%	(208)	3%	(55)	2%	(30)	13%	(207)	54%	(873)	1615
Avid Sports Fans	23%	(144)	15%	(93)	5%	(29)	3%	(17)	12%	(72)	43%	(264)	619
Casual Sports Fans	10%	(99)	12%	(115)	3%	(25)	1%	(13)	14%	(135)	61%	(609)	996
Non-Sports Fans	2%	(13)	3%	(18)	1%	(8)	1%	(6)	7%	(40)	85%	(499)	585
Gen Z Sports Fans	11%	(19)	15%	(26)	9%	(15)	3%	(5)	15%	(26)	48%	(84)	176
Millennial Sports Fans	21%	(108)	14%	(74)	5%	(25)	3%	(13)	16%	(83)	41%	(209)	512
Gen X Sports Fans	15%	(59)	12%	(45)	2%	(8)	2%	(6)	12%	(46)	57%	(219)	383
Boomer Sports Fans	11%	(52)	12%	(58)	1%	(6)	1%	(5)	10%	(47)	65%	(318)	486
Democratic Sports Fans	21%	(153)	13%	(96)	4%	(31)	2%	(16)	12%	(88)	46%	(330)	713
Republican Sports Fans	12%	(55)	14%	(65)	3%	(15)	1%	(6)	10%	(46)	59%	(267)	455
Male Sports Fans	16%	(145)	13%	(114)	4%	(37)	2%	(19)	13%	(111)	52%	(456)	882
Female Sports Fans	13%	(98)	13%	(94)	2%	(18)	2%	(12)	13%	(95)	57%	(417)	734
Olympics Fans	16%	(247)	14%	(212)	4%	(55)	2%	(25)	12%	(193)	53%	(817)	1549
Avid Olympics Fans	38%	(159)	19%	(81)	3%	(13)	3%	(11)	9%	(39)	28%	(118)	422
Casual Olympics Fans	8%	(88)	12%	(131)	4%	(41)	1%	(14)	14%	(154)	62%	(699)	1128
Non-Olympics Fans	1%	(8)	2%	(14)	1%	(8)	2%	(12)	8%	(54)	85%	(556)	651
Watched a Lot 2021 Olympics	42%	(118)	17%	(49)	4%	(10)	3%	(10)	11%	(31)	23%	(65)	283
Didn't Watch any 2021 Olympics	1%	(9)	2%	(15)	1%	(6)	1%	(8)	7%	(57)	87%	(659)	755
Watched a Lot/some 2021 Olympics	27%	(226)	19%	(163)	3%	(29)	2%	(21)	13%	(109)	35%	(301)	849
Watched any 2021 Olympics	17%	(246)	15%	(211)	4%	(57)	2%	(28)	13%	(190)	49%	(713)	1445
Familiar with Peacock	17%	(202)	13%	(151)	3%	(36)	2%	(27)	12%	(149)	53%	(635)	1200
Peacock Subscriber	18%	(101)	13%	(72)	3%	(18)	3%	(17)	9%	(51)	53%	(289)	548

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

Table MCSP4_19: Do you have a favorable or unfavorable opinion of each of the following?

Lydia Jacoby

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (218)	10% (215)	2% (49)	1% (28)	11% (250)	65% (1439)	2200
Gender: Male	12% (129)	12% (126)	3% (27)	2% (18)	11% (117)	61% (645)	1062
Gender: Female	8% (89)	8% (89)	2% (22)	1% (11)	12% (133)	70% (795)	1138
Age: 18-34	14% (94)	13% (85)	4% (23)	3% (17)	15% (96)	52% (341)	655
Age: 35-44	14% (49)	14% (49)	4% (14)	2% (8)	11% (38)	56% (199)	358
Age: 45-64	7% (50)	8% (60)	1% (6)	— (1)	9% (64)	76% (569)	751
Age: 65+	6% (25)	5% (20)	1% (5)	1% (2)	12% (52)	76% (332)	436
GenZers: 1997-2012	13% (33)	10% (24)	2% (6)	2% (4)	16% (39)	57% (141)	247
Millennials: 1981-1996	15% (95)	15% (95)	4% (29)	2% (16)	13% (83)	51% (329)	647
GenXers: 1965-1980	8% (42)	10% (54)	2% (9)	1% (5)	9% (47)	71% (380)	536
Baby Boomers: 1946-1964	6% (43)	5% (36)	1% (5)	1% (4)	10% (69)	77% (524)	680
PID: Dem (no lean)	14% (132)	12% (113)	2% (20)	2% (16)	12% (108)	58% (546)	934
PID: Ind (no lean)	6% (39)	8% (49)	2% (12)	1% (4)	12% (77)	72% (463)	645
PID: Rep (no lean)	8% (48)	9% (53)	3% (17)	1% (9)	10% (65)	69% (430)	621
PID/Gender: Dem Men	18% (78)	17% (73)	2% (10)	3% (13)	12% (49)	48% (204)	427
PID/Gender: Dem Women	11% (54)	8% (40)	2% (10)	1% (3)	12% (59)	67% (342)	507
PID/Gender: Ind Men	8% (25)	8% (26)	1% (4)	— (1)	11% (34)	71% (224)	316
PID/Gender: Ind Women	4% (13)	7% (23)	2% (8)	1% (3)	13% (43)	72% (239)	329
PID/Gender: Rep Men	8% (26)	9% (27)	4% (13)	1% (4)	11% (34)	68% (216)	320
PID/Gender: Rep Women	7% (22)	8% (25)	1% (4)	2% (5)	10% (31)	71% (214)	302
Ideo: Liberal (1-3)	14% (99)	12% (88)	3% (19)	1% (9)	11% (78)	59% (422)	715
Ideo: Moderate (4)	9% (58)	11% (69)	1% (8)	1% (6)	13% (82)	65% (410)	633
Ideo: Conservative (5-7)	8% (56)	8% (54)	2% (15)	1% (10)	10% (70)	70% (482)	687
Educ: < College	8% (119)	9% (135)	2% (28)	1% (17)	11% (166)	69% (1046)	1512
Educ: Bachelors degree	15% (65)	9% (41)	4% (16)	2% (10)	11% (51)	59% (261)	444
Educ: Post-grad	14% (34)	16% (38)	2% (5)	1% (2)	13% (33)	54% (132)	244
Income: Under 50k	7% (96)	8% (107)	2% (27)	1% (19)	13% (164)	68% (887)	1300
Income: 50k-100k	12% (75)	11% (67)	3% (17)	1% (6)	10% (64)	64% (399)	628
Income: 100k+	17% (47)	15% (41)	2% (5)	1% (3)	8% (23)	56% (153)	273
Ethnicity: White	9% (150)	10% (176)	2% (33)	1% (16)	10% (178)	68% (1169)	1722
Ethnicity: Hispanic	11% (37)	14% (50)	5% (18)	2% (7)	14% (50)	54% (188)	349

Continued on next page

Table MCSP4_19: Do you have a favorable or unfavorable opinion of each of the following?

Lydia Jacoby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(218)	10%	(215)	2%	(49)	1%	(28)	11%	(250)	65%	(1439)	2200
Ethnicity: Black	18%	(48)	7%	(19)	2%	(5)	2%	(6)	12%	(32)	60%	(164)	274
Ethnicity: Other	9%	(19)	10%	(20)	6%	(11)	3%	(6)	20%	(40)	53%	(107)	204
All Christian	10%	(101)	11%	(109)	2%	(24)	1%	(10)	11%	(107)	65%	(646)	996
All Non-Christian	22%	(33)	16%	(24)	2%	(3)	2%	(4)	14%	(21)	44%	(67)	151
Atheist	7%	(8)	11%	(13)	3%	(3)	1%	(1)	3%	(3)	75%	(83)	111
Agnostic/Nothing in particular	9%	(53)	7%	(40)	2%	(9)	2%	(13)	13%	(73)	68%	(395)	583
Something Else	7%	(23)	8%	(29)	3%	(9)	—	(2)	13%	(46)	69%	(249)	359
Religious Non-Protestant/Catholic	19%	(35)	14%	(24)	3%	(5)	3%	(5)	13%	(24)	48%	(85)	179
Evangelical	11%	(62)	12%	(69)	2%	(12)	—	(1)	13%	(72)	62%	(352)	567
Non-Evangelical	8%	(60)	9%	(64)	3%	(20)	1%	(7)	10%	(76)	70%	(519)	745
Community: Urban	14%	(93)	12%	(80)	3%	(19)	2%	(11)	13%	(88)	56%	(372)	663
Community: Suburban	9%	(87)	9%	(95)	2%	(18)	1%	(11)	11%	(115)	68%	(693)	1017
Community: Rural	7%	(38)	8%	(40)	2%	(12)	1%	(7)	9%	(48)	72%	(375)	520
Employ: Private Sector	13%	(86)	14%	(97)	3%	(23)	2%	(10)	10%	(68)	57%	(385)	669
Employ: Government	18%	(19)	12%	(14)	5%	(6)	1%	(1)	11%	(12)	53%	(58)	110
Employ: Self-Employed	14%	(29)	10%	(21)	5%	(10)	3%	(7)	19%	(39)	49%	(102)	208
Employ: Homemaker	5%	(9)	11%	(20)	1%	(2)	1%	(1)	9%	(16)	73%	(129)	177
Employ: Student	14%	(15)	7%	(8)	3%	(4)	4%	(4)	14%	(15)	58%	(63)	108
Employ: Retired	5%	(27)	5%	(24)	1%	(4)	1%	(4)	12%	(59)	77%	(395)	513
Employ: Unemployed	5%	(15)	9%	(24)	—	(1)	—	(0)	10%	(28)	76%	(216)	283
Employ: Other	13%	(17)	6%	(8)	—	(0)	1%	(2)	10%	(13)	70%	(93)	132
Military HH: Yes	9%	(32)	7%	(23)	2%	(7)	—	(2)	13%	(43)	69%	(239)	347
Military HH: No	10%	(186)	10%	(191)	2%	(42)	1%	(27)	11%	(207)	65%	(1200)	1853
RD/WT: Right Direction	15%	(146)	12%	(119)	3%	(31)	2%	(17)	12%	(118)	57%	(570)	1001
RD/WT: Wrong Track	6%	(72)	8%	(96)	2%	(18)	1%	(12)	11%	(132)	72%	(869)	1199
Biden Job Approve	13%	(159)	11%	(135)	2%	(30)	2%	(19)	12%	(152)	60%	(731)	1225
Biden Job Disapprove	6%	(53)	8%	(72)	2%	(18)	1%	(10)	10%	(86)	73%	(636)	875

Continued on next page

Table MCSP4_19: Do you have a favorable or unfavorable opinion of each of the following?

Lydia Jacoby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(218)	10%	(215)	2%	(49)	1%	(28)	11%	(250)	65%	(1439)	2200
Biden Job Strongly Approve	19%	(124)	12%	(76)	3%	(20)	2%	(12)	11%	(74)	53%	(346)	652
Biden Job Somewhat Approve	6%	(35)	10%	(59)	2%	(9)	1%	(7)	14%	(79)	67%	(385)	573
Biden Job Somewhat Disapprove	6%	(16)	10%	(25)	4%	(10)	1%	(2)	11%	(27)	68%	(171)	250
Biden Job Strongly Disapprove	6%	(37)	7%	(47)	1%	(8)	1%	(8)	10%	(60)	74%	(465)	625
Favorable of Biden	13%	(157)	11%	(130)	2%	(26)	1%	(16)	13%	(155)	60%	(736)	1220
Unfavorable of Biden	6%	(48)	8%	(70)	2%	(20)	1%	(9)	10%	(85)	73%	(621)	854
Very Favorable of Biden	18%	(119)	10%	(64)	2%	(16)	2%	(11)	12%	(77)	56%	(364)	652
Somewhat Favorable of Biden	7%	(37)	12%	(65)	2%	(10)	1%	(5)	14%	(78)	65%	(372)	569
Somewhat Unfavorable of Biden	5%	(10)	11%	(24)	5%	(10)	1%	(2)	11%	(22)	68%	(143)	212
Very Unfavorable of Biden	6%	(38)	7%	(47)	2%	(10)	1%	(7)	10%	(62)	75%	(478)	642
#1 Issue: Economy	9%	(69)	11%	(83)	1%	(9)	1%	(9)	12%	(94)	65%	(498)	763
#1 Issue: Security	7%	(22)	11%	(35)	2%	(5)	1%	(4)	10%	(34)	69%	(224)	324
#1 Issue: Health Care	13%	(38)	11%	(33)	3%	(9)	2%	(5)	7%	(22)	64%	(193)	299
#1 Issue: Medicare / Social Security	7%	(20)	7%	(19)	2%	(6)	—	(1)	11%	(30)	73%	(205)	281
#1 Issue: Women's Issues	12%	(16)	10%	(14)	6%	(8)	2%	(3)	15%	(20)	54%	(73)	134
#1 Issue: Education	13%	(17)	14%	(18)	3%	(5)	2%	(2)	19%	(24)	49%	(64)	130
#1 Issue: Energy	18%	(27)	4%	(6)	5%	(8)	3%	(4)	8%	(12)	62%	(93)	151
#1 Issue: Other	7%	(8)	6%	(7)	—	(0)	—	(0)	11%	(14)	76%	(91)	120
2020 Vote: Joe Biden	14%	(145)	11%	(110)	2%	(23)	2%	(16)	13%	(129)	59%	(608)	1031
2020 Vote: Donald Trump	6%	(44)	9%	(67)	2%	(15)	1%	(9)	9%	(65)	72%	(505)	704
2020 Vote: Other	9%	(5)	15%	(9)	1%	(0)	—	(0)	12%	(7)	63%	(37)	58
2020 Vote: Didn't Vote	6%	(24)	7%	(29)	3%	(11)	1%	(4)	12%	(49)	71%	(289)	405
2018 House Vote: Democrat	13%	(93)	11%	(82)	3%	(19)	2%	(12)	13%	(93)	59%	(432)	730
2018 House Vote: Republican	8%	(47)	9%	(55)	2%	(13)	1%	(5)	9%	(53)	71%	(430)	604
2016 Vote: Hillary Clinton	11%	(80)	12%	(81)	3%	(20)	1%	(10)	12%	(84)	61%	(424)	698
2016 Vote: Donald Trump	9%	(56)	9%	(58)	2%	(13)	1%	(10)	8%	(51)	71%	(458)	646
2016 Vote: Other	7%	(7)	8%	(8)	2%	(2)	1%	(1)	18%	(18)	65%	(66)	102
2016 Vote: Didn't Vote	10%	(75)	9%	(69)	2%	(14)	1%	(8)	13%	(96)	65%	(490)	751
Voted in 2014: Yes	11%	(132)	10%	(126)	3%	(33)	1%	(17)	11%	(132)	64%	(797)	1235
Voted in 2014: No	9%	(86)	9%	(89)	2%	(17)	1%	(12)	12%	(118)	67%	(643)	965

Continued on next page

Table MCSP4_19: Do you have a favorable or unfavorable opinion of each of the following?

Lydia Jacoby

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(218)	10%	(215)	2%	(49)	1%	(28)	11%	(250)	65%	(1439)	2200
4-Region: Northeast	12%	(48)	11%	(45)	3%	(11)	1%	(3)	11%	(42)	62%	(246)	394
4-Region: Midwest	7%	(32)	8%	(39)	2%	(7)	2%	(9)	11%	(53)	70%	(323)	462
4-Region: South	11%	(88)	10%	(86)	2%	(17)	1%	(10)	9%	(77)	66%	(546)	824
4-Region: West	10%	(50)	9%	(45)	3%	(14)	1%	(7)	15%	(79)	63%	(325)	520
Sports Fans	13%	(203)	12%	(197)	3%	(41)	1%	(24)	13%	(216)	58%	(933)	1615
Avid Sports Fans	19%	(119)	16%	(98)	3%	(20)	2%	(15)	12%	(74)	47%	(293)	619
Casual Sports Fans	8%	(84)	10%	(99)	2%	(21)	1%	(10)	14%	(143)	64%	(640)	996
Non-Sports Fans	3%	(15)	3%	(17)	1%	(8)	1%	(4)	6%	(33)	87%	(506)	585
Gen Z Sports Fans	16%	(29)	13%	(23)	3%	(6)	2%	(4)	19%	(34)	46%	(81)	176
Millennial Sports Fans	18%	(94)	17%	(88)	4%	(20)	3%	(14)	15%	(77)	43%	(219)	512
Gen X Sports Fans	10%	(37)	12%	(47)	2%	(9)	1%	(2)	10%	(40)	65%	(248)	383
Boomer Sports Fans	8%	(40)	7%	(34)	1%	(5)	1%	(4)	12%	(59)	71%	(344)	486
Democratic Sports Fans	18%	(125)	15%	(104)	2%	(15)	2%	(15)	13%	(95)	50%	(359)	713
Republican Sports Fans	10%	(44)	10%	(47)	3%	(16)	1%	(6)	12%	(56)	63%	(287)	455
Male Sports Fans	14%	(123)	14%	(121)	3%	(25)	2%	(15)	13%	(111)	55%	(486)	882
Female Sports Fans	11%	(80)	10%	(76)	2%	(15)	1%	(9)	14%	(105)	61%	(447)	734
Olympics Fans	14%	(211)	13%	(204)	3%	(45)	1%	(18)	14%	(209)	56%	(862)	1549
Avid Olympics Fans	31%	(131)	22%	(92)	5%	(21)	1%	(6)	9%	(37)	32%	(135)	422
Casual Olympics Fans	7%	(80)	10%	(112)	2%	(24)	1%	(13)	15%	(173)	64%	(727)	1128
Non-Olympics Fans	1%	(7)	2%	(10)	1%	(5)	2%	(10)	6%	(41)	89%	(577)	651
Watched a Lot 2021 Olympics	33%	(94)	20%	(56)	4%	(12)	3%	(9)	10%	(29)	30%	(84)	283
Didn't Watch any 2021 Olympics	1%	(9)	2%	(14)	1%	(5)	1%	(5)	7%	(50)	89%	(672)	755
Watched a Lot/some 2021 Olympics	23%	(193)	17%	(145)	3%	(29)	2%	(17)	13%	(114)	41%	(351)	849
Watched any 2021 Olympics	14%	(209)	14%	(200)	3%	(44)	2%	(24)	14%	(200)	53%	(768)	1445
Familiar with Peacock	13%	(156)	12%	(145)	3%	(32)	2%	(19)	12%	(146)	59%	(702)	1200
Peacock Subscriber	17%	(92)	11%	(62)	2%	(9)	2%	(12)	11%	(63)	57%	(310)	548

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

Table MCSP4_20: Do you have a favorable or unfavorable opinion of each of the following?

Bobby Finke

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	9% (199)	9% (191)	2% (46)	2% (43)	11% (250)	67% (1471)	2200
Gender: Male	12% (123)	10% (111)	3% (29)	3% (28)	11% (120)	61% (651)	1062
Gender: Female	7% (76)	7% (80)	2% (17)	1% (15)	11% (129)	72% (821)	1138
Age: 18-34	11% (74)	11% (74)	3% (23)	4% (29)	14% (90)	56% (366)	655
Age: 35-44	13% (47)	13% (47)	2% (8)	3% (10)	11% (38)	58% (208)	358
Age: 45-64	7% (49)	6% (47)	1% (10)	— (3)	9% (71)	76% (572)	751
Age: 65+	7% (30)	5% (23)	1% (5)	— (1)	12% (51)	75% (326)	436
GenZers: 1997-2012	6% (14)	7% (17)	4% (11)	4% (11)	13% (33)	65% (162)	247
Millennials: 1981-1996	14% (91)	14% (93)	3% (20)	4% (25)	12% (81)	52% (337)	647
GenXers: 1965-1980	9% (48)	7% (40)	2% (10)	1% (5)	11% (57)	70% (377)	536
Baby Boomers: 1946-1964	6% (42)	5% (34)	1% (4)	— (2)	10% (69)	78% (528)	680
PID: Dem (no lean)	13% (123)	12% (108)	2% (23)	2% (20)	11% (102)	60% (558)	934
PID: Ind (no lean)	5% (29)	7% (43)	1% (9)	2% (13)	12% (79)	73% (471)	645
PID: Rep (no lean)	8% (47)	7% (41)	2% (14)	2% (10)	11% (68)	71% (441)	621
PID/Gender: Dem Men	18% (76)	14% (60)	4% (15)	4% (17)	11% (45)	50% (213)	427
PID/Gender: Dem Women	9% (46)	9% (48)	1% (8)	1% (3)	11% (57)	68% (345)	507
PID/Gender: Ind Men	6% (18)	9% (28)	1% (2)	2% (7)	12% (37)	71% (224)	316
PID/Gender: Ind Women	3% (11)	4% (15)	2% (7)	2% (6)	13% (42)	75% (248)	329
PID/Gender: Rep Men	9% (29)	7% (24)	4% (11)	1% (4)	12% (39)	67% (213)	320
PID/Gender: Rep Women	6% (18)	6% (17)	1% (2)	2% (6)	10% (29)	76% (228)	302
Ideo: Liberal (1-3)	12% (88)	11% (77)	3% (18)	2% (18)	11% (79)	61% (435)	715
Ideo: Moderate (4)	7% (45)	11% (68)	2% (10)	2% (10)	14% (86)	66% (415)	633
Ideo: Conservative (5-7)	9% (60)	6% (42)	1% (9)	2% (13)	10% (70)	72% (495)	687
Educ: < College	6% (98)	8% (127)	2% (31)	2% (30)	11% (161)	70% (1066)	1512
Educ: Bachelors degree	14% (64)	9% (38)	2% (8)	3% (12)	12% (52)	61% (270)	444
Educ: Post-grad	15% (37)	11% (26)	3% (8)	1% (2)	15% (37)	55% (135)	244
Income: Under 50k	6% (83)	8% (103)	2% (28)	2% (20)	12% (159)	70% (907)	1300
Income: 50k-100k	11% (71)	9% (58)	2% (12)	3% (16)	9% (58)	66% (412)	628
Income: 100k+	17% (45)	11% (30)	2% (6)	2% (7)	12% (34)	56% (152)	273
Ethnicity: White	9% (149)	9% (154)	2% (30)	2% (27)	10% (172)	69% (1189)	1722
Ethnicity: Hispanic	10% (34)	7% (24)	2% (7)	3% (11)	15% (54)	63% (219)	349

Continued on next page

Table MCSP4_20: Do you have a favorable or unfavorable opinion of each of the following?

Bobby Finke

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	9%	(191)	2%	(46)	2%	(43)	11%	(250)	67%	(1471)	2200
Ethnicity: Black	14%	(37)	8%	(23)	3%	(9)	3%	(9)	14%	(39)	58%	(158)	274
Ethnicity: Other	6%	(13)	7%	(14)	3%	(7)	4%	(7)	19%	(39)	61%	(124)	204
All Christian	12%	(117)	9%	(91)	2%	(18)	1%	(10)	12%	(115)	65%	(645)	996
All Non-Christian	23%	(34)	10%	(15)	5%	(8)	7%	(10)	14%	(21)	42%	(63)	151
Atheist	5%	(6)	3%	(3)	2%	(3)	4%	(4)	10%	(11)	76%	(84)	111
Agnostic/Nothing in particular	5%	(29)	9%	(50)	2%	(12)	3%	(15)	11%	(64)	71%	(412)	583
Something Else	4%	(13)	9%	(32)	2%	(5)	1%	(4)	11%	(38)	74%	(266)	359
Religious Non-Protestant/Catholic	21%	(38)	8%	(15)	4%	(8)	8%	(13)	13%	(23)	46%	(82)	179
Evangelical	12%	(70)	9%	(54)	2%	(9)	1%	(5)	12%	(66)	64%	(364)	567
Non-Evangelical	7%	(53)	9%	(69)	2%	(13)	1%	(5)	11%	(80)	70%	(525)	745
Community: Urban	14%	(95)	9%	(63)	3%	(17)	3%	(17)	14%	(90)	58%	(382)	663
Community: Suburban	8%	(78)	8%	(81)	2%	(20)	2%	(21)	10%	(104)	70%	(713)	1017
Community: Rural	5%	(26)	9%	(48)	2%	(8)	1%	(6)	11%	(55)	72%	(376)	520
Employ: Private Sector	14%	(93)	13%	(86)	3%	(18)	2%	(10)	9%	(62)	60%	(400)	669
Employ: Government	14%	(15)	14%	(15)	5%	(5)	4%	(5)	6%	(7)	57%	(62)	110
Employ: Self-Employed	12%	(24)	9%	(19)	5%	(9)	6%	(12)	19%	(40)	49%	(103)	208
Employ: Homemaker	5%	(9)	9%	(17)	—	(0)	2%	(3)	13%	(24)	70%	(124)	177
Employ: Student	2%	(3)	6%	(7)	4%	(4)	4%	(4)	17%	(19)	66%	(71)	108
Employ: Retired	7%	(35)	5%	(27)	—	(2)	1%	(3)	12%	(63)	75%	(384)	513
Employ: Unemployed	4%	(12)	6%	(16)	2%	(6)	1%	(3)	9%	(26)	78%	(221)	283
Employ: Other	6%	(8)	3%	(4)	1%	(1)	2%	(2)	8%	(10)	81%	(107)	132
Military HH: Yes	8%	(28)	6%	(22)	1%	(3)	3%	(10)	11%	(38)	71%	(246)	347
Military HH: No	9%	(171)	9%	(169)	2%	(43)	2%	(33)	11%	(212)	66%	(1225)	1853
RD/WT: Right Direction	13%	(132)	11%	(114)	3%	(27)	3%	(26)	11%	(112)	59%	(590)	1001
RD/WT: Wrong Track	6%	(67)	6%	(77)	2%	(19)	1%	(17)	11%	(138)	74%	(882)	1199
Biden Job Approve	12%	(147)	11%	(131)	2%	(28)	2%	(26)	12%	(145)	61%	(747)	1225
Biden Job Disapprove	6%	(49)	7%	(57)	2%	(18)	2%	(15)	11%	(93)	73%	(643)	875

Continued on next page

Table MCSP4_20: Do you have a favorable or unfavorable opinion of each of the following?

Bobby Finke

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	9%	(191)	2%	(46)	2%	(43)	11%	(250)	67%	(1471)	2200
Biden Job Strongly Approve	18%	(115)	12%	(78)	3%	(17)	3%	(20)	10%	(66)	54%	(355)	652
Biden Job Somewhat Approve	6%	(32)	9%	(53)	2%	(11)	1%	(6)	14%	(79)	68%	(392)	573
Biden Job Somewhat Disapprove	4%	(10)	12%	(30)	3%	(9)	1%	(3)	14%	(35)	65%	(164)	250
Biden Job Strongly Disapprove	6%	(39)	4%	(27)	2%	(10)	2%	(12)	9%	(58)	77%	(479)	625
Favorable of Biden	12%	(141)	11%	(130)	2%	(26)	2%	(22)	13%	(153)	61%	(748)	1220
Unfavorable of Biden	6%	(49)	7%	(57)	2%	(17)	2%	(16)	10%	(86)	74%	(629)	854
Very Favorable of Biden	17%	(108)	10%	(68)	2%	(15)	3%	(16)	11%	(70)	58%	(375)	652
Somewhat Favorable of Biden	6%	(33)	11%	(62)	2%	(12)	1%	(6)	15%	(83)	66%	(373)	569
Somewhat Unfavorable of Biden	6%	(13)	10%	(22)	3%	(7)	3%	(7)	12%	(26)	65%	(139)	212
Very Unfavorable of Biden	6%	(36)	6%	(36)	2%	(10)	1%	(9)	9%	(60)	76%	(491)	642
#1 Issue: Economy	8%	(61)	10%	(78)	2%	(12)	2%	(15)	13%	(97)	66%	(500)	763
#1 Issue: Security	7%	(22)	6%	(19)	2%	(6)	2%	(7)	9%	(30)	74%	(241)	324
#1 Issue: Health Care	15%	(44)	10%	(30)	3%	(8)	1%	(4)	9%	(25)	63%	(187)	299
#1 Issue: Medicare / Social Security	7%	(21)	7%	(20)	2%	(5)	1%	(2)	11%	(31)	72%	(201)	281
#1 Issue: Women's Issues	10%	(13)	7%	(9)	4%	(6)	4%	(5)	16%	(22)	59%	(79)	134
#1 Issue: Education	11%	(15)	15%	(19)	4%	(5)	3%	(4)	14%	(18)	53%	(69)	130
#1 Issue: Energy	13%	(19)	7%	(11)	3%	(4)	4%	(6)	11%	(16)	63%	(95)	151
#1 Issue: Other	4%	(5)	4%	(5)	1%	(1)	1%	(1)	8%	(10)	82%	(99)	120
2020 Vote: Joe Biden	12%	(126)	11%	(116)	2%	(22)	2%	(22)	12%	(128)	60%	(617)	1031
2020 Vote: Donald Trump	7%	(50)	7%	(52)	2%	(14)	2%	(15)	10%	(67)	72%	(506)	704
2020 Vote: Other	5%	(3)	4%	(2)	3%	(2)	4%	(2)	6%	(4)	78%	(45)	58
2020 Vote: Didn't Vote	5%	(20)	5%	(21)	2%	(8)	1%	(4)	13%	(51)	74%	(302)	405
2018 House Vote: Democrat	13%	(94)	11%	(80)	2%	(15)	3%	(21)	11%	(82)	60%	(438)	730
2018 House Vote: Republican	9%	(53)	7%	(44)	2%	(10)	2%	(10)	9%	(57)	71%	(429)	604
2016 Vote: Hillary Clinton	12%	(83)	12%	(82)	2%	(14)	3%	(19)	11%	(79)	60%	(421)	698
2016 Vote: Donald Trump	9%	(60)	7%	(48)	2%	(10)	1%	(9)	10%	(67)	70%	(453)	646
2016 Vote: Other	8%	(8)	1%	(1)	1%	(1)	2%	(2)	11%	(11)	78%	(79)	102
2016 Vote: Didn't Vote	6%	(49)	8%	(60)	3%	(21)	2%	(13)	12%	(92)	69%	(517)	751
Voted in 2014: Yes	11%	(132)	10%	(118)	2%	(21)	2%	(28)	11%	(132)	65%	(804)	1235
Voted in 2014: No	7%	(67)	8%	(73)	3%	(25)	2%	(15)	12%	(117)	69%	(668)	965

Continued on next page

Table MCSP4_20: Do you have a favorable or unfavorable opinion of each of the following?

Bobby Finke

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(199)	9%	(191)	2%	(46)	2%	(43)	11%	(250)	67%	(1471)	2200
4-Region: Northeast	12%	(49)	8%	(32)	3%	(10)	1%	(5)	12%	(48)	63%	(250)	394
4-Region: Midwest	7%	(33)	8%	(38)	2%	(9)	2%	(12)	9%	(42)	71%	(329)	462
4-Region: South	9%	(72)	9%	(75)	2%	(19)	2%	(13)	11%	(91)	67%	(554)	824
4-Region: West	9%	(45)	9%	(46)	2%	(8)	3%	(13)	13%	(69)	65%	(339)	520
Sports Fans	12%	(190)	11%	(176)	2%	(40)	2%	(38)	13%	(212)	59%	(959)	1615
Avid Sports Fans	19%	(115)	13%	(83)	4%	(22)	3%	(19)	11%	(70)	50%	(311)	619
Casual Sports Fans	8%	(76)	9%	(93)	2%	(18)	2%	(20)	14%	(142)	65%	(649)	996
Non-Sports Fans	2%	(9)	3%	(15)	1%	(6)	1%	(5)	6%	(38)	88%	(512)	585
Gen Z Sports Fans	8%	(14)	10%	(17)	5%	(10)	6%	(11)	15%	(27)	55%	(98)	176
Millennial Sports Fans	16%	(84)	17%	(85)	3%	(18)	4%	(22)	14%	(71)	45%	(232)	512
Gen X Sports Fans	12%	(47)	10%	(38)	2%	(9)	1%	(3)	13%	(48)	62%	(239)	383
Boomer Sports Fans	9%	(41)	6%	(31)	1%	(4)	—	(2)	12%	(58)	72%	(349)	486
Democratic Sports Fans	17%	(119)	14%	(97)	3%	(21)	3%	(19)	12%	(84)	52%	(373)	713
Republican Sports Fans	10%	(45)	8%	(38)	3%	(13)	1%	(6)	13%	(59)	65%	(294)	455
Male Sports Fans	14%	(121)	12%	(105)	3%	(28)	3%	(25)	12%	(108)	56%	(493)	882
Female Sports Fans	9%	(69)	10%	(71)	2%	(12)	2%	(13)	14%	(104)	64%	(466)	734
Olympics Fans	13%	(197)	12%	(181)	2%	(38)	2%	(35)	13%	(199)	58%	(901)	1549
Avid Olympics Fans	32%	(134)	18%	(77)	3%	(12)	5%	(19)	9%	(37)	34%	(142)	422
Casual Olympics Fans	6%	(62)	9%	(104)	2%	(25)	1%	(15)	14%	(162)	67%	(759)	1128
Non-Olympics Fans	—	(2)	2%	(10)	1%	(8)	1%	(9)	8%	(51)	88%	(571)	651
Watched a Lot 2021 Olympics	33%	(95)	17%	(47)	3%	(7)	6%	(17)	11%	(31)	31%	(87)	283
Didn't Watch any 2021 Olympics	—	(3)	2%	(13)	1%	(6)	1%	(8)	7%	(54)	89%	(671)	755
Watched a Lot/some 2021 Olympics	21%	(178)	16%	(132)	3%	(23)	4%	(30)	14%	(116)	43%	(369)	849
Watched any 2021 Olympics	14%	(196)	12%	(178)	3%	(39)	2%	(35)	14%	(196)	55%	(800)	1445
Familiar with Peacock	13%	(155)	12%	(143)	2%	(26)	2%	(24)	13%	(150)	58%	(701)	1200
Peacock Subscriber	14%	(79)	11%	(59)	3%	(16)	2%	(10)	10%	(55)	60%	(329)	548

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

Table MCSP4_21: Do you have a favorable or unfavorable opinion of each of the following?

Raven Saunders

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	10%	(214)	3%	(72)	2%	(54)	11%	(234)	64%	(1418)	2200
Gender: Male	12%	(130)	11%	(113)	5%	(57)	4%	(41)	10%	(102)	58%	(620)	1062
Gender: Female	7%	(77)	9%	(102)	1%	(15)	1%	(13)	12%	(133)	70%	(798)	1138
Age: 18-34	12%	(82)	12%	(77)	7%	(43)	4%	(28)	12%	(79)	53%	(346)	655
Age: 35-44	14%	(52)	14%	(51)	3%	(11)	4%	(13)	9%	(33)	55%	(198)	358
Age: 45-64	6%	(46)	9%	(65)	1%	(9)	1%	(7)	10%	(75)	73%	(549)	751
Age: 65+	6%	(28)	5%	(21)	2%	(9)	1%	(6)	11%	(47)	75%	(325)	436
GenZers: 1997-2012	9%	(23)	10%	(24)	7%	(17)	2%	(5)	10%	(26)	62%	(153)	247
Millennials: 1981-1996	14%	(93)	13%	(83)	5%	(34)	5%	(34)	12%	(79)	50%	(325)	647
GenXers: 1965-1980	9%	(48)	11%	(60)	2%	(12)	1%	(5)	10%	(53)	67%	(358)	536
Baby Boomers: 1946-1964	5%	(36)	6%	(39)	1%	(8)	1%	(9)	10%	(67)	77%	(521)	680
PID: Dem (no lean)	14%	(130)	12%	(111)	3%	(32)	4%	(33)	10%	(97)	57%	(531)	934
PID: Ind (no lean)	5%	(32)	8%	(54)	2%	(16)	1%	(7)	12%	(78)	71%	(457)	645
PID: Rep (no lean)	7%	(45)	8%	(49)	4%	(24)	2%	(14)	9%	(59)	69%	(430)	621
PID/Gender: Dem Men	20%	(84)	14%	(59)	6%	(28)	6%	(27)	9%	(38)	45%	(190)	427
PID/Gender: Dem Women	9%	(45)	10%	(52)	1%	(5)	1%	(6)	12%	(59)	67%	(341)	507
PID/Gender: Ind Men	6%	(18)	8%	(27)	3%	(11)	2%	(5)	11%	(34)	70%	(220)	316
PID/Gender: Ind Women	4%	(14)	8%	(27)	2%	(5)	—	(2)	13%	(44)	72%	(237)	329
PID/Gender: Rep Men	8%	(27)	8%	(27)	6%	(19)	3%	(8)	9%	(29)	66%	(210)	320
PID/Gender: Rep Women	6%	(18)	7%	(23)	2%	(5)	2%	(6)	10%	(30)	73%	(220)	302
Ideo: Liberal (1-3)	13%	(96)	10%	(75)	4%	(30)	3%	(19)	10%	(74)	59%	(422)	715
Ideo: Moderate (4)	9%	(56)	12%	(74)	2%	(15)	2%	(14)	13%	(80)	62%	(394)	633
Ideo: Conservative (5-7)	7%	(48)	7%	(51)	3%	(19)	3%	(21)	9%	(65)	70%	(483)	687
Educ: < College	8%	(118)	9%	(131)	3%	(47)	3%	(39)	10%	(154)	68%	(1024)	1512
Educ: Bachelors degree	13%	(60)	10%	(46)	4%	(17)	3%	(14)	12%	(51)	58%	(256)	444
Educ: Post-grad	12%	(30)	15%	(37)	3%	(8)	1%	(2)	12%	(29)	57%	(138)	244
Income: Under 50k	8%	(99)	8%	(104)	3%	(40)	3%	(38)	11%	(145)	67%	(874)	1300
Income: 50k-100k	11%	(69)	11%	(71)	3%	(21)	2%	(11)	10%	(62)	63%	(393)	628
Income: 100k+	14%	(39)	14%	(40)	4%	(11)	2%	(6)	10%	(27)	55%	(151)	273
Ethnicity: White	9%	(150)	10%	(164)	3%	(57)	2%	(31)	10%	(177)	66%	(1143)	1722
Ethnicity: Hispanic	11%	(40)	11%	(37)	6%	(21)	2%	(9)	12%	(40)	58%	(202)	349

Continued on next page

Table MCSP4_21: Do you have a favorable or unfavorable opinion of each of the following?
Raven Saunders

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	10%	(214)	3%	(72)	2%	(54)	11%	(234)	64%	(1418)	2200
Ethnicity: Black	16%	(44)	9%	(26)	3%	(8)	7%	(18)	10%	(29)	55%	(150)	274
Ethnicity: Other	7%	(13)	12%	(25)	3%	(6)	2%	(5)	14%	(29)	61%	(125)	204
All Christian	11%	(106)	11%	(112)	3%	(27)	2%	(18)	12%	(115)	62%	(618)	996
All Non-Christian	25%	(37)	14%	(22)	6%	(9)	3%	(5)	9%	(13)	43%	(65)	151
Atheist	7%	(8)	8%	(9)	8%	(9)	—	(0)	9%	(10)	68%	(75)	111
Agnostic/Nothing in particular	5%	(30)	9%	(50)	3%	(19)	4%	(26)	9%	(54)	69%	(405)	583
Something Else	7%	(26)	6%	(22)	2%	(8)	2%	(6)	12%	(42)	71%	(255)	359
Religious Non-Protestant/Catholic	22%	(40)	13%	(24)	5%	(9)	5%	(9)	8%	(15)	46%	(82)	179
Evangelical	13%	(77)	9%	(52)	2%	(12)	2%	(9)	11%	(62)	63%	(356)	567
Non-Evangelical	7%	(52)	10%	(78)	3%	(20)	1%	(9)	12%	(90)	67%	(496)	745
Community: Urban	15%	(102)	12%	(79)	4%	(28)	3%	(22)	12%	(77)	54%	(355)	663
Community: Suburban	7%	(70)	9%	(88)	4%	(38)	2%	(20)	10%	(105)	68%	(697)	1017
Community: Rural	7%	(35)	9%	(47)	1%	(6)	2%	(12)	10%	(52)	70%	(366)	520
Employ: Private Sector	14%	(91)	13%	(90)	5%	(31)	3%	(21)	9%	(63)	56%	(373)	669
Employ: Government	20%	(22)	10%	(11)	7%	(8)	4%	(4)	15%	(16)	44%	(48)	110
Employ: Self-Employed	11%	(24)	12%	(25)	5%	(9)	7%	(14)	15%	(31)	50%	(105)	208
Employ: Homemaker	5%	(9)	9%	(17)	3%	(6)	1%	(2)	11%	(19)	70%	(124)	177
Employ: Student	4%	(4)	9%	(10)	5%	(5)	3%	(3)	8%	(8)	72%	(78)	108
Employ: Retired	6%	(30)	5%	(28)	1%	(7)	1%	(7)	12%	(60)	74%	(381)	513
Employ: Unemployed	6%	(16)	10%	(27)	1%	(1)	—	(1)	8%	(21)	76%	(216)	283
Employ: Other	9%	(12)	5%	(7)	4%	(5)	1%	(1)	11%	(15)	70%	(93)	132
Military HH: Yes	9%	(32)	7%	(24)	2%	(7)	3%	(9)	12%	(41)	67%	(234)	347
Military HH: No	9%	(175)	10%	(191)	4%	(65)	2%	(45)	10%	(193)	64%	(1184)	1853
RD/WT: Right Direction	13%	(133)	13%	(129)	4%	(42)	3%	(29)	11%	(109)	56%	(559)	1001
RD/WT: Wrong Track	6%	(74)	7%	(85)	3%	(30)	2%	(25)	10%	(125)	72%	(859)	1199
Biden Job Approve	12%	(152)	11%	(140)	3%	(42)	3%	(33)	11%	(138)	59%	(719)	1225
Biden Job Disapprove	6%	(53)	7%	(64)	3%	(30)	2%	(20)	9%	(83)	72%	(626)	875

Continued on next page

Table MCSP4_21: Do you have a favorable or unfavorable opinion of each of the following?

Raven Saunders

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	10%	(214)	3%	(72)	2%	(54)	11%	(234)	64%	(1418)	2200
Biden Job Strongly Approve	18%	(118)	13%	(84)	5%	(30)	3%	(22)	10%	(64)	51%	(334)	652
Biden Job Somewhat Approve	6%	(34)	10%	(56)	2%	(13)	2%	(11)	13%	(74)	67%	(385)	573
Biden Job Somewhat Disapprove	6%	(14)	13%	(33)	5%	(14)	2%	(5)	9%	(22)	65%	(163)	250
Biden Job Strongly Disapprove	6%	(39)	5%	(31)	3%	(16)	2%	(15)	10%	(61)	74%	(463)	625
Favorable of Biden	12%	(146)	12%	(145)	3%	(41)	3%	(35)	11%	(139)	59%	(714)	1220
Unfavorable of Biden	5%	(46)	7%	(58)	4%	(31)	2%	(17)	9%	(81)	73%	(622)	854
Very Favorable of Biden	18%	(116)	12%	(79)	3%	(19)	3%	(18)	10%	(68)	54%	(351)	652
Somewhat Favorable of Biden	5%	(30)	12%	(66)	4%	(21)	3%	(17)	13%	(72)	64%	(363)	569
Somewhat Unfavorable of Biden	6%	(13)	11%	(23)	6%	(13)	1%	(2)	10%	(21)	66%	(139)	212
Very Unfavorable of Biden	5%	(32)	5%	(35)	3%	(18)	2%	(15)	9%	(60)	75%	(482)	642
#1 Issue: Economy	9%	(65)	10%	(78)	3%	(23)	3%	(22)	11%	(85)	64%	(488)	763
#1 Issue: Security	9%	(28)	8%	(25)	4%	(14)	3%	(11)	8%	(25)	68%	(221)	324
#1 Issue: Health Care	17%	(51)	9%	(26)	5%	(14)	1%	(4)	10%	(30)	58%	(174)	299
#1 Issue: Medicare / Social Security	5%	(14)	7%	(20)	4%	(10)	—	(1)	13%	(35)	72%	(201)	281
#1 Issue: Women's Issues	9%	(11)	14%	(19)	2%	(3)	5%	(6)	12%	(16)	59%	(79)	134
#1 Issue: Education	15%	(19)	17%	(22)	3%	(4)	1%	(1)	14%	(19)	50%	(65)	130
#1 Issue: Energy	9%	(13)	11%	(16)	3%	(4)	5%	(8)	9%	(13)	65%	(97)	151
#1 Issue: Other	4%	(5)	8%	(10)	1%	(1)	1%	(2)	9%	(11)	76%	(92)	120
2020 Vote: Joe Biden	14%	(141)	11%	(113)	4%	(39)	3%	(29)	12%	(122)	57%	(588)	1031
2020 Vote: Donald Trump	6%	(44)	9%	(60)	3%	(24)	3%	(18)	10%	(69)	70%	(490)	704
2020 Vote: Other	—	(0)	14%	(8)	3%	(2)	2%	(1)	9%	(5)	72%	(42)	58
2020 Vote: Didn't Vote	5%	(22)	8%	(33)	2%	(7)	2%	(7)	10%	(39)	73%	(297)	405
2018 House Vote: Democrat	12%	(89)	13%	(94)	3%	(23)	2%	(18)	12%	(88)	57%	(419)	730
2018 House Vote: Republican	9%	(57)	8%	(47)	3%	(21)	2%	(14)	10%	(58)	68%	(408)	604
2016 Vote: Hillary Clinton	12%	(87)	13%	(88)	3%	(19)	2%	(13)	12%	(86)	58%	(405)	698
2016 Vote: Donald Trump	9%	(57)	8%	(53)	3%	(19)	3%	(21)	9%	(60)	68%	(436)	646
2016 Vote: Other	7%	(7)	6%	(6)	1%	(1)	—	(0)	15%	(15)	72%	(73)	102
2016 Vote: Didn't Vote	8%	(57)	9%	(65)	4%	(33)	3%	(19)	10%	(74)	67%	(502)	751
Voted in 2014: Yes	11%	(136)	10%	(130)	3%	(36)	2%	(30)	11%	(142)	62%	(764)	1235
Voted in 2014: No	7%	(71)	9%	(85)	4%	(36)	3%	(25)	10%	(93)	68%	(654)	965

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Table MCSP4_21: Do you have a favorable or unfavorable opinion of each of the following?

Raven Saunders

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(207)	10%	(214)	3%	(72)	2%	(54)	11%	(234)	64%	(1418)	2200
4-Region: Northeast	13%	(53)	10%	(39)	4%	(15)	2%	(7)	10%	(40)	61%	(240)	394
4-Region: Midwest	9%	(40)	8%	(36)	3%	(13)	3%	(15)	10%	(44)	68%	(314)	462
4-Region: South	9%	(72)	10%	(83)	3%	(27)	2%	(20)	12%	(100)	63%	(521)	824
4-Region: West	8%	(41)	11%	(56)	3%	(16)	2%	(13)	10%	(51)	66%	(343)	520
Sports Fans	12%	(195)	12%	(193)	4%	(69)	3%	(46)	12%	(198)	57%	(915)	1615
Avid Sports Fans	19%	(116)	16%	(98)	6%	(37)	3%	(19)	12%	(75)	44%	(273)	619
Casual Sports Fans	8%	(78)	9%	(94)	3%	(32)	3%	(27)	12%	(123)	64%	(642)	996
Non-Sports Fans	2%	(12)	4%	(22)	—	(2)	1%	(8)	6%	(37)	86%	(503)	585
Gen Z Sports Fans	13%	(23)	12%	(21)	9%	(17)	2%	(4)	10%	(18)	53%	(94)	176
Millennial Sports Fans	17%	(86)	14%	(74)	6%	(33)	6%	(31)	14%	(74)	42%	(214)	512
Gen X Sports Fans	12%	(45)	14%	(54)	3%	(10)	1%	(2)	11%	(43)	60%	(228)	383
Boomer Sports Fans	7%	(34)	8%	(37)	2%	(7)	2%	(9)	12%	(57)	70%	(342)	486
Democratic Sports Fans	18%	(126)	14%	(99)	4%	(31)	4%	(30)	11%	(81)	49%	(347)	713
Republican Sports Fans	9%	(41)	10%	(45)	5%	(23)	2%	(10)	10%	(46)	64%	(290)	455
Male Sports Fans	14%	(125)	12%	(106)	6%	(55)	4%	(37)	11%	(93)	53%	(465)	882
Female Sports Fans	9%	(69)	12%	(87)	2%	(14)	1%	(9)	14%	(105)	61%	(449)	734
Olympics Fans	13%	(201)	13%	(200)	4%	(61)	2%	(38)	13%	(195)	55%	(854)	1549
Avid Olympics Fans	30%	(127)	19%	(80)	4%	(15)	4%	(16)	13%	(53)	31%	(129)	422
Casual Olympics Fans	7%	(74)	11%	(120)	4%	(46)	2%	(22)	13%	(141)	64%	(724)	1128
Non-Olympics Fans	1%	(6)	2%	(14)	2%	(11)	2%	(16)	6%	(40)	87%	(564)	651
Watched a Lot 2021 Olympics	32%	(92)	17%	(49)	6%	(17)	6%	(16)	13%	(38)	25%	(71)	283
Didn't Watch any 2021 Olympics	1%	(8)	3%	(20)	1%	(11)	1%	(10)	6%	(49)	87%	(657)	755
Watched a Lot/some 2021 Olympics	21%	(177)	17%	(142)	5%	(43)	4%	(34)	13%	(107)	41%	(345)	849
Watched any 2021 Olympics	14%	(199)	13%	(194)	4%	(61)	3%	(45)	13%	(186)	53%	(761)	1445
Familiar with Peacock	13%	(157)	12%	(141)	4%	(42)	3%	(37)	13%	(152)	56%	(671)	1200
Peacock Subscriber	15%	(80)	11%	(61)	3%	(16)	5%	(26)	10%	(57)	56%	(308)	548

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

Table MCSP4_22: Do you have a favorable or unfavorable opinion of each of the following?

Naomi Osaka

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (417)	16% (345)	4% (77)	3% (58)	13% (281)	46% (1023)	2200
Gender: Male	22% (236)	18% (186)	5% (50)	3% (35)	12% (125)	40% (430)	1062
Gender: Female	16% (181)	14% (159)	2% (27)	2% (22)	14% (156)	52% (593)	1138
Age: 18-34	24% (155)	15% (96)	4% (25)	4% (27)	13% (84)	41% (269)	655
Age: 35-44	23% (83)	17% (60)	5% (17)	4% (13)	13% (47)	38% (138)	358
Age: 45-64	15% (111)	17% (129)	3% (25)	1% (10)	12% (90)	51% (385)	751
Age: 65+	16% (69)	14% (60)	2% (9)	2% (7)	14% (60)	53% (232)	436
GenZers: 1997-2012	22% (55)	13% (31)	2% (5)	5% (12)	12% (31)	46% (113)	247
Millennials: 1981-1996	24% (158)	16% (106)	5% (32)	3% (22)	13% (82)	38% (247)	647
GenXers: 1965-1980	17% (92)	16% (87)	3% (16)	2% (13)	13% (70)	48% (257)	536
Baby Boomers: 1946-1964	14% (98)	16% (112)	3% (23)	1% (9)	12% (83)	52% (355)	680
PID: Dem (no lean)	29% (268)	18% (164)	3% (29)	2% (21)	12% (115)	36% (336)	934
PID: Ind (no lean)	10% (67)	14% (93)	3% (22)	2% (14)	13% (85)	57% (365)	645
PID: Rep (no lean)	13% (82)	14% (88)	4% (26)	4% (22)	13% (80)	52% (323)	621
PID/Gender: Dem Men	34% (146)	17% (74)	4% (17)	3% (13)	12% (51)	29% (126)	427
PID/Gender: Dem Women	24% (123)	18% (90)	2% (12)	2% (8)	13% (64)	41% (210)	507
PID/Gender: Ind Men	14% (44)	17% (52)	5% (17)	3% (8)	10% (32)	51% (162)	316
PID/Gender: Ind Women	7% (23)	12% (40)	1% (5)	2% (6)	16% (53)	61% (202)	329
PID/Gender: Rep Men	15% (47)	19% (60)	5% (16)	4% (14)	13% (42)	44% (141)	320
PID/Gender: Rep Women	12% (35)	9% (28)	3% (10)	3% (8)	13% (39)	60% (181)	302
Ideo: Liberal (1-3)	29% (206)	18% (125)	4% (30)	3% (18)	10% (74)	37% (262)	715
Ideo: Moderate (4)	15% (96)	17% (110)	3% (18)	3% (19)	15% (96)	47% (294)	633
Ideo: Conservative (5-7)	14% (100)	14% (97)	4% (25)	3% (20)	13% (89)	52% (356)	687
Educ: < College	15% (231)	14% (213)	3% (39)	2% (30)	13% (192)	53% (808)	1512
Educ: Bachelors degree	26% (118)	17% (78)	7% (29)	5% (22)	12% (52)	33% (146)	444
Educ: Post-grad	28% (69)	22% (55)	4% (9)	2% (6)	15% (37)	28% (69)	244
Income: Under 50k	16% (205)	14% (180)	3% (33)	2% (28)	14% (178)	52% (675)	1300
Income: 50k-100k	20% (123)	19% (120)	5% (31)	3% (21)	11% (72)	42% (261)	628
Income: 100k+	33% (89)	17% (45)	5% (13)	3% (8)	11% (31)	32% (87)	273
Ethnicity: White	16% (275)	15% (266)	3% (60)	3% (44)	12% (213)	50% (864)	1722
Ethnicity: Hispanic	21% (72)	17% (61)	5% (19)	4% (13)	11% (38)	42% (146)	349

Continued on next page

Table MCSP4_22: Do you have a favorable or unfavorable opinion of each of the following?

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(417)	16%	(345)	4%	(77)	3%	(58)	13%	(281)	46%	(1023)	2200
Ethnicity: Black	38%	(105)	16%	(44)	2%	(6)	2%	(6)	11%	(31)	30%	(82)	274
Ethnicity: Other	18%	(36)	17%	(35)	6%	(11)	4%	(8)	18%	(36)	38%	(78)	204
All Christian	19%	(190)	18%	(184)	3%	(32)	2%	(22)	13%	(125)	45%	(444)	996
All Non-Christian	39%	(58)	20%	(30)	4%	(6)	7%	(11)	9%	(13)	22%	(34)	151
Atheist	20%	(23)	3%	(3)	7%	(8)	3%	(3)	11%	(13)	55%	(61)	111
Agnostic/Nothing in particular	15%	(88)	15%	(90)	4%	(21)	2%	(13)	13%	(74)	51%	(297)	583
Something Else	16%	(58)	11%	(39)	3%	(10)	2%	(8)	16%	(57)	52%	(187)	359
Religious Non-Protestant/Catholic	37%	(66)	17%	(30)	3%	(6)	8%	(14)	8%	(14)	27%	(48)	179
Evangelical	18%	(99)	17%	(95)	3%	(20)	1%	(7)	15%	(84)	46%	(261)	567
Non-Evangelical	18%	(135)	17%	(123)	3%	(21)	3%	(19)	12%	(93)	47%	(354)	745
Community: Urban	28%	(185)	14%	(95)	4%	(26)	2%	(12)	14%	(96)	38%	(250)	663
Community: Suburban	17%	(175)	16%	(166)	3%	(31)	3%	(28)	12%	(123)	49%	(494)	1017
Community: Rural	11%	(57)	16%	(84)	4%	(19)	4%	(18)	12%	(62)	54%	(279)	520
Employ: Private Sector	25%	(166)	19%	(130)	4%	(30)	4%	(24)	11%	(70)	37%	(249)	669
Employ: Government	32%	(35)	13%	(15)	6%	(7)	6%	(6)	10%	(11)	33%	(36)	110
Employ: Self-Employed	21%	(43)	16%	(34)	5%	(10)	4%	(8)	18%	(37)	36%	(75)	208
Employ: Homemaker	10%	(18)	13%	(23)	3%	(5)	2%	(3)	15%	(27)	57%	(101)	177
Employ: Student	26%	(28)	15%	(16)	1%	(1)	5%	(5)	10%	(11)	43%	(46)	108
Employ: Retired	14%	(73)	14%	(73)	3%	(13)	2%	(8)	14%	(70)	54%	(276)	513
Employ: Unemployed	9%	(26)	15%	(44)	4%	(11)	1%	(3)	13%	(36)	58%	(164)	283
Employ: Other	21%	(27)	8%	(10)	1%	(1)	—	(0)	14%	(18)	57%	(75)	132
Military HH: Yes	16%	(55)	14%	(50)	3%	(12)	4%	(12)	14%	(50)	49%	(169)	347
Military HH: No	20%	(362)	16%	(295)	4%	(65)	2%	(45)	12%	(230)	46%	(854)	1853
RD/WT: Right Direction	27%	(270)	17%	(174)	3%	(35)	2%	(17)	12%	(119)	39%	(386)	1001
RD/WT: Wrong Track	12%	(146)	14%	(171)	4%	(42)	3%	(41)	14%	(162)	53%	(637)	1199
Biden Job Approve	26%	(317)	17%	(212)	3%	(34)	2%	(25)	13%	(153)	39%	(483)	1225
Biden Job Disapprove	10%	(91)	14%	(124)	5%	(42)	3%	(30)	13%	(113)	54%	(475)	875

Continued on next page

Table MCSP4_22: Do you have a favorable or unfavorable opinion of each of the following?

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(417)	16%	(345)	4%	(77)	3%	(58)	13%	(281)	46%	(1023)	2200
Biden Job Strongly Approve	32%	(210)	16%	(105)	3%	(21)	2%	(13)	10%	(66)	36%	(236)	652
Biden Job Somewhat Approve	19%	(107)	19%	(107)	2%	(13)	2%	(12)	15%	(87)	43%	(247)	573
Biden Job Somewhat Disapprove	9%	(22)	16%	(40)	8%	(20)	2%	(4)	12%	(30)	53%	(134)	250
Biden Job Strongly Disapprove	11%	(69)	13%	(84)	3%	(22)	4%	(26)	13%	(82)	55%	(342)	625
Favorable of Biden	25%	(310)	18%	(225)	3%	(31)	1%	(18)	12%	(152)	40%	(485)	1220
Unfavorable of Biden	11%	(93)	13%	(110)	5%	(44)	4%	(35)	13%	(113)	54%	(459)	854
Very Favorable of Biden	33%	(213)	17%	(110)	3%	(16)	2%	(11)	11%	(70)	35%	(231)	652
Somewhat Favorable of Biden	17%	(96)	20%	(115)	3%	(15)	1%	(6)	14%	(82)	45%	(254)	569
Somewhat Unfavorable of Biden	12%	(26)	14%	(29)	7%	(15)	4%	(9)	15%	(33)	48%	(101)	212
Very Unfavorable of Biden	10%	(67)	13%	(81)	4%	(28)	4%	(26)	13%	(81)	56%	(358)	642
#1 Issue: Economy	19%	(145)	17%	(129)	4%	(32)	3%	(19)	12%	(94)	45%	(343)	763
#1 Issue: Security	10%	(32)	17%	(55)	3%	(10)	4%	(14)	11%	(36)	55%	(177)	324
#1 Issue: Health Care	31%	(91)	14%	(41)	2%	(7)	2%	(5)	12%	(37)	39%	(118)	299
#1 Issue: Medicare / Social Security	12%	(33)	14%	(41)	2%	(7)	1%	(3)	14%	(39)	56%	(158)	281
#1 Issue: Women's Issues	25%	(33)	19%	(26)	2%	(2)	5%	(6)	15%	(20)	35%	(46)	134
#1 Issue: Education	19%	(25)	9%	(12)	7%	(10)	4%	(5)	20%	(26)	41%	(53)	130
#1 Issue: Energy	25%	(37)	15%	(23)	5%	(7)	3%	(5)	9%	(13)	44%	(66)	151
#1 Issue: Other	17%	(20)	16%	(19)	2%	(2)	1%	(1)	14%	(16)	52%	(62)	120
2020 Vote: Joe Biden	28%	(291)	18%	(186)	4%	(37)	2%	(19)	12%	(128)	36%	(371)	1031
2020 Vote: Donald Trump	11%	(79)	14%	(97)	4%	(31)	4%	(31)	13%	(93)	53%	(375)	704
2020 Vote: Other	9%	(5)	28%	(16)	1%	(1)	4%	(2)	18%	(11)	39%	(23)	58
2020 Vote: Didn't Vote	10%	(42)	12%	(47)	2%	(8)	1%	(5)	12%	(49)	62%	(253)	405
2018 House Vote: Democrat	28%	(202)	19%	(139)	4%	(26)	2%	(14)	13%	(97)	35%	(252)	730
2018 House Vote: Republican	15%	(88)	16%	(95)	4%	(24)	3%	(16)	12%	(75)	51%	(305)	604
2016 Vote: Hillary Clinton	27%	(186)	21%	(143)	3%	(24)	2%	(13)	12%	(84)	36%	(248)	698
2016 Vote: Donald Trump	15%	(95)	15%	(98)	4%	(25)	4%	(25)	12%	(79)	50%	(325)	646
2016 Vote: Other	12%	(12)	15%	(15)	5%	(5)	4%	(4)	19%	(19)	45%	(46)	102
2016 Vote: Didn't Vote	16%	(122)	12%	(89)	3%	(23)	2%	(16)	13%	(99)	54%	(403)	751
Voted in 2014: Yes	22%	(267)	17%	(210)	4%	(47)	2%	(28)	13%	(162)	42%	(522)	1235
Voted in 2014: No	16%	(150)	14%	(135)	3%	(30)	3%	(30)	12%	(119)	52%	(501)	965

Continued on next page

Table MCSP4_22: Do you have a favorable or unfavorable opinion of each of the following?

Naomi Osaka

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(417)	16%	(345)	4%	(77)	3%	(58)	13%	(281)	46%	(1023)	2200
4-Region: Northeast	21%	(85)	18%	(72)	4%	(14)	2%	(6)	14%	(54)	41%	(163)	394
4-Region: Midwest	19%	(87)	14%	(64)	2%	(11)	3%	(14)	13%	(61)	49%	(226)	462
4-Region: South	18%	(147)	15%	(127)	3%	(29)	3%	(22)	14%	(113)	47%	(387)	824
4-Region: West	19%	(99)	16%	(82)	4%	(23)	3%	(16)	10%	(53)	48%	(247)	520
Sports Fans	23%	(374)	19%	(299)	4%	(64)	3%	(48)	13%	(215)	38%	(616)	1615
Avid Sports Fans	34%	(213)	23%	(140)	3%	(21)	4%	(24)	10%	(59)	26%	(162)	619
Casual Sports Fans	16%	(161)	16%	(159)	4%	(43)	2%	(24)	16%	(156)	46%	(455)	996
Non-Sports Fans	7%	(43)	8%	(46)	2%	(13)	2%	(10)	11%	(66)	70%	(407)	585
Gen Z Sports Fans	26%	(46)	12%	(22)	3%	(5)	7%	(12)	13%	(22)	39%	(69)	176
Millennial Sports Fans	28%	(145)	18%	(93)	6%	(29)	3%	(17)	14%	(70)	31%	(157)	512
Gen X Sports Fans	22%	(84)	20%	(78)	3%	(13)	2%	(9)	14%	(55)	38%	(144)	383
Boomer Sports Fans	18%	(86)	20%	(97)	4%	(17)	2%	(8)	12%	(58)	45%	(219)	486
Democratic Sports Fans	34%	(243)	19%	(138)	4%	(25)	2%	(17)	12%	(85)	29%	(205)	713
Republican Sports Fans	17%	(76)	18%	(81)	5%	(22)	4%	(17)	14%	(62)	43%	(197)	455
Male Sports Fans	25%	(223)	20%	(176)	5%	(47)	3%	(30)	12%	(109)	34%	(296)	882
Female Sports Fans	21%	(151)	17%	(123)	2%	(17)	2%	(18)	14%	(105)	44%	(320)	734
Olympics Fans	25%	(385)	20%	(308)	4%	(63)	3%	(44)	12%	(192)	36%	(557)	1549
Avid Olympics Fans	42%	(178)	21%	(87)	4%	(16)	4%	(17)	8%	(35)	21%	(87)	422
Casual Olympics Fans	18%	(206)	20%	(220)	4%	(47)	2%	(27)	14%	(157)	42%	(470)	1128
Non-Olympics Fans	5%	(32)	6%	(37)	2%	(14)	2%	(14)	14%	(88)	72%	(466)	651
Watched a Lot 2021 Olympics	48%	(135)	19%	(54)	3%	(8)	4%	(10)	9%	(24)	18%	(51)	283
Didn't Watch any 2021 Olympics	5%	(41)	7%	(50)	2%	(14)	2%	(16)	14%	(103)	70%	(532)	755
Watched a Lot/some 2021 Olympics	35%	(300)	21%	(182)	4%	(37)	3%	(26)	10%	(84)	26%	(220)	849
Watched any 2021 Olympics	26%	(375)	20%	(295)	4%	(63)	3%	(42)	12%	(178)	34%	(491)	1445
Familiar with Peacock	25%	(299)	17%	(207)	5%	(56)	3%	(36)	12%	(149)	38%	(454)	1200
Peacock Subscriber	27%	(146)	18%	(100)	4%	(22)	3%	(16)	12%	(66)	36%	(197)	548

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

Table MCSP5: How much of the Tokyo Summer Olympic Games did you watch from July 23 to August 8, either on television or via streaming?

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	13%	(283)	26%	(566)	27%	(596)	34%	(755)	2200
Gender: Male	18%	(190)	30%	(317)	25%	(266)	27%	(290)	1062
Gender: Female	8%	(93)	22%	(249)	29%	(330)	41%	(466)	1138
Age: 18-34	16%	(106)	31%	(202)	27%	(176)	26%	(172)	655
Age: 35-44	20%	(73)	27%	(96)	20%	(73)	32%	(116)	358
Age: 45-64	8%	(58)	23%	(176)	28%	(211)	41%	(307)	751
Age: 65+	11%	(47)	21%	(92)	31%	(136)	37%	(161)	436
GenZers: 1997-2012	9%	(23)	33%	(81)	31%	(77)	27%	(67)	247
Millennials: 1981-1996	21%	(136)	29%	(188)	24%	(152)	26%	(171)	647
GenXers: 1965-1980	10%	(53)	22%	(118)	26%	(141)	42%	(224)	536
Baby Boomers: 1946-1964	8%	(57)	24%	(162)	29%	(201)	38%	(260)	680
PID: Dem (no lean)	19%	(174)	29%	(272)	26%	(240)	26%	(247)	934
PID: Ind (no lean)	7%	(44)	27%	(175)	27%	(172)	39%	(253)	645
PID: Rep (no lean)	10%	(64)	19%	(118)	29%	(183)	41%	(256)	621
PID/Gender: Dem Men	27%	(116)	33%	(141)	20%	(87)	19%	(82)	427
PID/Gender: Dem Women	11%	(58)	26%	(131)	30%	(153)	32%	(165)	507
PID/Gender: Ind Men	9%	(29)	34%	(107)	26%	(82)	31%	(96)	316
PID/Gender: Ind Women	5%	(15)	21%	(68)	27%	(90)	48%	(157)	329
PID/Gender: Rep Men	14%	(44)	21%	(68)	30%	(96)	35%	(111)	320
PID/Gender: Rep Women	7%	(20)	17%	(50)	29%	(87)	48%	(144)	302
Ideo: Liberal (1-3)	20%	(141)	29%	(205)	27%	(192)	25%	(178)	715
Ideo: Moderate (4)	8%	(52)	29%	(185)	28%	(174)	35%	(221)	633
Ideo: Conservative (5-7)	11%	(79)	22%	(151)	27%	(188)	39%	(269)	687
Educ: < College	9%	(133)	25%	(373)	27%	(406)	40%	(599)	1512
Educ: Bachelors degree	22%	(100)	26%	(116)	29%	(127)	23%	(101)	444
Educ: Post-grad	20%	(50)	31%	(76)	26%	(63)	22%	(55)	244
Income: Under 50k	9%	(111)	25%	(319)	27%	(347)	40%	(522)	1300
Income: 50k-100k	17%	(109)	25%	(155)	31%	(194)	27%	(169)	628
Income: 100k+	23%	(63)	34%	(92)	20%	(54)	23%	(64)	273
Ethnicity: White	13%	(228)	24%	(408)	27%	(468)	36%	(618)	1722
Ethnicity: Hispanic	15%	(52)	29%	(100)	27%	(95)	29%	(102)	349
Ethnicity: Black	15%	(41)	35%	(97)	22%	(59)	28%	(76)	274
Ethnicity: Other	7%	(13)	30%	(61)	33%	(68)	30%	(61)	204

Continued on next page

Table MCSP5: How much of the Tokyo Summer Olympic Games did you watch from July 23 to August 8, either on television or via streaming?

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	13%	(283)	26%	(566)	27%	(596)	34%	(755)	2200
All Christian	14%	(136)	29%	(290)	28%	(276)	30%	(294)	996
All Non-Christian	39%	(60)	24%	(37)	18%	(27)	19%	(28)	151
Atheist	12%	(14)	21%	(23)	27%	(30)	40%	(44)	111
Agnostic/Nothing in particular	9%	(54)	26%	(151)	26%	(150)	39%	(229)	583
Something Else	6%	(21)	18%	(65)	32%	(113)	45%	(160)	359
Religious Non-Protestant/Catholic	37%	(66)	22%	(40)	21%	(37)	20%	(35)	179
Evangelical	15%	(83)	24%	(135)	26%	(149)	35%	(200)	567
Non-Evangelical	9%	(66)	29%	(213)	30%	(225)	32%	(242)	745
Community: Urban	20%	(135)	29%	(195)	23%	(153)	27%	(180)	663
Community: Suburban	11%	(115)	24%	(249)	29%	(295)	35%	(358)	1017
Community: Rural	6%	(33)	23%	(122)	28%	(147)	42%	(218)	520
Employ: Private Sector	18%	(124)	30%	(204)	27%	(184)	24%	(158)	669
Employ: Government	30%	(33)	30%	(33)	20%	(22)	20%	(22)	110
Employ: Self-Employed	17%	(35)	32%	(65)	23%	(49)	28%	(58)	208
Employ: Homemaker	6%	(11)	14%	(25)	30%	(53)	50%	(88)	177
Employ: Student	5%	(6)	32%	(35)	38%	(41)	24%	(26)	108
Employ: Retired	10%	(50)	22%	(111)	29%	(147)	40%	(205)	513
Employ: Unemployed	6%	(16)	25%	(70)	25%	(71)	45%	(126)	283
Employ: Other	7%	(9)	18%	(24)	22%	(29)	53%	(70)	132
Military HH: Yes	14%	(47)	24%	(84)	32%	(112)	30%	(104)	347
Military HH: No	13%	(236)	26%	(482)	26%	(484)	35%	(651)	1853
RD/WT: Right Direction	19%	(190)	31%	(312)	26%	(258)	24%	(241)	1001
RD/WT: Wrong Track	8%	(93)	21%	(254)	28%	(338)	43%	(514)	1199
Biden Job Approve	17%	(210)	30%	(368)	26%	(324)	26%	(322)	1225
Biden Job Disapprove	7%	(65)	21%	(186)	28%	(246)	43%	(379)	875
Biden Job Strongly Approve	25%	(163)	29%	(191)	23%	(150)	23%	(148)	652
Biden Job Somewhat Approve	8%	(48)	31%	(177)	30%	(175)	30%	(174)	573
Biden Job Somewhat Disapprove	6%	(16)	25%	(64)	34%	(86)	34%	(86)	250
Biden Job Strongly Disapprove	8%	(49)	20%	(122)	26%	(161)	47%	(293)	625
Favorable of Biden	17%	(203)	30%	(365)	27%	(323)	27%	(330)	1220
Unfavorable of Biden	7%	(56)	22%	(188)	28%	(242)	43%	(368)	854

Continued on next page

Table MCSP5: *How much of the Tokyo Summer Olympic Games did you watch from July 23 to August 8, either on television or via streaming?*

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	13%	(283)	26%	(566)	27%	(596)	34%	(755)	2200
Very Favorable of Biden	21%	(139)	31%	(202)	23%	(152)	24%	(159)	652
Somewhat Favorable of Biden	11%	(64)	29%	(163)	30%	(171)	30%	(171)	569
Somewhat Unfavorable of Biden	8%	(17)	25%	(54)	31%	(65)	36%	(76)	212
Very Unfavorable of Biden	6%	(39)	21%	(134)	27%	(176)	45%	(292)	642
#1 Issue: Economy	10%	(79)	27%	(208)	28%	(213)	34%	(262)	763
#1 Issue: Security	12%	(38)	21%	(67)	30%	(97)	38%	(122)	324
#1 Issue: Health Care	14%	(43)	31%	(93)	26%	(78)	28%	(85)	299
#1 Issue: Medicare / Social Security	12%	(34)	22%	(61)	27%	(76)	39%	(110)	281
#1 Issue: Women's Issues	16%	(21)	33%	(44)	23%	(30)	29%	(38)	134
#1 Issue: Education	20%	(26)	25%	(33)	25%	(32)	30%	(39)	130
#1 Issue: Energy	22%	(32)	27%	(41)	27%	(40)	25%	(37)	151
#1 Issue: Other	7%	(9)	17%	(20)	24%	(29)	52%	(63)	120
2020 Vote: Joe Biden	18%	(188)	31%	(315)	26%	(273)	25%	(256)	1031
2020 Vote: Donald Trump	10%	(70)	20%	(142)	28%	(199)	42%	(293)	704
2020 Vote: Other	5%	(3)	31%	(18)	30%	(17)	34%	(20)	58
2020 Vote: Didn't Vote	6%	(22)	23%	(91)	26%	(105)	46%	(187)	405
2018 House Vote: Democrat	17%	(127)	32%	(235)	27%	(194)	24%	(173)	730
2018 House Vote: Republican	11%	(69)	22%	(132)	28%	(169)	39%	(234)	604
2016 Vote: Hillary Clinton	18%	(124)	31%	(214)	26%	(182)	25%	(177)	698
2016 Vote: Donald Trump	12%	(77)	22%	(140)	27%	(174)	40%	(256)	646
2016 Vote: Other	9%	(9)	23%	(23)	39%	(40)	29%	(30)	102
2016 Vote: Didn't Vote	10%	(72)	25%	(188)	26%	(199)	39%	(292)	751
Voted in 2014: Yes	15%	(188)	27%	(331)	27%	(333)	31%	(384)	1235
Voted in 2014: No	10%	(95)	24%	(235)	27%	(263)	39%	(371)	965
4-Region: Northeast	16%	(63)	27%	(106)	27%	(107)	30%	(118)	394
4-Region: Midwest	9%	(43)	28%	(129)	26%	(118)	37%	(172)	462
4-Region: South	11%	(93)	27%	(222)	26%	(214)	36%	(295)	824
4-Region: West	16%	(84)	21%	(109)	30%	(157)	33%	(170)	520
Sports Fans	17%	(267)	32%	(520)	28%	(450)	23%	(378)	1615
Avid Sports Fans	28%	(173)	38%	(235)	22%	(139)	12%	(72)	619
Casual Sports Fans	9%	(94)	29%	(285)	31%	(310)	31%	(306)	996
Non-Sports Fans	3%	(16)	8%	(46)	25%	(146)	64%	(377)	585

Continued on next page

Table MCSP5: How much of the Tokyo Summer Olympic Games did you watch from July 23 to August 8, either on television or via streaming?

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	13%	(283)	26%	(566)	27%	(596)	34%	(755)	2200
Gen Z Sports Fans	11%	(19)	41%	(73)	29%	(50)	19%	(34)	176
Millennial Sports Fans	26%	(131)	35%	(180)	22%	(111)	17%	(90)	512
Gen X Sports Fans	12%	(47)	28%	(107)	30%	(114)	30%	(115)	383
Boomer Sports Fans	12%	(56)	30%	(147)	32%	(156)	26%	(126)	486
Democratic Sports Fans	24%	(170)	35%	(252)	24%	(174)	16%	(117)	713
Republican Sports Fans	13%	(59)	24%	(108)	32%	(148)	31%	(141)	455
Male Sports Fans	21%	(183)	34%	(298)	26%	(228)	20%	(172)	882
Female Sports Fans	12%	(85)	30%	(222)	30%	(221)	28%	(206)	734
Olympics Fans	18%	(276)	36%	(554)	33%	(517)	13%	(203)	1549
Avid Olympics Fans	54%	(229)	38%	(160)	6%	(27)	1%	(6)	422
Casual Olympics Fans	4%	(47)	35%	(395)	43%	(490)	17%	(197)	1128
Non-Olympics Fans	1%	(7)	2%	(12)	12%	(79)	85%	(553)	651
Watched a Lot 2021 Olympics	100%	(283)	—	(0)	—	(0)	—	(0)	283
Didn't Watch any 2021 Olympics	—	(0)	—	(0)	—	(0)	100%	(755)	755
Watched a Lot/some 2021 Olympics	33%	(283)	67%	(566)	—	(0)	—	(0)	849
Watched any 2021 Olympics	20%	(283)	39%	(566)	41%	(596)	—	(0)	1445
Familiar with Peacock	18%	(212)	30%	(355)	24%	(287)	29%	(346)	1200
Peacock Subscriber	21%	(113)	25%	(135)	23%	(126)	32%	(173)	548

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

Table MCSP6_1NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	63%	(912)	37%	(533)	1445
Gender: Male	65%	(501)	35%	(271)	772
Gender: Female	61%	(411)	39%	(262)	673
Age: 18-34	49%	(235)	51%	(249)	483
Age: 35-44	63%	(152)	37%	(90)	242
Age: 45-64	70%	(311)	30%	(134)	444
Age: 65+	78%	(214)	22%	(61)	275
GenZers: 1997-2012	45%	(81)	55%	(99)	181
Millennials: 1981-1996	54%	(256)	46%	(219)	476
GenXers: 1965-1980	65%	(203)	35%	(108)	312
Baby Boomers: 1946-1964	77%	(324)	23%	(97)	420
PID: Dem (no lean)	64%	(437)	36%	(250)	687
PID: Ind (no lean)	60%	(235)	40%	(157)	392
PID: Rep (no lean)	66%	(240)	34%	(126)	366
PID/Gender: Dem Men	66%	(228)	34%	(116)	345
PID/Gender: Dem Women	61%	(208)	39%	(134)	343
PID/Gender: Ind Men	62%	(135)	38%	(84)	219
PID/Gender: Ind Women	58%	(100)	42%	(73)	173
PID/Gender: Rep Men	66%	(138)	34%	(71)	208
PID/Gender: Rep Women	65%	(102)	35%	(55)	157
Ideo: Liberal (1-3)	63%	(338)	37%	(200)	538
Ideo: Moderate (4)	62%	(255)	38%	(156)	411
Ideo: Conservative (5-7)	65%	(273)	35%	(145)	418
Educ: < College	62%	(562)	38%	(351)	913
Educ: Bachelors degree	67%	(230)	33%	(112)	343
Educ: Post-grad	63%	(119)	37%	(70)	189
Income: Under 50k	62%	(479)	38%	(298)	777
Income: 50k-100k	65%	(296)	35%	(163)	458
Income: 100k+	65%	(137)	35%	(73)	209
Ethnicity: White	64%	(707)	36%	(397)	1104
Ethnicity: Hispanic	56%	(139)	44%	(108)	247
Ethnicity: Black	62%	(123)	38%	(75)	198

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Table MCSP6_1NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Live on TV

Demographic	Selected		Not Selected		Total N
Adults	63%	(912)	37%	(533)	1445
Ethnicity: Other	57%	(82)	43%	(61)	143
All Christian	69%	(484)	31%	(217)	702
All Non-Christian	53%	(65)	47%	(58)	123
Atheist	66%	(44)	34%	(23)	66
Agnostic/Nothing in particular	53%	(189)	47%	(165)	355
Something Else	65%	(130)	35%	(69)	199
Religious Non-Protestant/Catholic	51%	(73)	49%	(71)	143
Evangelical	66%	(241)	34%	(126)	367
Non-Evangelical	71%	(356)	29%	(147)	503
Community: Urban	60%	(292)	40%	(191)	483
Community: Suburban	67%	(439)	33%	(220)	659
Community: Rural	60%	(180)	40%	(122)	302
Employ: Private Sector	62%	(317)	38%	(195)	511
Employ: Government	54%	(47)	46%	(40)	87
Employ: Self-Employed	54%	(81)	46%	(68)	149
Employ: Homemaker	55%	(49)	45%	(40)	88
Employ: Student	48%	(39)	52%	(43)	82
Employ: Retired	79%	(243)	21%	(65)	308
Employ: Unemployed	65%	(102)	35%	(55)	157
Employ: Other	55%	(34)	45%	(28)	62
Military HH: Yes	61%	(148)	39%	(95)	243
Military HH: No	64%	(764)	36%	(438)	1202
RD/WT: Right Direction	61%	(461)	39%	(299)	760
RD/WT: Wrong Track	66%	(451)	34%	(234)	685
Biden Job Approve	63%	(570)	37%	(333)	903
Biden Job Disapprove	65%	(321)	35%	(175)	496
Biden Job Strongly Approve	65%	(327)	35%	(176)	504
Biden Job Somewhat Approve	61%	(243)	39%	(156)	399
Biden Job Somewhat Disapprove	62%	(103)	38%	(62)	165
Biden Job Strongly Disapprove	66%	(219)	34%	(113)	332

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Table MCSP6_1NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.

Live on TV

Demographic	Selected		Not Selected		Total N
Adults	63%	(912)	37%	(533)	1445
Favorable of Biden	62%	(556)	38%	(335)	891
Unfavorable of Biden	67%	(327)	33%	(159)	486
Very Favorable of Biden	65%	(319)	35%	(174)	493
Somewhat Favorable of Biden	60%	(237)	40%	(161)	398
Somewhat Unfavorable of Biden	69%	(93)	31%	(43)	136
Very Unfavorable of Biden	67%	(234)	33%	(116)	350
#1 Issue: Economy	64%	(321)	36%	(180)	501
#1 Issue: Security	70%	(141)	30%	(61)	202
#1 Issue: Health Care	63%	(134)	37%	(80)	214
#1 Issue: Medicare / Social Security	73%	(125)	27%	(45)	171
#1 Issue: Women's Issues	60%	(57)	40%	(38)	95
#1 Issue: Education	51%	(46)	49%	(45)	91
#1 Issue: Energy	50%	(56)	50%	(57)	113
#1 Issue: Other	54%	(31)	46%	(26)	58
2020 Vote: Joe Biden	63%	(490)	37%	(285)	775
2020 Vote: Donald Trump	67%	(276)	33%	(136)	412
2020 Vote: Didn't Vote	60%	(131)	40%	(87)	218
2018 House Vote: Democrat	66%	(370)	34%	(187)	557
2018 House Vote: Republican	68%	(250)	32%	(120)	370
2016 Vote: Hillary Clinton	68%	(353)	32%	(168)	521
2016 Vote: Donald Trump	71%	(276)	29%	(114)	390
2016 Vote: Other	54%	(39)	46%	(33)	72
2016 Vote: Didn't Vote	53%	(243)	47%	(216)	459
Voted in 2014: Yes	69%	(589)	31%	(263)	852
Voted in 2014: No	54%	(323)	46%	(270)	593
4-Region: Northeast	66%	(182)	34%	(94)	276
4-Region: Midwest	64%	(185)	36%	(104)	290
4-Region: South	65%	(343)	35%	(186)	529
4-Region: West	57%	(201)	43%	(149)	350
Sports Fans	65%	(803)	35%	(434)	1237

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Table MCSP6_1NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Live on TV

Demographic	Selected		Not Selected		Total N
Adults	63%	(912)	37%	(533)	1445
Avid Sports Fans	70%	(384)	30%	(162)	547
Casual Sports Fans	61%	(418)	39%	(272)	690
Non-Sports Fans	52%	(109)	48%	(99)	208
Gen Z Sports Fans	48%	(68)	52%	(74)	142
Millennial Sports Fans	55%	(232)	45%	(190)	422
Gen X Sports Fans	68%	(184)	32%	(85)	268
Boomer Sports Fans	78%	(283)	22%	(77)	360
Democratic Sports Fans	65%	(387)	35%	(209)	596
Republican Sports Fans	67%	(210)	33%	(104)	314
Male Sports Fans	66%	(471)	34%	(238)	709
Female Sports Fans	63%	(332)	37%	(196)	528
Olympics Fans	64%	(859)	36%	(488)	1346
Avid Olympics Fans	66%	(275)	34%	(141)	416
Casual Olympics Fans	63%	(584)	37%	(347)	931
Non-Olympics Fans	54%	(53)	46%	(45)	98
Watched a Lot 2021 Olympics	65%	(183)	35%	(100)	283
Watched a Lot/some 2021 Olympics	66%	(563)	34%	(286)	849
Watched any 2021 Olympics	63%	(912)	37%	(533)	1445
Familiar with Peacock	64%	(547)	36%	(306)	854
Peacock Subscriber	59%	(222)	41%	(153)	375

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

Table MCSP6_2NET: Specifically, how did you watch 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	21%	(300)	79%	(1145)	1445
Gender: Male	23%	(178)	77%	(594)	772
Gender: Female	18%	(122)	82%	(550)	673
Age: 18-34	29%	(142)	71%	(341)	483
Age: 35-44	32%	(78)	68%	(164)	242
Age: 45-64	14%	(63)	86%	(382)	444
Age: 65+	6%	(17)	94%	(258)	275
GenZers: 1997-2012	21%	(39)	79%	(142)	181
Millennials: 1981-1996	35%	(167)	65%	(309)	476
GenXers: 1965-1980	18%	(57)	82%	(255)	312
Baby Boomers: 1946-1964	8%	(33)	92%	(387)	420
PID: Dem (no lean)	23%	(159)	77%	(528)	687
PID: Ind (no lean)	21%	(82)	79%	(310)	392
PID: Rep (no lean)	16%	(59)	84%	(306)	366
PID/Gender: Dem Men	29%	(99)	71%	(245)	345
PID/Gender: Dem Women	17%	(60)	83%	(283)	343
PID/Gender: Ind Men	23%	(51)	77%	(168)	219
PID/Gender: Ind Women	18%	(31)	82%	(142)	173
PID/Gender: Rep Men	13%	(28)	87%	(181)	208
PID/Gender: Rep Women	20%	(32)	80%	(126)	157
Ideo: Liberal (1-3)	23%	(124)	77%	(413)	538
Ideo: Moderate (4)	21%	(85)	79%	(327)	411
Ideo: Conservative (5-7)	19%	(80)	81%	(338)	418
Educ: < College	17%	(155)	83%	(758)	913
Educ: Bachelors degree	26%	(90)	74%	(253)	343
Educ: Post-grad	29%	(55)	71%	(134)	189
Income: Under 50k	15%	(118)	85%	(659)	777
Income: 50k-100k	23%	(104)	77%	(354)	458
Income: 100k+	37%	(78)	63%	(132)	209
Ethnicity: White	20%	(222)	80%	(882)	1104
Ethnicity: Hispanic	24%	(59)	76%	(189)	247
Ethnicity: Black	26%	(51)	74%	(147)	198

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Table MCSP6_2NET: Specifically, how did you watch 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	21%	(300)	79%	(1145)	1445
Ethnicity: Other	20%	(28)	80%	(115)	143
All Christian	19%	(130)	81%	(572)	702
All Non-Christian	40%	(50)	60%	(73)	123
Atheist	17%	(11)	83%	(55)	66
Agnostic/Nothing in particular	20%	(70)	80%	(285)	355
Something Else	20%	(39)	80%	(160)	199
Religious Non-Protestant/Catholic	41%	(58)	59%	(85)	143
Evangelical	23%	(86)	77%	(281)	367
Non-Evangelical	14%	(71)	86%	(432)	503
Community: Urban	30%	(143)	70%	(340)	483
Community: Suburban	17%	(112)	83%	(548)	659
Community: Rural	15%	(45)	85%	(257)	302
Employ: Private Sector	27%	(139)	73%	(372)	511
Employ: Government	44%	(39)	56%	(49)	87
Employ: Self-Employed	29%	(44)	71%	(105)	149
Employ: Homemaker	20%	(18)	80%	(71)	88
Employ: Student	16%	(13)	84%	(68)	82
Employ: Retired	7%	(22)	93%	(286)	308
Employ: Unemployed	10%	(16)	90%	(141)	157
Employ: Other	15%	(9)	85%	(53)	62
Military HH: Yes	22%	(55)	78%	(188)	243
Military HH: No	20%	(246)	80%	(956)	1202
RD/WT: Right Direction	25%	(192)	75%	(568)	760
RD/WT: Wrong Track	16%	(108)	84%	(576)	685
Biden Job Approve	25%	(222)	75%	(680)	903
Biden Job Disapprove	14%	(70)	86%	(426)	496
Biden Job Strongly Approve	29%	(147)	71%	(357)	504
Biden Job Somewhat Approve	19%	(75)	81%	(324)	399
Biden Job Somewhat Disapprove	19%	(31)	81%	(134)	165
Biden Job Strongly Disapprove	12%	(40)	88%	(292)	332

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Table MCSP6_2NET: Specifically, how did you watch 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	21%	(300)	79%	(1145)	1445
Favorable of Biden	24%	(213)	76%	(678)	891
Unfavorable of Biden	16%	(75)	84%	(410)	486
Very Favorable of Biden	27%	(134)	73%	(358)	493
Somewhat Favorable of Biden	20%	(79)	80%	(319)	398
Somewhat Unfavorable of Biden	20%	(27)	80%	(109)	136
Very Unfavorable of Biden	14%	(49)	86%	(301)	350
#1 Issue: Economy	20%	(98)	80%	(402)	501
#1 Issue: Security	21%	(42)	79%	(160)	202
#1 Issue: Health Care	26%	(56)	74%	(158)	214
#1 Issue: Medicare / Social Security	10%	(18)	90%	(153)	171
#1 Issue: Women's Issues	28%	(27)	72%	(69)	95
#1 Issue: Education	25%	(23)	75%	(68)	91
#1 Issue: Energy	24%	(27)	76%	(86)	113
#1 Issue: Other	16%	(9)	84%	(48)	58
2020 Vote: Joe Biden	24%	(190)	76%	(586)	775
2020 Vote: Donald Trump	16%	(67)	84%	(345)	412
2020 Vote: Didn't Vote	16%	(36)	84%	(183)	218
2018 House Vote: Democrat	23%	(127)	77%	(430)	557
2018 House Vote: Republican	17%	(63)	83%	(307)	370
2016 Vote: Hillary Clinton	23%	(119)	77%	(402)	521
2016 Vote: Donald Trump	18%	(70)	82%	(320)	390
2016 Vote: Other	22%	(16)	78%	(56)	72
2016 Vote: Didn't Vote	21%	(95)	79%	(363)	459
Voted in 2014: Yes	20%	(173)	80%	(679)	852
Voted in 2014: No	22%	(128)	78%	(465)	593
4-Region: Northeast	21%	(57)	79%	(219)	276
4-Region: Midwest	17%	(49)	83%	(241)	290
4-Region: South	20%	(105)	80%	(424)	529
4-Region: West	26%	(89)	74%	(261)	350
Sports Fans	22%	(267)	78%	(970)	1237

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Table MCSP6_2NET: Specifically, how did you watch 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	21%	(300)	79%	(1145)	1445
Avid Sports Fans	29%	(161)	71%	(386)	547
Casual Sports Fans	15%	(106)	85%	(584)	690
Non-Sports Fans	16%	(33)	84%	(174)	208
Gen Z Sports Fans	24%	(34)	76%	(109)	142
Millennial Sports Fans	37%	(156)	63%	(267)	422
Gen X Sports Fans	18%	(47)	82%	(221)	268
Boomer Sports Fans	7%	(26)	93%	(334)	360
Democratic Sports Fans	25%	(148)	75%	(448)	596
Republican Sports Fans	16%	(50)	84%	(264)	314
Male Sports Fans	23%	(165)	77%	(544)	709
Female Sports Fans	19%	(102)	81%	(426)	528
Olympics Fans	21%	(286)	79%	(1060)	1346
Avid Olympics Fans	32%	(132)	68%	(283)	416
Casual Olympics Fans	17%	(154)	83%	(777)	931
Non-Olympics Fans	14%	(14)	86%	(84)	98
Watched a Lot 2021 Olympics	39%	(111)	61%	(172)	283
Watched a Lot/some 2021 Olympics	27%	(226)	73%	(623)	849
Watched any 2021 Olympics	21%	(300)	79%	(1145)	1445
Familiar with Peacock	24%	(208)	76%	(646)	854
Peacock Subscriber	26%	(99)	74%	(276)	375

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

Table MCSP6_3NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	11%	(163)	89%	(1282)	1445
Gender: Male	12%	(95)	88%	(677)	772
Gender: Female	10%	(67)	90%	(605)	673
Age: 18-34	13%	(65)	87%	(418)	483
Age: 35-44	19%	(45)	81%	(196)	242
Age: 45-64	9%	(38)	91%	(406)	444
Age: 65+	5%	(14)	95%	(261)	275
GenZers: 1997-2012	8%	(15)	92%	(166)	181
Millennials: 1981-1996	19%	(88)	81%	(387)	476
GenXers: 1965-1980	9%	(29)	91%	(282)	312
Baby Boomers: 1946-1964	7%	(29)	93%	(391)	420
PID: Dem (no lean)	13%	(91)	87%	(596)	687
PID: Ind (no lean)	10%	(40)	90%	(352)	392
PID: Rep (no lean)	9%	(32)	91%	(334)	366
PID/Gender: Dem Men	15%	(53)	85%	(292)	345
PID/Gender: Dem Women	11%	(38)	89%	(305)	343
PID/Gender: Ind Men	11%	(23)	89%	(196)	219
PID/Gender: Ind Women	10%	(17)	90%	(156)	173
PID/Gender: Rep Men	9%	(19)	91%	(189)	208
PID/Gender: Rep Women	8%	(13)	92%	(145)	157
Ideo: Liberal (1-3)	16%	(83)	84%	(454)	538
Ideo: Moderate (4)	11%	(44)	89%	(367)	411
Ideo: Conservative (5-7)	7%	(30)	93%	(389)	418
Educ: < College	10%	(91)	90%	(822)	913
Educ: Bachelors degree	13%	(44)	87%	(298)	343
Educ: Post-grad	15%	(28)	85%	(161)	189
Income: Under 50k	10%	(75)	90%	(703)	777
Income: 50k-100k	11%	(50)	89%	(408)	458
Income: 100k+	18%	(38)	82%	(171)	209
Ethnicity: White	12%	(128)	88%	(976)	1104
Ethnicity: Hispanic	11%	(27)	89%	(221)	247
Ethnicity: Black	11%	(23)	89%	(175)	198

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Table MCSP6_3NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	11%	(163)	89%	(1282)	1445
Ethnicity: Other	9%	(12)	91%	(130)	143
All Christian	12%	(85)	88%	(617)	702
All Non-Christian	19%	(23)	81%	(100)	123
Atheist	7%	(5)	93%	(62)	66
Agnostic/Nothing in particular	10%	(37)	90%	(318)	355
Something Else	6%	(13)	94%	(186)	199
Religious Non-Protestant/Catholic	18%	(27)	82%	(117)	143
Evangelical	13%	(47)	87%	(320)	367
Non-Evangelical	9%	(47)	91%	(456)	503
Community: Urban	15%	(73)	85%	(410)	483
Community: Suburban	8%	(50)	92%	(610)	659
Community: Rural	13%	(40)	87%	(262)	302
Employ: Private Sector	13%	(67)	87%	(444)	511
Employ: Government	19%	(16)	81%	(71)	87
Employ: Self-Employed	13%	(19)	87%	(130)	149
Employ: Homemaker	11%	(10)	89%	(79)	88
Employ: Student	11%	(9)	89%	(73)	82
Employ: Retired	5%	(16)	95%	(292)	308
Employ: Unemployed	12%	(20)	88%	(137)	157
Employ: Other	9%	(5)	91%	(57)	62
Military HH: Yes	7%	(17)	93%	(225)	243
Military HH: No	12%	(145)	88%	(1057)	1202
RD/WT: Right Direction	15%	(112)	85%	(648)	760
RD/WT: Wrong Track	7%	(51)	93%	(634)	685
Biden Job Approve	14%	(125)	86%	(778)	903
Biden Job Disapprove	7%	(36)	93%	(460)	496
Biden Job Strongly Approve	17%	(83)	83%	(420)	504
Biden Job Somewhat Approve	10%	(41)	90%	(358)	399
Biden Job Somewhat Disapprove	9%	(15)	91%	(149)	165
Biden Job Strongly Disapprove	6%	(21)	94%	(311)	332

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Table MCSP6_3NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	11%	(163)	89%	(1282)	1445
Favorable of Biden	14%	(121)	86%	(769)	891
Unfavorable of Biden	7%	(35)	93%	(451)	486
Very Favorable of Biden	15%	(74)	85%	(418)	493
Somewhat Favorable of Biden	12%	(47)	88%	(351)	398
Somewhat Unfavorable of Biden	8%	(11)	92%	(124)	136
Very Unfavorable of Biden	7%	(23)	93%	(327)	350
#1 Issue: Economy	11%	(56)	89%	(445)	501
#1 Issue: Security	10%	(21)	90%	(181)	202
#1 Issue: Health Care	16%	(34)	84%	(180)	214
#1 Issue: Medicare / Social Security	6%	(10)	94%	(160)	171
#1 Issue: Women's Issues	13%	(12)	87%	(83)	95
#1 Issue: Education	15%	(13)	85%	(78)	91
#1 Issue: Energy	9%	(10)	91%	(103)	113
#1 Issue: Other	12%	(7)	88%	(51)	58
2020 Vote: Joe Biden	14%	(112)	86%	(663)	775
2020 Vote: Donald Trump	8%	(34)	92%	(378)	412
2020 Vote: Didn't Vote	8%	(17)	92%	(201)	218
2018 House Vote: Democrat	14%	(76)	86%	(481)	557
2018 House Vote: Republican	9%	(35)	91%	(335)	370
2016 Vote: Hillary Clinton	12%	(62)	88%	(459)	521
2016 Vote: Donald Trump	11%	(44)	89%	(346)	390
2016 Vote: Other	11%	(8)	89%	(64)	72
2016 Vote: Didn't Vote	11%	(49)	89%	(410)	459
Voted in 2014: Yes	12%	(101)	88%	(751)	852
Voted in 2014: No	10%	(62)	90%	(531)	593
4-Region: Northeast	12%	(33)	88%	(243)	276
4-Region: Midwest	9%	(26)	91%	(264)	290
4-Region: South	12%	(64)	88%	(465)	529
4-Region: West	11%	(40)	89%	(310)	350
Sports Fans	12%	(149)	88%	(1088)	1237

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Table MCSP6_3NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Via streaming on Peacock

Demographic	Selected		Not Selected		Total N
Adults	11%	(163)	89%	(1282)	1445
Avid Sports Fans	14%	(78)	86%	(469)	547
Casual Sports Fans	10%	(71)	90%	(619)	690
Non-Sports Fans	7%	(14)	93%	(194)	208
Gen Z Sports Fans	8%	(12)	92%	(130)	142
Millennial Sports Fans	19%	(82)	81%	(340)	422
Gen X Sports Fans	10%	(26)	90%	(243)	268
Boomer Sports Fans	8%	(28)	92%	(332)	360
Democratic Sports Fans	14%	(84)	86%	(512)	596
Republican Sports Fans	10%	(30)	90%	(284)	314
Male Sports Fans	13%	(92)	87%	(617)	709
Female Sports Fans	11%	(57)	89%	(471)	528
Olympics Fans	11%	(150)	89%	(1196)	1346
Avid Olympics Fans	19%	(80)	81%	(336)	416
Casual Olympics Fans	8%	(71)	92%	(860)	931
Non-Olympics Fans	13%	(13)	87%	(86)	98
Watched a Lot 2021 Olympics	25%	(69)	75%	(214)	283
Watched a Lot/some 2021 Olympics	15%	(126)	85%	(723)	849
Watched any 2021 Olympics	11%	(163)	89%	(1282)	1445
Familiar with Peacock	17%	(149)	83%	(705)	854
Peacock Subscriber	29%	(110)	71%	(265)	375

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

Table MCSP6_4NET: Specifically, how did you watch 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	20%	(295)	80%	(1150)	1445
Gender: Male	22%	(168)	78%	(604)	772
Gender: Female	19%	(126)	81%	(546)	673
Age: 18-34	27%	(128)	73%	(355)	483
Age: 35-44	30%	(71)	70%	(170)	242
Age: 45-64	14%	(62)	86%	(383)	444
Age: 65+	12%	(33)	88%	(242)	275
GenZers: 1997-2012	23%	(41)	77%	(140)	181
Millennials: 1981-1996	28%	(135)	72%	(341)	476
GenXers: 1965-1980	19%	(58)	81%	(253)	312
Baby Boomers: 1946-1964	13%	(56)	87%	(364)	420
PID: Dem (no lean)	24%	(168)	76%	(519)	687
PID: Ind (no lean)	16%	(61)	84%	(331)	392
PID: Rep (no lean)	18%	(65)	82%	(300)	366
PID/Gender: Dem Men	25%	(88)	75%	(257)	345
PID/Gender: Dem Women	23%	(80)	77%	(262)	343
PID/Gender: Ind Men	16%	(35)	84%	(185)	219
PID/Gender: Ind Women	15%	(27)	85%	(146)	173
PID/Gender: Rep Men	22%	(46)	78%	(162)	208
PID/Gender: Rep Women	12%	(19)	88%	(138)	157
Ideo: Liberal (1-3)	27%	(145)	73%	(392)	538
Ideo: Moderate (4)	16%	(66)	84%	(345)	411
Ideo: Conservative (5-7)	16%	(68)	84%	(350)	418
Educ: < College	16%	(143)	84%	(770)	913
Educ: Bachelors degree	27%	(92)	73%	(251)	343
Educ: Post-grad	31%	(59)	69%	(130)	189
Income: Under 50k	15%	(115)	85%	(662)	777
Income: 50k-100k	25%	(113)	75%	(346)	458
Income: 100k+	32%	(67)	68%	(142)	209
Ethnicity: White	21%	(230)	79%	(874)	1104
Ethnicity: Hispanic	24%	(59)	76%	(189)	247
Ethnicity: Black	23%	(45)	77%	(153)	198

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Table MCSP6_4NET: Specifically, how did you watch 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	20%	(295)	80%	(1150)	1445
Ethnicity: Other	13%	(19)	87%	(124)	143
All Christian	20%	(143)	80%	(559)	702
All Non-Christian	42%	(52)	58%	(71)	123
Atheist	12%	(8)	88%	(58)	66
Agnostic/Nothing in particular	19%	(69)	81%	(286)	355
Something Else	12%	(23)	88%	(176)	199
Religious Non-Protestant/Catholic	42%	(61)	58%	(82)	143
Evangelical	20%	(73)	80%	(293)	367
Non-Evangelical	16%	(81)	84%	(423)	503
Community: Urban	29%	(142)	71%	(342)	483
Community: Suburban	14%	(94)	86%	(565)	659
Community: Rural	19%	(59)	81%	(243)	302
Employ: Private Sector	27%	(138)	73%	(373)	511
Employ: Government	32%	(28)	68%	(59)	87
Employ: Self-Employed	25%	(38)	75%	(112)	149
Employ: Homemaker	10%	(9)	90%	(79)	88
Employ: Student	14%	(11)	86%	(70)	82
Employ: Retired	13%	(41)	87%	(267)	308
Employ: Unemployed	13%	(21)	87%	(136)	157
Employ: Other	14%	(8)	86%	(54)	62
Military HH: Yes	21%	(52)	79%	(191)	243
Military HH: No	20%	(243)	80%	(959)	1202
RD/WT: Right Direction	25%	(192)	75%	(568)	760
RD/WT: Wrong Track	15%	(103)	85%	(582)	685
Biden Job Approve	23%	(211)	77%	(691)	903
Biden Job Disapprove	15%	(73)	85%	(423)	496
Biden Job Strongly Approve	25%	(127)	75%	(376)	504
Biden Job Somewhat Approve	21%	(84)	79%	(315)	399
Biden Job Somewhat Disapprove	13%	(21)	87%	(144)	165
Biden Job Strongly Disapprove	16%	(53)	84%	(279)	332

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Table MCSP6_4NET: Specifically, how did you watch 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	20%	(295)	80%	(1150)	1445
Favorable of Biden	22%	(199)	78%	(692)	891
Unfavorable of Biden	15%	(74)	85%	(412)	486
Very Favorable of Biden	25%	(122)	75%	(370)	493
Somewhat Favorable of Biden	19%	(77)	81%	(322)	398
Somewhat Unfavorable of Biden	18%	(25)	82%	(111)	136
Very Unfavorable of Biden	14%	(49)	86%	(301)	350
#1 Issue: Economy	19%	(95)	81%	(406)	501
#1 Issue: Security	14%	(28)	86%	(174)	202
#1 Issue: Health Care	26%	(56)	74%	(159)	214
#1 Issue: Medicare / Social Security	14%	(24)	86%	(146)	171
#1 Issue: Women's Issues	23%	(22)	77%	(73)	95
#1 Issue: Education	32%	(29)	68%	(62)	91
#1 Issue: Energy	26%	(29)	74%	(84)	113
#1 Issue: Other	20%	(12)	80%	(46)	58
2020 Vote: Joe Biden	24%	(183)	76%	(592)	775
2020 Vote: Donald Trump	17%	(69)	83%	(343)	412
2020 Vote: Didn't Vote	14%	(30)	86%	(189)	218
2018 House Vote: Democrat	24%	(133)	76%	(424)	557
2018 House Vote: Republican	18%	(65)	82%	(305)	370
2016 Vote: Hillary Clinton	23%	(117)	77%	(403)	521
2016 Vote: Donald Trump	16%	(63)	84%	(327)	390
2016 Vote: Other	20%	(14)	80%	(58)	72
2016 Vote: Didn't Vote	22%	(100)	78%	(359)	459
Voted in 2014: Yes	20%	(171)	80%	(681)	852
Voted in 2014: No	21%	(124)	79%	(469)	593
4-Region: Northeast	27%	(73)	73%	(203)	276
4-Region: Midwest	12%	(35)	88%	(255)	290
4-Region: South	19%	(100)	81%	(429)	529
4-Region: West	25%	(87)	75%	(263)	350
Sports Fans	22%	(271)	78%	(966)	1237

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Table MCSP6_4NET: Specifically, how did you watch 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	20%	(295)	80%	(1150)	1445
Avid Sports Fans	26%	(141)	74%	(406)	547
Casual Sports Fans	19%	(130)	81%	(560)	690
Non-Sports Fans	11%	(23)	89%	(184)	208
Gen Z Sports Fans	25%	(35)	75%	(107)	142
Millennial Sports Fans	31%	(131)	69%	(291)	422
Gen X Sports Fans	19%	(51)	81%	(218)	268
Boomer Sports Fans	14%	(50)	86%	(310)	360
Democratic Sports Fans	27%	(162)	73%	(434)	596
Republican Sports Fans	18%	(58)	82%	(257)	314
Male Sports Fans	22%	(158)	78%	(551)	709
Female Sports Fans	21%	(113)	79%	(415)	528
Olympics Fans	22%	(292)	78%	(1054)	1346
Avid Olympics Fans	37%	(154)	63%	(262)	416
Casual Olympics Fans	15%	(138)	85%	(792)	931
Non-Olympics Fans	2%	(2)	98%	(96)	98
Watched a Lot 2021 Olympics	41%	(115)	59%	(168)	283
Watched a Lot/some 2021 Olympics	27%	(232)	73%	(617)	849
Watched any 2021 Olympics	20%	(295)	80%	(1150)	1445
Familiar with Peacock	25%	(214)	75%	(639)	854
Peacock Subscriber	30%	(111)	70%	(264)	375

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

Table MCSP6_5NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	6%	(85)	94%	(1360)	1445
Gender: Male	5%	(39)	95%	(733)	772
Gender: Female	7%	(46)	93%	(627)	673
Age: 18-34	7%	(34)	93%	(449)	483
Age: 35-44	2%	(4)	98%	(237)	242
Age: 45-64	6%	(28)	94%	(416)	444
Age: 65+	7%	(18)	93%	(257)	275
GenZers: 1997-2012	11%	(19)	89%	(162)	181
Millennials: 1981-1996	4%	(18)	96%	(458)	476
GenXers: 1965-1980	7%	(22)	93%	(289)	312
Baby Boomers: 1946-1964	5%	(23)	95%	(397)	420
PID: Dem (no lean)	5%	(37)	95%	(650)	687
PID: Ind (no lean)	8%	(30)	92%	(362)	392
PID: Rep (no lean)	5%	(18)	95%	(348)	366
PID/Gender: Dem Men	4%	(14)	96%	(331)	345
PID/Gender: Dem Women	7%	(24)	93%	(319)	343
PID/Gender: Ind Men	7%	(16)	93%	(204)	219
PID/Gender: Ind Women	8%	(14)	92%	(158)	173
PID/Gender: Rep Men	5%	(10)	95%	(198)	208
PID/Gender: Rep Women	5%	(8)	95%	(150)	157
Ideo: Liberal (1-3)	7%	(36)	93%	(501)	538
Ideo: Moderate (4)	4%	(16)	96%	(396)	411
Ideo: Conservative (5-7)	7%	(29)	93%	(389)	418
Educ: < College	6%	(51)	94%	(862)	913
Educ: Bachelors degree	6%	(19)	94%	(323)	343
Educ: Post-grad	8%	(15)	92%	(175)	189
Income: Under 50k	6%	(44)	94%	(733)	777
Income: 50k-100k	7%	(34)	93%	(424)	458
Income: 100k+	3%	(7)	97%	(202)	209
Ethnicity: White	6%	(66)	94%	(1038)	1104
Ethnicity: Hispanic	5%	(12)	95%	(236)	247
Ethnicity: Black	4%	(7)	96%	(190)	198

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Table MCSP6_5NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	6%	(85)	94%	(1360)	1445
Ethnicity: Other	8%	(12)	92%	(131)	143
All Christian	5%	(34)	95%	(668)	702
All Non-Christian	3%	(4)	97%	(119)	123
Atheist	8%	(5)	92%	(61)	66
Agnostic/Nothing in particular	8%	(28)	92%	(327)	355
Something Else	7%	(14)	93%	(185)	199
Religious Non-Protestant/Catholic	6%	(8)	94%	(135)	143
Evangelical	5%	(18)	95%	(349)	367
Non-Evangelical	5%	(26)	95%	(478)	503
Community: Urban	7%	(32)	93%	(452)	483
Community: Suburban	5%	(34)	95%	(626)	659
Community: Rural	6%	(19)	94%	(283)	302
Employ: Private Sector	5%	(27)	95%	(484)	511
Employ: Government	1%	(0)	99%	(87)	87
Employ: Self-Employed	10%	(15)	90%	(135)	149
Employ: Homemaker	9%	(8)	91%	(81)	88
Employ: Student	10%	(8)	90%	(73)	82
Employ: Retired	5%	(15)	95%	(293)	308
Employ: Unemployed	3%	(5)	97%	(152)	157
Employ: Other	11%	(7)	89%	(55)	62
Military HH: Yes	8%	(20)	92%	(223)	243
Military HH: No	5%	(65)	95%	(1137)	1202
RD/WT: Right Direction	5%	(36)	95%	(724)	760
RD/WT: Wrong Track	7%	(49)	93%	(636)	685
Biden Job Approve	5%	(46)	95%	(857)	903
Biden Job Disapprove	7%	(33)	93%	(464)	496
Biden Job Strongly Approve	3%	(15)	97%	(489)	504
Biden Job Somewhat Approve	8%	(31)	92%	(368)	399
Biden Job Somewhat Disapprove	4%	(6)	96%	(158)	165
Biden Job Strongly Disapprove	8%	(26)	92%	(305)	332

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Table MCSP6_5NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	6%	(85)	94%	(1360)	1445
Favorable of Biden	6%	(50)	94%	(841)	891
Unfavorable of Biden	6%	(30)	94%	(455)	486
Very Favorable of Biden	4%	(20)	96%	(473)	493
Somewhat Favorable of Biden	7%	(30)	93%	(368)	398
Somewhat Unfavorable of Biden	5%	(7)	95%	(128)	136
Very Unfavorable of Biden	7%	(23)	93%	(327)	350
#1 Issue: Economy	4%	(22)	96%	(479)	501
#1 Issue: Security	5%	(11)	95%	(191)	202
#1 Issue: Health Care	4%	(9)	96%	(205)	214
#1 Issue: Medicare / Social Security	4%	(7)	96%	(164)	171
#1 Issue: Women's Issues	11%	(10)	89%	(85)	95
#1 Issue: Education	4%	(3)	96%	(88)	91
#1 Issue: Energy	11%	(12)	89%	(101)	113
#1 Issue: Other	19%	(11)	81%	(47)	58
2020 Vote: Joe Biden	5%	(40)	95%	(735)	775
2020 Vote: Donald Trump	5%	(21)	95%	(390)	412
2020 Vote: Didn't Vote	8%	(18)	92%	(200)	218
2018 House Vote: Democrat	4%	(25)	96%	(532)	557
2018 House Vote: Republican	6%	(24)	94%	(346)	370
2016 Vote: Hillary Clinton	5%	(26)	95%	(494)	521
2016 Vote: Donald Trump	5%	(19)	95%	(371)	390
2016 Vote: Other	9%	(6)	91%	(66)	72
2016 Vote: Didn't Vote	7%	(32)	93%	(427)	459
Voted in 2014: Yes	5%	(45)	95%	(807)	852
Voted in 2014: No	7%	(40)	93%	(553)	593
4-Region: Northeast	6%	(15)	94%	(261)	276
4-Region: Midwest	7%	(19)	93%	(270)	290
4-Region: South	5%	(28)	95%	(501)	529
4-Region: West	6%	(23)	94%	(327)	350
Sports Fans	4%	(56)	96%	(1182)	1237

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Table MCSP6_5NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	6%	(85)	94%	(1360)	1445
Avid Sports Fans	2%	(10)	98%	(537)	547
Casual Sports Fans	7%	(46)	93%	(644)	690
Non-Sports Fans	14%	(30)	86%	(178)	208
Gen Z Sports Fans	6%	(9)	94%	(133)	142
Millennial Sports Fans	3%	(11)	97%	(411)	422
Gen X Sports Fans	6%	(17)	94%	(252)	268
Boomer Sports Fans	5%	(18)	95%	(342)	360
Democratic Sports Fans	3%	(20)	97%	(576)	596
Republican Sports Fans	5%	(17)	95%	(298)	314
Male Sports Fans	4%	(31)	96%	(678)	709
Female Sports Fans	5%	(24)	95%	(504)	528
Olympics Fans	6%	(75)	94%	(1271)	1346
Avid Olympics Fans	2%	(7)	98%	(409)	416
Casual Olympics Fans	7%	(69)	93%	(862)	931
Non-Olympics Fans	10%	(10)	90%	(89)	98
Watched a Lot 2021 Olympics	1%	(4)	99%	(280)	283
Watched a Lot/some 2021 Olympics	3%	(30)	97%	(820)	849
Watched any 2021 Olympics	6%	(85)	94%	(1360)	1445
Familiar with Peacock	4%	(31)	96%	(823)	854
Peacock Subscriber	5%	(18)	95%	(357)	375

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

Table MCSP6_6NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	4%	(62)	96%	(1382)	1445
Gender: Male	3%	(21)	97%	(751)	772
Gender: Female	6%	(42)	94%	(631)	673
Age: 18-34	6%	(31)	94%	(453)	483
Age: 35-44	3%	(8)	97%	(234)	242
Age: 45-64	4%	(17)	96%	(427)	444
Age: 65+	2%	(7)	98%	(269)	275
GenZers: 1997-2012	9%	(16)	91%	(164)	181
Millennials: 1981-1996	5%	(22)	95%	(454)	476
GenXers: 1965-1980	5%	(15)	95%	(297)	312
Baby Boomers: 1946-1964	2%	(9)	98%	(411)	420
PID: Dem (no lean)	5%	(32)	95%	(655)	687
PID: Ind (no lean)	5%	(18)	95%	(374)	392
PID: Rep (no lean)	3%	(12)	97%	(354)	366
PID/Gender: Dem Men	2%	(8)	98%	(337)	345
PID/Gender: Dem Women	7%	(24)	93%	(318)	343
PID/Gender: Ind Men	2%	(5)	98%	(214)	219
PID/Gender: Ind Women	8%	(13)	92%	(160)	173
PID/Gender: Rep Men	4%	(8)	96%	(201)	208
PID/Gender: Rep Women	3%	(4)	97%	(153)	157
Ideo: Liberal (1-3)	3%	(16)	97%	(521)	538
Ideo: Moderate (4)	7%	(27)	93%	(384)	411
Ideo: Conservative (5-7)	3%	(11)	97%	(407)	418
Educ: < College	6%	(54)	94%	(859)	913
Educ: Bachelors degree	1%	(4)	99%	(339)	343
Educ: Post-grad	3%	(5)	97%	(184)	189
Income: Under 50k	6%	(50)	94%	(727)	777
Income: 50k-100k	2%	(8)	98%	(451)	458
Income: 100k+	2%	(4)	98%	(205)	209
Ethnicity: White	3%	(35)	97%	(1069)	1104
Ethnicity: Hispanic	9%	(22)	91%	(226)	247
Ethnicity: Black	7%	(14)	93%	(184)	198

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Table MCSP6_6NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	4%	(62)	96%	(1382)	1445
Ethnicity: Other	10%	(14)	90%	(129)	143
All Christian	3%	(20)	97%	(681)	702
All Non-Christian	1%	(2)	99%	(121)	123
Atheist	5%	(3)	95%	(63)	66
Agnostic/Nothing in particular	8%	(27)	92%	(327)	355
Something Else	5%	(10)	95%	(189)	199
Religious Non-Protestant/Catholic	1%	(2)	99%	(142)	143
Evangelical	4%	(14)	96%	(353)	367
Non-Evangelical	3%	(17)	97%	(487)	503
Community: Urban	3%	(15)	97%	(468)	483
Community: Suburban	5%	(34)	95%	(626)	659
Community: Rural	5%	(14)	95%	(288)	302
Employ: Private Sector	3%	(14)	97%	(497)	511
Employ: Government	2%	(2)	98%	(85)	87
Employ: Self-Employed	1%	(1)	99%	(148)	149
Employ: Homemaker	8%	(7)	92%	(82)	88
Employ: Student	14%	(11)	86%	(71)	82
Employ: Retired	2%	(7)	98%	(301)	308
Employ: Unemployed	11%	(17)	89%	(140)	157
Employ: Other	5%	(3)	95%	(59)	62
Military HH: Yes	3%	(6)	97%	(237)	243
Military HH: No	5%	(56)	95%	(1146)	1202
RD/WT: Right Direction	4%	(33)	96%	(727)	760
RD/WT: Wrong Track	4%	(30)	96%	(655)	685
Biden Job Approve	4%	(39)	96%	(864)	903
Biden Job Disapprove	5%	(23)	95%	(474)	496
Biden Job Strongly Approve	4%	(21)	96%	(483)	504
Biden Job Somewhat Approve	4%	(18)	96%	(381)	399
Biden Job Somewhat Disapprove	8%	(14)	92%	(151)	165
Biden Job Strongly Disapprove	3%	(9)	97%	(323)	332

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Table MCSP6_6NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	4%	(62)	96%	(1382)	1445
Favorable of Biden	5%	(41)	95%	(850)	891
Unfavorable of Biden	3%	(14)	97%	(472)	486
Very Favorable of Biden	4%	(18)	96%	(475)	493
Somewhat Favorable of Biden	6%	(23)	94%	(375)	398
Somewhat Unfavorable of Biden	2%	(3)	98%	(133)	136
Very Unfavorable of Biden	3%	(11)	97%	(339)	350
#1 Issue: Economy	4%	(22)	96%	(478)	501
#1 Issue: Security	2%	(3)	98%	(199)	202
#1 Issue: Health Care	1%	(3)	99%	(212)	214
#1 Issue: Medicare / Social Security	4%	(7)	96%	(164)	171
#1 Issue: Women's Issues	6%	(5)	94%	(90)	95
#1 Issue: Education	14%	(12)	86%	(79)	91
#1 Issue: Energy	9%	(10)	91%	(104)	113
#1 Issue: Other	—	(0)	100%	(58)	58
2020 Vote: Joe Biden	3%	(24)	97%	(751)	775
2020 Vote: Donald Trump	4%	(16)	96%	(396)	412
2020 Vote: Didn't Vote	9%	(20)	91%	(198)	218
2018 House Vote: Democrat	3%	(16)	97%	(541)	557
2018 House Vote: Republican	3%	(9)	97%	(361)	370
2016 Vote: Hillary Clinton	3%	(15)	97%	(505)	521
2016 Vote: Donald Trump	2%	(9)	98%	(381)	390
2016 Vote: Other	1%	(1)	99%	(71)	72
2016 Vote: Didn't Vote	8%	(37)	92%	(422)	459
Voted in 2014: Yes	2%	(17)	98%	(834)	852
Voted in 2014: No	8%	(45)	92%	(548)	593
4-Region: Northeast	2%	(5)	98%	(271)	276
4-Region: Midwest	4%	(12)	96%	(278)	290
4-Region: South	6%	(31)	94%	(498)	529
4-Region: West	4%	(14)	96%	(336)	350
Sports Fans	4%	(48)	96%	(1189)	1237

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Table MCSP6_6NET: Specifically, how did you watch the Tokyo Olympics? Please select all that apply.
None of the above

Demographic	Selected		Not Selected		Total N
Adults	4%	(62)	96%	(1382)	1445
Avid Sports Fans	2%	(13)	98%	(534)	547
Casual Sports Fans	5%	(35)	95%	(655)	690
Non-Sports Fans	7%	(15)	93%	(193)	208
Gen Z Sports Fans	10%	(14)	90%	(128)	142
Millennial Sports Fans	3%	(14)	97%	(408)	422
Gen X Sports Fans	5%	(13)	95%	(256)	268
Boomer Sports Fans	2%	(7)	98%	(353)	360
Democratic Sports Fans	4%	(24)	96%	(572)	596
Republican Sports Fans	2%	(7)	98%	(307)	314
Male Sports Fans	2%	(17)	98%	(692)	709
Female Sports Fans	6%	(30)	94%	(498)	528
Olympics Fans	4%	(49)	96%	(1297)	1346
Avid Olympics Fans	1%	(4)	99%	(412)	416
Casual Olympics Fans	5%	(45)	95%	(886)	931
Non-Olympics Fans	13%	(13)	87%	(85)	98
Watched a Lot 2021 Olympics	1%	(2)	99%	(281)	283
Watched a Lot/some 2021 Olympics	1%	(9)	99%	(840)	849
Watched any 2021 Olympics	4%	(62)	96%	(1382)	1445
Familiar with Peacock	3%	(28)	97%	(825)	854
Peacock Subscriber	2%	(6)	98%	(369)	375

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

Table MCSP7: To what extent did you enjoy the Tokyo Olympic events you watched?

Demographic	A lot		Somewhat		Not too much		Not at all		Total N
Adults	32%	(468)	47%	(676)	17%	(240)	4%	(62)	1445
Gender: Male	33%	(252)	47%	(366)	16%	(121)	4%	(33)	772
Gender: Female	32%	(215)	46%	(310)	18%	(119)	4%	(29)	673
Age: 18-34	29%	(142)	48%	(231)	17%	(84)	5%	(26)	483
Age: 35-44	41%	(99)	41%	(99)	14%	(33)	4%	(10)	242
Age: 45-64	31%	(137)	51%	(225)	15%	(68)	3%	(14)	444
Age: 65+	33%	(90)	44%	(120)	20%	(54)	4%	(11)	275
GenZers: 1997-2012	26%	(46)	55%	(100)	15%	(27)	4%	(7)	181
Millennials: 1981-1996	35%	(167)	43%	(204)	17%	(79)	6%	(26)	476
GenXers: 1965-1980	33%	(102)	48%	(150)	16%	(50)	3%	(11)	312
Baby Boomers: 1946-1964	31%	(131)	47%	(199)	18%	(75)	4%	(15)	420
PID: Dem (no lean)	39%	(266)	44%	(301)	13%	(89)	5%	(32)	687
PID: Ind (no lean)	26%	(104)	52%	(202)	18%	(71)	4%	(15)	392
PID: Rep (no lean)	27%	(98)	47%	(173)	22%	(80)	4%	(15)	366
PID/Gender: Dem Men	44%	(151)	42%	(144)	11%	(36)	4%	(13)	345
PID/Gender: Dem Women	34%	(115)	46%	(157)	15%	(52)	5%	(18)	343
PID/Gender: Ind Men	22%	(48)	55%	(122)	19%	(41)	4%	(9)	219
PID/Gender: Ind Women	33%	(56)	47%	(81)	17%	(30)	3%	(6)	173
PID/Gender: Rep Men	26%	(54)	48%	(101)	21%	(43)	5%	(11)	208
PID/Gender: Rep Women	28%	(44)	46%	(72)	24%	(37)	3%	(4)	157
Ideo: Liberal (1-3)	38%	(203)	46%	(247)	13%	(71)	3%	(17)	538
Ideo: Moderate (4)	32%	(131)	48%	(198)	16%	(67)	4%	(15)	411
Ideo: Conservative (5-7)	29%	(122)	44%	(183)	21%	(88)	6%	(25)	418
Educ: < College	30%	(270)	49%	(446)	16%	(148)	5%	(49)	913
Educ: Bachelors degree	36%	(124)	43%	(147)	18%	(62)	3%	(10)	343
Educ: Post-grad	39%	(74)	44%	(83)	16%	(30)	1%	(2)	189
Income: Under 50k	28%	(217)	50%	(386)	17%	(134)	5%	(40)	777
Income: 50k-100k	34%	(156)	44%	(202)	18%	(82)	4%	(18)	458
Income: 100k+	45%	(94)	42%	(88)	11%	(24)	2%	(3)	209
Ethnicity: White	33%	(362)	46%	(507)	17%	(193)	4%	(42)	1104
Ethnicity: Hispanic	33%	(82)	44%	(108)	19%	(46)	4%	(11)	247
Ethnicity: Black	36%	(72)	46%	(92)	8%	(17)	9%	(18)	198
Ethnicity: Other	24%	(34)	53%	(76)	21%	(31)	2%	(2)	143

Continued on next page

Table MCSP7: *To what extent did you enjoy the Tokyo Olympic events you watched?*

Demographic	A lot		Somewhat		Not too much		Not at all		Total N
Adults	32%	(468)	47%	(676)	17%	(240)	4%	(62)	1445
All Christian	34%	(241)	47%	(328)	15%	(102)	4%	(30)	702
All Non-Christian	51%	(62)	38%	(47)	11%	(13)	1%	(1)	123
Atheist	28%	(19)	47%	(31)	18%	(12)	8%	(5)	66
Agnostic/Nothing in particular	27%	(94)	48%	(169)	20%	(71)	6%	(20)	355
Something Else	26%	(52)	51%	(101)	21%	(41)	3%	(5)	199
Religious Non-Protestant/Catholic	49%	(71)	38%	(55)	11%	(16)	2%	(2)	143
Evangelical	32%	(117)	51%	(188)	15%	(56)	1%	(5)	367
Non-Evangelical	32%	(163)	46%	(229)	16%	(83)	6%	(29)	503
Community: Urban	40%	(194)	43%	(206)	14%	(66)	4%	(18)	483
Community: Suburban	31%	(203)	47%	(308)	19%	(123)	4%	(26)	659
Community: Rural	24%	(71)	54%	(162)	17%	(51)	6%	(17)	302
Employ: Private Sector	32%	(165)	48%	(243)	17%	(87)	3%	(16)	511
Employ: Government	51%	(44)	34%	(30)	14%	(12)	1%	(1)	87
Employ: Self-Employed	34%	(51)	45%	(67)	17%	(26)	3%	(5)	149
Employ: Homemaker	21%	(18)	59%	(52)	13%	(11)	7%	(7)	88
Employ: Student	29%	(24)	48%	(39)	14%	(11)	10%	(8)	82
Employ: Retired	35%	(107)	44%	(136)	17%	(53)	4%	(12)	308
Employ: Unemployed	27%	(42)	52%	(82)	15%	(23)	6%	(10)	157
Employ: Other	25%	(16)	43%	(27)	27%	(17)	5%	(3)	62
Military HH: Yes	32%	(78)	47%	(113)	17%	(41)	4%	(11)	243
Military HH: No	32%	(389)	47%	(562)	17%	(199)	4%	(51)	1202
RD/WT: Right Direction	38%	(290)	48%	(363)	11%	(83)	3%	(24)	760
RD/WT: Wrong Track	26%	(178)	46%	(312)	23%	(157)	5%	(37)	685
Biden Job Approve	37%	(338)	47%	(422)	12%	(110)	4%	(32)	903
Biden Job Disapprove	25%	(124)	46%	(228)	24%	(120)	5%	(25)	496
Biden Job Strongly Approve	46%	(234)	40%	(201)	9%	(45)	5%	(24)	504
Biden Job Somewhat Approve	26%	(104)	56%	(222)	16%	(65)	2%	(8)	399
Biden Job Somewhat Disapprove	27%	(44)	47%	(78)	22%	(37)	4%	(6)	165
Biden Job Strongly Disapprove	24%	(80)	45%	(150)	25%	(83)	6%	(19)	332
Favorable of Biden	37%	(332)	47%	(421)	11%	(102)	4%	(36)	891
Unfavorable of Biden	24%	(118)	46%	(223)	25%	(122)	5%	(23)	486

Continued on next page

Table MCSP7: *To what extent did you enjoy the Tokyo Olympic events you watched?*

Demographic	A lot		Somewhat		Not too much		Not at all		Total N
Adults	32%	(468)	47%	(676)	17%	(240)	4%	(62)	1445
Very Favorable of Biden	44%	(216)	42%	(209)	10%	(49)	4%	(20)	493
Somewhat Favorable of Biden	29%	(116)	53%	(212)	13%	(53)	4%	(16)	398
Somewhat Unfavorable of Biden	32%	(44)	50%	(68)	16%	(22)	2%	(3)	136
Very Unfavorable of Biden	21%	(74)	44%	(156)	29%	(101)	6%	(20)	350
#1 Issue: Economy	31%	(153)	48%	(242)	17%	(85)	4%	(20)	501
#1 Issue: Security	27%	(54)	43%	(87)	20%	(40)	10%	(21)	202
#1 Issue: Health Care	37%	(79)	47%	(101)	13%	(28)	3%	(6)	214
#1 Issue: Medicare / Social Security	33%	(56)	48%	(81)	19%	(32)	1%	(2)	171
#1 Issue: Women's Issues	34%	(33)	49%	(47)	11%	(10)	6%	(6)	95
#1 Issue: Education	34%	(31)	46%	(42)	14%	(13)	6%	(6)	91
#1 Issue: Energy	41%	(47)	43%	(48)	15%	(17)	1%	(1)	113
#1 Issue: Other	28%	(16)	47%	(27)	24%	(14)	—	(0)	58
2020 Vote: Joe Biden	39%	(304)	44%	(345)	12%	(95)	4%	(32)	775
2020 Vote: Donald Trump	27%	(110)	45%	(187)	23%	(95)	5%	(20)	412
2020 Vote: Didn't Vote	22%	(49)	55%	(120)	18%	(40)	4%	(9)	218
2018 House Vote: Democrat	37%	(209)	46%	(255)	13%	(75)	3%	(19)	557
2018 House Vote: Republican	30%	(112)	43%	(158)	22%	(83)	5%	(18)	370
2016 Vote: Hillary Clinton	39%	(203)	45%	(235)	12%	(64)	4%	(19)	521
2016 Vote: Donald Trump	30%	(119)	44%	(171)	21%	(81)	5%	(19)	390
2016 Vote: Other	22%	(16)	49%	(35)	28%	(20)	1%	(1)	72
2016 Vote: Didn't Vote	28%	(128)	51%	(233)	16%	(75)	5%	(23)	459
Voted in 2014: Yes	36%	(303)	44%	(371)	17%	(145)	4%	(33)	852
Voted in 2014: No	28%	(164)	51%	(305)	16%	(95)	5%	(29)	593
4-Region: Northeast	30%	(83)	48%	(132)	19%	(53)	2%	(7)	276
4-Region: Midwest	30%	(87)	48%	(139)	16%	(47)	6%	(17)	290
4-Region: South	35%	(184)	45%	(238)	16%	(83)	5%	(24)	529
4-Region: West	32%	(113)	48%	(167)	16%	(57)	4%	(14)	350
Sports Fans	35%	(428)	46%	(574)	15%	(190)	4%	(46)	1237
Avid Sports Fans	41%	(226)	42%	(232)	12%	(66)	4%	(23)	547
Casual Sports Fans	29%	(202)	49%	(342)	18%	(124)	3%	(23)	690
Non-Sports Fans	19%	(40)	49%	(102)	24%	(50)	8%	(16)	208
Gen Z Sports Fans	28%	(40)	56%	(79)	12%	(17)	4%	(6)	142

Continued on next page

Table MCSP7: *To what extent did you enjoy the Tokyo Olympic events you watched?*

Demographic	A lot		Somewhat		Not too much		Not at all		Total N
Adults	32%	(468)	47%	(676)	17%	(240)	4%	(62)	1445
Millennial Sports Fans	38%	(159)	43%	(181)	15%	(65)	4%	(18)	422
Gen X Sports Fans	33%	(88)	49%	(133)	15%	(42)	2%	(6)	268
Boomer Sports Fans	33%	(120)	46%	(166)	17%	(60)	4%	(13)	360
Democratic Sports Fans	42%	(248)	43%	(256)	12%	(70)	4%	(23)	596
Republican Sports Fans	28%	(87)	48%	(151)	21%	(65)	3%	(11)	314
Male Sports Fans	34%	(241)	47%	(331)	15%	(109)	4%	(29)	709
Female Sports Fans	35%	(187)	46%	(243)	15%	(81)	3%	(17)	528
Olympics Fans	34%	(462)	48%	(651)	15%	(205)	2%	(28)	1346
Avid Olympics Fans	64%	(266)	29%	(121)	6%	(25)	1%	(4)	416
Casual Olympics Fans	21%	(197)	57%	(530)	19%	(181)	3%	(24)	931
Non-Olympics Fans	5%	(5)	25%	(25)	35%	(35)	34%	(34)	98
Watched a Lot 2021 Olympics	82%	(232)	15%	(43)	1%	(3)	2%	(6)	283
Watched a Lot/some 2021 Olympics	49%	(414)	44%	(374)	6%	(50)	1%	(11)	849
Watched any 2021 Olympics	32%	(468)	47%	(676)	17%	(240)	4%	(62)	1445
Familiar with Peacock	37%	(319)	45%	(387)	14%	(119)	3%	(28)	854
Peacock Subscriber	41%	(154)	43%	(162)	13%	(50)	2%	(9)	375

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

Table MCSP8: *And how much of this summer's Tokyo Olympics did you watch compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	9%	(193)	11%	(246)	35%	(779)	14%	(309)	31%	(673)	2200
Gender: Male	13%	(140)	13%	(139)	32%	(338)	14%	(149)	28%	(296)	1062
Gender: Female	5%	(53)	9%	(107)	39%	(441)	14%	(160)	33%	(377)	1138
Age: 18-34	15%	(97)	18%	(117)	31%	(203)	12%	(80)	24%	(158)	655
Age: 35-44	13%	(47)	16%	(56)	35%	(123)	10%	(35)	27%	(96)	358
Age: 45-64	4%	(32)	7%	(52)	39%	(296)	15%	(112)	35%	(259)	751
Age: 65+	4%	(18)	5%	(20)	36%	(157)	19%	(82)	36%	(159)	436
GenZers: 1997-2012	13%	(32)	14%	(35)	35%	(88)	15%	(36)	23%	(56)	247
Millennials: 1981-1996	16%	(101)	19%	(122)	29%	(191)	10%	(67)	26%	(166)	647
GenXers: 1965-1980	6%	(31)	10%	(51)	39%	(210)	13%	(72)	32%	(173)	536
Baby Boomers: 1946-1964	4%	(25)	5%	(31)	38%	(256)	18%	(123)	36%	(245)	680
PID: Dem (no lean)	13%	(121)	14%	(133)	33%	(310)	15%	(140)	25%	(229)	934
PID: Ind (no lean)	5%	(32)	9%	(58)	41%	(265)	12%	(76)	33%	(215)	645
PID: Rep (no lean)	6%	(40)	9%	(54)	33%	(205)	15%	(93)	37%	(229)	621
PID/Gender: Dem Men	21%	(91)	17%	(74)	25%	(108)	15%	(63)	21%	(90)	427
PID/Gender: Dem Women	6%	(30)	12%	(59)	40%	(202)	15%	(77)	27%	(139)	507
PID/Gender: Ind Men	7%	(23)	10%	(31)	42%	(132)	13%	(42)	28%	(87)	316
PID/Gender: Ind Women	2%	(8)	8%	(27)	40%	(133)	10%	(34)	39%	(128)	329
PID/Gender: Rep Men	8%	(26)	11%	(34)	31%	(98)	14%	(43)	37%	(119)	320
PID/Gender: Rep Women	5%	(15)	7%	(20)	35%	(106)	17%	(50)	37%	(110)	302
Ideo: Liberal (1-3)	16%	(112)	13%	(93)	34%	(242)	14%	(103)	23%	(165)	715
Ideo: Moderate (4)	4%	(27)	15%	(93)	38%	(242)	13%	(84)	29%	(186)	633
Ideo: Conservative (5-7)	7%	(45)	8%	(56)	34%	(232)	15%	(105)	36%	(250)	687
Educ: < College	6%	(96)	10%	(159)	38%	(581)	13%	(201)	31%	(476)	1512
Educ: Bachelors degree	14%	(62)	11%	(49)	29%	(131)	16%	(73)	29%	(129)	444
Educ: Post-grad	14%	(35)	16%	(38)	28%	(68)	15%	(35)	28%	(68)	244
Income: Under 50k	6%	(81)	11%	(145)	39%	(502)	13%	(169)	31%	(403)	1300
Income: 50k-100k	10%	(66)	10%	(63)	32%	(199)	15%	(97)	32%	(203)	628
Income: 100k+	17%	(46)	14%	(38)	29%	(78)	16%	(44)	25%	(68)	273
Ethnicity: White	9%	(149)	10%	(175)	36%	(620)	13%	(230)	32%	(547)	1722
Ethnicity: Hispanic	10%	(35)	17%	(59)	31%	(109)	13%	(44)	29%	(102)	349
Ethnicity: Black	12%	(34)	17%	(47)	33%	(90)	13%	(36)	25%	(68)	274

Continued on next page

Table MCSP8: *And how much of this summer's Tokyo Olympics did you watch compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	9%	(193)	11%	(246)	35%	(779)	14%	(309)	31%	(673)	2200
Ethnicity: Other	5%	(10)	12%	(24)	34%	(69)	21%	(43)	29%	(58)	204
All Christian	8%	(77)	11%	(114)	34%	(340)	16%	(163)	30%	(302)	996
All Non-Christian	30%	(45)	17%	(25)	27%	(40)	9%	(14)	18%	(27)	151
Atheist	6%	(7)	7%	(8)	40%	(44)	14%	(15)	32%	(36)	111
Agnostic/Nothing in particular	7%	(40)	12%	(68)	38%	(221)	12%	(72)	31%	(182)	583
Something Else	7%	(24)	9%	(31)	37%	(133)	13%	(45)	35%	(126)	359
Religious Non-Protestant/Catholic	28%	(50)	16%	(28)	25%	(46)	10%	(19)	21%	(37)	179
Evangelical	10%	(56)	12%	(66)	35%	(200)	15%	(85)	28%	(160)	567
Non-Evangelical	5%	(41)	10%	(73)	35%	(262)	16%	(116)	34%	(253)	745
Community: Urban	16%	(104)	16%	(109)	29%	(194)	13%	(89)	25%	(168)	663
Community: Suburban	7%	(68)	9%	(87)	38%	(382)	16%	(158)	32%	(322)	1017
Community: Rural	4%	(21)	10%	(49)	39%	(204)	12%	(62)	35%	(183)	520
Employ: Private Sector	13%	(85)	16%	(106)	32%	(214)	15%	(98)	25%	(167)	669
Employ: Government	22%	(24)	14%	(16)	23%	(26)	12%	(14)	28%	(31)	110
Employ: Self-Employed	13%	(27)	16%	(34)	33%	(69)	10%	(20)	27%	(57)	208
Employ: Homemaker	3%	(6)	8%	(14)	45%	(80)	10%	(17)	34%	(60)	177
Employ: Student	9%	(9)	12%	(13)	30%	(32)	18%	(19)	32%	(34)	108
Employ: Retired	4%	(18)	6%	(29)	38%	(195)	16%	(83)	37%	(187)	513
Employ: Unemployed	6%	(18)	9%	(26)	39%	(109)	14%	(41)	32%	(89)	283
Employ: Other	4%	(6)	7%	(9)	41%	(54)	12%	(17)	36%	(47)	132
Military HH: Yes	10%	(35)	9%	(31)	30%	(104)	13%	(45)	38%	(132)	347
Military HH: No	9%	(158)	12%	(215)	36%	(675)	14%	(264)	29%	(540)	1853
RD/WT: Right Direction	14%	(139)	15%	(148)	34%	(336)	14%	(142)	24%	(237)	1001
RD/WT: Wrong Track	5%	(54)	8%	(98)	37%	(444)	14%	(167)	36%	(436)	1199
Biden Job Approve	13%	(153)	14%	(168)	35%	(427)	14%	(177)	24%	(299)	1225
Biden Job Disapprove	4%	(38)	8%	(67)	35%	(308)	14%	(123)	39%	(340)	875
Biden Job Strongly Approve	20%	(129)	13%	(85)	32%	(209)	13%	(84)	22%	(145)	652
Biden Job Somewhat Approve	4%	(25)	15%	(83)	38%	(219)	16%	(93)	27%	(154)	573
Biden Job Somewhat Disapprove	5%	(13)	11%	(27)	38%	(95)	17%	(43)	29%	(72)	250
Biden Job Strongly Disapprove	4%	(25)	6%	(39)	34%	(213)	13%	(80)	43%	(268)	625

Continued on next page

Table MCSP8: *And how much of this summer's Tokyo Olympics did you watch compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	9%	(193)	11%	(246)	35%	(779)	14%	(309)	31%	(673)	2200
Favorable of Biden	11%	(137)	14%	(167)	35%	(426)	14%	(177)	26%	(314)	1220
Unfavorable of Biden	5%	(40)	8%	(66)	35%	(299)	14%	(123)	38%	(327)	854
Very Favorable of Biden	15%	(100)	15%	(97)	32%	(208)	14%	(90)	24%	(157)	652
Somewhat Favorable of Biden	6%	(36)	12%	(70)	38%	(218)	15%	(87)	28%	(157)	569
Somewhat Unfavorable of Biden	8%	(17)	12%	(26)	38%	(80)	16%	(33)	26%	(55)	212
Very Unfavorable of Biden	3%	(22)	6%	(40)	34%	(218)	14%	(89)	42%	(272)	642
#1 Issue: Economy	6%	(49)	11%	(81)	34%	(256)	18%	(138)	31%	(238)	763
#1 Issue: Security	9%	(28)	7%	(24)	34%	(109)	9%	(31)	41%	(133)	324
#1 Issue: Health Care	13%	(38)	17%	(50)	34%	(101)	12%	(37)	24%	(73)	299
#1 Issue: Medicare / Social Security	8%	(22)	6%	(17)	38%	(106)	16%	(44)	33%	(92)	281
#1 Issue: Women's Issues	10%	(13)	14%	(19)	39%	(53)	13%	(18)	23%	(31)	134
#1 Issue: Education	15%	(20)	15%	(19)	38%	(49)	10%	(13)	22%	(29)	130
#1 Issue: Energy	13%	(19)	18%	(27)	35%	(53)	12%	(18)	22%	(34)	151
#1 Issue: Other	3%	(4)	7%	(9)	44%	(53)	9%	(10)	36%	(44)	120
2020 Vote: Joe Biden	12%	(126)	13%	(138)	36%	(368)	15%	(156)	24%	(243)	1031
2020 Vote: Donald Trump	6%	(40)	8%	(55)	34%	(237)	14%	(102)	38%	(270)	704
2020 Vote: Other	5%	(3)	19%	(11)	32%	(18)	14%	(8)	29%	(17)	58
2020 Vote: Didn't Vote	6%	(24)	10%	(41)	38%	(156)	11%	(43)	35%	(141)	405
2018 House Vote: Democrat	10%	(70)	14%	(103)	36%	(259)	16%	(117)	25%	(179)	730
2018 House Vote: Republican	6%	(39)	9%	(53)	32%	(192)	14%	(85)	39%	(235)	604
2016 Vote: Hillary Clinton	10%	(71)	13%	(91)	36%	(254)	15%	(107)	25%	(174)	698
2016 Vote: Donald Trump	7%	(45)	9%	(58)	32%	(205)	14%	(90)	38%	(249)	646
2016 Vote: Other	5%	(5)	9%	(9)	38%	(39)	20%	(21)	27%	(27)	102
2016 Vote: Didn't Vote	9%	(71)	11%	(86)	38%	(282)	12%	(91)	30%	(222)	751
Voted in 2014: Yes	9%	(110)	11%	(139)	33%	(414)	16%	(193)	31%	(379)	1235
Voted in 2014: No	9%	(83)	11%	(106)	38%	(366)	12%	(116)	30%	(293)	965
4-Region: Northeast	13%	(52)	11%	(43)	35%	(139)	12%	(49)	28%	(112)	394
4-Region: Midwest	5%	(25)	11%	(51)	38%	(175)	14%	(66)	32%	(146)	462
4-Region: South	8%	(66)	11%	(94)	36%	(298)	15%	(122)	30%	(244)	824
4-Region: West	10%	(51)	11%	(58)	32%	(168)	14%	(73)	33%	(171)	520
Sports Fans	11%	(185)	14%	(218)	31%	(504)	16%	(259)	28%	(450)	1615

Continued on next page

Table MCSP8: *And how much of this summer's Tokyo Olympics did you watch compared to previous Summer Olympic Games?*

Demographic	Much more		Somewhat more		About the same amount		Somewhat less		Much less		Total N
Adults	9%	(193)	11%	(246)	35%	(779)	14%	(309)	31%	(673)	2200
Avid Sports Fans	21%	(131)	17%	(103)	26%	(160)	17%	(106)	19%	(119)	619
Casual Sports Fans	5%	(54)	12%	(115)	35%	(344)	15%	(153)	33%	(331)	996
Non-Sports Fans	1%	(8)	5%	(28)	47%	(276)	9%	(50)	38%	(223)	585
Gen Z Sports Fans	18%	(31)	16%	(28)	31%	(55)	16%	(28)	20%	(35)	176
Millennial Sports Fans	19%	(98)	21%	(110)	25%	(128)	11%	(58)	23%	(117)	512
Gen X Sports Fans	7%	(28)	12%	(47)	33%	(128)	16%	(62)	31%	(119)	383
Boomer Sports Fans	5%	(24)	6%	(29)	35%	(170)	22%	(105)	32%	(157)	486
Democratic Sports Fans	17%	(121)	17%	(120)	29%	(207)	16%	(114)	21%	(151)	713
Republican Sports Fans	8%	(36)	11%	(49)	30%	(136)	18%	(83)	33%	(151)	455
Male Sports Fans	15%	(133)	15%	(134)	29%	(259)	15%	(134)	25%	(222)	882
Female Sports Fans	7%	(52)	12%	(85)	33%	(244)	17%	(125)	31%	(228)	734
Olympics Fans	12%	(191)	15%	(236)	29%	(457)	18%	(282)	25%	(383)	1549
Avid Olympics Fans	33%	(139)	21%	(87)	27%	(114)	13%	(57)	6%	(25)	422
Casual Olympics Fans	5%	(53)	13%	(148)	30%	(343)	20%	(225)	32%	(358)	1128
Non-Olympics Fans	—	(2)	2%	(10)	50%	(322)	4%	(27)	44%	(290)	651
Watched a Lot 2021 Olympics	50%	(141)	15%	(44)	25%	(70)	6%	(17)	4%	(11)	283
Didn't Watch any 2021 Olympics	—	(0)	1%	(5)	46%	(349)	2%	(17)	51%	(385)	755
Watched a Lot/some 2021 Olympics	22%	(188)	22%	(189)	32%	(271)	17%	(147)	6%	(55)	849
Watched any 2021 Olympics	13%	(193)	17%	(241)	30%	(430)	20%	(292)	20%	(288)	1445
Familiar with Peacock	12%	(143)	14%	(168)	34%	(404)	13%	(159)	27%	(327)	1200
Peacock Subscriber	14%	(76)	13%	(71)	33%	(180)	13%	(72)	27%	(150)	548

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

Table MCSP9_1: *How much of the following sports did you watch 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	7%	(144)	13%	(286)	13%	(276)	68%	(1494)	2200
Gender: Male	9%	(96)	17%	(185)	14%	(145)	60%	(635)	1062
Gender: Female	4%	(48)	9%	(101)	11%	(131)	75%	(859)	1138
Age: 18-34	12%	(79)	18%	(119)	17%	(111)	53%	(347)	655
Age: 35-44	12%	(42)	17%	(62)	13%	(46)	58%	(208)	358
Age: 45-64	2%	(14)	11%	(79)	10%	(74)	78%	(584)	751
Age: 65+	2%	(9)	6%	(26)	10%	(45)	82%	(356)	436
GenZers: 1997-2012	11%	(26)	17%	(42)	19%	(47)	53%	(131)	247
Millennials: 1981-1996	14%	(89)	19%	(122)	15%	(95)	53%	(341)	647
GenXers: 1965-1980	3%	(15)	12%	(65)	11%	(56)	75%	(400)	536
Baby Boomers: 1946-1964	2%	(11)	7%	(51)	10%	(70)	81%	(548)	680
PID: Dem (no lean)	8%	(76)	15%	(142)	12%	(115)	64%	(601)	934
PID: Ind (no lean)	5%	(30)	12%	(79)	13%	(84)	70%	(452)	645
PID: Rep (no lean)	6%	(39)	11%	(65)	12%	(77)	71%	(440)	621
PID/Gender: Dem Men	13%	(56)	21%	(89)	14%	(58)	52%	(223)	427
PID/Gender: Dem Women	4%	(19)	11%	(53)	11%	(57)	75%	(378)	507
PID/Gender: Ind Men	5%	(16)	16%	(52)	15%	(46)	64%	(202)	316
PID/Gender: Ind Women	4%	(14)	8%	(27)	12%	(38)	76%	(250)	329
PID/Gender: Rep Men	7%	(24)	14%	(45)	13%	(41)	66%	(210)	320
PID/Gender: Rep Women	5%	(15)	7%	(21)	12%	(36)	76%	(230)	302
Ideo: Liberal (1-3)	10%	(71)	14%	(98)	13%	(96)	63%	(451)	715
Ideo: Moderate (4)	4%	(22)	16%	(100)	12%	(78)	68%	(432)	633
Ideo: Conservative (5-7)	6%	(39)	11%	(73)	12%	(83)	72%	(492)	687
Educ: < College	5%	(76)	12%	(187)	12%	(179)	71%	(1070)	1512
Educ: Bachelors degree	11%	(49)	13%	(56)	14%	(63)	62%	(275)	444
Educ: Post-grad	8%	(19)	18%	(43)	14%	(33)	61%	(149)	244
Income: Under 50k	5%	(63)	12%	(156)	13%	(164)	71%	(917)	1300
Income: 50k-100k	9%	(54)	13%	(83)	12%	(76)	66%	(415)	628
Income: 100k+	10%	(28)	17%	(47)	13%	(36)	60%	(163)	273
Ethnicity: White	6%	(106)	13%	(224)	12%	(215)	68%	(1177)	1722
Ethnicity: Hispanic	10%	(34)	17%	(60)	15%	(51)	59%	(204)	349
Ethnicity: Black	8%	(22)	12%	(34)	15%	(41)	65%	(178)	274

Continued on next page

Table MCSP9_1: How much of the following sports did you watch 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	7%	(144)	13%	(286)	13%	(276)	68%	(1494)	2200
Ethnicity: Other	8%	(16)	14%	(29)	10%	(21)	68%	(139)	204
All Christian	6%	(59)	14%	(144)	11%	(113)	68%	(681)	996
All Non-Christian	18%	(28)	18%	(27)	17%	(25)	47%	(71)	151
Atheist	8%	(9)	10%	(11)	16%	(18)	66%	(73)	111
Agnostic/Nothing in particular	5%	(31)	13%	(78)	14%	(81)	67%	(393)	583
Something Else	5%	(17)	7%	(27)	11%	(39)	77%	(276)	359
Religious Non-Protestant/Catholic	18%	(33)	15%	(27)	16%	(29)	50%	(90)	179
Evangelical	8%	(44)	13%	(72)	11%	(64)	68%	(387)	567
Non-Evangelical	4%	(27)	13%	(95)	11%	(82)	73%	(541)	745
Community: Urban	10%	(66)	18%	(118)	13%	(89)	59%	(390)	663
Community: Suburban	5%	(51)	11%	(113)	12%	(125)	72%	(728)	1017
Community: Rural	5%	(27)	11%	(55)	12%	(62)	72%	(376)	520
Employ: Private Sector	9%	(59)	18%	(118)	13%	(89)	60%	(403)	669
Employ: Government	15%	(17)	25%	(27)	11%	(12)	49%	(54)	110
Employ: Self-Employed	11%	(23)	16%	(34)	14%	(30)	59%	(122)	208
Employ: Homemaker	1%	(2)	7%	(12)	18%	(32)	74%	(131)	177
Employ: Student	15%	(16)	9%	(9)	17%	(18)	60%	(65)	108
Employ: Retired	2%	(12)	8%	(41)	10%	(50)	80%	(410)	513
Employ: Unemployed	4%	(10)	10%	(30)	11%	(32)	75%	(212)	283
Employ: Other	5%	(6)	11%	(15)	10%	(13)	74%	(98)	132
Military HH: Yes	6%	(22)	16%	(55)	11%	(37)	67%	(233)	347
Military HH: No	7%	(123)	12%	(231)	13%	(239)	68%	(1261)	1853
RD/WT: Right Direction	9%	(89)	17%	(168)	13%	(131)	61%	(613)	1001
RD/WT: Wrong Track	5%	(55)	10%	(119)	12%	(145)	73%	(881)	1199
Biden Job Approve	8%	(100)	15%	(186)	13%	(154)	64%	(785)	1225
Biden Job Disapprove	4%	(39)	10%	(88)	13%	(113)	73%	(635)	875
Biden Job Strongly Approve	11%	(71)	17%	(110)	13%	(82)	60%	(389)	652
Biden Job Somewhat Approve	5%	(29)	13%	(76)	13%	(72)	69%	(396)	573
Biden Job Somewhat Disapprove	4%	(10)	14%	(34)	20%	(50)	63%	(157)	250
Biden Job Strongly Disapprove	5%	(29)	9%	(54)	10%	(63)	76%	(478)	625

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Table MCSP9_1: How much of the following sports did you watch 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	7%	(144)	13%	(286)	13%	(276)	68%	(1494)	2200
Favorable of Biden	8%	(92)	15%	(184)	13%	(156)	65%	(787)	1220
Unfavorable of Biden	4%	(38)	11%	(90)	11%	(98)	73%	(627)	854
Very Favorable of Biden	10%	(62)	18%	(115)	11%	(72)	62%	(402)	652
Somewhat Favorable of Biden	5%	(30)	12%	(69)	15%	(84)	68%	(385)	569
Somewhat Unfavorable of Biden	7%	(14)	17%	(36)	12%	(26)	64%	(137)	212
Very Unfavorable of Biden	4%	(25)	8%	(54)	11%	(72)	76%	(491)	642
#1 Issue: Economy	6%	(46)	13%	(102)	11%	(87)	69%	(528)	763
#1 Issue: Security	6%	(18)	8%	(26)	14%	(44)	73%	(236)	324
#1 Issue: Health Care	8%	(23)	15%	(43)	15%	(45)	63%	(187)	299
#1 Issue: Medicare / Social Security	4%	(11)	9%	(25)	9%	(24)	78%	(220)	281
#1 Issue: Women's Issues	10%	(13)	19%	(25)	14%	(19)	58%	(77)	134
#1 Issue: Education	18%	(23)	19%	(25)	15%	(19)	48%	(62)	130
#1 Issue: Energy	5%	(8)	20%	(30)	20%	(30)	56%	(84)	151
#1 Issue: Other	2%	(2)	8%	(10)	6%	(7)	84%	(101)	120
2020 Vote: Joe Biden	8%	(85)	16%	(165)	12%	(128)	63%	(653)	1031
2020 Vote: Donald Trump	5%	(33)	11%	(80)	12%	(84)	72%	(507)	704
2020 Vote: Other	9%	(5)	7%	(4)	8%	(5)	75%	(44)	58
2020 Vote: Didn't Vote	5%	(21)	9%	(37)	14%	(58)	71%	(288)	405
2018 House Vote: Democrat	8%	(56)	15%	(110)	12%	(89)	65%	(475)	730
2018 House Vote: Republican	5%	(32)	12%	(73)	12%	(73)	71%	(426)	604
2016 Vote: Hillary Clinton	7%	(50)	15%	(105)	11%	(76)	67%	(467)	698
2016 Vote: Donald Trump	5%	(32)	12%	(77)	12%	(78)	71%	(460)	646
2016 Vote: Other	2%	(2)	9%	(9)	6%	(6)	83%	(85)	102
2016 Vote: Didn't Vote	8%	(60)	13%	(96)	15%	(114)	64%	(481)	751
Voted in 2014: Yes	6%	(77)	13%	(162)	12%	(148)	69%	(850)	1235
Voted in 2014: No	7%	(67)	13%	(125)	13%	(128)	67%	(644)	965
4-Region: Northeast	9%	(37)	14%	(54)	13%	(49)	64%	(252)	394
4-Region: Midwest	4%	(20)	10%	(45)	14%	(63)	72%	(335)	462
4-Region: South	6%	(49)	14%	(112)	11%	(90)	70%	(573)	824
4-Region: West	7%	(38)	14%	(74)	14%	(73)	64%	(334)	520
Sports Fans	8%	(133)	16%	(254)	15%	(243)	61%	(985)	1615

Continued on next page

Table MCSP9_1: How much of the following sports did you watch 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	7%	(144)	13%	(286)	13%	(276)	68%	(1494)	2200
Avid Sports Fans	15%	(92)	20%	(122)	14%	(88)	51%	(317)	619
Casual Sports Fans	4%	(41)	13%	(132)	16%	(155)	67%	(669)	996
Non-Sports Fans	2%	(11)	5%	(32)	6%	(33)	87%	(509)	585
Gen Z Sports Fans	14%	(25)	20%	(35)	21%	(37)	45%	(79)	176
Millennial Sports Fans	16%	(83)	21%	(108)	16%	(84)	46%	(237)	512
Gen X Sports Fans	4%	(15)	15%	(59)	13%	(49)	68%	(260)	383
Boomer Sports Fans	2%	(9)	9%	(46)	14%	(66)	75%	(365)	486
Democratic Sports Fans	10%	(73)	18%	(127)	14%	(102)	58%	(412)	713
Republican Sports Fans	8%	(35)	13%	(57)	16%	(72)	64%	(291)	455
Male Sports Fans	10%	(91)	19%	(170)	16%	(137)	55%	(483)	882
Female Sports Fans	6%	(42)	11%	(84)	14%	(106)	68%	(502)	734
Olympics Fans	9%	(139)	17%	(271)	15%	(237)	58%	(903)	1549
Avid Olympics Fans	23%	(98)	27%	(114)	17%	(72)	33%	(137)	422
Casual Olympics Fans	4%	(41)	14%	(157)	15%	(165)	68%	(765)	1128
Non-Olympics Fans	1%	(5)	2%	(15)	6%	(39)	91%	(591)	651
Watched a Lot 2021 Olympics	26%	(73)	30%	(85)	18%	(51)	26%	(73)	283
Didn't Watch any 2021 Olympics	—	(2)	1%	(9)	4%	(27)	95%	(717)	755
Watched a Lot/some 2021 Olympics	15%	(127)	26%	(219)	19%	(159)	41%	(345)	849
Watched any 2021 Olympics	10%	(142)	19%	(277)	17%	(249)	54%	(777)	1445
Familiar with Peacock	9%	(113)	17%	(203)	14%	(164)	60%	(721)	1200
Peacock Subscriber	11%	(60)	15%	(81)	13%	(69)	61%	(337)	548

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

Table MCSP9_2: *How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Artistic swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(161)	15%	(340)	12%	(271)	65%	(1428)	2200
Gender: Male	8%	(89)	16%	(168)	13%	(134)	63%	(671)	1062
Gender: Female	6%	(72)	15%	(172)	12%	(137)	66%	(757)	1138
Age: 18-34	11%	(72)	20%	(134)	16%	(107)	52%	(343)	655
Age: 35-44	14%	(50)	17%	(62)	16%	(57)	53%	(189)	358
Age: 45-64	4%	(28)	13%	(97)	8%	(64)	75%	(562)	751
Age: 65+	3%	(11)	11%	(46)	10%	(44)	77%	(334)	436
GenZers: 1997-2012	9%	(22)	20%	(50)	17%	(42)	54%	(133)	247
Millennials: 1981-1996	13%	(85)	20%	(127)	17%	(107)	51%	(328)	647
GenXers: 1965-1980	6%	(30)	15%	(80)	10%	(55)	69%	(371)	536
Baby Boomers: 1946-1964	3%	(21)	10%	(69)	9%	(59)	78%	(531)	680
PID: Dem (no lean)	11%	(103)	18%	(169)	12%	(112)	59%	(550)	934
PID: Ind (no lean)	4%	(27)	12%	(78)	15%	(94)	69%	(445)	645
PID: Rep (no lean)	5%	(30)	15%	(93)	11%	(66)	70%	(433)	621
PID/Gender: Dem Men	15%	(64)	18%	(78)	13%	(56)	54%	(229)	427
PID/Gender: Dem Women	8%	(40)	18%	(91)	11%	(55)	63%	(321)	507
PID/Gender: Ind Men	3%	(9)	12%	(37)	15%	(49)	70%	(220)	316
PID/Gender: Ind Women	6%	(18)	12%	(41)	14%	(45)	68%	(225)	329
PID/Gender: Rep Men	5%	(16)	16%	(53)	9%	(29)	69%	(222)	320
PID/Gender: Rep Women	5%	(14)	13%	(40)	12%	(36)	70%	(211)	302
Ideo: Liberal (1-3)	12%	(87)	17%	(124)	12%	(88)	58%	(416)	715
Ideo: Moderate (4)	5%	(34)	17%	(106)	14%	(89)	64%	(403)	633
Ideo: Conservative (5-7)	5%	(34)	13%	(91)	11%	(72)	71%	(490)	687
Educ: < College	6%	(87)	14%	(217)	12%	(184)	68%	(1024)	1512
Educ: Bachelors degree	10%	(46)	16%	(72)	12%	(54)	61%	(271)	444
Educ: Post-grad	11%	(27)	21%	(50)	14%	(33)	55%	(133)	244
Income: Under 50k	6%	(75)	16%	(202)	13%	(163)	66%	(860)	1300
Income: 50k-100k	9%	(54)	14%	(87)	12%	(73)	66%	(414)	628
Income: 100k+	12%	(33)	19%	(51)	13%	(36)	56%	(154)	273
Ethnicity: White	7%	(121)	15%	(250)	12%	(210)	66%	(1140)	1722
Ethnicity: Hispanic	9%	(31)	20%	(68)	15%	(54)	56%	(196)	349
Ethnicity: Black	8%	(22)	20%	(56)	13%	(35)	59%	(162)	274

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Table MCSP9_2: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Artistic swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(161)	15%	(340)	12%	(271)	65%	(1428)	2200
Ethnicity: Other	9%	(18)	16%	(34)	13%	(26)	62%	(126)	204
All Christian	6%	(63)	17%	(169)	11%	(114)	65%	(651)	996
All Non-Christian	28%	(42)	14%	(21)	15%	(23)	43%	(65)	151
Atheist	8%	(9)	13%	(15)	11%	(12)	67%	(74)	111
Agnostic/Nothing in particular	5%	(31)	15%	(89)	13%	(78)	66%	(385)	583
Something Else	4%	(16)	13%	(46)	12%	(45)	70%	(253)	359
Religious Non-Protestant/Catholic	25%	(45)	13%	(24)	14%	(24)	48%	(86)	179
Evangelical	7%	(42)	16%	(91)	13%	(72)	64%	(362)	567
Non-Evangelical	4%	(32)	16%	(117)	11%	(82)	69%	(513)	745
Community: Urban	12%	(79)	20%	(130)	14%	(90)	55%	(365)	663
Community: Suburban	6%	(63)	13%	(133)	12%	(119)	69%	(702)	1017
Community: Rural	4%	(20)	15%	(77)	12%	(62)	69%	(361)	520
Employ: Private Sector	10%	(70)	20%	(133)	15%	(99)	55%	(367)	669
Employ: Government	17%	(19)	23%	(25)	13%	(14)	47%	(51)	110
Employ: Self-Employed	12%	(26)	15%	(30)	15%	(32)	58%	(119)	208
Employ: Homemaker	3%	(5)	14%	(24)	11%	(20)	73%	(128)	177
Employ: Student	14%	(15)	15%	(17)	15%	(16)	56%	(60)	108
Employ: Retired	2%	(12)	12%	(59)	9%	(46)	77%	(395)	513
Employ: Unemployed	3%	(9)	13%	(37)	11%	(30)	73%	(207)	283
Employ: Other	4%	(6)	11%	(14)	10%	(13)	75%	(99)	132
Military HH: Yes	5%	(16)	15%	(51)	13%	(44)	68%	(236)	347
Military HH: No	8%	(145)	16%	(289)	12%	(227)	64%	(1192)	1853
RD/WT: Right Direction	11%	(114)	18%	(176)	13%	(134)	58%	(577)	1001
RD/WT: Wrong Track	4%	(47)	14%	(164)	11%	(137)	71%	(851)	1199
Biden Job Approve	11%	(129)	17%	(204)	14%	(169)	59%	(723)	1225
Biden Job Disapprove	3%	(25)	14%	(123)	11%	(94)	72%	(633)	875
Biden Job Strongly Approve	14%	(91)	20%	(128)	13%	(85)	53%	(348)	652
Biden Job Somewhat Approve	7%	(38)	13%	(76)	15%	(84)	65%	(374)	573
Biden Job Somewhat Disapprove	3%	(7)	19%	(48)	14%	(35)	64%	(161)	250
Biden Job Strongly Disapprove	3%	(19)	12%	(76)	9%	(59)	75%	(472)	625

Continued on next page

Table MCSP9_2: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Artistic swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(161)	15%	(340)	12%	(271)	65%	(1428)	2200
Favorable of Biden	9%	(115)	17%	(212)	13%	(161)	60%	(733)	1220
Unfavorable of Biden	4%	(33)	13%	(111)	11%	(97)	72%	(613)	854
Very Favorable of Biden	13%	(84)	18%	(120)	12%	(80)	56%	(368)	652
Somewhat Favorable of Biden	5%	(31)	16%	(92)	14%	(80)	64%	(365)	569
Somewhat Unfavorable of Biden	7%	(15)	14%	(31)	12%	(24)	67%	(142)	212
Very Unfavorable of Biden	3%	(19)	12%	(80)	11%	(72)	73%	(471)	642
#1 Issue: Economy	7%	(56)	13%	(102)	13%	(101)	66%	(503)	763
#1 Issue: Security	3%	(9)	17%	(55)	12%	(38)	68%	(222)	324
#1 Issue: Health Care	9%	(26)	15%	(44)	13%	(40)	63%	(188)	299
#1 Issue: Medicare / Social Security	4%	(10)	13%	(37)	12%	(33)	71%	(199)	281
#1 Issue: Women's Issues	16%	(21)	20%	(27)	13%	(18)	51%	(68)	134
#1 Issue: Education	17%	(22)	18%	(24)	12%	(16)	52%	(68)	130
#1 Issue: Energy	10%	(15)	25%	(37)	11%	(17)	54%	(81)	151
#1 Issue: Other	1%	(2)	11%	(13)	6%	(8)	82%	(98)	120
2020 Vote: Joe Biden	10%	(108)	17%	(177)	14%	(145)	58%	(602)	1031
2020 Vote: Donald Trump	4%	(28)	13%	(93)	11%	(75)	72%	(509)	704
2020 Vote: Other	3%	(2)	17%	(10)	18%	(10)	62%	(36)	58
2020 Vote: Didn't Vote	6%	(23)	15%	(61)	10%	(41)	69%	(280)	405
2018 House Vote: Democrat	10%	(73)	16%	(119)	13%	(94)	61%	(444)	730
2018 House Vote: Republican	5%	(32)	15%	(92)	11%	(64)	69%	(415)	604
2016 Vote: Hillary Clinton	10%	(69)	15%	(108)	13%	(90)	62%	(430)	698
2016 Vote: Donald Trump	5%	(32)	16%	(104)	10%	(63)	69%	(447)	646
2016 Vote: Other	3%	(3)	12%	(13)	12%	(12)	73%	(74)	102
2016 Vote: Didn't Vote	7%	(55)	15%	(115)	14%	(107)	63%	(475)	751
Voted in 2014: Yes	8%	(95)	16%	(197)	12%	(144)	65%	(799)	1235
Voted in 2014: No	7%	(66)	15%	(142)	13%	(127)	65%	(629)	965
4-Region: Northeast	9%	(37)	18%	(70)	11%	(45)	61%	(242)	394
4-Region: Midwest	4%	(20)	15%	(70)	15%	(68)	66%	(305)	462
4-Region: South	7%	(59)	15%	(122)	11%	(92)	67%	(551)	824
4-Region: West	9%	(46)	15%	(77)	13%	(67)	63%	(330)	520
Sports Fans	9%	(148)	19%	(299)	14%	(226)	58%	(943)	1615

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Table MCSP9_2: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Artistic swimming

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	7%	(161)	15%	(340)	12%	(271)	65%	(1428)	2200
Avid Sports Fans	15%	(91)	21%	(132)	14%	(90)	49%	(306)	619
Casual Sports Fans	6%	(56)	17%	(167)	14%	(136)	64%	(637)	996
Non-Sports Fans	2%	(13)	7%	(41)	8%	(46)	83%	(485)	585
Gen Z Sports Fans	10%	(17)	26%	(45)	21%	(37)	43%	(76)	176
Millennial Sports Fans	16%	(80)	22%	(112)	17%	(89)	45%	(230)	512
Gen X Sports Fans	7%	(29)	18%	(68)	12%	(47)	62%	(239)	383
Boomer Sports Fans	4%	(20)	13%	(62)	9%	(45)	74%	(359)	486
Democratic Sports Fans	14%	(101)	21%	(151)	13%	(93)	52%	(369)	713
Republican Sports Fans	6%	(27)	18%	(84)	12%	(55)	64%	(289)	455
Male Sports Fans	10%	(85)	18%	(155)	14%	(121)	59%	(520)	882
Female Sports Fans	8%	(62)	20%	(144)	14%	(105)	58%	(423)	734
Olympics Fans	10%	(157)	21%	(323)	16%	(242)	53%	(828)	1549
Avid Olympics Fans	24%	(103)	28%	(120)	17%	(70)	30%	(128)	422
Casual Olympics Fans	5%	(54)	18%	(203)	15%	(171)	62%	(699)	1128
Non-Olympics Fans	1%	(4)	3%	(17)	5%	(30)	92%	(600)	651
Watched a Lot 2021 Olympics	29%	(83)	32%	(91)	15%	(41)	24%	(67)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(9)	3%	(26)	95%	(718)	755
Watched a Lot/some 2021 Olympics	17%	(144)	29%	(245)	18%	(153)	36%	(307)	849
Watched any 2021 Olympics	11%	(158)	23%	(331)	17%	(246)	49%	(710)	1445
Familiar with Peacock	11%	(134)	18%	(220)	12%	(147)	58%	(699)	1200
Peacock Subscriber	13%	(73)	15%	(82)	11%	(62)	60%	(330)	548

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

Table MCSP9_3: How much of the following sports did you watch 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	15%	(337)	22%	(475)	14%	(299)	49%	(1089)	2200
Gender: Male	20%	(208)	25%	(266)	15%	(161)	40%	(427)	1062
Gender: Female	11%	(129)	18%	(210)	12%	(137)	58%	(662)	1138
Age: 18-34	18%	(121)	22%	(146)	18%	(115)	42%	(273)	655
Age: 35-44	20%	(72)	24%	(85)	14%	(48)	43%	(152)	358
Age: 45-64	11%	(84)	21%	(155)	10%	(78)	58%	(434)	751
Age: 65+	14%	(60)	20%	(89)	13%	(57)	53%	(230)	436
GenZers: 1997-2012	14%	(34)	22%	(54)	20%	(49)	45%	(111)	247
Millennials: 1981-1996	22%	(140)	23%	(150)	16%	(106)	39%	(250)	647
GenXers: 1965-1980	12%	(63)	19%	(103)	9%	(50)	60%	(320)	536
Baby Boomers: 1946-1964	13%	(87)	22%	(151)	12%	(81)	53%	(361)	680
PID: Dem (no lean)	20%	(191)	25%	(233)	12%	(111)	43%	(399)	934
PID: Ind (no lean)	11%	(74)	19%	(121)	17%	(110)	53%	(339)	645
PID: Rep (no lean)	12%	(72)	19%	(121)	12%	(77)	56%	(351)	621
PID/Gender: Dem Men	27%	(116)	28%	(117)	15%	(63)	31%	(131)	427
PID/Gender: Dem Women	15%	(75)	23%	(116)	10%	(49)	53%	(268)	507
PID/Gender: Ind Men	15%	(47)	22%	(69)	18%	(58)	45%	(141)	316
PID/Gender: Ind Women	8%	(27)	16%	(52)	16%	(52)	60%	(198)	329
PID/Gender: Rep Men	14%	(45)	25%	(79)	13%	(41)	48%	(155)	320
PID/Gender: Rep Women	9%	(27)	14%	(42)	12%	(36)	65%	(196)	302
Ideo: Liberal (1-3)	21%	(149)	25%	(177)	13%	(93)	41%	(296)	715
Ideo: Moderate (4)	13%	(84)	22%	(142)	15%	(97)	49%	(310)	633
Ideo: Conservative (5-7)	13%	(88)	19%	(129)	14%	(93)	55%	(378)	687
Educ: < College	12%	(186)	20%	(310)	13%	(201)	54%	(816)	1512
Educ: Bachelors degree	22%	(99)	24%	(108)	14%	(60)	40%	(177)	444
Educ: Post-grad	21%	(52)	24%	(58)	16%	(38)	39%	(96)	244
Income: Under 50k	12%	(155)	20%	(259)	14%	(187)	54%	(699)	1300
Income: 50k-100k	18%	(114)	23%	(147)	13%	(81)	46%	(286)	628
Income: 100k+	25%	(69)	25%	(69)	12%	(31)	38%	(104)	273
Ethnicity: White	14%	(247)	21%	(363)	13%	(231)	51%	(881)	1722
Ethnicity: Hispanic	15%	(51)	26%	(90)	18%	(62)	42%	(146)	349
Ethnicity: Black	26%	(71)	22%	(62)	13%	(35)	39%	(107)	274

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Table MCSP9_3: How much of the following sports did you watch 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	15%	(337)	22%	(475)	14%	(299)	49%	(1089)	2200
Ethnicity: Other	10%	(20)	25%	(50)	16%	(33)	49%	(101)	204
All Christian	17%	(168)	25%	(251)	12%	(124)	46%	(454)	996
All Non-Christian	29%	(43)	23%	(34)	19%	(28)	30%	(45)	151
Atheist	14%	(15)	21%	(24)	10%	(11)	54%	(60)	111
Agnostic/Nothing in particular	13%	(74)	18%	(107)	16%	(95)	53%	(307)	583
Something Else	10%	(36)	17%	(60)	11%	(41)	62%	(222)	359
Religious Non-Protestant/Catholic	27%	(48)	21%	(37)	18%	(32)	34%	(62)	179
Evangelical	17%	(97)	23%	(128)	13%	(75)	47%	(267)	567
Non-Evangelical	13%	(98)	24%	(178)	11%	(84)	52%	(385)	745
Community: Urban	20%	(135)	23%	(154)	14%	(91)	43%	(282)	663
Community: Suburban	15%	(151)	22%	(219)	13%	(131)	51%	(516)	1017
Community: Rural	10%	(51)	20%	(102)	15%	(76)	56%	(291)	520
Employ: Private Sector	22%	(145)	25%	(171)	13%	(86)	40%	(269)	669
Employ: Government	23%	(25)	25%	(28)	22%	(24)	29%	(32)	110
Employ: Self-Employed	17%	(35)	23%	(47)	17%	(36)	43%	(89)	208
Employ: Homemaker	7%	(12)	16%	(29)	14%	(25)	62%	(110)	177
Employ: Student	12%	(13)	18%	(19)	23%	(25)	47%	(50)	108
Employ: Retired	13%	(66)	20%	(103)	12%	(59)	56%	(285)	513
Employ: Unemployed	11%	(32)	18%	(52)	11%	(32)	59%	(168)	283
Employ: Other	7%	(9)	20%	(26)	9%	(12)	65%	(85)	132
Military HH: Yes	17%	(60)	26%	(90)	14%	(47)	43%	(150)	347
Military HH: No	15%	(278)	21%	(385)	14%	(252)	51%	(939)	1853
RD/WT: Right Direction	21%	(209)	24%	(242)	13%	(134)	42%	(416)	1001
RD/WT: Wrong Track	11%	(128)	19%	(233)	14%	(165)	56%	(673)	1199
Biden Job Approve	20%	(248)	24%	(293)	13%	(160)	43%	(524)	1225
Biden Job Disapprove	10%	(87)	19%	(166)	14%	(120)	57%	(502)	875
Biden Job Strongly Approve	25%	(160)	25%	(165)	11%	(74)	39%	(252)	652
Biden Job Somewhat Approve	15%	(87)	22%	(128)	15%	(85)	48%	(272)	573
Biden Job Somewhat Disapprove	12%	(31)	23%	(57)	16%	(41)	49%	(122)	250
Biden Job Strongly Disapprove	9%	(57)	18%	(109)	13%	(79)	61%	(379)	625

Continued on next page

Table MCSP9_3: How much of the following sports did you watch 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	15%	(337)	22%	(475)	14%	(299)	49%	(1089)	2200
Favorable of Biden	19%	(233)	25%	(300)	13%	(160)	43%	(526)	1220
Unfavorable of Biden	11%	(93)	18%	(154)	14%	(116)	58%	(491)	854
Very Favorable of Biden	24%	(159)	25%	(163)	11%	(69)	40%	(260)	652
Somewhat Favorable of Biden	13%	(74)	24%	(137)	16%	(91)	47%	(267)	569
Somewhat Unfavorable of Biden	18%	(38)	20%	(42)	13%	(27)	50%	(105)	212
Very Unfavorable of Biden	9%	(56)	17%	(111)	14%	(89)	60%	(386)	642
#1 Issue: Economy	17%	(132)	22%	(164)	13%	(99)	48%	(368)	763
#1 Issue: Security	11%	(35)	20%	(66)	13%	(41)	56%	(182)	324
#1 Issue: Health Care	18%	(54)	20%	(61)	15%	(44)	47%	(140)	299
#1 Issue: Medicare / Social Security	13%	(38)	21%	(60)	13%	(36)	52%	(147)	281
#1 Issue: Women's Issues	16%	(21)	21%	(28)	19%	(26)	44%	(59)	134
#1 Issue: Education	19%	(25)	24%	(31)	15%	(20)	42%	(54)	130
#1 Issue: Energy	16%	(25)	29%	(44)	14%	(21)	41%	(61)	151
#1 Issue: Other	7%	(8)	18%	(21)	10%	(12)	65%	(79)	120
2020 Vote: Joe Biden	20%	(202)	26%	(272)	14%	(140)	40%	(418)	1031
2020 Vote: Donald Trump	12%	(88)	18%	(127)	11%	(80)	58%	(410)	704
2020 Vote: Other	14%	(8)	12%	(7)	27%	(16)	47%	(27)	58
2020 Vote: Didn't Vote	10%	(40)	17%	(69)	16%	(63)	57%	(233)	405
2018 House Vote: Democrat	22%	(159)	26%	(190)	13%	(94)	39%	(286)	730
2018 House Vote: Republican	12%	(74)	23%	(136)	11%	(65)	55%	(329)	604
2016 Vote: Hillary Clinton	20%	(141)	25%	(177)	12%	(83)	43%	(297)	698
2016 Vote: Donald Trump	13%	(87)	21%	(134)	11%	(71)	55%	(355)	646
2016 Vote: Other	13%	(13)	19%	(19)	22%	(22)	47%	(47)	102
2016 Vote: Didn't Vote	13%	(95)	19%	(144)	16%	(123)	52%	(388)	751
Voted in 2014: Yes	18%	(225)	24%	(292)	12%	(148)	46%	(571)	1235
Voted in 2014: No	12%	(112)	19%	(184)	16%	(151)	54%	(518)	965
4-Region: Northeast	15%	(59)	26%	(101)	12%	(46)	48%	(187)	394
4-Region: Midwest	12%	(56)	22%	(102)	14%	(63)	52%	(241)	462
4-Region: South	17%	(139)	20%	(168)	13%	(107)	50%	(410)	824
4-Region: West	16%	(84)	20%	(104)	16%	(82)	48%	(250)	520
Sports Fans	20%	(318)	26%	(423)	15%	(249)	39%	(626)	1615

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Table MCSP9_3: How much of the following sports did you watch 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	15%	(337)	22%	(475)	14%	(299)	49%	(1089)	2200
Avid Sports Fans	35%	(214)	29%	(180)	12%	(76)	24%	(149)	619
Casual Sports Fans	10%	(104)	24%	(243)	17%	(173)	48%	(477)	996
Non-Sports Fans	3%	(19)	9%	(52)	9%	(50)	79%	(463)	585
Gen Z Sports Fans	18%	(31)	27%	(47)	22%	(39)	34%	(59)	176
Millennial Sports Fans	25%	(130)	27%	(138)	18%	(93)	29%	(151)	512
Gen X Sports Fans	15%	(59)	24%	(91)	10%	(39)	51%	(194)	383
Boomer Sports Fans	17%	(85)	27%	(132)	14%	(70)	41%	(199)	486
Democratic Sports Fans	26%	(186)	28%	(203)	13%	(95)	32%	(229)	713
Republican Sports Fans	15%	(66)	24%	(109)	15%	(69)	46%	(211)	455
Male Sports Fans	23%	(201)	28%	(249)	16%	(145)	33%	(287)	882
Female Sports Fans	16%	(117)	24%	(174)	14%	(104)	46%	(339)	734
Olympics Fans	21%	(331)	29%	(450)	17%	(257)	33%	(511)	1549
Avid Olympics Fans	50%	(210)	32%	(133)	8%	(35)	10%	(43)	422
Casual Olympics Fans	11%	(121)	28%	(317)	20%	(222)	42%	(468)	1128
Non-Olympics Fans	1%	(6)	4%	(25)	6%	(42)	89%	(578)	651
Watched a Lot 2021 Olympics	58%	(165)	27%	(76)	7%	(21)	7%	(21)	283
Didn't Watch any 2021 Olympics	1%	(6)	3%	(20)	4%	(31)	92%	(698)	755
Watched a Lot/some 2021 Olympics	37%	(314)	37%	(317)	13%	(107)	13%	(111)	849
Watched any 2021 Olympics	23%	(331)	32%	(456)	18%	(267)	27%	(391)	1445
Familiar with Peacock	19%	(232)	25%	(297)	13%	(155)	43%	(516)	1200
Peacock Subscriber	21%	(112)	22%	(121)	13%	(71)	44%	(243)	548

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

Table MCSP9_4: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX freestyle

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(133)	11%	(251)	11%	(232)	72%	(1583)	2200
Gender: Male	9%	(99)	14%	(150)	12%	(132)	64%	(681)	1062
Gender: Female	3%	(35)	9%	(101)	9%	(100)	79%	(902)	1138
Age: 18-34	11%	(71)	17%	(111)	12%	(80)	60%	(393)	655
Age: 35-44	13%	(47)	16%	(58)	14%	(50)	57%	(203)	358
Age: 45-64	2%	(11)	9%	(66)	9%	(66)	81%	(608)	751
Age: 65+	1%	(4)	4%	(17)	8%	(36)	87%	(379)	436
GenZers: 1997-2012	8%	(19)	14%	(34)	13%	(31)	66%	(163)	247
Millennials: 1981-1996	14%	(89)	18%	(117)	13%	(87)	55%	(354)	647
GenXers: 1965-1980	3%	(17)	10%	(56)	11%	(57)	76%	(406)	536
Baby Boomers: 1946-1964	1%	(7)	6%	(40)	8%	(53)	85%	(581)	680
PID: Dem (no lean)	9%	(85)	12%	(116)	10%	(98)	68%	(635)	934
PID: Ind (no lean)	3%	(21)	12%	(80)	10%	(66)	74%	(478)	645
PID: Rep (no lean)	4%	(27)	9%	(56)	11%	(68)	76%	(470)	621
PID/Gender: Dem Men	16%	(68)	17%	(71)	12%	(50)	56%	(238)	427
PID/Gender: Dem Women	4%	(18)	9%	(46)	9%	(48)	78%	(396)	507
PID/Gender: Ind Men	4%	(14)	14%	(45)	13%	(40)	69%	(217)	316
PID/Gender: Ind Women	2%	(7)	11%	(35)	8%	(26)	79%	(261)	329
PID/Gender: Rep Men	5%	(17)	11%	(35)	13%	(42)	71%	(226)	320
PID/Gender: Rep Women	3%	(10)	7%	(21)	9%	(26)	81%	(244)	302
Ideo: Liberal (1-3)	9%	(67)	13%	(92)	11%	(80)	67%	(476)	715
Ideo: Moderate (4)	5%	(29)	13%	(85)	10%	(63)	72%	(456)	633
Ideo: Conservative (5-7)	4%	(30)	9%	(63)	10%	(70)	76%	(525)	687
Educ: < College	5%	(71)	11%	(169)	11%	(160)	74%	(1113)	1512
Educ: Bachelors degree	9%	(38)	12%	(52)	10%	(45)	70%	(310)	444
Educ: Post-grad	10%	(25)	13%	(31)	11%	(28)	66%	(160)	244
Income: Under 50k	5%	(64)	10%	(134)	11%	(141)	74%	(961)	1300
Income: 50k-100k	7%	(42)	13%	(80)	9%	(58)	71%	(447)	628
Income: 100k+	10%	(27)	14%	(37)	12%	(33)	64%	(176)	273
Ethnicity: White	6%	(102)	11%	(192)	10%	(179)	73%	(1249)	1722
Ethnicity: Hispanic	8%	(28)	14%	(48)	14%	(48)	65%	(226)	349
Ethnicity: Black	9%	(24)	15%	(42)	11%	(30)	65%	(179)	274

Continued on next page

Table MCSP9_4: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX freestyle

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(133)	11%	(251)	11%	(232)	72%	(1583)	2200
Ethnicity: Other	4%	(7)	9%	(18)	12%	(24)	76%	(155)	204
All Christian	5%	(47)	12%	(119)	10%	(98)	73%	(732)	996
All Non-Christian	25%	(38)	17%	(26)	11%	(17)	46%	(70)	151
Atheist	4%	(5)	8%	(9)	14%	(16)	74%	(82)	111
Agnostic/Nothing in particular	5%	(30)	13%	(74)	11%	(64)	71%	(415)	583
Something Else	4%	(13)	7%	(24)	10%	(37)	79%	(285)	359
Religious Non-Protestant/Catholic	23%	(41)	17%	(30)	10%	(17)	50%	(90)	179
Evangelical	7%	(38)	13%	(73)	10%	(55)	71%	(401)	567
Non-Evangelical	2%	(18)	8%	(62)	11%	(79)	79%	(586)	745
Community: Urban	12%	(78)	14%	(95)	12%	(77)	62%	(413)	663
Community: Suburban	4%	(36)	10%	(104)	10%	(104)	76%	(773)	1017
Community: Rural	4%	(19)	10%	(53)	10%	(51)	76%	(397)	520
Employ: Private Sector	8%	(53)	15%	(102)	12%	(79)	65%	(435)	669
Employ: Government	15%	(17)	15%	(17)	11%	(12)	59%	(65)	110
Employ: Self-Employed	13%	(27)	19%	(39)	12%	(25)	56%	(116)	208
Employ: Homemaker	2%	(3)	11%	(19)	13%	(23)	75%	(132)	177
Employ: Student	6%	(7)	12%	(13)	11%	(11)	71%	(77)	108
Employ: Retired	1%	(7)	5%	(25)	9%	(47)	85%	(434)	513
Employ: Unemployed	5%	(13)	8%	(23)	9%	(26)	78%	(221)	283
Employ: Other	5%	(7)	11%	(14)	6%	(8)	78%	(104)	132
Military HH: Yes	7%	(24)	12%	(41)	9%	(30)	73%	(252)	347
Military HH: No	6%	(110)	11%	(211)	11%	(202)	72%	(1331)	1853
RD/WT: Right Direction	10%	(97)	14%	(141)	11%	(111)	65%	(652)	1001
RD/WT: Wrong Track	3%	(37)	9%	(110)	10%	(121)	78%	(931)	1199
Biden Job Approve	8%	(99)	13%	(155)	12%	(141)	68%	(829)	1225
Biden Job Disapprove	4%	(32)	10%	(84)	9%	(82)	77%	(677)	875
Biden Job Strongly Approve	13%	(84)	15%	(95)	10%	(67)	62%	(407)	652
Biden Job Somewhat Approve	3%	(16)	11%	(60)	13%	(74)	74%	(422)	573
Biden Job Somewhat Disapprove	6%	(14)	12%	(31)	10%	(26)	72%	(179)	250
Biden Job Strongly Disapprove	3%	(18)	9%	(53)	9%	(56)	80%	(498)	625

Continued on next page

Table MCSP9_4: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX freestyle

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(133)	11%	(251)	11%	(232)	72%	(1583)	2200
Favorable of Biden	8%	(97)	13%	(153)	11%	(135)	68%	(834)	1220
Unfavorable of Biden	3%	(30)	9%	(79)	10%	(82)	78%	(663)	854
Very Favorable of Biden	12%	(76)	15%	(100)	8%	(53)	65%	(423)	652
Somewhat Favorable of Biden	4%	(22)	9%	(54)	14%	(82)	72%	(411)	569
Somewhat Unfavorable of Biden	6%	(13)	12%	(25)	14%	(29)	68%	(144)	212
Very Unfavorable of Biden	3%	(17)	8%	(54)	8%	(53)	81%	(518)	642
#1 Issue: Economy	6%	(45)	14%	(104)	10%	(75)	71%	(540)	763
#1 Issue: Security	4%	(12)	9%	(28)	11%	(36)	77%	(248)	324
#1 Issue: Health Care	8%	(24)	10%	(31)	14%	(41)	68%	(203)	299
#1 Issue: Medicare / Social Security	2%	(6)	7%	(21)	10%	(28)	81%	(226)	281
#1 Issue: Women's Issues	10%	(14)	10%	(13)	12%	(17)	68%	(90)	134
#1 Issue: Education	13%	(17)	17%	(22)	12%	(16)	58%	(75)	130
#1 Issue: Energy	8%	(12)	15%	(22)	11%	(17)	66%	(99)	151
#1 Issue: Other	3%	(3)	9%	(11)	3%	(4)	85%	(102)	120
2020 Vote: Joe Biden	8%	(87)	13%	(138)	10%	(108)	68%	(698)	1031
2020 Vote: Donald Trump	4%	(30)	8%	(55)	11%	(78)	77%	(541)	704
2020 Vote: Other	3%	(1)	19%	(11)	10%	(6)	68%	(39)	58
2020 Vote: Didn't Vote	4%	(15)	12%	(47)	10%	(40)	75%	(303)	405
2018 House Vote: Democrat	7%	(52)	14%	(100)	10%	(74)	69%	(503)	730
2018 House Vote: Republican	5%	(30)	9%	(57)	11%	(69)	74%	(449)	604
2016 Vote: Hillary Clinton	7%	(49)	13%	(90)	10%	(69)	70%	(490)	698
2016 Vote: Donald Trump	5%	(31)	9%	(58)	11%	(69)	76%	(489)	646
2016 Vote: Other	2%	(2)	8%	(8)	6%	(6)	84%	(85)	102
2016 Vote: Didn't Vote	7%	(51)	13%	(94)	12%	(88)	69%	(518)	751
Voted in 2014: Yes	6%	(76)	11%	(138)	11%	(133)	72%	(888)	1235
Voted in 2014: No	6%	(57)	12%	(114)	10%	(99)	72%	(695)	965
4-Region: Northeast	10%	(38)	11%	(43)	12%	(48)	67%	(265)	394
4-Region: Midwest	3%	(13)	11%	(51)	12%	(54)	75%	(344)	462
4-Region: South	6%	(52)	11%	(91)	10%	(78)	73%	(603)	824
4-Region: West	6%	(31)	13%	(66)	10%	(52)	71%	(371)	520
Sports Fans	8%	(126)	14%	(229)	13%	(205)	65%	(1056)	1615

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Table MCSP9_4: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
BMX freestyle

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(133)	11%	(251)	11%	(232)	72%	(1583)	2200
Avid Sports Fans	14%	(90)	19%	(116)	13%	(83)	53%	(330)	619
Casual Sports Fans	4%	(36)	11%	(113)	12%	(122)	73%	(725)	996
Non-Sports Fans	1%	(8)	4%	(23)	5%	(27)	90%	(528)	585
Gen Z Sports Fans	11%	(19)	15%	(26)	15%	(26)	60%	(105)	176
Millennial Sports Fans	16%	(83)	21%	(107)	15%	(75)	48%	(247)	512
Gen X Sports Fans	4%	(17)	14%	(52)	13%	(50)	69%	(264)	383
Boomer Sports Fans	1%	(6)	8%	(38)	10%	(50)	81%	(393)	486
Democratic Sports Fans	12%	(82)	15%	(107)	12%	(88)	61%	(436)	713
Republican Sports Fans	6%	(25)	11%	(52)	13%	(59)	70%	(319)	455
Male Sports Fans	11%	(95)	16%	(138)	14%	(123)	60%	(526)	882
Female Sports Fans	4%	(31)	12%	(91)	11%	(83)	72%	(530)	734
Olympics Fans	8%	(122)	15%	(239)	13%	(208)	63%	(979)	1549
Avid Olympics Fans	19%	(81)	24%	(102)	15%	(63)	42%	(176)	422
Casual Olympics Fans	4%	(42)	12%	(137)	13%	(145)	71%	(803)	1128
Non-Olympics Fans	2%	(11)	2%	(12)	4%	(24)	93%	(604)	651
Watched a Lot 2021 Olympics	26%	(74)	25%	(70)	15%	(42)	34%	(97)	283
Didn't Watch any 2021 Olympics	1%	(7)	2%	(12)	3%	(24)	94%	(713)	755
Watched a Lot/some 2021 Olympics	14%	(116)	23%	(193)	16%	(136)	48%	(404)	849
Watched any 2021 Olympics	9%	(126)	17%	(240)	14%	(208)	60%	(871)	1445
Familiar with Peacock	9%	(109)	15%	(185)	12%	(145)	63%	(762)	1200
Peacock Subscriber	10%	(57)	15%	(80)	9%	(51)	66%	(360)	548

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

Table MCSP9_5: *How much of the following sports did you watch 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	7%	(143)	11%	(234)	11%	(240)	72%	(1584)	2200
Gender: Male	9%	(96)	15%	(158)	13%	(138)	63%	(670)	1062
Gender: Female	4%	(47)	7%	(76)	9%	(102)	80%	(913)	1138
Age: 18-34	11%	(74)	18%	(115)	12%	(81)	59%	(386)	655
Age: 35-44	11%	(40)	15%	(53)	14%	(51)	60%	(215)	358
Age: 45-64	3%	(21)	7%	(52)	10%	(72)	81%	(606)	751
Age: 65+	2%	(9)	3%	(14)	8%	(37)	86%	(376)	436
GenZers: 1997-2012	8%	(19)	14%	(35)	14%	(34)	65%	(160)	247
Millennials: 1981-1996	14%	(89)	18%	(118)	12%	(79)	56%	(361)	647
GenXers: 1965-1980	4%	(20)	9%	(50)	12%	(63)	75%	(404)	536
Baby Boomers: 1946-1964	2%	(12)	4%	(28)	9%	(60)	85%	(581)	680
PID: Dem (no lean)	9%	(84)	14%	(127)	10%	(91)	68%	(632)	934
PID: Ind (no lean)	5%	(34)	8%	(52)	11%	(73)	75%	(487)	645
PID: Rep (no lean)	4%	(25)	9%	(55)	12%	(77)	75%	(464)	621
PID/Gender: Dem Men	15%	(63)	21%	(89)	12%	(49)	53%	(226)	427
PID/Gender: Dem Women	4%	(22)	7%	(38)	8%	(41)	80%	(406)	507
PID/Gender: Ind Men	6%	(19)	11%	(34)	14%	(45)	69%	(217)	316
PID/Gender: Ind Women	5%	(15)	5%	(18)	8%	(27)	82%	(270)	329
PID/Gender: Rep Men	5%	(15)	11%	(35)	13%	(43)	71%	(227)	320
PID/Gender: Rep Women	4%	(11)	7%	(20)	11%	(34)	79%	(237)	302
Ideo: Liberal (1-3)	11%	(76)	12%	(87)	10%	(72)	67%	(480)	715
Ideo: Moderate (4)	3%	(21)	14%	(88)	12%	(75)	71%	(448)	633
Ideo: Conservative (5-7)	6%	(38)	7%	(47)	11%	(78)	76%	(525)	687
Educ: < College	5%	(79)	10%	(146)	11%	(162)	74%	(1125)	1512
Educ: Bachelors degree	9%	(41)	13%	(57)	10%	(44)	68%	(302)	444
Educ: Post-grad	9%	(23)	13%	(31)	14%	(34)	64%	(157)	244
Income: Under 50k	5%	(61)	10%	(125)	11%	(137)	75%	(976)	1300
Income: 50k-100k	9%	(56)	11%	(70)	11%	(67)	69%	(434)	628
Income: 100k+	9%	(26)	14%	(38)	13%	(36)	63%	(173)	273
Ethnicity: White	6%	(104)	10%	(176)	11%	(185)	73%	(1257)	1722
Ethnicity: Hispanic	10%	(35)	14%	(50)	11%	(38)	65%	(227)	349
Ethnicity: Black	11%	(30)	14%	(39)	11%	(30)	64%	(175)	274

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Table MCSP9_5: How much of the following sports did you watch 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	7%	(143)	11%	(234)	11%	(240)	72%	(1584)	2200
Ethnicity: Other	4%	(9)	9%	(19)	12%	(25)	74%	(151)	204
All Christian	5%	(53)	11%	(112)	12%	(118)	72%	(713)	996
All Non-Christian	23%	(35)	17%	(25)	14%	(21)	47%	(70)	151
Atheist	4%	(5)	9%	(10)	13%	(14)	75%	(83)	111
Agnostic/Nothing in particular	6%	(36)	12%	(68)	9%	(52)	73%	(427)	583
Something Else	4%	(15)	5%	(20)	10%	(35)	81%	(290)	359
Religious Non-Protestant/Catholic	22%	(40)	16%	(29)	12%	(21)	50%	(89)	179
Evangelical	6%	(36)	12%	(65)	14%	(77)	69%	(389)	567
Non-Evangelical	3%	(23)	8%	(61)	10%	(75)	79%	(587)	745
Community: Urban	10%	(63)	17%	(110)	11%	(76)	62%	(414)	663
Community: Suburban	5%	(55)	9%	(87)	11%	(107)	75%	(768)	1017
Community: Rural	5%	(24)	7%	(36)	11%	(57)	77%	(402)	520
Employ: Private Sector	8%	(54)	17%	(112)	13%	(86)	62%	(418)	669
Employ: Government	13%	(14)	13%	(15)	15%	(16)	59%	(64)	110
Employ: Self-Employed	17%	(36)	14%	(29)	11%	(23)	58%	(120)	208
Employ: Homemaker	2%	(4)	9%	(15)	13%	(23)	77%	(136)	177
Employ: Student	5%	(5)	9%	(10)	10%	(11)	76%	(82)	108
Employ: Retired	2%	(12)	4%	(20)	9%	(45)	85%	(436)	513
Employ: Unemployed	4%	(12)	9%	(26)	10%	(28)	77%	(217)	283
Employ: Other	5%	(6)	5%	(7)	6%	(8)	84%	(111)	132
Military HH: Yes	6%	(20)	12%	(40)	12%	(40)	71%	(246)	347
Military HH: No	7%	(123)	10%	(193)	11%	(199)	72%	(1338)	1853
RD/WT: Right Direction	10%	(101)	13%	(133)	11%	(114)	65%	(652)	1001
RD/WT: Wrong Track	4%	(42)	8%	(100)	10%	(125)	78%	(931)	1199
Biden Job Approve	8%	(103)	12%	(150)	12%	(142)	68%	(830)	1225
Biden Job Disapprove	4%	(33)	9%	(78)	10%	(87)	77%	(677)	875
Biden Job Strongly Approve	12%	(81)	15%	(97)	11%	(69)	62%	(405)	652
Biden Job Somewhat Approve	4%	(22)	9%	(53)	13%	(73)	74%	(424)	573
Biden Job Somewhat Disapprove	5%	(12)	15%	(38)	12%	(30)	68%	(170)	250
Biden Job Strongly Disapprove	3%	(21)	6%	(40)	9%	(56)	81%	(507)	625

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Table MCSP9_5: *How much of the following sports did you watch 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	7%	(143)	11%	(234)	11%	(240)	72%	(1584)	2200
Favorable of Biden	8%	(98)	12%	(152)	11%	(136)	68%	(835)	1220
Unfavorable of Biden	4%	(33)	8%	(66)	10%	(89)	78%	(665)	854
Very Favorable of Biden	13%	(82)	13%	(86)	9%	(57)	66%	(427)	652
Somewhat Favorable of Biden	3%	(16)	12%	(66)	14%	(79)	72%	(408)	569
Somewhat Unfavorable of Biden	5%	(12)	14%	(30)	10%	(22)	70%	(148)	212
Very Unfavorable of Biden	3%	(22)	6%	(36)	10%	(67)	81%	(517)	642
#1 Issue: Economy	5%	(42)	11%	(87)	11%	(87)	72%	(547)	763
#1 Issue: Security	6%	(18)	9%	(28)	8%	(27)	77%	(250)	324
#1 Issue: Health Care	11%	(31)	10%	(30)	12%	(37)	67%	(201)	299
#1 Issue: Medicare / Social Security	2%	(6)	8%	(23)	12%	(33)	78%	(218)	281
#1 Issue: Women's Issues	6%	(8)	13%	(17)	16%	(21)	65%	(87)	134
#1 Issue: Education	13%	(17)	12%	(15)	15%	(19)	60%	(78)	130
#1 Issue: Energy	8%	(12)	18%	(28)	8%	(12)	65%	(99)	151
#1 Issue: Other	6%	(7)	5%	(6)	3%	(3)	87%	(104)	120
2020 Vote: Joe Biden	9%	(90)	13%	(130)	11%	(114)	68%	(698)	1031
2020 Vote: Donald Trump	4%	(31)	9%	(60)	10%	(74)	77%	(539)	704
2020 Vote: Other	7%	(4)	10%	(6)	16%	(9)	67%	(39)	58
2020 Vote: Didn't Vote	5%	(19)	9%	(37)	11%	(43)	76%	(306)	405
2018 House Vote: Democrat	8%	(58)	12%	(88)	11%	(82)	69%	(502)	730
2018 House Vote: Republican	4%	(23)	9%	(55)	11%	(69)	76%	(456)	604
2016 Vote: Hillary Clinton	8%	(53)	12%	(82)	11%	(77)	70%	(485)	698
2016 Vote: Donald Trump	5%	(30)	9%	(58)	11%	(72)	75%	(486)	646
2016 Vote: Other	5%	(5)	9%	(9)	9%	(9)	78%	(79)	102
2016 Vote: Didn't Vote	7%	(55)	11%	(84)	11%	(80)	71%	(531)	751
Voted in 2014: Yes	7%	(83)	10%	(124)	11%	(139)	72%	(890)	1235
Voted in 2014: No	6%	(60)	11%	(109)	10%	(101)	72%	(694)	965
4-Region: Northeast	9%	(35)	10%	(40)	11%	(45)	69%	(273)	394
4-Region: Midwest	4%	(18)	11%	(53)	11%	(51)	74%	(341)	462
4-Region: South	7%	(56)	10%	(84)	10%	(78)	74%	(606)	824
4-Region: West	7%	(34)	11%	(57)	13%	(66)	70%	(363)	520
Sports Fans	8%	(133)	13%	(214)	14%	(219)	65%	(1050)	1615

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Table MCSP9_5: How much of the following sports did you watch 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	7%	(143)	11%	(234)	11%	(240)	72%	(1584)	2200
Avid Sports Fans	15%	(92)	18%	(111)	14%	(87)	53%	(328)	619
Casual Sports Fans	4%	(40)	10%	(103)	13%	(132)	72%	(722)	996
Non-Sports Fans	2%	(11)	3%	(19)	4%	(21)	91%	(534)	585
Gen Z Sports Fans	8%	(13)	18%	(32)	18%	(31)	57%	(100)	176
Millennial Sports Fans	17%	(87)	21%	(110)	13%	(67)	48%	(248)	512
Gen X Sports Fans	5%	(17)	12%	(46)	15%	(58)	68%	(262)	383
Boomer Sports Fans	2%	(11)	5%	(24)	12%	(58)	81%	(393)	486
Democratic Sports Fans	12%	(82)	16%	(116)	12%	(83)	61%	(432)	713
Republican Sports Fans	5%	(23)	11%	(50)	15%	(70)	69%	(313)	455
Male Sports Fans	10%	(90)	17%	(147)	15%	(131)	58%	(514)	882
Female Sports Fans	6%	(43)	9%	(67)	12%	(88)	73%	(536)	734
Olympics Fans	9%	(138)	14%	(222)	14%	(216)	63%	(974)	1549
Avid Olympics Fans	22%	(94)	21%	(90)	18%	(77)	38%	(161)	422
Casual Olympics Fans	4%	(44)	12%	(132)	12%	(139)	72%	(812)	1128
Non-Olympics Fans	1%	(6)	2%	(12)	4%	(24)	94%	(610)	651
Watched a Lot 2021 Olympics	29%	(83)	23%	(64)	18%	(51)	30%	(85)	283
Didn't Watch any 2021 Olympics	1%	(5)	1%	(10)	3%	(23)	95%	(716)	755
Watched a Lot/some 2021 Olympics	15%	(125)	21%	(181)	18%	(157)	46%	(387)	849
Watched any 2021 Olympics	10%	(138)	15%	(223)	15%	(217)	60%	(867)	1445
Familiar with Peacock	10%	(115)	14%	(172)	12%	(147)	64%	(767)	1200
Peacock Subscriber	12%	(66)	11%	(61)	12%	(68)	65%	(353)	548

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

Table MCSP9_6: *How much of the following sports did you watch 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	8%	(185)	14%	(312)	13%	(289)	64%	(1413)	2200
Gender: Male	13%	(137)	18%	(191)	15%	(160)	54%	(574)	1062
Gender: Female	4%	(48)	11%	(121)	11%	(129)	74%	(840)	1138
Age: 18-34	14%	(94)	17%	(111)	16%	(102)	53%	(348)	655
Age: 35-44	15%	(53)	18%	(65)	16%	(57)	51%	(183)	358
Age: 45-64	4%	(29)	13%	(98)	10%	(76)	73%	(548)	751
Age: 65+	2%	(10)	9%	(38)	12%	(53)	77%	(335)	436
GenZers: 1997-2012	14%	(35)	13%	(31)	17%	(41)	56%	(139)	247
Millennials: 1981-1996	15%	(96)	18%	(120)	17%	(108)	50%	(323)	647
GenXers: 1965-1980	6%	(34)	14%	(76)	10%	(55)	69%	(371)	536
Baby Boomers: 1946-1964	3%	(20)	12%	(80)	11%	(74)	74%	(507)	680
PID: Dem (no lean)	12%	(113)	15%	(144)	13%	(122)	59%	(555)	934
PID: Ind (no lean)	5%	(31)	13%	(81)	14%	(93)	68%	(441)	645
PID: Rep (no lean)	7%	(41)	14%	(88)	12%	(75)	67%	(418)	621
PID/Gender: Dem Men	21%	(88)	20%	(87)	15%	(64)	44%	(188)	427
PID/Gender: Dem Women	5%	(25)	11%	(57)	11%	(58)	72%	(367)	507
PID/Gender: Ind Men	6%	(20)	14%	(45)	19%	(61)	60%	(190)	316
PID/Gender: Ind Women	3%	(11)	11%	(35)	10%	(32)	76%	(251)	329
PID/Gender: Rep Men	9%	(29)	18%	(59)	11%	(36)	61%	(196)	320
PID/Gender: Rep Women	4%	(12)	10%	(29)	13%	(39)	74%	(222)	302
Ideo: Liberal (1-3)	11%	(78)	15%	(106)	14%	(98)	60%	(432)	715
Ideo: Moderate (4)	8%	(51)	16%	(103)	15%	(94)	61%	(385)	633
Ideo: Conservative (5-7)	7%	(48)	13%	(88)	11%	(78)	69%	(473)	687
Educ: < College	6%	(97)	14%	(212)	13%	(198)	66%	(1005)	1512
Educ: Bachelors degree	12%	(55)	14%	(63)	13%	(59)	60%	(266)	444
Educ: Post-grad	14%	(33)	15%	(37)	13%	(32)	58%	(142)	244
Income: Under 50k	6%	(78)	12%	(160)	14%	(180)	68%	(882)	1300
Income: 50k-100k	11%	(67)	17%	(105)	11%	(69)	62%	(387)	628
Income: 100k+	15%	(41)	17%	(47)	15%	(41)	53%	(145)	273
Ethnicity: White	8%	(141)	14%	(239)	12%	(210)	66%	(1131)	1722
Ethnicity: Hispanic	12%	(43)	16%	(56)	16%	(57)	55%	(193)	349
Ethnicity: Black	11%	(31)	17%	(47)	17%	(48)	54%	(148)	274

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Table MCSP9_6: How much of the following sports did you watch 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	8%	(185)	14%	(312)	13%	(289)	64%	(1413)	2200
Ethnicity: Other	7%	(14)	12%	(25)	15%	(31)	66%	(134)	204
All Christian	8%	(79)	17%	(166)	13%	(129)	62%	(622)	996
All Non-Christian	30%	(45)	13%	(20)	12%	(19)	45%	(68)	151
Atheist	4%	(4)	17%	(18)	8%	(9)	72%	(80)	111
Agnostic/Nothing in particular	7%	(43)	11%	(65)	14%	(84)	67%	(392)	583
Something Else	4%	(14)	12%	(43)	14%	(49)	70%	(252)	359
Religious Non-Protestant/Catholic	27%	(48)	12%	(22)	13%	(23)	48%	(86)	179
Evangelical	8%	(44)	17%	(99)	13%	(74)	62%	(350)	567
Non-Evangelical	6%	(45)	14%	(103)	13%	(98)	67%	(499)	745
Community: Urban	14%	(95)	16%	(104)	14%	(91)	56%	(373)	663
Community: Suburban	5%	(55)	14%	(139)	13%	(135)	68%	(689)	1017
Community: Rural	7%	(35)	13%	(70)	12%	(63)	68%	(351)	520
Employ: Private Sector	12%	(82)	18%	(121)	15%	(98)	55%	(368)	669
Employ: Government	17%	(18)	31%	(34)	12%	(13)	41%	(44)	110
Employ: Self-Employed	15%	(31)	10%	(20)	21%	(44)	54%	(111)	208
Employ: Homemaker	4%	(8)	11%	(19)	10%	(17)	75%	(133)	177
Employ: Student	11%	(11)	9%	(10)	15%	(16)	65%	(70)	108
Employ: Retired	2%	(12)	11%	(56)	11%	(57)	76%	(388)	513
Employ: Unemployed	6%	(17)	15%	(41)	12%	(34)	67%	(191)	283
Employ: Other	4%	(5)	8%	(10)	7%	(10)	81%	(107)	132
Military HH: Yes	7%	(23)	13%	(46)	15%	(53)	65%	(225)	347
Military HH: No	9%	(162)	14%	(266)	13%	(236)	64%	(1189)	1853
RD/WT: Right Direction	12%	(117)	17%	(168)	15%	(146)	57%	(569)	1001
RD/WT: Wrong Track	6%	(68)	12%	(144)	12%	(143)	70%	(844)	1199
Biden Job Approve	10%	(126)	16%	(199)	14%	(172)	59%	(728)	1225
Biden Job Disapprove	7%	(58)	12%	(104)	13%	(110)	69%	(604)	875
Biden Job Strongly Approve	14%	(94)	17%	(113)	14%	(94)	54%	(351)	652
Biden Job Somewhat Approve	6%	(32)	15%	(86)	13%	(77)	66%	(377)	573
Biden Job Somewhat Disapprove	6%	(15)	16%	(39)	22%	(56)	56%	(141)	250
Biden Job Strongly Disapprove	7%	(43)	10%	(65)	9%	(54)	74%	(463)	625

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Table MCSP9_6: How much of the following sports did you watch 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	8%	(185)	14%	(312)	13%	(289)	64%	(1413)	2200
Favorable of Biden	10%	(127)	16%	(190)	14%	(174)	60%	(729)	1220
Unfavorable of Biden	6%	(51)	12%	(99)	12%	(104)	70%	(600)	854
Very Favorable of Biden	14%	(90)	17%	(109)	14%	(91)	56%	(363)	652
Somewhat Favorable of Biden	7%	(38)	14%	(81)	15%	(83)	64%	(367)	569
Somewhat Unfavorable of Biden	6%	(13)	16%	(34)	15%	(32)	63%	(133)	212
Very Unfavorable of Biden	6%	(38)	10%	(65)	11%	(72)	73%	(467)	642
#1 Issue: Economy	10%	(76)	16%	(123)	13%	(97)	61%	(467)	763
#1 Issue: Security	7%	(21)	13%	(42)	11%	(35)	70%	(226)	324
#1 Issue: Health Care	11%	(33)	14%	(41)	14%	(43)	61%	(181)	299
#1 Issue: Medicare / Social Security	4%	(11)	10%	(27)	13%	(37)	74%	(206)	281
#1 Issue: Women's Issues	9%	(12)	16%	(21)	18%	(25)	56%	(76)	134
#1 Issue: Education	14%	(18)	19%	(25)	15%	(19)	52%	(67)	130
#1 Issue: Energy	9%	(13)	14%	(21)	16%	(24)	61%	(91)	151
#1 Issue: Other	1%	(1)	9%	(11)	8%	(9)	83%	(99)	120
2020 Vote: Joe Biden	11%	(114)	16%	(164)	14%	(146)	59%	(608)	1031
2020 Vote: Donald Trump	6%	(45)	13%	(94)	12%	(82)	69%	(484)	704
2020 Vote: Other	11%	(6)	15%	(9)	10%	(6)	64%	(37)	58
2020 Vote: Didn't Vote	5%	(20)	11%	(46)	14%	(56)	70%	(283)	405
2018 House Vote: Democrat	12%	(84)	16%	(116)	14%	(106)	58%	(424)	730
2018 House Vote: Republican	7%	(42)	15%	(93)	11%	(66)	67%	(403)	604
2016 Vote: Hillary Clinton	11%	(77)	15%	(105)	13%	(89)	61%	(427)	698
2016 Vote: Donald Trump	7%	(47)	15%	(100)	11%	(69)	67%	(430)	646
2016 Vote: Other	1%	(1)	11%	(11)	22%	(23)	65%	(66)	102
2016 Vote: Didn't Vote	8%	(59)	13%	(96)	14%	(107)	65%	(489)	751
Voted in 2014: Yes	9%	(113)	15%	(189)	13%	(166)	62%	(767)	1235
Voted in 2014: No	8%	(73)	13%	(123)	13%	(123)	67%	(646)	965
4-Region: Northeast	9%	(36)	18%	(72)	14%	(56)	58%	(230)	394
4-Region: Midwest	6%	(27)	15%	(69)	12%	(54)	68%	(313)	462
4-Region: South	8%	(68)	14%	(113)	15%	(122)	63%	(522)	824
4-Region: West	11%	(55)	11%	(58)	11%	(58)	67%	(349)	520
Sports Fans	11%	(181)	18%	(297)	16%	(256)	55%	(882)	1615

Continued on next page

Table MCSP9_6: How much of the following sports did you watch 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	8%	(185)	14%	(312)	13%	(289)	64%	(1413)	2200
Avid Sports Fans	23%	(139)	26%	(164)	16%	(101)	35%	(215)	619
Casual Sports Fans	4%	(42)	13%	(133)	16%	(155)	67%	(667)	996
Non-Sports Fans	1%	(4)	3%	(16)	6%	(33)	91%	(531)	585
Gen Z Sports Fans	20%	(35)	17%	(31)	20%	(34)	43%	(76)	176
Millennial Sports Fans	18%	(93)	23%	(115)	18%	(90)	42%	(214)	512
Gen X Sports Fans	9%	(34)	19%	(72)	14%	(53)	58%	(224)	383
Boomer Sports Fans	4%	(18)	15%	(74)	14%	(69)	67%	(326)	486
Democratic Sports Fans	16%	(111)	20%	(139)	15%	(104)	50%	(358)	713
Republican Sports Fans	9%	(40)	18%	(81)	14%	(66)	59%	(268)	455
Male Sports Fans	15%	(135)	21%	(183)	17%	(150)	47%	(414)	882
Female Sports Fans	6%	(46)	16%	(114)	14%	(105)	64%	(468)	734
Olympics Fans	11%	(172)	19%	(292)	17%	(262)	53%	(824)	1549
Avid Olympics Fans	24%	(102)	30%	(127)	17%	(73)	28%	(119)	422
Casual Olympics Fans	6%	(70)	15%	(164)	17%	(189)	63%	(705)	1128
Non-Olympics Fans	2%	(13)	3%	(20)	4%	(27)	91%	(590)	651
Watched a Lot 2021 Olympics	32%	(91)	26%	(72)	18%	(52)	24%	(68)	283
Didn't Watch any 2021 Olympics	1%	(5)	3%	(22)	3%	(23)	93%	(704)	755
Watched a Lot/some 2021 Olympics	19%	(160)	26%	(220)	21%	(178)	34%	(291)	849
Watched any 2021 Olympics	12%	(180)	20%	(290)	18%	(266)	49%	(709)	1445
Familiar with Peacock	12%	(146)	17%	(205)	15%	(177)	56%	(672)	1200
Peacock Subscriber	14%	(76)	18%	(98)	12%	(68)	56%	(306)	548

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

Table MCSP9_7: *How much of the following sports did you watch 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	14%	(301)	20%	(436)	10%	(229)	56%	(1235)	2200
Gender: Male	21%	(220)	23%	(243)	11%	(117)	45%	(482)	1062
Gender: Female	7%	(81)	17%	(193)	10%	(111)	66%	(753)	1138
Age: 18-34	21%	(135)	24%	(156)	10%	(67)	45%	(297)	655
Age: 35-44	20%	(70)	22%	(79)	12%	(41)	47%	(167)	358
Age: 45-64	8%	(57)	17%	(130)	10%	(74)	65%	(490)	751
Age: 65+	9%	(38)	16%	(71)	11%	(46)	64%	(281)	436
GenZers: 1997-2012	17%	(41)	25%	(62)	9%	(22)	50%	(123)	247
Millennials: 1981-1996	22%	(143)	23%	(146)	12%	(80)	43%	(277)	647
GenXers: 1965-1980	9%	(47)	20%	(105)	8%	(45)	63%	(339)	536
Baby Boomers: 1946-1964	9%	(62)	16%	(111)	10%	(68)	65%	(439)	680
PID: Dem (no lean)	20%	(189)	21%	(193)	10%	(90)	49%	(462)	934
PID: Ind (no lean)	10%	(63)	20%	(131)	10%	(67)	60%	(385)	645
PID: Rep (no lean)	8%	(49)	18%	(112)	12%	(72)	63%	(388)	621
PID/Gender: Dem Men	33%	(142)	22%	(94)	10%	(41)	35%	(150)	427
PID/Gender: Dem Women	9%	(47)	20%	(99)	10%	(49)	61%	(312)	507
PID/Gender: Ind Men	14%	(43)	25%	(79)	11%	(35)	50%	(159)	316
PID/Gender: Ind Women	6%	(20)	16%	(52)	10%	(32)	68%	(226)	329
PID/Gender: Rep Men	11%	(34)	22%	(70)	13%	(42)	54%	(173)	320
PID/Gender: Rep Women	5%	(14)	14%	(41)	10%	(31)	71%	(215)	302
Ideo: Liberal (1-3)	19%	(139)	21%	(152)	10%	(71)	49%	(353)	715
Ideo: Moderate (4)	13%	(81)	20%	(128)	11%	(71)	56%	(353)	633
Ideo: Conservative (5-7)	9%	(65)	19%	(129)	11%	(78)	60%	(416)	687
Educ: < College	12%	(176)	19%	(291)	9%	(142)	60%	(903)	1512
Educ: Bachelors degree	17%	(77)	22%	(96)	12%	(55)	49%	(216)	444
Educ: Post-grad	20%	(49)	20%	(48)	13%	(31)	48%	(116)	244
Income: Under 50k	11%	(149)	18%	(240)	10%	(128)	60%	(783)	1300
Income: 50k-100k	14%	(90)	22%	(138)	11%	(67)	53%	(332)	628
Income: 100k+	23%	(63)	21%	(57)	12%	(34)	44%	(119)	273
Ethnicity: White	11%	(198)	19%	(324)	10%	(178)	59%	(1023)	1722
Ethnicity: Hispanic	17%	(61)	23%	(81)	12%	(40)	48%	(167)	349
Ethnicity: Black	29%	(78)	25%	(68)	8%	(22)	38%	(106)	274

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Table MCSP9_7: How much of the following sports did you watch 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	14%	(301)	20%	(436)	10%	(229)	56%	(1235)	2200
Ethnicity: Other	12%	(25)	21%	(44)	14%	(29)	52%	(106)	204
All Christian	14%	(143)	21%	(212)	11%	(108)	53%	(533)	996
All Non-Christian	34%	(52)	22%	(33)	13%	(20)	31%	(47)	151
Atheist	13%	(15)	16%	(18)	5%	(6)	65%	(72)	111
Agnostic/Nothing in particular	11%	(62)	19%	(110)	11%	(63)	60%	(349)	583
Something Else	8%	(30)	18%	(63)	9%	(32)	65%	(234)	359
Religious Non-Protestant/Catholic	32%	(57)	23%	(40)	12%	(21)	34%	(60)	179
Evangelical	15%	(87)	20%	(115)	10%	(58)	54%	(306)	567
Non-Evangelical	10%	(76)	20%	(149)	11%	(80)	59%	(440)	745
Community: Urban	20%	(135)	23%	(152)	12%	(80)	45%	(296)	663
Community: Suburban	12%	(118)	20%	(206)	9%	(90)	59%	(604)	1017
Community: Rural	9%	(48)	15%	(78)	11%	(58)	65%	(335)	520
Employ: Private Sector	18%	(119)	24%	(159)	13%	(86)	46%	(305)	669
Employ: Government	25%	(28)	24%	(26)	13%	(15)	38%	(41)	110
Employ: Self-Employed	25%	(51)	23%	(47)	9%	(18)	44%	(91)	208
Employ: Homemaker	4%	(7)	14%	(25)	8%	(14)	74%	(131)	177
Employ: Student	12%	(13)	19%	(21)	10%	(10)	59%	(64)	108
Employ: Retired	9%	(44)	16%	(82)	10%	(50)	66%	(338)	513
Employ: Unemployed	12%	(33)	20%	(57)	9%	(25)	60%	(169)	283
Employ: Other	5%	(7)	14%	(19)	8%	(11)	72%	(96)	132
Military HH: Yes	14%	(50)	18%	(62)	12%	(41)	56%	(194)	347
Military HH: No	14%	(251)	20%	(373)	10%	(187)	56%	(1041)	1853
RD/WT: Right Direction	20%	(200)	22%	(219)	11%	(110)	47%	(472)	1001
RD/WT: Wrong Track	8%	(101)	18%	(216)	10%	(119)	64%	(763)	1199
Biden Job Approve	18%	(221)	22%	(270)	11%	(135)	49%	(599)	1225
Biden Job Disapprove	8%	(70)	18%	(156)	10%	(88)	64%	(561)	875
Biden Job Strongly Approve	24%	(158)	23%	(150)	9%	(62)	43%	(282)	652
Biden Job Somewhat Approve	11%	(63)	21%	(120)	13%	(73)	55%	(317)	573
Biden Job Somewhat Disapprove	10%	(25)	23%	(59)	14%	(34)	53%	(132)	250
Biden Job Strongly Disapprove	7%	(45)	16%	(98)	9%	(53)	69%	(429)	625

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Table MCSP9_7: How much of the following sports did you watch 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	14%	(301)	20%	(436)	10%	(229)	56%	(1235)	2200
Favorable of Biden	18%	(222)	22%	(264)	11%	(133)	49%	(600)	1220
Unfavorable of Biden	8%	(65)	18%	(151)	10%	(86)	65%	(552)	854
Very Favorable of Biden	24%	(156)	23%	(148)	9%	(56)	45%	(291)	652
Somewhat Favorable of Biden	12%	(66)	20%	(116)	14%	(77)	54%	(310)	569
Somewhat Unfavorable of Biden	11%	(24)	23%	(49)	12%	(25)	54%	(115)	212
Very Unfavorable of Biden	6%	(41)	16%	(102)	9%	(61)	68%	(437)	642
#1 Issue: Economy	15%	(111)	22%	(166)	9%	(69)	54%	(415)	763
#1 Issue: Security	10%	(33)	18%	(58)	14%	(45)	58%	(188)	324
#1 Issue: Health Care	18%	(54)	17%	(51)	11%	(34)	53%	(159)	299
#1 Issue: Medicare / Social Security	8%	(21)	19%	(53)	14%	(39)	60%	(168)	281
#1 Issue: Women's Issues	19%	(26)	22%	(29)	6%	(9)	53%	(70)	134
#1 Issue: Education	18%	(24)	22%	(29)	10%	(13)	49%	(64)	130
#1 Issue: Energy	15%	(22)	21%	(31)	9%	(14)	55%	(83)	151
#1 Issue: Other	8%	(9)	15%	(17)	5%	(6)	72%	(87)	120
2020 Vote: Joe Biden	19%	(196)	23%	(240)	11%	(109)	47%	(487)	1031
2020 Vote: Donald Trump	8%	(60)	16%	(111)	11%	(78)	65%	(455)	704
2020 Vote: Other	13%	(7)	31%	(18)	10%	(6)	46%	(26)	58
2020 Vote: Didn't Vote	9%	(38)	16%	(66)	9%	(36)	65%	(265)	405
2018 House Vote: Democrat	19%	(142)	22%	(160)	12%	(89)	46%	(338)	730
2018 House Vote: Republican	10%	(63)	18%	(107)	10%	(62)	61%	(371)	604
2016 Vote: Hillary Clinton	19%	(130)	22%	(157)	10%	(72)	49%	(339)	698
2016 Vote: Donald Trump	10%	(67)	16%	(107)	12%	(75)	61%	(397)	646
2016 Vote: Other	11%	(11)	19%	(20)	13%	(14)	57%	(57)	102
2016 Vote: Didn't Vote	12%	(91)	20%	(152)	9%	(68)	59%	(440)	751
Voted in 2014: Yes	15%	(185)	20%	(248)	12%	(143)	53%	(660)	1235
Voted in 2014: No	12%	(116)	19%	(188)	9%	(85)	60%	(575)	965
4-Region: Northeast	19%	(73)	21%	(83)	10%	(38)	51%	(200)	394
4-Region: Midwest	10%	(46)	21%	(96)	12%	(56)	57%	(265)	462
4-Region: South	14%	(111)	20%	(165)	9%	(78)	57%	(470)	824
4-Region: West	14%	(71)	18%	(92)	11%	(57)	58%	(300)	520
Sports Fans	18%	(294)	25%	(411)	13%	(203)	44%	(708)	1615

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Table MCSP9_7: How much of the following sports did you watch 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	14%	(301)	20%	(436)	10%	(229)	56%	(1235)	2200
Avid Sports Fans	35%	(214)	31%	(189)	12%	(77)	22%	(139)	619
Casual Sports Fans	8%	(80)	22%	(222)	13%	(126)	57%	(569)	996
Non-Sports Fans	1%	(8)	4%	(25)	4%	(26)	90%	(527)	585
Gen Z Sports Fans	22%	(40)	33%	(57)	11%	(19)	34%	(60)	176
Millennial Sports Fans	27%	(140)	27%	(138)	14%	(71)	32%	(162)	512
Gen X Sports Fans	12%	(45)	26%	(99)	10%	(40)	52%	(199)	383
Boomer Sports Fans	13%	(61)	22%	(106)	13%	(63)	53%	(256)	486
Democratic Sports Fans	26%	(186)	25%	(180)	11%	(82)	37%	(266)	713
Republican Sports Fans	10%	(47)	23%	(106)	14%	(65)	52%	(238)	455
Male Sports Fans	25%	(219)	27%	(237)	13%	(112)	36%	(314)	882
Female Sports Fans	10%	(75)	24%	(174)	12%	(91)	54%	(394)	734
Olympics Fans	18%	(285)	26%	(403)	13%	(208)	42%	(653)	1549
Avid Olympics Fans	42%	(177)	32%	(134)	11%	(46)	15%	(65)	422
Casual Olympics Fans	10%	(108)	24%	(269)	14%	(162)	52%	(588)	1128
Non-Olympics Fans	3%	(17)	5%	(33)	3%	(21)	89%	(581)	651
Watched a Lot 2021 Olympics	47%	(133)	29%	(82)	11%	(30)	14%	(39)	283
Didn't Watch any 2021 Olympics	1%	(11)	4%	(31)	2%	(17)	92%	(696)	755
Watched a Lot/some 2021 Olympics	30%	(258)	34%	(290)	12%	(99)	24%	(202)	849
Watched any 2021 Olympics	20%	(290)	28%	(404)	15%	(211)	37%	(539)	1445
Familiar with Peacock	18%	(214)	22%	(260)	11%	(132)	49%	(594)	1200
Peacock Subscriber	20%	(107)	21%	(115)	10%	(53)	50%	(274)	548

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

Table MCSP9_8: *How much of the following sports did you watch 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	13%	(282)	21%	(455)	13%	(278)	54%	(1185)	2200
Gender: Male	16%	(172)	24%	(258)	14%	(145)	46%	(488)	1062
Gender: Female	10%	(110)	17%	(198)	12%	(133)	61%	(697)	1138
Age: 18-34	15%	(100)	20%	(131)	14%	(94)	50%	(330)	655
Age: 35-44	13%	(48)	24%	(86)	13%	(48)	49%	(176)	358
Age: 45-64	10%	(76)	20%	(152)	11%	(85)	58%	(439)	751
Age: 65+	13%	(59)	20%	(86)	12%	(51)	55%	(240)	436
GenZers: 1997-2012	15%	(37)	16%	(38)	13%	(33)	56%	(139)	247
Millennials: 1981-1996	16%	(101)	24%	(154)	14%	(93)	46%	(299)	647
GenXers: 1965-1980	11%	(57)	19%	(104)	12%	(65)	58%	(311)	536
Baby Boomers: 1946-1964	11%	(76)	21%	(143)	11%	(74)	57%	(388)	680
PID: Dem (no lean)	16%	(153)	23%	(215)	13%	(122)	48%	(444)	934
PID: Ind (no lean)	9%	(61)	20%	(128)	12%	(80)	58%	(375)	645
PID: Rep (no lean)	11%	(68)	18%	(112)	12%	(75)	59%	(366)	621
PID/Gender: Dem Men	23%	(96)	27%	(117)	13%	(54)	37%	(159)	427
PID/Gender: Dem Women	11%	(57)	19%	(98)	13%	(68)	56%	(285)	507
PID/Gender: Ind Men	11%	(34)	23%	(73)	15%	(46)	51%	(162)	316
PID/Gender: Ind Women	8%	(27)	17%	(55)	10%	(34)	65%	(213)	329
PID/Gender: Rep Men	13%	(41)	21%	(67)	14%	(45)	52%	(166)	320
PID/Gender: Rep Women	9%	(27)	15%	(45)	10%	(31)	66%	(199)	302
Ideo: Liberal (1-3)	18%	(125)	22%	(160)	14%	(100)	46%	(329)	715
Ideo: Moderate (4)	9%	(56)	26%	(164)	12%	(75)	53%	(337)	633
Ideo: Conservative (5-7)	12%	(82)	17%	(114)	13%	(86)	59%	(405)	687
Educ: < College	11%	(164)	18%	(272)	13%	(191)	59%	(885)	1512
Educ: Bachelors degree	18%	(80)	27%	(121)	12%	(52)	43%	(191)	444
Educ: Post-grad	16%	(38)	26%	(62)	14%	(34)	45%	(109)	244
Income: Under 50k	11%	(146)	17%	(219)	13%	(166)	59%	(769)	1300
Income: 50k-100k	14%	(87)	26%	(160)	13%	(79)	48%	(301)	628
Income: 100k+	18%	(49)	28%	(76)	12%	(33)	42%	(114)	273
Ethnicity: White	12%	(208)	20%	(352)	13%	(222)	55%	(940)	1722
Ethnicity: Hispanic	14%	(49)	22%	(78)	14%	(48)	50%	(175)	349
Ethnicity: Black	19%	(52)	19%	(52)	12%	(34)	50%	(137)	274

Continued on next page

Table MCSP9_8: How much of the following sports did you watch 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	13%	(282)	21%	(455)	13%	(278)	54%	(1185)	2200
Ethnicity: Other	11%	(22)	25%	(51)	11%	(22)	53%	(109)	204
All Christian	13%	(134)	27%	(268)	12%	(120)	48%	(475)	996
All Non-Christian	24%	(37)	20%	(30)	20%	(30)	36%	(55)	151
Atheist	15%	(16)	13%	(15)	10%	(11)	62%	(68)	111
Agnostic/Nothing in particular	11%	(62)	15%	(87)	13%	(78)	61%	(357)	583
Something Else	9%	(34)	15%	(56)	11%	(39)	64%	(230)	359
Religious Non-Protestant/Catholic	23%	(42)	19%	(33)	21%	(37)	37%	(67)	179
Evangelical	14%	(82)	24%	(136)	10%	(58)	51%	(292)	567
Non-Evangelical	11%	(78)	24%	(181)	12%	(92)	53%	(394)	745
Community: Urban	17%	(115)	23%	(150)	14%	(91)	46%	(307)	663
Community: Suburban	11%	(115)	22%	(219)	11%	(116)	56%	(568)	1017
Community: Rural	10%	(52)	17%	(86)	14%	(71)	60%	(310)	520
Employ: Private Sector	15%	(102)	25%	(168)	14%	(96)	45%	(304)	669
Employ: Government	23%	(25)	28%	(31)	14%	(15)	35%	(38)	110
Employ: Self-Employed	16%	(32)	18%	(37)	14%	(28)	53%	(110)	208
Employ: Homemaker	6%	(11)	17%	(31)	13%	(23)	63%	(112)	177
Employ: Student	16%	(17)	15%	(16)	4%	(4)	66%	(71)	108
Employ: Retired	12%	(64)	20%	(104)	11%	(55)	57%	(290)	513
Employ: Unemployed	8%	(23)	19%	(53)	13%	(37)	60%	(171)	283
Employ: Other	7%	(9)	12%	(16)	14%	(19)	67%	(89)	132
Military HH: Yes	14%	(48)	27%	(94)	13%	(46)	46%	(160)	347
Military HH: No	13%	(234)	20%	(361)	13%	(232)	55%	(1025)	1853
RD/WT: Right Direction	16%	(163)	25%	(248)	14%	(139)	45%	(451)	1001
RD/WT: Wrong Track	10%	(119)	17%	(207)	12%	(139)	61%	(734)	1199
Biden Job Approve	16%	(193)	23%	(279)	14%	(174)	47%	(579)	1225
Biden Job Disapprove	9%	(80)	19%	(167)	11%	(95)	61%	(534)	875
Biden Job Strongly Approve	20%	(133)	24%	(156)	13%	(86)	42%	(277)	652
Biden Job Somewhat Approve	10%	(60)	21%	(123)	15%	(87)	53%	(302)	573
Biden Job Somewhat Disapprove	10%	(26)	27%	(68)	12%	(30)	50%	(126)	250
Biden Job Strongly Disapprove	9%	(54)	16%	(98)	10%	(64)	65%	(408)	625

Continued on next page

Table MCSP9_8: How much of the following sports did you watch 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	13%	(282)	21%	(455)	13%	(278)	54%	(1185)	2200
Favorable of Biden	15%	(187)	23%	(282)	14%	(166)	48%	(585)	1220
Unfavorable of Biden	9%	(75)	18%	(156)	11%	(97)	61%	(525)	854
Very Favorable of Biden	18%	(120)	24%	(159)	13%	(88)	44%	(284)	652
Somewhat Favorable of Biden	12%	(67)	22%	(123)	14%	(79)	53%	(300)	569
Somewhat Unfavorable of Biden	11%	(24)	23%	(49)	12%	(26)	53%	(113)	212
Very Unfavorable of Biden	8%	(51)	17%	(107)	11%	(72)	64%	(412)	642
#1 Issue: Economy	11%	(83)	24%	(181)	13%	(98)	53%	(401)	763
#1 Issue: Security	11%	(35)	18%	(58)	14%	(44)	58%	(187)	324
#1 Issue: Health Care	17%	(52)	14%	(43)	14%	(41)	55%	(163)	299
#1 Issue: Medicare / Social Security	12%	(33)	20%	(55)	12%	(33)	57%	(159)	281
#1 Issue: Women's Issues	15%	(21)	25%	(34)	11%	(14)	48%	(65)	134
#1 Issue: Education	19%	(25)	20%	(26)	18%	(24)	42%	(55)	130
#1 Issue: Energy	15%	(23)	25%	(38)	9%	(13)	51%	(76)	151
#1 Issue: Other	9%	(11)	16%	(20)	9%	(10)	65%	(79)	120
2020 Vote: Joe Biden	16%	(167)	23%	(242)	13%	(139)	47%	(484)	1031
2020 Vote: Donald Trump	12%	(81)	17%	(118)	12%	(82)	60%	(422)	704
2020 Vote: Other	8%	(5)	20%	(11)	20%	(12)	52%	(30)	58
2020 Vote: Didn't Vote	7%	(29)	21%	(84)	11%	(44)	61%	(248)	405
2018 House Vote: Democrat	16%	(117)	24%	(176)	15%	(108)	45%	(329)	730
2018 House Vote: Republican	12%	(71)	20%	(119)	11%	(68)	57%	(346)	604
2016 Vote: Hillary Clinton	15%	(104)	23%	(164)	14%	(100)	47%	(329)	698
2016 Vote: Donald Trump	13%	(84)	19%	(120)	12%	(77)	57%	(366)	646
2016 Vote: Other	6%	(6)	30%	(30)	11%	(11)	53%	(54)	102
2016 Vote: Didn't Vote	12%	(88)	19%	(141)	12%	(88)	58%	(435)	751
Voted in 2014: Yes	14%	(176)	22%	(276)	13%	(165)	50%	(619)	1235
Voted in 2014: No	11%	(106)	19%	(179)	12%	(113)	59%	(567)	965
4-Region: Northeast	16%	(62)	21%	(82)	12%	(47)	51%	(202)	394
4-Region: Midwest	10%	(45)	19%	(87)	13%	(62)	58%	(268)	462
4-Region: South	13%	(108)	21%	(172)	12%	(95)	55%	(449)	824
4-Region: West	13%	(67)	22%	(113)	14%	(74)	51%	(266)	520
Sports Fans	17%	(271)	25%	(406)	14%	(232)	44%	(707)	1615

Continued on next page

Table MCSP9_8: How much of the following sports did you watch 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	13%	(282)	21%	(455)	13%	(278)	54%	(1185)	2200
Avid Sports Fans	25%	(156)	31%	(193)	13%	(80)	31%	(190)	619
Casual Sports Fans	12%	(115)	21%	(213)	15%	(152)	52%	(516)	996
Non-Sports Fans	2%	(11)	8%	(49)	8%	(45)	82%	(479)	585
Gen Z Sports Fans	19%	(33)	20%	(35)	15%	(27)	46%	(82)	176
Millennial Sports Fans	19%	(99)	27%	(139)	15%	(78)	38%	(195)	512
Gen X Sports Fans	14%	(54)	24%	(91)	15%	(57)	47%	(181)	383
Boomer Sports Fans	15%	(73)	26%	(128)	12%	(59)	46%	(225)	486
Democratic Sports Fans	21%	(151)	26%	(187)	14%	(100)	39%	(276)	713
Republican Sports Fans	14%	(65)	22%	(100)	14%	(63)	50%	(226)	455
Male Sports Fans	19%	(165)	28%	(246)	15%	(130)	39%	(340)	882
Female Sports Fans	14%	(105)	22%	(160)	14%	(102)	50%	(366)	734
Olympics Fans	18%	(273)	28%	(435)	16%	(248)	38%	(593)	1549
Avid Olympics Fans	43%	(180)	33%	(140)	11%	(45)	14%	(57)	422
Casual Olympics Fans	8%	(94)	26%	(295)	18%	(204)	47%	(535)	1128
Non-Olympics Fans	1%	(9)	3%	(20)	5%	(29)	91%	(593)	651
Watched a Lot 2021 Olympics	52%	(148)	27%	(76)	10%	(29)	11%	(30)	283
Didn't Watch any 2021 Olympics	1%	(5)	2%	(13)	4%	(29)	94%	(709)	755
Watched a Lot/some 2021 Olympics	30%	(251)	37%	(313)	15%	(131)	18%	(154)	849
Watched any 2021 Olympics	19%	(277)	31%	(442)	17%	(249)	33%	(477)	1445
Familiar with Peacock	16%	(193)	25%	(294)	12%	(149)	47%	(564)	1200
Peacock Subscriber	18%	(96)	24%	(134)	11%	(62)	47%	(255)	548

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

Table MCSP9_9: How much of the following sports did you watch 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	8%	(176)	12%	(271)	11%	(242)	69%	(1511)	2200
Gender: Male	13%	(138)	15%	(159)	12%	(131)	60%	(634)	1062
Gender: Female	3%	(38)	10%	(112)	10%	(112)	77%	(877)	1138
Age: 18-34	15%	(101)	19%	(128)	12%	(76)	54%	(351)	655
Age: 35-44	15%	(52)	16%	(59)	16%	(57)	53%	(190)	358
Age: 45-64	2%	(16)	9%	(65)	10%	(73)	80%	(597)	751
Age: 65+	2%	(8)	5%	(20)	8%	(36)	85%	(373)	436
GenZers: 1997-2012	13%	(32)	20%	(48)	12%	(31)	55%	(136)	247
Millennials: 1981-1996	16%	(104)	19%	(123)	13%	(82)	52%	(338)	647
GenXers: 1965-1980	4%	(24)	9%	(50)	14%	(74)	72%	(389)	536
Baby Boomers: 1946-1964	2%	(14)	7%	(48)	7%	(48)	84%	(570)	680
PID: Dem (no lean)	12%	(112)	13%	(124)	12%	(108)	63%	(590)	934
PID: Ind (no lean)	5%	(33)	13%	(84)	10%	(66)	71%	(461)	645
PID: Rep (no lean)	5%	(31)	10%	(63)	11%	(68)	74%	(459)	621
PID/Gender: Dem Men	22%	(95)	15%	(65)	12%	(52)	50%	(214)	427
PID/Gender: Dem Women	3%	(17)	12%	(58)	11%	(55)	74%	(376)	507
PID/Gender: Ind Men	7%	(22)	18%	(57)	12%	(37)	63%	(200)	316
PID/Gender: Ind Women	4%	(12)	8%	(28)	9%	(29)	79%	(261)	329
PID/Gender: Rep Men	7%	(22)	11%	(37)	13%	(41)	69%	(220)	320
PID/Gender: Rep Women	3%	(9)	9%	(26)	9%	(27)	79%	(239)	302
Ideo: Liberal (1-3)	12%	(86)	12%	(83)	12%	(85)	65%	(461)	715
Ideo: Moderate (4)	7%	(44)	18%	(115)	9%	(59)	65%	(414)	633
Ideo: Conservative (5-7)	5%	(35)	9%	(59)	11%	(74)	76%	(520)	687
Educ: < College	7%	(103)	13%	(190)	11%	(164)	70%	(1056)	1512
Educ: Bachelors degree	10%	(45)	12%	(54)	10%	(46)	67%	(299)	444
Educ: Post-grad	12%	(28)	11%	(27)	13%	(33)	64%	(156)	244
Income: Under 50k	7%	(86)	11%	(148)	11%	(145)	71%	(921)	1300
Income: 50k-100k	9%	(58)	13%	(83)	11%	(69)	67%	(417)	628
Income: 100k+	12%	(32)	15%	(40)	10%	(28)	63%	(173)	273
Ethnicity: White	7%	(112)	11%	(194)	10%	(172)	72%	(1243)	1722
Ethnicity: Hispanic	14%	(48)	18%	(61)	13%	(47)	55%	(193)	349
Ethnicity: Black	17%	(47)	16%	(45)	15%	(41)	51%	(141)	274

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Table MCSP9_9: How much of the following sports did you watch 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	8%	(176)	12%	(271)	11%	(242)	69%	(1511)	2200
Ethnicity: Other	8%	(16)	16%	(33)	14%	(29)	62%	(126)	204
All Christian	7%	(70)	13%	(132)	11%	(108)	69%	(686)	996
All Non-Christian	28%	(43)	20%	(30)	8%	(13)	43%	(65)	151
Atheist	7%	(8)	13%	(14)	10%	(11)	70%	(78)	111
Agnostic/Nothing in particular	6%	(34)	11%	(66)	12%	(70)	71%	(413)	583
Something Else	6%	(21)	8%	(29)	11%	(40)	75%	(269)	359
Religious Non-Protestant/Catholic	26%	(47)	18%	(32)	9%	(16)	47%	(84)	179
Evangelical	10%	(55)	12%	(70)	11%	(63)	67%	(380)	567
Non-Evangelical	4%	(28)	12%	(87)	11%	(80)	74%	(549)	745
Community: Urban	13%	(87)	17%	(112)	12%	(77)	58%	(387)	663
Community: Suburban	6%	(65)	10%	(106)	11%	(112)	72%	(734)	1017
Community: Rural	5%	(23)	10%	(53)	10%	(53)	75%	(390)	520
Employ: Private Sector	11%	(70)	17%	(114)	13%	(86)	60%	(399)	669
Employ: Government	16%	(17)	22%	(24)	12%	(13)	51%	(56)	110
Employ: Self-Employed	18%	(37)	13%	(28)	16%	(34)	52%	(109)	208
Employ: Homemaker	2%	(4)	8%	(14)	14%	(25)	76%	(134)	177
Employ: Student	14%	(15)	13%	(14)	5%	(5)	69%	(74)	108
Employ: Retired	1%	(7)	6%	(30)	8%	(40)	85%	(436)	513
Employ: Unemployed	6%	(18)	14%	(39)	9%	(25)	71%	(200)	283
Employ: Other	6%	(8)	7%	(9)	10%	(14)	77%	(102)	132
Military HH: Yes	7%	(23)	13%	(45)	9%	(33)	71%	(246)	347
Military HH: No	8%	(153)	12%	(226)	11%	(210)	68%	(1265)	1853
RD/WT: Right Direction	11%	(110)	15%	(152)	13%	(129)	61%	(611)	1001
RD/WT: Wrong Track	6%	(66)	10%	(119)	9%	(113)	75%	(900)	1199
Biden Job Approve	11%	(131)	15%	(178)	11%	(136)	64%	(779)	1225
Biden Job Disapprove	5%	(41)	9%	(81)	11%	(96)	75%	(656)	875
Biden Job Strongly Approve	15%	(99)	16%	(101)	12%	(78)	57%	(374)	652
Biden Job Somewhat Approve	6%	(33)	13%	(77)	10%	(58)	71%	(405)	573
Biden Job Somewhat Disapprove	6%	(14)	11%	(29)	16%	(41)	67%	(167)	250
Biden Job Strongly Disapprove	4%	(27)	8%	(53)	9%	(55)	78%	(490)	625

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Table MCSP9_9: *How much of the following sports did you watch 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	8%	(176)	12%	(271)	11%	(242)	69%	(1511)	2200
Favorable of Biden	10%	(128)	14%	(172)	11%	(131)	65%	(790)	1220
Unfavorable of Biden	4%	(37)	9%	(79)	11%	(97)	75%	(641)	854
Very Favorable of Biden	14%	(92)	16%	(107)	10%	(64)	60%	(389)	652
Somewhat Favorable of Biden	6%	(36)	11%	(65)	12%	(66)	71%	(401)	569
Somewhat Unfavorable of Biden	10%	(21)	13%	(27)	14%	(30)	63%	(133)	212
Very Unfavorable of Biden	3%	(16)	8%	(52)	10%	(66)	79%	(507)	642
#1 Issue: Economy	8%	(61)	15%	(113)	12%	(90)	65%	(499)	763
#1 Issue: Security	7%	(21)	7%	(23)	9%	(30)	77%	(250)	324
#1 Issue: Health Care	12%	(35)	12%	(36)	14%	(43)	62%	(185)	299
#1 Issue: Medicare / Social Security	2%	(6)	10%	(28)	8%	(23)	80%	(223)	281
#1 Issue: Women's Issues	13%	(18)	17%	(23)	8%	(10)	62%	(83)	134
#1 Issue: Education	14%	(19)	16%	(21)	12%	(15)	58%	(76)	130
#1 Issue: Energy	9%	(14)	11%	(16)	16%	(24)	64%	(97)	151
#1 Issue: Other	2%	(2)	11%	(13)	5%	(6)	82%	(99)	120
2020 Vote: Joe Biden	11%	(110)	14%	(146)	11%	(116)	64%	(659)	1031
2020 Vote: Donald Trump	6%	(41)	10%	(67)	10%	(74)	74%	(522)	704
2020 Vote: Other	3%	(2)	23%	(13)	8%	(5)	65%	(38)	58
2020 Vote: Didn't Vote	6%	(23)	11%	(44)	12%	(47)	72%	(290)	405
2018 House Vote: Democrat	10%	(74)	15%	(107)	11%	(78)	64%	(470)	730
2018 House Vote: Republican	6%	(35)	11%	(65)	10%	(62)	73%	(442)	604
2016 Vote: Hillary Clinton	10%	(69)	13%	(93)	11%	(74)	66%	(462)	698
2016 Vote: Donald Trump	6%	(36)	10%	(62)	10%	(66)	75%	(483)	646
2016 Vote: Other	3%	(3)	7%	(7)	10%	(11)	80%	(81)	102
2016 Vote: Didn't Vote	9%	(67)	14%	(108)	12%	(92)	64%	(484)	751
Voted in 2014: Yes	8%	(96)	12%	(149)	11%	(134)	69%	(856)	1235
Voted in 2014: No	8%	(80)	13%	(122)	11%	(108)	68%	(654)	965
4-Region: Northeast	11%	(43)	14%	(57)	13%	(49)	62%	(244)	394
4-Region: Midwest	4%	(20)	10%	(48)	10%	(46)	75%	(349)	462
4-Region: South	9%	(77)	11%	(93)	12%	(95)	68%	(559)	824
4-Region: West	7%	(36)	14%	(73)	10%	(52)	69%	(359)	520
Sports Fans	11%	(171)	16%	(253)	13%	(214)	60%	(977)	1615

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Table MCSP9_9: How much of the following sports did you watch 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	8%	(176)	12%	(271)	11%	(242)	69%	(1511)	2200
Avid Sports Fans	19%	(116)	22%	(139)	14%	(89)	44%	(275)	619
Casual Sports Fans	6%	(55)	11%	(114)	13%	(125)	70%	(702)	996
Non-Sports Fans	1%	(4)	3%	(18)	5%	(28)	91%	(534)	585
Gen Z Sports Fans	18%	(32)	25%	(44)	14%	(25)	43%	(75)	176
Millennial Sports Fans	20%	(102)	23%	(116)	13%	(67)	44%	(227)	512
Gen X Sports Fans	6%	(23)	12%	(45)	18%	(71)	64%	(245)	383
Boomer Sports Fans	3%	(13)	10%	(47)	9%	(45)	78%	(381)	486
Democratic Sports Fans	15%	(107)	17%	(119)	14%	(98)	55%	(389)	713
Republican Sports Fans	7%	(31)	13%	(58)	13%	(61)	67%	(305)	455
Male Sports Fans	15%	(136)	17%	(148)	14%	(122)	54%	(475)	882
Female Sports Fans	5%	(36)	14%	(105)	12%	(92)	68%	(501)	734
Olympics Fans	11%	(163)	16%	(251)	14%	(216)	59%	(919)	1549
Avid Olympics Fans	24%	(103)	24%	(101)	16%	(70)	35%	(148)	422
Casual Olympics Fans	5%	(60)	13%	(150)	13%	(146)	68%	(771)	1128
Non-Olympics Fans	2%	(13)	3%	(20)	4%	(27)	91%	(592)	651
Watched a Lot 2021 Olympics	30%	(84)	22%	(62)	13%	(36)	35%	(100)	283
Didn't Watch any 2021 Olympics	1%	(10)	2%	(12)	3%	(26)	94%	(707)	755
Watched a Lot/some 2021 Olympics	18%	(149)	23%	(198)	16%	(138)	43%	(364)	849
Watched any 2021 Olympics	12%	(166)	18%	(259)	15%	(216)	56%	(804)	1445
Familiar with Peacock	12%	(146)	15%	(183)	12%	(147)	60%	(724)	1200
Peacock Subscriber	13%	(69)	15%	(84)	9%	(50)	63%	(345)	548

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

Table MCSP9_10: *How much of the following sports did you watch 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	5%	(113)	13%	(283)	13%	(275)	69%	(1529)	2200
Gender: Male	8%	(83)	16%	(172)	14%	(152)	62%	(655)	1062
Gender: Female	3%	(30)	10%	(111)	11%	(124)	77%	(874)	1138
Age: 18-34	10%	(63)	16%	(104)	16%	(104)	59%	(385)	655
Age: 35-44	9%	(32)	15%	(54)	16%	(58)	60%	(215)	358
Age: 45-64	2%	(13)	11%	(86)	9%	(68)	78%	(584)	751
Age: 65+	1%	(5)	9%	(39)	11%	(46)	79%	(346)	436
GenZers: 1997-2012	8%	(19)	11%	(28)	20%	(49)	61%	(151)	247
Millennials: 1981-1996	11%	(68)	18%	(115)	15%	(96)	57%	(368)	647
GenXers: 1965-1980	3%	(15)	13%	(68)	10%	(54)	74%	(399)	536
Baby Boomers: 1946-1964	1%	(9)	9%	(60)	11%	(73)	79%	(539)	680
PID: Dem (no lean)	7%	(67)	15%	(139)	13%	(122)	65%	(606)	934
PID: Ind (no lean)	2%	(11)	12%	(80)	14%	(91)	72%	(463)	645
PID: Rep (no lean)	6%	(35)	10%	(64)	10%	(62)	74%	(460)	621
PID/Gender: Dem Men	12%	(53)	19%	(81)	14%	(61)	54%	(232)	427
PID/Gender: Dem Women	3%	(14)	11%	(58)	12%	(61)	74%	(374)	507
PID/Gender: Ind Men	2%	(6)	17%	(52)	17%	(53)	65%	(204)	316
PID/Gender: Ind Women	2%	(5)	8%	(28)	12%	(38)	79%	(259)	329
PID/Gender: Rep Men	8%	(24)	12%	(39)	12%	(38)	69%	(219)	320
PID/Gender: Rep Women	3%	(11)	8%	(25)	8%	(25)	80%	(241)	302
Ideo: Liberal (1-3)	8%	(56)	14%	(100)	13%	(90)	66%	(469)	715
Ideo: Moderate (4)	3%	(21)	16%	(98)	15%	(95)	66%	(418)	633
Ideo: Conservative (5-7)	5%	(33)	10%	(70)	10%	(66)	75%	(518)	687
Educ: < College	4%	(57)	11%	(164)	13%	(193)	73%	(1098)	1512
Educ: Bachelors degree	9%	(39)	17%	(73)	12%	(54)	63%	(278)	444
Educ: Post-grad	7%	(17)	19%	(46)	12%	(29)	63%	(153)	244
Income: Under 50k	4%	(46)	12%	(155)	13%	(168)	72%	(931)	1300
Income: 50k-100k	8%	(48)	12%	(73)	12%	(75)	69%	(432)	628
Income: 100k+	7%	(19)	20%	(55)	12%	(32)	61%	(166)	273
Ethnicity: White	5%	(84)	13%	(217)	12%	(206)	71%	(1214)	1722
Ethnicity: Hispanic	6%	(21)	16%	(57)	16%	(57)	61%	(214)	349
Ethnicity: Black	6%	(18)	15%	(41)	16%	(44)	63%	(171)	274

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Table MCSP9_10: How much of the following sports did you watch 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	5%	(113)	13%	(283)	13%	(275)	69%	(1529)	2200
Ethnicity: Other	6%	(11)	12%	(24)	12%	(25)	70%	(143)	204
All Christian	5%	(49)	15%	(154)	12%	(120)	67%	(672)	996
All Non-Christian	18%	(27)	21%	(31)	14%	(22)	47%	(72)	151
Atheist	3%	(3)	11%	(12)	13%	(14)	74%	(81)	111
Agnostic/Nothing in particular	4%	(25)	9%	(52)	13%	(78)	73%	(428)	583
Something Else	3%	(9)	9%	(33)	11%	(41)	77%	(276)	359
Religious Non-Protestant/Catholic	18%	(32)	18%	(33)	13%	(24)	51%	(91)	179
Evangelical	6%	(37)	15%	(83)	12%	(69)	67%	(379)	567
Non-Evangelical	2%	(16)	13%	(99)	12%	(89)	73%	(541)	745
Community: Urban	8%	(56)	17%	(112)	15%	(96)	60%	(399)	663
Community: Suburban	3%	(35)	12%	(117)	11%	(115)	74%	(750)	1017
Community: Rural	4%	(22)	10%	(53)	12%	(64)	73%	(380)	520
Employ: Private Sector	8%	(50)	17%	(113)	15%	(98)	61%	(408)	669
Employ: Government	10%	(11)	21%	(23)	20%	(22)	49%	(54)	110
Employ: Self-Employed	9%	(19)	16%	(34)	18%	(37)	57%	(118)	208
Employ: Homemaker	2%	(4)	10%	(17)	11%	(19)	77%	(136)	177
Employ: Student	8%	(9)	11%	(11)	9%	(9)	73%	(78)	108
Employ: Retired	2%	(10)	10%	(50)	9%	(48)	79%	(405)	513
Employ: Unemployed	2%	(7)	9%	(26)	11%	(30)	78%	(220)	283
Employ: Other	2%	(2)	6%	(8)	9%	(12)	83%	(110)	132
Military HH: Yes	4%	(13)	16%	(57)	14%	(49)	66%	(229)	347
Military HH: No	5%	(100)	12%	(226)	12%	(227)	70%	(1300)	1853
RD/WT: Right Direction	7%	(69)	17%	(168)	15%	(151)	61%	(613)	1001
RD/WT: Wrong Track	4%	(44)	10%	(115)	10%	(124)	76%	(916)	1199
Biden Job Approve	7%	(80)	15%	(189)	14%	(173)	64%	(782)	1225
Biden Job Disapprove	4%	(33)	9%	(82)	10%	(91)	76%	(669)	875
Biden Job Strongly Approve	10%	(66)	19%	(122)	13%	(88)	58%	(377)	652
Biden Job Somewhat Approve	2%	(14)	12%	(67)	15%	(85)	71%	(406)	573
Biden Job Somewhat Disapprove	3%	(8)	15%	(38)	16%	(40)	66%	(165)	250
Biden Job Strongly Disapprove	4%	(25)	7%	(45)	8%	(51)	81%	(504)	625

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Table MCSP9_10: How much of the following sports did you watch 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	5%	(113)	13%	(283)	13%	(275)	69%	(1529)	2200
Favorable of Biden	7%	(79)	15%	(182)	13%	(164)	65%	(795)	1220
Unfavorable of Biden	3%	(25)	10%	(86)	11%	(90)	76%	(652)	854
Very Favorable of Biden	9%	(59)	17%	(112)	13%	(82)	61%	(398)	652
Somewhat Favorable of Biden	4%	(20)	12%	(69)	14%	(82)	70%	(397)	569
Somewhat Unfavorable of Biden	3%	(7)	17%	(35)	14%	(29)	67%	(141)	212
Very Unfavorable of Biden	3%	(18)	8%	(51)	10%	(62)	80%	(511)	642
#1 Issue: Economy	4%	(31)	11%	(82)	13%	(96)	73%	(554)	763
#1 Issue: Security	6%	(20)	9%	(31)	9%	(29)	75%	(244)	324
#1 Issue: Health Care	6%	(17)	16%	(47)	19%	(56)	60%	(178)	299
#1 Issue: Medicare / Social Security	2%	(6)	11%	(31)	11%	(30)	76%	(213)	281
#1 Issue: Women's Issues	6%	(8)	17%	(22)	17%	(23)	60%	(81)	134
#1 Issue: Education	11%	(15)	22%	(28)	11%	(15)	56%	(72)	130
#1 Issue: Energy	9%	(14)	17%	(26)	12%	(18)	61%	(92)	151
#1 Issue: Other	1%	(2)	12%	(14)	7%	(9)	80%	(95)	120
2020 Vote: Joe Biden	7%	(72)	16%	(165)	13%	(136)	64%	(658)	1031
2020 Vote: Donald Trump	4%	(29)	10%	(73)	11%	(74)	75%	(528)	704
2020 Vote: Other	2%	(1)	10%	(6)	16%	(9)	72%	(42)	58
2020 Vote: Didn't Vote	3%	(11)	10%	(39)	14%	(56)	74%	(299)	405
2018 House Vote: Democrat	5%	(39)	17%	(127)	14%	(100)	63%	(463)	730
2018 House Vote: Republican	5%	(28)	11%	(65)	11%	(66)	74%	(445)	604
2016 Vote: Hillary Clinton	5%	(36)	17%	(119)	12%	(86)	65%	(456)	698
2016 Vote: Donald Trump	5%	(32)	10%	(64)	11%	(68)	75%	(482)	646
2016 Vote: Other	3%	(3)	10%	(10)	14%	(15)	72%	(73)	102
2016 Vote: Didn't Vote	6%	(42)	12%	(87)	14%	(106)	69%	(516)	751
Voted in 2014: Yes	5%	(60)	14%	(179)	12%	(152)	68%	(845)	1235
Voted in 2014: No	5%	(53)	11%	(104)	13%	(123)	71%	(684)	965
4-Region: Northeast	7%	(26)	16%	(63)	11%	(42)	67%	(263)	394
4-Region: Midwest	3%	(12)	10%	(45)	14%	(64)	74%	(341)	462
4-Region: South	5%	(42)	12%	(101)	13%	(104)	70%	(577)	824
4-Region: West	6%	(33)	14%	(74)	13%	(65)	67%	(347)	520
Sports Fans	7%	(107)	16%	(252)	15%	(247)	63%	(1011)	1615

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Table MCSP9_10: How much of the following sports did you watch 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	5%	(113)	13%	(283)	13%	(275)	69%	(1529)	2200
Avid Sports Fans	12%	(71)	21%	(130)	17%	(102)	51%	(316)	619
Casual Sports Fans	4%	(35)	12%	(122)	14%	(144)	70%	(695)	996
Non-Sports Fans	1%	(6)	5%	(31)	5%	(29)	89%	(518)	585
Gen Z Sports Fans	10%	(18)	14%	(25)	24%	(42)	52%	(91)	176
Millennial Sports Fans	13%	(67)	20%	(103)	17%	(87)	50%	(255)	512
Gen X Sports Fans	4%	(14)	15%	(58)	12%	(47)	69%	(264)	383
Boomer Sports Fans	1%	(5)	12%	(56)	14%	(67)	74%	(358)	486
Democratic Sports Fans	9%	(64)	18%	(125)	16%	(112)	58%	(413)	713
Republican Sports Fans	7%	(33)	13%	(57)	12%	(56)	68%	(309)	455
Male Sports Fans	9%	(80)	18%	(160)	16%	(145)	56%	(497)	882
Female Sports Fans	4%	(26)	13%	(92)	14%	(101)	70%	(514)	734
Olympics Fans	7%	(106)	18%	(272)	16%	(248)	60%	(923)	1549
Avid Olympics Fans	18%	(78)	30%	(126)	19%	(82)	32%	(136)	422
Casual Olympics Fans	3%	(28)	13%	(146)	15%	(166)	70%	(787)	1128
Non-Olympics Fans	1%	(7)	2%	(10)	4%	(27)	93%	(606)	651
Watched a Lot 2021 Olympics	26%	(73)	30%	(85)	19%	(52)	26%	(73)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(7)	4%	(27)	95%	(719)	755
Watched a Lot/some 2021 Olympics	12%	(100)	27%	(227)	20%	(173)	41%	(349)	849
Watched any 2021 Olympics	8%	(110)	19%	(276)	17%	(249)	56%	(810)	1445
Familiar with Peacock	8%	(93)	17%	(210)	14%	(167)	61%	(730)	1200
Peacock Subscriber	10%	(55)	15%	(82)	14%	(78)	61%	(332)	548

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

Table MCSP9_11: *How much of the following sports did you watch 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	13%	(286)	22%	(477)	13%	(275)	53%	(1162)	2200
Gender: Male	14%	(146)	24%	(258)	14%	(150)	48%	(507)	1062
Gender: Female	12%	(139)	19%	(218)	11%	(126)	58%	(655)	1138
Age: 18-34	18%	(116)	23%	(148)	14%	(90)	46%	(301)	655
Age: 35-44	16%	(56)	25%	(88)	13%	(48)	46%	(166)	358
Age: 45-64	8%	(63)	20%	(153)	11%	(85)	60%	(450)	751
Age: 65+	12%	(51)	20%	(88)	12%	(53)	56%	(245)	436
GenZers: 1997-2012	21%	(51)	21%	(52)	10%	(25)	49%	(120)	247
Millennials: 1981-1996	16%	(107)	25%	(164)	15%	(97)	43%	(279)	647
GenXers: 1965-1980	11%	(57)	18%	(96)	11%	(58)	61%	(326)	536
Baby Boomers: 1946-1964	9%	(62)	21%	(145)	13%	(86)	57%	(386)	680
PID: Dem (no lean)	17%	(160)	25%	(234)	13%	(121)	45%	(419)	934
PID: Ind (no lean)	8%	(51)	20%	(132)	13%	(83)	59%	(379)	645
PID: Rep (no lean)	12%	(75)	18%	(111)	12%	(72)	59%	(364)	621
PID/Gender: Dem Men	20%	(87)	29%	(123)	16%	(67)	35%	(149)	427
PID/Gender: Dem Women	14%	(72)	22%	(111)	10%	(53)	53%	(271)	507
PID/Gender: Ind Men	7%	(23)	22%	(71)	13%	(41)	57%	(181)	316
PID/Gender: Ind Women	9%	(29)	18%	(61)	13%	(42)	60%	(198)	329
PID/Gender: Rep Men	11%	(37)	20%	(64)	13%	(41)	55%	(177)	320
PID/Gender: Rep Women	13%	(38)	15%	(47)	10%	(31)	62%	(186)	302
Ideo: Liberal (1-3)	18%	(129)	22%	(154)	14%	(103)	46%	(330)	715
Ideo: Moderate (4)	9%	(58)	28%	(175)	11%	(71)	52%	(329)	633
Ideo: Conservative (5-7)	12%	(81)	18%	(126)	12%	(84)	58%	(396)	687
Educ: < College	11%	(173)	20%	(304)	12%	(179)	57%	(856)	1512
Educ: Bachelors degree	18%	(79)	25%	(110)	12%	(55)	45%	(200)	444
Educ: Post-grad	14%	(34)	26%	(62)	17%	(42)	43%	(106)	244
Income: Under 50k	11%	(145)	20%	(260)	13%	(164)	56%	(731)	1300
Income: 50k-100k	15%	(97)	23%	(142)	12%	(76)	50%	(314)	628
Income: 100k+	16%	(44)	27%	(75)	13%	(36)	43%	(118)	273
Ethnicity: White	12%	(215)	21%	(364)	13%	(221)	54%	(921)	1722
Ethnicity: Hispanic	17%	(59)	24%	(85)	14%	(49)	45%	(156)	349
Ethnicity: Black	17%	(46)	23%	(63)	11%	(29)	49%	(136)	274

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Table MCSP9_11: How much of the following sports did you watch 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	13%	(286)	22%	(477)	13%	(275)	53%	(1162)	2200
Ethnicity: Other	12%	(25)	24%	(49)	12%	(25)	52%	(105)	204
All Christian	15%	(150)	24%	(237)	12%	(118)	49%	(491)	996
All Non-Christian	26%	(40)	22%	(33)	20%	(30)	32%	(49)	151
Atheist	11%	(13)	18%	(20)	7%	(8)	63%	(70)	111
Agnostic/Nothing in particular	9%	(52)	22%	(129)	13%	(74)	56%	(328)	583
Something Else	9%	(31)	16%	(58)	13%	(45)	63%	(225)	359
Religious Non-Protestant/Catholic	25%	(46)	21%	(38)	17%	(30)	36%	(65)	179
Evangelical	15%	(86)	20%	(112)	13%	(74)	52%	(295)	567
Non-Evangelical	12%	(89)	23%	(174)	12%	(88)	53%	(394)	745
Community: Urban	16%	(109)	23%	(154)	13%	(83)	48%	(317)	663
Community: Suburban	12%	(122)	21%	(217)	13%	(130)	54%	(549)	1017
Community: Rural	10%	(55)	20%	(106)	12%	(63)	57%	(296)	520
Employ: Private Sector	16%	(107)	26%	(172)	15%	(101)	43%	(289)	669
Employ: Government	24%	(27)	26%	(28)	18%	(20)	32%	(35)	110
Employ: Self-Employed	14%	(29)	21%	(43)	15%	(32)	50%	(104)	208
Employ: Homemaker	7%	(13)	20%	(36)	12%	(22)	60%	(106)	177
Employ: Student	24%	(26)	17%	(18)	4%	(4)	55%	(60)	108
Employ: Retired	10%	(53)	21%	(108)	11%	(56)	58%	(296)	513
Employ: Unemployed	9%	(25)	18%	(50)	11%	(30)	63%	(177)	283
Employ: Other	5%	(6)	16%	(21)	8%	(10)	72%	(95)	132
Military HH: Yes	12%	(40)	28%	(96)	11%	(39)	50%	(172)	347
Military HH: No	13%	(245)	21%	(381)	13%	(237)	53%	(990)	1853
RD/WT: Right Direction	17%	(171)	25%	(246)	14%	(142)	44%	(442)	1001
RD/WT: Wrong Track	10%	(115)	19%	(230)	11%	(133)	60%	(720)	1199
Biden Job Approve	16%	(192)	25%	(301)	14%	(169)	46%	(563)	1225
Biden Job Disapprove	10%	(83)	19%	(163)	11%	(97)	61%	(532)	875
Biden Job Strongly Approve	20%	(132)	25%	(164)	14%	(91)	41%	(264)	652
Biden Job Somewhat Approve	10%	(60)	24%	(137)	14%	(78)	52%	(298)	573
Biden Job Somewhat Disapprove	11%	(28)	26%	(66)	13%	(33)	50%	(124)	250
Biden Job Strongly Disapprove	9%	(55)	16%	(97)	10%	(64)	65%	(408)	625

Continued on next page

Table MCSP9_11: *How much of the following sports did you watch 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	13%	(286)	22%	(477)	13%	(275)	53%	(1162)	2200
Favorable of Biden	15%	(187)	25%	(303)	13%	(153)	47%	(578)	1220
Unfavorable of Biden	10%	(82)	19%	(160)	12%	(102)	60%	(510)	854
Very Favorable of Biden	21%	(134)	24%	(157)	12%	(78)	43%	(283)	652
Somewhat Favorable of Biden	9%	(52)	26%	(146)	13%	(75)	52%	(295)	569
Somewhat Unfavorable of Biden	14%	(29)	23%	(49)	14%	(29)	50%	(106)	212
Very Unfavorable of Biden	8%	(53)	17%	(111)	11%	(73)	63%	(405)	642
#1 Issue: Economy	12%	(88)	22%	(166)	12%	(89)	55%	(420)	763
#1 Issue: Security	10%	(31)	20%	(66)	12%	(39)	58%	(188)	324
#1 Issue: Health Care	15%	(44)	21%	(62)	18%	(53)	47%	(140)	299
#1 Issue: Medicare / Social Security	13%	(37)	18%	(51)	15%	(43)	53%	(150)	281
#1 Issue: Women's Issues	20%	(27)	31%	(42)	7%	(9)	42%	(56)	134
#1 Issue: Education	18%	(23)	22%	(29)	14%	(18)	46%	(60)	130
#1 Issue: Energy	17%	(25)	29%	(43)	12%	(18)	42%	(64)	151
#1 Issue: Other	8%	(9)	15%	(18)	6%	(8)	71%	(85)	120
2020 Vote: Joe Biden	16%	(168)	25%	(256)	13%	(139)	45%	(468)	1031
2020 Vote: Donald Trump	11%	(76)	18%	(130)	11%	(77)	60%	(421)	704
2020 Vote: Other	16%	(9)	19%	(11)	15%	(9)	50%	(29)	58
2020 Vote: Didn't Vote	8%	(32)	20%	(79)	12%	(51)	60%	(243)	405
2018 House Vote: Democrat	17%	(124)	26%	(189)	13%	(98)	44%	(320)	730
2018 House Vote: Republican	11%	(69)	19%	(114)	12%	(73)	57%	(347)	604
2016 Vote: Hillary Clinton	15%	(107)	25%	(175)	14%	(95)	46%	(320)	698
2016 Vote: Donald Trump	12%	(75)	20%	(128)	11%	(74)	57%	(369)	646
2016 Vote: Other	10%	(10)	26%	(27)	9%	(9)	55%	(56)	102
2016 Vote: Didn't Vote	12%	(93)	19%	(146)	13%	(97)	55%	(415)	751
Voted in 2014: Yes	14%	(176)	23%	(280)	13%	(163)	50%	(617)	1235
Voted in 2014: No	11%	(110)	20%	(197)	12%	(112)	57%	(546)	965
4-Region: Northeast	16%	(64)	22%	(87)	13%	(51)	49%	(192)	394
4-Region: Midwest	10%	(45)	22%	(102)	14%	(66)	54%	(250)	462
4-Region: South	12%	(101)	23%	(186)	12%	(99)	53%	(438)	824
4-Region: West	15%	(76)	20%	(102)	11%	(59)	54%	(283)	520
Sports Fans	16%	(264)	26%	(415)	14%	(234)	43%	(703)	1615

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Table MCSP9_11: How much of the following sports did you watch 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	13%	(286)	22%	(477)	13%	(275)	53%	(1162)	2200
Avid Sports Fans	23%	(143)	32%	(195)	12%	(76)	33%	(205)	619
Casual Sports Fans	12%	(122)	22%	(219)	16%	(158)	50%	(498)	996
Non-Sports Fans	4%	(22)	11%	(62)	7%	(41)	79%	(460)	585
Gen Z Sports Fans	25%	(44)	24%	(42)	12%	(21)	40%	(70)	176
Millennial Sports Fans	19%	(100)	29%	(146)	17%	(88)	35%	(178)	512
Gen X Sports Fans	14%	(54)	21%	(82)	13%	(49)	52%	(197)	383
Boomer Sports Fans	12%	(58)	26%	(129)	14%	(67)	48%	(232)	486
Democratic Sports Fans	21%	(149)	28%	(203)	14%	(102)	36%	(259)	713
Republican Sports Fans	16%	(72)	22%	(99)	14%	(62)	49%	(222)	455
Male Sports Fans	16%	(142)	27%	(239)	15%	(136)	41%	(365)	882
Female Sports Fans	17%	(122)	24%	(175)	13%	(98)	46%	(338)	734
Olympics Fans	18%	(276)	30%	(458)	16%	(241)	37%	(574)	1549
Avid Olympics Fans	41%	(173)	34%	(144)	11%	(44)	14%	(60)	422
Casual Olympics Fans	9%	(103)	28%	(314)	17%	(197)	46%	(514)	1128
Non-Olympics Fans	2%	(10)	3%	(19)	5%	(34)	90%	(588)	651
Watched a Lot 2021 Olympics	48%	(136)	32%	(90)	9%	(26)	11%	(31)	283
Didn't Watch any 2021 Olympics	1%	(6)	2%	(15)	4%	(28)	94%	(706)	755
Watched a Lot/some 2021 Olympics	29%	(245)	40%	(339)	14%	(118)	17%	(148)	849
Watched any 2021 Olympics	19%	(280)	32%	(462)	17%	(247)	32%	(456)	1445
Familiar with Peacock	17%	(198)	26%	(314)	12%	(140)	46%	(548)	1200
Peacock Subscriber	20%	(107)	23%	(123)	11%	(61)	47%	(256)	548

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

Table MCSP9_12: *How much of the following sports did you watch 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	5%	(107)	13%	(283)	13%	(296)	69%	(1514)	2200
Gender: Male	7%	(74)	15%	(161)	15%	(156)	63%	(672)	1062
Gender: Female	3%	(33)	11%	(122)	12%	(140)	74%	(842)	1138
Age: 18-34	7%	(49)	16%	(108)	16%	(102)	61%	(397)	655
Age: 35-44	9%	(31)	14%	(51)	17%	(59)	61%	(217)	358
Age: 45-64	3%	(22)	10%	(76)	10%	(74)	77%	(579)	751
Age: 65+	1%	(6)	11%	(49)	14%	(60)	74%	(321)	436
GenZers: 1997-2012	4%	(11)	15%	(37)	17%	(41)	64%	(158)	247
Millennials: 1981-1996	10%	(62)	16%	(105)	16%	(103)	58%	(376)	647
GenXers: 1965-1980	4%	(20)	11%	(58)	11%	(60)	74%	(398)	536
Baby Boomers: 1946-1964	2%	(13)	11%	(74)	12%	(82)	75%	(512)	680
PID: Dem (no lean)	8%	(72)	14%	(132)	14%	(128)	64%	(601)	934
PID: Ind (no lean)	2%	(14)	12%	(75)	15%	(95)	71%	(461)	645
PID: Rep (no lean)	3%	(21)	12%	(76)	12%	(72)	73%	(452)	621
PID/Gender: Dem Men	12%	(51)	17%	(74)	15%	(65)	56%	(237)	427
PID/Gender: Dem Women	4%	(22)	11%	(57)	13%	(64)	72%	(365)	507
PID/Gender: Ind Men	3%	(10)	13%	(42)	16%	(50)	67%	(213)	316
PID/Gender: Ind Women	1%	(4)	10%	(32)	14%	(45)	75%	(248)	329
PID/Gender: Rep Men	4%	(13)	14%	(44)	13%	(41)	69%	(222)	320
PID/Gender: Rep Women	3%	(8)	11%	(33)	10%	(32)	76%	(230)	302
Ideo: Liberal (1-3)	8%	(56)	14%	(102)	15%	(107)	63%	(450)	715
Ideo: Moderate (4)	4%	(23)	14%	(88)	14%	(91)	68%	(431)	633
Ideo: Conservative (5-7)	4%	(24)	12%	(84)	12%	(85)	72%	(494)	687
Educ: < College	3%	(49)	11%	(163)	13%	(201)	73%	(1098)	1512
Educ: Bachelors degree	9%	(38)	16%	(73)	14%	(61)	61%	(272)	444
Educ: Post-grad	8%	(20)	19%	(47)	14%	(34)	59%	(143)	244
Income: Under 50k	3%	(37)	11%	(139)	14%	(176)	73%	(947)	1300
Income: 50k-100k	7%	(44)	15%	(93)	12%	(75)	66%	(415)	628
Income: 100k+	9%	(26)	19%	(51)	16%	(44)	56%	(152)	273
Ethnicity: White	5%	(89)	13%	(228)	13%	(220)	69%	(1184)	1722
Ethnicity: Hispanic	6%	(20)	16%	(55)	17%	(60)	61%	(214)	349
Ethnicity: Black	6%	(15)	12%	(33)	15%	(42)	67%	(185)	274

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Table MCSP9_12: How much of the following sports did you watch 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	5%	(107)	13%	(283)	13%	(296)	69%	(1514)	2200
Ethnicity: Other	1%	(3)	11%	(23)	16%	(34)	71%	(145)	204
All Christian	5%	(51)	15%	(146)	13%	(129)	67%	(671)	996
All Non-Christian	15%	(23)	21%	(32)	17%	(25)	47%	(71)	151
Atheist	2%	(2)	12%	(13)	5%	(5)	82%	(90)	111
Agnostic/Nothing in particular	3%	(20)	12%	(68)	15%	(89)	70%	(406)	583
Something Else	3%	(11)	7%	(24)	13%	(48)	77%	(276)	359
Religious Non-Protestant/Catholic	14%	(25)	21%	(37)	15%	(26)	50%	(90)	179
Evangelical	7%	(38)	13%	(75)	13%	(75)	67%	(380)	567
Non-Evangelical	3%	(20)	12%	(87)	13%	(99)	72%	(540)	745
Community: Urban	8%	(54)	16%	(104)	16%	(107)	60%	(398)	663
Community: Suburban	3%	(35)	12%	(124)	13%	(130)	72%	(728)	1017
Community: Rural	3%	(18)	11%	(55)	11%	(58)	75%	(389)	520
Employ: Private Sector	8%	(51)	17%	(114)	14%	(94)	61%	(411)	669
Employ: Government	9%	(10)	17%	(18)	23%	(25)	51%	(56)	110
Employ: Self-Employed	9%	(20)	15%	(32)	16%	(33)	59%	(123)	208
Employ: Homemaker	2%	(3)	6%	(11)	18%	(32)	74%	(131)	177
Employ: Student	5%	(6)	17%	(18)	11%	(12)	67%	(72)	108
Employ: Retired	2%	(9)	12%	(61)	11%	(58)	75%	(385)	513
Employ: Unemployed	2%	(6)	7%	(21)	10%	(28)	81%	(229)	283
Employ: Other	2%	(3)	6%	(8)	10%	(14)	82%	(108)	132
Military HH: Yes	4%	(14)	15%	(51)	18%	(64)	63%	(219)	347
Military HH: No	5%	(93)	13%	(232)	13%	(232)	70%	(1295)	1853
RD/WT: Right Direction	7%	(74)	15%	(150)	16%	(163)	61%	(613)	1001
RD/WT: Wrong Track	3%	(33)	11%	(133)	11%	(132)	75%	(901)	1199
Biden Job Approve	6%	(79)	14%	(173)	16%	(190)	64%	(782)	1225
Biden Job Disapprove	3%	(27)	11%	(100)	11%	(96)	75%	(652)	875
Biden Job Strongly Approve	9%	(61)	15%	(98)	18%	(114)	58%	(378)	652
Biden Job Somewhat Approve	3%	(18)	13%	(75)	13%	(76)	71%	(404)	573
Biden Job Somewhat Disapprove	5%	(11)	14%	(36)	15%	(37)	66%	(166)	250
Biden Job Strongly Disapprove	3%	(16)	10%	(64)	9%	(59)	78%	(486)	625

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Table MCSP9_12: How much of the following sports did you watch 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	5%	(107)	13%	(283)	13%	(296)	69%	(1514)	2200
Favorable of Biden	6%	(78)	14%	(169)	15%	(180)	65%	(794)	1220
Unfavorable of Biden	3%	(22)	11%	(97)	11%	(97)	75%	(638)	854
Very Favorable of Biden	9%	(56)	15%	(95)	15%	(98)	62%	(401)	652
Somewhat Favorable of Biden	4%	(21)	13%	(73)	14%	(81)	69%	(393)	569
Somewhat Unfavorable of Biden	5%	(10)	14%	(30)	8%	(17)	73%	(154)	212
Very Unfavorable of Biden	2%	(12)	10%	(67)	12%	(80)	75%	(483)	642
#1 Issue: Economy	4%	(33)	12%	(93)	12%	(89)	72%	(548)	763
#1 Issue: Security	3%	(8)	15%	(47)	13%	(44)	69%	(225)	324
#1 Issue: Health Care	6%	(19)	12%	(37)	16%	(49)	65%	(194)	299
#1 Issue: Medicare / Social Security	3%	(9)	9%	(25)	14%	(40)	73%	(206)	281
#1 Issue: Women's Issues	8%	(11)	15%	(19)	17%	(23)	60%	(80)	134
#1 Issue: Education	12%	(16)	15%	(19)	16%	(20)	57%	(74)	130
#1 Issue: Energy	6%	(10)	16%	(25)	17%	(26)	60%	(90)	151
#1 Issue: Other	1%	(1)	14%	(17)	4%	(5)	81%	(97)	120
2020 Vote: Joe Biden	7%	(76)	14%	(148)	16%	(165)	62%	(643)	1031
2020 Vote: Donald Trump	3%	(22)	12%	(83)	11%	(77)	74%	(522)	704
2020 Vote: Other	1%	(0)	20%	(12)	19%	(11)	60%	(35)	58
2020 Vote: Didn't Vote	2%	(8)	10%	(41)	11%	(43)	77%	(313)	405
2018 House Vote: Democrat	6%	(43)	14%	(103)	17%	(123)	63%	(461)	730
2018 House Vote: Republican	4%	(25)	13%	(79)	12%	(70)	71%	(430)	604
2016 Vote: Hillary Clinton	6%	(40)	14%	(96)	16%	(112)	65%	(450)	698
2016 Vote: Donald Trump	4%	(24)	13%	(86)	12%	(75)	71%	(461)	646
2016 Vote: Other	5%	(5)	10%	(10)	12%	(12)	73%	(74)	102
2016 Vote: Didn't Vote	5%	(39)	12%	(90)	13%	(96)	70%	(527)	751
Voted in 2014: Yes	5%	(64)	14%	(170)	15%	(180)	66%	(821)	1235
Voted in 2014: No	4%	(43)	12%	(113)	12%	(116)	72%	(693)	965
4-Region: Northeast	7%	(27)	14%	(53)	15%	(60)	64%	(253)	394
4-Region: Midwest	3%	(12)	11%	(49)	14%	(64)	73%	(338)	462
4-Region: South	6%	(48)	13%	(110)	11%	(93)	69%	(572)	824
4-Region: West	4%	(20)	14%	(70)	15%	(79)	67%	(351)	520
Sports Fans	6%	(100)	15%	(249)	16%	(259)	62%	(1006)	1615

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Table MCSP9_12: How much of the following sports did you watch 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	5%	(107)	13%	(283)	13%	(296)	69%	(1514)	2200
Avid Sports Fans	11%	(67)	20%	(124)	18%	(110)	51%	(318)	619
Casual Sports Fans	3%	(33)	13%	(125)	15%	(150)	69%	(689)	996
Non-Sports Fans	1%	(7)	6%	(34)	6%	(37)	87%	(508)	585
Gen Z Sports Fans	6%	(11)	18%	(31)	18%	(32)	58%	(102)	176
Millennial Sports Fans	12%	(61)	19%	(96)	18%	(93)	51%	(261)	512
Gen X Sports Fans	5%	(17)	13%	(50)	14%	(53)	69%	(263)	383
Boomer Sports Fans	2%	(10)	13%	(65)	15%	(71)	70%	(340)	486
Democratic Sports Fans	10%	(69)	16%	(117)	17%	(119)	57%	(408)	713
Republican Sports Fans	4%	(18)	15%	(69)	14%	(63)	67%	(305)	455
Male Sports Fans	8%	(71)	17%	(152)	16%	(142)	59%	(517)	882
Female Sports Fans	4%	(30)	13%	(97)	16%	(117)	67%	(490)	734
Olympics Fans	7%	(102)	17%	(269)	18%	(272)	58%	(905)	1549
Avid Olympics Fans	16%	(69)	29%	(123)	24%	(100)	31%	(129)	422
Casual Olympics Fans	3%	(33)	13%	(146)	15%	(172)	69%	(776)	1128
Non-Olympics Fans	1%	(5)	2%	(14)	4%	(24)	93%	(608)	651
Watched a Lot 2021 Olympics	23%	(65)	34%	(96)	22%	(63)	21%	(59)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(8)	3%	(19)	96%	(725)	755
Watched a Lot/some 2021 Olympics	11%	(91)	26%	(224)	22%	(190)	41%	(344)	849
Watched any 2021 Olympics	7%	(104)	19%	(275)	19%	(276)	55%	(789)	1445
Familiar with Peacock	7%	(88)	17%	(203)	14%	(166)	62%	(742)	1200
Peacock Subscriber	9%	(51)	16%	(89)	12%	(67)	62%	(340)	548

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

Table MCSP9_13: *How much of the following sports did you watch 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	6%	(123)	10%	(224)	13%	(292)	71%	(1562)	2200
Gender: Male	8%	(88)	13%	(135)	14%	(154)	64%	(684)	1062
Gender: Female	3%	(35)	8%	(88)	12%	(138)	77%	(877)	1138
Age: 18-34	11%	(71)	14%	(95)	17%	(111)	58%	(379)	655
Age: 35-44	10%	(36)	14%	(50)	17%	(59)	59%	(213)	358
Age: 45-64	2%	(13)	8%	(57)	10%	(72)	81%	(609)	751
Age: 65+	1%	(2)	5%	(23)	11%	(50)	83%	(361)	436
GenZers: 1997-2012	9%	(23)	10%	(25)	18%	(44)	63%	(155)	247
Millennials: 1981-1996	12%	(80)	17%	(110)	16%	(105)	54%	(352)	647
GenXers: 1965-1980	3%	(16)	8%	(45)	11%	(59)	78%	(416)	536
Baby Boomers: 1946-1964	—	(3)	6%	(40)	11%	(73)	83%	(565)	680
PID: Dem (no lean)	8%	(79)	11%	(101)	14%	(130)	67%	(624)	934
PID: Ind (no lean)	3%	(16)	9%	(60)	15%	(94)	74%	(475)	645
PID: Rep (no lean)	4%	(27)	10%	(64)	11%	(68)	74%	(462)	621
PID/Gender: Dem Men	14%	(59)	14%	(59)	15%	(65)	57%	(244)	427
PID/Gender: Dem Women	4%	(20)	8%	(42)	13%	(66)	75%	(380)	507
PID/Gender: Ind Men	3%	(9)	12%	(38)	18%	(58)	67%	(210)	316
PID/Gender: Ind Women	2%	(7)	6%	(21)	11%	(36)	80%	(265)	329
PID/Gender: Rep Men	6%	(20)	12%	(38)	10%	(31)	72%	(230)	320
PID/Gender: Rep Women	3%	(8)	8%	(26)	12%	(36)	77%	(232)	302
Ideo: Liberal (1-3)	9%	(61)	11%	(79)	16%	(112)	65%	(462)	715
Ideo: Moderate (4)	4%	(25)	12%	(74)	14%	(86)	71%	(447)	633
Ideo: Conservative (5-7)	4%	(29)	9%	(65)	10%	(70)	76%	(523)	687
Educ: < College	4%	(62)	9%	(140)	12%	(181)	75%	(1129)	1512
Educ: Bachelors degree	9%	(41)	11%	(49)	16%	(70)	64%	(284)	444
Educ: Post-grad	8%	(19)	14%	(35)	17%	(41)	61%	(150)	244
Income: Under 50k	4%	(50)	10%	(127)	12%	(152)	75%	(971)	1300
Income: 50k-100k	8%	(49)	10%	(64)	14%	(86)	68%	(429)	628
Income: 100k+	9%	(24)	12%	(33)	20%	(54)	59%	(162)	273
Ethnicity: White	5%	(87)	10%	(175)	12%	(214)	72%	(1246)	1722
Ethnicity: Hispanic	6%	(22)	14%	(49)	20%	(68)	60%	(210)	349
Ethnicity: Black	8%	(22)	10%	(27)	15%	(41)	67%	(185)	274

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Table MCSP9_13: How much of the following sports did you watch 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	6%	(123)	10%	(224)	13%	(292)	71%	(1562)	2200
Ethnicity: Other	7%	(14)	11%	(22)	18%	(36)	65%	(132)	204
All Christian	5%	(48)	12%	(117)	13%	(132)	70%	(699)	996
All Non-Christian	20%	(30)	15%	(23)	14%	(21)	51%	(77)	151
Atheist	6%	(6)	8%	(9)	17%	(19)	69%	(76)	111
Agnostic/Nothing in particular	4%	(24)	9%	(54)	15%	(86)	72%	(420)	583
Something Else	4%	(15)	6%	(21)	9%	(33)	81%	(290)	359
Religious Non-Protestant/Catholic	18%	(33)	13%	(24)	13%	(24)	55%	(98)	179
Evangelical	7%	(38)	11%	(64)	11%	(65)	71%	(400)	567
Non-Evangelical	3%	(21)	9%	(70)	13%	(94)	75%	(561)	745
Community: Urban	10%	(67)	14%	(94)	13%	(89)	62%	(413)	663
Community: Suburban	4%	(39)	9%	(87)	13%	(137)	74%	(755)	1017
Community: Rural	3%	(16)	8%	(44)	13%	(66)	76%	(394)	520
Employ: Private Sector	8%	(52)	16%	(104)	15%	(104)	61%	(410)	669
Employ: Government	16%	(17)	18%	(20)	18%	(20)	48%	(52)	110
Employ: Self-Employed	12%	(24)	11%	(23)	17%	(35)	60%	(125)	208
Employ: Homemaker	1%	(2)	8%	(13)	14%	(24)	78%	(138)	177
Employ: Student	8%	(8)	8%	(9)	15%	(16)	69%	(74)	108
Employ: Retired	1%	(3)	6%	(29)	9%	(46)	85%	(435)	513
Employ: Unemployed	4%	(11)	6%	(17)	12%	(35)	78%	(221)	283
Employ: Other	3%	(4)	7%	(9)	9%	(12)	81%	(107)	132
Military HH: Yes	5%	(17)	10%	(36)	15%	(52)	70%	(243)	347
Military HH: No	6%	(106)	10%	(188)	13%	(240)	71%	(1319)	1853
RD/WT: Right Direction	9%	(85)	13%	(126)	16%	(161)	63%	(629)	1001
RD/WT: Wrong Track	3%	(37)	8%	(98)	11%	(130)	78%	(933)	1199
Biden Job Approve	8%	(92)	12%	(142)	15%	(189)	65%	(801)	1225
Biden Job Disapprove	3%	(24)	8%	(74)	11%	(93)	78%	(685)	875
Biden Job Strongly Approve	11%	(70)	12%	(81)	17%	(108)	60%	(393)	652
Biden Job Somewhat Approve	4%	(22)	11%	(61)	14%	(81)	71%	(408)	573
Biden Job Somewhat Disapprove	3%	(9)	11%	(28)	18%	(44)	68%	(170)	250
Biden Job Strongly Disapprove	2%	(15)	7%	(46)	8%	(49)	82%	(515)	625

Continued on next page

Table MCSP9_13: *How much of the following sports did you watch 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	6%	(123)	10%	(224)	13%	(292)	71%	(1562)	2200
Favorable of Biden	7%	(81)	11%	(139)	15%	(185)	67%	(815)	1220
Unfavorable of Biden	4%	(32)	8%	(67)	11%	(92)	78%	(663)	854
Very Favorable of Biden	10%	(64)	13%	(84)	14%	(92)	63%	(411)	652
Somewhat Favorable of Biden	3%	(18)	10%	(55)	16%	(92)	71%	(404)	569
Somewhat Unfavorable of Biden	8%	(16)	11%	(24)	13%	(27)	69%	(145)	212
Very Unfavorable of Biden	2%	(16)	7%	(44)	10%	(65)	81%	(517)	642
#1 Issue: Economy	4%	(31)	11%	(88)	13%	(99)	71%	(545)	763
#1 Issue: Security	7%	(21)	5%	(16)	11%	(36)	77%	(251)	324
#1 Issue: Health Care	6%	(19)	12%	(36)	16%	(48)	66%	(196)	299
#1 Issue: Medicare / Social Security	2%	(4)	7%	(19)	13%	(37)	78%	(219)	281
#1 Issue: Women's Issues	8%	(11)	10%	(14)	19%	(26)	62%	(83)	134
#1 Issue: Education	16%	(20)	14%	(18)	11%	(15)	59%	(77)	130
#1 Issue: Energy	9%	(14)	13%	(20)	18%	(27)	60%	(90)	151
#1 Issue: Other	1%	(2)	11%	(13)	4%	(5)	84%	(101)	120
2020 Vote: Joe Biden	7%	(73)	13%	(134)	15%	(160)	64%	(665)	1031
2020 Vote: Donald Trump	4%	(28)	9%	(61)	10%	(70)	77%	(544)	704
2020 Vote: Other	2%	(1)	10%	(6)	18%	(10)	70%	(40)	58
2020 Vote: Didn't Vote	5%	(20)	6%	(23)	13%	(51)	77%	(311)	405
2018 House Vote: Democrat	7%	(50)	12%	(91)	15%	(112)	65%	(476)	730
2018 House Vote: Republican	4%	(21)	12%	(71)	11%	(66)	74%	(445)	604
2016 Vote: Hillary Clinton	7%	(46)	13%	(92)	14%	(95)	67%	(464)	698
2016 Vote: Donald Trump	4%	(25)	10%	(66)	11%	(72)	75%	(483)	646
2016 Vote: Other	1%	(1)	4%	(4)	18%	(18)	77%	(78)	102
2016 Vote: Didn't Vote	7%	(50)	8%	(62)	14%	(105)	71%	(535)	751
Voted in 2014: Yes	5%	(64)	12%	(144)	14%	(170)	69%	(858)	1235
Voted in 2014: No	6%	(59)	8%	(80)	13%	(122)	73%	(704)	965
4-Region: Northeast	8%	(32)	14%	(55)	12%	(47)	66%	(259)	394
4-Region: Midwest	2%	(9)	8%	(38)	15%	(67)	75%	(348)	462
4-Region: South	6%	(46)	9%	(76)	12%	(98)	73%	(604)	824
4-Region: West	7%	(36)	10%	(54)	15%	(80)	67%	(350)	520
Sports Fans	7%	(118)	13%	(202)	15%	(247)	65%	(1048)	1615

Continued on next page

Table MCSP9_13: How much of the following sports did you watch 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	6%	(123)	10%	(224)	13%	(292)	71%	(1562)	2200
Avid Sports Fans	12%	(72)	17%	(105)	17%	(108)	54%	(334)	619
Casual Sports Fans	5%	(46)	10%	(97)	14%	(139)	72%	(714)	996
Non-Sports Fans	1%	(4)	4%	(22)	8%	(44)	88%	(514)	585
Gen Z Sports Fans	11%	(20)	13%	(22)	22%	(38)	54%	(96)	176
Millennial Sports Fans	16%	(80)	19%	(98)	17%	(86)	48%	(248)	512
Gen X Sports Fans	4%	(16)	11%	(42)	12%	(47)	73%	(279)	383
Boomer Sports Fans	—	(1)	7%	(36)	14%	(66)	79%	(382)	486
Democratic Sports Fans	11%	(77)	13%	(89)	16%	(114)	61%	(433)	713
Republican Sports Fans	6%	(27)	13%	(60)	13%	(57)	68%	(311)	455
Male Sports Fans	10%	(87)	14%	(123)	15%	(136)	61%	(536)	882
Female Sports Fans	4%	(32)	11%	(79)	15%	(111)	70%	(512)	734
Olympics Fans	8%	(120)	14%	(215)	17%	(263)	61%	(952)	1549
Avid Olympics Fans	20%	(86)	23%	(97)	20%	(86)	36%	(152)	422
Casual Olympics Fans	3%	(34)	10%	(117)	16%	(177)	71%	(800)	1128
Non-Olympics Fans	—	(2)	1%	(9)	4%	(29)	94%	(610)	651
Watched a Lot 2021 Olympics	25%	(70)	25%	(72)	22%	(62)	28%	(78)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(8)	3%	(23)	95%	(721)	755
Watched a Lot/some 2021 Olympics	14%	(115)	21%	(179)	21%	(181)	44%	(374)	849
Watched any 2021 Olympics	8%	(119)	15%	(216)	19%	(269)	58%	(841)	1445
Familiar with Peacock	8%	(97)	14%	(169)	14%	(169)	64%	(764)	1200
Peacock Subscriber	10%	(57)	12%	(66)	13%	(70)	65%	(354)	548

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

Table MCSP9_14: How much of the following sports did you watch 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	5%	(102)	9%	(191)	11%	(241)	76%	(1666)	2200
Gender: Male	7%	(77)	12%	(125)	12%	(127)	69%	(734)	1062
Gender: Female	2%	(26)	6%	(67)	10%	(114)	82%	(932)	1138
Age: 18-34	9%	(58)	15%	(98)	13%	(88)	63%	(411)	655
Age: 35-44	10%	(34)	13%	(47)	15%	(54)	62%	(222)	358
Age: 45-64	1%	(5)	5%	(39)	9%	(70)	85%	(636)	751
Age: 65+	1%	(5)	1%	(7)	6%	(28)	91%	(397)	436
GenZers: 1997-2012	5%	(12)	15%	(37)	16%	(40)	64%	(159)	247
Millennials: 1981-1996	12%	(75)	15%	(100)	13%	(84)	60%	(388)	647
GenXers: 1965-1980	2%	(11)	6%	(31)	12%	(65)	80%	(429)	536
Baby Boomers: 1946-1964	1%	(4)	4%	(24)	7%	(46)	89%	(607)	680
PID: Dem (no lean)	7%	(62)	10%	(97)	12%	(110)	71%	(665)	934
PID: Ind (no lean)	2%	(10)	8%	(54)	10%	(62)	81%	(520)	645
PID: Rep (no lean)	5%	(30)	7%	(41)	11%	(69)	77%	(481)	621
PID/Gender: Dem Men	12%	(50)	16%	(68)	14%	(59)	59%	(250)	427
PID/Gender: Dem Women	2%	(12)	6%	(29)	10%	(51)	82%	(416)	507
PID/Gender: Ind Men	2%	(5)	10%	(32)	12%	(37)	77%	(242)	316
PID/Gender: Ind Women	1%	(5)	7%	(22)	8%	(25)	84%	(278)	329
PID/Gender: Rep Men	7%	(21)	8%	(25)	10%	(32)	76%	(242)	320
PID/Gender: Rep Women	3%	(9)	5%	(16)	12%	(38)	79%	(239)	302
Ideo: Liberal (1-3)	8%	(57)	10%	(72)	12%	(85)	70%	(502)	715
Ideo: Moderate (4)	2%	(14)	11%	(72)	11%	(69)	76%	(478)	633
Ideo: Conservative (5-7)	4%	(29)	6%	(40)	10%	(68)	80%	(550)	687
Educ: < College	3%	(47)	8%	(122)	11%	(160)	78%	(1183)	1512
Educ: Bachelors degree	8%	(33)	9%	(39)	12%	(52)	72%	(320)	444
Educ: Post-grad	9%	(22)	12%	(30)	12%	(29)	67%	(163)	244
Income: Under 50k	3%	(35)	8%	(101)	11%	(138)	79%	(1026)	1300
Income: 50k-100k	7%	(43)	9%	(54)	12%	(73)	73%	(457)	628
Income: 100k+	9%	(24)	14%	(37)	11%	(30)	67%	(182)	273
Ethnicity: White	5%	(85)	8%	(135)	11%	(183)	77%	(1319)	1722
Ethnicity: Hispanic	7%	(26)	14%	(49)	14%	(50)	64%	(225)	349
Ethnicity: Black	5%	(13)	13%	(35)	12%	(32)	71%	(195)	274

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Table MCSP9_14: How much of the following sports did you watch 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	5%	(102)	9%	(191)	11%	(241)	76%	(1666)	2200
Ethnicity: Other	2%	(4)	10%	(21)	13%	(26)	75%	(153)	204
All Christian	5%	(49)	9%	(85)	10%	(98)	77%	(764)	996
All Non-Christian	18%	(27)	18%	(27)	16%	(24)	49%	(74)	151
Atheist	5%	(6)	9%	(10)	12%	(14)	73%	(81)	111
Agnostic/Nothing in particular	3%	(15)	8%	(47)	12%	(68)	78%	(452)	583
Something Else	1%	(5)	6%	(21)	10%	(37)	82%	(296)	359
Religious Non-Protestant/Catholic	18%	(32)	15%	(27)	15%	(27)	52%	(93)	179
Evangelical	6%	(34)	9%	(52)	11%	(64)	74%	(417)	567
Non-Evangelical	2%	(14)	7%	(51)	9%	(67)	82%	(613)	745
Community: Urban	9%	(60)	14%	(90)	12%	(81)	65%	(432)	663
Community: Suburban	3%	(28)	6%	(65)	11%	(109)	80%	(815)	1017
Community: Rural	3%	(14)	7%	(36)	10%	(51)	81%	(419)	520
Employ: Private Sector	8%	(54)	14%	(94)	11%	(77)	67%	(446)	669
Employ: Government	9%	(10)	15%	(16)	20%	(22)	56%	(61)	110
Employ: Self-Employed	10%	(21)	13%	(27)	13%	(26)	64%	(134)	208
Employ: Homemaker	1%	(2)	4%	(6)	9%	(17)	86%	(151)	177
Employ: Student	5%	(5)	13%	(14)	11%	(11)	72%	(78)	108
Employ: Retired	—	(2)	2%	(13)	8%	(41)	89%	(458)	513
Employ: Unemployed	3%	(8)	6%	(16)	11%	(31)	81%	(228)	283
Employ: Other	—	(0)	5%	(6)	12%	(16)	83%	(110)	132
Military HH: Yes	4%	(13)	7%	(23)	9%	(32)	80%	(279)	347
Military HH: No	5%	(90)	9%	(168)	11%	(208)	75%	(1387)	1853
RD/WT: Right Direction	8%	(77)	11%	(108)	12%	(121)	69%	(696)	1001
RD/WT: Wrong Track	2%	(26)	7%	(83)	10%	(120)	81%	(970)	1199
Biden Job Approve	6%	(79)	11%	(132)	12%	(145)	71%	(868)	1225
Biden Job Disapprove	2%	(21)	6%	(53)	10%	(84)	82%	(718)	875
Biden Job Strongly Approve	10%	(63)	12%	(80)	12%	(78)	66%	(430)	652
Biden Job Somewhat Approve	3%	(16)	9%	(52)	12%	(67)	76%	(437)	573
Biden Job Somewhat Disapprove	2%	(5)	11%	(26)	15%	(36)	73%	(183)	250
Biden Job Strongly Disapprove	3%	(16)	4%	(27)	8%	(48)	86%	(535)	625

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Table MCSP9_14: How much of the following sports did you watch 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	5%	(102)	9%	(191)	11%	(241)	76%	(1666)	2200
Favorable of Biden	6%	(72)	11%	(130)	11%	(140)	72%	(878)	1220
Unfavorable of Biden	2%	(20)	6%	(51)	10%	(81)	82%	(702)	854
Very Favorable of Biden	8%	(52)	11%	(75)	11%	(73)	69%	(452)	652
Somewhat Favorable of Biden	3%	(20)	10%	(56)	12%	(67)	75%	(426)	569
Somewhat Unfavorable of Biden	3%	(7)	7%	(15)	13%	(27)	77%	(164)	212
Very Unfavorable of Biden	2%	(13)	6%	(36)	8%	(55)	84%	(538)	642
#1 Issue: Economy	4%	(32)	10%	(74)	12%	(91)	74%	(566)	763
#1 Issue: Security	5%	(18)	6%	(21)	11%	(35)	77%	(251)	324
#1 Issue: Health Care	7%	(20)	6%	(17)	14%	(43)	73%	(219)	299
#1 Issue: Medicare / Social Security	2%	(5)	6%	(16)	6%	(18)	86%	(242)	281
#1 Issue: Women's Issues	6%	(8)	15%	(20)	10%	(13)	70%	(94)	134
#1 Issue: Education	9%	(11)	16%	(21)	15%	(19)	60%	(78)	130
#1 Issue: Energy	6%	(9)	11%	(16)	11%	(16)	73%	(110)	151
#1 Issue: Other	—	(0)	6%	(8)	5%	(6)	89%	(107)	120
2020 Vote: Joe Biden	6%	(58)	11%	(117)	11%	(113)	72%	(743)	1031
2020 Vote: Donald Trump	4%	(29)	6%	(42)	11%	(75)	79%	(558)	704
2020 Vote: Other	1%	(1)	12%	(7)	17%	(10)	70%	(41)	58
2020 Vote: Didn't Vote	4%	(14)	6%	(25)	11%	(43)	80%	(323)	405
2018 House Vote: Democrat	5%	(35)	10%	(75)	12%	(91)	72%	(529)	730
2018 House Vote: Republican	4%	(25)	7%	(43)	9%	(52)	80%	(484)	604
2016 Vote: Hillary Clinton	5%	(32)	10%	(69)	11%	(75)	75%	(522)	698
2016 Vote: Donald Trump	4%	(27)	7%	(42)	9%	(61)	80%	(516)	646
2016 Vote: Other	1%	(1)	3%	(3)	10%	(11)	86%	(87)	102
2016 Vote: Didn't Vote	6%	(42)	10%	(76)	12%	(93)	72%	(540)	751
Voted in 2014: Yes	4%	(53)	9%	(106)	11%	(131)	77%	(945)	1235
Voted in 2014: No	5%	(49)	9%	(85)	11%	(110)	75%	(721)	965
4-Region: Northeast	9%	(36)	12%	(48)	11%	(43)	68%	(266)	394
4-Region: Midwest	3%	(12)	8%	(36)	11%	(49)	79%	(366)	462
4-Region: South	3%	(27)	9%	(74)	11%	(90)	77%	(633)	824
4-Region: West	5%	(27)	6%	(34)	11%	(59)	77%	(400)	520
Sports Fans	6%	(99)	11%	(181)	14%	(219)	69%	(1115)	1615

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Table MCSP9_14: How much of the following sports did you watch 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	5%	(102)	9%	(191)	11%	(241)	76%	(1666)	2200
Avid Sports Fans	11%	(69)	16%	(99)	16%	(97)	57%	(353)	619
Casual Sports Fans	3%	(30)	8%	(82)	12%	(122)	77%	(762)	996
Non-Sports Fans	1%	(3)	2%	(10)	4%	(21)	94%	(550)	585
Gen Z Sports Fans	7%	(12)	20%	(35)	20%	(35)	54%	(95)	176
Millennial Sports Fans	14%	(73)	19%	(95)	15%	(76)	52%	(267)	512
Gen X Sports Fans	3%	(10)	8%	(29)	16%	(62)	74%	(282)	383
Boomer Sports Fans	1%	(3)	5%	(23)	9%	(41)	86%	(419)	486
Democratic Sports Fans	8%	(59)	13%	(93)	15%	(104)	64%	(456)	713
Republican Sports Fans	7%	(30)	9%	(39)	13%	(60)	72%	(327)	455
Male Sports Fans	9%	(77)	14%	(120)	13%	(117)	64%	(568)	882
Female Sports Fans	3%	(22)	8%	(62)	14%	(103)	75%	(547)	734
Olympics Fans	6%	(99)	11%	(176)	14%	(219)	68%	(1056)	1549
Avid Olympics Fans	18%	(77)	18%	(78)	19%	(80)	44%	(187)	422
Casual Olympics Fans	2%	(22)	9%	(98)	12%	(139)	77%	(869)	1128
Non-Olympics Fans	1%	(4)	2%	(15)	3%	(22)	94%	(610)	651
Watched a Lot 2021 Olympics	26%	(73)	18%	(51)	18%	(51)	38%	(109)	283
Didn't Watch any 2021 Olympics	—	(2)	1%	(9)	3%	(22)	96%	(722)	755
Watched a Lot/some 2021 Olympics	11%	(94)	18%	(151)	19%	(158)	52%	(446)	849
Watched any 2021 Olympics	7%	(100)	13%	(182)	15%	(218)	65%	(944)	1445
Familiar with Peacock	7%	(88)	12%	(139)	12%	(147)	69%	(825)	1200
Peacock Subscriber	9%	(51)	12%	(66)	11%	(58)	68%	(372)	548

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

Table MCSP9_15: *How much of the following sports did you watch 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	6%	(130)	10%	(216)	12%	(266)	72%	(1589)	2200
Gender: Male	9%	(99)	14%	(152)	14%	(148)	62%	(663)	1062
Gender: Female	3%	(31)	6%	(64)	10%	(117)	81%	(926)	1138
Age: 18-34	9%	(61)	13%	(87)	17%	(110)	61%	(397)	655
Age: 35-44	11%	(41)	13%	(46)	16%	(57)	60%	(213)	358
Age: 45-64	2%	(17)	7%	(51)	8%	(63)	83%	(620)	751
Age: 65+	2%	(11)	7%	(31)	8%	(36)	82%	(359)	436
GenZers: 1997-2012	4%	(9)	11%	(26)	22%	(54)	64%	(158)	247
Millennials: 1981-1996	13%	(84)	15%	(98)	14%	(93)	57%	(371)	647
GenXers: 1965-1980	4%	(20)	7%	(38)	10%	(53)	79%	(425)	536
Baby Boomers: 1946-1964	2%	(13)	7%	(47)	9%	(61)	82%	(559)	680
PID: Dem (no lean)	9%	(85)	10%	(95)	12%	(111)	69%	(643)	934
PID: Ind (no lean)	2%	(15)	10%	(62)	14%	(90)	74%	(479)	645
PID: Rep (no lean)	5%	(30)	10%	(60)	10%	(64)	75%	(468)	621
PID/Gender: Dem Men	16%	(68)	15%	(65)	13%	(54)	56%	(239)	427
PID/Gender: Dem Women	3%	(17)	6%	(29)	11%	(58)	80%	(404)	507
PID/Gender: Ind Men	3%	(9)	13%	(40)	18%	(56)	67%	(211)	316
PID/Gender: Ind Women	2%	(6)	7%	(22)	10%	(34)	81%	(268)	329
PID/Gender: Rep Men	7%	(22)	14%	(46)	12%	(39)	67%	(213)	320
PID/Gender: Rep Women	3%	(8)	4%	(14)	9%	(26)	84%	(254)	302
Ideo: Liberal (1-3)	10%	(68)	12%	(85)	11%	(82)	67%	(480)	715
Ideo: Moderate (4)	4%	(24)	10%	(63)	13%	(80)	74%	(466)	633
Ideo: Conservative (5-7)	5%	(38)	9%	(60)	11%	(74)	75%	(516)	687
Educ: < College	4%	(57)	9%	(133)	12%	(187)	75%	(1134)	1512
Educ: Bachelors degree	11%	(47)	11%	(49)	11%	(51)	67%	(297)	444
Educ: Post-grad	11%	(26)	14%	(33)	11%	(27)	65%	(157)	244
Income: Under 50k	3%	(44)	8%	(105)	12%	(158)	76%	(992)	1300
Income: 50k-100k	9%	(55)	11%	(67)	12%	(73)	69%	(432)	628
Income: 100k+	11%	(31)	16%	(44)	13%	(34)	60%	(164)	273
Ethnicity: White	6%	(109)	10%	(166)	11%	(187)	73%	(1260)	1722
Ethnicity: Hispanic	9%	(32)	11%	(37)	19%	(67)	61%	(213)	349
Ethnicity: Black	6%	(17)	9%	(24)	15%	(41)	70%	(192)	274

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Table MCSP9_15: How much of the following sports did you watch 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	6%	(130)	10%	(216)	12%	(266)	72%	(1589)	2200
Ethnicity: Other	2%	(4)	13%	(26)	18%	(38)	67%	(137)	204
All Christian	6%	(59)	13%	(128)	11%	(114)	70%	(695)	996
All Non-Christian	22%	(34)	14%	(22)	15%	(22)	48%	(73)	151
Atheist	5%	(5)	6%	(7)	10%	(11)	79%	(87)	111
Agnostic/Nothing in particular	4%	(24)	6%	(37)	13%	(75)	77%	(448)	583
Something Else	2%	(8)	6%	(23)	12%	(43)	79%	(285)	359
Religious Non-Protestant/Catholic	21%	(38)	13%	(23)	14%	(25)	52%	(94)	179
Evangelical	7%	(39)	14%	(77)	12%	(66)	68%	(385)	567
Non-Evangelical	3%	(23)	9%	(69)	11%	(85)	76%	(568)	745
Community: Urban	10%	(68)	13%	(85)	13%	(85)	64%	(425)	663
Community: Suburban	4%	(41)	9%	(87)	13%	(130)	75%	(760)	1017
Community: Rural	4%	(21)	8%	(44)	10%	(51)	78%	(404)	520
Employ: Private Sector	11%	(73)	12%	(83)	13%	(86)	64%	(427)	669
Employ: Government	8%	(9)	18%	(20)	27%	(29)	47%	(52)	110
Employ: Self-Employed	12%	(25)	12%	(24)	16%	(34)	60%	(124)	208
Employ: Homemaker	1%	(2)	4%	(7)	11%	(19)	84%	(148)	177
Employ: Student	2%	(2)	13%	(14)	12%	(13)	73%	(79)	108
Employ: Retired	2%	(10)	8%	(42)	7%	(34)	83%	(427)	513
Employ: Unemployed	3%	(9)	6%	(16)	13%	(37)	78%	(221)	283
Employ: Other	—	(0)	7%	(9)	10%	(13)	83%	(110)	132
Military HH: Yes	6%	(20)	12%	(41)	13%	(44)	70%	(242)	347
Military HH: No	6%	(109)	9%	(175)	12%	(221)	73%	(1347)	1853
RD/WT: Right Direction	9%	(89)	12%	(116)	12%	(124)	67%	(672)	1001
RD/WT: Wrong Track	3%	(40)	8%	(100)	12%	(141)	77%	(917)	1199
Biden Job Approve	8%	(94)	11%	(129)	13%	(162)	69%	(839)	1225
Biden Job Disapprove	3%	(30)	9%	(79)	11%	(97)	76%	(669)	875
Biden Job Strongly Approve	12%	(77)	12%	(81)	13%	(84)	63%	(410)	652
Biden Job Somewhat Approve	3%	(17)	8%	(48)	14%	(78)	75%	(429)	573
Biden Job Somewhat Disapprove	3%	(7)	11%	(28)	18%	(45)	68%	(170)	250
Biden Job Strongly Disapprove	4%	(23)	8%	(51)	8%	(52)	80%	(499)	625

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Table MCSP9_15: *How much of the following sports did you watch 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	6%	(130)	10%	(216)	12%	(266)	72%	(1589)	2200
Favorable of Biden	7%	(88)	10%	(122)	13%	(157)	70%	(854)	1220
Unfavorable of Biden	3%	(29)	9%	(78)	11%	(94)	77%	(654)	854
Very Favorable of Biden	11%	(72)	11%	(74)	12%	(79)	65%	(426)	652
Somewhat Favorable of Biden	3%	(16)	9%	(48)	14%	(77)	75%	(427)	569
Somewhat Unfavorable of Biden	5%	(11)	12%	(25)	14%	(30)	69%	(145)	212
Very Unfavorable of Biden	3%	(18)	8%	(53)	10%	(63)	79%	(508)	642
#1 Issue: Economy	4%	(31)	10%	(80)	13%	(101)	72%	(551)	763
#1 Issue: Security	5%	(16)	9%	(30)	11%	(36)	75%	(241)	324
#1 Issue: Health Care	12%	(35)	7%	(21)	12%	(36)	69%	(207)	299
#1 Issue: Medicare / Social Security	4%	(13)	9%	(25)	9%	(27)	77%	(216)	281
#1 Issue: Women's Issues	7%	(10)	14%	(19)	14%	(18)	65%	(87)	134
#1 Issue: Education	12%	(15)	12%	(16)	15%	(20)	61%	(79)	130
#1 Issue: Energy	4%	(6)	12%	(19)	15%	(22)	68%	(103)	151
#1 Issue: Other	3%	(4)	5%	(6)	4%	(5)	87%	(105)	120
2020 Vote: Joe Biden	8%	(84)	11%	(109)	13%	(130)	69%	(708)	1031
2020 Vote: Donald Trump	5%	(35)	10%	(68)	11%	(77)	74%	(525)	704
2020 Vote: Other	5%	(3)	8%	(4)	18%	(10)	70%	(40)	58
2020 Vote: Didn't Vote	2%	(8)	8%	(34)	12%	(49)	78%	(314)	405
2018 House Vote: Democrat	9%	(63)	11%	(78)	12%	(87)	69%	(502)	730
2018 House Vote: Republican	5%	(32)	12%	(71)	10%	(62)	73%	(438)	604
2016 Vote: Hillary Clinton	9%	(61)	10%	(67)	11%	(76)	71%	(494)	698
2016 Vote: Donald Trump	5%	(34)	11%	(73)	10%	(64)	73%	(475)	646
2016 Vote: Other	1%	(1)	5%	(5)	14%	(14)	80%	(82)	102
2016 Vote: Didn't Vote	4%	(33)	9%	(71)	15%	(110)	72%	(537)	751
Voted in 2014: Yes	7%	(87)	10%	(129)	11%	(141)	71%	(878)	1235
Voted in 2014: No	4%	(43)	9%	(87)	13%	(124)	74%	(711)	965
4-Region: Northeast	8%	(33)	10%	(41)	13%	(53)	68%	(267)	394
4-Region: Midwest	5%	(21)	9%	(39)	13%	(58)	74%	(344)	462
4-Region: South	5%	(44)	10%	(82)	12%	(97)	73%	(601)	824
4-Region: West	6%	(31)	10%	(54)	11%	(58)	73%	(378)	520
Sports Fans	8%	(126)	12%	(199)	15%	(240)	65%	(1051)	1615

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Table MCSP9_15: How much of the following sports did you watch 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	6%	(130)	10%	(216)	12%	(266)	72%	(1589)	2200
Avid Sports Fans	15%	(90)	17%	(108)	19%	(118)	49%	(303)	619
Casual Sports Fans	4%	(36)	9%	(91)	12%	(122)	75%	(748)	996
Non-Sports Fans	1%	(3)	3%	(17)	4%	(26)	92%	(538)	585
Gen Z Sports Fans	5%	(9)	13%	(23)	26%	(47)	55%	(97)	176
Millennial Sports Fans	16%	(82)	18%	(90)	16%	(84)	50%	(256)	512
Gen X Sports Fans	5%	(20)	9%	(35)	13%	(49)	73%	(279)	383
Boomer Sports Fans	2%	(12)	9%	(44)	12%	(57)	77%	(373)	486
Democratic Sports Fans	12%	(84)	12%	(88)	15%	(104)	61%	(438)	713
Republican Sports Fans	7%	(30)	12%	(55)	13%	(57)	69%	(313)	455
Male Sports Fans	11%	(98)	16%	(144)	16%	(140)	57%	(501)	882
Female Sports Fans	4%	(29)	7%	(55)	14%	(100)	75%	(551)	734
Olympics Fans	8%	(123)	13%	(208)	15%	(231)	64%	(988)	1549
Avid Olympics Fans	22%	(93)	20%	(83)	18%	(75)	40%	(170)	422
Casual Olympics Fans	3%	(29)	11%	(125)	14%	(156)	73%	(818)	1128
Non-Olympics Fans	1%	(7)	1%	(8)	5%	(34)	92%	(601)	651
Watched a Lot 2021 Olympics	27%	(76)	22%	(62)	17%	(48)	34%	(97)	283
Didn't Watch any 2021 Olympics	1%	(5)	1%	(5)	3%	(26)	95%	(718)	755
Watched a Lot/some 2021 Olympics	13%	(113)	20%	(167)	19%	(161)	48%	(409)	849
Watched any 2021 Olympics	9%	(124)	15%	(210)	17%	(239)	60%	(871)	1445
Familiar with Peacock	9%	(109)	13%	(159)	13%	(157)	65%	(775)	1200
Peacock Subscriber	11%	(59)	12%	(67)	12%	(66)	65%	(356)	548

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

Table MCSP9_16: *How much of the following sports did you watch 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	22%	(476)	26%	(574)	13%	(280)	40%	(870)	2200
Gender: Male	20%	(216)	28%	(293)	14%	(145)	38%	(408)	1062
Gender: Female	23%	(260)	25%	(281)	12%	(135)	41%	(462)	1138
Age: 18-34	24%	(158)	27%	(175)	16%	(102)	34%	(220)	655
Age: 35-44	26%	(92)	26%	(94)	12%	(43)	36%	(129)	358
Age: 45-64	19%	(143)	25%	(190)	11%	(80)	45%	(337)	751
Age: 65+	19%	(83)	26%	(115)	12%	(54)	42%	(185)	436
GenZers: 1997-2012	24%	(59)	27%	(66)	18%	(44)	32%	(79)	247
Millennials: 1981-1996	25%	(165)	27%	(177)	13%	(85)	34%	(220)	647
GenXers: 1965-1980	19%	(100)	23%	(124)	12%	(64)	46%	(249)	536
Baby Boomers: 1946-1964	20%	(134)	27%	(182)	12%	(83)	41%	(281)	680
PID: Dem (no lean)	28%	(263)	26%	(240)	13%	(119)	33%	(311)	934
PID: Ind (no lean)	17%	(111)	26%	(168)	13%	(84)	44%	(282)	645
PID: Rep (no lean)	16%	(101)	27%	(166)	12%	(77)	45%	(277)	621
PID/Gender: Dem Men	30%	(126)	26%	(111)	12%	(53)	32%	(137)	427
PID/Gender: Dem Women	27%	(137)	26%	(130)	13%	(66)	34%	(174)	507
PID/Gender: Ind Men	14%	(44)	29%	(93)	14%	(45)	42%	(133)	316
PID/Gender: Ind Women	20%	(67)	23%	(75)	12%	(39)	45%	(149)	329
PID/Gender: Rep Men	14%	(46)	28%	(90)	15%	(47)	43%	(138)	320
PID/Gender: Rep Women	18%	(55)	25%	(76)	10%	(30)	46%	(140)	302
Ideo: Liberal (1-3)	28%	(202)	27%	(195)	13%	(95)	31%	(224)	715
Ideo: Moderate (4)	20%	(129)	28%	(177)	12%	(73)	40%	(253)	633
Ideo: Conservative (5-7)	18%	(122)	25%	(172)	13%	(86)	45%	(307)	687
Educ: < College	19%	(284)	25%	(378)	12%	(182)	44%	(668)	1512
Educ: Bachelors degree	27%	(118)	31%	(138)	13%	(59)	29%	(128)	444
Educ: Post-grad	30%	(74)	24%	(58)	16%	(38)	31%	(75)	244
Income: Under 50k	18%	(236)	25%	(321)	12%	(162)	45%	(580)	1300
Income: 50k-100k	25%	(156)	28%	(174)	14%	(88)	33%	(210)	628
Income: 100k+	31%	(84)	29%	(78)	11%	(30)	30%	(81)	273
Ethnicity: White	20%	(341)	27%	(467)	12%	(212)	41%	(702)	1722
Ethnicity: Hispanic	28%	(96)	25%	(87)	13%	(46)	34%	(120)	349
Ethnicity: Black	31%	(84)	19%	(53)	17%	(46)	33%	(91)	274

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Table MCSP9_16: How much of the following sports did you watch 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	22%	(476)	26%	(574)	13%	(280)	40%	(870)	2200
Ethnicity: Other	25%	(51)	27%	(54)	11%	(22)	38%	(77)	204
All Christian	25%	(245)	29%	(285)	10%	(101)	37%	(365)	996
All Non-Christian	38%	(57)	27%	(41)	12%	(18)	23%	(35)	151
Atheist	15%	(16)	20%	(22)	17%	(19)	48%	(53)	111
Agnostic/Nothing in particular	18%	(103)	26%	(149)	16%	(92)	41%	(239)	583
Something Else	15%	(54)	22%	(77)	14%	(49)	50%	(178)	359
Religious Non-Protestant/Catholic	37%	(66)	24%	(43)	11%	(20)	28%	(50)	179
Evangelical	23%	(130)	25%	(144)	12%	(70)	39%	(223)	567
Non-Evangelical	21%	(157)	28%	(210)	11%	(79)	40%	(299)	745
Community: Urban	27%	(179)	27%	(177)	14%	(94)	32%	(213)	663
Community: Suburban	20%	(204)	26%	(260)	14%	(138)	41%	(416)	1017
Community: Rural	18%	(93)	26%	(136)	9%	(48)	46%	(242)	520
Employ: Private Sector	24%	(160)	30%	(203)	15%	(101)	31%	(206)	669
Employ: Government	34%	(37)	37%	(40)	12%	(13)	17%	(19)	110
Employ: Self-Employed	23%	(48)	26%	(53)	12%	(26)	39%	(81)	208
Employ: Homemaker	16%	(29)	24%	(43)	13%	(24)	46%	(82)	177
Employ: Student	35%	(37)	17%	(18)	11%	(11)	38%	(41)	108
Employ: Retired	18%	(94)	26%	(136)	11%	(55)	44%	(228)	513
Employ: Unemployed	19%	(55)	16%	(45)	14%	(40)	51%	(143)	283
Employ: Other	12%	(15)	27%	(36)	7%	(9)	54%	(72)	132
Military HH: Yes	22%	(77)	33%	(115)	10%	(35)	35%	(120)	347
Military HH: No	22%	(399)	25%	(459)	13%	(245)	40%	(750)	1853
RD/WT: Right Direction	26%	(262)	29%	(295)	14%	(136)	31%	(309)	1001
RD/WT: Wrong Track	18%	(214)	23%	(279)	12%	(144)	47%	(562)	1199
Biden Job Approve	26%	(313)	29%	(351)	13%	(163)	32%	(397)	1225
Biden Job Disapprove	17%	(148)	23%	(201)	12%	(102)	48%	(424)	875
Biden Job Strongly Approve	30%	(199)	28%	(185)	12%	(77)	29%	(191)	652
Biden Job Somewhat Approve	20%	(114)	29%	(167)	15%	(86)	36%	(206)	573
Biden Job Somewhat Disapprove	21%	(53)	26%	(66)	14%	(36)	38%	(96)	250
Biden Job Strongly Disapprove	15%	(95)	22%	(136)	11%	(66)	53%	(328)	625

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Table MCSP9_16: *How much of the following sports did you watch 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	22%	(476)	26%	(574)	13%	(280)	40%	(870)	2200
Favorable of Biden	26%	(312)	28%	(342)	13%	(158)	33%	(407)	1220
Unfavorable of Biden	17%	(145)	23%	(199)	12%	(100)	48%	(411)	854
Very Favorable of Biden	30%	(196)	28%	(185)	11%	(73)	30%	(197)	652
Somewhat Favorable of Biden	20%	(116)	28%	(157)	15%	(85)	37%	(210)	569
Somewhat Unfavorable of Biden	23%	(49)	24%	(51)	12%	(26)	40%	(85)	212
Very Unfavorable of Biden	15%	(95)	23%	(147)	12%	(74)	51%	(325)	642
#1 Issue: Economy	20%	(149)	28%	(211)	12%	(91)	41%	(312)	763
#1 Issue: Security	19%	(63)	22%	(73)	15%	(49)	43%	(140)	324
#1 Issue: Health Care	26%	(77)	26%	(77)	13%	(38)	36%	(106)	299
#1 Issue: Medicare / Social Security	18%	(50)	25%	(71)	13%	(38)	44%	(123)	281
#1 Issue: Women's Issues	39%	(52)	19%	(26)	14%	(18)	28%	(38)	134
#1 Issue: Education	24%	(31)	31%	(40)	11%	(14)	34%	(44)	130
#1 Issue: Energy	25%	(38)	31%	(47)	12%	(17)	32%	(48)	151
#1 Issue: Other	14%	(17)	24%	(29)	12%	(14)	50%	(60)	120
2020 Vote: Joe Biden	26%	(271)	29%	(303)	14%	(141)	31%	(317)	1031
2020 Vote: Donald Trump	18%	(126)	23%	(164)	11%	(79)	48%	(336)	704
2020 Vote: Other	23%	(13)	21%	(12)	12%	(7)	44%	(26)	58
2020 Vote: Didn't Vote	16%	(66)	24%	(95)	13%	(53)	47%	(191)	405
2018 House Vote: Democrat	28%	(201)	29%	(208)	13%	(96)	31%	(225)	730
2018 House Vote: Republican	19%	(117)	26%	(156)	10%	(59)	45%	(272)	604
2016 Vote: Hillary Clinton	26%	(182)	29%	(201)	13%	(89)	32%	(225)	698
2016 Vote: Donald Trump	20%	(129)	25%	(162)	10%	(67)	45%	(288)	646
2016 Vote: Other	21%	(21)	27%	(27)	14%	(14)	38%	(39)	102
2016 Vote: Didn't Vote	19%	(143)	24%	(182)	15%	(109)	42%	(317)	751
Voted in 2014: Yes	24%	(299)	27%	(329)	13%	(157)	37%	(451)	1235
Voted in 2014: No	18%	(177)	25%	(245)	13%	(123)	43%	(419)	965
4-Region: Northeast	24%	(96)	24%	(96)	12%	(49)	39%	(152)	394
4-Region: Midwest	19%	(90)	25%	(118)	13%	(62)	42%	(193)	462
4-Region: South	23%	(186)	24%	(201)	12%	(103)	41%	(335)	824
4-Region: West	20%	(104)	31%	(159)	13%	(66)	37%	(191)	520
Sports Fans	27%	(433)	30%	(478)	13%	(218)	30%	(486)	1615

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Table MCSP9_16: How much of the following sports did you watch 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	22%	(476)	26%	(574)	13%	(280)	40%	(870)	2200
Avid Sports Fans	37%	(226)	31%	(194)	10%	(62)	22%	(137)	619
Casual Sports Fans	21%	(207)	29%	(284)	16%	(156)	35%	(349)	996
Non-Sports Fans	7%	(43)	16%	(95)	11%	(62)	66%	(384)	585
Gen Z Sports Fans	30%	(53)	31%	(55)	17%	(29)	22%	(39)	176
Millennial Sports Fans	29%	(151)	32%	(161)	13%	(66)	26%	(134)	512
Gen X Sports Fans	24%	(91)	27%	(102)	13%	(50)	37%	(140)	383
Boomer Sports Fans	25%	(122)	30%	(144)	14%	(68)	31%	(153)	486
Democratic Sports Fans	34%	(241)	28%	(202)	13%	(93)	25%	(177)	713
Republican Sports Fans	21%	(95)	30%	(137)	14%	(62)	35%	(161)	455
Male Sports Fans	23%	(203)	30%	(266)	15%	(130)	32%	(283)	882
Female Sports Fans	31%	(230)	29%	(212)	12%	(88)	28%	(204)	734
Olympics Fans	30%	(462)	34%	(528)	15%	(232)	21%	(327)	1549
Avid Olympics Fans	59%	(250)	27%	(114)	7%	(28)	7%	(29)	422
Casual Olympics Fans	19%	(212)	37%	(414)	18%	(204)	26%	(298)	1128
Non-Olympics Fans	2%	(14)	7%	(46)	7%	(48)	83%	(543)	651
Watched a Lot 2021 Olympics	65%	(185)	23%	(65)	5%	(15)	6%	(18)	283
Didn't Watch any 2021 Olympics	1%	(8)	6%	(42)	6%	(46)	87%	(659)	755
Watched a Lot/some 2021 Olympics	48%	(404)	34%	(288)	10%	(82)	9%	(75)	849
Watched any 2021 Olympics	32%	(467)	37%	(531)	16%	(234)	15%	(212)	1445
Familiar with Peacock	25%	(306)	30%	(354)	11%	(132)	34%	(408)	1200
Peacock Subscriber	27%	(150)	27%	(150)	11%	(63)	34%	(185)	548

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

Table MCSP9_17: *How much of the following sports did you watch 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	5%	(109)	10%	(217)	12%	(262)	73%	(1612)	2200
Gender: Male	7%	(79)	14%	(149)	14%	(150)	64%	(685)	1062
Gender: Female	3%	(31)	6%	(68)	10%	(112)	81%	(927)	1138
Age: 18-34	9%	(59)	16%	(105)	15%	(96)	60%	(396)	655
Age: 35-44	10%	(35)	16%	(59)	13%	(47)	61%	(217)	358
Age: 45-64	2%	(12)	5%	(39)	10%	(74)	83%	(625)	751
Age: 65+	1%	(4)	3%	(14)	10%	(44)	86%	(374)	436
GenZers: 1997-2012	5%	(12)	15%	(37)	16%	(39)	64%	(159)	247
Millennials: 1981-1996	11%	(72)	18%	(114)	14%	(93)	57%	(367)	647
GenXers: 1965-1980	4%	(22)	7%	(38)	8%	(45)	80%	(431)	536
Baby Boomers: 1946-1964	—	(3)	4%	(26)	11%	(77)	84%	(575)	680
PID: Dem (no lean)	6%	(60)	13%	(121)	11%	(106)	69%	(646)	934
PID: Ind (no lean)	2%	(14)	8%	(51)	14%	(91)	76%	(488)	645
PID: Rep (no lean)	6%	(35)	7%	(45)	10%	(64)	77%	(477)	621
PID/Gender: Dem Men	11%	(47)	19%	(82)	15%	(63)	55%	(234)	427
PID/Gender: Dem Women	3%	(13)	8%	(39)	9%	(43)	81%	(412)	507
PID/Gender: Ind Men	2%	(5)	12%	(37)	17%	(53)	70%	(221)	316
PID/Gender: Ind Women	3%	(9)	4%	(14)	12%	(38)	81%	(268)	329
PID/Gender: Rep Men	8%	(26)	9%	(29)	11%	(34)	72%	(230)	320
PID/Gender: Rep Women	3%	(8)	5%	(15)	10%	(30)	82%	(248)	302
Ideo: Liberal (1-3)	8%	(59)	11%	(80)	12%	(86)	69%	(491)	715
Ideo: Moderate (4)	2%	(15)	13%	(81)	13%	(83)	72%	(454)	633
Ideo: Conservative (5-7)	5%	(34)	6%	(44)	11%	(73)	78%	(537)	687
Educ: < College	3%	(52)	8%	(123)	12%	(185)	76%	(1152)	1512
Educ: Bachelors degree	9%	(39)	12%	(55)	10%	(46)	69%	(304)	444
Educ: Post-grad	8%	(18)	16%	(39)	13%	(31)	64%	(155)	244
Income: Under 50k	3%	(33)	8%	(107)	12%	(161)	77%	(997)	1300
Income: 50k-100k	7%	(45)	11%	(68)	11%	(71)	71%	(444)	628
Income: 100k+	11%	(31)	15%	(42)	11%	(29)	63%	(171)	273
Ethnicity: White	5%	(81)	10%	(165)	11%	(190)	75%	(1285)	1722
Ethnicity: Hispanic	7%	(23)	16%	(56)	12%	(40)	66%	(230)	349
Ethnicity: Black	7%	(20)	11%	(29)	19%	(53)	63%	(172)	274

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Table MCSP9_17: How much of the following sports did you watch 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	5%	(109)	10%	(217)	12%	(262)	73%	(1612)	2200
Ethnicity: Other	4%	(8)	11%	(22)	9%	(19)	76%	(155)	204
All Christian	5%	(55)	10%	(101)	11%	(107)	74%	(733)	996
All Non-Christian	18%	(27)	24%	(36)	11%	(16)	47%	(72)	151
Atheist	4%	(4)	7%	(8)	15%	(17)	74%	(82)	111
Agnostic/Nothing in particular	3%	(15)	10%	(56)	13%	(78)	74%	(434)	583
Something Else	2%	(8)	4%	(16)	12%	(44)	81%	(291)	359
Religious Non-Protestant/Catholic	17%	(31)	23%	(41)	10%	(17)	50%	(90)	179
Evangelical	8%	(43)	9%	(53)	11%	(60)	72%	(410)	567
Non-Evangelical	2%	(14)	8%	(58)	12%	(87)	79%	(587)	745
Community: Urban	9%	(59)	16%	(105)	12%	(78)	63%	(421)	663
Community: Suburban	4%	(39)	7%	(72)	13%	(130)	76%	(776)	1017
Community: Rural	2%	(11)	8%	(40)	10%	(53)	80%	(415)	520
Employ: Private Sector	9%	(57)	14%	(96)	12%	(82)	65%	(435)	669
Employ: Government	9%	(10)	24%	(26)	17%	(19)	50%	(54)	110
Employ: Self-Employed	11%	(23)	16%	(33)	14%	(30)	59%	(122)	208
Employ: Homemaker	2%	(4)	4%	(7)	11%	(19)	83%	(147)	177
Employ: Student	5%	(5)	11%	(12)	10%	(11)	74%	(80)	108
Employ: Retired	1%	(4)	3%	(15)	11%	(59)	85%	(435)	513
Employ: Unemployed	2%	(5)	7%	(20)	10%	(28)	82%	(231)	283
Employ: Other	1%	(1)	7%	(9)	11%	(15)	81%	(107)	132
Military HH: Yes	5%	(18)	9%	(32)	10%	(35)	75%	(262)	347
Military HH: No	5%	(91)	10%	(185)	12%	(227)	73%	(1350)	1853
RD/WT: Right Direction	8%	(84)	12%	(125)	12%	(125)	67%	(668)	1001
RD/WT: Wrong Track	2%	(26)	8%	(92)	11%	(137)	79%	(944)	1199
Biden Job Approve	7%	(84)	12%	(144)	13%	(163)	68%	(834)	1225
Biden Job Disapprove	3%	(23)	7%	(62)	10%	(87)	80%	(703)	875
Biden Job Strongly Approve	10%	(68)	13%	(82)	13%	(85)	64%	(417)	652
Biden Job Somewhat Approve	3%	(16)	11%	(62)	14%	(78)	73%	(416)	573
Biden Job Somewhat Disapprove	1%	(2)	12%	(30)	15%	(37)	72%	(181)	250
Biden Job Strongly Disapprove	3%	(21)	5%	(32)	8%	(50)	84%	(522)	625

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Table MCSP9_17: How much of the following sports did you watch 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	5%	(109)	10%	(217)	12%	(262)	73%	(1612)	2200
Favorable of Biden	6%	(75)	11%	(138)	13%	(165)	69%	(842)	1220
Unfavorable of Biden	3%	(23)	7%	(62)	10%	(85)	80%	(684)	854
Very Favorable of Biden	10%	(62)	12%	(75)	13%	(83)	66%	(431)	652
Somewhat Favorable of Biden	2%	(13)	11%	(63)	14%	(81)	72%	(410)	569
Somewhat Unfavorable of Biden	5%	(10)	11%	(24)	10%	(22)	74%	(156)	212
Very Unfavorable of Biden	2%	(12)	6%	(38)	10%	(63)	82%	(528)	642
#1 Issue: Economy	4%	(30)	9%	(70)	12%	(95)	74%	(568)	763
#1 Issue: Security	6%	(19)	7%	(22)	12%	(38)	76%	(245)	324
#1 Issue: Health Care	6%	(17)	10%	(29)	15%	(44)	70%	(208)	299
#1 Issue: Medicare / Social Security	2%	(6)	6%	(18)	10%	(29)	81%	(228)	281
#1 Issue: Women's Issues	9%	(12)	15%	(20)	9%	(12)	67%	(90)	134
#1 Issue: Education	11%	(14)	22%	(28)	13%	(17)	54%	(70)	130
#1 Issue: Energy	7%	(10)	13%	(19)	14%	(21)	67%	(100)	151
#1 Issue: Other	—	(0)	9%	(11)	5%	(7)	85%	(103)	120
2020 Vote: Joe Biden	6%	(65)	12%	(126)	13%	(134)	68%	(705)	1031
2020 Vote: Donald Trump	5%	(34)	7%	(46)	11%	(75)	78%	(550)	704
2020 Vote: Other	—	(0)	17%	(10)	12%	(7)	71%	(41)	58
2020 Vote: Didn't Vote	2%	(10)	9%	(35)	11%	(46)	78%	(314)	405
2018 House Vote: Democrat	5%	(38)	12%	(91)	13%	(96)	69%	(505)	730
2018 House Vote: Republican	6%	(36)	7%	(41)	9%	(56)	78%	(471)	604
2016 Vote: Hillary Clinton	5%	(37)	12%	(81)	12%	(82)	71%	(498)	698
2016 Vote: Donald Trump	6%	(38)	6%	(36)	10%	(67)	78%	(505)	646
2016 Vote: Other	1%	(1)	15%	(15)	7%	(8)	76%	(77)	102
2016 Vote: Didn't Vote	4%	(33)	11%	(84)	14%	(105)	70%	(529)	751
Voted in 2014: Yes	6%	(69)	10%	(122)	11%	(138)	73%	(907)	1235
Voted in 2014: No	4%	(40)	10%	(95)	13%	(124)	73%	(705)	965
4-Region: Northeast	7%	(28)	11%	(44)	13%	(51)	69%	(270)	394
4-Region: Midwest	3%	(15)	7%	(33)	13%	(59)	77%	(356)	462
4-Region: South	4%	(36)	10%	(81)	12%	(97)	74%	(611)	824
4-Region: West	6%	(30)	11%	(59)	11%	(56)	72%	(375)	520
Sports Fans	6%	(104)	12%	(201)	15%	(238)	66%	(1072)	1615

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Table MCSP9_17: How much of the following sports did you watch 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	5%	(109)	10%	(217)	12%	(262)	73%	(1612)	2200
Avid Sports Fans	13%	(78)	16%	(99)	17%	(108)	54%	(334)	619
Casual Sports Fans	3%	(27)	10%	(102)	13%	(130)	74%	(738)	996
Non-Sports Fans	1%	(5)	3%	(16)	4%	(24)	92%	(540)	585
Gen Z Sports Fans	7%	(12)	20%	(35)	18%	(32)	55%	(96)	176
Millennial Sports Fans	14%	(71)	21%	(107)	16%	(84)	49%	(251)	512
Gen X Sports Fans	5%	(19)	9%	(33)	12%	(45)	75%	(286)	383
Boomer Sports Fans	—	(1)	5%	(25)	14%	(69)	80%	(390)	486
Democratic Sports Fans	8%	(59)	16%	(111)	14%	(99)	62%	(444)	713
Republican Sports Fans	7%	(32)	9%	(40)	12%	(56)	72%	(327)	455
Male Sports Fans	9%	(76)	16%	(141)	16%	(138)	60%	(526)	882
Female Sports Fans	4%	(28)	8%	(60)	14%	(100)	74%	(546)	734
Olympics Fans	7%	(104)	13%	(204)	15%	(236)	65%	(1005)	1549
Avid Olympics Fans	20%	(85)	19%	(80)	19%	(81)	42%	(176)	422
Casual Olympics Fans	2%	(19)	11%	(124)	14%	(155)	74%	(830)	1128
Non-Olympics Fans	1%	(5)	2%	(13)	4%	(26)	93%	(607)	651
Watched a Lot 2021 Olympics	26%	(73)	24%	(68)	21%	(59)	29%	(83)	283
Didn't Watch any 2021 Olympics	1%	(5)	1%	(4)	3%	(22)	96%	(724)	755
Watched a Lot/some 2021 Olympics	12%	(99)	20%	(172)	21%	(175)	47%	(403)	849
Watched any 2021 Olympics	7%	(104)	15%	(213)	17%	(240)	61%	(887)	1445
Familiar with Peacock	8%	(95)	13%	(156)	13%	(161)	66%	(787)	1200
Peacock Subscriber	10%	(56)	13%	(69)	13%	(69)	65%	(353)	548

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

Table MCSP9_18: *How much of the following sports did you watch 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	5%	(109)	12%	(255)	9%	(202)	74%	(1635)	2200
Gender: Male	8%	(82)	17%	(176)	10%	(109)	66%	(696)	1062
Gender: Female	2%	(27)	7%	(79)	8%	(93)	83%	(939)	1138
Age: 18-34	9%	(59)	18%	(115)	12%	(77)	62%	(404)	655
Age: 35-44	11%	(38)	17%	(61)	12%	(44)	60%	(214)	358
Age: 45-64	1%	(7)	8%	(57)	7%	(50)	85%	(637)	751
Age: 65+	1%	(4)	5%	(21)	7%	(31)	87%	(380)	436
GenZers: 1997-2012	5%	(13)	14%	(34)	14%	(34)	67%	(167)	247
Millennials: 1981-1996	12%	(75)	19%	(126)	11%	(74)	58%	(372)	647
GenXers: 1965-1980	3%	(16)	10%	(52)	9%	(46)	79%	(422)	536
Baby Boomers: 1946-1964	1%	(4)	6%	(41)	7%	(45)	87%	(591)	680
PID: Dem (no lean)	7%	(68)	14%	(127)	9%	(87)	70%	(652)	934
PID: Ind (no lean)	2%	(14)	13%	(84)	10%	(67)	74%	(479)	645
PID: Rep (no lean)	4%	(27)	7%	(43)	8%	(47)	81%	(503)	621
PID/Gender: Dem Men	13%	(56)	20%	(85)	12%	(49)	55%	(236)	427
PID/Gender: Dem Women	2%	(12)	8%	(41)	7%	(38)	82%	(416)	507
PID/Gender: Ind Men	3%	(8)	19%	(60)	11%	(35)	67%	(212)	316
PID/Gender: Ind Women	2%	(6)	7%	(24)	10%	(32)	81%	(267)	329
PID/Gender: Rep Men	6%	(18)	9%	(30)	8%	(24)	78%	(248)	320
PID/Gender: Rep Women	3%	(10)	5%	(14)	8%	(23)	85%	(255)	302
Ideo: Liberal (1-3)	8%	(60)	13%	(96)	10%	(73)	68%	(486)	715
Ideo: Moderate (4)	3%	(16)	16%	(100)	9%	(58)	72%	(458)	633
Ideo: Conservative (5-7)	4%	(28)	7%	(50)	8%	(56)	81%	(553)	687
Educ: < College	4%	(55)	11%	(169)	8%	(127)	77%	(1161)	1512
Educ: Bachelors degree	8%	(33)	12%	(52)	10%	(43)	71%	(315)	444
Educ: Post-grad	8%	(20)	14%	(33)	13%	(31)	65%	(159)	244
Income: Under 50k	3%	(41)	11%	(148)	8%	(105)	77%	(1006)	1300
Income: 50k-100k	7%	(44)	10%	(61)	11%	(66)	73%	(456)	628
Income: 100k+	9%	(24)	17%	(45)	11%	(31)	63%	(172)	273
Ethnicity: White	5%	(83)	11%	(183)	9%	(153)	76%	(1303)	1722
Ethnicity: Hispanic	8%	(28)	16%	(55)	10%	(37)	66%	(230)	349
Ethnicity: Black	6%	(17)	19%	(53)	12%	(32)	63%	(172)	274

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Table MCSP9_18: How much of the following sports did you watch 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	5%	(109)	12%	(255)	9%	(202)	74%	(1635)	2200
Ethnicity: Other	4%	(8)	9%	(18)	9%	(18)	78%	(160)	204
All Christian	5%	(50)	11%	(114)	9%	(92)	74%	(740)	996
All Non-Christian	19%	(28)	19%	(29)	14%	(20)	49%	(73)	151
Atheist	4%	(4)	16%	(18)	9%	(10)	71%	(79)	111
Agnostic/Nothing in particular	3%	(16)	13%	(75)	8%	(49)	76%	(444)	583
Something Else	3%	(11)	5%	(19)	8%	(30)	83%	(300)	359
Religious Non-Protestant/Catholic	18%	(32)	18%	(31)	13%	(23)	51%	(92)	179
Evangelical	7%	(42)	12%	(66)	8%	(45)	73%	(414)	567
Non-Evangelical	2%	(14)	8%	(61)	9%	(71)	80%	(599)	745
Community: Urban	10%	(67)	18%	(120)	8%	(53)	64%	(423)	663
Community: Suburban	3%	(34)	8%	(80)	11%	(107)	78%	(796)	1017
Community: Rural	1%	(8)	10%	(54)	8%	(42)	80%	(415)	520
Employ: Private Sector	8%	(57)	15%	(98)	12%	(81)	65%	(434)	669
Employ: Government	10%	(11)	20%	(22)	13%	(14)	57%	(62)	110
Employ: Self-Employed	11%	(22)	20%	(42)	11%	(23)	58%	(120)	208
Employ: Homemaker	2%	(3)	6%	(11)	9%	(16)	83%	(147)	177
Employ: Student	5%	(6)	12%	(13)	8%	(9)	75%	(81)	108
Employ: Retired	—	(2)	7%	(37)	4%	(20)	88%	(454)	513
Employ: Unemployed	1%	(4)	8%	(22)	10%	(28)	81%	(229)	283
Employ: Other	3%	(4)	7%	(9)	8%	(11)	82%	(108)	132
Military HH: Yes	6%	(20)	11%	(37)	8%	(27)	76%	(263)	347
Military HH: No	5%	(89)	12%	(218)	9%	(175)	74%	(1372)	1853
RD/WT: Right Direction	8%	(77)	15%	(153)	10%	(104)	67%	(668)	1001
RD/WT: Wrong Track	3%	(32)	9%	(102)	8%	(98)	81%	(967)	1199
Biden Job Approve	7%	(84)	14%	(169)	11%	(130)	69%	(841)	1225
Biden Job Disapprove	2%	(20)	8%	(72)	8%	(67)	82%	(716)	875
Biden Job Strongly Approve	10%	(67)	17%	(113)	11%	(69)	62%	(403)	652
Biden Job Somewhat Approve	3%	(17)	10%	(56)	11%	(61)	77%	(439)	573
Biden Job Somewhat Disapprove	1%	(1)	14%	(36)	10%	(24)	76%	(189)	250
Biden Job Strongly Disapprove	3%	(19)	6%	(36)	7%	(43)	84%	(527)	625

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Table MCSP9_18: *How much of the following sports did you watch 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	5%	(109)	12%	(255)	9%	(202)	74%	(1635)	2200
Favorable of Biden	6%	(77)	14%	(168)	10%	(123)	70%	(852)	1220
Unfavorable of Biden	2%	(20)	8%	(68)	8%	(68)	82%	(699)	854
Very Favorable of Biden	9%	(58)	17%	(112)	9%	(57)	65%	(425)	652
Somewhat Favorable of Biden	3%	(19)	10%	(56)	12%	(66)	75%	(427)	569
Somewhat Unfavorable of Biden	4%	(9)	12%	(25)	7%	(15)	77%	(163)	212
Very Unfavorable of Biden	2%	(11)	7%	(43)	8%	(53)	83%	(535)	642
#1 Issue: Economy	4%	(34)	12%	(94)	10%	(79)	73%	(556)	763
#1 Issue: Security	4%	(13)	9%	(28)	6%	(18)	82%	(265)	324
#1 Issue: Health Care	7%	(21)	11%	(34)	10%	(30)	72%	(214)	299
#1 Issue: Medicare / Social Security	2%	(6)	8%	(22)	7%	(19)	83%	(234)	281
#1 Issue: Women's Issues	7%	(10)	17%	(23)	10%	(14)	65%	(87)	134
#1 Issue: Education	13%	(17)	18%	(24)	13%	(17)	55%	(72)	130
#1 Issue: Energy	5%	(7)	14%	(21)	14%	(22)	67%	(101)	151
#1 Issue: Other	1%	(2)	8%	(9)	3%	(4)	88%	(106)	120
2020 Vote: Joe Biden	6%	(67)	15%	(151)	10%	(102)	69%	(712)	1031
2020 Vote: Donald Trump	4%	(28)	8%	(56)	8%	(58)	80%	(562)	704
2020 Vote: Other	4%	(2)	10%	(6)	9%	(5)	77%	(45)	58
2020 Vote: Didn't Vote	3%	(12)	10%	(41)	9%	(37)	78%	(315)	405
2018 House Vote: Democrat	7%	(49)	13%	(93)	10%	(76)	70%	(512)	730
2018 House Vote: Republican	4%	(27)	10%	(58)	8%	(46)	78%	(473)	604
2016 Vote: Hillary Clinton	7%	(47)	13%	(89)	10%	(67)	71%	(495)	698
2016 Vote: Donald Trump	4%	(25)	10%	(64)	7%	(47)	79%	(511)	646
2016 Vote: Other	1%	(1)	6%	(6)	7%	(7)	86%	(87)	102
2016 Vote: Didn't Vote	5%	(36)	12%	(93)	11%	(81)	72%	(541)	751
Voted in 2014: Yes	6%	(69)	11%	(140)	9%	(105)	75%	(922)	1235
Voted in 2014: No	4%	(40)	12%	(115)	10%	(96)	74%	(713)	965
4-Region: Northeast	9%	(35)	11%	(41)	12%	(46)	69%	(271)	394
4-Region: Midwest	3%	(14)	9%	(43)	7%	(34)	80%	(371)	462
4-Region: South	4%	(34)	12%	(101)	8%	(67)	75%	(622)	824
4-Region: West	5%	(25)	13%	(70)	10%	(54)	71%	(371)	520
Sports Fans	6%	(104)	14%	(233)	11%	(176)	68%	(1102)	1615

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Table MCSP9_18: How much of the following sports did you watch 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	5%	(109)	12%	(255)	9%	(202)	74%	(1635)	2200
Avid Sports Fans	12%	(74)	19%	(115)	12%	(72)	58%	(358)	619
Casual Sports Fans	3%	(29)	12%	(118)	11%	(105)	75%	(744)	996
Non-Sports Fans	1%	(5)	4%	(21)	4%	(25)	91%	(533)	585
Gen Z Sports Fans	7%	(12)	17%	(30)	16%	(29)	60%	(106)	176
Millennial Sports Fans	14%	(74)	22%	(113)	13%	(66)	51%	(260)	512
Gen X Sports Fans	4%	(15)	13%	(49)	10%	(39)	73%	(281)	383
Boomer Sports Fans	1%	(3)	8%	(40)	8%	(40)	83%	(403)	486
Democratic Sports Fans	9%	(67)	17%	(119)	11%	(79)	63%	(449)	713
Republican Sports Fans	6%	(26)	9%	(41)	9%	(39)	77%	(349)	455
Male Sports Fans	9%	(80)	18%	(163)	11%	(95)	62%	(544)	882
Female Sports Fans	3%	(23)	10%	(71)	11%	(82)	76%	(558)	734
Olympics Fans	7%	(104)	16%	(241)	11%	(174)	66%	(1029)	1549
Avid Olympics Fans	20%	(83)	22%	(94)	15%	(65)	43%	(179)	422
Casual Olympics Fans	2%	(21)	13%	(147)	10%	(109)	75%	(849)	1128
Non-Olympics Fans	1%	(4)	2%	(13)	4%	(27)	93%	(606)	651
Watched a Lot 2021 Olympics	26%	(75)	21%	(60)	14%	(40)	38%	(109)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(9)	2%	(17)	96%	(725)	755
Watched a Lot/some 2021 Olympics	12%	(98)	24%	(204)	15%	(127)	49%	(420)	849
Watched any 2021 Olympics	7%	(106)	17%	(245)	13%	(185)	63%	(910)	1445
Familiar with Peacock	8%	(93)	15%	(180)	11%	(135)	66%	(792)	1200
Peacock Subscriber	8%	(46)	14%	(75)	9%	(51)	69%	(376)	548

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

Table MCSP9_19: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?

Karate

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(142)	12%	(255)	10%	(229)	72%	(1575)	2200
Gender: Male	10%	(101)	15%	(156)	11%	(118)	65%	(687)	1062
Gender: Female	4%	(40)	9%	(99)	10%	(110)	78%	(888)	1138
Age: 18-34	12%	(80)	17%	(113)	13%	(88)	57%	(373)	655
Age: 35-44	11%	(40)	18%	(66)	13%	(46)	58%	(206)	358
Age: 45-64	2%	(17)	8%	(62)	8%	(60)	82%	(612)	751
Age: 65+	1%	(4)	3%	(15)	8%	(34)	88%	(383)	436
GenZers: 1997-2012	10%	(24)	16%	(38)	17%	(41)	58%	(143)	247
Millennials: 1981-1996	14%	(92)	18%	(118)	13%	(81)	55%	(355)	647
GenXers: 1965-1980	3%	(17)	12%	(63)	10%	(56)	75%	(401)	536
Baby Boomers: 1946-1964	1%	(8)	5%	(34)	7%	(45)	87%	(594)	680
PID: Dem (no lean)	8%	(77)	13%	(125)	10%	(95)	68%	(638)	934
PID: Ind (no lean)	5%	(33)	12%	(78)	11%	(68)	72%	(466)	645
PID: Rep (no lean)	5%	(32)	8%	(53)	11%	(66)	76%	(470)	621
PID/Gender: Dem Men	14%	(61)	16%	(69)	11%	(47)	59%	(250)	427
PID/Gender: Dem Women	3%	(16)	11%	(56)	9%	(48)	76%	(388)	507
PID/Gender: Ind Men	6%	(19)	16%	(49)	12%	(37)	67%	(211)	316
PID/Gender: Ind Women	4%	(14)	9%	(29)	9%	(31)	78%	(256)	329
PID/Gender: Rep Men	7%	(21)	12%	(38)	11%	(35)	71%	(226)	320
PID/Gender: Rep Women	4%	(11)	5%	(15)	10%	(31)	81%	(244)	302
Ideo: Liberal (1-3)	10%	(70)	13%	(91)	13%	(91)	65%	(463)	715
Ideo: Moderate (4)	4%	(28)	15%	(98)	11%	(67)	70%	(440)	633
Ideo: Conservative (5-7)	5%	(34)	8%	(55)	9%	(61)	78%	(538)	687
Educ: < College	6%	(86)	11%	(165)	10%	(157)	73%	(1104)	1512
Educ: Bachelors degree	8%	(36)	13%	(58)	9%	(42)	69%	(307)	444
Educ: Post-grad	8%	(19)	13%	(32)	12%	(29)	67%	(164)	244
Income: Under 50k	5%	(67)	11%	(144)	10%	(131)	74%	(958)	1300
Income: 50k-100k	8%	(50)	11%	(69)	9%	(59)	72%	(449)	628
Income: 100k+	9%	(24)	15%	(42)	14%	(39)	61%	(167)	273
Ethnicity: White	6%	(108)	10%	(167)	11%	(183)	73%	(1263)	1722
Ethnicity: Hispanic	10%	(35)	17%	(58)	12%	(43)	61%	(213)	349
Ethnicity: Black	9%	(24)	21%	(58)	8%	(21)	63%	(171)	274

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Table MCSP9_19: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Karate

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(142)	12%	(255)	10%	(229)	72%	(1575)	2200
Ethnicity: Other	4%	(9)	15%	(30)	12%	(25)	69%	(140)	204
All Christian	5%	(47)	12%	(123)	11%	(111)	72%	(716)	996
All Non-Christian	23%	(34)	19%	(29)	10%	(16)	48%	(73)	151
Atheist	9%	(10)	11%	(12)	11%	(12)	69%	(76)	111
Agnostic/Nothing in particular	6%	(36)	11%	(63)	10%	(59)	73%	(425)	583
Something Else	4%	(14)	8%	(29)	8%	(30)	79%	(285)	359
Religious Non-Protestant/Catholic	21%	(37)	18%	(33)	13%	(24)	48%	(85)	179
Evangelical	7%	(39)	14%	(79)	9%	(49)	71%	(401)	567
Non-Evangelical	3%	(20)	9%	(66)	10%	(78)	78%	(582)	745
Community: Urban	13%	(84)	17%	(114)	11%	(72)	59%	(394)	663
Community: Suburban	4%	(40)	9%	(94)	10%	(105)	77%	(779)	1017
Community: Rural	3%	(18)	9%	(48)	10%	(52)	77%	(402)	520
Employ: Private Sector	9%	(59)	17%	(111)	12%	(81)	62%	(418)	669
Employ: Government	15%	(16)	20%	(22)	14%	(15)	51%	(56)	110
Employ: Self-Employed	12%	(24)	19%	(40)	11%	(23)	58%	(120)	208
Employ: Homemaker	3%	(6)	6%	(11)	12%	(22)	78%	(138)	177
Employ: Student	12%	(13)	10%	(10)	9%	(10)	69%	(74)	108
Employ: Retired	1%	(5)	4%	(21)	6%	(33)	88%	(453)	513
Employ: Unemployed	4%	(12)	9%	(26)	11%	(32)	75%	(213)	283
Employ: Other	4%	(5)	10%	(13)	9%	(12)	77%	(102)	132
Military HH: Yes	5%	(18)	12%	(42)	11%	(37)	72%	(250)	347
Military HH: No	7%	(123)	12%	(213)	10%	(192)	71%	(1324)	1853
RD/WT: Right Direction	10%	(98)	13%	(133)	11%	(108)	66%	(662)	1001
RD/WT: Wrong Track	4%	(43)	10%	(122)	10%	(121)	76%	(913)	1199
Biden Job Approve	8%	(100)	13%	(158)	11%	(139)	68%	(827)	1225
Biden Job Disapprove	4%	(34)	10%	(86)	10%	(83)	77%	(672)	875
Biden Job Strongly Approve	11%	(73)	15%	(100)	10%	(67)	63%	(411)	652
Biden Job Somewhat Approve	5%	(27)	10%	(58)	13%	(72)	73%	(416)	573
Biden Job Somewhat Disapprove	4%	(10)	16%	(39)	15%	(38)	65%	(163)	250
Biden Job Strongly Disapprove	4%	(24)	8%	(47)	7%	(45)	81%	(509)	625

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Table MCSP9_19: *How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Karate

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(142)	12%	(255)	10%	(229)	72%	(1575)	2200
Favorable of Biden	7%	(91)	14%	(166)	10%	(123)	69%	(840)	1220
Unfavorable of Biden	4%	(34)	8%	(72)	11%	(92)	77%	(655)	854
Very Favorable of Biden	10%	(65)	16%	(103)	8%	(53)	66%	(431)	652
Somewhat Favorable of Biden	5%	(27)	11%	(64)	12%	(69)	72%	(409)	569
Somewhat Unfavorable of Biden	6%	(13)	15%	(33)	13%	(28)	65%	(137)	212
Very Unfavorable of Biden	3%	(21)	6%	(40)	10%	(64)	81%	(518)	642
#1 Issue: Economy	5%	(40)	14%	(103)	10%	(76)	71%	(543)	763
#1 Issue: Security	5%	(16)	11%	(37)	7%	(24)	76%	(247)	324
#1 Issue: Health Care	9%	(28)	9%	(28)	13%	(39)	68%	(204)	299
#1 Issue: Medicare / Social Security	3%	(8)	5%	(14)	11%	(30)	81%	(228)	281
#1 Issue: Women's Issues	10%	(13)	16%	(22)	12%	(16)	62%	(83)	134
#1 Issue: Education	14%	(18)	20%	(25)	16%	(21)	50%	(65)	130
#1 Issue: Energy	10%	(16)	10%	(16)	14%	(21)	65%	(98)	151
#1 Issue: Other	2%	(2)	8%	(10)	2%	(2)	88%	(106)	120
2020 Vote: Joe Biden	7%	(76)	15%	(151)	11%	(111)	67%	(694)	1031
2020 Vote: Donald Trump	5%	(39)	8%	(55)	10%	(70)	77%	(541)	704
2020 Vote: Other	4%	(2)	17%	(10)	17%	(10)	61%	(35)	58
2020 Vote: Didn't Vote	6%	(24)	10%	(39)	9%	(38)	75%	(303)	405
2018 House Vote: Democrat	7%	(53)	14%	(99)	10%	(77)	69%	(501)	730
2018 House Vote: Republican	6%	(37)	9%	(52)	9%	(55)	76%	(460)	604
2016 Vote: Hillary Clinton	7%	(46)	14%	(95)	9%	(63)	71%	(494)	698
2016 Vote: Donald Trump	5%	(32)	9%	(57)	9%	(61)	77%	(496)	646
2016 Vote: Other	1%	(1)	4%	(4)	17%	(18)	77%	(79)	102
2016 Vote: Didn't Vote	8%	(61)	13%	(99)	11%	(86)	67%	(505)	751
Voted in 2014: Yes	6%	(79)	11%	(130)	10%	(126)	73%	(900)	1235
Voted in 2014: No	6%	(62)	13%	(125)	11%	(103)	70%	(675)	965
4-Region: Northeast	8%	(31)	16%	(61)	10%	(40)	66%	(261)	394
4-Region: Midwest	4%	(20)	8%	(36)	10%	(48)	77%	(358)	462
4-Region: South	7%	(54)	12%	(95)	9%	(77)	73%	(598)	824
4-Region: West	7%	(36)	12%	(63)	12%	(64)	69%	(358)	520
Sports Fans	8%	(131)	14%	(232)	12%	(196)	65%	(1056)	1615

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Table MCSP9_19: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Karate

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(142)	12%	(255)	10%	(229)	72%	(1575)	2200
Avid Sports Fans	13%	(82)	17%	(106)	14%	(86)	56%	(345)	619
Casual Sports Fans	5%	(49)	13%	(126)	11%	(111)	71%	(711)	996
Non-Sports Fans	2%	(10)	4%	(23)	6%	(32)	89%	(519)	585
Gen Z Sports Fans	13%	(23)	19%	(33)	20%	(35)	48%	(85)	176
Millennial Sports Fans	17%	(87)	22%	(113)	13%	(69)	47%	(243)	512
Gen X Sports Fans	4%	(15)	14%	(54)	12%	(45)	70%	(270)	383
Boomer Sports Fans	1%	(7)	6%	(31)	9%	(41)	84%	(407)	486
Democratic Sports Fans	10%	(73)	16%	(114)	11%	(81)	62%	(445)	713
Republican Sports Fans	6%	(29)	10%	(47)	13%	(58)	70%	(320)	455
Male Sports Fans	11%	(94)	16%	(144)	13%	(111)	60%	(531)	882
Female Sports Fans	5%	(37)	12%	(88)	12%	(85)	71%	(524)	734
Olympics Fans	9%	(135)	15%	(238)	13%	(200)	63%	(976)	1549
Avid Olympics Fans	21%	(90)	22%	(91)	17%	(70)	41%	(171)	422
Casual Olympics Fans	4%	(45)	13%	(147)	12%	(130)	71%	(805)	1128
Non-Olympics Fans	1%	(6)	3%	(17)	4%	(29)	92%	(599)	651
Watched a Lot 2021 Olympics	26%	(73)	23%	(65)	14%	(40)	37%	(106)	283
Didn't Watch any 2021 Olympics	—	(3)	2%	(12)	3%	(26)	95%	(714)	755
Watched a Lot/some 2021 Olympics	14%	(120)	23%	(192)	15%	(128)	48%	(409)	849
Watched any 2021 Olympics	10%	(139)	17%	(243)	14%	(203)	60%	(861)	1445
Familiar with Peacock	9%	(114)	15%	(182)	10%	(126)	65%	(778)	1200
Peacock Subscriber	11%	(58)	14%	(79)	10%	(55)	65%	(356)	548

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

Table MCSP9_20: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Modern pentathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(103)	9%	(192)	11%	(241)	76%	(1664)	2200
Gender: Male	7%	(75)	11%	(122)	13%	(142)	68%	(723)	1062
Gender: Female	2%	(28)	6%	(70)	9%	(99)	83%	(941)	1138
Age: 18-34	9%	(57)	12%	(78)	15%	(96)	65%	(425)	655
Age: 35-44	9%	(33)	13%	(45)	15%	(54)	63%	(226)	358
Age: 45-64	1%	(7)	6%	(48)	8%	(57)	85%	(638)	751
Age: 65+	1%	(6)	5%	(21)	8%	(34)	86%	(375)	436
GenZers: 1997-2012	6%	(14)	7%	(18)	18%	(44)	69%	(172)	247
Millennials: 1981-1996	11%	(70)	14%	(92)	14%	(90)	61%	(394)	647
GenXers: 1965-1980	2%	(13)	8%	(44)	9%	(49)	80%	(430)	536
Baby Boomers: 1946-1964	1%	(6)	5%	(32)	7%	(51)	87%	(591)	680
PID: Dem (no lean)	8%	(74)	10%	(91)	11%	(105)	71%	(664)	934
PID: Ind (no lean)	2%	(11)	8%	(53)	11%	(72)	79%	(509)	645
PID: Rep (no lean)	3%	(18)	8%	(48)	10%	(64)	79%	(491)	621
PID/Gender: Dem Men	13%	(56)	12%	(53)	15%	(65)	59%	(252)	427
PID/Gender: Dem Women	4%	(18)	7%	(38)	8%	(40)	81%	(412)	507
PID/Gender: Ind Men	2%	(7)	12%	(37)	13%	(42)	73%	(230)	316
PID/Gender: Ind Women	1%	(4)	5%	(16)	9%	(31)	85%	(279)	329
PID/Gender: Rep Men	4%	(12)	10%	(32)	11%	(35)	75%	(241)	320
PID/Gender: Rep Women	2%	(6)	5%	(17)	10%	(29)	83%	(250)	302
Ideo: Liberal (1-3)	9%	(63)	11%	(76)	10%	(73)	70%	(503)	715
Ideo: Moderate (4)	2%	(15)	9%	(59)	13%	(81)	76%	(478)	633
Ideo: Conservative (5-7)	3%	(22)	8%	(52)	9%	(65)	80%	(549)	687
Educ: < College	3%	(51)	7%	(111)	11%	(159)	79%	(1190)	1512
Educ: Bachelors degree	7%	(31)	11%	(49)	11%	(51)	70%	(312)	444
Educ: Post-grad	8%	(20)	13%	(32)	13%	(31)	66%	(161)	244
Income: Under 50k	3%	(37)	7%	(91)	11%	(140)	79%	(1031)	1300
Income: 50k-100k	7%	(43)	9%	(59)	11%	(67)	73%	(459)	628
Income: 100k+	8%	(23)	15%	(42)	13%	(35)	64%	(174)	273
Ethnicity: White	5%	(81)	9%	(146)	11%	(187)	76%	(1307)	1722
Ethnicity: Hispanic	6%	(21)	11%	(38)	13%	(46)	70%	(244)	349
Ethnicity: Black	6%	(17)	12%	(32)	12%	(33)	70%	(193)	274

Continued on next page

Table MCSP9_20: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Modern pentathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(103)	9%	(192)	11%	(241)	76%	(1664)	2200
Ethnicity: Other	3%	(5)	7%	(14)	10%	(21)	80%	(164)	204
All Christian	4%	(43)	10%	(100)	10%	(103)	75%	(750)	996
All Non-Christian	20%	(30)	16%	(24)	17%	(26)	47%	(71)	151
Atheist	4%	(5)	8%	(9)	14%	(15)	74%	(82)	111
Agnostic/Nothing in particular	3%	(19)	8%	(46)	10%	(59)	79%	(459)	583
Something Else	2%	(5)	4%	(13)	11%	(38)	84%	(303)	359
Religious Non-Protestant/Catholic	18%	(33)	16%	(28)	15%	(26)	52%	(92)	179
Evangelical	6%	(32)	10%	(56)	10%	(58)	74%	(422)	567
Non-Evangelical	2%	(14)	7%	(51)	11%	(79)	81%	(602)	745
Community: Urban	9%	(62)	13%	(87)	11%	(72)	67%	(442)	663
Community: Suburban	3%	(26)	7%	(73)	11%	(110)	79%	(808)	1017
Community: Rural	3%	(15)	6%	(31)	11%	(60)	80%	(414)	520
Employ: Private Sector	7%	(48)	13%	(84)	12%	(82)	68%	(455)	669
Employ: Government	11%	(12)	15%	(16)	15%	(17)	59%	(64)	110
Employ: Self-Employed	12%	(25)	12%	(24)	15%	(31)	61%	(127)	208
Employ: Homemaker	3%	(5)	4%	(8)	11%	(19)	82%	(144)	177
Employ: Student	6%	(6)	7%	(7)	17%	(18)	71%	(77)	108
Employ: Retired	1%	(3)	5%	(27)	7%	(37)	87%	(446)	513
Employ: Unemployed	1%	(3)	7%	(19)	9%	(26)	83%	(235)	283
Employ: Other	—	(0)	5%	(6)	8%	(11)	87%	(115)	132
Military HH: Yes	3%	(11)	10%	(35)	11%	(38)	76%	(263)	347
Military HH: No	5%	(92)	8%	(157)	11%	(203)	76%	(1401)	1853
RD/WT: Right Direction	9%	(88)	11%	(109)	12%	(122)	68%	(683)	1001
RD/WT: Wrong Track	1%	(15)	7%	(83)	10%	(120)	82%	(981)	1199
Biden Job Approve	7%	(88)	10%	(123)	12%	(149)	71%	(865)	1225
Biden Job Disapprove	2%	(15)	7%	(59)	9%	(83)	82%	(718)	875
Biden Job Strongly Approve	11%	(72)	13%	(84)	12%	(76)	64%	(420)	652
Biden Job Somewhat Approve	3%	(16)	7%	(39)	13%	(73)	78%	(445)	573
Biden Job Somewhat Disapprove	2%	(4)	10%	(24)	15%	(38)	74%	(184)	250
Biden Job Strongly Disapprove	2%	(10)	6%	(35)	7%	(45)	85%	(534)	625

Continued on next page

Table MCSP9_20: *How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?*
Modern pentathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(103)	9%	(192)	11%	(241)	76%	(1664)	2200
Favorable of Biden	7%	(79)	10%	(121)	12%	(150)	71%	(870)	1220
Unfavorable of Biden	2%	(19)	6%	(54)	9%	(76)	83%	(705)	854
Very Favorable of Biden	10%	(62)	11%	(75)	11%	(74)	68%	(440)	652
Somewhat Favorable of Biden	3%	(17)	8%	(47)	13%	(76)	76%	(429)	569
Somewhat Unfavorable of Biden	3%	(7)	11%	(23)	10%	(21)	76%	(161)	212
Very Unfavorable of Biden	2%	(12)	5%	(32)	8%	(54)	85%	(544)	642
#1 Issue: Economy	4%	(28)	8%	(58)	12%	(95)	76%	(582)	763
#1 Issue: Security	2%	(8)	9%	(28)	8%	(27)	80%	(261)	324
#1 Issue: Health Care	8%	(25)	8%	(23)	13%	(38)	71%	(213)	299
#1 Issue: Medicare / Social Security	2%	(5)	7%	(21)	8%	(23)	83%	(231)	281
#1 Issue: Women's Issues	6%	(8)	15%	(20)	8%	(11)	71%	(94)	134
#1 Issue: Education	11%	(15)	12%	(15)	18%	(23)	59%	(77)	130
#1 Issue: Energy	9%	(14)	8%	(12)	12%	(18)	71%	(107)	151
#1 Issue: Other	—	(0)	13%	(15)	5%	(6)	82%	(99)	120
2020 Vote: Joe Biden	7%	(73)	11%	(112)	12%	(123)	70%	(724)	1031
2020 Vote: Donald Trump	3%	(20)	7%	(51)	10%	(69)	80%	(564)	704
2020 Vote: Other	—	(0)	13%	(7)	12%	(7)	75%	(44)	58
2020 Vote: Didn't Vote	2%	(10)	6%	(22)	11%	(43)	82%	(330)	405
2018 House Vote: Democrat	6%	(41)	10%	(74)	14%	(100)	71%	(515)	730
2018 House Vote: Republican	3%	(18)	9%	(56)	9%	(53)	79%	(477)	604
2016 Vote: Hillary Clinton	6%	(39)	11%	(76)	11%	(77)	72%	(504)	698
2016 Vote: Donald Trump	3%	(20)	8%	(52)	9%	(56)	80%	(518)	646
2016 Vote: Other	2%	(2)	10%	(10)	11%	(11)	77%	(78)	102
2016 Vote: Didn't Vote	5%	(41)	7%	(53)	13%	(95)	75%	(562)	751
Voted in 2014: Yes	5%	(56)	10%	(123)	11%	(135)	75%	(922)	1235
Voted in 2014: No	5%	(46)	7%	(69)	11%	(106)	77%	(743)	965
4-Region: Northeast	8%	(30)	11%	(43)	13%	(51)	69%	(270)	394
4-Region: Midwest	1%	(7)	8%	(36)	10%	(49)	80%	(371)	462
4-Region: South	4%	(31)	9%	(73)	10%	(85)	77%	(636)	824
4-Region: West	7%	(36)	8%	(40)	11%	(57)	74%	(387)	520
Sports Fans	6%	(99)	11%	(180)	14%	(219)	69%	(1118)	1615

Continued on next page

Table MCSP9_20: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Modern pentathlon

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	5%	(103)	9%	(192)	11%	(241)	76%	(1664)	2200
Avid Sports Fans	10%	(63)	15%	(91)	14%	(87)	61%	(379)	619
Casual Sports Fans	4%	(36)	9%	(89)	13%	(132)	74%	(739)	996
Non-Sports Fans	1%	(4)	2%	(12)	4%	(22)	93%	(546)	585
Gen Z Sports Fans	7%	(13)	9%	(15)	23%	(40)	61%	(108)	176
Millennial Sports Fans	13%	(68)	17%	(87)	16%	(84)	53%	(273)	512
Gen X Sports Fans	3%	(13)	11%	(41)	12%	(44)	74%	(285)	383
Boomer Sports Fans	1%	(5)	6%	(31)	9%	(46)	83%	(404)	486
Democratic Sports Fans	10%	(73)	12%	(86)	14%	(99)	64%	(456)	713
Republican Sports Fans	4%	(18)	10%	(44)	12%	(55)	74%	(339)	455
Male Sports Fans	8%	(73)	13%	(117)	15%	(130)	64%	(562)	882
Female Sports Fans	3%	(26)	9%	(63)	12%	(89)	76%	(556)	734
Olympics Fans	6%	(98)	12%	(185)	14%	(216)	68%	(1051)	1549
Avid Olympics Fans	17%	(71)	22%	(93)	17%	(71)	44%	(187)	422
Casual Olympics Fans	2%	(27)	8%	(92)	13%	(145)	77%	(864)	1128
Non-Olympics Fans	1%	(4)	1%	(7)	4%	(26)	94%	(614)	651
Watched a Lot 2021 Olympics	24%	(67)	25%	(71)	19%	(54)	32%	(92)	283
Didn't Watch any 2021 Olympics	1%	(4)	—	(3)	3%	(22)	96%	(726)	755
Watched a Lot/some 2021 Olympics	11%	(96)	19%	(163)	18%	(151)	52%	(439)	849
Watched any 2021 Olympics	7%	(98)	13%	(189)	15%	(219)	65%	(938)	1445
Familiar with Peacock	7%	(86)	12%	(147)	12%	(149)	68%	(818)	1200
Peacock Subscriber	8%	(44)	12%	(66)	14%	(79)	66%	(359)	548

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

Table MCSP9_21: How much of the following sports did you watch 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	6%	(127)	10%	(209)	11%	(246)	74%	(1618)	2200
Gender: Male	9%	(93)	12%	(128)	13%	(143)	66%	(698)	1062
Gender: Female	3%	(34)	7%	(81)	9%	(103)	81%	(920)	1138
Age: 18-34	10%	(69)	16%	(105)	12%	(80)	61%	(401)	655
Age: 35-44	10%	(35)	13%	(47)	17%	(59)	60%	(216)	358
Age: 45-64	2%	(19)	6%	(47)	9%	(71)	82%	(614)	751
Age: 65+	1%	(5)	2%	(10)	8%	(35)	89%	(386)	436
GenZers: 1997-2012	10%	(24)	13%	(32)	14%	(35)	63%	(157)	247
Millennials: 1981-1996	11%	(74)	16%	(104)	14%	(89)	59%	(380)	647
GenXers: 1965-1980	3%	(17)	9%	(46)	11%	(58)	78%	(416)	536
Baby Boomers: 1946-1964	2%	(12)	4%	(25)	8%	(58)	86%	(586)	680
PID: Dem (no lean)	8%	(76)	11%	(107)	11%	(103)	69%	(649)	934
PID: Ind (no lean)	3%	(22)	9%	(59)	11%	(74)	76%	(490)	645
PID: Rep (no lean)	5%	(29)	7%	(44)	11%	(69)	77%	(480)	621
PID/Gender: Dem Men	14%	(59)	14%	(61)	14%	(60)	58%	(246)	427
PID/Gender: Dem Women	3%	(17)	9%	(46)	8%	(42)	79%	(403)	507
PID/Gender: Ind Men	4%	(13)	11%	(36)	13%	(41)	71%	(225)	316
PID/Gender: Ind Women	3%	(9)	7%	(23)	10%	(32)	80%	(264)	329
PID/Gender: Rep Men	7%	(21)	10%	(31)	13%	(41)	71%	(226)	320
PID/Gender: Rep Women	2%	(7)	4%	(12)	9%	(28)	84%	(253)	302
Ideo: Liberal (1-3)	9%	(63)	10%	(75)	12%	(83)	69%	(494)	715
Ideo: Moderate (4)	4%	(24)	12%	(75)	12%	(76)	72%	(457)	633
Ideo: Conservative (5-7)	5%	(34)	7%	(47)	10%	(71)	78%	(535)	687
Educ: < College	4%	(68)	9%	(129)	12%	(179)	75%	(1137)	1512
Educ: Bachelors degree	9%	(40)	10%	(44)	9%	(41)	72%	(318)	444
Educ: Post-grad	8%	(19)	15%	(36)	11%	(26)	67%	(163)	244
Income: Under 50k	5%	(58)	8%	(103)	11%	(148)	76%	(990)	1300
Income: 50k-100k	7%	(45)	11%	(68)	11%	(70)	71%	(444)	628
Income: 100k+	9%	(23)	14%	(38)	10%	(28)	68%	(184)	273
Ethnicity: White	5%	(92)	9%	(151)	11%	(197)	74%	(1282)	1722
Ethnicity: Hispanic	8%	(28)	14%	(50)	12%	(42)	66%	(230)	349
Ethnicity: Black	9%	(25)	11%	(30)	14%	(39)	65%	(180)	274

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Table MCSP9_21: How much of the following sports did you watch 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	6%	(127)	10%	(209)	11%	(246)	74%	(1618)	2200
Ethnicity: Other	5%	(9)	14%	(28)	5%	(10)	77%	(157)	204
All Christian	5%	(55)	10%	(104)	11%	(107)	73%	(730)	996
All Non-Christian	19%	(29)	18%	(27)	14%	(20)	49%	(75)	151
Atheist	6%	(7)	8%	(9)	8%	(9)	78%	(86)	111
Agnostic/Nothing in particular	4%	(25)	8%	(49)	11%	(65)	76%	(444)	583
Something Else	3%	(11)	5%	(20)	12%	(44)	79%	(284)	359
Religious Non-Protestant/Catholic	18%	(32)	17%	(31)	11%	(20)	53%	(96)	179
Evangelical	7%	(38)	10%	(56)	13%	(75)	70%	(399)	567
Non-Evangelical	3%	(23)	8%	(62)	10%	(75)	79%	(586)	745
Community: Urban	9%	(60)	15%	(98)	14%	(90)	63%	(415)	663
Community: Suburban	4%	(44)	7%	(73)	10%	(102)	79%	(799)	1017
Community: Rural	4%	(23)	7%	(38)	10%	(54)	78%	(404)	520
Employ: Private Sector	9%	(58)	13%	(84)	12%	(81)	67%	(446)	669
Employ: Government	12%	(13)	15%	(16)	19%	(21)	55%	(60)	110
Employ: Self-Employed	11%	(22)	19%	(40)	14%	(29)	57%	(118)	208
Employ: Homemaker	2%	(4)	4%	(7)	14%	(25)	80%	(141)	177
Employ: Student	9%	(10)	10%	(10)	6%	(7)	75%	(81)	108
Employ: Retired	2%	(8)	4%	(22)	8%	(39)	87%	(444)	513
Employ: Unemployed	2%	(7)	8%	(22)	11%	(32)	78%	(222)	283
Employ: Other	5%	(6)	5%	(7)	10%	(13)	80%	(106)	132
Military HH: Yes	6%	(20)	7%	(24)	11%	(37)	77%	(266)	347
Military HH: No	6%	(107)	10%	(185)	11%	(208)	73%	(1353)	1853
RD/WT: Right Direction	8%	(84)	13%	(130)	12%	(120)	67%	(667)	1001
RD/WT: Wrong Track	4%	(43)	7%	(79)	10%	(126)	79%	(951)	1199
Biden Job Approve	8%	(94)	12%	(145)	12%	(145)	69%	(841)	1225
Biden Job Disapprove	3%	(30)	7%	(57)	11%	(93)	79%	(696)	875
Biden Job Strongly Approve	11%	(71)	14%	(94)	12%	(78)	63%	(408)	652
Biden Job Somewhat Approve	4%	(22)	9%	(51)	12%	(67)	76%	(433)	573
Biden Job Somewhat Disapprove	2%	(6)	12%	(30)	15%	(37)	71%	(177)	250
Biden Job Strongly Disapprove	4%	(23)	4%	(27)	9%	(56)	83%	(519)	625

Continued on next page

Table MCSP9_21: How much of the following sports did you watch 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	6%	(127)	10%	(209)	11%	(246)	74%	(1618)	2200
Favorable of Biden	8%	(92)	12%	(142)	11%	(131)	70%	(854)	1220
Unfavorable of Biden	2%	(21)	7%	(56)	11%	(98)	80%	(679)	854
Very Favorable of Biden	10%	(68)	14%	(93)	10%	(68)	65%	(423)	652
Somewhat Favorable of Biden	4%	(24)	9%	(49)	11%	(64)	76%	(431)	569
Somewhat Unfavorable of Biden	4%	(8)	11%	(24)	12%	(26)	73%	(155)	212
Very Unfavorable of Biden	2%	(13)	5%	(33)	11%	(72)	82%	(524)	642
#1 Issue: Economy	5%	(40)	9%	(67)	12%	(88)	74%	(567)	763
#1 Issue: Security	5%	(16)	8%	(25)	13%	(41)	75%	(243)	324
#1 Issue: Health Care	8%	(23)	11%	(34)	13%	(38)	68%	(203)	299
#1 Issue: Medicare / Social Security	2%	(7)	6%	(18)	11%	(31)	80%	(225)	281
#1 Issue: Women's Issues	9%	(13)	15%	(20)	6%	(8)	70%	(93)	134
#1 Issue: Education	14%	(18)	12%	(15)	17%	(21)	58%	(75)	130
#1 Issue: Energy	5%	(8)	15%	(22)	11%	(17)	69%	(104)	151
#1 Issue: Other	2%	(2)	7%	(9)	2%	(2)	90%	(108)	120
2020 Vote: Joe Biden	8%	(83)	12%	(120)	11%	(114)	69%	(715)	1031
2020 Vote: Donald Trump	4%	(30)	7%	(46)	11%	(78)	78%	(550)	704
2020 Vote: Other	1%	(0)	18%	(10)	7%	(4)	75%	(43)	58
2020 Vote: Didn't Vote	3%	(14)	8%	(33)	12%	(50)	76%	(309)	405
2018 House Vote: Democrat	7%	(54)	11%	(78)	12%	(85)	70%	(512)	730
2018 House Vote: Republican	4%	(27)	7%	(42)	10%	(63)	78%	(472)	604
2016 Vote: Hillary Clinton	7%	(49)	10%	(73)	11%	(76)	72%	(499)	698
2016 Vote: Donald Trump	4%	(29)	7%	(44)	11%	(71)	78%	(502)	646
2016 Vote: Other	1%	(1)	11%	(11)	5%	(5)	82%	(84)	102
2016 Vote: Didn't Vote	6%	(48)	11%	(80)	12%	(91)	71%	(532)	751
Voted in 2014: Yes	6%	(69)	10%	(118)	11%	(137)	74%	(912)	1235
Voted in 2014: No	6%	(58)	9%	(91)	11%	(109)	73%	(706)	965
4-Region: Northeast	7%	(29)	9%	(37)	14%	(57)	69%	(272)	394
4-Region: Midwest	4%	(17)	9%	(40)	11%	(50)	77%	(356)	462
4-Region: South	5%	(42)	10%	(83)	11%	(89)	74%	(609)	824
4-Region: West	8%	(39)	9%	(49)	10%	(50)	73%	(382)	520
Sports Fans	7%	(113)	12%	(195)	14%	(221)	67%	(1087)	1615

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Table MCSP9_21: How much of the following sports did you watch 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	6%	(127)	10%	(209)	11%	(246)	74%	(1618)	2200
Avid Sports Fans	13%	(78)	16%	(101)	16%	(97)	55%	(343)	619
Casual Sports Fans	3%	(35)	9%	(94)	12%	(123)	75%	(744)	996
Non-Sports Fans	2%	(14)	2%	(14)	4%	(25)	91%	(531)	585
Gen Z Sports Fans	12%	(21)	15%	(26)	19%	(33)	55%	(96)	176
Millennial Sports Fans	13%	(68)	20%	(100)	15%	(74)	52%	(269)	512
Gen X Sports Fans	4%	(15)	11%	(42)	13%	(51)	72%	(275)	383
Boomer Sports Fans	2%	(8)	5%	(24)	12%	(56)	82%	(398)	486
Democratic Sports Fans	10%	(72)	14%	(99)	13%	(93)	63%	(449)	713
Republican Sports Fans	5%	(23)	9%	(42)	14%	(62)	72%	(329)	455
Male Sports Fans	10%	(84)	14%	(123)	15%	(131)	62%	(543)	882
Female Sports Fans	4%	(28)	10%	(72)	12%	(89)	74%	(545)	734
Olympics Fans	8%	(119)	13%	(199)	14%	(215)	66%	(1015)	1549
Avid Olympics Fans	20%	(84)	19%	(79)	20%	(82)	42%	(176)	422
Casual Olympics Fans	3%	(35)	11%	(120)	12%	(133)	74%	(839)	1128
Non-Olympics Fans	1%	(8)	2%	(10)	5%	(30)	93%	(603)	651
Watched a Lot 2021 Olympics	25%	(72)	22%	(63)	18%	(52)	34%	(96)	283
Didn't Watch any 2021 Olympics	—	(2)	1%	(9)	3%	(25)	95%	(719)	755
Watched a Lot/some 2021 Olympics	13%	(110)	20%	(171)	18%	(155)	49%	(413)	849
Watched any 2021 Olympics	9%	(125)	14%	(200)	15%	(221)	62%	(899)	1445
Familiar with Peacock	9%	(105)	13%	(157)	13%	(157)	65%	(780)	1200
Peacock Subscriber	10%	(57)	11%	(62)	11%	(60)	67%	(369)	548

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

Table MCSP9_22: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Road cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(134)	10%	(224)	12%	(271)	71%	(1571)	2200
Gender: Male	9%	(97)	13%	(133)	13%	(142)	65%	(690)	1062
Gender: Female	3%	(37)	8%	(91)	11%	(129)	77%	(881)	1138
Age: 18-34	11%	(69)	13%	(82)	16%	(102)	61%	(402)	655
Age: 35-44	12%	(43)	14%	(50)	14%	(50)	60%	(214)	358
Age: 45-64	2%	(16)	9%	(69)	10%	(77)	78%	(589)	751
Age: 65+	1%	(6)	5%	(23)	9%	(41)	84%	(366)	436
GenZers: 1997-2012	7%	(17)	12%	(29)	18%	(44)	64%	(157)	247
Millennials: 1981-1996	13%	(81)	14%	(90)	15%	(97)	58%	(378)	647
GenXers: 1965-1980	5%	(26)	9%	(49)	10%	(54)	76%	(407)	536
Baby Boomers: 1946-1964	1%	(9)	7%	(45)	10%	(70)	82%	(557)	680
PID: Dem (no lean)	9%	(87)	11%	(106)	12%	(115)	67%	(626)	934
PID: Ind (no lean)	3%	(18)	9%	(58)	12%	(80)	76%	(489)	645
PID: Rep (no lean)	5%	(29)	10%	(60)	12%	(76)	73%	(456)	621
PID/Gender: Dem Men	15%	(65)	14%	(60)	14%	(60)	56%	(240)	427
PID/Gender: Dem Women	4%	(22)	9%	(46)	11%	(55)	76%	(385)	507
PID/Gender: Ind Men	3%	(10)	10%	(32)	13%	(42)	73%	(231)	316
PID/Gender: Ind Women	2%	(8)	8%	(26)	11%	(38)	78%	(258)	329
PID/Gender: Rep Men	7%	(22)	13%	(40)	12%	(39)	68%	(218)	320
PID/Gender: Rep Women	3%	(8)	7%	(20)	12%	(37)	79%	(238)	302
Ideo: Liberal (1-3)	11%	(79)	11%	(82)	13%	(92)	65%	(462)	715
Ideo: Moderate (4)	4%	(22)	10%	(62)	14%	(90)	72%	(458)	633
Ideo: Conservative (5-7)	4%	(26)	10%	(69)	11%	(78)	75%	(515)	687
Educ: < College	4%	(65)	9%	(135)	12%	(182)	75%	(1130)	1512
Educ: Bachelors degree	10%	(44)	12%	(51)	13%	(59)	65%	(290)	444
Educ: Post-grad	10%	(25)	15%	(38)	12%	(30)	62%	(151)	244
Income: Under 50k	4%	(47)	9%	(116)	12%	(155)	76%	(981)	1300
Income: 50k-100k	9%	(57)	12%	(74)	13%	(79)	66%	(417)	628
Income: 100k+	11%	(29)	13%	(34)	13%	(37)	63%	(173)	273
Ethnicity: White	6%	(100)	10%	(170)	12%	(207)	72%	(1246)	1722
Ethnicity: Hispanic	10%	(35)	9%	(31)	16%	(55)	65%	(228)	349
Ethnicity: Black	10%	(28)	11%	(31)	15%	(40)	64%	(175)	274

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Table MCSP9_22: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Road cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(134)	10%	(224)	12%	(271)	71%	(1571)	2200
Ethnicity: Other	3%	(6)	12%	(24)	12%	(24)	73%	(150)	204
All Christian	6%	(62)	12%	(115)	13%	(127)	69%	(692)	996
All Non-Christian	23%	(35)	14%	(21)	13%	(19)	51%	(76)	151
Atheist	2%	(2)	10%	(11)	13%	(15)	75%	(83)	111
Agnostic/Nothing in particular	4%	(24)	9%	(52)	13%	(76)	74%	(432)	583
Something Else	3%	(11)	7%	(25)	10%	(34)	80%	(288)	359
Religious Non-Protestant/Catholic	21%	(38)	14%	(24)	12%	(21)	53%	(95)	179
Evangelical	8%	(47)	11%	(63)	13%	(74)	68%	(384)	567
Non-Evangelical	3%	(22)	9%	(68)	11%	(85)	76%	(570)	745
Community: Urban	11%	(70)	13%	(83)	15%	(98)	62%	(412)	663
Community: Suburban	4%	(43)	10%	(105)	12%	(119)	74%	(750)	1017
Community: Rural	4%	(21)	7%	(36)	10%	(54)	79%	(408)	520
Employ: Private Sector	10%	(64)	14%	(96)	14%	(96)	62%	(414)	669
Employ: Government	19%	(20)	13%	(14)	15%	(17)	53%	(58)	110
Employ: Self-Employed	10%	(20)	15%	(31)	17%	(34)	59%	(122)	208
Employ: Homemaker	1%	(2)	6%	(11)	13%	(22)	80%	(141)	177
Employ: Student	5%	(5)	7%	(8)	14%	(15)	74%	(80)	108
Employ: Retired	1%	(7)	7%	(37)	10%	(50)	82%	(419)	513
Employ: Unemployed	5%	(15)	6%	(17)	9%	(25)	80%	(226)	283
Employ: Other	—	(0)	8%	(11)	9%	(11)	83%	(110)	132
Military HH: Yes	5%	(19)	9%	(33)	11%	(38)	74%	(257)	347
Military HH: No	6%	(115)	10%	(191)	13%	(233)	71%	(1314)	1853
RD/WT: Right Direction	10%	(98)	12%	(117)	13%	(133)	65%	(653)	1001
RD/WT: Wrong Track	3%	(36)	9%	(107)	12%	(138)	77%	(918)	1199
Biden Job Approve	9%	(107)	12%	(142)	13%	(154)	67%	(821)	1225
Biden Job Disapprove	3%	(24)	9%	(77)	12%	(103)	77%	(671)	875
Biden Job Strongly Approve	14%	(89)	13%	(84)	12%	(78)	61%	(401)	652
Biden Job Somewhat Approve	3%	(18)	10%	(59)	13%	(76)	73%	(420)	573
Biden Job Somewhat Disapprove	2%	(6)	11%	(27)	19%	(48)	68%	(170)	250
Biden Job Strongly Disapprove	3%	(18)	8%	(50)	9%	(56)	80%	(501)	625

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Table MCSP9_22: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Road cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(134)	10%	(224)	12%	(271)	71%	(1571)	2200
Favorable of Biden	8%	(99)	11%	(140)	13%	(155)	68%	(826)	1220
Unfavorable of Biden	3%	(23)	8%	(72)	12%	(99)	77%	(661)	854
Very Favorable of Biden	12%	(80)	13%	(83)	11%	(73)	64%	(415)	652
Somewhat Favorable of Biden	3%	(19)	10%	(57)	14%	(82)	72%	(411)	569
Somewhat Unfavorable of Biden	6%	(13)	12%	(26)	11%	(23)	71%	(151)	212
Very Unfavorable of Biden	2%	(10)	7%	(46)	12%	(76)	79%	(510)	642
#1 Issue: Economy	6%	(43)	10%	(77)	12%	(88)	73%	(554)	763
#1 Issue: Security	4%	(14)	11%	(35)	12%	(40)	72%	(235)	324
#1 Issue: Health Care	7%	(20)	9%	(27)	14%	(41)	71%	(212)	299
#1 Issue: Medicare / Social Security	2%	(6)	8%	(23)	9%	(25)	80%	(226)	281
#1 Issue: Women's Issues	9%	(13)	12%	(16)	22%	(29)	57%	(77)	134
#1 Issue: Education	16%	(20)	14%	(18)	15%	(20)	55%	(72)	130
#1 Issue: Energy	10%	(15)	15%	(23)	14%	(20)	61%	(93)	151
#1 Issue: Other	2%	(3)	5%	(6)	6%	(7)	86%	(104)	120
2020 Vote: Joe Biden	9%	(90)	12%	(125)	13%	(138)	66%	(678)	1031
2020 Vote: Donald Trump	4%	(28)	9%	(65)	12%	(83)	75%	(528)	704
2020 Vote: Other	7%	(4)	4%	(2)	11%	(6)	78%	(45)	58
2020 Vote: Didn't Vote	3%	(12)	8%	(32)	11%	(44)	78%	(318)	405
2018 House Vote: Democrat	8%	(57)	11%	(82)	13%	(92)	68%	(499)	730
2018 House Vote: Republican	4%	(25)	11%	(64)	11%	(67)	74%	(447)	604
2016 Vote: Hillary Clinton	8%	(54)	12%	(82)	11%	(79)	69%	(482)	698
2016 Vote: Donald Trump	4%	(28)	10%	(65)	11%	(72)	74%	(481)	646
2016 Vote: Other	3%	(3)	9%	(9)	7%	(7)	81%	(83)	102
2016 Vote: Didn't Vote	7%	(50)	9%	(67)	15%	(111)	70%	(523)	751
Voted in 2014: Yes	6%	(80)	11%	(133)	12%	(148)	71%	(875)	1235
Voted in 2014: No	6%	(54)	9%	(91)	13%	(123)	72%	(696)	965
4-Region: Northeast	10%	(38)	11%	(44)	12%	(46)	68%	(266)	394
4-Region: Midwest	3%	(12)	11%	(53)	11%	(51)	75%	(346)	462
4-Region: South	5%	(45)	10%	(85)	13%	(109)	71%	(586)	824
4-Region: West	8%	(40)	8%	(42)	13%	(65)	72%	(373)	520
Sports Fans	8%	(125)	13%	(205)	15%	(244)	64%	(1041)	1615

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Table MCSP9_22: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Road cycling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(134)	10%	(224)	12%	(271)	71%	(1571)	2200
Avid Sports Fans	15%	(91)	16%	(100)	16%	(98)	53%	(330)	619
Casual Sports Fans	3%	(34)	11%	(105)	15%	(146)	71%	(711)	996
Non-Sports Fans	2%	(9)	3%	(19)	5%	(27)	91%	(530)	585
Gen Z Sports Fans	9%	(16)	16%	(27)	21%	(37)	54%	(96)	176
Millennial Sports Fans	16%	(79)	16%	(82)	17%	(85)	52%	(265)	512
Gen X Sports Fans	6%	(22)	12%	(46)	13%	(49)	69%	(266)	383
Boomer Sports Fans	1%	(6)	8%	(40)	14%	(68)	76%	(371)	486
Democratic Sports Fans	12%	(85)	13%	(95)	15%	(106)	60%	(428)	713
Republican Sports Fans	5%	(25)	13%	(57)	15%	(69)	67%	(304)	455
Male Sports Fans	10%	(91)	14%	(127)	15%	(132)	60%	(531)	882
Female Sports Fans	5%	(34)	11%	(78)	15%	(112)	69%	(510)	734
Olympics Fans	8%	(129)	14%	(212)	15%	(237)	63%	(971)	1549
Avid Olympics Fans	23%	(95)	22%	(94)	23%	(96)	32%	(136)	422
Casual Olympics Fans	3%	(34)	10%	(118)	12%	(141)	74%	(835)	1128
Non-Olympics Fans	1%	(5)	2%	(12)	5%	(34)	92%	(600)	651
Watched a Lot 2021 Olympics	29%	(83)	26%	(73)	20%	(56)	25%	(71)	283
Didn't Watch any 2021 Olympics	—	(2)	1%	(7)	2%	(19)	96%	(728)	755
Watched a Lot/some 2021 Olympics	14%	(119)	20%	(171)	22%	(183)	44%	(376)	849
Watched any 2021 Olympics	9%	(132)	15%	(218)	17%	(252)	58%	(843)	1445
Familiar with Peacock	10%	(119)	13%	(153)	13%	(159)	64%	(769)	1200
Peacock Subscriber	13%	(70)	12%	(64)	12%	(65)	64%	(348)	548

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

Table MCSP9_23: *How much of the following sports did you watch 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	5%	(120)	13%	(289)	13%	(295)	68%	(1496)	2200
Gender: Male	8%	(86)	16%	(171)	15%	(159)	61%	(646)	1062
Gender: Female	3%	(35)	10%	(118)	12%	(136)	75%	(850)	1138
Age: 18-34	8%	(53)	14%	(91)	17%	(112)	61%	(399)	655
Age: 35-44	9%	(31)	21%	(74)	15%	(52)	56%	(201)	358
Age: 45-64	4%	(30)	10%	(77)	9%	(70)	77%	(575)	751
Age: 65+	2%	(8)	11%	(46)	14%	(60)	74%	(322)	436
GenZers: 1997-2012	5%	(14)	11%	(27)	17%	(43)	66%	(164)	247
Millennials: 1981-1996	10%	(65)	18%	(117)	17%	(111)	55%	(353)	647
GenXers: 1965-1980	4%	(24)	10%	(56)	10%	(51)	76%	(405)	536
Baby Boomers: 1946-1964	2%	(15)	12%	(80)	11%	(78)	75%	(507)	680
PID: Dem (no lean)	7%	(70)	14%	(135)	15%	(141)	63%	(588)	934
PID: Ind (no lean)	3%	(20)	12%	(80)	13%	(86)	71%	(459)	645
PID: Rep (no lean)	5%	(31)	12%	(74)	11%	(68)	72%	(449)	621
PID/Gender: Dem Men	12%	(53)	17%	(73)	18%	(77)	52%	(224)	427
PID/Gender: Dem Women	3%	(17)	12%	(62)	13%	(64)	72%	(365)	507
PID/Gender: Ind Men	4%	(11)	16%	(52)	16%	(50)	64%	(203)	316
PID/Gender: Ind Women	3%	(9)	9%	(29)	11%	(36)	78%	(256)	329
PID/Gender: Rep Men	7%	(22)	14%	(46)	10%	(32)	69%	(220)	320
PID/Gender: Rep Women	3%	(9)	9%	(28)	12%	(36)	76%	(229)	302
Ideo: Liberal (1-3)	8%	(55)	16%	(115)	14%	(97)	63%	(448)	715
Ideo: Moderate (4)	4%	(24)	14%	(89)	14%	(89)	68%	(431)	633
Ideo: Conservative (5-7)	6%	(38)	11%	(76)	13%	(89)	71%	(485)	687
Educ: < College	4%	(61)	12%	(174)	13%	(192)	72%	(1084)	1512
Educ: Bachelors degree	9%	(38)	16%	(70)	15%	(68)	60%	(268)	444
Educ: Post-grad	9%	(21)	18%	(45)	14%	(34)	59%	(144)	244
Income: Under 50k	3%	(43)	12%	(157)	13%	(170)	72%	(929)	1300
Income: 50k-100k	9%	(54)	13%	(84)	13%	(82)	65%	(409)	628
Income: 100k+	9%	(23)	18%	(48)	16%	(43)	58%	(158)	273
Ethnicity: White	5%	(94)	13%	(221)	14%	(233)	68%	(1173)	1722
Ethnicity: Hispanic	5%	(18)	17%	(58)	17%	(58)	62%	(215)	349
Ethnicity: Black	6%	(16)	14%	(38)	14%	(39)	66%	(181)	274

Continued on next page

Table MCSP9_23: How much of the following sports did you watch 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	5%	(120)	13%	(289)	13%	(295)	68%	(1496)	2200
Ethnicity: Other	5%	(10)	14%	(29)	11%	(22)	70%	(142)	204
All Christian	5%	(54)	17%	(164)	14%	(136)	64%	(641)	996
All Non-Christian	17%	(25)	16%	(24)	20%	(30)	48%	(72)	151
Atheist	4%	(5)	11%	(12)	7%	(8)	78%	(86)	111
Agnostic/Nothing in particular	4%	(25)	10%	(61)	15%	(85)	71%	(413)	583
Something Else	3%	(11)	8%	(28)	10%	(36)	79%	(284)	359
Religious Non-Protestant/Catholic	17%	(31)	14%	(25)	18%	(32)	50%	(90)	179
Evangelical	7%	(39)	15%	(86)	13%	(73)	65%	(370)	567
Non-Evangelical	3%	(19)	14%	(102)	13%	(94)	71%	(530)	745
Community: Urban	10%	(68)	17%	(111)	13%	(89)	60%	(396)	663
Community: Suburban	4%	(37)	12%	(118)	13%	(131)	72%	(731)	1017
Community: Rural	3%	(16)	12%	(60)	14%	(75)	71%	(369)	520
Employ: Private Sector	8%	(55)	17%	(111)	14%	(92)	62%	(412)	669
Employ: Government	7%	(8)	26%	(28)	21%	(23)	47%	(51)	110
Employ: Self-Employed	12%	(26)	13%	(26)	20%	(42)	55%	(114)	208
Employ: Homemaker	1%	(2)	10%	(18)	13%	(23)	75%	(133)	177
Employ: Student	4%	(4)	11%	(12)	15%	(16)	71%	(76)	108
Employ: Retired	3%	(17)	11%	(54)	10%	(54)	76%	(388)	513
Employ: Unemployed	2%	(6)	9%	(26)	12%	(34)	76%	(217)	283
Employ: Other	2%	(2)	10%	(14)	9%	(12)	79%	(104)	132
Military HH: Yes	4%	(15)	15%	(50)	18%	(62)	63%	(220)	347
Military HH: No	6%	(105)	13%	(238)	13%	(233)	69%	(1276)	1853
RD/WT: Right Direction	8%	(83)	16%	(162)	16%	(157)	60%	(599)	1001
RD/WT: Wrong Track	3%	(38)	11%	(127)	11%	(138)	75%	(897)	1199
Biden Job Approve	7%	(84)	15%	(183)	16%	(193)	63%	(766)	1225
Biden Job Disapprove	4%	(35)	11%	(95)	11%	(95)	74%	(650)	875
Biden Job Strongly Approve	10%	(67)	17%	(108)	16%	(103)	57%	(374)	652
Biden Job Somewhat Approve	3%	(17)	13%	(75)	16%	(90)	68%	(391)	573
Biden Job Somewhat Disapprove	6%	(14)	11%	(29)	15%	(38)	68%	(169)	250
Biden Job Strongly Disapprove	3%	(20)	11%	(67)	9%	(56)	77%	(481)	625

Continued on next page

Table MCSP9_23: How much of the following sports did you watch 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	5%	(120)	13%	(289)	13%	(295)	68%	(1496)	2200
Favorable of Biden	6%	(79)	15%	(178)	15%	(185)	64%	(778)	1220
Unfavorable of Biden	4%	(36)	11%	(93)	11%	(94)	74%	(631)	854
Very Favorable of Biden	9%	(61)	16%	(103)	16%	(102)	59%	(385)	652
Somewhat Favorable of Biden	3%	(18)	13%	(75)	15%	(83)	69%	(393)	569
Somewhat Unfavorable of Biden	6%	(13)	14%	(30)	12%	(25)	68%	(145)	212
Very Unfavorable of Biden	4%	(23)	10%	(63)	11%	(70)	76%	(486)	642
#1 Issue: Economy	5%	(36)	13%	(102)	12%	(94)	70%	(531)	763
#1 Issue: Security	6%	(19)	14%	(47)	10%	(33)	70%	(226)	324
#1 Issue: Health Care	7%	(20)	11%	(33)	22%	(65)	60%	(180)	299
#1 Issue: Medicare / Social Security	2%	(6)	12%	(35)	14%	(39)	72%	(201)	281
#1 Issue: Women's Issues	5%	(7)	15%	(20)	10%	(13)	70%	(94)	134
#1 Issue: Education	15%	(19)	13%	(18)	15%	(20)	56%	(73)	130
#1 Issue: Energy	9%	(13)	13%	(20)	16%	(24)	63%	(94)	151
#1 Issue: Other	1%	(1)	12%	(15)	5%	(6)	82%	(98)	120
2020 Vote: Joe Biden	7%	(74)	15%	(157)	15%	(156)	62%	(644)	1031
2020 Vote: Donald Trump	4%	(29)	11%	(81)	10%	(74)	74%	(520)	704
2020 Vote: Other	1%	(1)	16%	(9)	19%	(11)	64%	(37)	58
2020 Vote: Didn't Vote	4%	(16)	10%	(41)	13%	(54)	73%	(294)	405
2018 House Vote: Democrat	6%	(46)	16%	(114)	16%	(119)	62%	(451)	730
2018 House Vote: Republican	5%	(28)	13%	(80)	10%	(59)	72%	(436)	604
2016 Vote: Hillary Clinton	6%	(40)	14%	(99)	17%	(116)	63%	(441)	698
2016 Vote: Donald Trump	4%	(29)	13%	(87)	9%	(61)	73%	(470)	646
2016 Vote: Other	4%	(4)	14%	(14)	13%	(14)	69%	(70)	102
2016 Vote: Didn't Vote	6%	(47)	12%	(87)	14%	(103)	68%	(514)	751
Voted in 2014: Yes	6%	(70)	14%	(177)	14%	(169)	66%	(819)	1235
Voted in 2014: No	5%	(50)	12%	(112)	13%	(126)	70%	(677)	965
4-Region: Northeast	7%	(26)	19%	(75)	11%	(42)	63%	(250)	394
4-Region: Midwest	3%	(14)	11%	(49)	15%	(68)	72%	(331)	462
4-Region: South	5%	(40)	13%	(107)	14%	(112)	69%	(565)	824
4-Region: West	8%	(40)	11%	(57)	14%	(73)	67%	(351)	520
Sports Fans	7%	(114)	16%	(265)	16%	(263)	60%	(973)	1615

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Table MCSP9_23: How much of the following sports did you watch 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	5%	(120)	13%	(289)	13%	(295)	68%	(1496)	2200
Avid Sports Fans	13%	(79)	19%	(120)	16%	(101)	51%	(319)	619
Casual Sports Fans	3%	(35)	15%	(145)	16%	(162)	66%	(655)	996
Non-Sports Fans	1%	(7)	4%	(23)	5%	(32)	89%	(523)	585
Gen Z Sports Fans	7%	(12)	14%	(24)	20%	(36)	59%	(104)	176
Millennial Sports Fans	12%	(62)	21%	(105)	20%	(101)	48%	(243)	512
Gen X Sports Fans	6%	(24)	13%	(51)	11%	(43)	69%	(265)	383
Boomer Sports Fans	3%	(13)	16%	(77)	15%	(72)	67%	(324)	486
Democratic Sports Fans	9%	(66)	17%	(123)	18%	(131)	55%	(393)	713
Republican Sports Fans	7%	(31)	15%	(68)	12%	(56)	66%	(301)	455
Male Sports Fans	10%	(84)	18%	(160)	17%	(147)	56%	(490)	882
Female Sports Fans	4%	(30)	14%	(106)	16%	(115)	66%	(483)	734
Olympics Fans	8%	(118)	18%	(279)	17%	(265)	57%	(888)	1549
Avid Olympics Fans	19%	(79)	33%	(139)	19%	(80)	29%	(123)	422
Casual Olympics Fans	3%	(39)	12%	(140)	16%	(184)	68%	(765)	1128
Non-Olympics Fans	—	(3)	2%	(10)	5%	(30)	93%	(608)	651
Watched a Lot 2021 Olympics	24%	(68)	32%	(90)	23%	(65)	21%	(60)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(5)	3%	(22)	96%	(725)	755
Watched a Lot/some 2021 Olympics	13%	(113)	27%	(233)	24%	(201)	36%	(302)	849
Watched any 2021 Olympics	8%	(118)	20%	(284)	19%	(272)	53%	(771)	1445
Familiar with Peacock	8%	(97)	16%	(198)	15%	(177)	61%	(728)	1200
Peacock Subscriber	9%	(50)	17%	(91)	14%	(76)	60%	(331)	548

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

Table MCSP9_24: How much of the following sports did you watch 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	5%	(102)	8%	(166)	11%	(240)	77%	(1691)	2200
Gender: Male	8%	(80)	10%	(105)	13%	(134)	70%	(742)	1062
Gender: Female	2%	(22)	5%	(61)	9%	(106)	83%	(949)	1138
Age: 18-34	9%	(62)	12%	(80)	15%	(95)	64%	(418)	655
Age: 35-44	8%	(29)	13%	(48)	14%	(49)	65%	(232)	358
Age: 45-64	1%	(6)	4%	(32)	9%	(64)	86%	(648)	751
Age: 65+	1%	(5)	2%	(7)	7%	(32)	90%	(392)	436
GenZers: 1997-2012	5%	(13)	13%	(33)	14%	(36)	67%	(166)	247
Millennials: 1981-1996	12%	(75)	13%	(82)	14%	(92)	61%	(398)	647
GenXers: 1965-1980	1%	(7)	7%	(38)	11%	(58)	81%	(434)	536
Baby Boomers: 1946-1964	1%	(7)	2%	(11)	7%	(49)	90%	(613)	680
PID: Dem (no lean)	8%	(73)	8%	(79)	11%	(107)	72%	(675)	934
PID: Ind (no lean)	2%	(10)	6%	(41)	12%	(77)	80%	(516)	645
PID: Rep (no lean)	3%	(19)	7%	(46)	9%	(56)	81%	(500)	621
PID/Gender: Dem Men	14%	(59)	12%	(51)	14%	(58)	61%	(258)	427
PID/Gender: Dem Women	3%	(14)	6%	(28)	10%	(48)	82%	(417)	507
PID/Gender: Ind Men	3%	(8)	7%	(22)	14%	(45)	76%	(241)	316
PID/Gender: Ind Women	1%	(2)	6%	(19)	10%	(33)	84%	(275)	329
PID/Gender: Rep Men	4%	(13)	10%	(32)	10%	(32)	76%	(243)	320
PID/Gender: Rep Women	2%	(6)	5%	(14)	8%	(25)	85%	(257)	302
Ideo: Liberal (1-3)	8%	(59)	9%	(65)	13%	(92)	70%	(499)	715
Ideo: Moderate (4)	3%	(17)	9%	(56)	11%	(70)	78%	(491)	633
Ideo: Conservative (5-7)	3%	(24)	6%	(45)	9%	(64)	81%	(555)	687
Educ: < College	3%	(44)	6%	(96)	11%	(167)	80%	(1205)	1512
Educ: Bachelors degree	9%	(38)	9%	(38)	11%	(49)	72%	(319)	444
Educ: Post-grad	8%	(21)	13%	(32)	10%	(24)	68%	(167)	244
Income: Under 50k	3%	(35)	6%	(78)	11%	(138)	81%	(1048)	1300
Income: 50k-100k	6%	(40)	8%	(53)	11%	(71)	74%	(464)	628
Income: 100k+	10%	(27)	13%	(35)	11%	(31)	66%	(179)	273
Ethnicity: White	5%	(85)	7%	(123)	10%	(175)	78%	(1338)	1722
Ethnicity: Hispanic	7%	(24)	12%	(42)	14%	(48)	68%	(236)	349
Ethnicity: Black	5%	(13)	9%	(24)	18%	(48)	69%	(189)	274

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Table MCSP9_24: How much of the following sports did you watch 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	5%	(102)	8%	(166)	11%	(240)	77%	(1691)	2200
Ethnicity: Other	2%	(4)	9%	(19)	8%	(17)	81%	(164)	204
All Christian	4%	(40)	9%	(87)	11%	(108)	76%	(761)	996
All Non-Christian	20%	(30)	16%	(24)	11%	(16)	53%	(81)	151
Atheist	7%	(8)	6%	(7)	4%	(5)	82%	(91)	111
Agnostic/Nothing in particular	2%	(14)	6%	(37)	13%	(76)	78%	(456)	583
Something Else	3%	(9)	3%	(11)	10%	(35)	84%	(303)	359
Religious Non-Protestant/Catholic	19%	(34)	15%	(26)	10%	(18)	57%	(101)	179
Evangelical	6%	(36)	8%	(46)	11%	(65)	74%	(421)	567
Non-Evangelical	1%	(9)	6%	(46)	10%	(76)	82%	(614)	745
Community: Urban	9%	(59)	11%	(76)	13%	(85)	67%	(444)	663
Community: Suburban	3%	(27)	6%	(62)	10%	(106)	81%	(822)	1017
Community: Rural	3%	(17)	5%	(29)	9%	(49)	82%	(425)	520
Employ: Private Sector	7%	(49)	12%	(79)	13%	(86)	68%	(454)	669
Employ: Government	10%	(11)	13%	(14)	16%	(18)	61%	(67)	110
Employ: Self-Employed	12%	(26)	10%	(21)	19%	(40)	58%	(121)	208
Employ: Homemaker	1%	(2)	3%	(5)	8%	(14)	88%	(155)	177
Employ: Student	2%	(2)	11%	(12)	13%	(14)	74%	(79)	108
Employ: Retired	1%	(3)	2%	(10)	6%	(30)	91%	(469)	513
Employ: Unemployed	2%	(5)	6%	(16)	10%	(29)	83%	(234)	283
Employ: Other	2%	(3)	7%	(9)	7%	(9)	84%	(111)	132
Military HH: Yes	5%	(16)	6%	(19)	12%	(41)	78%	(271)	347
Military HH: No	5%	(87)	8%	(147)	11%	(199)	77%	(1421)	1853
RD/WT: Right Direction	8%	(76)	10%	(96)	12%	(123)	70%	(705)	1001
RD/WT: Wrong Track	2%	(26)	6%	(70)	10%	(117)	82%	(986)	1199
Biden Job Approve	7%	(82)	8%	(103)	12%	(148)	73%	(891)	1225
Biden Job Disapprove	2%	(17)	6%	(53)	10%	(86)	82%	(719)	875
Biden Job Strongly Approve	10%	(62)	11%	(70)	13%	(88)	66%	(433)	652
Biden Job Somewhat Approve	4%	(20)	6%	(34)	11%	(61)	80%	(458)	573
Biden Job Somewhat Disapprove	1%	(2)	9%	(23)	17%	(43)	73%	(183)	250
Biden Job Strongly Disapprove	2%	(15)	5%	(30)	7%	(43)	86%	(537)	625

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Table MCSP9_24: How much of the following sports did you watch 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	5%	(102)	8%	(166)	11%	(240)	77%	(1691)	2200
Favorable of Biden	6%	(75)	8%	(99)	12%	(142)	74%	(904)	1220
Unfavorable of Biden	2%	(17)	6%	(52)	9%	(80)	83%	(705)	854
Very Favorable of Biden	8%	(55)	10%	(68)	12%	(77)	69%	(451)	652
Somewhat Favorable of Biden	3%	(20)	5%	(31)	11%	(65)	80%	(453)	569
Somewhat Unfavorable of Biden	4%	(8)	9%	(18)	11%	(24)	76%	(162)	212
Very Unfavorable of Biden	1%	(10)	5%	(33)	9%	(56)	85%	(543)	642
#1 Issue: Economy	4%	(33)	7%	(56)	11%	(83)	77%	(591)	763
#1 Issue: Security	3%	(11)	8%	(24)	7%	(23)	82%	(266)	324
#1 Issue: Health Care	7%	(22)	7%	(21)	11%	(34)	74%	(222)	299
#1 Issue: Medicare / Social Security	2%	(6)	5%	(14)	9%	(25)	84%	(236)	281
#1 Issue: Women's Issues	6%	(8)	6%	(8)	22%	(29)	66%	(89)	134
#1 Issue: Education	12%	(16)	14%	(18)	13%	(17)	62%	(80)	130
#1 Issue: Energy	4%	(7)	12%	(18)	14%	(21)	70%	(105)	151
#1 Issue: Other	1%	(1)	6%	(7)	8%	(9)	86%	(103)	120
2020 Vote: Joe Biden	7%	(69)	9%	(90)	12%	(120)	73%	(752)	1031
2020 Vote: Donald Trump	3%	(23)	6%	(41)	10%	(71)	81%	(569)	704
2020 Vote: Other	1%	(1)	18%	(11)	12%	(7)	69%	(40)	58
2020 Vote: Didn't Vote	2%	(10)	6%	(24)	10%	(42)	81%	(329)	405
2018 House Vote: Democrat	6%	(44)	9%	(65)	12%	(86)	73%	(534)	730
2018 House Vote: Republican	4%	(22)	7%	(43)	9%	(55)	80%	(483)	604
2016 Vote: Hillary Clinton	7%	(46)	9%	(59)	10%	(73)	74%	(520)	698
2016 Vote: Donald Trump	3%	(21)	6%	(41)	9%	(59)	81%	(525)	646
2016 Vote: Other	1%	(1)	7%	(7)	8%	(8)	84%	(85)	102
2016 Vote: Didn't Vote	5%	(34)	8%	(57)	13%	(100)	75%	(560)	751
Voted in 2014: Yes	5%	(60)	8%	(100)	10%	(130)	77%	(946)	1235
Voted in 2014: No	4%	(43)	7%	(66)	11%	(111)	77%	(745)	965
4-Region: Northeast	7%	(27)	9%	(35)	13%	(51)	71%	(280)	394
4-Region: Midwest	2%	(10)	5%	(25)	8%	(38)	84%	(388)	462
4-Region: South	4%	(35)	7%	(61)	11%	(94)	77%	(634)	824
4-Region: West	6%	(30)	9%	(44)	11%	(57)	75%	(389)	520
Sports Fans	6%	(97)	10%	(155)	13%	(214)	71%	(1149)	1615

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Table MCSP9_24: How much of the following sports did you watch 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	5%	(102)	8%	(166)	11%	(240)	77%	(1691)	2200
Avid Sports Fans	11%	(67)	14%	(87)	15%	(96)	60%	(369)	619
Casual Sports Fans	3%	(30)	7%	(67)	12%	(119)	78%	(781)	996
Non-Sports Fans	1%	(5)	2%	(12)	4%	(26)	93%	(542)	585
Gen Z Sports Fans	6%	(10)	17%	(30)	18%	(31)	59%	(105)	176
Millennial Sports Fans	14%	(74)	15%	(77)	16%	(83)	54%	(279)	512
Gen X Sports Fans	2%	(7)	9%	(35)	13%	(49)	76%	(293)	383
Boomer Sports Fans	1%	(6)	2%	(11)	10%	(46)	87%	(422)	486
Democratic Sports Fans	10%	(72)	10%	(74)	13%	(95)	66%	(472)	713
Republican Sports Fans	4%	(19)	9%	(43)	11%	(50)	76%	(344)	455
Male Sports Fans	9%	(76)	12%	(102)	14%	(120)	66%	(583)	882
Female Sports Fans	3%	(21)	7%	(53)	13%	(94)	77%	(566)	734
Olympics Fans	6%	(97)	10%	(162)	14%	(212)	70%	(1078)	1549
Avid Olympics Fans	18%	(74)	18%	(77)	19%	(82)	44%	(188)	422
Casual Olympics Fans	2%	(23)	7%	(84)	12%	(130)	79%	(890)	1128
Non-Olympics Fans	1%	(5)	1%	(4)	4%	(28)	94%	(613)	651
Watched a Lot 2021 Olympics	25%	(72)	19%	(53)	17%	(49)	39%	(110)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(4)	2%	(17)	97%	(731)	755
Watched a Lot/some 2021 Olympics	11%	(94)	16%	(137)	19%	(163)	54%	(455)	849
Watched any 2021 Olympics	7%	(100)	11%	(162)	15%	(223)	66%	(960)	1445
Familiar with Peacock	8%	(90)	10%	(117)	13%	(157)	70%	(836)	1200
Peacock Subscriber	9%	(49)	10%	(55)	12%	(63)	69%	(380)	548

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

Table MCSP9_25: *How much of the following sports did you watch 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	5%	(111)	9%	(202)	11%	(247)	75%	(1640)	2200
Gender: Male	8%	(82)	11%	(117)	13%	(135)	69%	(727)	1062
Gender: Female	3%	(29)	7%	(85)	10%	(111)	80%	(913)	1138
Age: 18-34	10%	(69)	14%	(91)	14%	(95)	61%	(401)	655
Age: 35-44	8%	(30)	15%	(54)	15%	(54)	61%	(219)	358
Age: 45-64	1%	(7)	7%	(49)	8%	(59)	85%	(636)	751
Age: 65+	1%	(5)	2%	(8)	9%	(39)	88%	(384)	436
GenZers: 1997-2012	6%	(16)	14%	(34)	18%	(45)	62%	(154)	247
Millennials: 1981-1996	12%	(76)	15%	(97)	14%	(91)	59%	(384)	647
GenXers: 1965-1980	2%	(11)	9%	(47)	10%	(54)	79%	(424)	536
Baby Boomers: 1946-1964	1%	(8)	3%	(24)	8%	(54)	88%	(595)	680
PID: Dem (no lean)	7%	(68)	12%	(108)	11%	(107)	70%	(652)	934
PID: Ind (no lean)	2%	(14)	8%	(49)	12%	(80)	78%	(503)	645
PID: Rep (no lean)	5%	(29)	7%	(46)	10%	(60)	78%	(485)	621
PID/Gender: Dem Men	13%	(55)	15%	(62)	14%	(58)	59%	(251)	427
PID/Gender: Dem Women	3%	(13)	9%	(45)	10%	(49)	79%	(400)	507
PID/Gender: Ind Men	2%	(6)	9%	(28)	16%	(49)	73%	(232)	316
PID/Gender: Ind Women	2%	(7)	6%	(20)	9%	(31)	82%	(271)	329
PID/Gender: Rep Men	6%	(21)	8%	(27)	9%	(28)	76%	(244)	320
PID/Gender: Rep Women	3%	(9)	7%	(20)	10%	(32)	80%	(241)	302
Ideo: Liberal (1-3)	8%	(54)	12%	(88)	12%	(88)	68%	(486)	715
Ideo: Moderate (4)	4%	(23)	10%	(65)	11%	(69)	75%	(476)	633
Ideo: Conservative (5-7)	5%	(32)	6%	(44)	10%	(69)	79%	(542)	687
Educ: < College	3%	(49)	9%	(133)	11%	(170)	77%	(1160)	1512
Educ: Bachelors degree	9%	(42)	9%	(38)	9%	(38)	73%	(325)	444
Educ: Post-grad	8%	(20)	13%	(31)	16%	(39)	63%	(154)	244
Income: Under 50k	3%	(43)	8%	(107)	11%	(145)	77%	(1005)	1300
Income: 50k-100k	8%	(49)	9%	(59)	11%	(69)	72%	(450)	628
Income: 100k+	7%	(19)	13%	(36)	12%	(33)	67%	(184)	273
Ethnicity: White	5%	(82)	8%	(146)	11%	(188)	76%	(1306)	1722
Ethnicity: Hispanic	8%	(29)	13%	(45)	14%	(48)	65%	(228)	349
Ethnicity: Black	7%	(19)	12%	(33)	16%	(44)	65%	(179)	274

Continued on next page

Table MCSP9_25: How much of the following sports did you watch 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	5%	(111)	9%	(202)	11%	(247)	75%	(1640)	2200
Ethnicity: Other	5%	(10)	11%	(23)	8%	(15)	76%	(155)	204
All Christian	5%	(54)	10%	(98)	11%	(106)	74%	(737)	996
All Non-Christian	20%	(30)	17%	(26)	15%	(22)	48%	(73)	151
Atheist	2%	(2)	15%	(17)	15%	(16)	68%	(75)	111
Agnostic/Nothing in particular	3%	(17)	7%	(44)	13%	(76)	77%	(447)	583
Something Else	2%	(9)	5%	(18)	7%	(26)	86%	(307)	359
Religious Non-Protestant/Catholic	18%	(33)	16%	(29)	13%	(24)	52%	(93)	179
Evangelical	7%	(38)	11%	(60)	8%	(46)	74%	(423)	567
Non-Evangelical	3%	(20)	7%	(52)	11%	(81)	80%	(593)	745
Community: Urban	9%	(58)	15%	(102)	12%	(81)	63%	(421)	663
Community: Suburban	4%	(37)	6%	(57)	10%	(105)	80%	(819)	1017
Community: Rural	3%	(16)	8%	(43)	12%	(61)	77%	(401)	520
Employ: Private Sector	9%	(59)	12%	(82)	11%	(76)	68%	(452)	669
Employ: Government	8%	(9)	23%	(25)	15%	(16)	54%	(60)	110
Employ: Self-Employed	13%	(27)	13%	(26)	16%	(33)	58%	(121)	208
Employ: Homemaker	2%	(3)	6%	(10)	9%	(15)	84%	(148)	177
Employ: Student	6%	(6)	7%	(7)	17%	(18)	71%	(77)	108
Employ: Retired	1%	(4)	4%	(22)	7%	(37)	88%	(451)	513
Employ: Unemployed	1%	(4)	7%	(20)	14%	(39)	78%	(221)	283
Employ: Other	—	(0)	8%	(10)	10%	(13)	83%	(109)	132
Military HH: Yes	5%	(17)	8%	(28)	11%	(37)	76%	(265)	347
Military HH: No	5%	(94)	9%	(174)	11%	(209)	74%	(1375)	1853
RD/WT: Right Direction	8%	(84)	12%	(121)	12%	(123)	67%	(674)	1001
RD/WT: Wrong Track	2%	(27)	7%	(81)	10%	(124)	81%	(966)	1199
Biden Job Approve	7%	(87)	12%	(146)	12%	(149)	69%	(843)	1225
Biden Job Disapprove	3%	(23)	6%	(49)	9%	(83)	82%	(721)	875
Biden Job Strongly Approve	10%	(65)	14%	(89)	13%	(84)	64%	(414)	652
Biden Job Somewhat Approve	4%	(22)	10%	(57)	11%	(66)	75%	(428)	573
Biden Job Somewhat Disapprove	2%	(5)	10%	(26)	14%	(36)	73%	(184)	250
Biden Job Strongly Disapprove	3%	(18)	4%	(23)	8%	(47)	86%	(537)	625

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Table MCSP9_25: How much of the following sports did you watch 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	5%	(111)	9%	(202)	11%	(247)	75%	(1640)	2200
Favorable of Biden	6%	(79)	11%	(133)	12%	(147)	71%	(861)	1220
Unfavorable of Biden	3%	(23)	6%	(52)	10%	(84)	81%	(695)	854
Very Favorable of Biden	9%	(60)	12%	(78)	13%	(84)	66%	(430)	652
Somewhat Favorable of Biden	3%	(19)	10%	(55)	11%	(64)	76%	(431)	569
Somewhat Unfavorable of Biden	4%	(9)	12%	(25)	10%	(22)	74%	(156)	212
Very Unfavorable of Biden	2%	(14)	4%	(27)	10%	(63)	84%	(539)	642
#1 Issue: Economy	4%	(34)	10%	(77)	12%	(93)	73%	(559)	763
#1 Issue: Security	6%	(19)	7%	(22)	7%	(23)	80%	(260)	324
#1 Issue: Health Care	8%	(24)	9%	(27)	11%	(33)	72%	(215)	299
#1 Issue: Medicare / Social Security	1%	(4)	4%	(11)	11%	(32)	83%	(234)	281
#1 Issue: Women's Issues	7%	(9)	10%	(13)	14%	(19)	69%	(93)	134
#1 Issue: Education	8%	(10)	16%	(21)	14%	(18)	62%	(81)	130
#1 Issue: Energy	7%	(10)	14%	(22)	17%	(26)	62%	(93)	151
#1 Issue: Other	1%	(1)	9%	(11)	3%	(4)	87%	(105)	120
2020 Vote: Joe Biden	7%	(71)	11%	(115)	12%	(125)	70%	(720)	1031
2020 Vote: Donald Trump	4%	(25)	8%	(53)	9%	(62)	80%	(565)	704
2020 Vote: Other	4%	(3)	11%	(6)	15%	(9)	70%	(40)	58
2020 Vote: Didn't Vote	3%	(13)	7%	(28)	13%	(51)	77%	(313)	405
2018 House Vote: Democrat	6%	(43)	11%	(82)	13%	(94)	70%	(510)	730
2018 House Vote: Republican	4%	(27)	7%	(43)	9%	(53)	80%	(481)	604
2016 Vote: Hillary Clinton	6%	(44)	11%	(74)	12%	(81)	71%	(499)	698
2016 Vote: Donald Trump	4%	(24)	7%	(45)	9%	(57)	80%	(520)	646
2016 Vote: Other	3%	(3)	7%	(7)	7%	(7)	83%	(85)	102
2016 Vote: Didn't Vote	5%	(40)	10%	(75)	14%	(102)	71%	(534)	751
Voted in 2014: Yes	5%	(63)	9%	(109)	11%	(140)	75%	(923)	1235
Voted in 2014: No	5%	(48)	10%	(93)	11%	(107)	74%	(717)	965
4-Region: Northeast	7%	(29)	12%	(47)	12%	(47)	69%	(271)	394
4-Region: Midwest	2%	(9)	8%	(36)	10%	(47)	80%	(370)	462
4-Region: South	4%	(35)	9%	(76)	11%	(91)	75%	(622)	824
4-Region: West	7%	(37)	8%	(44)	12%	(61)	73%	(378)	520
Sports Fans	7%	(105)	11%	(184)	14%	(221)	68%	(1105)	1615

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Table MCSP9_25: How much of the following sports did you watch 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	5%	(111)	9%	(202)	11%	(247)	75%	(1640)	2200
Avid Sports Fans	11%	(70)	14%	(89)	16%	(97)	59%	(362)	619
Casual Sports Fans	4%	(35)	9%	(94)	12%	(124)	75%	(743)	996
Non-Sports Fans	1%	(6)	3%	(19)	4%	(25)	91%	(535)	585
Gen Z Sports Fans	8%	(14)	18%	(31)	21%	(37)	53%	(94)	176
Millennial Sports Fans	14%	(73)	17%	(88)	15%	(79)	53%	(272)	512
Gen X Sports Fans	3%	(11)	11%	(42)	13%	(51)	73%	(278)	383
Boomer Sports Fans	1%	(6)	4%	(22)	10%	(51)	84%	(408)	486
Democratic Sports Fans	9%	(66)	13%	(95)	14%	(103)	63%	(450)	713
Republican Sports Fans	6%	(28)	10%	(43)	11%	(52)	73%	(332)	455
Male Sports Fans	9%	(81)	12%	(108)	14%	(121)	65%	(572)	882
Female Sports Fans	3%	(24)	10%	(76)	14%	(100)	73%	(533)	734
Olympics Fans	7%	(108)	12%	(192)	14%	(221)	66%	(1029)	1549
Avid Olympics Fans	17%	(72)	19%	(79)	23%	(97)	41%	(174)	422
Casual Olympics Fans	3%	(36)	10%	(113)	11%	(124)	76%	(855)	1128
Non-Olympics Fans	—	(3)	2%	(11)	4%	(26)	94%	(611)	651
Watched a Lot 2021 Olympics	23%	(65)	20%	(56)	23%	(64)	34%	(98)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(10)	2%	(17)	96%	(725)	755
Watched a Lot/some 2021 Olympics	12%	(104)	18%	(150)	20%	(172)	50%	(424)	849
Watched any 2021 Olympics	7%	(108)	13%	(192)	16%	(229)	63%	(915)	1445
Familiar with Peacock	8%	(93)	13%	(151)	12%	(144)	68%	(812)	1200
Peacock Subscriber	9%	(48)	11%	(62)	12%	(65)	68%	(372)	548

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

Table MCSP9_26: *How much of the following sports did you watch 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	7%	(147)	10%	(223)	12%	(265)	71%	(1565)	2200
Gender: Male	10%	(108)	14%	(149)	13%	(142)	62%	(663)	1062
Gender: Female	3%	(39)	6%	(73)	11%	(123)	79%	(902)	1138
Age: 18-34	12%	(80)	15%	(99)	17%	(109)	56%	(367)	655
Age: 35-44	11%	(41)	16%	(58)	13%	(45)	60%	(214)	358
Age: 45-64	3%	(19)	7%	(50)	9%	(69)	82%	(613)	751
Age: 65+	2%	(7)	3%	(15)	10%	(42)	85%	(372)	436
GenZers: 1997-2012	9%	(22)	10%	(26)	22%	(55)	58%	(144)	247
Millennials: 1981-1996	14%	(93)	18%	(118)	13%	(82)	55%	(353)	647
GenXers: 1965-1980	3%	(18)	8%	(43)	10%	(56)	78%	(418)	536
Baby Boomers: 1946-1964	2%	(14)	4%	(29)	9%	(64)	84%	(572)	680
PID: Dem (no lean)	9%	(85)	11%	(100)	11%	(106)	69%	(643)	934
PID: Ind (no lean)	4%	(26)	12%	(80)	11%	(74)	72%	(465)	645
PID: Rep (no lean)	6%	(37)	7%	(43)	14%	(85)	73%	(457)	621
PID/Gender: Dem Men	15%	(66)	16%	(68)	13%	(54)	56%	(239)	427
PID/Gender: Dem Women	4%	(18)	6%	(32)	10%	(53)	80%	(404)	507
PID/Gender: Ind Men	5%	(17)	16%	(52)	14%	(45)	64%	(201)	316
PID/Gender: Ind Women	3%	(9)	9%	(28)	9%	(28)	80%	(264)	329
PID/Gender: Rep Men	8%	(25)	9%	(29)	13%	(43)	70%	(223)	320
PID/Gender: Rep Women	4%	(12)	4%	(14)	14%	(42)	78%	(234)	302
Ideo: Liberal (1-3)	10%	(70)	11%	(79)	10%	(73)	69%	(493)	715
Ideo: Moderate (4)	3%	(22)	14%	(87)	13%	(85)	69%	(439)	633
Ideo: Conservative (5-7)	7%	(46)	7%	(47)	13%	(90)	73%	(505)	687
Educ: < College	5%	(80)	9%	(143)	12%	(182)	73%	(1108)	1512
Educ: Bachelors degree	10%	(43)	11%	(48)	12%	(53)	68%	(300)	444
Educ: Post-grad	10%	(25)	13%	(32)	13%	(31)	64%	(157)	244
Income: Under 50k	5%	(62)	9%	(114)	12%	(160)	74%	(963)	1300
Income: 50k-100k	9%	(58)	11%	(72)	12%	(75)	67%	(424)	628
Income: 100k+	10%	(27)	13%	(37)	11%	(30)	65%	(178)	273
Ethnicity: White	7%	(117)	9%	(157)	12%	(203)	72%	(1245)	1722
Ethnicity: Hispanic	10%	(36)	13%	(46)	15%	(53)	62%	(215)	349
Ethnicity: Black	8%	(21)	14%	(39)	13%	(35)	65%	(179)	274

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Table MCSP9_26: How much of the following sports did you watch 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	7%	(147)	10%	(223)	12%	(265)	71%	(1565)	2200
Ethnicity: Other	5%	(9)	13%	(26)	13%	(27)	69%	(141)	204
All Christian	6%	(65)	11%	(109)	12%	(119)	71%	(704)	996
All Non-Christian	20%	(30)	14%	(21)	17%	(25)	49%	(74)	151
Atheist	6%	(6)	11%	(12)	10%	(11)	74%	(81)	111
Agnostic/Nothing in particular	6%	(35)	8%	(48)	11%	(66)	74%	(434)	583
Something Else	3%	(12)	9%	(32)	12%	(44)	76%	(271)	359
Religious Non-Protestant/Catholic	20%	(35)	13%	(23)	15%	(27)	52%	(93)	179
Evangelical	8%	(46)	12%	(66)	12%	(67)	68%	(388)	567
Non-Evangelical	3%	(22)	9%	(69)	12%	(93)	75%	(561)	745
Community: Urban	12%	(81)	14%	(92)	13%	(86)	61%	(405)	663
Community: Suburban	5%	(48)	8%	(85)	11%	(116)	76%	(769)	1017
Community: Rural	4%	(19)	9%	(46)	12%	(64)	75%	(391)	520
Employ: Private Sector	9%	(62)	15%	(99)	13%	(84)	63%	(424)	669
Employ: Government	15%	(16)	18%	(20)	20%	(22)	47%	(51)	110
Employ: Self-Employed	15%	(32)	11%	(24)	17%	(36)	56%	(116)	208
Employ: Homemaker	2%	(3)	6%	(10)	13%	(23)	80%	(141)	177
Employ: Student	8%	(8)	10%	(10)	12%	(13)	71%	(77)	108
Employ: Retired	2%	(11)	6%	(30)	8%	(40)	84%	(433)	513
Employ: Unemployed	3%	(9)	7%	(19)	11%	(31)	80%	(226)	283
Employ: Other	5%	(6)	8%	(11)	13%	(18)	74%	(97)	132
Military HH: Yes	6%	(22)	11%	(37)	11%	(39)	72%	(248)	347
Military HH: No	7%	(125)	10%	(186)	12%	(226)	71%	(1317)	1853
RD/WT: Right Direction	10%	(96)	13%	(126)	12%	(122)	66%	(657)	1001
RD/WT: Wrong Track	4%	(51)	8%	(97)	12%	(143)	76%	(908)	1199
Biden Job Approve	9%	(107)	11%	(139)	12%	(144)	68%	(834)	1225
Biden Job Disapprove	4%	(37)	8%	(70)	13%	(114)	75%	(654)	875
Biden Job Strongly Approve	13%	(82)	13%	(82)	13%	(82)	62%	(407)	652
Biden Job Somewhat Approve	4%	(25)	10%	(58)	11%	(62)	75%	(428)	573
Biden Job Somewhat Disapprove	2%	(5)	12%	(30)	19%	(49)	67%	(167)	250
Biden Job Strongly Disapprove	5%	(32)	6%	(40)	10%	(65)	78%	(487)	625

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Table MCSP9_26: How much of the following sports did you watch 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	7%	(147)	10%	(223)	12%	(265)	71%	(1565)	2200
Favorable of Biden	8%	(99)	12%	(141)	11%	(138)	69%	(842)	1220
Unfavorable of Biden	4%	(37)	8%	(70)	13%	(107)	75%	(640)	854
Very Favorable of Biden	12%	(75)	13%	(85)	11%	(72)	64%	(419)	652
Somewhat Favorable of Biden	4%	(24)	10%	(56)	12%	(66)	74%	(423)	569
Somewhat Unfavorable of Biden	5%	(10)	13%	(28)	15%	(31)	67%	(143)	212
Very Unfavorable of Biden	4%	(27)	7%	(42)	12%	(76)	77%	(497)	642
#1 Issue: Economy	7%	(50)	12%	(90)	12%	(91)	70%	(532)	763
#1 Issue: Security	6%	(21)	7%	(23)	14%	(46)	72%	(234)	324
#1 Issue: Health Care	8%	(25)	11%	(32)	10%	(29)	71%	(213)	299
#1 Issue: Medicare / Social Security	3%	(7)	6%	(17)	10%	(29)	81%	(228)	281
#1 Issue: Women's Issues	12%	(16)	13%	(17)	11%	(14)	64%	(86)	134
#1 Issue: Education	11%	(14)	18%	(23)	15%	(20)	56%	(73)	130
#1 Issue: Energy	8%	(12)	8%	(12)	21%	(31)	63%	(95)	151
#1 Issue: Other	2%	(2)	7%	(9)	4%	(5)	87%	(104)	120
2020 Vote: Joe Biden	9%	(89)	12%	(122)	11%	(111)	69%	(708)	1031
2020 Vote: Donald Trump	5%	(38)	8%	(58)	12%	(84)	74%	(524)	704
2020 Vote: Other	10%	(6)	12%	(7)	10%	(6)	68%	(40)	58
2020 Vote: Didn't Vote	4%	(14)	9%	(35)	16%	(64)	72%	(292)	405
2018 House Vote: Democrat	8%	(55)	12%	(85)	12%	(85)	69%	(505)	730
2018 House Vote: Republican	6%	(38)	8%	(50)	11%	(66)	75%	(450)	604
2016 Vote: Hillary Clinton	7%	(50)	11%	(79)	10%	(70)	72%	(499)	698
2016 Vote: Donald Trump	6%	(38)	8%	(54)	11%	(70)	75%	(485)	646
2016 Vote: Other	2%	(2)	12%	(12)	12%	(12)	74%	(75)	102
2016 Vote: Didn't Vote	8%	(57)	10%	(78)	15%	(112)	67%	(504)	751
Voted in 2014: Yes	7%	(81)	10%	(127)	11%	(131)	73%	(896)	1235
Voted in 2014: No	7%	(66)	10%	(95)	14%	(134)	69%	(669)	965
4-Region: Northeast	10%	(37)	9%	(34)	12%	(49)	69%	(273)	394
4-Region: Midwest	4%	(18)	8%	(37)	12%	(56)	76%	(350)	462
4-Region: South	6%	(50)	12%	(99)	11%	(88)	71%	(587)	824
4-Region: West	8%	(42)	10%	(52)	14%	(72)	68%	(354)	520
Sports Fans	9%	(141)	12%	(199)	15%	(238)	64%	(1038)	1615

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Table MCSP9_26: How much of the following sports did you watch 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	7%	(147)	10%	(223)	12%	(265)	71%	(1565)	2200
Avid Sports Fans	15%	(95)	17%	(106)	17%	(102)	51%	(316)	619
Casual Sports Fans	5%	(46)	9%	(93)	14%	(135)	72%	(722)	996
Non-Sports Fans	1%	(7)	4%	(23)	5%	(27)	90%	(527)	585
Gen Z Sports Fans	12%	(20)	11%	(19)	26%	(45)	52%	(92)	176
Millennial Sports Fans	18%	(90)	21%	(108)	15%	(78)	46%	(235)	512
Gen X Sports Fans	5%	(18)	11%	(41)	13%	(50)	71%	(274)	383
Boomer Sports Fans	2%	(12)	6%	(28)	12%	(59)	80%	(388)	486
Democratic Sports Fans	12%	(83)	13%	(90)	14%	(99)	62%	(441)	713
Republican Sports Fans	7%	(34)	8%	(38)	17%	(76)	67%	(306)	455
Male Sports Fans	12%	(103)	15%	(136)	15%	(130)	58%	(513)	882
Female Sports Fans	5%	(37)	9%	(63)	15%	(108)	72%	(525)	734
Olympics Fans	9%	(137)	13%	(205)	15%	(232)	63%	(975)	1549
Avid Olympics Fans	21%	(90)	22%	(91)	18%	(77)	39%	(164)	422
Casual Olympics Fans	4%	(47)	10%	(114)	14%	(155)	72%	(811)	1128
Non-Olympics Fans	2%	(10)	3%	(17)	5%	(33)	91%	(590)	651
Watched a Lot 2021 Olympics	29%	(83)	19%	(54)	18%	(52)	33%	(93)	283
Didn't Watch any 2021 Olympics	1%	(5)	2%	(16)	3%	(22)	94%	(711)	755
Watched a Lot/some 2021 Olympics	16%	(132)	19%	(163)	18%	(157)	47%	(398)	849
Watched any 2021 Olympics	10%	(142)	14%	(206)	17%	(243)	59%	(854)	1445
Familiar with Peacock	10%	(114)	13%	(161)	12%	(147)	65%	(778)	1200
Peacock Subscriber	11%	(61)	12%	(66)	11%	(60)	66%	(360)	548

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

Table MCSP9_27: How much of the following sports did you watch 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	8%	(187)	16%	(361)	13%	(286)	62%	(1365)	2200
Gender: Male	10%	(107)	20%	(212)	15%	(157)	55%	(586)	1062
Gender: Female	7%	(79)	13%	(149)	11%	(130)	69%	(780)	1138
Age: 18-34	17%	(108)	21%	(138)	13%	(86)	49%	(323)	655
Age: 35-44	12%	(42)	21%	(74)	17%	(61)	51%	(181)	358
Age: 45-64	3%	(24)	13%	(97)	11%	(82)	73%	(547)	751
Age: 65+	3%	(13)	12%	(52)	13%	(56)	72%	(315)	436
GenZers: 1997-2012	15%	(38)	18%	(46)	15%	(37)	51%	(127)	247
Millennials: 1981-1996	16%	(102)	23%	(148)	14%	(90)	47%	(306)	647
GenXers: 1965-1980	5%	(25)	14%	(77)	12%	(67)	68%	(367)	536
Baby Boomers: 1946-1964	3%	(18)	12%	(82)	12%	(81)	73%	(500)	680
PID: Dem (no lean)	11%	(99)	20%	(189)	13%	(119)	56%	(527)	934
PID: Ind (no lean)	7%	(48)	17%	(107)	13%	(86)	63%	(405)	645
PID: Rep (no lean)	7%	(41)	11%	(66)	13%	(81)	70%	(434)	621
PID/Gender: Dem Men	15%	(65)	24%	(104)	14%	(60)	46%	(197)	427
PID/Gender: Dem Women	7%	(34)	17%	(85)	12%	(59)	65%	(330)	507
PID/Gender: Ind Men	7%	(24)	21%	(67)	15%	(46)	57%	(179)	316
PID/Gender: Ind Women	7%	(24)	12%	(39)	12%	(40)	69%	(226)	329
PID/Gender: Rep Men	6%	(19)	13%	(41)	16%	(51)	66%	(210)	320
PID/Gender: Rep Women	7%	(22)	8%	(25)	10%	(31)	74%	(224)	302
Ideo: Liberal (1-3)	13%	(93)	21%	(149)	14%	(98)	53%	(376)	715
Ideo: Moderate (4)	6%	(37)	17%	(110)	14%	(91)	63%	(396)	633
Ideo: Conservative (5-7)	7%	(46)	12%	(81)	12%	(81)	70%	(479)	687
Educ: < College	7%	(111)	15%	(229)	12%	(183)	65%	(988)	1512
Educ: Bachelors degree	11%	(50)	18%	(82)	16%	(70)	55%	(242)	444
Educ: Post-grad	11%	(26)	21%	(51)	13%	(32)	55%	(135)	244
Income: Under 50k	7%	(93)	15%	(200)	12%	(157)	65%	(850)	1300
Income: 50k-100k	11%	(67)	16%	(102)	14%	(88)	59%	(370)	628
Income: 100k+	10%	(26)	22%	(60)	15%	(42)	53%	(145)	273
Ethnicity: White	8%	(138)	16%	(275)	13%	(220)	63%	(1089)	1722
Ethnicity: Hispanic	15%	(54)	16%	(58)	14%	(50)	54%	(189)	349
Ethnicity: Black	9%	(25)	19%	(51)	14%	(38)	59%	(160)	274

Continued on next page

Table MCSP9_27: How much of the following sports did you watch 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	8%	(187)	16%	(361)	13%	(286)	62%	(1365)	2200
Ethnicity: Other	12%	(24)	17%	(35)	14%	(28)	57%	(116)	204
All Christian	8%	(79)	18%	(180)	13%	(132)	61%	(605)	996
All Non-Christian	21%	(32)	20%	(31)	11%	(17)	48%	(72)	151
Atheist	10%	(11)	12%	(13)	21%	(23)	57%	(63)	111
Agnostic/Nothing in particular	7%	(43)	16%	(96)	13%	(75)	63%	(369)	583
Something Else	6%	(22)	12%	(42)	11%	(39)	71%	(256)	359
Religious Non-Protestant/Catholic	20%	(37)	19%	(35)	10%	(18)	50%	(89)	179
Evangelical	9%	(53)	17%	(95)	14%	(79)	60%	(340)	567
Non-Evangelical	5%	(40)	16%	(121)	12%	(88)	67%	(497)	745
Community: Urban	13%	(87)	22%	(147)	13%	(86)	52%	(343)	663
Community: Suburban	8%	(77)	14%	(140)	13%	(134)	65%	(666)	1017
Community: Rural	4%	(23)	14%	(74)	13%	(66)	69%	(357)	520
Employ: Private Sector	12%	(77)	20%	(131)	14%	(95)	55%	(366)	669
Employ: Government	16%	(17)	24%	(27)	21%	(23)	39%	(42)	110
Employ: Self-Employed	15%	(31)	20%	(41)	16%	(34)	49%	(102)	208
Employ: Homemaker	6%	(10)	12%	(20)	10%	(18)	73%	(128)	177
Employ: Student	15%	(16)	18%	(19)	12%	(13)	55%	(60)	108
Employ: Retired	3%	(16)	12%	(60)	12%	(61)	73%	(376)	513
Employ: Unemployed	5%	(15)	15%	(43)	10%	(29)	69%	(196)	283
Employ: Other	3%	(4)	16%	(21)	9%	(12)	72%	(95)	132
Military HH: Yes	7%	(23)	21%	(74)	12%	(40)	60%	(210)	347
Military HH: No	9%	(164)	16%	(287)	13%	(246)	62%	(1156)	1853
RD/WT: Right Direction	12%	(117)	21%	(208)	14%	(141)	53%	(534)	1001
RD/WT: Wrong Track	6%	(69)	13%	(154)	12%	(145)	69%	(831)	1199
Biden Job Approve	11%	(133)	20%	(242)	13%	(162)	56%	(687)	1225
Biden Job Disapprove	5%	(46)	12%	(109)	13%	(114)	69%	(607)	875
Biden Job Strongly Approve	14%	(88)	23%	(148)	14%	(88)	50%	(328)	652
Biden Job Somewhat Approve	8%	(45)	17%	(95)	13%	(74)	63%	(360)	573
Biden Job Somewhat Disapprove	7%	(17)	17%	(42)	16%	(40)	61%	(151)	250
Biden Job Strongly Disapprove	5%	(29)	11%	(66)	12%	(74)	73%	(456)	625

Continued on next page

Table MCSP9_27: How much of the following sports did you watch 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	8%	(187)	16%	(361)	13%	(286)	62%	(1365)	2200
Favorable of Biden	10%	(122)	20%	(246)	13%	(161)	57%	(691)	1220
Unfavorable of Biden	6%	(50)	12%	(101)	13%	(110)	69%	(592)	854
Very Favorable of Biden	12%	(76)	23%	(149)	13%	(84)	53%	(343)	652
Somewhat Favorable of Biden	8%	(46)	17%	(97)	14%	(77)	61%	(348)	569
Somewhat Unfavorable of Biden	8%	(16)	18%	(38)	15%	(32)	60%	(127)	212
Very Unfavorable of Biden	5%	(34)	10%	(64)	12%	(79)	73%	(465)	642
#1 Issue: Economy	7%	(53)	17%	(126)	13%	(99)	64%	(484)	763
#1 Issue: Security	10%	(32)	12%	(40)	12%	(38)	66%	(215)	324
#1 Issue: Health Care	10%	(29)	19%	(57)	16%	(49)	55%	(163)	299
#1 Issue: Medicare / Social Security	3%	(10)	15%	(41)	11%	(32)	71%	(198)	281
#1 Issue: Women's Issues	16%	(21)	21%	(28)	12%	(16)	51%	(69)	134
#1 Issue: Education	12%	(15)	18%	(23)	14%	(18)	57%	(74)	130
#1 Issue: Energy	14%	(21)	18%	(27)	19%	(29)	48%	(73)	151
#1 Issue: Other	5%	(6)	16%	(19)	6%	(7)	74%	(88)	120
2020 Vote: Joe Biden	10%	(104)	21%	(213)	14%	(147)	55%	(567)	1031
2020 Vote: Donald Trump	6%	(41)	11%	(77)	12%	(88)	71%	(499)	704
2020 Vote: Other	8%	(5)	19%	(11)	19%	(11)	54%	(32)	58
2020 Vote: Didn't Vote	9%	(37)	15%	(60)	10%	(41)	66%	(267)	405
2018 House Vote: Democrat	10%	(73)	19%	(142)	15%	(110)	56%	(406)	730
2018 House Vote: Republican	6%	(39)	12%	(72)	13%	(78)	69%	(415)	604
2016 Vote: Hillary Clinton	9%	(60)	19%	(136)	14%	(101)	57%	(400)	698
2016 Vote: Donald Trump	6%	(41)	13%	(85)	11%	(73)	69%	(447)	646
2016 Vote: Other	7%	(7)	13%	(13)	16%	(16)	64%	(65)	102
2016 Vote: Didn't Vote	10%	(78)	17%	(126)	13%	(95)	60%	(452)	751
Voted in 2014: Yes	8%	(99)	16%	(200)	14%	(169)	62%	(767)	1235
Voted in 2014: No	9%	(88)	17%	(161)	12%	(117)	62%	(598)	965
4-Region: Northeast	12%	(45)	16%	(65)	15%	(59)	57%	(225)	394
4-Region: Midwest	6%	(26)	15%	(70)	12%	(57)	67%	(308)	462
4-Region: South	8%	(67)	16%	(129)	12%	(102)	64%	(526)	824
4-Region: West	9%	(48)	19%	(97)	13%	(68)	59%	(307)	520
Sports Fans	11%	(173)	19%	(310)	15%	(250)	55%	(882)	1615

Continued on next page

Table MCSP9_27: How much of the following sports did you watch 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	8%	(187)	16%	(361)	13%	(286)	62%	(1365)	2200
Avid Sports Fans	16%	(99)	24%	(147)	15%	(93)	45%	(280)	619
Casual Sports Fans	7%	(75)	16%	(163)	16%	(157)	60%	(602)	996
Non-Sports Fans	2%	(14)	9%	(52)	6%	(36)	83%	(483)	585
Gen Z Sports Fans	19%	(33)	19%	(33)	17%	(30)	46%	(80)	176
Millennial Sports Fans	19%	(96)	25%	(130)	15%	(79)	40%	(206)	512
Gen X Sports Fans	6%	(24)	18%	(68)	15%	(57)	61%	(233)	383
Boomer Sports Fans	3%	(17)	15%	(72)	15%	(73)	67%	(324)	486
Democratic Sports Fans	13%	(94)	23%	(165)	15%	(105)	49%	(349)	713
Republican Sports Fans	9%	(39)	13%	(60)	16%	(73)	62%	(283)	455
Male Sports Fans	12%	(106)	21%	(185)	16%	(145)	51%	(446)	882
Female Sports Fans	9%	(67)	17%	(125)	14%	(105)	60%	(437)	734
Olympics Fans	12%	(181)	22%	(342)	16%	(255)	50%	(771)	1549
Avid Olympics Fans	27%	(113)	31%	(129)	16%	(69)	27%	(112)	422
Casual Olympics Fans	6%	(69)	19%	(213)	16%	(186)	58%	(660)	1128
Non-Olympics Fans	1%	(6)	3%	(19)	5%	(32)	91%	(594)	651
Watched a Lot 2021 Olympics	35%	(99)	32%	(91)	15%	(42)	18%	(50)	283
Didn't Watch any 2021 Olympics	1%	(4)	2%	(16)	3%	(26)	94%	(710)	755
Watched a Lot/some 2021 Olympics	20%	(167)	32%	(269)	18%	(154)	30%	(259)	849
Watched any 2021 Olympics	13%	(183)	24%	(346)	18%	(260)	45%	(656)	1445
Familiar with Peacock	11%	(135)	20%	(236)	15%	(174)	55%	(656)	1200
Peacock Subscriber	12%	(68)	20%	(111)	12%	(67)	55%	(302)	548

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

Table MCSP9_28: *How much of the following sports did you watch 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	9%	(201)	16%	(342)	13%	(288)	62%	(1370)	2200
Gender: Male	13%	(141)	19%	(199)	14%	(144)	54%	(578)	1062
Gender: Female	5%	(60)	13%	(143)	13%	(144)	70%	(792)	1138
Age: 18-34	16%	(105)	21%	(136)	14%	(92)	49%	(322)	655
Age: 35-44	15%	(54)	19%	(68)	12%	(44)	53%	(191)	358
Age: 45-64	4%	(32)	13%	(96)	13%	(98)	70%	(525)	751
Age: 65+	2%	(8)	9%	(41)	12%	(54)	76%	(332)	436
GenZers: 1997-2012	14%	(34)	20%	(50)	12%	(29)	55%	(135)	247
Millennials: 1981-1996	17%	(113)	21%	(136)	15%	(96)	47%	(302)	647
GenXers: 1965-1980	5%	(28)	15%	(81)	11%	(57)	69%	(370)	536
Baby Boomers: 1946-1964	3%	(23)	10%	(70)	14%	(97)	72%	(490)	680
PID: Dem (no lean)	13%	(119)	20%	(184)	12%	(116)	55%	(515)	934
PID: Ind (no lean)	7%	(45)	12%	(76)	15%	(99)	66%	(425)	645
PID: Rep (no lean)	6%	(36)	13%	(82)	12%	(73)	69%	(430)	621
PID/Gender: Dem Men	21%	(90)	24%	(103)	10%	(44)	44%	(190)	427
PID/Gender: Dem Women	6%	(30)	16%	(80)	14%	(72)	64%	(325)	507
PID/Gender: Ind Men	8%	(26)	13%	(42)	18%	(58)	60%	(189)	316
PID/Gender: Ind Women	6%	(19)	10%	(34)	12%	(40)	72%	(236)	329
PID/Gender: Rep Men	8%	(25)	17%	(53)	13%	(42)	62%	(200)	320
PID/Gender: Rep Women	4%	(11)	10%	(29)	10%	(32)	76%	(230)	302
Ideo: Liberal (1-3)	13%	(96)	19%	(137)	12%	(88)	55%	(394)	715
Ideo: Moderate (4)	10%	(62)	14%	(86)	14%	(91)	62%	(394)	633
Ideo: Conservative (5-7)	5%	(33)	14%	(98)	13%	(91)	68%	(465)	687
Educ: < College	7%	(103)	14%	(211)	12%	(183)	67%	(1015)	1512
Educ: Bachelors degree	14%	(60)	18%	(80)	15%	(67)	53%	(236)	444
Educ: Post-grad	15%	(37)	21%	(51)	15%	(38)	49%	(119)	244
Income: Under 50k	6%	(76)	15%	(192)	12%	(157)	67%	(874)	1300
Income: 50k-100k	12%	(74)	17%	(106)	13%	(81)	58%	(367)	628
Income: 100k+	18%	(50)	16%	(44)	18%	(50)	47%	(128)	273
Ethnicity: White	9%	(152)	15%	(255)	13%	(216)	64%	(1098)	1722
Ethnicity: Hispanic	13%	(46)	24%	(84)	15%	(53)	48%	(166)	349
Ethnicity: Black	10%	(27)	15%	(41)	17%	(46)	58%	(160)	274

Continued on next page

Table MCSP9_28: How much of the following sports did you watch 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	9%	(201)	16%	(342)	13%	(288)	62%	(1370)	2200
Ethnicity: Other	10%	(21)	22%	(45)	13%	(27)	54%	(111)	204
All Christian	9%	(94)	18%	(179)	12%	(122)	60%	(601)	996
All Non-Christian	28%	(43)	25%	(39)	10%	(15)	36%	(54)	151
Atheist	9%	(10)	18%	(19)	7%	(8)	66%	(73)	111
Agnostic/Nothing in particular	7%	(40)	12%	(70)	15%	(88)	66%	(385)	583
Something Else	4%	(13)	10%	(35)	15%	(54)	71%	(256)	359
Religious Non-Protestant/Catholic	26%	(46)	24%	(43)	11%	(19)	39%	(71)	179
Evangelical	10%	(58)	16%	(90)	14%	(79)	60%	(341)	567
Non-Evangelical	6%	(44)	16%	(117)	12%	(93)	66%	(492)	745
Community: Urban	16%	(109)	18%	(122)	13%	(88)	52%	(344)	663
Community: Suburban	7%	(74)	14%	(138)	13%	(137)	66%	(669)	1017
Community: Rural	4%	(18)	16%	(82)	12%	(64)	69%	(356)	520
Employ: Private Sector	14%	(93)	20%	(133)	14%	(96)	52%	(348)	669
Employ: Government	22%	(24)	21%	(23)	17%	(19)	40%	(43)	110
Employ: Self-Employed	17%	(35)	17%	(35)	17%	(36)	49%	(103)	208
Employ: Homemaker	3%	(4)	8%	(15)	19%	(34)	70%	(123)	177
Employ: Student	10%	(11)	22%	(24)	13%	(14)	55%	(60)	108
Employ: Retired	3%	(15)	11%	(55)	10%	(53)	76%	(390)	513
Employ: Unemployed	4%	(13)	15%	(42)	9%	(27)	71%	(202)	283
Employ: Other	4%	(6)	12%	(16)	7%	(10)	76%	(100)	132
Military HH: Yes	9%	(31)	12%	(41)	14%	(47)	66%	(229)	347
Military HH: No	9%	(170)	16%	(301)	13%	(241)	62%	(1141)	1853
RD/WT: Right Direction	13%	(133)	19%	(192)	14%	(138)	54%	(537)	1001
RD/WT: Wrong Track	6%	(68)	12%	(149)	12%	(150)	69%	(832)	1199
Biden Job Approve	12%	(152)	19%	(233)	13%	(165)	55%	(674)	1225
Biden Job Disapprove	5%	(43)	11%	(94)	13%	(116)	71%	(622)	875
Biden Job Strongly Approve	17%	(108)	19%	(122)	14%	(91)	51%	(331)	652
Biden Job Somewhat Approve	8%	(44)	19%	(111)	13%	(75)	60%	(343)	573
Biden Job Somewhat Disapprove	6%	(16)	14%	(34)	16%	(41)	63%	(159)	250
Biden Job Strongly Disapprove	4%	(27)	10%	(59)	12%	(75)	74%	(463)	625

Continued on next page

Table MCSP9_28: *How much of the following sports did you watch 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	9%	(201)	16%	(342)	13%	(288)	62%	(1370)	2200
Favorable of Biden	12%	(143)	19%	(235)	13%	(160)	56%	(682)	1220
Unfavorable of Biden	5%	(46)	10%	(87)	13%	(113)	71%	(608)	854
Very Favorable of Biden	16%	(102)	19%	(125)	12%	(76)	53%	(349)	652
Somewhat Favorable of Biden	7%	(41)	19%	(110)	15%	(84)	59%	(333)	569
Somewhat Unfavorable of Biden	8%	(17)	13%	(28)	16%	(34)	63%	(133)	212
Very Unfavorable of Biden	5%	(29)	9%	(59)	12%	(79)	74%	(475)	642
#1 Issue: Economy	10%	(77)	15%	(114)	13%	(102)	62%	(469)	763
#1 Issue: Security	5%	(15)	16%	(52)	16%	(51)	64%	(206)	324
#1 Issue: Health Care	13%	(38)	17%	(52)	13%	(38)	57%	(171)	299
#1 Issue: Medicare / Social Security	4%	(11)	8%	(22)	11%	(30)	78%	(217)	281
#1 Issue: Women's Issues	14%	(19)	17%	(23)	15%	(20)	54%	(72)	134
#1 Issue: Education	18%	(23)	20%	(26)	11%	(14)	51%	(66)	130
#1 Issue: Energy	11%	(16)	23%	(35)	13%	(19)	54%	(81)	151
#1 Issue: Other	2%	(3)	14%	(17)	11%	(13)	73%	(87)	120
2020 Vote: Joe Biden	13%	(135)	19%	(191)	14%	(142)	55%	(563)	1031
2020 Vote: Donald Trump	6%	(44)	10%	(73)	14%	(96)	70%	(491)	704
2020 Vote: Other	3%	(2)	25%	(14)	8%	(5)	64%	(37)	58
2020 Vote: Didn't Vote	5%	(19)	16%	(63)	11%	(46)	68%	(277)	405
2018 House Vote: Democrat	11%	(84)	20%	(145)	14%	(101)	55%	(401)	730
2018 House Vote: Republican	6%	(38)	13%	(79)	13%	(80)	67%	(407)	604
2016 Vote: Hillary Clinton	11%	(77)	18%	(125)	12%	(87)	59%	(409)	698
2016 Vote: Donald Trump	7%	(46)	12%	(77)	13%	(85)	68%	(438)	646
2016 Vote: Other	2%	(2)	17%	(17)	14%	(14)	67%	(68)	102
2016 Vote: Didn't Vote	10%	(75)	16%	(121)	14%	(102)	60%	(453)	751
Voted in 2014: Yes	9%	(114)	16%	(196)	14%	(174)	61%	(752)	1235
Voted in 2014: No	9%	(87)	15%	(146)	12%	(114)	64%	(618)	965
4-Region: Northeast	10%	(41)	18%	(72)	16%	(63)	55%	(217)	394
4-Region: Midwest	5%	(24)	13%	(59)	14%	(65)	68%	(315)	462
4-Region: South	9%	(78)	14%	(119)	12%	(103)	64%	(525)	824
4-Region: West	11%	(58)	18%	(92)	11%	(57)	60%	(312)	520
Sports Fans	12%	(188)	20%	(323)	15%	(246)	53%	(859)	1615

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Table MCSP9_28: How much of the following sports did you watch 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	9%	(201)	16%	(342)	13%	(288)	62%	(1370)	2200
Avid Sports Fans	22%	(136)	22%	(138)	16%	(97)	40%	(248)	619
Casual Sports Fans	5%	(52)	19%	(185)	15%	(149)	61%	(611)	996
Non-Sports Fans	2%	(13)	3%	(19)	7%	(42)	87%	(510)	585
Gen Z Sports Fans	16%	(29)	24%	(43)	15%	(27)	44%	(78)	176
Millennial Sports Fans	21%	(109)	26%	(133)	15%	(76)	38%	(194)	512
Gen X Sports Fans	7%	(25)	20%	(77)	13%	(48)	61%	(233)	383
Boomer Sports Fans	5%	(22)	13%	(65)	18%	(89)	64%	(310)	486
Democratic Sports Fans	16%	(116)	24%	(172)	14%	(99)	46%	(327)	713
Republican Sports Fans	7%	(33)	17%	(78)	14%	(63)	62%	(281)	455
Male Sports Fans	15%	(135)	21%	(188)	15%	(129)	49%	(429)	882
Female Sports Fans	7%	(53)	18%	(135)	16%	(117)	59%	(430)	734
Olympics Fans	13%	(197)	20%	(317)	16%	(252)	51%	(782)	1549
Avid Olympics Fans	31%	(130)	28%	(117)	17%	(71)	25%	(104)	422
Casual Olympics Fans	6%	(68)	18%	(200)	16%	(181)	60%	(679)	1128
Non-Olympics Fans	1%	(3)	4%	(25)	5%	(36)	90%	(587)	651
Watched a Lot 2021 Olympics	39%	(109)	28%	(80)	13%	(36)	20%	(58)	283
Didn't Watch any 2021 Olympics	1%	(4)	2%	(18)	5%	(38)	92%	(695)	755
Watched a Lot/some 2021 Olympics	22%	(183)	30%	(255)	17%	(146)	31%	(266)	849
Watched any 2021 Olympics	14%	(197)	22%	(324)	17%	(250)	47%	(675)	1445
Familiar with Peacock	13%	(155)	19%	(224)	14%	(162)	55%	(659)	1200
Peacock Subscriber	14%	(76)	18%	(101)	13%	(73)	54%	(298)	548

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

Table MCSP9_29: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sport climbing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(128)	10%	(212)	11%	(250)	73%	(1610)	2200
Gender: Male	9%	(94)	12%	(128)	13%	(139)	66%	(702)	1062
Gender: Female	3%	(34)	7%	(84)	10%	(111)	80%	(908)	1138
Age: 18-34	11%	(72)	13%	(88)	16%	(104)	60%	(391)	655
Age: 35-44	11%	(39)	13%	(47)	14%	(51)	62%	(220)	358
Age: 45-64	1%	(11)	6%	(47)	8%	(58)	85%	(635)	751
Age: 65+	1%	(6)	7%	(30)	8%	(36)	83%	(364)	436
GenZers: 1997-2012	7%	(18)	9%	(22)	21%	(53)	63%	(155)	247
Millennials: 1981-1996	13%	(85)	15%	(98)	13%	(86)	58%	(377)	647
GenXers: 1965-1980	3%	(14)	10%	(52)	10%	(53)	78%	(417)	536
Baby Boomers: 1946-1964	1%	(9)	5%	(34)	8%	(53)	86%	(584)	680
PID: Dem (no lean)	9%	(81)	13%	(125)	12%	(109)	66%	(619)	934
PID: Ind (no lean)	4%	(23)	7%	(46)	12%	(79)	77%	(497)	645
PID: Rep (no lean)	4%	(24)	7%	(41)	10%	(62)	80%	(494)	621
PID/Gender: Dem Men	14%	(62)	18%	(76)	14%	(61)	53%	(228)	427
PID/Gender: Dem Women	4%	(19)	10%	(50)	9%	(48)	77%	(391)	507
PID/Gender: Ind Men	5%	(16)	9%	(27)	14%	(44)	73%	(229)	316
PID/Gender: Ind Women	2%	(7)	6%	(19)	11%	(35)	82%	(269)	329
PID/Gender: Rep Men	5%	(16)	8%	(25)	11%	(34)	77%	(245)	320
PID/Gender: Rep Women	3%	(8)	5%	(16)	10%	(29)	82%	(249)	302
Ideo: Liberal (1-3)	10%	(74)	13%	(92)	12%	(86)	65%	(464)	715
Ideo: Moderate (4)	3%	(17)	12%	(74)	12%	(73)	74%	(469)	633
Ideo: Conservative (5-7)	4%	(31)	6%	(43)	10%	(71)	79%	(543)	687
Educ: < College	5%	(71)	8%	(122)	11%	(172)	76%	(1148)	1512
Educ: Bachelors degree	9%	(38)	13%	(56)	11%	(49)	68%	(301)	444
Educ: Post-grad	8%	(19)	14%	(35)	12%	(29)	66%	(161)	244
Income: Under 50k	4%	(47)	9%	(116)	11%	(143)	76%	(994)	1300
Income: 50k-100k	9%	(54)	10%	(63)	11%	(72)	70%	(440)	628
Income: 100k+	10%	(28)	12%	(33)	13%	(35)	65%	(177)	273
Ethnicity: White	5%	(91)	9%	(157)	11%	(193)	74%	(1281)	1722
Ethnicity: Hispanic	8%	(29)	11%	(39)	17%	(58)	64%	(224)	349
Ethnicity: Black	11%	(30)	12%	(33)	9%	(25)	68%	(186)	274

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Table MCSP9_29: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sport climbing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(128)	10%	(212)	11%	(250)	73%	(1610)	2200
Ethnicity: Other	4%	(8)	11%	(21)	16%	(32)	70%	(143)	204
All Christian	5%	(51)	11%	(108)	11%	(112)	73%	(725)	996
All Non-Christian	21%	(32)	18%	(27)	11%	(16)	50%	(76)	151
Atheist	5%	(6)	10%	(11)	13%	(14)	72%	(80)	111
Agnostic/Nothing in particular	5%	(29)	8%	(44)	13%	(73)	75%	(437)	583
Something Else	3%	(10)	6%	(22)	10%	(34)	81%	(292)	359
Religious Non-Protestant/Catholic	20%	(35)	16%	(29)	10%	(19)	54%	(96)	179
Evangelical	7%	(40)	11%	(61)	10%	(55)	72%	(410)	567
Non-Evangelical	2%	(18)	8%	(63)	11%	(85)	78%	(580)	745
Community: Urban	11%	(70)	15%	(98)	10%	(69)	64%	(425)	663
Community: Suburban	4%	(40)	7%	(74)	13%	(129)	76%	(774)	1017
Community: Rural	3%	(18)	8%	(39)	10%	(52)	79%	(411)	520
Employ: Private Sector	9%	(62)	13%	(84)	14%	(91)	65%	(432)	669
Employ: Government	13%	(14)	18%	(20)	15%	(16)	54%	(60)	110
Employ: Self-Employed	11%	(24)	15%	(31)	15%	(31)	59%	(122)	208
Employ: Homemaker	2%	(3)	6%	(10)	11%	(19)	82%	(145)	177
Employ: Student	7%	(8)	5%	(6)	17%	(19)	70%	(76)	108
Employ: Retired	2%	(10)	7%	(34)	6%	(33)	85%	(436)	513
Employ: Unemployed	2%	(6)	7%	(19)	9%	(25)	82%	(234)	283
Employ: Other	2%	(3)	6%	(8)	12%	(16)	80%	(106)	132
Military HH: Yes	5%	(19)	10%	(33)	11%	(38)	74%	(256)	347
Military HH: No	6%	(109)	10%	(179)	11%	(212)	73%	(1353)	1853
RD/WT: Right Direction	9%	(92)	13%	(127)	13%	(135)	65%	(648)	1001
RD/WT: Wrong Track	3%	(37)	7%	(85)	10%	(116)	80%	(962)	1199
Biden Job Approve	8%	(103)	12%	(142)	13%	(157)	67%	(823)	1225
Biden Job Disapprove	2%	(21)	7%	(59)	10%	(85)	81%	(710)	875
Biden Job Strongly Approve	12%	(78)	14%	(91)	14%	(88)	61%	(395)	652
Biden Job Somewhat Approve	4%	(25)	9%	(51)	12%	(69)	75%	(428)	573
Biden Job Somewhat Disapprove	2%	(4)	10%	(25)	17%	(43)	71%	(178)	250
Biden Job Strongly Disapprove	3%	(16)	5%	(34)	7%	(43)	85%	(532)	625

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Table MCSP9_29: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sport climbing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(128)	10%	(212)	11%	(250)	73%	(1610)	2200
Favorable of Biden	8%	(95)	12%	(141)	12%	(151)	68%	(833)	1220
Unfavorable of Biden	3%	(24)	6%	(54)	10%	(82)	81%	(694)	854
Very Favorable of Biden	12%	(76)	12%	(80)	12%	(77)	64%	(418)	652
Somewhat Favorable of Biden	3%	(19)	11%	(61)	13%	(74)	73%	(415)	569
Somewhat Unfavorable of Biden	6%	(12)	9%	(18)	12%	(25)	74%	(157)	212
Very Unfavorable of Biden	2%	(12)	6%	(35)	9%	(57)	84%	(537)	642
#1 Issue: Economy	5%	(41)	9%	(72)	10%	(76)	75%	(573)	763
#1 Issue: Security	6%	(19)	5%	(17)	13%	(42)	76%	(246)	324
#1 Issue: Health Care	7%	(22)	9%	(26)	12%	(36)	72%	(214)	299
#1 Issue: Medicare / Social Security	1%	(4)	10%	(29)	9%	(26)	79%	(222)	281
#1 Issue: Women's Issues	10%	(14)	15%	(21)	13%	(17)	62%	(82)	134
#1 Issue: Education	10%	(13)	17%	(22)	15%	(20)	58%	(75)	130
#1 Issue: Energy	8%	(12)	10%	(15)	19%	(28)	63%	(95)	151
#1 Issue: Other	3%	(3)	8%	(9)	4%	(5)	85%	(102)	120
2020 Vote: Joe Biden	9%	(88)	13%	(131)	12%	(126)	67%	(686)	1031
2020 Vote: Donald Trump	3%	(23)	6%	(46)	10%	(73)	80%	(563)	704
2020 Vote: Other	—	(0)	14%	(8)	9%	(5)	78%	(45)	58
2020 Vote: Didn't Vote	4%	(17)	7%	(27)	11%	(46)	78%	(315)	405
2018 House Vote: Democrat	8%	(57)	12%	(85)	13%	(94)	68%	(494)	730
2018 House Vote: Republican	5%	(30)	7%	(42)	9%	(57)	79%	(475)	604
2016 Vote: Hillary Clinton	7%	(52)	12%	(87)	11%	(78)	69%	(481)	698
2016 Vote: Donald Trump	5%	(32)	6%	(41)	9%	(60)	80%	(514)	646
2016 Vote: Other	1%	(1)	9%	(9)	10%	(10)	80%	(81)	102
2016 Vote: Didn't Vote	6%	(43)	10%	(75)	14%	(101)	71%	(532)	751
Voted in 2014: Yes	6%	(77)	10%	(127)	11%	(132)	73%	(899)	1235
Voted in 2014: No	5%	(51)	9%	(85)	12%	(118)	74%	(711)	965
4-Region: Northeast	7%	(29)	10%	(41)	14%	(56)	68%	(268)	394
4-Region: Midwest	3%	(16)	9%	(41)	12%	(54)	76%	(352)	462
4-Region: South	6%	(47)	9%	(77)	10%	(83)	75%	(618)	824
4-Region: West	7%	(36)	10%	(54)	11%	(57)	72%	(372)	520
Sports Fans	7%	(116)	12%	(199)	14%	(220)	67%	(1081)	1615

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Table MCSP9_29: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Sport climbing

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(128)	10%	(212)	11%	(250)	73%	(1610)	2200
Avid Sports Fans	15%	(93)	14%	(88)	15%	(94)	56%	(344)	619
Casual Sports Fans	2%	(23)	11%	(111)	13%	(126)	74%	(737)	996
Non-Sports Fans	2%	(12)	2%	(13)	5%	(31)	90%	(529)	585
Gen Z Sports Fans	9%	(15)	11%	(20)	26%	(46)	54%	(95)	176
Millennial Sports Fans	15%	(79)	18%	(94)	15%	(75)	52%	(265)	512
Gen X Sports Fans	3%	(13)	13%	(48)	12%	(46)	72%	(275)	383
Boomer Sports Fans	1%	(7)	7%	(32)	10%	(47)	82%	(400)	486
Democratic Sports Fans	11%	(75)	16%	(117)	13%	(93)	60%	(428)	713
Republican Sports Fans	5%	(23)	8%	(39)	12%	(57)	74%	(337)	455
Male Sports Fans	10%	(89)	14%	(124)	14%	(126)	62%	(543)	882
Female Sports Fans	4%	(27)	10%	(75)	13%	(94)	73%	(538)	734
Olympics Fans	8%	(126)	13%	(196)	15%	(229)	64%	(998)	1549
Avid Olympics Fans	22%	(94)	21%	(88)	19%	(79)	38%	(160)	422
Casual Olympics Fans	3%	(32)	10%	(109)	13%	(149)	74%	(838)	1128
Non-Olympics Fans	—	(2)	2%	(16)	3%	(21)	94%	(612)	651
Watched a Lot 2021 Olympics	27%	(75)	23%	(65)	21%	(59)	30%	(84)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(8)	2%	(18)	96%	(727)	755
Watched a Lot/some 2021 Olympics	14%	(117)	20%	(168)	19%	(158)	48%	(406)	849
Watched any 2021 Olympics	9%	(125)	14%	(204)	16%	(232)	61%	(883)	1445
Familiar with Peacock	9%	(110)	13%	(152)	13%	(152)	66%	(786)	1200
Peacock Subscriber	12%	(64)	11%	(61)	11%	(60)	66%	(362)	548

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

Table MCSP9_30: *How much of the following sports did you watch 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	6%	(139)	13%	(288)	12%	(257)	69%	(1515)	2200
Gender: Male	9%	(91)	15%	(154)	13%	(139)	64%	(678)	1062
Gender: Female	4%	(48)	12%	(134)	10%	(118)	74%	(838)	1138
Age: 18-34	12%	(81)	18%	(121)	14%	(94)	55%	(359)	655
Age: 35-44	10%	(37)	18%	(63)	14%	(49)	58%	(208)	358
Age: 45-64	2%	(14)	10%	(72)	9%	(69)	79%	(596)	751
Age: 65+	1%	(6)	7%	(33)	10%	(45)	81%	(353)	436
GenZers: 1997-2012	10%	(25)	19%	(47)	18%	(45)	52%	(130)	247
Millennials: 1981-1996	13%	(86)	18%	(119)	13%	(84)	55%	(358)	647
GenXers: 1965-1980	3%	(17)	12%	(66)	11%	(57)	74%	(397)	536
Baby Boomers: 1946-1964	2%	(11)	7%	(50)	9%	(62)	82%	(557)	680
PID: Dem (no lean)	8%	(76)	15%	(141)	12%	(114)	65%	(603)	934
PID: Ind (no lean)	4%	(25)	14%	(87)	12%	(76)	71%	(457)	645
PID: Rep (no lean)	6%	(38)	10%	(60)	11%	(68)	73%	(456)	621
PID/Gender: Dem Men	14%	(58)	17%	(73)	14%	(62)	55%	(234)	427
PID/Gender: Dem Women	4%	(18)	13%	(68)	10%	(52)	73%	(369)	507
PID/Gender: Ind Men	4%	(11)	15%	(48)	13%	(42)	68%	(214)	316
PID/Gender: Ind Women	4%	(13)	12%	(39)	10%	(34)	74%	(243)	329
PID/Gender: Rep Men	7%	(21)	10%	(33)	11%	(35)	72%	(230)	320
PID/Gender: Rep Women	6%	(17)	9%	(27)	11%	(33)	75%	(226)	302
Ideo: Liberal (1-3)	10%	(75)	15%	(105)	13%	(91)	62%	(445)	715
Ideo: Moderate (4)	3%	(17)	14%	(87)	14%	(88)	70%	(441)	633
Ideo: Conservative (5-7)	5%	(37)	11%	(78)	9%	(61)	74%	(512)	687
Educ: < College	5%	(81)	12%	(188)	11%	(167)	71%	(1077)	1512
Educ: Bachelors degree	9%	(39)	13%	(59)	14%	(60)	64%	(286)	444
Educ: Post-grad	8%	(19)	17%	(42)	13%	(31)	63%	(153)	244
Income: Under 50k	5%	(68)	12%	(150)	11%	(149)	72%	(932)	1300
Income: 50k-100k	8%	(49)	14%	(90)	12%	(74)	66%	(414)	628
Income: 100k+	8%	(23)	17%	(48)	12%	(34)	62%	(169)	273
Ethnicity: White	6%	(106)	12%	(213)	12%	(203)	70%	(1200)	1722
Ethnicity: Hispanic	11%	(37)	15%	(53)	12%	(43)	62%	(215)	349
Ethnicity: Black	7%	(20)	17%	(47)	11%	(31)	64%	(176)	274

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Table MCSP9_30: How much of the following sports did you watch 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	6%	(139)	13%	(288)	12%	(257)	69%	(1515)	2200
Ethnicity: Other	7%	(14)	14%	(28)	12%	(24)	68%	(139)	204
All Christian	6%	(64)	13%	(129)	12%	(124)	68%	(678)	996
All Non-Christian	19%	(28)	17%	(26)	17%	(26)	47%	(71)	151
Atheist	5%	(5)	13%	(14)	12%	(13)	71%	(78)	111
Agnostic/Nothing in particular	5%	(29)	14%	(82)	11%	(62)	70%	(411)	583
Something Else	3%	(12)	10%	(37)	9%	(33)	77%	(277)	359
Religious Non-Protestant/Catholic	18%	(32)	19%	(34)	15%	(28)	48%	(85)	179
Evangelical	7%	(42)	12%	(68)	12%	(69)	68%	(388)	567
Non-Evangelical	4%	(27)	12%	(87)	11%	(84)	73%	(547)	745
Community: Urban	10%	(65)	16%	(105)	14%	(90)	61%	(403)	663
Community: Suburban	5%	(50)	12%	(122)	11%	(115)	72%	(730)	1017
Community: Rural	5%	(24)	12%	(62)	10%	(52)	74%	(382)	520
Employ: Private Sector	9%	(61)	16%	(107)	13%	(89)	62%	(413)	669
Employ: Government	15%	(16)	24%	(26)	19%	(20)	43%	(47)	110
Employ: Self-Employed	13%	(26)	16%	(34)	11%	(23)	60%	(125)	208
Employ: Homemaker	3%	(5)	11%	(20)	13%	(22)	73%	(130)	177
Employ: Student	11%	(12)	17%	(19)	10%	(11)	61%	(66)	108
Employ: Retired	1%	(7)	8%	(43)	9%	(46)	81%	(417)	513
Employ: Unemployed	3%	(9)	10%	(28)	12%	(35)	74%	(211)	283
Employ: Other	2%	(3)	9%	(12)	7%	(10)	82%	(108)	132
Military HH: Yes	4%	(16)	16%	(55)	13%	(45)	67%	(231)	347
Military HH: No	7%	(123)	13%	(233)	11%	(212)	69%	(1284)	1853
RD/WT: Right Direction	9%	(88)	15%	(147)	14%	(139)	63%	(626)	1001
RD/WT: Wrong Track	4%	(50)	12%	(141)	10%	(118)	74%	(889)	1199
Biden Job Approve	8%	(99)	15%	(188)	13%	(164)	63%	(775)	1225
Biden Job Disapprove	4%	(36)	10%	(91)	10%	(84)	76%	(664)	875
Biden Job Strongly Approve	11%	(71)	17%	(114)	13%	(86)	58%	(381)	652
Biden Job Somewhat Approve	5%	(27)	13%	(74)	14%	(78)	69%	(394)	573
Biden Job Somewhat Disapprove	4%	(10)	18%	(45)	15%	(38)	63%	(157)	250
Biden Job Strongly Disapprove	4%	(27)	7%	(45)	7%	(46)	81%	(507)	625

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Table MCSP9_30: How much of the following sports did you watch 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	6%	(139)	13%	(288)	12%	(257)	69%	(1515)	2200
Favorable of Biden	7%	(90)	16%	(190)	13%	(155)	64%	(786)	1220
Unfavorable of Biden	4%	(38)	10%	(86)	10%	(85)	76%	(645)	854
Very Favorable of Biden	10%	(65)	17%	(111)	12%	(80)	61%	(395)	652
Somewhat Favorable of Biden	4%	(25)	14%	(79)	13%	(75)	69%	(390)	569
Somewhat Unfavorable of Biden	5%	(10)	20%	(42)	10%	(22)	65%	(138)	212
Very Unfavorable of Biden	4%	(28)	7%	(44)	10%	(63)	79%	(507)	642
#1 Issue: Economy	6%	(49)	12%	(92)	12%	(94)	69%	(527)	763
#1 Issue: Security	6%	(21)	10%	(32)	9%	(30)	75%	(242)	324
#1 Issue: Health Care	8%	(23)	13%	(39)	15%	(43)	65%	(193)	299
#1 Issue: Medicare / Social Security	1%	(4)	10%	(29)	10%	(29)	78%	(220)	281
#1 Issue: Women's Issues	8%	(10)	24%	(32)	12%	(16)	56%	(75)	134
#1 Issue: Education	13%	(17)	21%	(27)	11%	(15)	54%	(71)	130
#1 Issue: Energy	8%	(12)	15%	(23)	16%	(25)	61%	(91)	151
#1 Issue: Other	2%	(2)	12%	(15)	5%	(6)	81%	(97)	120
2020 Vote: Joe Biden	7%	(77)	16%	(161)	13%	(131)	64%	(663)	1031
2020 Vote: Donald Trump	5%	(33)	10%	(71)	10%	(73)	75%	(528)	704
2020 Vote: Other	7%	(4)	19%	(11)	16%	(9)	58%	(33)	58
2020 Vote: Didn't Vote	6%	(25)	11%	(46)	11%	(44)	72%	(291)	405
2018 House Vote: Democrat	7%	(50)	17%	(123)	13%	(93)	64%	(464)	730
2018 House Vote: Republican	6%	(33)	9%	(57)	11%	(65)	74%	(449)	604
2016 Vote: Hillary Clinton	7%	(47)	14%	(101)	12%	(85)	67%	(464)	698
2016 Vote: Donald Trump	5%	(35)	10%	(63)	11%	(69)	74%	(479)	646
2016 Vote: Other	4%	(4)	13%	(14)	10%	(11)	72%	(73)	102
2016 Vote: Didn't Vote	7%	(52)	15%	(109)	12%	(92)	66%	(498)	751
Voted in 2014: Yes	6%	(77)	12%	(153)	12%	(152)	69%	(853)	1235
Voted in 2014: No	6%	(62)	14%	(135)	11%	(106)	69%	(662)	965
4-Region: Northeast	7%	(28)	14%	(54)	13%	(50)	67%	(262)	394
4-Region: Midwest	4%	(20)	13%	(59)	8%	(39)	74%	(344)	462
4-Region: South	5%	(44)	13%	(111)	12%	(99)	69%	(571)	824
4-Region: West	9%	(48)	12%	(64)	13%	(70)	65%	(338)	520
Sports Fans	8%	(133)	16%	(265)	14%	(219)	62%	(999)	1615

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Table MCSP9_30: How much of the following sports did you watch 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	6%	(139)	13%	(288)	12%	(257)	69%	(1515)	2200
Avid Sports Fans	13%	(83)	21%	(131)	14%	(88)	51%	(316)	619
Casual Sports Fans	5%	(50)	13%	(133)	13%	(131)	69%	(683)	996
Non-Sports Fans	1%	(6)	4%	(24)	7%	(38)	88%	(517)	585
Gen Z Sports Fans	13%	(23)	25%	(43)	20%	(35)	42%	(74)	176
Millennial Sports Fans	16%	(82)	21%	(110)	14%	(72)	49%	(249)	512
Gen X Sports Fans	4%	(17)	15%	(59)	13%	(49)	67%	(258)	383
Boomer Sports Fans	2%	(10)	10%	(48)	11%	(55)	77%	(374)	486
Democratic Sports Fans	10%	(74)	18%	(128)	14%	(101)	57%	(409)	713
Republican Sports Fans	8%	(36)	13%	(59)	12%	(56)	67%	(304)	455
Male Sports Fans	10%	(90)	16%	(143)	14%	(123)	60%	(525)	882
Female Sports Fans	6%	(43)	17%	(121)	13%	(96)	65%	(474)	734
Olympics Fans	9%	(133)	17%	(269)	15%	(233)	59%	(913)	1549
Avid Olympics Fans	22%	(94)	27%	(113)	16%	(68)	35%	(147)	422
Casual Olympics Fans	3%	(39)	14%	(156)	15%	(165)	68%	(767)	1128
Non-Olympics Fans	1%	(5)	3%	(19)	4%	(24)	93%	(602)	651
Watched a Lot 2021 Olympics	30%	(86)	27%	(75)	17%	(48)	26%	(74)	283
Didn't Watch any 2021 Olympics	1%	(4)	1%	(11)	3%	(20)	95%	(720)	755
Watched a Lot/some 2021 Olympics	15%	(126)	25%	(209)	19%	(159)	42%	(356)	849
Watched any 2021 Olympics	9%	(134)	19%	(277)	16%	(237)	55%	(796)	1445
Familiar with Peacock	9%	(109)	17%	(204)	12%	(149)	61%	(737)	1200
Peacock Subscriber	11%	(62)	17%	(94)	12%	(66)	59%	(325)	548

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

Table MCSP9_31: *How much of the following sports did you watch 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	20%	(437)	24%	(539)	13%	(291)	42%	(933)	2200
Gender: Male	22%	(233)	27%	(284)	13%	(141)	38%	(404)	1062
Gender: Female	18%	(204)	22%	(255)	13%	(151)	46%	(529)	1138
Age: 18-34	22%	(145)	24%	(159)	16%	(105)	38%	(246)	655
Age: 35-44	23%	(83)	27%	(97)	14%	(50)	36%	(128)	358
Age: 45-64	17%	(126)	25%	(185)	11%	(81)	48%	(360)	751
Age: 65+	19%	(83)	22%	(98)	13%	(56)	46%	(200)	436
GenZers: 1997-2012	22%	(55)	21%	(53)	16%	(40)	40%	(100)	247
Millennials: 1981-1996	24%	(152)	27%	(172)	15%	(99)	35%	(224)	647
GenXers: 1965-1980	16%	(88)	24%	(128)	12%	(65)	48%	(256)	536
Baby Boomers: 1946-1964	18%	(126)	24%	(162)	12%	(83)	46%	(310)	680
PID: Dem (no lean)	26%	(245)	27%	(251)	11%	(104)	36%	(335)	934
PID: Ind (no lean)	14%	(90)	22%	(141)	18%	(114)	47%	(301)	645
PID: Rep (no lean)	16%	(102)	24%	(147)	12%	(74)	48%	(298)	621
PID/Gender: Dem Men	32%	(136)	29%	(123)	10%	(43)	29%	(124)	427
PID/Gender: Dem Women	21%	(108)	25%	(128)	12%	(60)	42%	(211)	507
PID/Gender: Ind Men	15%	(47)	23%	(73)	18%	(57)	44%	(138)	316
PID/Gender: Ind Women	13%	(43)	20%	(67)	17%	(57)	49%	(162)	329
PID/Gender: Rep Men	16%	(50)	27%	(87)	13%	(41)	44%	(142)	320
PID/Gender: Rep Women	17%	(52)	20%	(60)	11%	(33)	52%	(156)	302
Ideo: Liberal (1-3)	27%	(193)	25%	(177)	14%	(102)	34%	(243)	715
Ideo: Moderate (4)	18%	(111)	26%	(167)	12%	(78)	44%	(277)	633
Ideo: Conservative (5-7)	17%	(116)	24%	(166)	13%	(90)	46%	(315)	687
Educ: < College	16%	(246)	23%	(346)	13%	(204)	47%	(716)	1512
Educ: Bachelors degree	29%	(127)	27%	(122)	11%	(51)	33%	(144)	444
Educ: Post-grad	26%	(64)	29%	(70)	15%	(37)	30%	(73)	244
Income: Under 50k	16%	(203)	23%	(299)	14%	(179)	48%	(620)	1300
Income: 50k-100k	24%	(150)	27%	(172)	12%	(77)	36%	(229)	628
Income: 100k+	31%	(85)	25%	(68)	13%	(36)	31%	(85)	273
Ethnicity: White	19%	(319)	24%	(421)	14%	(239)	43%	(743)	1722
Ethnicity: Hispanic	23%	(82)	24%	(83)	18%	(63)	35%	(122)	349
Ethnicity: Black	27%	(73)	24%	(65)	9%	(25)	40%	(111)	274

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Table MCSP9_31: How much of the following sports did you watch 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	20%	(437)	24%	(539)	13%	(291)	42%	(933)	2200
Ethnicity: Other	22%	(45)	26%	(53)	13%	(27)	39%	(79)	204
All Christian	23%	(234)	26%	(264)	12%	(123)	38%	(375)	996
All Non-Christian	28%	(43)	30%	(45)	13%	(20)	28%	(43)	151
Atheist	19%	(22)	15%	(17)	10%	(11)	56%	(61)	111
Agnostic/Nothing in particular	15%	(85)	24%	(138)	15%	(90)	46%	(270)	583
Something Else	15%	(53)	21%	(75)	13%	(48)	51%	(183)	359
Religious Non-Protestant/Catholic	27%	(48)	28%	(50)	13%	(24)	31%	(56)	179
Evangelical	23%	(129)	23%	(131)	12%	(68)	42%	(239)	567
Non-Evangelical	20%	(148)	27%	(199)	13%	(97)	40%	(301)	745
Community: Urban	25%	(166)	26%	(169)	14%	(93)	35%	(235)	663
Community: Suburban	19%	(191)	24%	(248)	14%	(140)	43%	(438)	1017
Community: Rural	15%	(80)	23%	(121)	11%	(58)	50%	(260)	520
Employ: Private Sector	24%	(159)	31%	(207)	13%	(88)	32%	(215)	669
Employ: Government	38%	(42)	29%	(32)	12%	(13)	22%	(24)	110
Employ: Self-Employed	17%	(36)	25%	(51)	18%	(36)	40%	(84)	208
Employ: Homemaker	13%	(23)	21%	(37)	14%	(24)	52%	(92)	177
Employ: Student	26%	(28)	19%	(20)	11%	(12)	44%	(47)	108
Employ: Retired	18%	(94)	21%	(110)	12%	(61)	48%	(247)	513
Employ: Unemployed	15%	(43)	20%	(57)	15%	(42)	50%	(141)	283
Employ: Other	9%	(12)	18%	(24)	10%	(14)	62%	(82)	132
Military HH: Yes	22%	(77)	26%	(91)	17%	(58)	35%	(121)	347
Military HH: No	19%	(360)	24%	(448)	13%	(233)	44%	(812)	1853
RD/WT: Right Direction	25%	(246)	28%	(276)	14%	(135)	34%	(344)	1001
RD/WT: Wrong Track	16%	(191)	22%	(263)	13%	(156)	49%	(590)	1199
Biden Job Approve	24%	(296)	26%	(323)	14%	(170)	36%	(435)	1225
Biden Job Disapprove	15%	(133)	23%	(199)	12%	(101)	51%	(442)	875
Biden Job Strongly Approve	29%	(192)	28%	(183)	10%	(68)	32%	(209)	652
Biden Job Somewhat Approve	18%	(105)	25%	(141)	18%	(102)	39%	(226)	573
Biden Job Somewhat Disapprove	18%	(46)	28%	(69)	12%	(30)	42%	(105)	250
Biden Job Strongly Disapprove	14%	(87)	21%	(129)	11%	(71)	54%	(337)	625

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Table MCSP9_31: How much of the following sports did you watch 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	20%	(437)	24%	(539)	13%	(291)	42%	(933)	2200
Favorable of Biden	24%	(289)	26%	(323)	13%	(159)	37%	(449)	1220
Unfavorable of Biden	15%	(130)	23%	(196)	12%	(102)	50%	(426)	854
Very Favorable of Biden	28%	(183)	27%	(175)	10%	(65)	35%	(228)	652
Somewhat Favorable of Biden	19%	(107)	26%	(148)	17%	(94)	39%	(220)	569
Somewhat Unfavorable of Biden	20%	(42)	28%	(58)	12%	(25)	41%	(86)	212
Very Unfavorable of Biden	14%	(88)	22%	(138)	12%	(77)	53%	(339)	642
#1 Issue: Economy	20%	(149)	25%	(193)	12%	(95)	43%	(325)	763
#1 Issue: Security	17%	(54)	25%	(81)	13%	(41)	46%	(148)	324
#1 Issue: Health Care	23%	(69)	25%	(73)	19%	(56)	34%	(100)	299
#1 Issue: Medicare / Social Security	19%	(53)	22%	(61)	12%	(34)	47%	(132)	281
#1 Issue: Women's Issues	26%	(35)	24%	(32)	12%	(16)	38%	(51)	134
#1 Issue: Education	27%	(35)	24%	(31)	12%	(16)	37%	(48)	130
#1 Issue: Energy	21%	(32)	29%	(44)	14%	(21)	36%	(54)	151
#1 Issue: Other	8%	(10)	19%	(23)	10%	(12)	63%	(75)	120
2020 Vote: Joe Biden	25%	(262)	27%	(278)	13%	(138)	34%	(354)	1031
2020 Vote: Donald Trump	16%	(112)	22%	(155)	12%	(88)	50%	(350)	704
2020 Vote: Other	18%	(10)	24%	(14)	15%	(9)	43%	(25)	58
2020 Vote: Didn't Vote	13%	(52)	23%	(92)	14%	(57)	50%	(204)	405
2018 House Vote: Democrat	26%	(191)	28%	(203)	12%	(90)	34%	(246)	730
2018 House Vote: Republican	18%	(107)	24%	(142)	12%	(72)	47%	(283)	604
2016 Vote: Hillary Clinton	23%	(163)	28%	(197)	13%	(88)	36%	(249)	698
2016 Vote: Donald Trump	19%	(123)	23%	(149)	11%	(68)	47%	(307)	646
2016 Vote: Other	18%	(19)	24%	(24)	19%	(20)	38%	(39)	102
2016 Vote: Didn't Vote	18%	(132)	22%	(166)	15%	(115)	45%	(337)	751
Voted in 2014: Yes	22%	(277)	26%	(319)	12%	(149)	40%	(491)	1235
Voted in 2014: No	17%	(160)	23%	(219)	15%	(143)	46%	(442)	965
4-Region: Northeast	22%	(86)	24%	(95)	13%	(50)	41%	(162)	394
4-Region: Midwest	16%	(74)	25%	(116)	15%	(67)	44%	(205)	462
4-Region: South	20%	(166)	24%	(200)	13%	(103)	43%	(354)	824
4-Region: West	21%	(110)	25%	(128)	14%	(70)	41%	(211)	520
Sports Fans	25%	(404)	28%	(457)	14%	(222)	33%	(532)	1615

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Table MCSP9_31: How much of the following sports did you watch 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	20%	(437)	24%	(539)	13%	(291)	42%	(933)	2200
Avid Sports Fans	37%	(230)	30%	(188)	10%	(59)	23%	(142)	619
Casual Sports Fans	17%	(174)	27%	(270)	16%	(162)	39%	(391)	996
Non-Sports Fans	6%	(32)	14%	(81)	12%	(70)	69%	(401)	585
Gen Z Sports Fans	28%	(49)	25%	(45)	14%	(25)	33%	(57)	176
Millennial Sports Fans	28%	(143)	30%	(151)	16%	(82)	27%	(136)	512
Gen X Sports Fans	21%	(80)	28%	(108)	13%	(51)	38%	(144)	383
Boomer Sports Fans	24%	(118)	28%	(134)	12%	(60)	36%	(173)	486
Democratic Sports Fans	32%	(231)	30%	(213)	10%	(75)	27%	(194)	713
Republican Sports Fans	20%	(93)	28%	(127)	13%	(58)	39%	(177)	455
Male Sports Fans	26%	(227)	29%	(252)	14%	(125)	31%	(278)	882
Female Sports Fans	24%	(177)	28%	(206)	13%	(97)	35%	(255)	734
Olympics Fans	28%	(427)	32%	(498)	16%	(242)	25%	(382)	1549
Avid Olympics Fans	57%	(242)	27%	(115)	8%	(33)	7%	(32)	422
Casual Olympics Fans	16%	(186)	34%	(382)	19%	(209)	31%	(351)	1128
Non-Olympics Fans	1%	(9)	6%	(41)	8%	(50)	85%	(551)	651
Watched a Lot 2021 Olympics	68%	(193)	21%	(59)	4%	(12)	6%	(18)	283
Didn't Watch any 2021 Olympics	1%	(8)	4%	(34)	4%	(34)	90%	(680)	755
Watched a Lot/some 2021 Olympics	44%	(378)	36%	(304)	9%	(79)	10%	(89)	849
Watched any 2021 Olympics	30%	(429)	35%	(505)	18%	(258)	18%	(254)	1445
Familiar with Peacock	24%	(290)	28%	(332)	12%	(139)	37%	(439)	1200
Peacock Subscriber	26%	(140)	26%	(142)	9%	(50)	39%	(216)	548

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

Table MCSP9_32: How much of the following sports did you watch 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	5%	(118)	11%	(239)	12%	(254)	72%	(1589)	2200
Gender: Male	9%	(91)	15%	(155)	13%	(141)	64%	(674)	1062
Gender: Female	2%	(27)	7%	(84)	10%	(113)	80%	(914)	1138
Age: 18-34	10%	(65)	15%	(97)	17%	(112)	58%	(381)	655
Age: 35-44	10%	(34)	16%	(57)	12%	(41)	63%	(225)	358
Age: 45-64	2%	(11)	8%	(62)	8%	(62)	82%	(616)	751
Age: 65+	2%	(7)	6%	(24)	9%	(38)	84%	(367)	436
GenZers: 1997-2012	5%	(13)	11%	(28)	21%	(51)	63%	(155)	247
Millennials: 1981-1996	12%	(80)	17%	(109)	15%	(95)	56%	(363)	647
GenXers: 1965-1980	3%	(18)	9%	(48)	8%	(42)	80%	(429)	536
Baby Boomers: 1946-1964	1%	(6)	8%	(52)	9%	(60)	83%	(563)	680
PID: Dem (no lean)	8%	(75)	14%	(128)	11%	(104)	67%	(627)	934
PID: Ind (no lean)	2%	(16)	9%	(57)	12%	(80)	76%	(492)	645
PID: Rep (no lean)	4%	(27)	9%	(54)	11%	(70)	76%	(470)	621
PID/Gender: Dem Men	15%	(63)	18%	(75)	13%	(57)	54%	(230)	427
PID/Gender: Dem Women	2%	(12)	10%	(53)	9%	(47)	78%	(396)	507
PID/Gender: Ind Men	3%	(8)	13%	(41)	15%	(47)	70%	(220)	316
PID/Gender: Ind Women	2%	(7)	5%	(17)	10%	(34)	83%	(272)	329
PID/Gender: Rep Men	6%	(19)	12%	(39)	12%	(37)	70%	(224)	320
PID/Gender: Rep Women	3%	(8)	5%	(15)	11%	(33)	82%	(246)	302
Ideo: Liberal (1-3)	9%	(61)	13%	(95)	12%	(82)	67%	(477)	715
Ideo: Moderate (4)	4%	(22)	12%	(75)	12%	(76)	73%	(459)	633
Ideo: Conservative (5-7)	4%	(30)	10%	(66)	10%	(72)	76%	(520)	687
Educ: < College	4%	(58)	9%	(141)	12%	(179)	75%	(1133)	1512
Educ: Bachelors degree	8%	(36)	13%	(58)	10%	(45)	69%	(304)	444
Educ: Post-grad	10%	(23)	16%	(40)	12%	(30)	62%	(151)	244
Income: Under 50k	3%	(45)	9%	(113)	13%	(163)	75%	(979)	1300
Income: 50k-100k	7%	(46)	12%	(77)	11%	(67)	70%	(438)	628
Income: 100k+	10%	(27)	18%	(49)	9%	(25)	63%	(172)	273
Ethnicity: White	6%	(96)	10%	(178)	10%	(175)	74%	(1273)	1722
Ethnicity: Hispanic	8%	(27)	14%	(48)	15%	(54)	63%	(220)	349
Ethnicity: Black	6%	(16)	15%	(41)	17%	(47)	62%	(171)	274

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Table MCSP9_32: How much of the following sports did you watch 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	5%	(118)	11%	(239)	12%	(254)	72%	(1589)	2200
Ethnicity: Other	3%	(6)	10%	(20)	16%	(32)	71%	(145)	204
All Christian	5%	(52)	14%	(136)	10%	(97)	71%	(711)	996
All Non-Christian	22%	(33)	17%	(26)	10%	(16)	50%	(76)	151
Atheist	5%	(5)	6%	(7)	14%	(16)	75%	(82)	111
Agnostic/Nothing in particular	3%	(19)	9%	(52)	15%	(86)	73%	(426)	583
Something Else	2%	(8)	5%	(18)	11%	(40)	82%	(293)	359
Religious Non-Protestant/Catholic	21%	(38)	17%	(31)	9%	(16)	53%	(95)	179
Evangelical	7%	(41)	11%	(61)	12%	(68)	70%	(397)	567
Non-Evangelical	2%	(13)	11%	(83)	9%	(69)	78%	(581)	745
Community: Urban	11%	(71)	15%	(98)	13%	(84)	62%	(410)	663
Community: Suburban	3%	(29)	9%	(95)	11%	(112)	77%	(781)	1017
Community: Rural	3%	(17)	9%	(47)	11%	(58)	77%	(398)	520
Employ: Private Sector	9%	(58)	15%	(103)	12%	(80)	64%	(428)	669
Employ: Government	12%	(14)	23%	(25)	13%	(14)	52%	(57)	110
Employ: Self-Employed	12%	(24)	14%	(30)	16%	(34)	58%	(120)	208
Employ: Homemaker	2%	(4)	5%	(9)	12%	(21)	81%	(143)	177
Employ: Student	5%	(5)	10%	(10)	15%	(16)	71%	(76)	108
Employ: Retired	1%	(4)	7%	(37)	7%	(38)	85%	(434)	513
Employ: Unemployed	3%	(8)	6%	(18)	10%	(29)	80%	(227)	283
Employ: Other	—	(0)	5%	(7)	17%	(23)	78%	(103)	132
Military HH: Yes	4%	(15)	12%	(42)	10%	(35)	74%	(255)	347
Military HH: No	6%	(103)	11%	(197)	12%	(220)	72%	(1333)	1853
RD/WT: Right Direction	8%	(80)	14%	(142)	12%	(125)	65%	(654)	1001
RD/WT: Wrong Track	3%	(37)	8%	(98)	11%	(129)	78%	(935)	1199
Biden Job Approve	7%	(89)	13%	(161)	12%	(144)	68%	(831)	1225
Biden Job Disapprove	2%	(22)	8%	(74)	11%	(96)	78%	(684)	875
Biden Job Strongly Approve	10%	(67)	16%	(106)	14%	(89)	60%	(391)	652
Biden Job Somewhat Approve	4%	(22)	10%	(55)	10%	(55)	77%	(440)	573
Biden Job Somewhat Disapprove	1%	(1)	12%	(29)	19%	(48)	69%	(172)	250
Biden Job Strongly Disapprove	3%	(20)	7%	(45)	8%	(48)	82%	(512)	625

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Table MCSP9_32: How much of the following sports did you watch 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	5%	(118)	11%	(239)	12%	(254)	72%	(1589)	2200
Favorable of Biden	7%	(81)	12%	(152)	12%	(151)	69%	(836)	1220
Unfavorable of Biden	2%	(19)	9%	(79)	10%	(85)	79%	(671)	854
Very Favorable of Biden	9%	(60)	15%	(98)	12%	(78)	64%	(416)	652
Somewhat Favorable of Biden	4%	(21)	9%	(54)	13%	(73)	74%	(421)	569
Somewhat Unfavorable of Biden	3%	(7)	14%	(29)	11%	(24)	72%	(152)	212
Very Unfavorable of Biden	2%	(13)	8%	(49)	9%	(61)	81%	(519)	642
#1 Issue: Economy	5%	(38)	12%	(94)	11%	(83)	72%	(547)	763
#1 Issue: Security	4%	(12)	9%	(29)	11%	(34)	77%	(248)	324
#1 Issue: Health Care	7%	(21)	8%	(24)	13%	(39)	72%	(214)	299
#1 Issue: Medicare / Social Security	2%	(5)	9%	(25)	8%	(24)	81%	(227)	281
#1 Issue: Women's Issues	6%	(8)	13%	(17)	16%	(22)	65%	(87)	134
#1 Issue: Education	14%	(19)	15%	(20)	15%	(19)	56%	(72)	130
#1 Issue: Energy	7%	(10)	16%	(23)	18%	(26)	60%	(90)	151
#1 Issue: Other	4%	(4)	6%	(7)	5%	(6)	85%	(102)	120
2020 Vote: Joe Biden	7%	(75)	13%	(130)	12%	(127)	68%	(699)	1031
2020 Vote: Donald Trump	4%	(28)	9%	(63)	10%	(68)	78%	(546)	704
2020 Vote: Other	7%	(4)	15%	(9)	7%	(4)	71%	(41)	58
2020 Vote: Didn't Vote	3%	(11)	9%	(37)	14%	(55)	74%	(301)	405
2018 House Vote: Democrat	6%	(46)	13%	(94)	12%	(88)	69%	(502)	730
2018 House Vote: Republican	4%	(23)	10%	(62)	10%	(60)	76%	(458)	604
2016 Vote: Hillary Clinton	7%	(46)	12%	(83)	11%	(76)	71%	(492)	698
2016 Vote: Donald Trump	4%	(27)	10%	(64)	10%	(66)	76%	(489)	646
2016 Vote: Other	2%	(2)	7%	(7)	4%	(5)	86%	(88)	102
2016 Vote: Didn't Vote	6%	(42)	11%	(83)	14%	(107)	69%	(519)	751
Voted in 2014: Yes	5%	(65)	11%	(142)	11%	(138)	72%	(891)	1235
Voted in 2014: No	5%	(53)	10%	(97)	12%	(116)	72%	(698)	965
4-Region: Northeast	8%	(33)	11%	(43)	12%	(46)	69%	(272)	394
4-Region: Midwest	3%	(14)	9%	(40)	11%	(50)	78%	(359)	462
4-Region: South	5%	(40)	11%	(88)	13%	(108)	71%	(588)	824
4-Region: West	6%	(31)	13%	(68)	10%	(50)	71%	(371)	520
Sports Fans	7%	(108)	14%	(224)	13%	(211)	66%	(1072)	1615

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Table MCSP9_32: How much of the following sports did you watch 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	5%	(118)	11%	(239)	12%	(254)	72%	(1589)	2200
Avid Sports Fans	13%	(81)	19%	(120)	14%	(87)	54%	(331)	619
Casual Sports Fans	3%	(28)	10%	(104)	12%	(124)	74%	(740)	996
Non-Sports Fans	2%	(9)	3%	(15)	7%	(43)	88%	(517)	585
Gen Z Sports Fans	7%	(12)	14%	(24)	25%	(43)	55%	(97)	176
Millennial Sports Fans	15%	(77)	21%	(106)	14%	(73)	50%	(255)	512
Gen X Sports Fans	4%	(14)	11%	(44)	10%	(37)	75%	(289)	383
Boomer Sports Fans	1%	(5)	10%	(48)	11%	(54)	78%	(379)	486
Democratic Sports Fans	10%	(73)	17%	(120)	13%	(89)	60%	(431)	713
Republican Sports Fans	5%	(24)	11%	(51)	12%	(55)	72%	(325)	455
Male Sports Fans	10%	(85)	17%	(149)	15%	(129)	59%	(519)	882
Female Sports Fans	3%	(23)	10%	(76)	11%	(82)	75%	(553)	734
Olympics Fans	7%	(114)	15%	(232)	14%	(222)	63%	(981)	1549
Avid Olympics Fans	20%	(85)	24%	(100)	16%	(69)	40%	(167)	422
Casual Olympics Fans	3%	(29)	12%	(132)	14%	(153)	72%	(813)	1128
Non-Olympics Fans	1%	(4)	1%	(7)	5%	(32)	93%	(608)	651
Watched a Lot 2021 Olympics	28%	(80)	24%	(69)	14%	(40)	33%	(94)	283
Didn't Watch any 2021 Olympics	—	(3)	—	(2)	3%	(20)	97%	(730)	755
Watched a Lot/some 2021 Olympics	12%	(104)	24%	(206)	16%	(139)	47%	(400)	849
Watched any 2021 Olympics	8%	(115)	16%	(237)	16%	(234)	59%	(859)	1445
Familiar with Peacock	8%	(98)	14%	(173)	12%	(139)	66%	(789)	1200
Peacock Subscriber	10%	(54)	12%	(68)	11%	(60)	67%	(366)	548

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

Table MCSP9_33: *How much of the following sports did you watch 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	6%	(133)	10%	(210)	11%	(238)	74%	(1619)	2200
Gender: Male	9%	(96)	13%	(136)	12%	(128)	66%	(703)	1062
Gender: Female	3%	(38)	7%	(74)	10%	(111)	80%	(916)	1138
Age: 18-34	12%	(76)	14%	(90)	16%	(106)	58%	(383)	655
Age: 35-44	11%	(38)	14%	(52)	17%	(60)	58%	(208)	358
Age: 45-64	2%	(15)	8%	(57)	6%	(47)	84%	(632)	751
Age: 65+	1%	(4)	3%	(12)	6%	(25)	91%	(396)	436
GenZers: 1997-2012	10%	(25)	11%	(27)	17%	(42)	62%	(153)	247
Millennials: 1981-1996	13%	(85)	15%	(100)	16%	(101)	56%	(361)	647
GenXers: 1965-1980	3%	(15)	10%	(56)	10%	(54)	77%	(411)	536
Baby Boomers: 1946-1964	1%	(9)	4%	(26)	6%	(39)	89%	(606)	680
PID: Dem (no lean)	8%	(72)	11%	(103)	12%	(109)	70%	(651)	934
PID: Ind (no lean)	5%	(30)	10%	(65)	11%	(72)	74%	(478)	645
PID: Rep (no lean)	5%	(32)	7%	(42)	9%	(57)	79%	(490)	621
PID/Gender: Dem Men	13%	(56)	15%	(64)	14%	(58)	58%	(248)	427
PID/Gender: Dem Women	3%	(15)	8%	(38)	10%	(51)	79%	(403)	507
PID/Gender: Ind Men	5%	(14)	14%	(43)	13%	(42)	69%	(216)	316
PID/Gender: Ind Women	5%	(16)	7%	(22)	9%	(30)	79%	(261)	329
PID/Gender: Rep Men	8%	(25)	9%	(28)	9%	(28)	75%	(239)	320
PID/Gender: Rep Women	2%	(6)	5%	(14)	10%	(29)	83%	(252)	302
Ideo: Liberal (1-3)	9%	(66)	12%	(82)	11%	(80)	68%	(487)	715
Ideo: Moderate (4)	4%	(28)	12%	(77)	12%	(74)	72%	(453)	633
Ideo: Conservative (5-7)	5%	(33)	6%	(40)	10%	(66)	80%	(548)	687
Educ: < College	5%	(78)	9%	(130)	11%	(165)	75%	(1139)	1512
Educ: Bachelors degree	8%	(36)	11%	(47)	10%	(45)	71%	(316)	444
Educ: Post-grad	8%	(20)	13%	(33)	11%	(28)	67%	(164)	244
Income: Under 50k	5%	(65)	9%	(117)	10%	(131)	76%	(987)	1300
Income: 50k-100k	7%	(44)	9%	(56)	11%	(70)	73%	(457)	628
Income: 100k+	9%	(24)	14%	(37)	13%	(37)	64%	(175)	273
Ethnicity: White	6%	(100)	9%	(151)	10%	(171)	75%	(1299)	1722
Ethnicity: Hispanic	10%	(35)	10%	(36)	16%	(56)	64%	(222)	349
Ethnicity: Black	8%	(22)	13%	(35)	17%	(46)	63%	(171)	274

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Table MCSP9_33: How much of the following sports did you watch 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	6%	(133)	10%	(210)	11%	(238)	74%	(1619)	2200
Ethnicity: Other	6%	(11)	12%	(24)	10%	(21)	72%	(148)	204
All Christian	5%	(52)	11%	(106)	11%	(108)	73%	(730)	996
All Non-Christian	21%	(32)	16%	(25)	13%	(20)	50%	(75)	151
Atheist	7%	(7)	10%	(11)	10%	(12)	73%	(80)	111
Agnostic/Nothing in particular	4%	(26)	8%	(47)	12%	(70)	76%	(441)	583
Something Else	5%	(17)	6%	(22)	8%	(29)	81%	(292)	359
Religious Non-Protestant/Catholic	20%	(35)	17%	(31)	13%	(24)	50%	(89)	179
Evangelical	7%	(38)	10%	(59)	11%	(60)	72%	(411)	567
Non-Evangelical	3%	(25)	8%	(59)	10%	(71)	79%	(590)	745
Community: Urban	11%	(71)	16%	(103)	10%	(70)	63%	(420)	663
Community: Suburban	4%	(42)	7%	(72)	11%	(109)	78%	(794)	1017
Community: Rural	4%	(21)	7%	(34)	12%	(60)	78%	(405)	520
Employ: Private Sector	9%	(58)	13%	(89)	14%	(96)	64%	(426)	669
Employ: Government	13%	(14)	19%	(20)	13%	(15)	55%	(60)	110
Employ: Self-Employed	12%	(24)	14%	(29)	16%	(34)	58%	(120)	208
Employ: Homemaker	2%	(3)	5%	(9)	12%	(21)	81%	(144)	177
Employ: Student	12%	(13)	7%	(8)	14%	(15)	67%	(72)	108
Employ: Retired	1%	(4)	4%	(21)	4%	(22)	91%	(466)	513
Employ: Unemployed	4%	(13)	7%	(19)	9%	(26)	80%	(226)	283
Employ: Other	3%	(4)	10%	(14)	7%	(10)	79%	(105)	132
Military HH: Yes	6%	(20)	9%	(30)	10%	(33)	76%	(263)	347
Military HH: No	6%	(114)	10%	(179)	11%	(205)	73%	(1355)	1853
RD/WT: Right Direction	8%	(85)	13%	(125)	13%	(131)	66%	(660)	1001
RD/WT: Wrong Track	4%	(48)	7%	(84)	9%	(108)	80%	(959)	1199
Biden Job Approve	8%	(98)	11%	(141)	12%	(144)	69%	(843)	1225
Biden Job Disapprove	3%	(28)	7%	(63)	10%	(84)	80%	(700)	875
Biden Job Strongly Approve	11%	(69)	13%	(84)	12%	(81)	64%	(417)	652
Biden Job Somewhat Approve	5%	(29)	10%	(56)	11%	(63)	74%	(425)	573
Biden Job Somewhat Disapprove	2%	(5)	12%	(31)	16%	(40)	70%	(174)	250
Biden Job Strongly Disapprove	4%	(23)	5%	(32)	7%	(44)	84%	(526)	625

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Table MCSP9_33: How much of the following sports did you watch 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	6%	(133)	10%	(210)	11%	(238)	74%	(1619)	2200
Favorable of Biden	7%	(87)	12%	(142)	12%	(141)	70%	(850)	1220
Unfavorable of Biden	4%	(31)	7%	(58)	9%	(80)	80%	(685)	854
Very Favorable of Biden	10%	(65)	13%	(82)	11%	(70)	67%	(435)	652
Somewhat Favorable of Biden	4%	(22)	11%	(60)	13%	(71)	73%	(415)	569
Somewhat Unfavorable of Biden	5%	(10)	12%	(25)	11%	(24)	72%	(153)	212
Very Unfavorable of Biden	3%	(21)	5%	(33)	9%	(55)	83%	(532)	642
#1 Issue: Economy	5%	(38)	10%	(78)	11%	(87)	73%	(559)	763
#1 Issue: Security	6%	(20)	8%	(26)	7%	(24)	79%	(255)	324
#1 Issue: Health Care	7%	(22)	10%	(30)	12%	(35)	71%	(212)	299
#1 Issue: Medicare / Social Security	2%	(7)	6%	(16)	7%	(21)	84%	(237)	281
#1 Issue: Women's Issues	8%	(11)	10%	(13)	17%	(23)	65%	(86)	134
#1 Issue: Education	15%	(20)	17%	(22)	14%	(18)	54%	(70)	130
#1 Issue: Energy	7%	(11)	11%	(17)	16%	(25)	65%	(99)	151
#1 Issue: Other	4%	(5)	7%	(8)	5%	(6)	84%	(101)	120
2020 Vote: Joe Biden	7%	(77)	11%	(115)	12%	(126)	69%	(713)	1031
2020 Vote: Donald Trump	5%	(33)	7%	(46)	9%	(61)	80%	(563)	704
2020 Vote: Other	8%	(5)	15%	(8)	18%	(11)	59%	(34)	58
2020 Vote: Didn't Vote	5%	(18)	10%	(40)	10%	(40)	76%	(307)	405
2018 House Vote: Democrat	6%	(47)	11%	(81)	12%	(84)	71%	(517)	730
2018 House Vote: Republican	5%	(31)	9%	(54)	8%	(49)	78%	(469)	604
2016 Vote: Hillary Clinton	7%	(46)	11%	(77)	11%	(76)	71%	(498)	698
2016 Vote: Donald Trump	5%	(33)	7%	(48)	9%	(55)	79%	(510)	646
2016 Vote: Other	2%	(2)	7%	(8)	9%	(10)	81%	(82)	102
2016 Vote: Didn't Vote	7%	(52)	10%	(76)	13%	(96)	70%	(527)	751
Voted in 2014: Yes	6%	(69)	10%	(120)	10%	(121)	75%	(926)	1235
Voted in 2014: No	7%	(64)	9%	(90)	12%	(118)	72%	(692)	965
4-Region: Northeast	9%	(37)	8%	(33)	14%	(55)	68%	(268)	394
4-Region: Midwest	4%	(18)	8%	(37)	8%	(38)	80%	(370)	462
4-Region: South	5%	(44)	9%	(78)	11%	(91)	74%	(611)	824
4-Region: West	7%	(35)	12%	(62)	10%	(53)	71%	(369)	520
Sports Fans	8%	(128)	12%	(187)	13%	(211)	67%	(1090)	1615

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Table MCSP9_33: How much of the following sports did you watch 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	6%	(133)	10%	(210)	11%	(238)	74%	(1619)	2200
Avid Sports Fans	14%	(84)	14%	(86)	16%	(99)	57%	(350)	619
Casual Sports Fans	4%	(44)	10%	(101)	11%	(112)	74%	(740)	996
Non-Sports Fans	1%	(5)	4%	(23)	5%	(28)	90%	(529)	585
Gen Z Sports Fans	12%	(22)	12%	(22)	20%	(35)	55%	(97)	176
Millennial Sports Fans	16%	(83)	18%	(91)	18%	(91)	48%	(247)	512
Gen X Sports Fans	4%	(15)	13%	(49)	12%	(46)	71%	(273)	383
Boomer Sports Fans	2%	(8)	5%	(24)	8%	(37)	86%	(416)	486
Democratic Sports Fans	10%	(70)	13%	(94)	14%	(101)	63%	(448)	713
Republican Sports Fans	7%	(32)	9%	(39)	11%	(50)	74%	(335)	455
Male Sports Fans	11%	(93)	14%	(124)	13%	(115)	62%	(550)	882
Female Sports Fans	5%	(35)	9%	(63)	13%	(95)	74%	(540)	734
Olympics Fans	8%	(127)	13%	(197)	14%	(213)	65%	(1012)	1549
Avid Olympics Fans	21%	(89)	17%	(70)	17%	(71)	45%	(192)	422
Casual Olympics Fans	3%	(38)	11%	(127)	13%	(141)	73%	(821)	1128
Non-Olympics Fans	1%	(6)	2%	(13)	4%	(26)	93%	(606)	651
Watched a Lot 2021 Olympics	28%	(79)	16%	(46)	17%	(47)	39%	(111)	283
Didn't Watch any 2021 Olympics	—	(2)	2%	(13)	3%	(22)	95%	(718)	755
Watched a Lot/some 2021 Olympics	14%	(120)	19%	(160)	17%	(148)	50%	(421)	849
Watched any 2021 Olympics	9%	(131)	14%	(197)	15%	(216)	62%	(901)	1445
Familiar with Peacock	9%	(114)	12%	(139)	12%	(148)	67%	(800)	1200
Peacock Subscriber	10%	(52)	12%	(63)	11%	(61)	68%	(371)	548

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

Table MCSP9_34: *How much of the following sports did you watch 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	7%	(149)	12%	(259)	14%	(297)	68%	(1496)	2200
Gender: Male	10%	(105)	14%	(148)	15%	(155)	62%	(654)	1062
Gender: Female	4%	(44)	10%	(111)	12%	(142)	74%	(842)	1138
Age: 18-34	11%	(72)	20%	(128)	19%	(125)	50%	(329)	655
Age: 35-44	14%	(50)	15%	(54)	16%	(56)	55%	(198)	358
Age: 45-64	3%	(20)	7%	(56)	10%	(72)	80%	(603)	751
Age: 65+	1%	(7)	5%	(21)	10%	(44)	84%	(365)	436
GenZers: 1997-2012	6%	(16)	19%	(46)	22%	(55)	53%	(130)	247
Millennials: 1981-1996	15%	(99)	18%	(118)	16%	(105)	50%	(325)	647
GenXers: 1965-1980	5%	(26)	10%	(51)	12%	(66)	73%	(393)	536
Baby Boomers: 1946-1964	1%	(6)	6%	(38)	10%	(66)	84%	(571)	680
PID: Dem (no lean)	10%	(93)	14%	(134)	14%	(126)	62%	(581)	934
PID: Ind (no lean)	4%	(24)	9%	(59)	16%	(101)	71%	(460)	645
PID: Rep (no lean)	5%	(31)	11%	(66)	11%	(69)	73%	(455)	621
PID/Gender: Dem Men	16%	(70)	17%	(72)	15%	(65)	51%	(219)	427
PID/Gender: Dem Women	4%	(23)	12%	(62)	12%	(61)	71%	(361)	507
PID/Gender: Ind Men	4%	(14)	10%	(30)	18%	(58)	68%	(214)	316
PID/Gender: Ind Women	3%	(11)	9%	(29)	13%	(43)	75%	(246)	329
PID/Gender: Rep Men	7%	(21)	14%	(46)	10%	(32)	69%	(221)	320
PID/Gender: Rep Women	3%	(10)	7%	(20)	12%	(37)	78%	(234)	302
Ideo: Liberal (1-3)	11%	(77)	15%	(110)	14%	(102)	60%	(426)	715
Ideo: Moderate (4)	5%	(30)	12%	(75)	16%	(99)	68%	(429)	633
Ideo: Conservative (5-7)	5%	(35)	9%	(61)	10%	(70)	76%	(522)	687
Educ: < College	4%	(65)	11%	(163)	13%	(200)	72%	(1084)	1512
Educ: Bachelors degree	13%	(56)	13%	(58)	14%	(64)	60%	(266)	444
Educ: Post-grad	11%	(28)	15%	(38)	13%	(33)	60%	(145)	244
Income: Under 50k	4%	(52)	11%	(140)	14%	(177)	72%	(930)	1300
Income: 50k-100k	9%	(57)	12%	(75)	14%	(88)	65%	(408)	628
Income: 100k+	15%	(40)	16%	(44)	12%	(32)	58%	(157)	273
Ethnicity: White	7%	(112)	10%	(173)	13%	(222)	71%	(1215)	1722
Ethnicity: Hispanic	7%	(25)	18%	(64)	21%	(73)	53%	(187)	349
Ethnicity: Black	10%	(26)	18%	(50)	13%	(37)	59%	(161)	274

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Table MCSP9_34: How much of the following sports did you watch 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	7%	(149)	12%	(259)	14%	(297)	68%	(1496)	2200
Ethnicity: Other	5%	(10)	18%	(36)	19%	(38)	59%	(120)	204
All Christian	7%	(67)	13%	(130)	13%	(125)	68%	(674)	996
All Non-Christian	26%	(39)	17%	(25)	15%	(23)	43%	(64)	151
Atheist	5%	(6)	11%	(13)	16%	(17)	68%	(75)	111
Agnostic/Nothing in particular	4%	(22)	11%	(65)	14%	(82)	71%	(414)	583
Something Else	4%	(15)	7%	(26)	14%	(50)	74%	(268)	359
Religious Non-Protestant/Catholic	23%	(42)	16%	(29)	14%	(25)	47%	(83)	179
Evangelical	9%	(50)	12%	(66)	13%	(75)	66%	(376)	567
Non-Evangelical	4%	(28)	11%	(82)	13%	(95)	72%	(540)	745
Community: Urban	13%	(87)	17%	(113)	14%	(94)	56%	(370)	663
Community: Suburban	4%	(41)	10%	(105)	14%	(138)	72%	(733)	1017
Community: Rural	4%	(21)	8%	(41)	13%	(65)	76%	(393)	520
Employ: Private Sector	11%	(74)	17%	(116)	16%	(104)	56%	(376)	669
Employ: Government	15%	(17)	22%	(24)	19%	(20)	44%	(48)	110
Employ: Self-Employed	14%	(30)	16%	(33)	17%	(34)	53%	(110)	208
Employ: Homemaker	2%	(3)	4%	(7)	18%	(31)	77%	(136)	177
Employ: Student	6%	(7)	13%	(14)	17%	(18)	64%	(69)	108
Employ: Retired	1%	(5)	6%	(30)	8%	(39)	85%	(439)	513
Employ: Unemployed	5%	(13)	9%	(25)	11%	(31)	75%	(213)	283
Employ: Other	—	(0)	7%	(9)	14%	(19)	79%	(104)	132
Military HH: Yes	7%	(23)	8%	(28)	14%	(48)	72%	(249)	347
Military HH: No	7%	(126)	12%	(231)	13%	(250)	67%	(1247)	1853
RD/WT: Right Direction	10%	(104)	15%	(147)	15%	(153)	60%	(598)	1001
RD/WT: Wrong Track	4%	(45)	9%	(112)	12%	(144)	75%	(898)	1199
Biden Job Approve	9%	(114)	14%	(175)	15%	(181)	62%	(754)	1225
Biden Job Disapprove	3%	(29)	8%	(72)	12%	(103)	77%	(672)	875
Biden Job Strongly Approve	13%	(86)	16%	(103)	14%	(88)	57%	(375)	652
Biden Job Somewhat Approve	5%	(28)	13%	(72)	16%	(93)	66%	(379)	573
Biden Job Somewhat Disapprove	3%	(8)	12%	(29)	21%	(52)	64%	(161)	250
Biden Job Strongly Disapprove	3%	(21)	7%	(42)	8%	(51)	82%	(510)	625

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Table MCSP9_34: How much of the following sports did you watch 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	7%	(149)	12%	(259)	14%	(297)	68%	(1496)	2200
Favorable of Biden	8%	(103)	15%	(181)	14%	(176)	62%	(759)	1220
Unfavorable of Biden	4%	(33)	7%	(62)	12%	(99)	77%	(660)	854
Very Favorable of Biden	12%	(77)	15%	(96)	13%	(85)	60%	(393)	652
Somewhat Favorable of Biden	5%	(26)	15%	(85)	16%	(91)	65%	(367)	569
Somewhat Unfavorable of Biden	7%	(15)	10%	(22)	16%	(33)	67%	(142)	212
Very Unfavorable of Biden	3%	(18)	6%	(40)	10%	(66)	81%	(518)	642
#1 Issue: Economy	6%	(44)	12%	(93)	13%	(99)	69%	(527)	763
#1 Issue: Security	5%	(16)	9%	(29)	10%	(34)	76%	(245)	324
#1 Issue: Health Care	9%	(27)	15%	(44)	17%	(51)	59%	(177)	299
#1 Issue: Medicare / Social Security	3%	(8)	9%	(24)	10%	(29)	78%	(220)	281
#1 Issue: Women's Issues	15%	(20)	13%	(17)	18%	(24)	55%	(73)	134
#1 Issue: Education	17%	(22)	11%	(14)	20%	(26)	52%	(68)	130
#1 Issue: Energy	7%	(11)	18%	(27)	19%	(29)	56%	(84)	151
#1 Issue: Other	1%	(2)	8%	(10)	5%	(6)	85%	(102)	120
2020 Vote: Joe Biden	9%	(96)	15%	(153)	15%	(151)	61%	(631)	1031
2020 Vote: Donald Trump	5%	(33)	9%	(63)	11%	(80)	75%	(529)	704
2020 Vote: Other	—	(0)	11%	(6)	14%	(8)	75%	(44)	58
2020 Vote: Didn't Vote	5%	(20)	9%	(37)	14%	(58)	72%	(291)	405
2018 House Vote: Democrat	8%	(61)	14%	(100)	16%	(114)	62%	(454)	730
2018 House Vote: Republican	5%	(31)	9%	(57)	10%	(61)	75%	(455)	604
2016 Vote: Hillary Clinton	8%	(54)	13%	(89)	14%	(100)	65%	(455)	698
2016 Vote: Donald Trump	6%	(37)	10%	(63)	10%	(67)	74%	(479)	646
2016 Vote: Other	1%	(1)	5%	(5)	17%	(17)	77%	(78)	102
2016 Vote: Didn't Vote	7%	(55)	13%	(100)	15%	(114)	64%	(482)	751
Voted in 2014: Yes	7%	(86)	10%	(128)	13%	(163)	70%	(859)	1235
Voted in 2014: No	7%	(63)	14%	(131)	14%	(134)	66%	(637)	965
4-Region: Northeast	9%	(34)	16%	(62)	14%	(54)	62%	(244)	394
4-Region: Midwest	4%	(17)	10%	(45)	13%	(61)	73%	(339)	462
4-Region: South	7%	(57)	12%	(97)	14%	(111)	68%	(559)	824
4-Region: West	8%	(41)	10%	(54)	14%	(71)	68%	(353)	520
Sports Fans	8%	(136)	15%	(237)	17%	(267)	60%	(975)	1615

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Table MCSP9_34: How much of the following sports did you watch 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	7%	(149)	12%	(259)	14%	(297)	68%	(1496)	2200
Avid Sports Fans	16%	(100)	18%	(111)	17%	(105)	49%	(303)	619
Casual Sports Fans	4%	(36)	13%	(126)	16%	(162)	67%	(672)	996
Non-Sports Fans	2%	(13)	4%	(21)	5%	(30)	89%	(520)	585
Gen Z Sports Fans	8%	(14)	21%	(37)	28%	(49)	43%	(75)	176
Millennial Sports Fans	18%	(92)	22%	(113)	18%	(91)	42%	(216)	512
Gen X Sports Fans	6%	(22)	12%	(47)	16%	(61)	66%	(254)	383
Boomer Sports Fans	1%	(5)	7%	(35)	13%	(62)	79%	(384)	486
Democratic Sports Fans	13%	(90)	17%	(124)	16%	(114)	54%	(386)	713
Republican Sports Fans	6%	(27)	14%	(62)	14%	(62)	67%	(304)	455
Male Sports Fans	11%	(97)	16%	(141)	17%	(149)	56%	(495)	882
Female Sports Fans	5%	(39)	13%	(96)	16%	(119)	65%	(480)	734
Olympics Fans	9%	(143)	16%	(246)	17%	(267)	58%	(893)	1549
Avid Olympics Fans	24%	(102)	21%	(87)	21%	(90)	34%	(142)	422
Casual Olympics Fans	4%	(41)	14%	(158)	16%	(177)	67%	(751)	1128
Non-Olympics Fans	1%	(5)	2%	(13)	5%	(30)	93%	(603)	651
Watched a Lot 2021 Olympics	31%	(89)	24%	(68)	19%	(54)	25%	(72)	283
Didn't Watch any 2021 Olympics	1%	(6)	1%	(7)	3%	(26)	95%	(716)	755
Watched a Lot/some 2021 Olympics	15%	(131)	25%	(213)	21%	(174)	39%	(330)	849
Watched any 2021 Olympics	10%	(143)	17%	(251)	19%	(271)	54%	(780)	1445
Familiar with Peacock	11%	(127)	15%	(186)	15%	(180)	59%	(708)	1200
Peacock Subscriber	12%	(67)	13%	(70)	14%	(78)	61%	(333)	548

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

Table MCSP9_35: *How much of the following sports did you watch 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	6%	(137)	11%	(238)	11%	(244)	72%	(1581)	2200
Gender: Male	8%	(87)	14%	(152)	12%	(129)	65%	(694)	1062
Gender: Female	4%	(49)	8%	(87)	10%	(115)	78%	(887)	1138
Age: 18-34	12%	(77)	15%	(97)	13%	(87)	60%	(394)	655
Age: 35-44	10%	(36)	17%	(60)	15%	(55)	58%	(207)	358
Age: 45-64	2%	(16)	7%	(56)	9%	(66)	82%	(613)	751
Age: 65+	2%	(8)	6%	(26)	8%	(35)	84%	(367)	436
GenZers: 1997-2012	11%	(26)	10%	(24)	16%	(39)	64%	(158)	247
Millennials: 1981-1996	12%	(80)	18%	(114)	13%	(87)	57%	(366)	647
GenXers: 1965-1980	4%	(19)	10%	(55)	10%	(54)	76%	(409)	536
Baby Boomers: 1946-1964	1%	(9)	5%	(37)	9%	(59)	85%	(576)	680
PID: Dem (no lean)	9%	(88)	14%	(132)	10%	(89)	67%	(625)	934
PID: Ind (no lean)	4%	(23)	8%	(52)	14%	(89)	75%	(481)	645
PID: Rep (no lean)	4%	(26)	9%	(55)	11%	(66)	76%	(475)	621
PID/Gender: Dem Men	15%	(64)	18%	(78)	11%	(46)	56%	(238)	427
PID/Gender: Dem Women	5%	(24)	11%	(54)	9%	(43)	76%	(386)	507
PID/Gender: Ind Men	3%	(11)	10%	(32)	16%	(49)	71%	(224)	316
PID/Gender: Ind Women	4%	(12)	6%	(19)	12%	(40)	78%	(258)	329
PID/Gender: Rep Men	4%	(13)	13%	(41)	11%	(34)	73%	(232)	320
PID/Gender: Rep Women	4%	(13)	5%	(14)	11%	(32)	80%	(243)	302
Ideo: Liberal (1-3)	10%	(72)	13%	(91)	11%	(78)	66%	(475)	715
Ideo: Moderate (4)	4%	(25)	13%	(83)	12%	(73)	71%	(452)	633
Ideo: Conservative (5-7)	5%	(37)	8%	(53)	11%	(75)	76%	(524)	687
Educ: < College	4%	(62)	10%	(145)	11%	(171)	75%	(1134)	1512
Educ: Bachelors degree	11%	(49)	12%	(52)	11%	(49)	66%	(293)	444
Educ: Post-grad	10%	(25)	17%	(41)	10%	(24)	63%	(154)	244
Income: Under 50k	4%	(56)	10%	(126)	11%	(140)	75%	(978)	1300
Income: 50k-100k	9%	(55)	11%	(70)	12%	(73)	68%	(429)	628
Income: 100k+	9%	(26)	15%	(42)	12%	(32)	63%	(173)	273
Ethnicity: White	6%	(96)	10%	(175)	11%	(183)	74%	(1268)	1722
Ethnicity: Hispanic	10%	(36)	13%	(46)	16%	(57)	60%	(211)	349
Ethnicity: Black	9%	(24)	14%	(38)	13%	(36)	64%	(176)	274

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Table MCSP9_35: How much of the following sports did you watch 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	6%	(137)	11%	(238)	11%	(244)	72%	(1581)	2200
Ethnicity: Other	8%	(17)	12%	(25)	12%	(25)	67%	(137)	204
All Christian	6%	(64)	12%	(120)	11%	(108)	71%	(704)	996
All Non-Christian	24%	(36)	18%	(27)	11%	(17)	47%	(71)	151
Atheist	3%	(3)	9%	(10)	10%	(11)	78%	(86)	111
Agnostic/Nothing in particular	4%	(23)	10%	(57)	13%	(78)	73%	(426)	583
Something Else	3%	(11)	7%	(25)	8%	(29)	82%	(293)	359
Religious Non-Protestant/Catholic	23%	(41)	16%	(29)	10%	(18)	50%	(90)	179
Evangelical	8%	(43)	12%	(67)	10%	(58)	70%	(400)	567
Non-Evangelical	3%	(23)	10%	(74)	10%	(77)	77%	(571)	745
Community: Urban	10%	(67)	15%	(101)	11%	(75)	63%	(420)	663
Community: Suburban	4%	(43)	10%	(98)	11%	(112)	75%	(765)	1017
Community: Rural	5%	(26)	8%	(40)	11%	(57)	76%	(397)	520
Employ: Private Sector	10%	(64)	15%	(103)	12%	(82)	63%	(420)	669
Employ: Government	13%	(14)	20%	(22)	18%	(20)	49%	(53)	110
Employ: Self-Employed	12%	(25)	15%	(32)	12%	(25)	60%	(125)	208
Employ: Homemaker	3%	(5)	5%	(8)	13%	(24)	79%	(139)	177
Employ: Student	10%	(11)	10%	(10)	12%	(13)	68%	(73)	108
Employ: Retired	1%	(6)	6%	(32)	8%	(43)	84%	(432)	513
Employ: Unemployed	4%	(10)	8%	(24)	9%	(25)	79%	(224)	283
Employ: Other	1%	(1)	5%	(7)	8%	(11)	85%	(113)	132
Military HH: Yes	6%	(22)	9%	(30)	14%	(50)	71%	(245)	347
Military HH: No	6%	(115)	11%	(208)	10%	(194)	72%	(1336)	1853
RD/WT: Right Direction	10%	(98)	14%	(136)	12%	(120)	65%	(647)	1001
RD/WT: Wrong Track	3%	(39)	9%	(103)	10%	(124)	78%	(934)	1199
Biden Job Approve	9%	(105)	13%	(157)	12%	(148)	67%	(815)	1225
Biden Job Disapprove	4%	(31)	8%	(72)	10%	(86)	78%	(686)	875
Biden Job Strongly Approve	12%	(78)	15%	(101)	11%	(72)	62%	(402)	652
Biden Job Somewhat Approve	5%	(27)	10%	(56)	13%	(76)	72%	(413)	573
Biden Job Somewhat Disapprove	3%	(8)	14%	(34)	13%	(32)	70%	(176)	250
Biden Job Strongly Disapprove	4%	(23)	6%	(37)	9%	(54)	82%	(511)	625

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Table MCSP9_35: How much of the following sports did you watch 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	6%	(137)	11%	(238)	11%	(244)	72%	(1581)	2200
Favorable of Biden	8%	(93)	13%	(158)	12%	(142)	68%	(826)	1220
Unfavorable of Biden	4%	(36)	7%	(63)	10%	(86)	78%	(669)	854
Very Favorable of Biden	11%	(71)	15%	(97)	10%	(67)	64%	(417)	652
Somewhat Favorable of Biden	4%	(22)	11%	(62)	13%	(75)	72%	(410)	569
Somewhat Unfavorable of Biden	5%	(11)	11%	(23)	10%	(21)	74%	(156)	212
Very Unfavorable of Biden	4%	(24)	6%	(39)	10%	(65)	80%	(513)	642
#1 Issue: Economy	6%	(46)	11%	(81)	11%	(81)	73%	(554)	763
#1 Issue: Security	5%	(16)	10%	(31)	10%	(32)	76%	(245)	324
#1 Issue: Health Care	7%	(20)	10%	(31)	15%	(45)	68%	(203)	299
#1 Issue: Medicare / Social Security	3%	(9)	9%	(24)	8%	(23)	80%	(224)	281
#1 Issue: Women's Issues	6%	(8)	12%	(17)	19%	(26)	62%	(83)	134
#1 Issue: Education	17%	(22)	11%	(14)	12%	(15)	60%	(78)	130
#1 Issue: Energy	10%	(15)	18%	(27)	12%	(19)	60%	(91)	151
#1 Issue: Other	1%	(1)	11%	(14)	3%	(3)	85%	(102)	120
2020 Vote: Joe Biden	8%	(84)	13%	(138)	12%	(125)	66%	(685)	1031
2020 Vote: Donald Trump	4%	(27)	8%	(57)	10%	(71)	78%	(549)	704
2020 Vote: Other	6%	(3)	20%	(12)	10%	(6)	64%	(37)	58
2020 Vote: Didn't Vote	5%	(22)	8%	(32)	10%	(42)	76%	(309)	405
2018 House Vote: Democrat	7%	(54)	14%	(102)	11%	(81)	68%	(493)	730
2018 House Vote: Republican	4%	(24)	9%	(54)	11%	(69)	76%	(457)	604
2016 Vote: Hillary Clinton	7%	(51)	14%	(96)	12%	(81)	67%	(469)	698
2016 Vote: Donald Trump	4%	(26)	9%	(58)	10%	(66)	77%	(496)	646
2016 Vote: Other	4%	(4)	11%	(11)	5%	(5)	80%	(82)	102
2016 Vote: Didn't Vote	7%	(55)	10%	(73)	12%	(91)	71%	(532)	751
Voted in 2014: Yes	6%	(76)	12%	(143)	11%	(134)	71%	(882)	1235
Voted in 2014: No	6%	(61)	10%	(96)	11%	(110)	72%	(699)	965
4-Region: Northeast	9%	(35)	10%	(38)	13%	(50)	69%	(270)	394
4-Region: Midwest	3%	(15)	11%	(49)	12%	(56)	74%	(343)	462
4-Region: South	5%	(44)	11%	(92)	12%	(97)	72%	(591)	824
4-Region: West	8%	(43)	11%	(59)	8%	(41)	72%	(377)	520
Sports Fans	8%	(132)	14%	(225)	13%	(213)	65%	(1046)	1615

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Table MCSP9_35: How much of the following sports did you watch 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	6%	(137)	11%	(238)	11%	(244)	72%	(1581)	2200
Avid Sports Fans	16%	(98)	18%	(114)	14%	(84)	52%	(322)	619
Casual Sports Fans	3%	(33)	11%	(110)	13%	(129)	73%	(724)	996
Non-Sports Fans	1%	(5)	2%	(14)	5%	(31)	91%	(535)	585
Gen Z Sports Fans	14%	(25)	13%	(22)	19%	(34)	54%	(95)	176
Millennial Sports Fans	15%	(79)	21%	(105)	14%	(74)	50%	(254)	512
Gen X Sports Fans	5%	(18)	14%	(52)	12%	(48)	69%	(265)	383
Boomer Sports Fans	2%	(8)	7%	(36)	11%	(52)	80%	(390)	486
Democratic Sports Fans	12%	(85)	17%	(123)	11%	(82)	59%	(424)	713
Republican Sports Fans	6%	(25)	12%	(53)	12%	(56)	70%	(320)	455
Male Sports Fans	10%	(87)	17%	(147)	13%	(117)	60%	(531)	882
Female Sports Fans	6%	(45)	11%	(77)	13%	(96)	70%	(516)	734
Olympics Fans	9%	(133)	15%	(229)	14%	(213)	63%	(974)	1549
Avid Olympics Fans	23%	(99)	24%	(103)	18%	(76)	34%	(144)	422
Casual Olympics Fans	3%	(35)	11%	(126)	12%	(137)	74%	(830)	1128
Non-Olympics Fans	1%	(3)	1%	(10)	5%	(31)	93%	(607)	651
Watched a Lot 2021 Olympics	27%	(77)	28%	(80)	17%	(49)	27%	(77)	283
Didn't Watch any 2021 Olympics	—	(3)	—	(3)	3%	(23)	96%	(727)	755
Watched a Lot/some 2021 Olympics	15%	(124)	23%	(198)	18%	(154)	44%	(372)	849
Watched any 2021 Olympics	9%	(134)	16%	(236)	15%	(221)	59%	(854)	1445
Familiar with Peacock	9%	(107)	14%	(172)	12%	(144)	65%	(777)	1200
Peacock Subscriber	11%	(60)	12%	(66)	11%	(63)	66%	(360)	548

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

Table MCSP9_36: How much of the following sports did you watch 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	6%	(126)	13%	(276)	12%	(266)	70%	(1532)	2200
Gender: Male	9%	(91)	15%	(160)	13%	(137)	63%	(674)	1062
Gender: Female	3%	(35)	10%	(116)	11%	(129)	75%	(858)	1138
Age: 18-34	9%	(61)	15%	(101)	16%	(106)	59%	(387)	655
Age: 35-44	10%	(37)	17%	(59)	14%	(51)	59%	(211)	358
Age: 45-64	3%	(20)	10%	(77)	9%	(69)	78%	(585)	751
Age: 65+	2%	(8)	9%	(39)	9%	(40)	80%	(349)	436
GenZers: 1997-2012	6%	(15)	14%	(36)	18%	(43)	62%	(154)	247
Millennials: 1981-1996	12%	(78)	17%	(107)	15%	(97)	56%	(364)	647
GenXers: 1965-1980	4%	(24)	10%	(56)	9%	(50)	76%	(406)	536
Baby Boomers: 1946-1964	1%	(9)	10%	(68)	10%	(65)	79%	(539)	680
PID: Dem (no lean)	9%	(85)	14%	(127)	13%	(120)	64%	(601)	934
PID: Ind (no lean)	2%	(15)	12%	(77)	12%	(78)	74%	(475)	645
PID: Rep (no lean)	4%	(26)	12%	(72)	11%	(68)	73%	(456)	621
PID/Gender: Dem Men	15%	(66)	18%	(75)	12%	(53)	55%	(233)	427
PID/Gender: Dem Women	4%	(19)	10%	(53)	13%	(68)	72%	(367)	507
PID/Gender: Ind Men	2%	(8)	14%	(44)	14%	(43)	70%	(221)	316
PID/Gender: Ind Women	2%	(7)	10%	(33)	10%	(34)	77%	(255)	329
PID/Gender: Rep Men	5%	(18)	13%	(41)	13%	(41)	69%	(220)	320
PID/Gender: Rep Women	3%	(8)	10%	(31)	9%	(27)	78%	(236)	302
Ideo: Liberal (1-3)	9%	(61)	15%	(106)	12%	(89)	64%	(459)	715
Ideo: Moderate (4)	4%	(28)	12%	(77)	14%	(87)	70%	(441)	633
Ideo: Conservative (5-7)	4%	(31)	12%	(85)	10%	(71)	73%	(501)	687
Educ: < College	4%	(61)	11%	(171)	12%	(177)	73%	(1103)	1512
Educ: Bachelors degree	9%	(41)	13%	(58)	13%	(58)	65%	(286)	444
Educ: Post-grad	10%	(24)	19%	(47)	13%	(31)	58%	(142)	244
Income: Under 50k	4%	(50)	11%	(142)	12%	(150)	74%	(957)	1300
Income: 50k-100k	8%	(51)	14%	(85)	13%	(81)	65%	(411)	628
Income: 100k+	9%	(25)	18%	(49)	13%	(35)	60%	(164)	273
Ethnicity: White	6%	(99)	13%	(217)	11%	(195)	70%	(1211)	1722
Ethnicity: Hispanic	9%	(30)	14%	(50)	15%	(51)	62%	(218)	349
Ethnicity: Black	8%	(21)	11%	(30)	14%	(39)	67%	(185)	274

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Table MCSP9_36: How much of the following sports did you watch 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	6%	(126)	13%	(276)	12%	(266)	70%	(1532)	2200
Ethnicity: Other	3%	(6)	14%	(29)	16%	(32)	67%	(136)	204
All Christian	6%	(62)	14%	(137)	12%	(124)	68%	(673)	996
All Non-Christian	21%	(32)	17%	(25)	15%	(23)	47%	(71)	151
Atheist	4%	(4)	16%	(18)	7%	(8)	73%	(80)	111
Agnostic/Nothing in particular	4%	(22)	11%	(67)	13%	(75)	72%	(419)	583
Something Else	1%	(5)	8%	(29)	10%	(36)	81%	(289)	359
Religious Non-Protestant/Catholic	21%	(37)	15%	(26)	14%	(25)	51%	(91)	179
Evangelical	7%	(39)	13%	(76)	12%	(67)	68%	(385)	567
Non-Evangelical	3%	(22)	12%	(86)	12%	(88)	74%	(549)	745
Community: Urban	10%	(69)	18%	(116)	12%	(82)	60%	(396)	663
Community: Suburban	4%	(41)	10%	(103)	12%	(123)	74%	(749)	1017
Community: Rural	3%	(16)	11%	(56)	12%	(61)	74%	(387)	520
Employ: Private Sector	9%	(63)	16%	(105)	15%	(104)	59%	(398)	669
Employ: Government	11%	(12)	17%	(19)	19%	(21)	53%	(58)	110
Employ: Self-Employed	11%	(23)	15%	(31)	16%	(32)	59%	(122)	208
Employ: Homemaker	2%	(3)	9%	(16)	9%	(16)	80%	(142)	177
Employ: Student	3%	(3)	18%	(20)	11%	(12)	67%	(73)	108
Employ: Retired	2%	(11)	9%	(47)	8%	(42)	80%	(413)	513
Employ: Unemployed	3%	(10)	11%	(32)	8%	(22)	78%	(220)	283
Employ: Other	1%	(1)	5%	(7)	12%	(16)	81%	(108)	132
Military HH: Yes	6%	(21)	12%	(41)	11%	(39)	71%	(246)	347
Military HH: No	6%	(105)	13%	(235)	12%	(227)	69%	(1286)	1853
RD/WT: Right Direction	9%	(93)	15%	(151)	13%	(134)	62%	(623)	1001
RD/WT: Wrong Track	3%	(33)	10%	(125)	11%	(132)	76%	(909)	1199
Biden Job Approve	8%	(98)	15%	(178)	14%	(169)	64%	(780)	1225
Biden Job Disapprove	3%	(27)	10%	(89)	10%	(88)	77%	(671)	875
Biden Job Strongly Approve	12%	(78)	16%	(104)	14%	(88)	58%	(381)	652
Biden Job Somewhat Approve	4%	(20)	13%	(73)	14%	(80)	70%	(399)	573
Biden Job Somewhat Disapprove	2%	(6)	13%	(31)	15%	(38)	70%	(175)	250
Biden Job Strongly Disapprove	3%	(21)	9%	(58)	8%	(50)	79%	(496)	625

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Table MCSP9_36: How much of the following sports did you watch 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	6%	(126)	13%	(276)	12%	(266)	70%	(1532)	2200
Favorable of Biden	7%	(90)	14%	(172)	13%	(164)	65%	(795)	1220
Unfavorable of Biden	3%	(23)	11%	(90)	10%	(88)	76%	(653)	854
Very Favorable of Biden	10%	(67)	15%	(100)	13%	(86)	61%	(398)	652
Somewhat Favorable of Biden	4%	(23)	13%	(71)	14%	(77)	70%	(397)	569
Somewhat Unfavorable of Biden	4%	(9)	14%	(30)	9%	(20)	72%	(154)	212
Very Unfavorable of Biden	2%	(14)	9%	(60)	11%	(68)	78%	(500)	642
#1 Issue: Economy	5%	(35)	13%	(95)	14%	(103)	69%	(529)	763
#1 Issue: Security	7%	(22)	9%	(30)	11%	(34)	73%	(238)	324
#1 Issue: Health Care	9%	(25)	13%	(38)	12%	(36)	67%	(199)	299
#1 Issue: Medicare / Social Security	3%	(9)	11%	(32)	9%	(26)	76%	(214)	281
#1 Issue: Women's Issues	5%	(7)	14%	(19)	17%	(23)	64%	(86)	134
#1 Issue: Education	10%	(13)	22%	(28)	15%	(19)	53%	(69)	130
#1 Issue: Energy	9%	(13)	14%	(21)	12%	(19)	65%	(98)	151
#1 Issue: Other	2%	(2)	11%	(13)	5%	(6)	83%	(100)	120
2020 Vote: Joe Biden	8%	(84)	13%	(139)	14%	(146)	64%	(663)	1031
2020 Vote: Donald Trump	4%	(31)	11%	(79)	10%	(71)	74%	(524)	704
2020 Vote: Other	3%	(2)	24%	(14)	6%	(3)	67%	(39)	58
2020 Vote: Didn't Vote	2%	(10)	11%	(45)	11%	(45)	75%	(305)	405
2018 House Vote: Democrat	7%	(51)	13%	(97)	14%	(105)	65%	(477)	730
2018 House Vote: Republican	4%	(27)	12%	(71)	11%	(67)	73%	(440)	604
2016 Vote: Hillary Clinton	7%	(48)	13%	(93)	13%	(92)	67%	(465)	698
2016 Vote: Donald Trump	5%	(30)	11%	(68)	11%	(74)	73%	(475)	646
2016 Vote: Other	4%	(4)	16%	(16)	6%	(6)	75%	(76)	102
2016 Vote: Didn't Vote	6%	(45)	13%	(97)	13%	(95)	68%	(514)	751
Voted in 2014: Yes	6%	(72)	12%	(154)	13%	(157)	69%	(852)	1235
Voted in 2014: No	6%	(54)	13%	(122)	11%	(109)	70%	(679)	965
4-Region: Northeast	9%	(35)	16%	(62)	13%	(50)	63%	(247)	394
4-Region: Midwest	3%	(15)	11%	(53)	11%	(51)	74%	(344)	462
4-Region: South	5%	(45)	12%	(101)	11%	(89)	71%	(589)	824
4-Region: West	6%	(31)	12%	(60)	15%	(76)	68%	(352)	520
Sports Fans	7%	(118)	16%	(259)	14%	(230)	62%	(1008)	1615

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Table MCSP9_36: How much of the following sports did you watch 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	6%	(126)	13%	(276)	12%	(266)	70%	(1532)	2200
Avid Sports Fans	14%	(89)	22%	(137)	15%	(94)	48%	(299)	619
Casual Sports Fans	3%	(29)	12%	(123)	14%	(136)	71%	(709)	996
Non-Sports Fans	1%	(8)	3%	(17)	6%	(36)	90%	(523)	585
Gen Z Sports Fans	7%	(12)	19%	(34)	20%	(35)	54%	(95)	176
Millennial Sports Fans	15%	(76)	20%	(100)	17%	(85)	49%	(250)	512
Gen X Sports Fans	6%	(21)	14%	(54)	11%	(42)	69%	(265)	383
Boomer Sports Fans	2%	(8)	13%	(62)	12%	(60)	73%	(357)	486
Democratic Sports Fans	11%	(82)	17%	(121)	15%	(109)	56%	(401)	713
Republican Sports Fans	5%	(24)	15%	(67)	13%	(58)	67%	(305)	455
Male Sports Fans	10%	(88)	17%	(153)	14%	(121)	59%	(519)	882
Female Sports Fans	4%	(30)	14%	(106)	15%	(108)	67%	(490)	734
Olympics Fans	8%	(123)	17%	(271)	16%	(240)	59%	(915)	1549
Avid Olympics Fans	22%	(94)	27%	(114)	18%	(75)	33%	(138)	422
Casual Olympics Fans	3%	(29)	14%	(156)	15%	(166)	69%	(777)	1128
Non-Olympics Fans	—	(3)	1%	(6)	4%	(26)	95%	(617)	651
Watched a Lot 2021 Olympics	30%	(85)	29%	(81)	15%	(41)	27%	(76)	283
Didn't Watch any 2021 Olympics	—	(1)	—	(4)	2%	(18)	97%	(732)	755
Watched a Lot/some 2021 Olympics	14%	(119)	27%	(225)	19%	(165)	40%	(340)	849
Watched any 2021 Olympics	9%	(125)	19%	(273)	17%	(248)	55%	(799)	1445
Familiar with Peacock	9%	(106)	15%	(185)	14%	(162)	62%	(747)	1200
Peacock Subscriber	10%	(53)	16%	(85)	12%	(66)	63%	(344)	548

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

Table MCSP9_37: How much of the following sports did you watch 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	13%	(294)	20%	(445)	13%	(285)	54%	(1177)	2200
Gender: Male	17%	(175)	23%	(249)	14%	(148)	46%	(490)	1062
Gender: Female	10%	(118)	17%	(196)	12%	(137)	60%	(687)	1138
Age: 18-34	18%	(116)	21%	(140)	16%	(105)	45%	(295)	655
Age: 35-44	15%	(53)	23%	(82)	12%	(43)	50%	(180)	358
Age: 45-64	10%	(73)	20%	(148)	10%	(76)	60%	(453)	751
Age: 65+	12%	(52)	17%	(75)	14%	(61)	57%	(249)	436
GenZers: 1997-2012	17%	(41)	21%	(53)	14%	(36)	48%	(118)	247
Millennials: 1981-1996	17%	(110)	23%	(147)	16%	(102)	45%	(288)	647
GenXers: 1965-1980	11%	(57)	20%	(107)	10%	(52)	60%	(321)	536
Baby Boomers: 1946-1964	11%	(72)	18%	(125)	13%	(86)	58%	(397)	680
PID: Dem (no lean)	16%	(154)	23%	(217)	13%	(117)	48%	(446)	934
PID: Ind (no lean)	10%	(67)	20%	(127)	14%	(87)	56%	(363)	645
PID: Rep (no lean)	12%	(73)	16%	(100)	13%	(80)	59%	(367)	621
PID/Gender: Dem Men	24%	(101)	25%	(108)	14%	(59)	37%	(159)	427
PID/Gender: Dem Women	10%	(52)	22%	(109)	11%	(58)	57%	(288)	507
PID/Gender: Ind Men	10%	(32)	25%	(80)	15%	(49)	49%	(154)	316
PID/Gender: Ind Women	10%	(34)	14%	(47)	12%	(39)	63%	(209)	329
PID/Gender: Rep Men	13%	(42)	19%	(61)	13%	(40)	55%	(177)	320
PID/Gender: Rep Women	10%	(31)	13%	(39)	13%	(40)	63%	(191)	302
Ideo: Liberal (1-3)	18%	(128)	22%	(154)	13%	(95)	47%	(338)	715
Ideo: Moderate (4)	10%	(62)	26%	(166)	12%	(76)	52%	(329)	633
Ideo: Conservative (5-7)	13%	(87)	16%	(108)	13%	(89)	59%	(403)	687
Educ: < College	11%	(168)	19%	(284)	12%	(183)	58%	(877)	1512
Educ: Bachelors degree	19%	(85)	24%	(105)	13%	(60)	44%	(195)	444
Educ: Post-grad	17%	(41)	23%	(57)	17%	(42)	43%	(105)	244
Income: Under 50k	11%	(144)	17%	(225)	13%	(171)	58%	(759)	1300
Income: 50k-100k	16%	(101)	23%	(144)	12%	(74)	49%	(309)	628
Income: 100k+	18%	(49)	28%	(76)	15%	(40)	40%	(109)	273
Ethnicity: White	13%	(216)	19%	(325)	13%	(229)	55%	(952)	1722
Ethnicity: Hispanic	18%	(61)	23%	(79)	17%	(58)	43%	(152)	349
Ethnicity: Black	17%	(47)	23%	(64)	11%	(31)	48%	(132)	274

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Table MCSP9_37: How much of the following sports did you watch 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	13%	(294)	20%	(445)	13%	(285)	54%	(1177)	2200
Ethnicity: Other	15%	(30)	27%	(56)	12%	(25)	45%	(93)	204
All Christian	15%	(148)	23%	(230)	12%	(118)	50%	(500)	996
All Non-Christian	26%	(40)	24%	(36)	18%	(27)	32%	(48)	151
Atheist	9%	(10)	16%	(17)	12%	(13)	64%	(70)	111
Agnostic/Nothing in particular	10%	(58)	18%	(106)	15%	(86)	57%	(334)	583
Something Else	11%	(38)	15%	(55)	11%	(41)	63%	(225)	359
Religious Non-Protestant/Catholic	27%	(48)	20%	(36)	16%	(29)	37%	(66)	179
Evangelical	16%	(88)	21%	(116)	13%	(73)	51%	(290)	567
Non-Evangelical	12%	(87)	22%	(167)	11%	(82)	55%	(410)	745
Community: Urban	17%	(114)	25%	(164)	11%	(74)	47%	(311)	663
Community: Suburban	12%	(127)	19%	(195)	14%	(140)	55%	(556)	1017
Community: Rural	10%	(52)	16%	(86)	14%	(71)	60%	(311)	520
Employ: Private Sector	16%	(104)	25%	(167)	15%	(97)	45%	(301)	669
Employ: Government	19%	(21)	30%	(33)	14%	(16)	36%	(39)	110
Employ: Self-Employed	15%	(30)	23%	(47)	16%	(34)	46%	(96)	208
Employ: Homemaker	9%	(16)	18%	(31)	8%	(14)	65%	(115)	177
Employ: Student	23%	(25)	18%	(19)	6%	(7)	53%	(57)	108
Employ: Retired	13%	(65)	15%	(79)	12%	(61)	60%	(309)	513
Employ: Unemployed	9%	(26)	17%	(49)	11%	(31)	62%	(177)	283
Employ: Other	4%	(5)	14%	(19)	18%	(24)	63%	(84)	132
Military HH: Yes	13%	(45)	23%	(81)	17%	(58)	47%	(162)	347
Military HH: No	13%	(248)	20%	(363)	12%	(226)	55%	(1015)	1853
RD/WT: Right Direction	16%	(159)	24%	(237)	15%	(149)	46%	(456)	1001
RD/WT: Wrong Track	11%	(135)	17%	(208)	11%	(136)	60%	(721)	1199
Biden Job Approve	16%	(193)	23%	(276)	14%	(171)	48%	(584)	1225
Biden Job Disapprove	11%	(92)	18%	(157)	12%	(103)	60%	(523)	875
Biden Job Strongly Approve	20%	(131)	23%	(150)	13%	(86)	44%	(285)	652
Biden Job Somewhat Approve	11%	(62)	22%	(127)	15%	(85)	52%	(299)	573
Biden Job Somewhat Disapprove	14%	(35)	25%	(63)	13%	(32)	48%	(121)	250
Biden Job Strongly Disapprove	9%	(58)	15%	(94)	11%	(72)	64%	(402)	625

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Table MCSP9_37: *How much of the following sports did you watch 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	13%	(294)	20%	(445)	13%	(285)	54%	(1177)	2200
Favorable of Biden	15%	(187)	23%	(286)	13%	(162)	48%	(586)	1220
Unfavorable of Biden	10%	(89)	17%	(142)	12%	(105)	61%	(519)	854
Very Favorable of Biden	19%	(121)	25%	(160)	12%	(76)	45%	(295)	652
Somewhat Favorable of Biden	12%	(66)	22%	(125)	15%	(86)	51%	(291)	569
Somewhat Unfavorable of Biden	13%	(27)	23%	(49)	11%	(23)	54%	(114)	212
Very Unfavorable of Biden	10%	(62)	14%	(92)	13%	(82)	63%	(405)	642
#1 Issue: Economy	12%	(88)	23%	(172)	13%	(101)	53%	(402)	763
#1 Issue: Security	11%	(35)	20%	(64)	11%	(35)	59%	(190)	324
#1 Issue: Health Care	19%	(58)	19%	(56)	13%	(38)	49%	(147)	299
#1 Issue: Medicare / Social Security	12%	(33)	15%	(43)	13%	(37)	60%	(167)	281
#1 Issue: Women's Issues	16%	(22)	22%	(29)	19%	(26)	43%	(57)	134
#1 Issue: Education	20%	(26)	20%	(26)	16%	(20)	44%	(57)	130
#1 Issue: Energy	15%	(23)	22%	(33)	9%	(14)	54%	(81)	151
#1 Issue: Other	7%	(9)	18%	(21)	11%	(13)	64%	(77)	120
2020 Vote: Joe Biden	16%	(164)	24%	(247)	14%	(144)	46%	(477)	1031
2020 Vote: Donald Trump	11%	(79)	16%	(116)	12%	(85)	60%	(424)	704
2020 Vote: Other	19%	(11)	19%	(11)	9%	(5)	53%	(31)	58
2020 Vote: Didn't Vote	10%	(39)	18%	(71)	12%	(50)	60%	(244)	405
2018 House Vote: Democrat	15%	(112)	24%	(179)	14%	(99)	47%	(339)	730
2018 House Vote: Republican	10%	(61)	18%	(111)	14%	(82)	58%	(349)	604
2016 Vote: Hillary Clinton	14%	(99)	24%	(166)	14%	(95)	48%	(338)	698
2016 Vote: Donald Trump	13%	(84)	17%	(113)	13%	(81)	57%	(368)	646
2016 Vote: Other	9%	(9)	20%	(20)	14%	(15)	57%	(57)	102
2016 Vote: Didn't Vote	13%	(100)	19%	(145)	12%	(93)	55%	(413)	751
Voted in 2014: Yes	14%	(172)	21%	(262)	13%	(166)	51%	(636)	1235
Voted in 2014: No	13%	(122)	19%	(183)	12%	(119)	56%	(541)	965
4-Region: Northeast	15%	(58)	21%	(83)	12%	(47)	52%	(206)	394
4-Region: Midwest	10%	(46)	21%	(95)	13%	(62)	56%	(259)	462
4-Region: South	13%	(109)	20%	(166)	14%	(112)	53%	(437)	824
4-Region: West	15%	(80)	19%	(100)	12%	(64)	53%	(276)	520
Sports Fans	17%	(280)	25%	(402)	14%	(229)	44%	(704)	1615

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Table MCSP9_37: How much of the following sports did you watch 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	13%	(294)	20%	(445)	13%	(285)	54%	(1177)	2200
Avid Sports Fans	28%	(174)	29%	(181)	14%	(84)	29%	(180)	619
Casual Sports Fans	11%	(106)	22%	(221)	15%	(145)	53%	(524)	996
Non-Sports Fans	2%	(14)	7%	(42)	9%	(55)	81%	(473)	585
Gen Z Sports Fans	21%	(38)	25%	(45)	16%	(28)	37%	(66)	176
Millennial Sports Fans	21%	(105)	27%	(138)	16%	(82)	37%	(187)	512
Gen X Sports Fans	14%	(54)	25%	(94)	12%	(44)	50%	(190)	383
Boomer Sports Fans	14%	(70)	24%	(114)	14%	(68)	48%	(233)	486
Democratic Sports Fans	21%	(150)	27%	(194)	13%	(94)	39%	(275)	713
Republican Sports Fans	15%	(68)	21%	(95)	14%	(66)	50%	(226)	455
Male Sports Fans	20%	(172)	27%	(236)	15%	(129)	39%	(345)	882
Female Sports Fans	15%	(108)	23%	(167)	14%	(100)	49%	(359)	734
Olympics Fans	18%	(281)	27%	(423)	16%	(247)	39%	(598)	1549
Avid Olympics Fans	45%	(188)	32%	(136)	10%	(44)	13%	(54)	422
Casual Olympics Fans	8%	(93)	25%	(287)	18%	(204)	48%	(544)	1128
Non-Olympics Fans	2%	(13)	3%	(21)	6%	(37)	89%	(579)	651
Watched a Lot 2021 Olympics	52%	(146)	28%	(80)	11%	(31)	9%	(27)	283
Didn't Watch any 2021 Olympics	—	(4)	2%	(16)	5%	(35)	93%	(700)	755
Watched a Lot/some 2021 Olympics	30%	(252)	39%	(329)	14%	(122)	17%	(146)	849
Watched any 2021 Olympics	20%	(290)	30%	(429)	17%	(249)	33%	(477)	1445
Familiar with Peacock	17%	(201)	23%	(279)	13%	(154)	47%	(566)	1200
Peacock Subscriber	18%	(96)	23%	(126)	12%	(67)	47%	(259)	548

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

Table MCSP9_38: *How much of the following sports did you watch 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	7%	(159)	14%	(315)	12%	(266)	66%	(1460)	2200
Gender: Male	10%	(109)	18%	(196)	13%	(142)	58%	(614)	1062
Gender: Female	4%	(50)	10%	(119)	11%	(123)	74%	(846)	1138
Age: 18-34	11%	(72)	18%	(120)	14%	(90)	57%	(373)	655
Age: 35-44	11%	(38)	19%	(69)	13%	(45)	57%	(205)	358
Age: 45-64	4%	(31)	10%	(75)	10%	(73)	76%	(572)	751
Age: 65+	4%	(17)	12%	(51)	13%	(57)	71%	(310)	436
GenZers: 1997-2012	9%	(23)	13%	(33)	18%	(44)	60%	(147)	247
Millennials: 1981-1996	13%	(81)	21%	(137)	12%	(78)	54%	(350)	647
GenXers: 1965-1980	6%	(30)	12%	(63)	9%	(48)	74%	(395)	536
Baby Boomers: 1946-1964	3%	(23)	11%	(73)	12%	(81)	74%	(505)	680
PID: Dem (no lean)	11%	(101)	17%	(156)	12%	(111)	61%	(566)	934
PID: Ind (no lean)	3%	(20)	13%	(82)	13%	(85)	71%	(458)	645
PID: Rep (no lean)	6%	(37)	12%	(77)	11%	(70)	70%	(436)	621
PID/Gender: Dem Men	17%	(73)	21%	(89)	12%	(53)	50%	(211)	427
PID/Gender: Dem Women	5%	(28)	13%	(67)	11%	(58)	70%	(355)	507
PID/Gender: Ind Men	4%	(12)	17%	(54)	16%	(50)	63%	(200)	316
PID/Gender: Ind Women	2%	(8)	8%	(28)	11%	(35)	78%	(258)	329
PID/Gender: Rep Men	7%	(23)	17%	(53)	12%	(40)	64%	(203)	320
PID/Gender: Rep Women	5%	(14)	8%	(24)	10%	(31)	77%	(233)	302
Ideo: Liberal (1-3)	10%	(73)	17%	(124)	12%	(82)	61%	(436)	715
Ideo: Moderate (4)	5%	(32)	16%	(104)	12%	(78)	66%	(419)	633
Ideo: Conservative (5-7)	7%	(49)	10%	(68)	12%	(85)	71%	(486)	687
Educ: < College	5%	(83)	12%	(188)	11%	(172)	71%	(1069)	1512
Educ: Bachelors degree	12%	(53)	18%	(78)	14%	(64)	56%	(249)	444
Educ: Post-grad	10%	(23)	20%	(49)	12%	(30)	58%	(142)	244
Income: Under 50k	5%	(70)	12%	(158)	11%	(144)	71%	(927)	1300
Income: 50k-100k	9%	(54)	15%	(95)	14%	(85)	63%	(394)	628
Income: 100k+	12%	(34)	23%	(62)	13%	(37)	51%	(140)	273
Ethnicity: White	7%	(117)	14%	(239)	12%	(201)	68%	(1164)	1722
Ethnicity: Hispanic	11%	(39)	18%	(65)	10%	(33)	61%	(213)	349
Ethnicity: Black	10%	(27)	15%	(42)	14%	(39)	61%	(167)	274

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Table MCSP9_38: How much of the following sports did you watch 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	7%	(159)	14%	(315)	12%	(266)	66%	(1460)	2200
Ethnicity: Other	7%	(15)	17%	(34)	12%	(25)	63%	(129)	204
All Christian	8%	(78)	17%	(171)	12%	(119)	63%	(628)	996
All Non-Christian	21%	(31)	26%	(39)	14%	(21)	40%	(60)	151
Atheist	9%	(10)	5%	(5)	7%	(8)	79%	(87)	111
Agnostic/Nothing in particular	5%	(29)	12%	(69)	12%	(73)	71%	(412)	583
Something Else	3%	(10)	9%	(31)	13%	(45)	76%	(273)	359
Religious Non-Protestant/Catholic	21%	(38)	24%	(43)	12%	(22)	43%	(76)	179
Evangelical	9%	(49)	14%	(80)	12%	(67)	65%	(371)	567
Non-Evangelical	4%	(29)	16%	(117)	13%	(94)	68%	(506)	745
Community: Urban	12%	(78)	18%	(120)	11%	(76)	59%	(389)	663
Community: Suburban	5%	(52)	14%	(139)	13%	(132)	68%	(694)	1017
Community: Rural	6%	(29)	11%	(56)	11%	(58)	73%	(377)	520
Employ: Private Sector	11%	(71)	17%	(114)	13%	(89)	59%	(396)	669
Employ: Government	17%	(18)	27%	(29)	16%	(17)	41%	(45)	110
Employ: Self-Employed	13%	(27)	17%	(35)	13%	(27)	57%	(119)	208
Employ: Homemaker	2%	(3)	9%	(16)	15%	(26)	75%	(132)	177
Employ: Student	8%	(9)	15%	(16)	12%	(13)	65%	(70)	108
Employ: Retired	4%	(22)	12%	(62)	11%	(54)	73%	(375)	513
Employ: Unemployed	3%	(9)	11%	(32)	9%	(27)	76%	(216)	283
Employ: Other	—	(0)	9%	(12)	10%	(13)	81%	(107)	132
Military HH: Yes	6%	(22)	16%	(54)	15%	(53)	63%	(217)	347
Military HH: No	7%	(137)	14%	(261)	11%	(212)	67%	(1243)	1853
RD/WT: Right Direction	10%	(105)	18%	(180)	13%	(130)	59%	(586)	1001
RD/WT: Wrong Track	4%	(54)	11%	(136)	11%	(135)	73%	(874)	1199
Biden Job Approve	10%	(118)	17%	(214)	12%	(151)	61%	(742)	1225
Biden Job Disapprove	4%	(37)	11%	(93)	12%	(106)	73%	(639)	875
Biden Job Strongly Approve	15%	(95)	19%	(124)	12%	(81)	54%	(351)	652
Biden Job Somewhat Approve	4%	(23)	16%	(90)	12%	(69)	68%	(391)	573
Biden Job Somewhat Disapprove	4%	(9)	17%	(42)	17%	(41)	63%	(158)	250
Biden Job Strongly Disapprove	5%	(28)	8%	(51)	10%	(65)	77%	(481)	625

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Table MCSP9_38: *How much of the following sports did you watch 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	7%	(159)	14%	(315)	12%	(266)	66%	(1460)	2200
Favorable of Biden	9%	(113)	17%	(207)	12%	(150)	61%	(750)	1220
Unfavorable of Biden	4%	(38)	11%	(90)	12%	(103)	73%	(623)	854
Very Favorable of Biden	14%	(90)	18%	(114)	13%	(83)	56%	(364)	652
Somewhat Favorable of Biden	4%	(23)	16%	(93)	12%	(67)	68%	(386)	569
Somewhat Unfavorable of Biden	5%	(11)	17%	(36)	12%	(26)	65%	(139)	212
Very Unfavorable of Biden	4%	(27)	8%	(54)	12%	(77)	75%	(484)	642
#1 Issue: Economy	5%	(38)	14%	(107)	14%	(105)	67%	(513)	763
#1 Issue: Security	10%	(31)	9%	(30)	11%	(36)	70%	(227)	324
#1 Issue: Health Care	11%	(34)	14%	(43)	12%	(36)	62%	(186)	299
#1 Issue: Medicare / Social Security	5%	(15)	14%	(39)	11%	(30)	70%	(197)	281
#1 Issue: Women's Issues	10%	(13)	18%	(24)	9%	(13)	63%	(85)	134
#1 Issue: Education	11%	(15)	21%	(27)	14%	(18)	53%	(69)	130
#1 Issue: Energy	7%	(11)	21%	(32)	14%	(21)	58%	(87)	151
#1 Issue: Other	2%	(3)	11%	(14)	6%	(8)	80%	(96)	120
2020 Vote: Joe Biden	10%	(104)	17%	(178)	13%	(133)	60%	(616)	1031
2020 Vote: Donald Trump	5%	(33)	13%	(90)	11%	(76)	72%	(505)	704
2020 Vote: Other	10%	(6)	20%	(12)	12%	(7)	58%	(34)	58
2020 Vote: Didn't Vote	4%	(15)	9%	(35)	12%	(50)	75%	(304)	405
2018 House Vote: Democrat	10%	(75)	20%	(144)	13%	(96)	57%	(415)	730
2018 House Vote: Republican	5%	(31)	13%	(77)	12%	(73)	70%	(423)	604
2016 Vote: Hillary Clinton	10%	(68)	17%	(122)	13%	(90)	60%	(418)	698
2016 Vote: Donald Trump	6%	(37)	12%	(81)	12%	(78)	70%	(450)	646
2016 Vote: Other	6%	(6)	19%	(19)	9%	(9)	66%	(67)	102
2016 Vote: Didn't Vote	6%	(47)	13%	(94)	11%	(86)	70%	(524)	751
Voted in 2014: Yes	8%	(98)	17%	(205)	13%	(156)	63%	(776)	1235
Voted in 2014: No	6%	(61)	11%	(110)	11%	(109)	71%	(684)	965
4-Region: Northeast	10%	(39)	14%	(57)	13%	(51)	63%	(247)	394
4-Region: Midwest	3%	(15)	12%	(55)	15%	(69)	70%	(324)	462
4-Region: South	7%	(56)	14%	(114)	10%	(86)	69%	(567)	824
4-Region: West	9%	(48)	17%	(89)	12%	(60)	62%	(323)	520
Sports Fans	10%	(154)	18%	(291)	14%	(231)	58%	(940)	1615

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Table MCSP9_38: How much of the following sports did you watch 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	7%	(159)	14%	(315)	12%	(266)	66%	(1460)	2200
Avid Sports Fans	15%	(95)	23%	(143)	16%	(98)	46%	(283)	619
Casual Sports Fans	6%	(59)	15%	(148)	13%	(133)	66%	(657)	996
Non-Sports Fans	1%	(5)	4%	(24)	6%	(35)	89%	(520)	585
Gen Z Sports Fans	12%	(21)	18%	(32)	21%	(38)	48%	(85)	176
Millennial Sports Fans	16%	(80)	24%	(124)	13%	(69)	47%	(238)	512
Gen X Sports Fans	7%	(28)	15%	(56)	11%	(43)	67%	(255)	383
Boomer Sports Fans	4%	(22)	14%	(69)	14%	(69)	67%	(327)	486
Democratic Sports Fans	14%	(98)	20%	(146)	13%	(95)	52%	(374)	713
Republican Sports Fans	8%	(37)	16%	(74)	13%	(61)	62%	(284)	455
Male Sports Fans	12%	(108)	21%	(185)	15%	(129)	52%	(459)	882
Female Sports Fans	6%	(46)	14%	(106)	14%	(102)	65%	(481)	734
Olympics Fans	10%	(155)	20%	(303)	16%	(247)	55%	(845)	1549
Avid Olympics Fans	27%	(112)	33%	(137)	15%	(62)	26%	(110)	422
Casual Olympics Fans	4%	(43)	15%	(165)	16%	(184)	65%	(735)	1128
Non-Olympics Fans	1%	(4)	2%	(13)	3%	(19)	95%	(615)	651
Watched a Lot 2021 Olympics	31%	(87)	37%	(106)	15%	(42)	17%	(48)	283
Didn't Watch any 2021 Olympics	—	(2)	1%	(4)	3%	(21)	96%	(728)	755
Watched a Lot/some 2021 Olympics	18%	(151)	30%	(253)	19%	(160)	34%	(285)	849
Watched any 2021 Olympics	11%	(157)	22%	(311)	17%	(245)	51%	(732)	1445
Familiar with Peacock	10%	(126)	17%	(209)	13%	(158)	59%	(707)	1200
Peacock Subscriber	12%	(63)	18%	(101)	12%	(67)	58%	(317)	548

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

Table MCSP9_39: How much of the following sports did you watch 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	7%	(145)	13%	(288)	13%	(294)	67%	(1473)	2200
Gender: Male	10%	(106)	16%	(174)	15%	(154)	59%	(628)	1062
Gender: Female	3%	(39)	10%	(115)	12%	(139)	74%	(845)	1138
Age: 18-34	14%	(94)	20%	(133)	14%	(94)	51%	(334)	655
Age: 35-44	9%	(34)	18%	(63)	17%	(59)	56%	(202)	358
Age: 45-64	2%	(13)	8%	(61)	11%	(86)	79%	(590)	751
Age: 65+	1%	(4)	7%	(31)	12%	(54)	80%	(347)	436
GenZers: 1997-2012	11%	(27)	23%	(56)	15%	(37)	52%	(128)	247
Millennials: 1981-1996	15%	(96)	18%	(118)	16%	(102)	51%	(331)	647
GenXers: 1965-1980	3%	(15)	11%	(61)	12%	(64)	74%	(397)	536
Baby Boomers: 1946-1964	1%	(6)	7%	(48)	13%	(85)	79%	(540)	680
PID: Dem (no lean)	10%	(89)	16%	(150)	13%	(123)	61%	(572)	934
PID: Ind (no lean)	3%	(22)	12%	(78)	14%	(91)	70%	(454)	645
PID: Rep (no lean)	5%	(34)	10%	(60)	13%	(79)	72%	(448)	621
PID/Gender: Dem Men	17%	(72)	21%	(91)	14%	(62)	47%	(202)	427
PID/Gender: Dem Women	3%	(17)	12%	(59)	12%	(61)	73%	(370)	507
PID/Gender: Ind Men	3%	(10)	14%	(46)	16%	(52)	66%	(209)	316
PID/Gender: Ind Women	4%	(12)	10%	(32)	12%	(40)	74%	(245)	329
PID/Gender: Rep Men	7%	(24)	12%	(37)	13%	(41)	68%	(218)	320
PID/Gender: Rep Women	3%	(10)	8%	(23)	13%	(38)	76%	(230)	302
Ideo: Liberal (1-3)	10%	(71)	16%	(113)	15%	(108)	59%	(424)	715
Ideo: Moderate (4)	5%	(30)	14%	(92)	15%	(92)	66%	(419)	633
Ideo: Conservative (5-7)	6%	(42)	10%	(67)	11%	(78)	73%	(500)	687
Educ: < College	5%	(81)	12%	(189)	13%	(197)	69%	(1045)	1512
Educ: Bachelors degree	9%	(41)	14%	(62)	13%	(59)	64%	(282)	444
Educ: Post-grad	9%	(23)	15%	(37)	16%	(38)	60%	(146)	244
Income: Under 50k	5%	(69)	11%	(149)	13%	(173)	70%	(909)	1300
Income: 50k-100k	8%	(50)	14%	(90)	12%	(75)	66%	(413)	628
Income: 100k+	10%	(26)	18%	(50)	17%	(46)	55%	(151)	273
Ethnicity: White	6%	(99)	11%	(195)	13%	(228)	70%	(1200)	1722
Ethnicity: Hispanic	11%	(38)	16%	(54)	16%	(55)	58%	(202)	349
Ethnicity: Black	14%	(37)	18%	(48)	15%	(40)	54%	(149)	274

Continued on next page

Table MCSP9_39: How much of the following sports did you watch 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	7%	(145)	13%	(288)	13%	(294)	67%	(1473)	2200
Ethnicity: Other	4%	(9)	22%	(46)	13%	(26)	61%	(124)	204
All Christian	6%	(56)	15%	(147)	13%	(133)	66%	(660)	996
All Non-Christian	29%	(44)	18%	(27)	11%	(17)	42%	(63)	151
Atheist	5%	(6)	13%	(14)	12%	(13)	70%	(78)	111
Agnostic/Nothing in particular	5%	(27)	11%	(67)	15%	(87)	69%	(403)	583
Something Else	4%	(13)	9%	(33)	12%	(44)	75%	(269)	359
Religious Non-Protestant/Catholic	27%	(47)	18%	(33)	11%	(21)	44%	(78)	179
Evangelical	7%	(40)	14%	(77)	13%	(75)	66%	(375)	567
Non-Evangelical	3%	(23)	12%	(91)	13%	(98)	71%	(533)	745
Community: Urban	12%	(82)	19%	(127)	14%	(95)	54%	(359)	663
Community: Suburban	5%	(46)	11%	(115)	14%	(138)	71%	(719)	1017
Community: Rural	3%	(17)	9%	(46)	12%	(61)	76%	(395)	520
Employ: Private Sector	11%	(71)	16%	(108)	16%	(106)	58%	(386)	669
Employ: Government	8%	(9)	26%	(29)	16%	(17)	50%	(55)	110
Employ: Self-Employed	15%	(32)	18%	(37)	14%	(30)	52%	(108)	208
Employ: Homemaker	2%	(3)	10%	(17)	15%	(27)	73%	(129)	177
Employ: Student	8%	(9)	22%	(24)	10%	(11)	60%	(65)	108
Employ: Retired	1%	(5)	7%	(38)	11%	(57)	80%	(413)	513
Employ: Unemployed	4%	(13)	7%	(21)	13%	(37)	75%	(213)	283
Employ: Other	3%	(4)	11%	(15)	7%	(9)	79%	(105)	132
Military HH: Yes	5%	(17)	11%	(38)	16%	(56)	68%	(236)	347
Military HH: No	7%	(128)	14%	(251)	13%	(238)	67%	(1237)	1853
RD/WT: Right Direction	9%	(91)	16%	(163)	14%	(145)	60%	(601)	1001
RD/WT: Wrong Track	4%	(53)	10%	(125)	12%	(149)	73%	(872)	1199
Biden Job Approve	9%	(106)	15%	(183)	14%	(171)	62%	(764)	1225
Biden Job Disapprove	4%	(35)	10%	(87)	13%	(116)	73%	(636)	875
Biden Job Strongly Approve	13%	(83)	17%	(108)	15%	(95)	56%	(367)	652
Biden Job Somewhat Approve	4%	(24)	13%	(75)	13%	(76)	69%	(398)	573
Biden Job Somewhat Disapprove	4%	(11)	12%	(30)	24%	(59)	60%	(150)	250
Biden Job Strongly Disapprove	4%	(25)	9%	(57)	9%	(57)	78%	(486)	625

Continued on next page

Table MCSP9_39: How much of the following sports did you watch 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	7%	(145)	13%	(288)	13%	(294)	67%	(1473)	2200
Favorable of Biden	8%	(101)	15%	(186)	14%	(169)	63%	(764)	1220
Unfavorable of Biden	4%	(31)	10%	(85)	13%	(110)	73%	(627)	854
Very Favorable of Biden	12%	(76)	17%	(112)	12%	(80)	59%	(383)	652
Somewhat Favorable of Biden	4%	(24)	13%	(75)	16%	(89)	67%	(380)	569
Somewhat Unfavorable of Biden	7%	(14)	16%	(35)	16%	(33)	62%	(130)	212
Very Unfavorable of Biden	3%	(17)	8%	(50)	12%	(77)	77%	(497)	642
#1 Issue: Economy	6%	(49)	14%	(103)	14%	(103)	67%	(507)	763
#1 Issue: Security	7%	(22)	8%	(26)	12%	(40)	73%	(236)	324
#1 Issue: Health Care	8%	(23)	14%	(40)	17%	(52)	61%	(183)	299
#1 Issue: Medicare / Social Security	2%	(5)	9%	(25)	12%	(35)	77%	(216)	281
#1 Issue: Women's Issues	8%	(10)	20%	(26)	14%	(19)	58%	(78)	134
#1 Issue: Education	16%	(21)	17%	(22)	12%	(15)	55%	(72)	130
#1 Issue: Energy	9%	(13)	19%	(28)	15%	(22)	58%	(87)	151
#1 Issue: Other	2%	(3)	14%	(17)	5%	(7)	78%	(93)	120
2020 Vote: Joe Biden	9%	(90)	16%	(163)	15%	(152)	61%	(626)	1031
2020 Vote: Donald Trump	5%	(37)	9%	(65)	13%	(93)	72%	(511)	704
2020 Vote: Other	9%	(5)	7%	(4)	9%	(5)	74%	(43)	58
2020 Vote: Didn't Vote	3%	(13)	14%	(56)	11%	(44)	72%	(292)	405
2018 House Vote: Democrat	8%	(62)	15%	(113)	13%	(98)	63%	(457)	730
2018 House Vote: Republican	5%	(33)	10%	(62)	11%	(68)	73%	(440)	604
2016 Vote: Hillary Clinton	9%	(60)	14%	(99)	14%	(94)	64%	(444)	698
2016 Vote: Donald Trump	5%	(32)	10%	(68)	12%	(79)	72%	(468)	646
2016 Vote: Other	2%	(2)	10%	(10)	10%	(10)	78%	(80)	102
2016 Vote: Didn't Vote	7%	(51)	15%	(109)	15%	(110)	64%	(481)	751
Voted in 2014: Yes	7%	(85)	13%	(167)	13%	(157)	67%	(827)	1235
Voted in 2014: No	6%	(60)	13%	(122)	14%	(136)	67%	(646)	965
4-Region: Northeast	10%	(41)	16%	(65)	13%	(53)	60%	(235)	394
4-Region: Midwest	5%	(23)	9%	(42)	16%	(74)	70%	(323)	462
4-Region: South	5%	(45)	13%	(107)	13%	(104)	69%	(568)	824
4-Region: West	7%	(37)	14%	(74)	12%	(62)	67%	(347)	520
Sports Fans	8%	(137)	16%	(256)	16%	(257)	60%	(966)	1615

Continued on next page

Table MCSP9_39: How much of the following sports did you watch 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	7%	(145)	13%	(288)	13%	(294)	67%	(1473)	2200
Avid Sports Fans	16%	(100)	21%	(129)	17%	(107)	46%	(284)	619
Casual Sports Fans	4%	(36)	13%	(127)	15%	(150)	68%	(682)	996
Non-Sports Fans	1%	(8)	6%	(33)	6%	(37)	87%	(507)	585
Gen Z Sports Fans	14%	(25)	26%	(45)	18%	(31)	42%	(74)	176
Millennial Sports Fans	18%	(92)	21%	(107)	17%	(89)	44%	(224)	512
Gen X Sports Fans	3%	(13)	14%	(55)	15%	(57)	67%	(259)	383
Boomer Sports Fans	1%	(5)	9%	(46)	15%	(74)	74%	(361)	486
Democratic Sports Fans	12%	(86)	19%	(133)	16%	(112)	53%	(381)	713
Republican Sports Fans	6%	(30)	12%	(57)	15%	(69)	66%	(300)	455
Male Sports Fans	12%	(103)	18%	(158)	16%	(142)	54%	(479)	882
Female Sports Fans	5%	(34)	13%	(97)	16%	(115)	66%	(487)	734
Olympics Fans	9%	(138)	18%	(277)	17%	(259)	57%	(875)	1549
Avid Olympics Fans	23%	(95)	28%	(116)	20%	(84)	30%	(126)	422
Casual Olympics Fans	4%	(43)	14%	(160)	15%	(175)	66%	(750)	1128
Non-Olympics Fans	1%	(7)	2%	(12)	5%	(35)	92%	(598)	651
Watched a Lot 2021 Olympics	31%	(87)	26%	(75)	17%	(49)	26%	(73)	283
Didn't Watch any 2021 Olympics	—	(3)	1%	(11)	3%	(26)	95%	(715)	755
Watched a Lot/some 2021 Olympics	14%	(122)	27%	(231)	20%	(170)	38%	(326)	849
Watched any 2021 Olympics	10%	(142)	19%	(277)	19%	(268)	52%	(758)	1445
Familiar with Peacock	10%	(122)	17%	(199)	14%	(172)	59%	(707)	1200
Peacock Subscriber	12%	(68)	15%	(80)	14%	(77)	59%	(322)	548

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

Table MCSP9_40: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Wrestling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(138)	14%	(313)	11%	(248)	68%	(1500)	2200
Gender: Male	10%	(103)	19%	(203)	13%	(134)	59%	(622)	1062
Gender: Female	3%	(36)	10%	(110)	10%	(115)	77%	(878)	1138
Age: 18-34	11%	(72)	20%	(131)	14%	(93)	55%	(359)	655
Age: 35-44	13%	(46)	19%	(69)	11%	(40)	57%	(203)	358
Age: 45-64	2%	(13)	10%	(75)	9%	(66)	79%	(597)	751
Age: 65+	2%	(7)	9%	(38)	11%	(50)	78%	(341)	436
GenZers: 1997-2012	5%	(12)	20%	(49)	19%	(48)	56%	(139)	247
Millennials: 1981-1996	15%	(98)	21%	(135)	11%	(72)	53%	(342)	647
GenXers: 1965-1980	3%	(16)	12%	(65)	10%	(55)	75%	(400)	536
Baby Boomers: 1946-1964	1%	(10)	9%	(59)	10%	(66)	80%	(545)	680
PID: Dem (no lean)	9%	(85)	16%	(147)	12%	(112)	63%	(590)	934
PID: Ind (no lean)	4%	(29)	14%	(90)	11%	(68)	71%	(457)	645
PID: Rep (no lean)	4%	(25)	12%	(75)	11%	(68)	73%	(453)	621
PID/Gender: Dem Men	16%	(69)	22%	(93)	14%	(58)	49%	(207)	427
PID/Gender: Dem Women	3%	(16)	11%	(54)	11%	(55)	75%	(383)	507
PID/Gender: Ind Men	5%	(16)	18%	(57)	13%	(42)	64%	(202)	316
PID/Gender: Ind Women	4%	(13)	10%	(34)	8%	(27)	78%	(255)	329
PID/Gender: Rep Men	6%	(18)	17%	(54)	11%	(35)	67%	(213)	320
PID/Gender: Rep Women	2%	(6)	7%	(22)	11%	(33)	80%	(240)	302
Ideo: Liberal (1-3)	9%	(66)	14%	(102)	12%	(86)	65%	(462)	715
Ideo: Moderate (4)	5%	(30)	19%	(121)	12%	(74)	65%	(408)	633
Ideo: Conservative (5-7)	6%	(38)	10%	(72)	10%	(72)	74%	(505)	687
Educ: < College	5%	(75)	14%	(209)	11%	(169)	70%	(1058)	1512
Educ: Bachelors degree	8%	(35)	15%	(67)	12%	(54)	65%	(287)	444
Educ: Post-grad	12%	(28)	15%	(37)	10%	(25)	63%	(154)	244
Income: Under 50k	4%	(52)	14%	(186)	11%	(138)	71%	(924)	1300
Income: 50k-100k	8%	(47)	13%	(82)	13%	(80)	67%	(418)	628
Income: 100k+	14%	(39)	17%	(46)	11%	(30)	58%	(158)	273
Ethnicity: White	6%	(98)	14%	(237)	11%	(181)	70%	(1205)	1722
Ethnicity: Hispanic	9%	(32)	19%	(65)	13%	(46)	59%	(207)	349
Ethnicity: Black	10%	(28)	19%	(51)	15%	(41)	56%	(154)	274

Continued on next page

Table MCSP9_40: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Wrestling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(138)	14%	(313)	11%	(248)	68%	(1500)	2200
Ethnicity: Other	6%	(12)	13%	(26)	13%	(26)	69%	(141)	204
All Christian	6%	(60)	16%	(157)	11%	(112)	67%	(668)	996
All Non-Christian	21%	(32)	23%	(35)	11%	(16)	45%	(68)	151
Atheist	6%	(7)	9%	(10)	16%	(17)	69%	(76)	111
Agnostic/Nothing in particular	5%	(27)	14%	(84)	10%	(57)	71%	(415)	583
Something Else	3%	(12)	8%	(28)	13%	(46)	76%	(273)	359
Religious Non-Protestant/Catholic	21%	(37)	23%	(40)	12%	(21)	45%	(81)	179
Evangelical	8%	(44)	15%	(83)	11%	(63)	66%	(376)	567
Non-Evangelical	3%	(21)	12%	(91)	12%	(89)	73%	(544)	745
Community: Urban	12%	(82)	20%	(134)	11%	(73)	56%	(374)	663
Community: Suburban	4%	(38)	12%	(123)	12%	(121)	72%	(736)	1017
Community: Rural	4%	(19)	11%	(56)	10%	(54)	75%	(390)	520
Employ: Private Sector	9%	(63)	17%	(117)	12%	(81)	61%	(409)	669
Employ: Government	16%	(18)	22%	(24)	14%	(15)	48%	(52)	110
Employ: Self-Employed	14%	(29)	17%	(35)	15%	(32)	54%	(112)	208
Employ: Homemaker	2%	(4)	12%	(21)	9%	(16)	77%	(137)	177
Employ: Student	5%	(6)	16%	(17)	11%	(11)	68%	(73)	108
Employ: Retired	1%	(7)	10%	(49)	9%	(45)	80%	(412)	513
Employ: Unemployed	3%	(9)	13%	(38)	13%	(36)	71%	(200)	283
Employ: Other	3%	(4)	10%	(13)	9%	(12)	79%	(104)	132
Military HH: Yes	5%	(17)	16%	(55)	14%	(49)	65%	(226)	347
Military HH: No	7%	(121)	14%	(258)	11%	(200)	69%	(1274)	1853
RD/WT: Right Direction	9%	(93)	18%	(179)	13%	(126)	60%	(603)	1001
RD/WT: Wrong Track	4%	(45)	11%	(134)	10%	(123)	75%	(897)	1199
Biden Job Approve	9%	(107)	16%	(195)	12%	(146)	63%	(776)	1225
Biden Job Disapprove	3%	(26)	12%	(107)	10%	(90)	74%	(652)	875
Biden Job Strongly Approve	13%	(87)	19%	(124)	11%	(75)	56%	(366)	652
Biden Job Somewhat Approve	4%	(20)	12%	(71)	12%	(71)	72%	(411)	573
Biden Job Somewhat Disapprove	3%	(8)	17%	(44)	15%	(37)	65%	(162)	250
Biden Job Strongly Disapprove	3%	(19)	10%	(63)	8%	(53)	78%	(490)	625

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Table MCSP9_40: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Wrestling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(138)	14%	(313)	11%	(248)	68%	(1500)	2200
Favorable of Biden	8%	(101)	16%	(195)	12%	(142)	64%	(781)	1220
Unfavorable of Biden	3%	(29)	11%	(98)	10%	(88)	75%	(638)	854
Very Favorable of Biden	12%	(77)	18%	(120)	11%	(73)	59%	(382)	652
Somewhat Favorable of Biden	4%	(24)	13%	(76)	12%	(69)	70%	(400)	569
Somewhat Unfavorable of Biden	8%	(16)	13%	(29)	12%	(26)	66%	(141)	212
Very Unfavorable of Biden	2%	(13)	11%	(69)	10%	(62)	78%	(498)	642
#1 Issue: Economy	6%	(48)	14%	(108)	11%	(85)	68%	(522)	763
#1 Issue: Security	5%	(15)	11%	(36)	12%	(39)	72%	(235)	324
#1 Issue: Health Care	9%	(26)	12%	(37)	17%	(50)	62%	(187)	299
#1 Issue: Medicare / Social Security	3%	(7)	12%	(34)	8%	(24)	77%	(216)	281
#1 Issue: Women's Issues	13%	(17)	20%	(26)	9%	(12)	59%	(79)	134
#1 Issue: Education	13%	(16)	25%	(33)	9%	(12)	53%	(69)	130
#1 Issue: Energy	6%	(9)	17%	(25)	12%	(18)	65%	(98)	151
#1 Issue: Other	1%	(1)	12%	(15)	7%	(9)	80%	(96)	120
2020 Vote: Joe Biden	9%	(92)	16%	(170)	12%	(121)	63%	(649)	1031
2020 Vote: Donald Trump	4%	(27)	12%	(81)	10%	(74)	74%	(522)	704
2020 Vote: Other	2%	(1)	21%	(12)	20%	(12)	57%	(33)	58
2020 Vote: Didn't Vote	4%	(18)	12%	(50)	10%	(42)	73%	(295)	405
2018 House Vote: Democrat	9%	(64)	16%	(116)	13%	(91)	63%	(459)	730
2018 House Vote: Republican	5%	(32)	13%	(76)	10%	(62)	72%	(433)	604
2016 Vote: Hillary Clinton	10%	(67)	14%	(100)	12%	(80)	65%	(450)	698
2016 Vote: Donald Trump	5%	(32)	12%	(76)	10%	(67)	73%	(472)	646
2016 Vote: Other	1%	(1)	10%	(10)	18%	(18)	70%	(72)	102
2016 Vote: Didn't Vote	5%	(38)	17%	(126)	11%	(83)	67%	(504)	751
Voted in 2014: Yes	7%	(92)	13%	(160)	12%	(146)	68%	(838)	1235
Voted in 2014: No	5%	(47)	16%	(153)	11%	(103)	69%	(662)	965
4-Region: Northeast	9%	(37)	16%	(61)	11%	(44)	64%	(251)	394
4-Region: Midwest	4%	(20)	12%	(56)	13%	(61)	70%	(325)	462
4-Region: South	6%	(50)	14%	(115)	11%	(89)	69%	(570)	824
4-Region: West	6%	(32)	16%	(81)	10%	(53)	68%	(354)	520
Sports Fans	8%	(133)	18%	(285)	13%	(212)	61%	(986)	1615

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Table MCSP9_40: How much of the following sports did you watch during the Summer Olympics this summer in Tokyo, either on TV or via streaming?
Wrestling

Demographic	A lot		Some		Not very much		None at all		Total N
Adults	6%	(138)	14%	(313)	11%	(248)	68%	(1500)	2200
Avid Sports Fans	15%	(94)	24%	(146)	15%	(94)	46%	(285)	619
Casual Sports Fans	4%	(39)	14%	(139)	12%	(118)	70%	(701)	996
Non-Sports Fans	1%	(6)	5%	(28)	6%	(36)	88%	(514)	585
Gen Z Sports Fans	7%	(12)	27%	(47)	20%	(34)	47%	(83)	176
Millennial Sports Fans	19%	(95)	24%	(121)	12%	(61)	46%	(234)	512
Gen X Sports Fans	4%	(15)	15%	(56)	13%	(51)	68%	(261)	383
Boomer Sports Fans	2%	(9)	11%	(56)	12%	(59)	75%	(363)	486
Democratic Sports Fans	11%	(82)	19%	(136)	14%	(97)	56%	(398)	713
Republican Sports Fans	5%	(25)	15%	(67)	13%	(61)	66%	(303)	455
Male Sports Fans	11%	(101)	22%	(190)	13%	(114)	54%	(476)	882
Female Sports Fans	4%	(32)	13%	(95)	13%	(98)	69%	(510)	734
Olympics Fans	8%	(124)	18%	(285)	14%	(219)	59%	(921)	1549
Avid Olympics Fans	22%	(94)	25%	(106)	17%	(72)	36%	(150)	422
Casual Olympics Fans	3%	(31)	16%	(179)	13%	(147)	68%	(771)	1128
Non-Olympics Fans	2%	(14)	4%	(29)	5%	(29)	89%	(579)	651
Watched a Lot 2021 Olympics	31%	(89)	27%	(75)	16%	(45)	26%	(74)	283
Didn't Watch any 2021 Olympics	1%	(7)	3%	(21)	3%	(25)	93%	(702)	755
Watched a Lot/some 2021 Olympics	15%	(124)	27%	(228)	18%	(151)	41%	(345)	849
Watched any 2021 Olympics	9%	(131)	20%	(292)	15%	(224)	55%	(798)	1445
Familiar with Peacock	10%	(121)	17%	(201)	12%	(144)	61%	(734)	1200
Peacock Subscriber	12%	(66)	17%	(94)	9%	(51)	61%	(336)	548

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	26%	(577)	25%	(549)	14%	(302)	5%	(116)	30%	(657)	2200
Gender: Male	30%	(324)	28%	(293)	12%	(128)	6%	(63)	24%	(255)	1062
Gender: Female	22%	(253)	22%	(256)	15%	(174)	5%	(53)	35%	(402)	1138
Age: 18-34	28%	(185)	30%	(194)	12%	(81)	6%	(40)	24%	(156)	655
Age: 35-44	31%	(110)	26%	(94)	13%	(45)	4%	(14)	26%	(95)	358
Age: 45-64	25%	(185)	23%	(175)	13%	(98)	5%	(37)	34%	(256)	751
Age: 65+	22%	(96)	20%	(86)	18%	(78)	6%	(26)	34%	(150)	436
GenZers: 1997-2012	26%	(65)	31%	(76)	17%	(43)	5%	(12)	21%	(52)	247
Millennials: 1981-1996	30%	(196)	28%	(181)	11%	(70)	5%	(35)	26%	(165)	647
GenXers: 1965-1980	26%	(141)	24%	(129)	12%	(66)	4%	(21)	33%	(179)	536
Baby Boomers: 1946-1964	22%	(151)	22%	(146)	16%	(111)	6%	(43)	34%	(229)	680
PID: Dem (no lean)	32%	(302)	27%	(249)	13%	(125)	5%	(42)	23%	(215)	934
PID: Ind (no lean)	19%	(125)	25%	(161)	14%	(93)	6%	(42)	35%	(225)	645
PID: Rep (no lean)	24%	(151)	22%	(138)	14%	(84)	5%	(32)	35%	(216)	621
PID/Gender: Dem Men	41%	(173)	28%	(118)	10%	(44)	5%	(21)	17%	(71)	427
PID/Gender: Dem Women	25%	(129)	26%	(131)	16%	(82)	4%	(21)	28%	(144)	507
PID/Gender: Ind Men	21%	(67)	32%	(102)	13%	(40)	7%	(24)	27%	(84)	316
PID/Gender: Ind Women	18%	(58)	18%	(59)	16%	(53)	5%	(18)	43%	(141)	329
PID/Gender: Rep Men	26%	(84)	23%	(73)	14%	(45)	6%	(18)	31%	(100)	320
PID/Gender: Rep Women	22%	(67)	22%	(65)	13%	(39)	5%	(14)	39%	(117)	302
Ideo: Liberal (1-3)	33%	(233)	25%	(182)	15%	(105)	6%	(45)	21%	(150)	715
Ideo: Moderate (4)	21%	(134)	30%	(189)	13%	(84)	4%	(27)	31%	(199)	633
Ideo: Conservative (5-7)	27%	(182)	21%	(147)	14%	(99)	6%	(39)	32%	(220)	687
Educ: < College	24%	(358)	25%	(378)	13%	(200)	4%	(61)	34%	(515)	1512
Educ: Bachelors degree	32%	(144)	24%	(107)	15%	(67)	8%	(37)	20%	(89)	444
Educ: Post-grad	31%	(75)	26%	(64)	15%	(36)	7%	(17)	22%	(53)	244
Income: Under 50k	22%	(284)	25%	(321)	13%	(174)	5%	(64)	35%	(457)	1300
Income: 50k-100k	30%	(190)	25%	(156)	15%	(94)	6%	(38)	24%	(150)	628
Income: 100k+	37%	(102)	26%	(72)	13%	(35)	5%	(15)	18%	(49)	273
Ethnicity: White	26%	(440)	24%	(414)	14%	(241)	6%	(96)	31%	(531)	1722
Ethnicity: Hispanic	25%	(89)	34%	(120)	14%	(50)	2%	(9)	24%	(83)	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	26%	(577)	25%	(549)	14%	(302)	5%	(116)	30%	(657)	2200
Ethnicity: Black	30%	(81)	24%	(67)	13%	(36)	5%	(14)	28%	(76)	274
Ethnicity: Other	28%	(56)	33%	(68)	12%	(25)	3%	(6)	24%	(49)	204
All Christian	26%	(258)	29%	(287)	14%	(140)	6%	(57)	26%	(254)	996
All Non-Christian	43%	(65)	23%	(34)	11%	(17)	7%	(10)	16%	(24)	151
Atheist	28%	(31)	18%	(20)	16%	(17)	8%	(9)	29%	(32)	111
Agnostic/Nothing in particular	23%	(134)	23%	(133)	14%	(83)	2%	(15)	37%	(218)	583
Something Else	24%	(88)	21%	(75)	12%	(44)	7%	(26)	36%	(128)	359
Religious Non-Protestant/Catholic	40%	(72)	23%	(40)	13%	(24)	8%	(14)	16%	(28)	179
Evangelical	29%	(163)	23%	(133)	11%	(61)	7%	(39)	30%	(172)	567
Non-Evangelical	23%	(173)	29%	(216)	15%	(115)	5%	(40)	27%	(201)	745
Community: Urban	33%	(219)	27%	(179)	12%	(81)	5%	(33)	23%	(150)	663
Community: Suburban	25%	(250)	26%	(264)	14%	(140)	5%	(54)	30%	(309)	1017
Community: Rural	21%	(107)	20%	(106)	16%	(81)	6%	(29)	38%	(197)	520
Employ: Private Sector	31%	(208)	29%	(194)	13%	(89)	5%	(33)	22%	(146)	669
Employ: Government	32%	(36)	29%	(31)	18%	(20)	3%	(4)	18%	(19)	110
Employ: Self-Employed	33%	(68)	28%	(58)	13%	(27)	4%	(8)	23%	(47)	208
Employ: Homemaker	18%	(32)	20%	(35)	14%	(25)	6%	(11)	42%	(73)	177
Employ: Student	20%	(21)	37%	(40)	18%	(20)	6%	(7)	19%	(20)	108
Employ: Retired	25%	(131)	19%	(99)	15%	(77)	5%	(26)	35%	(180)	513
Employ: Unemployed	19%	(53)	25%	(71)	9%	(26)	5%	(15)	41%	(117)	283
Employ: Other	22%	(28)	15%	(20)	14%	(18)	10%	(13)	40%	(53)	132
Military HH: Yes	27%	(95)	21%	(74)	17%	(60)	7%	(26)	26%	(92)	347
Military HH: No	26%	(482)	26%	(474)	13%	(242)	5%	(90)	30%	(565)	1853
RD/WT: Right Direction	32%	(324)	29%	(288)	12%	(116)	6%	(59)	21%	(215)	1001
RD/WT: Wrong Track	21%	(253)	22%	(261)	16%	(186)	5%	(57)	37%	(442)	1199
Biden Job Approve	32%	(389)	28%	(345)	13%	(155)	5%	(60)	23%	(276)	1225
Biden Job Disapprove	19%	(170)	22%	(189)	16%	(142)	6%	(51)	37%	(323)	875

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	26%	(577)	25%	(549)	14%	(302)	5%	(116)	30%	(657)	2200
Biden Job Strongly Approve	41%	(266)	24%	(155)	11%	(74)	5%	(33)	19%	(124)	652
Biden Job Somewhat Approve	22%	(123)	33%	(190)	14%	(81)	5%	(27)	27%	(152)	573
Biden Job Somewhat Disapprove	15%	(37)	29%	(72)	21%	(53)	4%	(11)	31%	(77)	250
Biden Job Strongly Disapprove	21%	(133)	19%	(117)	14%	(89)	6%	(40)	39%	(246)	625
Favorable of Biden	31%	(381)	27%	(327)	13%	(161)	5%	(63)	24%	(288)	1220
Unfavorable of Biden	20%	(171)	23%	(196)	16%	(133)	5%	(46)	36%	(308)	854
Very Favorable of Biden	38%	(245)	25%	(164)	11%	(70)	5%	(33)	21%	(139)	652
Somewhat Favorable of Biden	24%	(135)	29%	(163)	16%	(91)	5%	(30)	26%	(149)	569
Somewhat Unfavorable of Biden	20%	(43)	31%	(65)	18%	(38)	3%	(6)	29%	(60)	212
Very Unfavorable of Biden	20%	(128)	21%	(132)	15%	(95)	6%	(39)	39%	(247)	642
#1 Issue: Economy	24%	(181)	28%	(215)	14%	(108)	4%	(34)	29%	(225)	763
#1 Issue: Security	26%	(83)	25%	(82)	13%	(41)	4%	(14)	32%	(104)	324
#1 Issue: Health Care	34%	(100)	23%	(69)	12%	(37)	6%	(19)	24%	(73)	299
#1 Issue: Medicare / Social Security	25%	(69)	18%	(52)	17%	(48)	6%	(18)	34%	(94)	281
#1 Issue: Women's Issues	24%	(32)	26%	(35)	17%	(23)	6%	(8)	26%	(35)	134
#1 Issue: Education	28%	(37)	27%	(35)	16%	(20)	5%	(7)	24%	(31)	130
#1 Issue: Energy	29%	(44)	29%	(43)	11%	(17)	6%	(10)	25%	(37)	151
#1 Issue: Other	26%	(31)	15%	(18)	6%	(8)	5%	(6)	48%	(58)	120
2020 Vote: Joe Biden	32%	(331)	26%	(270)	14%	(148)	5%	(51)	22%	(232)	1031
2020 Vote: Donald Trump	23%	(162)	21%	(149)	15%	(104)	6%	(39)	36%	(251)	704
2020 Vote: Other	11%	(7)	33%	(19)	13%	(8)	6%	(4)	37%	(21)	58
2020 Vote: Didn't Vote	19%	(77)	27%	(111)	11%	(43)	6%	(23)	37%	(151)	405
2018 House Vote: Democrat	32%	(231)	28%	(203)	14%	(101)	5%	(34)	22%	(160)	730
2018 House Vote: Republican	26%	(155)	22%	(133)	15%	(89)	5%	(31)	32%	(196)	604
2016 Vote: Hillary Clinton	32%	(221)	26%	(182)	14%	(99)	4%	(31)	23%	(164)	698
2016 Vote: Donald Trump	26%	(165)	22%	(140)	14%	(89)	5%	(34)	34%	(217)	646
2016 Vote: Other	18%	(18)	23%	(23)	20%	(21)	10%	(10)	29%	(30)	102
2016 Vote: Didn't Vote	23%	(171)	27%	(202)	12%	(93)	5%	(40)	33%	(245)	751
Voted in 2014: Yes	29%	(354)	24%	(297)	15%	(188)	5%	(62)	27%	(333)	1235
Voted in 2014: No	23%	(223)	26%	(251)	12%	(114)	6%	(53)	34%	(323)	965

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	26%	(577)	25%	(549)	14%	(302)	5%	(116)	30%	(657)	2200
4-Region: Northeast	27%	(108)	23%	(92)	14%	(53)	7%	(26)	29%	(114)	394
4-Region: Midwest	24%	(109)	23%	(105)	15%	(71)	5%	(23)	33%	(154)	462
4-Region: South	27%	(226)	25%	(208)	11%	(94)	5%	(43)	31%	(254)	824
4-Region: West	26%	(134)	27%	(143)	16%	(84)	4%	(23)	26%	(135)	520
Sports Fans	30%	(487)	29%	(466)	15%	(236)	5%	(87)	21%	(340)	1615
Avid Sports Fans	39%	(243)	30%	(184)	14%	(86)	6%	(35)	11%	(70)	619
Casual Sports Fans	24%	(243)	28%	(282)	15%	(150)	5%	(52)	27%	(270)	996
Non-Sports Fans	15%	(90)	14%	(83)	11%	(67)	5%	(29)	54%	(316)	585
Gen Z Sports Fans	28%	(50)	33%	(58)	17%	(29)	5%	(9)	17%	(30)	176
Millennial Sports Fans	36%	(184)	31%	(157)	11%	(57)	5%	(27)	17%	(87)	512
Gen X Sports Fans	30%	(114)	28%	(109)	14%	(55)	3%	(13)	24%	(92)	383
Boomer Sports Fans	25%	(120)	27%	(130)	17%	(84)	7%	(35)	24%	(118)	486
Democratic Sports Fans	37%	(267)	29%	(209)	13%	(96)	5%	(37)	15%	(104)	713
Republican Sports Fans	28%	(127)	27%	(122)	15%	(69)	5%	(21)	26%	(116)	455
Male Sports Fans	33%	(287)	30%	(268)	13%	(115)	6%	(54)	18%	(158)	882
Female Sports Fans	27%	(199)	27%	(198)	16%	(121)	4%	(33)	25%	(183)	734
Olympics Fans	32%	(500)	31%	(484)	18%	(272)	6%	(100)	12%	(193)	1549
Avid Olympics Fans	53%	(225)	26%	(108)	13%	(57)	6%	(26)	2%	(7)	422
Casual Olympics Fans	24%	(276)	33%	(376)	19%	(215)	7%	(74)	17%	(187)	1128
Non-Olympics Fans	12%	(76)	10%	(64)	5%	(31)	2%	(16)	71%	(463)	651
Watched a Lot 2021 Olympics	68%	(192)	15%	(43)	11%	(30)	5%	(15)	1%	(3)	283
Didn't Watch any 2021 Olympics	11%	(83)	8%	(60)	4%	(31)	4%	(31)	73%	(550)	755
Watched a Lot/some 2021 Olympics	43%	(362)	34%	(290)	15%	(131)	5%	(43)	3%	(23)	849
Watched any 2021 Olympics	34%	(494)	34%	(489)	19%	(271)	6%	(85)	7%	(106)	1445
Familiar with Peacock	32%	(383)	27%	(323)	13%	(157)	5%	(61)	23%	(276)	1200
Peacock Subscriber	31%	(170)	27%	(149)	14%	(78)	5%	(29)	22%	(121)	548

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

Table MCSP11: Based on what you know, when are the next Olympic games scheduled to be held?

Demographic	Fall 2021	Winter 2022	Spring 2022	Summer 2022	Fall 2022	Winter 2023	Later than Winter 2023	Don't know	Total N
Adults	6% (124)	32%(697)	2% (46)	6% (129)	2% (38)	5% (116)	4% (95)	43%(954)	2200
Gender: Male	7% (77)	37%(395)	3% (29)	7% (74)	2% (25)	5% (54)	4% (47)	34% (361)	1062
Gender: Female	4% (47)	27%(302)	1% (17)	5% (55)	1% (14)	5% (62)	4% (49)	52%(593)	1138
Age: 18-34	6% (38)	27%(179)	4% (25)	8% (55)	3% (20)	6% (36)	6% (37)	40%(265)	655
Age: 35-44	7% (25)	28% (101)	3% (10)	9% (31)	2% (7)	6% (23)	4% (16)	41% (145)	358
Age: 45-64	6% (43)	36%(270)	1% (8)	4% (28)	1% (6)	3% (26)	3% (25)	46%(345)	751
Age: 65+	4% (18)	34%(148)	1% (4)	3% (14)	1% (6)	7% (31)	4% (18)	46%(199)	436
GenZers: 1997-2012	4% (10)	26% (65)	2% (5)	9% (23)	3% (8)	6% (14)	8% (19)	42%(104)	247
Millennials: 1981-1996	7% (48)	27% (177)	5% (29)	9% (57)	3% (18)	6% (40)	4% (27)	39% (251)	647
GenXers: 1965-1980	6% (30)	35% (187)	1% (6)	4% (22)	1% (5)	4% (23)	3% (16)	46%(247)	536
Baby Boomers: 1946-1964	5% (32)	35%(235)	1% (7)	3% (21)	1% (6)	5% (34)	4% (27)	47% (317)	680
PID: Dem (no lean)	7% (65)	32%(299)	3% (25)	7% (62)	2% (23)	5% (48)	6% (52)	39%(360)	934
PID: Ind (no lean)	4% (27)	31% (201)	1% (6)	6% (40)	1% (7)	5% (33)	5% (29)	47%(302)	645
PID: Rep (no lean)	5% (32)	32% (197)	3% (16)	4% (27)	1% (9)	6% (34)	2% (14)	47%(292)	621
PID/Gender: Dem Men	9% (38)	35%(149)	4% (18)	9% (37)	3% (14)	4% (18)	6% (27)	30% (127)	427
PID/Gender: Dem Women	5% (27)	29%(150)	1% (7)	5% (26)	2% (9)	6% (30)	5% (25)	46%(233)	507
PID/Gender: Ind Men	6% (18)	40% (127)	1% (4)	8% (26)	2% (5)	5% (14)	4% (12)	35% (110)	316
PID/Gender: Ind Women	3% (10)	23% (75)	1% (2)	4% (13)	1% (2)	6% (19)	5% (17)	58% (192)	329
PID/Gender: Rep Men	7% (22)	37% (119)	3% (8)	3% (11)	2% (6)	7% (22)	2% (8)	39% (124)	320
PID/Gender: Rep Women	3% (10)	26% (78)	3% (8)	5% (16)	1% (3)	4% (12)	2% (7)	56%(168)	302
Ideo: Liberal (1-3)	6% (45)	35%(252)	4% (26)	6% (46)	2% (17)	7% (47)	5% (33)	35%(250)	715
Ideo: Moderate (4)	5% (34)	31% (193)	1% (7)	6% (37)	2% (12)	5% (31)	6% (36)	45%(283)	633
Ideo: Conservative (5-7)	5% (37)	33%(227)	2% (13)	6% (41)	1% (9)	5% (37)	2% (14)	45%(309)	687
Educ: < College	6% (84)	26%(388)	2% (31)	6% (91)	1% (22)	5% (76)	4% (54)	51%(766)	1512
Educ: Bachelors degree	7% (30)	45%(200)	2% (10)	5% (23)	2% (9)	5% (24)	6% (28)	27% (121)	444
Educ: Post-grad	4% (11)	45%(109)	2% (6)	6% (15)	3% (7)	6% (16)	6% (14)	27% (67)	244
Income: Under 50k	5% (64)	27%(352)	2% (22)	6% (72)	1% (17)	5% (65)	4% (50)	51%(659)	1300
Income: 50k-100k	7% (44)	37% (231)	3% (19)	6% (35)	3% (16)	5% (33)	5% (30)	35%(220)	628
Income: 100k+	6% (17)	42% (115)	2% (5)	8% (22)	2% (5)	6% (17)	6% (16)	28% (76)	273
Ethnicity: White	5% (94)	33%(566)	2% (41)	5% (92)	2% (28)	6% (102)	4% (69)	42%(730)	1722
Ethnicity: Hispanic	6% (23)	30% (103)	2% (8)	9% (32)	1% (5)	4% (13)	7% (25)	41% (142)	349

Continued on next page

Table MCSP11: Based on what you know, when are the next Olympic games scheduled to be held?

Demographic	Fall 2021	Winter 2022	Spring 2022	Summer 2022	Fall 2022	Winter 2023	Later than	Don't know	Total N
							Winter 2023		
Adults	6% (124)	32%(697)	2% (46)	6% (129)	2% (38)	5% (116)	4% (95)	43%(954)	2200
Ethnicity: Black	10% (26)	24% (67)	2% (5)	9% (24)	3% (8)	2% (4)	4% (11)	47% (129)	274
Ethnicity: Other	2% (4)	32% (64)	1% (1)	6% (13)	1% (2)	5% (9)	7% (15)	47% (95)	204
All Christian	5% (47)	36%(359)	3% (27)	5% (48)	2% (21)	6% (61)	4% (44)	39%(389)	996
All Non-Christian	15% (22)	36% (55)	4% (6)	7% (11)	2% (3)	6% (9)	7% (11)	23% (35)	151
Atheist	5% (6)	35% (38)	— (0)	10% (11)	— (0)	7% (7)	1% (2)	42% (47)	111
Agnostic/Nothing in particular	7% (39)	29%(168)	1% (8)	7% (39)	1% (8)	4% (26)	4% (22)	47%(272)	583
Something Else	3% (11)	22% (78)	2% (6)	5% (19)	2% (6)	4% (13)	5% (16)	59% (212)	359
Religious Non-Protestant/Catholic	12% (22)	40% (71)	3% (6)	6% (11)	2% (4)	5% (9)	7% (12)	25% (44)	179
Evangelical	5% (30)	28% (157)	4% (22)	6% (36)	2% (10)	5% (30)	3% (16)	47%(267)	567
Non-Evangelical	4% (27)	34%(257)	1% (9)	4% (31)	2% (15)	6% (43)	6% (44)	43% (321)	745
Community: Urban	7% (45)	32% (215)	3% (23)	8% (52)	2% (15)	6% (38)	4% (25)	38% (251)	663
Community: Suburban	5% (49)	32% (321)	2% (16)	6% (57)	1% (13)	6% (56)	6% (61)	44%(444)	1017
Community: Rural	6% (30)	31% (161)	1% (7)	4% (20)	2% (10)	4% (22)	2% (10)	50%(259)	520
Employ: Private Sector	7% (48)	37%(249)	3% (22)	6% (42)	2% (12)	6% (40)	4% (26)	34%(230)	669
Employ: Government	8% (8)	38% (42)	6% (7)	6% (6)	1% (1)	5% (5)	7% (7)	30% (33)	110
Employ: Self-Employed	7% (15)	27% (57)	4% (9)	12% (25)	4% (8)	3% (7)	2% (4)	40% (84)	208
Employ: Homemaker	4% (7)	33% (58)	1% (2)	3% (5)	— (0)	6% (10)	3% (6)	50% (88)	177
Employ: Student	1% (1)	27% (30)	1% (1)	8% (8)	3% (3)	6% (7)	13% (14)	41% (45)	108
Employ: Retired	5% (25)	33% (170)	— (2)	3% (17)	1% (7)	5% (28)	5% (24)	47% (241)	513
Employ: Unemployed	4% (11)	25% (69)	— (1)	4% (13)	1% (4)	5% (13)	4% (11)	57% (162)	283
Employ: Other	7% (10)	17% (23)	2% (3)	9% (12)	2% (3)	4% (5)	3% (4)	55% (72)	132
Military HH: Yes	7% (23)	36% (126)	1% (4)	7% (23)	— (1)	6% (22)	4% (15)	38% (132)	347
Military HH: No	5% (101)	31% (571)	2% (42)	6% (106)	2% (37)	5% (93)	4% (80)	44%(822)	1853
RD/WT: Right Direction	8% (78)	33% (332)	3% (27)	7% (72)	2% (23)	5% (50)	6% (55)	36%(364)	1001
RD/WT: Wrong Track	4% (46)	30%(365)	2% (20)	5% (57)	1% (15)	5% (66)	3% (40)	49%(590)	1199
Biden Job Approve	7% (87)	33%(402)	2% (29)	6% (78)	2% (29)	5% (64)	5% (67)	38%(470)	1225
Biden Job Disapprove	4% (38)	31%(274)	2% (18)	6% (49)	1% (9)	5% (45)	3% (26)	48% (416)	875

Continued on next page

Table MCSP11: Based on what you know, when are the next Olympic games scheduled to be held?

Demographic	Fall 2021	Winter 2022	Spring 2022	Summer 2022	Fall 2022	Winter 2023	Later than	Don't know	Total N
							Winter 2023		
Adults	6% (124)	32%(697)	2% (46)	6% (129)	2% (38)	5% (116)	4% (95)	43%(954)	2200
Biden Job Strongly Approve	9% (60)	34%(220)	3% (19)	8% (53)	3% (18)	4% (29)	5% (35)	33% (218)	652
Biden Job Somewhat Approve	5% (27)	32% (181)	2% (9)	4% (25)	2% (11)	6% (35)	6% (32)	44% (251)	573
Biden Job Somewhat Disapprove	5% (12)	30% (74)	1% (3)	9% (23)	2% (6)	6% (15)	4% (11)	43% (108)	250
Biden Job Strongly Disapprove	4% (26)	32% (201)	2% (15)	4% (27)	1% (4)	5% (30)	2% (15)	49% (308)	625
Favorable of Biden	7% (85)	32%(395)	2% (25)	7% (80)	2% (27)	5% (65)	6% (70)	39%(473)	1220
Unfavorable of Biden	4% (31)	32%(273)	2% (16)	5% (43)	1% (9)	5% (46)	3% (22)	49% (415)	854
Very Favorable of Biden	9% (57)	33% (216)	2% (16)	8% (52)	2% (15)	4% (28)	6% (39)	35%(228)	652
Somewhat Favorable of Biden	5% (28)	32% (179)	2% (9)	5% (28)	2% (12)	6% (37)	5% (31)	43% (245)	569
Somewhat Unfavorable of Biden	4% (9)	34% (71)	3% (7)	6% (13)	2% (4)	7% (15)	3% (6)	41% (88)	212
Very Unfavorable of Biden	4% (23)	31% (201)	1% (9)	5% (29)	1% (6)	5% (31)	2% (15)	51% (327)	642
#1 Issue: Economy	6% (45)	33% (251)	2% (12)	6% (43)	2% (15)	5% (38)	4% (33)	43% (325)	763
#1 Issue: Security	7% (23)	30% (96)	2% (7)	5% (17)	2% (6)	5% (16)	4% (14)	45% (145)	324
#1 Issue: Health Care	6% (18)	31% (93)	5% (14)	11% (31)	1% (3)	5% (15)	3% (8)	39% (116)	299
#1 Issue: Medicare / Social Security	4% (11)	31% (88)	1% (3)	3% (8)	2% (6)	4% (13)	3% (9)	51% (143)	281
#1 Issue: Women's Issues	2% (2)	37% (50)	1% (1)	8% (10)	2% (3)	8% (10)	3% (3)	40% (54)	134
#1 Issue: Education	12% (15)	27% (35)	1% (2)	6% (8)	3% (4)	8% (10)	5% (6)	38% (49)	130
#1 Issue: Energy	5% (8)	37% (55)	4% (6)	4% (5)	— (1)	4% (6)	8% (12)	38% (57)	151
#1 Issue: Other	2% (2)	25% (30)	1% (2)	4% (5)	— (0)	6% (7)	8% (9)	55% (66)	120
2020 Vote: Joe Biden	8% (80)	36%(366)	2% (25)	6% (66)	2% (24)	6% (58)	5% (52)	35%(359)	1031
2020 Vote: Donald Trump	3% (23)	34%(237)	2% (16)	6% (41)	1% (7)	6% (39)	3% (21)	45% (320)	704
2020 Vote: Other	— (0)	32% (19)	1% (1)	7% (4)	— (0)	4% (2)	6% (3)	50% (29)	58
2020 Vote: Didn't Vote	5% (21)	18% (74)	1% (4)	4% (18)	2% (7)	4% (16)	4% (18)	61%(247)	405
2018 House Vote: Democrat	6% (47)	40%(292)	1% (11)	6% (47)	2% (16)	5% (35)	6% (43)	33%(240)	730
2018 House Vote: Republican	5% (28)	37% (221)	3% (16)	6% (39)	1% (5)	6% (36)	2% (13)	41% (247)	604
2016 Vote: Hillary Clinton	7% (50)	39%(274)	2% (12)	6% (41)	3% (19)	4% (28)	5% (36)	34% (237)	698
2016 Vote: Donald Trump	5% (31)	35%(226)	2% (16)	6% (40)	1% (5)	6% (37)	3% (17)	42% (273)	646
2016 Vote: Other	3% (3)	43% (44)	1% (1)	7% (7)	1% (1)	5% (5)	3% (3)	38% (38)	102
2016 Vote: Didn't Vote	5% (40)	20% (151)	2% (17)	5% (40)	2% (14)	6% (44)	5% (39)	54%(406)	751
Voted in 2014: Yes	6% (70)	38%(467)	2% (21)	6% (76)	2% (21)	5% (63)	4% (49)	38%(468)	1235
Voted in 2014: No	6% (54)	24% (231)	3% (25)	5% (53)	2% (17)	5% (53)	5% (46)	50%(486)	965

Continued on next page

Table MCSP11: Based on what you know, when are the next Olympic games scheduled to be held?

Demographic	Fall 2021	Winter 2022	Spring 2022	Summer 2022	Fall 2022	Winter 2023	Later than	Don't know	Total N
							Winter 2023		
Adults	6% (124)	32%(697)	2% (46)	6% (129)	2% (38)	5% (116)	4% (95)	43%(954)	2200
4-Region: Northeast	7% (28)	37%(146)	2% (10)	6% (22)	1% (4)	5% (21)	4% (15)	38%(149)	394
4-Region: Midwest	4% (17)	31%(145)	2% (12)	4% (19)	2% (7)	6% (29)	5% (22)	45%(210)	462
4-Region: South	5% (44)	28%(228)	2% (13)	7% (57)	2% (14)	4% (35)	4% (33)	49%(400)	824
4-Region: West	7% (35)	34%(178)	2% (12)	6% (30)	2% (13)	6% (31)	5% (26)	38%(195)	520
Sports Fans	6% (105)	36%(589)	2% (40)	7% (111)	2% (34)	6% (92)	4% (67)	36%(577)	1615
Avid Sports Fans	10% (61)	42%(258)	3% (16)	8% (50)	2% (15)	7% (46)	5% (32)	23%(142)	619
Casual Sports Fans	4% (44)	33%(331)	2% (24)	6% (61)	2% (19)	5% (47)	4% (36)	44%(435)	996
Non-Sports Fans	3% (19)	19%(109)	1% (6)	3% (18)	1% (4)	4% (23)	5% (28)	65%(378)	585
Gen Z Sports Fans	5% (9)	29% (51)	2% (4)	12% (21)	4% (6)	6% (10)	6% (10)	37% (65)	176
Millennial Sports Fans	9% (47)	30% (151)	5% (25)	10% (49)	3% (16)	6% (33)	4% (23)	33% (168)	512
Gen X Sports Fans	5% (19)	42%(160)	1% (5)	5% (19)	1% (5)	5% (19)	3% (13)	37%(143)	383
Boomer Sports Fans	5% (26)	41%(199)	1% (6)	4% (19)	1% (6)	6% (28)	4% (18)	38%(183)	486
Democratic Sports Fans	9% (61)	36%(255)	3% (20)	8% (54)	3% (19)	5% (35)	6% (42)	32%(227)	713
Republican Sports Fans	5% (24)	37%(169)	3% (15)	5% (23)	2% (8)	7% (31)	2% (9)	38%(175)	455
Male Sports Fans	8% (66)	41%(357)	3% (27)	8% (67)	3% (24)	6% (50)	5% (40)	28%(250)	882
Female Sports Fans	5% (39)	32% (231)	2% (13)	6% (44)	1% (10)	6% (43)	4% (28)	45%(327)	734
Olympics Fans	7% (111)	39%(600)	3% (40)	7% (103)	2% (36)	6% (100)	5% (77)	31%(483)	1549
Avid Olympics Fans	13% (53)	44%(184)	3% (14)	11% (44)	4% (15)	5% (23)	5% (22)	16% (67)	422
Casual Olympics Fans	5% (58)	37%(416)	2% (26)	5% (58)	2% (21)	7% (77)	5% (55)	37%(416)	1128
Non-Olympics Fans	2% (13)	15% (98)	1% (6)	4% (26)	— (2)	2% (16)	3% (18)	72%(471)	651
Watched a Lot 2021 Olympics	16% (44)	49%(138)	4% (11)	11% (32)	2% (6)	4% (11)	6% (18)	8% (24)	283
Didn't Watch any 2021 Olympics	3% (20)	17% (131)	1% (7)	5% (35)	— (2)	3% (20)	3% (20)	69%(521)	755
Watched a Lot/some 2021 Olympics	10% (81)	42%(357)	3% (29)	9% (74)	3% (21)	6% (52)	6% (49)	22%(186)	849
Watched any 2021 Olympics	7% (104)	39%(566)	3% (40)	7% (94)	3% (37)	7% (96)	5% (75)	30%(434)	1445
Familiar with Peacock	7% (85)	33%(394)	3% (34)	6% (68)	2% (24)	6% (72)	4% (52)	39%(472)	1200
Peacock Subscriber	8% (44)	36%(195)	3% (18)	6% (32)	2% (12)	5% (26)	4% (19)	37%(202)	548

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

Table MCSP12: And where are the next Olympic games scheduled to be held?

Demographic	Beijing, China	Mumbai, India	Los Angeles, USA	Paris, France	Orlando, USA	Rio de Janeiro, Brazil	Brisbane, Australia	Don't know	Total N
Adults	21%(459)	1% (18)	5%(109)	14%(299)	2% (41)	2% (48)	1% (26)	55%(1200)	2200
Gender: Male	26%(275)	1% (7)	7% (72)	13% (139)	2% (25)	2% (26)	2% (17)	47%(500)	1062
Gender: Female	16%(184)	1% (10)	3% (37)	14%(160)	1% (16)	2% (22)	1% (9)	61%(700)	1138
Age: 18-34	15% (96)	1% (10)	9% (61)	12% (80)	3% (22)	4% (29)	2% (14)	52%(343)	655
Age: 35-44	22% (78)	1% (4)	6% (22)	14% (48)	4% (13)	2% (6)	2% (6)	50%(180)	358
Age: 45-64	24%(177)	1% (4)	3% (20)	12% (88)	1% (6)	1% (10)	— (3)	59%(442)	751
Age: 65+	25%(108)	— (0)	1% (6)	19% (83)	— (0)	1% (3)	1% (3)	54%(234)	436
GenZers: 1997-2012	12% (30)	1% (3)	8% (20)	15% (37)	2% (4)	3% (8)	3% (7)	56%(139)	247
Millennials: 1981-1996	18% (115)	2% (11)	9% (59)	12% (75)	4% (28)	4% (28)	2% (12)	49% (318)	647
GenXers: 1965-1980	22%(120)	1% (4)	3% (18)	10% (56)	2% (9)	1% (8)	1% (5)	59% (316)	536
Baby Boomers: 1946-1964	24%(165)	— (0)	2% (11)	16% (110)	— (0)	1% (6)	— (2)	57%(387)	680
PID: Dem (no lean)	21%(194)	1% (9)	7% (62)	16% (153)	2% (23)	2% (22)	1% (14)	49%(456)	934
PID: Ind (no lean)	18% (118)	— (3)	4% (28)	12% (76)	2% (11)	2% (16)	— (3)	61% (391)	645
PID: Rep (no lean)	24%(147)	1% (6)	3% (19)	11% (70)	1% (7)	2% (11)	1% (9)	57%(352)	621
PID/Gender: Dem Men	23% (99)	1% (4)	10% (42)	17% (71)	3% (13)	3% (11)	2% (11)	41%(176)	427
PID/Gender: Dem Women	19% (95)	1% (5)	4% (20)	16% (83)	2% (10)	2% (11)	1% (3)	55%(280)	507
PID/Gender: Ind Men	24% (77)	1% (2)	5% (17)	13% (40)	2% (8)	2% (7)	— (1)	52% (163)	316
PID/Gender: Ind Women	12% (41)	— (0)	3% (11)	11% (36)	1% (4)	3% (8)	— (2)	69%(228)	329
PID/Gender: Rep Men	31% (99)	— (1)	4% (14)	9% (29)	1% (5)	2% (8)	2% (5)	50% (161)	320
PID/Gender: Rep Women	16% (48)	2% (5)	2% (6)	14% (42)	1% (2)	1% (3)	1% (4)	64%(192)	302
Ideo: Liberal (1-3)	22% (155)	1% (7)	8% (56)	15% (110)	3% (18)	3% (21)	2% (11)	47%(337)	715
Ideo: Moderate (4)	20% (124)	1% (9)	3% (22)	13% (84)	1% (9)	3% (18)	1% (5)	57%(362)	633
Ideo: Conservative (5-7)	25%(169)	— (2)	4% (24)	12% (86)	2% (14)	1% (8)	1% (10)	55%(375)	687
Educ: < College	16%(242)	1% (15)	4% (61)	12% (184)	2% (25)	2% (33)	1% (11)	62%(940)	1512
Educ: Bachelors degree	30% (133)	— (2)	8% (34)	14% (64)	2% (9)	3% (11)	3% (13)	40% (178)	444
Educ: Post-grad	34% (84)	— (1)	6% (14)	21% (51)	3% (7)	2% (4)	1% (2)	34% (82)	244
Income: Under 50k	15%(200)	1% (11)	4% (51)	12% (158)	2% (25)	2% (28)	1% (10)	63%(818)	1300
Income: 50k-100k	29%(180)	1% (6)	7% (42)	15% (94)	2% (13)	2% (15)	2% (10)	43%(269)	628
Income: 100k+	29% (79)	1% (2)	6% (17)	17% (47)	1% (3)	2% (6)	2% (6)	41% (113)	273
Ethnicity: White	21%(364)	1% (14)	4% (75)	14%(240)	1% (23)	2% (33)	1% (20)	55%(952)	1722
Ethnicity: Hispanic	18% (62)	1% (3)	7% (25)	18% (64)	3% (10)	5% (19)	1% (3)	47% (163)	349

Continued on next page

Table MCSP12: *And where are the next Olympic games scheduled to be held?*

Demographic	Beijing, China	Mumbai, India	Los Angeles, USA	Paris, France	Orlando, USA	Rio de Janeiro, Brazil	Brisbane, Australia	Don't know	Total N
Adults	21%(459)	1% (18)	5%(109)	14%(299)	2% (41)	2% (48)	1% (26)	55%(1200)	2200
Ethnicity: Black	17% (46)	1% (3)	7% (20)	12% (33)	2% (7)	4% (10)	2% (4)	55% (151)	274
Ethnicity: Other	24% (49)	— (1)	7% (14)	13% (26)	5% (11)	3% (5)	1% (1)	47% (97)	204
All Christian	23% (231)	1% (5)	4% (42)	16% (156)	2% (18)	3% (29)	1% (7)	51%(509)	996
All Non-Christian	33% (49)	1% (2)	11% (16)	20% (30)	5% (8)	4% (6)	4% (7)	22% (34)	151
Atheist	18% (20)	— (0)	8% (8)	8% (8)	— (0)	3% (3)	3% (3)	61% (67)	111
Agnostic/Nothing in particular	18% (105)	1% (5)	6% (32)	10% (59)	2% (11)	1% (7)	— (2)	62% (361)	583
Something Else	15% (53)	1% (5)	3% (9)	13% (46)	1% (5)	1% (4)	2% (7)	64%(229)	359
Religious Non-Protestant/Catholic	32% (58)	1% (2)	10% (18)	18% (32)	4% (8)	3% (6)	4% (7)	27% (49)	179
Evangelical	19% (110)	1% (7)	4% (23)	15% (83)	2% (14)	3% (20)	2% (9)	53%(302)	567
Non-Evangelical	22% (163)	— (3)	4% (27)	15% (112)	1% (7)	2% (13)	1% (5)	56% (415)	745
Community: Urban	23% (150)	1% (5)	9% (59)	14% (93)	3% (23)	2% (10)	1% (9)	47% (314)	663
Community: Suburban	22% (227)	1% (7)	4% (37)	14% (147)	1% (11)	2% (23)	1% (13)	54% (553)	1017
Community: Rural	16% (82)	1% (6)	3% (13)	11% (59)	1% (7)	3% (16)	1% (4)	64% (333)	520
Employ: Private Sector	26% (177)	1% (7)	5% (37)	14% (91)	2% (15)	3% (18)	1% (8)	47% (317)	669
Employ: Government	28% (30)	2% (2)	14% (15)	10% (11)	5% (5)	2% (2)	3% (3)	37% (40)	110
Employ: Self-Employed	15% (31)	1% (2)	9% (20)	14% (30)	4% (8)	3% (6)	2% (5)	51% (105)	208
Employ: Homemaker	21% (37)	1% (2)	4% (6)	7% (12)	— (0)	2% (3)	— (0)	65% (116)	177
Employ: Student	10% (10)	1% (1)	10% (11)	19% (21)	3% (4)	— (0)	3% (3)	53% (57)	108
Employ: Retired	23% (118)	— (2)	2% (8)	18% (90)	— (0)	1% (4)	1% (3)	56%(288)	513
Employ: Unemployed	15% (43)	— (0)	2% (6)	10% (29)	1% (3)	4% (11)	— (1)	67% (190)	283
Employ: Other	9% (12)	1% (2)	4% (6)	12% (15)	5% (6)	2% (3)	1% (2)	66% (87)	132
Military HH: Yes	27% (92)	— (0)	6% (19)	15% (53)	— (1)	3% (11)	2% (7)	47% (163)	347
Military HH: No	20%(367)	1% (17)	5% (90)	13%(246)	2% (40)	2% (37)	1% (19)	56%(1037)	1853
RD/WT: Right Direction	21% (212)	1% (12)	7% (72)	17% (171)	3% (27)	3% (26)	1% (13)	47%(468)	1001
RD/WT: Wrong Track	21%(247)	— (6)	3% (37)	11%(128)	1% (14)	2% (23)	1% (13)	61%(732)	1199
Biden Job Approve	21%(259)	1% (14)	7% (84)	17%(203)	2% (28)	2% (29)	1% (15)	48%(593)	1225
Biden Job Disapprove	22% (196)	— (4)	3% (24)	10% (91)	1% (11)	2% (16)	1% (9)	60%(525)	875

Continued on next page

Table MCSP12: *And where are the next Olympic games scheduled to be held?*

Demographic	Beijing, China	Mumbai, India	Los Angeles, USA	Paris, France	Orlando, USA	Rio de Janeiro, Brazil	Brisbane, Australia	Don't know	Total N
Adults	21%(459)	1% (18)	5%(109)	14%(299)	2% (41)	2% (48)	1% (26)	55%(1200)	2200
Biden Job Strongly Approve	21% (140)	1% (5)	9% (57)	18% (120)	3% (22)	3% (20)	1% (8)	43%(279)	652
Biden Job Somewhat Approve	21% (119)	2% (9)	5% (26)	14% (83)	1% (6)	2% (9)	1% (7)	55%(313)	573
Biden Job Somewhat Disapprove	17% (42)	1% (2)	4% (10)	8% (20)	2% (5)	2% (6)	1% (3)	65%(163)	250
Biden Job Strongly Disapprove	25% (155)	— (2)	2% (14)	11% (71)	1% (6)	2% (10)	1% (6)	58%(362)	625
Favorable of Biden	21% (256)	1% (13)	6% (76)	16% (199)	2% (24)	2% (27)	1% (13)	50% (613)	1220
Unfavorable of Biden	23% (193)	— (4)	3% (23)	11% (91)	1% (11)	2% (14)	1% (11)	59%(507)	854
Very Favorable of Biden	21% (135)	1% (6)	8% (50)	20% (128)	3% (19)	2% (16)	1% (7)	45%(292)	652
Somewhat Favorable of Biden	21% (121)	1% (6)	5% (27)	13% (71)	1% (5)	2% (11)	1% (6)	56% (321)	569
Somewhat Unfavorable of Biden	17% (36)	1% (1)	4% (9)	8% (16)	3% (6)	3% (7)	2% (4)	63% (133)	212
Very Unfavorable of Biden	24% (157)	— (3)	2% (14)	12% (75)	1% (6)	1% (7)	1% (7)	58%(374)	642
#1 Issue: Economy	23% (173)	1% (9)	4% (30)	14% (110)	2% (13)	2% (12)	1% (5)	54% (411)	763
#1 Issue: Security	25% (80)	1% (3)	6% (18)	15% (48)	2% (7)	3% (10)	1% (4)	48% (154)	324
#1 Issue: Health Care	18% (55)	1% (3)	8% (23)	14% (43)	1% (4)	2% (7)	1% (4)	53% (160)	299
#1 Issue: Medicare / Social Security	20% (57)	— (0)	1% (4)	14% (41)	2% (4)	1% (2)	1% (1)	61% (171)	281
#1 Issue: Women's Issues	21% (27)	1% (1)	9% (12)	5% (6)	1% (1)	8% (11)	3% (3)	54% (72)	134
#1 Issue: Education	19% (25)	2% (2)	4% (5)	9% (11)	5% (6)	— (1)	4% (5)	57% (74)	130
#1 Issue: Energy	15% (23)	— (0)	9% (14)	19% (29)	2% (3)	1% (1)	1% (2)	53% (79)	151
#1 Issue: Other	15% (18)	— (0)	2% (2)	10% (12)	3% (4)	4% (5)	— (0)	65% (79)	120
2020 Vote: Joe Biden	21% (216)	1% (11)	7% (76)	17% (173)	2% (23)	3% (27)	1% (14)	48% (491)	1031
2020 Vote: Donald Trump	25% (178)	1% (6)	2% (17)	11% (79)	1% (9)	1% (10)	1% (9)	56%(396)	704
2020 Vote: Other	15% (9)	— (0)	6% (3)	19% (11)	— (0)	5% (3)	— (0)	55% (32)	58
2020 Vote: Didn't Vote	13% (54)	— (1)	3% (13)	9% (37)	2% (10)	2% (8)	1% (2)	69%(280)	405
2018 House Vote: Democrat	26% (191)	1% (6)	5% (35)	18% (128)	2% (16)	2% (16)	1% (8)	45%(330)	730
2018 House Vote: Republican	25% (153)	1% (4)	3% (20)	13% (80)	1% (6)	2% (14)	1% (8)	53% (319)	604
2016 Vote: Hillary Clinton	25% (174)	1% (4)	5% (34)	16% (112)	2% (15)	2% (14)	1% (10)	48% (335)	698
2016 Vote: Donald Trump	26% (170)	1% (6)	4% (23)	12% (80)	1% (5)	2% (15)	1% (9)	52%(339)	646
2016 Vote: Other	22% (22)	— (0)	6% (6)	13% (13)	— (0)	— (0)	— (0)	59% (60)	102
2016 Vote: Didn't Vote	12% (90)	1% (8)	6% (46)	12% (93)	3% (21)	3% (19)	1% (7)	62%(466)	751
Voted in 2014: Yes	26% (318)	1% (9)	4% (50)	16% (193)	2% (19)	2% (22)	1% (14)	49%(609)	1235
Voted in 2014: No	15% (140)	1% (8)	6% (59)	11% (106)	2% (22)	3% (27)	1% (11)	61% (591)	965

Continued on next page

Table MCSP12: *And where are the next Olympic games scheduled to be held?*

Demographic	Beijing, China	Mumbai, India	Los Angeles, USA	Paris, France	Orlando, USA	Rio de Janeiro, Brazil	Brisbane, Australia	Don't know	Total N
Adults	21%(459)	1% (18)	5%(109)	14%(299)	2% (41)	2% (48)	1% (26)	55%(1200)	2200
4-Region: Northeast	26%(104)	1% (4)	7% (29)	14% (54)	1% (5)	2% (9)	1% (5)	47%(185)	394
4-Region: Midwest	17% (81)	— (1)	3% (15)	11% (49)	3% (13)	2% (9)	1% (4)	63%(292)	462
4-Region: South	19%(159)	1% (11)	4% (30)	13% (111)	2% (13)	2% (20)	1% (11)	57%(468)	824
4-Region: West	22% (114)	— (2)	7% (36)	16% (86)	2% (10)	2% (10)	1% (6)	49%(255)	520
Sports Fans	24%(380)	1% (17)	6% (93)	15%(249)	2% (38)	2% (34)	1% (21)	48%(782)	1615
Avid Sports Fans	27%(165)	2% (11)	9% (56)	16% (101)	3% (21)	3% (18)	3% (16)	37%(230)	619
Casual Sports Fans	22% (215)	1% (5)	4% (38)	15%(148)	2% (17)	2% (17)	— (5)	55%(552)	996
Non-Sports Fans	13% (79)	— (1)	3% (16)	9% (50)	— (3)	2% (14)	1% (5)	71%(417)	585
Gen Z Sports Fans	13% (24)	1% (3)	8% (14)	16% (28)	2% (4)	4% (6)	3% (5)	52% (92)	176
Millennial Sports Fans	19% (98)	2% (10)	11% (55)	14% (69)	5% (26)	5% (23)	2% (11)	43%(220)	512
Gen X Sports Fans	26% (101)	1% (4)	4% (15)	12% (47)	2% (9)	1% (3)	1% (3)	53%(201)	383
Boomer Sports Fans	29% (139)	— (0)	2% (8)	19% (91)	— (0)	— (2)	— (2)	50%(244)	486
Democratic Sports Fans	23% (163)	1% (8)	7% (53)	19% (134)	3% (21)	2% (17)	2% (13)	43%(303)	713
Republican Sports Fans	26% (118)	1% (6)	4% (17)	13% (59)	1% (6)	1% (6)	1% (7)	52%(237)	455
Male Sports Fans	28%(244)	1% (7)	8% (69)	15% (130)	3% (25)	3% (24)	2% (17)	42%(367)	882
Female Sports Fans	19% (136)	1% (9)	3% (25)	16% (120)	2% (13)	1% (11)	1% (4)	57%(416)	734
Olympics Fans	25%(389)	1% (17)	6% (94)	17%(268)	2% (37)	3% (44)	1% (20)	44%(682)	1549
Avid Olympics Fans	32% (135)	1% (4)	11% (47)	23% (96)	5% (23)	4% (15)	3% (11)	21% (90)	422
Casual Olympics Fans	23%(254)	1% (12)	4% (47)	15% (171)	1% (14)	3% (28)	1% (9)	52%(591)	1128
Non-Olympics Fans	11% (70)	— (1)	2% (15)	5% (32)	1% (5)	1% (5)	1% (6)	80%(518)	651
Watched a Lot 2021 Olympics	34% (96)	1% (4)	13% (37)	23% (66)	6% (17)	5% (13)	4% (12)	13% (37)	283
Didn't Watch any 2021 Olympics	11% (87)	1% (5)	2% (12)	5% (40)	1% (5)	1% (8)	1% (4)	79%(595)	755
Watched a Lot/some 2021 Olympics	30%(255)	1% (11)	9% (80)	20% (172)	3% (29)	3% (22)	2% (15)	31%(264)	849
Watched any 2021 Olympics	26%(372)	1% (13)	7% (97)	18%(259)	2% (36)	3% (41)	2% (22)	42%(605)	1445
Familiar with Peacock	23% (271)	1% (10)	6% (76)	15% (174)	2% (29)	3% (32)	1% (18)	49%(590)	1200
Peacock Subscriber	23% (124)	1% (3)	7% (38)	13% (71)	3% (18)	3% (18)	2% (11)	48%(265)	548

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

Table MCSP13: As you may know, China is scheduled to host the next Olympic Games in Beijing during Winter 2022. How interested are you in the 2022 Winter Olympics?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(430)	32%	(707)	18%	(389)	31%	(673)	2200
Gender: Male	23%	(246)	32%	(344)	17%	(175)	28%	(296)	1062
Gender: Female	16%	(184)	32%	(363)	19%	(214)	33%	(377)	1138
Age: 18-34	26%	(168)	34%	(224)	17%	(108)	24%	(155)	655
Age: 35-44	25%	(90)	30%	(109)	16%	(56)	29%	(103)	358
Age: 45-64	15%	(113)	33%	(249)	17%	(131)	34%	(257)	751
Age: 65+	14%	(59)	29%	(125)	21%	(93)	36%	(158)	436
GenZers: 1997-2012	24%	(59)	34%	(84)	21%	(52)	21%	(52)	247
Millennials: 1981-1996	26%	(171)	33%	(215)	15%	(95)	26%	(166)	647
GenXers: 1965-1980	16%	(86)	32%	(174)	17%	(93)	34%	(183)	536
Baby Boomers: 1946-1964	15%	(102)	30%	(207)	19%	(129)	35%	(241)	680
PID: Dem (no lean)	26%	(241)	35%	(328)	16%	(147)	23%	(217)	934
PID: Ind (no lean)	14%	(93)	30%	(195)	23%	(150)	32%	(207)	645
PID: Rep (no lean)	15%	(96)	30%	(183)	15%	(93)	40%	(249)	621
PID/Gender: Dem Men	33%	(140)	34%	(145)	14%	(58)	20%	(84)	427
PID/Gender: Dem Women	20%	(102)	36%	(183)	18%	(89)	26%	(133)	507
PID/Gender: Ind Men	17%	(53)	32%	(100)	22%	(70)	29%	(93)	316
PID/Gender: Ind Women	12%	(41)	29%	(95)	24%	(80)	35%	(114)	329
PID/Gender: Rep Men	17%	(54)	31%	(98)	15%	(48)	37%	(119)	320
PID/Gender: Rep Women	14%	(41)	28%	(85)	15%	(45)	43%	(130)	302
Ideo: Liberal (1-3)	27%	(196)	34%	(246)	18%	(129)	20%	(144)	715
Ideo: Moderate (4)	17%	(109)	38%	(237)	16%	(103)	29%	(184)	633
Ideo: Conservative (5-7)	15%	(106)	28%	(192)	18%	(125)	38%	(265)	687
Educ: < College	17%	(254)	31%	(470)	18%	(276)	34%	(512)	1512
Educ: Bachelors degree	25%	(110)	35%	(155)	15%	(68)	25%	(111)	444
Educ: Post-grad	27%	(66)	34%	(82)	18%	(45)	21%	(51)	244
Income: Under 50k	16%	(209)	31%	(404)	19%	(244)	34%	(443)	1300
Income: 50k-100k	22%	(136)	35%	(221)	17%	(107)	26%	(163)	628
Income: 100k+	31%	(85)	30%	(82)	14%	(38)	25%	(68)	273
Ethnicity: White	19%	(334)	31%	(534)	18%	(305)	32%	(549)	1722
Ethnicity: Hispanic	27%	(93)	34%	(118)	14%	(49)	25%	(89)	349

Continued on next page

Table MCSP13: As you may know, China is scheduled to host the next Olympic Games in Beijing during Winter 2022. How interested are you in the 2022 Winter Olympics?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(430)	32%	(707)	18%	(389)	31%	(673)	2200
Ethnicity: Black	22%	(59)	34%	(93)	19%	(53)	25%	(69)	274
Ethnicity: Other	18%	(37)	39%	(80)	16%	(32)	27%	(55)	204
All Christian	21%	(212)	35%	(344)	17%	(166)	27%	(274)	996
All Non-Christian	44%	(67)	27%	(40)	12%	(19)	17%	(25)	151
Atheist	21%	(23)	22%	(25)	20%	(22)	37%	(41)	111
Agnostic/Nothing in particular	14%	(84)	32%	(188)	19%	(109)	35%	(203)	583
Something Else	13%	(45)	31%	(110)	21%	(74)	36%	(130)	359
Religious Non-Protestant/Catholic	42%	(76)	26%	(46)	12%	(21)	20%	(36)	179
Evangelical	21%	(120)	33%	(188)	15%	(85)	31%	(175)	567
Non-Evangelical	17%	(127)	34%	(256)	20%	(150)	29%	(213)	745
Community: Urban	29%	(192)	34%	(228)	14%	(94)	23%	(149)	663
Community: Suburban	16%	(168)	31%	(320)	21%	(211)	31%	(318)	1017
Community: Rural	14%	(70)	31%	(159)	16%	(84)	40%	(206)	520
Employ: Private Sector	26%	(174)	35%	(234)	16%	(104)	23%	(157)	669
Employ: Government	37%	(40)	36%	(39)	9%	(10)	19%	(21)	110
Employ: Self-Employed	24%	(50)	33%	(69)	15%	(32)	27%	(57)	208
Employ: Homemaker	14%	(26)	28%	(50)	17%	(31)	40%	(71)	177
Employ: Student	19%	(20)	38%	(41)	21%	(23)	22%	(24)	108
Employ: Retired	14%	(70)	28%	(145)	20%	(102)	38%	(196)	513
Employ: Unemployed	11%	(32)	36%	(101)	20%	(56)	33%	(94)	283
Employ: Other	13%	(18)	21%	(28)	24%	(32)	41%	(55)	132
Military HH: Yes	20%	(71)	34%	(118)	17%	(59)	28%	(98)	347
Military HH: No	19%	(359)	32%	(589)	18%	(330)	31%	(575)	1853
RD/WT: Right Direction	26%	(263)	36%	(362)	16%	(162)	21%	(214)	1001
RD/WT: Wrong Track	14%	(167)	29%	(346)	19%	(227)	38%	(460)	1199
Biden Job Approve	25%	(307)	37%	(450)	16%	(194)	22%	(275)	1225
Biden Job Disapprove	12%	(109)	27%	(235)	20%	(173)	41%	(358)	875

Continued on next page

Table MCSP13: *As you may know, China is scheduled to host the next Olympic Games in Beijing during Winter 2022. How interested are you in the 2022 Winter Olympics?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(430)	32%	(707)	18%	(389)	31%	(673)	2200
Biden Job Strongly Approve	33%	(214)	32%	(211)	15%	(96)	20%	(131)	652
Biden Job Somewhat Approve	16%	(93)	42%	(239)	17%	(97)	25%	(143)	573
Biden Job Somewhat Disapprove	13%	(34)	38%	(96)	18%	(45)	30%	(76)	250
Biden Job Strongly Disapprove	12%	(76)	22%	(139)	20%	(127)	45%	(283)	625
Favorable of Biden	25%	(302)	36%	(440)	16%	(194)	23%	(283)	1220
Unfavorable of Biden	11%	(96)	28%	(242)	20%	(171)	40%	(345)	854
Very Favorable of Biden	29%	(190)	33%	(218)	15%	(98)	22%	(145)	652
Somewhat Favorable of Biden	20%	(112)	39%	(223)	17%	(96)	24%	(138)	569
Somewhat Unfavorable of Biden	15%	(33)	39%	(83)	17%	(36)	28%	(60)	212
Very Unfavorable of Biden	10%	(64)	25%	(159)	21%	(134)	44%	(285)	642
#1 Issue: Economy	19%	(144)	33%	(249)	19%	(146)	29%	(224)	763
#1 Issue: Security	15%	(49)	29%	(95)	17%	(54)	39%	(126)	324
#1 Issue: Health Care	24%	(72)	35%	(105)	16%	(48)	25%	(75)	299
#1 Issue: Medicare / Social Security	16%	(46)	32%	(88)	17%	(47)	35%	(99)	281
#1 Issue: Women's Issues	29%	(38)	34%	(45)	10%	(13)	28%	(37)	134
#1 Issue: Education	24%	(31)	33%	(42)	20%	(26)	23%	(30)	130
#1 Issue: Energy	24%	(36)	38%	(58)	16%	(24)	21%	(32)	151
#1 Issue: Other	11%	(14)	21%	(25)	26%	(32)	42%	(50)	120
2020 Vote: Joe Biden	26%	(265)	36%	(370)	17%	(172)	22%	(224)	1031
2020 Vote: Donald Trump	15%	(104)	27%	(191)	19%	(130)	40%	(279)	704
2020 Vote: Other	11%	(6)	38%	(22)	14%	(8)	37%	(21)	58
2020 Vote: Didn't Vote	14%	(55)	31%	(124)	19%	(78)	37%	(148)	405
2018 House Vote: Democrat	23%	(167)	37%	(273)	18%	(134)	21%	(156)	730
2018 House Vote: Republican	16%	(99)	29%	(173)	17%	(102)	38%	(230)	604
2016 Vote: Hillary Clinton	22%	(157)	37%	(258)	18%	(125)	23%	(158)	698
2016 Vote: Donald Trump	17%	(110)	29%	(185)	16%	(105)	38%	(247)	646
2016 Vote: Other	16%	(16)	40%	(40)	17%	(17)	27%	(28)	102
2016 Vote: Didn't Vote	19%	(145)	30%	(224)	19%	(140)	32%	(241)	751
Voted in 2014: Yes	21%	(254)	33%	(408)	17%	(215)	29%	(358)	1235
Voted in 2014: No	18%	(176)	31%	(299)	18%	(175)	33%	(315)	965

Continued on next page

Table MCSP13: As you may know, China is scheduled to host the next Olympic Games in Beijing during Winter 2022. How interested are you in the 2022 Winter Olympics?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	20%	(430)	32%	(707)	18%	(389)	31%	(673)	2200
4-Region: Northeast	23%	(89)	33%	(131)	17%	(68)	27%	(106)	394
4-Region: Midwest	15%	(69)	34%	(159)	19%	(86)	32%	(148)	462
4-Region: South	19%	(157)	31%	(252)	18%	(148)	32%	(267)	824
4-Region: West	22%	(115)	32%	(165)	17%	(87)	29%	(152)	520
Sports Fans	24%	(391)	38%	(616)	17%	(271)	21%	(338)	1615
Avid Sports Fans	34%	(213)	38%	(234)	13%	(79)	15%	(93)	619
Casual Sports Fans	18%	(178)	38%	(382)	19%	(192)	25%	(245)	996
Non-Sports Fans	7%	(40)	16%	(91)	20%	(119)	57%	(335)	585
Gen Z Sports Fans	27%	(47)	41%	(72)	18%	(32)	14%	(25)	176
Millennial Sports Fans	32%	(163)	37%	(192)	14%	(73)	16%	(84)	512
Gen X Sports Fans	19%	(73)	40%	(154)	16%	(60)	25%	(96)	383
Boomer Sports Fans	19%	(94)	36%	(175)	19%	(95)	25%	(122)	486
Democratic Sports Fans	31%	(221)	40%	(286)	15%	(104)	14%	(103)	713
Republican Sports Fans	19%	(87)	36%	(166)	15%	(68)	30%	(135)	455
Male Sports Fans	26%	(231)	36%	(320)	16%	(138)	22%	(192)	882
Female Sports Fans	22%	(160)	40%	(296)	18%	(132)	20%	(146)	734
Olympics Fans	27%	(419)	44%	(677)	20%	(304)	10%	(149)	1549
Avid Olympics Fans	61%	(256)	29%	(122)	5%	(22)	5%	(22)	422
Casual Olympics Fans	14%	(163)	49%	(555)	25%	(283)	11%	(127)	1128
Non-Olympics Fans	2%	(11)	5%	(30)	13%	(85)	81%	(525)	651
Watched a Lot 2021 Olympics	75%	(213)	18%	(52)	3%	(7)	4%	(11)	283
Didn't Watch any 2021 Olympics	3%	(21)	10%	(79)	15%	(112)	72%	(544)	755
Watched a Lot/some 2021 Olympics	44%	(372)	43%	(367)	9%	(77)	4%	(33)	849
Watched any 2021 Olympics	28%	(409)	44%	(629)	19%	(277)	9%	(129)	1445
Familiar with Peacock	26%	(307)	33%	(395)	16%	(197)	25%	(301)	1200
Peacock Subscriber	26%	(145)	33%	(178)	16%	(88)	25%	(137)	548

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

Table MCSP14: As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?

Demographic	The United States should boycott the 2022 Winter Games in China		The United States should not boycott the 2022 Winter Games in China		Don't know / No opinion		Total N
Adults	29%	(640)	33%	(722)	38%	(838)	2200
Gender: Male	33%	(347)	40%	(425)	27%	(290)	1062
Gender: Female	26%	(293)	26%	(297)	48%	(548)	1138
Age: 18-34	29%	(193)	30%	(196)	41%	(266)	655
Age: 35-44	28%	(101)	31%	(112)	40%	(145)	358
Age: 45-64	28%	(213)	33%	(246)	39%	(292)	751
Age: 65+	30%	(133)	39%	(169)	31%	(135)	436
GenZers: 1997-2012	26%	(64)	29%	(71)	45%	(112)	247
Millennials: 1981-1996	31%	(199)	30%	(192)	39%	(255)	647
GenXers: 1965-1980	28%	(153)	32%	(170)	40%	(214)	536
Baby Boomers: 1946-1964	29%	(195)	38%	(258)	33%	(227)	680
PID: Dem (no lean)	29%	(274)	35%	(329)	35%	(331)	934
PID: Ind (no lean)	25%	(158)	32%	(206)	43%	(280)	645
PID: Rep (no lean)	33%	(208)	30%	(187)	36%	(227)	621
PID/Gender: Dem Men	34%	(143)	42%	(180)	24%	(103)	427
PID/Gender: Dem Women	26%	(130)	29%	(149)	45%	(228)	507
PID/Gender: Ind Men	27%	(87)	43%	(136)	29%	(92)	316
PID/Gender: Ind Women	22%	(71)	21%	(70)	57%	(188)	329
PID/Gender: Rep Men	37%	(117)	34%	(108)	29%	(94)	320
PID/Gender: Rep Women	30%	(91)	26%	(78)	44%	(132)	302
Ideo: Liberal (1-3)	30%	(218)	37%	(267)	32%	(230)	715
Ideo: Moderate (4)	25%	(157)	32%	(203)	43%	(273)	633
Ideo: Conservative (5-7)	35%	(238)	33%	(226)	33%	(224)	687
Educ: < College	29%	(435)	28%	(417)	44%	(660)	1512
Educ: Bachelors degree	30%	(133)	44%	(196)	26%	(114)	444
Educ: Post-grad	29%	(72)	44%	(108)	26%	(64)	244
Income: Under 50k	27%	(347)	28%	(365)	45%	(587)	1300
Income: 50k-100k	32%	(200)	37%	(234)	31%	(194)	628
Income: 100k+	34%	(93)	45%	(123)	21%	(57)	273

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Table MCSP14: As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?

Demographic	The United States should boycott the 2022 Winter Games in China		The United States should not boycott the 2022 Winter Games in China		Don't know / No opinion		Total N
Adults	29%	(640)	33%	(722)	38%	(838)	2200
Ethnicity: White	30%	(522)	33%	(569)	37%	(631)	1722
Ethnicity: Hispanic	34%	(117)	29%	(101)	38%	(132)	349
Ethnicity: Black	22%	(62)	33%	(90)	45%	(123)	274
Ethnicity: Other	28%	(57)	31%	(63)	41%	(84)	204
All Christian	31%	(310)	36%	(360)	33%	(326)	996
All Non-Christian	36%	(54)	42%	(64)	22%	(33)	151
Atheist	32%	(36)	35%	(38)	33%	(36)	111
Agnostic/Nothing in particular	25%	(147)	30%	(177)	45%	(260)	583
Something Else	26%	(93)	23%	(83)	51%	(183)	359
Religious Non-Protestant/Catholic	35%	(63)	41%	(74)	24%	(42)	179
Evangelical	29%	(164)	32%	(180)	39%	(224)	567
Non-Evangelical	30%	(226)	33%	(248)	36%	(272)	745
Community: Urban	29%	(189)	39%	(256)	33%	(217)	663
Community: Suburban	28%	(287)	32%	(328)	39%	(402)	1017
Community: Rural	31%	(163)	26%	(137)	42%	(219)	520
Employ: Private Sector	29%	(193)	38%	(254)	33%	(223)	669
Employ: Government	36%	(40)	36%	(39)	28%	(31)	110
Employ: Self-Employed	32%	(66)	39%	(80)	30%	(61)	208
Employ: Homemaker	22%	(39)	25%	(45)	53%	(93)	177
Employ: Student	19%	(20)	27%	(29)	55%	(59)	108
Employ: Retired	33%	(169)	34%	(175)	33%	(169)	513
Employ: Unemployed	29%	(81)	23%	(64)	49%	(138)	283
Employ: Other	24%	(32)	27%	(36)	49%	(64)	132
Military HH: Yes	30%	(103)	38%	(131)	33%	(113)	347
Military HH: No	29%	(537)	32%	(591)	39%	(725)	1853
RD/WT: Right Direction	26%	(258)	38%	(376)	37%	(367)	1001
RD/WT: Wrong Track	32%	(382)	29%	(346)	39%	(471)	1199

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Table MCSP14: As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?

Demographic	The United States should boycott the 2022 Winter Games in China		The United States should not boycott the 2022 Winter Games in China		Don't know / No opinion		Total N
Adults	29%	(640)	33%	(722)	38%	(838)	2200
Biden Job Approve	26%	(322)	37%	(454)	37%	(449)	1225
Biden Job Disapprove	34%	(301)	29%	(254)	37%	(320)	875
Biden Job Strongly Approve	28%	(185)	40%	(263)	31%	(204)	652
Biden Job Somewhat Approve	24%	(137)	33%	(191)	43%	(244)	573
Biden Job Somewhat Disapprove	24%	(59)	33%	(83)	43%	(108)	250
Biden Job Strongly Disapprove	39%	(242)	27%	(170)	34%	(212)	625
Favorable of Biden	25%	(309)	37%	(454)	37%	(457)	1220
Unfavorable of Biden	36%	(304)	29%	(246)	36%	(304)	854
Very Favorable of Biden	27%	(175)	40%	(261)	33%	(216)	652
Somewhat Favorable of Biden	24%	(134)	34%	(194)	42%	(241)	569
Somewhat Unfavorable of Biden	29%	(63)	32%	(68)	39%	(82)	212
Very Unfavorable of Biden	38%	(241)	28%	(178)	35%	(222)	642
#1 Issue: Economy	28%	(211)	35%	(267)	37%	(284)	763
#1 Issue: Security	43%	(140)	29%	(95)	27%	(89)	324
#1 Issue: Health Care	23%	(70)	37%	(110)	40%	(119)	299
#1 Issue: Medicare / Social Security	28%	(77)	31%	(88)	41%	(115)	281
#1 Issue: Women's Issues	24%	(33)	30%	(40)	45%	(61)	134
#1 Issue: Education	20%	(26)	28%	(37)	52%	(67)	130
#1 Issue: Energy	31%	(47)	36%	(54)	33%	(49)	151
#1 Issue: Other	29%	(35)	26%	(31)	45%	(54)	120
2020 Vote: Joe Biden	28%	(287)	39%	(405)	33%	(340)	1031
2020 Vote: Donald Trump	36%	(254)	30%	(211)	34%	(239)	704
2020 Vote: Other	26%	(15)	26%	(15)	49%	(28)	58
2020 Vote: Didn't Vote	20%	(83)	23%	(91)	57%	(231)	405
2018 House Vote: Democrat	28%	(206)	41%	(299)	31%	(225)	730
2018 House Vote: Republican	37%	(225)	33%	(201)	29%	(177)	604

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Table MCSP14: As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?

Demographic	The United States should boycott the 2022 Winter Games in China		The United States should not boycott the 2022 Winter Games in China		Don't know / No opinion		Total N
Adults	29%	(640)	33%	(722)	38%	(838)	2200
2016 Vote: Hillary Clinton	28%	(193)	39%	(269)	34%	(235)	698
2016 Vote: Donald Trump	38%	(243)	33%	(213)	30%	(191)	646
2016 Vote: Other	23%	(23)	40%	(41)	37%	(38)	102
2016 Vote: Didn't Vote	24%	(179)	26%	(198)	50%	(374)	751
Voted in 2014: Yes	32%	(397)	37%	(454)	31%	(385)	1235
Voted in 2014: No	25%	(243)	28%	(268)	47%	(454)	965
4-Region: Northeast	33%	(130)	34%	(134)	33%	(130)	394
4-Region: Midwest	27%	(124)	33%	(152)	40%	(187)	462
4-Region: South	28%	(233)	30%	(245)	42%	(347)	824
4-Region: West	29%	(153)	37%	(192)	34%	(175)	520
Sports Fans	28%	(459)	38%	(615)	34%	(541)	1615
Avid Sports Fans	30%	(184)	48%	(295)	23%	(140)	619
Casual Sports Fans	28%	(275)	32%	(320)	40%	(401)	996
Non-Sports Fans	31%	(181)	18%	(107)	51%	(297)	585
Gen Z Sports Fans	27%	(48)	33%	(58)	40%	(71)	176
Millennial Sports Fans	32%	(163)	34%	(174)	34%	(175)	512
Gen X Sports Fans	28%	(106)	36%	(139)	36%	(138)	383
Boomer Sports Fans	27%	(129)	45%	(218)	29%	(139)	486
Democratic Sports Fans	30%	(212)	41%	(289)	30%	(212)	713
Republican Sports Fans	30%	(134)	35%	(161)	35%	(160)	455
Male Sports Fans	33%	(291)	43%	(379)	24%	(211)	882
Female Sports Fans	23%	(168)	32%	(236)	45%	(330)	734
Olympics Fans	28%	(433)	42%	(644)	30%	(472)	1549
Avid Olympics Fans	30%	(126)	55%	(232)	15%	(64)	422
Casual Olympics Fans	27%	(307)	37%	(412)	36%	(408)	1128
Non-Olympics Fans	32%	(207)	12%	(78)	56%	(366)	651
Watched a Lot 2021 Olympics	31%	(88)	54%	(154)	15%	(42)	283
Didn't Watch any 2021 Olympics	30%	(225)	13%	(99)	57%	(431)	755

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Table MCSP14: *As you may know, some politicians have suggested the United States boycott the 2022 Winter Games in Beijing due to human rights violations committed by the Chinese government. Which of the following best describes your opinion?*

Demographic	The United States should boycott the 2022 Winter Games in China		The United States should not boycott the 2022 Winter Games in China		Don't know / No opinion		Total N
Adults	29%	(640)	33%	(722)	38%	(838)	2200
Watched a Lot/some 2021 Olympics	28%	(238)	50%	(426)	22%	(185)	849
Watched any 2021 Olympics	29%	(415)	43%	(623)	28%	(407)	1445
Familiar with Peacock	30%	(360)	36%	(432)	34%	(408)	1200
Peacock Subscriber	30%	(162)	35%	(191)	36%	(195)	548

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	28%	(619)	45%	(996)	27%	(585)	2200
Gender: Male	41%	(436)	42%	(445)	17%	(180)	1062
Gender: Female	16%	(183)	48%	(551)	36%	(404)	1138
Age: 18-34	33%	(215)	43%	(281)	24%	(160)	655
Age: 35-44	38%	(136)	42%	(150)	20%	(72)	358
Age: 45-64	24%	(180)	46%	(349)	30%	(222)	751
Age: 65+	20%	(88)	50%	(217)	30%	(131)	436
GenZers: 1997-2012	27%	(67)	44%	(109)	29%	(71)	247
Millennials: 1981-1996	36%	(234)	43%	(278)	21%	(135)	647
GenXers: 1965-1980	27%	(142)	45%	(241)	29%	(153)	536
Baby Boomers: 1946-1964	24%	(160)	48%	(326)	29%	(194)	680
PID: Dem (no lean)	33%	(311)	43%	(402)	24%	(220)	934
PID: Ind (no lean)	21%	(134)	48%	(312)	31%	(198)	645
PID: Rep (no lean)	28%	(173)	45%	(282)	27%	(166)	621
PID/Gender: Dem Men	50%	(213)	35%	(150)	15%	(63)	427
PID/Gender: Dem Women	19%	(98)	50%	(252)	31%	(157)	507
PID/Gender: Ind Men	33%	(104)	46%	(145)	21%	(67)	316
PID/Gender: Ind Women	9%	(31)	51%	(168)	40%	(131)	329
PID/Gender: Rep Men	37%	(119)	47%	(150)	16%	(50)	320
PID/Gender: Rep Women	18%	(54)	44%	(132)	38%	(116)	302
Ideo: Liberal (1-3)	30%	(217)	44%	(315)	26%	(183)	715
Ideo: Moderate (4)	29%	(183)	46%	(291)	25%	(158)	633
Ideo: Conservative (5-7)	28%	(194)	46%	(313)	26%	(180)	687
Educ: < College	24%	(357)	46%	(697)	30%	(458)	1512
Educ: Bachelors degree	39%	(174)	42%	(185)	19%	(85)	444
Educ: Post-grad	36%	(87)	47%	(115)	17%	(42)	244
Income: Under 50k	23%	(295)	46%	(592)	32%	(412)	1300
Income: 50k-100k	33%	(210)	46%	(291)	20%	(126)	628
Income: 100k+	42%	(114)	41%	(113)	17%	(47)	273
Ethnicity: White	26%	(451)	45%	(781)	28%	(490)	1722
Ethnicity: Hispanic	33%	(115)	46%	(160)	21%	(74)	349
Ethnicity: Black	45%	(123)	39%	(108)	16%	(44)	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	28%	(619)	45%	(996)	27%	(585)	2200
Ethnicity: Other	22%	(45)	53%	(108)	25%	(52)	204
All Christian	30%	(299)	47%	(470)	23%	(227)	996
All Non-Christian	42%	(64)	43%	(64)	15%	(23)	151
Atheist	25%	(28)	39%	(43)	36%	(39)	111
Agnostic/Nothing in particular	24%	(142)	44%	(257)	32%	(185)	583
Something Else	24%	(86)	45%	(162)	31%	(111)	359
Religious Non-Protestant/Catholic	42%	(75)	43%	(77)	15%	(27)	179
Evangelical	31%	(174)	46%	(260)	23%	(133)	567
Non-Evangelical	26%	(197)	47%	(349)	27%	(200)	745
Community: Urban	36%	(236)	44%	(289)	21%	(138)	663
Community: Suburban	26%	(265)	47%	(478)	27%	(274)	1017
Community: Rural	23%	(118)	44%	(229)	33%	(172)	520
Employ: Private Sector	41%	(275)	41%	(274)	18%	(120)	669
Employ: Government	43%	(47)	46%	(50)	11%	(12)	110
Employ: Self-Employed	30%	(62)	52%	(108)	18%	(37)	208
Employ: Homemaker	12%	(21)	47%	(83)	41%	(73)	177
Employ: Student	19%	(20)	49%	(53)	32%	(35)	108
Employ: Retired	19%	(99)	48%	(244)	33%	(170)	513
Employ: Unemployed	21%	(60)	47%	(134)	32%	(90)	283
Employ: Other	26%	(34)	38%	(50)	36%	(48)	132
Military HH: Yes	30%	(104)	47%	(163)	23%	(81)	347
Military HH: No	28%	(515)	45%	(834)	27%	(504)	1853
RD/WT: Right Direction	33%	(331)	45%	(454)	22%	(217)	1001
RD/WT: Wrong Track	24%	(288)	45%	(543)	31%	(368)	1199
Biden Job Approve	32%	(392)	45%	(552)	23%	(281)	1225
Biden Job Disapprove	25%	(215)	46%	(401)	30%	(260)	875
Biden Job Strongly Approve	40%	(258)	41%	(267)	20%	(128)	652
Biden Job Somewhat Approve	23%	(135)	50%	(285)	27%	(153)	573
Biden Job Somewhat Disapprove	26%	(66)	47%	(118)	26%	(66)	250
Biden Job Strongly Disapprove	24%	(148)	45%	(283)	31%	(194)	625

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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	28%	(619)	45%	(996)	27%	(585)	2200
Favorable of Biden	31%	(381)	46%	(557)	23%	(282)	1220
Unfavorable of Biden	26%	(219)	45%	(384)	29%	(251)	854
Very Favorable of Biden	37%	(243)	41%	(268)	22%	(140)	652
Somewhat Favorable of Biden	24%	(138)	51%	(289)	25%	(142)	569
Somewhat Unfavorable of Biden	29%	(62)	44%	(92)	27%	(58)	212
Very Unfavorable of Biden	24%	(157)	45%	(291)	30%	(193)	642
#1 Issue: Economy	32%	(247)	44%	(332)	24%	(183)	763
#1 Issue: Security	29%	(93)	46%	(148)	26%	(83)	324
#1 Issue: Health Care	32%	(95)	44%	(130)	25%	(74)	299
#1 Issue: Medicare / Social Security	24%	(68)	46%	(130)	30%	(83)	281
#1 Issue: Women's Issues	21%	(28)	47%	(63)	32%	(43)	134
#1 Issue: Education	29%	(37)	52%	(67)	20%	(26)	130
#1 Issue: Energy	23%	(34)	48%	(72)	29%	(44)	151
#1 Issue: Other	13%	(16)	46%	(55)	41%	(49)	120
2020 Vote: Joe Biden	32%	(332)	45%	(464)	23%	(235)	1031
2020 Vote: Donald Trump	27%	(187)	46%	(324)	27%	(193)	704
2020 Vote: Other	39%	(22)	38%	(22)	24%	(14)	58
2020 Vote: Didn't Vote	19%	(77)	46%	(185)	35%	(143)	405
2018 House Vote: Democrat	32%	(230)	46%	(334)	23%	(166)	730
2018 House Vote: Republican	28%	(170)	45%	(274)	27%	(161)	604
2016 Vote: Hillary Clinton	31%	(217)	44%	(310)	24%	(171)	698
2016 Vote: Donald Trump	30%	(192)	43%	(280)	27%	(175)	646
2016 Vote: Other	31%	(31)	50%	(51)	19%	(19)	102
2016 Vote: Didn't Vote	24%	(178)	47%	(353)	29%	(220)	751
Voted in 2014: Yes	30%	(375)	45%	(560)	24%	(300)	1235
Voted in 2014: No	25%	(244)	45%	(436)	29%	(284)	965
4-Region: Northeast	33%	(129)	46%	(183)	21%	(82)	394
4-Region: Midwest	27%	(126)	47%	(217)	26%	(119)	462
4-Region: South	28%	(231)	44%	(365)	28%	(228)	824
4-Region: West	25%	(132)	45%	(232)	30%	(155)	520
Sports Fans	38%	(619)	62%	(996)	—	(0)	1615

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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	28%	(619)	45%	(996)	27%	(585)	2200
Avid Sports Fans	100%	(619)	—	(0)	—	(0)	619
Casual Sports Fans	—	(0)	100%	(996)	—	(0)	996
Non-Sports Fans	—	(0)	—	(0)	100%	(585)	585
Gen Z Sports Fans	38%	(67)	62%	(109)	—	(0)	176
Millennial Sports Fans	46%	(234)	54%	(278)	—	(0)	512
Gen X Sports Fans	37%	(142)	63%	(241)	—	(0)	383
Boomer Sports Fans	33%	(160)	67%	(326)	—	(0)	486
Democratic Sports Fans	44%	(311)	56%	(402)	—	(0)	713
Republican Sports Fans	38%	(173)	62%	(282)	—	(0)	455
Male Sports Fans	49%	(436)	51%	(445)	—	(0)	882
Female Sports Fans	25%	(183)	75%	(551)	—	(0)	734
Olympics Fans	36%	(560)	49%	(758)	15%	(231)	1549
Avid Olympics Fans	63%	(267)	31%	(133)	5%	(22)	422
Casual Olympics Fans	26%	(294)	55%	(625)	18%	(208)	1128
Non-Olympics Fans	9%	(58)	37%	(238)	54%	(354)	651
Watched a Lot 2021 Olympics	61%	(173)	33%	(94)	6%	(16)	283
Didn't Watch any 2021 Olympics	10%	(72)	41%	(306)	50%	(377)	755
Watched a Lot/some 2021 Olympics	48%	(408)	45%	(380)	7%	(62)	849
Watched any 2021 Olympics	38%	(547)	48%	(690)	14%	(208)	1445
Familiar with Peacock	34%	(408)	45%	(540)	21%	(251)	1200
Peacock Subscriber	31%	(172)	48%	(263)	21%	(112)	548

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 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	19%	(422)	51%	(1128)	30%	(651)	2200
Gender: Male	24%	(250)	50%	(532)	26%	(281)	1062
Gender: Female	15%	(172)	52%	(596)	33%	(370)	1138
Age: 18-34	22%	(146)	51%	(334)	27%	(174)	655
Age: 35-44	26%	(92)	48%	(170)	27%	(96)	358
Age: 45-64	15%	(116)	53%	(399)	31%	(236)	751
Age: 65+	16%	(68)	51%	(224)	33%	(144)	436
GenZers: 1997-2012	16%	(38)	58%	(145)	26%	(64)	247
Millennials: 1981-1996	27%	(172)	47%	(304)	26%	(170)	647
GenXers: 1965-1980	17%	(91)	51%	(271)	33%	(174)	536
Baby Boomers: 1946-1964	16%	(106)	53%	(362)	31%	(213)	680
PID: Dem (no lean)	26%	(244)	51%	(475)	23%	(215)	934
PID: Ind (no lean)	13%	(85)	54%	(348)	33%	(212)	645
PID: Rep (no lean)	15%	(93)	49%	(305)	36%	(223)	621
PID/Gender: Dem Men	35%	(149)	45%	(193)	20%	(85)	427
PID/Gender: Dem Women	19%	(95)	56%	(282)	26%	(130)	507
PID/Gender: Ind Men	16%	(50)	55%	(172)	30%	(94)	316
PID/Gender: Ind Women	11%	(35)	53%	(176)	36%	(119)	329
PID/Gender: Rep Men	16%	(51)	52%	(167)	32%	(101)	320
PID/Gender: Rep Women	14%	(41)	46%	(139)	40%	(122)	302
Ideo: Liberal (1-3)	27%	(195)	51%	(368)	21%	(153)	715
Ideo: Moderate (4)	16%	(103)	54%	(342)	30%	(188)	633
Ideo: Conservative (5-7)	16%	(109)	49%	(337)	35%	(242)	687
Educ: < College	14%	(219)	52%	(783)	34%	(511)	1512
Educ: Bachelors degree	30%	(132)	49%	(218)	21%	(93)	444
Educ: Post-grad	29%	(70)	52%	(127)	19%	(47)	244
Income: Under 50k	14%	(183)	53%	(686)	33%	(431)	1300
Income: 50k-100k	24%	(151)	51%	(319)	25%	(157)	628
Income: 100k+	32%	(87)	45%	(123)	23%	(63)	273
Ethnicity: White	18%	(310)	51%	(875)	31%	(537)	1722
Ethnicity: Hispanic	22%	(76)	55%	(193)	23%	(80)	349
Ethnicity: Black	28%	(77)	48%	(131)	24%	(67)	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	19%	(422)	51%	(1128)	30%	(651)	2200
Ethnicity: Other	17%	(35)	60%	(122)	23%	(47)	204
All Christian	23%	(228)	52%	(517)	25%	(250)	996
All Non-Christian	38%	(58)	47%	(72)	14%	(22)	151
Atheist	15%	(16)	46%	(51)	39%	(43)	111
Agnostic/Nothing in particular	13%	(76)	51%	(300)	36%	(207)	583
Something Else	12%	(43)	52%	(188)	36%	(129)	359
Religious Non-Protestant/Catholic	35%	(63)	48%	(85)	17%	(30)	179
Evangelical	22%	(127)	49%	(276)	29%	(164)	567
Non-Evangelical	18%	(137)	55%	(407)	27%	(201)	745
Community: Urban	27%	(181)	50%	(334)	22%	(148)	663
Community: Suburban	18%	(182)	52%	(530)	30%	(305)	1017
Community: Rural	11%	(59)	51%	(263)	38%	(198)	520
Employ: Private Sector	26%	(177)	54%	(360)	20%	(132)	669
Employ: Government	38%	(41)	44%	(48)	19%	(20)	110
Employ: Self-Employed	18%	(38)	56%	(117)	25%	(53)	208
Employ: Homemaker	11%	(19)	47%	(82)	42%	(75)	177
Employ: Student	14%	(16)	61%	(66)	24%	(26)	108
Employ: Retired	15%	(75)	49%	(253)	36%	(185)	513
Employ: Unemployed	14%	(41)	49%	(140)	36%	(103)	283
Employ: Other	11%	(15)	47%	(62)	42%	(56)	132
Military HH: Yes	19%	(66)	56%	(193)	25%	(88)	347
Military HH: No	19%	(355)	50%	(935)	30%	(563)	1853
RD/WT: Right Direction	27%	(272)	53%	(529)	20%	(201)	1001
RD/WT: Wrong Track	13%	(150)	50%	(599)	38%	(450)	1199
Biden Job Approve	25%	(301)	53%	(648)	23%	(276)	1225
Biden Job Disapprove	13%	(111)	49%	(431)	38%	(333)	875
Biden Job Strongly Approve	33%	(213)	47%	(308)	20%	(131)	652
Biden Job Somewhat Approve	15%	(88)	59%	(339)	25%	(145)	573
Biden Job Somewhat Disapprove	13%	(32)	56%	(140)	31%	(79)	250
Biden Job Strongly Disapprove	13%	(80)	47%	(291)	41%	(255)	625

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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	19%	(422)	51%	(1128)	30%	(651)	2200
Favorable of Biden	24%	(290)	54%	(654)	23%	(276)	1220
Unfavorable of Biden	12%	(102)	50%	(425)	38%	(327)	854
Very Favorable of Biden	31%	(200)	49%	(317)	21%	(135)	652
Somewhat Favorable of Biden	16%	(90)	59%	(338)	25%	(141)	569
Somewhat Unfavorable of Biden	16%	(34)	55%	(117)	29%	(61)	212
Very Unfavorable of Biden	11%	(67)	48%	(308)	41%	(266)	642
#1 Issue: Economy	17%	(129)	55%	(423)	28%	(211)	763
#1 Issue: Security	18%	(60)	46%	(151)	35%	(113)	324
#1 Issue: Health Care	23%	(69)	52%	(156)	25%	(74)	299
#1 Issue: Medicare / Social Security	17%	(47)	49%	(137)	34%	(96)	281
#1 Issue: Women's Issues	22%	(29)	50%	(67)	28%	(37)	134
#1 Issue: Education	24%	(32)	43%	(56)	32%	(42)	130
#1 Issue: Energy	31%	(46)	51%	(77)	18%	(27)	151
#1 Issue: Other	8%	(10)	50%	(60)	42%	(51)	120
2020 Vote: Joe Biden	25%	(260)	53%	(542)	22%	(230)	1031
2020 Vote: Donald Trump	15%	(106)	48%	(339)	37%	(259)	704
2020 Vote: Other	11%	(6)	63%	(37)	26%	(15)	58
2020 Vote: Didn't Vote	12%	(49)	51%	(209)	36%	(147)	405
2018 House Vote: Democrat	26%	(192)	52%	(383)	21%	(154)	730
2018 House Vote: Republican	16%	(99)	50%	(301)	34%	(203)	604
2016 Vote: Hillary Clinton	25%	(172)	54%	(380)	21%	(145)	698
2016 Vote: Donald Trump	17%	(109)	48%	(313)	35%	(224)	646
2016 Vote: Other	16%	(16)	58%	(59)	26%	(26)	102
2016 Vote: Didn't Vote	16%	(123)	50%	(373)	34%	(255)	751
Voted in 2014: Yes	22%	(274)	52%	(638)	26%	(323)	1235
Voted in 2014: No	15%	(148)	51%	(489)	34%	(327)	965
4-Region: Northeast	23%	(90)	52%	(204)	25%	(100)	394
4-Region: Midwest	16%	(73)	52%	(240)	32%	(150)	462
4-Region: South	18%	(152)	50%	(416)	31%	(256)	824
4-Region: West	21%	(107)	51%	(268)	28%	(146)	520
Sports Fans	25%	(399)	57%	(919)	18%	(297)	1615

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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	19%	(422)	51%	(1128)	30%	(651)	2200
Avid Sports Fans	43%	(267)	47%	(294)	9%	(58)	619
Casual Sports Fans	13%	(133)	63%	(625)	24%	(238)	996
Non-Sports Fans	4%	(22)	36%	(208)	61%	(354)	585
Gen Z Sports Fans	19%	(34)	66%	(117)	15%	(26)	176
Millennial Sports Fans	32%	(164)	51%	(262)	17%	(86)	512
Gen X Sports Fans	23%	(86)	57%	(218)	20%	(78)	383
Boomer Sports Fans	21%	(102)	59%	(288)	20%	(96)	486
Democratic Sports Fans	33%	(236)	54%	(387)	13%	(90)	713
Republican Sports Fans	19%	(86)	57%	(258)	25%	(112)	455
Male Sports Fans	27%	(240)	54%	(478)	19%	(163)	882
Female Sports Fans	22%	(159)	60%	(441)	18%	(133)	734
Olympics Fans	27%	(422)	73%	(1128)	—	(0)	1549
Avid Olympics Fans	100%	(422)	—	(0)	—	(0)	422
Casual Olympics Fans	—	(0)	100%	(1128)	—	(0)	1128
Non-Olympics Fans	—	(0)	—	(0)	100%	(651)	651
Watched a Lot 2021 Olympics	81%	(229)	16%	(47)	3%	(7)	283
Didn't Watch any 2021 Olympics	1%	(6)	26%	(197)	73%	(553)	755
Watched a Lot/some 2021 Olympics	46%	(389)	52%	(441)	2%	(19)	849
Watched any 2021 Olympics	29%	(416)	64%	(931)	7%	(98)	1445
Familiar with Peacock	25%	(295)	52%	(620)	24%	(285)	1200
Peacock Subscriber	26%	(141)	50%	(272)	25%	(135)	548

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	247	11%
	Millennials: 1981-1996	647	29%
	GenXers: 1965-1980	536	24%
	Baby Boomers: 1946-1964	680	31%
	N	2111	
xpid3	PID: Dem (no lean)	934	42%
	PID: Ind (no lean)	645	29%
	PID: Rep (no lean)	621	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	427	19%
	PID/Gender: Dem Women	507	23%
	PID/Gender: Ind Men	316	14%
	PID/Gender: Ind Women	329	15%
	PID/Gender: Rep Men	320	15%
	PID/Gender: Rep Women	302	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	715	33%
	Ideo: Moderate (4)	633	29%
	Ideo: Conservative (5-7)	687	31%
	N	2035	
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	1300	59%
	Income: 50k-100k	628	29%
	Income: 100k+	273	12%
	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	996	45%
	All Non-Christian	151	7%
	Atheist	111	5%
	Agnostic/Nothing in particular	583	27%
	Something Else	359	16%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	179	8%
xdemEvang	Evangelical	567	26%
	Non-Evangelical	745	34%
	N	1313	
xdemUsr	Community: Urban	663	30%
	Community: Suburban	1017	46%
	Community: Rural	520	24%
	N	2200	
xdemEmploy	Employ: Private Sector	669	30%
	Employ: Government	110	5%
	Employ: Self-Employed	208	9%
	Employ: Homemaker	177	8%
	Employ: Student	108	5%
	Employ: Retired	513	23%
	Employ: Unemployed	283	13%
	Employ: Other	132	6%
	N	2200	
xdemMilHH1	Military HH: Yes	347	16%
	Military HH: No	1853	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnrl	RD/WT: Right Direction	1001	45%
	RD/WT: Wrong Track	1199	55%
	N	2200	
xdemBidenApprove	Biden Job Approve	1225	56%
	Biden Job Disapprove	875	40%
	N	2100	
xdemBidenApprove2	Biden Job Strongly Approve	652	30%
	Biden Job Somewhat Approve	573	26%
	Biden Job Somewhat Disapprove	250	11%
	Biden Job Strongly Disapprove	625	28%
	N	2100	
xdemBidenFav	Favorable of Biden	1220	55%
	Unfavorable of Biden	854	39%
	N	2074	
xdemBidenFavFull	Very Favorable of Biden	652	30%
	Somewhat Favorable of Biden	569	26%
	Somewhat Unfavorable of Biden	212	10%
	Very Unfavorable of Biden	642	29%
	N	2074	
xnrl3	#1 Issue: Economy	763	35%
	#1 Issue: Security	324	15%
	#1 Issue: Health Care	299	14%
	#1 Issue: Medicare / Social Security	281	13%
	#1 Issue: Women's Issues	134	6%
	#1 Issue: Education	130	6%
	#1 Issue: Energy	151	7%
	#1 Issue: Other	120	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1031	47%
	2020 Vote: Donald Trump	704	32%
	2020 Vote: Other	58	3%
	2020 Vote: Didn't Vote	405	18%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	730	33%
	2018 House Vote: Republican	604	27%
	2018 House Vote: Someone else	41	2%
	N	1375	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	698	32%
	2016 Vote: Donald Trump	646	29%
	2016 Vote: Other	102	5%
	2016 Vote: Didn't Vote	751	34%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1235	56%
	Voted in 2014: No	965	44%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPxdem1	Sports Fans	1615	73%
MCSPxdem2	Avid Sports Fans	619	28%
	Casual Sports Fans	996	45%
	Non-Sports Fans	585	27%
	N	2200	
MCSPxdem3	Gen Z Sports Fans	176	8%
MCSPxdem4	Millennial Sports Fans	512	23%
MCSPxdem5	Gen X Sports Fans	383	17%
MCSPxdem6	Boomer Sports Fans	486	22%
MCSPxdem7	Democratic Sports Fans	713	32%
MCSPxdem8	Republican Sports Fans	455	21%
MCSPxdem9	Male Sports Fans	882	40%
MCSPxdem10	Female Sports Fans	734	33%
MCSPxdem11	Olympics Fans	1549	70%
MCSPxdem12	Avid Olympics Fans	422	19%
	Casual Olympics Fans	1128	51%
	Non-Olympics Fans	651	30%
	N	2200	
MCSPxdem13	Watched a Lot 2021 Olympics	283	13%
	Didn't Watch any 2021 Olympics	755	34%
	N	1038	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem14	Watched a Lot/some 2021 Olympics	849	39%
MCSPxdem15	Watched any 2021 Olympics	1445	66%
MCSPxdem16	Familiar with Peacock	1200	55%
MCSPxdem17	Peacock Subscriber	548	25%

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

