MORNING CONSULT

National Tracking Poll #2109041
September 08-11, 2021

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCEN1: *When thinking about the advertisements you see on streaming services when you elect to watch content for free with ads, also known as ad-supported content, would you say there are too few advertisements and there should be more, the amount of advertisements you see is about right and you are content, or there are too many and you feel overloaded with advertisements?*

Demographic	Too few advertisements and there should be more		About the right amount		Too many advertisements and there should be less		I do not watch ad-supported content		Don't know / No opinion		Total N
Adults	3%	(62)	37%	(812)	44%	(965)	7%	(150)	10%	(211)	2200
Gender: Male	5%	(52)	38%	(409)	42%	(444)	7%	(69)	8%	(88)	1062
Gender: Female	1%	(11)	35%	(403)	46%	(521)	7%	(81)	11%	(123)	1138
Age: 18-34	6%	(38)	36%	(235)	47%	(311)	5%	(32)	6%	(40)	655
Age: 35-44	4%	(14)	42%	(149)	42%	(151)	6%	(22)	6%	(20)	358
Age: 45-64	1%	(9)	39%	(290)	43%	(323)	5%	(40)	12%	(89)	751
Age: 65+	—	(1)	32%	(138)	41%	(180)	13%	(56)	14%	(62)	436
GenZers: 1997-2012	2%	(3)	30%	(61)	51%	(104)	7%	(14)	11%	(22)	205
Millennials: 1981-1996	7%	(46)	40%	(280)	44%	(310)	5%	(32)	4%	(30)	698
GenXers: 1965-1980	1%	(8)	37%	(190)	45%	(232)	6%	(28)	10%	(52)	510
Baby Boomers: 1946-1964	1%	(5)	37%	(258)	41%	(285)	9%	(64)	13%	(89)	701
PID: Dem (no lean)	5%	(39)	43%	(363)	40%	(342)	6%	(47)	7%	(56)	847
PID: Ind (no lean)	2%	(11)	30%	(216)	49%	(349)	7%	(49)	12%	(86)	712
PID: Rep (no lean)	2%	(12)	36%	(233)	43%	(274)	9%	(55)	11%	(68)	641
PID/Gender: Dem Men	9%	(35)	44%	(185)	39%	(162)	4%	(15)	5%	(19)	416
PID/Gender: Dem Women	1%	(4)	41%	(178)	42%	(180)	7%	(32)	9%	(37)	431
PID/Gender: Ind Men	2%	(6)	34%	(114)	46%	(155)	8%	(26)	11%	(38)	340
PID/Gender: Ind Women	1%	(5)	27%	(102)	52%	(194)	6%	(23)	13%	(48)	372
PID/Gender: Rep Men	3%	(10)	36%	(110)	42%	(127)	9%	(28)	10%	(30)	306
PID/Gender: Rep Women	1%	(2)	37%	(123)	44%	(147)	8%	(26)	11%	(37)	335
Ideo: Liberal (1-3)	4%	(28)	40%	(252)	47%	(298)	5%	(30)	4%	(27)	635
Ideo: Moderate (4)	1%	(9)	41%	(257)	42%	(261)	7%	(43)	9%	(58)	628
Ideo: Conservative (5-7)	3%	(24)	36%	(267)	43%	(313)	8%	(61)	9%	(68)	734

Table MCEN1: *When thinking about the advertisements you see on streaming services when you elect to watch content for free with ads, also known as ad-supported content, would you say there are too few advertisements and there should be more, the amount of advertisements you see is about right and you are content, or there are too many and you feel overloaded with advertisements?*

Demographic	Too few advertisements and there should be more		About the right amount		Too many advertisements and there should be less		I do not watch ad-supported content		Don't know / No opinion		Total N
Adults	3%	(62)	37%	(812)	44%	(965)	7%	(150)	10%	(211)	2200
Educ: < College	1%	(18)	34%	(518)	45%	(685)	8%	(115)	12%	(175)	1512
Educ: Bachelors degree	7%	(30)	43%	(189)	41%	(181)	5%	(23)	5%	(21)	444
Educ: Post-grad	6%	(14)	43%	(104)	41%	(100)	5%	(11)	6%	(14)	244
Income: Under 50k	1%	(16)	35%	(442)	44%	(556)	8%	(97)	12%	(148)	1258
Income: 50k-100k	4%	(24)	37%	(233)	46%	(287)	6%	(36)	8%	(49)	629
Income: 100k+	7%	(22)	44%	(137)	39%	(123)	6%	(18)	4%	(14)	313
Ethnicity: White	3%	(48)	36%	(622)	44%	(759)	7%	(124)	10%	(170)	1722
Ethnicity: Hispanic	3%	(11)	34%	(118)	47%	(163)	9%	(32)	8%	(26)	349
Ethnicity: Black	4%	(11)	41%	(113)	45%	(122)	3%	(9)	7%	(19)	274
Ethnicity: Other	2%	(4)	38%	(77)	42%	(85)	8%	(17)	11%	(22)	204
All Christian	3%	(25)	40%	(387)	43%	(407)	7%	(62)	8%	(76)	958
All Non-Christian	14%	(21)	34%	(53)	42%	(64)	2%	(3)	8%	(12)	154
Atheist	2%	(2)	31%	(33)	54%	(57)	10%	(11)	2%	(2)	105
Agnostic/Nothing in particular	2%	(10)	35%	(204)	42%	(246)	7%	(41)	14%	(79)	580
Something Else	1%	(3)	34%	(135)	47%	(191)	8%	(33)	10%	(40)	403
Religious Non-Protestant/Catholic	13%	(22)	33%	(57)	44%	(75)	3%	(5)	7%	(12)	172
Evangelical	3%	(19)	40%	(233)	41%	(239)	7%	(43)	9%	(53)	586
Non-Evangelical	1%	(7)	37%	(272)	47%	(343)	7%	(51)	8%	(62)	734
Community: Urban	7%	(46)	38%	(243)	41%	(260)	6%	(37)	7%	(46)	632
Community: Suburban	1%	(12)	39%	(381)	44%	(440)	7%	(65)	9%	(91)	990
Community: Rural	1%	(4)	32%	(188)	46%	(265)	8%	(48)	13%	(74)	578

Table MCEN1: *When thinking about the advertisements you see on streaming services when you elect to watch content for free with ads, also known as ad-supported content, would you say there are too few advertisements and there should be more, the amount of advertisements you see is about right and you are content, or there are too many and you feel overloaded with advertisements?*

Demographic	Too few advertisements and there should be more		About the right amount		Too many advertisements and there should be less		I do not watch ad-supported content		Don't know / No opinion		Total N
Adults	3%	(62)	37%	(812)	44%	(965)	7%	(150)	10%	(211)	2200
Employ: Private Sector	5%	(31)	41%	(277)	44%	(301)	5%	(33)	5%	(35)	677
Employ: Government	7%	(6)	45%	(42)	36%	(33)	5%	(4)	8%	(7)	93
Employ: Self-Employed	7%	(15)	35%	(71)	44%	(89)	3%	(6)	10%	(20)	200
Employ: Homemaker	1%	(2)	38%	(62)	42%	(69)	11%	(19)	7%	(12)	164
Employ: Student	1%	(1)	31%	(26)	55%	(45)	7%	(6)	6%	(5)	82
Employ: Retired	—	(2)	32%	(168)	41%	(214)	12%	(64)	14%	(75)	522
Employ: Unemployed	1%	(4)	36%	(115)	47%	(152)	5%	(16)	11%	(36)	323
Employ: Other	1%	(2)	36%	(50)	45%	(63)	2%	(3)	15%	(21)	139
Military HH: Yes	4%	(14)	34%	(108)	46%	(149)	10%	(32)	6%	(20)	323
Military HH: No	3%	(48)	37%	(703)	44%	(817)	6%	(118)	10%	(191)	1877
RD/WT: Right Direction	5%	(47)	43%	(403)	39%	(359)	5%	(46)	8%	(74)	929
RD/WT: Wrong Track	1%	(15)	32%	(409)	48%	(606)	8%	(105)	11%	(136)	1271
Biden Job Approve	5%	(48)	43%	(443)	41%	(422)	5%	(55)	7%	(74)	1041
Biden Job Disapprove	1%	(15)	32%	(339)	48%	(505)	8%	(86)	10%	(105)	1049
Biden Job Strongly Approve	8%	(40)	44%	(227)	37%	(193)	5%	(28)	6%	(32)	519
Biden Job Somewhat Approve	2%	(8)	41%	(216)	44%	(229)	5%	(27)	8%	(42)	522
Biden Job Somewhat Disapprove	2%	(7)	36%	(112)	51%	(159)	4%	(12)	6%	(18)	308
Biden Job Strongly Disapprove	1%	(7)	31%	(226)	47%	(346)	10%	(74)	12%	(87)	741
Favorable of Biden	4%	(45)	42%	(452)	41%	(441)	5%	(57)	7%	(73)	1068
Unfavorable of Biden	1%	(12)	33%	(334)	48%	(486)	8%	(84)	10%	(104)	1020
Very Favorable of Biden	6%	(32)	43%	(239)	37%	(209)	6%	(33)	8%	(44)	557
Somewhat Favorable of Biden	3%	(13)	42%	(213)	45%	(232)	5%	(24)	6%	(28)	511
Somewhat Unfavorable of Biden	1%	(4)	39%	(98)	50%	(126)	4%	(9)	7%	(17)	254
Very Unfavorable of Biden	1%	(9)	31%	(236)	47%	(360)	10%	(74)	11%	(87)	766

Table MCEN1: *When thinking about the advertisements you see on streaming services when you elect to watch content for free with ads, also known as ad-supported content, would you say there are too few advertisements and there should be more, the amount of advertisements you see is about right and you are content, or there are too many and you feel overloaded with advertisements?*

Demographic	Too few advertisements and there should be more		About the right amount		Too many advertisements and there should be less		I do not watch ad-supported content		Don't know / No opinion		Total N
Adults	3%	(62)	37%	(812)	44%	(965)	7%	(150)	10%	(211)	2200
#1 Issue: Economy	3%	(19)	39%	(283)	46%	(330)	6%	(42)	7%	(50)	724
#1 Issue: Security	2%	(10)	32%	(141)	45%	(201)	9%	(41)	11%	(49)	442
#1 Issue: Health Care	5%	(14)	43%	(121)	38%	(107)	6%	(16)	8%	(23)	280
#1 Issue: Medicare / Social Security	1%	(2)	34%	(95)	43%	(120)	10%	(28)	13%	(36)	280
#1 Issue: Women's Issues	5%	(7)	36%	(51)	46%	(65)	3%	(4)	11%	(15)	141
#1 Issue: Education	7%	(6)	34%	(33)	48%	(46)	2%	(2)	9%	(8)	96
#1 Issue: Energy	4%	(5)	41%	(51)	43%	(53)	4%	(4)	8%	(10)	123
#1 Issue: Other	1%	(1)	33%	(38)	38%	(43)	12%	(14)	17%	(20)	115
2020 Vote: Joe Biden	5%	(44)	41%	(393)	41%	(396)	6%	(57)	7%	(70)	959
2020 Vote: Donald Trump	1%	(10)	36%	(258)	45%	(321)	8%	(57)	10%	(69)	715
2020 Vote: Other	—	(0)	30%	(21)	48%	(34)	17%	(12)	6%	(4)	72
2020 Vote: Didn't Vote	2%	(9)	31%	(139)	47%	(214)	5%	(23)	15%	(67)	453
2018 House Vote: Democrat	4%	(32)	43%	(311)	40%	(284)	6%	(42)	7%	(48)	717
2018 House Vote: Republican	2%	(9)	37%	(219)	46%	(273)	7%	(41)	8%	(49)	590
2018 House Vote: Someone else	4%	(3)	23%	(15)	52%	(34)	10%	(7)	10%	(7)	65
2016 Vote: Hillary Clinton	4%	(25)	43%	(284)	40%	(267)	6%	(42)	6%	(42)	659
2016 Vote: Donald Trump	2%	(11)	36%	(245)	44%	(297)	8%	(55)	10%	(66)	674
2016 Vote: Other	1%	(1)	41%	(44)	47%	(51)	6%	(6)	6%	(6)	108
2016 Vote: Didn't Vote	3%	(26)	31%	(238)	46%	(350)	6%	(47)	13%	(97)	757
Voted in 2014: Yes	2%	(30)	39%	(477)	43%	(525)	7%	(82)	8%	(98)	1212
Voted in 2014: No	3%	(32)	34%	(334)	45%	(441)	7%	(68)	11%	(113)	988
4-Region: Northeast	5%	(18)	42%	(164)	39%	(154)	6%	(22)	9%	(35)	394
4-Region: Midwest	1%	(3)	39%	(182)	42%	(193)	7%	(31)	12%	(54)	462
4-Region: South	2%	(16)	37%	(302)	45%	(370)	6%	(51)	10%	(85)	824
4-Region: West	5%	(24)	32%	(164)	48%	(248)	9%	(47)	7%	(37)	520
Consumers Who Find Ads Creepy	4%	(47)	33%	(380)	49%	(555)	7%	(83)	7%	(78)	1143
Consumers Overloaded on Ads	—	(0)	—	(0)	100%	(965)	—	(0)	—	(0)	965

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Table MCEN1: *When thinking about the advertisements you see on streaming services when you elect to watch content for free with ads, also known as ad-supported content, would you say there are too few advertisements and there should be more, the amount of advertisements you see is about right and you are content, or there are too many and you feel overloaded with advertisements?*

Demographic	Too few advertisements and there should be more		About the right amount		Too many advertisements and there should be less		I do not watch ad-supported content		Don't know / No opinion		Total N
Adults	3%	(62)	37%	(812)	44%	(965)	7%	(150)	10%	(211)	2200
Hulu Subscribers	3%	(27)	42%	(375)	45%	(406)	5%	(48)	4%	(38)	895
Paramount+ Subscribers	7%	(22)	47%	(149)	40%	(125)	4%	(13)	2%	(8)	317
Peacock Subscribers	5%	(27)	46%	(267)	43%	(251)	2%	(14)	5%	(27)	587
HBO Max Subscribers	4%	(25)	38%	(224)	49%	(285)	5%	(27)	4%	(23)	584
Discovery+ Subscribers	8%	(28)	45%	(159)	41%	(145)	4%	(14)	2%	(9)	354
AVOD Users	3%	(41)	42%	(638)	46%	(690)	4%	(56)	5%	(76)	1502

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

Table MCEN2_1: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on linear TV (cable/broadcast)

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	16%	(360)	39%	(855)	17%	(381)	12%	(254)	16%	(351)	2200
Gender: Male	19%	(206)	39%	(416)	18%	(195)	11%	(115)	12%	(129)	1062
Gender: Female	13%	(153)	39%	(439)	16%	(186)	12%	(138)	19%	(222)	1138
Age: 18-34	21%	(139)	36%	(234)	17%	(114)	11%	(74)	14%	(93)	655
Age: 35-44	21%	(74)	38%	(134)	18%	(63)	10%	(37)	14%	(49)	358
Age: 45-64	15%	(115)	42%	(317)	16%	(118)	11%	(86)	15%	(115)	751
Age: 65+	7%	(30)	39%	(169)	20%	(85)	13%	(58)	22%	(94)	436
GenZers: 1997-2012	13%	(26)	31%	(63)	23%	(48)	18%	(38)	15%	(30)	205
Millennials: 1981-1996	25%	(171)	38%	(264)	15%	(107)	9%	(63)	13%	(93)	698
GenXers: 1965-1980	17%	(86)	39%	(200)	18%	(94)	10%	(52)	15%	(78)	510
Baby Boomers: 1946-1964	11%	(74)	43%	(301)	16%	(115)	12%	(87)	18%	(124)	701
PID: Dem (no lean)	22%	(187)	40%	(340)	16%	(139)	8%	(66)	14%	(115)	847
PID: Ind (no lean)	11%	(81)	38%	(267)	18%	(131)	12%	(89)	20%	(144)	712
PID: Rep (no lean)	14%	(92)	39%	(247)	17%	(111)	16%	(100)	14%	(92)	641
PID/Gender: Dem Men	28%	(116)	42%	(174)	16%	(67)	5%	(22)	9%	(37)	416
PID/Gender: Dem Women	16%	(71)	39%	(166)	17%	(73)	10%	(44)	18%	(78)	431
PID/Gender: Ind Men	10%	(34)	37%	(127)	22%	(74)	13%	(42)	18%	(62)	340
PID/Gender: Ind Women	13%	(47)	38%	(140)	15%	(57)	12%	(46)	22%	(82)	372
PID/Gender: Rep Men	18%	(56)	37%	(115)	18%	(54)	17%	(51)	10%	(30)	306
PID/Gender: Rep Women	11%	(36)	39%	(132)	17%	(57)	15%	(49)	18%	(62)	335
Ideo: Liberal (1-3)	23%	(149)	40%	(251)	18%	(112)	10%	(62)	10%	(61)	635
Ideo: Moderate (4)	13%	(82)	43%	(271)	18%	(115)	9%	(55)	17%	(105)	628
Ideo: Conservative (5-7)	14%	(103)	38%	(280)	17%	(126)	15%	(110)	16%	(114)	734
Educ: < College	14%	(208)	37%	(567)	18%	(266)	12%	(189)	19%	(283)	1512
Educ: Bachelors degree	22%	(100)	42%	(186)	16%	(71)	9%	(42)	10%	(45)	444
Educ: Post-grad	21%	(52)	42%	(102)	18%	(44)	9%	(23)	9%	(23)	244
Income: Under 50k	14%	(173)	37%	(467)	16%	(202)	13%	(168)	20%	(247)	1258
Income: 50k-100k	17%	(110)	42%	(263)	20%	(123)	9%	(59)	12%	(74)	629
Income: 100k+	25%	(77)	40%	(124)	18%	(56)	8%	(27)	9%	(29)	313
Ethnicity: White	16%	(278)	40%	(685)	17%	(290)	12%	(206)	15%	(262)	1722

Table MCEN2_1: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on linear TV (cable/broadcast)

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	16%	(360)	39%	(855)	17%	(381)	12%	(254)	16%	(351)	2200
Ethnicity: Hispanic	22%	(75)	39%	(135)	17%	(61)	10%	(36)	12%	(42)	349
Ethnicity: Black	20%	(54)	33%	(89)	22%	(59)	8%	(22)	18%	(49)	274
Ethnicity: Other	13%	(27)	39%	(80)	16%	(32)	12%	(25)	19%	(39)	204
All Christian	17%	(160)	40%	(383)	18%	(171)	11%	(110)	14%	(134)	958
All Non-Christian	28%	(43)	43%	(65)	17%	(26)	6%	(9)	7%	(10)	154
Atheist	8%	(8)	48%	(50)	24%	(26)	7%	(7)	13%	(14)	105
Agnostic/Nothing in particular	17%	(97)	32%	(185)	16%	(94)	15%	(87)	20%	(117)	580
Something Else	13%	(51)	42%	(171)	16%	(64)	10%	(40)	19%	(76)	403
Religious Non-Protestant/Catholic	26%	(44)	42%	(73)	16%	(28)	9%	(16)	6%	(11)	172
Evangelical	18%	(103)	40%	(237)	15%	(87)	10%	(57)	17%	(101)	586
Non-Evangelical	14%	(100)	42%	(305)	19%	(141)	12%	(85)	14%	(103)	734
Community: Urban	26%	(164)	32%	(203)	17%	(108)	9%	(58)	16%	(100)	632
Community: Suburban	12%	(122)	44%	(437)	19%	(187)	12%	(118)	13%	(125)	990
Community: Rural	13%	(73)	37%	(215)	15%	(86)	13%	(78)	22%	(125)	578
Employ: Private Sector	18%	(124)	41%	(276)	21%	(144)	10%	(64)	10%	(69)	677
Employ: Government	26%	(25)	33%	(31)	16%	(15)	12%	(11)	13%	(12)	93
Employ: Self-Employed	25%	(51)	44%	(88)	14%	(28)	9%	(19)	7%	(15)	200
Employ: Homemaker	16%	(25)	42%	(68)	12%	(20)	14%	(23)	16%	(27)	164
Employ: Student	10%	(8)	31%	(26)	25%	(21)	19%	(15)	15%	(12)	82
Employ: Retired	9%	(48)	39%	(204)	18%	(92)	13%	(66)	22%	(112)	522
Employ: Unemployed	18%	(58)	35%	(114)	14%	(45)	11%	(36)	21%	(69)	323
Employ: Other	15%	(21)	34%	(48)	12%	(17)	14%	(19)	24%	(34)	139
Military HH: Yes	18%	(59)	42%	(137)	17%	(56)	12%	(40)	10%	(31)	323
Military HH: No	16%	(301)	38%	(718)	17%	(325)	11%	(214)	17%	(320)	1877
RD/WT: Right Direction	22%	(200)	41%	(381)	16%	(152)	8%	(70)	14%	(126)	929
RD/WT: Wrong Track	13%	(159)	37%	(474)	18%	(229)	14%	(184)	18%	(224)	1271
Biden Job Approve	21%	(215)	42%	(436)	16%	(171)	8%	(85)	13%	(133)	1041
Biden Job Disapprove	12%	(122)	38%	(397)	19%	(196)	15%	(157)	17%	(177)	1049

Table MCEN2_1: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on linear TV (cable/broadcast)

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	16%	(360)	39%	(855)	17%	(381)	12%	(254)	16%	(351)	2200
Biden Job Strongly Approve	29%	(148)	37%	(190)	13%	(68)	8%	(42)	14%	(70)	519
Biden Job Somewhat Approve	13%	(67)	47%	(246)	20%	(103)	8%	(43)	12%	(63)	522
Biden Job Somewhat Disapprove	14%	(45)	39%	(119)	24%	(75)	10%	(30)	13%	(40)	308
Biden Job Strongly Disapprove	11%	(78)	38%	(278)	16%	(121)	17%	(127)	18%	(137)	741
Favorable of Biden	21%	(223)	41%	(440)	16%	(172)	8%	(87)	14%	(147)	1068
Unfavorable of Biden	12%	(122)	38%	(389)	19%	(197)	15%	(149)	16%	(163)	1020
Very Favorable of Biden	26%	(142)	38%	(211)	12%	(70)	8%	(47)	16%	(87)	557
Somewhat Favorable of Biden	16%	(80)	45%	(228)	20%	(102)	8%	(40)	12%	(60)	511
Somewhat Unfavorable of Biden	16%	(39)	43%	(109)	20%	(52)	7%	(18)	14%	(36)	254
Very Unfavorable of Biden	11%	(83)	37%	(280)	19%	(145)	17%	(131)	17%	(127)	766
#1 Issue: Economy	20%	(145)	40%	(292)	17%	(125)	9%	(66)	13%	(97)	724
#1 Issue: Security	12%	(54)	39%	(172)	18%	(81)	14%	(61)	17%	(74)	442
#1 Issue: Health Care	17%	(47)	41%	(116)	17%	(46)	10%	(27)	16%	(44)	280
#1 Issue: Medicare / Social Security	14%	(39)	41%	(115)	15%	(41)	13%	(35)	18%	(50)	280
#1 Issue: Women's Issues	14%	(20)	31%	(44)	22%	(31)	12%	(17)	20%	(29)	141
#1 Issue: Education	16%	(16)	38%	(36)	22%	(21)	13%	(12)	11%	(10)	96
#1 Issue: Energy	22%	(26)	38%	(46)	17%	(21)	9%	(11)	15%	(18)	123
#1 Issue: Other	11%	(12)	30%	(35)	13%	(14)	21%	(24)	26%	(30)	115
2020 Vote: Joe Biden	21%	(200)	41%	(392)	17%	(161)	8%	(79)	13%	(126)	959
2020 Vote: Donald Trump	13%	(94)	39%	(277)	18%	(128)	15%	(105)	15%	(111)	715
2020 Vote: Other	7%	(5)	35%	(25)	24%	(17)	22%	(16)	11%	(8)	72
2020 Vote: Didn't Vote	13%	(60)	35%	(160)	16%	(73)	12%	(54)	23%	(106)	453
2018 House Vote: Democrat	21%	(148)	42%	(304)	16%	(112)	8%	(60)	13%	(93)	717
2018 House Vote: Republican	14%	(81)	39%	(232)	20%	(119)	13%	(77)	14%	(82)	590
2018 House Vote: Someone else	12%	(8)	32%	(21)	15%	(10)	14%	(9)	27%	(17)	65
2016 Vote: Hillary Clinton	21%	(141)	39%	(260)	17%	(115)	9%	(58)	13%	(86)	659
2016 Vote: Donald Trump	13%	(84)	41%	(276)	19%	(127)	13%	(89)	14%	(97)	674
2016 Vote: Other	14%	(15)	41%	(44)	18%	(20)	12%	(13)	14%	(15)	108
2016 Vote: Didn't Vote	16%	(119)	36%	(273)	16%	(119)	12%	(93)	20%	(153)	757

Continued on next page

Table MCEN2_1: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on linear TV (cable/broadcast)

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	16%	(360)	39%	(855)	17%	(381)	12%	(254)	16%	(351)	2200
Voted in 2014: Yes	17%	(206)	40%	(485)	18%	(213)	12%	(143)	14%	(165)	1212
Voted in 2014: No	16%	(153)	37%	(370)	17%	(168)	11%	(111)	19%	(186)	988
4-Region: Northeast	18%	(72)	42%	(165)	16%	(65)	8%	(31)	15%	(61)	394
4-Region: Midwest	14%	(64)	41%	(190)	16%	(73)	14%	(64)	15%	(71)	462
4-Region: South	15%	(125)	38%	(310)	19%	(157)	11%	(91)	17%	(141)	824
4-Region: West	19%	(98)	37%	(190)	17%	(86)	13%	(68)	15%	(78)	520
Consumers Who Find Ads Creepy	16%	(187)	39%	(443)	19%	(220)	14%	(156)	12%	(136)	1143
Consumers Overloaded on Ads	11%	(109)	39%	(378)	24%	(227)	15%	(140)	12%	(111)	965
Hulu Subscribers	21%	(184)	36%	(321)	18%	(165)	12%	(108)	13%	(116)	895
Paramount+ Subscribers	31%	(97)	37%	(116)	11%	(34)	10%	(32)	12%	(37)	317
Peacock Subscribers	23%	(135)	39%	(228)	18%	(107)	9%	(52)	11%	(65)	587
HBO Max Subscribers	25%	(146)	40%	(236)	18%	(104)	8%	(48)	9%	(50)	584
Discovery+ Subscribers	28%	(100)	41%	(146)	13%	(47)	8%	(27)	10%	(34)	354
AVOD Users	19%	(281)	41%	(609)	18%	(270)	10%	(157)	12%	(185)	1502

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

Table MCEN2_2: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on streaming services

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	17%	(366)	36%	(789)	20%	(430)	13%	(280)	15%	(335)	2200
Gender: Male	19%	(201)	34%	(363)	22%	(229)	13%	(139)	12%	(130)	1062
Gender: Female	14%	(165)	37%	(426)	18%	(202)	12%	(141)	18%	(205)	1138
Age: 18-34	28%	(185)	37%	(240)	16%	(103)	10%	(69)	9%	(59)	655
Age: 35-44	23%	(81)	38%	(137)	17%	(62)	11%	(40)	11%	(38)	358
Age: 45-64	12%	(89)	39%	(294)	20%	(149)	13%	(96)	16%	(123)	751
Age: 65+	2%	(10)	27%	(119)	27%	(117)	17%	(76)	26%	(114)	436
GenZers: 1997-2012	18%	(37)	37%	(77)	20%	(41)	16%	(34)	8%	(17)	205
Millennials: 1981-1996	30%	(207)	38%	(264)	14%	(101)	8%	(58)	10%	(68)	698
GenXers: 1965-1980	17%	(86)	38%	(195)	20%	(101)	13%	(65)	12%	(62)	510
Baby Boomers: 1946-1964	5%	(35)	35%	(246)	23%	(162)	15%	(105)	22%	(154)	701
PID: Dem (no lean)	23%	(191)	38%	(318)	20%	(167)	8%	(67)	12%	(104)	847
PID: Ind (no lean)	13%	(93)	35%	(250)	19%	(133)	14%	(99)	19%	(138)	712
PID: Rep (no lean)	13%	(82)	34%	(221)	20%	(131)	18%	(114)	15%	(93)	641
PID/Gender: Dem Men	27%	(113)	36%	(148)	21%	(87)	7%	(30)	9%	(38)	416
PID/Gender: Dem Women	18%	(78)	39%	(170)	19%	(80)	9%	(37)	15%	(65)	431
PID/Gender: Ind Men	13%	(43)	33%	(111)	22%	(76)	15%	(49)	18%	(61)	340
PID/Gender: Ind Women	13%	(50)	37%	(139)	15%	(56)	13%	(49)	21%	(77)	372
PID/Gender: Rep Men	15%	(45)	34%	(104)	21%	(66)	20%	(60)	10%	(31)	306
PID/Gender: Rep Women	11%	(37)	35%	(117)	19%	(65)	16%	(54)	19%	(62)	335
Ideo: Liberal (1-3)	22%	(141)	36%	(226)	24%	(150)	10%	(62)	9%	(56)	635
Ideo: Moderate (4)	15%	(96)	40%	(252)	16%	(103)	11%	(69)	17%	(108)	628
Ideo: Conservative (5-7)	14%	(101)	34%	(250)	21%	(151)	16%	(118)	16%	(114)	734
Educ: < College	15%	(228)	36%	(546)	18%	(275)	13%	(198)	18%	(265)	1512
Educ: Bachelors degree	21%	(92)	34%	(152)	23%	(103)	12%	(53)	10%	(43)	444
Educ: Post-grad	19%	(46)	37%	(90)	21%	(52)	12%	(29)	11%	(27)	244
Income: Under 50k	15%	(188)	35%	(437)	18%	(221)	14%	(178)	19%	(234)	1258
Income: 50k-100k	17%	(109)	36%	(229)	22%	(141)	12%	(72)	12%	(78)	629
Income: 100k+	22%	(69)	39%	(123)	22%	(68)	9%	(30)	7%	(23)	313
Ethnicity: White	15%	(256)	36%	(625)	20%	(343)	13%	(232)	15%	(265)	1722

Continued on next page

Table MCEN2_2: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on streaming services

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	17%	(366)	36%	(789)	20%	(430)	13%	(280)	15%	(335)	2200
Ethnicity: Hispanic	20%	(70)	45%	(156)	15%	(51)	10%	(34)	11%	(38)	349
Ethnicity: Black	26%	(71)	32%	(87)	20%	(54)	11%	(29)	12%	(32)	274
Ethnicity: Other	18%	(38)	37%	(76)	16%	(33)	9%	(19)	19%	(38)	204
All Christian	14%	(131)	37%	(353)	22%	(209)	13%	(122)	15%	(143)	958
All Non-Christian	32%	(49)	32%	(49)	16%	(25)	9%	(14)	11%	(17)	154
Atheist	9%	(10)	41%	(43)	30%	(31)	9%	(9)	11%	(12)	105
Agnostic/Nothing in particular	17%	(99)	34%	(196)	16%	(91)	17%	(97)	17%	(97)	580
Something Else	19%	(77)	37%	(149)	18%	(74)	9%	(37)	16%	(66)	403
Religious Non-Protestant/Catholic	31%	(53)	33%	(56)	15%	(26)	10%	(17)	11%	(19)	172
Evangelical	17%	(100)	36%	(210)	21%	(125)	11%	(67)	14%	(84)	586
Non-Evangelical	13%	(97)	38%	(278)	21%	(152)	12%	(89)	16%	(118)	734
Community: Urban	29%	(184)	33%	(206)	16%	(99)	10%	(65)	12%	(78)	632
Community: Suburban	12%	(115)	39%	(383)	23%	(223)	12%	(123)	15%	(145)	990
Community: Rural	11%	(66)	34%	(199)	19%	(108)	16%	(92)	19%	(113)	578
Employ: Private Sector	20%	(134)	39%	(263)	20%	(139)	11%	(73)	10%	(68)	677
Employ: Government	29%	(27)	30%	(28)	22%	(21)	13%	(12)	6%	(5)	93
Employ: Self-Employed	32%	(65)	33%	(66)	17%	(35)	8%	(16)	10%	(19)	200
Employ: Homemaker	22%	(37)	33%	(54)	16%	(26)	14%	(23)	15%	(24)	164
Employ: Student	12%	(10)	37%	(31)	25%	(21)	15%	(13)	10%	(8)	82
Employ: Retired	5%	(24)	31%	(162)	23%	(121)	17%	(88)	24%	(128)	522
Employ: Unemployed	14%	(45)	43%	(138)	16%	(50)	12%	(37)	16%	(51)	323
Employ: Other	17%	(24)	34%	(47)	13%	(18)	14%	(19)	22%	(31)	139
Military HH: Yes	16%	(50)	34%	(108)	21%	(69)	17%	(54)	13%	(41)	323
Military HH: No	17%	(315)	36%	(681)	19%	(362)	12%	(226)	16%	(294)	1877
RD/WT: Right Direction	22%	(206)	37%	(343)	20%	(185)	7%	(66)	14%	(129)	929
RD/WT: Wrong Track	13%	(160)	35%	(446)	19%	(245)	17%	(214)	16%	(206)	1271
Biden Job Approve	22%	(226)	38%	(398)	20%	(205)	7%	(78)	13%	(134)	1041
Biden Job Disapprove	11%	(119)	35%	(363)	20%	(213)	18%	(189)	16%	(166)	1049

Table MCEN2_2: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on streaming services

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	17%	(366)	36%	(789)	20%	(430)	13%	(280)	15%	(335)	2200
Biden Job Strongly Approve	28%	(147)	32%	(165)	18%	(96)	7%	(38)	14%	(74)	519
Biden Job Somewhat Approve	15%	(80)	45%	(233)	21%	(109)	8%	(40)	11%	(60)	522
Biden Job Somewhat Disapprove	15%	(46)	42%	(130)	20%	(61)	13%	(40)	10%	(30)	308
Biden Job Strongly Disapprove	10%	(73)	31%	(233)	20%	(151)	20%	(149)	18%	(135)	741
Favorable of Biden	21%	(227)	38%	(408)	19%	(203)	8%	(89)	13%	(142)	1068
Unfavorable of Biden	11%	(115)	35%	(359)	21%	(214)	17%	(176)	15%	(155)	1020
Very Favorable of Biden	24%	(135)	34%	(192)	18%	(100)	8%	(46)	15%	(85)	557
Somewhat Favorable of Biden	18%	(92)	42%	(216)	20%	(103)	8%	(43)	11%	(56)	511
Somewhat Unfavorable of Biden	14%	(37)	46%	(116)	20%	(51)	8%	(20)	12%	(30)	254
Very Unfavorable of Biden	10%	(78)	32%	(243)	21%	(163)	20%	(156)	16%	(125)	766
#1 Issue: Economy	21%	(153)	40%	(291)	17%	(124)	10%	(71)	12%	(85)	724
#1 Issue: Security	12%	(53)	33%	(146)	22%	(95)	15%	(67)	18%	(81)	442
#1 Issue: Health Care	18%	(51)	33%	(94)	20%	(56)	14%	(40)	14%	(40)	280
#1 Issue: Medicare / Social Security	7%	(20)	35%	(97)	23%	(64)	14%	(38)	22%	(61)	280
#1 Issue: Women's Issues	20%	(29)	33%	(47)	22%	(32)	12%	(17)	13%	(18)	141
#1 Issue: Education	29%	(28)	31%	(29)	20%	(19)	10%	(9)	11%	(10)	96
#1 Issue: Energy	20%	(25)	40%	(49)	19%	(24)	10%	(13)	10%	(13)	123
#1 Issue: Other	7%	(8)	33%	(38)	15%	(17)	22%	(25)	23%	(27)	115
2020 Vote: Joe Biden	21%	(199)	37%	(351)	21%	(203)	8%	(77)	13%	(129)	959
2020 Vote: Donald Trump	11%	(82)	34%	(241)	22%	(155)	18%	(131)	15%	(107)	715
2020 Vote: Other	9%	(6)	33%	(24)	20%	(14)	26%	(18)	12%	(9)	72
2020 Vote: Didn't Vote	17%	(78)	38%	(173)	13%	(57)	12%	(53)	20%	(91)	453
2018 House Vote: Democrat	20%	(146)	39%	(280)	20%	(143)	8%	(60)	12%	(88)	717
2018 House Vote: Republican	11%	(66)	33%	(196)	24%	(141)	16%	(96)	16%	(92)	590
2018 House Vote: Someone else	19%	(12)	19%	(12)	26%	(17)	14%	(9)	23%	(15)	65
2016 Vote: Hillary Clinton	20%	(129)	40%	(261)	20%	(130)	8%	(54)	13%	(86)	659
2016 Vote: Donald Trump	11%	(76)	34%	(227)	23%	(155)	17%	(114)	15%	(102)	674
2016 Vote: Other	11%	(12)	36%	(39)	25%	(27)	15%	(16)	13%	(14)	108
2016 Vote: Didn't Vote	20%	(149)	34%	(261)	16%	(119)	13%	(95)	18%	(133)	757

Table MCEN2_2: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on streaming services

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	17%	(366)	36%	(789)	20%	(430)	13%	(280)	15%	(335)	2200
Voted in 2014: Yes	16%	(188)	35%	(420)	22%	(270)	13%	(154)	15%	(180)	1212
Voted in 2014: No	18%	(177)	37%	(369)	16%	(161)	13%	(126)	16%	(155)	988
4-Region: Northeast	18%	(70)	36%	(141)	20%	(80)	11%	(44)	15%	(58)	394
4-Region: Midwest	15%	(71)	35%	(160)	19%	(87)	16%	(75)	15%	(69)	462
4-Region: South	16%	(129)	36%	(296)	20%	(162)	13%	(103)	16%	(133)	824
4-Region: West	18%	(95)	37%	(192)	19%	(101)	11%	(58)	14%	(75)	520
Consumers Who Find Ads Creepy	18%	(207)	35%	(404)	21%	(241)	14%	(163)	11%	(128)	1143
Consumers Overloaded on Ads	13%	(125)	35%	(334)	25%	(242)	17%	(166)	10%	(98)	965
Hulu Subscribers	22%	(194)	40%	(361)	18%	(164)	12%	(103)	8%	(73)	895
Paramount+ Subscribers	30%	(94)	41%	(131)	14%	(43)	8%	(24)	8%	(24)	317
Peacock Subscribers	25%	(146)	38%	(226)	18%	(105)	9%	(56)	9%	(54)	587
HBO Max Subscribers	25%	(143)	41%	(242)	19%	(113)	9%	(53)	6%	(33)	584
Discovery+ Subscribers	29%	(103)	43%	(152)	13%	(46)	9%	(32)	6%	(22)	354
AVOD Users	20%	(293)	41%	(622)	19%	(289)	11%	(161)	9%	(136)	1502

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

Table MCEN2_3: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on social media

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	20%	(439)	35%	(773)	17%	(382)	14%	(303)	14%	(304)	2200
Gender: Male	21%	(225)	33%	(349)	20%	(208)	14%	(150)	12%	(130)	1062
Gender: Female	19%	(214)	37%	(424)	15%	(173)	13%	(153)	15%	(173)	1138
Age: 18-34	34%	(224)	37%	(245)	12%	(79)	7%	(48)	9%	(58)	655
Age: 35-44	26%	(93)	41%	(148)	13%	(47)	10%	(35)	10%	(35)	358
Age: 45-64	14%	(105)	35%	(259)	20%	(150)	16%	(121)	15%	(115)	751
Age: 65+	4%	(16)	28%	(121)	24%	(106)	22%	(97)	22%	(95)	436
GenZers: 1997-2012	28%	(58)	42%	(86)	12%	(25)	11%	(23)	6%	(13)	205
Millennials: 1981-1996	33%	(230)	38%	(266)	12%	(82)	7%	(49)	10%	(70)	698
GenXers: 1965-1980	20%	(100)	36%	(182)	18%	(93)	15%	(74)	12%	(62)	510
Baby Boomers: 1946-1964	7%	(49)	31%	(220)	23%	(164)	19%	(135)	19%	(133)	701
PID: Dem (no lean)	27%	(230)	36%	(307)	16%	(137)	9%	(73)	12%	(100)	847
PID: Ind (no lean)	16%	(112)	37%	(261)	16%	(115)	14%	(101)	17%	(122)	712
PID: Rep (no lean)	15%	(96)	32%	(205)	20%	(129)	20%	(128)	13%	(82)	641
PID/Gender: Dem Men	30%	(127)	34%	(143)	17%	(71)	8%	(31)	11%	(45)	416
PID/Gender: Dem Women	24%	(104)	38%	(164)	15%	(66)	10%	(42)	13%	(55)	431
PID/Gender: Ind Men	14%	(47)	35%	(120)	20%	(69)	15%	(50)	16%	(54)	340
PID/Gender: Ind Women	17%	(65)	38%	(141)	13%	(47)	14%	(52)	18%	(68)	372
PID/Gender: Rep Men	17%	(51)	28%	(86)	22%	(69)	22%	(68)	10%	(32)	306
PID/Gender: Rep Women	14%	(46)	36%	(119)	18%	(61)	18%	(60)	15%	(50)	335
Ideo: Liberal (1-3)	26%	(166)	39%	(249)	17%	(109)	10%	(62)	8%	(49)	635
Ideo: Moderate (4)	17%	(106)	37%	(235)	17%	(109)	12%	(78)	16%	(101)	628
Ideo: Conservative (5-7)	16%	(120)	32%	(236)	19%	(140)	18%	(134)	14%	(103)	734
Educ: < College	19%	(281)	36%	(537)	16%	(249)	14%	(208)	16%	(238)	1512
Educ: Bachelors degree	23%	(103)	34%	(150)	20%	(90)	13%	(56)	10%	(44)	444
Educ: Post-grad	22%	(54)	35%	(86)	18%	(43)	16%	(39)	9%	(22)	244
Income: Under 50k	18%	(225)	35%	(441)	17%	(210)	14%	(176)	16%	(207)	1258
Income: 50k-100k	21%	(132)	34%	(216)	19%	(117)	14%	(90)	12%	(74)	629
Income: 100k+	26%	(82)	37%	(117)	18%	(55)	12%	(36)	7%	(23)	313
Ethnicity: White	19%	(319)	35%	(603)	18%	(306)	15%	(258)	14%	(236)	1722

Table MCEN2_3: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on social media

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	20%	(439)	35%	(773)	17%	(382)	14%	(303)	14%	(304)	2200
Ethnicity: Hispanic	26%	(91)	40%	(140)	14%	(48)	10%	(33)	11%	(38)	349
Ethnicity: Black	25%	(67)	36%	(99)	17%	(48)	10%	(26)	12%	(34)	274
Ethnicity: Other	26%	(52)	35%	(72)	14%	(28)	9%	(19)	17%	(34)	204
All Christian	17%	(159)	35%	(339)	20%	(187)	15%	(141)	14%	(133)	958
All Non-Christian	29%	(45)	35%	(54)	19%	(30)	8%	(12)	9%	(14)	154
Atheist	20%	(21)	34%	(36)	25%	(27)	11%	(12)	10%	(11)	105
Agnostic/Nothing in particular	21%	(120)	33%	(193)	14%	(80)	18%	(102)	15%	(85)	580
Something Else	24%	(95)	38%	(152)	14%	(58)	9%	(37)	15%	(61)	403
Religious Non-Protestant/Catholic	26%	(45)	37%	(64)	19%	(32)	8%	(15)	9%	(15)	172
Evangelical	21%	(120)	36%	(213)	17%	(98)	13%	(75)	14%	(80)	586
Non-Evangelical	17%	(126)	35%	(261)	19%	(142)	13%	(98)	15%	(107)	734
Community: Urban	30%	(191)	35%	(221)	14%	(86)	11%	(69)	10%	(66)	632
Community: Suburban	15%	(151)	36%	(356)	22%	(214)	15%	(149)	12%	(119)	990
Community: Rural	17%	(96)	34%	(196)	14%	(83)	15%	(85)	21%	(119)	578
Employ: Private Sector	24%	(165)	39%	(267)	16%	(111)	11%	(78)	8%	(56)	677
Employ: Government	27%	(25)	26%	(24)	27%	(25)	12%	(12)	8%	(7)	93
Employ: Self-Employed	34%	(68)	34%	(68)	13%	(25)	11%	(23)	8%	(17)	200
Employ: Homemaker	24%	(39)	35%	(57)	14%	(24)	14%	(23)	13%	(21)	164
Employ: Student	20%	(17)	52%	(43)	11%	(9)	9%	(7)	7%	(6)	82
Employ: Retired	6%	(32)	30%	(158)	23%	(121)	18%	(97)	22%	(115)	522
Employ: Unemployed	21%	(69)	33%	(108)	15%	(47)	14%	(46)	16%	(53)	323
Employ: Other	17%	(24)	35%	(49)	14%	(19)	13%	(17)	21%	(29)	139
Military HH: Yes	18%	(59)	34%	(108)	19%	(62)	18%	(58)	11%	(35)	323
Military HH: No	20%	(380)	35%	(665)	17%	(319)	13%	(244)	14%	(269)	1877
RD/WT: Right Direction	23%	(216)	38%	(352)	18%	(163)	8%	(77)	13%	(120)	929
RD/WT: Wrong Track	17%	(222)	33%	(421)	17%	(218)	18%	(226)	14%	(183)	1271
Biden Job Approve	24%	(254)	38%	(400)	17%	(180)	8%	(85)	12%	(123)	1041
Biden Job Disapprove	15%	(156)	33%	(345)	18%	(191)	19%	(204)	15%	(152)	1049

Table MCEN2_3: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on social media

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	20%	(439)	35%	(773)	17%	(382)	14%	(303)	14%	(304)	2200
Biden Job Strongly Approve	29%	(150)	34%	(178)	16%	(81)	8%	(41)	13%	(68)	519
Biden Job Somewhat Approve	20%	(104)	42%	(222)	19%	(99)	8%	(44)	10%	(54)	522
Biden Job Somewhat Disapprove	21%	(66)	41%	(126)	15%	(47)	13%	(40)	10%	(30)	308
Biden Job Strongly Disapprove	12%	(90)	30%	(219)	19%	(144)	22%	(164)	17%	(123)	741
Favorable of Biden	25%	(265)	38%	(405)	17%	(178)	9%	(93)	12%	(128)	1068
Unfavorable of Biden	15%	(154)	33%	(338)	19%	(193)	19%	(191)	14%	(143)	1020
Very Favorable of Biden	27%	(153)	33%	(183)	16%	(92)	9%	(50)	14%	(80)	557
Somewhat Favorable of Biden	22%	(112)	43%	(222)	17%	(86)	8%	(43)	9%	(48)	511
Somewhat Unfavorable of Biden	19%	(47)	43%	(108)	18%	(46)	9%	(22)	12%	(30)	254
Very Unfavorable of Biden	14%	(107)	30%	(230)	19%	(146)	22%	(169)	15%	(113)	766
#1 Issue: Economy	27%	(195)	36%	(264)	15%	(108)	11%	(78)	11%	(78)	724
#1 Issue: Security	13%	(57)	31%	(138)	20%	(89)	18%	(80)	18%	(77)	442
#1 Issue: Health Care	21%	(60)	38%	(106)	18%	(52)	11%	(31)	11%	(31)	280
#1 Issue: Medicare / Social Security	10%	(29)	35%	(99)	21%	(58)	15%	(41)	19%	(54)	280
#1 Issue: Women's Issues	24%	(34)	37%	(52)	14%	(19)	12%	(17)	13%	(19)	141
#1 Issue: Education	25%	(24)	38%	(37)	20%	(20)	10%	(9)	6%	(6)	96
#1 Issue: Energy	22%	(27)	39%	(47)	18%	(22)	10%	(13)	11%	(14)	123
#1 Issue: Other	11%	(12)	27%	(31)	12%	(13)	28%	(32)	22%	(26)	115
2020 Vote: Joe Biden	24%	(228)	37%	(357)	17%	(167)	10%	(93)	12%	(114)	959
2020 Vote: Donald Trump	14%	(100)	32%	(226)	21%	(147)	21%	(149)	13%	(93)	715
2020 Vote: Other	18%	(13)	25%	(18)	19%	(14)	25%	(18)	13%	(9)	72
2020 Vote: Didn't Vote	21%	(97)	38%	(173)	12%	(54)	9%	(42)	19%	(87)	453
2018 House Vote: Democrat	24%	(169)	38%	(271)	17%	(121)	11%	(78)	11%	(78)	717
2018 House Vote: Republican	14%	(82)	33%	(193)	21%	(124)	20%	(118)	12%	(73)	590
2018 House Vote: Someone else	21%	(13)	36%	(24)	12%	(8)	11%	(7)	20%	(13)	65
2016 Vote: Hillary Clinton	24%	(158)	36%	(235)	18%	(119)	10%	(67)	12%	(80)	659
2016 Vote: Donald Trump	13%	(84)	33%	(222)	22%	(148)	20%	(133)	13%	(87)	674
2016 Vote: Other	11%	(12)	41%	(44)	18%	(19)	19%	(21)	11%	(12)	108
2016 Vote: Didn't Vote	24%	(184)	36%	(272)	13%	(95)	11%	(82)	16%	(124)	757

Continued on next page

Table MCEN2_3: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on social media

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	20%	(439)	35%	(773)	17%	(382)	14%	(303)	14%	(304)	2200
Voted in 2014: Yes	17%	(210)	34%	(416)	20%	(241)	16%	(191)	13%	(155)	1212
Voted in 2014: No	23%	(229)	36%	(358)	14%	(140)	11%	(112)	15%	(149)	988
4-Region: Northeast	23%	(91)	34%	(132)	19%	(75)	11%	(43)	13%	(52)	394
4-Region: Midwest	19%	(86)	35%	(162)	16%	(75)	18%	(81)	12%	(57)	462
4-Region: South	19%	(159)	34%	(277)	19%	(157)	13%	(108)	15%	(124)	824
4-Region: West	20%	(102)	39%	(202)	14%	(75)	13%	(70)	14%	(71)	520
Consumers Who Find Ads Creepy	22%	(247)	35%	(404)	18%	(200)	15%	(168)	11%	(123)	1143
Consumers Overloaded on Ads	17%	(164)	37%	(353)	21%	(200)	16%	(154)	10%	(95)	965
Hulu Subscribers	26%	(234)	39%	(349)	15%	(133)	11%	(102)	9%	(77)	895
Paramount+ Subscribers	37%	(116)	32%	(100)	15%	(46)	9%	(28)	8%	(27)	317
Peacock Subscribers	26%	(152)	38%	(222)	16%	(92)	10%	(61)	10%	(61)	587
HBO Max Subscribers	29%	(171)	37%	(216)	18%	(104)	9%	(52)	7%	(41)	584
Discovery+ Subscribers	33%	(115)	38%	(136)	15%	(53)	8%	(29)	6%	(20)	354
AVOD Users	24%	(358)	38%	(570)	17%	(253)	12%	(176)	10%	(144)	1502

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

Table MCEN2_4: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on web browsers and websites

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	15%	(329)	35%	(765)	23%	(497)	15%	(331)	13%	(279)	2200
Gender: Male	16%	(167)	36%	(381)	23%	(247)	14%	(151)	11%	(115)	1062
Gender: Female	14%	(161)	34%	(383)	22%	(250)	16%	(180)	14%	(164)	1138
Age: 18-34	25%	(165)	36%	(237)	17%	(109)	12%	(80)	10%	(65)	655
Age: 35-44	20%	(73)	43%	(153)	16%	(58)	9%	(32)	11%	(41)	358
Age: 45-64	10%	(77)	35%	(266)	26%	(192)	16%	(117)	13%	(99)	751
Age: 65+	3%	(15)	25%	(108)	32%	(139)	23%	(101)	17%	(74)	436
GenZers: 1997-2012	17%	(36)	38%	(79)	21%	(42)	16%	(33)	8%	(16)	205
Millennials: 1981-1996	26%	(185)	39%	(269)	14%	(98)	10%	(71)	11%	(75)	698
GenXers: 1965-1980	15%	(76)	35%	(179)	25%	(128)	13%	(68)	11%	(58)	510
Baby Boomers: 1946-1964	5%	(32)	33%	(229)	28%	(197)	19%	(134)	16%	(109)	701
PID: Dem (no lean)	19%	(163)	38%	(322)	22%	(186)	10%	(83)	11%	(92)	847
PID: Ind (no lean)	12%	(86)	32%	(228)	22%	(158)	18%	(129)	16%	(111)	712
PID: Rep (no lean)	12%	(79)	33%	(214)	24%	(153)	19%	(120)	12%	(75)	641
PID/Gender: Dem Men	23%	(95)	38%	(157)	24%	(98)	7%	(30)	8%	(35)	416
PID/Gender: Dem Women	16%	(69)	38%	(165)	20%	(88)	12%	(52)	13%	(57)	431
PID/Gender: Ind Men	10%	(33)	36%	(124)	21%	(73)	18%	(60)	15%	(51)	340
PID/Gender: Ind Women	14%	(53)	28%	(104)	23%	(85)	19%	(69)	16%	(61)	372
PID/Gender: Rep Men	13%	(40)	33%	(100)	25%	(76)	20%	(61)	9%	(29)	306
PID/Gender: Rep Women	12%	(40)	34%	(114)	23%	(77)	17%	(59)	14%	(46)	335
Ideo: Liberal (1-3)	19%	(118)	36%	(229)	26%	(163)	13%	(80)	7%	(45)	635
Ideo: Moderate (4)	13%	(81)	38%	(236)	23%	(142)	13%	(80)	14%	(89)	628
Ideo: Conservative (5-7)	13%	(96)	32%	(237)	24%	(174)	19%	(141)	12%	(86)	734
Educ: < College	13%	(204)	35%	(531)	21%	(321)	15%	(234)	15%	(222)	1512
Educ: Bachelors degree	19%	(84)	37%	(163)	24%	(106)	12%	(55)	8%	(36)	444
Educ: Post-grad	17%	(41)	29%	(71)	29%	(70)	17%	(42)	8%	(21)	244
Income: Under 50k	13%	(165)	34%	(432)	21%	(265)	16%	(197)	16%	(199)	1258
Income: 50k-100k	16%	(99)	35%	(222)	24%	(152)	16%	(99)	9%	(57)	629
Income: 100k+	21%	(65)	35%	(111)	25%	(79)	11%	(35)	7%	(23)	313
Ethnicity: White	14%	(233)	35%	(596)	23%	(399)	16%	(280)	12%	(213)	1722

Continued on next page

Table MCEN2_4: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on web browsers and websites

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	15%	(329)	35%	(765)	23%	(497)	15%	(331)	13%	(279)	2200
Ethnicity: Hispanic	21%	(75)	40%	(140)	16%	(55)	13%	(45)	10%	(34)	349
Ethnicity: Black	23%	(64)	32%	(89)	22%	(60)	9%	(25)	13%	(36)	274
Ethnicity: Other	15%	(31)	39%	(80)	18%	(38)	12%	(25)	14%	(29)	204
All Christian	14%	(130)	33%	(314)	25%	(244)	16%	(156)	12%	(113)	958
All Non-Christian	25%	(38)	38%	(58)	19%	(29)	10%	(15)	9%	(13)	154
Atheist	13%	(14)	42%	(44)	26%	(28)	9%	(9)	10%	(10)	105
Agnostic/Nothing in particular	14%	(83)	34%	(198)	20%	(116)	17%	(99)	15%	(86)	580
Something Else	16%	(63)	37%	(151)	20%	(81)	13%	(51)	14%	(56)	403
Religious Non-Protestant/Catholic	24%	(41)	38%	(65)	19%	(32)	11%	(19)	9%	(15)	172
Evangelical	17%	(101)	33%	(196)	22%	(128)	14%	(81)	14%	(80)	586
Non-Evangelical	12%	(85)	35%	(258)	25%	(186)	17%	(122)	11%	(84)	734
Community: Urban	26%	(167)	30%	(192)	19%	(120)	12%	(78)	12%	(75)	632
Community: Suburban	10%	(102)	38%	(375)	25%	(248)	16%	(160)	11%	(104)	990
Community: Rural	10%	(59)	34%	(198)	22%	(128)	16%	(93)	17%	(99)	578
Employ: Private Sector	18%	(120)	41%	(277)	21%	(140)	11%	(74)	10%	(66)	677
Employ: Government	21%	(20)	28%	(26)	30%	(28)	10%	(10)	10%	(10)	93
Employ: Self-Employed	25%	(51)	37%	(75)	18%	(36)	11%	(23)	8%	(16)	200
Employ: Homemaker	16%	(26)	32%	(52)	22%	(37)	18%	(29)	12%	(20)	164
Employ: Student	17%	(14)	31%	(25)	22%	(18)	23%	(19)	8%	(7)	82
Employ: Retired	4%	(21)	29%	(151)	31%	(160)	19%	(100)	17%	(90)	522
Employ: Unemployed	18%	(58)	36%	(115)	16%	(51)	16%	(52)	14%	(46)	323
Employ: Other	14%	(20)	31%	(43)	19%	(27)	17%	(24)	18%	(24)	139
Military HH: Yes	13%	(43)	35%	(112)	26%	(85)	18%	(59)	7%	(23)	323
Military HH: No	15%	(286)	35%	(653)	22%	(412)	14%	(271)	14%	(255)	1877
RD/WT: Right Direction	18%	(170)	36%	(338)	23%	(218)	10%	(89)	12%	(115)	929
RD/WT: Wrong Track	13%	(159)	34%	(427)	22%	(279)	19%	(242)	13%	(164)	1271
Biden Job Approve	19%	(193)	38%	(391)	22%	(231)	10%	(109)	11%	(116)	1041
Biden Job Disapprove	11%	(115)	33%	(348)	23%	(244)	20%	(210)	13%	(132)	1049

Table MCEN2_4: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Ads on web browsers and websites

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	15%	(329)	35%	(765)	23%	(497)	15%	(331)	13%	(279)	2200
Biden Job Strongly Approve	25%	(128)	31%	(162)	21%	(110)	10%	(52)	13%	(67)	519
Biden Job Somewhat Approve	13%	(65)	44%	(229)	23%	(122)	11%	(57)	9%	(49)	522
Biden Job Somewhat Disapprove	15%	(45)	40%	(123)	22%	(68)	14%	(43)	9%	(29)	308
Biden Job Strongly Disapprove	9%	(70)	30%	(224)	24%	(175)	23%	(167)	14%	(103)	741
Favorable of Biden	19%	(202)	37%	(395)	23%	(241)	10%	(110)	11%	(121)	1068
Unfavorable of Biden	11%	(110)	33%	(337)	24%	(245)	20%	(202)	12%	(125)	1020
Very Favorable of Biden	22%	(125)	32%	(177)	22%	(122)	11%	(60)	13%	(73)	557
Somewhat Favorable of Biden	15%	(76)	43%	(219)	23%	(118)	10%	(50)	9%	(48)	511
Somewhat Unfavorable of Biden	16%	(41)	39%	(99)	23%	(60)	13%	(32)	9%	(23)	254
Very Unfavorable of Biden	9%	(70)	31%	(238)	24%	(186)	22%	(170)	13%	(102)	766
#1 Issue: Economy	20%	(145)	38%	(276)	20%	(145)	12%	(85)	10%	(73)	724
#1 Issue: Security	9%	(38)	33%	(148)	24%	(105)	19%	(85)	15%	(66)	442
#1 Issue: Health Care	16%	(44)	35%	(99)	24%	(67)	13%	(37)	12%	(35)	280
#1 Issue: Medicare / Social Security	9%	(25)	33%	(92)	23%	(66)	18%	(50)	17%	(47)	280
#1 Issue: Women's Issues	14%	(20)	34%	(48)	23%	(32)	16%	(23)	13%	(18)	141
#1 Issue: Education	28%	(26)	28%	(27)	26%	(25)	8%	(8)	9%	(9)	96
#1 Issue: Energy	17%	(21)	37%	(45)	26%	(31)	11%	(13)	10%	(12)	123
#1 Issue: Other	8%	(9)	26%	(29)	23%	(26)	26%	(30)	18%	(20)	115
2020 Vote: Joe Biden	17%	(166)	36%	(348)	24%	(228)	11%	(105)	12%	(112)	959
2020 Vote: Donald Trump	11%	(77)	33%	(238)	24%	(172)	21%	(148)	11%	(81)	715
2020 Vote: Other	8%	(6)	33%	(23)	26%	(18)	26%	(18)	8%	(6)	72
2020 Vote: Didn't Vote	18%	(80)	34%	(156)	17%	(78)	13%	(59)	18%	(80)	453
2018 House Vote: Democrat	17%	(125)	38%	(271)	24%	(169)	11%	(81)	10%	(71)	717
2018 House Vote: Republican	11%	(64)	33%	(195)	27%	(161)	18%	(107)	11%	(63)	590
2018 House Vote: Someone else	10%	(7)	37%	(24)	17%	(11)	15%	(10)	20%	(13)	65
2016 Vote: Hillary Clinton	17%	(110)	38%	(251)	23%	(154)	11%	(73)	11%	(72)	659
2016 Vote: Donald Trump	10%	(69)	33%	(220)	28%	(187)	18%	(125)	11%	(74)	674
2016 Vote: Other	7%	(7)	37%	(40)	28%	(30)	19%	(20)	9%	(10)	108
2016 Vote: Didn't Vote	19%	(142)	33%	(254)	17%	(127)	15%	(112)	16%	(123)	757

Continued on next page

Table MCEN2_4: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Ads on web browsers and websites

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	15%	(329)	35%	(765)	23%	(497)	15%	(331)	13%	(279)	2200
Voted in 2014: Yes	13%	(160)	35%	(424)	26%	(321)	15%	(180)	11%	(128)	1212
Voted in 2014: No	17%	(169)	35%	(341)	18%	(176)	15%	(151)	15%	(151)	988
4-Region: Northeast	18%	(71)	32%	(126)	26%	(102)	13%	(50)	11%	(45)	394
4-Region: Midwest	11%	(52)	38%	(174)	23%	(105)	19%	(86)	10%	(46)	462
4-Region: South	15%	(120)	35%	(287)	22%	(185)	14%	(113)	15%	(120)	824
4-Region: West	17%	(87)	34%	(178)	20%	(105)	16%	(83)	13%	(68)	520
Consumers Who Find Ads Creepy	15%	(174)	35%	(398)	25%	(280)	17%	(190)	9%	(101)	1143
Consumers Overloaded on Ads	12%	(115)	35%	(339)	27%	(263)	17%	(168)	8%	(81)	965
Hulu Subscribers	20%	(175)	38%	(341)	20%	(176)	14%	(123)	9%	(80)	895
Paramount+ Subscribers	25%	(78)	41%	(130)	16%	(52)	10%	(33)	8%	(25)	317
Peacock Subscribers	20%	(118)	38%	(221)	20%	(116)	14%	(81)	9%	(51)	587
HBO Max Subscribers	21%	(124)	39%	(231)	21%	(123)	11%	(66)	7%	(41)	584
Discovery+ Subscribers	26%	(93)	40%	(143)	16%	(55)	12%	(41)	6%	(22)	354
AVOD Users	18%	(269)	38%	(566)	22%	(327)	13%	(202)	9%	(137)	1502

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

Table MCEN2_5: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Outdoor ads such as billboards and posters

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(309)	38%	(835)	24%	(527)	12%	(268)	12%	(260)	2200
Gender: Male	18%	(190)	36%	(380)	24%	(250)	12%	(131)	10%	(110)	1062
Gender: Female	10%	(119)	40%	(456)	24%	(277)	12%	(137)	13%	(150)	1138
Age: 18-34	20%	(133)	38%	(248)	19%	(126)	12%	(77)	11%	(71)	655
Age: 35-44	21%	(74)	42%	(149)	20%	(72)	9%	(31)	9%	(32)	358
Age: 45-64	12%	(88)	38%	(288)	26%	(195)	12%	(91)	12%	(89)	751
Age: 65+	3%	(15)	34%	(150)	31%	(134)	16%	(69)	15%	(67)	436
GenZers: 1997-2012	11%	(22)	41%	(85)	20%	(41)	17%	(35)	11%	(22)	205
Millennials: 1981-1996	23%	(160)	38%	(267)	20%	(137)	9%	(65)	10%	(70)	698
GenXers: 1965-1980	16%	(83)	41%	(207)	22%	(112)	11%	(58)	10%	(49)	510
Baby Boomers: 1946-1964	6%	(41)	36%	(250)	30%	(212)	14%	(96)	15%	(102)	701
PID: Dem (no lean)	19%	(164)	39%	(329)	23%	(197)	8%	(72)	10%	(85)	847
PID: Ind (no lean)	10%	(73)	36%	(259)	24%	(174)	13%	(95)	15%	(109)	712
PID: Rep (no lean)	11%	(72)	39%	(248)	24%	(156)	16%	(101)	10%	(65)	641
PID/Gender: Dem Men	25%	(105)	36%	(150)	21%	(87)	9%	(37)	9%	(37)	416
PID/Gender: Dem Women	14%	(59)	41%	(178)	26%	(110)	8%	(35)	11%	(48)	431
PID/Gender: Ind Men	13%	(44)	33%	(113)	26%	(89)	13%	(44)	14%	(49)	340
PID/Gender: Ind Women	8%	(30)	39%	(146)	23%	(85)	14%	(51)	16%	(60)	372
PID/Gender: Rep Men	14%	(42)	38%	(116)	24%	(74)	16%	(50)	8%	(24)	306
PID/Gender: Rep Women	9%	(30)	39%	(131)	24%	(82)	15%	(51)	12%	(41)	335
Ideo: Liberal (1-3)	18%	(117)	39%	(248)	25%	(159)	11%	(72)	6%	(38)	635
Ideo: Moderate (4)	14%	(88)	39%	(246)	23%	(145)	10%	(64)	14%	(85)	628
Ideo: Conservative (5-7)	11%	(81)	38%	(281)	25%	(185)	14%	(104)	11%	(83)	734
Educ: < College	12%	(188)	38%	(572)	23%	(347)	13%	(202)	13%	(203)	1512
Educ: Bachelors degree	17%	(73)	41%	(183)	25%	(110)	9%	(41)	8%	(37)	444
Educ: Post-grad	20%	(48)	33%	(81)	29%	(70)	10%	(26)	8%	(20)	244
Income: Under 50k	11%	(143)	38%	(473)	23%	(287)	13%	(170)	15%	(185)	1258
Income: 50k-100k	15%	(94)	40%	(249)	25%	(155)	12%	(76)	9%	(55)	629
Income: 100k+	23%	(72)	36%	(113)	27%	(85)	7%	(23)	6%	(20)	313
Ethnicity: White	13%	(223)	37%	(642)	26%	(440)	13%	(220)	11%	(196)	1722

Table MCEN2_5: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Outdoor ads such as billboards and posters

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(309)	38%	(835)	24%	(527)	12%	(268)	12%	(260)	2200
Ethnicity: Hispanic	18%	(62)	42%	(147)	18%	(64)	12%	(41)	10%	(35)	349
Ethnicity: Black	22%	(61)	40%	(109)	18%	(48)	9%	(24)	12%	(33)	274
Ethnicity: Other	12%	(25)	41%	(85)	19%	(39)	12%	(25)	15%	(31)	204
All Christian	13%	(129)	39%	(370)	25%	(242)	11%	(110)	11%	(107)	958
All Non-Christian	28%	(43)	33%	(51)	25%	(38)	7%	(11)	7%	(11)	154
Atheist	10%	(11)	41%	(43)	28%	(30)	11%	(12)	9%	(10)	105
Agnostic/Nothing in particular	13%	(75)	33%	(193)	23%	(132)	17%	(99)	14%	(81)	580
Something Else	13%	(51)	44%	(178)	21%	(85)	9%	(37)	13%	(51)	403
Religious Non-Protestant/Catholic	26%	(45)	34%	(58)	26%	(44)	8%	(14)	7%	(12)	172
Evangelical	17%	(101)	41%	(242)	20%	(116)	10%	(56)	12%	(71)	586
Non-Evangelical	10%	(74)	40%	(290)	28%	(202)	12%	(87)	11%	(81)	734
Community: Urban	25%	(161)	35%	(221)	19%	(122)	10%	(60)	11%	(69)	632
Community: Suburban	10%	(97)	39%	(388)	28%	(277)	13%	(130)	10%	(98)	990
Community: Rural	9%	(51)	39%	(227)	22%	(128)	14%	(78)	16%	(94)	578
Employ: Private Sector	18%	(123)	41%	(277)	24%	(164)	8%	(54)	9%	(59)	677
Employ: Government	24%	(22)	30%	(28)	27%	(25)	7%	(7)	12%	(11)	93
Employ: Self-Employed	26%	(53)	36%	(71)	22%	(43)	9%	(18)	7%	(14)	200
Employ: Homemaker	10%	(16)	44%	(72)	20%	(33)	15%	(25)	11%	(17)	164
Employ: Student	12%	(10)	45%	(37)	18%	(15)	17%	(14)	8%	(7)	82
Employ: Retired	5%	(25)	34%	(178)	30%	(154)	16%	(83)	16%	(81)	522
Employ: Unemployed	14%	(44)	38%	(121)	19%	(63)	15%	(49)	14%	(46)	323
Employ: Other	11%	(15)	36%	(50)	21%	(30)	13%	(18)	18%	(25)	139
Military HH: Yes	14%	(44)	38%	(123)	23%	(76)	17%	(55)	8%	(25)	323
Military HH: No	14%	(265)	38%	(713)	24%	(452)	11%	(213)	13%	(235)	1877
RD/WT: Right Direction	20%	(181)	35%	(325)	26%	(238)	9%	(83)	11%	(102)	929
RD/WT: Wrong Track	10%	(128)	40%	(511)	23%	(289)	15%	(186)	12%	(158)	1271
Biden Job Approve	19%	(193)	39%	(406)	23%	(244)	8%	(88)	11%	(110)	1041
Biden Job Disapprove	10%	(102)	38%	(402)	25%	(258)	16%	(167)	11%	(120)	1049

Table MCEN2_5: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*

Outdoor ads such as billboards and posters

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(309)	38%	(835)	24%	(527)	12%	(268)	12%	(260)	2200
Biden Job Strongly Approve	26%	(133)	34%	(177)	21%	(110)	7%	(38)	12%	(60)	519
Biden Job Somewhat Approve	11%	(60)	44%	(229)	26%	(134)	10%	(50)	10%	(50)	522
Biden Job Somewhat Disapprove	10%	(32)	45%	(137)	25%	(78)	13%	(39)	7%	(22)	308
Biden Job Strongly Disapprove	9%	(70)	36%	(265)	24%	(180)	17%	(128)	13%	(97)	741
Favorable of Biden	19%	(206)	38%	(403)	24%	(258)	9%	(94)	10%	(107)	1068
Unfavorable of Biden	9%	(91)	39%	(400)	24%	(250)	16%	(162)	11%	(117)	1020
Very Favorable of Biden	24%	(134)	35%	(196)	21%	(119)	8%	(42)	12%	(67)	557
Somewhat Favorable of Biden	14%	(72)	41%	(207)	27%	(140)	10%	(52)	8%	(40)	511
Somewhat Unfavorable of Biden	9%	(23)	50%	(127)	21%	(52)	12%	(30)	9%	(22)	254
Very Unfavorable of Biden	9%	(68)	36%	(274)	26%	(197)	17%	(132)	12%	(95)	766
#1 Issue: Economy	18%	(132)	40%	(288)	22%	(158)	11%	(80)	9%	(65)	724
#1 Issue: Security	11%	(50)	37%	(164)	24%	(107)	13%	(57)	14%	(64)	442
#1 Issue: Health Care	15%	(43)	33%	(94)	28%	(78)	14%	(39)	9%	(26)	280
#1 Issue: Medicare / Social Security	6%	(18)	39%	(109)	26%	(73)	13%	(37)	15%	(43)	280
#1 Issue: Women's Issues	13%	(18)	36%	(50)	25%	(36)	13%	(18)	13%	(19)	141
#1 Issue: Education	19%	(19)	47%	(45)	18%	(17)	7%	(7)	9%	(8)	96
#1 Issue: Energy	16%	(20)	36%	(44)	27%	(33)	7%	(9)	14%	(17)	123
#1 Issue: Other	9%	(10)	35%	(40)	22%	(25)	19%	(22)	15%	(18)	115
2020 Vote: Joe Biden	18%	(174)	37%	(358)	24%	(234)	10%	(91)	11%	(102)	959
2020 Vote: Donald Trump	11%	(78)	38%	(271)	27%	(193)	14%	(102)	10%	(72)	715
2020 Vote: Other	8%	(6)	37%	(27)	24%	(17)	23%	(16)	8%	(6)	72
2020 Vote: Didn't Vote	11%	(51)	40%	(180)	18%	(83)	13%	(59)	18%	(80)	453
2018 House Vote: Democrat	19%	(135)	37%	(265)	26%	(187)	9%	(67)	9%	(64)	717
2018 House Vote: Republican	10%	(59)	39%	(232)	29%	(170)	13%	(75)	9%	(54)	590
2018 House Vote: Someone else	6%	(4)	35%	(23)	29%	(19)	15%	(10)	15%	(10)	65
2016 Vote: Hillary Clinton	18%	(119)	36%	(241)	26%	(168)	10%	(68)	10%	(64)	659
2016 Vote: Donald Trump	10%	(69)	40%	(269)	27%	(179)	14%	(93)	9%	(64)	674
2016 Vote: Other	7%	(7)	36%	(38)	34%	(37)	15%	(16)	9%	(10)	108
2016 Vote: Didn't Vote	15%	(114)	38%	(286)	19%	(142)	12%	(92)	16%	(123)	757

Continued on next page

Table MCEN2_5: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Outdoor ads such as billboards and posters

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(309)	38%	(835)	24%	(527)	12%	(268)	12%	(260)	2200
Voted in 2014: Yes	14%	(165)	37%	(454)	28%	(335)	12%	(144)	9%	(115)	1212
Voted in 2014: No	15%	(145)	39%	(382)	19%	(192)	13%	(125)	15%	(145)	988
4-Region: Northeast	19%	(75)	35%	(139)	22%	(86)	12%	(49)	12%	(45)	394
4-Region: Midwest	11%	(51)	38%	(175)	26%	(120)	16%	(74)	9%	(43)	462
4-Region: South	13%	(109)	41%	(334)	24%	(194)	10%	(79)	13%	(108)	824
4-Region: West	14%	(74)	36%	(188)	25%	(128)	13%	(67)	12%	(63)	520
Consumers Who Find Ads Creepy	16%	(187)	37%	(424)	25%	(289)	12%	(142)	9%	(101)	1143
Consumers Overloaded on Ads	11%	(106)	39%	(379)	28%	(266)	15%	(143)	7%	(70)	965
Hulu Subscribers	17%	(155)	40%	(359)	22%	(199)	11%	(101)	9%	(81)	895
Paramount+ Subscribers	27%	(87)	38%	(119)	19%	(59)	8%	(26)	8%	(26)	317
Peacock Subscribers	20%	(116)	37%	(215)	23%	(137)	11%	(65)	9%	(55)	587
HBO Max Subscribers	22%	(127)	38%	(223)	23%	(137)	10%	(60)	7%	(38)	584
Discovery+ Subscribers	28%	(98)	37%	(131)	19%	(69)	9%	(33)	7%	(24)	354
AVOD Users	15%	(229)	40%	(607)	24%	(359)	12%	(173)	9%	(133)	1502

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

Table MCEN2_6: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Podcast ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	11%	(239)	24%	(535)	24%	(518)	16%	(358)	25%	(550)	2200
Gender: Male	13%	(139)	26%	(277)	24%	(256)	17%	(179)	20%	(210)	1062
Gender: Female	9%	(100)	23%	(257)	23%	(261)	16%	(180)	30%	(340)	1138
Age: 18-34	19%	(126)	30%	(197)	23%	(154)	13%	(84)	15%	(95)	655
Age: 35-44	15%	(55)	33%	(118)	19%	(68)	12%	(44)	20%	(72)	358
Age: 45-64	7%	(52)	22%	(163)	25%	(190)	16%	(123)	30%	(223)	751
Age: 65+	1%	(5)	13%	(57)	24%	(106)	25%	(108)	37%	(160)	436
GenZers: 1997-2012	8%	(15)	29%	(60)	27%	(56)	21%	(42)	16%	(32)	205
Millennials: 1981-1996	22%	(152)	31%	(217)	21%	(146)	11%	(73)	16%	(109)	698
GenXers: 1965-1980	11%	(54)	27%	(139)	22%	(111)	16%	(80)	25%	(126)	510
Baby Boomers: 1946-1964	2%	(17)	16%	(112)	26%	(184)	20%	(137)	36%	(252)	701
PID: Dem (no lean)	16%	(134)	26%	(220)	23%	(196)	12%	(102)	23%	(194)	847
PID: Ind (no lean)	8%	(58)	24%	(172)	22%	(158)	18%	(127)	28%	(197)	712
PID: Rep (no lean)	7%	(46)	22%	(143)	26%	(164)	20%	(130)	25%	(159)	641
PID/Gender: Dem Men	22%	(91)	28%	(116)	23%	(96)	10%	(43)	17%	(71)	416
PID/Gender: Dem Women	10%	(43)	24%	(105)	23%	(100)	14%	(59)	29%	(124)	431
PID/Gender: Ind Men	7%	(22)	29%	(98)	23%	(78)	20%	(66)	22%	(76)	340
PID/Gender: Ind Women	10%	(36)	20%	(74)	22%	(80)	16%	(60)	33%	(121)	372
PID/Gender: Rep Men	8%	(26)	21%	(64)	27%	(83)	23%	(69)	21%	(64)	306
PID/Gender: Rep Women	6%	(21)	23%	(78)	24%	(81)	18%	(60)	28%	(95)	335
Ideo: Liberal (1-3)	16%	(102)	27%	(174)	25%	(160)	14%	(87)	18%	(111)	635
Ideo: Moderate (4)	9%	(58)	26%	(163)	23%	(144)	15%	(91)	27%	(172)	628
Ideo: Conservative (5-7)	8%	(60)	21%	(158)	24%	(176)	20%	(146)	26%	(194)	734
Educ: < College	9%	(132)	24%	(361)	23%	(343)	17%	(260)	27%	(416)	1512
Educ: Bachelors degree	15%	(69)	27%	(119)	25%	(110)	13%	(59)	20%	(87)	444
Educ: Post-grad	16%	(38)	22%	(55)	26%	(64)	16%	(39)	20%	(48)	244
Income: Under 50k	9%	(112)	23%	(295)	22%	(271)	18%	(226)	28%	(354)	1258
Income: 50k-100k	10%	(63)	26%	(161)	26%	(166)	15%	(96)	23%	(143)	629
Income: 100k+	21%	(64)	25%	(79)	26%	(80)	11%	(36)	17%	(53)	313
Ethnicity: White	10%	(167)	24%	(421)	24%	(414)	17%	(285)	25%	(435)	1722

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Table MCEN2_6: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Podcast ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	11%	(239)	24%	(535)	24%	(518)	16%	(358)	25%	(550)	2200
Ethnicity: Hispanic	15%	(52)	29%	(100)	25%	(89)	12%	(42)	19%	(65)	349
Ethnicity: Black	16%	(44)	21%	(58)	23%	(64)	18%	(48)	22%	(60)	274
Ethnicity: Other	14%	(28)	28%	(56)	19%	(39)	12%	(25)	27%	(55)	204
All Christian	9%	(89)	23%	(225)	24%	(232)	18%	(169)	25%	(244)	958
All Non-Christian	27%	(42)	24%	(37)	21%	(32)	10%	(16)	18%	(28)	154
Atheist	8%	(9)	28%	(30)	35%	(37)	12%	(13)	16%	(17)	105
Agnostic/Nothing in particular	10%	(60)	24%	(139)	22%	(125)	19%	(108)	26%	(149)	580
Something Else	10%	(41)	26%	(105)	23%	(93)	13%	(52)	28%	(112)	403
Religious Non-Protestant/Catholic	25%	(42)	25%	(43)	20%	(34)	12%	(21)	18%	(32)	172
Evangelical	14%	(80)	25%	(148)	22%	(127)	14%	(84)	25%	(148)	586
Non-Evangelical	6%	(43)	23%	(171)	26%	(191)	18%	(132)	27%	(198)	734
Community: Urban	23%	(143)	22%	(140)	20%	(125)	14%	(89)	21%	(136)	632
Community: Suburban	5%	(53)	27%	(270)	28%	(280)	16%	(156)	23%	(231)	990
Community: Rural	7%	(43)	22%	(125)	19%	(112)	20%	(114)	32%	(184)	578
Employ: Private Sector	15%	(103)	32%	(216)	25%	(166)	12%	(83)	16%	(109)	677
Employ: Government	24%	(22)	20%	(19)	28%	(26)	13%	(12)	15%	(14)	93
Employ: Self-Employed	19%	(37)	31%	(61)	23%	(46)	13%	(27)	15%	(29)	200
Employ: Homemaker	15%	(25)	19%	(32)	20%	(33)	15%	(24)	30%	(49)	164
Employ: Student	7%	(6)	22%	(18)	33%	(27)	21%	(18)	17%	(14)	82
Employ: Retired	2%	(10)	14%	(76)	25%	(128)	22%	(115)	37%	(194)	522
Employ: Unemployed	7%	(24)	26%	(83)	19%	(63)	19%	(60)	29%	(93)	323
Employ: Other	9%	(12)	22%	(30)	20%	(28)	14%	(20)	35%	(48)	139
Military HH: Yes	11%	(36)	23%	(74)	26%	(84)	19%	(61)	21%	(68)	323
Military HH: No	11%	(202)	25%	(461)	23%	(434)	16%	(298)	26%	(482)	1877
RD/WT: Right Direction	16%	(147)	27%	(251)	23%	(215)	12%	(115)	22%	(202)	929
RD/WT: Wrong Track	7%	(92)	22%	(284)	24%	(303)	19%	(243)	27%	(349)	1271
Biden Job Approve	16%	(165)	27%	(282)	22%	(232)	13%	(135)	22%	(228)	1041
Biden Job Disapprove	6%	(58)	23%	(239)	26%	(269)	20%	(207)	26%	(276)	1049

Table MCEN2_6: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Podcast ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	11%	(239)	24%	(535)	24%	(518)	16%	(358)	25%	(550)	2200
Biden Job Strongly Approve	22%	(116)	20%	(105)	19%	(101)	14%	(72)	24%	(125)	519
Biden Job Somewhat Approve	9%	(49)	34%	(176)	25%	(131)	12%	(63)	20%	(103)	522
Biden Job Somewhat Disapprove	7%	(20)	28%	(87)	30%	(93)	13%	(39)	23%	(70)	308
Biden Job Strongly Disapprove	5%	(38)	21%	(152)	24%	(176)	23%	(168)	28%	(206)	741
Favorable of Biden	17%	(181)	26%	(272)	22%	(235)	13%	(142)	22%	(238)	1068
Unfavorable of Biden	5%	(49)	24%	(245)	26%	(264)	19%	(196)	26%	(266)	1020
Very Favorable of Biden	21%	(118)	19%	(108)	20%	(112)	14%	(79)	25%	(141)	557
Somewhat Favorable of Biden	12%	(63)	32%	(165)	24%	(124)	12%	(63)	19%	(97)	511
Somewhat Unfavorable of Biden	6%	(14)	29%	(75)	32%	(82)	11%	(27)	22%	(57)	254
Very Unfavorable of Biden	5%	(35)	22%	(170)	24%	(183)	22%	(169)	27%	(209)	766
#1 Issue: Economy	16%	(115)	28%	(200)	25%	(182)	12%	(87)	19%	(140)	724
#1 Issue: Security	6%	(26)	19%	(82)	24%	(106)	21%	(94)	30%	(133)	442
#1 Issue: Health Care	13%	(36)	28%	(79)	20%	(57)	16%	(44)	23%	(64)	280
#1 Issue: Medicare / Social Security	4%	(11)	17%	(47)	22%	(62)	21%	(58)	36%	(102)	280
#1 Issue: Women's Issues	9%	(13)	30%	(42)	24%	(34)	15%	(21)	21%	(30)	141
#1 Issue: Education	15%	(14)	28%	(27)	34%	(33)	10%	(9)	14%	(13)	96
#1 Issue: Energy	13%	(16)	28%	(34)	22%	(26)	14%	(17)	23%	(29)	123
#1 Issue: Other	6%	(7)	21%	(24)	15%	(17)	23%	(27)	34%	(39)	115
2020 Vote: Joe Biden	15%	(146)	25%	(244)	23%	(216)	13%	(124)	24%	(229)	959
2020 Vote: Donald Trump	6%	(44)	22%	(161)	26%	(185)	20%	(144)	25%	(182)	715
2020 Vote: Other	8%	(6)	16%	(11)	26%	(18)	30%	(21)	21%	(15)	72
2020 Vote: Didn't Vote	10%	(43)	26%	(119)	22%	(98)	15%	(69)	27%	(124)	453
2018 House Vote: Democrat	15%	(111)	26%	(189)	22%	(161)	14%	(98)	22%	(158)	717
2018 House Vote: Republican	6%	(37)	22%	(131)	27%	(158)	19%	(112)	26%	(152)	590
2018 House Vote: Someone else	8%	(5)	26%	(17)	25%	(16)	12%	(8)	29%	(19)	65
2016 Vote: Hillary Clinton	14%	(92)	26%	(170)	22%	(144)	14%	(93)	24%	(160)	659
2016 Vote: Donald Trump	7%	(45)	22%	(151)	27%	(179)	18%	(124)	26%	(174)	674
2016 Vote: Other	8%	(8)	25%	(27)	24%	(26)	16%	(18)	27%	(29)	108
2016 Vote: Didn't Vote	12%	(94)	25%	(186)	22%	(168)	16%	(123)	25%	(186)	757

Continued on next page

Table MCEN2_6: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Podcast ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	11%	(239)	24%	(535)	24%	(518)	16%	(358)	25%	(550)	2200
Voted in 2014: Yes	10%	(127)	23%	(284)	24%	(286)	16%	(200)	26%	(316)	1212
Voted in 2014: No	11%	(112)	25%	(251)	23%	(231)	16%	(159)	24%	(235)	988
4-Region: Northeast	16%	(62)	22%	(87)	25%	(97)	13%	(50)	25%	(98)	394
4-Region: Midwest	7%	(30)	28%	(128)	22%	(100)	18%	(85)	26%	(119)	462
4-Region: South	10%	(83)	24%	(197)	22%	(184)	18%	(149)	26%	(212)	824
4-Region: West	12%	(64)	24%	(123)	26%	(138)	14%	(75)	23%	(121)	520
Consumers Who Find Ads Creepy	13%	(150)	25%	(286)	25%	(288)	18%	(204)	19%	(216)	1143
Consumers Overloaded on Ads	6%	(62)	25%	(237)	28%	(272)	20%	(196)	21%	(199)	965
Hulu Subscribers	15%	(131)	27%	(240)	25%	(223)	14%	(127)	19%	(174)	895
Paramount+ Subscribers	25%	(80)	25%	(79)	20%	(64)	12%	(37)	18%	(56)	317
Peacock Subscribers	16%	(95)	25%	(147)	24%	(140)	15%	(89)	20%	(116)	587
HBO Max Subscribers	18%	(107)	28%	(163)	27%	(160)	10%	(61)	16%	(93)	584
Discovery+ Subscribers	23%	(81)	26%	(91)	25%	(87)	11%	(38)	16%	(57)	354
AVOD Users	13%	(192)	27%	(404)	25%	(382)	15%	(220)	20%	(303)	1502

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

Table MCEN2_7: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Print ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(299)	40%	(874)	21%	(457)	13%	(292)	13%	(279)	2200
Gender: Male	15%	(157)	39%	(413)	22%	(230)	14%	(153)	10%	(109)	1062
Gender: Female	12%	(141)	41%	(461)	20%	(227)	12%	(138)	15%	(170)	1138
Age: 18-34	15%	(101)	32%	(208)	24%	(156)	18%	(115)	11%	(74)	655
Age: 35-44	18%	(65)	41%	(147)	17%	(61)	12%	(42)	12%	(43)	358
Age: 45-64	13%	(100)	44%	(327)	20%	(153)	10%	(77)	13%	(94)	751
Age: 65+	7%	(32)	44%	(192)	20%	(87)	13%	(57)	16%	(68)	436
GenZers: 1997-2012	6%	(13)	30%	(61)	28%	(57)	26%	(53)	10%	(21)	205
Millennials: 1981-1996	19%	(129)	36%	(249)	21%	(146)	13%	(91)	12%	(83)	698
GenXers: 1965-1980	16%	(80)	43%	(220)	19%	(98)	10%	(52)	12%	(61)	510
Baby Boomers: 1946-1964	10%	(72)	44%	(309)	20%	(143)	11%	(79)	14%	(98)	701
PID: Dem (no lean)	19%	(157)	41%	(348)	18%	(156)	12%	(103)	10%	(83)	847
PID: Ind (no lean)	8%	(60)	40%	(283)	22%	(156)	13%	(94)	17%	(119)	712
PID: Rep (no lean)	13%	(81)	38%	(243)	23%	(145)	15%	(95)	12%	(77)	641
PID/Gender: Dem Men	22%	(90)	42%	(173)	17%	(71)	12%	(51)	7%	(31)	416
PID/Gender: Dem Women	16%	(67)	41%	(175)	20%	(85)	12%	(52)	12%	(52)	431
PID/Gender: Ind Men	8%	(27)	38%	(130)	23%	(79)	17%	(56)	14%	(47)	340
PID/Gender: Ind Women	9%	(33)	41%	(153)	20%	(76)	10%	(37)	20%	(73)	372
PID/Gender: Rep Men	13%	(40)	36%	(110)	26%	(79)	15%	(46)	10%	(31)	306
PID/Gender: Rep Women	12%	(41)	40%	(134)	20%	(66)	15%	(49)	14%	(46)	335
Ideo: Liberal (1-3)	17%	(110)	41%	(262)	22%	(137)	13%	(85)	7%	(41)	635
Ideo: Moderate (4)	13%	(81)	42%	(262)	19%	(118)	12%	(73)	15%	(94)	628
Ideo: Conservative (5-7)	12%	(86)	38%	(282)	23%	(170)	14%	(105)	12%	(91)	734
Educ: < College	12%	(188)	38%	(573)	20%	(298)	15%	(228)	15%	(226)	1512
Educ: Bachelors degree	17%	(75)	43%	(189)	24%	(106)	9%	(39)	8%	(35)	444
Educ: Post-grad	14%	(35)	46%	(112)	22%	(54)	10%	(24)	8%	(19)	244
Income: Under 50k	12%	(155)	37%	(471)	20%	(250)	15%	(188)	15%	(194)	1258
Income: 50k-100k	13%	(84)	43%	(267)	22%	(138)	13%	(79)	10%	(61)	629
Income: 100k+	19%	(60)	43%	(135)	22%	(69)	8%	(25)	8%	(24)	313
Ethnicity: White	13%	(219)	40%	(696)	21%	(370)	13%	(227)	12%	(210)	1722

Continued on next page

Table MCEN2_7: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Print ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(299)	40%	(874)	21%	(457)	13%	(292)	13%	(279)	2200
Ethnicity: Hispanic	15%	(53)	37%	(129)	19%	(66)	16%	(57)	13%	(45)	349
Ethnicity: Black	19%	(52)	37%	(102)	20%	(54)	12%	(34)	12%	(32)	274
Ethnicity: Other	14%	(28)	37%	(75)	16%	(33)	15%	(31)	18%	(37)	204
All Christian	13%	(126)	43%	(413)	21%	(199)	12%	(113)	11%	(108)	958
All Non-Christian	25%	(39)	39%	(59)	23%	(35)	7%	(11)	6%	(9)	154
Atheist	11%	(12)	40%	(42)	25%	(26)	15%	(16)	9%	(9)	105
Agnostic/Nothing in particular	13%	(74)	35%	(200)	20%	(115)	18%	(107)	14%	(83)	580
Something Else	12%	(48)	40%	(160)	20%	(81)	11%	(44)	17%	(70)	403
Religious Non-Protestant/Catholic	23%	(40)	37%	(64)	24%	(41)	9%	(16)	6%	(11)	172
Evangelical	16%	(96)	41%	(238)	19%	(109)	10%	(56)	15%	(87)	586
Non-Evangelical	10%	(73)	44%	(320)	22%	(163)	13%	(93)	12%	(85)	734
Community: Urban	24%	(151)	36%	(228)	17%	(108)	11%	(71)	12%	(75)	632
Community: Suburban	9%	(91)	43%	(427)	24%	(233)	14%	(134)	11%	(105)	990
Community: Rural	10%	(57)	38%	(218)	20%	(117)	15%	(87)	17%	(100)	578
Employ: Private Sector	14%	(93)	42%	(284)	26%	(174)	10%	(65)	9%	(60)	677
Employ: Government	28%	(26)	30%	(28)	23%	(21)	12%	(11)	7%	(7)	93
Employ: Self-Employed	22%	(44)	36%	(72)	19%	(39)	12%	(24)	10%	(21)	200
Employ: Homemaker	15%	(24)	42%	(69)	17%	(28)	14%	(23)	12%	(20)	164
Employ: Student	4%	(3)	23%	(19)	27%	(22)	35%	(29)	11%	(9)	82
Employ: Retired	9%	(46)	44%	(230)	18%	(96)	12%	(62)	17%	(88)	522
Employ: Unemployed	14%	(45)	35%	(111)	18%	(58)	17%	(56)	16%	(52)	323
Employ: Other	12%	(17)	43%	(60)	13%	(19)	15%	(21)	16%	(22)	139
Military HH: Yes	15%	(49)	45%	(146)	17%	(53)	15%	(50)	8%	(25)	323
Military HH: No	13%	(249)	39%	(728)	21%	(404)	13%	(242)	14%	(255)	1877
RD/WT: Right Direction	18%	(166)	42%	(389)	19%	(176)	11%	(98)	11%	(99)	929
RD/WT: Wrong Track	10%	(132)	38%	(485)	22%	(280)	15%	(193)	14%	(180)	1271
Biden Job Approve	17%	(181)	43%	(447)	19%	(193)	12%	(121)	10%	(100)	1041
Biden Job Disapprove	9%	(99)	38%	(398)	24%	(247)	15%	(162)	14%	(144)	1049

Table MCEN2_7: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Print ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(299)	40%	(874)	21%	(457)	13%	(292)	13%	(279)	2200
Biden Job Strongly Approve	25%	(130)	39%	(202)	14%	(71)	11%	(57)	11%	(59)	519
Biden Job Somewhat Approve	10%	(51)	47%	(244)	23%	(123)	12%	(63)	8%	(41)	522
Biden Job Somewhat Disapprove	10%	(31)	40%	(122)	27%	(83)	13%	(41)	10%	(31)	308
Biden Job Strongly Disapprove	9%	(67)	37%	(275)	22%	(164)	16%	(121)	15%	(113)	741
Favorable of Biden	18%	(195)	42%	(454)	19%	(201)	11%	(114)	10%	(105)	1068
Unfavorable of Biden	9%	(95)	38%	(387)	24%	(240)	16%	(162)	13%	(135)	1020
Very Favorable of Biden	23%	(129)	40%	(222)	14%	(76)	11%	(63)	12%	(67)	557
Somewhat Favorable of Biden	13%	(66)	45%	(232)	24%	(124)	10%	(51)	7%	(38)	511
Somewhat Unfavorable of Biden	9%	(22)	41%	(105)	26%	(65)	13%	(34)	11%	(28)	254
Very Unfavorable of Biden	9%	(73)	37%	(282)	23%	(175)	17%	(129)	14%	(107)	766
#1 Issue: Economy	16%	(114)	41%	(297)	20%	(145)	13%	(95)	10%	(74)	724
#1 Issue: Security	10%	(42)	39%	(174)	22%	(98)	13%	(55)	16%	(72)	442
#1 Issue: Health Care	18%	(51)	36%	(101)	21%	(59)	13%	(36)	12%	(34)	280
#1 Issue: Medicare / Social Security	10%	(27)	45%	(126)	18%	(51)	14%	(39)	13%	(37)	280
#1 Issue: Women's Issues	14%	(19)	30%	(43)	26%	(37)	17%	(25)	12%	(18)	141
#1 Issue: Education	17%	(17)	35%	(34)	25%	(24)	11%	(10)	11%	(11)	96
#1 Issue: Energy	15%	(19)	40%	(49)	18%	(22)	12%	(14)	15%	(18)	123
#1 Issue: Other	9%	(10)	43%	(50)	18%	(21)	15%	(18)	14%	(17)	115
2020 Vote: Joe Biden	17%	(164)	44%	(418)	19%	(179)	11%	(106)	10%	(92)	959
2020 Vote: Donald Trump	12%	(83)	41%	(291)	21%	(152)	14%	(103)	12%	(87)	715
2020 Vote: Other	6%	(4)	25%	(18)	36%	(26)	20%	(14)	14%	(10)	72
2020 Vote: Didn't Vote	11%	(48)	32%	(146)	22%	(100)	15%	(68)	20%	(90)	453
2018 House Vote: Democrat	19%	(140)	43%	(310)	19%	(134)	10%	(72)	8%	(61)	717
2018 House Vote: Republican	12%	(69)	42%	(248)	24%	(142)	11%	(65)	11%	(66)	590
2018 House Vote: Someone else	3%	(2)	42%	(28)	19%	(12)	15%	(10)	21%	(14)	65
2016 Vote: Hillary Clinton	17%	(113)	45%	(295)	18%	(116)	11%	(74)	9%	(61)	659
2016 Vote: Donald Trump	13%	(85)	40%	(272)	24%	(163)	11%	(75)	12%	(78)	674
2016 Vote: Other	10%	(10)	44%	(47)	25%	(27)	14%	(15)	8%	(9)	108
2016 Vote: Didn't Vote	12%	(90)	34%	(257)	20%	(150)	17%	(129)	17%	(131)	757

Table MCEN2_7: *How effective do you think the following types of ad experiences are when it comes to convincing people to purchase a product or service?*
Print ads

Demographic	Very effective		Somewhat effective		Not too effective		Not effective at all		Don't know / No opinion		Total N
Adults	14%	(299)	40%	(874)	21%	(457)	13%	(292)	13%	(279)	2200
Voted in 2014: Yes	15%	(184)	44%	(530)	20%	(245)	11%	(128)	10%	(126)	1212
Voted in 2014: No	12%	(115)	35%	(344)	21%	(212)	17%	(163)	16%	(154)	988
4-Region: Northeast	16%	(62)	41%	(163)	20%	(79)	12%	(46)	11%	(43)	394
4-Region: Midwest	11%	(52)	41%	(191)	20%	(90)	16%	(74)	12%	(56)	462
4-Region: South	13%	(109)	40%	(327)	21%	(172)	12%	(101)	14%	(116)	824
4-Region: West	14%	(75)	37%	(193)	22%	(116)	14%	(71)	13%	(65)	520
Consumers Who Find Ads Creepy	15%	(167)	39%	(450)	22%	(251)	14%	(164)	10%	(111)	1143
Consumers Overloaded on Ads	10%	(99)	40%	(381)	25%	(245)	16%	(150)	9%	(90)	965
Hulu Subscribers	16%	(146)	39%	(353)	22%	(198)	13%	(119)	9%	(79)	895
Paramount+ Subscribers	21%	(65)	44%	(139)	14%	(44)	11%	(36)	10%	(32)	317
Peacock Subscribers	19%	(111)	40%	(236)	19%	(114)	12%	(70)	10%	(57)	587
HBO Max Subscribers	18%	(106)	40%	(235)	21%	(122)	12%	(72)	8%	(50)	584
Discovery+ Subscribers	21%	(76)	43%	(151)	16%	(56)	12%	(43)	8%	(28)	354
AVOD Users	15%	(228)	41%	(617)	22%	(328)	13%	(195)	9%	(134)	1502

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

Table MCEN3: *Consider your viewing experience on linear TV (cable/broadcast) compared to your viewing experience on a streaming service. Which of the following has more ads or ad breaks?*

Demographic	Streaming services		Same amount on both		Linear TV (cable/broadcast)		Don't know / No opinion		Total N
Adults	15%	(332)	28%	(617)	33%	(719)	24%	(532)	2200
Gender: Male	18%	(195)	29%	(312)	34%	(361)	18%	(194)	1062
Gender: Female	12%	(137)	27%	(305)	31%	(358)	30%	(338)	1138
Age: 18-34	24%	(159)	26%	(172)	33%	(218)	16%	(105)	655
Age: 35-44	20%	(73)	39%	(140)	24%	(84)	17%	(60)	358
Age: 45-64	10%	(79)	28%	(207)	35%	(260)	27%	(205)	751
Age: 65+	5%	(21)	22%	(98)	36%	(157)	37%	(161)	436
GenZers: 1997-2012	21%	(44)	25%	(50)	34%	(69)	20%	(41)	205
Millennials: 1981-1996	23%	(163)	32%	(223)	29%	(204)	15%	(108)	698
GenXers: 1965-1980	14%	(74)	33%	(169)	30%	(151)	23%	(115)	510
Baby Boomers: 1946-1964	7%	(51)	23%	(158)	38%	(270)	32%	(223)	701
PID: Dem (no lean)	19%	(157)	28%	(238)	34%	(288)	19%	(164)	847
PID: Ind (no lean)	13%	(92)	29%	(205)	31%	(220)	27%	(195)	712
PID: Rep (no lean)	13%	(83)	27%	(174)	33%	(211)	27%	(173)	641
PID/Gender: Dem Men	22%	(92)	28%	(117)	37%	(154)	13%	(53)	416
PID/Gender: Dem Women	15%	(65)	28%	(121)	31%	(134)	26%	(111)	431
PID/Gender: Ind Men	17%	(57)	28%	(95)	32%	(109)	23%	(78)	340
PID/Gender: Ind Women	9%	(35)	30%	(110)	30%	(111)	31%	(117)	372
PID/Gender: Rep Men	15%	(46)	32%	(99)	32%	(98)	21%	(63)	306
PID/Gender: Rep Women	11%	(37)	22%	(75)	34%	(113)	33%	(110)	335
Ideo: Liberal (1-3)	18%	(115)	26%	(165)	41%	(261)	15%	(93)	635
Ideo: Moderate (4)	13%	(83)	32%	(202)	30%	(188)	25%	(156)	628
Ideo: Conservative (5-7)	14%	(102)	28%	(202)	32%	(233)	27%	(197)	734
Educ: < College	13%	(196)	28%	(429)	30%	(452)	29%	(436)	1512
Educ: Bachelors degree	21%	(94)	25%	(110)	40%	(178)	14%	(62)	444
Educ: Post-grad	17%	(43)	32%	(78)	37%	(89)	14%	(34)	244
Income: Under 50k	13%	(163)	29%	(366)	30%	(374)	28%	(356)	1258
Income: 50k-100k	16%	(103)	25%	(155)	38%	(237)	21%	(134)	629
Income: 100k+	21%	(67)	31%	(97)	34%	(108)	13%	(42)	313
Ethnicity: White	14%	(240)	26%	(446)	34%	(593)	26%	(443)	1722
Ethnicity: Hispanic	19%	(65)	34%	(119)	32%	(112)	15%	(54)	349

Table MCEN3: *Consider your viewing experience on linear TV (cable/broadcast) compared to your viewing experience on a streaming service. Which of the following has more ads or ad breaks?*

Demographic	Streaming services		Same amount on both		Linear TV (cable/broadcast)		Don't know / No opinion		Total N
Adults	15%	(332)	28%	(617)	33%	(719)	24%	(532)	2200
Ethnicity: Black	24%	(67)	34%	(93)	23%	(63)	19%	(52)	274
Ethnicity: Other	13%	(26)	38%	(78)	31%	(63)	18%	(37)	204
All Christian	13%	(128)	28%	(269)	32%	(307)	27%	(254)	958
All Non-Christian	31%	(47)	26%	(40)	32%	(49)	11%	(17)	154
Atheist	16%	(17)	24%	(25)	44%	(46)	16%	(17)	105
Agnostic/Nothing in particular	13%	(75)	29%	(170)	32%	(186)	26%	(149)	580
Something Else	16%	(65)	28%	(113)	32%	(130)	23%	(94)	403
Religious Non-Protestant/Catholic	29%	(50)	27%	(46)	30%	(52)	14%	(23)	172
Evangelical	16%	(96)	32%	(187)	29%	(172)	22%	(130)	586
Non-Evangelical	12%	(89)	25%	(182)	35%	(257)	28%	(206)	734
Community: Urban	23%	(147)	29%	(183)	26%	(166)	21%	(135)	632
Community: Suburban	12%	(123)	29%	(284)	37%	(366)	22%	(216)	990
Community: Rural	11%	(62)	26%	(149)	32%	(187)	31%	(180)	578
Employ: Private Sector	19%	(125)	34%	(231)	31%	(212)	16%	(108)	677
Employ: Government	27%	(26)	29%	(27)	26%	(24)	18%	(17)	93
Employ: Self-Employed	23%	(46)	30%	(60)	31%	(61)	16%	(32)	200
Employ: Homemaker	12%	(19)	25%	(41)	35%	(58)	28%	(45)	164
Employ: Student	20%	(17)	22%	(18)	41%	(34)	17%	(14)	82
Employ: Retired	7%	(35)	23%	(120)	35%	(185)	35%	(182)	522
Employ: Unemployed	13%	(42)	27%	(88)	32%	(104)	28%	(89)	323
Employ: Other	16%	(22)	23%	(31)	30%	(41)	32%	(44)	139
Military HH: Yes	14%	(46)	24%	(77)	38%	(121)	24%	(78)	323
Military HH: No	15%	(286)	29%	(540)	32%	(598)	24%	(453)	1877
RD/WT: Right Direction	19%	(175)	29%	(273)	33%	(304)	19%	(177)	929
RD/WT: Wrong Track	12%	(157)	27%	(344)	33%	(415)	28%	(355)	1271
Biden Job Approve	18%	(184)	30%	(316)	34%	(359)	18%	(183)	1041
Biden Job Disapprove	13%	(135)	27%	(286)	32%	(335)	28%	(293)	1049

Table MCEN3: *Consider your viewing experience on linear TV (cable/broadcast) compared to your viewing experience on a streaming service. Which of the following has more ads or ad breaks?*

Demographic	Streaming services		Same amount on both		Linear TV (cable/broadcast)		Don't know / No opinion		Total N
Adults	15%	(332)	28%	(617)	33%	(719)	24%	(532)	2200
Biden Job Strongly Approve	22%	(114)	29%	(149)	31%	(159)	19%	(96)	519
Biden Job Somewhat Approve	13%	(69)	32%	(167)	38%	(199)	17%	(87)	522
Biden Job Somewhat Disapprove	19%	(59)	27%	(85)	33%	(102)	20%	(63)	308
Biden Job Strongly Disapprove	10%	(77)	27%	(202)	31%	(233)	31%	(230)	741
Favorable of Biden	17%	(178)	30%	(321)	34%	(362)	19%	(208)	1068
Unfavorable of Biden	14%	(144)	26%	(269)	33%	(335)	27%	(272)	1020
Very Favorable of Biden	20%	(111)	28%	(154)	30%	(169)	22%	(123)	557
Somewhat Favorable of Biden	13%	(67)	32%	(166)	38%	(194)	17%	(85)	511
Somewhat Unfavorable of Biden	22%	(55)	26%	(66)	33%	(85)	19%	(48)	254
Very Unfavorable of Biden	12%	(89)	27%	(203)	33%	(250)	29%	(224)	766
#1 Issue: Economy	16%	(117)	31%	(222)	31%	(224)	22%	(161)	724
#1 Issue: Security	17%	(74)	26%	(115)	31%	(137)	26%	(116)	442
#1 Issue: Health Care	18%	(51)	28%	(78)	33%	(94)	20%	(57)	280
#1 Issue: Medicare / Social Security	6%	(17)	27%	(75)	36%	(100)	32%	(88)	280
#1 Issue: Women's Issues	17%	(24)	24%	(34)	42%	(59)	18%	(25)	141
#1 Issue: Education	27%	(26)	26%	(25)	28%	(27)	19%	(18)	96
#1 Issue: Energy	15%	(18)	36%	(44)	34%	(42)	15%	(19)	123
#1 Issue: Other	5%	(6)	21%	(24)	32%	(37)	42%	(48)	115
2020 Vote: Joe Biden	17%	(162)	29%	(277)	35%	(334)	19%	(186)	959
2020 Vote: Donald Trump	13%	(94)	28%	(197)	31%	(224)	28%	(200)	715
2020 Vote: Other	16%	(12)	25%	(18)	35%	(25)	23%	(17)	72
2020 Vote: Didn't Vote	14%	(64)	28%	(125)	30%	(135)	28%	(129)	453
2018 House Vote: Democrat	17%	(122)	28%	(200)	36%	(256)	19%	(138)	717
2018 House Vote: Republican	12%	(72)	29%	(169)	35%	(206)	24%	(144)	590
2018 House Vote: Someone else	15%	(10)	26%	(17)	32%	(21)	27%	(18)	65
2016 Vote: Hillary Clinton	15%	(102)	28%	(185)	37%	(242)	20%	(130)	659
2016 Vote: Donald Trump	13%	(90)	28%	(189)	33%	(223)	26%	(173)	674
2016 Vote: Other	14%	(15)	30%	(33)	33%	(36)	23%	(25)	108
2016 Vote: Didn't Vote	17%	(125)	28%	(210)	29%	(219)	27%	(203)	757

Table MCEN3: *Consider your viewing experience on linear TV (cable/broadcast) compared to your viewing experience on a streaming service. Which of the following has more ads or ad breaks?*

Demographic	Streaming services		Same amount on both		Linear TV (cable/broadcast)		Don't know / No opinion		Total N
Adults	15%	(332)	28%	(617)	33%	(719)	24%	(532)	2200
Voted in 2014: Yes	14%	(175)	28%	(335)	35%	(424)	23%	(278)	1212
Voted in 2014: No	16%	(157)	29%	(282)	30%	(295)	26%	(254)	988
4-Region: Northeast	17%	(67)	24%	(95)	32%	(126)	27%	(106)	394
4-Region: Midwest	12%	(57)	29%	(134)	33%	(151)	26%	(120)	462
4-Region: South	14%	(115)	31%	(255)	32%	(264)	23%	(190)	824
4-Region: West	18%	(93)	26%	(133)	34%	(178)	22%	(116)	520
Consumers Who Find Ads Creepy	18%	(207)	27%	(308)	36%	(411)	19%	(215)	1143
Consumers Overloaded on Ads	16%	(155)	27%	(262)	36%	(344)	21%	(204)	965
Hulu Subscribers	19%	(170)	29%	(259)	37%	(328)	15%	(138)	895
Paramount+ Subscribers	21%	(68)	31%	(98)	37%	(117)	11%	(35)	317
Peacock Subscribers	20%	(118)	27%	(160)	37%	(217)	16%	(92)	587
HBO Max Subscribers	20%	(118)	31%	(180)	36%	(213)	12%	(73)	584
Discovery+ Subscribers	24%	(84)	30%	(108)	31%	(110)	15%	(52)	354
AVOD Users	17%	(257)	29%	(442)	37%	(556)	16%	(247)	1502

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

Table MCEN4_1: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Linear TV (cable/broadcast)

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	11%	(241)	22%	(486)	24%	(526)	21%	(466)	22%	(481)	2200
Gender: Male	14%	(144)	23%	(245)	25%	(269)	20%	(208)	19%	(197)	1062
Gender: Female	9%	(97)	21%	(242)	23%	(257)	23%	(258)	25%	(284)	1138
Age: 18-34	14%	(94)	23%	(152)	23%	(152)	21%	(136)	19%	(122)	655
Age: 35-44	17%	(60)	27%	(97)	20%	(72)	19%	(70)	17%	(59)	358
Age: 45-64	9%	(67)	21%	(160)	24%	(182)	21%	(156)	25%	(186)	751
Age: 65+	5%	(21)	18%	(77)	28%	(120)	24%	(104)	26%	(114)	436
GenZers: 1997-2012	5%	(10)	19%	(38)	27%	(55)	29%	(60)	21%	(42)	205
Millennials: 1981-1996	18%	(123)	28%	(193)	21%	(145)	17%	(117)	17%	(119)	698
GenXers: 1965-1980	12%	(61)	21%	(108)	23%	(117)	19%	(97)	25%	(126)	510
Baby Boomers: 1946-1964	6%	(44)	19%	(130)	28%	(197)	24%	(168)	23%	(162)	701
PID: Dem (no lean)	15%	(131)	23%	(198)	22%	(187)	20%	(172)	19%	(159)	847
PID: Ind (no lean)	6%	(41)	22%	(156)	24%	(174)	24%	(170)	24%	(171)	712
PID: Rep (no lean)	11%	(70)	21%	(132)	26%	(165)	19%	(124)	24%	(151)	641
PID/Gender: Dem Men	20%	(84)	25%	(104)	22%	(90)	18%	(76)	15%	(62)	416
PID/Gender: Dem Women	11%	(47)	22%	(94)	22%	(97)	22%	(96)	23%	(97)	431
PID/Gender: Ind Men	7%	(23)	23%	(77)	27%	(91)	22%	(76)	21%	(72)	340
PID/Gender: Ind Women	5%	(18)	21%	(79)	22%	(83)	25%	(94)	27%	(99)	372
PID/Gender: Rep Men	12%	(37)	21%	(63)	28%	(87)	18%	(56)	20%	(62)	306
PID/Gender: Rep Women	10%	(32)	20%	(69)	23%	(78)	20%	(68)	26%	(89)	335
Ideo: Liberal (1-3)	15%	(96)	20%	(124)	24%	(155)	26%	(168)	14%	(91)	635
Ideo: Moderate (4)	9%	(59)	27%	(169)	24%	(153)	17%	(105)	23%	(142)	628
Ideo: Conservative (5-7)	11%	(78)	22%	(159)	26%	(187)	21%	(153)	21%	(157)	734
Educ: < College	9%	(131)	21%	(318)	24%	(357)	21%	(314)	26%	(393)	1512
Educ: Bachelors degree	16%	(69)	25%	(110)	25%	(111)	21%	(91)	14%	(63)	444
Educ: Post-grad	17%	(41)	24%	(59)	24%	(58)	25%	(60)	11%	(26)	244
Income: Under 50k	8%	(107)	20%	(249)	22%	(282)	23%	(285)	27%	(335)	1258
Income: 50k-100k	10%	(65)	25%	(154)	27%	(168)	20%	(128)	18%	(113)	629
Income: 100k+	22%	(69)	27%	(83)	24%	(75)	17%	(53)	10%	(33)	313
Ethnicity: White	11%	(185)	21%	(365)	24%	(421)	22%	(381)	22%	(370)	1722
Ethnicity: Hispanic	14%	(49)	24%	(85)	23%	(81)	20%	(69)	19%	(65)	349

Continued on next page

Table MCEN4_1: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Linear TV (cable/broadcast)

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	11%	(241)	22%	(486)	24%	(526)	21%	(466)	22%	(481)	2200
Ethnicity: Black	15%	(41)	28%	(78)	20%	(55)	15%	(42)	22%	(60)	274
Ethnicity: Other	8%	(16)	22%	(44)	25%	(50)	21%	(43)	25%	(51)	204
All Christian	11%	(103)	24%	(234)	24%	(233)	19%	(186)	21%	(202)	958
All Non-Christian	31%	(47)	23%	(36)	15%	(23)	19%	(29)	12%	(18)	154
Atheist	5%	(5)	19%	(20)	25%	(26)	31%	(33)	20%	(21)	105
Agnostic/Nothing in particular	10%	(56)	16%	(95)	24%	(142)	28%	(161)	22%	(127)	580
Something Else	7%	(30)	25%	(102)	25%	(101)	14%	(57)	28%	(114)	403
Religious Non-Protestant/Catholic	28%	(48)	24%	(41)	16%	(27)	20%	(34)	13%	(22)	172
Evangelical	14%	(82)	25%	(148)	23%	(133)	14%	(83)	24%	(139)	586
Non-Evangelical	6%	(47)	24%	(177)	26%	(192)	21%	(152)	23%	(166)	734
Community: Urban	20%	(127)	24%	(150)	20%	(129)	16%	(102)	20%	(125)	632
Community: Suburban	7%	(73)	24%	(235)	28%	(274)	21%	(210)	20%	(197)	990
Community: Rural	7%	(41)	17%	(101)	21%	(122)	27%	(153)	28%	(160)	578
Employ: Private Sector	16%	(106)	28%	(188)	24%	(160)	18%	(119)	15%	(104)	677
Employ: Government	16%	(15)	26%	(24)	17%	(16)	25%	(23)	17%	(16)	93
Employ: Self-Employed	17%	(33)	26%	(53)	25%	(51)	21%	(42)	11%	(21)	200
Employ: Homemaker	9%	(15)	26%	(42)	18%	(30)	19%	(32)	28%	(45)	164
Employ: Student	6%	(5)	12%	(10)	38%	(31)	23%	(19)	21%	(17)	82
Employ: Retired	5%	(27)	18%	(94)	26%	(136)	25%	(132)	26%	(134)	522
Employ: Unemployed	10%	(31)	16%	(51)	23%	(74)	20%	(66)	31%	(100)	323
Employ: Other	7%	(10)	18%	(25)	20%	(28)	23%	(32)	31%	(44)	139
Military HH: Yes	13%	(43)	23%	(74)	21%	(67)	24%	(77)	19%	(63)	323
Military HH: No	11%	(199)	22%	(412)	24%	(459)	21%	(389)	22%	(419)	1877
RD/WT: Right Direction	16%	(151)	24%	(222)	21%	(199)	19%	(179)	19%	(178)	929
RD/WT: Wrong Track	7%	(90)	21%	(265)	26%	(327)	23%	(286)	24%	(303)	1271
Biden Job Approve	15%	(160)	24%	(254)	22%	(233)	20%	(208)	18%	(186)	1041
Biden Job Disapprove	7%	(74)	20%	(213)	27%	(280)	22%	(236)	23%	(246)	1049

Table MCEN4_1: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Linear TV (cable/broadcast)

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	11%	(241)	22%	(486)	24%	(526)	21%	(466)	22%	(481)	2200
Biden Job Strongly Approve	24%	(122)	21%	(108)	18%	(94)	20%	(104)	18%	(91)	519
Biden Job Somewhat Approve	7%	(38)	28%	(146)	27%	(139)	20%	(105)	18%	(95)	522
Biden Job Somewhat Disapprove	6%	(18)	23%	(71)	28%	(86)	24%	(73)	20%	(60)	308
Biden Job Strongly Disapprove	8%	(56)	19%	(143)	26%	(194)	22%	(163)	25%	(185)	741
Favorable of Biden	15%	(158)	24%	(255)	22%	(235)	21%	(226)	18%	(195)	1068
Unfavorable of Biden	7%	(74)	20%	(204)	27%	(278)	22%	(225)	23%	(239)	1020
Very Favorable of Biden	20%	(112)	22%	(120)	18%	(101)	20%	(114)	20%	(110)	557
Somewhat Favorable of Biden	9%	(46)	26%	(134)	26%	(134)	22%	(112)	17%	(85)	511
Somewhat Unfavorable of Biden	8%	(20)	21%	(53)	29%	(73)	21%	(53)	22%	(56)	254
Very Unfavorable of Biden	7%	(55)	20%	(151)	27%	(205)	22%	(171)	24%	(183)	766
#1 Issue: Economy	12%	(90)	23%	(167)	25%	(183)	19%	(141)	20%	(143)	724
#1 Issue: Security	10%	(42)	22%	(96)	26%	(117)	19%	(84)	23%	(102)	442
#1 Issue: Health Care	12%	(33)	27%	(77)	20%	(57)	21%	(60)	19%	(53)	280
#1 Issue: Medicare / Social Security	9%	(25)	19%	(52)	25%	(70)	19%	(54)	28%	(79)	280
#1 Issue: Women's Issues	10%	(15)	17%	(24)	26%	(36)	30%	(42)	17%	(24)	141
#1 Issue: Education	12%	(11)	22%	(21)	26%	(25)	18%	(17)	23%	(22)	96
#1 Issue: Energy	14%	(17)	25%	(30)	20%	(25)	25%	(31)	16%	(20)	123
#1 Issue: Other	6%	(7)	16%	(19)	12%	(14)	32%	(36)	34%	(39)	115
2020 Vote: Joe Biden	14%	(136)	24%	(234)	21%	(205)	22%	(210)	18%	(174)	959
2020 Vote: Donald Trump	11%	(77)	21%	(147)	25%	(179)	21%	(149)	23%	(164)	715
2020 Vote: Other	4%	(3)	17%	(12)	23%	(17)	38%	(27)	18%	(13)	72
2020 Vote: Didn't Vote	5%	(24)	21%	(93)	28%	(125)	18%	(80)	29%	(130)	453
2018 House Vote: Democrat	15%	(110)	25%	(180)	22%	(160)	21%	(150)	16%	(116)	717
2018 House Vote: Republican	12%	(73)	21%	(126)	27%	(161)	20%	(116)	19%	(114)	590
2018 House Vote: Someone else	5%	(3)	23%	(15)	17%	(11)	28%	(18)	27%	(17)	65
2016 Vote: Hillary Clinton	14%	(95)	26%	(169)	23%	(150)	21%	(139)	16%	(107)	659
2016 Vote: Donald Trump	10%	(68)	22%	(146)	26%	(175)	21%	(144)	21%	(141)	674
2016 Vote: Other	10%	(11)	22%	(24)	22%	(24)	28%	(30)	18%	(19)	108
2016 Vote: Didn't Vote	9%	(67)	19%	(147)	23%	(176)	20%	(153)	28%	(214)	757

Continued on next page

Table MCEN4_1: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Linear TV (cable/broadcast)

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	11%	(241)	22%	(486)	24%	(526)	21%	(466)	22%	(481)	2200
Voted in 2014: Yes	13%	(156)	23%	(281)	24%	(287)	21%	(250)	20%	(238)	1212
Voted in 2014: No	9%	(85)	21%	(205)	24%	(239)	22%	(215)	25%	(243)	988
4-Region: Northeast	13%	(51)	20%	(78)	24%	(95)	22%	(85)	22%	(85)	394
4-Region: Midwest	7%	(32)	21%	(98)	29%	(134)	23%	(106)	20%	(92)	462
4-Region: South	9%	(76)	24%	(201)	23%	(186)	19%	(161)	24%	(201)	824
4-Region: West	16%	(82)	21%	(108)	21%	(111)	22%	(115)	20%	(103)	520
Consumers Who Find Ads Creepy	13%	(147)	22%	(255)	24%	(277)	25%	(288)	15%	(176)	1143
Consumers Overloaded on Ads	8%	(81)	21%	(206)	25%	(243)	27%	(257)	19%	(179)	965
Hulu Subscribers	13%	(113)	23%	(207)	25%	(222)	21%	(191)	18%	(162)	895
Paramount+ Subscribers	22%	(70)	24%	(75)	20%	(65)	17%	(53)	17%	(53)	317
Peacock Subscribers	14%	(80)	25%	(145)	27%	(158)	17%	(98)	18%	(105)	587
HBO Max Subscribers	16%	(94)	28%	(162)	24%	(140)	17%	(98)	16%	(91)	584
Discovery+ Subscribers	24%	(83)	24%	(85)	21%	(73)	14%	(50)	18%	(63)	354
AVOD Users	12%	(179)	23%	(343)	26%	(395)	21%	(309)	18%	(277)	1502

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

Table MCEN4_2: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Streaming services

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	21%	(456)	35%	(762)	16%	(355)	10%	(214)	19%	(414)	2200
Gender: Male	26%	(273)	35%	(373)	15%	(161)	9%	(92)	15%	(163)	1062
Gender: Female	16%	(183)	34%	(389)	17%	(193)	11%	(122)	22%	(251)	1138
Age: 18-34	32%	(209)	38%	(249)	12%	(81)	6%	(37)	12%	(79)	655
Age: 35-44	27%	(98)	39%	(140)	13%	(47)	8%	(28)	13%	(46)	358
Age: 45-64	14%	(108)	34%	(253)	19%	(145)	11%	(83)	22%	(162)	751
Age: 65+	9%	(41)	27%	(120)	19%	(83)	15%	(66)	29%	(127)	436
GenZers: 1997-2012	24%	(48)	44%	(91)	11%	(23)	9%	(19)	12%	(24)	205
Millennials: 1981-1996	33%	(228)	38%	(264)	12%	(87)	5%	(34)	12%	(85)	698
GenXers: 1965-1980	19%	(95)	33%	(167)	18%	(90)	11%	(54)	20%	(103)	510
Baby Boomers: 1946-1964	12%	(81)	31%	(216)	20%	(142)	13%	(95)	24%	(167)	701
PID: Dem (no lean)	26%	(218)	34%	(289)	15%	(130)	8%	(66)	17%	(144)	847
PID: Ind (no lean)	17%	(124)	35%	(252)	17%	(120)	10%	(71)	20%	(146)	712
PID: Rep (no lean)	18%	(114)	34%	(221)	16%	(105)	12%	(77)	19%	(125)	641
PID/Gender: Dem Men	35%	(145)	32%	(134)	13%	(55)	7%	(31)	12%	(52)	416
PID/Gender: Dem Women	17%	(73)	36%	(155)	17%	(74)	8%	(36)	21%	(92)	431
PID/Gender: Ind Men	21%	(72)	36%	(123)	16%	(55)	7%	(24)	19%	(66)	340
PID/Gender: Ind Women	14%	(52)	35%	(129)	17%	(65)	13%	(47)	21%	(80)	372
PID/Gender: Rep Men	18%	(56)	38%	(116)	17%	(51)	12%	(37)	15%	(45)	306
PID/Gender: Rep Women	17%	(57)	31%	(105)	16%	(54)	12%	(40)	24%	(79)	335
Ideo: Liberal (1-3)	25%	(160)	39%	(246)	15%	(95)	9%	(55)	12%	(79)	635
Ideo: Moderate (4)	19%	(119)	34%	(215)	17%	(105)	8%	(51)	22%	(139)	628
Ideo: Conservative (5-7)	19%	(139)	33%	(243)	19%	(136)	12%	(85)	18%	(131)	734
Educ: < College	19%	(280)	32%	(489)	17%	(257)	11%	(161)	22%	(326)	1512
Educ: Bachelors degree	26%	(113)	40%	(177)	14%	(61)	8%	(36)	13%	(57)	444
Educ: Post-grad	26%	(63)	39%	(95)	15%	(37)	7%	(17)	13%	(32)	244
Income: Under 50k	17%	(216)	32%	(408)	16%	(203)	11%	(139)	23%	(292)	1258
Income: 50k-100k	23%	(145)	34%	(215)	18%	(111)	10%	(63)	15%	(95)	629
Income: 100k+	30%	(95)	44%	(138)	13%	(41)	4%	(12)	9%	(27)	313
Ethnicity: White	19%	(336)	34%	(594)	17%	(286)	10%	(175)	19%	(332)	1722
Ethnicity: Hispanic	24%	(84)	40%	(141)	15%	(53)	5%	(19)	15%	(53)	349

Table MCEN4_2: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Streaming services

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	21%	(456)	35%	(762)	16%	(355)	10%	(214)	19%	(414)	2200
Ethnicity: Black	30%	(81)	31%	(86)	16%	(45)	8%	(22)	14%	(39)	274
Ethnicity: Other	19%	(39)	40%	(82)	11%	(23)	8%	(17)	21%	(43)	204
All Christian	17%	(164)	37%	(357)	17%	(162)	9%	(90)	19%	(186)	958
All Non-Christian	39%	(60)	34%	(53)	9%	(15)	7%	(10)	10%	(15)	154
Atheist	18%	(19)	43%	(46)	15%	(16)	12%	(12)	13%	(13)	105
Agnostic/Nothing in particular	22%	(130)	28%	(164)	16%	(91)	13%	(73)	21%	(122)	580
Something Else	21%	(84)	35%	(142)	18%	(71)	7%	(29)	19%	(77)	403
Religious Non-Protestant/Catholic	41%	(70)	34%	(59)	9%	(16)	6%	(10)	10%	(17)	172
Evangelical	22%	(129)	33%	(192)	19%	(112)	9%	(51)	17%	(102)	586
Non-Evangelical	14%	(103)	40%	(294)	16%	(118)	9%	(66)	21%	(155)	734
Community: Urban	31%	(195)	33%	(211)	14%	(86)	8%	(52)	14%	(89)	632
Community: Suburban	15%	(150)	39%	(388)	18%	(176)	9%	(90)	19%	(186)	990
Community: Rural	19%	(111)	28%	(162)	16%	(93)	12%	(72)	24%	(140)	578
Employ: Private Sector	27%	(181)	38%	(259)	16%	(111)	6%	(41)	13%	(85)	677
Employ: Government	22%	(20)	44%	(41)	15%	(14)	8%	(8)	11%	(10)	93
Employ: Self-Employed	34%	(68)	33%	(67)	11%	(23)	11%	(23)	10%	(20)	200
Employ: Homemaker	18%	(29)	35%	(57)	18%	(30)	12%	(19)	18%	(29)	164
Employ: Student	22%	(19)	43%	(35)	15%	(12)	7%	(6)	12%	(10)	82
Employ: Retired	11%	(56)	26%	(138)	19%	(97)	16%	(83)	28%	(149)	522
Employ: Unemployed	20%	(63)	36%	(115)	14%	(46)	8%	(25)	23%	(73)	323
Employ: Other	14%	(19)	36%	(51)	16%	(22)	7%	(10)	27%	(38)	139
Military HH: Yes	22%	(72)	28%	(91)	19%	(62)	13%	(43)	17%	(55)	323
Military HH: No	20%	(384)	36%	(670)	16%	(293)	9%	(171)	19%	(359)	1877
RD/WT: Right Direction	24%	(219)	36%	(338)	16%	(150)	6%	(59)	18%	(163)	929
RD/WT: Wrong Track	19%	(237)	33%	(423)	16%	(205)	12%	(155)	20%	(251)	1271
Biden Job Approve	24%	(248)	37%	(383)	15%	(158)	7%	(75)	17%	(178)	1041
Biden Job Disapprove	18%	(184)	33%	(350)	18%	(189)	12%	(129)	19%	(196)	1049

Table MCEN4_2: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Streaming services

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	21%	(456)	35%	(762)	16%	(355)	10%	(214)	19%	(414)	2200
Biden Job Strongly Approve	29%	(150)	30%	(158)	15%	(75)	8%	(40)	18%	(96)	519
Biden Job Somewhat Approve	19%	(98)	43%	(225)	16%	(82)	7%	(35)	16%	(82)	522
Biden Job Somewhat Disapprove	19%	(58)	38%	(118)	20%	(61)	10%	(30)	14%	(42)	308
Biden Job Strongly Disapprove	17%	(126)	31%	(232)	17%	(128)	13%	(100)	21%	(154)	741
Favorable of Biden	24%	(252)	36%	(386)	15%	(160)	8%	(87)	17%	(182)	1068
Unfavorable of Biden	17%	(176)	34%	(346)	19%	(192)	12%	(118)	18%	(188)	1020
Very Favorable of Biden	26%	(147)	30%	(168)	13%	(73)	9%	(52)	21%	(118)	557
Somewhat Favorable of Biden	21%	(105)	43%	(218)	17%	(87)	7%	(35)	13%	(64)	511
Somewhat Unfavorable of Biden	20%	(50)	37%	(93)	21%	(53)	7%	(19)	16%	(40)	254
Very Unfavorable of Biden	16%	(126)	33%	(253)	18%	(139)	13%	(99)	19%	(149)	766
#1 Issue: Economy	26%	(186)	38%	(272)	15%	(110)	7%	(49)	15%	(107)	724
#1 Issue: Security	16%	(72)	32%	(141)	19%	(84)	12%	(53)	21%	(92)	442
#1 Issue: Health Care	22%	(61)	35%	(98)	17%	(47)	10%	(27)	17%	(48)	280
#1 Issue: Medicare / Social Security	12%	(34)	30%	(84)	17%	(47)	13%	(37)	28%	(78)	280
#1 Issue: Women's Issues	26%	(37)	33%	(47)	18%	(26)	9%	(13)	13%	(18)	141
#1 Issue: Education	28%	(27)	40%	(39)	7%	(7)	8%	(7)	17%	(16)	96
#1 Issue: Energy	18%	(22)	37%	(45)	23%	(28)	7%	(9)	15%	(19)	123
#1 Issue: Other	13%	(15)	33%	(37)	6%	(7)	16%	(18)	32%	(37)	115
2020 Vote: Joe Biden	24%	(229)	37%	(353)	15%	(147)	7%	(68)	17%	(162)	959
2020 Vote: Donald Trump	18%	(131)	33%	(237)	17%	(122)	12%	(86)	20%	(140)	715
2020 Vote: Other	17%	(12)	33%	(23)	27%	(20)	10%	(7)	13%	(9)	72
2020 Vote: Didn't Vote	19%	(84)	32%	(147)	15%	(66)	12%	(53)	23%	(103)	453
2018 House Vote: Democrat	22%	(161)	39%	(277)	16%	(116)	7%	(54)	15%	(109)	717
2018 House Vote: Republican	19%	(113)	34%	(199)	18%	(108)	12%	(69)	17%	(101)	590
2018 House Vote: Someone else	18%	(12)	43%	(28)	8%	(5)	10%	(7)	20%	(13)	65
2016 Vote: Hillary Clinton	24%	(156)	37%	(245)	16%	(104)	7%	(49)	16%	(106)	659
2016 Vote: Donald Trump	18%	(121)	33%	(222)	19%	(125)	12%	(82)	18%	(124)	674
2016 Vote: Other	13%	(14)	44%	(47)	20%	(22)	9%	(10)	14%	(15)	108
2016 Vote: Didn't Vote	22%	(165)	33%	(246)	14%	(104)	10%	(73)	22%	(169)	757

Continued on next page

Table MCEN4_2: *To what extent do you think ads on the following are targeted specifically to you and your preferences?*
Streaming services

Demographic	Very targeted		Somewhat targeted		Not too targeted		Not targeted at all		Don't know / No opinion		Total N
Adults	21%	(456)	35%	(762)	16%	(355)	10%	(214)	19%	(414)	2200
Voted in 2014: Yes	21%	(249)	36%	(432)	17%	(203)	10%	(117)	17%	(212)	1212
Voted in 2014: No	21%	(207)	33%	(330)	15%	(152)	10%	(97)	20%	(202)	988
4-Region: Northeast	23%	(91)	32%	(126)	14%	(56)	11%	(43)	20%	(78)	394
4-Region: Midwest	17%	(80)	35%	(164)	20%	(92)	10%	(46)	18%	(81)	462
4-Region: South	18%	(148)	35%	(287)	16%	(128)	10%	(86)	21%	(176)	824
4-Region: West	26%	(138)	36%	(185)	15%	(79)	8%	(40)	15%	(79)	520
Consumers Who Find Ads Creepy	24%	(277)	37%	(428)	16%	(180)	10%	(117)	12%	(141)	1143
Consumers Overloaded on Ads	20%	(193)	38%	(370)	17%	(161)	11%	(111)	13%	(130)	965
Hulu Subscribers	24%	(217)	40%	(360)	18%	(158)	8%	(68)	10%	(92)	895
Paramount+ Subscribers	30%	(95)	38%	(120)	15%	(49)	7%	(22)	10%	(30)	317
Peacock Subscribers	27%	(160)	37%	(217)	17%	(101)	8%	(47)	11%	(63)	587
HBO Max Subscribers	28%	(163)	41%	(241)	16%	(94)	6%	(33)	9%	(54)	584
Discovery+ Subscribers	35%	(123)	34%	(121)	13%	(46)	7%	(25)	11%	(40)	354
AVOD Users	23%	(352)	39%	(584)	17%	(259)	8%	(126)	12%	(180)	1502

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

Table MCEN5_1: *To what extent do you think ads on the following are repetitive?*
Linear TV (cable/broadcast)

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	37%	(822)	32%	(696)	9%	(205)	4%	(82)	18%	(395)	2200
Gender: Male	39%	(419)	31%	(334)	12%	(124)	4%	(37)	14%	(148)	1062
Gender: Female	35%	(403)	32%	(362)	7%	(81)	4%	(45)	22%	(247)	1138
Age: 18-34	39%	(254)	30%	(198)	11%	(71)	5%	(32)	15%	(101)	655
Age: 35-44	34%	(121)	31%	(111)	13%	(46)	4%	(15)	18%	(65)	358
Age: 45-64	34%	(256)	35%	(260)	9%	(68)	4%	(31)	18%	(136)	751
Age: 65+	44%	(191)	29%	(128)	5%	(20)	1%	(4)	21%	(94)	436
GenZers: 1997-2012	40%	(81)	25%	(51)	9%	(19)	7%	(15)	19%	(39)	205
Millennials: 1981-1996	37%	(256)	32%	(225)	12%	(84)	4%	(29)	15%	(104)	698
GenXers: 1965-1980	34%	(171)	33%	(167)	11%	(56)	5%	(28)	17%	(88)	510
Baby Boomers: 1946-1964	40%	(280)	32%	(226)	6%	(40)	2%	(11)	21%	(144)	701
PID: Dem (no lean)	35%	(294)	32%	(271)	13%	(107)	5%	(42)	16%	(134)	847
PID: Ind (no lean)	39%	(280)	31%	(219)	6%	(46)	3%	(22)	20%	(144)	712
PID: Rep (no lean)	39%	(247)	32%	(207)	8%	(52)	3%	(18)	18%	(117)	641
PID/Gender: Dem Men	38%	(156)	32%	(134)	14%	(57)	4%	(18)	12%	(50)	416
PID/Gender: Dem Women	32%	(137)	32%	(137)	12%	(50)	5%	(23)	19%	(84)	431
PID/Gender: Ind Men	41%	(139)	30%	(103)	9%	(31)	4%	(13)	16%	(54)	340
PID/Gender: Ind Women	38%	(141)	31%	(116)	4%	(15)	3%	(9)	24%	(90)	372
PID/Gender: Rep Men	40%	(123)	32%	(98)	12%	(35)	2%	(6)	14%	(44)	306
PID/Gender: Rep Women	37%	(124)	33%	(109)	5%	(16)	4%	(12)	22%	(73)	335
Ideo: Liberal (1-3)	43%	(271)	32%	(205)	10%	(64)	5%	(29)	11%	(67)	635
Ideo: Moderate (4)	34%	(212)	35%	(219)	10%	(65)	3%	(19)	18%	(112)	628
Ideo: Conservative (5-7)	39%	(284)	32%	(233)	9%	(63)	4%	(26)	17%	(128)	734
Educ: < College	35%	(532)	29%	(444)	9%	(140)	5%	(68)	22%	(328)	1512
Educ: Bachelors degree	39%	(172)	38%	(166)	10%	(44)	3%	(14)	11%	(47)	444
Educ: Post-grad	48%	(117)	35%	(86)	8%	(20)	—	(0)	8%	(20)	244
Income: Under 50k	34%	(431)	30%	(372)	9%	(109)	5%	(68)	22%	(278)	1258
Income: 50k-100k	42%	(263)	32%	(203)	10%	(65)	1%	(7)	14%	(90)	629
Income: 100k+	41%	(128)	39%	(121)	10%	(31)	2%	(6)	9%	(27)	313
Ethnicity: White	40%	(685)	32%	(548)	8%	(136)	3%	(48)	18%	(306)	1722
Ethnicity: Hispanic	40%	(140)	26%	(92)	15%	(52)	5%	(18)	14%	(47)	349

Table MCEN5_1: *To what extent do you think ads on the following are repetitive?*

Linear TV (cable/broadcast)

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	37%	(822)	32%	(696)	9%	(205)	4%	(82)	18%	(395)	2200
Ethnicity: Black	30%	(81)	29%	(79)	13%	(36)	11%	(29)	18%	(49)	274
Ethnicity: Other	27%	(56)	34%	(70)	16%	(33)	3%	(5)	19%	(40)	204
All Christian	37%	(357)	34%	(327)	9%	(91)	3%	(26)	16%	(156)	958
All Non-Christian	48%	(73)	32%	(49)	9%	(13)	1%	(2)	11%	(17)	154
Atheist	43%	(45)	39%	(41)	6%	(6)	4%	(4)	8%	(8)	105
Agnostic/Nothing in particular	35%	(204)	28%	(163)	8%	(46)	7%	(39)	22%	(130)	580
Something Else	35%	(142)	29%	(116)	12%	(48)	3%	(12)	21%	(84)	403
Religious Non-Protestant/Catholic	47%	(81)	31%	(53)	8%	(14)	2%	(4)	12%	(21)	172
Evangelical	36%	(214)	30%	(177)	11%	(64)	3%	(18)	19%	(114)	586
Non-Evangelical	37%	(272)	35%	(257)	10%	(70)	2%	(18)	16%	(117)	734
Community: Urban	38%	(240)	30%	(191)	9%	(58)	6%	(35)	17%	(108)	632
Community: Suburban	37%	(362)	35%	(345)	10%	(98)	3%	(27)	16%	(158)	990
Community: Rural	38%	(220)	28%	(160)	8%	(49)	3%	(20)	22%	(129)	578
Employ: Private Sector	34%	(229)	37%	(251)	12%	(84)	3%	(20)	14%	(94)	677
Employ: Government	40%	(38)	29%	(27)	13%	(13)	2%	(2)	16%	(14)	93
Employ: Self-Employed	42%	(84)	33%	(65)	9%	(18)	6%	(12)	10%	(20)	200
Employ: Homemaker	34%	(56)	36%	(58)	8%	(14)	4%	(6)	18%	(30)	164
Employ: Student	44%	(36)	29%	(24)	5%	(4)	7%	(6)	15%	(12)	82
Employ: Retired	43%	(227)	29%	(152)	6%	(30)	1%	(5)	21%	(108)	522
Employ: Unemployed	31%	(100)	26%	(83)	10%	(32)	8%	(27)	25%	(80)	323
Employ: Other	38%	(52)	26%	(36)	7%	(10)	3%	(5)	26%	(36)	139
Military HH: Yes	47%	(151)	31%	(98)	5%	(16)	2%	(6)	16%	(52)	323
Military HH: No	36%	(671)	32%	(598)	10%	(189)	4%	(77)	18%	(343)	1877
RD/WT: Right Direction	35%	(322)	33%	(309)	11%	(103)	5%	(46)	16%	(149)	929
RD/WT: Wrong Track	39%	(500)	30%	(387)	8%	(102)	3%	(36)	19%	(246)	1271
Biden Job Approve	38%	(394)	33%	(343)	10%	(108)	5%	(48)	14%	(148)	1041
Biden Job Disapprove	38%	(396)	32%	(331)	9%	(92)	3%	(33)	19%	(198)	1049

Table MCEN5_1: *To what extent do you think ads on the following are repetitive?*

Linear TV (cable/broadcast)

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	37%	(822)	32%	(696)	9%	(205)	4%	(82)	18%	(395)	2200
Biden Job Strongly Approve	42%	(220)	28%	(143)	9%	(47)	6%	(34)	14%	(75)	519
Biden Job Somewhat Approve	33%	(174)	38%	(200)	12%	(61)	3%	(14)	14%	(73)	522
Biden Job Somewhat Disapprove	32%	(98)	36%	(111)	10%	(32)	6%	(18)	16%	(49)	308
Biden Job Strongly Disapprove	40%	(298)	30%	(220)	8%	(59)	2%	(15)	20%	(149)	741
Favorable of Biden	37%	(392)	33%	(353)	11%	(113)	5%	(51)	15%	(158)	1068
Unfavorable of Biden	39%	(393)	31%	(318)	9%	(88)	3%	(28)	19%	(193)	1020
Very Favorable of Biden	38%	(211)	29%	(159)	9%	(52)	7%	(39)	17%	(97)	557
Somewhat Favorable of Biden	35%	(181)	38%	(195)	12%	(62)	2%	(12)	12%	(62)	511
Somewhat Unfavorable of Biden	34%	(87)	35%	(89)	8%	(21)	5%	(13)	17%	(43)	254
Very Unfavorable of Biden	40%	(306)	30%	(228)	9%	(67)	2%	(15)	20%	(149)	766
#1 Issue: Economy	35%	(256)	34%	(246)	10%	(75)	4%	(27)	17%	(120)	724
#1 Issue: Security	40%	(177)	30%	(132)	10%	(46)	2%	(10)	17%	(76)	442
#1 Issue: Health Care	32%	(90)	35%	(97)	10%	(28)	6%	(17)	17%	(48)	280
#1 Issue: Medicare / Social Security	36%	(100)	30%	(83)	6%	(17)	3%	(9)	25%	(71)	280
#1 Issue: Women's Issues	45%	(63)	32%	(45)	3%	(4)	5%	(8)	15%	(21)	141
#1 Issue: Education	40%	(39)	27%	(25)	13%	(12)	5%	(5)	15%	(14)	96
#1 Issue: Energy	40%	(49)	31%	(38)	14%	(17)	4%	(5)	12%	(15)	123
#1 Issue: Other	42%	(48)	26%	(30)	5%	(6)	1%	(2)	26%	(30)	115
2020 Vote: Joe Biden	38%	(363)	33%	(317)	10%	(95)	4%	(39)	15%	(145)	959
2020 Vote: Donald Trump	40%	(283)	32%	(228)	8%	(58)	3%	(21)	18%	(125)	715
2020 Vote: Other	35%	(25)	37%	(26)	10%	(7)	5%	(3)	13%	(9)	72
2020 Vote: Didn't Vote	33%	(150)	27%	(124)	10%	(45)	4%	(19)	25%	(115)	453
2018 House Vote: Democrat	38%	(276)	33%	(237)	10%	(75)	4%	(32)	14%	(97)	717
2018 House Vote: Republican	42%	(247)	33%	(197)	8%	(45)	3%	(17)	14%	(83)	590
2018 House Vote: Someone else	37%	(24)	36%	(24)	8%	(5)	2%	(1)	16%	(11)	65
2016 Vote: Hillary Clinton	36%	(238)	34%	(222)	12%	(78)	4%	(28)	14%	(92)	659
2016 Vote: Donald Trump	39%	(263)	35%	(235)	8%	(57)	3%	(17)	15%	(102)	674
2016 Vote: Other	48%	(52)	32%	(34)	5%	(5)	4%	(4)	11%	(12)	108
2016 Vote: Didn't Vote	35%	(266)	27%	(204)	9%	(64)	4%	(33)	25%	(189)	757

Table MCEN5_1: *To what extent do you think ads on the following are repetitive?*

Linear TV (cable/broadcast)

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	37%	(822)	32%	(696)	9%	(205)	4%	(82)	18%	(395)	2200
Voted in 2014: Yes	40%	(483)	33%	(395)	9%	(114)	3%	(42)	15%	(178)	1212
Voted in 2014: No	34%	(339)	30%	(301)	9%	(90)	4%	(40)	22%	(217)	988
4-Region: Northeast	35%	(139)	35%	(139)	8%	(33)	3%	(11)	18%	(72)	394
4-Region: Midwest	36%	(166)	34%	(157)	8%	(35)	5%	(22)	18%	(83)	462
4-Region: South	36%	(298)	31%	(256)	9%	(77)	5%	(41)	18%	(152)	824
4-Region: West	42%	(218)	28%	(145)	12%	(60)	2%	(9)	17%	(88)	520
Consumers Who Find Ads Creepy	47%	(534)	32%	(363)	8%	(89)	2%	(27)	11%	(129)	1143
Consumers Overloaded on Ads	45%	(433)	32%	(307)	7%	(72)	3%	(32)	13%	(122)	965
Hulu Subscribers	37%	(328)	32%	(288)	12%	(104)	4%	(39)	15%	(136)	895
Paramount+ Subscribers	42%	(133)	32%	(103)	9%	(29)	6%	(17)	11%	(34)	317
Peacock Subscribers	36%	(211)	30%	(176)	14%	(79)	5%	(30)	16%	(91)	587
HBO Max Subscribers	39%	(227)	35%	(206)	10%	(58)	3%	(20)	13%	(73)	584
Discovery+ Subscribers	40%	(141)	32%	(115)	10%	(36)	5%	(17)	13%	(46)	354
AVOD Users	38%	(564)	33%	(493)	11%	(160)	4%	(66)	15%	(219)	1502

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

Table MCEN5_2: *To what extent do you think ads on the following are repetitive?*
Streaming services

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	35%	(764)	34%	(738)	10%	(225)	3%	(75)	18%	(398)	2200
Gender: Male	37%	(392)	35%	(373)	10%	(105)	3%	(33)	15%	(159)	1062
Gender: Female	33%	(372)	32%	(365)	11%	(120)	4%	(42)	21%	(238)	1138
Age: 18-34	43%	(281)	31%	(203)	11%	(72)	4%	(23)	11%	(75)	655
Age: 35-44	33%	(117)	35%	(126)	15%	(53)	5%	(16)	13%	(46)	358
Age: 45-64	34%	(252)	35%	(264)	8%	(63)	3%	(23)	20%	(149)	751
Age: 65+	26%	(114)	33%	(145)	9%	(38)	3%	(12)	29%	(127)	436
GenZers: 1997-2012	41%	(84)	30%	(62)	15%	(31)	3%	(5)	11%	(22)	205
Millennials: 1981-1996	40%	(278)	33%	(231)	11%	(76)	4%	(28)	12%	(85)	698
GenXers: 1965-1980	36%	(183)	35%	(176)	9%	(46)	5%	(27)	15%	(77)	510
Baby Boomers: 1946-1964	29%	(204)	35%	(242)	9%	(66)	2%	(11)	25%	(178)	701
PID: Dem (no lean)	35%	(294)	34%	(292)	11%	(97)	3%	(28)	16%	(136)	847
PID: Ind (no lean)	36%	(254)	33%	(233)	8%	(60)	4%	(27)	19%	(138)	712
PID: Rep (no lean)	34%	(216)	33%	(213)	11%	(68)	3%	(21)	19%	(124)	641
PID/Gender: Dem Men	39%	(162)	34%	(143)	10%	(43)	3%	(13)	13%	(56)	416
PID/Gender: Dem Women	31%	(132)	35%	(149)	12%	(54)	4%	(15)	19%	(80)	431
PID/Gender: Ind Men	40%	(135)	36%	(121)	6%	(20)	3%	(10)	16%	(53)	340
PID/Gender: Ind Women	32%	(119)	30%	(112)	11%	(40)	4%	(16)	23%	(85)	372
PID/Gender: Rep Men	31%	(95)	36%	(109)	14%	(42)	3%	(10)	17%	(51)	306
PID/Gender: Rep Women	36%	(121)	31%	(104)	8%	(26)	3%	(11)	22%	(73)	335
Ideo: Liberal (1-3)	39%	(246)	35%	(220)	12%	(79)	3%	(17)	12%	(74)	635
Ideo: Moderate (4)	30%	(191)	39%	(242)	10%	(60)	3%	(20)	18%	(115)	628
Ideo: Conservative (5-7)	35%	(257)	32%	(238)	9%	(69)	4%	(28)	19%	(142)	734
Educ: < College	32%	(488)	33%	(499)	10%	(153)	4%	(59)	21%	(312)	1512
Educ: Bachelors degree	38%	(168)	37%	(165)	10%	(44)	3%	(13)	12%	(54)	444
Educ: Post-grad	44%	(108)	30%	(74)	12%	(28)	1%	(3)	13%	(32)	244
Income: Under 50k	31%	(393)	33%	(416)	10%	(123)	5%	(57)	21%	(270)	1258
Income: 50k-100k	39%	(243)	33%	(210)	11%	(66)	2%	(13)	15%	(96)	629
Income: 100k+	41%	(128)	36%	(112)	12%	(36)	2%	(5)	10%	(32)	313
Ethnicity: White	35%	(597)	34%	(580)	10%	(172)	3%	(54)	18%	(319)	1722
Ethnicity: Hispanic	33%	(117)	34%	(117)	15%	(51)	6%	(20)	13%	(44)	349

Continued on next page

Table MCEN5_2: *To what extent do you think ads on the following are repetitive?*
Streaming services

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	35%	(764)	34%	(738)	10%	(225)	3%	(75)	18%	(398)	2200
Ethnicity: Black	37%	(101)	29%	(79)	12%	(34)	5%	(15)	17%	(46)	274
Ethnicity: Other	33%	(66)	38%	(78)	10%	(20)	3%	(7)	16%	(33)	204
All Christian	32%	(309)	35%	(333)	11%	(106)	3%	(30)	19%	(182)	958
All Non-Christian	43%	(66)	32%	(49)	10%	(15)	4%	(6)	11%	(17)	154
Atheist	47%	(49)	29%	(31)	13%	(13)	2%	(2)	10%	(10)	105
Agnostic/Nothing in particular	37%	(212)	32%	(188)	7%	(41)	4%	(24)	20%	(116)	580
Something Else	32%	(128)	34%	(138)	12%	(50)	3%	(14)	18%	(73)	403
Religious Non-Protestant/Catholic	44%	(76)	31%	(53)	9%	(16)	4%	(6)	12%	(21)	172
Evangelical	34%	(200)	32%	(189)	12%	(68)	4%	(23)	18%	(107)	586
Non-Evangelical	30%	(219)	37%	(275)	11%	(82)	3%	(20)	19%	(138)	734
Community: Urban	39%	(248)	29%	(186)	13%	(82)	4%	(23)	15%	(94)	632
Community: Suburban	34%	(334)	35%	(348)	11%	(111)	3%	(34)	16%	(163)	990
Community: Rural	32%	(182)	35%	(204)	6%	(33)	3%	(18)	24%	(141)	578
Employ: Private Sector	37%	(253)	36%	(246)	10%	(70)	3%	(23)	13%	(85)	677
Employ: Government	35%	(33)	39%	(36)	11%	(10)	1%	(1)	14%	(13)	93
Employ: Self-Employed	43%	(86)	31%	(63)	9%	(18)	6%	(11)	11%	(22)	200
Employ: Homemaker	36%	(59)	37%	(60)	7%	(11)	4%	(7)	16%	(26)	164
Employ: Student	42%	(34)	24%	(19)	24%	(20)	2%	(1)	8%	(7)	82
Employ: Retired	27%	(141)	33%	(173)	9%	(49)	2%	(12)	28%	(148)	522
Employ: Unemployed	33%	(107)	30%	(96)	12%	(38)	5%	(15)	21%	(67)	323
Employ: Other	37%	(52)	32%	(44)	5%	(8)	4%	(5)	22%	(30)	139
Military HH: Yes	37%	(118)	34%	(110)	9%	(27)	2%	(8)	18%	(60)	323
Military HH: No	34%	(646)	33%	(628)	11%	(198)	4%	(68)	18%	(338)	1877
RD/WT: Right Direction	33%	(311)	35%	(330)	11%	(105)	4%	(33)	16%	(151)	929
RD/WT: Wrong Track	36%	(453)	32%	(408)	9%	(120)	3%	(42)	19%	(247)	1271
Biden Job Approve	35%	(366)	34%	(358)	12%	(122)	4%	(37)	15%	(159)	1041
Biden Job Disapprove	35%	(366)	34%	(356)	9%	(98)	3%	(35)	18%	(194)	1049

Table MCEN5_2: *To what extent do you think ads on the following are repetitive?*
Streaming services

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	35%	(764)	34%	(738)	10%	(225)	3%	(75)	18%	(398)	2200
Biden Job Strongly Approve	37%	(194)	30%	(155)	11%	(57)	5%	(27)	17%	(86)	519
Biden Job Somewhat Approve	33%	(171)	39%	(203)	12%	(65)	2%	(10)	14%	(73)	522
Biden Job Somewhat Disapprove	35%	(108)	37%	(115)	10%	(32)	5%	(14)	13%	(40)	308
Biden Job Strongly Disapprove	35%	(259)	33%	(242)	9%	(66)	3%	(21)	21%	(154)	741
Favorable of Biden	36%	(381)	34%	(363)	11%	(118)	3%	(37)	16%	(168)	1068
Unfavorable of Biden	34%	(348)	35%	(356)	9%	(96)	3%	(33)	18%	(187)	1020
Very Favorable of Biden	34%	(192)	29%	(164)	11%	(61)	5%	(31)	20%	(110)	557
Somewhat Favorable of Biden	37%	(189)	39%	(200)	11%	(57)	1%	(7)	11%	(58)	511
Somewhat Unfavorable of Biden	31%	(79)	40%	(102)	11%	(28)	3%	(8)	14%	(36)	254
Very Unfavorable of Biden	35%	(269)	33%	(254)	9%	(67)	3%	(25)	20%	(150)	766
#1 Issue: Economy	35%	(251)	37%	(271)	10%	(75)	3%	(24)	14%	(103)	724
#1 Issue: Security	33%	(146)	30%	(132)	13%	(56)	3%	(13)	21%	(94)	442
#1 Issue: Health Care	39%	(109)	34%	(96)	6%	(16)	3%	(10)	18%	(49)	280
#1 Issue: Medicare / Social Security	25%	(71)	35%	(99)	9%	(25)	6%	(15)	25%	(70)	280
#1 Issue: Women's Issues	43%	(61)	27%	(38)	13%	(18)	5%	(7)	13%	(18)	141
#1 Issue: Education	43%	(41)	20%	(19)	18%	(17)	2%	(2)	16%	(16)	96
#1 Issue: Energy	33%	(41)	41%	(50)	11%	(13)	2%	(3)	13%	(16)	123
#1 Issue: Other	38%	(44)	29%	(33)	4%	(5)	1%	(2)	28%	(32)	115
2020 Vote: Joe Biden	35%	(339)	34%	(329)	12%	(112)	2%	(23)	16%	(155)	959
2020 Vote: Donald Trump	33%	(240)	35%	(251)	8%	(60)	4%	(26)	19%	(139)	715
2020 Vote: Other	45%	(32)	34%	(24)	3%	(2)	6%	(4)	12%	(9)	72
2020 Vote: Didn't Vote	34%	(153)	29%	(132)	11%	(50)	5%	(23)	21%	(95)	453
2018 House Vote: Democrat	36%	(259)	35%	(249)	11%	(82)	3%	(19)	15%	(109)	717
2018 House Vote: Republican	34%	(203)	37%	(219)	8%	(47)	2%	(13)	18%	(109)	590
2018 House Vote: Someone else	33%	(21)	45%	(29)	2%	(2)	2%	(1)	18%	(12)	65
2016 Vote: Hillary Clinton	35%	(228)	35%	(230)	11%	(71)	3%	(18)	17%	(112)	659
2016 Vote: Donald Trump	32%	(217)	37%	(247)	9%	(62)	3%	(22)	19%	(126)	674
2016 Vote: Other	47%	(50)	31%	(33)	11%	(11)	3%	(3)	9%	(10)	108
2016 Vote: Didn't Vote	35%	(268)	30%	(226)	11%	(81)	4%	(32)	20%	(150)	757

Table MCEN5_2: *To what extent do you think ads on the following are repetitive?*
Streaming services

Demographic	Very repetitive		Somewhat repetitive		Not too repetitive		Not repetitive at all		Don't know / No opinion		Total N
Adults	35%	(764)	34%	(738)	10%	(225)	3%	(75)	18%	(398)	2200
Voted in 2014: Yes	33%	(406)	36%	(432)	10%	(123)	2%	(29)	18%	(223)	1212
Voted in 2014: No	36%	(358)	31%	(306)	10%	(103)	5%	(46)	18%	(175)	988
4-Region: Northeast	34%	(133)	35%	(140)	9%	(35)	3%	(12)	19%	(74)	394
4-Region: Midwest	31%	(144)	36%	(168)	10%	(47)	3%	(12)	20%	(91)	462
4-Region: South	35%	(289)	33%	(268)	10%	(82)	4%	(37)	18%	(148)	824
4-Region: West	38%	(198)	31%	(162)	12%	(61)	3%	(15)	16%	(85)	520
Consumers Who Find Ads Creepy	45%	(511)	33%	(377)	8%	(95)	2%	(28)	12%	(132)	1143
Consumers Overloaded on Ads	43%	(419)	33%	(319)	10%	(95)	3%	(27)	11%	(105)	965
Hulu Subscribers	39%	(348)	35%	(313)	13%	(112)	4%	(35)	10%	(88)	895
Paramount+ Subscribers	45%	(141)	32%	(102)	11%	(36)	3%	(11)	8%	(27)	317
Peacock Subscribers	42%	(247)	34%	(201)	11%	(63)	3%	(18)	10%	(57)	587
HBO Max Subscribers	40%	(233)	36%	(212)	12%	(71)	3%	(19)	9%	(50)	584
Discovery+ Subscribers	38%	(133)	33%	(116)	17%	(59)	4%	(15)	9%	(31)	354
AVOD Users	39%	(587)	37%	(549)	11%	(172)	4%	(55)	9%	(139)	1502

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

Table MCEN6_1: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(249)	26%	(565)	24%	(535)	39%	(850)	2200
Gender: Male	12%	(127)	26%	(281)	24%	(259)	37%	(395)	1062
Gender: Female	11%	(122)	25%	(284)	24%	(277)	40%	(456)	1138
Age: 18-34	21%	(138)	35%	(228)	28%	(184)	16%	(105)	655
Age: 35-44	17%	(60)	38%	(136)	25%	(91)	20%	(70)	358
Age: 45-64	6%	(43)	22%	(168)	25%	(185)	47%	(355)	751
Age: 65+	2%	(8)	8%	(34)	17%	(75)	73%	(320)	436
GenZers: 1997-2012	20%	(42)	40%	(82)	24%	(50)	15%	(31)	205
Millennials: 1981-1996	20%	(139)	35%	(246)	28%	(197)	17%	(116)	698
GenXers: 1965-1980	10%	(51)	27%	(138)	26%	(131)	37%	(190)	510
Baby Boomers: 1946-1964	2%	(18)	13%	(95)	21%	(144)	63%	(445)	701
PID: Dem (no lean)	14%	(122)	30%	(252)	23%	(197)	33%	(275)	847
PID: Ind (no lean)	12%	(85)	24%	(172)	27%	(190)	37%	(265)	712
PID: Rep (no lean)	7%	(43)	22%	(141)	23%	(148)	48%	(310)	641
PID/Gender: Dem Men	16%	(68)	32%	(133)	22%	(93)	29%	(122)	416
PID/Gender: Dem Women	13%	(54)	28%	(120)	24%	(104)	36%	(153)	431
PID/Gender: Ind Men	11%	(39)	23%	(79)	27%	(90)	39%	(132)	340
PID/Gender: Ind Women	12%	(46)	25%	(93)	27%	(99)	36%	(134)	372
PID/Gender: Rep Men	7%	(21)	23%	(70)	24%	(75)	46%	(141)	306
PID/Gender: Rep Women	7%	(22)	21%	(71)	22%	(73)	50%	(169)	335
Ideo: Liberal (1-3)	14%	(90)	31%	(194)	24%	(152)	31%	(199)	635
Ideo: Moderate (4)	12%	(72)	26%	(165)	23%	(144)	39%	(248)	628
Ideo: Conservative (5-7)	9%	(69)	20%	(144)	23%	(171)	48%	(350)	734
Educ: < College	10%	(155)	25%	(371)	25%	(374)	40%	(612)	1512
Educ: Bachelors degree	14%	(64)	29%	(130)	23%	(102)	33%	(148)	444
Educ: Post-grad	13%	(31)	26%	(64)	24%	(59)	37%	(90)	244
Income: Under 50k	10%	(126)	25%	(313)	26%	(322)	39%	(496)	1258
Income: 50k-100k	11%	(70)	26%	(163)	21%	(132)	42%	(265)	629
Income: 100k+	17%	(53)	28%	(89)	26%	(81)	29%	(90)	313
Ethnicity: White	11%	(182)	24%	(412)	24%	(409)	42%	(719)	1722
Ethnicity: Hispanic	16%	(57)	31%	(108)	28%	(96)	25%	(88)	349
Ethnicity: Black	15%	(42)	36%	(97)	24%	(66)	25%	(69)	274

Continued on next page

Table MCEN6_1: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(249)	26%	(565)	24%	(535)	39%	(850)	2200
Ethnicity: Other	13%	(26)	27%	(55)	30%	(61)	31%	(62)	204
All Christian	8%	(78)	26%	(246)	24%	(234)	42%	(401)	958
All Non-Christian	24%	(37)	33%	(51)	15%	(23)	28%	(43)	154
Atheist	14%	(14)	32%	(33)	28%	(29)	27%	(28)	105
Agnostic/Nothing in particular	12%	(72)	24%	(141)	24%	(138)	40%	(230)	580
Something Else	12%	(48)	23%	(94)	28%	(112)	37%	(148)	403
Religious Non-Protestant/Catholic	22%	(38)	35%	(60)	16%	(27)	27%	(47)	172
Evangelical	12%	(72)	26%	(155)	23%	(135)	38%	(225)	586
Non-Evangelical	6%	(48)	23%	(172)	27%	(198)	43%	(316)	734
Community: Urban	18%	(116)	30%	(187)	26%	(167)	26%	(163)	632
Community: Suburban	8%	(79)	25%	(250)	24%	(240)	42%	(420)	990
Community: Rural	9%	(54)	22%	(128)	22%	(128)	46%	(267)	578
Employ: Private Sector	14%	(97)	31%	(208)	28%	(187)	27%	(186)	677
Employ: Government	16%	(15)	38%	(35)	22%	(21)	23%	(22)	93
Employ: Self-Employed	18%	(36)	28%	(56)	30%	(60)	24%	(48)	200
Employ: Homemaker	13%	(22)	26%	(43)	24%	(39)	37%	(61)	164
Employ: Student	25%	(21)	38%	(31)	18%	(15)	18%	(15)	82
Employ: Retired	4%	(19)	11%	(56)	18%	(93)	68%	(355)	522
Employ: Unemployed	10%	(33)	27%	(86)	29%	(93)	34%	(111)	323
Employ: Other	5%	(8)	36%	(49)	21%	(29)	38%	(53)	139
Military HH: Yes	12%	(39)	25%	(81)	17%	(55)	46%	(147)	323
Military HH: No	11%	(210)	26%	(484)	26%	(480)	37%	(703)	1877
RD/WT: Right Direction	15%	(135)	29%	(266)	23%	(217)	34%	(311)	929
RD/WT: Wrong Track	9%	(114)	24%	(299)	25%	(318)	42%	(539)	1271
Biden Job Approve	15%	(153)	29%	(306)	24%	(245)	32%	(336)	1041
Biden Job Disapprove	8%	(89)	22%	(227)	24%	(255)	46%	(478)	1049
Biden Job Strongly Approve	18%	(96)	28%	(144)	20%	(102)	34%	(176)	519
Biden Job Somewhat Approve	11%	(57)	31%	(162)	27%	(143)	31%	(160)	522
Biden Job Somewhat Disapprove	11%	(35)	27%	(83)	29%	(90)	32%	(100)	308
Biden Job Strongly Disapprove	7%	(53)	19%	(143)	22%	(166)	51%	(378)	741

Table MCEN6_1: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(249)	26%	(565)	24%	(535)	39%	(850)	2200
Favorable of Biden	14%	(151)	29%	(315)	24%	(254)	33%	(348)	1068
Unfavorable of Biden	9%	(93)	23%	(231)	23%	(236)	45%	(460)	1020
Very Favorable of Biden	17%	(96)	28%	(154)	20%	(111)	35%	(197)	557
Somewhat Favorable of Biden	11%	(55)	32%	(161)	28%	(143)	30%	(152)	511
Somewhat Unfavorable of Biden	13%	(34)	28%	(72)	25%	(64)	33%	(84)	254
Very Unfavorable of Biden	8%	(59)	21%	(159)	22%	(172)	49%	(376)	766
#1 Issue: Economy	15%	(105)	28%	(205)	27%	(196)	30%	(218)	724
#1 Issue: Security	6%	(25)	18%	(78)	24%	(108)	52%	(230)	442
#1 Issue: Health Care	10%	(29)	33%	(91)	23%	(64)	34%	(96)	280
#1 Issue: Medicare / Social Security	4%	(11)	18%	(51)	20%	(55)	58%	(163)	280
#1 Issue: Women's Issues	19%	(27)	29%	(41)	26%	(37)	26%	(36)	141
#1 Issue: Education	24%	(23)	35%	(33)	27%	(26)	14%	(14)	96
#1 Issue: Energy	18%	(22)	31%	(38)	24%	(29)	28%	(34)	123
#1 Issue: Other	6%	(7)	24%	(27)	18%	(21)	52%	(60)	115
2020 Vote: Joe Biden	15%	(139)	28%	(271)	22%	(214)	35%	(335)	959
2020 Vote: Donald Trump	8%	(54)	22%	(155)	21%	(153)	49%	(353)	715
2020 Vote: Other	10%	(7)	23%	(17)	27%	(19)	40%	(29)	72
2020 Vote: Didn't Vote	11%	(49)	27%	(123)	33%	(148)	29%	(133)	453
2018 House Vote: Democrat	13%	(94)	29%	(208)	22%	(160)	36%	(255)	717
2018 House Vote: Republican	6%	(33)	21%	(124)	23%	(137)	50%	(296)	590
2018 House Vote: Someone else	5%	(3)	32%	(21)	21%	(14)	41%	(27)	65
2016 Vote: Hillary Clinton	12%	(79)	29%	(194)	21%	(142)	37%	(245)	659
2016 Vote: Donald Trump	6%	(41)	22%	(145)	24%	(162)	48%	(326)	674
2016 Vote: Other	6%	(7)	22%	(23)	24%	(26)	48%	(52)	108
2016 Vote: Didn't Vote	16%	(123)	27%	(202)	27%	(205)	30%	(227)	757
Voted in 2014: Yes	9%	(107)	24%	(290)	23%	(279)	44%	(536)	1212
Voted in 2014: No	14%	(142)	28%	(275)	26%	(256)	32%	(314)	988
4-Region: Northeast	15%	(57)	26%	(101)	22%	(88)	38%	(148)	394
4-Region: Midwest	9%	(40)	27%	(126)	24%	(112)	40%	(185)	462
4-Region: South	11%	(94)	25%	(204)	26%	(215)	38%	(311)	824
4-Region: West	11%	(58)	26%	(134)	23%	(120)	40%	(207)	520

Table MCEN6_1: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(249)	26%	(565)	24%	(535)	39%	(850)	2200
Consumers Who Find Ads Creepy	13%	(151)	29%	(330)	22%	(252)	36%	(410)	1143
Consumers Overloaded on Ads	11%	(108)	28%	(266)	25%	(238)	37%	(354)	965
Hulu Subscribers	16%	(145)	32%	(285)	27%	(242)	25%	(223)	895
Paramount+ Subscribers	25%	(79)	31%	(99)	19%	(59)	25%	(80)	317
Peacock Subscribers	16%	(96)	31%	(181)	22%	(128)	31%	(183)	587
HBO Max Subscribers	18%	(103)	31%	(180)	25%	(146)	27%	(155)	584
Discovery+ Subscribers	23%	(81)	33%	(118)	19%	(68)	25%	(88)	354
AVOD Users	13%	(200)	28%	(424)	27%	(404)	32%	(474)	1502

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

Table MCEN6_2: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(251)	25%	(540)	25%	(548)	39%	(861)	2200
Gender: Male	13%	(137)	26%	(273)	26%	(271)	36%	(381)	1062
Gender: Female	10%	(114)	23%	(267)	24%	(277)	42%	(480)	1138
Age: 18-34	18%	(121)	34%	(221)	27%	(179)	20%	(134)	655
Age: 35-44	19%	(67)	32%	(116)	26%	(92)	23%	(82)	358
Age: 45-64	7%	(53)	20%	(152)	26%	(193)	47%	(352)	751
Age: 65+	2%	(10)	12%	(50)	19%	(83)	67%	(293)	436
GenZers: 1997-2012	18%	(38)	33%	(68)	29%	(59)	19%	(40)	205
Millennials: 1981-1996	20%	(140)	34%	(235)	26%	(179)	21%	(144)	698
GenXers: 1965-1980	10%	(49)	25%	(127)	28%	(144)	37%	(189)	510
Baby Boomers: 1946-1964	4%	(25)	15%	(105)	21%	(148)	60%	(423)	701
PID: Dem (no lean)	16%	(139)	26%	(219)	23%	(197)	35%	(293)	847
PID: Ind (no lean)	9%	(64)	25%	(180)	28%	(196)	38%	(271)	712
PID: Rep (no lean)	8%	(49)	22%	(141)	24%	(155)	46%	(297)	641
PID/Gender: Dem Men	20%	(85)	27%	(114)	25%	(103)	28%	(115)	416
PID/Gender: Dem Women	13%	(54)	24%	(105)	22%	(94)	41%	(178)	431
PID/Gender: Ind Men	8%	(26)	25%	(84)	30%	(100)	38%	(129)	340
PID/Gender: Ind Women	10%	(38)	26%	(96)	26%	(96)	38%	(143)	372
PID/Gender: Rep Men	9%	(27)	24%	(74)	22%	(68)	45%	(137)	306
PID/Gender: Rep Women	7%	(22)	20%	(66)	26%	(87)	48%	(160)	335
Ideo: Liberal (1-3)	15%	(95)	27%	(170)	27%	(169)	32%	(200)	635
Ideo: Moderate (4)	10%	(62)	26%	(161)	24%	(153)	40%	(252)	628
Ideo: Conservative (5-7)	9%	(65)	21%	(156)	23%	(169)	47%	(344)	734
Educ: < College	9%	(137)	24%	(356)	26%	(391)	42%	(628)	1512
Educ: Bachelors degree	16%	(72)	27%	(118)	24%	(105)	34%	(149)	444
Educ: Post-grad	18%	(43)	27%	(66)	21%	(51)	35%	(85)	244
Income: Under 50k	9%	(119)	24%	(297)	26%	(324)	41%	(518)	1258
Income: 50k-100k	12%	(74)	25%	(157)	23%	(143)	41%	(255)	629
Income: 100k+	18%	(58)	27%	(86)	26%	(81)	28%	(88)	313
Ethnicity: White	11%	(181)	23%	(398)	24%	(416)	42%	(727)	1722
Ethnicity: Hispanic	14%	(49)	31%	(107)	30%	(105)	25%	(88)	349
Ethnicity: Black	19%	(51)	29%	(80)	25%	(69)	27%	(74)	274

Continued on next page

Table MCEN6_2: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(251)	25%	(540)	25%	(548)	39%	(861)	2200
Ethnicity: Other	9%	(19)	30%	(62)	31%	(63)	29%	(60)	204
All Christian	10%	(93)	24%	(229)	25%	(241)	41%	(396)	958
All Non-Christian	27%	(42)	30%	(46)	16%	(24)	27%	(41)	154
Atheist	11%	(11)	26%	(28)	28%	(29)	35%	(37)	105
Agnostic/Nothing in particular	11%	(62)	21%	(121)	27%	(155)	42%	(243)	580
Something Else	11%	(44)	29%	(116)	24%	(98)	36%	(145)	403
Religious Non-Protestant/Catholic	26%	(45)	30%	(52)	17%	(29)	26%	(45)	172
Evangelical	13%	(76)	26%	(153)	22%	(129)	39%	(229)	586
Non-Evangelical	7%	(51)	25%	(183)	27%	(197)	41%	(303)	734
Community: Urban	18%	(115)	31%	(194)	23%	(145)	28%	(178)	632
Community: Suburban	9%	(91)	23%	(225)	26%	(261)	42%	(413)	990
Community: Rural	8%	(46)	21%	(120)	24%	(142)	47%	(270)	578
Employ: Private Sector	14%	(96)	30%	(203)	28%	(191)	28%	(188)	677
Employ: Government	18%	(17)	33%	(31)	27%	(25)	22%	(21)	93
Employ: Self-Employed	20%	(40)	30%	(59)	20%	(41)	30%	(60)	200
Employ: Homemaker	14%	(22)	22%	(36)	22%	(36)	43%	(70)	164
Employ: Student	20%	(17)	30%	(25)	27%	(22)	22%	(18)	82
Employ: Retired	3%	(16)	12%	(64)	20%	(105)	64%	(336)	522
Employ: Unemployed	8%	(27)	25%	(82)	31%	(101)	35%	(112)	323
Employ: Other	12%	(16)	29%	(40)	19%	(26)	41%	(56)	139
Military HH: Yes	14%	(46)	18%	(59)	22%	(70)	46%	(148)	323
Military HH: No	11%	(206)	26%	(481)	25%	(478)	38%	(713)	1877
RD/WT: Right Direction	16%	(151)	26%	(241)	23%	(218)	34%	(319)	929
RD/WT: Wrong Track	8%	(100)	24%	(299)	26%	(329)	43%	(542)	1271
Biden Job Approve	16%	(165)	27%	(282)	22%	(232)	35%	(362)	1041
Biden Job Disapprove	7%	(75)	22%	(227)	27%	(284)	44%	(462)	1049
Biden Job Strongly Approve	21%	(107)	26%	(136)	19%	(100)	34%	(177)	519
Biden Job Somewhat Approve	11%	(59)	28%	(146)	25%	(133)	35%	(185)	522
Biden Job Somewhat Disapprove	12%	(36)	27%	(85)	29%	(91)	31%	(97)	308
Biden Job Strongly Disapprove	5%	(40)	19%	(143)	26%	(193)	49%	(365)	741

Table MCEN6_2: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(251)	25%	(540)	25%	(548)	39%	(861)	2200
Favorable of Biden	15%	(156)	27%	(290)	23%	(245)	35%	(377)	1068
Unfavorable of Biden	8%	(78)	22%	(224)	27%	(274)	44%	(444)	1020
Very Favorable of Biden	18%	(99)	24%	(133)	22%	(120)	37%	(206)	557
Somewhat Favorable of Biden	11%	(57)	31%	(158)	24%	(125)	34%	(171)	511
Somewhat Unfavorable of Biden	13%	(33)	25%	(63)	29%	(73)	34%	(86)	254
Very Unfavorable of Biden	6%	(45)	21%	(161)	26%	(202)	47%	(358)	766
#1 Issue: Economy	13%	(93)	27%	(194)	30%	(214)	31%	(223)	724
#1 Issue: Security	9%	(39)	21%	(91)	21%	(92)	50%	(219)	442
#1 Issue: Health Care	10%	(28)	31%	(88)	25%	(70)	34%	(94)	280
#1 Issue: Medicare / Social Security	4%	(12)	18%	(49)	17%	(49)	61%	(170)	280
#1 Issue: Women's Issues	16%	(23)	29%	(41)	27%	(39)	28%	(39)	141
#1 Issue: Education	25%	(24)	22%	(21)	33%	(32)	19%	(18)	96
#1 Issue: Energy	18%	(22)	30%	(36)	22%	(26)	31%	(38)	123
#1 Issue: Other	8%	(10)	16%	(19)	22%	(26)	53%	(61)	115
2020 Vote: Joe Biden	15%	(140)	26%	(253)	22%	(213)	37%	(354)	959
2020 Vote: Donald Trump	8%	(54)	20%	(147)	24%	(169)	48%	(346)	715
2020 Vote: Other	12%	(9)	18%	(13)	35%	(25)	35%	(25)	72
2020 Vote: Didn't Vote	11%	(49)	28%	(127)	31%	(142)	30%	(135)	453
2018 House Vote: Democrat	14%	(101)	26%	(184)	23%	(162)	38%	(270)	717
2018 House Vote: Republican	7%	(44)	21%	(124)	25%	(147)	47%	(275)	590
2018 House Vote: Someone else	10%	(6)	30%	(19)	19%	(12)	42%	(27)	65
2016 Vote: Hillary Clinton	14%	(91)	25%	(163)	23%	(149)	39%	(256)	659
2016 Vote: Donald Trump	7%	(47)	22%	(146)	24%	(162)	47%	(319)	674
2016 Vote: Other	12%	(13)	18%	(19)	27%	(29)	43%	(46)	108
2016 Vote: Didn't Vote	13%	(100)	28%	(211)	27%	(207)	32%	(239)	757
Voted in 2014: Yes	11%	(133)	22%	(269)	24%	(293)	43%	(517)	1212
Voted in 2014: No	12%	(118)	27%	(271)	26%	(255)	35%	(344)	988
4-Region: Northeast	15%	(59)	23%	(91)	22%	(85)	40%	(158)	394
4-Region: Midwest	8%	(39)	22%	(103)	30%	(139)	39%	(181)	462
4-Region: South	10%	(81)	25%	(209)	25%	(204)	40%	(330)	824
4-Region: West	14%	(73)	26%	(136)	23%	(119)	37%	(192)	520

Table MCEN6_2: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(251)	25%	(540)	25%	(548)	39%	(861)	2200
Consumers Who Find Ads Creepy	14%	(157)	24%	(280)	24%	(275)	38%	(431)	1143
Consumers Overloaded on Ads	11%	(109)	24%	(235)	27%	(264)	37%	(357)	965
Hulu Subscribers	16%	(139)	26%	(235)	29%	(259)	29%	(261)	895
Paramount+ Subscribers	24%	(75)	27%	(86)	24%	(77)	25%	(79)	317
Peacock Subscribers	19%	(109)	29%	(171)	24%	(139)	29%	(168)	587
HBO Max Subscribers	15%	(89)	32%	(184)	28%	(162)	26%	(150)	584
Discovery+ Subscribers	23%	(83)	28%	(100)	23%	(81)	25%	(90)	354
AVOD Users	13%	(201)	27%	(408)	27%	(405)	33%	(488)	1502

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

Table MCEN6_3: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(285)	32%	(703)	24%	(524)	31%	(689)	2200
Gender: Male	17%	(176)	32%	(341)	23%	(240)	29%	(305)	1062
Gender: Female	10%	(109)	32%	(362)	25%	(284)	34%	(384)	1138
Age: 18-34	21%	(136)	38%	(248)	25%	(161)	17%	(111)	655
Age: 35-44	20%	(70)	42%	(149)	23%	(81)	16%	(58)	358
Age: 45-64	9%	(64)	31%	(231)	25%	(189)	36%	(267)	751
Age: 65+	3%	(15)	17%	(75)	21%	(93)	58%	(253)	436
GenZers: 1997-2012	16%	(32)	40%	(82)	30%	(62)	14%	(29)	205
Millennials: 1981-1996	22%	(155)	39%	(272)	22%	(153)	17%	(118)	698
GenXers: 1965-1980	13%	(65)	37%	(186)	24%	(122)	27%	(137)	510
Baby Boomers: 1946-1964	5%	(32)	22%	(153)	24%	(169)	49%	(347)	701
PID: Dem (no lean)	17%	(143)	34%	(287)	24%	(200)	26%	(217)	847
PID: Ind (no lean)	10%	(71)	31%	(221)	25%	(180)	34%	(240)	712
PID: Rep (no lean)	11%	(71)	30%	(195)	22%	(144)	36%	(232)	641
PID/Gender: Dem Men	22%	(90)	35%	(148)	20%	(85)	23%	(94)	416
PID/Gender: Dem Women	12%	(53)	32%	(139)	27%	(115)	29%	(124)	431
PID/Gender: Ind Men	12%	(42)	28%	(96)	27%	(92)	32%	(109)	340
PID/Gender: Ind Women	8%	(29)	34%	(125)	24%	(88)	35%	(131)	372
PID/Gender: Rep Men	14%	(44)	32%	(97)	20%	(62)	34%	(103)	306
PID/Gender: Rep Women	8%	(27)	29%	(98)	24%	(82)	39%	(129)	335
Ideo: Liberal (1-3)	18%	(113)	32%	(201)	26%	(163)	25%	(158)	635
Ideo: Moderate (4)	9%	(59)	37%	(230)	23%	(147)	30%	(191)	628
Ideo: Conservative (5-7)	13%	(92)	29%	(210)	21%	(151)	38%	(280)	734
Educ: < College	12%	(174)	32%	(477)	24%	(357)	33%	(504)	1512
Educ: Bachelors degree	17%	(75)	34%	(151)	25%	(111)	24%	(108)	444
Educ: Post-grad	15%	(36)	31%	(75)	23%	(55)	32%	(77)	244
Income: Under 50k	11%	(140)	31%	(387)	26%	(325)	32%	(406)	1258
Income: 50k-100k	13%	(82)	32%	(203)	21%	(134)	33%	(210)	629
Income: 100k+	20%	(63)	36%	(112)	21%	(65)	23%	(72)	313
Ethnicity: White	12%	(207)	30%	(522)	24%	(421)	33%	(571)	1722
Ethnicity: Hispanic	15%	(51)	33%	(115)	28%	(99)	24%	(85)	349
Ethnicity: Black	22%	(60)	38%	(103)	20%	(54)	21%	(58)	274

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Table MCEN6_3: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(285)	32%	(703)	24%	(524)	31%	(689)	2200
Ethnicity: Other	9%	(18)	38%	(78)	24%	(49)	29%	(60)	204
All Christian	13%	(120)	31%	(297)	23%	(224)	33%	(317)	958
All Non-Christian	25%	(38)	35%	(54)	16%	(24)	24%	(36)	154
Atheist	18%	(19)	30%	(32)	28%	(29)	24%	(25)	105
Agnostic/Nothing in particular	10%	(59)	31%	(181)	25%	(145)	34%	(196)	580
Something Else	12%	(48)	35%	(139)	25%	(101)	28%	(114)	403
Religious Non-Protestant/Catholic	24%	(41)	37%	(63)	17%	(29)	22%	(39)	172
Evangelical	16%	(91)	33%	(195)	21%	(123)	30%	(176)	586
Non-Evangelical	9%	(70)	30%	(223)	26%	(192)	34%	(249)	734
Community: Urban	20%	(127)	35%	(223)	21%	(135)	23%	(148)	632
Community: Suburban	10%	(100)	32%	(313)	26%	(257)	32%	(320)	990
Community: Rural	10%	(57)	29%	(167)	23%	(132)	38%	(221)	578
Employ: Private Sector	15%	(103)	38%	(255)	26%	(174)	21%	(146)	677
Employ: Government	22%	(20)	36%	(34)	21%	(19)	21%	(19)	93
Employ: Self-Employed	23%	(47)	36%	(73)	17%	(34)	23%	(46)	200
Employ: Homemaker	13%	(22)	24%	(39)	28%	(46)	35%	(58)	164
Employ: Student	12%	(10)	51%	(42)	17%	(14)	20%	(16)	82
Employ: Retired	5%	(24)	20%	(106)	22%	(114)	53%	(278)	522
Employ: Unemployed	12%	(38)	34%	(110)	28%	(92)	26%	(83)	323
Employ: Other	16%	(22)	32%	(44)	22%	(31)	31%	(42)	139
Military HH: Yes	13%	(42)	29%	(94)	22%	(69)	36%	(117)	323
Military HH: No	13%	(243)	32%	(609)	24%	(454)	30%	(571)	1877
RD/WT: Right Direction	17%	(156)	34%	(312)	23%	(214)	27%	(248)	929
RD/WT: Wrong Track	10%	(129)	31%	(391)	24%	(309)	35%	(441)	1271
Biden Job Approve	17%	(176)	34%	(352)	22%	(228)	27%	(285)	1041
Biden Job Disapprove	10%	(101)	30%	(314)	25%	(263)	35%	(370)	1049
Biden Job Strongly Approve	23%	(120)	30%	(157)	18%	(95)	28%	(147)	519
Biden Job Somewhat Approve	11%	(56)	37%	(195)	25%	(133)	26%	(138)	522
Biden Job Somewhat Disapprove	10%	(32)	37%	(113)	31%	(95)	22%	(68)	308
Biden Job Strongly Disapprove	9%	(69)	27%	(202)	23%	(168)	41%	(302)	741

Table MCEN6_3: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(285)	32%	(703)	24%	(524)	31%	(689)	2200
Favorable of Biden	16%	(167)	34%	(360)	23%	(246)	28%	(296)	1068
Unfavorable of Biden	10%	(106)	31%	(315)	24%	(245)	35%	(354)	1020
Very Favorable of Biden	20%	(111)	30%	(169)	21%	(116)	29%	(162)	557
Somewhat Favorable of Biden	11%	(56)	37%	(192)	25%	(130)	26%	(133)	511
Somewhat Unfavorable of Biden	12%	(31)	39%	(99)	25%	(64)	23%	(59)	254
Very Unfavorable of Biden	10%	(75)	28%	(216)	24%	(180)	38%	(294)	766
#1 Issue: Economy	15%	(109)	36%	(264)	24%	(172)	25%	(178)	724
#1 Issue: Security	13%	(56)	25%	(108)	23%	(103)	40%	(175)	442
#1 Issue: Health Care	16%	(46)	31%	(88)	26%	(74)	26%	(73)	280
#1 Issue: Medicare / Social Security	7%	(19)	24%	(66)	21%	(60)	48%	(134)	280
#1 Issue: Women's Issues	12%	(17)	37%	(53)	27%	(38)	23%	(33)	141
#1 Issue: Education	14%	(13)	42%	(40)	26%	(25)	18%	(17)	96
#1 Issue: Energy	12%	(14)	43%	(53)	24%	(29)	22%	(26)	123
#1 Issue: Other	8%	(10)	27%	(31)	19%	(22)	45%	(52)	115
2020 Vote: Joe Biden	16%	(149)	33%	(312)	23%	(218)	29%	(279)	959
2020 Vote: Donald Trump	11%	(76)	30%	(215)	21%	(152)	38%	(273)	715
2020 Vote: Other	8%	(6)	22%	(16)	45%	(32)	25%	(18)	72
2020 Vote: Didn't Vote	12%	(55)	35%	(160)	27%	(120)	26%	(118)	453
2018 House Vote: Democrat	16%	(115)	31%	(223)	25%	(176)	28%	(203)	717
2018 House Vote: Republican	11%	(63)	30%	(175)	22%	(132)	37%	(220)	590
2018 House Vote: Someone else	6%	(4)	39%	(26)	17%	(11)	38%	(25)	65
2016 Vote: Hillary Clinton	16%	(106)	31%	(204)	24%	(158)	29%	(191)	659
2016 Vote: Donald Trump	10%	(67)	29%	(196)	23%	(156)	38%	(255)	674
2016 Vote: Other	9%	(10)	28%	(31)	25%	(27)	38%	(40)	108
2016 Vote: Didn't Vote	13%	(102)	36%	(271)	24%	(182)	27%	(203)	757
Voted in 2014: Yes	13%	(159)	31%	(374)	23%	(274)	34%	(406)	1212
Voted in 2014: No	13%	(126)	33%	(329)	25%	(250)	29%	(283)	988
4-Region: Northeast	14%	(55)	32%	(124)	19%	(76)	35%	(138)	394
4-Region: Midwest	10%	(48)	34%	(155)	27%	(123)	29%	(136)	462
4-Region: South	13%	(110)	32%	(261)	25%	(202)	30%	(251)	824
4-Region: West	14%	(72)	31%	(162)	23%	(121)	32%	(164)	520

Table MCEN6_3: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(285)	32%	(703)	24%	(524)	31%	(689)	2200
Consumers Who Find Ads Creepy	15%	(177)	33%	(372)	23%	(266)	29%	(327)	1143
Consumers Overloaded on Ads	12%	(119)	33%	(321)	26%	(254)	28%	(271)	965
Hulu Subscribers	16%	(141)	40%	(354)	25%	(223)	20%	(177)	895
Paramount+ Subscribers	28%	(87)	35%	(112)	18%	(58)	19%	(60)	317
Peacock Subscribers	20%	(116)	37%	(214)	22%	(127)	22%	(129)	587
HBO Max Subscribers	18%	(103)	40%	(236)	23%	(133)	19%	(113)	584
Discovery+ Subscribers	25%	(87)	36%	(128)	19%	(67)	20%	(72)	354
AVOD Users	15%	(228)	37%	(551)	25%	(376)	23%	(347)	1502

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

Table MCEN6_4: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	27%	(596)	22%	(478)	40%	(885)	2200
Gender: Male	13%	(134)	28%	(297)	22%	(229)	38%	(402)	1062
Gender: Female	9%	(107)	26%	(299)	22%	(249)	42%	(483)	1138
Age: 18-34	20%	(128)	34%	(223)	25%	(167)	21%	(137)	655
Age: 35-44	17%	(61)	40%	(144)	20%	(71)	23%	(82)	358
Age: 45-64	6%	(47)	22%	(167)	23%	(174)	48%	(363)	751
Age: 65+	1%	(5)	14%	(62)	15%	(67)	69%	(303)	436
GenZers: 1997-2012	23%	(47)	33%	(67)	27%	(55)	18%	(36)	205
Millennials: 1981-1996	18%	(129)	37%	(260)	22%	(156)	22%	(153)	698
GenXers: 1965-1980	10%	(51)	29%	(146)	24%	(121)	38%	(191)	510
Baby Boomers: 1946-1964	2%	(14)	16%	(111)	19%	(132)	63%	(444)	701
PID: Dem (no lean)	15%	(126)	28%	(241)	21%	(178)	36%	(302)	847
PID: Ind (no lean)	9%	(64)	28%	(199)	24%	(170)	39%	(278)	712
PID: Rep (no lean)	8%	(50)	24%	(156)	20%	(130)	47%	(304)	641
PID/Gender: Dem Men	19%	(78)	30%	(126)	20%	(85)	30%	(126)	416
PID/Gender: Dem Women	11%	(48)	27%	(114)	21%	(92)	41%	(176)	431
PID/Gender: Ind Men	9%	(30)	28%	(97)	25%	(84)	38%	(130)	340
PID/Gender: Ind Women	9%	(35)	27%	(102)	23%	(87)	40%	(149)	372
PID/Gender: Rep Men	8%	(26)	24%	(74)	20%	(60)	48%	(146)	306
PID/Gender: Rep Women	7%	(24)	25%	(82)	21%	(70)	47%	(158)	335
Ideo: Liberal (1-3)	16%	(102)	27%	(169)	24%	(149)	34%	(215)	635
Ideo: Moderate (4)	8%	(49)	31%	(194)	21%	(130)	41%	(255)	628
Ideo: Conservative (5-7)	9%	(66)	23%	(171)	20%	(147)	48%	(350)	734
Educ: < College	10%	(149)	26%	(394)	22%	(339)	42%	(630)	1512
Educ: Bachelors degree	11%	(51)	32%	(140)	20%	(91)	37%	(162)	444
Educ: Post-grad	17%	(41)	25%	(62)	20%	(48)	38%	(93)	244
Income: Under 50k	10%	(120)	27%	(337)	23%	(285)	41%	(517)	1258
Income: 50k-100k	10%	(65)	25%	(160)	21%	(133)	43%	(272)	629
Income: 100k+	18%	(56)	32%	(99)	20%	(61)	31%	(97)	313
Ethnicity: White	10%	(172)	25%	(435)	22%	(380)	43%	(735)	1722
Ethnicity: Hispanic	15%	(52)	36%	(125)	23%	(79)	27%	(94)	349
Ethnicity: Black	17%	(48)	33%	(90)	19%	(52)	31%	(85)	274

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Table MCEN6_4: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	27%	(596)	22%	(478)	40%	(885)	2200
Ethnicity: Other	11%	(22)	35%	(71)	23%	(46)	32%	(66)	204
All Christian	9%	(86)	28%	(267)	20%	(192)	43%	(413)	958
All Non-Christian	27%	(42)	25%	(39)	17%	(27)	30%	(46)	154
Atheist	18%	(19)	28%	(30)	20%	(21)	33%	(35)	105
Agnostic/Nothing in particular	9%	(54)	26%	(152)	25%	(142)	40%	(232)	580
Something Else	10%	(40)	27%	(108)	24%	(95)	40%	(159)	403
Religious Non-Protestant/Catholic	27%	(47)	26%	(45)	18%	(31)	28%	(48)	172
Evangelical	12%	(69)	26%	(153)	22%	(127)	41%	(237)	586
Non-Evangelical	6%	(47)	29%	(212)	20%	(150)	44%	(326)	734
Community: Urban	19%	(120)	32%	(200)	22%	(137)	28%	(175)	632
Community: Suburban	8%	(80)	28%	(274)	22%	(215)	43%	(421)	990
Community: Rural	7%	(41)	21%	(122)	22%	(127)	50%	(288)	578
Employ: Private Sector	13%	(86)	33%	(221)	24%	(166)	30%	(205)	677
Employ: Government	16%	(14)	32%	(29)	31%	(29)	22%	(20)	93
Employ: Self-Employed	21%	(43)	25%	(51)	22%	(43)	32%	(63)	200
Employ: Homemaker	11%	(19)	29%	(48)	21%	(34)	39%	(63)	164
Employ: Student	24%	(19)	31%	(25)	20%	(16)	26%	(21)	82
Employ: Retired	2%	(9)	16%	(83)	17%	(89)	65%	(342)	522
Employ: Unemployed	10%	(31)	32%	(104)	23%	(73)	35%	(114)	323
Employ: Other	14%	(19)	25%	(34)	21%	(29)	41%	(57)	139
Military HH: Yes	13%	(41)	19%	(63)	24%	(77)	44%	(143)	323
Military HH: No	11%	(200)	28%	(533)	21%	(402)	40%	(742)	1877
RD/WT: Right Direction	15%	(141)	28%	(256)	22%	(207)	35%	(325)	929
RD/WT: Wrong Track	8%	(100)	27%	(339)	21%	(272)	44%	(560)	1271
Biden Job Approve	15%	(156)	28%	(296)	21%	(222)	35%	(368)	1041
Biden Job Disapprove	7%	(78)	25%	(265)	22%	(228)	46%	(478)	1049
Biden Job Strongly Approve	21%	(108)	27%	(142)	16%	(81)	36%	(188)	519
Biden Job Somewhat Approve	9%	(47)	30%	(154)	27%	(141)	34%	(180)	522
Biden Job Somewhat Disapprove	10%	(29)	32%	(100)	25%	(76)	33%	(103)	308
Biden Job Strongly Disapprove	7%	(48)	22%	(165)	21%	(152)	51%	(375)	741

Table MCEN6_4: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	27%	(596)	22%	(478)	40%	(885)	2200
Favorable of Biden	15%	(161)	29%	(306)	21%	(221)	36%	(381)	1068
Unfavorable of Biden	7%	(69)	25%	(259)	22%	(228)	45%	(464)	1020
Very Favorable of Biden	18%	(100)	26%	(147)	19%	(103)	37%	(207)	557
Somewhat Favorable of Biden	12%	(60)	31%	(159)	23%	(118)	34%	(174)	511
Somewhat Unfavorable of Biden	7%	(18)	31%	(80)	27%	(69)	34%	(87)	254
Very Unfavorable of Biden	7%	(51)	23%	(179)	21%	(159)	49%	(377)	766
#1 Issue: Economy	13%	(92)	33%	(242)	22%	(162)	31%	(227)	724
#1 Issue: Security	8%	(34)	18%	(78)	21%	(94)	53%	(236)	442
#1 Issue: Health Care	11%	(30)	29%	(83)	25%	(71)	34%	(96)	280
#1 Issue: Medicare / Social Security	4%	(11)	20%	(55)	18%	(50)	59%	(164)	280
#1 Issue: Women's Issues	20%	(28)	30%	(43)	23%	(33)	26%	(37)	141
#1 Issue: Education	17%	(16)	42%	(40)	20%	(19)	21%	(20)	96
#1 Issue: Energy	14%	(18)	27%	(33)	25%	(30)	34%	(42)	123
#1 Issue: Other	10%	(11)	20%	(23)	16%	(18)	54%	(63)	115
2020 Vote: Joe Biden	14%	(133)	27%	(261)	21%	(198)	38%	(366)	959
2020 Vote: Donald Trump	7%	(51)	23%	(163)	21%	(149)	49%	(353)	715
2020 Vote: Other	6%	(4)	32%	(23)	34%	(24)	29%	(20)	72
2020 Vote: Didn't Vote	12%	(52)	33%	(149)	23%	(106)	32%	(145)	453
2018 House Vote: Democrat	13%	(94)	27%	(194)	21%	(153)	38%	(275)	717
2018 House Vote: Republican	6%	(36)	24%	(142)	20%	(117)	50%	(296)	590
2018 House Vote: Someone else	8%	(5)	33%	(22)	20%	(13)	39%	(26)	65
2016 Vote: Hillary Clinton	11%	(75)	28%	(185)	21%	(139)	39%	(260)	659
2016 Vote: Donald Trump	6%	(38)	24%	(161)	20%	(135)	50%	(340)	674
2016 Vote: Other	4%	(4)	28%	(31)	25%	(27)	43%	(46)	108
2016 Vote: Didn't Vote	16%	(123)	29%	(218)	23%	(177)	32%	(239)	757
Voted in 2014: Yes	8%	(103)	26%	(310)	21%	(257)	45%	(542)	1212
Voted in 2014: No	14%	(138)	29%	(285)	22%	(221)	35%	(343)	988
4-Region: Northeast	13%	(50)	28%	(111)	20%	(79)	39%	(153)	394
4-Region: Midwest	6%	(28)	33%	(151)	20%	(93)	41%	(189)	462
4-Region: South	10%	(86)	25%	(204)	24%	(195)	41%	(339)	824
4-Region: West	15%	(76)	25%	(130)	21%	(111)	39%	(204)	520

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Table MCEN6_4: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	11%	(241)	27%	(596)	22%	(478)	40%	(885)	2200
Consumers Who Find Ads Creepy	14%	(164)	28%	(319)	20%	(230)	38%	(430)	1143
Consumers Overloaded on Ads	11%	(103)	28%	(273)	23%	(222)	38%	(367)	965
Hulu Subscribers	15%	(138)	32%	(287)	22%	(196)	31%	(274)	895
Paramount+ Subscribers	24%	(75)	30%	(95)	19%	(61)	27%	(85)	317
Peacock Subscribers	17%	(99)	31%	(182)	22%	(126)	31%	(180)	587
HBO Max Subscribers	17%	(102)	32%	(184)	22%	(127)	29%	(170)	584
Discovery+ Subscribers	22%	(77)	31%	(111)	20%	(70)	27%	(96)	354
AVOD Users	12%	(182)	32%	(474)	22%	(331)	34%	(515)	1502

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

Table MCEN6_5: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(289)	29%	(644)	23%	(509)	34%	(757)	2200
Gender: Male	15%	(156)	28%	(296)	23%	(249)	34%	(361)	1062
Gender: Female	12%	(134)	31%	(348)	23%	(260)	35%	(397)	1138
Age: 18-34	24%	(156)	35%	(231)	23%	(152)	18%	(116)	655
Age: 35-44	21%	(74)	39%	(141)	19%	(68)	21%	(76)	358
Age: 45-64	7%	(49)	26%	(194)	27%	(200)	41%	(307)	751
Age: 65+	2%	(10)	18%	(78)	21%	(89)	59%	(259)	436
GenZers: 1997-2012	26%	(53)	35%	(72)	22%	(44)	17%	(36)	205
Millennials: 1981-1996	23%	(163)	38%	(265)	21%	(147)	18%	(123)	698
GenXers: 1965-1980	9%	(48)	30%	(153)	27%	(136)	34%	(173)	510
Baby Boomers: 1946-1964	4%	(25)	20%	(140)	24%	(167)	53%	(369)	701
PID: Dem (no lean)	17%	(142)	30%	(258)	23%	(193)	30%	(254)	847
PID: Ind (no lean)	11%	(77)	30%	(213)	26%	(184)	33%	(237)	712
PID: Rep (no lean)	11%	(70)	27%	(173)	21%	(133)	41%	(265)	641
PID/Gender: Dem Men	21%	(89)	29%	(122)	23%	(94)	27%	(111)	416
PID/Gender: Dem Women	12%	(53)	32%	(136)	23%	(98)	33%	(144)	431
PID/Gender: Ind Men	12%	(40)	27%	(93)	25%	(84)	36%	(123)	340
PID/Gender: Ind Women	10%	(38)	32%	(120)	27%	(100)	31%	(114)	372
PID/Gender: Rep Men	9%	(27)	27%	(81)	23%	(71)	41%	(126)	306
PID/Gender: Rep Women	13%	(43)	27%	(92)	18%	(62)	41%	(139)	335
Ideo: Liberal (1-3)	17%	(108)	31%	(196)	23%	(149)	29%	(183)	635
Ideo: Moderate (4)	12%	(73)	31%	(198)	25%	(156)	32%	(202)	628
Ideo: Conservative (5-7)	12%	(85)	25%	(183)	21%	(155)	42%	(310)	734
Educ: < College	12%	(185)	29%	(438)	23%	(342)	36%	(547)	1512
Educ: Bachelors degree	14%	(62)	31%	(138)	26%	(114)	29%	(130)	444
Educ: Post-grad	17%	(42)	28%	(68)	22%	(53)	33%	(81)	244
Income: Under 50k	11%	(144)	29%	(365)	23%	(293)	36%	(457)	1258
Income: 50k-100k	14%	(86)	29%	(182)	21%	(135)	36%	(226)	629
Income: 100k+	19%	(60)	31%	(97)	26%	(81)	24%	(74)	313
Ethnicity: White	12%	(201)	28%	(484)	24%	(409)	36%	(627)	1722
Ethnicity: Hispanic	19%	(66)	30%	(106)	26%	(90)	25%	(87)	349
Ethnicity: Black	18%	(49)	38%	(103)	21%	(58)	23%	(64)	274

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Table MCEN6_5: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(289)	29%	(644)	23%	(509)	34%	(757)	2200
Ethnicity: Other	19%	(39)	28%	(57)	21%	(42)	33%	(67)	204
All Christian	11%	(107)	27%	(261)	24%	(228)	38%	(363)	958
All Non-Christian	32%	(49)	32%	(49)	15%	(22)	22%	(33)	154
Atheist	20%	(21)	25%	(26)	25%	(26)	31%	(32)	105
Agnostic/Nothing in particular	11%	(63)	29%	(167)	25%	(145)	35%	(205)	580
Something Else	12%	(49)	35%	(142)	22%	(88)	31%	(124)	403
Religious Non-Protestant/Catholic	30%	(51)	34%	(59)	15%	(25)	21%	(36)	172
Evangelical	14%	(82)	31%	(182)	21%	(122)	34%	(200)	586
Non-Evangelical	9%	(66)	28%	(205)	25%	(185)	38%	(278)	734
Community: Urban	22%	(138)	30%	(193)	21%	(134)	26%	(167)	632
Community: Suburban	10%	(95)	29%	(287)	26%	(255)	36%	(352)	990
Community: Rural	10%	(56)	28%	(164)	21%	(120)	41%	(238)	578
Employ: Private Sector	15%	(101)	32%	(218)	27%	(181)	26%	(178)	677
Employ: Government	26%	(24)	32%	(30)	23%	(21)	20%	(18)	93
Employ: Self-Employed	28%	(55)	29%	(58)	19%	(37)	25%	(49)	200
Employ: Homemaker	16%	(27)	31%	(50)	14%	(23)	39%	(64)	164
Employ: Student	27%	(22)	32%	(27)	21%	(17)	20%	(17)	82
Employ: Retired	3%	(16)	19%	(102)	22%	(113)	56%	(291)	522
Employ: Unemployed	9%	(28)	36%	(118)	27%	(87)	28%	(90)	323
Employ: Other	12%	(16)	30%	(42)	22%	(30)	37%	(51)	139
Military HH: Yes	15%	(49)	25%	(80)	20%	(64)	40%	(130)	323
Military HH: No	13%	(241)	30%	(564)	24%	(445)	33%	(627)	1877
RD/WT: Right Direction	16%	(145)	30%	(283)	23%	(212)	31%	(290)	929
RD/WT: Wrong Track	11%	(145)	28%	(361)	23%	(298)	37%	(467)	1271
Biden Job Approve	16%	(168)	30%	(313)	23%	(239)	31%	(320)	1041
Biden Job Disapprove	11%	(113)	27%	(288)	23%	(240)	39%	(408)	1049
Biden Job Strongly Approve	21%	(108)	28%	(148)	20%	(103)	31%	(160)	519
Biden Job Somewhat Approve	11%	(60)	32%	(166)	26%	(136)	31%	(161)	522
Biden Job Somewhat Disapprove	15%	(46)	33%	(102)	26%	(79)	27%	(82)	308
Biden Job Strongly Disapprove	9%	(67)	25%	(186)	22%	(162)	44%	(326)	741

Table MCEN6_5: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(289)	29%	(644)	23%	(509)	34%	(757)	2200
Favorable of Biden	15%	(157)	31%	(334)	22%	(240)	32%	(338)	1068
Unfavorable of Biden	12%	(126)	27%	(274)	23%	(237)	38%	(383)	1020
Very Favorable of Biden	18%	(103)	29%	(164)	20%	(109)	33%	(182)	557
Somewhat Favorable of Biden	11%	(54)	33%	(170)	26%	(131)	31%	(156)	511
Somewhat Unfavorable of Biden	19%	(48)	32%	(82)	25%	(62)	24%	(62)	254
Very Unfavorable of Biden	10%	(77)	25%	(192)	23%	(175)	42%	(321)	766
#1 Issue: Economy	14%	(101)	35%	(256)	24%	(176)	26%	(191)	724
#1 Issue: Security	11%	(50)	21%	(91)	22%	(97)	46%	(204)	442
#1 Issue: Health Care	10%	(29)	37%	(104)	24%	(68)	28%	(80)	280
#1 Issue: Medicare / Social Security	6%	(16)	19%	(52)	24%	(68)	51%	(144)	280
#1 Issue: Women's Issues	16%	(22)	36%	(51)	26%	(37)	22%	(31)	141
#1 Issue: Education	31%	(30)	28%	(26)	20%	(19)	21%	(20)	96
#1 Issue: Energy	25%	(31)	24%	(29)	24%	(29)	27%	(33)	123
#1 Issue: Other	9%	(11)	30%	(34)	13%	(15)	48%	(55)	115
2020 Vote: Joe Biden	14%	(133)	32%	(305)	23%	(216)	32%	(305)	959
2020 Vote: Donald Trump	10%	(69)	26%	(184)	22%	(154)	43%	(309)	715
2020 Vote: Other	7%	(5)	34%	(24)	31%	(23)	28%	(20)	72
2020 Vote: Didn't Vote	18%	(82)	29%	(131)	26%	(116)	27%	(123)	453
2018 House Vote: Democrat	14%	(100)	32%	(230)	23%	(161)	31%	(226)	717
2018 House Vote: Republican	8%	(48)	26%	(156)	24%	(142)	41%	(244)	590
2018 House Vote: Someone else	7%	(4)	37%	(24)	20%	(13)	36%	(23)	65
2016 Vote: Hillary Clinton	13%	(84)	31%	(205)	24%	(157)	32%	(213)	659
2016 Vote: Donald Trump	8%	(53)	27%	(181)	22%	(149)	43%	(291)	674
2016 Vote: Other	6%	(7)	35%	(38)	23%	(25)	35%	(38)	108
2016 Vote: Didn't Vote	19%	(145)	29%	(221)	23%	(177)	28%	(215)	757
Voted in 2014: Yes	10%	(125)	29%	(350)	23%	(285)	37%	(453)	1212
Voted in 2014: No	17%	(165)	30%	(293)	23%	(225)	31%	(305)	988
4-Region: Northeast	16%	(65)	28%	(108)	19%	(75)	37%	(146)	394
4-Region: Midwest	11%	(49)	29%	(133)	25%	(115)	36%	(165)	462
4-Region: South	12%	(97)	31%	(257)	24%	(195)	33%	(276)	824
4-Region: West	15%	(79)	28%	(146)	24%	(125)	33%	(170)	520

Table MCEN6_5: *How much have you seen, read, or heard about the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	13%	(289)	29%	(644)	23%	(509)	34%	(757)	2200
Consumers Who Find Ads Creepy	17%	(190)	30%	(340)	21%	(245)	32%	(367)	1143
Consumers Overloaded on Ads	13%	(127)	31%	(297)	24%	(232)	32%	(310)	965
Hulu Subscribers	18%	(160)	34%	(304)	23%	(207)	25%	(224)	895
Paramount+ Subscribers	24%	(75)	33%	(104)	20%	(64)	24%	(74)	317
Peacock Subscribers	19%	(111)	31%	(180)	23%	(134)	28%	(162)	587
HBO Max Subscribers	19%	(111)	35%	(204)	23%	(134)	23%	(135)	584
Discovery+ Subscribers	28%	(99)	34%	(122)	18%	(65)	19%	(69)	354
AVOD Users	15%	(230)	33%	(488)	24%	(356)	28%	(427)	1502

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

Table MCEN7_1: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(191)	20%	(446)	14%	(311)	17%	(368)	16%	(351)	24%	(534)	2200
Gender: Male	12%	(125)	20%	(208)	15%	(164)	19%	(206)	14%	(146)	20%	(213)	1062
Gender: Female	6%	(65)	21%	(238)	13%	(147)	14%	(162)	18%	(205)	28%	(321)	1138
Age: 18-34	17%	(108)	24%	(157)	17%	(111)	17%	(110)	15%	(100)	10%	(69)	655
Age: 35-44	13%	(47)	30%	(107)	13%	(47)	15%	(52)	16%	(58)	13%	(46)	358
Age: 45-64	4%	(31)	20%	(149)	14%	(103)	16%	(118)	17%	(127)	30%	(223)	751
Age: 65+	1%	(4)	8%	(33)	11%	(50)	20%	(87)	15%	(65)	45%	(197)	436
GenZers: 1997-2012	12%	(24)	20%	(40)	17%	(35)	23%	(46)	16%	(33)	13%	(27)	205
Millennials: 1981-1996	17%	(115)	28%	(199)	15%	(106)	15%	(103)	15%	(107)	10%	(68)	698
GenXers: 1965-1980	8%	(41)	22%	(111)	13%	(64)	16%	(80)	19%	(95)	23%	(119)	510
Baby Boomers: 1946-1964	2%	(11)	13%	(94)	14%	(97)	18%	(127)	15%	(103)	38%	(268)	701
PID: Dem (no lean)	13%	(112)	23%	(198)	14%	(120)	14%	(122)	15%	(125)	20%	(169)	847
PID: Ind (no lean)	4%	(32)	20%	(145)	14%	(98)	18%	(130)	18%	(128)	25%	(178)	712
PID: Rep (no lean)	7%	(47)	16%	(103)	14%	(93)	18%	(115)	15%	(98)	29%	(186)	641
PID/Gender: Dem Men	19%	(81)	22%	(91)	16%	(66)	17%	(69)	13%	(53)	13%	(56)	416
PID/Gender: Dem Women	7%	(31)	25%	(106)	13%	(55)	12%	(53)	17%	(72)	26%	(114)	431
PID/Gender: Ind Men	5%	(16)	19%	(66)	15%	(50)	21%	(72)	15%	(49)	26%	(87)	340
PID/Gender: Ind Women	4%	(16)	21%	(80)	13%	(48)	16%	(59)	21%	(79)	25%	(92)	372
PID/Gender: Rep Men	9%	(28)	16%	(50)	16%	(48)	21%	(65)	14%	(44)	23%	(71)	306
PID/Gender: Rep Women	6%	(19)	16%	(52)	13%	(45)	15%	(50)	16%	(54)	34%	(116)	335
Ideo: Liberal (1-3)	13%	(84)	23%	(146)	14%	(90)	17%	(107)	15%	(94)	18%	(113)	635
Ideo: Moderate (4)	5%	(30)	23%	(143)	15%	(92)	15%	(94)	18%	(110)	25%	(159)	628
Ideo: Conservative (5-7)	8%	(58)	18%	(135)	15%	(112)	17%	(125)	13%	(97)	28%	(207)	734
Educ: < College	7%	(103)	19%	(293)	14%	(206)	17%	(261)	17%	(256)	26%	(393)	1512
Educ: Bachelors degree	13%	(56)	21%	(92)	15%	(67)	16%	(70)	16%	(72)	19%	(86)	444
Educ: Post-grad	13%	(32)	25%	(60)	16%	(38)	15%	(37)	9%	(22)	22%	(55)	244
Income: Under 50k	7%	(83)	18%	(231)	14%	(175)	16%	(201)	19%	(238)	26%	(330)	1258
Income: 50k-100k	8%	(52)	22%	(137)	14%	(91)	18%	(112)	14%	(87)	24%	(150)	629
Income: 100k+	18%	(56)	25%	(78)	14%	(45)	17%	(54)	8%	(26)	17%	(54)	313
Ethnicity: White	8%	(129)	20%	(340)	14%	(244)	17%	(289)	15%	(264)	26%	(455)	1722
Ethnicity: Hispanic	12%	(43)	22%	(77)	17%	(59)	18%	(61)	15%	(54)	16%	(55)	349

Table MCEN7_1: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(191)	20%	(446)	14%	(311)	17%	(368)	16%	(351)	24%	(534)	2200
Ethnicity: Black	17%	(46)	25%	(68)	10%	(28)	15%	(42)	19%	(51)	14%	(39)	274
Ethnicity: Other	8%	(16)	18%	(38)	19%	(39)	18%	(36)	17%	(35)	20%	(40)	204
All Christian	8%	(76)	22%	(214)	13%	(129)	16%	(153)	13%	(125)	27%	(262)	958
All Non-Christian	26%	(40)	21%	(32)	13%	(20)	18%	(27)	6%	(10)	16%	(25)	154
Atheist	11%	(12)	16%	(17)	17%	(18)	30%	(31)	14%	(14)	13%	(14)	105
Agnostic/Nothing in particular	6%	(33)	20%	(118)	16%	(93)	15%	(90)	20%	(113)	23%	(133)	580
Something Else	8%	(31)	16%	(65)	13%	(51)	17%	(67)	22%	(88)	25%	(101)	403
Religious Non-Protestant/Catholic	24%	(42)	20%	(35)	13%	(22)	17%	(30)	9%	(15)	17%	(29)	172
Evangelical	11%	(66)	19%	(113)	12%	(72)	15%	(88)	16%	(94)	26%	(152)	586
Non-Evangelical	5%	(35)	21%	(156)	14%	(105)	17%	(126)	15%	(110)	28%	(202)	734
Community: Urban	19%	(119)	21%	(135)	15%	(96)	13%	(80)	13%	(83)	19%	(120)	632
Community: Suburban	5%	(46)	21%	(203)	15%	(149)	20%	(201)	15%	(149)	25%	(243)	990
Community: Rural	4%	(26)	19%	(108)	11%	(66)	15%	(87)	21%	(119)	30%	(171)	578
Employ: Private Sector	11%	(76)	26%	(178)	17%	(113)	18%	(120)	13%	(87)	15%	(103)	677
Employ: Government	18%	(17)	20%	(19)	13%	(12)	17%	(16)	20%	(19)	11%	(10)	93
Employ: Self-Employed	21%	(41)	25%	(50)	16%	(32)	10%	(20)	11%	(23)	17%	(34)	200
Employ: Homemaker	7%	(12)	19%	(31)	12%	(19)	13%	(22)	27%	(44)	22%	(36)	164
Employ: Student	15%	(12)	26%	(21)	9%	(7)	19%	(15)	13%	(11)	19%	(15)	82
Employ: Retired	1%	(4)	9%	(49)	12%	(61)	16%	(86)	16%	(86)	45%	(236)	522
Employ: Unemployed	6%	(20)	22%	(71)	14%	(46)	21%	(67)	18%	(58)	19%	(61)	323
Employ: Other	5%	(8)	18%	(26)	14%	(19)	16%	(22)	18%	(25)	28%	(39)	139
Military HH: Yes	11%	(36)	16%	(51)	13%	(43)	22%	(69)	14%	(44)	24%	(79)	323
Military HH: No	8%	(155)	21%	(394)	14%	(268)	16%	(298)	16%	(307)	24%	(456)	1877
RD/WT: Right Direction	13%	(121)	25%	(230)	14%	(127)	14%	(135)	14%	(126)	20%	(190)	929
RD/WT: Wrong Track	5%	(70)	17%	(215)	14%	(184)	18%	(233)	18%	(225)	27%	(344)	1271
Biden Job Approve	13%	(133)	23%	(244)	13%	(140)	15%	(158)	16%	(165)	19%	(202)	1041
Biden Job Disapprove	5%	(50)	18%	(189)	15%	(158)	19%	(196)	15%	(161)	28%	(295)	1049

Table MCEN7_1: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(191)	20%	(446)	14%	(311)	17%	(368)	16%	(351)	24%	(534)	2200
Biden Job Strongly Approve	20%	(103)	21%	(110)	11%	(59)	14%	(72)	12%	(63)	22%	(112)	519
Biden Job Somewhat Approve	6%	(30)	26%	(134)	15%	(81)	17%	(86)	20%	(102)	17%	(89)	522
Biden Job Somewhat Disapprove	5%	(16)	25%	(78)	18%	(57)	18%	(55)	14%	(43)	19%	(58)	308
Biden Job Strongly Disapprove	5%	(33)	15%	(110)	14%	(101)	19%	(141)	16%	(118)	32%	(237)	741
Favorable of Biden	12%	(128)	24%	(253)	13%	(142)	15%	(166)	15%	(163)	20%	(217)	1068
Unfavorable of Biden	5%	(51)	18%	(186)	15%	(157)	18%	(189)	15%	(154)	28%	(283)	1020
Very Favorable of Biden	17%	(97)	21%	(117)	10%	(58)	14%	(78)	14%	(81)	23%	(127)	557
Somewhat Favorable of Biden	6%	(31)	27%	(137)	16%	(84)	17%	(87)	16%	(82)	18%	(90)	511
Somewhat Unfavorable of Biden	7%	(17)	28%	(71)	16%	(41)	13%	(32)	16%	(41)	21%	(53)	254
Very Unfavorable of Biden	4%	(34)	15%	(116)	15%	(116)	20%	(156)	15%	(114)	30%	(230)	766
#1 Issue: Economy	10%	(76)	23%	(170)	15%	(108)	15%	(109)	18%	(130)	18%	(132)	724
#1 Issue: Security	6%	(24)	17%	(77)	13%	(56)	20%	(88)	12%	(53)	33%	(144)	442
#1 Issue: Health Care	11%	(32)	25%	(70)	17%	(46)	12%	(34)	14%	(39)	21%	(59)	280
#1 Issue: Medicare / Social Security	3%	(8)	12%	(34)	14%	(39)	16%	(44)	18%	(50)	37%	(103)	280
#1 Issue: Women's Issues	9%	(12)	22%	(31)	14%	(20)	20%	(28)	18%	(26)	17%	(24)	141
#1 Issue: Education	20%	(19)	15%	(14)	20%	(19)	19%	(18)	10%	(10)	17%	(16)	96
#1 Issue: Energy	13%	(16)	24%	(29)	9%	(11)	19%	(23)	18%	(22)	18%	(22)	123
#1 Issue: Other	4%	(4)	17%	(19)	10%	(12)	20%	(23)	19%	(22)	30%	(35)	115
2020 Vote: Joe Biden	12%	(116)	24%	(230)	14%	(133)	14%	(132)	15%	(141)	22%	(208)	959
2020 Vote: Donald Trump	6%	(40)	17%	(120)	13%	(97)	19%	(134)	16%	(111)	30%	(213)	715
2020 Vote: Other	2%	(1)	18%	(13)	23%	(17)	28%	(20)	6%	(4)	24%	(17)	72
2020 Vote: Didn't Vote	7%	(33)	18%	(82)	14%	(65)	18%	(81)	21%	(95)	21%	(96)	453
2018 House Vote: Democrat	13%	(92)	23%	(166)	14%	(101)	13%	(96)	15%	(104)	22%	(156)	717
2018 House Vote: Republican	5%	(32)	18%	(107)	15%	(91)	17%	(99)	15%	(90)	29%	(171)	590
2018 House Vote: Someone else	1%	(1)	19%	(13)	11%	(7)	23%	(15)	14%	(9)	32%	(21)	65
2016 Vote: Hillary Clinton	11%	(74)	23%	(153)	14%	(95)	14%	(95)	15%	(97)	22%	(144)	659
2016 Vote: Donald Trump	6%	(41)	18%	(122)	15%	(101)	17%	(115)	15%	(101)	29%	(193)	674
2016 Vote: Other	3%	(3)	24%	(25)	9%	(9)	17%	(19)	16%	(17)	32%	(34)	108
2016 Vote: Didn't Vote	10%	(72)	19%	(144)	14%	(105)	18%	(138)	18%	(136)	21%	(162)	757

Table MCEN7_1: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Interactive ads that you can engage with on screen

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(191)	20%	(446)	14%	(311)	17%	(368)	16%	(351)	24%	(534)	2200
Voted in 2014: Yes	9%	(104)	20%	(244)	15%	(177)	16%	(192)	14%	(175)	26%	(321)	1212
Voted in 2014: No	9%	(87)	20%	(201)	14%	(134)	18%	(176)	18%	(176)	22%	(213)	988
4-Region: Northeast	12%	(49)	19%	(76)	13%	(50)	16%	(64)	15%	(58)	24%	(96)	394
4-Region: Midwest	5%	(23)	21%	(97)	16%	(76)	16%	(73)	15%	(72)	26%	(122)	462
4-Region: South	8%	(65)	21%	(172)	14%	(114)	17%	(140)	17%	(140)	24%	(194)	824
4-Region: West	10%	(54)	19%	(101)	14%	(71)	17%	(90)	16%	(82)	23%	(121)	520
Consumers Who Find Ads Creepy	10%	(115)	20%	(227)	15%	(169)	20%	(233)	14%	(165)	20%	(233)	1143
Consumers Overloaded on Ads	6%	(61)	19%	(182)	16%	(156)	24%	(230)	14%	(134)	21%	(204)	965
Hulu Subscribers	13%	(113)	24%	(210)	15%	(132)	19%	(170)	16%	(145)	14%	(123)	895
Paramount+ Subscribers	20%	(64)	27%	(86)	15%	(48)	12%	(39)	12%	(38)	13%	(42)	317
Peacock Subscribers	14%	(82)	25%	(148)	12%	(68)	16%	(96)	16%	(92)	17%	(102)	587
HBO Max Subscribers	15%	(90)	23%	(134)	15%	(90)	19%	(113)	15%	(87)	12%	(71)	584
Discovery+ Subscribers	25%	(89)	25%	(89)	12%	(43)	13%	(48)	11%	(37)	13%	(48)	354
AVOD Users	10%	(154)	23%	(347)	15%	(228)	17%	(253)	16%	(243)	19%	(278)	1502

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

Table MCEN7_2: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(338)	18%	(387)	20%	(442)	16%	(360)	24%	(524)	2200
Gender: Male	10%	(103)	17%	(183)	18%	(189)	23%	(244)	13%	(143)	19%	(200)	1062
Gender: Female	4%	(47)	14%	(155)	17%	(198)	17%	(198)	19%	(217)	28%	(324)	1138
Age: 18-34	11%	(71)	18%	(119)	23%	(149)	22%	(147)	15%	(97)	11%	(72)	655
Age: 35-44	11%	(39)	22%	(79)	19%	(69)	16%	(58)	20%	(71)	12%	(42)	358
Age: 45-64	5%	(35)	15%	(110)	16%	(120)	19%	(144)	17%	(124)	29%	(218)	751
Age: 65+	1%	(4)	7%	(30)	11%	(49)	22%	(94)	15%	(68)	44%	(192)	436
GenZers: 1997-2012	5%	(11)	12%	(25)	24%	(50)	32%	(65)	16%	(32)	10%	(21)	205
Millennials: 1981-1996	13%	(90)	22%	(155)	21%	(144)	18%	(123)	16%	(110)	11%	(75)	698
GenXers: 1965-1980	7%	(37)	15%	(75)	18%	(93)	19%	(96)	19%	(96)	22%	(114)	510
Baby Boomers: 1946-1964	2%	(11)	11%	(77)	13%	(93)	21%	(149)	15%	(107)	38%	(264)	701
PID: Dem (no lean)	11%	(93)	18%	(153)	18%	(153)	18%	(151)	14%	(122)	21%	(175)	847
PID: Ind (no lean)	3%	(18)	15%	(105)	17%	(124)	22%	(155)	21%	(147)	23%	(162)	712
PID: Rep (no lean)	6%	(38)	12%	(79)	17%	(111)	21%	(136)	14%	(91)	29%	(186)	641
PID/Gender: Dem Men	16%	(67)	19%	(81)	19%	(81)	20%	(82)	11%	(45)	15%	(61)	416
PID/Gender: Dem Women	6%	(27)	17%	(73)	17%	(72)	16%	(69)	18%	(77)	27%	(114)	431
PID/Gender: Ind Men	4%	(12)	17%	(58)	16%	(54)	25%	(85)	18%	(61)	21%	(70)	340
PID/Gender: Ind Women	2%	(6)	13%	(48)	19%	(70)	19%	(70)	23%	(86)	25%	(92)	372
PID/Gender: Rep Men	8%	(24)	15%	(44)	18%	(55)	25%	(77)	12%	(37)	22%	(69)	306
PID/Gender: Rep Women	4%	(14)	10%	(35)	17%	(56)	18%	(59)	16%	(54)	35%	(118)	335
Ideo: Liberal (1-3)	12%	(74)	17%	(111)	19%	(118)	21%	(135)	12%	(78)	19%	(119)	635
Ideo: Moderate (4)	3%	(19)	16%	(100)	18%	(113)	16%	(102)	22%	(138)	25%	(156)	628
Ideo: Conservative (5-7)	7%	(48)	16%	(115)	17%	(125)	22%	(160)	12%	(86)	27%	(199)	734
Educ: < College	5%	(69)	14%	(213)	18%	(265)	20%	(303)	18%	(277)	25%	(384)	1512
Educ: Bachelors degree	11%	(50)	18%	(80)	18%	(80)	20%	(87)	13%	(58)	20%	(88)	444
Educ: Post-grad	12%	(30)	18%	(44)	17%	(42)	21%	(52)	10%	(24)	21%	(51)	244
Income: Under 50k	5%	(59)	14%	(178)	18%	(220)	19%	(240)	19%	(233)	26%	(328)	1258
Income: 50k-100k	6%	(40)	17%	(105)	18%	(111)	21%	(134)	15%	(94)	23%	(146)	629
Income: 100k+	16%	(51)	18%	(56)	18%	(55)	22%	(68)	10%	(33)	16%	(50)	313
Ethnicity: White	6%	(110)	15%	(264)	17%	(286)	20%	(343)	16%	(274)	26%	(445)	1722
Ethnicity: Hispanic	9%	(31)	16%	(57)	25%	(86)	20%	(69)	17%	(58)	14%	(49)	349

Table MCEN7_2: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(338)	18%	(387)	20%	(442)	16%	(360)	24%	(524)	2200
Ethnicity: Black	11%	(29)	18%	(50)	18%	(49)	19%	(53)	18%	(50)	16%	(44)	274
Ethnicity: Other	5%	(11)	12%	(24)	26%	(52)	23%	(46)	17%	(36)	17%	(35)	204
All Christian	7%	(69)	18%	(168)	16%	(152)	19%	(184)	14%	(136)	26%	(248)	958
All Non-Christian	22%	(34)	21%	(32)	16%	(24)	17%	(26)	7%	(10)	17%	(27)	154
Atheist	4%	(4)	12%	(13)	24%	(25)	34%	(36)	10%	(11)	15%	(16)	105
Agnostic/Nothing in particular	4%	(23)	15%	(84)	18%	(104)	21%	(122)	20%	(117)	22%	(129)	580
Something Else	5%	(18)	10%	(41)	20%	(81)	18%	(74)	21%	(85)	26%	(103)	403
Religious Non-Protestant/Catholic	22%	(38)	19%	(33)	15%	(26)	17%	(30)	7%	(13)	18%	(32)	172
Evangelical	9%	(55)	16%	(92)	17%	(97)	16%	(91)	18%	(103)	25%	(148)	586
Non-Evangelical	3%	(24)	16%	(115)	18%	(132)	21%	(157)	15%	(112)	26%	(194)	734
Community: Urban	15%	(93)	19%	(119)	19%	(120)	16%	(103)	14%	(86)	18%	(112)	632
Community: Suburban	4%	(35)	15%	(144)	18%	(175)	24%	(235)	17%	(169)	23%	(231)	990
Community: Rural	4%	(22)	13%	(75)	16%	(92)	18%	(104)	18%	(105)	31%	(181)	578
Employ: Private Sector	9%	(60)	22%	(148)	20%	(134)	21%	(143)	15%	(100)	14%	(92)	677
Employ: Government	12%	(11)	20%	(19)	26%	(24)	18%	(17)	14%	(13)	9%	(9)	93
Employ: Self-Employed	17%	(33)	19%	(39)	19%	(38)	15%	(30)	11%	(21)	19%	(38)	200
Employ: Homemaker	5%	(9)	12%	(20)	14%	(23)	17%	(27)	26%	(42)	26%	(42)	164
Employ: Student	6%	(5)	13%	(11)	17%	(14)	33%	(27)	15%	(12)	15%	(13)	82
Employ: Retired	1%	(8)	9%	(46)	12%	(63)	17%	(89)	16%	(82)	45%	(233)	522
Employ: Unemployed	5%	(16)	12%	(39)	19%	(62)	23%	(74)	23%	(73)	18%	(59)	323
Employ: Other	6%	(9)	11%	(16)	20%	(28)	24%	(34)	11%	(16)	27%	(37)	139
Military HH: Yes	8%	(26)	13%	(42)	15%	(47)	27%	(86)	14%	(46)	23%	(76)	323
Military HH: No	7%	(123)	16%	(296)	18%	(340)	19%	(356)	17%	(314)	24%	(448)	1877
RD/WT: Right Direction	12%	(110)	20%	(185)	17%	(154)	18%	(165)	14%	(127)	20%	(189)	929
RD/WT: Wrong Track	3%	(39)	12%	(154)	18%	(233)	22%	(277)	18%	(233)	26%	(335)	1271
Biden Job Approve	11%	(113)	19%	(199)	17%	(175)	19%	(193)	15%	(156)	20%	(205)	1041
Biden Job Disapprove	3%	(34)	12%	(130)	19%	(195)	22%	(231)	17%	(178)	27%	(282)	1049

Table MCEN7_2: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(338)	18%	(387)	20%	(442)	16%	(360)	24%	(524)	2200
Biden Job Strongly Approve	17%	(89)	17%	(90)	14%	(73)	16%	(82)	14%	(74)	21%	(111)	519
Biden Job Somewhat Approve	5%	(24)	21%	(108)	20%	(103)	21%	(111)	16%	(82)	18%	(94)	522
Biden Job Somewhat Disapprove	3%	(9)	16%	(49)	26%	(82)	19%	(58)	17%	(52)	19%	(59)	308
Biden Job Strongly Disapprove	3%	(25)	11%	(81)	15%	(113)	23%	(173)	17%	(125)	30%	(223)	741
Favorable of Biden	10%	(110)	19%	(203)	17%	(177)	18%	(193)	15%	(162)	21%	(224)	1068
Unfavorable of Biden	3%	(33)	12%	(127)	19%	(194)	23%	(234)	16%	(165)	26%	(267)	1020
Very Favorable of Biden	15%	(85)	17%	(93)	14%	(77)	16%	(92)	16%	(89)	22%	(122)	557
Somewhat Favorable of Biden	5%	(25)	22%	(110)	19%	(100)	20%	(101)	14%	(73)	20%	(102)	511
Somewhat Unfavorable of Biden	4%	(9)	14%	(35)	24%	(60)	21%	(54)	18%	(46)	20%	(50)	254
Very Unfavorable of Biden	3%	(24)	12%	(91)	18%	(134)	24%	(180)	16%	(119)	28%	(217)	766
#1 Issue: Economy	9%	(63)	17%	(124)	20%	(147)	18%	(129)	18%	(128)	18%	(133)	724
#1 Issue: Security	5%	(24)	16%	(70)	14%	(60)	23%	(101)	13%	(59)	29%	(127)	442
#1 Issue: Health Care	6%	(17)	23%	(65)	15%	(41)	19%	(54)	14%	(39)	23%	(63)	280
#1 Issue: Medicare / Social Security	3%	(10)	9%	(26)	15%	(42)	15%	(41)	19%	(52)	39%	(109)	280
#1 Issue: Women's Issues	7%	(10)	11%	(16)	21%	(30)	29%	(41)	18%	(26)	14%	(19)	141
#1 Issue: Education	10%	(10)	9%	(9)	26%	(25)	28%	(27)	11%	(10)	16%	(15)	96
#1 Issue: Energy	10%	(12)	17%	(21)	20%	(25)	16%	(20)	20%	(24)	18%	(22)	123
#1 Issue: Other	4%	(4)	7%	(8)	15%	(17)	26%	(29)	18%	(21)	31%	(35)	115
2020 Vote: Joe Biden	10%	(95)	18%	(174)	16%	(154)	19%	(186)	14%	(137)	22%	(213)	959
2020 Vote: Donald Trump	5%	(37)	13%	(91)	17%	(123)	21%	(154)	16%	(112)	28%	(199)	715
2020 Vote: Other	3%	(2)	10%	(7)	19%	(13)	36%	(26)	9%	(6)	23%	(17)	72
2020 Vote: Didn't Vote	3%	(15)	14%	(66)	21%	(96)	17%	(77)	23%	(104)	21%	(95)	453
2018 House Vote: Democrat	11%	(81)	19%	(134)	16%	(116)	17%	(122)	14%	(101)	23%	(163)	717
2018 House Vote: Republican	5%	(30)	14%	(82)	17%	(101)	22%	(128)	14%	(85)	28%	(163)	590
2018 House Vote: Someone else	1%	(1)	13%	(9)	16%	(10)	28%	(19)	19%	(12)	23%	(15)	65
2016 Vote: Hillary Clinton	10%	(66)	18%	(118)	16%	(107)	18%	(121)	15%	(98)	23%	(149)	659
2016 Vote: Donald Trump	5%	(36)	13%	(90)	18%	(122)	21%	(143)	14%	(93)	28%	(190)	674
2016 Vote: Other	1%	(1)	20%	(21)	14%	(15)	20%	(22)	14%	(15)	31%	(34)	108
2016 Vote: Didn't Vote	6%	(45)	14%	(108)	19%	(142)	21%	(157)	20%	(154)	20%	(150)	757

Table MCEN7_2: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Pause ads, or ads that appear when you pause the content you're watching

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(338)	18%	(387)	20%	(442)	16%	(360)	24%	(524)	2200
Voted in 2014: Yes	7%	(90)	17%	(204)	17%	(201)	20%	(237)	13%	(163)	26%	(319)	1212
Voted in 2014: No	6%	(60)	14%	(134)	19%	(186)	21%	(205)	20%	(197)	21%	(205)	988
4-Region: Northeast	10%	(38)	16%	(64)	16%	(63)	20%	(80)	14%	(53)	24%	(95)	394
4-Region: Midwest	5%	(25)	12%	(56)	20%	(91)	21%	(97)	15%	(70)	26%	(122)	462
4-Region: South	5%	(44)	17%	(140)	18%	(145)	18%	(152)	19%	(154)	23%	(190)	824
4-Region: West	8%	(43)	15%	(78)	17%	(87)	22%	(113)	16%	(82)	22%	(116)	520
Consumers Who Find Ads Creepy	8%	(92)	15%	(166)	20%	(226)	24%	(270)	14%	(160)	20%	(229)	1143
Consumers Overloaded on Ads	4%	(38)	12%	(116)	23%	(220)	28%	(272)	14%	(133)	19%	(187)	965
Hulu Subscribers	9%	(81)	17%	(152)	20%	(183)	22%	(201)	17%	(155)	14%	(123)	895
Paramount+ Subscribers	17%	(55)	21%	(68)	19%	(59)	15%	(48)	15%	(48)	12%	(40)	317
Peacock Subscribers	11%	(64)	21%	(122)	16%	(94)	20%	(115)	19%	(110)	14%	(83)	587
HBO Max Subscribers	12%	(69)	18%	(103)	19%	(111)	25%	(146)	14%	(80)	13%	(75)	584
Discovery+ Subscribers	18%	(65)	18%	(65)	18%	(64)	16%	(57)	14%	(50)	15%	(53)	354
AVOD Users	8%	(117)	17%	(254)	19%	(282)	22%	(325)	17%	(255)	18%	(268)	1502

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

Table MCEN7_3: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(166)	15%	(338)	21%	(456)	18%	(386)	20%	(447)	18%	(406)	2200
Gender: Male	10%	(111)	16%	(172)	20%	(216)	20%	(217)	17%	(186)	15%	(160)	1062
Gender: Female	5%	(54)	15%	(166)	21%	(240)	15%	(169)	23%	(262)	22%	(246)	1138
Age: 18-34	13%	(85)	18%	(119)	23%	(148)	20%	(133)	16%	(108)	10%	(63)	655
Age: 35-44	13%	(47)	21%	(76)	20%	(72)	11%	(41)	24%	(86)	10%	(36)	358
Age: 45-64	4%	(30)	15%	(114)	21%	(155)	17%	(125)	23%	(172)	21%	(155)	751
Age: 65+	1%	(3)	7%	(30)	19%	(82)	20%	(88)	19%	(81)	35%	(152)	436
GenZers: 1997-2012	7%	(14)	11%	(23)	29%	(59)	21%	(44)	20%	(40)	12%	(24)	205
Millennials: 1981-1996	15%	(106)	21%	(149)	20%	(139)	16%	(114)	18%	(126)	9%	(63)	698
GenXers: 1965-1980	7%	(36)	17%	(84)	21%	(109)	16%	(79)	24%	(123)	15%	(79)	510
Baby Boomers: 1946-1964	1%	(8)	11%	(81)	19%	(136)	20%	(137)	20%	(139)	28%	(199)	701
PID: Dem (no lean)	13%	(106)	19%	(163)	21%	(176)	15%	(128)	17%	(142)	16%	(131)	847
PID: Ind (no lean)	3%	(24)	13%	(92)	20%	(142)	18%	(130)	26%	(186)	19%	(138)	712
PID: Rep (no lean)	6%	(35)	13%	(83)	22%	(139)	20%	(128)	19%	(119)	21%	(137)	641
PID/Gender: Dem Men	18%	(77)	19%	(80)	21%	(87)	17%	(70)	14%	(57)	11%	(46)	416
PID/Gender: Dem Women	7%	(29)	19%	(84)	21%	(89)	14%	(59)	20%	(86)	20%	(85)	431
PID/Gender: Ind Men	4%	(13)	15%	(50)	17%	(56)	24%	(81)	22%	(75)	19%	(65)	340
PID/Gender: Ind Women	3%	(11)	11%	(42)	23%	(85)	13%	(49)	30%	(111)	20%	(73)	372
PID/Gender: Rep Men	7%	(22)	14%	(42)	24%	(73)	22%	(66)	18%	(54)	16%	(49)	306
PID/Gender: Rep Women	4%	(14)	12%	(40)	20%	(67)	18%	(61)	19%	(65)	26%	(88)	335
Ideo: Liberal (1-3)	12%	(79)	18%	(113)	22%	(142)	17%	(108)	17%	(106)	14%	(88)	635
Ideo: Moderate (4)	4%	(24)	16%	(102)	19%	(122)	16%	(101)	24%	(154)	20%	(126)	628
Ideo: Conservative (5-7)	7%	(49)	15%	(111)	21%	(153)	19%	(141)	18%	(132)	20%	(147)	734
Educ: < College	5%	(80)	14%	(212)	21%	(313)	17%	(261)	23%	(343)	20%	(303)	1512
Educ: Bachelors degree	12%	(53)	19%	(84)	20%	(88)	19%	(85)	17%	(73)	14%	(61)	444
Educ: Post-grad	13%	(33)	17%	(42)	23%	(56)	17%	(41)	13%	(31)	17%	(42)	244
Income: Under 50k	5%	(68)	14%	(173)	20%	(255)	17%	(210)	23%	(292)	21%	(260)	1258
Income: 50k-100k	7%	(44)	16%	(103)	21%	(132)	20%	(125)	19%	(116)	17%	(108)	629
Income: 100k+	17%	(54)	20%	(62)	22%	(70)	16%	(51)	12%	(39)	12%	(38)	313
Ethnicity: White	7%	(116)	14%	(247)	21%	(367)	17%	(296)	20%	(349)	20%	(347)	1722
Ethnicity: Hispanic	12%	(41)	16%	(54)	25%	(86)	18%	(62)	17%	(61)	13%	(45)	349

Table MCEN7_3: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services? Ads that appear on the home screens of streaming services*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(166)	15%	(338)	21%	(456)	18%	(386)	20%	(447)	18%	(406)	2200
Ethnicity: Black	12%	(33)	20%	(56)	17%	(45)	17%	(47)	22%	(61)	12%	(32)	274
Ethnicity: Other	8%	(17)	17%	(35)	22%	(44)	21%	(43)	19%	(38)	13%	(27)	204
All Christian	8%	(77)	17%	(165)	21%	(205)	17%	(159)	17%	(158)	20%	(194)	958
All Non-Christian	24%	(37)	13%	(21)	24%	(37)	15%	(23)	10%	(15)	14%	(22)	154
Atheist	6%	(6)	11%	(12)	24%	(25)	31%	(32)	19%	(20)	10%	(11)	105
Agnostic/Nothing in particular	5%	(27)	15%	(86)	20%	(115)	18%	(102)	25%	(147)	18%	(103)	580
Something Else	4%	(18)	14%	(55)	19%	(75)	17%	(69)	27%	(108)	19%	(78)	403
Religious Non-Protestant/Catholic	22%	(38)	13%	(23)	23%	(39)	17%	(30)	10%	(17)	15%	(25)	172
Evangelical	9%	(54)	18%	(104)	18%	(106)	17%	(97)	20%	(116)	19%	(109)	586
Non-Evangelical	5%	(37)	15%	(107)	23%	(166)	17%	(124)	20%	(144)	21%	(156)	734
Community: Urban	16%	(99)	19%	(118)	21%	(132)	15%	(92)	17%	(106)	14%	(86)	632
Community: Suburban	5%	(50)	15%	(144)	21%	(209)	21%	(204)	22%	(216)	17%	(166)	990
Community: Rural	3%	(16)	13%	(76)	20%	(115)	16%	(90)	22%	(126)	27%	(154)	578
Employ: Private Sector	12%	(80)	21%	(140)	20%	(138)	19%	(126)	17%	(118)	11%	(75)	677
Employ: Government	14%	(13)	27%	(25)	20%	(18)	16%	(15)	16%	(15)	7%	(7)	93
Employ: Self-Employed	17%	(35)	14%	(27)	31%	(62)	13%	(26)	14%	(27)	12%	(23)	200
Employ: Homemaker	6%	(9)	12%	(19)	13%	(21)	17%	(29)	33%	(54)	20%	(32)	164
Employ: Student	7%	(6)	9%	(7)	32%	(26)	24%	(19)	19%	(16)	10%	(8)	82
Employ: Retired	1%	(4)	8%	(44)	20%	(105)	16%	(86)	20%	(103)	35%	(181)	522
Employ: Unemployed	3%	(9)	18%	(60)	16%	(52)	18%	(58)	30%	(95)	15%	(48)	323
Employ: Other	7%	(9)	12%	(17)	25%	(34)	19%	(26)	14%	(20)	24%	(33)	139
Military HH: Yes	9%	(29)	17%	(54)	17%	(55)	21%	(67)	17%	(55)	19%	(63)	323
Military HH: No	7%	(137)	15%	(285)	21%	(402)	17%	(319)	21%	(392)	18%	(344)	1877
RD/WT: Right Direction	13%	(125)	20%	(190)	18%	(169)	16%	(146)	17%	(154)	16%	(145)	929
RD/WT: Wrong Track	3%	(41)	12%	(148)	23%	(287)	19%	(240)	23%	(294)	21%	(261)	1271
Biden Job Approve	12%	(121)	19%	(199)	19%	(201)	16%	(167)	18%	(189)	16%	(164)	1041
Biden Job Disapprove	4%	(38)	13%	(133)	23%	(239)	19%	(200)	22%	(227)	20%	(211)	1049

Table MCEN7_3: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(166)	15%	(338)	21%	(456)	18%	(386)	20%	(447)	18%	(406)	2200
Biden Job Strongly Approve	19%	(97)	17%	(90)	17%	(87)	15%	(76)	14%	(75)	18%	(95)	519
Biden Job Somewhat Approve	5%	(24)	21%	(109)	22%	(114)	18%	(92)	22%	(114)	13%	(69)	522
Biden Job Somewhat Disapprove	4%	(14)	18%	(55)	28%	(86)	13%	(41)	25%	(77)	12%	(36)	308
Biden Job Strongly Disapprove	3%	(24)	11%	(79)	21%	(153)	21%	(159)	20%	(151)	24%	(175)	741
Favorable of Biden	11%	(119)	19%	(201)	19%	(207)	16%	(167)	19%	(198)	16%	(176)	1068
Unfavorable of Biden	4%	(39)	13%	(132)	22%	(229)	20%	(207)	21%	(212)	20%	(201)	1020
Very Favorable of Biden	17%	(93)	18%	(98)	16%	(88)	14%	(81)	16%	(89)	19%	(108)	557
Somewhat Favorable of Biden	5%	(26)	20%	(103)	23%	(119)	17%	(87)	21%	(109)	13%	(68)	511
Somewhat Unfavorable of Biden	7%	(17)	19%	(49)	23%	(59)	17%	(42)	21%	(54)	13%	(33)	254
Very Unfavorable of Biden	3%	(23)	11%	(83)	22%	(169)	21%	(165)	21%	(158)	22%	(168)	766
#1 Issue: Economy	9%	(67)	18%	(127)	23%	(170)	15%	(110)	22%	(157)	13%	(93)	724
#1 Issue: Security	4%	(19)	12%	(53)	19%	(83)	23%	(102)	19%	(82)	23%	(102)	442
#1 Issue: Health Care	11%	(31)	20%	(57)	17%	(47)	13%	(38)	21%	(58)	18%	(50)	280
#1 Issue: Medicare / Social Security	3%	(9)	12%	(33)	17%	(49)	15%	(42)	24%	(66)	29%	(81)	280
#1 Issue: Women's Issues	5%	(7)	13%	(19)	26%	(36)	20%	(28)	22%	(31)	14%	(20)	141
#1 Issue: Education	16%	(16)	15%	(15)	22%	(21)	22%	(21)	13%	(13)	11%	(10)	96
#1 Issue: Energy	12%	(15)	17%	(21)	22%	(27)	16%	(20)	17%	(21)	15%	(19)	123
#1 Issue: Other	2%	(2)	11%	(13)	21%	(24)	22%	(25)	16%	(19)	28%	(32)	115
2020 Vote: Joe Biden	12%	(112)	19%	(180)	19%	(187)	15%	(143)	18%	(172)	17%	(165)	959
2020 Vote: Donald Trump	5%	(34)	13%	(94)	21%	(147)	21%	(148)	19%	(135)	22%	(156)	715
2020 Vote: Other	1%	(1)	17%	(12)	17%	(12)	24%	(17)	21%	(15)	20%	(14)	72
2020 Vote: Didn't Vote	4%	(19)	11%	(52)	24%	(110)	17%	(77)	28%	(125)	16%	(70)	453
2018 House Vote: Democrat	13%	(91)	20%	(141)	19%	(134)	15%	(109)	17%	(120)	17%	(121)	717
2018 House Vote: Republican	5%	(32)	13%	(76)	22%	(130)	21%	(122)	17%	(102)	21%	(127)	590
2018 House Vote: Someone else	2%	(1)	10%	(6)	23%	(15)	25%	(17)	19%	(13)	20%	(13)	65
2016 Vote: Hillary Clinton	12%	(77)	20%	(130)	19%	(126)	14%	(93)	18%	(119)	17%	(115)	659
2016 Vote: Donald Trump	5%	(34)	14%	(94)	21%	(139)	20%	(132)	18%	(125)	22%	(150)	674
2016 Vote: Other	6%	(6)	12%	(13)	21%	(22)	21%	(22)	18%	(19)	23%	(24)	108
2016 Vote: Didn't Vote	6%	(49)	13%	(100)	22%	(168)	18%	(139)	24%	(184)	15%	(117)	757

Continued on next page

Table MCEN7_3: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Ads that appear on the home screens of streaming services

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(166)	15%	(338)	21%	(456)	18%	(386)	20%	(447)	18%	(406)	2200
Voted in 2014: Yes	9%	(107)	16%	(196)	20%	(237)	18%	(213)	17%	(212)	20%	(247)	1212
Voted in 2014: No	6%	(59)	14%	(142)	22%	(220)	17%	(173)	24%	(235)	16%	(159)	988
4-Region: Northeast	11%	(44)	15%	(59)	20%	(78)	16%	(64)	18%	(70)	20%	(79)	394
4-Region: Midwest	5%	(23)	15%	(68)	22%	(100)	17%	(77)	22%	(100)	21%	(95)	462
4-Region: South	7%	(54)	17%	(138)	20%	(165)	17%	(144)	22%	(180)	17%	(143)	824
4-Region: West	9%	(46)	14%	(72)	22%	(114)	19%	(101)	19%	(97)	17%	(89)	520
Consumers Who Find Ads Creepy	9%	(102)	14%	(157)	23%	(261)	21%	(238)	19%	(213)	15%	(173)	1143
Consumers Overloaded on Ads	4%	(41)	11%	(108)	26%	(254)	26%	(254)	18%	(172)	14%	(136)	965
Hulu Subscribers	10%	(90)	17%	(151)	24%	(212)	19%	(172)	21%	(191)	9%	(79)	895
Paramount+ Subscribers	19%	(60)	22%	(71)	18%	(56)	14%	(44)	18%	(55)	10%	(31)	317
Peacock Subscribers	12%	(68)	20%	(116)	21%	(122)	16%	(95)	21%	(122)	11%	(64)	587
HBO Max Subscribers	12%	(72)	19%	(110)	23%	(133)	20%	(116)	18%	(103)	9%	(51)	584
Discovery+ Subscribers	19%	(66)	20%	(72)	19%	(68)	15%	(54)	16%	(56)	11%	(38)	354
AVOD Users	9%	(131)	17%	(261)	22%	(329)	18%	(278)	21%	(314)	13%	(189)	1502

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

Table MCEN7_4: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	20%	(437)	16%	(357)	14%	(316)	16%	(347)	25%	(545)	2200
Gender: Male	11%	(113)	21%	(223)	18%	(187)	17%	(176)	14%	(147)	20%	(216)	1062
Gender: Female	7%	(84)	19%	(214)	15%	(170)	12%	(141)	18%	(200)	29%	(329)	1138
Age: 18-34	17%	(108)	23%	(152)	18%	(116)	15%	(95)	15%	(100)	13%	(83)	655
Age: 35-44	13%	(45)	30%	(106)	19%	(67)	10%	(37)	17%	(62)	11%	(40)	358
Age: 45-64	5%	(38)	18%	(133)	16%	(120)	14%	(104)	17%	(130)	30%	(224)	751
Age: 65+	1%	(5)	10%	(45)	12%	(54)	18%	(80)	12%	(54)	45%	(198)	436
GenZers: 1997-2012	14%	(28)	15%	(30)	23%	(46)	17%	(36)	17%	(34)	15%	(31)	205
Millennials: 1981-1996	16%	(112)	29%	(201)	16%	(114)	13%	(89)	15%	(103)	11%	(79)	698
GenXers: 1965-1980	8%	(40)	20%	(104)	18%	(90)	14%	(72)	20%	(102)	20%	(101)	510
Baby Boomers: 1946-1964	2%	(17)	14%	(95)	14%	(100)	16%	(110)	14%	(99)	40%	(280)	701
PID: Dem (no lean)	14%	(114)	22%	(184)	18%	(156)	12%	(98)	14%	(117)	21%	(178)	847
PID: Ind (no lean)	6%	(41)	21%	(151)	13%	(90)	16%	(114)	20%	(139)	25%	(176)	712
PID: Rep (no lean)	7%	(42)	16%	(101)	17%	(111)	16%	(104)	14%	(91)	30%	(192)	641
PID/Gender: Dem Men	18%	(76)	20%	(84)	20%	(85)	13%	(53)	12%	(49)	16%	(68)	416
PID/Gender: Dem Women	9%	(38)	23%	(100)	16%	(71)	10%	(45)	16%	(67)	25%	(109)	431
PID/Gender: Ind Men	5%	(16)	25%	(84)	12%	(41)	19%	(63)	16%	(56)	23%	(80)	340
PID/Gender: Ind Women	7%	(25)	18%	(67)	13%	(49)	14%	(51)	23%	(84)	26%	(96)	372
PID/Gender: Rep Men	7%	(20)	18%	(55)	20%	(61)	19%	(59)	14%	(42)	22%	(68)	306
PID/Gender: Rep Women	6%	(21)	14%	(47)	15%	(50)	13%	(45)	15%	(49)	37%	(123)	335
Ideo: Liberal (1-3)	15%	(96)	24%	(153)	17%	(109)	14%	(89)	10%	(63)	20%	(125)	635
Ideo: Moderate (4)	4%	(25)	21%	(133)	18%	(112)	11%	(71)	21%	(129)	25%	(157)	628
Ideo: Conservative (5-7)	7%	(52)	19%	(139)	15%	(112)	16%	(120)	14%	(103)	28%	(209)	734
Educ: < College	7%	(108)	17%	(259)	17%	(253)	15%	(221)	18%	(270)	27%	(401)	1512
Educ: Bachelors degree	13%	(56)	25%	(110)	14%	(61)	15%	(65)	15%	(65)	20%	(87)	444
Educ: Post-grad	13%	(32)	28%	(68)	18%	(44)	12%	(30)	5%	(12)	23%	(57)	244
Income: Under 50k	8%	(98)	18%	(224)	16%	(207)	14%	(177)	17%	(220)	26%	(332)	1258
Income: 50k-100k	8%	(50)	21%	(132)	15%	(96)	15%	(95)	16%	(99)	25%	(157)	629
Income: 100k+	16%	(49)	26%	(80)	17%	(54)	14%	(45)	9%	(28)	18%	(56)	313
Ethnicity: White	9%	(155)	19%	(334)	16%	(272)	14%	(246)	15%	(252)	27%	(462)	1722
Ethnicity: Hispanic	10%	(34)	20%	(71)	19%	(65)	16%	(56)	16%	(55)	20%	(69)	349

Table MCEN7_4: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	20%	(437)	16%	(357)	14%	(316)	16%	(347)	25%	(545)	2200
Ethnicity: Black	10%	(28)	23%	(63)	16%	(45)	14%	(39)	21%	(58)	15%	(40)	274
Ethnicity: Other	7%	(14)	19%	(40)	19%	(40)	15%	(31)	18%	(37)	21%	(43)	204
All Christian	8%	(78)	20%	(196)	18%	(169)	15%	(139)	12%	(119)	27%	(257)	958
All Non-Christian	23%	(36)	30%	(45)	14%	(21)	9%	(14)	8%	(12)	16%	(25)	154
Atheist	6%	(7)	25%	(26)	15%	(16)	23%	(24)	11%	(12)	19%	(20)	105
Agnostic/Nothing in particular	7%	(43)	16%	(93)	18%	(105)	13%	(77)	22%	(129)	23%	(133)	580
Something Else	8%	(33)	19%	(76)	11%	(46)	15%	(61)	19%	(75)	28%	(111)	403
Religious Non-Protestant/Catholic	22%	(38)	28%	(48)	14%	(25)	10%	(17)	9%	(15)	17%	(30)	172
Evangelical	12%	(67)	21%	(123)	13%	(73)	13%	(78)	15%	(87)	27%	(157)	586
Non-Evangelical	5%	(37)	19%	(142)	18%	(133)	16%	(119)	14%	(100)	28%	(202)	734
Community: Urban	16%	(100)	22%	(139)	17%	(110)	12%	(74)	14%	(86)	20%	(124)	632
Community: Suburban	6%	(61)	22%	(214)	16%	(154)	17%	(165)	16%	(158)	24%	(237)	990
Community: Rural	6%	(36)	15%	(84)	16%	(93)	13%	(77)	18%	(104)	32%	(184)	578
Employ: Private Sector	11%	(73)	26%	(179)	18%	(120)	14%	(98)	14%	(98)	16%	(109)	677
Employ: Government	18%	(17)	29%	(27)	15%	(14)	10%	(9)	15%	(14)	13%	(12)	93
Employ: Self-Employed	18%	(35)	23%	(46)	18%	(36)	13%	(26)	14%	(27)	15%	(29)	200
Employ: Homemaker	8%	(13)	19%	(31)	11%	(17)	14%	(22)	22%	(36)	28%	(46)	164
Employ: Student	15%	(12)	8%	(7)	25%	(20)	20%	(16)	19%	(16)	14%	(11)	82
Employ: Retired	2%	(9)	11%	(58)	12%	(65)	15%	(78)	14%	(74)	46%	(238)	522
Employ: Unemployed	7%	(22)	20%	(65)	19%	(60)	15%	(47)	20%	(65)	20%	(63)	323
Employ: Other	11%	(16)	17%	(24)	18%	(25)	14%	(19)	13%	(18)	26%	(37)	139
Military HH: Yes	11%	(37)	22%	(72)	13%	(41)	18%	(57)	12%	(38)	24%	(78)	323
Military HH: No	9%	(160)	19%	(365)	17%	(316)	14%	(260)	16%	(309)	25%	(467)	1877
RD/WT: Right Direction	14%	(130)	23%	(215)	16%	(146)	12%	(110)	14%	(126)	22%	(202)	929
RD/WT: Wrong Track	5%	(67)	17%	(222)	17%	(211)	16%	(206)	17%	(221)	27%	(344)	1271
Biden Job Approve	13%	(137)	23%	(238)	16%	(166)	13%	(135)	14%	(150)	21%	(216)	1041
Biden Job Disapprove	5%	(52)	19%	(194)	17%	(174)	16%	(164)	16%	(169)	28%	(296)	1049

Table MCEN7_4: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	20%	(437)	16%	(357)	14%	(316)	16%	(347)	25%	(545)	2200
Biden Job Strongly Approve	18%	(95)	20%	(103)	15%	(78)	12%	(61)	12%	(60)	24%	(123)	519
Biden Job Somewhat Approve	8%	(42)	26%	(135)	17%	(88)	14%	(74)	17%	(89)	18%	(94)	522
Biden Job Somewhat Disapprove	5%	(16)	29%	(90)	18%	(55)	11%	(34)	15%	(48)	21%	(66)	308
Biden Job Strongly Disapprove	5%	(36)	14%	(104)	16%	(119)	17%	(130)	16%	(121)	31%	(230)	741
Favorable of Biden	13%	(138)	22%	(236)	16%	(170)	13%	(135)	15%	(158)	22%	(231)	1068
Unfavorable of Biden	5%	(51)	19%	(193)	17%	(177)	16%	(165)	15%	(152)	28%	(282)	1020
Very Favorable of Biden	16%	(88)	19%	(106)	14%	(77)	13%	(71)	14%	(76)	25%	(139)	557
Somewhat Favorable of Biden	10%	(50)	26%	(131)	18%	(93)	13%	(64)	16%	(82)	18%	(91)	511
Somewhat Unfavorable of Biden	5%	(13)	31%	(78)	16%	(42)	13%	(33)	14%	(35)	21%	(53)	254
Very Unfavorable of Biden	5%	(38)	15%	(115)	18%	(135)	17%	(132)	15%	(117)	30%	(229)	766
#1 Issue: Economy	11%	(80)	21%	(154)	18%	(129)	12%	(89)	19%	(139)	18%	(132)	724
#1 Issue: Security	6%	(25)	19%	(83)	14%	(62)	18%	(78)	12%	(53)	32%	(141)	442
#1 Issue: Health Care	11%	(31)	24%	(67)	14%	(40)	14%	(39)	15%	(43)	21%	(60)	280
#1 Issue: Medicare / Social Security	3%	(9)	12%	(33)	15%	(41)	12%	(32)	18%	(50)	41%	(115)	280
#1 Issue: Women's Issues	13%	(19)	27%	(39)	21%	(29)	10%	(14)	12%	(17)	17%	(23)	141
#1 Issue: Education	11%	(10)	18%	(17)	19%	(18)	28%	(26)	10%	(10)	14%	(14)	96
#1 Issue: Energy	15%	(18)	23%	(29)	16%	(20)	16%	(20)	9%	(11)	21%	(26)	123
#1 Issue: Other	5%	(6)	13%	(15)	16%	(18)	15%	(17)	21%	(24)	30%	(34)	115
2020 Vote: Joe Biden	13%	(128)	25%	(235)	14%	(138)	12%	(118)	13%	(126)	22%	(214)	959
2020 Vote: Donald Trump	6%	(42)	17%	(120)	16%	(118)	17%	(119)	14%	(103)	30%	(213)	715
2020 Vote: Other	7%	(5)	18%	(13)	18%	(13)	26%	(19)	8%	(6)	24%	(17)	72
2020 Vote: Didn't Vote	5%	(22)	15%	(69)	19%	(88)	13%	(61)	25%	(112)	22%	(101)	453
2018 House Vote: Democrat	13%	(90)	25%	(180)	15%	(105)	13%	(94)	11%	(82)	23%	(164)	717
2018 House Vote: Republican	6%	(36)	18%	(104)	17%	(98)	17%	(100)	14%	(80)	29%	(173)	590
2018 House Vote: Someone else	7%	(5)	22%	(14)	13%	(9)	16%	(10)	17%	(11)	25%	(16)	65
2016 Vote: Hillary Clinton	12%	(81)	24%	(159)	15%	(101)	13%	(86)	13%	(84)	23%	(150)	659
2016 Vote: Donald Trump	6%	(38)	18%	(124)	17%	(117)	17%	(111)	13%	(86)	29%	(198)	674
2016 Vote: Other	5%	(5)	22%	(24)	12%	(12)	18%	(20)	16%	(17)	28%	(30)	108
2016 Vote: Didn't Vote	10%	(73)	17%	(130)	17%	(127)	13%	(99)	21%	(160)	22%	(167)	757

Continued on next page

Table MCEN7_4: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	20%	(437)	16%	(357)	14%	(316)	16%	(347)	25%	(545)	2200
Voted in 2014: Yes	9%	(105)	21%	(256)	16%	(189)	16%	(188)	12%	(147)	27%	(326)	1212
Voted in 2014: No	9%	(92)	18%	(181)	17%	(168)	13%	(128)	20%	(200)	22%	(219)	988
4-Region: Northeast	11%	(43)	19%	(76)	15%	(59)	14%	(53)	17%	(67)	24%	(95)	394
4-Region: Midwest	8%	(38)	18%	(84)	19%	(88)	13%	(61)	13%	(59)	29%	(132)	462
4-Region: South	8%	(68)	22%	(180)	17%	(137)	14%	(115)	16%	(129)	24%	(195)	824
4-Region: West	9%	(48)	19%	(98)	14%	(72)	17%	(87)	18%	(92)	24%	(124)	520
Consumers Who Find Ads Creepy	11%	(130)	21%	(237)	18%	(208)	16%	(178)	13%	(147)	21%	(243)	1143
Consumers Overloaded on Ads	7%	(69)	18%	(177)	18%	(175)	21%	(207)	15%	(146)	20%	(191)	965
Hulu Subscribers	14%	(124)	23%	(203)	19%	(169)	13%	(120)	16%	(139)	16%	(139)	895
Paramount+ Subscribers	19%	(61)	25%	(80)	19%	(59)	9%	(29)	14%	(44)	14%	(44)	317
Peacock Subscribers	15%	(91)	24%	(141)	16%	(92)	12%	(71)	16%	(95)	16%	(97)	587
HBO Max Subscribers	14%	(80)	22%	(128)	21%	(121)	15%	(88)	15%	(88)	14%	(80)	584
Discovery+ Subscribers	20%	(71)	25%	(89)	19%	(68)	12%	(41)	9%	(34)	15%	(52)	354
AVOD Users	11%	(163)	23%	(345)	18%	(264)	14%	(207)	16%	(238)	19%	(284)	1502

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

Table MCEN7_5: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(183)	23%	(500)	15%	(326)	15%	(329)	18%	(389)	21%	(473)	2200
Gender: Male	10%	(104)	23%	(239)	17%	(177)	18%	(192)	14%	(153)	18%	(196)	1062
Gender: Female	7%	(79)	23%	(260)	13%	(149)	12%	(138)	21%	(235)	24%	(277)	1138
Age: 18-34	15%	(97)	28%	(182)	16%	(106)	16%	(102)	16%	(107)	9%	(60)	655
Age: 35-44	13%	(45)	29%	(103)	16%	(58)	11%	(40)	19%	(69)	12%	(43)	358
Age: 45-64	5%	(37)	21%	(159)	14%	(104)	15%	(110)	18%	(138)	27%	(203)	751
Age: 65+	1%	(5)	13%	(56)	13%	(58)	18%	(77)	17%	(74)	38%	(166)	436
GenZers: 1997-2012	8%	(16)	27%	(56)	18%	(38)	19%	(39)	18%	(36)	10%	(20)	205
Millennials: 1981-1996	16%	(114)	29%	(204)	16%	(110)	13%	(88)	17%	(121)	9%	(61)	698
GenXers: 1965-1980	8%	(42)	24%	(122)	13%	(66)	14%	(70)	18%	(90)	24%	(120)	510
Baby Boomers: 1946-1964	2%	(12)	16%	(113)	15%	(104)	17%	(123)	18%	(125)	32%	(225)	701
PID: Dem (no lean)	12%	(105)	25%	(215)	16%	(132)	13%	(108)	15%	(129)	19%	(158)	847
PID: Ind (no lean)	5%	(36)	21%	(150)	14%	(101)	16%	(117)	22%	(159)	21%	(147)	712
PID: Rep (no lean)	7%	(42)	21%	(135)	14%	(92)	16%	(105)	16%	(100)	26%	(167)	641
PID/Gender: Dem Men	15%	(61)	27%	(113)	17%	(73)	16%	(65)	13%	(53)	13%	(53)	416
PID/Gender: Dem Women	10%	(45)	24%	(102)	14%	(60)	10%	(43)	18%	(77)	24%	(105)	431
PID/Gender: Ind Men	6%	(20)	20%	(67)	17%	(57)	19%	(66)	15%	(52)	23%	(77)	340
PID/Gender: Ind Women	4%	(16)	22%	(83)	12%	(45)	14%	(50)	29%	(108)	19%	(70)	372
PID/Gender: Rep Men	8%	(24)	19%	(59)	16%	(48)	20%	(61)	16%	(49)	22%	(66)	306
PID/Gender: Rep Women	5%	(18)	23%	(76)	13%	(45)	13%	(44)	15%	(51)	30%	(102)	335
Ideo: Liberal (1-3)	12%	(78)	26%	(167)	16%	(104)	15%	(93)	14%	(91)	16%	(101)	635
Ideo: Moderate (4)	6%	(39)	23%	(146)	16%	(98)	11%	(69)	22%	(137)	22%	(139)	628
Ideo: Conservative (5-7)	7%	(54)	21%	(157)	14%	(105)	18%	(130)	14%	(101)	26%	(187)	734
Educ: < College	7%	(107)	21%	(315)	14%	(213)	15%	(231)	20%	(302)	23%	(344)	1512
Educ: Bachelors degree	10%	(45)	28%	(124)	17%	(75)	13%	(57)	14%	(64)	18%	(79)	444
Educ: Post-grad	13%	(31)	25%	(61)	16%	(38)	17%	(41)	9%	(23)	21%	(50)	244
Income: Under 50k	7%	(88)	20%	(252)	15%	(184)	15%	(191)	20%	(249)	23%	(294)	1258
Income: 50k-100k	7%	(44)	25%	(159)	16%	(98)	15%	(94)	16%	(102)	21%	(133)	629
Income: 100k+	16%	(52)	28%	(89)	14%	(45)	14%	(44)	12%	(38)	15%	(46)	313
Ethnicity: White	8%	(130)	22%	(376)	15%	(261)	15%	(257)	17%	(300)	23%	(397)	1722
Ethnicity: Hispanic	11%	(37)	27%	(94)	15%	(53)	17%	(59)	15%	(53)	15%	(53)	349

Table MCEN7_5: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(183)	23%	(500)	15%	(326)	15%	(329)	18%	(389)	21%	(473)	2200
Ethnicity: Black	13%	(37)	27%	(75)	14%	(39)	12%	(33)	19%	(52)	14%	(39)	274
Ethnicity: Other	8%	(16)	24%	(49)	13%	(27)	19%	(39)	18%	(36)	18%	(37)	204
All Christian	7%	(67)	24%	(229)	16%	(153)	15%	(143)	15%	(141)	24%	(226)	958
All Non-Christian	23%	(35)	29%	(44)	18%	(27)	13%	(19)	7%	(11)	11%	(18)	154
Atheist	8%	(9)	31%	(33)	10%	(11)	26%	(27)	9%	(9)	16%	(16)	105
Agnostic/Nothing in particular	7%	(41)	20%	(116)	14%	(80)	16%	(92)	23%	(133)	21%	(119)	580
Something Else	8%	(32)	20%	(79)	14%	(56)	12%	(48)	23%	(95)	23%	(93)	403
Religious Non-Protestant/Catholic	20%	(35)	27%	(47)	18%	(31)	14%	(25)	7%	(13)	13%	(22)	172
Evangelical	10%	(59)	22%	(128)	14%	(80)	13%	(76)	18%	(107)	23%	(136)	586
Non-Evangelical	5%	(39)	23%	(168)	16%	(121)	15%	(108)	17%	(123)	24%	(176)	734
Community: Urban	17%	(106)	26%	(166)	12%	(79)	13%	(83)	14%	(85)	18%	(113)	632
Community: Suburban	5%	(52)	23%	(225)	16%	(157)	17%	(167)	19%	(189)	20%	(200)	990
Community: Rural	4%	(25)	19%	(108)	16%	(91)	14%	(80)	20%	(114)	28%	(160)	578
Employ: Private Sector	10%	(68)	30%	(201)	15%	(104)	17%	(113)	15%	(100)	13%	(91)	677
Employ: Government	9%	(9)	29%	(27)	22%	(20)	17%	(16)	13%	(12)	10%	(10)	93
Employ: Self-Employed	20%	(39)	29%	(59)	13%	(25)	9%	(18)	16%	(32)	13%	(27)	200
Employ: Homemaker	12%	(20)	17%	(27)	10%	(17)	14%	(23)	24%	(40)	23%	(37)	164
Employ: Student	10%	(8)	30%	(25)	13%	(10)	20%	(16)	17%	(14)	11%	(9)	82
Employ: Retired	1%	(7)	13%	(67)	14%	(72)	14%	(73)	17%	(89)	41%	(214)	522
Employ: Unemployed	6%	(19)	22%	(70)	15%	(47)	15%	(50)	26%	(85)	16%	(52)	323
Employ: Other	10%	(14)	17%	(24)	22%	(30)	15%	(20)	12%	(17)	25%	(34)	139
Military HH: Yes	9%	(30)	20%	(64)	14%	(46)	18%	(59)	16%	(53)	21%	(69)	323
Military HH: No	8%	(153)	23%	(435)	15%	(280)	14%	(270)	18%	(336)	21%	(403)	1877
RD/WT: Right Direction	14%	(128)	26%	(238)	14%	(128)	14%	(127)	15%	(142)	18%	(168)	929
RD/WT: Wrong Track	4%	(56)	21%	(262)	16%	(199)	16%	(203)	19%	(247)	24%	(305)	1271
Biden Job Approve	12%	(129)	26%	(266)	14%	(146)	13%	(139)	16%	(170)	18%	(191)	1041
Biden Job Disapprove	4%	(46)	21%	(220)	16%	(166)	17%	(177)	18%	(185)	24%	(255)	1049

Table MCEN7_5: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(183)	23%	(500)	15%	(326)	15%	(329)	18%	(389)	21%	(473)	2200
Biden Job Strongly Approve	19%	(98)	25%	(132)	11%	(57)	12%	(62)	14%	(71)	19%	(99)	519
Biden Job Somewhat Approve	6%	(30)	26%	(134)	17%	(89)	15%	(77)	19%	(99)	18%	(92)	522
Biden Job Somewhat Disapprove	5%	(14)	26%	(79)	19%	(57)	18%	(56)	18%	(55)	15%	(47)	308
Biden Job Strongly Disapprove	4%	(32)	19%	(141)	15%	(108)	16%	(121)	18%	(130)	28%	(208)	741
Favorable of Biden	13%	(135)	25%	(268)	14%	(149)	13%	(141)	16%	(172)	19%	(202)	1068
Unfavorable of Biden	4%	(38)	22%	(225)	16%	(160)	18%	(179)	17%	(172)	24%	(246)	1020
Very Favorable of Biden	18%	(99)	24%	(132)	11%	(61)	13%	(71)	15%	(84)	20%	(111)	557
Somewhat Favorable of Biden	7%	(37)	27%	(136)	17%	(89)	14%	(70)	17%	(88)	18%	(92)	511
Somewhat Unfavorable of Biden	4%	(10)	30%	(76)	16%	(40)	17%	(43)	16%	(41)	17%	(44)	254
Very Unfavorable of Biden	4%	(28)	19%	(149)	16%	(120)	18%	(136)	17%	(131)	26%	(202)	766
#1 Issue: Economy	10%	(73)	26%	(190)	16%	(118)	13%	(96)	20%	(142)	15%	(106)	724
#1 Issue: Security	6%	(29)	21%	(93)	14%	(60)	16%	(69)	13%	(59)	30%	(133)	442
#1 Issue: Health Care	10%	(27)	27%	(75)	13%	(36)	13%	(38)	18%	(51)	19%	(53)	280
#1 Issue: Medicare / Social Security	4%	(12)	13%	(36)	13%	(37)	15%	(41)	21%	(59)	34%	(96)	280
#1 Issue: Women's Issues	8%	(11)	20%	(28)	22%	(31)	17%	(24)	16%	(23)	17%	(24)	141
#1 Issue: Education	11%	(10)	25%	(24)	12%	(11)	26%	(25)	15%	(14)	12%	(12)	96
#1 Issue: Energy	15%	(18)	27%	(33)	18%	(22)	12%	(15)	13%	(16)	15%	(18)	123
#1 Issue: Other	3%	(4)	19%	(21)	9%	(11)	20%	(23)	22%	(26)	27%	(31)	115
2020 Vote: Joe Biden	11%	(110)	25%	(243)	15%	(141)	13%	(127)	16%	(154)	19%	(184)	959
2020 Vote: Donald Trump	6%	(40)	20%	(146)	15%	(110)	16%	(117)	16%	(113)	26%	(189)	715
2020 Vote: Other	2%	(2)	19%	(14)	13%	(9)	31%	(22)	13%	(9)	22%	(15)	72
2020 Vote: Didn't Vote	7%	(32)	21%	(96)	14%	(65)	14%	(63)	25%	(113)	18%	(83)	453
2018 House Vote: Democrat	12%	(84)	26%	(185)	16%	(113)	12%	(84)	15%	(104)	20%	(146)	717
2018 House Vote: Republican	5%	(31)	21%	(122)	16%	(97)	18%	(104)	16%	(94)	24%	(143)	590
2018 House Vote: Someone else	2%	(1)	18%	(12)	16%	(11)	24%	(15)	18%	(12)	22%	(14)	65
2016 Vote: Hillary Clinton	10%	(68)	25%	(166)	15%	(99)	13%	(84)	16%	(107)	20%	(135)	659
2016 Vote: Donald Trump	6%	(37)	20%	(136)	15%	(104)	16%	(111)	17%	(114)	26%	(172)	674
2016 Vote: Other	3%	(4)	21%	(23)	14%	(15)	17%	(18)	19%	(21)	25%	(27)	108
2016 Vote: Didn't Vote	10%	(74)	23%	(174)	14%	(107)	15%	(116)	20%	(148)	18%	(138)	757

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Table MCEN7_5: *Do you have a favorable or unfavorable impression of each of the following types of ad formats on streaming services?*
Shoppable ads that allow you to purchase products you like right away

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(183)	23%	(500)	15%	(326)	15%	(329)	18%	(389)	21%	(473)	2200
Voted in 2014: Yes	7%	(90)	23%	(282)	15%	(182)	15%	(186)	16%	(189)	23%	(284)	1212
Voted in 2014: No	9%	(94)	22%	(217)	15%	(145)	15%	(143)	20%	(200)	19%	(188)	988
4-Region: Northeast	11%	(41)	24%	(96)	16%	(64)	12%	(48)	16%	(63)	21%	(81)	394
4-Region: Midwest	5%	(23)	22%	(104)	16%	(73)	17%	(80)	16%	(73)	24%	(110)	462
4-Region: South	9%	(72)	23%	(186)	15%	(122)	14%	(117)	19%	(155)	21%	(173)	824
4-Region: West	9%	(47)	22%	(114)	13%	(67)	16%	(85)	19%	(98)	21%	(108)	520
Consumers Who Find Ads Creepy	9%	(104)	23%	(258)	17%	(198)	18%	(207)	15%	(176)	18%	(201)	1143
Consumers Overloaded on Ads	6%	(61)	21%	(198)	18%	(178)	21%	(204)	16%	(157)	17%	(168)	965
Hulu Subscribers	10%	(91)	27%	(245)	18%	(158)	14%	(125)	18%	(165)	12%	(110)	895
Paramount+ Subscribers	20%	(63)	31%	(99)	16%	(51)	8%	(26)	12%	(37)	13%	(40)	317
Peacock Subscribers	14%	(82)	26%	(156)	13%	(75)	13%	(79)	19%	(109)	15%	(87)	587
HBO Max Subscribers	13%	(79)	26%	(150)	19%	(110)	16%	(91)	16%	(94)	10%	(60)	584
Discovery+ Subscribers	20%	(70)	35%	(123)	13%	(46)	9%	(34)	12%	(44)	11%	(37)	354
AVOD Users	10%	(149)	25%	(381)	16%	(246)	14%	(208)	18%	(276)	16%	(241)	1502

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

Table MCEN8: *Which of the following types of ad formats do you most prefer while watching streaming services?*

Demographic	Interactive ads that you can engage with on screen	Pause ads, or ads that appear when you pause the content you're watching	Ads that appear on the home screens of streaming services	Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content	Shoppable ads that allow you to purchase products you like right away	I do not watch streaming services	None of the above	Total N
Adults	9% (194)	11% (234)	12% (270)	16% (352)	11% (240)	13% (281)	29% (628)	2200
Gender: Male	10% (102)	12% (123)	15% (160)	16% (166)	11% (118)	11% (117)	26% (275)	1062
Gender: Female	8% (92)	10% (111)	10% (110)	16% (186)	11% (122)	14% (164)	31% (354)	1138
Age: 18-34	14% (95)	12% (81)	13% (84)	22% (143)	15% (98)	2% (13)	21% (140)	655
Age: 35-44	14% (49)	13% (46)	14% (52)	19% (66)	10% (37)	8% (27)	22% (80)	358
Age: 45-64	6% (42)	11% (82)	13% (95)	15% (112)	10% (76)	13% (96)	33% (248)	751
Age: 65+	2% (7)	6% (24)	9% (40)	7% (30)	7% (29)	33% (145)	37% (161)	436
GenZers: 1997-2012	15% (31)	15% (31)	11% (22)	22% (46)	14% (28)	1% (2)	22% (46)	205
Millennials: 1981-1996	14% (100)	13% (88)	14% (95)	21% (144)	14% (99)	4% (29)	21% (143)	698
GenXers: 1965-1980	8% (41)	11% (56)	14% (72)	17% (84)	11% (59)	8% (42)	31% (156)	510
Baby Boomers: 1946-1964	3% (23)	8% (56)	11% (75)	11% (74)	7% (50)	24% (168)	36% (255)	701
PID: Dem (no lean)	10% (84)	11% (90)	15% (128)	19% (163)	13% (109)	9% (78)	23% (194)	847
PID: Ind (no lean)	10% (70)	11% (78)	10% (70)	14% (103)	10% (68)	13% (93)	32% (229)	712
PID: Rep (no lean)	6% (40)	10% (65)	11% (72)	13% (86)	10% (63)	17% (110)	32% (205)	641
PID/Gender: Dem Men	12% (51)	11% (45)	18% (76)	18% (77)	14% (57)	7% (29)	20% (82)	416
PID/Gender: Dem Women	8% (33)	11% (46)	12% (52)	20% (86)	12% (52)	11% (49)	26% (113)	431
PID/Gender: Ind Men	8% (28)	13% (46)	12% (42)	13% (46)	9% (31)	13% (43)	31% (104)	340
PID/Gender: Ind Women	11% (42)	9% (32)	8% (28)	15% (57)	10% (37)	13% (50)	34% (125)	372
PID/Gender: Rep Men	7% (22)	11% (33)	14% (43)	14% (44)	10% (31)	15% (45)	29% (89)	306
PID/Gender: Rep Women	5% (18)	10% (33)	9% (29)	13% (43)	10% (32)	19% (65)	35% (116)	335
Ideo: Liberal (1-3)	10% (61)	12% (73)	16% (101)	19% (122)	14% (86)	7% (43)	23% (149)	635
Ideo: Moderate (4)	8% (51)	11% (68)	11% (67)	17% (107)	10% (62)	14% (86)	30% (186)	628
Ideo: Conservative (5-7)	8% (57)	10% (73)	11% (83)	14% (102)	10% (76)	17% (124)	30% (219)	734

Table MCEN8: *Which of the following types of ad formats do you most prefer while watching streaming services?*

Demographic	Interactive ads that you can engage with on screen	Pause ads, or ads that appear when you pause the content you're watching	Ads that appear on the home screens of streaming services	Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content	Shoppable ads that allow you to purchase products you like right away	I do not watch streaming services	None of the above	Total N
Adults	9% (194)	11% (234)	12% (270)	16% (352)	11% (240)	13% (281)	29% (628)	2200
Educ: < College	8% (128)	10% (151)	12% (180)	15% (224)	10% (154)	14% (216)	30% (460)	1512
Educ: Bachelors degree	11% (47)	13% (59)	13% (58)	17% (77)	13% (56)	8% (37)	25% (110)	444
Educ: Post-grad	8% (20)	10% (23)	13% (32)	21% (50)	12% (30)	12% (29)	24% (58)	244
Income: Under 50k	9% (109)	10% (123)	13% (162)	15% (187)	9% (119)	15% (191)	29% (368)	1258
Income: 50k-100k	7% (47)	11% (71)	12% (72)	18% (114)	12% (76)	11% (67)	29% (182)	629
Income: 100k+	12% (38)	13% (40)	11% (36)	16% (51)	15% (46)	8% (24)	25% (79)	313
Ethnicity: White	9% (147)	11% (189)	11% (196)	16% (277)	9% (157)	15% (261)	29% (495)	1722
Ethnicity: Hispanic	13% (47)	13% (46)	13% (47)	18% (65)	13% (44)	7% (23)	22% (78)	349
Ethnicity: Black	12% (33)	9% (24)	14% (39)	13% (35)	19% (52)	4% (10)	30% (82)	274
Ethnicity: Other	7% (14)	10% (21)	17% (35)	20% (40)	15% (31)	5% (11)	25% (52)	204
All Christian	7% (66)	11% (108)	13% (126)	14% (132)	11% (106)	17% (160)	27% (261)	958
All Non-Christian	15% (24)	13% (20)	13% (20)	22% (34)	14% (21)	9% (15)	13% (21)	154
Atheist	11% (11)	8% (9)	19% (20)	19% (20)	8% (9)	7% (7)	28% (29)	105
Agnostic/Nothing in particular	10% (57)	10% (57)	9% (54)	17% (97)	11% (63)	10% (58)	34% (195)	580
Something Else	9% (37)	10% (40)	12% (50)	17% (69)	10% (42)	10% (42)	31% (124)	403
Religious Non-Protestant/Catholic	14% (24)	14% (25)	13% (21)	21% (36)	14% (24)	9% (16)	14% (25)	172
Evangelical	10% (58)	10% (61)	12% (72)	15% (85)	12% (68)	13% (78)	28% (165)	586
Non-Evangelical	6% (43)	11% (83)	13% (97)	15% (111)	10% (70)	16% (121)	28% (208)	734
Community: Urban	13% (83)	10% (63)	15% (97)	18% (114)	14% (90)	9% (54)	21% (131)	632
Community: Suburban	7% (65)	11% (107)	12% (121)	16% (157)	9% (90)	13% (128)	32% (321)	990
Community: Rural	8% (47)	11% (64)	9% (51)	14% (80)	10% (60)	17% (100)	31% (176)	578

Table MCEN8: *Which of the following types of ad formats do you most prefer while watching streaming services?*

Demographic	Interactive ads that you can engage with on screen	Pause ads, or ads that appear when you pause the content you're watching	Ads that appear on the home screens of streaming services	Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content	Shoppable ads that allow you to purchase products you like right away	I do not watch streaming services	None of the above	Total N
Adults	9% (194)	11% (234)	12% (270)	16% (352)	11% (240)	13% (281)	29% (628)	2200
Employ: Private Sector	10% (66)	13% (86)	15% (104)	17% (113)	14% (96)	8% (52)	24% (159)	677
Employ: Government	6% (6)	20% (18)	16% (15)	24% (22)	12% (11)	3% (2)	20% (18)	93
Employ: Self-Employed	10% (20)	11% (22)	11% (23)	19% (39)	14% (28)	9% (19)	25% (50)	200
Employ: Homemaker	9% (15)	11% (18)	8% (14)	16% (27)	11% (17)	10% (17)	34% (56)	164
Employ: Student	21% (17)	14% (11)	6% (5)	25% (21)	10% (8)	2% (1)	22% (18)	82
Employ: Retired	3% (15)	8% (41)	12% (62)	7% (38)	7% (34)	27% (143)	36% (188)	522
Employ: Unemployed	12% (40)	9% (28)	11% (36)	20% (64)	10% (32)	9% (28)	30% (96)	323
Employ: Other	11% (16)	7% (9)	9% (13)	20% (27)	9% (13)	13% (19)	30% (42)	139
Military HH: Yes	9% (28)	8% (26)	9% (30)	19% (60)	9% (31)	14% (46)	31% (101)	323
Military HH: No	9% (166)	11% (207)	13% (240)	16% (292)	11% (210)	13% (235)	28% (527)	1877
RD/WT: Right Direction	10% (89)	10% (97)	15% (140)	17% (162)	13% (116)	9% (87)	26% (238)	929
RD/WT: Wrong Track	8% (106)	11% (137)	10% (130)	15% (189)	10% (124)	15% (194)	31% (391)	1271
Biden Job Approve	10% (101)	11% (118)	15% (155)	17% (179)	12% (128)	9% (94)	26% (267)	1041
Biden Job Disapprove	8% (82)	11% (111)	10% (107)	15% (159)	10% (101)	16% (169)	30% (319)	1049
Biden Job Strongly Approve	11% (59)	11% (56)	16% (84)	15% (80)	15% (80)	9% (46)	22% (114)	519
Biden Job Somewhat Approve	8% (42)	12% (62)	14% (71)	19% (99)	9% (48)	9% (48)	29% (153)	522
Biden Job Somewhat Disapprove	11% (35)	14% (42)	11% (33)	27% (84)	8% (24)	9% (27)	20% (63)	308
Biden Job Strongly Disapprove	6% (47)	9% (69)	10% (74)	10% (75)	10% (76)	19% (142)	35% (256)	741
Favorable of Biden	10% (103)	11% (117)	14% (153)	18% (189)	12% (132)	10% (106)	25% (268)	1068
Unfavorable of Biden	8% (84)	10% (106)	11% (112)	15% (151)	9% (96)	15% (158)	31% (313)	1020
Very Favorable of Biden	11% (63)	10% (57)	16% (87)	14% (77)	15% (81)	9% (53)	25% (140)	557
Somewhat Favorable of Biden	8% (40)	12% (60)	13% (66)	22% (112)	10% (51)	10% (53)	25% (128)	511
Somewhat Unfavorable of Biden	13% (33)	11% (27)	11% (27)	27% (69)	8% (20)	9% (23)	21% (54)	254
Very Unfavorable of Biden	7% (52)	10% (78)	11% (85)	11% (82)	10% (76)	18% (134)	34% (258)	766

Table MCEN8: *Which of the following types of ad formats do you most prefer while watching streaming services?*

Demographic	Interactive ads that you can engage with on screen	Pause ads, or ads that appear when you pause the content you're watching	Ads that appear on the home screens of streaming services	Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content	Shoppable ads that allow you to purchase products you like right away	I do not watch streaming services	None of the above	Total N
Adults	9% (194)	11% (234)	12% (270)	16% (352)	11% (240)	13% (281)	29% (628)	2200
#1 Issue: Economy	10% (73)	12% (89)	14% (102)	16% (112)	14% (101)	8% (61)	26% (186)	724
#1 Issue: Security	7% (31)	9% (38)	10% (44)	12% (55)	8% (33)	22% (96)	33% (145)	442
#1 Issue: Health Care	10% (29)	12% (34)	16% (44)	22% (61)	9% (26)	9% (25)	22% (62)	280
#1 Issue: Medicare / Social Security	5% (13)	7% (20)	11% (31)	10% (27)	10% (29)	19% (54)	37% (104)	280
#1 Issue: Women's Issues	11% (16)	10% (15)	11% (16)	26% (37)	11% (16)	6% (8)	24% (34)	141
#1 Issue: Education	16% (15)	14% (13)	9% (8)	18% (17)	14% (13)	— (0)	30% (29)	96
#1 Issue: Energy	11% (14)	17% (21)	15% (18)	17% (21)	12% (15)	7% (9)	21% (25)	123
#1 Issue: Other	2% (3)	4% (4)	6% (7)	19% (21)	7% (8)	24% (28)	38% (44)	115
2020 Vote: Joe Biden	9% (89)	10% (97)	14% (136)	18% (171)	12% (114)	10% (100)	26% (252)	959
2020 Vote: Donald Trump	5% (39)	11% (77)	12% (83)	14% (100)	10% (75)	17% (120)	31% (221)	715
2020 Vote: Other	5% (4)	8% (6)	13% (10)	28% (20)	4% (3)	11% (8)	31% (22)	72
2020 Vote: Didn't Vote	14% (62)	12% (54)	9% (42)	13% (61)	11% (49)	12% (53)	29% (133)	453
2018 House Vote: Democrat	9% (61)	10% (72)	16% (112)	18% (128)	13% (94)	9% (64)	26% (186)	717
2018 House Vote: Republican	5% (31)	12% (68)	12% (69)	13% (79)	10% (57)	20% (118)	28% (168)	590
2018 House Vote: Someone else	9% (6)	9% (6)	6% (4)	19% (12)	5% (3)	10% (7)	43% (28)	65
2016 Vote: Hillary Clinton	8% (55)	10% (68)	16% (102)	18% (116)	13% (86)	10% (64)	26% (169)	659
2016 Vote: Donald Trump	6% (39)	13% (84)	11% (75)	15% (100)	9% (57)	19% (125)	29% (192)	674
2016 Vote: Other	8% (9)	8% (8)	13% (14)	17% (18)	3% (3)	15% (16)	37% (40)	108
2016 Vote: Didn't Vote	12% (91)	10% (73)	10% (78)	15% (117)	12% (94)	10% (76)	30% (228)	757
Voted in 2014: Yes	7% (82)	11% (131)	13% (161)	16% (190)	10% (122)	16% (189)	28% (336)	1212
Voted in 2014: No	11% (112)	10% (102)	11% (109)	16% (162)	12% (118)	9% (92)	30% (292)	988

Continued on next page

Table MCEN8: *Which of the following types of ad formats do you most prefer while watching streaming services?*

Demographic	Interactive ads that you can engage with on screen	Pause ads, or ads that appear when you pause the content you're watching	Ads that appear on the home screens of streaming services	Binge ads, or sponsorships that reward viewers with an ad-free episode after they've watched a certain amount of content	Shoppable ads that allow you to purchase products you like right away	I do not watch streaming services	None of the above	Total N
Adults	9% (194)	11% (234)	12% (270)	16% (352)	11% (240)	13% (281)	29% (628)	2200
4-Region: Northeast	10% (40)	10% (40)	11% (43)	16% (61)	11% (43)	15% (60)	27% (106)	394
4-Region: Midwest	6% (28)	9% (42)	15% (70)	16% (74)	10% (46)	18% (83)	26% (119)	462
4-Region: South	9% (76)	11% (88)	12% (102)	15% (121)	12% (101)	11% (93)	29% (243)	824
4-Region: West	10% (50)	12% (63)	11% (56)	18% (95)	10% (51)	9% (45)	31% (160)	520
Consumers Who Find Ads Creepy	9% (104)	11% (121)	12% (132)	18% (208)	11% (125)	10% (114)	30% (339)	1143
Consumers Overloaded on Ads	8% (78)	11% (109)	10% (96)	17% (169)	11% (103)	11% (108)	31% (302)	965
Hulu Subscribers	13% (113)	12% (105)	14% (123)	19% (173)	14% (126)	1% (13)	27% (242)	895
Paramount+ Subscribers	17% (54)	12% (37)	14% (45)	17% (54)	16% (51)	1% (4)	23% (72)	317
Peacock Subscribers	12% (68)	12% (68)	14% (84)	22% (126)	14% (80)	2% (14)	25% (147)	587
HBO Max Subscribers	13% (78)	14% (81)	13% (76)	17% (98)	15% (90)	2% (12)	25% (148)	584
Discovery+ Subscribers	16% (55)	11% (39)	12% (41)	18% (65)	19% (67)	3% (10)	22% (78)	354
AVOD Users	11% (158)	11% (170)	14% (215)	18% (276)	12% (188)	3% (49)	30% (445)	1502

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

Table MCEN9_1: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads replaying frequently

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	49%	(1078)	30%	(655)	10%	(228)	5%	(104)	6%	(135)	2200
Gender: Male	48%	(506)	32%	(337)	12%	(123)	4%	(39)	5%	(57)	1062
Gender: Female	50%	(572)	28%	(318)	9%	(106)	6%	(65)	7%	(77)	1138
Age: 18-34	46%	(304)	30%	(195)	10%	(69)	5%	(35)	8%	(52)	655
Age: 35-44	45%	(161)	26%	(94)	17%	(60)	6%	(20)	6%	(22)	358
Age: 45-64	49%	(365)	32%	(237)	9%	(69)	5%	(38)	6%	(42)	751
Age: 65+	57%	(248)	30%	(129)	7%	(31)	2%	(10)	4%	(19)	436
GenZers: 1997-2012	50%	(102)	28%	(57)	8%	(16)	3%	(7)	11%	(22)	205
Millennials: 1981-1996	43%	(302)	30%	(210)	14%	(96)	6%	(41)	7%	(48)	698
GenXers: 1965-1980	51%	(259)	28%	(143)	10%	(51)	6%	(32)	5%	(24)	510
Baby Boomers: 1946-1964	52%	(363)	32%	(225)	8%	(58)	3%	(21)	5%	(34)	701
PID: Dem (no lean)	47%	(397)	32%	(267)	11%	(95)	6%	(49)	5%	(39)	847
PID: Ind (no lean)	49%	(347)	30%	(216)	10%	(68)	4%	(29)	7%	(52)	712
PID: Rep (no lean)	52%	(334)	27%	(173)	10%	(65)	4%	(26)	7%	(44)	641
PID/Gender: Dem Men	46%	(192)	36%	(151)	11%	(46)	4%	(16)	3%	(11)	416
PID/Gender: Dem Women	48%	(206)	27%	(116)	11%	(49)	8%	(33)	6%	(27)	431
PID/Gender: Ind Men	47%	(160)	30%	(102)	12%	(40)	3%	(11)	8%	(27)	340
PID/Gender: Ind Women	50%	(187)	31%	(114)	8%	(28)	5%	(18)	7%	(24)	372
PID/Gender: Rep Men	51%	(155)	28%	(85)	12%	(37)	4%	(12)	6%	(18)	306
PID/Gender: Rep Women	54%	(179)	26%	(88)	9%	(29)	4%	(14)	8%	(25)	335
Ideo: Liberal (1-3)	51%	(321)	32%	(202)	10%	(63)	5%	(32)	3%	(17)	635
Ideo: Moderate (4)	45%	(283)	32%	(200)	12%	(75)	6%	(36)	5%	(34)	628
Ideo: Conservative (5-7)	52%	(378)	30%	(218)	10%	(72)	4%	(26)	5%	(40)	734
Educ: < College	51%	(764)	27%	(410)	9%	(140)	6%	(85)	7%	(113)	1512
Educ: Bachelors degree	45%	(198)	37%	(162)	13%	(56)	3%	(13)	3%	(14)	444
Educ: Post-grad	47%	(116)	34%	(83)	13%	(32)	2%	(5)	3%	(8)	244
Income: Under 50k	50%	(628)	27%	(335)	10%	(128)	5%	(67)	8%	(100)	1258
Income: 50k-100k	48%	(301)	33%	(207)	11%	(68)	4%	(28)	4%	(25)	629
Income: 100k+	47%	(149)	36%	(114)	10%	(33)	3%	(9)	3%	(9)	313
Ethnicity: White	50%	(854)	31%	(529)	10%	(166)	4%	(65)	6%	(108)	1722
Ethnicity: Hispanic	46%	(160)	26%	(91)	14%	(49)	8%	(27)	7%	(24)	349

Continued on next page

Table MCEN9_1: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads replaying frequently

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	49%	(1078)	30%	(655)	10%	(228)	5%	(104)	6%	(135)	2200
Ethnicity: Black	49%	(134)	26%	(70)	12%	(32)	9%	(25)	5%	(13)	274
Ethnicity: Other	44%	(90)	28%	(56)	15%	(30)	7%	(14)	6%	(13)	204
All Christian	46%	(440)	34%	(325)	11%	(104)	4%	(38)	5%	(51)	958
All Non-Christian	55%	(85)	32%	(49)	8%	(13)	3%	(5)	1%	(2)	154
Atheist	54%	(56)	27%	(28)	12%	(13)	1%	(1)	6%	(7)	105
Agnostic/Nothing in particular	52%	(299)	23%	(136)	9%	(53)	7%	(43)	8%	(49)	580
Something Else	49%	(198)	29%	(117)	11%	(45)	4%	(16)	7%	(27)	403
Religious Non-Protestant/Catholic	57%	(97)	31%	(53)	8%	(14)	4%	(6)	1%	(2)	172
Evangelical	47%	(274)	30%	(177)	12%	(70)	4%	(25)	7%	(39)	586
Non-Evangelical	47%	(347)	35%	(254)	10%	(76)	3%	(24)	5%	(33)	734
Community: Urban	46%	(290)	31%	(193)	10%	(66)	6%	(40)	7%	(43)	632
Community: Suburban	49%	(484)	31%	(308)	11%	(109)	4%	(37)	5%	(52)	990
Community: Rural	53%	(305)	27%	(155)	9%	(53)	5%	(26)	7%	(40)	578
Employ: Private Sector	48%	(323)	30%	(204)	13%	(91)	4%	(29)	4%	(30)	677
Employ: Government	35%	(33)	35%	(33)	16%	(15)	6%	(5)	8%	(8)	93
Employ: Self-Employed	49%	(99)	34%	(67)	8%	(15)	6%	(13)	3%	(6)	200
Employ: Homemaker	46%	(75)	30%	(48)	12%	(20)	6%	(10)	6%	(11)	164
Employ: Student	56%	(46)	30%	(25)	4%	(3)	4%	(3)	6%	(5)	82
Employ: Retired	58%	(302)	27%	(142)	7%	(36)	2%	(13)	6%	(30)	522
Employ: Unemployed	42%	(135)	28%	(91)	11%	(37)	8%	(25)	11%	(35)	323
Employ: Other	47%	(66)	32%	(44)	9%	(12)	4%	(6)	7%	(10)	139
Military HH: Yes	54%	(174)	29%	(92)	10%	(31)	3%	(11)	5%	(15)	323
Military HH: No	48%	(904)	30%	(563)	11%	(198)	5%	(93)	6%	(120)	1877
RD/WT: Right Direction	44%	(409)	33%	(311)	12%	(109)	6%	(57)	5%	(44)	929
RD/WT: Wrong Track	53%	(669)	27%	(344)	9%	(119)	4%	(47)	7%	(91)	1271
Biden Job Approve	46%	(478)	33%	(349)	11%	(118)	5%	(55)	4%	(42)	1041
Biden Job Disapprove	53%	(555)	27%	(286)	10%	(101)	4%	(41)	6%	(66)	1049

Table MCEN9_1: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads replaying frequently

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	49%	(1078)	30%	(655)	10%	(228)	5%	(104)	6%	(135)	2200
Biden Job Strongly Approve	49%	(253)	28%	(145)	10%	(51)	9%	(45)	5%	(24)	519
Biden Job Somewhat Approve	43%	(225)	39%	(204)	13%	(67)	2%	(10)	3%	(17)	522
Biden Job Somewhat Disapprove	52%	(159)	30%	(93)	11%	(35)	2%	(6)	5%	(15)	308
Biden Job Strongly Disapprove	53%	(396)	26%	(193)	9%	(66)	5%	(35)	7%	(51)	741
Favorable of Biden	46%	(487)	33%	(355)	12%	(125)	5%	(57)	4%	(45)	1068
Unfavorable of Biden	54%	(550)	27%	(278)	9%	(90)	4%	(37)	6%	(65)	1020
Very Favorable of Biden	48%	(270)	27%	(150)	12%	(65)	8%	(45)	5%	(29)	557
Somewhat Favorable of Biden	42%	(217)	40%	(205)	12%	(60)	2%	(12)	3%	(17)	511
Somewhat Unfavorable of Biden	52%	(132)	31%	(78)	8%	(21)	4%	(9)	6%	(14)	254
Very Unfavorable of Biden	55%	(418)	26%	(200)	9%	(69)	4%	(28)	7%	(51)	766
#1 Issue: Economy	45%	(324)	32%	(228)	13%	(94)	6%	(43)	5%	(34)	724
#1 Issue: Security	55%	(243)	26%	(114)	10%	(44)	3%	(15)	6%	(25)	442
#1 Issue: Health Care	41%	(115)	34%	(97)	12%	(33)	5%	(15)	8%	(21)	280
#1 Issue: Medicare / Social Security	54%	(152)	28%	(79)	7%	(21)	4%	(11)	6%	(16)	280
#1 Issue: Women's Issues	53%	(75)	24%	(34)	6%	(9)	7%	(10)	10%	(15)	141
#1 Issue: Education	48%	(46)	27%	(26)	16%	(16)	1%	(1)	8%	(7)	96
#1 Issue: Energy	47%	(58)	39%	(48)	7%	(8)	1%	(2)	6%	(7)	123
#1 Issue: Other	56%	(65)	27%	(31)	4%	(4)	6%	(7)	8%	(9)	115
2020 Vote: Joe Biden	47%	(454)	33%	(320)	10%	(100)	4%	(43)	4%	(41)	959
2020 Vote: Donald Trump	52%	(369)	27%	(195)	11%	(77)	4%	(30)	6%	(44)	715
2020 Vote: Other	49%	(35)	32%	(23)	16%	(11)	1%	(1)	2%	(1)	72
2020 Vote: Didn't Vote	48%	(218)	26%	(117)	9%	(40)	7%	(30)	11%	(48)	453
2018 House Vote: Democrat	48%	(343)	33%	(235)	10%	(74)	5%	(36)	4%	(29)	717
2018 House Vote: Republican	52%	(305)	30%	(174)	10%	(57)	5%	(27)	4%	(26)	590
2018 House Vote: Someone else	48%	(31)	31%	(20)	14%	(9)	4%	(2)	3%	(2)	65
2016 Vote: Hillary Clinton	47%	(310)	31%	(208)	13%	(84)	5%	(35)	4%	(24)	659
2016 Vote: Donald Trump	53%	(356)	30%	(200)	9%	(64)	4%	(27)	4%	(27)	674
2016 Vote: Other	47%	(50)	38%	(40)	8%	(9)	1%	(1)	7%	(7)	108
2016 Vote: Didn't Vote	48%	(361)	27%	(206)	10%	(72)	5%	(41)	10%	(77)	757

Table MCEN9_1: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads replaying frequently

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	49%	(1078)	30%	(655)	10%	(228)	5%	(104)	6%	(135)	2200
Voted in 2014: Yes	50%	(607)	30%	(369)	11%	(133)	5%	(55)	4%	(47)	1212
Voted in 2014: No	48%	(471)	29%	(286)	10%	(95)	5%	(48)	9%	(87)	988
4-Region: Northeast	49%	(195)	32%	(126)	9%	(37)	6%	(22)	3%	(14)	394
4-Region: Midwest	46%	(213)	30%	(141)	12%	(56)	4%	(19)	7%	(34)	462
4-Region: South	51%	(421)	28%	(229)	9%	(76)	6%	(48)	6%	(50)	824
4-Region: West	48%	(249)	31%	(159)	12%	(60)	3%	(15)	7%	(37)	520
Consumers Who Find Ads Creepy	57%	(650)	30%	(345)	7%	(85)	2%	(27)	3%	(36)	1143
Consumers Overloaded on Ads	63%	(609)	27%	(258)	6%	(54)	2%	(16)	3%	(28)	965
Hulu Subscribers	47%	(423)	30%	(273)	12%	(109)	4%	(37)	6%	(53)	895
Paramount+ Subscribers	56%	(178)	23%	(73)	14%	(45)	5%	(15)	2%	(6)	317
Peacock Subscribers	47%	(273)	30%	(173)	14%	(81)	5%	(28)	5%	(31)	587
HBO Max Subscribers	49%	(289)	30%	(177)	11%	(66)	5%	(29)	4%	(24)	584
Discovery+ Subscribers	49%	(172)	28%	(101)	12%	(43)	5%	(17)	6%	(21)	354
AVOD Users	49%	(735)	31%	(470)	11%	(167)	4%	(63)	4%	(66)	1502

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

Table MCEN9_2: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Too many ads during one viewing experience

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	52%	(1145)	27%	(593)	10%	(214)	5%	(112)	6%	(135)	2200
Gender: Male	53%	(558)	27%	(289)	11%	(112)	4%	(43)	6%	(59)	1062
Gender: Female	52%	(587)	27%	(304)	9%	(102)	6%	(69)	7%	(76)	1138
Age: 18-34	53%	(347)	22%	(147)	9%	(59)	8%	(52)	8%	(50)	655
Age: 35-44	41%	(147)	30%	(109)	15%	(53)	7%	(24)	7%	(25)	358
Age: 45-64	53%	(395)	29%	(218)	9%	(66)	4%	(30)	6%	(42)	751
Age: 65+	59%	(257)	27%	(119)	8%	(36)	2%	(7)	4%	(17)	436
GenZers: 1997-2012	54%	(110)	20%	(41)	9%	(17)	7%	(15)	11%	(22)	205
Millennials: 1981-1996	48%	(334)	26%	(181)	12%	(81)	8%	(53)	7%	(49)	698
GenXers: 1965-1980	52%	(264)	28%	(141)	10%	(53)	5%	(25)	5%	(28)	510
Baby Boomers: 1946-1964	55%	(386)	30%	(208)	8%	(60)	3%	(18)	4%	(30)	701
PID: Dem (no lean)	50%	(424)	26%	(222)	13%	(109)	6%	(53)	5%	(39)	847
PID: Ind (no lean)	51%	(365)	29%	(207)	7%	(53)	4%	(29)	8%	(57)	712
PID: Rep (no lean)	56%	(356)	26%	(164)	8%	(51)	5%	(30)	6%	(39)	641
PID/Gender: Dem Men	51%	(214)	26%	(107)	15%	(63)	5%	(19)	3%	(14)	416
PID/Gender: Dem Women	49%	(210)	27%	(115)	11%	(47)	8%	(34)	6%	(25)	431
PID/Gender: Ind Men	50%	(171)	29%	(100)	8%	(27)	3%	(10)	9%	(32)	340
PID/Gender: Ind Women	52%	(194)	29%	(107)	7%	(27)	5%	(19)	7%	(25)	372
PID/Gender: Rep Men	57%	(174)	27%	(83)	7%	(22)	5%	(14)	4%	(13)	306
PID/Gender: Rep Women	54%	(182)	24%	(82)	9%	(29)	5%	(16)	8%	(27)	335
Ideo: Liberal (1-3)	57%	(359)	24%	(153)	10%	(65)	6%	(41)	3%	(17)	635
Ideo: Moderate (4)	47%	(297)	28%	(177)	12%	(76)	5%	(34)	7%	(44)	628
Ideo: Conservative (5-7)	54%	(393)	30%	(219)	8%	(61)	4%	(30)	4%	(30)	734
Educ: < College	53%	(801)	25%	(371)	9%	(136)	6%	(90)	8%	(115)	1512
Educ: Bachelors degree	50%	(221)	33%	(145)	11%	(49)	3%	(15)	3%	(14)	444
Educ: Post-grad	50%	(123)	32%	(77)	12%	(29)	3%	(8)	3%	(6)	244
Income: Under 50k	51%	(647)	25%	(310)	10%	(122)	6%	(78)	8%	(101)	1258
Income: 50k-100k	54%	(340)	30%	(186)	9%	(56)	4%	(22)	4%	(25)	629
Income: 100k+	50%	(158)	31%	(98)	11%	(36)	4%	(12)	3%	(9)	313
Ethnicity: White	53%	(910)	28%	(485)	8%	(144)	4%	(73)	6%	(110)	1722
Ethnicity: Hispanic	51%	(177)	19%	(67)	14%	(50)	8%	(30)	7%	(26)	349

Continued on next page

Table MCEN9_2: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Too many ads during one viewing experience

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	52%	(1145)	27%	(593)	10%	(214)	5%	(112)	6%	(135)	2200
Ethnicity: Black	48%	(133)	22%	(61)	15%	(42)	11%	(29)	4%	(10)	274
Ethnicity: Other	50%	(103)	23%	(47)	14%	(29)	5%	(10)	8%	(16)	204
All Christian	50%	(476)	31%	(294)	10%	(99)	4%	(39)	5%	(51)	958
All Non-Christian	53%	(81)	36%	(55)	8%	(12)	4%	(5)	—	(1)	154
Atheist	60%	(63)	21%	(23)	13%	(14)	1%	(1)	5%	(5)	105
Agnostic/Nothing in particular	55%	(317)	23%	(131)	7%	(43)	7%	(39)	9%	(50)	580
Something Else	52%	(208)	23%	(91)	12%	(47)	7%	(28)	7%	(28)	403
Religious Non-Protestant/Catholic	53%	(92)	36%	(61)	7%	(12)	4%	(6)	—	(1)	172
Evangelical	50%	(290)	27%	(158)	11%	(65)	6%	(34)	7%	(39)	586
Non-Evangelical	52%	(378)	29%	(215)	10%	(77)	4%	(28)	5%	(36)	734
Community: Urban	49%	(309)	27%	(170)	10%	(64)	8%	(49)	6%	(40)	632
Community: Suburban	52%	(515)	29%	(283)	10%	(98)	4%	(38)	6%	(55)	990
Community: Rural	55%	(321)	24%	(140)	9%	(53)	4%	(25)	7%	(39)	578
Employ: Private Sector	50%	(341)	29%	(196)	12%	(80)	5%	(35)	4%	(25)	677
Employ: Government	46%	(43)	27%	(25)	16%	(15)	2%	(2)	8%	(8)	93
Employ: Self-Employed	56%	(113)	25%	(49)	6%	(12)	9%	(18)	5%	(9)	200
Employ: Homemaker	52%	(86)	24%	(39)	10%	(17)	5%	(8)	8%	(13)	164
Employ: Student	61%	(50)	22%	(18)	3%	(2)	6%	(5)	8%	(7)	82
Employ: Retired	57%	(295)	28%	(146)	9%	(46)	2%	(9)	5%	(26)	522
Employ: Unemployed	48%	(154)	24%	(76)	10%	(33)	8%	(25)	11%	(34)	323
Employ: Other	46%	(64)	31%	(43)	6%	(8)	8%	(11)	9%	(13)	139
Military HH: Yes	56%	(179)	26%	(84)	10%	(32)	3%	(11)	5%	(16)	323
Military HH: No	51%	(966)	27%	(509)	10%	(182)	5%	(101)	6%	(119)	1877
RD/WT: Right Direction	48%	(445)	28%	(260)	13%	(120)	7%	(61)	5%	(43)	929
RD/WT: Wrong Track	55%	(700)	26%	(333)	7%	(94)	4%	(51)	7%	(92)	1271
Biden Job Approve	50%	(524)	28%	(290)	12%	(122)	6%	(62)	4%	(44)	1041
Biden Job Disapprove	54%	(569)	27%	(285)	8%	(87)	4%	(44)	6%	(64)	1049

Table MCEN9_2: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Too many ads during one viewing experience

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	52%	(1145)	27%	(593)	10%	(214)	5%	(112)	6%	(135)	2200
Biden Job Strongly Approve	49%	(254)	26%	(135)	12%	(61)	8%	(44)	5%	(26)	519
Biden Job Somewhat Approve	52%	(270)	30%	(155)	12%	(61)	3%	(18)	4%	(18)	522
Biden Job Somewhat Disapprove	50%	(154)	31%	(96)	9%	(29)	4%	(13)	5%	(16)	308
Biden Job Strongly Disapprove	56%	(415)	25%	(189)	8%	(58)	4%	(31)	7%	(48)	741
Favorable of Biden	50%	(536)	27%	(292)	13%	(134)	6%	(59)	4%	(48)	1068
Unfavorable of Biden	55%	(565)	28%	(282)	7%	(69)	4%	(39)	6%	(65)	1020
Very Favorable of Biden	49%	(276)	26%	(143)	12%	(65)	8%	(45)	5%	(30)	557
Somewhat Favorable of Biden	51%	(260)	29%	(149)	14%	(69)	3%	(14)	4%	(18)	511
Somewhat Unfavorable of Biden	51%	(129)	35%	(89)	5%	(13)	3%	(8)	6%	(15)	254
Very Unfavorable of Biden	57%	(436)	25%	(193)	7%	(56)	4%	(31)	6%	(49)	766
#1 Issue: Economy	51%	(370)	27%	(192)	11%	(77)	7%	(49)	5%	(36)	724
#1 Issue: Security	51%	(226)	31%	(135)	9%	(39)	4%	(17)	5%	(24)	442
#1 Issue: Health Care	46%	(128)	31%	(86)	11%	(32)	6%	(17)	6%	(17)	280
#1 Issue: Medicare / Social Security	56%	(156)	27%	(74)	7%	(20)	3%	(10)	7%	(19)	280
#1 Issue: Women's Issues	60%	(85)	19%	(26)	6%	(8)	6%	(8)	9%	(13)	141
#1 Issue: Education	53%	(51)	22%	(21)	12%	(12)	2%	(2)	10%	(10)	96
#1 Issue: Energy	54%	(66)	23%	(28)	16%	(19)	3%	(3)	5%	(6)	123
#1 Issue: Other	54%	(62)	27%	(31)	5%	(6)	5%	(5)	9%	(10)	115
2020 Vote: Joe Biden	51%	(492)	28%	(267)	11%	(104)	6%	(53)	4%	(42)	959
2020 Vote: Donald Trump	54%	(388)	28%	(198)	8%	(59)	4%	(30)	6%	(40)	715
2020 Vote: Other	60%	(43)	27%	(19)	10%	(7)	2%	(1)	1%	(1)	72
2020 Vote: Didn't Vote	49%	(222)	24%	(108)	10%	(43)	6%	(28)	11%	(51)	453
2018 House Vote: Democrat	50%	(362)	30%	(213)	10%	(75)	5%	(36)	4%	(31)	717
2018 House Vote: Republican	53%	(314)	29%	(169)	10%	(58)	4%	(25)	4%	(24)	590
2018 House Vote: Someone else	57%	(37)	18%	(11)	12%	(8)	5%	(3)	9%	(6)	65
2016 Vote: Hillary Clinton	49%	(324)	30%	(199)	12%	(82)	4%	(30)	4%	(25)	659
2016 Vote: Donald Trump	54%	(362)	30%	(199)	8%	(53)	5%	(32)	4%	(27)	674
2016 Vote: Other	60%	(65)	28%	(30)	4%	(4)	2%	(2)	6%	(6)	108
2016 Vote: Didn't Vote	52%	(394)	22%	(164)	10%	(74)	6%	(48)	10%	(77)	757

Table MCEN9_2: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Too many ads during one viewing experience

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	52%	(1145)	27%	(593)	10%	(214)	5%	(112)	6%	(135)	2200
Voted in 2014: Yes	52%	(628)	29%	(357)	10%	(126)	4%	(52)	4%	(49)	1212
Voted in 2014: No	52%	(518)	24%	(236)	9%	(88)	6%	(60)	9%	(86)	988
4-Region: Northeast	58%	(227)	25%	(98)	9%	(35)	5%	(21)	3%	(13)	394
4-Region: Midwest	47%	(219)	30%	(138)	11%	(51)	4%	(20)	7%	(34)	462
4-Region: South	51%	(417)	28%	(228)	9%	(76)	6%	(47)	7%	(56)	824
4-Region: West	54%	(283)	25%	(129)	10%	(52)	5%	(25)	6%	(32)	520
Consumers Who Find Ads Creepy	61%	(698)	25%	(287)	8%	(94)	3%	(35)	2%	(29)	1143
Consumers Overloaded on Ads	68%	(655)	23%	(224)	4%	(42)	2%	(21)	2%	(24)	965
Hulu Subscribers	52%	(462)	27%	(239)	11%	(98)	5%	(46)	6%	(51)	895
Paramount+ Subscribers	57%	(180)	23%	(72)	14%	(43)	5%	(17)	1%	(4)	317
Peacock Subscribers	49%	(289)	30%	(179)	11%	(67)	5%	(28)	4%	(25)	587
HBO Max Subscribers	51%	(297)	29%	(171)	10%	(59)	6%	(34)	4%	(23)	584
Discovery+ Subscribers	50%	(178)	26%	(93)	12%	(41)	6%	(22)	6%	(20)	354
AVOD Users	53%	(796)	28%	(421)	10%	(149)	5%	(68)	5%	(68)	1502

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

Table MCEN9_3: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads not being relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	24%	(531)	27%	(596)	25%	(543)	15%	(334)	9%	(196)	2200
Gender: Male	27%	(289)	28%	(301)	23%	(240)	14%	(151)	8%	(81)	1062
Gender: Female	21%	(242)	26%	(295)	27%	(303)	16%	(184)	10%	(115)	1138
Age: 18-34	23%	(154)	24%	(159)	23%	(154)	17%	(113)	12%	(76)	655
Age: 35-44	20%	(71)	29%	(104)	29%	(104)	14%	(49)	8%	(30)	358
Age: 45-64	24%	(181)	28%	(207)	25%	(187)	15%	(113)	8%	(64)	751
Age: 65+	29%	(126)	29%	(126)	23%	(99)	14%	(59)	6%	(26)	436
GenZers: 1997-2012	21%	(43)	21%	(43)	27%	(54)	17%	(34)	15%	(30)	205
Millennials: 1981-1996	23%	(162)	26%	(184)	24%	(171)	16%	(114)	10%	(67)	698
GenXers: 1965-1980	22%	(110)	31%	(156)	24%	(124)	15%	(76)	9%	(44)	510
Baby Boomers: 1946-1964	27%	(189)	27%	(190)	25%	(175)	15%	(103)	6%	(44)	701
PID: Dem (no lean)	25%	(212)	27%	(231)	24%	(203)	18%	(154)	6%	(48)	847
PID: Ind (no lean)	19%	(137)	27%	(195)	26%	(187)	16%	(111)	12%	(82)	712
PID: Rep (no lean)	29%	(183)	27%	(170)	24%	(153)	11%	(70)	10%	(65)	641
PID/Gender: Dem Men	32%	(134)	27%	(113)	20%	(85)	17%	(71)	4%	(15)	416
PID/Gender: Dem Women	18%	(78)	28%	(119)	27%	(118)	19%	(83)	8%	(33)	431
PID/Gender: Ind Men	20%	(67)	29%	(98)	27%	(92)	14%	(46)	11%	(37)	340
PID/Gender: Ind Women	19%	(70)	26%	(97)	25%	(95)	17%	(65)	12%	(45)	372
PID/Gender: Rep Men	29%	(89)	30%	(91)	21%	(63)	11%	(34)	10%	(29)	306
PID/Gender: Rep Women	28%	(94)	24%	(79)	27%	(90)	11%	(36)	11%	(36)	335
Ideo: Liberal (1-3)	26%	(163)	25%	(159)	25%	(159)	19%	(121)	5%	(33)	635
Ideo: Moderate (4)	21%	(133)	31%	(192)	26%	(164)	13%	(83)	9%	(56)	628
Ideo: Conservative (5-7)	26%	(193)	28%	(205)	25%	(185)	13%	(96)	7%	(53)	734
Educ: < College	23%	(345)	26%	(396)	24%	(360)	16%	(249)	11%	(162)	1512
Educ: Bachelors degree	26%	(116)	28%	(125)	27%	(119)	14%	(61)	5%	(23)	444
Educ: Post-grad	29%	(70)	31%	(75)	26%	(64)	10%	(24)	5%	(12)	244
Income: Under 50k	23%	(283)	26%	(322)	24%	(305)	16%	(201)	12%	(146)	1258
Income: 50k-100k	26%	(166)	26%	(164)	26%	(166)	15%	(97)	6%	(36)	629
Income: 100k+	26%	(82)	35%	(110)	23%	(71)	12%	(36)	4%	(13)	313
Ethnicity: White	24%	(418)	27%	(471)	25%	(426)	14%	(249)	9%	(157)	1722
Ethnicity: Hispanic	28%	(97)	23%	(81)	25%	(89)	16%	(54)	8%	(29)	349

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Table MCEN9_3: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads not being relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	24%	(531)	27%	(596)	25%	(543)	15%	(334)	9%	(196)	2200
Ethnicity: Black	23%	(63)	27%	(75)	26%	(72)	18%	(50)	5%	(14)	274
Ethnicity: Other	25%	(50)	24%	(50)	22%	(45)	17%	(35)	12%	(24)	204
All Christian	23%	(218)	31%	(294)	26%	(251)	13%	(122)	8%	(74)	958
All Non-Christian	40%	(61)	29%	(44)	17%	(25)	13%	(20)	2%	(3)	154
Atheist	27%	(28)	30%	(32)	23%	(25)	10%	(11)	9%	(9)	105
Agnostic/Nothing in particular	24%	(138)	23%	(135)	21%	(125)	20%	(118)	11%	(64)	580
Something Else	21%	(86)	23%	(91)	29%	(117)	16%	(64)	11%	(45)	403
Religious Non-Protestant/Catholic	39%	(68)	29%	(50)	17%	(28)	13%	(23)	2%	(3)	172
Evangelical	24%	(138)	28%	(162)	26%	(154)	14%	(79)	9%	(53)	586
Non-Evangelical	21%	(156)	29%	(210)	28%	(208)	13%	(97)	9%	(63)	734
Community: Urban	29%	(181)	25%	(158)	23%	(145)	16%	(99)	8%	(50)	632
Community: Suburban	21%	(207)	29%	(287)	27%	(264)	14%	(135)	10%	(97)	990
Community: Rural	25%	(143)	26%	(150)	23%	(134)	17%	(101)	8%	(49)	578
Employ: Private Sector	26%	(179)	30%	(202)	24%	(161)	13%	(89)	7%	(46)	677
Employ: Government	26%	(25)	25%	(24)	29%	(27)	11%	(10)	8%	(8)	93
Employ: Self-Employed	28%	(56)	28%	(56)	22%	(43)	17%	(33)	6%	(12)	200
Employ: Homemaker	17%	(27)	19%	(31)	31%	(50)	21%	(34)	13%	(21)	164
Employ: Student	19%	(15)	27%	(22)	24%	(20)	15%	(13)	15%	(12)	82
Employ: Retired	29%	(149)	25%	(131)	25%	(128)	14%	(73)	8%	(42)	522
Employ: Unemployed	16%	(51)	31%	(98)	26%	(84)	15%	(49)	12%	(40)	323
Employ: Other	20%	(28)	23%	(31)	21%	(29)	24%	(34)	12%	(16)	139
Military HH: Yes	29%	(94)	26%	(83)	23%	(74)	14%	(45)	8%	(27)	323
Military HH: No	23%	(438)	27%	(513)	25%	(469)	15%	(289)	9%	(169)	1877
RD/WT: Right Direction	24%	(220)	28%	(256)	25%	(236)	16%	(147)	7%	(70)	929
RD/WT: Wrong Track	25%	(312)	27%	(339)	24%	(306)	15%	(187)	10%	(126)	1271
Biden Job Approve	24%	(251)	29%	(298)	25%	(262)	16%	(162)	7%	(68)	1041
Biden Job Disapprove	25%	(264)	26%	(277)	25%	(265)	14%	(150)	9%	(94)	1049

Table MCEN9_3: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads not being relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	24%	(531)	27%	(596)	25%	(543)	15%	(334)	9%	(196)	2200
Biden Job Strongly Approve	31%	(160)	25%	(131)	20%	(102)	18%	(95)	6%	(31)	519
Biden Job Somewhat Approve	17%	(91)	32%	(167)	31%	(160)	13%	(67)	7%	(37)	522
Biden Job Somewhat Disapprove	21%	(64)	29%	(90)	28%	(88)	13%	(42)	8%	(24)	308
Biden Job Strongly Disapprove	27%	(199)	25%	(187)	24%	(177)	15%	(108)	9%	(70)	741
Favorable of Biden	24%	(259)	27%	(290)	26%	(283)	16%	(167)	7%	(70)	1068
Unfavorable of Biden	25%	(253)	28%	(287)	24%	(243)	14%	(144)	9%	(93)	1020
Very Favorable of Biden	29%	(163)	25%	(142)	22%	(122)	18%	(98)	6%	(32)	557
Somewhat Favorable of Biden	19%	(96)	29%	(149)	31%	(160)	13%	(68)	7%	(38)	511
Somewhat Unfavorable of Biden	18%	(46)	31%	(79)	27%	(68)	15%	(38)	9%	(23)	254
Very Unfavorable of Biden	27%	(207)	27%	(207)	23%	(175)	14%	(106)	9%	(70)	766
#1 Issue: Economy	22%	(161)	27%	(192)	27%	(197)	17%	(120)	7%	(53)	724
#1 Issue: Security	26%	(116)	28%	(123)	26%	(114)	12%	(52)	8%	(36)	442
#1 Issue: Health Care	19%	(53)	28%	(80)	26%	(74)	18%	(50)	9%	(24)	280
#1 Issue: Medicare / Social Security	28%	(77)	29%	(81)	20%	(55)	14%	(40)	10%	(27)	280
#1 Issue: Women's Issues	23%	(33)	22%	(32)	21%	(30)	19%	(27)	14%	(19)	141
#1 Issue: Education	31%	(30)	29%	(28)	22%	(21)	8%	(8)	10%	(10)	96
#1 Issue: Energy	22%	(27)	28%	(35)	26%	(31)	15%	(19)	9%	(11)	123
#1 Issue: Other	30%	(34)	22%	(25)	18%	(21)	16%	(19)	14%	(16)	115
2020 Vote: Joe Biden	25%	(235)	27%	(259)	26%	(247)	16%	(156)	6%	(61)	959
2020 Vote: Donald Trump	26%	(187)	28%	(198)	25%	(181)	13%	(91)	8%	(59)	715
2020 Vote: Other	28%	(20)	25%	(18)	22%	(16)	21%	(15)	5%	(3)	72
2020 Vote: Didn't Vote	20%	(89)	27%	(121)	22%	(99)	16%	(73)	16%	(72)	453
2018 House Vote: Democrat	25%	(176)	26%	(188)	26%	(189)	18%	(126)	5%	(38)	717
2018 House Vote: Republican	27%	(159)	28%	(168)	25%	(148)	12%	(73)	7%	(41)	590
2018 House Vote: Someone else	27%	(17)	24%	(16)	16%	(10)	17%	(11)	17%	(11)	65
2016 Vote: Hillary Clinton	22%	(145)	27%	(176)	26%	(172)	20%	(130)	6%	(37)	659
2016 Vote: Donald Trump	27%	(185)	29%	(198)	25%	(165)	12%	(81)	6%	(44)	674
2016 Vote: Other	21%	(23)	35%	(38)	21%	(23)	15%	(16)	8%	(9)	108
2016 Vote: Didn't Vote	23%	(177)	24%	(183)	24%	(183)	14%	(108)	14%	(107)	757

Continued on next page

Table MCEN9_3: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads not being relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	24%	(531)	27%	(596)	25%	(543)	15%	(334)	9%	(196)	2200
Voted in 2014: Yes	25%	(303)	28%	(340)	25%	(303)	16%	(190)	6%	(75)	1212
Voted in 2014: No	23%	(228)	26%	(255)	24%	(239)	15%	(144)	12%	(121)	988
4-Region: Northeast	28%	(109)	31%	(120)	23%	(91)	13%	(51)	6%	(22)	394
4-Region: Midwest	22%	(104)	24%	(112)	28%	(129)	15%	(71)	10%	(47)	462
4-Region: South	22%	(178)	28%	(227)	24%	(201)	18%	(146)	9%	(73)	824
4-Region: West	27%	(141)	26%	(137)	24%	(122)	13%	(66)	10%	(54)	520
Consumers Who Find Ads Creepy	30%	(341)	28%	(316)	22%	(257)	15%	(167)	5%	(62)	1143
Consumers Overloaded on Ads	30%	(286)	31%	(298)	22%	(214)	12%	(112)	6%	(55)	965
Hulu Subscribers	22%	(198)	28%	(247)	24%	(218)	17%	(148)	9%	(84)	895
Paramount+ Subscribers	25%	(80)	30%	(96)	25%	(79)	15%	(49)	4%	(13)	317
Peacock Subscribers	22%	(129)	27%	(161)	27%	(156)	15%	(90)	9%	(50)	587
HBO Max Subscribers	25%	(146)	28%	(162)	25%	(148)	15%	(87)	7%	(41)	584
Discovery+ Subscribers	26%	(91)	29%	(103)	23%	(81)	15%	(51)	8%	(27)	354
AVOD Users	23%	(349)	28%	(416)	25%	(380)	16%	(239)	8%	(119)	1502

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

Table MCEN9_4: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads being too relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	16%	(356)	22%	(477)	31%	(692)	20%	(436)	11%	(239)	2200
Gender: Male	19%	(204)	21%	(227)	30%	(324)	20%	(215)	9%	(92)	1062
Gender: Female	13%	(152)	22%	(249)	32%	(369)	19%	(220)	13%	(148)	1138
Age: 18-34	20%	(132)	23%	(153)	29%	(188)	17%	(111)	11%	(70)	655
Age: 35-44	14%	(51)	24%	(84)	34%	(122)	18%	(65)	10%	(35)	358
Age: 45-64	13%	(99)	21%	(161)	32%	(238)	22%	(165)	12%	(88)	751
Age: 65+	17%	(74)	18%	(78)	33%	(143)	22%	(94)	11%	(46)	436
GenZers: 1997-2012	15%	(30)	28%	(57)	31%	(64)	14%	(30)	12%	(25)	205
Millennials: 1981-1996	20%	(137)	23%	(157)	30%	(212)	18%	(125)	10%	(67)	698
GenXers: 1965-1980	13%	(67)	20%	(104)	31%	(159)	23%	(119)	12%	(60)	510
Baby Boomers: 1946-1964	15%	(108)	21%	(145)	33%	(232)	20%	(144)	10%	(72)	701
PID: Dem (no lean)	18%	(155)	20%	(171)	31%	(264)	23%	(193)	7%	(63)	847
PID: Ind (no lean)	14%	(101)	22%	(153)	31%	(222)	19%	(136)	14%	(99)	712
PID: Rep (no lean)	16%	(99)	24%	(152)	32%	(206)	17%	(107)	12%	(77)	641
PID/Gender: Dem Men	24%	(99)	20%	(84)	28%	(119)	23%	(96)	5%	(19)	416
PID/Gender: Dem Women	13%	(57)	20%	(88)	34%	(145)	23%	(97)	10%	(44)	431
PID/Gender: Ind Men	16%	(54)	20%	(67)	33%	(112)	19%	(63)	13%	(44)	340
PID/Gender: Ind Women	13%	(47)	23%	(87)	30%	(110)	20%	(73)	15%	(55)	372
PID/Gender: Rep Men	17%	(51)	25%	(77)	30%	(93)	18%	(56)	10%	(29)	306
PID/Gender: Rep Women	14%	(48)	22%	(75)	34%	(113)	15%	(51)	14%	(48)	335
Ideo: Liberal (1-3)	20%	(126)	20%	(124)	32%	(200)	23%	(148)	6%	(35)	635
Ideo: Moderate (4)	16%	(102)	21%	(131)	32%	(201)	20%	(128)	11%	(66)	628
Ideo: Conservative (5-7)	14%	(99)	25%	(185)	33%	(245)	18%	(129)	10%	(76)	734
Educ: < College	15%	(227)	20%	(310)	32%	(478)	20%	(302)	13%	(195)	1512
Educ: Bachelors degree	20%	(89)	24%	(105)	31%	(138)	19%	(83)	7%	(29)	444
Educ: Post-grad	17%	(41)	25%	(62)	31%	(76)	21%	(51)	6%	(15)	244
Income: Under 50k	15%	(184)	20%	(253)	31%	(393)	20%	(258)	14%	(170)	1258
Income: 50k-100k	17%	(108)	24%	(148)	33%	(209)	18%	(112)	8%	(52)	629
Income: 100k+	20%	(64)	24%	(76)	29%	(90)	21%	(66)	6%	(17)	313
Ethnicity: White	17%	(293)	22%	(384)	31%	(531)	19%	(323)	11%	(192)	1722
Ethnicity: Hispanic	16%	(57)	19%	(66)	35%	(121)	19%	(68)	11%	(37)	349

Continued on next page

Table MCEN9_4: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads being too relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	16%	(356)	22%	(477)	31%	(692)	20%	(436)	11%	(239)	2200
Ethnicity: Black	11%	(30)	22%	(60)	33%	(90)	27%	(75)	7%	(19)	274
Ethnicity: Other	16%	(33)	16%	(33)	35%	(71)	19%	(38)	14%	(29)	204
All Christian	14%	(137)	24%	(228)	32%	(307)	19%	(183)	11%	(103)	958
All Non-Christian	31%	(48)	22%	(34)	24%	(37)	17%	(26)	5%	(8)	154
Atheist	13%	(14)	22%	(23)	33%	(35)	24%	(25)	8%	(8)	105
Agnostic/Nothing in particular	17%	(98)	19%	(111)	28%	(162)	23%	(133)	13%	(75)	580
Something Else	15%	(59)	20%	(80)	37%	(150)	17%	(68)	11%	(45)	403
Religious Non-Protestant/Catholic	30%	(51)	24%	(41)	24%	(42)	17%	(30)	5%	(8)	172
Evangelical	15%	(88)	24%	(140)	33%	(193)	17%	(99)	11%	(65)	586
Non-Evangelical	14%	(104)	21%	(154)	35%	(256)	19%	(142)	11%	(78)	734
Community: Urban	21%	(132)	19%	(122)	30%	(189)	20%	(126)	10%	(64)	632
Community: Suburban	14%	(138)	22%	(223)	33%	(331)	19%	(190)	11%	(108)	990
Community: Rural	15%	(86)	23%	(132)	30%	(173)	21%	(120)	12%	(67)	578
Employ: Private Sector	17%	(113)	25%	(172)	31%	(208)	19%	(128)	8%	(57)	677
Employ: Government	20%	(19)	23%	(22)	35%	(33)	13%	(12)	9%	(8)	93
Employ: Self-Employed	24%	(49)	18%	(37)	26%	(52)	22%	(44)	9%	(18)	200
Employ: Homemaker	15%	(25)	17%	(29)	32%	(52)	20%	(33)	15%	(25)	164
Employ: Student	13%	(10)	25%	(21)	34%	(28)	19%	(15)	9%	(8)	82
Employ: Retired	16%	(82)	18%	(96)	32%	(169)	21%	(108)	13%	(67)	522
Employ: Unemployed	13%	(42)	20%	(66)	35%	(114)	20%	(65)	11%	(37)	323
Employ: Other	12%	(17)	25%	(34)	26%	(36)	23%	(31)	15%	(20)	139
Military HH: Yes	17%	(55)	20%	(66)	34%	(110)	19%	(61)	10%	(31)	323
Military HH: No	16%	(301)	22%	(411)	31%	(582)	20%	(375)	11%	(208)	1877
RD/WT: Right Direction	16%	(152)	22%	(205)	30%	(282)	23%	(215)	8%	(75)	929
RD/WT: Wrong Track	16%	(204)	21%	(272)	32%	(410)	17%	(220)	13%	(164)	1271
Biden Job Approve	17%	(182)	22%	(225)	32%	(337)	21%	(222)	7%	(75)	1041
Biden Job Disapprove	16%	(163)	22%	(231)	32%	(335)	18%	(193)	12%	(127)	1049

Table MCEN9_4: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads being too relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	16%	(356)	22%	(477)	31%	(692)	20%	(436)	11%	(239)	2200
Biden Job Strongly Approve	22%	(114)	19%	(98)	25%	(129)	25%	(131)	9%	(46)	519
Biden Job Somewhat Approve	13%	(68)	24%	(127)	40%	(208)	17%	(91)	5%	(28)	522
Biden Job Somewhat Disapprove	12%	(38)	24%	(75)	35%	(107)	20%	(60)	9%	(29)	308
Biden Job Strongly Disapprove	17%	(125)	21%	(156)	31%	(228)	18%	(133)	13%	(99)	741
Favorable of Biden	17%	(183)	21%	(219)	33%	(353)	22%	(234)	7%	(79)	1068
Unfavorable of Biden	15%	(155)	23%	(235)	32%	(322)	18%	(180)	12%	(127)	1020
Very Favorable of Biden	21%	(115)	16%	(91)	28%	(156)	27%	(149)	8%	(46)	557
Somewhat Favorable of Biden	13%	(68)	25%	(128)	38%	(196)	17%	(85)	7%	(33)	511
Somewhat Unfavorable of Biden	11%	(29)	24%	(61)	36%	(91)	18%	(47)	11%	(27)	254
Very Unfavorable of Biden	16%	(126)	23%	(174)	30%	(232)	17%	(134)	13%	(100)	766
#1 Issue: Economy	15%	(111)	23%	(168)	33%	(238)	20%	(144)	9%	(63)	724
#1 Issue: Security	14%	(64)	22%	(98)	33%	(146)	18%	(79)	12%	(55)	442
#1 Issue: Health Care	14%	(39)	19%	(53)	35%	(97)	25%	(70)	7%	(21)	280
#1 Issue: Medicare / Social Security	16%	(44)	21%	(58)	28%	(79)	22%	(63)	13%	(37)	280
#1 Issue: Women's Issues	26%	(36)	17%	(24)	29%	(41)	15%	(21)	14%	(20)	141
#1 Issue: Education	19%	(18)	33%	(31)	26%	(25)	12%	(11)	11%	(10)	96
#1 Issue: Energy	19%	(23)	21%	(26)	32%	(40)	19%	(23)	9%	(11)	123
#1 Issue: Other	19%	(22)	17%	(19)	23%	(27)	22%	(25)	19%	(22)	115
2020 Vote: Joe Biden	17%	(166)	21%	(197)	31%	(302)	23%	(222)	8%	(73)	959
2020 Vote: Donald Trump	15%	(111)	24%	(169)	30%	(218)	18%	(132)	12%	(85)	715
2020 Vote: Other	20%	(15)	26%	(18)	31%	(22)	15%	(10)	9%	(6)	72
2020 Vote: Didn't Vote	14%	(64)	20%	(92)	33%	(151)	16%	(71)	17%	(75)	453
2018 House Vote: Democrat	19%	(137)	20%	(146)	31%	(219)	23%	(162)	7%	(52)	717
2018 House Vote: Republican	13%	(78)	26%	(156)	32%	(191)	18%	(105)	10%	(60)	590
2018 House Vote: Someone else	23%	(15)	13%	(9)	32%	(21)	11%	(7)	20%	(13)	65
2016 Vote: Hillary Clinton	17%	(109)	20%	(131)	32%	(208)	25%	(164)	7%	(47)	659
2016 Vote: Donald Trump	15%	(104)	25%	(166)	30%	(206)	19%	(127)	10%	(70)	674
2016 Vote: Other	18%	(19)	21%	(22)	36%	(39)	13%	(14)	12%	(13)	108
2016 Vote: Didn't Vote	16%	(123)	21%	(157)	31%	(238)	17%	(130)	14%	(109)	757

Continued on next page

Table MCEN9_4: *The following are some ad qualities that are bothersome to some people. How bothered are you by each ad quality?*
Ads being too relevant to me or my life

Demographic	Very bothered		Somewhat bothered		Not too bothered		Not bothered at all		Don't know / No opinion		Total N
Adults	16%	(356)	22%	(477)	31%	(692)	20%	(436)	11%	(239)	2200
Voted in 2014: Yes	16%	(192)	23%	(278)	31%	(379)	20%	(248)	9%	(115)	1212
Voted in 2014: No	17%	(164)	20%	(198)	32%	(313)	19%	(188)	13%	(125)	988
4-Region: Northeast	19%	(75)	21%	(84)	29%	(115)	21%	(84)	9%	(36)	394
4-Region: Midwest	15%	(68)	20%	(93)	35%	(164)	17%	(79)	13%	(59)	462
4-Region: South	13%	(106)	23%	(190)	32%	(260)	22%	(178)	11%	(90)	824
4-Region: West	20%	(106)	21%	(109)	30%	(154)	18%	(96)	11%	(55)	520
Consumers Who Find Ads Creepy	24%	(270)	27%	(304)	28%	(321)	13%	(153)	8%	(95)	1143
Consumers Overloaded on Ads	19%	(184)	24%	(234)	32%	(306)	17%	(169)	8%	(73)	965
Hulu Subscribers	15%	(131)	23%	(206)	34%	(303)	18%	(164)	10%	(90)	895
Paramount+ Subscribers	20%	(65)	24%	(76)	32%	(102)	19%	(59)	4%	(14)	317
Peacock Subscribers	16%	(93)	22%	(131)	32%	(186)	22%	(130)	8%	(48)	587
HBO Max Subscribers	16%	(93)	25%	(144)	32%	(188)	20%	(115)	7%	(43)	584
Discovery+ Subscribers	17%	(60)	25%	(88)	34%	(120)	15%	(54)	9%	(33)	354
AVOD Users	15%	(222)	22%	(330)	34%	(505)	20%	(305)	9%	(139)	1502

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

Table MCEN10_1: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Streaming services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(335)	35%	(776)	25%	(547)	25%	(542)	2200
Gender: Male	18%	(190)	35%	(367)	25%	(266)	22%	(238)	1062
Gender: Female	13%	(145)	36%	(409)	25%	(281)	27%	(303)	1138
Age: 18-34	24%	(159)	44%	(286)	20%	(133)	12%	(77)	655
Age: 35-44	23%	(84)	38%	(134)	22%	(78)	17%	(62)	358
Age: 45-64	10%	(76)	34%	(254)	28%	(208)	28%	(212)	751
Age: 65+	4%	(17)	23%	(102)	29%	(128)	44%	(190)	436
GenZers: 1997-2012	18%	(37)	51%	(105)	17%	(36)	14%	(28)	205
Millennials: 1981-1996	27%	(187)	39%	(269)	22%	(151)	13%	(91)	698
GenXers: 1965-1980	13%	(68)	37%	(186)	27%	(138)	23%	(117)	510
Baby Boomers: 1946-1964	6%	(40)	29%	(206)	28%	(197)	37%	(258)	701
PID: Dem (no lean)	21%	(177)	36%	(303)	24%	(201)	20%	(166)	847
PID: Ind (no lean)	11%	(82)	38%	(267)	25%	(178)	26%	(184)	712
PID: Rep (no lean)	12%	(76)	32%	(206)	26%	(167)	30%	(191)	641
PID/Gender: Dem Men	25%	(104)	36%	(148)	23%	(97)	16%	(67)	416
PID/Gender: Dem Women	17%	(73)	36%	(155)	24%	(104)	23%	(99)	431
PID/Gender: Ind Men	12%	(42)	36%	(123)	26%	(88)	26%	(87)	340
PID/Gender: Ind Women	11%	(39)	39%	(145)	24%	(90)	26%	(98)	372
PID/Gender: Rep Men	14%	(44)	32%	(97)	26%	(81)	28%	(85)	306
PID/Gender: Rep Women	10%	(33)	33%	(109)	26%	(86)	32%	(107)	335
Ideo: Liberal (1-3)	20%	(129)	38%	(243)	25%	(159)	16%	(105)	635
Ideo: Moderate (4)	13%	(82)	37%	(234)	25%	(155)	25%	(157)	628
Ideo: Conservative (5-7)	12%	(89)	31%	(229)	26%	(193)	30%	(223)	734
Educ: < College	13%	(204)	36%	(549)	23%	(355)	27%	(404)	1512
Educ: Bachelors degree	19%	(82)	34%	(152)	28%	(126)	19%	(84)	444
Educ: Post-grad	20%	(49)	31%	(76)	27%	(66)	22%	(53)	244
Income: Under 50k	13%	(169)	36%	(451)	24%	(307)	26%	(331)	1258
Income: 50k-100k	16%	(99)	34%	(212)	27%	(170)	23%	(147)	629
Income: 100k+	21%	(67)	36%	(113)	22%	(70)	20%	(63)	313
Ethnicity: White	14%	(244)	36%	(615)	24%	(420)	26%	(444)	1722

Table MCEN10_1: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Streaming services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(335)	35%	(776)	25%	(547)	25%	(542)	2200
Ethnicity: Hispanic	18%	(64)	41%	(144)	23%	(81)	18%	(61)	349
Ethnicity: Black	21%	(57)	33%	(92)	24%	(67)	22%	(59)	274
Ethnicity: Other	17%	(35)	34%	(70)	29%	(60)	19%	(39)	204
All Christian	14%	(137)	34%	(326)	26%	(247)	26%	(248)	958
All Non-Christian	32%	(49)	31%	(48)	23%	(35)	14%	(21)	154
Atheist	12%	(12)	49%	(52)	22%	(24)	17%	(18)	105
Agnostic/Nothing in particular	14%	(79)	37%	(214)	24%	(142)	25%	(146)	580
Something Else	15%	(59)	34%	(137)	25%	(99)	27%	(108)	403
Religious Non-Protestant/Catholic	31%	(54)	31%	(54)	24%	(42)	13%	(23)	172
Evangelical	17%	(98)	36%	(209)	22%	(132)	25%	(148)	586
Non-Evangelical	12%	(88)	33%	(240)	28%	(203)	28%	(204)	734
Community: Urban	26%	(161)	36%	(226)	19%	(120)	20%	(125)	632
Community: Suburban	11%	(108)	36%	(354)	28%	(279)	25%	(249)	990
Community: Rural	11%	(66)	34%	(196)	26%	(148)	29%	(167)	578
Employ: Private Sector	18%	(121)	39%	(261)	24%	(160)	20%	(135)	677
Employ: Government	20%	(19)	36%	(34)	23%	(21)	20%	(19)	93
Employ: Self-Employed	29%	(58)	35%	(70)	22%	(43)	15%	(29)	200
Employ: Homemaker	13%	(22)	41%	(67)	23%	(38)	22%	(37)	164
Employ: Student	15%	(12)	50%	(41)	20%	(17)	15%	(12)	82
Employ: Retired	6%	(32)	25%	(129)	30%	(154)	40%	(207)	522
Employ: Unemployed	15%	(48)	41%	(131)	23%	(75)	21%	(69)	323
Employ: Other	17%	(24)	31%	(43)	28%	(38)	24%	(34)	139
Military HH: Yes	15%	(50)	31%	(101)	26%	(83)	28%	(89)	323
Military HH: No	15%	(286)	36%	(675)	25%	(464)	24%	(453)	1877
RD/WT: Right Direction	23%	(214)	35%	(327)	23%	(215)	19%	(173)	929
RD/WT: Wrong Track	10%	(121)	35%	(449)	26%	(331)	29%	(369)	1271
Biden Job Approve	21%	(215)	37%	(381)	24%	(251)	19%	(195)	1041
Biden Job Disapprove	10%	(103)	34%	(355)	25%	(264)	31%	(327)	1049

Table MCEN10_1: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Streaming services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(335)	35%	(776)	25%	(547)	25%	(542)	2200
Biden Job Strongly Approve	28%	(147)	29%	(153)	22%	(113)	20%	(106)	519
Biden Job Somewhat Approve	13%	(68)	44%	(228)	26%	(138)	17%	(89)	522
Biden Job Somewhat Disapprove	11%	(35)	47%	(144)	23%	(70)	19%	(59)	308
Biden Job Strongly Disapprove	9%	(68)	29%	(212)	26%	(194)	36%	(267)	741
Favorable of Biden	21%	(224)	35%	(373)	25%	(262)	20%	(210)	1068
Unfavorable of Biden	9%	(93)	36%	(367)	25%	(254)	30%	(306)	1020
Very Favorable of Biden	26%	(146)	30%	(168)	21%	(117)	23%	(126)	557
Somewhat Favorable of Biden	15%	(78)	40%	(205)	28%	(145)	16%	(84)	511
Somewhat Unfavorable of Biden	10%	(26)	51%	(131)	21%	(54)	17%	(42)	254
Very Unfavorable of Biden	9%	(66)	31%	(236)	26%	(200)	34%	(264)	766
#1 Issue: Economy	17%	(125)	38%	(273)	25%	(178)	20%	(147)	724
#1 Issue: Security	12%	(53)	31%	(138)	25%	(108)	32%	(142)	442
#1 Issue: Health Care	20%	(56)	34%	(96)	26%	(74)	20%	(55)	280
#1 Issue: Medicare / Social Security	7%	(20)	34%	(95)	25%	(70)	34%	(94)	280
#1 Issue: Women's Issues	17%	(24)	40%	(57)	26%	(37)	16%	(23)	141
#1 Issue: Education	17%	(16)	43%	(41)	23%	(22)	17%	(16)	96
#1 Issue: Energy	24%	(29)	40%	(49)	22%	(27)	14%	(17)	123
#1 Issue: Other	10%	(11)	23%	(26)	26%	(30)	41%	(47)	115
2020 Vote: Joe Biden	19%	(186)	35%	(339)	25%	(244)	20%	(190)	959
2020 Vote: Donald Trump	10%	(72)	32%	(231)	24%	(174)	33%	(238)	715
2020 Vote: Other	8%	(5)	40%	(29)	22%	(16)	30%	(22)	72
2020 Vote: Didn't Vote	16%	(73)	39%	(176)	25%	(113)	20%	(92)	453
2018 House Vote: Democrat	20%	(145)	34%	(245)	25%	(178)	21%	(148)	717
2018 House Vote: Republican	11%	(67)	30%	(176)	25%	(150)	33%	(197)	590
2018 House Vote: Someone else	7%	(4)	34%	(22)	31%	(20)	29%	(19)	65
2016 Vote: Hillary Clinton	20%	(132)	34%	(223)	25%	(166)	21%	(138)	659
2016 Vote: Donald Trump	10%	(67)	33%	(221)	26%	(172)	32%	(213)	674
2016 Vote: Other	11%	(12)	34%	(36)	31%	(33)	25%	(27)	108
2016 Vote: Didn't Vote	16%	(124)	39%	(297)	23%	(174)	21%	(162)	757

Table MCEN10_1: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Streaming services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(335)	35%	(776)	25%	(547)	25%	(542)	2200
Voted in 2014: Yes	14%	(174)	32%	(383)	27%	(322)	27%	(333)	1212
Voted in 2014: No	16%	(161)	40%	(393)	23%	(224)	21%	(209)	988
4-Region: Northeast	19%	(75)	33%	(128)	24%	(95)	24%	(95)	394
4-Region: Midwest	13%	(58)	35%	(163)	26%	(121)	26%	(120)	462
4-Region: South	15%	(126)	36%	(296)	26%	(211)	23%	(191)	824
4-Region: West	15%	(76)	36%	(189)	23%	(120)	26%	(136)	520
Consumers Who Find Ads Creepy	14%	(165)	34%	(393)	25%	(287)	26%	(298)	1143
Consumers Overloaded on Ads	10%	(97)	33%	(320)	29%	(278)	28%	(270)	965
Hulu Subscribers	20%	(182)	44%	(396)	19%	(174)	16%	(142)	895
Paramount+ Subscribers	29%	(91)	40%	(126)	19%	(61)	12%	(38)	317
Peacock Subscribers	24%	(138)	42%	(247)	19%	(111)	15%	(90)	587
HBO Max Subscribers	22%	(126)	41%	(242)	23%	(133)	14%	(83)	584
Discovery+ Subscribers	26%	(92)	41%	(146)	18%	(64)	15%	(52)	354
AVOD Users	19%	(282)	40%	(604)	23%	(339)	18%	(277)	1502

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

Table MCEN10_2: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Social media/tech companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	11%	(242)	26%	(581)	28%	(613)	35%	(763)	2200
Gender: Male	13%	(142)	25%	(261)	27%	(292)	35%	(367)	1062
Gender: Female	9%	(100)	28%	(320)	28%	(322)	35%	(397)	1138
Age: 18-34	19%	(126)	35%	(226)	26%	(173)	20%	(130)	655
Age: 35-44	17%	(61)	35%	(124)	22%	(80)	26%	(93)	358
Age: 45-64	6%	(44)	23%	(172)	32%	(237)	40%	(298)	751
Age: 65+	2%	(11)	13%	(59)	28%	(124)	56%	(243)	436
GenZers: 1997-2012	15%	(31)	41%	(84)	24%	(48)	20%	(42)	205
Millennials: 1981-1996	20%	(141)	33%	(230)	25%	(177)	22%	(151)	698
GenXers: 1965-1980	9%	(46)	26%	(133)	31%	(159)	34%	(172)	510
Baby Boomers: 1946-1964	3%	(22)	18%	(126)	30%	(208)	49%	(345)	701
PID: Dem (no lean)	15%	(124)	30%	(251)	26%	(220)	30%	(252)	847
PID: Ind (no lean)	9%	(64)	27%	(195)	30%	(213)	34%	(240)	712
PID: Rep (no lean)	8%	(54)	21%	(136)	28%	(180)	42%	(271)	641
PID/Gender: Dem Men	20%	(83)	28%	(117)	26%	(107)	26%	(109)	416
PID/Gender: Dem Women	10%	(41)	31%	(134)	26%	(113)	33%	(143)	431
PID/Gender: Ind Men	9%	(31)	26%	(88)	29%	(97)	36%	(123)	340
PID/Gender: Ind Women	9%	(33)	29%	(107)	31%	(116)	31%	(117)	372
PID/Gender: Rep Men	9%	(28)	18%	(56)	29%	(87)	44%	(134)	306
PID/Gender: Rep Women	8%	(26)	24%	(79)	28%	(93)	41%	(137)	335
Ideo: Liberal (1-3)	15%	(97)	29%	(183)	27%	(171)	29%	(183)	635
Ideo: Moderate (4)	9%	(54)	30%	(190)	28%	(174)	33%	(210)	628
Ideo: Conservative (5-7)	9%	(64)	20%	(146)	30%	(219)	42%	(305)	734
Educ: < College	9%	(139)	27%	(405)	28%	(426)	36%	(543)	1512
Educ: Bachelors degree	14%	(62)	27%	(120)	28%	(125)	31%	(138)	444
Educ: Post-grad	17%	(42)	23%	(57)	26%	(63)	34%	(83)	244
Income: Under 50k	9%	(115)	27%	(341)	28%	(351)	36%	(450)	1258
Income: 50k-100k	11%	(69)	24%	(151)	29%	(185)	35%	(223)	629
Income: 100k+	18%	(57)	28%	(89)	25%	(77)	29%	(90)	313
Ethnicity: White	10%	(171)	26%	(441)	28%	(486)	36%	(624)	1722

Table MCEN10_2: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Social media/tech companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	11%	(242)	26%	(581)	28%	(613)	35%	(763)	2200
Ethnicity: Hispanic	13%	(46)	33%	(114)	28%	(98)	26%	(92)	349
Ethnicity: Black	17%	(47)	29%	(79)	25%	(70)	29%	(79)	274
Ethnicity: Other	12%	(24)	30%	(62)	28%	(58)	30%	(61)	204
All Christian	11%	(106)	26%	(246)	26%	(249)	37%	(358)	958
All Non-Christian	26%	(39)	30%	(46)	19%	(29)	25%	(39)	154
Atheist	6%	(6)	47%	(50)	22%	(23)	25%	(26)	105
Agnostic/Nothing in particular	9%	(53)	25%	(148)	30%	(177)	35%	(203)	580
Something Else	9%	(38)	23%	(92)	34%	(135)	34%	(137)	403
Religious Non-Protestant/Catholic	25%	(43)	30%	(52)	19%	(32)	26%	(45)	172
Evangelical	13%	(77)	26%	(153)	26%	(152)	35%	(204)	586
Non-Evangelical	8%	(59)	23%	(172)	30%	(224)	38%	(280)	734
Community: Urban	19%	(122)	30%	(192)	24%	(154)	26%	(164)	632
Community: Suburban	7%	(71)	26%	(255)	30%	(297)	37%	(367)	990
Community: Rural	9%	(50)	23%	(134)	28%	(162)	40%	(233)	578
Employ: Private Sector	14%	(94)	30%	(202)	27%	(184)	29%	(197)	677
Employ: Government	18%	(17)	30%	(28)	17%	(16)	35%	(32)	93
Employ: Self-Employed	19%	(38)	36%	(72)	25%	(50)	20%	(40)	200
Employ: Homemaker	10%	(17)	24%	(39)	30%	(50)	36%	(59)	164
Employ: Student	9%	(8)	42%	(35)	25%	(21)	23%	(19)	82
Employ: Retired	4%	(22)	15%	(81)	29%	(153)	51%	(267)	522
Employ: Unemployed	9%	(29)	27%	(86)	33%	(108)	31%	(100)	323
Employ: Other	12%	(17)	28%	(39)	24%	(33)	35%	(49)	139
Military HH: Yes	13%	(41)	20%	(65)	28%	(92)	39%	(126)	323
Military HH: No	11%	(201)	28%	(517)	28%	(522)	34%	(638)	1877
RD/WT: Right Direction	17%	(157)	30%	(283)	26%	(239)	27%	(251)	929
RD/WT: Wrong Track	7%	(85)	24%	(299)	29%	(374)	40%	(512)	1271
Biden Job Approve	15%	(160)	31%	(327)	25%	(265)	28%	(289)	1041
Biden Job Disapprove	6%	(65)	21%	(223)	30%	(317)	42%	(444)	1049

Table MCEN10_2: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Social media/tech companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	11%	(242)	26%	(581)	28%	(613)	35%	(763)	2200
Biden Job Strongly Approve	22%	(112)	27%	(140)	22%	(113)	30%	(154)	519
Biden Job Somewhat Approve	9%	(48)	36%	(187)	29%	(152)	26%	(135)	522
Biden Job Somewhat Disapprove	6%	(17)	31%	(96)	33%	(103)	30%	(92)	308
Biden Job Strongly Disapprove	6%	(48)	17%	(127)	29%	(214)	48%	(352)	741
Favorable of Biden	16%	(167)	30%	(319)	25%	(272)	29%	(311)	1068
Unfavorable of Biden	6%	(59)	23%	(234)	30%	(308)	41%	(419)	1020
Very Favorable of Biden	21%	(116)	26%	(148)	22%	(120)	31%	(173)	557
Somewhat Favorable of Biden	10%	(50)	34%	(171)	30%	(152)	27%	(138)	511
Somewhat Unfavorable of Biden	6%	(16)	34%	(87)	33%	(85)	26%	(65)	254
Very Unfavorable of Biden	6%	(42)	19%	(147)	29%	(223)	46%	(353)	766
#1 Issue: Economy	13%	(97)	30%	(217)	29%	(209)	28%	(200)	724
#1 Issue: Security	8%	(36)	17%	(74)	28%	(124)	47%	(207)	442
#1 Issue: Health Care	13%	(37)	31%	(86)	28%	(79)	28%	(79)	280
#1 Issue: Medicare / Social Security	4%	(10)	22%	(62)	28%	(78)	47%	(130)	280
#1 Issue: Women's Issues	11%	(15)	33%	(46)	33%	(47)	23%	(33)	141
#1 Issue: Education	14%	(13)	43%	(41)	18%	(17)	26%	(25)	96
#1 Issue: Energy	20%	(24)	31%	(38)	25%	(31)	24%	(29)	123
#1 Issue: Other	8%	(9)	15%	(17)	25%	(29)	52%	(60)	115
2020 Vote: Joe Biden	13%	(128)	29%	(277)	28%	(270)	30%	(285)	959
2020 Vote: Donald Trump	7%	(52)	21%	(148)	26%	(188)	46%	(327)	715
2020 Vote: Other	8%	(5)	23%	(16)	35%	(25)	35%	(25)	72
2020 Vote: Didn't Vote	12%	(57)	31%	(140)	29%	(131)	28%	(126)	453
2018 House Vote: Democrat	14%	(99)	28%	(198)	26%	(189)	32%	(231)	717
2018 House Vote: Republican	8%	(50)	19%	(115)	27%	(162)	45%	(264)	590
2018 House Vote: Someone else	3%	(2)	25%	(16)	27%	(18)	44%	(29)	65
2016 Vote: Hillary Clinton	13%	(84)	27%	(178)	28%	(183)	33%	(214)	659
2016 Vote: Donald Trump	7%	(50)	21%	(141)	28%	(188)	44%	(295)	674
2016 Vote: Other	5%	(5)	25%	(27)	28%	(30)	42%	(45)	108
2016 Vote: Didn't Vote	14%	(103)	31%	(235)	28%	(212)	27%	(208)	757

Table MCEN10_2: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Social media/tech companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	11%	(242)	26%	(581)	28%	(613)	35%	(763)	2200
Voted in 2014: Yes	10%	(119)	23%	(282)	28%	(337)	39%	(474)	1212
Voted in 2014: No	12%	(123)	30%	(299)	28%	(276)	29%	(289)	988
4-Region: Northeast	15%	(58)	27%	(108)	22%	(87)	36%	(141)	394
4-Region: Midwest	8%	(39)	24%	(110)	33%	(151)	35%	(163)	462
4-Region: South	11%	(92)	27%	(225)	28%	(234)	33%	(274)	824
4-Region: West	10%	(54)	27%	(138)	27%	(142)	36%	(186)	520
Consumers Who Find Ads Creepy	11%	(125)	24%	(276)	26%	(293)	39%	(450)	1143
Consumers Overloaded on Ads	6%	(62)	22%	(215)	32%	(310)	39%	(378)	965
Hulu Subscribers	14%	(125)	34%	(304)	27%	(243)	25%	(223)	895
Paramount+ Subscribers	21%	(65)	31%	(99)	25%	(78)	24%	(75)	317
Peacock Subscribers	17%	(98)	32%	(189)	26%	(152)	25%	(148)	587
HBO Max Subscribers	17%	(100)	32%	(189)	26%	(150)	25%	(146)	584
Discovery+ Subscribers	20%	(71)	33%	(116)	24%	(84)	23%	(82)	354
AVOD Users	12%	(184)	29%	(441)	28%	(427)	30%	(449)	1502

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

Table MCEN10_3: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Retailers

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(328)	37%	(821)	27%	(604)	20%	(447)	2200
Gender: Male	17%	(180)	37%	(388)	27%	(286)	20%	(207)	1062
Gender: Female	13%	(148)	38%	(433)	28%	(318)	21%	(239)	1138
Age: 18-34	23%	(149)	39%	(258)	24%	(159)	14%	(89)	655
Age: 35-44	20%	(73)	39%	(138)	26%	(92)	15%	(55)	358
Age: 45-64	11%	(83)	35%	(265)	29%	(219)	25%	(185)	751
Age: 65+	5%	(23)	37%	(161)	31%	(134)	27%	(119)	436
GenZers: 1997-2012	16%	(34)	39%	(81)	29%	(59)	16%	(32)	205
Millennials: 1981-1996	24%	(170)	39%	(272)	23%	(164)	13%	(92)	698
GenXers: 1965-1980	14%	(74)	35%	(178)	29%	(149)	21%	(109)	510
Baby Boomers: 1946-1964	7%	(46)	38%	(269)	28%	(200)	27%	(187)	701
PID: Dem (no lean)	20%	(171)	37%	(310)	28%	(235)	15%	(131)	847
PID: Ind (no lean)	10%	(75)	39%	(279)	26%	(188)	24%	(170)	712
PID: Rep (no lean)	13%	(82)	36%	(233)	28%	(181)	23%	(146)	641
PID/Gender: Dem Men	25%	(104)	36%	(150)	25%	(104)	14%	(58)	416
PID/Gender: Dem Women	16%	(67)	37%	(159)	31%	(132)	17%	(73)	431
PID/Gender: Ind Men	11%	(37)	39%	(131)	26%	(89)	24%	(82)	340
PID/Gender: Ind Women	10%	(37)	40%	(147)	26%	(98)	24%	(89)	372
PID/Gender: Rep Men	13%	(39)	35%	(107)	30%	(92)	22%	(68)	306
PID/Gender: Rep Women	13%	(44)	38%	(126)	26%	(88)	23%	(77)	335
Ideo: Liberal (1-3)	19%	(123)	37%	(237)	27%	(170)	16%	(104)	635
Ideo: Moderate (4)	12%	(75)	40%	(251)	28%	(176)	20%	(126)	628
Ideo: Conservative (5-7)	13%	(97)	36%	(265)	30%	(217)	21%	(155)	734
Educ: < College	14%	(207)	38%	(571)	27%	(401)	22%	(333)	1512
Educ: Bachelors degree	18%	(81)	36%	(161)	29%	(130)	16%	(72)	444
Educ: Post-grad	17%	(40)	36%	(89)	30%	(73)	17%	(42)	244
Income: Under 50k	14%	(170)	36%	(453)	29%	(360)	22%	(276)	1258
Income: 50k-100k	15%	(95)	39%	(245)	28%	(175)	18%	(114)	629
Income: 100k+	20%	(63)	40%	(124)	22%	(70)	18%	(56)	313
Ethnicity: White	13%	(223)	38%	(657)	28%	(485)	21%	(357)	1722

Table MCEN10_3: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Retailers

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(328)	37%	(821)	27%	(604)	20%	(447)	2200
Ethnicity: Hispanic	17%	(60)	37%	(130)	27%	(95)	19%	(65)	349
Ethnicity: Black	26%	(71)	34%	(92)	21%	(57)	20%	(54)	274
Ethnicity: Other	17%	(34)	35%	(72)	30%	(62)	18%	(36)	204
All Christian	14%	(138)	39%	(378)	26%	(253)	20%	(189)	958
All Non-Christian	30%	(46)	30%	(47)	27%	(41)	13%	(19)	154
Atheist	9%	(10)	43%	(45)	26%	(27)	22%	(23)	105
Agnostic/Nothing in particular	14%	(84)	37%	(212)	26%	(152)	23%	(132)	580
Something Else	12%	(50)	35%	(139)	32%	(131)	21%	(83)	403
Religious Non-Protestant/Catholic	29%	(50)	29%	(50)	27%	(47)	15%	(25)	172
Evangelical	18%	(103)	40%	(234)	24%	(138)	19%	(111)	586
Non-Evangelical	10%	(76)	37%	(272)	32%	(235)	21%	(152)	734
Community: Urban	24%	(151)	37%	(236)	23%	(147)	16%	(99)	632
Community: Suburban	11%	(105)	37%	(368)	30%	(301)	22%	(217)	990
Community: Rural	13%	(73)	38%	(218)	27%	(156)	23%	(131)	578
Employ: Private Sector	18%	(120)	37%	(253)	28%	(187)	17%	(118)	677
Employ: Government	18%	(17)	38%	(35)	21%	(19)	23%	(22)	93
Employ: Self-Employed	27%	(54)	37%	(75)	22%	(44)	14%	(28)	200
Employ: Homemaker	10%	(16)	43%	(71)	24%	(40)	22%	(37)	164
Employ: Student	14%	(11)	32%	(26)	27%	(22)	27%	(23)	82
Employ: Retired	7%	(36)	35%	(181)	32%	(168)	26%	(136)	522
Employ: Unemployed	15%	(50)	40%	(130)	26%	(83)	19%	(60)	323
Employ: Other	17%	(24)	36%	(49)	30%	(41)	17%	(24)	139
Military HH: Yes	16%	(51)	35%	(113)	30%	(95)	20%	(63)	323
Military HH: No	15%	(278)	38%	(708)	27%	(508)	20%	(383)	1877
RD/WT: Right Direction	22%	(202)	37%	(342)	25%	(237)	16%	(148)	929
RD/WT: Wrong Track	10%	(126)	38%	(479)	29%	(367)	23%	(298)	1271
Biden Job Approve	19%	(195)	37%	(384)	27%	(285)	17%	(177)	1041
Biden Job Disapprove	11%	(116)	37%	(389)	28%	(290)	24%	(254)	1049

Continued on next page

Table MCEN10_3: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Retailers

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(328)	37%	(821)	27%	(604)	20%	(447)	2200
Biden Job Strongly Approve	26%	(136)	33%	(169)	24%	(127)	17%	(87)	519
Biden Job Somewhat Approve	11%	(59)	41%	(214)	30%	(159)	17%	(90)	522
Biden Job Somewhat Disapprove	13%	(39)	41%	(128)	30%	(93)	16%	(49)	308
Biden Job Strongly Disapprove	10%	(77)	35%	(261)	27%	(197)	28%	(206)	741
Favorable of Biden	18%	(197)	37%	(397)	27%	(290)	17%	(184)	1068
Unfavorable of Biden	11%	(113)	38%	(385)	27%	(280)	24%	(241)	1020
Very Favorable of Biden	23%	(131)	34%	(191)	24%	(132)	19%	(103)	557
Somewhat Favorable of Biden	13%	(66)	40%	(206)	31%	(158)	16%	(81)	511
Somewhat Unfavorable of Biden	13%	(34)	43%	(108)	30%	(76)	14%	(36)	254
Very Unfavorable of Biden	10%	(79)	36%	(277)	27%	(204)	27%	(206)	766
#1 Issue: Economy	18%	(127)	37%	(270)	28%	(200)	17%	(127)	724
#1 Issue: Security	12%	(54)	37%	(164)	26%	(115)	25%	(109)	442
#1 Issue: Health Care	17%	(47)	40%	(112)	29%	(80)	15%	(41)	280
#1 Issue: Medicare / Social Security	10%	(29)	35%	(99)	31%	(86)	23%	(66)	280
#1 Issue: Women's Issues	12%	(18)	43%	(61)	26%	(37)	18%	(26)	141
#1 Issue: Education	16%	(15)	42%	(40)	23%	(22)	19%	(18)	96
#1 Issue: Energy	24%	(29)	31%	(38)	27%	(33)	18%	(22)	123
#1 Issue: Other	8%	(9)	31%	(36)	27%	(31)	34%	(39)	115
2020 Vote: Joe Biden	17%	(167)	37%	(358)	28%	(267)	18%	(168)	959
2020 Vote: Donald Trump	12%	(83)	36%	(259)	27%	(196)	25%	(178)	715
2020 Vote: Other	12%	(9)	44%	(32)	25%	(18)	19%	(13)	72
2020 Vote: Didn't Vote	15%	(70)	38%	(173)	27%	(123)	19%	(87)	453
2018 House Vote: Democrat	18%	(129)	39%	(281)	26%	(184)	17%	(123)	717
2018 House Vote: Republican	13%	(80)	36%	(214)	26%	(156)	24%	(140)	590
2018 House Vote: Someone else	8%	(5)	31%	(20)	33%	(21)	29%	(19)	65
2016 Vote: Hillary Clinton	18%	(118)	38%	(249)	27%	(176)	18%	(116)	659
2016 Vote: Donald Trump	12%	(78)	37%	(251)	27%	(182)	24%	(163)	674
2016 Vote: Other	6%	(6)	46%	(49)	27%	(30)	21%	(23)	108
2016 Vote: Didn't Vote	17%	(126)	36%	(271)	29%	(216)	19%	(144)	757

Table MCEN10_3: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Retailers

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(328)	37%	(821)	27%	(604)	20%	(447)	2200
Voted in 2014: Yes	14%	(171)	38%	(457)	27%	(328)	21%	(256)	1212
Voted in 2014: No	16%	(157)	37%	(364)	28%	(276)	19%	(190)	988
4-Region: Northeast	18%	(73)	37%	(145)	25%	(99)	19%	(77)	394
4-Region: Midwest	13%	(61)	38%	(175)	29%	(135)	20%	(91)	462
4-Region: South	15%	(127)	37%	(305)	28%	(234)	19%	(158)	824
4-Region: West	13%	(68)	38%	(196)	26%	(136)	23%	(120)	520
Consumers Who Find Ads Creepy	15%	(170)	33%	(380)	29%	(330)	23%	(262)	1143
Consumers Overloaded on Ads	9%	(91)	35%	(336)	31%	(302)	24%	(235)	965
Hulu Subscribers	18%	(164)	42%	(374)	24%	(216)	16%	(140)	895
Paramount+ Subscribers	28%	(88)	39%	(123)	21%	(66)	12%	(39)	317
Peacock Subscribers	22%	(128)	41%	(240)	24%	(139)	14%	(80)	587
HBO Max Subscribers	21%	(124)	38%	(222)	27%	(155)	14%	(84)	584
Discovery+ Subscribers	27%	(97)	38%	(134)	21%	(76)	13%	(47)	354
AVOD Users	17%	(256)	39%	(588)	26%	(386)	18%	(272)	1502

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

Table MCEN10_4: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Restaurants

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	17%	(365)	37%	(812)	25%	(541)	22%	(482)	2200
Gender: Male	19%	(200)	35%	(370)	25%	(263)	21%	(228)	1062
Gender: Female	14%	(164)	39%	(442)	24%	(278)	22%	(254)	1138
Age: 18-34	25%	(167)	39%	(256)	23%	(148)	13%	(85)	655
Age: 35-44	23%	(82)	40%	(144)	19%	(69)	17%	(62)	358
Age: 45-64	12%	(91)	36%	(269)	28%	(208)	24%	(183)	751
Age: 65+	6%	(25)	33%	(142)	27%	(116)	35%	(153)	436
GenZers: 1997-2012	18%	(36)	39%	(80)	26%	(54)	17%	(35)	205
Millennials: 1981-1996	27%	(188)	40%	(278)	20%	(140)	13%	(92)	698
GenXers: 1965-1980	16%	(79)	37%	(188)	26%	(131)	22%	(111)	510
Baby Boomers: 1946-1964	8%	(58)	34%	(241)	27%	(192)	30%	(210)	701
PID: Dem (no lean)	20%	(168)	38%	(322)	23%	(199)	19%	(158)	847
PID: Ind (no lean)	14%	(97)	38%	(270)	24%	(170)	25%	(175)	712
PID: Rep (no lean)	16%	(100)	34%	(220)	27%	(172)	23%	(150)	641
PID/Gender: Dem Men	26%	(109)	35%	(146)	22%	(91)	17%	(70)	416
PID/Gender: Dem Women	14%	(59)	41%	(176)	25%	(108)	20%	(88)	431
PID/Gender: Ind Men	14%	(47)	36%	(122)	25%	(85)	25%	(85)	340
PID/Gender: Ind Women	13%	(49)	40%	(148)	23%	(85)	24%	(89)	372
PID/Gender: Rep Men	14%	(44)	33%	(102)	29%	(88)	24%	(72)	306
PID/Gender: Rep Women	17%	(56)	35%	(118)	25%	(84)	23%	(77)	335
Ideo: Liberal (1-3)	21%	(133)	37%	(233)	24%	(153)	18%	(116)	635
Ideo: Moderate (4)	16%	(98)	40%	(252)	22%	(141)	22%	(137)	628
Ideo: Conservative (5-7)	13%	(96)	35%	(260)	28%	(203)	24%	(174)	734
Educ: < College	15%	(231)	37%	(563)	23%	(355)	24%	(363)	1512
Educ: Bachelors degree	20%	(88)	37%	(163)	27%	(122)	16%	(70)	444
Educ: Post-grad	19%	(45)	35%	(85)	26%	(64)	20%	(49)	244
Income: Under 50k	15%	(193)	36%	(448)	24%	(307)	25%	(310)	1258
Income: 50k-100k	16%	(101)	39%	(244)	26%	(161)	19%	(122)	629
Income: 100k+	22%	(70)	38%	(120)	23%	(73)	16%	(50)	313
Ethnicity: White	15%	(253)	37%	(645)	26%	(444)	22%	(379)	1722

Table MCEN10_4: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Restaurants

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	17%	(365)	37%	(812)	25%	(541)	22%	(482)	2200
Ethnicity: Hispanic	22%	(77)	39%	(136)	23%	(80)	16%	(57)	349
Ethnicity: Black	25%	(68)	32%	(87)	18%	(50)	25%	(69)	274
Ethnicity: Other	21%	(44)	39%	(79)	23%	(47)	17%	(34)	204
All Christian	16%	(150)	38%	(364)	25%	(236)	22%	(208)	958
All Non-Christian	30%	(46)	33%	(51)	23%	(36)	14%	(21)	154
Atheist	15%	(16)	44%	(46)	22%	(23)	19%	(20)	105
Agnostic/Nothing in particular	16%	(92)	35%	(204)	24%	(140)	25%	(144)	580
Something Else	15%	(61)	36%	(146)	26%	(106)	22%	(89)	403
Religious Non-Protestant/Catholic	30%	(51)	30%	(52)	27%	(46)	14%	(24)	172
Evangelical	19%	(111)	37%	(219)	21%	(121)	23%	(135)	586
Non-Evangelical	12%	(87)	39%	(284)	28%	(208)	21%	(156)	734
Community: Urban	25%	(155)	35%	(219)	23%	(144)	18%	(115)	632
Community: Suburban	13%	(125)	40%	(393)	26%	(252)	22%	(219)	990
Community: Rural	15%	(84)	35%	(200)	25%	(145)	26%	(149)	578
Employ: Private Sector	19%	(130)	40%	(268)	24%	(163)	17%	(116)	677
Employ: Government	26%	(24)	31%	(29)	23%	(21)	20%	(19)	93
Employ: Self-Employed	26%	(52)	35%	(69)	23%	(47)	16%	(32)	200
Employ: Homemaker	12%	(19)	37%	(61)	23%	(38)	28%	(46)	164
Employ: Student	17%	(14)	40%	(33)	29%	(24)	14%	(12)	82
Employ: Retired	8%	(43)	33%	(170)	28%	(146)	31%	(163)	522
Employ: Unemployed	16%	(52)	42%	(134)	23%	(76)	19%	(61)	323
Employ: Other	22%	(30)	34%	(48)	19%	(26)	25%	(34)	139
Military HH: Yes	18%	(58)	36%	(116)	25%	(79)	22%	(70)	323
Military HH: No	16%	(307)	37%	(696)	25%	(462)	22%	(412)	1877
RD/WT: Right Direction	23%	(211)	36%	(332)	25%	(229)	17%	(158)	929
RD/WT: Wrong Track	12%	(154)	38%	(480)	25%	(313)	26%	(325)	1271
Biden Job Approve	21%	(214)	38%	(397)	23%	(236)	19%	(194)	1041
Biden Job Disapprove	13%	(131)	35%	(371)	27%	(280)	25%	(267)	1049

Table MCEN10_4: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Restaurants

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	17%	(365)	37%	(812)	25%	(541)	22%	(482)	2200
Biden Job Strongly Approve	27%	(139)	33%	(170)	20%	(103)	21%	(107)	519
Biden Job Somewhat Approve	14%	(75)	44%	(228)	25%	(133)	17%	(87)	522
Biden Job Somewhat Disapprove	12%	(38)	44%	(134)	29%	(89)	15%	(47)	308
Biden Job Strongly Disapprove	13%	(93)	32%	(236)	26%	(191)	30%	(220)	741
Favorable of Biden	20%	(212)	38%	(408)	23%	(246)	19%	(203)	1068
Unfavorable of Biden	13%	(134)	36%	(366)	26%	(269)	25%	(250)	1020
Very Favorable of Biden	24%	(133)	34%	(189)	20%	(114)	22%	(122)	557
Somewhat Favorable of Biden	15%	(79)	43%	(219)	26%	(132)	16%	(81)	511
Somewhat Unfavorable of Biden	18%	(45)	42%	(107)	28%	(72)	12%	(30)	254
Very Unfavorable of Biden	12%	(89)	34%	(259)	26%	(198)	29%	(220)	766
#1 Issue: Economy	18%	(127)	37%	(271)	26%	(188)	19%	(137)	724
#1 Issue: Security	15%	(67)	31%	(136)	25%	(112)	29%	(126)	442
#1 Issue: Health Care	19%	(54)	44%	(123)	22%	(62)	15%	(42)	280
#1 Issue: Medicare / Social Security	11%	(30)	36%	(102)	24%	(68)	29%	(80)	280
#1 Issue: Women's Issues	17%	(24)	44%	(62)	23%	(32)	17%	(24)	141
#1 Issue: Education	21%	(20)	42%	(41)	23%	(22)	14%	(13)	96
#1 Issue: Energy	26%	(32)	36%	(44)	21%	(26)	17%	(21)	123
#1 Issue: Other	10%	(12)	28%	(33)	27%	(31)	34%	(39)	115
2020 Vote: Joe Biden	18%	(175)	38%	(363)	23%	(225)	21%	(197)	959
2020 Vote: Donald Trump	13%	(95)	35%	(250)	26%	(183)	26%	(187)	715
2020 Vote: Other	13%	(9)	43%	(31)	23%	(16)	22%	(15)	72
2020 Vote: Didn't Vote	19%	(86)	37%	(168)	26%	(117)	18%	(82)	453
2018 House Vote: Democrat	19%	(135)	37%	(267)	24%	(173)	20%	(142)	717
2018 House Vote: Republican	14%	(82)	33%	(193)	28%	(164)	26%	(151)	590
2018 House Vote: Someone else	13%	(8)	32%	(21)	26%	(17)	30%	(20)	65
2016 Vote: Hillary Clinton	18%	(118)	38%	(251)	24%	(157)	20%	(133)	659
2016 Vote: Donald Trump	14%	(93)	34%	(228)	27%	(181)	25%	(171)	674
2016 Vote: Other	10%	(11)	42%	(45)	27%	(30)	21%	(22)	108
2016 Vote: Didn't Vote	19%	(143)	38%	(286)	23%	(173)	20%	(155)	757

Continued on next page

Table MCEN10_4: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Restaurants

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	17%	(365)	37%	(812)	25%	(541)	22%	(482)	2200
Voted in 2014: Yes	15%	(184)	36%	(431)	26%	(312)	23%	(285)	1212
Voted in 2014: No	18%	(181)	38%	(380)	23%	(229)	20%	(198)	988
4-Region: Northeast	19%	(76)	34%	(135)	24%	(94)	22%	(88)	394
4-Region: Midwest	13%	(62)	37%	(169)	29%	(134)	21%	(97)	462
4-Region: South	17%	(139)	39%	(325)	23%	(192)	20%	(169)	824
4-Region: West	17%	(88)	35%	(183)	23%	(121)	25%	(129)	520
Consumers Who Find Ads Creepy	17%	(196)	34%	(387)	24%	(277)	25%	(282)	1143
Consumers Overloaded on Ads	12%	(115)	35%	(341)	28%	(274)	24%	(234)	965
Hulu Subscribers	20%	(182)	41%	(367)	22%	(192)	17%	(153)	895
Paramount+ Subscribers	30%	(94)	38%	(122)	18%	(57)	14%	(44)	317
Peacock Subscribers	24%	(141)	40%	(237)	20%	(118)	16%	(91)	587
HBO Max Subscribers	22%	(129)	39%	(228)	23%	(137)	15%	(91)	584
Discovery+ Subscribers	30%	(106)	39%	(138)	18%	(65)	13%	(45)	354
AVOD Users	18%	(277)	39%	(587)	24%	(354)	19%	(283)	1502

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

Table MCEN10_5: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Food delivery services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(336)	35%	(776)	24%	(535)	25%	(553)	2200
Gender: Male	18%	(189)	35%	(369)	24%	(250)	24%	(254)	1062
Gender: Female	13%	(147)	36%	(407)	25%	(285)	26%	(300)	1138
Age: 18-34	25%	(165)	40%	(263)	21%	(138)	14%	(89)	655
Age: 35-44	23%	(81)	40%	(144)	21%	(75)	16%	(58)	358
Age: 45-64	10%	(74)	36%	(270)	25%	(188)	29%	(220)	751
Age: 65+	4%	(16)	23%	(100)	31%	(134)	43%	(186)	436
GenZers: 1997-2012	18%	(37)	43%	(88)	23%	(48)	16%	(32)	205
Millennials: 1981-1996	27%	(187)	39%	(273)	20%	(142)	14%	(96)	698
GenXers: 1965-1980	14%	(74)	39%	(197)	23%	(115)	24%	(124)	510
Baby Boomers: 1946-1964	5%	(36)	28%	(199)	30%	(208)	37%	(258)	701
PID: Dem (no lean)	19%	(160)	35%	(298)	24%	(200)	22%	(190)	847
PID: Ind (no lean)	13%	(91)	36%	(259)	24%	(172)	27%	(190)	712
PID: Rep (no lean)	13%	(85)	34%	(220)	25%	(163)	27%	(173)	641
PID/Gender: Dem Men	24%	(101)	37%	(152)	20%	(84)	19%	(79)	416
PID/Gender: Dem Women	14%	(59)	34%	(145)	27%	(116)	26%	(111)	431
PID/Gender: Ind Men	13%	(45)	36%	(123)	23%	(77)	28%	(95)	340
PID/Gender: Ind Women	12%	(46)	37%	(136)	25%	(94)	26%	(96)	372
PID/Gender: Rep Men	14%	(44)	31%	(94)	29%	(88)	26%	(80)	306
PID/Gender: Rep Women	12%	(42)	38%	(126)	22%	(74)	28%	(93)	335
Ideo: Liberal (1-3)	20%	(126)	37%	(237)	22%	(142)	20%	(130)	635
Ideo: Moderate (4)	12%	(78)	39%	(244)	24%	(150)	25%	(156)	628
Ideo: Conservative (5-7)	13%	(94)	32%	(231)	26%	(193)	29%	(215)	734
Educ: < College	14%	(213)	35%	(536)	23%	(352)	27%	(412)	1512
Educ: Bachelors degree	18%	(78)	37%	(163)	27%	(121)	19%	(83)	444
Educ: Post-grad	19%	(45)	32%	(78)	25%	(62)	24%	(59)	244
Income: Under 50k	14%	(177)	35%	(437)	24%	(300)	27%	(344)	1258
Income: 50k-100k	14%	(89)	36%	(229)	26%	(162)	24%	(149)	629
Income: 100k+	22%	(69)	35%	(110)	23%	(74)	19%	(60)	313
Ethnicity: White	13%	(224)	36%	(626)	25%	(433)	25%	(439)	1722

Table MCEN10_5: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Food delivery services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(336)	35%	(776)	24%	(535)	25%	(553)	2200
Ethnicity: Hispanic	21%	(75)	38%	(134)	21%	(73)	19%	(67)	349
Ethnicity: Black	23%	(64)	33%	(89)	16%	(45)	28%	(76)	274
Ethnicity: Other	23%	(47)	30%	(61)	28%	(57)	19%	(39)	204
All Christian	14%	(133)	34%	(327)	27%	(257)	25%	(242)	958
All Non-Christian	32%	(49)	27%	(42)	23%	(36)	18%	(28)	154
Atheist	11%	(11)	51%	(54)	20%	(21)	18%	(19)	105
Agnostic/Nothing in particular	14%	(79)	36%	(207)	23%	(134)	28%	(160)	580
Something Else	16%	(64)	36%	(146)	22%	(87)	26%	(105)	403
Religious Non-Protestant/Catholic	31%	(52)	28%	(48)	25%	(43)	17%	(29)	172
Evangelical	18%	(107)	38%	(225)	19%	(113)	24%	(142)	586
Non-Evangelical	11%	(81)	32%	(234)	30%	(220)	27%	(199)	734
Community: Urban	24%	(154)	35%	(224)	20%	(124)	21%	(130)	632
Community: Suburban	11%	(108)	37%	(363)	26%	(260)	26%	(258)	990
Community: Rural	13%	(73)	33%	(190)	26%	(150)	28%	(165)	578
Employ: Private Sector	17%	(114)	38%	(256)	25%	(169)	20%	(138)	677
Employ: Government	24%	(23)	35%	(33)	21%	(19)	20%	(19)	93
Employ: Self-Employed	26%	(53)	40%	(81)	17%	(33)	17%	(33)	200
Employ: Homemaker	11%	(19)	38%	(63)	29%	(48)	21%	(35)	164
Employ: Student	21%	(18)	43%	(36)	26%	(21)	9%	(8)	82
Employ: Retired	6%	(32)	25%	(129)	31%	(160)	38%	(201)	522
Employ: Unemployed	17%	(54)	39%	(126)	20%	(63)	25%	(79)	323
Employ: Other	17%	(24)	39%	(53)	15%	(21)	29%	(40)	139
Military HH: Yes	15%	(48)	32%	(102)	27%	(88)	26%	(84)	323
Military HH: No	15%	(288)	36%	(674)	24%	(447)	25%	(469)	1877
RD/WT: Right Direction	21%	(192)	35%	(328)	24%	(220)	20%	(189)	929
RD/WT: Wrong Track	11%	(143)	35%	(449)	25%	(314)	29%	(364)	1271
Biden Job Approve	20%	(208)	36%	(371)	23%	(244)	21%	(218)	1041
Biden Job Disapprove	10%	(109)	34%	(357)	26%	(268)	30%	(315)	1049

Table MCEN10_5: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Food delivery services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(336)	35%	(776)	24%	(535)	25%	(553)	2200
Biden Job Strongly Approve	24%	(124)	32%	(164)	21%	(109)	24%	(122)	519
Biden Job Somewhat Approve	16%	(84)	40%	(208)	26%	(135)	18%	(96)	522
Biden Job Somewhat Disapprove	11%	(35)	44%	(134)	24%	(74)	21%	(65)	308
Biden Job Strongly Disapprove	10%	(74)	30%	(223)	26%	(194)	34%	(250)	741
Favorable of Biden	19%	(207)	36%	(383)	23%	(248)	22%	(230)	1068
Unfavorable of Biden	11%	(111)	35%	(353)	26%	(264)	29%	(291)	1020
Very Favorable of Biden	22%	(125)	32%	(178)	21%	(114)	25%	(141)	557
Somewhat Favorable of Biden	16%	(82)	40%	(205)	26%	(134)	17%	(89)	511
Somewhat Unfavorable of Biden	16%	(40)	44%	(111)	23%	(59)	17%	(44)	254
Very Unfavorable of Biden	9%	(71)	32%	(242)	27%	(205)	32%	(247)	766
#1 Issue: Economy	18%	(131)	38%	(273)	23%	(168)	21%	(152)	724
#1 Issue: Security	13%	(56)	30%	(131)	26%	(116)	31%	(138)	442
#1 Issue: Health Care	15%	(43)	41%	(115)	25%	(70)	19%	(53)	280
#1 Issue: Medicare / Social Security	8%	(22)	33%	(91)	25%	(69)	35%	(97)	280
#1 Issue: Women's Issues	18%	(26)	40%	(56)	22%	(31)	20%	(28)	141
#1 Issue: Education	17%	(16)	42%	(40)	23%	(22)	19%	(18)	96
#1 Issue: Energy	27%	(33)	34%	(42)	24%	(29)	16%	(19)	123
#1 Issue: Other	8%	(9)	25%	(29)	25%	(29)	42%	(48)	115
2020 Vote: Joe Biden	17%	(163)	34%	(327)	26%	(245)	23%	(223)	959
2020 Vote: Donald Trump	12%	(83)	33%	(233)	25%	(176)	31%	(224)	715
2020 Vote: Other	9%	(6)	44%	(31)	18%	(13)	29%	(21)	72
2020 Vote: Didn't Vote	18%	(84)	41%	(184)	22%	(101)	19%	(84)	453
2018 House Vote: Democrat	17%	(125)	34%	(243)	24%	(172)	25%	(177)	717
2018 House Vote: Republican	12%	(71)	32%	(187)	25%	(146)	31%	(185)	590
2018 House Vote: Someone else	7%	(5)	35%	(23)	25%	(16)	33%	(22)	65
2016 Vote: Hillary Clinton	17%	(114)	33%	(219)	24%	(159)	25%	(167)	659
2016 Vote: Donald Trump	11%	(72)	34%	(227)	25%	(169)	30%	(205)	674
2016 Vote: Other	9%	(9)	39%	(42)	28%	(30)	25%	(27)	108
2016 Vote: Didn't Vote	18%	(140)	38%	(288)	23%	(176)	20%	(153)	757

Table MCEN10_5: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Food delivery services

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	15%	(336)	35%	(776)	24%	(535)	25%	(553)	2200
Voted in 2014: Yes	14%	(165)	33%	(399)	24%	(297)	29%	(351)	1212
Voted in 2014: No	17%	(170)	38%	(377)	24%	(238)	20%	(202)	988
4-Region: Northeast	18%	(71)	34%	(134)	23%	(90)	25%	(98)	394
4-Region: Midwest	12%	(57)	33%	(154)	28%	(129)	26%	(122)	462
4-Region: South	15%	(121)	39%	(318)	23%	(190)	24%	(195)	824
4-Region: West	17%	(86)	33%	(169)	24%	(125)	27%	(139)	520
Consumers Who Find Ads Creepy	17%	(190)	33%	(378)	23%	(266)	27%	(309)	1143
Consumers Overloaded on Ads	12%	(115)	33%	(316)	28%	(266)	28%	(268)	965
Hulu Subscribers	20%	(177)	40%	(360)	22%	(200)	18%	(157)	895
Paramount+ Subscribers	27%	(85)	39%	(122)	21%	(66)	14%	(43)	317
Peacock Subscribers	20%	(115)	42%	(244)	22%	(130)	17%	(98)	587
HBO Max Subscribers	21%	(123)	39%	(226)	23%	(132)	18%	(103)	584
Discovery+ Subscribers	26%	(92)	40%	(141)	18%	(64)	16%	(56)	354
AVOD Users	18%	(263)	38%	(566)	24%	(362)	21%	(311)	1502

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

Table MCEN10_6: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Snack companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	14%	(312)	35%	(776)	26%	(577)	24%	(535)	2200
Gender: Male	17%	(179)	35%	(373)	25%	(265)	23%	(244)	1062
Gender: Female	12%	(133)	35%	(402)	27%	(312)	26%	(291)	1138
Age: 18-34	22%	(146)	41%	(271)	24%	(154)	13%	(84)	655
Age: 35-44	20%	(73)	39%	(139)	22%	(77)	19%	(68)	358
Age: 45-64	10%	(73)	35%	(261)	28%	(209)	28%	(207)	751
Age: 65+	4%	(19)	24%	(105)	31%	(136)	40%	(176)	436
GenZers: 1997-2012	15%	(30)	47%	(96)	22%	(46)	16%	(33)	205
Millennials: 1981-1996	24%	(165)	39%	(269)	23%	(164)	14%	(100)	698
GenXers: 1965-1980	15%	(75)	36%	(181)	26%	(131)	24%	(123)	510
Baby Boomers: 1946-1964	5%	(37)	31%	(217)	30%	(208)	34%	(238)	701
PID: Dem (no lean)	19%	(161)	34%	(291)	26%	(217)	21%	(179)	847
PID: Ind (no lean)	11%	(78)	38%	(270)	25%	(178)	26%	(185)	712
PID: Rep (no lean)	11%	(73)	33%	(214)	28%	(182)	27%	(172)	641
PID/Gender: Dem Men	26%	(107)	33%	(139)	22%	(92)	19%	(79)	416
PID/Gender: Dem Women	12%	(54)	35%	(152)	29%	(125)	23%	(100)	431
PID/Gender: Ind Men	12%	(40)	38%	(128)	24%	(83)	26%	(88)	340
PID/Gender: Ind Women	10%	(38)	38%	(142)	26%	(96)	26%	(96)	372
PID/Gender: Rep Men	10%	(32)	35%	(106)	30%	(91)	25%	(77)	306
PID/Gender: Rep Women	12%	(41)	32%	(108)	27%	(91)	28%	(95)	335
Ideo: Liberal (1-3)	20%	(127)	35%	(220)	25%	(161)	20%	(126)	635
Ideo: Moderate (4)	13%	(80)	39%	(244)	23%	(145)	25%	(159)	628
Ideo: Conservative (5-7)	10%	(75)	32%	(233)	31%	(227)	27%	(198)	734
Educ: < College	13%	(192)	37%	(555)	24%	(370)	26%	(395)	1512
Educ: Bachelors degree	19%	(84)	32%	(140)	31%	(136)	19%	(84)	444
Educ: Post-grad	15%	(36)	33%	(81)	29%	(71)	23%	(56)	244
Income: Under 50k	13%	(158)	36%	(452)	25%	(312)	27%	(336)	1258
Income: 50k-100k	14%	(86)	35%	(219)	29%	(184)	22%	(140)	629
Income: 100k+	22%	(69)	34%	(105)	26%	(81)	19%	(58)	313
Ethnicity: White	13%	(220)	35%	(603)	27%	(467)	25%	(432)	1722

Table MCEN10_6: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Snack companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	14%	(312)	35%	(776)	26%	(577)	24%	(535)	2200
Ethnicity: Hispanic	17%	(58)	41%	(143)	23%	(79)	20%	(69)	349
Ethnicity: Black	22%	(62)	35%	(97)	18%	(49)	24%	(67)	274
Ethnicity: Other	15%	(31)	37%	(76)	30%	(61)	18%	(37)	204
All Christian	14%	(130)	35%	(336)	27%	(259)	24%	(233)	958
All Non-Christian	30%	(45)	31%	(48)	24%	(37)	15%	(23)	154
Atheist	8%	(8)	45%	(47)	26%	(27)	22%	(23)	105
Agnostic/Nothing in particular	14%	(83)	35%	(202)	24%	(137)	27%	(159)	580
Something Else	11%	(46)	35%	(143)	29%	(117)	24%	(97)	403
Religious Non-Protestant/Catholic	28%	(48)	29%	(50)	25%	(44)	17%	(29)	172
Evangelical	16%	(93)	35%	(206)	25%	(144)	24%	(143)	586
Non-Evangelical	10%	(73)	36%	(263)	30%	(223)	24%	(176)	734
Community: Urban	24%	(150)	36%	(227)	19%	(119)	22%	(136)	632
Community: Suburban	10%	(98)	36%	(360)	30%	(294)	24%	(237)	990
Community: Rural	11%	(64)	33%	(189)	28%	(164)	28%	(162)	578
Employ: Private Sector	16%	(107)	39%	(266)	25%	(171)	20%	(133)	677
Employ: Government	22%	(21)	32%	(30)	23%	(22)	23%	(21)	93
Employ: Self-Employed	26%	(53)	37%	(74)	21%	(42)	16%	(31)	200
Employ: Homemaker	11%	(19)	36%	(58)	26%	(43)	27%	(44)	164
Employ: Student	13%	(11)	42%	(34)	33%	(27)	12%	(10)	82
Employ: Retired	7%	(36)	24%	(125)	33%	(170)	36%	(191)	522
Employ: Unemployed	14%	(44)	40%	(129)	23%	(74)	23%	(76)	323
Employ: Other	16%	(22)	43%	(59)	20%	(28)	21%	(30)	139
Military HH: Yes	15%	(49)	30%	(97)	30%	(97)	25%	(79)	323
Military HH: No	14%	(263)	36%	(679)	26%	(480)	24%	(456)	1877
RD/WT: Right Direction	20%	(186)	36%	(332)	25%	(229)	20%	(182)	929
RD/WT: Wrong Track	10%	(126)	35%	(444)	27%	(348)	28%	(353)	1271
Biden Job Approve	19%	(196)	36%	(377)	25%	(260)	20%	(207)	1041
Biden Job Disapprove	9%	(97)	34%	(359)	27%	(288)	29%	(305)	1049

Continued on next page

Table MCEN10_6: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Snack companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	14%	(312)	35%	(776)	26%	(577)	24%	(535)	2200
Biden Job Strongly Approve	26%	(137)	31%	(160)	21%	(107)	22%	(115)	519
Biden Job Somewhat Approve	11%	(60)	42%	(217)	29%	(153)	18%	(92)	522
Biden Job Somewhat Disapprove	10%	(30)	43%	(132)	27%	(85)	20%	(62)	308
Biden Job Strongly Disapprove	9%	(67)	31%	(227)	27%	(203)	33%	(243)	741
Favorable of Biden	20%	(209)	34%	(362)	26%	(277)	21%	(221)	1068
Unfavorable of Biden	9%	(87)	37%	(373)	27%	(272)	28%	(288)	1020
Very Favorable of Biden	24%	(134)	30%	(170)	21%	(119)	24%	(135)	557
Somewhat Favorable of Biden	15%	(74)	38%	(192)	31%	(158)	17%	(86)	511
Somewhat Unfavorable of Biden	11%	(28)	46%	(117)	27%	(68)	16%	(42)	254
Very Unfavorable of Biden	8%	(59)	33%	(256)	27%	(204)	32%	(246)	766
#1 Issue: Economy	16%	(117)	37%	(266)	26%	(190)	21%	(151)	724
#1 Issue: Security	11%	(50)	31%	(135)	28%	(124)	30%	(132)	442
#1 Issue: Health Care	17%	(46)	41%	(114)	25%	(69)	18%	(51)	280
#1 Issue: Medicare / Social Security	8%	(23)	31%	(87)	27%	(75)	34%	(95)	280
#1 Issue: Women's Issues	13%	(18)	41%	(58)	26%	(36)	20%	(28)	141
#1 Issue: Education	20%	(19)	41%	(39)	24%	(23)	15%	(14)	96
#1 Issue: Energy	23%	(28)	40%	(49)	20%	(24)	18%	(22)	123
#1 Issue: Other	8%	(10)	24%	(27)	32%	(37)	36%	(41)	115
2020 Vote: Joe Biden	18%	(171)	34%	(327)	27%	(255)	22%	(207)	959
2020 Vote: Donald Trump	10%	(69)	32%	(228)	28%	(203)	30%	(215)	715
2020 Vote: Other	9%	(6)	48%	(34)	19%	(14)	24%	(17)	72
2020 Vote: Didn't Vote	15%	(66)	41%	(186)	23%	(105)	21%	(96)	453
2018 House Vote: Democrat	18%	(133)	32%	(232)	28%	(200)	21%	(152)	717
2018 House Vote: Republican	11%	(65)	31%	(186)	28%	(164)	30%	(176)	590
2018 House Vote: Someone else	10%	(6)	34%	(22)	23%	(15)	34%	(22)	65
2016 Vote: Hillary Clinton	19%	(122)	32%	(214)	27%	(175)	22%	(148)	659
2016 Vote: Donald Trump	10%	(69)	32%	(216)	28%	(190)	29%	(198)	674
2016 Vote: Other	9%	(10)	37%	(40)	31%	(33)	23%	(25)	108
2016 Vote: Didn't Vote	15%	(111)	40%	(306)	23%	(178)	22%	(163)	757

Table MCEN10_6: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Snack companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	14%	(312)	35%	(776)	26%	(577)	24%	(535)	2200
Voted in 2014: Yes	14%	(167)	32%	(385)	28%	(339)	27%	(322)	1212
Voted in 2014: No	15%	(145)	40%	(391)	24%	(238)	22%	(213)	988
4-Region: Northeast	17%	(67)	34%	(133)	24%	(96)	25%	(97)	394
4-Region: Midwest	13%	(60)	36%	(168)	27%	(124)	24%	(110)	462
4-Region: South	15%	(125)	34%	(283)	27%	(223)	23%	(193)	824
4-Region: West	11%	(59)	37%	(190)	26%	(135)	26%	(136)	520
Consumers Who Find Ads Creepy	15%	(170)	32%	(364)	27%	(305)	27%	(305)	1143
Consumers Overloaded on Ads	10%	(93)	34%	(325)	29%	(280)	28%	(267)	965
Hulu Subscribers	17%	(152)	40%	(361)	24%	(213)	19%	(169)	895
Paramount+ Subscribers	25%	(79)	37%	(116)	22%	(68)	17%	(53)	317
Peacock Subscribers	19%	(113)	40%	(233)	23%	(133)	18%	(107)	587
HBO Max Subscribers	19%	(113)	39%	(227)	23%	(135)	19%	(110)	584
Discovery+ Subscribers	23%	(81)	42%	(150)	16%	(57)	19%	(66)	354
AVOD Users	16%	(236)	38%	(567)	26%	(383)	21%	(315)	1502

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

Table MCEN10_7: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Liquor/beer companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	12%	(259)	28%	(614)	25%	(545)	36%	(782)	2200
Gender: Male	15%	(156)	29%	(310)	24%	(260)	32%	(336)	1062
Gender: Female	9%	(103)	27%	(304)	25%	(285)	39%	(446)	1138
Age: 18-34	18%	(117)	35%	(231)	22%	(144)	25%	(163)	655
Age: 35-44	17%	(61)	35%	(124)	21%	(75)	27%	(97)	358
Age: 45-64	9%	(66)	26%	(195)	27%	(204)	38%	(287)	751
Age: 65+	3%	(15)	15%	(64)	28%	(122)	54%	(236)	436
GenZers: 1997-2012	9%	(18)	37%	(75)	23%	(48)	31%	(64)	205
Millennials: 1981-1996	21%	(144)	35%	(246)	21%	(145)	23%	(163)	698
GenXers: 1965-1980	12%	(59)	28%	(142)	26%	(135)	34%	(174)	510
Baby Boomers: 1946-1964	5%	(36)	21%	(145)	28%	(194)	47%	(326)	701
PID: Dem (no lean)	15%	(129)	28%	(236)	25%	(208)	32%	(274)	847
PID: Ind (no lean)	10%	(68)	31%	(220)	25%	(178)	34%	(245)	712
PID: Rep (no lean)	10%	(62)	25%	(158)	25%	(159)	41%	(263)	641
PID/Gender: Dem Men	20%	(85)	28%	(117)	25%	(103)	27%	(111)	416
PID/Gender: Dem Women	10%	(44)	28%	(119)	24%	(105)	38%	(163)	431
PID/Gender: Ind Men	12%	(41)	32%	(110)	23%	(77)	33%	(112)	340
PID/Gender: Ind Women	7%	(28)	30%	(111)	27%	(102)	36%	(132)	372
PID/Gender: Rep Men	10%	(30)	27%	(83)	26%	(80)	37%	(112)	306
PID/Gender: Rep Women	9%	(31)	22%	(75)	23%	(79)	45%	(151)	335
Ideo: Liberal (1-3)	16%	(102)	30%	(191)	24%	(151)	30%	(191)	635
Ideo: Moderate (4)	10%	(62)	30%	(187)	27%	(166)	34%	(212)	628
Ideo: Conservative (5-7)	10%	(74)	23%	(170)	26%	(192)	41%	(298)	734
Educ: < College	10%	(149)	28%	(417)	24%	(357)	39%	(589)	1512
Educ: Bachelors degree	16%	(70)	31%	(138)	27%	(120)	26%	(116)	444
Educ: Post-grad	16%	(39)	24%	(60)	28%	(68)	32%	(77)	244
Income: Under 50k	10%	(129)	27%	(340)	24%	(301)	39%	(487)	1258
Income: 50k-100k	11%	(71)	29%	(183)	26%	(163)	34%	(211)	629
Income: 100k+	19%	(59)	29%	(91)	26%	(80)	27%	(83)	313
Ethnicity: White	11%	(195)	28%	(488)	25%	(434)	35%	(604)	1722

Table MCEN10_7: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Liquor/beer companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	12%	(259)	28%	(614)	25%	(545)	36%	(782)	2200
Ethnicity: Hispanic	13%	(46)	32%	(110)	29%	(103)	26%	(89)	349
Ethnicity: Black	14%	(39)	27%	(75)	18%	(50)	40%	(111)	274
Ethnicity: Other	12%	(25)	25%	(51)	30%	(61)	33%	(67)	204
All Christian	11%	(107)	28%	(264)	27%	(262)	34%	(325)	958
All Non-Christian	28%	(43)	23%	(36)	21%	(32)	28%	(43)	154
Atheist	7%	(8)	45%	(47)	21%	(22)	27%	(28)	105
Agnostic/Nothing in particular	11%	(65)	27%	(158)	24%	(139)	38%	(218)	580
Something Else	9%	(36)	27%	(109)	22%	(90)	42%	(167)	403
Religious Non-Protestant/Catholic	27%	(46)	24%	(41)	20%	(35)	29%	(51)	172
Evangelical	12%	(71)	26%	(151)	23%	(132)	40%	(233)	586
Non-Evangelical	9%	(65)	28%	(208)	29%	(214)	34%	(248)	734
Community: Urban	22%	(139)	29%	(181)	21%	(132)	29%	(181)	632
Community: Suburban	7%	(73)	28%	(281)	27%	(269)	37%	(367)	990
Community: Rural	8%	(48)	26%	(152)	25%	(145)	40%	(234)	578
Employ: Private Sector	13%	(91)	34%	(232)	24%	(162)	28%	(193)	677
Employ: Government	18%	(17)	25%	(24)	19%	(17)	38%	(35)	93
Employ: Self-Employed	26%	(51)	30%	(59)	24%	(47)	21%	(43)	200
Employ: Homemaker	6%	(10)	27%	(45)	17%	(28)	49%	(80)	164
Employ: Student	6%	(5)	23%	(19)	41%	(34)	30%	(25)	82
Employ: Retired	6%	(30)	17%	(90)	29%	(150)	48%	(252)	522
Employ: Unemployed	12%	(37)	32%	(102)	24%	(77)	33%	(107)	323
Employ: Other	13%	(18)	32%	(44)	21%	(29)	34%	(47)	139
Military HH: Yes	14%	(44)	24%	(76)	26%	(85)	36%	(117)	323
Military HH: No	11%	(214)	29%	(538)	24%	(460)	35%	(665)	1877
RD/WT: Right Direction	17%	(160)	29%	(266)	25%	(230)	29%	(274)	929
RD/WT: Wrong Track	8%	(99)	27%	(348)	25%	(315)	40%	(508)	1271
Biden Job Approve	16%	(164)	29%	(305)	24%	(251)	31%	(322)	1041
Biden Job Disapprove	8%	(81)	26%	(276)	26%	(270)	40%	(421)	1049

Table MCEN10_7: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Liquor/beer companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	12%	(259)	28%	(614)	25%	(545)	36%	(782)	2200
Biden Job Strongly Approve	22%	(113)	25%	(129)	20%	(106)	33%	(171)	519
Biden Job Somewhat Approve	10%	(51)	34%	(176)	28%	(145)	29%	(151)	522
Biden Job Somewhat Disapprove	7%	(23)	34%	(106)	28%	(87)	30%	(92)	308
Biden Job Strongly Disapprove	8%	(58)	23%	(170)	25%	(184)	44%	(329)	741
Favorable of Biden	16%	(172)	28%	(301)	24%	(254)	32%	(341)	1068
Unfavorable of Biden	7%	(70)	28%	(281)	26%	(266)	40%	(403)	1020
Very Favorable of Biden	20%	(110)	25%	(139)	21%	(115)	35%	(194)	557
Somewhat Favorable of Biden	12%	(62)	32%	(163)	27%	(139)	29%	(147)	511
Somewhat Unfavorable of Biden	7%	(18)	40%	(101)	27%	(69)	26%	(66)	254
Very Unfavorable of Biden	7%	(52)	24%	(181)	26%	(197)	44%	(337)	766
#1 Issue: Economy	15%	(109)	30%	(215)	26%	(185)	30%	(214)	724
#1 Issue: Security	10%	(42)	24%	(106)	22%	(98)	44%	(195)	442
#1 Issue: Health Care	13%	(36)	33%	(92)	26%	(74)	28%	(79)	280
#1 Issue: Medicare / Social Security	5%	(14)	25%	(71)	24%	(68)	45%	(127)	280
#1 Issue: Women's Issues	7%	(10)	32%	(45)	28%	(40)	32%	(46)	141
#1 Issue: Education	13%	(12)	32%	(31)	27%	(26)	28%	(27)	96
#1 Issue: Energy	22%	(27)	29%	(35)	19%	(24)	30%	(37)	123
#1 Issue: Other	7%	(8)	17%	(19)	26%	(30)	50%	(57)	115
2020 Vote: Joe Biden	15%	(142)	28%	(267)	25%	(244)	32%	(305)	959
2020 Vote: Donald Trump	8%	(60)	24%	(175)	25%	(176)	43%	(305)	715
2020 Vote: Other	10%	(7)	41%	(29)	27%	(19)	23%	(17)	72
2020 Vote: Didn't Vote	11%	(51)	31%	(143)	23%	(106)	34%	(154)	453
2018 House Vote: Democrat	15%	(109)	27%	(196)	26%	(186)	31%	(225)	717
2018 House Vote: Republican	9%	(52)	23%	(138)	24%	(144)	43%	(256)	590
2018 House Vote: Someone else	8%	(5)	25%	(17)	31%	(20)	36%	(23)	65
2016 Vote: Hillary Clinton	15%	(97)	27%	(180)	26%	(169)	32%	(214)	659
2016 Vote: Donald Trump	9%	(58)	26%	(174)	25%	(167)	41%	(275)	674
2016 Vote: Other	7%	(7)	29%	(31)	25%	(27)	39%	(42)	108
2016 Vote: Didn't Vote	13%	(96)	30%	(229)	24%	(181)	33%	(251)	757

Table MCEN10_7: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Liquor/beer companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	12%	(259)	28%	(614)	25%	(545)	36%	(782)	2200
Voted in 2014: Yes	11%	(136)	26%	(317)	25%	(309)	37%	(450)	1212
Voted in 2014: No	12%	(123)	30%	(297)	24%	(236)	34%	(332)	988
4-Region: Northeast	15%	(58)	31%	(121)	22%	(85)	33%	(130)	394
4-Region: Midwest	9%	(39)	28%	(131)	26%	(119)	37%	(173)	462
4-Region: South	12%	(95)	28%	(230)	26%	(217)	34%	(283)	824
4-Region: West	13%	(67)	26%	(133)	24%	(124)	38%	(196)	520
Consumers Who Find Ads Creepy	11%	(129)	27%	(304)	25%	(288)	37%	(421)	1143
Consumers Overloaded on Ads	8%	(79)	25%	(245)	29%	(278)	38%	(363)	965
Hulu Subscribers	14%	(129)	34%	(307)	23%	(208)	28%	(251)	895
Paramount+ Subscribers	22%	(71)	30%	(96)	20%	(62)	28%	(87)	317
Peacock Subscribers	18%	(103)	30%	(178)	24%	(143)	28%	(163)	587
HBO Max Subscribers	16%	(92)	34%	(198)	24%	(138)	27%	(156)	584
Discovery+ Subscribers	22%	(79)	32%	(112)	19%	(67)	27%	(97)	354
AVOD Users	13%	(200)	31%	(470)	25%	(376)	30%	(455)	1502

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

Table MCEN10_8: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Travel companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	13%	(284)	35%	(777)	26%	(567)	26%	(573)	2200
Gender: Male	16%	(170)	33%	(355)	27%	(286)	24%	(252)	1062
Gender: Female	10%	(114)	37%	(422)	25%	(281)	28%	(320)	1138
Age: 18-34	20%	(130)	40%	(264)	22%	(147)	17%	(114)	655
Age: 35-44	20%	(73)	41%	(147)	19%	(69)	19%	(68)	358
Age: 45-64	9%	(66)	31%	(235)	31%	(229)	29%	(221)	751
Age: 65+	3%	(15)	30%	(131)	28%	(121)	39%	(170)	436
GenZers: 1997-2012	12%	(24)	52%	(107)	20%	(41)	16%	(33)	205
Millennials: 1981-1996	23%	(159)	38%	(267)	21%	(146)	18%	(125)	698
GenXers: 1965-1980	12%	(63)	31%	(160)	31%	(157)	25%	(129)	510
Baby Boomers: 1946-1964	5%	(35)	32%	(223)	29%	(201)	35%	(242)	701
PID: Dem (no lean)	17%	(142)	37%	(315)	24%	(206)	22%	(184)	847
PID: Ind (no lean)	10%	(70)	38%	(268)	24%	(174)	28%	(199)	712
PID: Rep (no lean)	11%	(71)	30%	(193)	29%	(187)	30%	(190)	641
PID/Gender: Dem Men	22%	(92)	37%	(152)	22%	(91)	19%	(81)	416
PID/Gender: Dem Women	12%	(50)	38%	(163)	27%	(114)	24%	(103)	431
PID/Gender: Ind Men	12%	(41)	36%	(123)	25%	(86)	26%	(90)	340
PID/Gender: Ind Women	8%	(29)	39%	(145)	24%	(88)	29%	(109)	372
PID/Gender: Rep Men	12%	(36)	26%	(80)	36%	(109)	27%	(81)	306
PID/Gender: Rep Women	10%	(35)	34%	(114)	23%	(79)	32%	(108)	335
Ideo: Liberal (1-3)	16%	(104)	41%	(258)	23%	(144)	20%	(129)	635
Ideo: Moderate (4)	11%	(71)	36%	(228)	26%	(164)	26%	(165)	628
Ideo: Conservative (5-7)	12%	(86)	31%	(225)	29%	(215)	28%	(208)	734
Educ: < College	10%	(154)	34%	(521)	26%	(396)	29%	(441)	1512
Educ: Bachelors degree	18%	(81)	38%	(170)	24%	(107)	19%	(86)	444
Educ: Post-grad	20%	(49)	35%	(85)	26%	(63)	19%	(46)	244
Income: Under 50k	10%	(130)	32%	(409)	27%	(340)	30%	(380)	1258
Income: 50k-100k	13%	(84)	40%	(252)	25%	(157)	22%	(136)	629
Income: 100k+	22%	(69)	37%	(116)	23%	(71)	18%	(57)	313
Ethnicity: White	12%	(204)	36%	(614)	26%	(445)	27%	(459)	1722

Continued on next page

Table MCEN10_8: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Travel companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	13%	(284)	35%	(777)	26%	(567)	26%	(573)	2200
Ethnicity: Hispanic	15%	(51)	42%	(145)	24%	(85)	19%	(68)	349
Ethnicity: Black	19%	(52)	35%	(96)	20%	(56)	26%	(70)	274
Ethnicity: Other	14%	(28)	33%	(67)	32%	(66)	21%	(44)	204
All Christian	13%	(124)	36%	(341)	26%	(245)	26%	(248)	958
All Non-Christian	34%	(52)	32%	(50)	17%	(26)	17%	(26)	154
Atheist	10%	(11)	51%	(54)	19%	(20)	20%	(21)	105
Agnostic/Nothing in particular	10%	(57)	33%	(189)	29%	(167)	29%	(168)	580
Something Else	10%	(41)	36%	(143)	27%	(108)	27%	(111)	403
Religious Non-Protestant/Catholic	32%	(55)	31%	(54)	19%	(32)	18%	(31)	172
Evangelical	17%	(97)	35%	(208)	23%	(134)	25%	(147)	586
Non-Evangelical	8%	(61)	35%	(260)	29%	(210)	28%	(203)	734
Community: Urban	22%	(141)	35%	(219)	25%	(160)	18%	(112)	632
Community: Suburban	9%	(88)	36%	(359)	27%	(269)	28%	(274)	990
Community: Rural	9%	(55)	34%	(199)	24%	(138)	32%	(186)	578
Employ: Private Sector	17%	(118)	36%	(244)	26%	(176)	21%	(139)	677
Employ: Government	20%	(19)	38%	(35)	21%	(20)	21%	(20)	93
Employ: Self-Employed	20%	(39)	40%	(80)	18%	(37)	22%	(44)	200
Employ: Homemaker	11%	(18)	35%	(58)	29%	(47)	25%	(41)	164
Employ: Student	12%	(10)	45%	(37)	28%	(23)	16%	(13)	82
Employ: Retired	5%	(26)	30%	(157)	27%	(143)	38%	(196)	522
Employ: Unemployed	11%	(34)	37%	(118)	27%	(87)	26%	(83)	323
Employ: Other	14%	(19)	34%	(48)	25%	(35)	27%	(37)	139
Military HH: Yes	15%	(50)	29%	(94)	27%	(87)	28%	(91)	323
Military HH: No	12%	(234)	36%	(682)	26%	(480)	26%	(482)	1877
RD/WT: Right Direction	19%	(179)	37%	(346)	23%	(212)	21%	(193)	929
RD/WT: Wrong Track	8%	(104)	34%	(431)	28%	(355)	30%	(380)	1271
Biden Job Approve	17%	(175)	39%	(403)	23%	(237)	22%	(227)	1041
Biden Job Disapprove	8%	(89)	32%	(334)	29%	(302)	31%	(324)	1049

Table MCEN10_8: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Travel companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	13%	(284)	35%	(777)	26%	(567)	26%	(573)	2200
Biden Job Strongly Approve	24%	(126)	31%	(162)	20%	(105)	24%	(125)	519
Biden Job Somewhat Approve	9%	(49)	46%	(241)	25%	(132)	19%	(101)	522
Biden Job Somewhat Disapprove	8%	(24)	45%	(140)	26%	(79)	21%	(66)	308
Biden Job Strongly Disapprove	9%	(65)	26%	(195)	30%	(224)	35%	(257)	741
Favorable of Biden	17%	(182)	37%	(398)	24%	(251)	22%	(238)	1068
Unfavorable of Biden	8%	(83)	34%	(346)	28%	(290)	30%	(301)	1020
Very Favorable of Biden	22%	(125)	30%	(168)	22%	(120)	26%	(143)	557
Somewhat Favorable of Biden	11%	(57)	45%	(229)	26%	(131)	18%	(94)	511
Somewhat Unfavorable of Biden	8%	(21)	50%	(128)	24%	(61)	17%	(44)	254
Very Unfavorable of Biden	8%	(62)	28%	(217)	30%	(229)	34%	(257)	766
#1 Issue: Economy	15%	(112)	36%	(264)	27%	(198)	21%	(150)	724
#1 Issue: Security	11%	(48)	26%	(113)	30%	(133)	34%	(148)	442
#1 Issue: Health Care	14%	(40)	43%	(120)	23%	(64)	20%	(57)	280
#1 Issue: Medicare / Social Security	7%	(20)	33%	(93)	24%	(67)	36%	(100)	280
#1 Issue: Women's Issues	11%	(16)	44%	(62)	18%	(26)	27%	(38)	141
#1 Issue: Education	17%	(17)	48%	(45)	20%	(19)	15%	(15)	96
#1 Issue: Energy	21%	(26)	39%	(47)	22%	(27)	18%	(22)	123
#1 Issue: Other	6%	(7)	28%	(33)	28%	(33)	37%	(43)	115
2020 Vote: Joe Biden	16%	(154)	37%	(359)	24%	(233)	22%	(213)	959
2020 Vote: Donald Trump	9%	(68)	31%	(222)	29%	(204)	31%	(222)	715
2020 Vote: Other	7%	(5)	44%	(32)	25%	(18)	23%	(17)	72
2020 Vote: Didn't Vote	13%	(57)	36%	(164)	25%	(112)	26%	(119)	453
2018 House Vote: Democrat	16%	(115)	37%	(269)	25%	(176)	22%	(157)	717
2018 House Vote: Republican	10%	(59)	32%	(190)	28%	(164)	30%	(176)	590
2018 House Vote: Someone else	6%	(4)	33%	(22)	28%	(18)	33%	(22)	65
2016 Vote: Hillary Clinton	16%	(102)	37%	(243)	25%	(163)	23%	(151)	659
2016 Vote: Donald Trump	9%	(64)	32%	(214)	28%	(190)	30%	(206)	674
2016 Vote: Other	8%	(9)	42%	(45)	26%	(28)	24%	(26)	108
2016 Vote: Didn't Vote	14%	(109)	36%	(275)	24%	(185)	25%	(188)	757

Table MCEN10_8: *Consider the following types of companies. Are you comfortable or uncomfortable sharing your personal data with the following types of companies?*
Travel companies

Demographic	Very comfortable		Somewhat comfortable		Somewhat uncomfortable		Very uncomfortable		Total N
Adults	13%	(284)	35%	(777)	26%	(567)	26%	(573)	2200
Voted in 2014: Yes	12%	(145)	36%	(431)	26%	(314)	27%	(322)	1212
Voted in 2014: No	14%	(138)	35%	(346)	26%	(253)	25%	(251)	988
4-Region: Northeast	16%	(63)	33%	(131)	27%	(106)	24%	(94)	394
4-Region: Midwest	10%	(47)	35%	(160)	29%	(133)	26%	(122)	462
4-Region: South	13%	(104)	36%	(298)	24%	(198)	27%	(224)	824
4-Region: West	13%	(70)	36%	(187)	25%	(130)	25%	(132)	520
Consumers Who Find Ads Creepy	14%	(156)	34%	(394)	23%	(264)	29%	(328)	1143
Consumers Overloaded on Ads	8%	(80)	33%	(318)	30%	(285)	29%	(282)	965
Hulu Subscribers	16%	(143)	41%	(369)	23%	(208)	20%	(175)	895
Paramount+ Subscribers	27%	(87)	34%	(107)	22%	(69)	17%	(54)	317
Peacock Subscribers	18%	(106)	40%	(238)	23%	(134)	19%	(109)	587
HBO Max Subscribers	20%	(118)	39%	(226)	23%	(136)	18%	(104)	584
Discovery+ Subscribers	27%	(94)	37%	(132)	19%	(67)	17%	(61)	354
AVOD Users	14%	(216)	37%	(553)	26%	(395)	22%	(338)	1502

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

Table MCEN11_1: *How well do the following words describe targeted ads?*
Creepy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	25%	(551)	27%	(591)	20%	(434)	15%	(339)	13%	(284)	2200
Gender: Male	28%	(296)	27%	(287)	21%	(222)	14%	(149)	10%	(107)	1062
Gender: Female	22%	(256)	27%	(304)	19%	(211)	17%	(190)	16%	(177)	1138
Age: 18-34	31%	(204)	29%	(189)	19%	(121)	12%	(79)	9%	(62)	655
Age: 35-44	29%	(102)	27%	(98)	17%	(59)	14%	(50)	14%	(49)	358
Age: 45-64	21%	(154)	26%	(195)	20%	(150)	19%	(145)	14%	(106)	751
Age: 65+	21%	(91)	25%	(110)	24%	(103)	15%	(66)	15%	(67)	436
GenZers: 1997-2012	29%	(60)	31%	(64)	16%	(33)	13%	(28)	10%	(21)	205
Millennials: 1981-1996	30%	(211)	29%	(199)	18%	(126)	12%	(82)	11%	(79)	698
GenXers: 1965-1980	23%	(118)	23%	(116)	20%	(102)	21%	(105)	14%	(69)	510
Baby Boomers: 1946-1964	22%	(151)	28%	(197)	22%	(153)	15%	(108)	13%	(92)	701
PID: Dem (no lean)	25%	(215)	26%	(220)	19%	(157)	17%	(146)	13%	(108)	847
PID: Ind (no lean)	26%	(187)	29%	(206)	19%	(137)	12%	(84)	14%	(97)	712
PID: Rep (no lean)	23%	(149)	26%	(165)	22%	(139)	17%	(109)	12%	(80)	641
PID/Gender: Dem Men	32%	(133)	26%	(107)	19%	(78)	14%	(60)	9%	(39)	416
PID/Gender: Dem Women	19%	(83)	26%	(113)	18%	(79)	20%	(86)	16%	(69)	431
PID/Gender: Ind Men	27%	(92)	31%	(105)	20%	(69)	11%	(37)	11%	(37)	340
PID/Gender: Ind Women	26%	(95)	27%	(101)	18%	(68)	13%	(47)	16%	(60)	372
PID/Gender: Rep Men	23%	(71)	25%	(75)	25%	(75)	17%	(53)	10%	(32)	306
PID/Gender: Rep Women	23%	(78)	27%	(90)	19%	(64)	17%	(56)	14%	(48)	335
Ideo: Liberal (1-3)	30%	(193)	27%	(171)	19%	(122)	15%	(97)	8%	(52)	635
Ideo: Moderate (4)	18%	(113)	29%	(183)	19%	(117)	18%	(116)	16%	(100)	628
Ideo: Conservative (5-7)	26%	(190)	26%	(191)	23%	(168)	15%	(110)	10%	(74)	734
Educ: < College	23%	(343)	26%	(390)	19%	(294)	17%	(250)	16%	(235)	1512
Educ: Bachelors degree	28%	(126)	29%	(127)	21%	(93)	13%	(60)	8%	(38)	444
Educ: Post-grad	34%	(82)	31%	(75)	19%	(47)	12%	(30)	5%	(11)	244
Income: Under 50k	22%	(272)	25%	(311)	20%	(246)	17%	(212)	17%	(217)	1258
Income: 50k-100k	27%	(171)	30%	(187)	22%	(136)	13%	(83)	8%	(52)	629
Income: 100k+	35%	(108)	30%	(93)	17%	(52)	14%	(44)	5%	(16)	313
Ethnicity: White	25%	(435)	28%	(479)	21%	(358)	14%	(240)	12%	(209)	1722
Ethnicity: Hispanic	26%	(91)	25%	(87)	23%	(80)	13%	(45)	13%	(47)	349

Table MCEN11_1: *How well do the following words describe targeted ads?*
Creepy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	25%	(551)	27%	(591)	20%	(434)	15%	(339)	13%	(284)	2200
Ethnicity: Black	22%	(60)	22%	(60)	16%	(43)	26%	(71)	15%	(41)	274
Ethnicity: Other	28%	(57)	26%	(52)	16%	(33)	14%	(28)	17%	(34)	204
All Christian	22%	(209)	29%	(280)	21%	(198)	17%	(164)	11%	(108)	958
All Non-Christian	44%	(68)	25%	(39)	15%	(23)	8%	(12)	8%	(12)	154
Atheist	30%	(31)	32%	(33)	22%	(23)	13%	(14)	3%	(3)	105
Agnostic/Nothing in particular	24%	(142)	26%	(149)	18%	(103)	16%	(94)	16%	(92)	580
Something Else	25%	(101)	22%	(90)	22%	(87)	14%	(55)	17%	(69)	403
Religious Non-Protestant/Catholic	43%	(73)	25%	(43)	15%	(26)	10%	(18)	7%	(12)	172
Evangelical	24%	(143)	26%	(155)	20%	(117)	16%	(92)	14%	(80)	586
Non-Evangelical	21%	(157)	28%	(203)	22%	(161)	16%	(120)	13%	(93)	734
Community: Urban	28%	(174)	23%	(143)	22%	(141)	15%	(96)	12%	(78)	632
Community: Suburban	23%	(232)	31%	(302)	20%	(201)	14%	(143)	11%	(112)	990
Community: Rural	25%	(145)	25%	(146)	16%	(92)	17%	(101)	16%	(94)	578
Employ: Private Sector	30%	(203)	28%	(187)	20%	(133)	15%	(99)	8%	(55)	677
Employ: Government	27%	(25)	35%	(33)	16%	(15)	13%	(12)	8%	(8)	93
Employ: Self-Employed	32%	(64)	31%	(63)	20%	(39)	11%	(22)	6%	(12)	200
Employ: Homemaker	23%	(37)	32%	(52)	15%	(24)	15%	(25)	16%	(25)	164
Employ: Student	33%	(27)	26%	(22)	20%	(16)	15%	(13)	6%	(5)	82
Employ: Retired	20%	(104)	25%	(128)	22%	(117)	17%	(90)	16%	(83)	522
Employ: Unemployed	17%	(56)	25%	(80)	20%	(65)	17%	(56)	20%	(66)	323
Employ: Other	26%	(36)	19%	(27)	17%	(24)	16%	(22)	21%	(30)	139
Military HH: Yes	27%	(87)	28%	(90)	20%	(64)	14%	(45)	11%	(37)	323
Military HH: No	25%	(465)	27%	(501)	20%	(370)	16%	(294)	13%	(247)	1877
RD/WT: Right Direction	24%	(219)	27%	(248)	20%	(181)	18%	(170)	12%	(111)	929
RD/WT: Wrong Track	26%	(332)	27%	(343)	20%	(253)	13%	(170)	14%	(173)	1271
Biden Job Approve	25%	(265)	27%	(285)	19%	(198)	16%	(167)	12%	(127)	1041
Biden Job Disapprove	25%	(264)	27%	(284)	21%	(218)	15%	(159)	12%	(123)	1049

Table MCEN11_1: *How well do the following words describe targeted ads?*
Creepy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	25%	(551)	27%	(591)	20%	(434)	15%	(339)	13%	(284)	2200
Biden Job Strongly Approve	31%	(161)	24%	(124)	15%	(77)	18%	(91)	13%	(66)	519
Biden Job Somewhat Approve	20%	(104)	31%	(161)	23%	(121)	15%	(76)	12%	(61)	522
Biden Job Somewhat Disapprove	20%	(62)	29%	(89)	29%	(88)	15%	(48)	7%	(22)	308
Biden Job Strongly Disapprove	27%	(202)	26%	(196)	18%	(130)	15%	(111)	14%	(101)	741
Favorable of Biden	25%	(265)	26%	(276)	20%	(212)	17%	(177)	13%	(139)	1068
Unfavorable of Biden	26%	(266)	28%	(287)	20%	(207)	15%	(151)	11%	(109)	1020
Very Favorable of Biden	28%	(155)	21%	(116)	17%	(94)	20%	(109)	15%	(84)	557
Somewhat Favorable of Biden	22%	(110)	31%	(160)	23%	(118)	13%	(68)	11%	(55)	511
Somewhat Unfavorable of Biden	21%	(53)	28%	(70)	30%	(76)	14%	(36)	7%	(19)	254
Very Unfavorable of Biden	28%	(213)	28%	(217)	17%	(131)	15%	(115)	12%	(90)	766
#1 Issue: Economy	27%	(192)	26%	(187)	20%	(146)	17%	(124)	10%	(75)	724
#1 Issue: Security	26%	(117)	29%	(126)	17%	(76)	14%	(64)	13%	(58)	442
#1 Issue: Health Care	20%	(56)	31%	(87)	23%	(66)	12%	(33)	14%	(38)	280
#1 Issue: Medicare / Social Security	21%	(60)	19%	(54)	23%	(65)	18%	(51)	18%	(49)	280
#1 Issue: Women's Issues	30%	(43)	31%	(44)	17%	(24)	8%	(11)	14%	(19)	141
#1 Issue: Education	33%	(32)	31%	(29)	15%	(15)	10%	(10)	10%	(10)	96
#1 Issue: Energy	22%	(27)	24%	(30)	20%	(24)	22%	(27)	12%	(15)	123
#1 Issue: Other	22%	(25)	30%	(34)	15%	(18)	17%	(19)	16%	(19)	115
2020 Vote: Joe Biden	25%	(237)	26%	(245)	20%	(196)	17%	(161)	13%	(120)	959
2020 Vote: Donald Trump	26%	(183)	28%	(201)	20%	(142)	16%	(112)	11%	(77)	715
2020 Vote: Other	35%	(25)	32%	(23)	17%	(12)	10%	(7)	6%	(4)	72
2020 Vote: Didn't Vote	23%	(106)	27%	(123)	18%	(83)	13%	(59)	18%	(82)	453
2018 House Vote: Democrat	26%	(184)	27%	(196)	19%	(135)	18%	(126)	11%	(76)	717
2018 House Vote: Republican	23%	(138)	28%	(165)	22%	(128)	17%	(98)	10%	(61)	590
2018 House Vote: Someone else	37%	(24)	18%	(12)	25%	(16)	8%	(6)	12%	(8)	65
2016 Vote: Hillary Clinton	24%	(159)	24%	(160)	20%	(133)	19%	(129)	12%	(79)	659
2016 Vote: Donald Trump	25%	(170)	28%	(192)	22%	(151)	14%	(95)	10%	(65)	674
2016 Vote: Other	26%	(28)	36%	(39)	18%	(19)	11%	(12)	8%	(9)	108
2016 Vote: Didn't Vote	26%	(193)	26%	(200)	17%	(130)	14%	(103)	17%	(131)	757

Table MCEN11_1: *How well do the following words describe targeted ads?*
Creepy

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	25%	(551)	27%	(591)	20%	(434)	15%	(339)	13%	(284)	2200
Voted in 2014: Yes	24%	(294)	28%	(338)	20%	(247)	16%	(197)	11%	(136)	1212
Voted in 2014: No	26%	(258)	26%	(253)	19%	(187)	14%	(143)	15%	(148)	988
4-Region: Northeast	28%	(108)	26%	(100)	21%	(84)	15%	(58)	11%	(43)	394
4-Region: Midwest	22%	(101)	33%	(151)	19%	(90)	14%	(62)	12%	(58)	462
4-Region: South	22%	(183)	27%	(222)	19%	(159)	16%	(130)	16%	(130)	824
4-Region: West	31%	(159)	23%	(118)	19%	(101)	17%	(89)	10%	(54)	520
Consumers Who Find Ads Creepy	48%	(551)	52%	(591)	—	(0)	—	(0)	—	(0)	1143
Consumers Overloaded on Ads	31%	(301)	26%	(254)	21%	(204)	13%	(126)	8%	(80)	965
Hulu Subscribers	26%	(236)	30%	(264)	17%	(150)	16%	(146)	11%	(99)	895
Paramount+ Subscribers	32%	(103)	25%	(80)	14%	(45)	20%	(63)	8%	(25)	317
Peacock Subscribers	24%	(143)	26%	(151)	19%	(114)	20%	(116)	11%	(64)	587
HBO Max Subscribers	28%	(163)	30%	(173)	20%	(117)	14%	(83)	8%	(48)	584
Discovery+ Subscribers	30%	(107)	27%	(95)	16%	(57)	19%	(66)	8%	(29)	354
AVOD Users	25%	(380)	27%	(408)	19%	(291)	17%	(256)	11%	(166)	1502

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

Table MCEN11_2: *How well do the following words describe targeted ads?*

Invasive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	31%	(672)	33%	(724)	15%	(339)	9%	(207)	12%	(258)	2200
Gender: Male	33%	(356)	31%	(334)	17%	(175)	9%	(100)	9%	(98)	1062
Gender: Female	28%	(316)	34%	(390)	14%	(164)	9%	(107)	14%	(161)	1138
Age: 18-34	30%	(193)	35%	(232)	16%	(105)	9%	(58)	10%	(67)	655
Age: 35-44	27%	(97)	36%	(129)	12%	(43)	11%	(38)	14%	(51)	358
Age: 45-64	30%	(222)	30%	(228)	18%	(135)	11%	(79)	11%	(86)	751
Age: 65+	37%	(159)	31%	(135)	13%	(56)	7%	(31)	13%	(55)	436
GenZers: 1997-2012	25%	(51)	41%	(83)	15%	(31)	9%	(18)	11%	(22)	205
Millennials: 1981-1996	30%	(208)	34%	(236)	15%	(103)	10%	(67)	12%	(84)	698
GenXers: 1965-1980	28%	(142)	32%	(164)	16%	(83)	12%	(60)	12%	(60)	510
Baby Boomers: 1946-1964	35%	(244)	32%	(221)	16%	(111)	7%	(51)	11%	(74)	701
PID: Dem (no lean)	29%	(247)	34%	(286)	15%	(126)	11%	(94)	11%	(95)	847
PID: Ind (no lean)	29%	(208)	35%	(247)	16%	(112)	7%	(48)	14%	(96)	712
PID: Rep (no lean)	34%	(217)	30%	(191)	16%	(101)	10%	(66)	10%	(67)	641
PID/Gender: Dem Men	35%	(144)	31%	(129)	16%	(66)	10%	(43)	8%	(35)	416
PID/Gender: Dem Women	24%	(103)	36%	(157)	14%	(60)	12%	(50)	14%	(60)	431
PID/Gender: Ind Men	31%	(104)	35%	(118)	18%	(60)	7%	(23)	10%	(35)	340
PID/Gender: Ind Women	28%	(104)	35%	(129)	14%	(52)	7%	(25)	17%	(62)	372
PID/Gender: Rep Men	35%	(108)	28%	(87)	16%	(49)	11%	(34)	9%	(28)	306
PID/Gender: Rep Women	33%	(110)	31%	(104)	15%	(52)	10%	(32)	12%	(39)	335
Ideo: Liberal (1-3)	34%	(214)	34%	(213)	17%	(105)	10%	(62)	6%	(41)	635
Ideo: Moderate (4)	24%	(151)	33%	(208)	16%	(102)	11%	(67)	16%	(100)	628
Ideo: Conservative (5-7)	36%	(265)	31%	(227)	16%	(114)	9%	(69)	8%	(59)	734
Educ: < College	28%	(419)	32%	(481)	16%	(240)	10%	(157)	14%	(216)	1512
Educ: Bachelors degree	35%	(158)	36%	(160)	14%	(63)	7%	(32)	7%	(31)	444
Educ: Post-grad	39%	(95)	34%	(83)	15%	(36)	7%	(18)	5%	(11)	244
Income: Under 50k	27%	(336)	32%	(404)	15%	(188)	10%	(128)	16%	(202)	1258
Income: 50k-100k	35%	(217)	34%	(214)	16%	(104)	8%	(50)	7%	(43)	629
Income: 100k+	38%	(119)	34%	(105)	15%	(47)	9%	(29)	4%	(13)	313
Ethnicity: White	33%	(560)	33%	(572)	16%	(268)	8%	(136)	11%	(186)	1722
Ethnicity: Hispanic	23%	(81)	38%	(132)	18%	(64)	9%	(33)	11%	(39)	349

Table MCEN11_2: *How well do the following words describe targeted ads?*

Invasive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	31%	(672)	33%	(724)	15%	(339)	9%	(207)	12%	(258)	2200
Ethnicity: Black	22%	(61)	28%	(76)	15%	(41)	19%	(53)	16%	(43)	274
Ethnicity: Other	25%	(52)	37%	(76)	14%	(29)	9%	(18)	14%	(29)	204
All Christian	31%	(293)	35%	(333)	16%	(157)	9%	(88)	9%	(87)	958
All Non-Christian	48%	(73)	27%	(41)	13%	(20)	6%	(10)	6%	(9)	154
Atheist	30%	(31)	36%	(38)	26%	(28)	5%	(6)	3%	(3)	105
Agnostic/Nothing in particular	31%	(180)	31%	(178)	12%	(72)	10%	(58)	16%	(93)	580
Something Else	24%	(95)	33%	(134)	15%	(62)	11%	(45)	16%	(66)	403
Religious Non-Protestant/Catholic	44%	(76)	28%	(47)	14%	(23)	10%	(17)	5%	(9)	172
Evangelical	28%	(167)	34%	(197)	16%	(92)	10%	(61)	12%	(69)	586
Non-Evangelical	29%	(214)	35%	(258)	16%	(119)	9%	(64)	11%	(81)	734
Community: Urban	30%	(191)	33%	(209)	14%	(88)	11%	(68)	12%	(77)	632
Community: Suburban	31%	(309)	34%	(338)	16%	(163)	8%	(84)	10%	(95)	990
Community: Rural	30%	(172)	31%	(177)	15%	(88)	10%	(55)	15%	(86)	578
Employ: Private Sector	31%	(213)	35%	(240)	17%	(116)	9%	(58)	7%	(50)	677
Employ: Government	37%	(35)	29%	(27)	16%	(15)	12%	(11)	6%	(5)	93
Employ: Self-Employed	40%	(80)	31%	(63)	16%	(32)	7%	(13)	6%	(12)	200
Employ: Homemaker	25%	(41)	42%	(68)	9%	(14)	11%	(17)	14%	(23)	164
Employ: Student	27%	(23)	42%	(35)	15%	(12)	6%	(5)	9%	(8)	82
Employ: Retired	35%	(181)	30%	(156)	13%	(69)	8%	(43)	14%	(74)	522
Employ: Unemployed	19%	(61)	32%	(103)	18%	(58)	13%	(43)	18%	(58)	323
Employ: Other	28%	(39)	24%	(33)	16%	(22)	12%	(17)	20%	(27)	139
Military HH: Yes	38%	(122)	30%	(97)	15%	(47)	9%	(30)	8%	(27)	323
Military HH: No	29%	(550)	33%	(626)	16%	(292)	9%	(178)	12%	(232)	1877
RD/WT: Right Direction	28%	(259)	34%	(317)	15%	(144)	12%	(110)	11%	(98)	929
RD/WT: Wrong Track	32%	(413)	32%	(406)	15%	(195)	8%	(97)	13%	(160)	1271
Biden Job Approve	30%	(309)	34%	(353)	15%	(160)	10%	(105)	11%	(114)	1041
Biden Job Disapprove	33%	(343)	32%	(338)	16%	(167)	9%	(95)	10%	(107)	1049

Continued on next page

Table MCEN11_2: *How well do the following words describe targeted ads?*

Invasive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	31%	(672)	33%	(724)	15%	(339)	9%	(207)	12%	(258)	2200
Biden Job Strongly Approve	34%	(177)	30%	(154)	13%	(69)	11%	(58)	12%	(61)	519
Biden Job Somewhat Approve	25%	(132)	38%	(199)	17%	(91)	9%	(47)	10%	(53)	522
Biden Job Somewhat Disapprove	19%	(59)	43%	(132)	20%	(62)	10%	(31)	8%	(25)	308
Biden Job Strongly Disapprove	38%	(284)	28%	(205)	14%	(105)	9%	(64)	11%	(82)	741
Favorable of Biden	29%	(307)	34%	(361)	16%	(169)	10%	(106)	12%	(124)	1068
Unfavorable of Biden	33%	(340)	33%	(337)	15%	(156)	9%	(92)	9%	(94)	1020
Very Favorable of Biden	30%	(167)	29%	(161)	15%	(83)	12%	(68)	14%	(79)	557
Somewhat Favorable of Biden	28%	(141)	39%	(200)	17%	(87)	7%	(38)	9%	(45)	511
Somewhat Unfavorable of Biden	20%	(50)	42%	(106)	18%	(47)	12%	(30)	9%	(22)	254
Very Unfavorable of Biden	38%	(291)	30%	(231)	14%	(109)	8%	(62)	9%	(72)	766
#1 Issue: Economy	28%	(201)	34%	(249)	18%	(130)	10%	(73)	10%	(72)	724
#1 Issue: Security	35%	(155)	33%	(146)	11%	(47)	10%	(45)	11%	(48)	442
#1 Issue: Health Care	26%	(72)	34%	(95)	19%	(54)	8%	(21)	14%	(38)	280
#1 Issue: Medicare / Social Security	30%	(84)	29%	(81)	16%	(44)	9%	(26)	16%	(45)	280
#1 Issue: Women's Issues	33%	(47)	35%	(50)	15%	(21)	3%	(4)	14%	(19)	141
#1 Issue: Education	38%	(36)	33%	(32)	13%	(12)	5%	(5)	11%	(11)	96
#1 Issue: Energy	30%	(37)	31%	(38)	16%	(19)	15%	(18)	9%	(11)	123
#1 Issue: Other	35%	(40)	28%	(33)	10%	(12)	14%	(16)	12%	(14)	115
2020 Vote: Joe Biden	30%	(284)	34%	(323)	16%	(152)	10%	(96)	11%	(103)	959
2020 Vote: Donald Trump	36%	(260)	29%	(207)	15%	(110)	10%	(68)	10%	(69)	715
2020 Vote: Other	36%	(26)	44%	(32)	13%	(9)	2%	(1)	5%	(3)	72
2020 Vote: Didn't Vote	22%	(101)	36%	(162)	15%	(66)	9%	(41)	18%	(83)	453
2018 House Vote: Democrat	30%	(217)	35%	(253)	14%	(102)	11%	(80)	9%	(65)	717
2018 House Vote: Republican	37%	(221)	28%	(165)	16%	(92)	10%	(61)	9%	(51)	590
2018 House Vote: Someone else	40%	(26)	25%	(16)	19%	(12)	2%	(1)	13%	(9)	65
2016 Vote: Hillary Clinton	28%	(184)	34%	(226)	17%	(110)	12%	(77)	10%	(63)	659
2016 Vote: Donald Trump	36%	(243)	30%	(205)	15%	(104)	10%	(67)	8%	(55)	674
2016 Vote: Other	42%	(45)	31%	(33)	15%	(16)	3%	(3)	9%	(10)	108
2016 Vote: Didn't Vote	26%	(199)	34%	(260)	14%	(109)	8%	(60)	17%	(130)	757

Table MCEN11_2: *How well do the following words describe targeted ads?*

Invasive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	31%	(672)	33%	(724)	15%	(339)	9%	(207)	12%	(258)	2200
Voted in 2014: Yes	33%	(405)	32%	(383)	15%	(183)	10%	(124)	10%	(118)	1212
Voted in 2014: No	27%	(267)	35%	(341)	16%	(156)	8%	(83)	14%	(140)	988
4-Region: Northeast	33%	(129)	32%	(124)	19%	(74)	7%	(27)	10%	(40)	394
4-Region: Midwest	33%	(150)	33%	(155)	16%	(72)	8%	(36)	11%	(49)	462
4-Region: South	27%	(219)	34%	(284)	14%	(117)	10%	(85)	14%	(119)	824
4-Region: West	33%	(173)	31%	(161)	14%	(75)	12%	(60)	10%	(50)	520
Consumers Who Find Ads Creepy	51%	(581)	40%	(454)	6%	(71)	1%	(17)	2%	(19)	1143
Consumers Overloaded on Ads	38%	(362)	33%	(319)	13%	(130)	8%	(74)	8%	(80)	965
Hulu Subscribers	30%	(269)	34%	(300)	16%	(141)	10%	(87)	11%	(98)	895
Paramount+ Subscribers	34%	(108)	33%	(105)	13%	(40)	13%	(41)	7%	(23)	317
Peacock Subscribers	26%	(152)	32%	(188)	16%	(94)	15%	(85)	12%	(68)	587
HBO Max Subscribers	32%	(187)	34%	(198)	16%	(95)	9%	(55)	8%	(48)	584
Discovery+ Subscribers	32%	(114)	34%	(121)	11%	(40)	13%	(45)	10%	(35)	354
AVOD Users	30%	(443)	34%	(506)	16%	(239)	10%	(158)	10%	(156)	1502

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

Table MCEN11_3: *How well do the following words describe targeted ads?*
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(325)	35%	(780)	25%	(555)	14%	(313)	10%	(226)	2200
Gender: Male	17%	(184)	35%	(366)	25%	(265)	15%	(157)	8%	(90)	1062
Gender: Female	12%	(141)	36%	(414)	26%	(291)	14%	(157)	12%	(136)	1138
Age: 18-34	23%	(154)	36%	(238)	21%	(135)	10%	(68)	9%	(60)	655
Age: 35-44	21%	(74)	40%	(145)	20%	(72)	10%	(36)	9%	(31)	358
Age: 45-64	10%	(78)	35%	(263)	28%	(210)	15%	(113)	11%	(86)	751
Age: 65+	4%	(19)	31%	(134)	32%	(138)	22%	(96)	11%	(49)	436
GenZers: 1997-2012	21%	(43)	31%	(64)	24%	(50)	14%	(28)	10%	(20)	205
Millennials: 1981-1996	24%	(164)	39%	(275)	19%	(135)	9%	(61)	9%	(62)	698
GenXers: 1965-1980	15%	(78)	34%	(175)	26%	(133)	14%	(71)	10%	(53)	510
Baby Boomers: 1946-1964	5%	(36)	34%	(239)	31%	(219)	19%	(134)	10%	(73)	701
PID: Dem (no lean)	20%	(172)	38%	(322)	21%	(178)	12%	(99)	9%	(76)	847
PID: Ind (no lean)	12%	(85)	33%	(238)	28%	(200)	14%	(101)	12%	(88)	712
PID: Rep (no lean)	11%	(68)	34%	(220)	28%	(177)	18%	(114)	10%	(62)	641
PID/Gender: Dem Men	26%	(109)	36%	(151)	20%	(84)	10%	(44)	7%	(28)	416
PID/Gender: Dem Women	15%	(62)	40%	(170)	22%	(94)	13%	(55)	11%	(49)	431
PID/Gender: Ind Men	12%	(40)	33%	(111)	30%	(102)	14%	(48)	11%	(38)	340
PID/Gender: Ind Women	12%	(45)	34%	(127)	26%	(97)	14%	(52)	14%	(50)	372
PID/Gender: Rep Men	11%	(35)	34%	(104)	25%	(78)	21%	(65)	8%	(25)	306
PID/Gender: Rep Women	10%	(33)	35%	(117)	30%	(99)	15%	(49)	11%	(37)	335
Ideo: Liberal (1-3)	21%	(135)	34%	(219)	24%	(155)	14%	(89)	6%	(38)	635
Ideo: Moderate (4)	11%	(71)	40%	(254)	24%	(151)	11%	(69)	13%	(84)	628
Ideo: Conservative (5-7)	13%	(93)	34%	(250)	28%	(204)	18%	(132)	7%	(55)	734
Educ: < College	13%	(194)	36%	(546)	24%	(365)	15%	(220)	12%	(188)	1512
Educ: Bachelors degree	19%	(84)	34%	(151)	29%	(129)	12%	(51)	7%	(29)	444
Educ: Post-grad	20%	(48)	34%	(83)	25%	(62)	17%	(42)	4%	(9)	244
Income: Under 50k	14%	(171)	34%	(431)	23%	(295)	15%	(192)	13%	(169)	1258
Income: 50k-100k	13%	(81)	38%	(238)	28%	(177)	14%	(88)	7%	(45)	629
Income: 100k+	23%	(73)	36%	(112)	26%	(82)	11%	(33)	4%	(12)	313
Ethnicity: White	13%	(219)	36%	(618)	27%	(457)	15%	(255)	10%	(171)	1722
Ethnicity: Hispanic	20%	(71)	36%	(126)	21%	(74)	11%	(38)	12%	(40)	349

Continued on next page

Table MCEN11_3: *How well do the following words describe targeted ads?*
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(325)	35%	(780)	25%	(555)	14%	(313)	10%	(226)	2200
Ethnicity: Black	28%	(76)	32%	(88)	20%	(54)	11%	(29)	10%	(27)	274
Ethnicity: Other	15%	(30)	36%	(74)	22%	(44)	14%	(29)	13%	(27)	204
All Christian	13%	(129)	38%	(365)	26%	(252)	14%	(137)	8%	(76)	958
All Non-Christian	30%	(46)	32%	(49)	21%	(32)	10%	(16)	7%	(10)	154
Atheist	12%	(12)	35%	(37)	31%	(32)	20%	(21)	3%	(3)	105
Agnostic/Nothing in particular	14%	(82)	31%	(182)	25%	(147)	15%	(90)	14%	(80)	580
Something Else	14%	(57)	37%	(148)	23%	(92)	12%	(49)	14%	(57)	403
Religious Non-Protestant/Catholic	28%	(47)	33%	(56)	22%	(37)	12%	(21)	6%	(10)	172
Evangelical	19%	(112)	38%	(224)	22%	(127)	12%	(69)	9%	(54)	586
Non-Evangelical	9%	(68)	38%	(275)	28%	(206)	15%	(111)	10%	(74)	734
Community: Urban	27%	(173)	32%	(205)	18%	(116)	11%	(71)	11%	(68)	632
Community: Suburban	9%	(91)	38%	(378)	27%	(271)	16%	(161)	9%	(88)	990
Community: Rural	11%	(61)	34%	(198)	29%	(168)	14%	(81)	12%	(70)	578
Employ: Private Sector	18%	(121)	39%	(262)	24%	(164)	13%	(88)	6%	(42)	677
Employ: Government	20%	(19)	29%	(27)	30%	(28)	15%	(14)	6%	(5)	93
Employ: Self-Employed	22%	(44)	39%	(78)	19%	(37)	14%	(29)	6%	(12)	200
Employ: Homemaker	15%	(25)	35%	(58)	28%	(45)	12%	(19)	10%	(17)	164
Employ: Student	20%	(16)	31%	(25)	26%	(21)	16%	(13)	7%	(6)	82
Employ: Retired	6%	(31)	31%	(164)	31%	(161)	19%	(99)	13%	(68)	522
Employ: Unemployed	15%	(50)	36%	(116)	22%	(70)	10%	(34)	17%	(54)	323
Employ: Other	13%	(18)	36%	(50)	21%	(29)	13%	(18)	17%	(23)	139
Military HH: Yes	13%	(41)	33%	(107)	29%	(93)	15%	(48)	10%	(34)	323
Military HH: No	15%	(284)	36%	(674)	25%	(462)	14%	(266)	10%	(192)	1877
RD/WT: Right Direction	21%	(191)	37%	(346)	22%	(209)	11%	(101)	9%	(82)	929
RD/WT: Wrong Track	10%	(133)	34%	(434)	27%	(347)	17%	(212)	11%	(144)	1271
Biden Job Approve	19%	(200)	38%	(391)	23%	(235)	12%	(120)	9%	(95)	1041
Biden Job Disapprove	10%	(109)	34%	(355)	28%	(294)	18%	(186)	10%	(105)	1049

Table MCEN11_3: *How well do the following words describe targeted ads?*
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(325)	35%	(780)	25%	(555)	14%	(313)	10%	(226)	2200
Biden Job Strongly Approve	27%	(138)	31%	(162)	21%	(110)	11%	(58)	10%	(51)	519
Biden Job Somewhat Approve	12%	(62)	44%	(229)	24%	(125)	12%	(63)	8%	(44)	522
Biden Job Somewhat Disapprove	13%	(40)	43%	(133)	26%	(80)	12%	(36)	6%	(19)	308
Biden Job Strongly Disapprove	9%	(69)	30%	(222)	29%	(214)	20%	(150)	12%	(86)	741
Favorable of Biden	19%	(206)	38%	(403)	22%	(240)	11%	(120)	9%	(100)	1068
Unfavorable of Biden	10%	(100)	34%	(352)	29%	(298)	17%	(177)	9%	(94)	1020
Very Favorable of Biden	27%	(151)	30%	(166)	19%	(107)	12%	(69)	12%	(65)	557
Somewhat Favorable of Biden	11%	(55)	46%	(237)	26%	(133)	10%	(51)	7%	(34)	511
Somewhat Unfavorable of Biden	12%	(31)	45%	(114)	26%	(65)	11%	(28)	6%	(16)	254
Very Unfavorable of Biden	9%	(69)	31%	(238)	30%	(232)	19%	(149)	10%	(77)	766
#1 Issue: Economy	19%	(136)	38%	(272)	24%	(172)	12%	(88)	8%	(56)	724
#1 Issue: Security	11%	(47)	30%	(133)	29%	(127)	20%	(88)	10%	(46)	442
#1 Issue: Health Care	16%	(46)	41%	(115)	23%	(66)	8%	(22)	11%	(32)	280
#1 Issue: Medicare / Social Security	7%	(20)	36%	(101)	28%	(78)	15%	(42)	14%	(38)	280
#1 Issue: Women's Issues	17%	(24)	34%	(47)	22%	(31)	15%	(21)	13%	(19)	141
#1 Issue: Education	20%	(19)	38%	(37)	25%	(24)	7%	(7)	9%	(9)	96
#1 Issue: Energy	19%	(23)	37%	(46)	21%	(26)	13%	(16)	10%	(12)	123
#1 Issue: Other	8%	(10)	25%	(29)	28%	(32)	25%	(29)	13%	(15)	115
2020 Vote: Joe Biden	19%	(180)	37%	(358)	23%	(221)	12%	(114)	9%	(87)	959
2020 Vote: Donald Trump	10%	(74)	33%	(238)	29%	(204)	18%	(132)	9%	(67)	715
2020 Vote: Other	8%	(6)	36%	(26)	36%	(26)	16%	(11)	4%	(3)	72
2020 Vote: Didn't Vote	14%	(65)	35%	(159)	23%	(104)	12%	(55)	15%	(69)	453
2018 House Vote: Democrat	20%	(144)	38%	(271)	23%	(166)	12%	(87)	7%	(49)	717
2018 House Vote: Republican	11%	(66)	33%	(197)	30%	(174)	17%	(101)	9%	(52)	590
2018 House Vote: Someone else	7%	(4)	29%	(19)	27%	(18)	21%	(14)	17%	(11)	65
2016 Vote: Hillary Clinton	20%	(129)	37%	(241)	24%	(157)	12%	(81)	8%	(52)	659
2016 Vote: Donald Trump	10%	(67)	35%	(233)	30%	(200)	18%	(121)	8%	(54)	674
2016 Vote: Other	4%	(4)	43%	(46)	30%	(32)	16%	(18)	7%	(7)	108
2016 Vote: Didn't Vote	16%	(125)	34%	(259)	22%	(167)	12%	(94)	15%	(113)	757

Table MCEN11_3: *How well do the following words describe targeted ads?*
Helpful

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(325)	35%	(780)	25%	(555)	14%	(313)	10%	(226)	2200
Voted in 2014: Yes	15%	(179)	34%	(414)	28%	(334)	15%	(186)	8%	(99)	1212
Voted in 2014: No	15%	(146)	37%	(367)	22%	(221)	13%	(127)	13%	(127)	988
4-Region: Northeast	17%	(68)	38%	(150)	23%	(90)	14%	(57)	7%	(29)	394
4-Region: Midwest	13%	(60)	36%	(167)	28%	(128)	14%	(63)	10%	(45)	462
4-Region: South	14%	(115)	34%	(280)	26%	(214)	15%	(121)	11%	(94)	824
4-Region: West	16%	(82)	35%	(183)	24%	(123)	14%	(73)	11%	(58)	520
Consumers Who Find Ads Creepy	15%	(168)	31%	(359)	33%	(377)	19%	(215)	2%	(24)	1143
Consumers Overloaded on Ads	12%	(120)	33%	(314)	30%	(292)	18%	(175)	7%	(64)	965
Hulu Subscribers	19%	(174)	38%	(338)	22%	(198)	13%	(115)	8%	(70)	895
Paramount+ Subscribers	32%	(101)	33%	(104)	20%	(63)	11%	(34)	5%	(15)	317
Peacock Subscribers	20%	(117)	38%	(223)	21%	(126)	13%	(75)	8%	(45)	587
HBO Max Subscribers	22%	(128)	36%	(208)	24%	(138)	13%	(77)	6%	(33)	584
Discovery+ Subscribers	30%	(106)	37%	(130)	13%	(47)	12%	(42)	8%	(29)	354
AVOD Users	16%	(248)	38%	(564)	24%	(364)	13%	(190)	9%	(137)	1502

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

Table MCEN11_4: *How well do the following words describe targeted ads?*
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(374)	40%	(887)	21%	(466)	11%	(239)	11%	(234)	2200
Gender: Male	20%	(209)	39%	(412)	22%	(231)	11%	(120)	8%	(89)	1062
Gender: Female	14%	(165)	42%	(475)	21%	(235)	10%	(119)	13%	(144)	1138
Age: 18-34	24%	(156)	40%	(263)	17%	(112)	9%	(62)	9%	(61)	655
Age: 35-44	22%	(77)	42%	(152)	16%	(58)	10%	(35)	10%	(35)	358
Age: 45-64	14%	(108)	39%	(295)	24%	(178)	11%	(83)	11%	(86)	751
Age: 65+	7%	(32)	41%	(177)	27%	(119)	13%	(58)	12%	(50)	436
GenZers: 1997-2012	16%	(33)	40%	(82)	22%	(45)	11%	(23)	11%	(22)	205
Millennials: 1981-1996	25%	(177)	42%	(292)	15%	(105)	9%	(60)	9%	(64)	698
GenXers: 1965-1980	19%	(98)	38%	(196)	20%	(102)	12%	(59)	11%	(55)	510
Baby Boomers: 1946-1964	9%	(61)	40%	(277)	29%	(203)	12%	(87)	11%	(74)	701
PID: Dem (no lean)	23%	(197)	41%	(344)	18%	(156)	9%	(76)	9%	(75)	847
PID: Ind (no lean)	13%	(91)	40%	(283)	24%	(174)	10%	(71)	13%	(92)	712
PID: Rep (no lean)	13%	(86)	41%	(260)	21%	(137)	14%	(92)	10%	(67)	641
PID/Gender: Dem Men	30%	(123)	37%	(152)	19%	(80)	8%	(35)	6%	(26)	416
PID/Gender: Dem Women	17%	(74)	44%	(191)	18%	(76)	10%	(41)	11%	(49)	431
PID/Gender: Ind Men	14%	(47)	38%	(128)	28%	(94)	10%	(34)	11%	(36)	340
PID/Gender: Ind Women	12%	(45)	42%	(155)	21%	(80)	10%	(37)	15%	(56)	372
PID/Gender: Rep Men	13%	(40)	43%	(131)	19%	(58)	17%	(51)	9%	(27)	306
PID/Gender: Rep Women	14%	(47)	38%	(129)	24%	(79)	12%	(41)	12%	(40)	335
Ideo: Liberal (1-3)	24%	(152)	39%	(249)	21%	(133)	9%	(58)	7%	(43)	635
Ideo: Moderate (4)	15%	(93)	42%	(267)	21%	(129)	9%	(56)	13%	(84)	628
Ideo: Conservative (5-7)	15%	(111)	40%	(290)	23%	(171)	14%	(106)	7%	(55)	734
Educ: < College	15%	(222)	41%	(621)	20%	(306)	11%	(167)	13%	(195)	1512
Educ: Bachelors degree	22%	(96)	40%	(176)	24%	(105)	9%	(39)	6%	(28)	444
Educ: Post-grad	23%	(57)	37%	(90)	22%	(55)	13%	(32)	4%	(11)	244
Income: Under 50k	16%	(197)	40%	(509)	19%	(233)	11%	(142)	14%	(177)	1258
Income: 50k-100k	16%	(98)	42%	(264)	25%	(154)	11%	(68)	7%	(45)	629
Income: 100k+	25%	(79)	36%	(113)	25%	(79)	9%	(29)	4%	(12)	313
Ethnicity: White	15%	(255)	41%	(698)	22%	(383)	12%	(203)	11%	(183)	1722
Ethnicity: Hispanic	21%	(75)	43%	(151)	16%	(57)	7%	(25)	12%	(41)	349

Table MCEN11_4: *How well do the following words describe targeted ads?*
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(374)	40%	(887)	21%	(466)	11%	(239)	11%	(234)	2200
Ethnicity: Black	31%	(84)	36%	(99)	16%	(45)	7%	(20)	10%	(26)	274
Ethnicity: Other	17%	(35)	44%	(90)	19%	(39)	7%	(15)	12%	(25)	204
All Christian	15%	(144)	44%	(426)	23%	(217)	10%	(95)	8%	(76)	958
All Non-Christian	38%	(59)	24%	(37)	19%	(30)	8%	(13)	10%	(16)	154
Atheist	12%	(13)	41%	(43)	27%	(29)	13%	(14)	6%	(7)	105
Agnostic/Nothing in particular	15%	(88)	36%	(210)	20%	(118)	13%	(78)	15%	(86)	580
Something Else	18%	(71)	42%	(170)	18%	(73)	10%	(39)	12%	(49)	403
Religious Non-Protestant/Catholic	36%	(61)	25%	(44)	21%	(36)	9%	(16)	9%	(16)	172
Evangelical	22%	(127)	45%	(264)	17%	(101)	8%	(46)	8%	(49)	586
Non-Evangelical	11%	(82)	43%	(317)	24%	(179)	11%	(83)	10%	(73)	734
Community: Urban	29%	(186)	35%	(222)	17%	(105)	8%	(54)	10%	(66)	632
Community: Suburban	11%	(113)	44%	(434)	22%	(219)	13%	(128)	10%	(95)	990
Community: Rural	13%	(76)	40%	(231)	25%	(142)	10%	(57)	12%	(72)	578
Employ: Private Sector	20%	(132)	41%	(276)	22%	(148)	11%	(77)	6%	(44)	677
Employ: Government	28%	(27)	26%	(25)	26%	(24)	13%	(12)	7%	(6)	93
Employ: Self-Employed	27%	(54)	41%	(82)	17%	(33)	9%	(19)	6%	(12)	200
Employ: Homemaker	18%	(29)	42%	(69)	19%	(31)	10%	(16)	12%	(20)	164
Employ: Student	10%	(8)	45%	(37)	22%	(18)	15%	(13)	7%	(6)	82
Employ: Retired	9%	(46)	40%	(209)	27%	(142)	10%	(53)	14%	(73)	522
Employ: Unemployed	17%	(55)	41%	(133)	15%	(49)	10%	(32)	17%	(54)	323
Employ: Other	17%	(24)	41%	(57)	16%	(22)	13%	(18)	14%	(19)	139
Military HH: Yes	16%	(50)	36%	(117)	23%	(75)	13%	(41)	12%	(40)	323
Military HH: No	17%	(324)	41%	(770)	21%	(391)	11%	(198)	10%	(194)	1877
RD/WT: Right Direction	25%	(228)	40%	(372)	19%	(174)	8%	(72)	9%	(83)	929
RD/WT: Wrong Track	12%	(146)	41%	(515)	23%	(292)	13%	(167)	12%	(151)	1271
Biden Job Approve	22%	(228)	43%	(446)	19%	(196)	8%	(80)	9%	(92)	1041
Biden Job Disapprove	12%	(129)	39%	(406)	24%	(249)	14%	(150)	11%	(114)	1049

Table MCEN11_4: *How well do the following words describe targeted ads?*
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(374)	40%	(887)	21%	(466)	11%	(239)	11%	(234)	2200
Biden Job Strongly Approve	32%	(165)	35%	(181)	15%	(79)	9%	(45)	9%	(49)	519
Biden Job Somewhat Approve	12%	(64)	51%	(265)	22%	(116)	7%	(35)	8%	(43)	522
Biden Job Somewhat Disapprove	14%	(44)	50%	(155)	17%	(52)	10%	(31)	8%	(26)	308
Biden Job Strongly Disapprove	11%	(85)	34%	(251)	27%	(198)	16%	(119)	12%	(88)	741
Favorable of Biden	22%	(239)	42%	(448)	19%	(203)	8%	(82)	9%	(97)	1068
Unfavorable of Biden	12%	(120)	40%	(407)	24%	(249)	14%	(141)	10%	(103)	1020
Very Favorable of Biden	31%	(173)	33%	(186)	15%	(84)	9%	(52)	11%	(64)	557
Somewhat Favorable of Biden	13%	(66)	51%	(262)	23%	(118)	6%	(31)	7%	(33)	511
Somewhat Unfavorable of Biden	15%	(37)	51%	(129)	19%	(49)	7%	(17)	8%	(21)	254
Very Unfavorable of Biden	11%	(83)	36%	(277)	26%	(201)	16%	(124)	11%	(81)	766
#1 Issue: Economy	23%	(164)	39%	(279)	22%	(159)	9%	(66)	8%	(56)	724
#1 Issue: Security	13%	(58)	38%	(167)	23%	(101)	15%	(68)	11%	(47)	442
#1 Issue: Health Care	17%	(47)	47%	(131)	17%	(48)	7%	(20)	12%	(34)	280
#1 Issue: Medicare / Social Security	11%	(31)	44%	(124)	21%	(59)	8%	(23)	15%	(43)	280
#1 Issue: Women's Issues	18%	(26)	35%	(49)	20%	(28)	12%	(18)	15%	(21)	141
#1 Issue: Education	13%	(12)	54%	(52)	15%	(15)	9%	(8)	9%	(9)	96
#1 Issue: Energy	23%	(28)	40%	(50)	18%	(22)	9%	(11)	10%	(13)	123
#1 Issue: Other	8%	(9)	31%	(35)	29%	(34)	21%	(24)	11%	(13)	115
2020 Vote: Joe Biden	21%	(204)	42%	(405)	19%	(185)	8%	(78)	9%	(87)	959
2020 Vote: Donald Trump	13%	(94)	37%	(268)	24%	(170)	15%	(110)	10%	(73)	715
2020 Vote: Other	10%	(7)	33%	(24)	30%	(22)	18%	(13)	8%	(6)	72
2020 Vote: Didn't Vote	15%	(69)	42%	(189)	20%	(89)	8%	(37)	15%	(67)	453
2018 House Vote: Democrat	23%	(165)	41%	(292)	21%	(153)	8%	(57)	7%	(49)	717
2018 House Vote: Republican	13%	(75)	40%	(233)	24%	(141)	15%	(86)	9%	(54)	590
2018 House Vote: Someone else	9%	(6)	39%	(25)	24%	(15)	16%	(10)	12%	(8)	65
2016 Vote: Hillary Clinton	21%	(141)	42%	(280)	20%	(129)	9%	(58)	8%	(51)	659
2016 Vote: Donald Trump	13%	(86)	40%	(271)	24%	(160)	15%	(100)	9%	(58)	674
2016 Vote: Other	8%	(9)	42%	(45)	33%	(36)	11%	(12)	6%	(6)	108
2016 Vote: Didn't Vote	18%	(139)	38%	(290)	19%	(141)	9%	(69)	16%	(119)	757

Continued on next page

Table MCEN11_4: *How well do the following words describe targeted ads?*
Informative

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(374)	40%	(887)	21%	(466)	11%	(239)	11%	(234)	2200
Voted in 2014: Yes	16%	(199)	40%	(484)	24%	(289)	11%	(138)	8%	(101)	1212
Voted in 2014: No	18%	(175)	41%	(403)	18%	(177)	10%	(100)	13%	(132)	988
4-Region: Northeast	20%	(78)	41%	(160)	19%	(77)	11%	(43)	9%	(35)	394
4-Region: Midwest	15%	(70)	39%	(181)	25%	(114)	12%	(54)	9%	(44)	462
4-Region: South	17%	(137)	40%	(328)	21%	(175)	10%	(86)	12%	(99)	824
4-Region: West	17%	(89)	42%	(218)	19%	(101)	11%	(55)	11%	(56)	520
Consumers Who Find Ads Creepy	15%	(174)	37%	(425)	29%	(337)	15%	(170)	3%	(37)	1143
Consumers Overloaded on Ads	13%	(126)	41%	(399)	24%	(233)	14%	(134)	8%	(73)	965
Hulu Subscribers	21%	(184)	42%	(373)	19%	(172)	10%	(91)	8%	(75)	895
Paramount+ Subscribers	31%	(97)	38%	(120)	15%	(47)	9%	(30)	7%	(22)	317
Peacock Subscribers	23%	(138)	40%	(237)	18%	(105)	9%	(53)	9%	(53)	587
HBO Max Subscribers	22%	(131)	41%	(240)	19%	(114)	11%	(64)	6%	(35)	584
Discovery+ Subscribers	28%	(100)	40%	(141)	14%	(48)	10%	(37)	8%	(28)	354
AVOD Users	18%	(270)	43%	(647)	20%	(297)	10%	(146)	9%	(142)	1502

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

Table MCEN12a_1: *How invasive do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	18%	(201)	23%	(256)	26%	(281)	14%	(152)	19%	(209)	1099
Gender: Male	21%	(112)	25%	(133)	24%	(129)	15%	(78)	16%	(83)	534
Gender: Female	16%	(89)	22%	(123)	27%	(152)	13%	(75)	22%	(126)	565
Age: 18-34	22%	(73)	17%	(56)	25%	(83)	17%	(57)	20%	(68)	337
Age: 35-44	17%	(31)	26%	(47)	24%	(44)	15%	(28)	18%	(33)	184
Age: 45-64	17%	(62)	27%	(101)	25%	(95)	14%	(52)	17%	(63)	372
Age: 65+	17%	(34)	25%	(52)	29%	(59)	7%	(15)	22%	(45)	205
GenZers: 1997-2012	19%	(21)	9%	(10)	35%	(39)	18%	(20)	19%	(21)	110
Millennials: 1981-1996	21%	(74)	23%	(79)	22%	(76)	14%	(50)	20%	(69)	350
GenXers: 1965-1980	18%	(48)	25%	(67)	26%	(70)	18%	(47)	14%	(38)	270
Baby Boomers: 1946-1964	15%	(50)	28%	(90)	26%	(84)	10%	(34)	21%	(69)	326
PID: Dem (no lean)	21%	(87)	23%	(93)	25%	(102)	14%	(56)	18%	(73)	411
PID: Ind (no lean)	17%	(61)	22%	(79)	25%	(88)	14%	(50)	22%	(79)	357
PID: Rep (no lean)	16%	(54)	26%	(85)	27%	(91)	14%	(45)	17%	(57)	331
PID/Gender: Dem Men	26%	(52)	27%	(54)	24%	(48)	13%	(25)	11%	(23)	201
PID/Gender: Dem Women	17%	(35)	18%	(38)	26%	(54)	15%	(31)	24%	(50)	209
PID/Gender: Ind Men	18%	(32)	23%	(40)	22%	(39)	17%	(30)	21%	(37)	178
PID/Gender: Ind Women	16%	(29)	21%	(38)	27%	(49)	12%	(21)	24%	(42)	179
PID/Gender: Rep Men	18%	(28)	25%	(39)	27%	(42)	15%	(23)	15%	(24)	155
PID/Gender: Rep Women	14%	(25)	26%	(46)	28%	(49)	13%	(23)	19%	(33)	176
Ideo: Liberal (1-3)	25%	(79)	22%	(69)	29%	(93)	13%	(41)	11%	(36)	318
Ideo: Moderate (4)	17%	(52)	22%	(66)	23%	(69)	16%	(47)	22%	(68)	302
Ideo: Conservative (5-7)	15%	(59)	27%	(102)	27%	(103)	12%	(47)	19%	(72)	383
Educ: < College	16%	(119)	21%	(160)	25%	(192)	15%	(115)	23%	(171)	757
Educ: Bachelors degree	25%	(56)	26%	(57)	28%	(61)	10%	(22)	11%	(25)	220
Educ: Post-grad	22%	(27)	32%	(39)	23%	(28)	12%	(15)	11%	(13)	121
Income: Under 50k	17%	(106)	21%	(131)	24%	(148)	14%	(89)	23%	(144)	618
Income: 50k-100k	17%	(56)	23%	(72)	29%	(93)	14%	(46)	17%	(54)	322
Income: 100k+	25%	(39)	33%	(53)	25%	(39)	11%	(17)	7%	(11)	159
Ethnicity: White	18%	(161)	24%	(210)	26%	(230)	12%	(109)	19%	(162)	873
Ethnicity: Hispanic	18%	(31)	18%	(31)	24%	(41)	19%	(32)	21%	(35)	170

Continued on next page

Table MCEN12a_1: *How invasive do you find targeted ads on the following platforms?*
Ads on linear TV (cable/broadcast)

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	18%	(201)	23%	(256)	26%	(281)	14%	(152)	19%	(209)	1099
Ethnicity: Black	23%	(31)	18%	(25)	19%	(26)	22%	(30)	18%	(25)	137
Ethnicity: Other	10%	(9)	24%	(21)	27%	(24)	15%	(14)	25%	(22)	89
All Christian	16%	(74)	26%	(122)	28%	(131)	13%	(59)	18%	(86)	472
All Non-Christian	35%	(30)	32%	(27)	19%	(16)	7%	(6)	7%	(6)	84
Atheist	30%	(17)	18%	(10)	26%	(15)	16%	(9)	10%	(5)	56
Agnostic/Nothing in particular	18%	(53)	19%	(54)	24%	(69)	17%	(49)	22%	(62)	287
Something Else	14%	(28)	22%	(43)	25%	(50)	14%	(29)	25%	(50)	200
Religious Non-Protestant/Catholic	33%	(31)	30%	(28)	24%	(22)	6%	(6)	7%	(7)	93
Evangelical	14%	(42)	25%	(75)	23%	(69)	14%	(42)	23%	(69)	296
Non-Evangelical	16%	(56)	24%	(87)	29%	(103)	13%	(46)	18%	(64)	356
Community: Urban	24%	(72)	26%	(79)	22%	(66)	11%	(32)	17%	(52)	301
Community: Suburban	16%	(83)	23%	(119)	30%	(153)	13%	(66)	18%	(90)	511
Community: Rural	16%	(47)	20%	(58)	22%	(62)	19%	(54)	23%	(66)	287
Employ: Private Sector	20%	(72)	25%	(90)	26%	(93)	14%	(50)	14%	(50)	354
Employ: Self-Employed	26%	(25)	18%	(18)	29%	(29)	16%	(16)	10%	(10)	97
Employ: Homemaker	17%	(13)	16%	(12)	22%	(16)	11%	(8)	34%	(25)	74
Employ: Student	18%	(9)	11%	(6)	35%	(17)	11%	(6)	25%	(12)	50
Employ: Retired	17%	(42)	27%	(67)	25%	(61)	9%	(23)	22%	(53)	247
Employ: Unemployed	14%	(22)	23%	(35)	25%	(40)	17%	(27)	21%	(32)	156
Employ: Other	15%	(11)	19%	(15)	20%	(15)	16%	(12)	30%	(23)	76
Military HH: Yes	22%	(34)	28%	(44)	20%	(30)	12%	(19)	18%	(28)	155
Military HH: No	18%	(167)	22%	(212)	27%	(250)	14%	(133)	19%	(181)	944
RD/WT: Right Direction	22%	(100)	25%	(113)	24%	(111)	13%	(60)	16%	(73)	456
RD/WT: Wrong Track	16%	(102)	22%	(143)	26%	(170)	14%	(92)	21%	(136)	642
Biden Job Approve	22%	(115)	23%	(118)	24%	(126)	14%	(73)	16%	(83)	515
Biden Job Disapprove	15%	(78)	24%	(128)	28%	(149)	13%	(70)	20%	(105)	530
Biden Job Strongly Approve	27%	(73)	21%	(56)	22%	(58)	14%	(37)	15%	(41)	266
Biden Job Somewhat Approve	17%	(42)	25%	(62)	27%	(68)	14%	(36)	17%	(42)	249
Biden Job Somewhat Disapprove	12%	(18)	26%	(38)	34%	(49)	13%	(19)	15%	(21)	145
Biden Job Strongly Disapprove	16%	(60)	24%	(91)	26%	(99)	13%	(51)	22%	(84)	385

Table MCEN12a_1: *How invasive do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	18%	(201)	23%	(256)	26%	(281)	14%	(152)	19%	(209)	1099
Favorable of Biden	21%	(111)	23%	(122)	26%	(135)	14%	(76)	16%	(85)	528
Unfavorable of Biden	15%	(79)	24%	(125)	27%	(139)	13%	(69)	20%	(106)	519
Very Favorable of Biden	24%	(69)	22%	(62)	22%	(61)	16%	(47)	16%	(44)	282
Somewhat Favorable of Biden	17%	(42)	25%	(60)	30%	(73)	12%	(29)	17%	(41)	246
Somewhat Unfavorable of Biden	14%	(16)	23%	(28)	30%	(37)	10%	(13)	22%	(27)	121
Very Unfavorable of Biden	16%	(63)	24%	(97)	26%	(103)	14%	(56)	20%	(78)	398
#1 Issue: Economy	19%	(66)	23%	(81)	28%	(98)	13%	(46)	18%	(64)	356
#1 Issue: Security	15%	(35)	24%	(57)	23%	(54)	18%	(41)	20%	(46)	234
#1 Issue: Health Care	22%	(30)	24%	(33)	23%	(32)	16%	(22)	16%	(22)	139
#1 Issue: Medicare / Social Security	13%	(17)	26%	(33)	29%	(37)	11%	(14)	21%	(27)	128
#1 Issue: Women's Issues	22%	(18)	19%	(15)	32%	(25)	8%	(7)	19%	(15)	78
#1 Issue: Education	22%	(11)	26%	(14)	19%	(10)	12%	(6)	21%	(11)	52
#1 Issue: Energy	23%	(13)	23%	(13)	27%	(16)	9%	(5)	20%	(12)	59
#1 Issue: Other	21%	(11)	20%	(11)	17%	(9)	20%	(11)	22%	(12)	53
2020 Vote: Joe Biden	21%	(98)	24%	(113)	26%	(126)	13%	(64)	16%	(75)	477
2020 Vote: Donald Trump	17%	(61)	26%	(97)	26%	(94)	13%	(46)	19%	(68)	367
2020 Vote: Didn't Vote	15%	(34)	18%	(39)	25%	(54)	14%	(31)	28%	(60)	218
2018 House Vote: Democrat	21%	(73)	27%	(93)	26%	(89)	13%	(46)	13%	(45)	345
2018 House Vote: Republican	18%	(54)	27%	(79)	28%	(84)	10%	(31)	17%	(49)	297
2016 Vote: Hillary Clinton	19%	(59)	26%	(81)	28%	(86)	15%	(46)	13%	(41)	312
2016 Vote: Donald Trump	18%	(62)	28%	(97)	23%	(81)	14%	(49)	17%	(61)	349
2016 Vote: Other	25%	(13)	22%	(12)	22%	(12)	16%	(8)	14%	(7)	53
2016 Vote: Didn't Vote	18%	(67)	17%	(66)	26%	(102)	13%	(48)	26%	(100)	384
Voted in 2014: Yes	18%	(111)	28%	(171)	25%	(153)	13%	(76)	15%	(90)	600
Voted in 2014: No	18%	(90)	17%	(85)	26%	(128)	15%	(76)	24%	(119)	499
4-Region: Northeast	18%	(34)	29%	(56)	23%	(45)	13%	(26)	18%	(35)	196
4-Region: Midwest	19%	(44)	28%	(65)	27%	(63)	11%	(26)	16%	(38)	235
4-Region: South	14%	(55)	22%	(91)	27%	(111)	15%	(61)	21%	(87)	405
4-Region: West	26%	(68)	17%	(45)	24%	(62)	15%	(39)	19%	(49)	264
Consumers Who Find Ads Creepy	27%	(151)	27%	(153)	23%	(132)	13%	(73)	10%	(59)	568

Table MCEN12a_1: *How invasive do you find targeted ads on the following platforms?*
Ads on linear TV (cable/broadcast)

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	18%	(201)	23%	(256)	26%	(281)	14%	(152)	19%	(209)	1099
Consumers Overloaded on Ads	23%	(112)	24%	(118)	25%	(119)	11%	(55)	17%	(80)	483
Hulu Subscribers	20%	(86)	22%	(97)	28%	(123)	14%	(63)	16%	(70)	439
Paramount+ Subscribers	23%	(38)	30%	(48)	21%	(35)	8%	(13)	18%	(30)	164
Peacock Subscribers	19%	(54)	22%	(63)	25%	(72)	15%	(43)	19%	(54)	286
HBO Max Subscribers	21%	(62)	25%	(74)	26%	(78)	12%	(35)	16%	(46)	295
Discovery+ Subscribers	26%	(49)	26%	(49)	23%	(44)	9%	(16)	15%	(29)	186
AVOD Users	18%	(136)	22%	(169)	28%	(208)	15%	(113)	17%	(130)	756

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

Table MCEN12a_2: *How invasive do you find targeted ads on the following platforms?*

Ads on streaming services

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	22%	(247)	31%	(345)	21%	(233)	8%	(85)	17%	(189)	1099
Gender: Male	24%	(126)	34%	(180)	22%	(119)	7%	(36)	14%	(72)	534
Gender: Female	21%	(120)	29%	(165)	20%	(114)	9%	(49)	21%	(116)	565
Age: 18-34	27%	(90)	31%	(105)	21%	(72)	9%	(29)	12%	(42)	337
Age: 35-44	29%	(53)	34%	(63)	18%	(33)	8%	(15)	10%	(19)	184
Age: 45-64	19%	(72)	32%	(119)	23%	(84)	8%	(30)	18%	(67)	372
Age: 65+	15%	(31)	28%	(57)	22%	(44)	5%	(11)	30%	(61)	205
GenZers: 1997-2012	27%	(30)	30%	(33)	24%	(26)	8%	(9)	12%	(13)	110
Millennials: 1981-1996	28%	(97)	33%	(116)	19%	(67)	8%	(27)	12%	(43)	350
GenXers: 1965-1980	23%	(61)	32%	(87)	23%	(62)	9%	(25)	13%	(34)	270
Baby Boomers: 1946-1964	16%	(53)	31%	(100)	22%	(71)	8%	(25)	24%	(77)	326
PID: Dem (no lean)	24%	(97)	32%	(132)	22%	(90)	7%	(30)	15%	(62)	411
PID: Ind (no lean)	21%	(75)	32%	(115)	20%	(70)	9%	(30)	19%	(66)	357
PID: Rep (no lean)	22%	(74)	29%	(98)	22%	(74)	8%	(25)	18%	(61)	331
PID/Gender: Dem Men	28%	(56)	33%	(66)	24%	(47)	5%	(9)	11%	(22)	201
PID/Gender: Dem Women	20%	(41)	31%	(65)	20%	(42)	10%	(21)	19%	(40)	209
PID/Gender: Ind Men	22%	(39)	33%	(58)	22%	(39)	8%	(14)	15%	(27)	178
PID/Gender: Ind Women	20%	(37)	32%	(57)	17%	(30)	9%	(16)	22%	(39)	179
PID/Gender: Rep Men	20%	(31)	36%	(55)	21%	(33)	8%	(13)	15%	(23)	155
PID/Gender: Rep Women	24%	(43)	24%	(42)	23%	(41)	7%	(12)	21%	(38)	176
Ideo: Liberal (1-3)	29%	(92)	36%	(114)	22%	(71)	5%	(16)	8%	(25)	318
Ideo: Moderate (4)	18%	(55)	29%	(87)	24%	(72)	8%	(26)	21%	(62)	302
Ideo: Conservative (5-7)	22%	(84)	31%	(120)	19%	(73)	9%	(33)	19%	(72)	383
Educ: < College	21%	(163)	29%	(223)	20%	(154)	9%	(72)	19%	(146)	757
Educ: Bachelors degree	25%	(54)	36%	(79)	24%	(52)	4%	(9)	12%	(25)	220
Educ: Post-grad	25%	(30)	35%	(43)	23%	(27)	4%	(4)	14%	(17)	121
Income: Under 50k	20%	(124)	29%	(177)	21%	(128)	9%	(58)	21%	(130)	618
Income: 50k-100k	23%	(74)	33%	(105)	22%	(72)	7%	(22)	15%	(48)	322
Income: 100k+	31%	(49)	39%	(62)	21%	(33)	3%	(6)	6%	(10)	159
Ethnicity: White	23%	(197)	32%	(279)	22%	(188)	6%	(53)	18%	(156)	873
Ethnicity: Hispanic	29%	(50)	27%	(46)	24%	(40)	10%	(18)	9%	(16)	170

Table MCEN12a_2: *How invasive do you find targeted ads on the following platforms?*
Ads on streaming services

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	22%	(247)	31%	(345)	21%	(233)	8%	(85)	17%	(189)	1099
Ethnicity: Black	26%	(36)	27%	(37)	23%	(31)	12%	(17)	12%	(17)	137
Ethnicity: Other	16%	(14)	33%	(30)	16%	(15)	17%	(15)	17%	(15)	89
All Christian	17%	(82)	31%	(145)	24%	(115)	9%	(41)	19%	(90)	472
All Non-Christian	33%	(28)	35%	(30)	17%	(14)	7%	(5)	8%	(6)	84
Atheist	27%	(15)	31%	(17)	25%	(14)	2%	(1)	14%	(8)	56
Agnostic/Nothing in particular	25%	(72)	33%	(93)	19%	(54)	7%	(19)	17%	(49)	287
Something Else	25%	(50)	30%	(59)	18%	(36)	9%	(19)	18%	(36)	200
Religious Non-Protestant/Catholic	32%	(30)	34%	(31)	20%	(19)	6%	(5)	8%	(7)	93
Evangelical	18%	(54)	32%	(94)	19%	(56)	8%	(25)	23%	(67)	296
Non-Evangelical	20%	(72)	29%	(105)	25%	(89)	10%	(34)	16%	(56)	356
Community: Urban	31%	(94)	33%	(99)	17%	(51)	7%	(21)	12%	(37)	301
Community: Suburban	18%	(93)	33%	(169)	24%	(120)	7%	(36)	18%	(92)	511
Community: Rural	21%	(61)	27%	(76)	22%	(62)	10%	(28)	21%	(60)	287
Employ: Private Sector	24%	(86)	36%	(129)	20%	(71)	8%	(27)	11%	(41)	354
Employ: Self-Employed	36%	(35)	27%	(27)	19%	(18)	8%	(8)	9%	(9)	97
Employ: Homemaker	31%	(23)	22%	(16)	27%	(20)	7%	(5)	14%	(10)	74
Employ: Student	20%	(10)	46%	(23)	22%	(11)	3%	(2)	8%	(4)	50
Employ: Retired	15%	(36)	29%	(72)	22%	(53)	6%	(15)	28%	(70)	247
Employ: Unemployed	21%	(33)	26%	(41)	22%	(35)	10%	(16)	20%	(31)	156
Employ: Other	17%	(13)	30%	(23)	13%	(10)	11%	(8)	29%	(22)	76
Military HH: Yes	26%	(41)	30%	(46)	22%	(34)	7%	(10)	16%	(24)	155
Military HH: No	22%	(206)	32%	(299)	21%	(200)	8%	(75)	17%	(164)	944
RD/WT: Right Direction	25%	(114)	32%	(145)	22%	(102)	7%	(33)	14%	(63)	456
RD/WT: Wrong Track	21%	(133)	31%	(200)	20%	(131)	8%	(52)	20%	(126)	642
Biden Job Approve	24%	(125)	33%	(169)	22%	(115)	7%	(35)	14%	(71)	515
Biden Job Disapprove	22%	(115)	31%	(164)	21%	(112)	8%	(41)	18%	(98)	530
Biden Job Strongly Approve	29%	(77)	28%	(74)	20%	(52)	9%	(23)	15%	(40)	266
Biden Job Somewhat Approve	19%	(47)	38%	(94)	25%	(63)	5%	(12)	13%	(32)	249
Biden Job Somewhat Disapprove	19%	(28)	34%	(49)	27%	(39)	7%	(10)	13%	(19)	145
Biden Job Strongly Disapprove	23%	(87)	30%	(114)	19%	(73)	8%	(31)	21%	(79)	385

Continued on next page

Table MCEN12a_2: *How invasive do you find targeted ads on the following platforms?*
Ads on streaming services

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	22%	(247)	31%	(345)	21%	(233)	8%	(85)	17%	(189)	1099
Favorable of Biden	24%	(124)	32%	(171)	23%	(121)	7%	(39)	14%	(73)	528
Unfavorable of Biden	20%	(106)	32%	(167)	21%	(108)	7%	(38)	19%	(100)	519
Very Favorable of Biden	28%	(78)	27%	(76)	20%	(56)	10%	(29)	15%	(43)	282
Somewhat Favorable of Biden	19%	(46)	39%	(95)	27%	(65)	4%	(9)	12%	(30)	246
Somewhat Unfavorable of Biden	16%	(19)	34%	(41)	27%	(33)	6%	(7)	18%	(21)	121
Very Unfavorable of Biden	22%	(87)	32%	(126)	19%	(75)	8%	(31)	20%	(78)	398
#1 Issue: Economy	26%	(92)	30%	(105)	23%	(83)	8%	(28)	13%	(48)	356
#1 Issue: Security	20%	(47)	31%	(72)	18%	(43)	9%	(22)	22%	(51)	234
#1 Issue: Health Care	26%	(36)	31%	(44)	25%	(34)	6%	(8)	12%	(17)	139
#1 Issue: Medicare / Social Security	12%	(15)	28%	(36)	24%	(31)	9%	(12)	27%	(34)	128
#1 Issue: Women's Issues	28%	(22)	39%	(30)	13%	(10)	4%	(3)	16%	(13)	78
#1 Issue: Education	24%	(12)	33%	(17)	26%	(13)	3%	(2)	13%	(7)	52
#1 Issue: Energy	22%	(13)	46%	(27)	17%	(10)	5%	(3)	10%	(6)	59
#1 Issue: Other	17%	(9)	24%	(13)	17%	(9)	16%	(9)	26%	(14)	53
2020 Vote: Joe Biden	24%	(113)	32%	(154)	23%	(108)	7%	(33)	14%	(67)	477
2020 Vote: Donald Trump	22%	(79)	30%	(109)	19%	(70)	8%	(31)	21%	(77)	367
2020 Vote: Didn't Vote	21%	(46)	31%	(67)	21%	(46)	8%	(18)	19%	(42)	218
2018 House Vote: Democrat	24%	(81)	33%	(115)	24%	(82)	7%	(25)	12%	(41)	345
2018 House Vote: Republican	22%	(65)	30%	(88)	22%	(65)	5%	(15)	22%	(64)	297
2016 Vote: Hillary Clinton	22%	(69)	31%	(98)	25%	(78)	8%	(26)	13%	(41)	312
2016 Vote: Donald Trump	21%	(74)	29%	(101)	22%	(76)	7%	(25)	21%	(74)	349
2016 Vote: Other	23%	(12)	39%	(21)	22%	(12)	9%	(5)	8%	(4)	53
2016 Vote: Didn't Vote	24%	(93)	33%	(126)	18%	(67)	8%	(29)	18%	(69)	384
Voted in 2014: Yes	22%	(133)	31%	(189)	23%	(136)	6%	(36)	18%	(106)	600
Voted in 2014: No	23%	(114)	31%	(156)	20%	(97)	10%	(49)	17%	(82)	499
4-Region: Northeast	23%	(45)	31%	(60)	19%	(38)	11%	(21)	16%	(31)	196
4-Region: Midwest	24%	(57)	34%	(80)	20%	(48)	4%	(8)	17%	(41)	235
4-Region: South	19%	(76)	29%	(117)	23%	(93)	10%	(40)	19%	(78)	405
4-Region: West	26%	(68)	33%	(87)	20%	(54)	6%	(15)	15%	(39)	264
Consumers Who Find Ads Creepy	32%	(184)	37%	(210)	17%	(98)	5%	(28)	9%	(49)	568

Table MCEN12a_2: *How invasive do you find targeted ads on the following platforms?*

Ads on streaming services

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	22%	(247)	31%	(345)	21%	(233)	8%	(85)	17%	(189)	1099
Consumers Overloaded on Ads	28%	(137)	34%	(165)	18%	(87)	5%	(23)	15%	(71)	483
Hulu Subscribers	22%	(95)	36%	(159)	24%	(107)	7%	(31)	11%	(48)	439
Paramount+ Subscribers	32%	(53)	37%	(60)	19%	(31)	5%	(8)	7%	(11)	164
Peacock Subscribers	22%	(63)	32%	(91)	27%	(78)	8%	(24)	11%	(31)	286
HBO Max Subscribers	28%	(82)	32%	(95)	23%	(69)	7%	(20)	10%	(29)	295
Discovery+ Subscribers	28%	(52)	38%	(71)	20%	(38)	2%	(5)	11%	(21)	186
AVOD Users	22%	(164)	35%	(263)	25%	(187)	8%	(61)	11%	(81)	756

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

Table MCEN12a_3: *How invasive do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	32%	(347)	34%	(372)	15%	(167)	6%	(65)	14%	(149)	1099
Gender: Male	34%	(184)	33%	(177)	15%	(79)	5%	(26)	13%	(69)	534
Gender: Female	29%	(163)	34%	(194)	16%	(88)	7%	(39)	14%	(80)	565
Age: 18-34	38%	(129)	29%	(99)	16%	(56)	5%	(18)	11%	(36)	337
Age: 35-44	34%	(63)	39%	(72)	9%	(17)	6%	(11)	12%	(21)	184
Age: 45-64	28%	(105)	34%	(126)	19%	(69)	7%	(26)	12%	(46)	372
Age: 65+	24%	(50)	37%	(75)	12%	(25)	5%	(10)	22%	(45)	205
GenZers: 1997-2012	31%	(35)	35%	(39)	19%	(21)	4%	(4)	11%	(12)	110
Millennials: 1981-1996	39%	(136)	31%	(110)	13%	(45)	6%	(21)	11%	(38)	350
GenXers: 1965-1980	31%	(83)	34%	(92)	19%	(50)	6%	(17)	10%	(27)	270
Baby Boomers: 1946-1964	26%	(84)	35%	(115)	14%	(45)	7%	(22)	19%	(61)	326
PID: Dem (no lean)	31%	(129)	33%	(137)	17%	(70)	6%	(27)	12%	(49)	411
PID: Ind (no lean)	30%	(108)	34%	(122)	13%	(45)	6%	(20)	17%	(62)	357
PID: Rep (no lean)	33%	(110)	34%	(113)	16%	(52)	5%	(18)	12%	(39)	331
PID/Gender: Dem Men	38%	(76)	30%	(61)	16%	(33)	5%	(9)	11%	(21)	201
PID/Gender: Dem Women	25%	(52)	36%	(76)	18%	(37)	8%	(17)	13%	(27)	209
PID/Gender: Ind Men	32%	(56)	37%	(65)	12%	(21)	5%	(8)	16%	(28)	178
PID/Gender: Ind Women	29%	(52)	32%	(57)	14%	(24)	7%	(12)	19%	(34)	179
PID/Gender: Rep Men	33%	(51)	33%	(51)	16%	(25)	5%	(8)	13%	(20)	155
PID/Gender: Rep Women	33%	(59)	35%	(62)	15%	(27)	6%	(10)	11%	(19)	176
Ideo: Liberal (1-3)	38%	(121)	35%	(111)	15%	(48)	4%	(14)	7%	(24)	318
Ideo: Moderate (4)	24%	(72)	35%	(106)	15%	(46)	9%	(27)	17%	(50)	302
Ideo: Conservative (5-7)	33%	(128)	34%	(130)	15%	(59)	4%	(15)	13%	(51)	383
Educ: < College	29%	(218)	34%	(260)	15%	(114)	7%	(51)	15%	(115)	757
Educ: Bachelors degree	37%	(82)	35%	(76)	15%	(32)	4%	(10)	9%	(20)	220
Educ: Post-grad	39%	(47)	29%	(36)	17%	(21)	3%	(4)	11%	(13)	121
Income: Under 50k	28%	(173)	33%	(204)	16%	(100)	6%	(40)	16%	(101)	618
Income: 50k-100k	34%	(108)	35%	(111)	15%	(47)	6%	(18)	11%	(36)	322
Income: 100k+	41%	(65)	36%	(56)	12%	(20)	4%	(6)	7%	(11)	159
Ethnicity: White	32%	(276)	34%	(300)	15%	(135)	5%	(44)	13%	(118)	873
Ethnicity: Hispanic	32%	(54)	38%	(64)	11%	(19)	7%	(12)	13%	(22)	170

Continued on next page

Table MCEN12a_3: *How invasive do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	32%	(347)	34%	(372)	15%	(167)	6%	(65)	14%	(149)	1099
Ethnicity: Black	38%	(52)	29%	(39)	14%	(19)	9%	(12)	11%	(15)	137
Ethnicity: Other	21%	(19)	37%	(33)	14%	(13)	9%	(8)	18%	(16)	89
All Christian	26%	(121)	36%	(170)	19%	(89)	6%	(27)	14%	(65)	472
All Non-Christian	49%	(41)	29%	(24)	11%	(9)	1%	(1)	9%	(8)	84
Atheist	42%	(23)	25%	(14)	20%	(11)	6%	(4)	6%	(3)	56
Agnostic/Nothing in particular	33%	(95)	33%	(95)	12%	(35)	7%	(19)	15%	(42)	287
Something Else	33%	(65)	34%	(69)	11%	(22)	7%	(14)	15%	(30)	200
Religious Non-Protestant/Catholic	45%	(42)	30%	(28)	15%	(14)	1%	(1)	9%	(8)	93
Evangelical	30%	(90)	32%	(95)	14%	(40)	7%	(22)	17%	(49)	296
Non-Evangelical	26%	(91)	39%	(138)	18%	(64)	5%	(19)	12%	(43)	356
Community: Urban	40%	(120)	31%	(92)	13%	(39)	6%	(17)	11%	(33)	301
Community: Suburban	28%	(142)	38%	(193)	16%	(83)	4%	(22)	14%	(71)	511
Community: Rural	30%	(85)	30%	(86)	16%	(46)	9%	(25)	16%	(45)	287
Employ: Private Sector	33%	(117)	36%	(128)	15%	(54)	5%	(19)	10%	(36)	354
Employ: Self-Employed	44%	(43)	29%	(28)	13%	(12)	5%	(5)	9%	(9)	97
Employ: Homemaker	40%	(29)	31%	(23)	15%	(11)	6%	(5)	8%	(6)	74
Employ: Student	35%	(17)	36%	(18)	23%	(11)	3%	(2)	3%	(2)	50
Employ: Retired	23%	(57)	36%	(90)	13%	(32)	6%	(15)	21%	(53)	247
Employ: Unemployed	28%	(44)	29%	(46)	20%	(31)	6%	(10)	17%	(26)	156
Employ: Other	32%	(24)	30%	(23)	8%	(6)	7%	(5)	23%	(18)	76
Military HH: Yes	36%	(57)	33%	(51)	9%	(14)	6%	(9)	16%	(24)	155
Military HH: No	31%	(290)	34%	(320)	16%	(153)	6%	(55)	13%	(125)	944
RD/WT: Right Direction	31%	(140)	34%	(157)	18%	(83)	8%	(36)	9%	(41)	456
RD/WT: Wrong Track	32%	(207)	33%	(215)	13%	(84)	4%	(29)	17%	(108)	642
Biden Job Approve	33%	(168)	36%	(185)	15%	(78)	6%	(30)	10%	(53)	515
Biden Job Disapprove	31%	(167)	33%	(173)	16%	(84)	5%	(26)	15%	(80)	530
Biden Job Strongly Approve	35%	(93)	28%	(74)	17%	(45)	8%	(20)	13%	(34)	266
Biden Job Somewhat Approve	30%	(75)	44%	(110)	14%	(34)	4%	(10)	8%	(20)	249
Biden Job Somewhat Disapprove	25%	(37)	40%	(57)	19%	(28)	4%	(6)	12%	(17)	145
Biden Job Strongly Disapprove	34%	(130)	30%	(115)	15%	(57)	5%	(20)	16%	(63)	385

Table MCEN12a_3: *How invasive do you find targeted ads on the following platforms?*
Ads on social media

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	32%	(347)	34%	(372)	15%	(167)	6%	(65)	14%	(149)	1099
Favorable of Biden	31%	(162)	35%	(185)	16%	(86)	7%	(37)	11%	(57)	528
Unfavorable of Biden	33%	(169)	34%	(176)	15%	(79)	4%	(21)	14%	(74)	519
Very Favorable of Biden	32%	(92)	29%	(81)	16%	(45)	11%	(30)	13%	(36)	282
Somewhat Favorable of Biden	29%	(71)	42%	(104)	17%	(41)	3%	(7)	9%	(22)	246
Somewhat Unfavorable of Biden	32%	(39)	39%	(47)	14%	(17)	4%	(5)	11%	(13)	121
Very Unfavorable of Biden	33%	(130)	33%	(130)	15%	(61)	4%	(16)	15%	(60)	398
#1 Issue: Economy	33%	(117)	32%	(113)	16%	(57)	7%	(25)	12%	(43)	356
#1 Issue: Security	35%	(82)	32%	(76)	11%	(26)	5%	(12)	16%	(38)	234
#1 Issue: Health Care	36%	(50)	34%	(48)	17%	(24)	2%	(3)	10%	(14)	139
#1 Issue: Medicare / Social Security	17%	(22)	39%	(50)	16%	(21)	7%	(8)	21%	(27)	128
#1 Issue: Women's Issues	33%	(26)	39%	(31)	13%	(11)	3%	(3)	11%	(9)	78
#1 Issue: Education	48%	(25)	25%	(13)	14%	(7)	4%	(2)	9%	(5)	52
#1 Issue: Energy	20%	(12)	49%	(29)	19%	(11)	6%	(4)	6%	(3)	59
#1 Issue: Other	24%	(13)	23%	(12)	20%	(11)	13%	(7)	19%	(10)	53
2020 Vote: Joe Biden	32%	(154)	34%	(160)	17%	(82)	6%	(28)	11%	(52)	477
2020 Vote: Donald Trump	33%	(122)	32%	(117)	15%	(55)	5%	(19)	15%	(54)	367
2020 Vote: Didn't Vote	29%	(62)	34%	(75)	12%	(26)	6%	(14)	19%	(41)	218
2018 House Vote: Democrat	33%	(113)	34%	(118)	17%	(58)	7%	(26)	9%	(30)	345
2018 House Vote: Republican	32%	(96)	35%	(103)	15%	(46)	3%	(10)	14%	(42)	297
2016 Vote: Hillary Clinton	31%	(97)	35%	(110)	18%	(55)	7%	(23)	8%	(26)	312
2016 Vote: Donald Trump	31%	(110)	33%	(116)	16%	(55)	5%	(18)	14%	(51)	349
2016 Vote: Other	41%	(22)	36%	(19)	9%	(5)	5%	(3)	9%	(5)	53
2016 Vote: Didn't Vote	31%	(118)	33%	(126)	14%	(52)	5%	(20)	18%	(67)	384
Voted in 2014: Yes	31%	(188)	35%	(210)	16%	(93)	5%	(31)	13%	(77)	600
Voted in 2014: No	32%	(159)	32%	(161)	15%	(74)	7%	(33)	14%	(72)	499
4-Region: Northeast	30%	(58)	35%	(69)	16%	(32)	6%	(11)	13%	(26)	196
4-Region: Midwest	34%	(80)	39%	(91)	11%	(25)	5%	(11)	12%	(29)	235
4-Region: South	30%	(122)	33%	(133)	16%	(65)	7%	(29)	14%	(56)	405
4-Region: West	33%	(88)	30%	(79)	17%	(45)	5%	(13)	15%	(38)	264
Consumers Who Find Ads Creepy	46%	(262)	34%	(193)	10%	(59)	3%	(18)	6%	(36)	568

Table MCEN12a_3: *How invasive do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	32%	(347)	34%	(372)	15%	(167)	6%	(65)	14%	(149)	1099
Consumers Overloaded on Ads	37%	(179)	36%	(173)	12%	(60)	4%	(18)	11%	(53)	483
Hulu Subscribers	33%	(146)	33%	(144)	19%	(85)	5%	(24)	9%	(40)	439
Paramount+ Subscribers	41%	(67)	29%	(47)	17%	(28)	5%	(9)	8%	(13)	164
Peacock Subscribers	30%	(85)	36%	(103)	15%	(44)	8%	(23)	11%	(31)	286
HBO Max Subscribers	33%	(97)	32%	(94)	20%	(58)	4%	(11)	12%	(36)	295
Discovery+ Subscribers	38%	(71)	33%	(62)	12%	(22)	3%	(5)	14%	(26)	186
AVOD Users	32%	(245)	35%	(262)	17%	(127)	6%	(47)	10%	(75)	756

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

Table MCEN12a_4: *How invasive do you find targeted ads on the following platforms?*

Ads on web browsers and websites

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	28%	(305)	33%	(363)	20%	(219)	7%	(78)	12%	(134)	1099
Gender: Male	30%	(160)	32%	(169)	21%	(111)	6%	(30)	12%	(64)	534
Gender: Female	26%	(145)	34%	(194)	19%	(108)	9%	(48)	12%	(69)	565
Age: 18-34	34%	(115)	33%	(110)	15%	(49)	7%	(22)	12%	(40)	337
Age: 35-44	25%	(47)	36%	(66)	19%	(36)	10%	(17)	10%	(18)	184
Age: 45-64	24%	(91)	31%	(117)	24%	(90)	8%	(31)	12%	(44)	372
Age: 65+	25%	(52)	34%	(70)	22%	(44)	4%	(7)	15%	(31)	205
GenZers: 1997-2012	26%	(28)	39%	(44)	17%	(19)	9%	(10)	9%	(10)	110
Millennials: 1981-1996	34%	(118)	33%	(116)	14%	(50)	7%	(23)	12%	(42)	350
GenXers: 1965-1980	24%	(66)	32%	(87)	24%	(65)	9%	(25)	10%	(26)	270
Baby Boomers: 1946-1964	26%	(85)	31%	(102)	24%	(78)	6%	(19)	13%	(42)	326
PID: Dem (no lean)	27%	(111)	33%	(137)	18%	(73)	10%	(43)	11%	(46)	411
PID: Ind (no lean)	29%	(104)	32%	(113)	22%	(78)	4%	(15)	13%	(46)	357
PID: Rep (no lean)	27%	(90)	34%	(113)	20%	(67)	6%	(20)	13%	(41)	331
PID/Gender: Dem Men	30%	(60)	32%	(64)	20%	(41)	9%	(18)	9%	(18)	201
PID/Gender: Dem Women	24%	(51)	35%	(73)	16%	(33)	12%	(25)	13%	(28)	209
PID/Gender: Ind Men	33%	(59)	29%	(52)	22%	(39)	3%	(5)	13%	(24)	178
PID/Gender: Ind Women	25%	(45)	35%	(62)	22%	(40)	6%	(10)	12%	(22)	179
PID/Gender: Rep Men	26%	(40)	34%	(54)	21%	(32)	5%	(7)	14%	(22)	155
PID/Gender: Rep Women	28%	(49)	34%	(59)	20%	(35)	7%	(13)	11%	(19)	176
Ideo: Liberal (1-3)	34%	(107)	37%	(116)	18%	(56)	8%	(25)	4%	(14)	318
Ideo: Moderate (4)	21%	(63)	30%	(92)	25%	(74)	8%	(24)	16%	(49)	302
Ideo: Conservative (5-7)	30%	(116)	32%	(124)	19%	(73)	6%	(21)	13%	(48)	383
Educ: < College	25%	(186)	33%	(246)	20%	(149)	8%	(64)	15%	(113)	757
Educ: Bachelors degree	32%	(70)	36%	(80)	22%	(49)	4%	(9)	6%	(12)	220
Educ: Post-grad	41%	(49)	31%	(37)	17%	(21)	5%	(5)	7%	(8)	121
Income: Under 50k	24%	(150)	31%	(194)	21%	(130)	7%	(46)	16%	(98)	618
Income: 50k-100k	29%	(93)	38%	(123)	17%	(53)	7%	(24)	9%	(29)	322
Income: 100k+	39%	(61)	29%	(47)	22%	(36)	5%	(9)	4%	(7)	159
Ethnicity: White	27%	(239)	34%	(296)	21%	(181)	6%	(53)	12%	(104)	873
Ethnicity: Hispanic	27%	(45)	37%	(63)	15%	(26)	9%	(15)	12%	(21)	170

Table MCEN12a_4: *How invasive do you find targeted ads on the following platforms?*
Ads on web browsers and websites

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	28%	(305)	33%	(363)	20%	(219)	7%	(78)	12%	(134)	1099
Ethnicity: Black	27%	(37)	30%	(41)	18%	(25)	13%	(18)	11%	(16)	137
Ethnicity: Other	32%	(29)	30%	(26)	15%	(13)	8%	(7)	15%	(14)	89
All Christian	25%	(116)	33%	(155)	22%	(104)	7%	(34)	13%	(64)	472
All Non-Christian	41%	(35)	31%	(26)	19%	(16)	2%	(2)	6%	(5)	84
Atheist	28%	(15)	50%	(28)	13%	(7)	5%	(3)	4%	(2)	56
Agnostic/Nothing in particular	27%	(78)	32%	(91)	21%	(59)	7%	(21)	13%	(36)	287
Something Else	30%	(60)	31%	(63)	16%	(33)	9%	(18)	13%	(27)	200
Religious Non-Protestant/Catholic	39%	(36)	31%	(29)	23%	(22)	2%	(2)	5%	(5)	93
Evangelical	26%	(78)	32%	(94)	17%	(50)	9%	(27)	16%	(47)	296
Non-Evangelical	26%	(92)	33%	(118)	22%	(79)	7%	(25)	12%	(41)	356
Community: Urban	35%	(104)	30%	(91)	18%	(54)	8%	(24)	9%	(28)	301
Community: Suburban	25%	(127)	37%	(191)	21%	(107)	4%	(22)	13%	(64)	511
Community: Rural	26%	(74)	28%	(81)	20%	(58)	11%	(33)	14%	(41)	287
Employ: Private Sector	28%	(98)	35%	(125)	21%	(76)	7%	(25)	9%	(31)	354
Employ: Self-Employed	41%	(40)	35%	(34)	14%	(14)	6%	(6)	4%	(4)	97
Employ: Homemaker	25%	(19)	42%	(31)	15%	(11)	8%	(6)	10%	(7)	74
Employ: Student	35%	(17)	40%	(20)	7%	(4)	11%	(6)	6%	(3)	50
Employ: Retired	24%	(60)	32%	(78)	23%	(56)	5%	(13)	16%	(40)	247
Employ: Unemployed	26%	(40)	23%	(36)	24%	(38)	8%	(12)	19%	(29)	156
Employ: Other	27%	(20)	25%	(19)	16%	(12)	9%	(7)	24%	(18)	76
Military HH: Yes	31%	(48)	35%	(55)	17%	(26)	6%	(9)	11%	(17)	155
Military HH: No	27%	(256)	33%	(309)	20%	(193)	7%	(69)	12%	(117)	944
RD/WT: Right Direction	27%	(125)	33%	(151)	20%	(90)	10%	(46)	10%	(44)	456
RD/WT: Wrong Track	28%	(180)	33%	(212)	20%	(128)	5%	(32)	14%	(89)	642
Biden Job Approve	28%	(146)	35%	(179)	18%	(94)	9%	(44)	10%	(52)	515
Biden Job Disapprove	28%	(146)	32%	(170)	22%	(118)	5%	(28)	13%	(67)	530
Biden Job Strongly Approve	33%	(86)	29%	(76)	17%	(46)	11%	(29)	11%	(29)	266
Biden Job Somewhat Approve	24%	(60)	41%	(103)	19%	(48)	6%	(15)	9%	(23)	249
Biden Job Somewhat Disapprove	23%	(33)	36%	(53)	27%	(39)	5%	(7)	9%	(14)	145
Biden Job Strongly Disapprove	30%	(114)	30%	(117)	21%	(79)	6%	(22)	14%	(53)	385

Table MCEN12a_4: *How invasive do you find targeted ads on the following platforms?*
Ads on web browsers and websites

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	28%	(305)	33%	(363)	20%	(219)	7%	(78)	12%	(134)	1099
Favorable of Biden	28%	(146)	32%	(171)	20%	(104)	9%	(50)	11%	(58)	528
Unfavorable of Biden	28%	(144)	35%	(179)	21%	(107)	5%	(24)	12%	(64)	519
Very Favorable of Biden	30%	(84)	28%	(78)	17%	(49)	13%	(37)	12%	(34)	282
Somewhat Favorable of Biden	25%	(61)	38%	(93)	22%	(55)	5%	(13)	10%	(25)	246
Somewhat Unfavorable of Biden	21%	(25)	46%	(55)	19%	(23)	4%	(5)	10%	(12)	121
Very Unfavorable of Biden	30%	(118)	31%	(124)	21%	(84)	5%	(20)	13%	(51)	398
#1 Issue: Economy	28%	(99)	32%	(115)	23%	(80)	7%	(25)	10%	(36)	356
#1 Issue: Security	28%	(65)	34%	(81)	17%	(40)	5%	(11)	16%	(38)	234
#1 Issue: Health Care	32%	(45)	28%	(39)	24%	(33)	7%	(10)	9%	(12)	139
#1 Issue: Medicare / Social Security	21%	(26)	28%	(36)	25%	(32)	10%	(13)	15%	(20)	128
#1 Issue: Women's Issues	32%	(25)	44%	(34)	9%	(7)	4%	(3)	11%	(9)	78
#1 Issue: Education	25%	(13)	46%	(24)	13%	(7)	6%	(3)	9%	(5)	52
#1 Issue: Energy	24%	(14)	34%	(20)	20%	(12)	11%	(7)	11%	(7)	59
#1 Issue: Other	33%	(17)	26%	(14)	16%	(8)	12%	(6)	14%	(7)	53
2020 Vote: Joe Biden	29%	(139)	32%	(152)	20%	(94)	9%	(43)	10%	(49)	477
2020 Vote: Donald Trump	28%	(104)	32%	(118)	21%	(77)	5%	(19)	13%	(49)	367
2020 Vote: Didn't Vote	24%	(53)	36%	(79)	18%	(39)	5%	(12)	16%	(35)	218
2018 House Vote: Democrat	29%	(101)	36%	(124)	19%	(64)	10%	(33)	7%	(23)	345
2018 House Vote: Republican	30%	(90)	32%	(96)	21%	(61)	4%	(11)	13%	(39)	297
2016 Vote: Hillary Clinton	29%	(92)	33%	(104)	20%	(62)	11%	(33)	7%	(21)	312
2016 Vote: Donald Trump	27%	(95)	32%	(112)	21%	(72)	6%	(21)	14%	(49)	349
2016 Vote: Other	32%	(17)	34%	(18)	22%	(12)	2%	(1)	10%	(5)	53
2016 Vote: Didn't Vote	26%	(102)	34%	(129)	19%	(72)	6%	(23)	15%	(59)	384
Voted in 2014: Yes	28%	(169)	34%	(203)	21%	(125)	6%	(39)	11%	(64)	600
Voted in 2014: No	27%	(136)	32%	(161)	19%	(94)	8%	(40)	14%	(69)	499
4-Region: Northeast	30%	(58)	32%	(63)	17%	(32)	8%	(16)	13%	(26)	196
4-Region: Midwest	30%	(72)	34%	(81)	22%	(52)	4%	(11)	9%	(20)	235
4-Region: South	26%	(107)	32%	(129)	19%	(75)	9%	(37)	14%	(57)	405
4-Region: West	26%	(68)	34%	(90)	23%	(60)	6%	(15)	12%	(31)	264
Consumers Who Find Ads Creepy	40%	(227)	39%	(224)	12%	(69)	4%	(23)	4%	(25)	568

Table MCEN12a_4: *How invasive do you find targeted ads on the following platforms?*

Ads on web browsers and websites

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	28%	(305)	33%	(363)	20%	(219)	7%	(78)	12%	(134)	1099
Consumers Overloaded on Ads	32%	(155)	35%	(170)	17%	(81)	6%	(29)	10%	(47)	483
Hulu Subscribers	28%	(122)	36%	(157)	20%	(90)	5%	(23)	11%	(47)	439
Paramount+ Subscribers	34%	(55)	36%	(60)	15%	(25)	6%	(10)	9%	(14)	164
Peacock Subscribers	29%	(83)	33%	(96)	21%	(59)	7%	(19)	10%	(30)	286
HBO Max Subscribers	30%	(87)	31%	(90)	24%	(69)	6%	(16)	11%	(32)	295
Discovery+ Subscribers	31%	(57)	38%	(70)	18%	(34)	2%	(5)	11%	(20)	186
AVOD Users	28%	(209)	34%	(260)	20%	(154)	8%	(59)	10%	(74)	756

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

Table MCEN12a_5: *How invasive do you find targeted ads on the following platforms?*

Outdoor ads such as billboards and posters

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(118)	12%	(131)	31%	(343)	34%	(371)	12%	(136)	1099
Gender: Male	13%	(70)	12%	(66)	31%	(165)	32%	(172)	11%	(61)	534
Gender: Female	8%	(48)	11%	(65)	31%	(177)	35%	(199)	13%	(76)	565
Age: 18-34	15%	(52)	10%	(35)	28%	(96)	32%	(109)	14%	(46)	337
Age: 35-44	15%	(27)	20%	(37)	29%	(53)	25%	(46)	11%	(20)	184
Age: 45-64	7%	(27)	11%	(43)	33%	(123)	36%	(135)	12%	(45)	372
Age: 65+	6%	(13)	8%	(17)	34%	(71)	39%	(80)	12%	(25)	205
GenZers: 1997-2012	7%	(8)	6%	(6)	37%	(41)	40%	(44)	11%	(12)	110
Millennials: 1981-1996	18%	(62)	16%	(57)	26%	(90)	26%	(92)	14%	(49)	350
GenXers: 1965-1980	11%	(28)	12%	(32)	32%	(85)	36%	(98)	10%	(26)	270
Baby Boomers: 1946-1964	5%	(18)	10%	(33)	34%	(112)	37%	(121)	13%	(43)	326
PID: Dem (no lean)	14%	(58)	13%	(52)	30%	(123)	32%	(131)	11%	(46)	411
PID: Ind (no lean)	8%	(30)	12%	(44)	34%	(123)	31%	(111)	14%	(50)	357
PID: Rep (no lean)	9%	(30)	11%	(35)	29%	(97)	39%	(129)	12%	(40)	331
PID/Gender: Dem Men	18%	(37)	15%	(29)	32%	(65)	25%	(50)	10%	(20)	201
PID/Gender: Dem Women	10%	(21)	11%	(23)	28%	(58)	38%	(81)	12%	(26)	209
PID/Gender: Ind Men	10%	(17)	11%	(20)	35%	(63)	32%	(57)	12%	(21)	178
PID/Gender: Ind Women	7%	(13)	14%	(24)	33%	(60)	30%	(54)	16%	(29)	179
PID/Gender: Rep Men	11%	(17)	11%	(17)	24%	(37)	42%	(65)	13%	(19)	155
PID/Gender: Rep Women	8%	(14)	10%	(17)	34%	(59)	37%	(65)	12%	(21)	176
Ideo: Liberal (1-3)	18%	(57)	13%	(40)	31%	(97)	33%	(105)	6%	(19)	318
Ideo: Moderate (4)	9%	(26)	10%	(32)	33%	(101)	34%	(103)	13%	(41)	302
Ideo: Conservative (5-7)	8%	(31)	12%	(45)	29%	(112)	38%	(146)	13%	(49)	383
Educ: < College	8%	(61)	10%	(77)	31%	(236)	36%	(270)	15%	(113)	757
Educ: Bachelors degree	16%	(34)	15%	(33)	31%	(69)	31%	(69)	7%	(15)	220
Educ: Post-grad	19%	(23)	18%	(21)	31%	(37)	27%	(32)	6%	(8)	121
Income: Under 50k	8%	(52)	10%	(63)	33%	(203)	34%	(207)	15%	(93)	618
Income: 50k-100k	11%	(34)	14%	(44)	30%	(96)	35%	(112)	11%	(35)	322
Income: 100k+	20%	(32)	15%	(23)	28%	(44)	32%	(51)	6%	(9)	159
Ethnicity: White	11%	(92)	12%	(106)	32%	(282)	32%	(283)	13%	(109)	873
Ethnicity: Hispanic	11%	(18)	13%	(23)	36%	(61)	28%	(48)	12%	(20)	170

Table MCEN12a_5: *How invasive do you find targeted ads on the following platforms?*

Outdoor ads such as billboards and posters

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(118)	12%	(131)	31%	(343)	34%	(371)	12%	(136)	1099
Ethnicity: Black	14%	(19)	8%	(11)	27%	(36)	39%	(54)	12%	(16)	137
Ethnicity: Other	7%	(6)	16%	(14)	27%	(24)	38%	(34)	12%	(11)	89
All Christian	9%	(45)	12%	(55)	34%	(161)	33%	(156)	12%	(55)	472
All Non-Christian	30%	(26)	14%	(12)	25%	(21)	25%	(21)	6%	(5)	84
Atheist	6%	(3)	9%	(5)	39%	(22)	42%	(23)	4%	(2)	56
Agnostic/Nothing in particular	10%	(28)	11%	(31)	27%	(76)	35%	(101)	17%	(50)	287
Something Else	8%	(16)	14%	(28)	31%	(63)	35%	(70)	12%	(24)	200
Religious Non-Protestant/Catholic	27%	(26)	13%	(12)	28%	(26)	27%	(25)	5%	(5)	93
Evangelical	12%	(36)	15%	(43)	27%	(79)	33%	(99)	13%	(40)	296
Non-Evangelical	6%	(22)	11%	(39)	38%	(137)	34%	(122)	10%	(36)	356
Community: Urban	20%	(61)	15%	(45)	25%	(74)	29%	(86)	12%	(35)	301
Community: Suburban	8%	(40)	11%	(55)	34%	(174)	37%	(187)	11%	(54)	511
Community: Rural	6%	(17)	11%	(31)	33%	(94)	34%	(98)	17%	(47)	287
Employ: Private Sector	15%	(52)	15%	(53)	30%	(107)	32%	(115)	8%	(28)	354
Employ: Self-Employed	22%	(22)	10%	(9)	31%	(30)	31%	(30)	6%	(6)	97
Employ: Homemaker	5%	(3)	16%	(12)	31%	(23)	33%	(24)	15%	(11)	74
Employ: Student	5%	(3)	7%	(4)	39%	(19)	38%	(19)	11%	(5)	50
Employ: Retired	6%	(16)	9%	(22)	32%	(80)	39%	(96)	14%	(33)	247
Employ: Unemployed	10%	(16)	13%	(20)	25%	(40)	34%	(53)	18%	(28)	156
Employ: Other	6%	(4)	5%	(4)	31%	(24)	31%	(23)	28%	(21)	76
Military HH: Yes	15%	(23)	10%	(16)	25%	(39)	39%	(61)	11%	(18)	155
Military HH: No	10%	(95)	12%	(116)	32%	(304)	33%	(310)	13%	(118)	944
RD/WT: Right Direction	16%	(74)	13%	(60)	30%	(139)	32%	(147)	8%	(37)	456
RD/WT: Wrong Track	7%	(44)	11%	(71)	32%	(204)	35%	(224)	15%	(99)	642
Biden Job Approve	15%	(76)	13%	(67)	31%	(161)	31%	(160)	10%	(52)	515
Biden Job Disapprove	7%	(38)	10%	(53)	32%	(170)	38%	(201)	13%	(67)	530
Biden Job Strongly Approve	22%	(57)	13%	(33)	28%	(74)	29%	(78)	9%	(23)	266
Biden Job Somewhat Approve	8%	(19)	13%	(33)	35%	(87)	33%	(82)	12%	(29)	249
Biden Job Somewhat Disapprove	8%	(12)	14%	(20)	35%	(50)	34%	(50)	9%	(13)	145
Biden Job Strongly Disapprove	7%	(27)	9%	(33)	31%	(120)	39%	(151)	14%	(54)	385

Table MCEN12a_5: *How invasive do you find targeted ads on the following platforms?*
Outdoor ads such as billboards and posters

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(118)	12%	(131)	31%	(343)	34%	(371)	12%	(136)	1099
Favorable of Biden	14%	(73)	13%	(66)	32%	(169)	31%	(164)	10%	(55)	528
Unfavorable of Biden	7%	(38)	10%	(51)	31%	(163)	38%	(198)	13%	(69)	519
Very Favorable of Biden	18%	(52)	11%	(31)	29%	(83)	32%	(89)	9%	(26)	282
Somewhat Favorable of Biden	9%	(21)	14%	(35)	35%	(86)	31%	(75)	12%	(29)	246
Somewhat Unfavorable of Biden	7%	(8)	13%	(15)	35%	(42)	34%	(41)	12%	(15)	121
Very Unfavorable of Biden	7%	(29)	9%	(35)	30%	(121)	40%	(157)	14%	(55)	398
#1 Issue: Economy	12%	(44)	13%	(45)	32%	(112)	32%	(113)	12%	(42)	356
#1 Issue: Security	6%	(14)	11%	(26)	30%	(71)	36%	(85)	16%	(38)	234
#1 Issue: Health Care	15%	(20)	14%	(19)	28%	(38)	35%	(49)	9%	(12)	139
#1 Issue: Medicare / Social Security	6%	(8)	10%	(13)	37%	(47)	33%	(43)	14%	(18)	128
#1 Issue: Women's Issues	17%	(13)	6%	(5)	36%	(28)	27%	(21)	14%	(11)	78
#1 Issue: Education	13%	(7)	21%	(11)	27%	(14)	28%	(15)	11%	(5)	52
#1 Issue: Energy	15%	(9)	14%	(8)	29%	(17)	38%	(22)	5%	(3)	59
#1 Issue: Other	6%	(3)	6%	(3)	29%	(15)	45%	(24)	14%	(7)	53
2020 Vote: Joe Biden	15%	(70)	12%	(58)	31%	(150)	32%	(151)	10%	(48)	477
2020 Vote: Donald Trump	9%	(33)	10%	(37)	31%	(112)	37%	(135)	13%	(49)	367
2020 Vote: Didn't Vote	5%	(12)	13%	(28)	32%	(71)	32%	(69)	18%	(38)	218
2018 House Vote: Democrat	16%	(54)	14%	(48)	30%	(105)	33%	(113)	8%	(26)	345
2018 House Vote: Republican	10%	(29)	9%	(26)	33%	(98)	38%	(112)	11%	(33)	297
2016 Vote: Hillary Clinton	14%	(45)	14%	(42)	30%	(93)	34%	(105)	9%	(27)	312
2016 Vote: Donald Trump	9%	(32)	10%	(36)	31%	(107)	37%	(128)	13%	(46)	349
2016 Vote: Other	11%	(6)	9%	(5)	41%	(22)	31%	(17)	8%	(4)	53
2016 Vote: Didn't Vote	9%	(36)	12%	(48)	32%	(122)	31%	(120)	15%	(59)	384
Voted in 2014: Yes	12%	(69)	12%	(71)	32%	(195)	33%	(201)	11%	(64)	600
Voted in 2014: No	10%	(49)	12%	(60)	30%	(148)	34%	(170)	14%	(72)	499
4-Region: Northeast	13%	(25)	13%	(24)	32%	(63)	30%	(58)	13%	(24)	196
4-Region: Midwest	10%	(24)	13%	(31)	29%	(68)	39%	(92)	9%	(20)	235
4-Region: South	9%	(35)	11%	(45)	31%	(127)	35%	(141)	14%	(57)	405
4-Region: West	13%	(34)	12%	(31)	32%	(85)	30%	(80)	13%	(34)	264
Consumers Who Find Ads Creepy	16%	(89)	13%	(75)	31%	(174)	34%	(196)	6%	(35)	568

Continued on next page

Table MCEN12a_5: *How invasive do you find targeted ads on the following platforms?*
Outdoor ads such as billboards and posters

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(118)	12%	(131)	31%	(343)	34%	(371)	12%	(136)	1099
Consumers Overloaded on Ads	9%	(43)	12%	(59)	35%	(167)	35%	(167)	10%	(47)	483
Hulu Subscribers	11%	(48)	10%	(46)	33%	(143)	34%	(148)	12%	(54)	439
Paramount+ Subscribers	21%	(34)	14%	(22)	30%	(49)	25%	(40)	10%	(17)	164
Peacock Subscribers	13%	(38)	12%	(35)	30%	(87)	32%	(91)	12%	(35)	286
HBO Max Subscribers	13%	(38)	13%	(38)	31%	(93)	31%	(91)	12%	(36)	295
Discovery+ Subscribers	20%	(37)	14%	(27)	31%	(58)	21%	(40)	13%	(24)	186
AVOD Users	11%	(80)	11%	(84)	33%	(247)	35%	(261)	11%	(84)	756

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

Table MCEN12a_6: *How invasive do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	14%	(149)	22%	(238)	23%	(248)	10%	(114)	32%	(350)	1099
Gender: Male	16%	(87)	26%	(138)	22%	(117)	9%	(51)	26%	(140)	534
Gender: Female	11%	(61)	18%	(100)	23%	(130)	11%	(64)	37%	(209)	565
Age: 18-34	14%	(47)	25%	(85)	28%	(94)	12%	(42)	21%	(69)	337
Age: 35-44	18%	(32)	26%	(48)	21%	(39)	13%	(23)	22%	(41)	184
Age: 45-64	12%	(43)	18%	(68)	23%	(86)	10%	(38)	37%	(136)	372
Age: 65+	12%	(26)	18%	(38)	14%	(29)	5%	(11)	50%	(103)	205
GenZers: 1997-2012	6%	(6)	25%	(27)	35%	(39)	14%	(15)	21%	(23)	110
Millennials: 1981-1996	19%	(67)	25%	(88)	23%	(81)	11%	(38)	22%	(76)	350
GenXers: 1965-1980	12%	(33)	19%	(52)	25%	(66)	14%	(37)	30%	(81)	270
Baby Boomers: 1946-1964	12%	(39)	19%	(63)	18%	(58)	7%	(24)	44%	(143)	326
PID: Dem (no lean)	17%	(69)	24%	(100)	19%	(80)	12%	(48)	28%	(114)	411
PID: Ind (no lean)	11%	(39)	19%	(67)	25%	(89)	11%	(38)	35%	(123)	357
PID: Rep (no lean)	12%	(40)	22%	(71)	24%	(79)	9%	(29)	34%	(112)	331
PID/Gender: Dem Men	23%	(46)	32%	(65)	19%	(37)	8%	(17)	18%	(36)	201
PID/Gender: Dem Women	11%	(23)	17%	(35)	20%	(42)	15%	(31)	37%	(78)	209
PID/Gender: Ind Men	15%	(27)	21%	(37)	22%	(38)	11%	(20)	31%	(55)	178
PID/Gender: Ind Women	7%	(12)	17%	(30)	28%	(51)	10%	(18)	38%	(68)	179
PID/Gender: Rep Men	9%	(14)	24%	(37)	27%	(41)	9%	(14)	31%	(49)	155
PID/Gender: Rep Women	15%	(26)	19%	(34)	21%	(37)	8%	(15)	36%	(64)	176
Ideo: Liberal (1-3)	17%	(53)	27%	(84)	27%	(84)	9%	(28)	21%	(68)	318
Ideo: Moderate (4)	14%	(42)	18%	(53)	17%	(51)	14%	(43)	37%	(112)	302
Ideo: Conservative (5-7)	12%	(48)	21%	(79)	25%	(95)	8%	(32)	34%	(130)	383
Educ: < College	12%	(90)	19%	(147)	22%	(165)	12%	(89)	35%	(266)	757
Educ: Bachelors degree	16%	(35)	24%	(54)	27%	(61)	9%	(21)	23%	(50)	220
Educ: Post-grad	19%	(23)	31%	(38)	18%	(22)	4%	(5)	27%	(33)	121
Income: Under 50k	11%	(68)	20%	(123)	23%	(140)	11%	(68)	36%	(220)	618
Income: 50k-100k	15%	(50)	23%	(75)	22%	(72)	9%	(28)	30%	(97)	322
Income: 100k+	20%	(32)	26%	(41)	23%	(36)	12%	(18)	20%	(32)	159
Ethnicity: White	14%	(126)	21%	(188)	24%	(207)	8%	(71)	32%	(282)	873
Ethnicity: Hispanic	10%	(16)	27%	(46)	24%	(41)	13%	(22)	26%	(45)	170

Table MCEN12a_6: *How invasive do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	14%	(149)	22%	(238)	23%	(248)	10%	(114)	32%	(350)	1099
Ethnicity: Black	13%	(18)	27%	(37)	13%	(18)	22%	(30)	25%	(35)	137
Ethnicity: Other	6%	(5)	16%	(14)	27%	(24)	15%	(14)	36%	(32)	89
All Christian	12%	(58)	22%	(103)	22%	(102)	9%	(40)	36%	(169)	472
All Non-Christian	32%	(27)	29%	(24)	16%	(13)	4%	(3)	19%	(16)	84
Atheist	12%	(7)	34%	(19)	25%	(14)	10%	(6)	19%	(11)	56
Agnostic/Nothing in particular	13%	(37)	20%	(58)	23%	(65)	14%	(41)	29%	(84)	287
Something Else	10%	(20)	17%	(33)	27%	(54)	12%	(24)	35%	(70)	200
Religious Non-Protestant/Catholic	29%	(28)	27%	(25)	19%	(18)	5%	(5)	20%	(18)	93
Evangelical	13%	(38)	21%	(62)	22%	(65)	10%	(29)	34%	(102)	296
Non-Evangelical	10%	(36)	20%	(72)	24%	(84)	10%	(34)	37%	(131)	356
Community: Urban	19%	(58)	22%	(65)	21%	(63)	13%	(40)	25%	(75)	301
Community: Suburban	11%	(55)	21%	(107)	26%	(135)	8%	(39)	34%	(175)	511
Community: Rural	12%	(36)	23%	(66)	17%	(50)	12%	(36)	35%	(100)	287
Employ: Private Sector	16%	(56)	25%	(88)	25%	(87)	12%	(42)	23%	(82)	354
Employ: Self-Employed	22%	(22)	17%	(17)	29%	(29)	12%	(12)	19%	(19)	97
Employ: Homemaker	13%	(10)	22%	(16)	20%	(15)	8%	(6)	38%	(28)	74
Employ: Student	11%	(6)	26%	(13)	32%	(16)	7%	(3)	24%	(12)	50
Employ: Retired	12%	(30)	17%	(42)	17%	(41)	6%	(16)	48%	(118)	247
Employ: Unemployed	7%	(11)	22%	(34)	22%	(35)	14%	(22)	35%	(54)	156
Employ: Other	12%	(9)	23%	(18)	13%	(10)	8%	(6)	44%	(33)	76
Military HH: Yes	17%	(26)	26%	(40)	17%	(27)	7%	(11)	33%	(52)	155
Military HH: No	13%	(123)	21%	(198)	23%	(221)	11%	(104)	32%	(298)	944
RD/WT: Right Direction	17%	(76)	24%	(110)	20%	(93)	11%	(50)	28%	(127)	456
RD/WT: Wrong Track	11%	(72)	20%	(129)	24%	(155)	10%	(64)	35%	(223)	642
Biden Job Approve	16%	(82)	25%	(129)	19%	(96)	11%	(58)	29%	(150)	515
Biden Job Disapprove	11%	(60)	19%	(101)	27%	(142)	9%	(49)	33%	(177)	530
Biden Job Strongly Approve	22%	(58)	21%	(55)	15%	(39)	12%	(32)	31%	(81)	266
Biden Job Somewhat Approve	10%	(25)	30%	(74)	23%	(56)	10%	(26)	27%	(68)	249
Biden Job Somewhat Disapprove	9%	(13)	21%	(30)	33%	(49)	13%	(19)	23%	(34)	145
Biden Job Strongly Disapprove	12%	(47)	18%	(71)	24%	(94)	8%	(31)	37%	(143)	385

Table MCEN12a_6: *How invasive do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	14%	(149)	22%	(238)	23%	(248)	10%	(114)	32%	(350)	1099
Favorable of Biden	15%	(81)	23%	(123)	21%	(111)	12%	(62)	29%	(152)	528
Unfavorable of Biden	11%	(59)	20%	(106)	25%	(129)	9%	(48)	34%	(176)	519
Very Favorable of Biden	19%	(55)	20%	(57)	16%	(46)	14%	(41)	30%	(84)	282
Somewhat Favorable of Biden	11%	(26)	27%	(66)	27%	(65)	8%	(21)	28%	(68)	246
Somewhat Unfavorable of Biden	7%	(8)	27%	(33)	26%	(32)	10%	(12)	30%	(36)	121
Very Unfavorable of Biden	13%	(51)	18%	(73)	25%	(98)	9%	(36)	35%	(140)	398
#1 Issue: Economy	15%	(54)	21%	(73)	26%	(93)	11%	(39)	27%	(95)	356
#1 Issue: Security	12%	(29)	21%	(50)	22%	(51)	9%	(20)	36%	(83)	234
#1 Issue: Health Care	16%	(23)	25%	(35)	21%	(29)	10%	(14)	27%	(38)	139
#1 Issue: Medicare / Social Security	12%	(15)	15%	(19)	15%	(19)	7%	(9)	51%	(66)	128
#1 Issue: Women's Issues	10%	(8)	22%	(17)	25%	(20)	13%	(10)	30%	(24)	78
#1 Issue: Education	15%	(8)	41%	(21)	19%	(10)	3%	(1)	22%	(11)	52
#1 Issue: Energy	16%	(9)	23%	(14)	26%	(15)	14%	(8)	21%	(13)	59
#1 Issue: Other	5%	(3)	18%	(10)	19%	(10)	21%	(11)	37%	(20)	53
2020 Vote: Joe Biden	15%	(73)	23%	(111)	21%	(100)	12%	(59)	28%	(134)	477
2020 Vote: Donald Trump	12%	(44)	20%	(73)	23%	(84)	7%	(27)	38%	(139)	367
2020 Vote: Didn't Vote	13%	(28)	20%	(43)	23%	(51)	11%	(24)	33%	(72)	218
2018 House Vote: Democrat	17%	(57)	24%	(84)	21%	(73)	14%	(47)	24%	(84)	345
2018 House Vote: Republican	12%	(34)	23%	(70)	22%	(66)	8%	(24)	35%	(103)	297
2016 Vote: Hillary Clinton	16%	(50)	26%	(80)	20%	(62)	12%	(37)	26%	(82)	312
2016 Vote: Donald Trump	14%	(49)	20%	(69)	22%	(76)	10%	(33)	35%	(122)	349
2016 Vote: Other	11%	(6)	17%	(9)	27%	(14)	17%	(9)	28%	(15)	53
2016 Vote: Didn't Vote	11%	(44)	21%	(80)	25%	(96)	9%	(34)	34%	(130)	384
Voted in 2014: Yes	14%	(87)	23%	(137)	22%	(131)	10%	(59)	31%	(186)	600
Voted in 2014: No	12%	(62)	20%	(101)	23%	(117)	11%	(55)	33%	(163)	499
4-Region: Northeast	16%	(32)	20%	(38)	21%	(42)	10%	(20)	32%	(63)	196
4-Region: Midwest	15%	(34)	21%	(50)	20%	(47)	10%	(25)	34%	(80)	235
4-Region: South	13%	(52)	20%	(79)	23%	(93)	11%	(43)	34%	(138)	405
4-Region: West	12%	(30)	27%	(71)	25%	(66)	10%	(27)	26%	(69)	264
Consumers Who Find Ads Creepy	21%	(118)	26%	(146)	21%	(122)	9%	(53)	23%	(129)	568

Table MCEN12a_6: *How invasive do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	14%	(149)	22%	(238)	23%	(248)	10%	(114)	32%	(350)	1099
Consumers Overloaded on Ads	13%	(64)	24%	(114)	25%	(122)	9%	(44)	29%	(138)	483
Hulu Subscribers	12%	(52)	24%	(104)	29%	(125)	11%	(47)	25%	(111)	439
Paramount+ Subscribers	20%	(33)	27%	(44)	16%	(26)	11%	(19)	26%	(42)	164
Peacock Subscribers	14%	(40)	24%	(70)	23%	(66)	11%	(32)	28%	(79)	286
HBO Max Subscribers	15%	(43)	23%	(69)	28%	(83)	9%	(28)	25%	(73)	295
Discovery+ Subscribers	21%	(39)	25%	(46)	23%	(43)	7%	(14)	24%	(44)	186
AVOD Users	12%	(93)	23%	(170)	26%	(196)	11%	(86)	28%	(210)	756

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

Table MCEN12a_7: *How invasive do you find targeted ads on the following platforms?*
Print ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(121)	15%	(170)	32%	(356)	28%	(309)	13%	(143)	1099
Gender: Male	12%	(66)	16%	(87)	33%	(176)	27%	(146)	11%	(60)	534
Gender: Female	10%	(55)	15%	(83)	32%	(180)	29%	(163)	15%	(83)	565
Age: 18-34	14%	(47)	17%	(57)	26%	(89)	31%	(104)	12%	(41)	337
Age: 35-44	14%	(26)	20%	(36)	27%	(50)	25%	(45)	14%	(26)	184
Age: 45-64	9%	(32)	14%	(52)	36%	(135)	28%	(104)	13%	(49)	372
Age: 65+	7%	(15)	12%	(25)	40%	(83)	27%	(56)	13%	(26)	205
GenZers: 1997-2012	8%	(9)	12%	(13)	25%	(28)	44%	(48)	11%	(12)	110
Millennials: 1981-1996	17%	(59)	21%	(72)	27%	(93)	23%	(81)	13%	(44)	350
GenXers: 1965-1980	10%	(28)	16%	(42)	30%	(82)	30%	(82)	13%	(36)	270
Baby Boomers: 1946-1964	7%	(23)	12%	(38)	41%	(132)	27%	(88)	14%	(45)	326
PID: Dem (no lean)	15%	(61)	14%	(59)	31%	(128)	27%	(109)	13%	(53)	411
PID: Ind (no lean)	9%	(32)	15%	(55)	33%	(117)	30%	(106)	13%	(47)	357
PID: Rep (no lean)	9%	(28)	17%	(56)	33%	(111)	28%	(94)	13%	(42)	331
PID/Gender: Dem Men	20%	(41)	17%	(34)	32%	(64)	23%	(46)	9%	(18)	201
PID/Gender: Dem Women	10%	(20)	12%	(26)	30%	(64)	30%	(64)	17%	(36)	209
PID/Gender: Ind Men	8%	(14)	13%	(23)	35%	(63)	31%	(54)	13%	(24)	178
PID/Gender: Ind Women	10%	(18)	18%	(32)	30%	(55)	29%	(51)	13%	(24)	179
PID/Gender: Rep Men	8%	(12)	19%	(30)	32%	(49)	30%	(46)	12%	(18)	155
PID/Gender: Rep Women	9%	(16)	15%	(26)	35%	(61)	27%	(48)	14%	(24)	176
Ideo: Liberal (1-3)	15%	(48)	18%	(56)	32%	(100)	30%	(95)	6%	(19)	318
Ideo: Moderate (4)	8%	(23)	14%	(41)	34%	(102)	29%	(89)	16%	(47)	302
Ideo: Conservative (5-7)	10%	(40)	16%	(62)	34%	(131)	26%	(100)	13%	(51)	383
Educ: < College	8%	(64)	14%	(109)	32%	(242)	29%	(222)	16%	(120)	757
Educ: Bachelors degree	16%	(35)	17%	(38)	31%	(69)	29%	(63)	7%	(16)	220
Educ: Post-grad	18%	(22)	19%	(23)	37%	(45)	20%	(25)	6%	(7)	121
Income: Under 50k	9%	(56)	16%	(97)	31%	(192)	28%	(173)	16%	(100)	618
Income: 50k-100k	10%	(32)	14%	(45)	33%	(108)	31%	(101)	11%	(35)	322
Income: 100k+	21%	(33)	17%	(27)	35%	(56)	22%	(35)	5%	(8)	159
Ethnicity: White	11%	(95)	16%	(135)	34%	(298)	26%	(230)	13%	(115)	873
Ethnicity: Hispanic	15%	(25)	16%	(27)	27%	(46)	33%	(56)	10%	(16)	170

Continued on next page

Table MCEN12a_7: *How invasive do you find targeted ads on the following platforms?*
Print ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(121)	15%	(170)	32%	(356)	28%	(309)	13%	(143)	1099
Ethnicity: Black	16%	(22)	16%	(22)	19%	(25)	38%	(52)	12%	(16)	137
Ethnicity: Other	5%	(4)	15%	(13)	37%	(33)	31%	(28)	13%	(11)	89
All Christian	10%	(49)	16%	(77)	35%	(164)	27%	(128)	12%	(55)	472
All Non-Christian	30%	(25)	24%	(20)	24%	(20)	17%	(14)	5%	(4)	84
Atheist	12%	(7)	5%	(3)	34%	(19)	45%	(25)	4%	(2)	56
Agnostic/Nothing in particular	10%	(28)	13%	(37)	30%	(87)	30%	(86)	17%	(49)	287
Something Else	6%	(12)	17%	(34)	32%	(65)	28%	(56)	16%	(33)	200
Religious Non-Protestant/Catholic	27%	(25)	21%	(20)	27%	(25)	20%	(18)	5%	(5)	93
Evangelical	11%	(32)	19%	(57)	27%	(81)	25%	(73)	18%	(53)	296
Non-Evangelical	7%	(24)	15%	(53)	40%	(142)	30%	(106)	9%	(30)	356
Community: Urban	18%	(55)	20%	(60)	31%	(93)	19%	(58)	12%	(35)	301
Community: Suburban	9%	(45)	13%	(65)	35%	(180)	32%	(165)	11%	(56)	511
Community: Rural	7%	(21)	16%	(46)	29%	(83)	30%	(86)	18%	(52)	287
Employ: Private Sector	13%	(46)	19%	(67)	32%	(115)	26%	(94)	9%	(32)	354
Employ: Self-Employed	21%	(21)	20%	(20)	27%	(26)	23%	(22)	9%	(8)	97
Employ: Homemaker	7%	(5)	16%	(12)	26%	(19)	32%	(24)	18%	(14)	74
Employ: Student	12%	(6)	16%	(8)	27%	(14)	33%	(16)	11%	(5)	50
Employ: Retired	8%	(20)	12%	(31)	37%	(92)	27%	(68)	15%	(36)	247
Employ: Unemployed	6%	(9)	8%	(12)	38%	(59)	31%	(48)	17%	(27)	156
Employ: Other	7%	(5)	16%	(12)	28%	(21)	28%	(21)	22%	(17)	76
Military HH: Yes	14%	(21)	14%	(21)	33%	(51)	29%	(45)	11%	(17)	155
Military HH: No	11%	(100)	16%	(149)	32%	(305)	28%	(264)	13%	(126)	944
RD/WT: Right Direction	16%	(72)	17%	(76)	31%	(143)	26%	(118)	10%	(46)	456
RD/WT: Wrong Track	8%	(48)	15%	(94)	33%	(212)	30%	(191)	15%	(97)	642
Biden Job Approve	15%	(75)	16%	(82)	31%	(159)	28%	(143)	11%	(55)	515
Biden Job Disapprove	7%	(36)	16%	(84)	35%	(187)	29%	(155)	13%	(69)	530
Biden Job Strongly Approve	20%	(54)	16%	(43)	27%	(72)	26%	(68)	11%	(28)	266
Biden Job Somewhat Approve	8%	(21)	16%	(40)	35%	(87)	30%	(75)	11%	(27)	249
Biden Job Somewhat Disapprove	7%	(9)	20%	(29)	35%	(51)	27%	(39)	11%	(16)	145
Biden Job Strongly Disapprove	7%	(27)	14%	(54)	35%	(136)	30%	(115)	14%	(53)	385

Table MCEN12a_7: *How invasive do you find targeted ads on the following platforms?*
Print ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(121)	15%	(170)	32%	(356)	28%	(309)	13%	(143)	1099
Favorable of Biden	14%	(76)	16%	(82)	32%	(170)	26%	(140)	11%	(60)	528
Unfavorable of Biden	7%	(36)	16%	(83)	33%	(173)	31%	(159)	13%	(68)	519
Very Favorable of Biden	18%	(50)	15%	(42)	28%	(79)	28%	(80)	11%	(31)	282
Somewhat Favorable of Biden	11%	(26)	17%	(41)	37%	(91)	24%	(59)	12%	(29)	246
Somewhat Unfavorable of Biden	4%	(5)	18%	(22)	32%	(38)	32%	(39)	14%	(17)	121
Very Unfavorable of Biden	8%	(31)	15%	(60)	34%	(135)	30%	(121)	13%	(51)	398
#1 Issue: Economy	11%	(40)	19%	(68)	32%	(113)	25%	(88)	13%	(47)	356
#1 Issue: Security	8%	(18)	16%	(37)	34%	(79)	28%	(66)	15%	(35)	234
#1 Issue: Health Care	17%	(23)	15%	(21)	31%	(43)	28%	(39)	9%	(12)	139
#1 Issue: Medicare / Social Security	6%	(7)	10%	(13)	45%	(58)	24%	(31)	15%	(19)	128
#1 Issue: Women's Issues	15%	(11)	14%	(11)	27%	(21)	31%	(24)	13%	(11)	78
#1 Issue: Education	9%	(5)	22%	(11)	11%	(5)	44%	(23)	15%	(7)	52
#1 Issue: Energy	22%	(13)	7%	(4)	31%	(18)	30%	(18)	10%	(6)	59
#1 Issue: Other	7%	(4)	8%	(4)	36%	(19)	38%	(20)	12%	(6)	53
2020 Vote: Joe Biden	14%	(67)	17%	(79)	31%	(149)	27%	(129)	11%	(53)	477
2020 Vote: Donald Trump	8%	(30)	15%	(54)	33%	(121)	31%	(112)	14%	(50)	367
2020 Vote: Didn't Vote	9%	(21)	15%	(34)	33%	(71)	24%	(53)	18%	(39)	218
2018 House Vote: Democrat	15%	(51)	17%	(60)	30%	(104)	29%	(99)	9%	(31)	345
2018 House Vote: Republican	9%	(27)	15%	(45)	36%	(106)	29%	(85)	12%	(35)	297
2016 Vote: Hillary Clinton	13%	(42)	17%	(54)	32%	(99)	28%	(88)	9%	(29)	312
2016 Vote: Donald Trump	10%	(35)	15%	(51)	36%	(124)	27%	(94)	13%	(45)	349
2016 Vote: Other	9%	(5)	10%	(5)	47%	(25)	28%	(15)	6%	(3)	53
2016 Vote: Didn't Vote	10%	(39)	16%	(60)	28%	(107)	29%	(112)	17%	(66)	384
Voted in 2014: Yes	11%	(68)	16%	(96)	35%	(213)	27%	(159)	11%	(64)	600
Voted in 2014: No	11%	(53)	15%	(74)	29%	(143)	30%	(150)	16%	(79)	499
4-Region: Northeast	15%	(29)	17%	(33)	31%	(60)	26%	(52)	11%	(22)	196
4-Region: Midwest	9%	(21)	14%	(33)	36%	(84)	29%	(67)	12%	(29)	235
4-Region: South	10%	(42)	14%	(56)	33%	(132)	28%	(113)	15%	(62)	405
4-Region: West	11%	(28)	18%	(47)	30%	(80)	29%	(78)	12%	(30)	264
Consumers Who Find Ads Creepy	15%	(87)	18%	(101)	30%	(172)	31%	(174)	6%	(34)	568

Table MCEN12a_7: *How invasive do you find targeted ads on the following platforms?*

Print ads

Demographic	Very invasive		Somewhat invasive		Not too invasive		Not invasive at all		Don't know / No opinion		Total N
Adults	11%	(121)	15%	(170)	32%	(356)	28%	(309)	13%	(143)	1099
Consumers Overloaded on Ads	10%	(51)	15%	(73)	36%	(173)	29%	(138)	10%	(49)	483
Hulu Subscribers	11%	(49)	13%	(59)	36%	(156)	28%	(125)	12%	(51)	439
Paramount+ Subscribers	19%	(31)	15%	(25)	27%	(44)	27%	(44)	12%	(19)	164
Peacock Subscribers	12%	(36)	17%	(48)	32%	(91)	26%	(73)	13%	(38)	286
HBO Max Subscribers	13%	(39)	15%	(44)	38%	(111)	24%	(70)	10%	(31)	295
Discovery+ Subscribers	16%	(29)	23%	(43)	25%	(47)	22%	(42)	13%	(25)	186
AVOD Users	10%	(78)	15%	(111)	35%	(263)	30%	(225)	10%	(79)	756

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

Table MCEN12b_1: *How creepy do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	17%	(183)	21%	(228)	23%	(258)	22%	(247)	17%	(185)	1101
Gender: Male	21%	(110)	24%	(128)	25%	(130)	18%	(96)	12%	(63)	527
Gender: Female	13%	(73)	18%	(101)	22%	(128)	26%	(151)	21%	(122)	574
Age: 18-34	18%	(56)	21%	(68)	24%	(76)	24%	(75)	14%	(43)	318
Age: 35-44	15%	(27)	21%	(36)	23%	(41)	24%	(42)	17%	(29)	174
Age: 45-64	16%	(61)	20%	(77)	22%	(81)	23%	(88)	19%	(71)	379
Age: 65+	17%	(39)	21%	(48)	26%	(60)	18%	(42)	18%	(42)	231
GenZers: 1997-2012	15%	(14)	22%	(21)	21%	(20)	21%	(19)	22%	(20)	95
Millennials: 1981-1996	17%	(59)	21%	(74)	25%	(86)	24%	(84)	13%	(45)	348
GenXers: 1965-1980	18%	(43)	17%	(40)	20%	(47)	27%	(64)	19%	(46)	240
Baby Boomers: 1946-1964	15%	(58)	24%	(89)	25%	(94)	18%	(68)	17%	(65)	375
PID: Dem (no lean)	16%	(68)	22%	(98)	24%	(104)	25%	(109)	13%	(58)	436
PID: Ind (no lean)	19%	(67)	19%	(66)	22%	(77)	21%	(74)	20%	(71)	355
PID: Rep (no lean)	16%	(48)	21%	(64)	25%	(76)	21%	(64)	18%	(57)	310
PID/Gender: Dem Men	22%	(48)	24%	(52)	22%	(48)	21%	(45)	10%	(22)	215
PID/Gender: Dem Women	9%	(20)	21%	(46)	25%	(56)	29%	(63)	16%	(36)	221
PID/Gender: Ind Men	18%	(30)	24%	(38)	28%	(46)	14%	(23)	16%	(25)	162
PID/Gender: Ind Women	19%	(38)	14%	(28)	16%	(31)	26%	(51)	24%	(45)	193
PID/Gender: Rep Men	22%	(33)	25%	(37)	24%	(36)	18%	(28)	11%	(17)	151
PID/Gender: Rep Women	10%	(15)	17%	(27)	25%	(40)	23%	(37)	25%	(40)	159
Ideo: Liberal (1-3)	22%	(69)	19%	(62)	22%	(70)	26%	(83)	11%	(34)	317
Ideo: Moderate (4)	9%	(30)	22%	(73)	26%	(83)	26%	(84)	17%	(56)	327
Ideo: Conservative (5-7)	19%	(68)	24%	(85)	24%	(84)	18%	(63)	15%	(51)	351
Educ: < College	15%	(114)	20%	(151)	23%	(171)	23%	(176)	19%	(143)	755
Educ: Bachelors degree	19%	(42)	22%	(49)	27%	(60)	21%	(46)	12%	(27)	223
Educ: Post-grad	22%	(28)	23%	(28)	21%	(26)	20%	(25)	13%	(15)	123
Income: Under 50k	15%	(98)	18%	(115)	23%	(145)	22%	(144)	22%	(139)	640
Income: 50k-100k	20%	(61)	23%	(70)	26%	(80)	20%	(63)	11%	(34)	307
Income: 100k+	16%	(24)	28%	(43)	22%	(33)	26%	(41)	8%	(13)	154
Ethnicity: White	18%	(154)	21%	(175)	24%	(202)	22%	(187)	15%	(130)	849
Ethnicity: Hispanic	12%	(22)	20%	(37)	25%	(45)	26%	(47)	16%	(29)	179

Continued on next page

Table MCEN12b_1: *How creepy do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	17%	(183)	21%	(228)	23%	(258)	22%	(247)	17%	(185)	1101
Ethnicity: Black	10%	(13)	21%	(29)	22%	(30)	30%	(41)	18%	(25)	138
Ethnicity: Other	14%	(16)	21%	(25)	22%	(26)	16%	(19)	26%	(30)	115
All Christian	16%	(78)	21%	(103)	26%	(125)	22%	(107)	15%	(73)	486
All Non-Christian	32%	(22)	27%	(19)	14%	(10)	16%	(11)	11%	(7)	70
Atheist	16%	(8)	17%	(8)	23%	(11)	28%	(14)	17%	(8)	50
Agnostic/Nothing in particular	16%	(46)	21%	(63)	20%	(59)	25%	(74)	18%	(53)	294
Something Else	15%	(30)	17%	(35)	26%	(53)	20%	(40)	22%	(44)	202
Religious Non-Protestant/Catholic	28%	(22)	25%	(20)	16%	(12)	18%	(14)	13%	(10)	78
Evangelical	16%	(46)	20%	(59)	24%	(70)	23%	(66)	17%	(49)	290
Non-Evangelical	16%	(59)	20%	(75)	27%	(103)	21%	(78)	17%	(62)	379
Community: Urban	17%	(58)	18%	(59)	24%	(79)	21%	(69)	20%	(67)	332
Community: Suburban	16%	(76)	23%	(112)	23%	(111)	24%	(117)	13%	(63)	479
Community: Rural	17%	(49)	20%	(58)	23%	(68)	21%	(60)	19%	(55)	291
Employ: Private Sector	22%	(71)	23%	(74)	23%	(75)	22%	(70)	10%	(33)	323
Employ: Self-Employed	24%	(25)	27%	(28)	18%	(19)	20%	(21)	11%	(11)	103
Employ: Homemaker	10%	(9)	19%	(17)	26%	(24)	25%	(22)	21%	(18)	90
Employ: Retired	14%	(40)	19%	(52)	25%	(68)	21%	(59)	20%	(56)	275
Employ: Unemployed	10%	(16)	20%	(33)	25%	(41)	24%	(39)	22%	(36)	166
Employ: Other	14%	(9)	24%	(15)	19%	(12)	23%	(14)	20%	(12)	62
Military HH: Yes	17%	(29)	21%	(35)	22%	(37)	22%	(37)	18%	(30)	167
Military HH: No	17%	(154)	21%	(193)	24%	(221)	22%	(210)	17%	(156)	934
RD/WT: Right Direction	16%	(76)	23%	(107)	21%	(100)	25%	(118)	15%	(73)	473
RD/WT: Wrong Track	17%	(107)	19%	(122)	25%	(158)	21%	(129)	18%	(112)	628
Biden Job Approve	16%	(83)	21%	(111)	23%	(122)	26%	(136)	14%	(74)	526
Biden Job Disapprove	18%	(93)	21%	(109)	23%	(122)	20%	(105)	17%	(89)	518
Biden Job Strongly Approve	21%	(54)	19%	(48)	21%	(52)	24%	(62)	15%	(38)	253
Biden Job Somewhat Approve	11%	(29)	23%	(62)	26%	(70)	27%	(75)	13%	(37)	273
Biden Job Somewhat Disapprove	13%	(22)	25%	(41)	26%	(42)	23%	(38)	12%	(20)	163
Biden Job Strongly Disapprove	20%	(72)	19%	(69)	22%	(79)	19%	(67)	19%	(69)	355

Table MCEN12b_1: *How creepy do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	17%	(183)	21%	(228)	23%	(258)	22%	(247)	17%	(185)	1101
Favorable of Biden	16%	(88)	20%	(111)	24%	(129)	25%	(134)	15%	(79)	540
Unfavorable of Biden	17%	(85)	22%	(111)	24%	(119)	21%	(105)	16%	(81)	501
Very Favorable of Biden	18%	(50)	18%	(50)	21%	(58)	27%	(73)	16%	(44)	275
Somewhat Favorable of Biden	14%	(38)	23%	(61)	27%	(71)	23%	(61)	13%	(35)	265
Somewhat Unfavorable of Biden	12%	(16)	23%	(31)	27%	(36)	23%	(30)	15%	(20)	133
Very Unfavorable of Biden	19%	(70)	22%	(80)	23%	(83)	20%	(75)	17%	(61)	368
#1 Issue: Economy	16%	(60)	19%	(72)	24%	(87)	26%	(94)	15%	(55)	368
#1 Issue: Security	18%	(38)	21%	(43)	22%	(45)	22%	(45)	18%	(37)	208
#1 Issue: Health Care	15%	(22)	22%	(31)	26%	(36)	23%	(32)	14%	(20)	142
#1 Issue: Medicare / Social Security	12%	(18)	24%	(36)	25%	(38)	19%	(28)	21%	(32)	152
#1 Issue: Women's Issues	16%	(10)	17%	(10)	22%	(14)	26%	(16)	20%	(12)	63
#1 Issue: Energy	19%	(12)	15%	(10)	31%	(20)	21%	(14)	13%	(8)	63
#1 Issue: Other	24%	(15)	17%	(11)	15%	(9)	18%	(11)	26%	(16)	62
2020 Vote: Joe Biden	17%	(82)	21%	(104)	22%	(107)	26%	(126)	13%	(64)	482
2020 Vote: Donald Trump	18%	(61)	21%	(74)	23%	(81)	20%	(71)	18%	(62)	349
2020 Vote: Didn't Vote	13%	(31)	19%	(44)	24%	(56)	20%	(47)	24%	(57)	235
2018 House Vote: Democrat	17%	(64)	21%	(76)	22%	(83)	28%	(104)	12%	(45)	372
2018 House Vote: Republican	15%	(44)	26%	(75)	25%	(73)	21%	(61)	13%	(39)	293
2016 Vote: Hillary Clinton	16%	(56)	20%	(69)	22%	(77)	29%	(101)	13%	(45)	347
2016 Vote: Donald Trump	16%	(52)	23%	(76)	28%	(90)	22%	(71)	11%	(37)	325
2016 Vote: Other	16%	(9)	22%	(12)	23%	(13)	19%	(10)	19%	(10)	55
2016 Vote: Didn't Vote	18%	(66)	19%	(71)	21%	(78)	17%	(65)	25%	(92)	373
Voted in 2014: Yes	16%	(99)	23%	(139)	23%	(142)	24%	(149)	14%	(84)	612
Voted in 2014: No	17%	(84)	18%	(90)	24%	(115)	20%	(98)	21%	(102)	489
4-Region: Northeast	19%	(38)	28%	(55)	25%	(49)	17%	(34)	11%	(22)	198
4-Region: Midwest	16%	(36)	24%	(56)	18%	(42)	22%	(49)	20%	(44)	227
4-Region: South	16%	(68)	14%	(58)	27%	(112)	25%	(107)	18%	(74)	420
4-Region: West	16%	(41)	23%	(59)	21%	(55)	22%	(57)	17%	(45)	256
Consumers Who Find Ads Creepy	28%	(159)	27%	(153)	21%	(119)	14%	(81)	11%	(62)	574
Consumers Overloaded on Ads	20%	(96)	22%	(107)	22%	(108)	23%	(112)	12%	(60)	482

Table MCEN12b_1: *How creepy do you find targeted ads on the following platforms?*

Ads on linear TV (cable/broadcast)

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	17%	(183)	21%	(228)	23%	(258)	22%	(247)	17%	(185)	1101
Hulu Subscribers	18%	(83)	20%	(91)	21%	(96)	24%	(110)	17%	(76)	455
Paramount+ Subscribers	22%	(33)	22%	(34)	18%	(28)	25%	(38)	13%	(20)	153
Peacock Subscribers	17%	(50)	21%	(62)	22%	(67)	24%	(74)	16%	(48)	301
HBO Max Subscribers	19%	(56)	22%	(64)	21%	(61)	25%	(73)	13%	(36)	289
Discovery+ Subscribers	23%	(38)	21%	(36)	20%	(33)	22%	(37)	14%	(23)	168
AVOD Users	17%	(123)	19%	(141)	24%	(183)	24%	(178)	16%	(120)	746

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

Table MCEN12b_2: *How creepy do you find targeted ads on the following platforms?*

Ads on streaming services

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	19%	(205)	23%	(259)	21%	(233)	19%	(210)	18%	(195)	1101
Gender: Male	23%	(120)	23%	(121)	23%	(122)	17%	(87)	15%	(78)	527
Gender: Female	15%	(85)	24%	(138)	19%	(111)	21%	(123)	20%	(117)	574
Age: 18-34	21%	(66)	25%	(79)	23%	(72)	21%	(68)	10%	(33)	318
Age: 35-44	16%	(28)	20%	(34)	25%	(43)	25%	(43)	15%	(26)	174
Age: 45-64	17%	(64)	28%	(107)	18%	(68)	18%	(69)	18%	(70)	379
Age: 65+	20%	(47)	17%	(39)	21%	(50)	13%	(30)	28%	(66)	231
GenZers: 1997-2012	22%	(20)	22%	(21)	22%	(21)	21%	(20)	14%	(13)	95
Millennials: 1981-1996	18%	(63)	25%	(87)	24%	(83)	22%	(77)	11%	(39)	348
GenXers: 1965-1980	20%	(48)	22%	(54)	17%	(41)	24%	(57)	17%	(40)	240
Baby Boomers: 1946-1964	17%	(64)	25%	(95)	22%	(81)	12%	(45)	24%	(89)	375
PID: Dem (no lean)	18%	(80)	25%	(108)	20%	(89)	21%	(92)	15%	(67)	436
PID: Ind (no lean)	20%	(71)	18%	(65)	23%	(82)	19%	(67)	20%	(69)	355
PID: Rep (no lean)	17%	(53)	28%	(86)	20%	(62)	16%	(51)	19%	(59)	310
PID/Gender: Dem Men	26%	(55)	22%	(48)	21%	(44)	19%	(41)	12%	(26)	215
PID/Gender: Dem Women	11%	(25)	27%	(60)	20%	(45)	23%	(51)	18%	(40)	221
PID/Gender: Ind Men	18%	(30)	20%	(33)	29%	(47)	15%	(25)	17%	(28)	162
PID/Gender: Ind Women	21%	(41)	17%	(32)	19%	(36)	22%	(42)	21%	(41)	193
PID/Gender: Rep Men	23%	(35)	26%	(40)	21%	(31)	14%	(21)	15%	(23)	151
PID/Gender: Rep Women	11%	(18)	29%	(46)	19%	(30)	19%	(30)	22%	(35)	159
Ideo: Liberal (1-3)	21%	(67)	24%	(76)	21%	(65)	21%	(68)	13%	(40)	317
Ideo: Moderate (4)	13%	(41)	22%	(71)	25%	(81)	22%	(72)	19%	(62)	327
Ideo: Conservative (5-7)	23%	(81)	28%	(98)	19%	(68)	14%	(48)	16%	(56)	351
Educ: < College	16%	(123)	23%	(171)	20%	(154)	22%	(163)	19%	(144)	755
Educ: Bachelors degree	22%	(49)	26%	(57)	25%	(55)	14%	(32)	13%	(30)	223
Educ: Post-grad	27%	(33)	25%	(30)	19%	(24)	13%	(16)	17%	(21)	123
Income: Under 50k	17%	(106)	20%	(130)	21%	(134)	20%	(128)	22%	(141)	640
Income: 50k-100k	22%	(68)	28%	(85)	21%	(63)	17%	(53)	12%	(38)	307
Income: 100k+	20%	(31)	28%	(43)	23%	(36)	19%	(29)	10%	(16)	154
Ethnicity: White	19%	(162)	24%	(207)	21%	(176)	18%	(153)	18%	(150)	849
Ethnicity: Hispanic	20%	(36)	17%	(31)	23%	(41)	27%	(48)	13%	(24)	179

Table MCEN12b_2: *How creepy do you find targeted ads on the following platforms?*

Ads on streaming services

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	19%	(205)	23%	(259)	21%	(233)	19%	(210)	18%	(195)	1101
Ethnicity: Black	12%	(17)	20%	(28)	25%	(35)	26%	(36)	16%	(22)	138
Ethnicity: Other	22%	(26)	20%	(23)	19%	(22)	19%	(21)	20%	(23)	115
All Christian	19%	(93)	27%	(132)	20%	(98)	16%	(77)	18%	(85)	486
All Non-Christian	31%	(22)	22%	(15)	20%	(14)	13%	(9)	13%	(9)	70
Atheist	11%	(5)	21%	(10)	28%	(14)	28%	(14)	12%	(6)	50
Agnostic/Nothing in particular	17%	(51)	18%	(54)	20%	(57)	23%	(67)	22%	(64)	294
Something Else	17%	(34)	23%	(47)	24%	(49)	21%	(43)	14%	(29)	202
Religious Non-Protestant/Catholic	28%	(22)	23%	(18)	21%	(16)	14%	(11)	15%	(12)	78
Evangelical	19%	(55)	26%	(76)	22%	(62)	19%	(56)	14%	(40)	290
Non-Evangelical	18%	(66)	26%	(98)	22%	(83)	16%	(61)	19%	(70)	379
Community: Urban	20%	(66)	21%	(71)	21%	(69)	21%	(69)	17%	(57)	332
Community: Suburban	18%	(88)	25%	(122)	23%	(112)	17%	(82)	16%	(75)	479
Community: Rural	18%	(51)	23%	(66)	18%	(52)	20%	(59)	21%	(62)	291
Employ: Private Sector	21%	(68)	26%	(82)	22%	(70)	19%	(63)	12%	(40)	323
Employ: Self-Employed	26%	(27)	31%	(32)	18%	(18)	14%	(14)	12%	(12)	103
Employ: Homemaker	15%	(13)	26%	(23)	20%	(18)	26%	(23)	13%	(12)	90
Employ: Retired	17%	(46)	18%	(48)	23%	(63)	15%	(41)	28%	(77)	275
Employ: Unemployed	10%	(17)	26%	(43)	25%	(42)	22%	(36)	18%	(29)	166
Employ: Other	20%	(13)	21%	(13)	12%	(8)	31%	(19)	15%	(9)	62
Military HH: Yes	19%	(32)	22%	(37)	22%	(38)	19%	(32)	17%	(29)	167
Military HH: No	18%	(173)	24%	(222)	21%	(195)	19%	(179)	18%	(165)	934
RD/WT: Right Direction	19%	(90)	22%	(106)	22%	(103)	21%	(98)	16%	(76)	473
RD/WT: Wrong Track	18%	(115)	24%	(152)	21%	(130)	18%	(112)	19%	(119)	628
Biden Job Approve	19%	(99)	23%	(124)	21%	(110)	22%	(115)	15%	(79)	526
Biden Job Disapprove	19%	(98)	24%	(124)	22%	(114)	17%	(87)	19%	(96)	518
Biden Job Strongly Approve	25%	(63)	24%	(60)	17%	(42)	19%	(48)	16%	(40)	253
Biden Job Somewhat Approve	13%	(36)	23%	(64)	25%	(68)	25%	(67)	14%	(38)	273
Biden Job Somewhat Disapprove	12%	(20)	23%	(38)	35%	(57)	22%	(36)	8%	(12)	163
Biden Job Strongly Disapprove	22%	(78)	24%	(86)	16%	(56)	14%	(51)	24%	(84)	355

Table MCEN12b_2: *How creepy do you find targeted ads on the following platforms?*
Ads on streaming services

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	19%	(205)	23%	(259)	21%	(233)	19%	(210)	18%	(195)	1101
Favorable of Biden	18%	(98)	24%	(129)	21%	(114)	21%	(113)	16%	(85)	540
Unfavorable of Biden	19%	(94)	24%	(122)	21%	(107)	18%	(88)	18%	(90)	501
Very Favorable of Biden	22%	(61)	21%	(59)	17%	(48)	21%	(57)	18%	(51)	275
Somewhat Favorable of Biden	14%	(37)	27%	(71)	25%	(66)	21%	(56)	13%	(34)	265
Somewhat Unfavorable of Biden	14%	(19)	21%	(29)	31%	(41)	20%	(26)	14%	(19)	133
Very Unfavorable of Biden	20%	(75)	25%	(93)	18%	(66)	17%	(62)	19%	(72)	368
#1 Issue: Economy	18%	(66)	27%	(98)	19%	(70)	22%	(80)	15%	(54)	368
#1 Issue: Security	20%	(42)	25%	(52)	18%	(38)	17%	(35)	19%	(40)	208
#1 Issue: Health Care	14%	(19)	19%	(26)	29%	(41)	22%	(31)	17%	(24)	142
#1 Issue: Medicare / Social Security	15%	(22)	19%	(28)	27%	(41)	18%	(28)	21%	(33)	152
#1 Issue: Women's Issues	18%	(12)	25%	(15)	25%	(16)	14%	(9)	18%	(11)	63
#1 Issue: Energy	25%	(16)	22%	(14)	21%	(13)	19%	(12)	14%	(9)	63
#1 Issue: Other	22%	(13)	23%	(14)	11%	(7)	15%	(9)	29%	(18)	62
2020 Vote: Joe Biden	18%	(88)	22%	(108)	23%	(109)	21%	(102)	16%	(75)	482
2020 Vote: Donald Trump	19%	(68)	27%	(94)	19%	(66)	16%	(57)	18%	(64)	349
2020 Vote: Didn't Vote	15%	(36)	22%	(51)	21%	(50)	20%	(47)	22%	(51)	235
2018 House Vote: Democrat	17%	(63)	22%	(83)	23%	(86)	22%	(82)	15%	(57)	372
2018 House Vote: Republican	18%	(54)	28%	(83)	19%	(56)	15%	(44)	19%	(57)	293
2016 Vote: Hillary Clinton	16%	(54)	23%	(79)	22%	(76)	24%	(85)	15%	(53)	347
2016 Vote: Donald Trump	19%	(62)	27%	(89)	22%	(71)	16%	(53)	16%	(51)	325
2016 Vote: Other	17%	(9)	24%	(13)	26%	(14)	14%	(8)	20%	(11)	55
2016 Vote: Didn't Vote	21%	(79)	21%	(78)	19%	(71)	17%	(65)	21%	(80)	373
Voted in 2014: Yes	18%	(107)	24%	(150)	22%	(132)	19%	(116)	18%	(108)	612
Voted in 2014: No	20%	(98)	22%	(109)	21%	(101)	19%	(94)	18%	(87)	489
4-Region: Northeast	20%	(39)	30%	(59)	21%	(41)	14%	(27)	16%	(31)	198
4-Region: Midwest	20%	(46)	28%	(63)	19%	(42)	15%	(34)	19%	(43)	227
4-Region: South	15%	(63)	20%	(82)	23%	(98)	23%	(99)	18%	(77)	420
4-Region: West	22%	(57)	21%	(54)	20%	(51)	20%	(51)	17%	(43)	256
Consumers Who Find Ads Creepy	31%	(178)	33%	(192)	17%	(96)	8%	(47)	11%	(61)	574
Consumers Overloaded on Ads	23%	(113)	25%	(123)	20%	(98)	20%	(97)	11%	(52)	482

Continued on next page

Table MCEN12b_2: *How creepy do you find targeted ads on the following platforms?*

Ads on streaming services

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	19%	(205)	23%	(259)	21%	(233)	19%	(210)	18%	(195)	1101
Hulu Subscribers	21%	(95)	27%	(121)	22%	(100)	19%	(87)	12%	(53)	455
Paramount+ Subscribers	24%	(37)	26%	(39)	22%	(34)	20%	(30)	8%	(13)	153
Peacock Subscribers	19%	(56)	24%	(73)	21%	(63)	24%	(71)	13%	(38)	301
HBO Max Subscribers	20%	(58)	26%	(75)	26%	(75)	19%	(55)	9%	(26)	289
Discovery+ Subscribers	26%	(43)	23%	(39)	18%	(31)	23%	(38)	10%	(16)	168
AVOD Users	17%	(129)	25%	(188)	23%	(173)	22%	(163)	12%	(93)	746

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

Table MCEN12b_3: *How creepy do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	26%	(284)	25%	(272)	19%	(207)	17%	(184)	14%	(154)	1101
Gender: Male	28%	(147)	25%	(131)	20%	(107)	14%	(75)	13%	(69)	527
Gender: Female	24%	(137)	25%	(142)	17%	(100)	19%	(109)	15%	(86)	574
Age: 18-34	25%	(80)	28%	(90)	19%	(62)	18%	(56)	9%	(29)	318
Age: 35-44	26%	(45)	19%	(33)	25%	(44)	21%	(37)	9%	(16)	174
Age: 45-64	23%	(86)	26%	(100)	18%	(67)	16%	(62)	17%	(64)	379
Age: 65+	32%	(74)	22%	(50)	15%	(34)	12%	(28)	19%	(45)	231
GenZers: 1997-2012	27%	(26)	22%	(21)	24%	(23)	18%	(17)	10%	(9)	95
Millennials: 1981-1996	24%	(84)	27%	(95)	21%	(73)	18%	(63)	9%	(33)	348
GenXers: 1965-1980	26%	(62)	20%	(47)	17%	(40)	21%	(51)	16%	(40)	240
Baby Boomers: 1946-1964	28%	(103)	28%	(103)	17%	(65)	12%	(44)	16%	(59)	375
PID: Dem (no lean)	24%	(104)	28%	(123)	18%	(80)	19%	(84)	10%	(45)	436
PID: Ind (no lean)	28%	(101)	19%	(68)	20%	(71)	15%	(55)	17%	(60)	355
PID: Rep (no lean)	25%	(79)	26%	(81)	18%	(56)	15%	(45)	16%	(49)	310
PID/Gender: Dem Men	29%	(63)	23%	(51)	17%	(38)	17%	(38)	12%	(26)	215
PID/Gender: Dem Women	19%	(41)	33%	(73)	19%	(42)	21%	(46)	8%	(19)	221
PID/Gender: Ind Men	25%	(41)	24%	(40)	25%	(41)	11%	(17)	15%	(24)	162
PID/Gender: Ind Women	31%	(60)	15%	(29)	16%	(30)	19%	(37)	19%	(37)	193
PID/Gender: Rep Men	29%	(43)	27%	(40)	19%	(28)	13%	(20)	12%	(19)	151
PID/Gender: Rep Women	23%	(36)	25%	(40)	17%	(27)	16%	(25)	19%	(30)	159
Ideo: Liberal (1-3)	27%	(85)	27%	(86)	18%	(58)	18%	(58)	10%	(31)	317
Ideo: Moderate (4)	20%	(65)	22%	(72)	24%	(77)	20%	(66)	14%	(46)	327
Ideo: Conservative (5-7)	32%	(111)	29%	(101)	15%	(53)	13%	(44)	12%	(42)	351
Educ: < College	24%	(185)	22%	(169)	19%	(144)	19%	(140)	16%	(118)	755
Educ: Bachelors degree	28%	(63)	29%	(65)	21%	(46)	13%	(28)	10%	(21)	223
Educ: Post-grad	30%	(36)	31%	(38)	14%	(17)	13%	(16)	12%	(15)	123
Income: Under 50k	23%	(150)	23%	(146)	19%	(119)	18%	(116)	17%	(109)	640
Income: 50k-100k	28%	(85)	28%	(86)	19%	(58)	14%	(42)	12%	(36)	307
Income: 100k+	32%	(49)	26%	(40)	19%	(29)	17%	(26)	6%	(9)	154
Ethnicity: White	28%	(235)	25%	(216)	17%	(148)	16%	(138)	13%	(111)	849
Ethnicity: Hispanic	19%	(35)	22%	(39)	20%	(35)	26%	(46)	13%	(24)	179

Continued on next page

Table MCEN12b_3: *How creepy do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	26%	(284)	25%	(272)	19%	(207)	17%	(184)	14%	(154)	1101
Ethnicity: Black	18%	(25)	22%	(30)	21%	(29)	23%	(32)	15%	(21)	138
Ethnicity: Other	20%	(23)	23%	(26)	26%	(29)	12%	(14)	19%	(22)	115
All Christian	25%	(122)	28%	(136)	19%	(93)	14%	(68)	14%	(68)	486
All Non-Christian	37%	(26)	24%	(17)	17%	(12)	12%	(8)	10%	(7)	70
Atheist	25%	(12)	21%	(10)	21%	(11)	22%	(11)	11%	(5)	50
Agnostic/Nothing in particular	26%	(75)	22%	(64)	19%	(55)	18%	(54)	16%	(46)	294
Something Else	24%	(49)	23%	(46)	18%	(36)	21%	(42)	14%	(29)	202
Religious Non-Protestant/Catholic	34%	(26)	23%	(18)	18%	(14)	13%	(10)	12%	(9)	78
Evangelical	24%	(69)	29%	(85)	17%	(50)	19%	(56)	10%	(29)	290
Non-Evangelical	26%	(99)	24%	(90)	20%	(76)	13%	(50)	17%	(64)	379
Community: Urban	23%	(75)	22%	(74)	24%	(80)	18%	(58)	13%	(45)	332
Community: Suburban	28%	(134)	27%	(128)	17%	(81)	16%	(78)	12%	(59)	479
Community: Rural	26%	(75)	24%	(71)	16%	(46)	16%	(48)	17%	(51)	291
Employ: Private Sector	29%	(94)	26%	(84)	20%	(66)	16%	(53)	8%	(27)	323
Employ: Self-Employed	29%	(30)	30%	(31)	18%	(19)	10%	(11)	12%	(12)	103
Employ: Homemaker	24%	(22)	29%	(26)	14%	(13)	23%	(20)	10%	(9)	90
Employ: Retired	26%	(71)	22%	(60)	15%	(42)	16%	(45)	20%	(56)	275
Employ: Unemployed	16%	(26)	21%	(34)	24%	(40)	20%	(33)	20%	(33)	166
Employ: Other	27%	(17)	27%	(17)	18%	(11)	13%	(8)	15%	(9)	62
Military HH: Yes	28%	(47)	23%	(38)	20%	(34)	14%	(23)	15%	(26)	167
Military HH: No	25%	(237)	25%	(234)	19%	(173)	17%	(161)	14%	(129)	934
RD/WT: Right Direction	21%	(99)	27%	(129)	20%	(95)	19%	(89)	13%	(60)	473
RD/WT: Wrong Track	29%	(185)	23%	(143)	18%	(112)	15%	(94)	15%	(94)	628
Biden Job Approve	24%	(124)	26%	(139)	20%	(106)	19%	(99)	11%	(58)	526
Biden Job Disapprove	29%	(152)	23%	(121)	18%	(93)	15%	(79)	14%	(73)	518
Biden Job Strongly Approve	28%	(71)	28%	(70)	15%	(38)	18%	(45)	11%	(29)	253
Biden Job Somewhat Approve	19%	(53)	25%	(69)	25%	(68)	20%	(54)	11%	(29)	273
Biden Job Somewhat Disapprove	20%	(33)	27%	(44)	27%	(44)	19%	(31)	7%	(11)	163
Biden Job Strongly Disapprove	34%	(119)	22%	(77)	14%	(49)	14%	(49)	17%	(62)	355

Table MCEN12b_3: *How creepy do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	26%	(284)	25%	(272)	19%	(207)	17%	(184)	14%	(154)	1101
Favorable of Biden	24%	(128)	26%	(142)	21%	(115)	17%	(94)	11%	(61)	540
Unfavorable of Biden	29%	(144)	25%	(125)	16%	(82)	16%	(82)	14%	(69)	501
Very Favorable of Biden	25%	(69)	25%	(68)	18%	(48)	19%	(52)	14%	(38)	275
Somewhat Favorable of Biden	22%	(59)	28%	(74)	25%	(67)	16%	(42)	9%	(23)	265
Somewhat Unfavorable of Biden	19%	(26)	28%	(37)	20%	(26)	23%	(30)	10%	(14)	133
Very Unfavorable of Biden	32%	(119)	24%	(88)	15%	(56)	14%	(51)	15%	(55)	368
#1 Issue: Economy	27%	(98)	27%	(98)	19%	(71)	18%	(65)	10%	(36)	368
#1 Issue: Security	30%	(62)	22%	(45)	17%	(36)	15%	(32)	16%	(32)	208
#1 Issue: Health Care	18%	(26)	25%	(36)	29%	(41)	14%	(20)	13%	(19)	142
#1 Issue: Medicare / Social Security	21%	(32)	23%	(35)	19%	(29)	20%	(30)	17%	(26)	152
#1 Issue: Women's Issues	29%	(18)	29%	(18)	14%	(9)	12%	(8)	16%	(10)	63
#1 Issue: Energy	26%	(16)	19%	(12)	18%	(11)	21%	(13)	17%	(11)	63
#1 Issue: Other	33%	(21)	23%	(14)	10%	(6)	10%	(6)	24%	(15)	62
2020 Vote: Joe Biden	25%	(120)	27%	(131)	19%	(91)	18%	(89)	11%	(51)	482
2020 Vote: Donald Trump	30%	(104)	26%	(89)	15%	(53)	13%	(47)	16%	(56)	349
2020 Vote: Didn't Vote	20%	(47)	18%	(43)	23%	(55)	19%	(45)	19%	(45)	235
2018 House Vote: Democrat	24%	(89)	28%	(105)	18%	(68)	20%	(73)	10%	(37)	372
2018 House Vote: Republican	28%	(81)	27%	(79)	18%	(52)	14%	(40)	14%	(41)	293
2016 Vote: Hillary Clinton	22%	(78)	29%	(100)	18%	(61)	21%	(73)	10%	(35)	347
2016 Vote: Donald Trump	29%	(93)	27%	(87)	18%	(60)	14%	(45)	12%	(40)	325
2016 Vote: Other	25%	(14)	25%	(14)	27%	(15)	11%	(6)	12%	(6)	55
2016 Vote: Didn't Vote	26%	(98)	19%	(71)	19%	(72)	16%	(59)	20%	(73)	373
Voted in 2014: Yes	26%	(159)	27%	(164)	18%	(109)	17%	(101)	13%	(79)	612
Voted in 2014: No	26%	(126)	22%	(109)	20%	(98)	17%	(82)	15%	(75)	489
4-Region: Northeast	31%	(61)	26%	(51)	21%	(42)	11%	(22)	10%	(21)	198
4-Region: Midwest	25%	(56)	30%	(68)	16%	(37)	13%	(29)	16%	(37)	227
4-Region: South	23%	(97)	23%	(98)	19%	(81)	21%	(88)	13%	(56)	420
4-Region: West	27%	(69)	21%	(55)	18%	(47)	18%	(45)	16%	(41)	256
Consumers Who Find Ads Creepy	43%	(245)	30%	(174)	14%	(78)	6%	(36)	7%	(42)	574
Consumers Overloaded on Ads	32%	(155)	25%	(119)	17%	(83)	17%	(80)	9%	(45)	482

Table MCEN12b_3: *How creepy do you find targeted ads on the following platforms?*

Ads on social media

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	26%	(284)	25%	(272)	19%	(207)	17%	(184)	14%	(154)	1101
Hulu Subscribers	27%	(123)	24%	(111)	21%	(93)	16%	(75)	12%	(53)	455
Paramount+ Subscribers	29%	(45)	25%	(39)	17%	(26)	17%	(27)	10%	(16)	153
Peacock Subscribers	25%	(76)	28%	(84)	20%	(60)	16%	(47)	11%	(34)	301
HBO Max Subscribers	29%	(85)	25%	(72)	21%	(61)	16%	(47)	8%	(24)	289
Discovery+ Subscribers	26%	(43)	26%	(44)	17%	(29)	18%	(31)	12%	(20)	168
AVOD Users	25%	(186)	25%	(185)	21%	(155)	18%	(135)	11%	(84)	746

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

Table MCEN12b_4: *How creepy do you find targeted ads on the following platforms?*
Ads on web browsers and websites

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	23%	(251)	27%	(294)	20%	(222)	17%	(188)	13%	(145)	1101
Gender: Male	25%	(131)	27%	(141)	24%	(126)	14%	(76)	10%	(53)	527
Gender: Female	21%	(120)	27%	(153)	17%	(96)	19%	(112)	16%	(93)	574
Age: 18-34	25%	(81)	27%	(85)	21%	(65)	18%	(56)	10%	(30)	318
Age: 35-44	19%	(33)	26%	(44)	21%	(37)	21%	(36)	13%	(23)	174
Age: 45-64	21%	(81)	28%	(107)	19%	(73)	17%	(66)	14%	(52)	379
Age: 65+	25%	(57)	25%	(58)	20%	(47)	13%	(29)	17%	(40)	231
GenZers: 1997-2012	27%	(26)	17%	(16)	28%	(27)	13%	(12)	15%	(14)	95
Millennials: 1981-1996	22%	(76)	29%	(103)	19%	(66)	20%	(69)	10%	(34)	348
GenXers: 1965-1980	23%	(54)	26%	(61)	15%	(37)	22%	(53)	14%	(35)	240
Baby Boomers: 1946-1964	23%	(84)	29%	(109)	23%	(85)	12%	(44)	14%	(52)	375
PID: Dem (no lean)	22%	(96)	27%	(120)	20%	(87)	20%	(86)	11%	(47)	436
PID: Ind (no lean)	26%	(94)	23%	(83)	21%	(74)	14%	(50)	15%	(54)	355
PID: Rep (no lean)	20%	(61)	30%	(92)	20%	(60)	17%	(52)	14%	(44)	310
PID/Gender: Dem Men	26%	(56)	27%	(58)	23%	(49)	15%	(33)	9%	(19)	215
PID/Gender: Dem Women	18%	(41)	28%	(61)	17%	(39)	24%	(53)	13%	(28)	221
PID/Gender: Ind Men	25%	(41)	23%	(37)	28%	(46)	12%	(20)	11%	(18)	162
PID/Gender: Ind Women	27%	(52)	24%	(45)	15%	(28)	16%	(30)	19%	(36)	193
PID/Gender: Rep Men	23%	(34)	30%	(45)	21%	(31)	15%	(23)	11%	(16)	151
PID/Gender: Rep Women	17%	(27)	29%	(47)	18%	(29)	18%	(29)	18%	(28)	159
Ideo: Liberal (1-3)	24%	(77)	28%	(90)	21%	(67)	19%	(61)	7%	(22)	317
Ideo: Moderate (4)	17%	(55)	24%	(80)	23%	(76)	21%	(68)	14%	(47)	327
Ideo: Conservative (5-7)	28%	(98)	31%	(110)	18%	(64)	13%	(44)	10%	(34)	351
Educ: < College	21%	(156)	24%	(178)	21%	(160)	19%	(146)	15%	(114)	755
Educ: Bachelors degree	26%	(59)	35%	(77)	18%	(39)	13%	(29)	9%	(19)	223
Educ: Post-grad	30%	(36)	31%	(39)	19%	(23)	10%	(12)	10%	(12)	123
Income: Under 50k	21%	(133)	24%	(155)	20%	(131)	17%	(111)	17%	(110)	640
Income: 50k-100k	26%	(79)	29%	(89)	21%	(64)	16%	(49)	8%	(26)	307
Income: 100k+	25%	(39)	32%	(50)	18%	(28)	18%	(28)	6%	(9)	154
Ethnicity: White	24%	(200)	28%	(241)	19%	(165)	17%	(140)	12%	(102)	849
Ethnicity: Hispanic	22%	(39)	19%	(34)	22%	(39)	25%	(45)	12%	(21)	179

Table MCEN12b_4: *How creepy do you find targeted ads on the following platforms?*
Ads on web browsers and websites

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	23%	(251)	27%	(294)	20%	(222)	17%	(188)	13%	(145)	1101
Ethnicity: Black	21%	(28)	22%	(31)	18%	(25)	23%	(32)	16%	(21)	138
Ethnicity: Other	20%	(23)	19%	(22)	28%	(32)	13%	(15)	19%	(22)	115
All Christian	23%	(112)	29%	(142)	21%	(102)	15%	(73)	12%	(57)	486
All Non-Christian	30%	(21)	36%	(25)	10%	(7)	14%	(10)	10%	(7)	70
Atheist	26%	(13)	16%	(8)	35%	(17)	20%	(10)	3%	(1)	50
Agnostic/Nothing in particular	23%	(67)	23%	(67)	15%	(45)	21%	(63)	18%	(52)	294
Something Else	19%	(38)	26%	(52)	26%	(52)	16%	(32)	14%	(28)	202
Religious Non-Protestant/Catholic	29%	(23)	35%	(28)	9%	(7)	15%	(12)	11%	(9)	78
Evangelical	21%	(62)	28%	(82)	22%	(63)	18%	(51)	11%	(31)	290
Non-Evangelical	22%	(83)	29%	(108)	23%	(87)	14%	(51)	13%	(49)	379
Community: Urban	23%	(77)	23%	(76)	20%	(66)	19%	(62)	15%	(50)	332
Community: Suburban	24%	(114)	29%	(141)	20%	(97)	16%	(77)	10%	(50)	479
Community: Rural	21%	(60)	27%	(77)	20%	(59)	17%	(50)	15%	(45)	291
Employ: Private Sector	25%	(80)	31%	(100)	18%	(58)	17%	(55)	9%	(30)	323
Employ: Self-Employed	32%	(33)	29%	(30)	20%	(20)	11%	(11)	8%	(8)	103
Employ: Homemaker	23%	(20)	24%	(21)	18%	(17)	28%	(25)	7%	(7)	90
Employ: Retired	20%	(56)	25%	(69)	22%	(60)	15%	(42)	17%	(48)	275
Employ: Unemployed	13%	(21)	25%	(41)	22%	(36)	21%	(35)	19%	(32)	166
Employ: Other	29%	(18)	21%	(13)	22%	(14)	12%	(8)	16%	(10)	62
Military HH: Yes	24%	(41)	28%	(47)	18%	(30)	17%	(28)	13%	(22)	167
Military HH: No	23%	(211)	26%	(247)	21%	(193)	17%	(160)	13%	(124)	934
RD/WT: Right Direction	20%	(95)	26%	(123)	22%	(106)	20%	(93)	12%	(56)	473
RD/WT: Wrong Track	25%	(156)	27%	(172)	18%	(116)	15%	(95)	14%	(89)	628
Biden Job Approve	20%	(105)	27%	(143)	23%	(121)	19%	(101)	11%	(57)	526
Biden Job Disapprove	26%	(134)	27%	(141)	18%	(95)	16%	(82)	13%	(66)	518
Biden Job Strongly Approve	27%	(69)	28%	(71)	17%	(42)	17%	(44)	11%	(27)	253
Biden Job Somewhat Approve	13%	(36)	26%	(72)	29%	(79)	21%	(57)	11%	(29)	273
Biden Job Somewhat Disapprove	20%	(32)	28%	(45)	26%	(42)	20%	(33)	7%	(11)	163
Biden Job Strongly Disapprove	29%	(102)	27%	(95)	15%	(53)	14%	(50)	16%	(55)	355

Table MCEN12b_4: *How creepy do you find targeted ads on the following platforms?*

Ads on web browsers and websites

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	23%	(251)	27%	(294)	20%	(222)	17%	(188)	13%	(145)	1101
Favorable of Biden	21%	(111)	28%	(150)	22%	(118)	19%	(101)	11%	(60)	540
Unfavorable of Biden	25%	(124)	28%	(139)	19%	(97)	16%	(79)	12%	(62)	501
Very Favorable of Biden	23%	(63)	27%	(73)	18%	(50)	20%	(55)	13%	(35)	275
Somewhat Favorable of Biden	18%	(49)	29%	(77)	26%	(69)	17%	(46)	9%	(25)	265
Somewhat Unfavorable of Biden	17%	(23)	25%	(34)	28%	(37)	21%	(27)	9%	(12)	133
Very Unfavorable of Biden	28%	(102)	29%	(105)	16%	(60)	14%	(52)	14%	(50)	368
#1 Issue: Economy	23%	(84)	28%	(104)	18%	(67)	19%	(71)	11%	(42)	368
#1 Issue: Security	25%	(52)	29%	(60)	15%	(31)	17%	(34)	14%	(30)	208
#1 Issue: Health Care	18%	(26)	26%	(36)	32%	(45)	14%	(19)	11%	(16)	142
#1 Issue: Medicare / Social Security	18%	(27)	22%	(33)	27%	(40)	18%	(28)	15%	(23)	152
#1 Issue: Women's Issues	27%	(17)	30%	(19)	13%	(8)	18%	(11)	12%	(8)	63
#1 Issue: Energy	21%	(13)	25%	(16)	31%	(20)	10%	(6)	13%	(8)	63
#1 Issue: Other	22%	(14)	28%	(17)	12%	(7)	16%	(10)	22%	(13)	62
2020 Vote: Joe Biden	22%	(105)	29%	(139)	21%	(99)	18%	(87)	11%	(52)	482
2020 Vote: Donald Trump	25%	(87)	29%	(102)	18%	(62)	15%	(52)	13%	(45)	349
2020 Vote: Didn't Vote	19%	(44)	20%	(46)	23%	(53)	20%	(47)	19%	(46)	235
2018 House Vote: Democrat	23%	(87)	27%	(99)	21%	(79)	20%	(73)	9%	(33)	372
2018 House Vote: Republican	22%	(64)	32%	(95)	18%	(52)	16%	(48)	12%	(34)	293
2016 Vote: Hillary Clinton	22%	(75)	27%	(95)	20%	(70)	21%	(75)	9%	(32)	347
2016 Vote: Donald Trump	23%	(75)	31%	(100)	21%	(69)	16%	(51)	9%	(30)	325
2016 Vote: Other	19%	(10)	34%	(19)	22%	(12)	13%	(7)	12%	(7)	55
2016 Vote: Didn't Vote	24%	(90)	21%	(80)	19%	(71)	15%	(55)	21%	(77)	373
Voted in 2014: Yes	23%	(141)	28%	(172)	21%	(126)	18%	(110)	10%	(64)	612
Voted in 2014: No	23%	(111)	25%	(122)	20%	(97)	16%	(78)	17%	(82)	489
4-Region: Northeast	22%	(43)	35%	(69)	21%	(41)	13%	(25)	10%	(20)	198
4-Region: Midwest	23%	(53)	33%	(75)	19%	(43)	11%	(25)	14%	(31)	227
4-Region: South	22%	(92)	23%	(98)	20%	(83)	21%	(89)	14%	(58)	420
4-Region: West	25%	(63)	20%	(52)	22%	(56)	19%	(49)	14%	(36)	256
Consumers Who Find Ads Creepy	36%	(208)	36%	(206)	16%	(90)	6%	(35)	6%	(35)	574
Consumers Overloaded on Ads	29%	(139)	28%	(135)	18%	(89)	17%	(82)	8%	(37)	482

Table MCEN12b_4: *How creepy do you find targeted ads on the following platforms?*

Ads on web browsers and websites

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	23%	(251)	27%	(294)	20%	(222)	17%	(188)	13%	(145)	1101
Hulu Subscribers	24%	(108)	27%	(121)	21%	(96)	17%	(79)	11%	(51)	455
Paramount+ Subscribers	28%	(43)	24%	(36)	22%	(33)	19%	(29)	8%	(12)	153
Peacock Subscribers	24%	(73)	23%	(70)	22%	(66)	19%	(57)	12%	(36)	301
HBO Max Subscribers	25%	(73)	29%	(85)	18%	(53)	18%	(51)	9%	(27)	289
Discovery+ Subscribers	28%	(48)	23%	(39)	18%	(30)	20%	(33)	10%	(18)	168
AVOD Users	23%	(170)	25%	(188)	21%	(160)	19%	(143)	11%	(84)	746

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

Table MCEN12b_5: *How creepy do you find targeted ads on the following platforms?*

Outdoor ads such as billboards and posters

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(154)	14%	(151)	23%	(249)	35%	(389)	14%	(159)	1101
Gender: Male	20%	(106)	15%	(78)	22%	(117)	33%	(172)	10%	(55)	527
Gender: Female	8%	(48)	13%	(73)	23%	(132)	38%	(217)	18%	(105)	574
Age: 18-34	17%	(55)	17%	(56)	23%	(72)	33%	(105)	9%	(30)	318
Age: 35-44	13%	(23)	20%	(34)	21%	(36)	32%	(56)	14%	(25)	174
Age: 45-64	11%	(42)	10%	(37)	24%	(91)	36%	(137)	19%	(71)	379
Age: 65+	14%	(33)	11%	(24)	21%	(50)	39%	(91)	14%	(33)	231
GenZers: 1997-2012	13%	(12)	19%	(18)	26%	(24)	30%	(28)	12%	(12)	95
Millennials: 1981-1996	17%	(60)	17%	(61)	21%	(73)	34%	(118)	10%	(36)	348
GenXers: 1965-1980	14%	(34)	11%	(26)	21%	(51)	34%	(82)	20%	(47)	240
Baby Boomers: 1946-1964	11%	(42)	12%	(43)	25%	(94)	37%	(138)	15%	(58)	375
PID: Dem (no lean)	15%	(66)	16%	(71)	22%	(97)	35%	(154)	11%	(49)	436
PID: Ind (no lean)	14%	(50)	11%	(38)	22%	(78)	34%	(119)	20%	(70)	355
PID: Rep (no lean)	12%	(38)	13%	(42)	24%	(74)	37%	(116)	13%	(40)	310
PID/Gender: Dem Men	23%	(50)	17%	(36)	18%	(39)	32%	(69)	10%	(21)	215
PID/Gender: Dem Women	7%	(16)	16%	(35)	26%	(58)	38%	(84)	13%	(28)	221
PID/Gender: Ind Men	18%	(29)	9%	(15)	28%	(45)	32%	(52)	13%	(22)	162
PID/Gender: Ind Women	11%	(21)	12%	(23)	17%	(33)	35%	(67)	25%	(48)	193
PID/Gender: Rep Men	18%	(27)	18%	(27)	23%	(34)	34%	(51)	8%	(12)	151
PID/Gender: Rep Women	7%	(10)	9%	(15)	25%	(40)	41%	(65)	18%	(29)	159
Ideo: Liberal (1-3)	18%	(58)	14%	(45)	20%	(64)	38%	(120)	10%	(30)	317
Ideo: Moderate (4)	9%	(29)	12%	(39)	28%	(90)	36%	(117)	16%	(51)	327
Ideo: Conservative (5-7)	15%	(52)	17%	(58)	22%	(76)	36%	(127)	11%	(37)	351
Educ: < College	11%	(87)	13%	(95)	23%	(174)	37%	(278)	16%	(121)	755
Educ: Bachelors degree	19%	(43)	15%	(35)	20%	(44)	35%	(78)	11%	(25)	223
Educ: Post-grad	20%	(24)	17%	(21)	26%	(31)	27%	(33)	11%	(13)	123
Income: Under 50k	12%	(79)	13%	(81)	22%	(139)	36%	(229)	18%	(112)	640
Income: 50k-100k	15%	(45)	13%	(39)	25%	(77)	36%	(110)	12%	(37)	307
Income: 100k+	19%	(30)	20%	(31)	22%	(33)	33%	(50)	6%	(10)	154
Ethnicity: White	15%	(124)	13%	(114)	23%	(193)	36%	(304)	13%	(114)	849
Ethnicity: Hispanic	11%	(19)	16%	(29)	26%	(46)	32%	(58)	16%	(28)	179

Table MCEN12b_5: *How creepy do you find targeted ads on the following platforms?*

Outdoor ads such as billboards and posters

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(154)	14%	(151)	23%	(249)	35%	(389)	14%	(159)	1101
Ethnicity: Black	11%	(15)	16%	(22)	20%	(27)	38%	(52)	16%	(21)	138
Ethnicity: Other	13%	(14)	13%	(15)	25%	(28)	29%	(33)	21%	(24)	115
All Christian	14%	(67)	14%	(70)	23%	(112)	36%	(176)	12%	(61)	486
All Non-Christian	26%	(18)	24%	(16)	19%	(13)	22%	(15)	9%	(7)	70
Atheist	12%	(6)	16%	(8)	28%	(14)	37%	(18)	7%	(3)	50
Agnostic/Nothing in particular	12%	(36)	13%	(37)	20%	(59)	37%	(107)	18%	(54)	294
Something Else	13%	(26)	9%	(19)	25%	(50)	36%	(72)	17%	(35)	202
Religious Non-Protestant/Catholic	24%	(19)	22%	(17)	18%	(14)	25%	(19)	11%	(9)	78
Evangelical	15%	(43)	14%	(41)	23%	(68)	38%	(109)	10%	(29)	290
Non-Evangelical	12%	(46)	12%	(45)	25%	(93)	35%	(132)	16%	(62)	379
Community: Urban	17%	(55)	17%	(56)	21%	(70)	29%	(97)	16%	(54)	332
Community: Suburban	14%	(66)	13%	(64)	25%	(122)	35%	(170)	12%	(57)	479
Community: Rural	11%	(33)	11%	(31)	19%	(56)	42%	(122)	17%	(48)	291
Employ: Private Sector	20%	(63)	18%	(58)	20%	(64)	33%	(108)	9%	(30)	323
Employ: Self-Employed	23%	(24)	18%	(18)	22%	(23)	28%	(29)	8%	(8)	103
Employ: Homemaker	9%	(8)	14%	(13)	18%	(16)	44%	(40)	14%	(13)	90
Employ: Retired	11%	(29)	9%	(24)	24%	(66)	41%	(111)	16%	(44)	275
Employ: Unemployed	5%	(9)	11%	(19)	31%	(52)	29%	(48)	23%	(38)	166
Employ: Other	12%	(7)	11%	(7)	18%	(11)	41%	(26)	19%	(12)	62
Military HH: Yes	13%	(22)	12%	(20)	26%	(43)	36%	(60)	14%	(23)	167
Military HH: No	14%	(132)	14%	(131)	22%	(206)	35%	(329)	15%	(137)	934
RD/WT: Right Direction	15%	(73)	17%	(81)	21%	(101)	34%	(160)	12%	(58)	473
RD/WT: Wrong Track	13%	(81)	11%	(70)	23%	(147)	36%	(229)	16%	(101)	628
Biden Job Approve	15%	(77)	16%	(85)	21%	(112)	36%	(187)	12%	(65)	526
Biden Job Disapprove	13%	(68)	12%	(62)	24%	(126)	37%	(190)	14%	(73)	518
Biden Job Strongly Approve	21%	(53)	16%	(40)	17%	(43)	34%	(85)	13%	(32)	253
Biden Job Somewhat Approve	9%	(24)	16%	(45)	25%	(69)	37%	(102)	12%	(33)	273
Biden Job Somewhat Disapprove	7%	(11)	16%	(26)	28%	(46)	38%	(63)	11%	(18)	163
Biden Job Strongly Disapprove	16%	(57)	10%	(36)	23%	(80)	36%	(127)	15%	(55)	355

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Outdoor ads such as billboards and posters

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(154)	14%	(151)	23%	(249)	35%	(389)	14%	(159)	1101
Favorable of Biden	15%	(80)	16%	(84)	23%	(124)	34%	(186)	12%	(67)	540
Unfavorable of Biden	13%	(65)	13%	(63)	23%	(114)	38%	(191)	14%	(68)	501
Very Favorable of Biden	20%	(54)	15%	(40)	16%	(44)	36%	(99)	14%	(38)	275
Somewhat Favorable of Biden	10%	(26)	17%	(44)	30%	(80)	33%	(87)	11%	(28)	265
Somewhat Unfavorable of Biden	6%	(8)	14%	(18)	27%	(36)	40%	(53)	14%	(19)	133
Very Unfavorable of Biden	15%	(56)	12%	(45)	21%	(79)	38%	(139)	14%	(50)	368
#1 Issue: Economy	14%	(53)	14%	(51)	23%	(85)	37%	(138)	11%	(41)	368
#1 Issue: Security	16%	(34)	12%	(26)	19%	(39)	37%	(76)	16%	(33)	208
#1 Issue: Health Care	10%	(14)	16%	(22)	24%	(34)	34%	(49)	15%	(22)	142
#1 Issue: Medicare / Social Security	7%	(11)	11%	(17)	25%	(39)	40%	(60)	17%	(25)	152
#1 Issue: Women's Issues	15%	(9)	19%	(12)	25%	(16)	28%	(18)	13%	(8)	63
#1 Issue: Energy	19%	(12)	8%	(5)	25%	(16)	31%	(20)	18%	(12)	63
#1 Issue: Other	19%	(12)	7%	(4)	22%	(14)	31%	(19)	21%	(13)	62
2020 Vote: Joe Biden	16%	(75)	15%	(73)	22%	(106)	36%	(172)	12%	(57)	482
2020 Vote: Donald Trump	14%	(49)	11%	(40)	22%	(77)	39%	(135)	14%	(48)	349
2020 Vote: Didn't Vote	10%	(24)	15%	(35)	24%	(56)	30%	(71)	21%	(49)	235
2018 House Vote: Democrat	16%	(60)	12%	(45)	23%	(85)	38%	(142)	11%	(40)	372
2018 House Vote: Republican	12%	(35)	13%	(39)	23%	(68)	39%	(113)	13%	(37)	293
2016 Vote: Hillary Clinton	15%	(53)	13%	(47)	22%	(78)	38%	(133)	11%	(37)	347
2016 Vote: Donald Trump	12%	(40)	12%	(40)	24%	(77)	42%	(136)	10%	(33)	325
2016 Vote: Other	18%	(10)	7%	(4)	24%	(13)	31%	(17)	19%	(11)	55
2016 Vote: Didn't Vote	14%	(51)	16%	(60)	21%	(80)	28%	(104)	21%	(79)	373
Voted in 2014: Yes	14%	(85)	13%	(78)	24%	(144)	38%	(231)	12%	(74)	612
Voted in 2014: No	14%	(68)	15%	(73)	21%	(104)	32%	(158)	17%	(85)	489
4-Region: Northeast	18%	(35)	21%	(42)	25%	(49)	29%	(57)	7%	(14)	198
4-Region: Midwest	14%	(32)	17%	(39)	20%	(45)	34%	(77)	15%	(34)	227
4-Region: South	12%	(49)	9%	(39)	24%	(103)	38%	(161)	16%	(68)	420
4-Region: West	15%	(38)	12%	(30)	20%	(51)	37%	(94)	17%	(43)	256
Consumers Who Find Ads Creepy	22%	(125)	17%	(97)	23%	(131)	28%	(162)	10%	(59)	574
Consumers Overloaded on Ads	13%	(64)	14%	(66)	25%	(120)	38%	(184)	10%	(48)	482

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Outdoor ads such as billboards and posters

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(154)	14%	(151)	23%	(249)	35%	(389)	14%	(159)	1101
Hulu Subscribers	16%	(71)	13%	(61)	23%	(102)	35%	(158)	14%	(62)	455
Paramount+ Subscribers	19%	(29)	14%	(22)	20%	(31)	35%	(53)	12%	(18)	153
Peacock Subscribers	13%	(38)	15%	(46)	24%	(74)	36%	(107)	12%	(36)	301
HBO Max Subscribers	15%	(42)	21%	(60)	24%	(69)	31%	(91)	10%	(28)	289
Discovery+ Subscribers	17%	(29)	18%	(30)	22%	(37)	30%	(51)	12%	(20)	168
AVOD Users	13%	(99)	12%	(92)	24%	(177)	37%	(278)	13%	(99)	746

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

Table MCEN12b_6: *How creepy do you find targeted ads on the following platforms?*
Podcast ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	15%	(168)	17%	(191)	18%	(201)	19%	(209)	30%	(332)	1101
Gender: Male	20%	(105)	19%	(99)	19%	(100)	19%	(100)	24%	(124)	527
Gender: Female	11%	(63)	16%	(92)	18%	(102)	19%	(109)	36%	(208)	574
Age: 18-34	16%	(51)	19%	(60)	24%	(76)	26%	(83)	15%	(47)	318
Age: 35-44	17%	(29)	17%	(30)	19%	(33)	24%	(41)	23%	(40)	174
Age: 45-64	13%	(50)	16%	(59)	18%	(67)	17%	(65)	36%	(137)	379
Age: 65+	16%	(38)	18%	(41)	11%	(25)	9%	(20)	46%	(107)	231
GenZers: 1997-2012	15%	(14)	17%	(16)	23%	(22)	25%	(24)	20%	(19)	95
Millennials: 1981-1996	15%	(52)	20%	(69)	23%	(81)	25%	(88)	17%	(58)	348
GenXers: 1965-1980	18%	(42)	14%	(34)	16%	(40)	24%	(57)	28%	(68)	240
Baby Boomers: 1946-1964	14%	(53)	17%	(64)	15%	(56)	9%	(34)	45%	(168)	375
PID: Dem (no lean)	15%	(64)	19%	(81)	17%	(73)	22%	(94)	28%	(124)	436
PID: Ind (no lean)	16%	(59)	14%	(50)	19%	(69)	18%	(65)	32%	(113)	355
PID: Rep (no lean)	14%	(45)	19%	(60)	19%	(60)	16%	(49)	31%	(96)	310
PID/Gender: Dem Men	22%	(48)	21%	(45)	14%	(30)	21%	(46)	22%	(47)	215
PID/Gender: Dem Women	7%	(16)	16%	(36)	20%	(44)	22%	(49)	35%	(76)	221
PID/Gender: Ind Men	16%	(27)	13%	(22)	25%	(41)	18%	(29)	27%	(43)	162
PID/Gender: Ind Women	17%	(32)	14%	(28)	14%	(28)	19%	(36)	36%	(70)	193
PID/Gender: Rep Men	20%	(30)	22%	(32)	20%	(29)	16%	(24)	23%	(34)	151
PID/Gender: Rep Women	9%	(14)	17%	(28)	19%	(30)	16%	(25)	39%	(62)	159
Ideo: Liberal (1-3)	15%	(49)	16%	(49)	19%	(60)	25%	(79)	25%	(80)	317
Ideo: Moderate (4)	11%	(34)	16%	(53)	22%	(73)	20%	(64)	31%	(101)	327
Ideo: Conservative (5-7)	19%	(68)	22%	(76)	18%	(62)	14%	(48)	28%	(98)	351
Educ: < College	13%	(98)	16%	(124)	17%	(128)	21%	(162)	32%	(243)	755
Educ: Bachelors degree	20%	(44)	20%	(45)	21%	(46)	15%	(33)	24%	(55)	223
Educ: Post-grad	21%	(26)	17%	(21)	22%	(27)	12%	(15)	28%	(34)	123
Income: Under 50k	13%	(85)	16%	(100)	17%	(107)	20%	(126)	35%	(222)	640
Income: 50k-100k	19%	(59)	18%	(55)	19%	(59)	17%	(52)	26%	(81)	307
Income: 100k+	15%	(24)	23%	(36)	23%	(35)	20%	(31)	19%	(29)	154
Ethnicity: White	16%	(133)	17%	(147)	19%	(164)	17%	(147)	30%	(258)	849
Ethnicity: Hispanic	11%	(20)	14%	(25)	24%	(43)	30%	(53)	22%	(39)	179

Table MCEN12b_6: *How creepy do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	15%	(168)	17%	(191)	18%	(201)	19%	(209)	30%	(332)	1101
Ethnicity: Black	14%	(20)	15%	(21)	13%	(18)	29%	(40)	28%	(39)	138
Ethnicity: Other	13%	(15)	20%	(23)	17%	(19)	20%	(22)	31%	(36)	115
All Christian	15%	(71)	22%	(108)	18%	(87)	16%	(77)	29%	(143)	486
All Non-Christian	35%	(25)	18%	(13)	15%	(10)	14%	(10)	18%	(12)	70
Atheist	15%	(7)	10%	(5)	25%	(12)	29%	(15)	21%	(10)	50
Agnostic/Nothing in particular	14%	(41)	14%	(40)	18%	(52)	23%	(67)	32%	(94)	294
Something Else	12%	(24)	13%	(25)	20%	(40)	20%	(41)	36%	(73)	202
Religious Non-Protestant/Catholic	31%	(25)	18%	(14)	16%	(12)	15%	(12)	19%	(15)	78
Evangelical	14%	(40)	20%	(57)	17%	(50)	19%	(55)	31%	(88)	290
Non-Evangelical	14%	(54)	19%	(71)	19%	(74)	16%	(59)	32%	(121)	379
Community: Urban	17%	(55)	17%	(55)	16%	(54)	22%	(74)	28%	(93)	332
Community: Suburban	17%	(79)	17%	(83)	20%	(96)	16%	(78)	30%	(143)	479
Community: Rural	11%	(33)	18%	(53)	18%	(51)	20%	(58)	33%	(96)	291
Employ: Private Sector	20%	(63)	21%	(67)	20%	(63)	20%	(65)	20%	(65)	323
Employ: Self-Employed	20%	(21)	28%	(28)	15%	(16)	16%	(16)	21%	(22)	103
Employ: Homemaker	9%	(8)	12%	(11)	24%	(22)	25%	(22)	30%	(27)	90
Employ: Retired	12%	(34)	14%	(39)	14%	(38)	11%	(31)	48%	(133)	275
Employ: Unemployed	9%	(16)	13%	(22)	23%	(38)	25%	(41)	30%	(49)	166
Employ: Other	18%	(11)	16%	(10)	15%	(9)	20%	(13)	30%	(19)	62
Military HH: Yes	17%	(29)	14%	(23)	18%	(29)	16%	(27)	36%	(60)	167
Military HH: No	15%	(139)	18%	(168)	18%	(172)	20%	(182)	29%	(273)	934
RD/WT: Right Direction	14%	(67)	20%	(95)	19%	(89)	20%	(94)	27%	(128)	473
RD/WT: Wrong Track	16%	(101)	15%	(95)	18%	(112)	18%	(115)	33%	(204)	628
Biden Job Approve	14%	(73)	19%	(98)	18%	(96)	22%	(115)	27%	(144)	526
Biden Job Disapprove	17%	(87)	17%	(88)	19%	(98)	17%	(87)	31%	(159)	518
Biden Job Strongly Approve	19%	(49)	18%	(45)	16%	(42)	20%	(51)	27%	(68)	253
Biden Job Somewhat Approve	9%	(25)	20%	(53)	20%	(55)	24%	(64)	28%	(76)	273
Biden Job Somewhat Disapprove	14%	(23)	17%	(28)	25%	(41)	20%	(33)	24%	(39)	163
Biden Job Strongly Disapprove	18%	(64)	17%	(61)	16%	(57)	15%	(54)	34%	(120)	355

Table MCEN12b_6: *How creepy do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	15%	(168)	17%	(191)	18%	(201)	19%	(209)	30%	(332)	1101
Favorable of Biden	14%	(77)	18%	(96)	18%	(99)	21%	(113)	29%	(154)	540
Unfavorable of Biden	16%	(81)	18%	(89)	18%	(90)	17%	(86)	31%	(155)	501
Very Favorable of Biden	17%	(47)	15%	(42)	15%	(42)	23%	(65)	29%	(79)	275
Somewhat Favorable of Biden	11%	(30)	20%	(54)	22%	(57)	18%	(49)	28%	(75)	265
Somewhat Unfavorable of Biden	13%	(17)	18%	(24)	25%	(34)	14%	(18)	30%	(40)	133
Very Unfavorable of Biden	17%	(64)	18%	(65)	15%	(56)	18%	(67)	31%	(115)	368
#1 Issue: Economy	15%	(56)	18%	(65)	19%	(68)	25%	(92)	23%	(86)	368
#1 Issue: Security	17%	(35)	18%	(38)	19%	(39)	12%	(25)	34%	(71)	208
#1 Issue: Health Care	12%	(17)	17%	(24)	20%	(29)	22%	(31)	29%	(41)	142
#1 Issue: Medicare / Social Security	12%	(18)	13%	(19)	15%	(23)	15%	(23)	45%	(69)	152
#1 Issue: Women's Issues	10%	(7)	18%	(11)	28%	(18)	19%	(12)	24%	(15)	63
#1 Issue: Energy	20%	(13)	17%	(11)	16%	(10)	16%	(10)	31%	(20)	63
#1 Issue: Other	19%	(12)	22%	(14)	9%	(6)	12%	(8)	37%	(23)	62
2020 Vote: Joe Biden	15%	(73)	18%	(88)	18%	(88)	19%	(92)	29%	(141)	482
2020 Vote: Donald Trump	15%	(52)	19%	(66)	19%	(66)	15%	(54)	32%	(111)	349
2020 Vote: Didn't Vote	14%	(32)	13%	(31)	18%	(43)	24%	(57)	31%	(72)	235
2018 House Vote: Democrat	16%	(60)	16%	(58)	17%	(65)	20%	(75)	31%	(114)	372
2018 House Vote: Republican	13%	(39)	21%	(61)	20%	(59)	15%	(44)	31%	(90)	293
2016 Vote: Hillary Clinton	13%	(45)	17%	(58)	18%	(61)	23%	(79)	30%	(105)	347
2016 Vote: Donald Trump	16%	(51)	20%	(64)	21%	(68)	14%	(47)	29%	(95)	325
2016 Vote: Other	15%	(8)	16%	(9)	20%	(11)	15%	(8)	33%	(18)	55
2016 Vote: Didn't Vote	17%	(62)	16%	(60)	16%	(61)	20%	(76)	30%	(114)	373
Voted in 2014: Yes	14%	(89)	17%	(107)	19%	(115)	17%	(104)	32%	(198)	612
Voted in 2014: No	16%	(79)	17%	(84)	18%	(87)	21%	(105)	27%	(134)	489
4-Region: Northeast	19%	(39)	23%	(45)	19%	(37)	16%	(31)	23%	(47)	198
4-Region: Midwest	18%	(41)	24%	(54)	18%	(40)	13%	(29)	28%	(63)	227
4-Region: South	13%	(53)	13%	(53)	19%	(81)	22%	(93)	34%	(141)	420
4-Region: West	14%	(35)	15%	(39)	17%	(44)	22%	(56)	32%	(82)	256
Consumers Who Find Ads Creepy	25%	(142)	25%	(142)	17%	(98)	12%	(70)	21%	(123)	574
Consumers Overloaded on Ads	17%	(84)	19%	(89)	17%	(81)	21%	(103)	26%	(125)	482

Table MCEN12b_6: *How creepy do you find targeted ads on the following platforms?*

Podcast ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	15%	(168)	17%	(191)	18%	(201)	19%	(209)	30%	(332)	1101
Hulu Subscribers	16%	(73)	18%	(80)	21%	(94)	19%	(87)	27%	(121)	455
Paramount+ Subscribers	20%	(30)	17%	(26)	27%	(41)	19%	(29)	18%	(28)	153
Peacock Subscribers	16%	(47)	17%	(50)	19%	(56)	21%	(64)	28%	(84)	301
HBO Max Subscribers	18%	(51)	18%	(52)	22%	(62)	19%	(56)	23%	(68)	289
Discovery+ Subscribers	23%	(39)	19%	(32)	18%	(31)	20%	(34)	19%	(31)	168
AVOD Users	15%	(110)	16%	(122)	21%	(156)	21%	(158)	27%	(200)	746

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

Table MCEN12b_7: *How creepy do you find targeted ads on the following platforms?*
Print ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(155)	16%	(174)	22%	(243)	32%	(351)	16%	(178)	1101
Gender: Male	18%	(95)	19%	(99)	23%	(121)	29%	(152)	11%	(60)	527
Gender: Female	10%	(60)	13%	(75)	21%	(122)	35%	(199)	20%	(117)	574
Age: 18-34	17%	(55)	18%	(56)	19%	(60)	31%	(100)	15%	(47)	318
Age: 35-44	15%	(27)	20%	(35)	19%	(33)	27%	(46)	19%	(32)	174
Age: 45-64	11%	(41)	14%	(54)	25%	(93)	33%	(126)	17%	(65)	379
Age: 65+	14%	(32)	13%	(29)	25%	(58)	34%	(79)	14%	(33)	231
GenZers: 1997-2012	16%	(15)	21%	(20)	17%	(16)	23%	(21)	24%	(23)	95
Millennials: 1981-1996	17%	(58)	18%	(62)	20%	(69)	32%	(110)	14%	(50)	348
GenXers: 1965-1980	12%	(28)	14%	(34)	21%	(51)	34%	(82)	19%	(45)	240
Baby Boomers: 1946-1964	12%	(44)	15%	(56)	26%	(99)	32%	(121)	15%	(54)	375
PID: Dem (no lean)	14%	(61)	18%	(80)	20%	(87)	33%	(145)	14%	(63)	436
PID: Ind (no lean)	14%	(51)	12%	(44)	21%	(74)	33%	(118)	19%	(67)	355
PID: Rep (no lean)	14%	(43)	16%	(50)	26%	(82)	28%	(88)	15%	(48)	310
PID/Gender: Dem Men	19%	(41)	20%	(42)	20%	(42)	31%	(67)	11%	(23)	215
PID/Gender: Dem Women	9%	(20)	17%	(38)	20%	(45)	35%	(78)	18%	(40)	221
PID/Gender: Ind Men	16%	(26)	15%	(24)	26%	(42)	29%	(47)	14%	(22)	162
PID/Gender: Ind Women	13%	(24)	10%	(20)	17%	(33)	37%	(71)	23%	(45)	193
PID/Gender: Rep Men	18%	(27)	22%	(33)	25%	(37)	25%	(38)	10%	(15)	151
PID/Gender: Rep Women	10%	(15)	11%	(17)	28%	(44)	31%	(50)	20%	(32)	159
Ideo: Liberal (1-3)	17%	(54)	16%	(50)	20%	(62)	36%	(113)	12%	(38)	317
Ideo: Moderate (4)	9%	(30)	14%	(47)	25%	(82)	34%	(113)	17%	(55)	327
Ideo: Conservative (5-7)	16%	(55)	21%	(73)	24%	(85)	29%	(101)	10%	(36)	351
Educ: < College	13%	(94)	15%	(111)	20%	(153)	34%	(255)	19%	(143)	755
Educ: Bachelors degree	17%	(38)	19%	(41)	26%	(58)	30%	(67)	9%	(19)	223
Educ: Post-grad	18%	(23)	18%	(22)	27%	(33)	24%	(29)	13%	(16)	123
Income: Under 50k	14%	(87)	14%	(92)	21%	(131)	32%	(203)	20%	(127)	640
Income: 50k-100k	14%	(42)	17%	(54)	23%	(70)	32%	(100)	14%	(42)	307
Income: 100k+	16%	(25)	19%	(29)	28%	(43)	31%	(48)	6%	(9)	154
Ethnicity: White	15%	(123)	16%	(133)	23%	(196)	33%	(276)	14%	(121)	849
Ethnicity: Hispanic	11%	(19)	15%	(28)	20%	(37)	35%	(63)	18%	(33)	179

Continued on next page

Table MCEN12b_7: *How creepy do you find targeted ads on the following platforms?*
Print ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(155)	16%	(174)	22%	(243)	32%	(351)	16%	(178)	1101
Ethnicity: Black	10%	(14)	20%	(27)	16%	(22)	34%	(47)	20%	(27)	138
Ethnicity: Other	15%	(18)	13%	(15)	22%	(25)	24%	(28)	26%	(30)	115
All Christian	13%	(64)	18%	(89)	27%	(130)	30%	(145)	12%	(59)	486
All Non-Christian	28%	(19)	17%	(12)	23%	(16)	21%	(15)	11%	(7)	70
Atheist	12%	(6)	13%	(6)	19%	(9)	44%	(22)	11%	(6)	50
Agnostic/Nothing in particular	12%	(35)	13%	(38)	20%	(59)	33%	(98)	21%	(63)	294
Something Else	15%	(30)	14%	(29)	14%	(29)	35%	(71)	21%	(43)	202
Religious Non-Protestant/Catholic	25%	(20)	15%	(12)	24%	(19)	22%	(17)	13%	(10)	78
Evangelical	14%	(40)	20%	(57)	21%	(60)	31%	(89)	15%	(44)	290
Non-Evangelical	13%	(50)	15%	(56)	25%	(96)	33%	(125)	14%	(52)	379
Community: Urban	15%	(49)	18%	(60)	22%	(72)	26%	(86)	19%	(64)	332
Community: Suburban	14%	(68)	15%	(72)	23%	(109)	33%	(160)	15%	(70)	479
Community: Rural	13%	(37)	14%	(42)	22%	(63)	36%	(105)	15%	(44)	291
Employ: Private Sector	18%	(59)	19%	(61)	21%	(69)	30%	(97)	12%	(38)	323
Employ: Self-Employed	23%	(24)	22%	(22)	21%	(22)	25%	(26)	9%	(10)	103
Employ: Homemaker	11%	(10)	14%	(13)	22%	(19)	40%	(35)	14%	(12)	90
Employ: Retired	12%	(32)	11%	(29)	25%	(70)	37%	(101)	16%	(43)	275
Employ: Unemployed	6%	(10)	16%	(26)	23%	(39)	27%	(45)	28%	(47)	166
Employ: Other	14%	(9)	18%	(11)	16%	(10)	33%	(20)	20%	(12)	62
Military HH: Yes	14%	(23)	16%	(28)	20%	(33)	31%	(52)	19%	(32)	167
Military HH: No	14%	(132)	16%	(147)	23%	(210)	32%	(299)	16%	(146)	934
RD/WT: Right Direction	14%	(65)	19%	(89)	20%	(97)	33%	(154)	14%	(68)	473
RD/WT: Wrong Track	14%	(90)	14%	(85)	23%	(147)	31%	(196)	17%	(110)	628
Biden Job Approve	13%	(70)	19%	(98)	21%	(109)	35%	(182)	13%	(68)	526
Biden Job Disapprove	15%	(79)	14%	(75)	24%	(126)	30%	(157)	16%	(82)	518
Biden Job Strongly Approve	16%	(42)	18%	(45)	19%	(49)	31%	(80)	15%	(38)	253
Biden Job Somewhat Approve	10%	(28)	19%	(53)	22%	(60)	37%	(102)	11%	(29)	273
Biden Job Somewhat Disapprove	11%	(18)	17%	(27)	23%	(37)	33%	(54)	16%	(27)	163
Biden Job Strongly Disapprove	17%	(61)	13%	(47)	25%	(89)	29%	(103)	15%	(55)	355

Table MCEN12b_7: *How creepy do you find targeted ads on the following platforms?*
Print ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(155)	16%	(174)	22%	(243)	32%	(351)	16%	(178)	1101
Favorable of Biden	14%	(75)	17%	(95)	21%	(114)	34%	(182)	14%	(75)	540
Unfavorable of Biden	15%	(75)	15%	(76)	24%	(120)	31%	(157)	15%	(73)	501
Very Favorable of Biden	16%	(44)	16%	(43)	18%	(49)	34%	(93)	17%	(46)	275
Somewhat Favorable of Biden	12%	(31)	19%	(51)	25%	(65)	33%	(88)	11%	(29)	265
Somewhat Unfavorable of Biden	10%	(13)	17%	(23)	21%	(28)	36%	(48)	16%	(22)	133
Very Unfavorable of Biden	17%	(62)	14%	(53)	25%	(92)	30%	(110)	14%	(52)	368
#1 Issue: Economy	15%	(56)	15%	(56)	24%	(88)	35%	(130)	10%	(38)	368
#1 Issue: Security	15%	(31)	16%	(32)	22%	(45)	28%	(58)	19%	(40)	208
#1 Issue: Health Care	9%	(13)	16%	(23)	24%	(34)	30%	(42)	21%	(30)	142
#1 Issue: Medicare / Social Security	9%	(13)	15%	(22)	25%	(38)	37%	(56)	15%	(23)	152
#1 Issue: Women's Issues	12%	(8)	18%	(11)	15%	(10)	29%	(18)	26%	(16)	63
#1 Issue: Energy	25%	(16)	13%	(9)	22%	(14)	27%	(17)	13%	(8)	63
#1 Issue: Other	17%	(11)	15%	(9)	15%	(9)	30%	(18)	23%	(14)	62
2020 Vote: Joe Biden	14%	(67)	18%	(85)	20%	(94)	34%	(165)	15%	(71)	482
2020 Vote: Donald Trump	14%	(48)	16%	(55)	27%	(94)	30%	(104)	14%	(48)	349
2020 Vote: Didn't Vote	15%	(35)	13%	(31)	19%	(45)	30%	(71)	22%	(53)	235
2018 House Vote: Democrat	14%	(52)	15%	(57)	21%	(77)	36%	(135)	14%	(52)	372
2018 House Vote: Republican	12%	(36)	19%	(56)	26%	(76)	31%	(90)	12%	(35)	293
2016 Vote: Hillary Clinton	12%	(42)	15%	(51)	21%	(75)	37%	(129)	14%	(50)	347
2016 Vote: Donald Trump	12%	(40)	19%	(60)	27%	(89)	31%	(102)	10%	(33)	325
2016 Vote: Other	17%	(9)	6%	(3)	26%	(14)	31%	(17)	19%	(11)	55
2016 Vote: Didn't Vote	17%	(63)	16%	(59)	17%	(65)	27%	(103)	22%	(84)	373
Voted in 2014: Yes	12%	(76)	16%	(100)	25%	(150)	33%	(204)	13%	(81)	612
Voted in 2014: No	16%	(79)	15%	(74)	19%	(93)	30%	(146)	20%	(96)	489
4-Region: Northeast	18%	(35)	19%	(38)	27%	(53)	26%	(52)	10%	(20)	198
4-Region: Midwest	18%	(42)	17%	(39)	19%	(43)	30%	(69)	15%	(33)	227
4-Region: South	11%	(46)	12%	(50)	23%	(97)	36%	(150)	18%	(76)	420
4-Region: West	12%	(32)	18%	(47)	19%	(50)	31%	(80)	19%	(48)	256
Consumers Who Find Ads Creepy	23%	(130)	20%	(116)	23%	(132)	23%	(132)	11%	(65)	574
Consumers Overloaded on Ads	16%	(77)	15%	(70)	23%	(112)	33%	(160)	13%	(63)	482

Table MCEN12b_7: *How creepy do you find targeted ads on the following platforms?*

Print ads

Demographic	Very creepy		Somewhat creepy		Not too creepy		Not creepy at all		Don't know / No opinion		Total N
Adults	14%	(155)	16%	(174)	22%	(243)	32%	(351)	16%	(178)	1101
Hulu Subscribers	17%	(76)	14%	(63)	22%	(99)	32%	(147)	15%	(70)	455
Paramount+ Subscribers	20%	(30)	16%	(24)	19%	(29)	32%	(49)	13%	(20)	153
Peacock Subscribers	13%	(40)	15%	(44)	23%	(69)	34%	(102)	15%	(45)	301
HBO Max Subscribers	16%	(47)	19%	(56)	21%	(62)	29%	(84)	14%	(40)	289
Discovery+ Subscribers	17%	(29)	19%	(33)	21%	(36)	30%	(50)	12%	(20)	168
AVOD Users	14%	(103)	13%	(100)	24%	(179)	34%	(252)	15%	(111)	746

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

Table MCEN13: *The following are two statements about multi-platform ad campaigns. Please select the statement that is closest to your opinion, even if neither is exactly right.*

Demographic	I think multi-platform ad campaigns are more invasive and creepy than one-off targeted ads		I think multi-platform ad campaigns are more engaging and memorable than one-off targeted ads		Don't know / No opinion		Total N
Adults	41%	(892)	28%	(610)	32%	(698)	2200
Gender: Male	44%	(468)	29%	(305)	27%	(289)	1062
Gender: Female	37%	(424)	27%	(305)	36%	(409)	1138
Age: 18-34	41%	(268)	36%	(233)	24%	(154)	655
Age: 35-44	33%	(117)	37%	(132)	30%	(108)	358
Age: 45-64	41%	(310)	23%	(174)	36%	(267)	751
Age: 65+	45%	(196)	16%	(71)	39%	(169)	436
GenZers: 1997-2012	46%	(94)	29%	(59)	26%	(53)	205
Millennials: 1981-1996	37%	(259)	38%	(265)	25%	(173)	698
GenXers: 1965-1980	37%	(188)	28%	(141)	35%	(180)	510
Baby Boomers: 1946-1964	46%	(320)	19%	(133)	35%	(247)	701
PID: Dem (no lean)	39%	(329)	35%	(298)	26%	(220)	847
PID: Ind (no lean)	43%	(302)	23%	(163)	35%	(246)	712
PID: Rep (no lean)	41%	(260)	23%	(149)	36%	(232)	641
PID/Gender: Dem Men	45%	(188)	36%	(152)	18%	(76)	416
PID/Gender: Dem Women	33%	(141)	34%	(146)	33%	(144)	431
PID/Gender: Ind Men	43%	(145)	24%	(81)	34%	(114)	340
PID/Gender: Ind Women	42%	(157)	22%	(83)	35%	(132)	372
PID/Gender: Rep Men	44%	(135)	24%	(72)	32%	(99)	306
PID/Gender: Rep Women	37%	(125)	23%	(77)	40%	(134)	335
Ideo: Liberal (1-3)	47%	(299)	33%	(213)	19%	(123)	635
Ideo: Moderate (4)	33%	(210)	30%	(187)	37%	(231)	628
Ideo: Conservative (5-7)	43%	(319)	24%	(177)	32%	(237)	734
Educ: < College	38%	(568)	26%	(390)	37%	(554)	1512
Educ: Bachelors degree	46%	(204)	32%	(143)	22%	(97)	444
Educ: Post-grad	49%	(120)	32%	(77)	19%	(47)	244
Income: Under 50k	38%	(477)	26%	(322)	36%	(459)	1258
Income: 50k-100k	44%	(278)	28%	(177)	28%	(174)	629
Income: 100k+	44%	(136)	35%	(111)	21%	(66)	313

Table MCEN13: *The following are two statements about multi-platform ad campaigns. Please select the statement that is closest to your opinion, even if neither is exactly right.*

Demographic	I think multi-platform ad campaigns are more invasive and creepy than one-off targeted ads		I think multi-platform ad campaigns are more engaging and memorable than one-off targeted ads		Don't know / No opinion		Total N
Adults	41%	(892)	28%	(610)	32%	(698)	2200
Ethnicity: White	42%	(729)	26%	(453)	31%	(541)	1722
Ethnicity: Hispanic	44%	(154)	28%	(97)	28%	(98)	349
Ethnicity: Black	30%	(81)	38%	(105)	32%	(88)	274
Ethnicity: Other	40%	(82)	26%	(53)	34%	(70)	204
All Christian	41%	(397)	28%	(271)	30%	(290)	958
All Non-Christian	50%	(76)	35%	(53)	16%	(24)	154
Atheist	56%	(59)	23%	(24)	21%	(22)	105
Agnostic/Nothing in particular	36%	(210)	26%	(148)	38%	(222)	580
Something Else	37%	(149)	28%	(114)	35%	(140)	403
Religious Non-Protestant/Catholic	48%	(83)	35%	(60)	17%	(29)	172
Evangelical	36%	(214)	30%	(174)	34%	(199)	586
Non-Evangelical	43%	(318)	27%	(195)	30%	(221)	734
Community: Urban	39%	(244)	35%	(223)	26%	(165)	632
Community: Suburban	43%	(429)	24%	(242)	32%	(319)	990
Community: Rural	38%	(218)	25%	(145)	37%	(215)	578
Employ: Private Sector	42%	(284)	32%	(219)	26%	(174)	677
Employ: Government	45%	(42)	34%	(32)	21%	(20)	93
Employ: Self-Employed	42%	(85)	33%	(67)	24%	(49)	200
Employ: Homemaker	44%	(71)	26%	(42)	31%	(50)	164
Employ: Student	45%	(37)	30%	(25)	26%	(21)	82
Employ: Retired	42%	(221)	18%	(96)	39%	(205)	522
Employ: Unemployed	30%	(97)	31%	(100)	39%	(126)	323
Employ: Other	40%	(55)	22%	(31)	38%	(53)	139
Military HH: Yes	47%	(151)	24%	(78)	29%	(93)	323
Military HH: No	39%	(740)	28%	(531)	32%	(606)	1877
RD/WT: Right Direction	38%	(352)	34%	(314)	28%	(263)	929
RD/WT: Wrong Track	42%	(539)	23%	(296)	34%	(435)	1271

Table MCEN13: *The following are two statements about multi-platform ad campaigns. Please select the statement that is closest to your opinion, even if neither is exactly right.*

Demographic	I think multi-platform ad campaigns are more invasive and creepy than one-off targeted ads		I think multi-platform ad campaigns are more engaging and memorable than one-off targeted ads		Don't know / No opinion		Total N
Adults	41%	(892)	28%	(610)	32%	(698)	2200
Biden Job Approve	40%	(420)	32%	(332)	28%	(289)	1041
Biden Job Disapprove	42%	(445)	24%	(249)	34%	(354)	1049
Biden Job Strongly Approve	38%	(198)	36%	(185)	26%	(136)	519
Biden Job Somewhat Approve	43%	(222)	28%	(147)	29%	(153)	522
Biden Job Somewhat Disapprove	41%	(126)	31%	(97)	28%	(85)	308
Biden Job Strongly Disapprove	43%	(319)	21%	(152)	36%	(269)	741
Favorable of Biden	39%	(416)	33%	(348)	29%	(305)	1068
Unfavorable of Biden	44%	(445)	23%	(238)	33%	(337)	1020
Very Favorable of Biden	36%	(201)	35%	(194)	29%	(163)	557
Somewhat Favorable of Biden	42%	(215)	30%	(154)	28%	(142)	511
Somewhat Unfavorable of Biden	41%	(105)	32%	(81)	27%	(68)	254
Very Unfavorable of Biden	44%	(340)	21%	(157)	35%	(268)	766
#1 Issue: Economy	37%	(270)	32%	(231)	31%	(223)	724
#1 Issue: Security	44%	(196)	22%	(96)	34%	(149)	442
#1 Issue: Health Care	38%	(107)	33%	(94)	28%	(79)	280
#1 Issue: Medicare / Social Security	39%	(110)	20%	(56)	41%	(114)	280
#1 Issue: Women's Issues	42%	(60)	32%	(46)	25%	(36)	141
#1 Issue: Education	46%	(44)	24%	(23)	30%	(28)	96
#1 Issue: Energy	44%	(54)	36%	(44)	20%	(25)	123
#1 Issue: Other	43%	(50)	18%	(20)	39%	(45)	115
2020 Vote: Joe Biden	39%	(376)	33%	(317)	28%	(266)	959
2020 Vote: Donald Trump	45%	(323)	22%	(157)	33%	(235)	715
2020 Vote: Other	49%	(35)	22%	(16)	29%	(21)	72
2020 Vote: Didn't Vote	34%	(156)	26%	(120)	39%	(177)	453
2018 House Vote: Democrat	40%	(287)	34%	(246)	26%	(183)	717
2018 House Vote: Republican	44%	(257)	24%	(142)	32%	(190)	590
2018 House Vote: Someone else	49%	(32)	15%	(10)	35%	(23)	65

Table MCEN13: *The following are two statements about multi-platform ad campaigns. Please select the statement that is closest to your opinion, even if neither is exactly right.*

Demographic	I think multi-platform ad campaigns are more invasive and creepy than one-off targeted ads		I think multi-platform ad campaigns are more engaging and memorable than one-off targeted ads		Don't know / No opinion		Total N
Adults	41%	(892)	28%	(610)	32%	(698)	2200
2016 Vote: Hillary Clinton	39%	(254)	34%	(225)	27%	(181)	659
2016 Vote: Donald Trump	43%	(291)	24%	(164)	32%	(219)	674
2016 Vote: Other	50%	(54)	18%	(19)	32%	(35)	108
2016 Vote: Didn't Vote	38%	(291)	27%	(202)	35%	(264)	757
Voted in 2014: Yes	42%	(512)	28%	(337)	30%	(363)	1212
Voted in 2014: No	38%	(380)	28%	(273)	34%	(335)	988
4-Region: Northeast	41%	(160)	29%	(115)	30%	(119)	394
4-Region: Midwest	39%	(181)	27%	(126)	34%	(156)	462
4-Region: South	36%	(298)	31%	(256)	33%	(269)	824
4-Region: West	49%	(253)	22%	(112)	30%	(154)	520
Consumers Who Find Ads Creepy	55%	(629)	23%	(264)	22%	(250)	1143
Consumers Overloaded on Ads	49%	(472)	25%	(243)	26%	(250)	965
Hulu Subscribers	40%	(354)	33%	(299)	27%	(241)	895
Paramount+ Subscribers	38%	(121)	40%	(126)	22%	(69)	317
Peacock Subscribers	38%	(221)	36%	(211)	26%	(155)	587
HBO Max Subscribers	42%	(247)	33%	(192)	25%	(145)	584
Discovery+ Subscribers	38%	(134)	42%	(148)	20%	(72)	354
AVOD Users	41%	(608)	31%	(460)	29%	(433)	1502

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

Table MCENdem1_1: *Do you, or anyone in your household, subscribe to the following?*

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	42%	(929)	37%	(815)	21%	(456)	2200
Gender: Male	45%	(473)	37%	(398)	18%	(191)	1062
Gender: Female	40%	(456)	37%	(417)	23%	(265)	1138
Age: 18-34	34%	(220)	38%	(249)	28%	(186)	655
Age: 35-44	36%	(128)	40%	(143)	24%	(86)	358
Age: 45-64	47%	(350)	37%	(281)	16%	(120)	751
Age: 65+	53%	(231)	32%	(141)	15%	(64)	436
GenZers: 1997-2012	28%	(57)	44%	(90)	28%	(57)	205
Millennials: 1981-1996	37%	(256)	36%	(249)	28%	(193)	698
GenXers: 1965-1980	44%	(222)	39%	(199)	17%	(88)	510
Baby Boomers: 1946-1964	48%	(338)	37%	(257)	15%	(106)	701
PID: Dem (no lean)	47%	(395)	36%	(301)	18%	(151)	847
PID: Ind (no lean)	37%	(263)	41%	(290)	22%	(158)	712
PID: Rep (no lean)	42%	(270)	35%	(224)	23%	(147)	641
PID/Gender: Dem Men	51%	(211)	36%	(149)	14%	(57)	416
PID/Gender: Dem Women	43%	(185)	35%	(152)	22%	(94)	431
PID/Gender: Ind Men	36%	(121)	43%	(145)	22%	(73)	340
PID/Gender: Ind Women	38%	(142)	39%	(145)	23%	(85)	372
PID/Gender: Rep Men	46%	(141)	34%	(104)	20%	(61)	306
PID/Gender: Rep Women	38%	(129)	36%	(120)	26%	(86)	335
Ideo: Liberal (1-3)	48%	(302)	37%	(236)	15%	(97)	635
Ideo: Moderate (4)	42%	(265)	38%	(236)	20%	(128)	628
Ideo: Conservative (5-7)	42%	(311)	36%	(266)	21%	(156)	734
Educ: < College	39%	(593)	39%	(583)	22%	(336)	1512
Educ: Bachelors degree	49%	(216)	34%	(150)	18%	(78)	444
Educ: Post-grad	49%	(119)	34%	(83)	17%	(42)	244
Income: Under 50k	37%	(466)	40%	(505)	23%	(287)	1258
Income: 50k-100k	47%	(298)	34%	(215)	19%	(116)	629
Income: 100k+	53%	(165)	31%	(96)	17%	(53)	313
Ethnicity: White	44%	(761)	36%	(624)	20%	(337)	1722

Table MCENdem1_1: *Do you, or anyone in your household, subscribe to the following?*

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	42%	(929)	37%	(815)	21%	(456)	2200
Ethnicity: Hispanic	39%	(135)	42%	(145)	20%	(69)	349
Ethnicity: Black	36%	(98)	40%	(108)	25%	(68)	274
Ethnicity: Other	34%	(69)	41%	(83)	25%	(52)	204
All Christian	50%	(482)	33%	(317)	17%	(158)	958
All Non-Christian	47%	(72)	31%	(48)	22%	(34)	154
Atheist	26%	(28)	47%	(50)	26%	(28)	105
Agnostic/Nothing in particular	36%	(206)	40%	(232)	24%	(142)	580
Something Else	35%	(140)	42%	(168)	24%	(95)	403
Religious Non-Protestant/Catholic	44%	(75)	31%	(54)	25%	(43)	172
Evangelical	41%	(243)	37%	(219)	21%	(124)	586
Non-Evangelical	49%	(363)	35%	(255)	16%	(116)	734
Community: Urban	43%	(270)	37%	(234)	20%	(129)	632
Community: Suburban	47%	(464)	37%	(363)	16%	(163)	990
Community: Rural	34%	(195)	38%	(218)	28%	(164)	578
Employ: Private Sector	45%	(304)	36%	(243)	19%	(130)	677
Employ: Government	42%	(39)	35%	(33)	23%	(21)	93
Employ: Self-Employed	40%	(80)	36%	(72)	24%	(48)	200
Employ: Homemaker	32%	(52)	39%	(64)	29%	(48)	164
Employ: Student	31%	(25)	36%	(30)	33%	(27)	82
Employ: Retired	52%	(271)	33%	(170)	16%	(81)	522
Employ: Unemployed	33%	(106)	46%	(148)	21%	(69)	323
Employ: Other	37%	(51)	40%	(55)	23%	(32)	139
Military HH: Yes	51%	(164)	34%	(109)	15%	(50)	323
Military HH: No	41%	(765)	38%	(706)	22%	(407)	1877
RD/WT: Right Direction	47%	(435)	34%	(319)	19%	(175)	929
RD/WT: Wrong Track	39%	(493)	39%	(496)	22%	(281)	1271
Biden Job Approve	46%	(483)	35%	(369)	18%	(189)	1041
Biden Job Disapprove	39%	(413)	39%	(407)	22%	(228)	1049

Continued on next page

Table MCENdem1_1: *Do you, or anyone in your household, subscribe to the following?*

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	42%	(929)	37%	(815)	21%	(456)	2200
Biden Job Strongly Approve	46%	(240)	34%	(177)	20%	(101)	519
Biden Job Somewhat Approve	46%	(243)	37%	(192)	17%	(87)	522
Biden Job Somewhat Disapprove	41%	(125)	40%	(122)	20%	(61)	308
Biden Job Strongly Disapprove	39%	(288)	38%	(285)	23%	(168)	741
Favorable of Biden	46%	(490)	36%	(386)	18%	(192)	1068
Unfavorable of Biden	39%	(398)	38%	(391)	23%	(231)	1020
Very Favorable of Biden	46%	(258)	33%	(185)	21%	(114)	557
Somewhat Favorable of Biden	45%	(232)	39%	(201)	15%	(78)	511
Somewhat Unfavorable of Biden	38%	(98)	38%	(96)	24%	(61)	254
Very Unfavorable of Biden	39%	(300)	38%	(295)	22%	(171)	766
#1 Issue: Economy	40%	(288)	38%	(272)	23%	(164)	724
#1 Issue: Security	44%	(196)	36%	(160)	19%	(86)	442
#1 Issue: Health Care	44%	(124)	35%	(98)	21%	(58)	280
#1 Issue: Medicare / Social Security	51%	(143)	35%	(98)	14%	(38)	280
#1 Issue: Women's Issues	33%	(46)	43%	(61)	24%	(34)	141
#1 Issue: Education	31%	(30)	44%	(42)	25%	(24)	96
#1 Issue: Energy	47%	(57)	34%	(41)	20%	(24)	123
#1 Issue: Other	39%	(44)	36%	(42)	25%	(29)	115
2020 Vote: Joe Biden	49%	(469)	33%	(319)	18%	(171)	959
2020 Vote: Donald Trump	41%	(291)	39%	(279)	20%	(145)	715
2020 Vote: Other	39%	(28)	42%	(30)	19%	(13)	72
2020 Vote: Didn't Vote	31%	(139)	41%	(188)	28%	(126)	453
2018 House Vote: Democrat	49%	(350)	33%	(234)	18%	(133)	717
2018 House Vote: Republican	45%	(264)	37%	(217)	19%	(109)	590
2018 House Vote: Someone else	40%	(26)	36%	(24)	24%	(16)	65
2016 Vote: Hillary Clinton	52%	(341)	30%	(199)	18%	(119)	659
2016 Vote: Donald Trump	44%	(294)	37%	(250)	19%	(130)	674
2016 Vote: Other	40%	(43)	39%	(42)	21%	(22)	108
2016 Vote: Didn't Vote	33%	(249)	43%	(323)	24%	(185)	757

Table MCENdem1_1: *Do you, or anyone in your household, subscribe to the following?*

Cable television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	42%	(929)	37%	(815)	21%	(456)	2200
Voted in 2014: Yes	48%	(581)	35%	(420)	17%	(212)	1212
Voted in 2014: No	35%	(348)	40%	(396)	25%	(244)	988
4-Region: Northeast	59%	(233)	26%	(103)	15%	(57)	394
4-Region: Midwest	40%	(184)	41%	(187)	20%	(90)	462
4-Region: South	39%	(319)	40%	(332)	21%	(173)	824
4-Region: West	37%	(192)	37%	(193)	26%	(135)	520
Consumers Who Find Ads Creepy	40%	(456)	38%	(438)	22%	(249)	1143
Consumers Overloaded on Ads	38%	(371)	43%	(411)	19%	(183)	965
Hulu Subscribers	42%	(378)	41%	(362)	17%	(155)	895
Paramount+ Subscribers	47%	(150)	37%	(116)	16%	(51)	317
Peacock Subscribers	50%	(295)	34%	(200)	16%	(92)	587
HBO Max Subscribers	53%	(307)	34%	(197)	14%	(80)	584
Discovery+ Subscribers	53%	(186)	34%	(121)	13%	(47)	354
AVOD Users	42%	(633)	40%	(595)	18%	(273)	1502

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

Table MCENdem1_2: *Do you, or anyone in your household, subscribe to the following?*

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	19%	(414)	28%	(622)	53%	(1164)	2200
Gender: Male	21%	(220)	28%	(297)	51%	(544)	1062
Gender: Female	17%	(194)	29%	(325)	54%	(620)	1138
Age: 18-34	19%	(125)	29%	(190)	52%	(340)	655
Age: 35-44	23%	(81)	31%	(110)	47%	(167)	358
Age: 45-64	16%	(121)	29%	(221)	54%	(409)	751
Age: 65+	20%	(87)	23%	(101)	57%	(248)	436
GenZers: 1997-2012	18%	(36)	34%	(70)	48%	(99)	205
Millennials: 1981-1996	21%	(144)	28%	(193)	52%	(361)	698
GenXers: 1965-1980	18%	(90)	32%	(165)	50%	(255)	510
Baby Boomers: 1946-1964	19%	(132)	25%	(172)	57%	(397)	701
PID: Dem (no lean)	21%	(179)	25%	(212)	54%	(456)	847
PID: Ind (no lean)	14%	(98)	31%	(220)	55%	(393)	712
PID: Rep (no lean)	21%	(137)	30%	(190)	49%	(314)	641
PID/Gender: Dem Men	25%	(104)	26%	(107)	49%	(205)	416
PID/Gender: Dem Women	17%	(75)	24%	(104)	58%	(251)	431
PID/Gender: Ind Men	15%	(50)	30%	(101)	55%	(188)	340
PID/Gender: Ind Women	13%	(48)	32%	(118)	55%	(205)	372
PID/Gender: Rep Men	22%	(66)	29%	(89)	49%	(151)	306
PID/Gender: Rep Women	21%	(71)	30%	(102)	49%	(163)	335
Ideo: Liberal (1-3)	22%	(141)	26%	(162)	52%	(332)	635
Ideo: Moderate (4)	16%	(100)	30%	(186)	54%	(342)	628
Ideo: Conservative (5-7)	20%	(148)	30%	(223)	49%	(363)	734
Educ: < College	17%	(265)	29%	(445)	53%	(803)	1512
Educ: Bachelors degree	22%	(97)	27%	(121)	51%	(226)	444
Educ: Post-grad	22%	(53)	23%	(56)	55%	(135)	244
Income: Under 50k	16%	(205)	27%	(340)	57%	(713)	1258
Income: 50k-100k	19%	(117)	30%	(190)	51%	(322)	629
Income: 100k+	29%	(92)	29%	(92)	41%	(129)	313
Ethnicity: White	19%	(334)	29%	(494)	52%	(894)	1722

Table MCENdem1_2: *Do you, or anyone in your household, subscribe to the following?*

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	19%	(414)	28%	(622)	53%	(1164)	2200
Ethnicity: Hispanic	17%	(61)	28%	(97)	55%	(192)	349
Ethnicity: Black	21%	(59)	25%	(69)	53%	(147)	274
Ethnicity: Other	11%	(22)	29%	(59)	61%	(124)	204
All Christian	21%	(203)	28%	(266)	51%	(488)	958
All Non-Christian	31%	(48)	23%	(35)	46%	(71)	154
Atheist	18%	(19)	23%	(25)	59%	(62)	105
Agnostic/Nothing in particular	15%	(89)	31%	(178)	54%	(313)	580
Something Else	14%	(55)	29%	(117)	57%	(230)	403
Religious Non-Protestant/Catholic	30%	(51)	21%	(36)	49%	(84)	172
Evangelical	23%	(134)	31%	(181)	46%	(271)	586
Non-Evangelical	15%	(114)	27%	(198)	58%	(423)	734
Community: Urban	22%	(139)	25%	(159)	53%	(334)	632
Community: Suburban	14%	(139)	26%	(259)	60%	(592)	990
Community: Rural	24%	(136)	35%	(203)	41%	(238)	578
Employ: Private Sector	23%	(157)	30%	(203)	47%	(316)	677
Employ: Government	18%	(17)	29%	(27)	53%	(49)	93
Employ: Self-Employed	21%	(42)	27%	(54)	52%	(104)	200
Employ: Homemaker	11%	(18)	32%	(52)	58%	(94)	164
Employ: Student	18%	(14)	35%	(29)	48%	(39)	82
Employ: Retired	19%	(100)	27%	(139)	54%	(283)	522
Employ: Unemployed	13%	(43)	25%	(82)	61%	(198)	323
Employ: Other	17%	(24)	25%	(35)	58%	(80)	139
Military HH: Yes	19%	(61)	34%	(108)	48%	(154)	323
Military HH: No	19%	(353)	27%	(513)	54%	(1010)	1877
RD/WT: Right Direction	23%	(214)	23%	(213)	54%	(502)	929
RD/WT: Wrong Track	16%	(200)	32%	(409)	52%	(662)	1271
Biden Job Approve	22%	(226)	24%	(247)	55%	(568)	1041
Biden Job Disapprove	16%	(173)	32%	(340)	51%	(536)	1049

Table MCENdem1_2: *Do you, or anyone in your household, subscribe to the following?*

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	19%	(414)	28%	(622)	53%	(1164)	2200
Biden Job Strongly Approve	28%	(143)	20%	(102)	53%	(275)	519
Biden Job Somewhat Approve	16%	(83)	28%	(146)	56%	(294)	522
Biden Job Somewhat Disapprove	11%	(35)	36%	(110)	53%	(163)	308
Biden Job Strongly Disapprove	19%	(137)	31%	(230)	50%	(373)	741
Favorable of Biden	20%	(217)	25%	(263)	55%	(588)	1068
Unfavorable of Biden	17%	(172)	33%	(334)	50%	(514)	1020
Very Favorable of Biden	24%	(134)	21%	(116)	55%	(307)	557
Somewhat Favorable of Biden	16%	(83)	29%	(146)	55%	(282)	511
Somewhat Unfavorable of Biden	11%	(28)	37%	(94)	52%	(132)	254
Very Unfavorable of Biden	19%	(144)	31%	(239)	50%	(382)	766
#1 Issue: Economy	17%	(126)	28%	(206)	54%	(392)	724
#1 Issue: Security	22%	(97)	28%	(124)	50%	(220)	442
#1 Issue: Health Care	20%	(57)	28%	(78)	52%	(145)	280
#1 Issue: Medicare / Social Security	17%	(48)	25%	(71)	57%	(161)	280
#1 Issue: Women's Issues	12%	(18)	28%	(39)	60%	(85)	141
#1 Issue: Education	19%	(18)	36%	(35)	45%	(43)	96
#1 Issue: Energy	24%	(30)	32%	(39)	44%	(54)	123
#1 Issue: Other	18%	(20)	27%	(31)	55%	(64)	115
2020 Vote: Joe Biden	22%	(213)	26%	(246)	52%	(500)	959
2020 Vote: Donald Trump	21%	(151)	32%	(229)	47%	(335)	715
2020 Vote: Other	9%	(6)	24%	(17)	67%	(48)	72
2020 Vote: Didn't Vote	10%	(44)	29%	(129)	62%	(280)	453
2018 House Vote: Democrat	23%	(165)	23%	(165)	54%	(387)	717
2018 House Vote: Republican	23%	(138)	32%	(189)	45%	(263)	590
2018 House Vote: Someone else	9%	(6)	32%	(21)	59%	(39)	65
2016 Vote: Hillary Clinton	21%	(139)	24%	(157)	55%	(363)	659
2016 Vote: Donald Trump	22%	(147)	31%	(210)	47%	(317)	674
2016 Vote: Other	10%	(11)	32%	(35)	58%	(62)	108
2016 Vote: Didn't Vote	15%	(117)	29%	(219)	56%	(421)	757

Table MCENdem1_2: *Do you, or anyone in your household, subscribe to the following?*

Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	19%	(414)	28%	(622)	53%	(1164)	2200
Voted in 2014: Yes	22%	(262)	27%	(327)	51%	(623)	1212
Voted in 2014: No	15%	(152)	30%	(295)	55%	(541)	988
4-Region: Northeast	16%	(64)	24%	(96)	59%	(233)	394
4-Region: Midwest	15%	(71)	29%	(134)	56%	(257)	462
4-Region: South	19%	(154)	32%	(266)	49%	(403)	824
4-Region: West	24%	(124)	24%	(126)	52%	(270)	520
Consumers Who Find Ads Creepy	20%	(228)	28%	(317)	52%	(597)	1143
Consumers Overloaded on Ads	19%	(185)	29%	(281)	52%	(500)	965
Hulu Subscribers	18%	(160)	35%	(310)	48%	(425)	895
Paramount+ Subscribers	29%	(92)	30%	(96)	40%	(128)	317
Peacock Subscribers	21%	(122)	30%	(174)	50%	(292)	587
HBO Max Subscribers	26%	(154)	31%	(181)	43%	(249)	584
Discovery+ Subscribers	30%	(106)	35%	(122)	36%	(126)	354
AVOD Users	18%	(264)	32%	(480)	50%	(758)	1502

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

Table MCENdem1_3: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	61%	(1349)	10%	(223)	29%	(628)	2200
Gender: Male	60%	(635)	12%	(126)	28%	(300)	1062
Gender: Female	63%	(714)	9%	(97)	29%	(328)	1138
Age: 18-34	71%	(466)	12%	(77)	17%	(112)	655
Age: 35-44	68%	(244)	11%	(38)	21%	(75)	358
Age: 45-64	60%	(448)	9%	(67)	31%	(236)	751
Age: 65+	44%	(191)	9%	(40)	47%	(205)	436
GenZers: 1997-2012	79%	(162)	8%	(17)	13%	(26)	205
Millennials: 1981-1996	68%	(474)	12%	(87)	20%	(137)	698
GenXers: 1965-1980	64%	(327)	10%	(50)	26%	(133)	510
Baby Boomers: 1946-1964	51%	(359)	9%	(62)	40%	(280)	701
PID: Dem (no lean)	65%	(548)	11%	(93)	24%	(206)	847
PID: Ind (no lean)	61%	(431)	10%	(73)	29%	(207)	712
PID: Rep (no lean)	58%	(370)	9%	(58)	33%	(214)	641
PID/Gender: Dem Men	64%	(265)	14%	(57)	23%	(95)	416
PID/Gender: Dem Women	66%	(283)	8%	(36)	26%	(111)	431
PID/Gender: Ind Men	59%	(202)	11%	(38)	29%	(99)	340
PID/Gender: Ind Women	62%	(229)	9%	(34)	29%	(108)	372
PID/Gender: Rep Men	55%	(169)	10%	(31)	35%	(106)	306
PID/Gender: Rep Women	60%	(201)	8%	(26)	32%	(108)	335
Ideo: Liberal (1-3)	71%	(450)	10%	(63)	19%	(122)	635
Ideo: Moderate (4)	59%	(371)	10%	(63)	31%	(194)	628
Ideo: Conservative (5-7)	55%	(402)	10%	(71)	36%	(261)	734
Educ: < College	59%	(894)	10%	(146)	31%	(473)	1512
Educ: Bachelors degree	69%	(306)	10%	(45)	21%	(94)	444
Educ: Post-grad	61%	(150)	13%	(33)	25%	(62)	244
Income: Under 50k	56%	(699)	11%	(142)	33%	(417)	1258
Income: 50k-100k	67%	(423)	8%	(49)	25%	(156)	629
Income: 100k+	72%	(226)	10%	(32)	17%	(54)	313
Ethnicity: White	61%	(1057)	10%	(168)	29%	(497)	1722

Table MCENdem1_3: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	61%	(1349)	10%	(223)	29%	(628)	2200
Ethnicity: Hispanic	71%	(249)	9%	(32)	20%	(69)	349
Ethnicity: Black	61%	(167)	12%	(34)	27%	(74)	274
Ethnicity: Other	62%	(126)	10%	(21)	28%	(57)	204
All Christian	58%	(552)	10%	(100)	32%	(307)	958
All Non-Christian	61%	(94)	15%	(24)	24%	(36)	154
Atheist	75%	(78)	4%	(4)	22%	(23)	105
Agnostic/Nothing in particular	65%	(375)	9%	(54)	26%	(151)	580
Something Else	62%	(250)	10%	(42)	28%	(111)	403
Religious Non-Protestant/Catholic	65%	(112)	14%	(24)	21%	(37)	172
Evangelical	56%	(326)	12%	(70)	32%	(189)	586
Non-Evangelical	60%	(443)	10%	(70)	30%	(221)	734
Community: Urban	60%	(380)	13%	(84)	27%	(169)	632
Community: Suburban	65%	(648)	8%	(82)	26%	(260)	990
Community: Rural	56%	(321)	10%	(58)	34%	(199)	578
Employ: Private Sector	69%	(467)	10%	(69)	21%	(141)	677
Employ: Government	70%	(65)	13%	(12)	17%	(16)	93
Employ: Self-Employed	62%	(125)	12%	(23)	26%	(52)	200
Employ: Homemaker	66%	(107)	11%	(18)	23%	(38)	164
Employ: Student	81%	(67)	10%	(8)	10%	(8)	82
Employ: Retired	49%	(254)	9%	(46)	43%	(222)	522
Employ: Unemployed	58%	(188)	10%	(33)	31%	(101)	323
Employ: Other	54%	(75)	10%	(14)	36%	(50)	139
Military HH: Yes	62%	(200)	9%	(30)	28%	(92)	323
Military HH: No	61%	(1149)	10%	(193)	29%	(536)	1877
RD/WT: Right Direction	63%	(581)	10%	(94)	27%	(254)	929
RD/WT: Wrong Track	60%	(768)	10%	(129)	29%	(374)	1271
Biden Job Approve	64%	(670)	11%	(112)	25%	(259)	1041
Biden Job Disapprove	60%	(626)	9%	(94)	31%	(329)	1049

Continued on next page

Table MCENdem1_3: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	61%	(1349)	10%	(223)	29%	(628)	2200
Biden Job Strongly Approve	62%	(322)	12%	(62)	26%	(135)	519
Biden Job Somewhat Approve	67%	(349)	10%	(50)	24%	(124)	522
Biden Job Somewhat Disapprove	68%	(210)	9%	(27)	23%	(71)	308
Biden Job Strongly Disapprove	56%	(416)	9%	(66)	35%	(258)	741
Favorable of Biden	64%	(689)	11%	(116)	25%	(263)	1068
Unfavorable of Biden	59%	(597)	9%	(95)	32%	(328)	1020
Very Favorable of Biden	62%	(347)	11%	(62)	27%	(149)	557
Somewhat Favorable of Biden	67%	(342)	11%	(55)	22%	(114)	511
Somewhat Unfavorable of Biden	64%	(162)	9%	(24)	27%	(68)	254
Very Unfavorable of Biden	57%	(434)	9%	(71)	34%	(260)	766
#1 Issue: Economy	65%	(471)	9%	(67)	26%	(185)	724
#1 Issue: Security	54%	(236)	10%	(45)	36%	(160)	442
#1 Issue: Health Care	61%	(170)	13%	(35)	27%	(76)	280
#1 Issue: Medicare / Social Security	50%	(140)	11%	(32)	39%	(108)	280
#1 Issue: Women's Issues	74%	(104)	8%	(12)	18%	(25)	141
#1 Issue: Education	75%	(72)	15%	(15)	9%	(9)	96
#1 Issue: Energy	73%	(89)	8%	(9)	20%	(24)	123
#1 Issue: Other	58%	(66)	7%	(8)	35%	(41)	115
2020 Vote: Joe Biden	65%	(627)	10%	(96)	25%	(236)	959
2020 Vote: Donald Trump	57%	(409)	10%	(71)	33%	(236)	715
2020 Vote: Other	78%	(56)	5%	(4)	17%	(12)	72
2020 Vote: Didn't Vote	57%	(257)	12%	(53)	32%	(143)	453
2018 House Vote: Democrat	66%	(471)	9%	(64)	25%	(181)	717
2018 House Vote: Republican	56%	(329)	10%	(60)	34%	(201)	590
2018 House Vote: Someone else	66%	(43)	7%	(5)	27%	(17)	65
2016 Vote: Hillary Clinton	66%	(438)	10%	(66)	24%	(156)	659
2016 Vote: Donald Trump	55%	(370)	10%	(66)	35%	(237)	674
2016 Vote: Other	65%	(70)	9%	(10)	26%	(28)	108
2016 Vote: Didn't Vote	62%	(471)	11%	(81)	27%	(205)	757

Table MCENdem1_3: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) not supported by advertisements, such as Netflix and Disney+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	61%	(1349)	10%	(223)	29%	(628)	2200
Voted in 2014: Yes	61%	(736)	10%	(116)	30%	(360)	1212
Voted in 2014: No	62%	(612)	11%	(108)	27%	(268)	988
4-Region: Northeast	62%	(244)	12%	(46)	26%	(103)	394
4-Region: Midwest	61%	(280)	7%	(34)	32%	(148)	462
4-Region: South	59%	(488)	11%	(87)	30%	(249)	824
4-Region: West	65%	(336)	11%	(57)	24%	(127)	520
Consumers Who Find Ads Creepy	66%	(751)	10%	(115)	24%	(277)	1143
Consumers Overloaded on Ads	64%	(618)	10%	(101)	26%	(246)	965
Hulu Subscribers	83%	(746)	6%	(54)	11%	(94)	895
Paramount+ Subscribers	81%	(256)	9%	(29)	10%	(32)	317
Peacock Subscribers	74%	(435)	11%	(65)	15%	(87)	587
HBO Max Subscribers	83%	(484)	7%	(42)	10%	(58)	584
Discovery+ Subscribers	81%	(288)	7%	(25)	11%	(40)	354
AVOD Users	75%	(1130)	8%	(126)	16%	(245)	1502

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

Table MCENdem1_4: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(989)	14%	(307)	41%	(904)	2200
Gender: Male	44%	(465)	15%	(161)	41%	(436)	1062
Gender: Female	46%	(524)	13%	(145)	41%	(469)	1138
Age: 18-34	54%	(351)	17%	(114)	29%	(191)	655
Age: 35-44	56%	(200)	17%	(62)	27%	(95)	358
Age: 45-64	42%	(316)	13%	(99)	45%	(336)	751
Age: 65+	28%	(122)	7%	(32)	65%	(282)	436
GenZers: 1997-2012	54%	(111)	17%	(34)	29%	(60)	205
Millennials: 1981-1996	56%	(389)	17%	(117)	28%	(193)	698
GenXers: 1965-1980	47%	(241)	17%	(85)	36%	(183)	510
Baby Boomers: 1946-1964	33%	(235)	10%	(67)	57%	(399)	701
PID: Dem (no lean)	51%	(430)	15%	(123)	35%	(294)	847
PID: Ind (no lean)	43%	(307)	15%	(107)	42%	(297)	712
PID: Rep (no lean)	39%	(252)	12%	(76)	49%	(313)	641
PID/Gender: Dem Men	49%	(205)	17%	(69)	34%	(142)	416
PID/Gender: Dem Women	52%	(225)	13%	(54)	35%	(152)	431
PID/Gender: Ind Men	40%	(134)	18%	(60)	43%	(145)	340
PID/Gender: Ind Women	46%	(172)	13%	(48)	41%	(152)	372
PID/Gender: Rep Men	41%	(125)	11%	(33)	49%	(149)	306
PID/Gender: Rep Women	38%	(127)	13%	(44)	49%	(164)	335
Ideo: Liberal (1-3)	51%	(323)	15%	(96)	34%	(216)	635
Ideo: Moderate (4)	47%	(296)	16%	(103)	37%	(229)	628
Ideo: Conservative (5-7)	37%	(273)	11%	(83)	51%	(377)	734
Educ: < College	44%	(664)	14%	(213)	42%	(635)	1512
Educ: Bachelors degree	49%	(218)	14%	(60)	37%	(166)	444
Educ: Post-grad	44%	(107)	14%	(33)	42%	(104)	244
Income: Under 50k	41%	(522)	15%	(183)	44%	(554)	1258
Income: 50k-100k	47%	(293)	14%	(87)	40%	(249)	629
Income: 100k+	56%	(174)	12%	(37)	33%	(102)	313
Ethnicity: White	45%	(768)	13%	(221)	43%	(732)	1722

Table MCENdem1_4: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(989)	14%	(307)	41%	(904)	2200
Ethnicity: Hispanic	54%	(188)	14%	(49)	32%	(113)	349
Ethnicity: Black	45%	(123)	24%	(65)	31%	(86)	274
Ethnicity: Other	48%	(98)	10%	(20)	42%	(86)	204
All Christian	42%	(407)	12%	(113)	46%	(439)	958
All Non-Christian	52%	(79)	13%	(21)	35%	(54)	154
Atheist	50%	(53)	13%	(13)	37%	(39)	105
Agnostic/Nothing in particular	47%	(272)	16%	(90)	38%	(218)	580
Something Else	44%	(178)	18%	(71)	38%	(154)	403
Religious Non-Protestant/Catholic	53%	(91)	13%	(23)	34%	(58)	172
Evangelical	43%	(251)	16%	(94)	41%	(241)	586
Non-Evangelical	42%	(308)	11%	(84)	47%	(342)	734
Community: Urban	53%	(334)	15%	(98)	32%	(201)	632
Community: Suburban	42%	(419)	14%	(134)	44%	(437)	990
Community: Rural	41%	(236)	13%	(76)	46%	(266)	578
Employ: Private Sector	50%	(340)	16%	(110)	34%	(228)	677
Employ: Government	47%	(44)	17%	(16)	36%	(33)	93
Employ: Self-Employed	47%	(93)	17%	(33)	37%	(74)	200
Employ: Homemaker	49%	(80)	14%	(23)	37%	(61)	164
Employ: Student	53%	(43)	19%	(16)	28%	(23)	82
Employ: Retired	32%	(168)	9%	(45)	59%	(309)	522
Employ: Unemployed	48%	(155)	15%	(49)	37%	(119)	323
Employ: Other	48%	(66)	11%	(15)	41%	(57)	139
Military HH: Yes	47%	(152)	13%	(42)	40%	(129)	323
Military HH: No	45%	(837)	14%	(265)	41%	(776)	1877
RD/WT: Right Direction	50%	(464)	14%	(128)	36%	(338)	929
RD/WT: Wrong Track	41%	(525)	14%	(179)	45%	(566)	1271
Biden Job Approve	49%	(515)	15%	(159)	35%	(368)	1041
Biden Job Disapprove	41%	(430)	13%	(136)	46%	(483)	1049

Table MCENdem1_4: *Do you, or anyone in your household, subscribe to the following?*

Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(989)	14%	(307)	41%	(904)	2200
Biden Job Strongly Approve	48%	(249)	15%	(76)	37%	(194)	519
Biden Job Somewhat Approve	51%	(266)	16%	(83)	33%	(174)	522
Biden Job Somewhat Disapprove	51%	(159)	14%	(42)	35%	(107)	308
Biden Job Strongly Disapprove	37%	(272)	13%	(94)	51%	(375)	741
Favorable of Biden	50%	(531)	15%	(163)	35%	(374)	1068
Unfavorable of Biden	41%	(420)	13%	(132)	46%	(468)	1020
Very Favorable of Biden	47%	(263)	15%	(83)	38%	(211)	557
Somewhat Favorable of Biden	52%	(267)	16%	(80)	32%	(163)	511
Somewhat Unfavorable of Biden	49%	(125)	14%	(34)	37%	(95)	254
Very Unfavorable of Biden	39%	(295)	13%	(97)	49%	(374)	766
#1 Issue: Economy	48%	(348)	15%	(111)	37%	(266)	724
#1 Issue: Security	39%	(170)	14%	(60)	48%	(211)	442
#1 Issue: Health Care	44%	(124)	16%	(45)	40%	(111)	280
#1 Issue: Medicare / Social Security	38%	(105)	10%	(27)	53%	(148)	280
#1 Issue: Women's Issues	57%	(81)	13%	(19)	30%	(42)	141
#1 Issue: Education	47%	(44)	23%	(22)	31%	(29)	96
#1 Issue: Energy	58%	(71)	11%	(14)	31%	(38)	123
#1 Issue: Other	40%	(46)	9%	(10)	51%	(59)	115
2020 Vote: Joe Biden	50%	(477)	15%	(143)	35%	(339)	959
2020 Vote: Donald Trump	38%	(269)	13%	(94)	49%	(352)	715
2020 Vote: Other	58%	(41)	11%	(8)	31%	(23)	72
2020 Vote: Didn't Vote	45%	(202)	14%	(63)	42%	(189)	453
2018 House Vote: Democrat	52%	(371)	12%	(86)	36%	(260)	717
2018 House Vote: Republican	37%	(219)	12%	(74)	50%	(298)	590
2018 House Vote: Someone else	42%	(27)	17%	(11)	41%	(27)	65
2016 Vote: Hillary Clinton	51%	(338)	13%	(88)	35%	(233)	659
2016 Vote: Donald Trump	37%	(247)	12%	(83)	51%	(344)	674
2016 Vote: Other	41%	(44)	15%	(17)	43%	(47)	108
2016 Vote: Didn't Vote	47%	(359)	16%	(119)	37%	(279)	757

Table MCENdem1_4: *Do you, or anyone in your household, subscribe to the following?*
Paid streaming service(s) supported by advertisements, such as Peacock Premium and Hulu with ads

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	45%	(989)	14%	(307)	41%	(904)	2200
Voted in 2014: Yes	43%	(518)	13%	(158)	44%	(536)	1212
Voted in 2014: No	48%	(470)	15%	(149)	37%	(368)	988
4-Region: Northeast	47%	(186)	10%	(38)	43%	(169)	394
4-Region: Midwest	42%	(192)	15%	(68)	44%	(202)	462
4-Region: South	44%	(360)	16%	(133)	40%	(332)	824
4-Region: West	48%	(250)	13%	(69)	39%	(201)	520
Consumers Who Find Ads Creepy	46%	(522)	15%	(171)	39%	(450)	1143
Consumers Overloaded on Ads	45%	(435)	14%	(137)	41%	(393)	965
Hulu Subscribers	80%	(715)	7%	(64)	13%	(115)	895
Paramount+ Subscribers	74%	(235)	12%	(39)	14%	(43)	317
Peacock Subscribers	75%	(440)	10%	(59)	15%	(87)	587
HBO Max Subscribers	69%	(402)	11%	(64)	20%	(117)	584
Discovery+ Subscribers	72%	(254)	14%	(48)	15%	(52)	354
AVOD Users	66%	(989)	11%	(164)	23%	(348)	1502

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

Table MCENdem1_5: *Do you, or anyone in your household, subscribe to the following?*

Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	59%	(1293)	10%	(212)	32%	(695)	2200
Gender: Male	58%	(621)	11%	(114)	31%	(327)	1062
Gender: Female	59%	(672)	9%	(98)	32%	(368)	1138
Age: 18-34	67%	(436)	13%	(82)	21%	(137)	655
Age: 35-44	68%	(244)	11%	(39)	21%	(74)	358
Age: 45-64	56%	(424)	9%	(66)	35%	(261)	751
Age: 65+	43%	(189)	5%	(24)	51%	(223)	436
GenZers: 1997-2012	70%	(144)	11%	(22)	19%	(39)	205
Millennials: 1981-1996	67%	(469)	13%	(90)	20%	(139)	698
GenXers: 1965-1980	61%	(309)	10%	(50)	30%	(151)	510
Baby Boomers: 1946-1964	50%	(348)	6%	(45)	44%	(308)	701
PID: Dem (no lean)	59%	(498)	10%	(86)	31%	(263)	847
PID: Ind (no lean)	61%	(432)	11%	(76)	29%	(203)	712
PID: Rep (no lean)	57%	(363)	8%	(49)	36%	(229)	641
PID/Gender: Dem Men	60%	(251)	11%	(44)	29%	(122)	416
PID/Gender: Dem Women	57%	(247)	10%	(42)	33%	(142)	431
PID/Gender: Ind Men	59%	(199)	13%	(43)	29%	(97)	340
PID/Gender: Ind Women	63%	(233)	9%	(33)	28%	(106)	372
PID/Gender: Rep Men	56%	(171)	9%	(27)	35%	(108)	306
PID/Gender: Rep Women	57%	(192)	7%	(23)	36%	(121)	335
Ideo: Liberal (1-3)	63%	(397)	11%	(73)	26%	(165)	635
Ideo: Moderate (4)	57%	(360)	10%	(60)	33%	(208)	628
Ideo: Conservative (5-7)	55%	(403)	8%	(57)	37%	(274)	734
Educ: < College	59%	(892)	9%	(136)	32%	(484)	1512
Educ: Bachelors degree	59%	(264)	12%	(51)	29%	(129)	444
Educ: Post-grad	56%	(138)	10%	(25)	33%	(82)	244
Income: Under 50k	59%	(737)	9%	(116)	32%	(406)	1258
Income: 50k-100k	60%	(376)	10%	(61)	31%	(192)	629
Income: 100k+	58%	(181)	11%	(35)	31%	(98)	313
Ethnicity: White	58%	(993)	9%	(149)	34%	(580)	1722

Table MCENdem1_5: *Do you, or anyone in your household, subscribe to the following?*

Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	59%	(1293)	10%	(212)	32%	(695)	2200
Ethnicity: Hispanic	64%	(222)	13%	(44)	24%	(83)	349
Ethnicity: Black	61%	(167)	14%	(38)	25%	(69)	274
Ethnicity: Other	65%	(133)	12%	(24)	23%	(47)	204
All Christian	56%	(535)	9%	(83)	36%	(341)	958
All Non-Christian	57%	(88)	15%	(23)	28%	(43)	154
Atheist	63%	(67)	17%	(18)	20%	(21)	105
Agnostic/Nothing in particular	62%	(361)	7%	(40)	31%	(180)	580
Something Else	61%	(244)	12%	(48)	28%	(111)	403
Religious Non-Protestant/Catholic	58%	(100)	15%	(25)	27%	(47)	172
Evangelical	57%	(331)	12%	(69)	32%	(186)	586
Non-Evangelical	57%	(421)	8%	(57)	35%	(257)	734
Community: Urban	61%	(384)	13%	(85)	26%	(163)	632
Community: Suburban	59%	(580)	8%	(83)	33%	(327)	990
Community: Rural	57%	(329)	8%	(44)	35%	(205)	578
Employ: Private Sector	61%	(414)	12%	(79)	27%	(184)	677
Employ: Government	51%	(48)	12%	(11)	36%	(34)	93
Employ: Self-Employed	60%	(120)	15%	(31)	25%	(50)	200
Employ: Homemaker	67%	(110)	7%	(11)	26%	(42)	164
Employ: Student	75%	(62)	13%	(11)	12%	(10)	82
Employ: Retired	48%	(250)	6%	(33)	46%	(239)	522
Employ: Unemployed	65%	(210)	8%	(25)	27%	(87)	323
Employ: Other	57%	(79)	7%	(9)	36%	(50)	139
Military HH: Yes	58%	(188)	9%	(29)	33%	(105)	323
Military HH: No	59%	(1105)	10%	(182)	31%	(590)	1877
RD/WT: Right Direction	58%	(542)	10%	(92)	32%	(295)	929
RD/WT: Wrong Track	59%	(751)	9%	(119)	32%	(401)	1271
Biden Job Approve	59%	(610)	11%	(116)	30%	(315)	1041
Biden Job Disapprove	59%	(624)	8%	(87)	32%	(338)	1049

Continued on next page

Table MCENdem1_5: *Do you, or anyone in your household, subscribe to the following?*

Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	59%	(1293)	10%	(212)	32%	(695)	2200
Biden Job Strongly Approve	57%	(297)	11%	(59)	31%	(163)	519
Biden Job Somewhat Approve	60%	(313)	11%	(57)	29%	(152)	522
Biden Job Somewhat Disapprove	68%	(210)	11%	(33)	21%	(65)	308
Biden Job Strongly Disapprove	56%	(414)	7%	(54)	37%	(273)	741
Favorable of Biden	60%	(642)	10%	(108)	30%	(319)	1068
Unfavorable of Biden	59%	(598)	9%	(87)	33%	(335)	1020
Very Favorable of Biden	59%	(326)	10%	(55)	32%	(176)	557
Somewhat Favorable of Biden	62%	(315)	10%	(53)	28%	(143)	511
Somewhat Unfavorable of Biden	64%	(162)	12%	(31)	24%	(61)	254
Very Unfavorable of Biden	57%	(436)	7%	(56)	36%	(273)	766
#1 Issue: Economy	63%	(454)	11%	(77)	27%	(193)	724
#1 Issue: Security	55%	(242)	8%	(36)	37%	(164)	442
#1 Issue: Health Care	56%	(158)	9%	(26)	34%	(96)	280
#1 Issue: Medicare / Social Security	53%	(148)	8%	(22)	39%	(110)	280
#1 Issue: Women's Issues	65%	(92)	10%	(14)	25%	(35)	141
#1 Issue: Education	65%	(62)	18%	(17)	17%	(16)	96
#1 Issue: Energy	65%	(80)	8%	(9)	27%	(33)	123
#1 Issue: Other	50%	(57)	8%	(9)	42%	(49)	115
2020 Vote: Joe Biden	59%	(564)	10%	(99)	31%	(296)	959
2020 Vote: Donald Trump	56%	(403)	8%	(59)	35%	(252)	715
2020 Vote: Other	60%	(43)	7%	(5)	33%	(24)	72
2020 Vote: Didn't Vote	62%	(283)	10%	(47)	27%	(123)	453
2018 House Vote: Democrat	60%	(431)	9%	(63)	31%	(223)	717
2018 House Vote: Republican	53%	(314)	9%	(52)	38%	(224)	590
2018 House Vote: Someone else	49%	(32)	17%	(11)	34%	(22)	65
2016 Vote: Hillary Clinton	60%	(393)	9%	(56)	32%	(210)	659
2016 Vote: Donald Trump	53%	(360)	10%	(65)	37%	(249)	674
2016 Vote: Other	58%	(62)	8%	(9)	34%	(37)	108
2016 Vote: Didn't Vote	63%	(478)	11%	(82)	26%	(198)	757

Table MCENdem1_5: *Do you, or anyone in your household, subscribe to the following?*

Free streaming service(s) supported by advertisements, such as Youtube or the Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	59%	(1293)	10%	(212)	32%	(695)	2200
Voted in 2014: Yes	56%	(676)	9%	(109)	35%	(428)	1212
Voted in 2014: No	63%	(618)	10%	(103)	27%	(268)	988
4-Region: Northeast	55%	(216)	9%	(34)	36%	(144)	394
4-Region: Midwest	54%	(251)	8%	(38)	37%	(173)	462
4-Region: South	64%	(524)	9%	(77)	27%	(223)	824
4-Region: West	58%	(302)	12%	(63)	30%	(156)	520
Consumers Who Find Ads Creepy	59%	(670)	11%	(123)	31%	(349)	1143
Consumers Overloaded on Ads	62%	(600)	11%	(102)	27%	(263)	965
Hulu Subscribers	76%	(681)	7%	(65)	17%	(149)	895
Paramount+ Subscribers	75%	(237)	10%	(33)	15%	(47)	317
Peacock Subscribers	79%	(464)	6%	(37)	15%	(86)	587
HBO Max Subscribers	71%	(416)	9%	(53)	20%	(115)	584
Discovery+ Subscribers	72%	(255)	12%	(41)	16%	(58)	354
AVOD Users	86%	(1293)	5%	(68)	9%	(140)	1502

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

Table MCENdem2_1: *And specifically, 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	59%	(1299)	15%	(341)	25%	(560)	2200
Gender: Male	58%	(614)	15%	(161)	27%	(287)	1062
Gender: Female	60%	(685)	16%	(180)	24%	(273)	1138
Age: 18-34	72%	(474)	14%	(90)	14%	(91)	655
Age: 35-44	66%	(238)	19%	(68)	15%	(53)	358
Age: 45-64	53%	(396)	16%	(120)	31%	(234)	751
Age: 65+	44%	(191)	14%	(63)	42%	(182)	436
GenZers: 1997-2012	78%	(161)	12%	(24)	10%	(21)	205
Millennials: 1981-1996	68%	(474)	16%	(112)	16%	(112)	698
GenXers: 1965-1980	59%	(302)	18%	(94)	22%	(114)	510
Baby Boomers: 1946-1964	47%	(332)	14%	(97)	39%	(271)	701
PID: Dem (no lean)	67%	(570)	12%	(100)	21%	(177)	847
PID: Ind (no lean)	57%	(406)	18%	(131)	25%	(175)	712
PID: Rep (no lean)	50%	(324)	17%	(110)	32%	(208)	641
PID/Gender: Dem Men	66%	(275)	14%	(58)	20%	(83)	416
PID/Gender: Dem Women	68%	(295)	10%	(42)	22%	(94)	431
PID/Gender: Ind Men	54%	(185)	18%	(62)	27%	(92)	340
PID/Gender: Ind Women	59%	(221)	18%	(68)	22%	(83)	372
PID/Gender: Rep Men	50%	(154)	13%	(41)	36%	(111)	306
PID/Gender: Rep Women	51%	(170)	21%	(69)	29%	(97)	335
Ideo: Liberal (1-3)	70%	(447)	13%	(82)	17%	(106)	635
Ideo: Moderate (4)	59%	(371)	14%	(86)	27%	(171)	628
Ideo: Conservative (5-7)	49%	(357)	18%	(134)	33%	(242)	734
Educ: < College	57%	(865)	16%	(238)	27%	(410)	1512
Educ: Bachelors degree	66%	(293)	15%	(65)	19%	(86)	444
Educ: Post-grad	58%	(141)	16%	(38)	26%	(65)	244
Income: Under 50k	54%	(680)	18%	(229)	28%	(349)	1258
Income: 50k-100k	62%	(393)	13%	(82)	25%	(155)	629
Income: 100k+	73%	(227)	9%	(30)	18%	(56)	313
Ethnicity: White	58%	(993)	16%	(274)	26%	(455)	1722

Table MCENdem2_1: *And specifically, 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	59%	(1299)	15%	(341)	25%	(560)	2200
Ethnicity: Hispanic	70%	(244)	16%	(56)	14%	(49)	349
Ethnicity: Black	66%	(182)	12%	(34)	22%	(59)	274
Ethnicity: Other	61%	(125)	16%	(34)	22%	(46)	204
All Christian	55%	(530)	14%	(137)	30%	(291)	958
All Non-Christian	58%	(88)	21%	(32)	22%	(33)	154
Atheist	67%	(70)	15%	(16)	18%	(19)	105
Agnostic/Nothing in particular	62%	(362)	14%	(82)	23%	(136)	580
Something Else	62%	(249)	18%	(73)	20%	(81)	403
Religious Non-Protestant/Catholic	59%	(101)	20%	(35)	21%	(35)	172
Evangelical	56%	(326)	17%	(99)	27%	(161)	586
Non-Evangelical	58%	(424)	15%	(108)	28%	(203)	734
Community: Urban	60%	(381)	16%	(103)	23%	(148)	632
Community: Suburban	62%	(617)	14%	(137)	24%	(236)	990
Community: Rural	52%	(301)	18%	(101)	30%	(176)	578
Employ: Private Sector	69%	(465)	13%	(86)	19%	(127)	677
Employ: Government	73%	(68)	9%	(8)	18%	(17)	93
Employ: Self-Employed	60%	(121)	18%	(37)	21%	(42)	200
Employ: Homemaker	53%	(87)	23%	(38)	24%	(39)	164
Employ: Student	80%	(66)	15%	(13)	5%	(4)	82
Employ: Retired	44%	(231)	16%	(86)	39%	(205)	522
Employ: Unemployed	57%	(183)	15%	(50)	28%	(90)	323
Employ: Other	57%	(79)	17%	(23)	26%	(36)	139
Military HH: Yes	59%	(189)	15%	(47)	27%	(87)	323
Military HH: No	59%	(1110)	16%	(294)	25%	(473)	1877
RD/WT: Right Direction	64%	(598)	12%	(116)	23%	(215)	929
RD/WT: Wrong Track	55%	(701)	18%	(225)	27%	(345)	1271
Biden Job Approve	66%	(682)	13%	(133)	22%	(226)	1041
Biden Job Disapprove	53%	(556)	18%	(187)	29%	(306)	1049

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Table MCENdem2_1: *And specifically, 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	59%	(1299)	15%	(341)	25%	(560)	2200
Biden Job Strongly Approve	60%	(312)	15%	(78)	25%	(128)	519
Biden Job Somewhat Approve	71%	(370)	10%	(55)	19%	(98)	522
Biden Job Somewhat Disapprove	61%	(187)	18%	(55)	21%	(66)	308
Biden Job Strongly Disapprove	50%	(368)	18%	(132)	32%	(240)	741
Favorable of Biden	65%	(699)	13%	(137)	22%	(232)	1068
Unfavorable of Biden	53%	(542)	18%	(179)	29%	(299)	1020
Very Favorable of Biden	62%	(348)	14%	(78)	24%	(132)	557
Somewhat Favorable of Biden	69%	(351)	12%	(60)	20%	(101)	511
Somewhat Unfavorable of Biden	59%	(150)	18%	(46)	23%	(58)	254
Very Unfavorable of Biden	51%	(392)	17%	(133)	31%	(241)	766
#1 Issue: Economy	63%	(453)	16%	(119)	21%	(152)	724
#1 Issue: Security	49%	(216)	16%	(72)	35%	(154)	442
#1 Issue: Health Care	60%	(168)	15%	(42)	25%	(71)	280
#1 Issue: Medicare / Social Security	49%	(138)	18%	(50)	33%	(93)	280
#1 Issue: Women's Issues	76%	(107)	8%	(12)	16%	(23)	141
#1 Issue: Education	75%	(72)	13%	(12)	12%	(12)	96
#1 Issue: Energy	75%	(92)	10%	(13)	14%	(18)	123
#1 Issue: Other	47%	(54)	19%	(22)	34%	(39)	115
2020 Vote: Joe Biden	66%	(631)	12%	(114)	22%	(214)	959
2020 Vote: Donald Trump	49%	(354)	19%	(136)	32%	(226)	715
2020 Vote: Other	72%	(51)	10%	(7)	18%	(13)	72
2020 Vote: Didn't Vote	58%	(263)	18%	(83)	24%	(107)	453
2018 House Vote: Democrat	66%	(471)	11%	(80)	23%	(166)	717
2018 House Vote: Republican	48%	(282)	18%	(106)	34%	(202)	590
2018 House Vote: Someone else	64%	(42)	17%	(11)	19%	(13)	65
2016 Vote: Hillary Clinton	66%	(435)	12%	(80)	22%	(145)	659
2016 Vote: Donald Trump	49%	(329)	18%	(123)	33%	(222)	674
2016 Vote: Other	60%	(65)	11%	(12)	29%	(31)	108
2016 Vote: Didn't Vote	62%	(470)	17%	(125)	21%	(162)	757

Table MCENdem2_1: *And specifically, 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	59%	(1299)	15%	(341)	25%	(560)	2200
Voted in 2014: Yes	57%	(696)	15%	(178)	28%	(338)	1212
Voted in 2014: No	61%	(603)	16%	(162)	22%	(222)	988
4-Region: Northeast	62%	(244)	10%	(41)	28%	(109)	394
4-Region: Midwest	55%	(253)	15%	(71)	30%	(138)	462
4-Region: South	59%	(487)	16%	(136)	24%	(201)	824
4-Region: West	61%	(315)	18%	(93)	22%	(112)	520
Consumers Who Find Ads Creepy	63%	(723)	15%	(170)	22%	(249)	1143
Consumers Overloaded on Ads	62%	(598)	17%	(162)	21%	(205)	965
Hulu Subscribers	83%	(739)	10%	(88)	8%	(67)	895
Paramount+ Subscribers	78%	(246)	12%	(37)	11%	(33)	317
Peacock Subscribers	71%	(416)	14%	(82)	15%	(88)	587
HBO Max Subscribers	85%	(494)	7%	(44)	8%	(47)	584
Discovery+ Subscribers	76%	(269)	13%	(46)	11%	(39)	354
AVOD Users	70%	(1055)	14%	(214)	15%	(233)	1502

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

Table MCENdem2_2: *And specifically, 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	52%	(1136)	11%	(242)	37%	(821)	2200
Gender: Male	50%	(528)	12%	(130)	38%	(404)	1062
Gender: Female	53%	(609)	10%	(112)	37%	(417)	1138
Age: 18-34	53%	(344)	17%	(112)	30%	(199)	655
Age: 35-44	58%	(208)	12%	(42)	30%	(108)	358
Age: 45-64	52%	(389)	9%	(68)	39%	(293)	751
Age: 65+	45%	(195)	5%	(20)	51%	(220)	436
GenZers: 1997-2012	44%	(90)	17%	(35)	39%	(80)	205
Millennials: 1981-1996	58%	(407)	15%	(104)	27%	(187)	698
GenXers: 1965-1980	54%	(276)	11%	(56)	35%	(177)	510
Baby Boomers: 1946-1964	48%	(337)	6%	(45)	45%	(319)	701
PID: Dem (no lean)	53%	(450)	12%	(98)	35%	(299)	847
PID: Ind (no lean)	51%	(365)	12%	(84)	37%	(262)	712
PID: Rep (no lean)	50%	(321)	9%	(60)	41%	(260)	641
PID/Gender: Dem Men	52%	(216)	15%	(61)	33%	(139)	416
PID/Gender: Dem Women	54%	(234)	9%	(38)	37%	(159)	431
PID/Gender: Ind Men	47%	(161)	13%	(43)	40%	(136)	340
PID/Gender: Ind Women	55%	(204)	11%	(42)	34%	(126)	372
PID/Gender: Rep Men	49%	(151)	9%	(27)	42%	(128)	306
PID/Gender: Rep Women	51%	(171)	10%	(33)	39%	(132)	335
Ideo: Liberal (1-3)	57%	(362)	14%	(90)	29%	(183)	635
Ideo: Moderate (4)	50%	(315)	9%	(59)	40%	(254)	628
Ideo: Conservative (5-7)	50%	(368)	9%	(63)	41%	(303)	734
Educ: < College	48%	(730)	10%	(157)	41%	(625)	1512
Educ: Bachelors degree	61%	(270)	13%	(57)	26%	(117)	444
Educ: Post-grad	56%	(137)	12%	(28)	32%	(79)	244
Income: Under 50k	44%	(558)	12%	(149)	44%	(552)	1258
Income: 50k-100k	58%	(367)	9%	(56)	33%	(206)	629
Income: 100k+	68%	(211)	12%	(38)	20%	(64)	313
Ethnicity: White	51%	(883)	11%	(182)	38%	(656)	1722

Table MCENdem2_2: *And specifically, 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	52%	(1136)	11%	(242)	37%	(821)	2200
Ethnicity: Hispanic	52%	(181)	13%	(46)	35%	(122)	349
Ethnicity: Black	58%	(160)	11%	(30)	31%	(85)	274
Ethnicity: Other	46%	(93)	15%	(30)	39%	(80)	204
All Christian	51%	(490)	9%	(87)	40%	(382)	958
All Non-Christian	52%	(80)	19%	(29)	29%	(44)	154
Atheist	62%	(65)	14%	(15)	24%	(25)	105
Agnostic/Nothing in particular	53%	(308)	11%	(63)	36%	(209)	580
Something Else	48%	(193)	12%	(49)	40%	(161)	403
Religious Non-Protestant/Catholic	55%	(94)	17%	(30)	28%	(48)	172
Evangelical	50%	(293)	12%	(69)	38%	(225)	586
Non-Evangelical	49%	(362)	9%	(65)	42%	(307)	734
Community: Urban	57%	(358)	12%	(78)	31%	(196)	632
Community: Suburban	53%	(521)	11%	(111)	36%	(358)	990
Community: Rural	44%	(257)	9%	(54)	46%	(267)	578
Employ: Private Sector	59%	(401)	11%	(76)	30%	(200)	677
Employ: Government	49%	(45)	18%	(17)	33%	(31)	93
Employ: Self-Employed	55%	(110)	13%	(27)	32%	(64)	200
Employ: Homemaker	65%	(106)	10%	(17)	25%	(41)	164
Employ: Student	52%	(42)	21%	(17)	27%	(23)	82
Employ: Retired	47%	(244)	6%	(29)	48%	(250)	522
Employ: Unemployed	39%	(125)	14%	(44)	47%	(153)	323
Employ: Other	45%	(62)	12%	(16)	44%	(61)	139
Military HH: Yes	54%	(173)	11%	(34)	36%	(115)	323
Military HH: No	51%	(963)	11%	(208)	38%	(706)	1877
RD/WT: Right Direction	54%	(506)	11%	(98)	35%	(326)	929
RD/WT: Wrong Track	50%	(630)	11%	(145)	39%	(496)	1271
Biden Job Approve	54%	(561)	11%	(115)	35%	(365)	1041
Biden Job Disapprove	50%	(525)	11%	(113)	39%	(411)	1049

Table MCENdem2_2: *And specifically, 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	52%	(1136)	11%	(242)	37%	(821)	2200
Biden Job Strongly Approve	53%	(274)	12%	(62)	35%	(183)	519
Biden Job Somewhat Approve	55%	(286)	10%	(54)	35%	(182)	522
Biden Job Somewhat Disapprove	52%	(159)	14%	(42)	35%	(107)	308
Biden Job Strongly Disapprove	49%	(366)	10%	(71)	41%	(304)	741
Favorable of Biden	54%	(581)	11%	(113)	35%	(375)	1068
Unfavorable of Biden	49%	(503)	11%	(115)	39%	(402)	1020
Very Favorable of Biden	53%	(293)	11%	(61)	37%	(204)	557
Somewhat Favorable of Biden	56%	(288)	10%	(52)	33%	(171)	511
Somewhat Unfavorable of Biden	51%	(131)	13%	(34)	35%	(90)	254
Very Unfavorable of Biden	49%	(372)	11%	(81)	41%	(313)	766
#1 Issue: Economy	56%	(403)	12%	(84)	33%	(237)	724
#1 Issue: Security	48%	(214)	8%	(37)	43%	(191)	442
#1 Issue: Health Care	49%	(137)	15%	(42)	36%	(101)	280
#1 Issue: Medicare / Social Security	48%	(135)	9%	(24)	43%	(121)	280
#1 Issue: Women's Issues	55%	(78)	17%	(24)	28%	(40)	141
#1 Issue: Education	59%	(56)	14%	(13)	28%	(26)	96
#1 Issue: Energy	48%	(59)	7%	(8)	46%	(56)	123
#1 Issue: Other	47%	(54)	9%	(10)	44%	(51)	115
2020 Vote: Joe Biden	56%	(539)	11%	(102)	33%	(318)	959
2020 Vote: Donald Trump	51%	(364)	9%	(63)	40%	(289)	715
2020 Vote: Other	49%	(35)	16%	(12)	35%	(25)	72
2020 Vote: Didn't Vote	44%	(198)	15%	(66)	42%	(189)	453
2018 House Vote: Democrat	58%	(414)	10%	(71)	32%	(232)	717
2018 House Vote: Republican	51%	(298)	9%	(50)	41%	(241)	590
2018 House Vote: Someone else	57%	(37)	11%	(7)	32%	(21)	65
2016 Vote: Hillary Clinton	58%	(384)	11%	(69)	31%	(206)	659
2016 Vote: Donald Trump	50%	(339)	9%	(59)	41%	(276)	674
2016 Vote: Other	48%	(52)	13%	(14)	39%	(42)	108
2016 Vote: Didn't Vote	48%	(361)	13%	(100)	39%	(296)	757

Table MCENdem2_2: *And specifically, 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	52%	(1136)	11%	(242)	37%	(821)	2200
Voted in 2014: Yes	54%	(661)	9%	(108)	37%	(444)	1212
Voted in 2014: No	48%	(476)	14%	(135)	38%	(377)	988
4-Region: Northeast	52%	(204)	8%	(33)	40%	(157)	394
4-Region: Midwest	51%	(234)	10%	(47)	39%	(181)	462
4-Region: South	51%	(420)	13%	(105)	36%	(300)	824
4-Region: West	54%	(278)	11%	(58)	35%	(184)	520
Consumers Who Find Ads Creepy	56%	(636)	11%	(127)	33%	(379)	1143
Consumers Overloaded on Ads	54%	(520)	12%	(119)	34%	(326)	965
Hulu Subscribers	71%	(635)	10%	(89)	19%	(170)	895
Paramount+ Subscribers	77%	(244)	12%	(38)	11%	(34)	317
Peacock Subscribers	65%	(384)	11%	(63)	24%	(139)	587
HBO Max Subscribers	75%	(439)	8%	(47)	17%	(98)	584
Discovery+ Subscribers	71%	(250)	13%	(45)	17%	(60)	354
AVOD Users	64%	(957)	11%	(165)	25%	(379)	1502

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

Table MCENdem2_3: *And specifically, do you, or anyone in your household, subscribe to the following?*

Hulu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	41%	(895)	16%	(351)	43%	(954)	2200
Gender: Male	37%	(392)	19%	(207)	44%	(463)	1062
Gender: Female	44%	(503)	13%	(144)	43%	(491)	1138
Age: 18-34	55%	(360)	20%	(132)	25%	(163)	655
Age: 35-44	52%	(187)	18%	(65)	30%	(106)	358
Age: 45-64	33%	(251)	14%	(105)	53%	(395)	751
Age: 65+	22%	(96)	11%	(50)	67%	(290)	436
GenZers: 1997-2012	62%	(128)	16%	(32)	22%	(45)	205
Millennials: 1981-1996	53%	(367)	21%	(149)	26%	(182)	698
GenXers: 1965-1980	41%	(208)	14%	(73)	45%	(228)	510
Baby Boomers: 1946-1964	25%	(174)	13%	(90)	62%	(436)	701
PID: Dem (no lean)	46%	(389)	17%	(141)	38%	(318)	847
PID: Ind (no lean)	41%	(293)	17%	(124)	41%	(294)	712
PID: Rep (no lean)	33%	(213)	14%	(87)	53%	(342)	641
PID/Gender: Dem Men	43%	(180)	22%	(90)	35%	(146)	416
PID/Gender: Dem Women	48%	(208)	12%	(50)	40%	(172)	431
PID/Gender: Ind Men	35%	(119)	21%	(73)	43%	(147)	340
PID/Gender: Ind Women	47%	(174)	14%	(51)	40%	(147)	372
PID/Gender: Rep Men	30%	(92)	14%	(44)	56%	(170)	306
PID/Gender: Rep Women	36%	(121)	13%	(43)	51%	(172)	335
Ideo: Liberal (1-3)	48%	(303)	18%	(116)	34%	(215)	635
Ideo: Moderate (4)	41%	(258)	16%	(101)	43%	(269)	628
Ideo: Conservative (5-7)	32%	(235)	14%	(106)	54%	(393)	734
Educ: < College	40%	(611)	16%	(241)	44%	(661)	1512
Educ: Bachelors degree	45%	(198)	16%	(71)	39%	(175)	444
Educ: Post-grad	35%	(85)	16%	(40)	49%	(119)	244
Income: Under 50k	39%	(494)	15%	(195)	45%	(570)	1258
Income: 50k-100k	40%	(252)	16%	(103)	43%	(273)	629
Income: 100k+	47%	(148)	17%	(53)	35%	(111)	313
Ethnicity: White	40%	(684)	16%	(274)	44%	(764)	1722

Table MCENdem2_3: *And specifically, do you, or anyone in your household, subscribe to the following?*

Hulu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	41%	(895)	16%	(351)	43%	(954)	2200
Ethnicity: Hispanic	48%	(169)	20%	(69)	32%	(112)	349
Ethnicity: Black	45%	(123)	15%	(41)	40%	(110)	274
Ethnicity: Other	43%	(87)	18%	(36)	39%	(80)	204
All Christian	35%	(335)	15%	(146)	50%	(477)	958
All Non-Christian	41%	(63)	16%	(25)	42%	(65)	154
Atheist	56%	(59)	16%	(17)	28%	(29)	105
Agnostic/Nothing in particular	42%	(243)	18%	(105)	40%	(233)	580
Something Else	48%	(195)	14%	(58)	37%	(150)	403
Religious Non-Protestant/Catholic	42%	(72)	16%	(28)	42%	(72)	172
Evangelical	41%	(243)	15%	(90)	43%	(253)	586
Non-Evangelical	36%	(266)	15%	(110)	49%	(358)	734
Community: Urban	43%	(275)	19%	(123)	37%	(235)	632
Community: Suburban	40%	(399)	15%	(144)	45%	(447)	990
Community: Rural	38%	(221)	15%	(85)	47%	(272)	578
Employ: Private Sector	48%	(327)	16%	(111)	35%	(239)	677
Employ: Government	54%	(51)	13%	(12)	32%	(30)	93
Employ: Self-Employed	41%	(83)	21%	(41)	38%	(76)	200
Employ: Homemaker	44%	(71)	13%	(21)	43%	(71)	164
Employ: Student	55%	(46)	21%	(17)	24%	(19)	82
Employ: Retired	23%	(123)	15%	(78)	62%	(322)	522
Employ: Unemployed	41%	(134)	16%	(52)	43%	(137)	323
Employ: Other	44%	(61)	13%	(19)	43%	(59)	139
Military HH: Yes	36%	(115)	19%	(60)	46%	(147)	323
Military HH: No	42%	(780)	15%	(291)	43%	(807)	1877
RD/WT: Right Direction	44%	(408)	17%	(157)	39%	(365)	929
RD/WT: Wrong Track	38%	(487)	15%	(195)	46%	(589)	1271
Biden Job Approve	45%	(468)	17%	(180)	38%	(393)	1041
Biden Job Disapprove	37%	(385)	15%	(156)	48%	(508)	1049

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Table MCENdem2_3: *And specifically, do you, or anyone in your household, subscribe to the following?*
Hulu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	41%	(895)	16%	(351)	43%	(954)	2200
Biden Job Strongly Approve	41%	(214)	18%	(92)	41%	(213)	519
Biden Job Somewhat Approve	49%	(254)	17%	(88)	34%	(180)	522
Biden Job Somewhat Disapprove	48%	(148)	19%	(59)	33%	(101)	308
Biden Job Strongly Disapprove	32%	(236)	13%	(97)	55%	(407)	741
Favorable of Biden	44%	(474)	17%	(184)	38%	(411)	1068
Unfavorable of Biden	37%	(379)	15%	(152)	48%	(488)	1020
Very Favorable of Biden	41%	(231)	15%	(85)	43%	(242)	557
Somewhat Favorable of Biden	48%	(244)	19%	(98)	33%	(169)	511
Somewhat Unfavorable of Biden	46%	(118)	18%	(46)	36%	(90)	254
Very Unfavorable of Biden	34%	(261)	14%	(107)	52%	(398)	766
#1 Issue: Economy	45%	(325)	16%	(117)	39%	(282)	724
#1 Issue: Security	30%	(135)	16%	(70)	54%	(237)	442
#1 Issue: Health Care	38%	(106)	20%	(55)	43%	(119)	280
#1 Issue: Medicare / Social Security	31%	(86)	15%	(42)	54%	(152)	280
#1 Issue: Women's Issues	66%	(93)	7%	(10)	27%	(39)	141
#1 Issue: Education	51%	(49)	19%	(18)	30%	(29)	96
#1 Issue: Energy	46%	(56)	24%	(29)	30%	(37)	123
#1 Issue: Other	40%	(45)	9%	(10)	52%	(59)	115
2020 Vote: Joe Biden	45%	(429)	17%	(163)	38%	(367)	959
2020 Vote: Donald Trump	32%	(231)	14%	(98)	54%	(386)	715
2020 Vote: Other	44%	(32)	22%	(16)	33%	(24)	72
2020 Vote: Didn't Vote	45%	(203)	16%	(73)	39%	(177)	453
2018 House Vote: Democrat	44%	(314)	15%	(110)	41%	(293)	717
2018 House Vote: Republican	31%	(184)	13%	(78)	56%	(328)	590
2018 House Vote: Someone else	36%	(23)	27%	(18)	37%	(24)	65
2016 Vote: Hillary Clinton	44%	(289)	15%	(101)	41%	(269)	659
2016 Vote: Donald Trump	31%	(208)	15%	(101)	54%	(365)	674
2016 Vote: Other	36%	(39)	16%	(17)	48%	(51)	108
2016 Vote: Didn't Vote	47%	(358)	17%	(131)	35%	(268)	757

Table MCENdem2_3: *And specifically, do you, or anyone in your household, subscribe to the following?*

Hulu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	41%	(895)	16%	(351)	43%	(954)	2200
Voted in 2014: Yes	36%	(431)	15%	(186)	49%	(596)	1212
Voted in 2014: No	47%	(464)	17%	(166)	36%	(358)	988
4-Region: Northeast	40%	(158)	13%	(50)	47%	(186)	394
4-Region: Midwest	38%	(176)	12%	(57)	50%	(229)	462
4-Region: South	41%	(339)	18%	(148)	41%	(337)	824
4-Region: West	43%	(222)	18%	(96)	39%	(202)	520
Consumers Who Find Ads Creepy	44%	(500)	17%	(190)	40%	(453)	1143
Consumers Overloaded on Ads	42%	(406)	19%	(179)	39%	(380)	965
Hulu Subscribers	100%	(895)	—	(0)	—	(0)	895
Paramount+ Subscribers	70%	(221)	16%	(50)	15%	(46)	317
Peacock Subscribers	58%	(342)	15%	(88)	27%	(157)	587
HBO Max Subscribers	69%	(402)	13%	(74)	19%	(108)	584
Discovery+ Subscribers	69%	(243)	16%	(57)	15%	(54)	354
AVOD Users	55%	(819)	16%	(241)	29%	(441)	1502

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

Table MCENdem2_4: *And specifically, 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	14%	(317)	9%	(201)	76%	(1682)	2200
Gender: Male	16%	(166)	11%	(119)	73%	(777)	1062
Gender: Female	13%	(150)	7%	(83)	80%	(905)	1138
Age: 18-34	18%	(118)	13%	(83)	69%	(454)	655
Age: 35-44	21%	(75)	17%	(61)	62%	(222)	358
Age: 45-64	13%	(97)	5%	(39)	82%	(615)	751
Age: 65+	6%	(27)	4%	(19)	90%	(391)	436
GenZers: 1997-2012	12%	(25)	11%	(23)	77%	(158)	205
Millennials: 1981-1996	22%	(153)	16%	(108)	63%	(437)	698
GenXers: 1965-1980	16%	(82)	7%	(35)	77%	(393)	510
Baby Boomers: 1946-1964	7%	(51)	5%	(32)	88%	(619)	701
PID: Dem (no lean)	19%	(157)	10%	(87)	71%	(603)	847
PID: Ind (no lean)	13%	(92)	10%	(69)	77%	(550)	712
PID: Rep (no lean)	10%	(67)	7%	(45)	82%	(529)	641
PID/Gender: Dem Men	22%	(90)	14%	(57)	65%	(270)	416
PID/Gender: Dem Women	16%	(67)	7%	(30)	77%	(334)	431
PID/Gender: Ind Men	12%	(41)	9%	(32)	78%	(266)	340
PID/Gender: Ind Women	14%	(51)	10%	(37)	76%	(284)	372
PID/Gender: Rep Men	12%	(35)	10%	(30)	79%	(241)	306
PID/Gender: Rep Women	9%	(32)	5%	(16)	86%	(288)	335
Ideo: Liberal (1-3)	19%	(120)	9%	(60)	72%	(455)	635
Ideo: Moderate (4)	16%	(98)	9%	(56)	76%	(475)	628
Ideo: Conservative (5-7)	10%	(72)	7%	(54)	83%	(608)	734
Educ: < College	13%	(191)	9%	(131)	79%	(1190)	1512
Educ: Bachelors degree	19%	(84)	10%	(45)	71%	(315)	444
Educ: Post-grad	17%	(42)	11%	(26)	72%	(176)	244
Income: Under 50k	11%	(143)	9%	(109)	80%	(1006)	1258
Income: 50k-100k	15%	(92)	9%	(54)	77%	(482)	629
Income: 100k+	26%	(81)	12%	(38)	62%	(194)	313
Ethnicity: White	14%	(248)	9%	(152)	77%	(1321)	1722

Table MCENdem2_4: *And specifically, 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	14%	(317)	9%	(201)	76%	(1682)	2200
Ethnicity: Hispanic	13%	(46)	14%	(50)	73%	(253)	349
Ethnicity: Black	18%	(49)	11%	(29)	72%	(197)	274
Ethnicity: Other	10%	(20)	10%	(20)	80%	(164)	204
All Christian	13%	(129)	8%	(80)	78%	(750)	958
All Non-Christian	21%	(33)	17%	(26)	61%	(94)	154
Atheist	19%	(20)	10%	(10)	72%	(75)	105
Agnostic/Nothing in particular	12%	(71)	8%	(47)	80%	(463)	580
Something Else	16%	(65)	10%	(39)	74%	(299)	403
Religious Non-Protestant/Catholic	23%	(39)	15%	(26)	62%	(107)	172
Evangelical	16%	(94)	12%	(67)	72%	(425)	586
Non-Evangelical	12%	(88)	6%	(46)	82%	(600)	734
Community: Urban	19%	(122)	15%	(93)	66%	(417)	632
Community: Suburban	12%	(120)	7%	(68)	81%	(802)	990
Community: Rural	13%	(74)	7%	(41)	80%	(463)	578
Employ: Private Sector	18%	(122)	12%	(79)	70%	(477)	677
Employ: Government	14%	(13)	16%	(15)	71%	(66)	93
Employ: Self-Employed	17%	(33)	10%	(21)	73%	(146)	200
Employ: Homemaker	20%	(32)	10%	(16)	71%	(116)	164
Employ: Student	16%	(14)	6%	(5)	77%	(64)	82
Employ: Retired	7%	(38)	5%	(27)	88%	(458)	522
Employ: Unemployed	16%	(51)	8%	(26)	76%	(246)	323
Employ: Other	11%	(15)	10%	(13)	79%	(110)	139
Military HH: Yes	18%	(57)	10%	(33)	72%	(233)	323
Military HH: No	14%	(260)	9%	(169)	77%	(1449)	1877
RD/WT: Right Direction	20%	(183)	10%	(96)	70%	(650)	929
RD/WT: Wrong Track	10%	(133)	8%	(105)	81%	(1032)	1271
Biden Job Approve	19%	(196)	9%	(97)	72%	(748)	1041
Biden Job Disapprove	11%	(111)	9%	(93)	81%	(844)	1049

Table MCENdem2_4: *And specifically, 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	14%	(317)	9%	(201)	76%	(1682)	2200
Biden Job Strongly Approve	23%	(119)	11%	(59)	66%	(341)	519
Biden Job Somewhat Approve	15%	(76)	7%	(38)	78%	(408)	522
Biden Job Somewhat Disapprove	14%	(43)	12%	(38)	74%	(227)	308
Biden Job Strongly Disapprove	9%	(68)	7%	(55)	83%	(617)	741
Favorable of Biden	18%	(191)	10%	(105)	72%	(772)	1068
Unfavorable of Biden	11%	(113)	8%	(86)	81%	(821)	1020
Very Favorable of Biden	21%	(119)	10%	(58)	68%	(381)	557
Somewhat Favorable of Biden	14%	(72)	9%	(48)	77%	(391)	511
Somewhat Unfavorable of Biden	17%	(42)	11%	(27)	73%	(184)	254
Very Unfavorable of Biden	9%	(71)	8%	(59)	83%	(637)	766
#1 Issue: Economy	17%	(124)	9%	(69)	73%	(531)	724
#1 Issue: Security	11%	(47)	7%	(31)	82%	(363)	442
#1 Issue: Health Care	13%	(37)	9%	(25)	78%	(219)	280
#1 Issue: Medicare / Social Security	9%	(24)	8%	(21)	84%	(234)	280
#1 Issue: Women's Issues	15%	(21)	18%	(26)	67%	(95)	141
#1 Issue: Education	15%	(14)	14%	(13)	71%	(68)	96
#1 Issue: Energy	29%	(36)	8%	(10)	62%	(77)	123
#1 Issue: Other	12%	(14)	6%	(6)	83%	(95)	115
2020 Vote: Joe Biden	17%	(165)	11%	(108)	72%	(686)	959
2020 Vote: Donald Trump	10%	(72)	7%	(49)	83%	(594)	715
2020 Vote: Other	22%	(16)	10%	(7)	68%	(49)	72
2020 Vote: Didn't Vote	14%	(64)	8%	(37)	78%	(352)	453
2018 House Vote: Democrat	19%	(133)	10%	(73)	71%	(511)	717
2018 House Vote: Republican	11%	(68)	7%	(43)	81%	(479)	590
2018 House Vote: Someone else	11%	(7)	21%	(14)	69%	(45)	65
2016 Vote: Hillary Clinton	19%	(122)	10%	(66)	71%	(471)	659
2016 Vote: Donald Trump	9%	(63)	8%	(53)	83%	(558)	674
2016 Vote: Other	11%	(12)	5%	(6)	84%	(90)	108
2016 Vote: Didn't Vote	16%	(120)	10%	(77)	74%	(561)	757

Table MCENdem2_4: *And specifically, 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	14%	(317)	9%	(201)	76%	(1682)	2200
Voted in 2014: Yes	14%	(174)	9%	(112)	76%	(926)	1212
Voted in 2014: No	14%	(143)	9%	(89)	77%	(756)	988
4-Region: Northeast	20%	(79)	7%	(26)	73%	(288)	394
4-Region: Midwest	11%	(49)	7%	(31)	83%	(382)	462
4-Region: South	14%	(113)	9%	(77)	77%	(635)	824
4-Region: West	15%	(76)	13%	(67)	72%	(377)	520
Consumers Who Find Ads Creepy	16%	(183)	9%	(102)	75%	(858)	1143
Consumers Overloaded on Ads	13%	(125)	11%	(101)	77%	(739)	965
Hulu Subscribers	25%	(221)	10%	(94)	65%	(581)	895
Paramount+ Subscribers	100%	(317)	—	(0)	—	(0)	317
Peacock Subscribers	31%	(182)	13%	(74)	56%	(331)	587
HBO Max Subscribers	31%	(182)	12%	(70)	57%	(333)	584
Discovery+ Subscribers	45%	(159)	15%	(52)	40%	(143)	354
AVOD Users	19%	(279)	10%	(146)	72%	(1076)	1502

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

Table MCENdem2_5: *And specifically, 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	34%	(755)	14%	(302)	52%	(1143)	2200
Gender: Male	35%	(368)	14%	(147)	52%	(548)	1062
Gender: Female	34%	(387)	14%	(155)	52%	(596)	1138
Age: 18-34	53%	(347)	17%	(113)	30%	(195)	655
Age: 35-44	43%	(155)	17%	(61)	39%	(141)	358
Age: 45-64	27%	(200)	12%	(89)	62%	(462)	751
Age: 65+	12%	(53)	9%	(38)	79%	(344)	436
GenZers: 1997-2012	54%	(111)	19%	(39)	27%	(55)	205
Millennials: 1981-1996	51%	(357)	16%	(111)	33%	(230)	698
GenXers: 1965-1980	32%	(163)	16%	(80)	52%	(267)	510
Baby Boomers: 1946-1964	17%	(118)	10%	(68)	74%	(515)	701
PID: Dem (no lean)	37%	(313)	16%	(136)	47%	(398)	847
PID: Ind (no lean)	37%	(261)	13%	(90)	51%	(360)	712
PID: Rep (no lean)	28%	(180)	12%	(76)	60%	(385)	641
PID/Gender: Dem Men	40%	(165)	19%	(77)	42%	(174)	416
PID/Gender: Dem Women	35%	(149)	14%	(59)	52%	(223)	431
PID/Gender: Ind Men	35%	(120)	11%	(38)	53%	(181)	340
PID/Gender: Ind Women	38%	(141)	14%	(52)	48%	(179)	372
PID/Gender: Rep Men	27%	(83)	10%	(31)	63%	(192)	306
PID/Gender: Rep Women	29%	(97)	13%	(45)	58%	(193)	335
Ideo: Liberal (1-3)	41%	(257)	15%	(96)	44%	(282)	635
Ideo: Moderate (4)	36%	(225)	12%	(78)	52%	(325)	628
Ideo: Conservative (5-7)	26%	(190)	12%	(90)	62%	(454)	734
Educ: < College	32%	(485)	15%	(228)	53%	(800)	1512
Educ: Bachelors degree	42%	(189)	9%	(41)	48%	(214)	444
Educ: Post-grad	33%	(82)	14%	(33)	53%	(129)	244
Income: Under 50k	28%	(354)	15%	(188)	57%	(715)	1258
Income: 50k-100k	38%	(238)	11%	(69)	51%	(323)	629
Income: 100k+	52%	(163)	14%	(45)	34%	(105)	313
Ethnicity: White	34%	(587)	13%	(220)	53%	(915)	1722

Table MCENdem2_5: *And specifically, 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	34%	(755)	14%	(302)	52%	(1143)	2200
Ethnicity: Hispanic	45%	(157)	13%	(46)	42%	(146)	349
Ethnicity: Black	34%	(94)	19%	(52)	47%	(128)	274
Ethnicity: Other	36%	(74)	15%	(30)	49%	(100)	204
All Christian	31%	(301)	12%	(117)	56%	(541)	958
All Non-Christian	34%	(53)	20%	(30)	46%	(71)	154
Atheist	49%	(52)	14%	(15)	37%	(39)	105
Agnostic/Nothing in particular	35%	(206)	11%	(66)	53%	(309)	580
Something Else	36%	(144)	19%	(75)	46%	(184)	403
Religious Non-Protestant/Catholic	37%	(64)	19%	(33)	44%	(75)	172
Evangelical	35%	(203)	16%	(91)	50%	(291)	586
Non-Evangelical	30%	(220)	13%	(95)	57%	(419)	734
Community: Urban	38%	(238)	17%	(106)	46%	(288)	632
Community: Suburban	34%	(341)	11%	(108)	55%	(541)	990
Community: Rural	30%	(176)	15%	(88)	54%	(314)	578
Employ: Private Sector	46%	(309)	13%	(91)	41%	(277)	677
Employ: Government	29%	(27)	25%	(23)	46%	(42)	93
Employ: Self-Employed	39%	(78)	19%	(38)	42%	(84)	200
Employ: Homemaker	43%	(71)	12%	(19)	45%	(74)	164
Employ: Student	57%	(47)	20%	(16)	24%	(20)	82
Employ: Retired	15%	(76)	10%	(53)	75%	(393)	522
Employ: Unemployed	35%	(111)	11%	(37)	54%	(174)	323
Employ: Other	26%	(36)	18%	(24)	56%	(78)	139
Military HH: Yes	34%	(109)	10%	(33)	56%	(180)	323
Military HH: No	34%	(645)	14%	(269)	51%	(963)	1877
RD/WT: Right Direction	38%	(349)	13%	(121)	49%	(459)	929
RD/WT: Wrong Track	32%	(405)	14%	(181)	54%	(684)	1271
Biden Job Approve	37%	(386)	15%	(153)	48%	(502)	1041
Biden Job Disapprove	32%	(334)	12%	(127)	56%	(588)	1049

Continued on next page

Table MCENdem2_5: *And specifically, 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	34%	(755)	14%	(302)	52%	(1143)	2200
Biden Job Strongly Approve	35%	(179)	16%	(81)	50%	(259)	519
Biden Job Somewhat Approve	39%	(206)	14%	(73)	47%	(243)	522
Biden Job Somewhat Disapprove	39%	(121)	15%	(46)	46%	(141)	308
Biden Job Strongly Disapprove	29%	(213)	11%	(80)	60%	(447)	741
Favorable of Biden	36%	(389)	15%	(160)	49%	(519)	1068
Unfavorable of Biden	32%	(327)	12%	(126)	56%	(567)	1020
Very Favorable of Biden	33%	(186)	15%	(83)	52%	(288)	557
Somewhat Favorable of Biden	40%	(203)	15%	(77)	45%	(231)	511
Somewhat Unfavorable of Biden	40%	(102)	12%	(30)	48%	(122)	254
Very Unfavorable of Biden	29%	(226)	12%	(96)	58%	(444)	766
#1 Issue: Economy	39%	(285)	16%	(116)	45%	(323)	724
#1 Issue: Security	26%	(117)	11%	(47)	63%	(278)	442
#1 Issue: Health Care	36%	(102)	13%	(35)	51%	(144)	280
#1 Issue: Medicare / Social Security	18%	(50)	15%	(41)	68%	(189)	280
#1 Issue: Women's Issues	48%	(68)	17%	(23)	35%	(50)	141
#1 Issue: Education	53%	(50)	17%	(16)	30%	(29)	96
#1 Issue: Energy	40%	(49)	9%	(11)	51%	(63)	123
#1 Issue: Other	30%	(34)	11%	(13)	59%	(68)	115
2020 Vote: Joe Biden	36%	(344)	16%	(155)	48%	(460)	959
2020 Vote: Donald Trump	29%	(206)	10%	(71)	61%	(438)	715
2020 Vote: Other	40%	(29)	14%	(10)	46%	(33)	72
2020 Vote: Didn't Vote	39%	(176)	14%	(65)	47%	(211)	453
2018 House Vote: Democrat	37%	(264)	15%	(111)	48%	(342)	717
2018 House Vote: Republican	28%	(167)	10%	(57)	62%	(367)	590
2018 House Vote: Someone else	29%	(19)	18%	(12)	53%	(35)	65
2016 Vote: Hillary Clinton	36%	(239)	16%	(105)	48%	(315)	659
2016 Vote: Donald Trump	26%	(174)	11%	(77)	63%	(422)	674
2016 Vote: Other	36%	(39)	10%	(10)	54%	(58)	108
2016 Vote: Didn't Vote	40%	(302)	14%	(109)	46%	(346)	757

Table MCENdem2_5: *And specifically, 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	34%	(755)	14%	(302)	52%	(1143)	2200
Voted in 2014: Yes	31%	(375)	13%	(161)	56%	(676)	1212
Voted in 2014: No	38%	(379)	14%	(141)	47%	(467)	988
4-Region: Northeast	35%	(138)	13%	(53)	52%	(203)	394
4-Region: Midwest	31%	(145)	13%	(59)	56%	(259)	462
4-Region: South	34%	(277)	13%	(111)	53%	(436)	824
4-Region: West	38%	(196)	15%	(80)	47%	(245)	520
Consumers Who Find Ads Creepy	39%	(444)	14%	(165)	47%	(534)	1143
Consumers Overloaded on Ads	37%	(353)	16%	(150)	48%	(463)	965
Hulu Subscribers	59%	(524)	13%	(119)	28%	(251)	895
Paramount+ Subscribers	67%	(211)	13%	(40)	21%	(65)	317
Peacock Subscribers	48%	(279)	14%	(85)	38%	(224)	587
HBO Max Subscribers	62%	(361)	14%	(81)	24%	(142)	584
Discovery+ Subscribers	72%	(254)	13%	(47)	15%	(53)	354
AVOD Users	44%	(662)	14%	(203)	42%	(636)	1502

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

Table MCENdem2_6: *And specifically, do you, or anyone in your household, subscribe to the following?*

Apple TV+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	10%	(230)	77%	(1700)	2200
Gender: Male	15%	(155)	12%	(129)	73%	(778)	1062
Gender: Female	10%	(115)	9%	(101)	81%	(922)	1138
Age: 18-34	18%	(115)	17%	(110)	66%	(429)	655
Age: 35-44	16%	(56)	15%	(52)	70%	(249)	358
Age: 45-64	10%	(77)	6%	(45)	84%	(629)	751
Age: 65+	5%	(22)	5%	(22)	90%	(392)	436
GenZers: 1997-2012	17%	(35)	8%	(17)	75%	(153)	205
Millennials: 1981-1996	18%	(122)	19%	(131)	64%	(445)	698
GenXers: 1965-1980	14%	(71)	8%	(41)	78%	(398)	510
Baby Boomers: 1946-1964	6%	(41)	6%	(40)	89%	(621)	701
PID: Dem (no lean)	17%	(141)	12%	(100)	71%	(605)	847
PID: Ind (no lean)	9%	(67)	11%	(76)	80%	(568)	712
PID: Rep (no lean)	10%	(62)	8%	(54)	82%	(526)	641
PID/Gender: Dem Men	20%	(82)	17%	(69)	64%	(266)	416
PID/Gender: Dem Women	14%	(60)	7%	(31)	79%	(340)	431
PID/Gender: Ind Men	10%	(33)	12%	(41)	78%	(266)	340
PID/Gender: Ind Women	9%	(34)	9%	(35)	81%	(302)	372
PID/Gender: Rep Men	13%	(40)	6%	(19)	81%	(246)	306
PID/Gender: Rep Women	6%	(21)	10%	(34)	83%	(280)	335
Ideo: Liberal (1-3)	21%	(132)	10%	(66)	69%	(437)	635
Ideo: Moderate (4)	10%	(65)	12%	(79)	77%	(485)	628
Ideo: Conservative (5-7)	8%	(60)	9%	(68)	83%	(606)	734
Educ: < College	9%	(131)	9%	(133)	83%	(1248)	1512
Educ: Bachelors degree	20%	(90)	13%	(59)	67%	(295)	444
Educ: Post-grad	21%	(50)	16%	(38)	64%	(156)	244
Income: Under 50k	7%	(91)	8%	(107)	84%	(1061)	1258
Income: 50k-100k	15%	(95)	11%	(72)	73%	(462)	629
Income: 100k+	27%	(84)	16%	(51)	57%	(177)	313
Ethnicity: White	12%	(208)	10%	(165)	78%	(1349)	1722

Table MCENdem2_6: *And specifically, do you, or anyone in your household, subscribe to the following?*
Apple TV+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	10%	(230)	77%	(1700)	2200
Ethnicity: Hispanic	15%	(52)	14%	(51)	71%	(247)	349
Ethnicity: Black	15%	(40)	15%	(41)	70%	(193)	274
Ethnicity: Other	11%	(22)	12%	(24)	77%	(157)	204
All Christian	14%	(131)	10%	(95)	76%	(733)	958
All Non-Christian	23%	(35)	21%	(33)	56%	(86)	154
Atheist	12%	(13)	17%	(18)	71%	(74)	105
Agnostic/Nothing in particular	8%	(49)	6%	(33)	86%	(498)	580
Something Else	11%	(43)	13%	(51)	77%	(308)	403
Religious Non-Protestant/Catholic	21%	(36)	20%	(34)	60%	(102)	172
Evangelical	15%	(86)	14%	(82)	71%	(419)	586
Non-Evangelical	11%	(80)	8%	(61)	81%	(593)	734
Community: Urban	19%	(121)	14%	(89)	67%	(422)	632
Community: Suburban	11%	(106)	8%	(80)	81%	(803)	990
Community: Rural	8%	(44)	10%	(60)	82%	(474)	578
Employ: Private Sector	18%	(121)	16%	(110)	66%	(447)	677
Employ: Government	21%	(20)	9%	(8)	70%	(65)	93
Employ: Self-Employed	20%	(41)	15%	(29)	65%	(130)	200
Employ: Homemaker	6%	(11)	11%	(17)	83%	(136)	164
Employ: Student	16%	(13)	8%	(7)	76%	(63)	82
Employ: Retired	6%	(32)	4%	(22)	90%	(469)	522
Employ: Unemployed	6%	(21)	9%	(28)	85%	(274)	323
Employ: Other	10%	(13)	7%	(9)	84%	(116)	139
Military HH: Yes	17%	(54)	7%	(22)	76%	(246)	323
Military HH: No	12%	(216)	11%	(208)	77%	(1453)	1877
RD/WT: Right Direction	19%	(174)	10%	(96)	71%	(659)	929
RD/WT: Wrong Track	8%	(97)	11%	(134)	82%	(1040)	1271
Biden Job Approve	17%	(179)	11%	(113)	72%	(749)	1041
Biden Job Disapprove	8%	(87)	10%	(104)	82%	(858)	1049

Table MCENdem2_6: *And specifically, do you, or anyone in your household, subscribe to the following?*
Apple TV+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	10%	(230)	77%	(1700)	2200
Biden Job Strongly Approve	21%	(110)	13%	(69)	66%	(340)	519
Biden Job Somewhat Approve	13%	(69)	9%	(45)	78%	(409)	522
Biden Job Somewhat Disapprove	13%	(39)	15%	(47)	72%	(222)	308
Biden Job Strongly Disapprove	6%	(47)	8%	(56)	86%	(637)	741
Favorable of Biden	16%	(174)	11%	(123)	72%	(772)	1068
Unfavorable of Biden	8%	(81)	10%	(100)	82%	(839)	1020
Very Favorable of Biden	20%	(109)	12%	(67)	68%	(381)	557
Somewhat Favorable of Biden	13%	(64)	11%	(56)	76%	(391)	511
Somewhat Unfavorable of Biden	13%	(32)	13%	(34)	74%	(188)	254
Very Unfavorable of Biden	6%	(49)	9%	(66)	85%	(651)	766
#1 Issue: Economy	15%	(109)	13%	(96)	72%	(519)	724
#1 Issue: Security	9%	(38)	9%	(38)	83%	(365)	442
#1 Issue: Health Care	13%	(37)	13%	(36)	74%	(208)	280
#1 Issue: Medicare / Social Security	5%	(14)	7%	(19)	88%	(247)	280
#1 Issue: Women's Issues	16%	(23)	11%	(16)	72%	(102)	141
#1 Issue: Education	22%	(21)	9%	(8)	69%	(66)	96
#1 Issue: Energy	17%	(21)	10%	(12)	73%	(89)	123
#1 Issue: Other	6%	(7)	4%	(4)	90%	(104)	115
2020 Vote: Joe Biden	18%	(168)	11%	(109)	71%	(682)	959
2020 Vote: Donald Trump	9%	(62)	10%	(70)	82%	(584)	715
2020 Vote: Other	4%	(3)	19%	(14)	77%	(55)	72
2020 Vote: Didn't Vote	8%	(38)	8%	(37)	83%	(378)	453
2018 House Vote: Democrat	18%	(128)	11%	(82)	71%	(507)	717
2018 House Vote: Republican	11%	(64)	10%	(59)	79%	(467)	590
2018 House Vote: Someone else	5%	(4)	15%	(10)	79%	(52)	65
2016 Vote: Hillary Clinton	17%	(115)	11%	(72)	72%	(472)	659
2016 Vote: Donald Trump	10%	(66)	10%	(66)	81%	(543)	674
2016 Vote: Other	6%	(6)	8%	(9)	86%	(93)	108
2016 Vote: Didn't Vote	11%	(84)	11%	(83)	78%	(590)	757

Continued on next page

Table MCENdem2_6: *And specifically, do you, or anyone in your household, subscribe to the following?*

Apple TV+

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	10%	(230)	77%	(1700)	2200
Voted in 2014: Yes	14%	(167)	10%	(124)	76%	(921)	1212
Voted in 2014: No	11%	(104)	11%	(105)	79%	(779)	988
4-Region: Northeast	16%	(64)	12%	(47)	72%	(282)	394
4-Region: Midwest	9%	(42)	8%	(37)	83%	(384)	462
4-Region: South	11%	(91)	11%	(90)	78%	(643)	824
4-Region: West	14%	(73)	11%	(56)	75%	(391)	520
Consumers Who Find Ads Creepy	15%	(169)	12%	(133)	74%	(841)	1143
Consumers Overloaded on Ads	12%	(117)	12%	(117)	76%	(731)	965
Hulu Subscribers	21%	(186)	11%	(99)	68%	(610)	895
Paramount+ Subscribers	34%	(108)	15%	(48)	51%	(161)	317
Peacock Subscribers	23%	(135)	14%	(80)	63%	(372)	587
HBO Max Subscribers	29%	(168)	14%	(82)	57%	(334)	584
Discovery+ Subscribers	35%	(122)	15%	(54)	50%	(177)	354
AVOD Users	15%	(232)	11%	(160)	74%	(1110)	1502

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

Table MCENdem2_7: *And specifically, 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	16%	(354)	10%	(212)	74%	(1634)	2200
Gender: Male	17%	(183)	11%	(112)	72%	(767)	1062
Gender: Female	15%	(171)	9%	(100)	76%	(867)	1138
Age: 18-34	21%	(137)	11%	(70)	68%	(448)	655
Age: 35-44	21%	(77)	16%	(58)	62%	(223)	358
Age: 45-64	14%	(107)	8%	(60)	78%	(583)	751
Age: 65+	8%	(33)	5%	(24)	87%	(379)	436
GenZers: 1997-2012	13%	(28)	7%	(14)	80%	(163)	205
Millennials: 1981-1996	24%	(167)	14%	(100)	62%	(431)	698
GenXers: 1965-1980	19%	(95)	10%	(51)	71%	(364)	510
Baby Boomers: 1946-1964	8%	(58)	6%	(45)	85%	(598)	701
PID: Dem (no lean)	20%	(167)	10%	(85)	70%	(594)	847
PID: Ind (no lean)	14%	(98)	10%	(70)	76%	(543)	712
PID: Rep (no lean)	14%	(88)	9%	(57)	77%	(496)	641
PID/Gender: Dem Men	25%	(103)	10%	(43)	65%	(270)	416
PID/Gender: Dem Women	15%	(64)	10%	(42)	75%	(325)	431
PID/Gender: Ind Men	12%	(40)	11%	(38)	77%	(262)	340
PID/Gender: Ind Women	16%	(59)	9%	(32)	76%	(281)	372
PID/Gender: Rep Men	13%	(40)	10%	(31)	77%	(235)	306
PID/Gender: Rep Women	14%	(49)	8%	(25)	78%	(262)	335
Ideo: Liberal (1-3)	19%	(121)	9%	(60)	71%	(453)	635
Ideo: Moderate (4)	18%	(115)	9%	(55)	73%	(459)	628
Ideo: Conservative (5-7)	12%	(91)	9%	(69)	78%	(574)	734
Educ: < College	14%	(210)	10%	(150)	76%	(1151)	1512
Educ: Bachelors degree	22%	(98)	9%	(40)	69%	(306)	444
Educ: Post-grad	19%	(45)	9%	(22)	72%	(177)	244
Income: Under 50k	12%	(152)	10%	(122)	78%	(983)	1258
Income: 50k-100k	19%	(119)	8%	(50)	73%	(459)	629
Income: 100k+	26%	(82)	13%	(40)	61%	(191)	313
Ethnicity: White	16%	(278)	9%	(162)	74%	(1282)	1722

Table MCENdem2_7: *And specifically, 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	16%	(354)	10%	(212)	74%	(1634)	2200
Ethnicity: Hispanic	16%	(55)	13%	(47)	71%	(248)	349
Ethnicity: Black	21%	(59)	10%	(27)	69%	(188)	274
Ethnicity: Other	8%	(17)	11%	(23)	80%	(164)	204
All Christian	17%	(162)	9%	(86)	74%	(710)	958
All Non-Christian	30%	(46)	11%	(16)	59%	(91)	154
Atheist	19%	(20)	15%	(16)	66%	(69)	105
Agnostic/Nothing in particular	12%	(70)	8%	(45)	80%	(465)	580
Something Else	14%	(56)	12%	(48)	74%	(298)	403
Religious Non-Protestant/Catholic	30%	(52)	10%	(17)	60%	(103)	172
Evangelical	19%	(109)	13%	(77)	68%	(400)	586
Non-Evangelical	13%	(96)	7%	(54)	80%	(584)	734
Community: Urban	23%	(144)	14%	(86)	64%	(402)	632
Community: Suburban	13%	(129)	8%	(78)	79%	(783)	990
Community: Rural	14%	(81)	8%	(49)	78%	(449)	578
Employ: Private Sector	21%	(144)	12%	(82)	67%	(452)	677
Employ: Government	25%	(23)	10%	(9)	65%	(61)	93
Employ: Self-Employed	21%	(43)	14%	(29)	64%	(128)	200
Employ: Homemaker	14%	(23)	9%	(15)	77%	(126)	164
Employ: Student	17%	(14)	6%	(5)	77%	(63)	82
Employ: Retired	8%	(43)	7%	(35)	85%	(444)	522
Employ: Unemployed	17%	(56)	5%	(17)	78%	(250)	323
Employ: Other	6%	(9)	15%	(20)	79%	(110)	139
Military HH: Yes	19%	(60)	9%	(28)	73%	(235)	323
Military HH: No	16%	(294)	10%	(185)	75%	(1399)	1877
RD/WT: Right Direction	21%	(195)	11%	(100)	68%	(635)	929
RD/WT: Wrong Track	13%	(159)	9%	(112)	79%	(999)	1271
Biden Job Approve	19%	(199)	10%	(108)	71%	(734)	1041
Biden Job Disapprove	14%	(144)	9%	(90)	78%	(815)	1049

Table MCENdem2_7: *And specifically, 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	16%	(354)	10%	(212)	74%	(1634)	2200
Biden Job Strongly Approve	24%	(125)	12%	(61)	64%	(333)	519
Biden Job Somewhat Approve	14%	(73)	9%	(48)	77%	(401)	522
Biden Job Somewhat Disapprove	16%	(50)	9%	(28)	75%	(230)	308
Biden Job Strongly Disapprove	13%	(94)	8%	(62)	79%	(585)	741
Favorable of Biden	18%	(190)	11%	(114)	72%	(765)	1068
Unfavorable of Biden	15%	(150)	8%	(86)	77%	(784)	1020
Very Favorable of Biden	22%	(123)	10%	(56)	68%	(378)	557
Somewhat Favorable of Biden	13%	(66)	11%	(58)	76%	(387)	511
Somewhat Unfavorable of Biden	20%	(50)	7%	(18)	73%	(186)	254
Very Unfavorable of Biden	13%	(100)	9%	(68)	78%	(598)	766
#1 Issue: Economy	19%	(135)	10%	(69)	72%	(520)	724
#1 Issue: Security	14%	(62)	10%	(43)	76%	(337)	442
#1 Issue: Health Care	15%	(41)	10%	(27)	76%	(213)	280
#1 Issue: Medicare / Social Security	10%	(28)	11%	(30)	79%	(221)	280
#1 Issue: Women's Issues	19%	(27)	10%	(14)	71%	(100)	141
#1 Issue: Education	23%	(22)	10%	(9)	67%	(64)	96
#1 Issue: Energy	23%	(28)	11%	(13)	67%	(82)	123
#1 Issue: Other	9%	(11)	5%	(6)	85%	(98)	115
2020 Vote: Joe Biden	19%	(182)	10%	(91)	72%	(686)	959
2020 Vote: Donald Trump	15%	(104)	8%	(58)	77%	(553)	715
2020 Vote: Other	10%	(7)	15%	(10)	75%	(54)	72
2020 Vote: Didn't Vote	14%	(61)	11%	(52)	75%	(340)	453
2018 House Vote: Democrat	20%	(141)	10%	(71)	70%	(505)	717
2018 House Vote: Republican	15%	(86)	9%	(53)	76%	(451)	590
2018 House Vote: Someone else	10%	(7)	14%	(9)	76%	(50)	65
2016 Vote: Hillary Clinton	20%	(131)	9%	(61)	71%	(467)	659
2016 Vote: Donald Trump	13%	(90)	9%	(63)	77%	(521)	674
2016 Vote: Other	12%	(12)	9%	(9)	80%	(86)	108
2016 Vote: Didn't Vote	16%	(120)	10%	(78)	74%	(559)	757

Continued on next page

Table MCENdem2_7: *And specifically, 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	16%	(354)	10%	(212)	74%	(1634)	2200
Voted in 2014: Yes	17%	(205)	10%	(115)	74%	(892)	1212
Voted in 2014: No	15%	(149)	10%	(97)	75%	(742)	988
4-Region: Northeast	18%	(70)	8%	(33)	74%	(291)	394
4-Region: Midwest	15%	(69)	8%	(39)	77%	(355)	462
4-Region: South	15%	(121)	10%	(85)	75%	(619)	824
4-Region: West	18%	(95)	11%	(56)	71%	(369)	520
Consumers Who Find Ads Creepy	18%	(202)	10%	(116)	72%	(825)	1143
Consumers Overloaded on Ads	15%	(145)	11%	(103)	74%	(718)	965
Hulu Subscribers	27%	(243)	10%	(87)	63%	(565)	895
Paramount+ Subscribers	50%	(159)	8%	(26)	41%	(131)	317
Peacock Subscribers	31%	(183)	9%	(55)	59%	(348)	587
HBO Max Subscribers	33%	(194)	11%	(64)	56%	(326)	584
Discovery+ Subscribers	100%	(354)	—	(0)	—	(0)	354
AVOD Users	20%	(301)	9%	(136)	71%	(1065)	1502

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

Table MCENdem2_8: *And specifically, 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	27%	(584)	15%	(338)	58%	(1278)	2200
Gender: Male	29%	(313)	15%	(156)	56%	(593)	1062
Gender: Female	24%	(271)	16%	(182)	60%	(685)	1138
Age: 18-34	35%	(229)	19%	(126)	46%	(301)	655
Age: 35-44	33%	(120)	21%	(75)	45%	(162)	358
Age: 45-64	23%	(176)	12%	(90)	65%	(485)	751
Age: 65+	14%	(60)	11%	(47)	76%	(330)	436
GenZers: 1997-2012	33%	(69)	20%	(41)	47%	(96)	205
Millennials: 1981-1996	36%	(252)	20%	(139)	44%	(308)	698
GenXers: 1965-1980	28%	(145)	15%	(74)	57%	(290)	510
Baby Boomers: 1946-1964	16%	(109)	11%	(76)	74%	(516)	701
PID: Dem (no lean)	32%	(269)	17%	(140)	52%	(438)	847
PID: Ind (no lean)	24%	(168)	17%	(122)	59%	(422)	712
PID: Rep (no lean)	23%	(147)	12%	(76)	65%	(418)	641
PID/Gender: Dem Men	36%	(151)	17%	(70)	47%	(195)	416
PID/Gender: Dem Women	28%	(119)	16%	(70)	56%	(242)	431
PID/Gender: Ind Men	23%	(77)	16%	(55)	61%	(207)	340
PID/Gender: Ind Women	24%	(90)	18%	(66)	58%	(215)	372
PID/Gender: Rep Men	28%	(85)	10%	(31)	62%	(191)	306
PID/Gender: Rep Women	19%	(62)	14%	(46)	68%	(227)	335
Ideo: Liberal (1-3)	36%	(227)	17%	(106)	48%	(302)	635
Ideo: Moderate (4)	26%	(164)	15%	(96)	59%	(368)	628
Ideo: Conservative (5-7)	20%	(146)	13%	(92)	68%	(496)	734
Educ: < College	23%	(353)	16%	(237)	61%	(922)	1512
Educ: Bachelors degree	35%	(153)	14%	(64)	51%	(227)	444
Educ: Post-grad	32%	(78)	15%	(37)	53%	(128)	244
Income: Under 50k	21%	(262)	16%	(201)	63%	(795)	1258
Income: 50k-100k	29%	(185)	15%	(97)	55%	(347)	629
Income: 100k+	44%	(137)	13%	(40)	44%	(136)	313
Ethnicity: White	25%	(434)	15%	(250)	60%	(1038)	1722

Table MCENdem2_8: *And specifically, 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	27%	(584)	15%	(338)	58%	(1278)	2200
Ethnicity: Hispanic	31%	(109)	22%	(77)	47%	(163)	349
Ethnicity: Black	36%	(98)	17%	(46)	47%	(130)	274
Ethnicity: Other	26%	(53)	20%	(42)	54%	(109)	204
All Christian	24%	(229)	15%	(140)	61%	(589)	958
All Non-Christian	34%	(53)	20%	(31)	45%	(70)	154
Atheist	34%	(36)	18%	(19)	48%	(50)	105
Agnostic/Nothing in particular	24%	(142)	12%	(71)	63%	(367)	580
Something Else	31%	(125)	19%	(77)	50%	(201)	403
Religious Non-Protestant/Catholic	34%	(59)	19%	(32)	47%	(81)	172
Evangelical	27%	(159)	18%	(104)	55%	(323)	586
Non-Evangelical	25%	(181)	15%	(109)	60%	(444)	734
Community: Urban	33%	(206)	18%	(115)	49%	(311)	632
Community: Suburban	25%	(252)	15%	(144)	60%	(594)	990
Community: Rural	22%	(126)	14%	(79)	65%	(373)	578
Employ: Private Sector	37%	(252)	17%	(114)	46%	(311)	677
Employ: Government	35%	(33)	19%	(18)	46%	(43)	93
Employ: Self-Employed	33%	(66)	16%	(32)	51%	(102)	200
Employ: Homemaker	24%	(39)	15%	(25)	61%	(100)	164
Employ: Student	25%	(20)	7%	(6)	68%	(56)	82
Employ: Retired	13%	(68)	13%	(69)	74%	(385)	522
Employ: Unemployed	26%	(84)	13%	(42)	61%	(196)	323
Employ: Other	16%	(22)	24%	(34)	60%	(83)	139
Military HH: Yes	26%	(83)	14%	(45)	60%	(195)	323
Military HH: No	27%	(501)	16%	(294)	58%	(1083)	1877
RD/WT: Right Direction	32%	(294)	15%	(143)	53%	(492)	929
RD/WT: Wrong Track	23%	(290)	15%	(195)	62%	(786)	1271
Biden Job Approve	31%	(325)	16%	(162)	53%	(553)	1041
Biden Job Disapprove	23%	(237)	15%	(159)	62%	(653)	1049

Table MCENdem2_8: *And specifically, 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	27%	(584)	15%	(338)	58%	(1278)	2200
Biden Job Strongly Approve	34%	(175)	16%	(83)	50%	(261)	519
Biden Job Somewhat Approve	29%	(150)	15%	(80)	56%	(292)	522
Biden Job Somewhat Disapprove	26%	(81)	22%	(68)	52%	(159)	308
Biden Job Strongly Disapprove	21%	(156)	12%	(91)	67%	(494)	741
Favorable of Biden	30%	(324)	16%	(173)	53%	(571)	1068
Unfavorable of Biden	23%	(233)	15%	(153)	62%	(633)	1020
Very Favorable of Biden	31%	(174)	15%	(85)	54%	(299)	557
Somewhat Favorable of Biden	30%	(151)	17%	(89)	53%	(271)	511
Somewhat Unfavorable of Biden	26%	(66)	19%	(49)	55%	(139)	254
Very Unfavorable of Biden	22%	(168)	14%	(104)	64%	(494)	766
#1 Issue: Economy	30%	(219)	15%	(111)	54%	(394)	724
#1 Issue: Security	20%	(87)	16%	(71)	64%	(283)	442
#1 Issue: Health Care	31%	(87)	14%	(39)	55%	(155)	280
#1 Issue: Medicare / Social Security	19%	(54)	16%	(43)	65%	(182)	280
#1 Issue: Women's Issues	31%	(43)	21%	(29)	49%	(69)	141
#1 Issue: Education	38%	(36)	13%	(12)	50%	(48)	96
#1 Issue: Energy	29%	(36)	19%	(23)	52%	(64)	123
#1 Issue: Other	19%	(22)	8%	(9)	73%	(83)	115
2020 Vote: Joe Biden	32%	(303)	16%	(149)	53%	(507)	959
2020 Vote: Donald Trump	22%	(159)	13%	(95)	65%	(462)	715
2020 Vote: Other	22%	(16)	21%	(15)	57%	(41)	72
2020 Vote: Didn't Vote	23%	(106)	17%	(79)	59%	(268)	453
2018 House Vote: Democrat	31%	(225)	16%	(115)	53%	(377)	717
2018 House Vote: Republican	24%	(141)	12%	(73)	64%	(376)	590
2018 House Vote: Someone else	24%	(16)	26%	(17)	50%	(33)	65
2016 Vote: Hillary Clinton	30%	(197)	16%	(105)	54%	(357)	659
2016 Vote: Donald Trump	23%	(152)	13%	(90)	64%	(432)	674
2016 Vote: Other	20%	(22)	14%	(15)	66%	(71)	108
2016 Vote: Didn't Vote	28%	(213)	17%	(128)	55%	(416)	757

Table MCENdem2_8: *And specifically, 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	27%	(584)	15%	(338)	58%	(1278)	2200
Voted in 2014: Yes	27%	(324)	14%	(173)	59%	(716)	1212
Voted in 2014: No	26%	(260)	17%	(166)	57%	(562)	988
4-Region: Northeast	32%	(125)	13%	(50)	55%	(218)	394
4-Region: Midwest	23%	(105)	11%	(49)	67%	(308)	462
4-Region: South	26%	(212)	17%	(142)	57%	(470)	824
4-Region: West	27%	(142)	19%	(97)	54%	(281)	520
Consumers Who Find Ads Creepy	29%	(336)	15%	(169)	56%	(638)	1143
Consumers Overloaded on Ads	29%	(285)	16%	(158)	54%	(522)	965
Hulu Subscribers	45%	(402)	17%	(149)	38%	(343)	895
Paramount+ Subscribers	57%	(182)	19%	(60)	24%	(75)	317
Peacock Subscribers	41%	(240)	16%	(91)	44%	(256)	587
HBO Max Subscribers	100%	(584)	—	(0)	—	(0)	584
Discovery+ Subscribers	55%	(194)	16%	(57)	29%	(102)	354
AVOD Users	33%	(500)	16%	(235)	51%	(767)	1502

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

Table MCENdem2_9: *And specifically, do you, or anyone in your household, subscribe to the following?*

Tubi

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	21%	(468)	9%	(190)	70%	(1542)	2200
Gender: Male	23%	(239)	10%	(110)	67%	(713)	1062
Gender: Female	20%	(229)	7%	(81)	73%	(829)	1138
Age: 18-34	24%	(154)	14%	(95)	62%	(406)	655
Age: 35-44	31%	(111)	11%	(39)	58%	(209)	358
Age: 45-64	20%	(154)	6%	(41)	74%	(556)	751
Age: 65+	11%	(50)	3%	(15)	85%	(372)	436
GenZers: 1997-2012	21%	(42)	13%	(27)	66%	(136)	205
Millennials: 1981-1996	29%	(199)	14%	(97)	58%	(402)	698
GenXers: 1965-1980	22%	(110)	6%	(32)	72%	(368)	510
Baby Boomers: 1946-1964	15%	(108)	5%	(33)	80%	(560)	701
PID: Dem (no lean)	24%	(207)	10%	(85)	66%	(555)	847
PID: Ind (no lean)	20%	(144)	9%	(67)	70%	(500)	712
PID: Rep (no lean)	18%	(117)	6%	(38)	76%	(486)	641
PID/Gender: Dem Men	30%	(123)	12%	(50)	58%	(243)	416
PID/Gender: Dem Women	19%	(84)	8%	(35)	72%	(312)	431
PID/Gender: Ind Men	18%	(60)	9%	(32)	73%	(248)	340
PID/Gender: Ind Women	23%	(85)	9%	(35)	68%	(252)	372
PID/Gender: Rep Men	18%	(56)	9%	(28)	72%	(222)	306
PID/Gender: Rep Women	18%	(61)	3%	(10)	79%	(265)	335
Ideo: Liberal (1-3)	26%	(164)	11%	(69)	63%	(402)	635
Ideo: Moderate (4)	21%	(134)	8%	(50)	71%	(444)	628
Ideo: Conservative (5-7)	16%	(115)	7%	(49)	78%	(570)	734
Educ: < College	22%	(326)	8%	(128)	70%	(1059)	1512
Educ: Bachelors degree	20%	(91)	9%	(41)	70%	(311)	444
Educ: Post-grad	21%	(52)	9%	(21)	70%	(171)	244
Income: Under 50k	24%	(298)	7%	(94)	69%	(867)	1258
Income: 50k-100k	18%	(115)	10%	(65)	71%	(450)	629
Income: 100k+	18%	(56)	10%	(32)	72%	(225)	313
Ethnicity: White	20%	(343)	8%	(141)	72%	(1238)	1722

Table MCENdem2_9: *And specifically, do you, or anyone in your household, subscribe to the following?*

Tubi

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	21%	(468)	9%	(190)	70%	(1542)	2200
Ethnicity: Hispanic	22%	(76)	15%	(52)	63%	(222)	349
Ethnicity: Black	32%	(89)	8%	(23)	59%	(163)	274
Ethnicity: Other	18%	(36)	13%	(26)	69%	(141)	204
All Christian	18%	(170)	8%	(77)	74%	(712)	958
All Non-Christian	28%	(42)	15%	(24)	57%	(88)	154
Atheist	18%	(19)	8%	(8)	74%	(78)	105
Agnostic/Nothing in particular	23%	(136)	8%	(47)	69%	(398)	580
Something Else	25%	(101)	9%	(35)	66%	(267)	403
Religious Non-Protestant/Catholic	28%	(48)	14%	(24)	58%	(100)	172
Evangelical	23%	(136)	11%	(65)	66%	(385)	586
Non-Evangelical	17%	(125)	6%	(42)	77%	(567)	734
Community: Urban	26%	(162)	15%	(92)	60%	(378)	632
Community: Suburban	18%	(177)	6%	(62)	76%	(751)	990
Community: Rural	22%	(129)	6%	(36)	71%	(413)	578
Employ: Private Sector	20%	(133)	10%	(71)	70%	(473)	677
Employ: Government	21%	(20)	12%	(11)	67%	(62)	93
Employ: Self-Employed	26%	(53)	13%	(26)	61%	(122)	200
Employ: Homemaker	23%	(38)	10%	(17)	66%	(108)	164
Employ: Student	18%	(15)	14%	(11)	69%	(56)	82
Employ: Retired	15%	(77)	4%	(21)	81%	(425)	522
Employ: Unemployed	31%	(99)	5%	(16)	64%	(207)	323
Employ: Other	24%	(34)	12%	(17)	64%	(88)	139
Military HH: Yes	26%	(83)	5%	(17)	69%	(222)	323
Military HH: No	21%	(385)	9%	(173)	70%	(1319)	1877
RD/WT: Right Direction	25%	(235)	10%	(94)	65%	(600)	929
RD/WT: Wrong Track	18%	(233)	8%	(96)	74%	(942)	1271
Biden Job Approve	23%	(244)	11%	(111)	66%	(686)	1041
Biden Job Disapprove	19%	(202)	6%	(68)	74%	(779)	1049

Table MCENdem2_9: *And specifically, do you, or anyone in your household, subscribe to the following?*

Tubi

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	21%	(468)	9%	(190)	70%	(1542)	2200
Biden Job Strongly Approve	27%	(142)	12%	(60)	61%	(317)	519
Biden Job Somewhat Approve	20%	(103)	10%	(51)	71%	(369)	522
Biden Job Somewhat Disapprove	23%	(72)	8%	(26)	68%	(210)	308
Biden Job Strongly Disapprove	18%	(130)	6%	(41)	77%	(569)	741
Favorable of Biden	25%	(263)	10%	(105)	66%	(700)	1068
Unfavorable of Biden	18%	(179)	7%	(76)	75%	(764)	1020
Very Favorable of Biden	26%	(145)	10%	(56)	64%	(356)	557
Somewhat Favorable of Biden	23%	(118)	10%	(49)	67%	(344)	511
Somewhat Unfavorable of Biden	20%	(50)	12%	(30)	68%	(173)	254
Very Unfavorable of Biden	17%	(129)	6%	(46)	77%	(591)	766
#1 Issue: Economy	25%	(178)	7%	(53)	68%	(493)	724
#1 Issue: Security	16%	(71)	8%	(35)	76%	(336)	442
#1 Issue: Health Care	23%	(65)	11%	(32)	65%	(183)	280
#1 Issue: Medicare / Social Security	17%	(47)	6%	(15)	78%	(217)	280
#1 Issue: Women's Issues	18%	(25)	16%	(23)	66%	(93)	141
#1 Issue: Education	27%	(26)	13%	(12)	60%	(57)	96
#1 Issue: Energy	30%	(37)	12%	(14)	58%	(71)	123
#1 Issue: Other	16%	(19)	4%	(5)	79%	(91)	115
2020 Vote: Joe Biden	24%	(227)	10%	(91)	67%	(641)	959
2020 Vote: Donald Trump	18%	(127)	6%	(41)	77%	(548)	715
2020 Vote: Other	22%	(16)	2%	(1)	77%	(55)	72
2020 Vote: Didn't Vote	22%	(99)	13%	(57)	66%	(297)	453
2018 House Vote: Democrat	24%	(169)	9%	(67)	67%	(481)	717
2018 House Vote: Republican	17%	(100)	6%	(36)	77%	(454)	590
2018 House Vote: Someone else	22%	(14)	9%	(6)	69%	(45)	65
2016 Vote: Hillary Clinton	24%	(158)	8%	(55)	68%	(446)	659
2016 Vote: Donald Trump	15%	(104)	6%	(40)	79%	(530)	674
2016 Vote: Other	25%	(27)	5%	(6)	70%	(75)	108
2016 Vote: Didn't Vote	24%	(179)	12%	(89)	65%	(489)	757

Table MCENdem2_9: *And specifically, do you, or anyone in your household, subscribe to the following?*

Tubi

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	21%	(468)	9%	(190)	70%	(1542)	2200
Voted in 2014: Yes	21%	(253)	7%	(83)	72%	(877)	1212
Voted in 2014: No	22%	(216)	11%	(107)	67%	(665)	988
4-Region: Northeast	24%	(96)	5%	(22)	70%	(276)	394
4-Region: Midwest	20%	(93)	7%	(32)	73%	(337)	462
4-Region: South	22%	(180)	8%	(70)	70%	(574)	824
4-Region: West	19%	(99)	13%	(67)	68%	(355)	520
Consumers Who Find Ads Creepy	20%	(226)	11%	(127)	69%	(789)	1143
Consumers Overloaded on Ads	23%	(217)	10%	(92)	68%	(656)	965
Hulu Subscribers	30%	(272)	9%	(81)	60%	(541)	895
Paramount+ Subscribers	43%	(137)	10%	(31)	47%	(148)	317
Peacock Subscribers	42%	(247)	10%	(61)	48%	(279)	587
HBO Max Subscribers	29%	(168)	9%	(54)	62%	(362)	584
Discovery+ Subscribers	34%	(119)	13%	(45)	53%	(189)	354
AVOD Users	29%	(429)	9%	(131)	63%	(941)	1502

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

Table MCENdem2_10: *And specifically, do you, or anyone in your household, subscribe to the following?*
Pluto 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	21%	(469)	9%	(188)	70%	(1543)	2200
Gender: Male	23%	(240)	9%	(100)	68%	(721)	1062
Gender: Female	20%	(229)	8%	(87)	72%	(822)	1138
Age: 18-34	20%	(133)	14%	(89)	66%	(433)	655
Age: 35-44	33%	(119)	12%	(44)	54%	(194)	358
Age: 45-64	22%	(164)	5%	(39)	73%	(548)	751
Age: 65+	12%	(53)	4%	(15)	84%	(368)	436
GenZers: 1997-2012	18%	(36)	12%	(25)	70%	(144)	205
Millennials: 1981-1996	27%	(189)	14%	(100)	59%	(409)	698
GenXers: 1965-1980	26%	(131)	6%	(33)	68%	(346)	510
Baby Boomers: 1946-1964	15%	(107)	4%	(30)	81%	(564)	701
PID: Dem (no lean)	23%	(197)	10%	(84)	67%	(566)	847
PID: Ind (no lean)	20%	(144)	10%	(72)	70%	(495)	712
PID: Rep (no lean)	20%	(128)	5%	(32)	75%	(482)	641
PID/Gender: Dem Men	27%	(113)	11%	(48)	61%	(256)	416
PID/Gender: Dem Women	19%	(84)	8%	(36)	72%	(310)	431
PID/Gender: Ind Men	19%	(64)	10%	(34)	71%	(241)	340
PID/Gender: Ind Women	22%	(80)	10%	(38)	68%	(254)	372
PID/Gender: Rep Men	21%	(63)	6%	(18)	73%	(225)	306
PID/Gender: Rep Women	19%	(65)	4%	(13)	77%	(257)	335
Ideo: Liberal (1-3)	24%	(150)	10%	(63)	67%	(423)	635
Ideo: Moderate (4)	21%	(133)	9%	(58)	69%	(437)	628
Ideo: Conservative (5-7)	18%	(130)	6%	(44)	76%	(559)	734
Educ: < College	21%	(319)	8%	(118)	71%	(1076)	1512
Educ: Bachelors degree	23%	(104)	9%	(42)	67%	(298)	444
Educ: Post-grad	19%	(47)	12%	(28)	69%	(169)	244
Income: Under 50k	24%	(301)	8%	(97)	68%	(860)	1258
Income: 50k-100k	17%	(108)	9%	(54)	74%	(467)	629
Income: 100k+	19%	(60)	12%	(37)	69%	(216)	313
Ethnicity: White	21%	(357)	8%	(132)	72%	(1233)	1722

Continued on next page

Table MCENdem2_10: *And specifically, do you, or anyone in your household, subscribe to the following?*
Pluto 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	21%	(469)	9%	(188)	70%	(1543)	2200
Ethnicity: Hispanic	21%	(73)	10%	(35)	69%	(242)	349
Ethnicity: Black	29%	(78)	14%	(38)	58%	(158)	274
Ethnicity: Other	17%	(34)	9%	(18)	75%	(152)	204
All Christian	20%	(195)	7%	(63)	73%	(701)	958
All Non-Christian	24%	(37)	17%	(26)	59%	(90)	154
Atheist	15%	(16)	9%	(10)	76%	(80)	105
Agnostic/Nothing in particular	22%	(130)	8%	(44)	70%	(406)	580
Something Else	23%	(92)	11%	(45)	66%	(266)	403
Religious Non-Protestant/Catholic	27%	(46)	15%	(26)	58%	(99)	172
Evangelical	23%	(134)	11%	(66)	66%	(386)	586
Non-Evangelical	19%	(138)	5%	(40)	76%	(556)	734
Community: Urban	28%	(179)	14%	(87)	58%	(367)	632
Community: Suburban	17%	(164)	6%	(62)	77%	(764)	990
Community: Rural	22%	(126)	7%	(39)	71%	(413)	578
Employ: Private Sector	22%	(149)	10%	(66)	68%	(462)	677
Employ: Government	18%	(17)	12%	(11)	71%	(66)	93
Employ: Self-Employed	28%	(56)	12%	(23)	60%	(120)	200
Employ: Homemaker	23%	(38)	11%	(19)	66%	(108)	164
Employ: Student	13%	(11)	5%	(4)	82%	(67)	82
Employ: Retired	15%	(79)	4%	(20)	81%	(423)	522
Employ: Unemployed	28%	(91)	8%	(26)	64%	(206)	323
Employ: Other	21%	(29)	13%	(18)	66%	(91)	139
Military HH: Yes	25%	(82)	7%	(22)	68%	(218)	323
Military HH: No	21%	(387)	9%	(165)	71%	(1325)	1877
RD/WT: Right Direction	24%	(223)	10%	(91)	66%	(615)	929
RD/WT: Wrong Track	19%	(247)	8%	(97)	73%	(927)	1271
Biden Job Approve	22%	(229)	10%	(101)	68%	(711)	1041
Biden Job Disapprove	21%	(216)	7%	(76)	72%	(757)	1049

Table MCENdem2_10: *And specifically, do you, or anyone in your household, subscribe to the following?*
Pluto 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	21%	(469)	9%	(188)	70%	(1543)	2200
Biden Job Strongly Approve	27%	(141)	12%	(60)	61%	(318)	519
Biden Job Somewhat Approve	17%	(89)	8%	(41)	75%	(393)	522
Biden Job Somewhat Disapprove	25%	(77)	14%	(42)	61%	(189)	308
Biden Job Strongly Disapprove	19%	(138)	5%	(34)	77%	(568)	741
Favorable of Biden	23%	(241)	10%	(108)	67%	(719)	1068
Unfavorable of Biden	20%	(202)	7%	(70)	73%	(748)	1020
Very Favorable of Biden	25%	(140)	11%	(64)	63%	(354)	557
Somewhat Favorable of Biden	20%	(101)	9%	(44)	72%	(366)	511
Somewhat Unfavorable of Biden	23%	(57)	11%	(29)	66%	(168)	254
Very Unfavorable of Biden	19%	(145)	5%	(41)	76%	(580)	766
#1 Issue: Economy	25%	(184)	9%	(69)	65%	(471)	724
#1 Issue: Security	18%	(78)	7%	(31)	76%	(333)	442
#1 Issue: Health Care	21%	(59)	11%	(31)	68%	(191)	280
#1 Issue: Medicare / Social Security	18%	(50)	6%	(16)	76%	(213)	280
#1 Issue: Women's Issues	18%	(25)	9%	(13)	73%	(103)	141
#1 Issue: Education	23%	(22)	12%	(11)	65%	(62)	96
#1 Issue: Energy	27%	(33)	9%	(11)	64%	(79)	123
#1 Issue: Other	16%	(19)	6%	(6)	78%	(90)	115
2020 Vote: Joe Biden	23%	(217)	10%	(98)	67%	(644)	959
2020 Vote: Donald Trump	20%	(145)	5%	(37)	75%	(534)	715
2020 Vote: Other	19%	(14)	11%	(8)	70%	(50)	72
2020 Vote: Didn't Vote	21%	(94)	10%	(45)	69%	(314)	453
2018 House Vote: Democrat	23%	(167)	9%	(61)	68%	(488)	717
2018 House Vote: Republican	18%	(105)	7%	(40)	75%	(445)	590
2018 House Vote: Someone else	16%	(11)	18%	(11)	66%	(43)	65
2016 Vote: Hillary Clinton	24%	(161)	9%	(57)	67%	(442)	659
2016 Vote: Donald Trump	17%	(118)	6%	(43)	76%	(513)	674
2016 Vote: Other	20%	(21)	8%	(9)	72%	(78)	108
2016 Vote: Didn't Vote	22%	(169)	11%	(80)	67%	(508)	757

Table MCENdem2_10: *And specifically, do you, or anyone in your household, subscribe to the following?*

Pluto 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	21%	(469)	9%	(188)	70%	(1543)	2200
Voted in 2014: Yes	21%	(256)	7%	(91)	71%	(866)	1212
Voted in 2014: No	22%	(213)	10%	(97)	69%	(677)	988
4-Region: Northeast	20%	(80)	8%	(33)	71%	(281)	394
4-Region: Midwest	20%	(92)	6%	(28)	74%	(342)	462
4-Region: South	22%	(183)	9%	(75)	69%	(567)	824
4-Region: West	22%	(114)	10%	(52)	68%	(354)	520
Consumers Who Find Ads Creepy	20%	(225)	10%	(112)	71%	(806)	1143
Consumers Overloaded on Ads	23%	(218)	9%	(85)	69%	(663)	965
Hulu Subscribers	29%	(257)	10%	(89)	61%	(548)	895
Paramount+ Subscribers	46%	(147)	9%	(27)	45%	(143)	317
Peacock Subscribers	47%	(275)	8%	(46)	45%	(265)	587
HBO Max Subscribers	29%	(168)	9%	(52)	62%	(364)	584
Discovery+ Subscribers	39%	(139)	11%	(39)	50%	(176)	354
AVOD Users	28%	(427)	9%	(128)	63%	(946)	1502

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

Table MCENdem2_11: *And specifically, 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	27%	(587)	8%	(176)	65%	(1437)	2200
Gender: Male	27%	(283)	10%	(103)	64%	(676)	1062
Gender: Female	27%	(304)	6%	(73)	67%	(761)	1138
Age: 18-34	25%	(165)	11%	(72)	64%	(418)	655
Age: 35-44	33%	(120)	13%	(47)	53%	(191)	358
Age: 45-64	28%	(214)	5%	(38)	66%	(499)	751
Age: 65+	20%	(89)	4%	(19)	75%	(328)	436
GenZers: 1997-2012	22%	(46)	11%	(22)	67%	(138)	205
Millennials: 1981-1996	31%	(215)	12%	(82)	57%	(401)	698
GenXers: 1965-1980	29%	(149)	7%	(38)	63%	(323)	510
Baby Boomers: 1946-1964	23%	(162)	5%	(33)	72%	(506)	701
PID: Dem (no lean)	32%	(274)	9%	(76)	59%	(497)	847
PID: Ind (no lean)	22%	(160)	9%	(62)	69%	(490)	712
PID: Rep (no lean)	24%	(153)	6%	(38)	70%	(451)	641
PID/Gender: Dem Men	35%	(145)	12%	(48)	54%	(223)	416
PID/Gender: Dem Women	30%	(129)	6%	(27)	64%	(274)	431
PID/Gender: Ind Men	19%	(65)	9%	(31)	72%	(244)	340
PID/Gender: Ind Women	26%	(95)	8%	(31)	66%	(246)	372
PID/Gender: Rep Men	24%	(73)	8%	(23)	69%	(210)	306
PID/Gender: Rep Women	24%	(80)	4%	(15)	72%	(241)	335
Ideo: Liberal (1-3)	32%	(200)	11%	(67)	58%	(367)	635
Ideo: Moderate (4)	29%	(185)	6%	(40)	64%	(403)	628
Ideo: Conservative (5-7)	22%	(163)	6%	(46)	71%	(524)	734
Educ: < College	25%	(379)	7%	(103)	68%	(1030)	1512
Educ: Bachelors degree	31%	(136)	11%	(47)	59%	(261)	444
Educ: Post-grad	30%	(72)	11%	(26)	60%	(146)	244
Income: Under 50k	25%	(317)	7%	(93)	67%	(848)	1258
Income: 50k-100k	28%	(173)	7%	(45)	65%	(410)	629
Income: 100k+	31%	(96)	12%	(38)	57%	(179)	313
Ethnicity: White	27%	(458)	8%	(133)	66%	(1132)	1722

Table MCENdem2_11: *And specifically, 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	27%	(587)	8%	(176)	65%	(1437)	2200
Ethnicity: Hispanic	25%	(88)	10%	(34)	65%	(228)	349
Ethnicity: Black	31%	(84)	12%	(32)	58%	(158)	274
Ethnicity: Other	22%	(45)	5%	(11)	72%	(148)	204
All Christian	28%	(273)	7%	(64)	65%	(622)	958
All Non-Christian	32%	(49)	15%	(24)	53%	(81)	154
Atheist	22%	(23)	14%	(14)	64%	(67)	105
Agnostic/Nothing in particular	24%	(140)	7%	(43)	68%	(396)	580
Something Else	25%	(101)	8%	(31)	67%	(271)	403
Religious Non-Protestant/Catholic	33%	(56)	14%	(24)	54%	(92)	172
Evangelical	29%	(168)	8%	(49)	63%	(369)	586
Non-Evangelical	26%	(193)	6%	(41)	68%	(500)	734
Community: Urban	32%	(201)	12%	(75)	56%	(356)	632
Community: Suburban	25%	(248)	7%	(67)	68%	(676)	990
Community: Rural	24%	(139)	6%	(34)	70%	(405)	578
Employ: Private Sector	30%	(201)	11%	(76)	59%	(400)	677
Employ: Government	26%	(24)	12%	(11)	62%	(58)	93
Employ: Self-Employed	28%	(56)	10%	(21)	62%	(123)	200
Employ: Homemaker	29%	(48)	2%	(4)	68%	(112)	164
Employ: Student	24%	(20)	7%	(6)	68%	(56)	82
Employ: Retired	21%	(110)	4%	(20)	75%	(392)	522
Employ: Unemployed	29%	(92)	10%	(31)	62%	(200)	323
Employ: Other	25%	(35)	5%	(7)	69%	(96)	139
Military HH: Yes	31%	(102)	6%	(19)	63%	(202)	323
Military HH: No	26%	(486)	8%	(157)	66%	(1235)	1877
RD/WT: Right Direction	34%	(317)	8%	(77)	58%	(535)	929
RD/WT: Wrong Track	21%	(270)	8%	(99)	71%	(902)	1271
Biden Job Approve	32%	(334)	8%	(85)	60%	(622)	1041
Biden Job Disapprove	22%	(231)	8%	(81)	70%	(737)	1049

Table MCENdem2_11: *And specifically, 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	27%	(587)	8%	(176)	65%	(1437)	2200
Biden Job Strongly Approve	35%	(184)	10%	(51)	55%	(284)	519
Biden Job Somewhat Approve	29%	(150)	7%	(34)	65%	(338)	522
Biden Job Somewhat Disapprove	25%	(77)	11%	(34)	64%	(198)	308
Biden Job Strongly Disapprove	21%	(154)	6%	(48)	73%	(539)	741
Favorable of Biden	33%	(347)	8%	(89)	59%	(632)	1068
Unfavorable of Biden	21%	(216)	8%	(79)	71%	(725)	1020
Very Favorable of Biden	35%	(197)	10%	(53)	55%	(308)	557
Somewhat Favorable of Biden	30%	(151)	7%	(36)	64%	(324)	511
Somewhat Unfavorable of Biden	22%	(57)	9%	(23)	69%	(175)	254
Very Unfavorable of Biden	21%	(160)	7%	(56)	72%	(550)	766
#1 Issue: Economy	29%	(210)	9%	(63)	62%	(451)	724
#1 Issue: Security	23%	(102)	6%	(24)	71%	(315)	442
#1 Issue: Health Care	27%	(76)	9%	(26)	64%	(179)	280
#1 Issue: Medicare / Social Security	25%	(70)	8%	(23)	67%	(186)	280
#1 Issue: Women's Issues	25%	(35)	11%	(15)	65%	(91)	141
#1 Issue: Education	24%	(23)	7%	(6)	69%	(66)	96
#1 Issue: Energy	33%	(40)	11%	(13)	56%	(69)	123
#1 Issue: Other	26%	(30)	5%	(5)	70%	(80)	115
2020 Vote: Joe Biden	33%	(313)	8%	(75)	59%	(571)	959
2020 Vote: Donald Trump	21%	(153)	7%	(52)	71%	(510)	715
2020 Vote: Other	27%	(19)	10%	(7)	63%	(45)	72
2020 Vote: Didn't Vote	22%	(102)	9%	(41)	68%	(310)	453
2018 House Vote: Democrat	33%	(240)	8%	(58)	59%	(419)	717
2018 House Vote: Republican	22%	(133)	7%	(41)	71%	(417)	590
2018 House Vote: Someone else	23%	(15)	12%	(8)	65%	(42)	65
2016 Vote: Hillary Clinton	35%	(231)	9%	(56)	56%	(372)	659
2016 Vote: Donald Trump	20%	(134)	8%	(53)	72%	(487)	674
2016 Vote: Other	26%	(28)	4%	(4)	70%	(76)	108
2016 Vote: Didn't Vote	26%	(194)	8%	(62)	66%	(501)	757

Table MCENdem2_11: *And specifically, 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	27%	(587)	8%	(176)	65%	(1437)	2200
Voted in 2014: Yes	28%	(337)	8%	(99)	64%	(777)	1212
Voted in 2014: No	25%	(250)	8%	(77)	67%	(661)	988
4-Region: Northeast	30%	(119)	7%	(29)	62%	(246)	394
4-Region: Midwest	22%	(100)	8%	(36)	71%	(326)	462
4-Region: South	27%	(221)	7%	(59)	66%	(545)	824
4-Region: West	28%	(147)	10%	(52)	62%	(321)	520
Consumers Who Find Ads Creepy	26%	(293)	8%	(93)	66%	(757)	1143
Consumers Overloaded on Ads	26%	(251)	9%	(85)	65%	(630)	965
Hulu Subscribers	38%	(342)	9%	(84)	52%	(469)	895
Paramount+ Subscribers	58%	(182)	13%	(41)	30%	(94)	317
Peacock Subscribers	100%	(587)	—	(0)	—	(0)	587
HBO Max Subscribers	41%	(240)	11%	(66)	48%	(278)	584
Discovery+ Subscribers	52%	(183)	11%	(39)	37%	(132)	354
AVOD Users	36%	(536)	8%	(116)	57%	(850)	1502

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

Table MCENdem2_12: *And specifically, do you, or anyone in your household, subscribe to the following?*
The Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	28%	(617)	11%	(252)	61%	(1331)	2200
Gender: Male	27%	(285)	12%	(132)	61%	(646)	1062
Gender: Female	29%	(332)	11%	(121)	60%	(686)	1138
Age: 18-34	29%	(191)	18%	(117)	53%	(347)	655
Age: 35-44	35%	(125)	16%	(58)	49%	(174)	358
Age: 45-64	27%	(199)	7%	(51)	67%	(500)	751
Age: 65+	23%	(101)	6%	(25)	71%	(310)	436
GenZers: 1997-2012	33%	(67)	19%	(39)	48%	(98)	205
Millennials: 1981-1996	32%	(220)	17%	(120)	51%	(357)	698
GenXers: 1965-1980	29%	(148)	10%	(51)	61%	(310)	510
Baby Boomers: 1946-1964	23%	(164)	5%	(37)	71%	(501)	701
PID: Dem (no lean)	29%	(249)	12%	(100)	59%	(498)	847
PID: Ind (no lean)	27%	(194)	13%	(89)	60%	(428)	712
PID: Rep (no lean)	27%	(173)	10%	(62)	63%	(406)	641
PID/Gender: Dem Men	33%	(136)	14%	(59)	53%	(221)	416
PID/Gender: Dem Women	26%	(113)	10%	(42)	64%	(276)	431
PID/Gender: Ind Men	20%	(69)	14%	(48)	66%	(223)	340
PID/Gender: Ind Women	34%	(125)	11%	(42)	55%	(205)	372
PID/Gender: Rep Men	26%	(79)	8%	(25)	66%	(202)	306
PID/Gender: Rep Women	28%	(94)	11%	(37)	61%	(204)	335
Ideo: Liberal (1-3)	30%	(189)	14%	(88)	56%	(358)	635
Ideo: Moderate (4)	27%	(172)	11%	(70)	61%	(386)	628
Ideo: Conservative (5-7)	26%	(193)	8%	(62)	65%	(479)	734
Educ: < College	29%	(435)	12%	(178)	59%	(899)	1512
Educ: Bachelors degree	29%	(129)	10%	(45)	61%	(270)	444
Educ: Post-grad	22%	(53)	12%	(29)	66%	(162)	244
Income: Under 50k	29%	(359)	11%	(134)	61%	(765)	1258
Income: 50k-100k	27%	(172)	13%	(79)	60%	(378)	629
Income: 100k+	28%	(86)	12%	(39)	60%	(188)	313
Ethnicity: White	28%	(486)	11%	(183)	61%	(1052)	1722

Table MCENdem2_12: *And specifically, do you, or anyone in your household, subscribe to the following?*
The Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	28%	(617)	11%	(252)	61%	(1331)	2200
Ethnicity: Hispanic	27%	(95)	22%	(77)	51%	(177)	349
Ethnicity: Black	35%	(95)	11%	(31)	54%	(148)	274
Ethnicity: Other	17%	(35)	18%	(37)	64%	(131)	204
All Christian	27%	(261)	10%	(100)	62%	(597)	958
All Non-Christian	27%	(41)	17%	(25)	57%	(87)	154
Atheist	19%	(20)	18%	(19)	63%	(66)	105
Agnostic/Nothing in particular	29%	(167)	11%	(63)	60%	(350)	580
Something Else	32%	(128)	11%	(44)	57%	(230)	403
Religious Non-Protestant/Catholic	29%	(50)	16%	(27)	55%	(95)	172
Evangelical	32%	(189)	12%	(72)	55%	(324)	586
Non-Evangelical	26%	(187)	9%	(68)	65%	(479)	734
Community: Urban	28%	(180)	19%	(117)	53%	(335)	632
Community: Suburban	25%	(248)	9%	(85)	66%	(657)	990
Community: Rural	33%	(189)	9%	(49)	59%	(340)	578
Employ: Private Sector	29%	(194)	13%	(86)	59%	(397)	677
Employ: Government	25%	(24)	15%	(14)	60%	(56)	93
Employ: Self-Employed	30%	(60)	21%	(42)	49%	(98)	200
Employ: Homemaker	31%	(51)	12%	(19)	57%	(93)	164
Employ: Student	33%	(27)	12%	(10)	55%	(45)	82
Employ: Retired	24%	(124)	5%	(28)	71%	(370)	522
Employ: Unemployed	31%	(100)	11%	(36)	58%	(187)	323
Employ: Other	26%	(36)	12%	(17)	62%	(85)	139
Military HH: Yes	32%	(104)	9%	(29)	59%	(190)	323
Military HH: No	27%	(513)	12%	(223)	61%	(1141)	1877
RD/WT: Right Direction	30%	(276)	12%	(111)	58%	(542)	929
RD/WT: Wrong Track	27%	(340)	11%	(141)	62%	(789)	1271
Biden Job Approve	29%	(303)	13%	(135)	58%	(603)	1041
Biden Job Disapprove	27%	(284)	10%	(107)	63%	(658)	1049

Continued on next page

Table MCENdem2_12: *And specifically, do you, or anyone in your household, subscribe to the following?*
The Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	28%	(617)	11%	(252)	61%	(1331)	2200
Biden Job Strongly Approve	30%	(153)	14%	(73)	56%	(292)	519
Biden Job Somewhat Approve	29%	(150)	12%	(61)	60%	(311)	522
Biden Job Somewhat Disapprove	31%	(97)	13%	(41)	55%	(170)	308
Biden Job Strongly Disapprove	25%	(187)	9%	(66)	66%	(487)	741
Favorable of Biden	29%	(307)	13%	(141)	58%	(621)	1068
Unfavorable of Biden	26%	(267)	10%	(102)	64%	(651)	1020
Very Favorable of Biden	28%	(156)	14%	(77)	58%	(325)	557
Somewhat Favorable of Biden	30%	(151)	12%	(64)	58%	(296)	511
Somewhat Unfavorable of Biden	28%	(71)	12%	(31)	60%	(151)	254
Very Unfavorable of Biden	26%	(196)	9%	(71)	65%	(499)	766
#1 Issue: Economy	29%	(213)	13%	(91)	58%	(420)	724
#1 Issue: Security	26%	(113)	11%	(49)	63%	(279)	442
#1 Issue: Health Care	26%	(73)	9%	(26)	65%	(182)	280
#1 Issue: Medicare / Social Security	28%	(78)	6%	(18)	66%	(185)	280
#1 Issue: Women's Issues	35%	(49)	15%	(22)	50%	(70)	141
#1 Issue: Education	28%	(27)	23%	(22)	49%	(47)	96
#1 Issue: Energy	36%	(44)	14%	(17)	50%	(61)	123
#1 Issue: Other	17%	(20)	7%	(8)	76%	(87)	115
2020 Vote: Joe Biden	29%	(276)	11%	(106)	60%	(576)	959
2020 Vote: Donald Trump	26%	(189)	9%	(65)	65%	(462)	715
2020 Vote: Other	18%	(13)	14%	(10)	67%	(48)	72
2020 Vote: Didn't Vote	31%	(139)	16%	(71)	54%	(243)	453
2018 House Vote: Democrat	29%	(209)	10%	(68)	61%	(439)	717
2018 House Vote: Republican	27%	(158)	9%	(52)	64%	(380)	590
2018 House Vote: Someone else	24%	(15)	17%	(11)	59%	(39)	65
2016 Vote: Hillary Clinton	28%	(185)	10%	(63)	62%	(411)	659
2016 Vote: Donald Trump	25%	(169)	9%	(64)	65%	(441)	674
2016 Vote: Other	24%	(26)	7%	(8)	69%	(74)	108
2016 Vote: Didn't Vote	31%	(237)	15%	(117)	53%	(403)	757

Table MCENdem2_12: *And specifically, do you, or anyone in your household, subscribe to the following?*
The Roku Channel

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	28%	(617)	11%	(252)	61%	(1331)	2200
Voted in 2014: Yes	27%	(329)	9%	(113)	64%	(771)	1212
Voted in 2014: No	29%	(288)	14%	(139)	57%	(561)	988
4-Region: Northeast	28%	(110)	11%	(44)	61%	(240)	394
4-Region: Midwest	25%	(114)	9%	(43)	66%	(305)	462
4-Region: South	31%	(257)	11%	(95)	57%	(473)	824
4-Region: West	26%	(136)	14%	(70)	60%	(314)	520
Consumers Who Find Ads Creepy	29%	(331)	13%	(144)	58%	(667)	1143
Consumers Overloaded on Ads	29%	(280)	13%	(127)	58%	(559)	965
Hulu Subscribers	42%	(378)	12%	(107)	46%	(410)	895
Paramount+ Subscribers	55%	(174)	13%	(41)	32%	(101)	317
Peacock Subscribers	51%	(297)	11%	(64)	39%	(226)	587
HBO Max Subscribers	40%	(235)	14%	(82)	46%	(267)	584
Discovery+ Subscribers	53%	(188)	15%	(52)	32%	(114)	354
AVOD Users	38%	(574)	11%	(166)	51%	(762)	1502

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

Table MCENdem2_13: *And specifically, do you, or anyone in your household, subscribe to the following?*
IMDbTV

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	15%	(336)	7%	(153)	78%	(1711)	2200
Gender: Male	17%	(178)	9%	(98)	74%	(785)	1062
Gender: Female	14%	(157)	5%	(55)	81%	(926)	1138
Age: 18-34	14%	(92)	10%	(68)	76%	(495)	655
Age: 35-44	20%	(70)	11%	(39)	70%	(249)	358
Age: 45-64	17%	(126)	5%	(38)	78%	(587)	751
Age: 65+	11%	(47)	2%	(9)	87%	(380)	436
GenZers: 1997-2012	10%	(21)	4%	(8)	86%	(176)	205
Millennials: 1981-1996	18%	(129)	13%	(88)	69%	(481)	698
GenXers: 1965-1980	19%	(95)	7%	(35)	74%	(380)	510
Baby Boomers: 1946-1964	12%	(84)	3%	(22)	85%	(595)	701
PID: Dem (no lean)	17%	(145)	10%	(86)	73%	(616)	847
PID: Ind (no lean)	15%	(106)	6%	(39)	80%	(567)	712
PID: Rep (no lean)	13%	(85)	4%	(28)	82%	(528)	641
PID/Gender: Dem Men	22%	(93)	14%	(58)	64%	(265)	416
PID/Gender: Dem Women	12%	(52)	6%	(28)	81%	(351)	431
PID/Gender: Ind Men	13%	(46)	7%	(25)	79%	(269)	340
PID/Gender: Ind Women	16%	(60)	4%	(15)	80%	(297)	372
PID/Gender: Rep Men	13%	(40)	5%	(15)	82%	(251)	306
PID/Gender: Rep Women	13%	(45)	4%	(13)	83%	(277)	335
Ideo: Liberal (1-3)	17%	(107)	9%	(56)	74%	(472)	635
Ideo: Moderate (4)	17%	(108)	7%	(41)	76%	(480)	628
Ideo: Conservative (5-7)	12%	(87)	6%	(44)	82%	(603)	734
Educ: < College	14%	(213)	5%	(79)	81%	(1221)	1512
Educ: Bachelors degree	19%	(83)	10%	(44)	72%	(317)	444
Educ: Post-grad	16%	(40)	13%	(31)	71%	(173)	244
Income: Under 50k	14%	(179)	5%	(69)	80%	(1010)	1258
Income: 50k-100k	15%	(95)	7%	(47)	77%	(487)	629
Income: 100k+	20%	(61)	12%	(38)	68%	(214)	313
Ethnicity: White	15%	(260)	7%	(113)	78%	(1348)	1722

Table MCENdem2_13: *And specifically, do you, or anyone in your household, subscribe to the following?*
IMDbTV

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	15%	(336)	7%	(153)	78%	(1711)	2200
Ethnicity: Hispanic	12%	(40)	11%	(37)	78%	(272)	349
Ethnicity: Black	22%	(60)	9%	(25)	69%	(189)	274
Ethnicity: Other	8%	(16)	7%	(14)	85%	(174)	204
All Christian	16%	(151)	6%	(60)	78%	(748)	958
All Non-Christian	22%	(33)	19%	(29)	59%	(91)	154
Atheist	14%	(14)	6%	(7)	80%	(84)	105
Agnostic/Nothing in particular	14%	(79)	6%	(35)	80%	(467)	580
Something Else	15%	(59)	5%	(22)	80%	(322)	403
Religious Non-Protestant/Catholic	24%	(41)	17%	(29)	59%	(101)	172
Evangelical	19%	(110)	9%	(51)	73%	(425)	586
Non-Evangelical	12%	(87)	4%	(29)	84%	(619)	734
Community: Urban	19%	(120)	12%	(78)	69%	(435)	632
Community: Suburban	13%	(126)	5%	(45)	83%	(818)	990
Community: Rural	16%	(90)	5%	(30)	79%	(458)	578
Employ: Private Sector	17%	(113)	10%	(66)	74%	(498)	677
Employ: Government	17%	(16)	12%	(11)	71%	(66)	93
Employ: Self-Employed	14%	(29)	13%	(26)	73%	(145)	200
Employ: Homemaker	17%	(27)	3%	(5)	80%	(131)	164
Employ: Student	9%	(7)	4%	(3)	88%	(72)	82
Employ: Retired	14%	(71)	3%	(16)	83%	(435)	522
Employ: Unemployed	16%	(50)	5%	(15)	80%	(257)	323
Employ: Other	16%	(23)	8%	(11)	76%	(105)	139
Military HH: Yes	20%	(66)	7%	(21)	73%	(236)	323
Military HH: No	14%	(270)	7%	(132)	79%	(1475)	1877
RD/WT: Right Direction	19%	(177)	9%	(80)	72%	(672)	929
RD/WT: Wrong Track	12%	(159)	6%	(73)	82%	(1039)	1271
Biden Job Approve	17%	(175)	9%	(95)	74%	(771)	1041
Biden Job Disapprove	14%	(145)	5%	(50)	81%	(853)	1049

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Table MCENdem2_13: *And specifically, do you, or anyone in your household, subscribe to the following?*
IMDbTV

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	15%	(336)	7%	(153)	78%	(1711)	2200
Biden Job Strongly Approve	22%	(114)	12%	(62)	66%	(343)	519
Biden Job Somewhat Approve	12%	(61)	6%	(34)	82%	(428)	522
Biden Job Somewhat Disapprove	18%	(54)	6%	(18)	77%	(236)	308
Biden Job Strongly Disapprove	12%	(91)	4%	(32)	83%	(617)	741
Favorable of Biden	17%	(179)	9%	(94)	74%	(796)	1068
Unfavorable of Biden	14%	(142)	5%	(52)	81%	(827)	1020
Very Favorable of Biden	19%	(104)	11%	(63)	70%	(390)	557
Somewhat Favorable of Biden	15%	(74)	6%	(31)	79%	(406)	511
Somewhat Unfavorable of Biden	17%	(44)	7%	(17)	76%	(193)	254
Very Unfavorable of Biden	13%	(98)	4%	(34)	83%	(634)	766
#1 Issue: Economy	17%	(125)	6%	(46)	76%	(553)	724
#1 Issue: Security	12%	(55)	5%	(21)	83%	(366)	442
#1 Issue: Health Care	19%	(52)	12%	(33)	70%	(196)	280
#1 Issue: Medicare / Social Security	13%	(37)	5%	(14)	82%	(229)	280
#1 Issue: Women's Issues	11%	(15)	12%	(16)	78%	(110)	141
#1 Issue: Education	17%	(16)	9%	(9)	74%	(71)	96
#1 Issue: Energy	18%	(22)	11%	(13)	71%	(88)	123
#1 Issue: Other	11%	(13)	2%	(2)	87%	(99)	115
2020 Vote: Joe Biden	18%	(174)	9%	(87)	73%	(698)	959
2020 Vote: Donald Trump	13%	(92)	6%	(40)	82%	(583)	715
2020 Vote: Other	23%	(16)	4%	(3)	74%	(53)	72
2020 Vote: Didn't Vote	12%	(53)	5%	(24)	83%	(376)	453
2018 House Vote: Democrat	18%	(131)	9%	(65)	73%	(521)	717
2018 House Vote: Republican	13%	(77)	6%	(36)	81%	(477)	590
2018 House Vote: Someone else	16%	(10)	9%	(6)	75%	(49)	65
2016 Vote: Hillary Clinton	18%	(122)	9%	(59)	73%	(479)	659
2016 Vote: Donald Trump	13%	(88)	6%	(37)	81%	(548)	674
2016 Vote: Other	15%	(16)	4%	(4)	81%	(87)	108
2016 Vote: Didn't Vote	14%	(109)	7%	(52)	79%	(595)	757

Table MCENdem2_13: *And specifically, do you, or anyone in your household, subscribe to the following?*
IMDbTV

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	15%	(336)	7%	(153)	78%	(1711)	2200
Voted in 2014: Yes	17%	(207)	7%	(87)	76%	(918)	1212
Voted in 2014: No	13%	(129)	7%	(66)	80%	(793)	988
4-Region: Northeast	17%	(69)	6%	(25)	76%	(299)	394
4-Region: Midwest	15%	(69)	6%	(29)	79%	(364)	462
4-Region: South	15%	(121)	6%	(48)	80%	(655)	824
4-Region: West	15%	(77)	10%	(51)	75%	(392)	520
Consumers Who Find Ads Creepy	18%	(200)	8%	(88)	75%	(854)	1143
Consumers Overloaded on Ads	16%	(152)	6%	(58)	78%	(756)	965
Hulu Subscribers	22%	(195)	7%	(62)	71%	(638)	895
Paramount+ Subscribers	37%	(117)	10%	(32)	53%	(168)	317
Peacock Subscribers	33%	(192)	7%	(43)	60%	(352)	587
HBO Max Subscribers	26%	(155)	9%	(52)	65%	(377)	584
Discovery+ Subscribers	34%	(121)	9%	(31)	57%	(202)	354
AVOD Users	20%	(293)	6%	(91)	74%	(1117)	1502

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

Table MCENdem2_14: *And specifically, do you, or anyone in your household, subscribe to the following?*

Crackle

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%	(282)	10%	(219)	77%	(1698)	2200
Gender: Male	15%	(158)	13%	(140)	72%	(764)	1062
Gender: Female	11%	(125)	7%	(79)	82%	(934)	1138
Age: 18-34	13%	(83)	15%	(97)	72%	(475)	655
Age: 35-44	19%	(68)	15%	(55)	66%	(235)	358
Age: 45-64	12%	(92)	7%	(56)	80%	(603)	751
Age: 65+	9%	(39)	3%	(11)	88%	(386)	436
GenZers: 1997-2012	10%	(21)	10%	(21)	79%	(163)	205
Millennials: 1981-1996	16%	(114)	16%	(113)	67%	(471)	698
GenXers: 1965-1980	14%	(72)	10%	(53)	75%	(385)	510
Baby Boomers: 1946-1964	10%	(67)	4%	(31)	86%	(602)	701
PID: Dem (no lean)	15%	(131)	12%	(99)	73%	(618)	847
PID: Ind (no lean)	11%	(78)	10%	(74)	79%	(560)	712
PID: Rep (no lean)	12%	(74)	7%	(47)	81%	(521)	641
PID/Gender: Dem Men	19%	(78)	15%	(64)	66%	(275)	416
PID/Gender: Dem Women	12%	(53)	8%	(35)	80%	(343)	431
PID/Gender: Ind Men	11%	(39)	14%	(47)	75%	(254)	340
PID/Gender: Ind Women	10%	(39)	7%	(27)	82%	(306)	372
PID/Gender: Rep Men	13%	(41)	10%	(30)	77%	(235)	306
PID/Gender: Rep Women	10%	(33)	5%	(16)	85%	(286)	335
Ideo: Liberal (1-3)	15%	(97)	11%	(70)	74%	(467)	635
Ideo: Moderate (4)	14%	(86)	12%	(78)	74%	(464)	628
Ideo: Conservative (5-7)	10%	(74)	7%	(49)	83%	(610)	734
Educ: < College	12%	(175)	10%	(153)	78%	(1184)	1512
Educ: Bachelors degree	15%	(69)	10%	(45)	74%	(330)	444
Educ: Post-grad	16%	(39)	9%	(22)	75%	(183)	244
Income: Under 50k	13%	(169)	10%	(127)	76%	(962)	1258
Income: 50k-100k	11%	(70)	9%	(59)	79%	(500)	629
Income: 100k+	14%	(43)	10%	(33)	76%	(237)	313
Ethnicity: White	12%	(203)	10%	(164)	79%	(1355)	1722

Table MCENdem2_14: *And specifically, do you, or anyone in your household, subscribe to the following?*
Crackle

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%	(282)	10%	(219)	77%	(1698)	2200
Ethnicity: Hispanic	13%	(47)	16%	(55)	71%	(247)	349
Ethnicity: Black	22%	(60)	11%	(29)	68%	(185)	274
Ethnicity: Other	10%	(19)	13%	(26)	78%	(158)	204
All Christian	12%	(110)	8%	(77)	80%	(771)	958
All Non-Christian	21%	(33)	16%	(25)	62%	(95)	154
Atheist	14%	(15)	12%	(13)	73%	(77)	105
Agnostic/Nothing in particular	13%	(78)	11%	(63)	76%	(439)	580
Something Else	11%	(46)	10%	(41)	78%	(316)	403
Religious Non-Protestant/Catholic	21%	(36)	15%	(25)	65%	(111)	172
Evangelical	15%	(85)	11%	(66)	74%	(435)	586
Non-Evangelical	9%	(66)	7%	(50)	84%	(618)	734
Community: Urban	17%	(108)	17%	(110)	66%	(415)	632
Community: Suburban	11%	(107)	6%	(61)	83%	(821)	990
Community: Rural	12%	(67)	8%	(48)	80%	(462)	578
Employ: Private Sector	15%	(104)	14%	(92)	71%	(481)	677
Employ: Government	12%	(11)	7%	(7)	81%	(75)	93
Employ: Self-Employed	13%	(26)	12%	(25)	74%	(149)	200
Employ: Homemaker	8%	(14)	11%	(18)	80%	(132)	164
Employ: Student	5%	(4)	10%	(8)	85%	(70)	82
Employ: Retired	9%	(48)	4%	(23)	86%	(451)	522
Employ: Unemployed	17%	(53)	10%	(33)	73%	(237)	323
Employ: Other	16%	(22)	9%	(13)	75%	(104)	139
Military HH: Yes	16%	(51)	7%	(23)	77%	(249)	323
Military HH: No	12%	(231)	10%	(196)	77%	(1450)	1877
RD/WT: Right Direction	16%	(152)	10%	(97)	73%	(680)	929
RD/WT: Wrong Track	10%	(130)	10%	(122)	80%	(1019)	1271
Biden Job Approve	15%	(156)	11%	(114)	74%	(772)	1041
Biden Job Disapprove	11%	(112)	9%	(99)	80%	(837)	1049

Table MCENdem2_14: *And specifically, do you, or anyone in your household, subscribe to the following?*
Crackle

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%	(282)	10%	(219)	77%	(1698)	2200
Biden Job Strongly Approve	18%	(95)	11%	(56)	71%	(368)	519
Biden Job Somewhat Approve	12%	(61)	11%	(58)	77%	(404)	522
Biden Job Somewhat Disapprove	13%	(39)	14%	(43)	73%	(226)	308
Biden Job Strongly Disapprove	10%	(73)	8%	(56)	82%	(611)	741
Favorable of Biden	15%	(165)	11%	(119)	73%	(785)	1068
Unfavorable of Biden	10%	(102)	9%	(92)	81%	(826)	1020
Very Favorable of Biden	16%	(88)	11%	(59)	74%	(410)	557
Somewhat Favorable of Biden	15%	(77)	12%	(60)	73%	(374)	511
Somewhat Unfavorable of Biden	10%	(25)	13%	(34)	77%	(195)	254
Very Unfavorable of Biden	10%	(76)	8%	(58)	83%	(632)	766
#1 Issue: Economy	14%	(102)	11%	(77)	75%	(545)	724
#1 Issue: Security	12%	(53)	6%	(28)	82%	(361)	442
#1 Issue: Health Care	15%	(41)	16%	(44)	70%	(195)	280
#1 Issue: Medicare / Social Security	11%	(30)	7%	(18)	83%	(231)	280
#1 Issue: Women's Issues	12%	(17)	10%	(14)	78%	(110)	141
#1 Issue: Education	9%	(8)	17%	(16)	74%	(71)	96
#1 Issue: Energy	16%	(19)	13%	(16)	72%	(88)	123
#1 Issue: Other	10%	(12)	5%	(5)	85%	(98)	115
2020 Vote: Joe Biden	16%	(151)	11%	(101)	74%	(707)	959
2020 Vote: Donald Trump	12%	(85)	8%	(58)	80%	(573)	715
2020 Vote: Other	10%	(7)	10%	(7)	80%	(58)	72
2020 Vote: Didn't Vote	9%	(40)	12%	(53)	79%	(360)	453
2018 House Vote: Democrat	16%	(113)	10%	(72)	74%	(532)	717
2018 House Vote: Republican	10%	(61)	7%	(44)	82%	(485)	590
2018 House Vote: Someone else	17%	(11)	12%	(8)	71%	(46)	65
2016 Vote: Hillary Clinton	16%	(104)	10%	(63)	75%	(492)	659
2016 Vote: Donald Trump	10%	(69)	7%	(50)	82%	(555)	674
2016 Vote: Other	14%	(15)	6%	(6)	80%	(86)	108
2016 Vote: Didn't Vote	12%	(94)	13%	(101)	74%	(562)	757

Table MCENdem2_14: *And specifically, do you, or anyone in your household, subscribe to the following?*

Crackle

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%	(282)	10%	(219)	77%	(1698)	2200
Voted in 2014: Yes	14%	(167)	8%	(102)	78%	(942)	1212
Voted in 2014: No	12%	(115)	12%	(117)	77%	(756)	988
4-Region: Northeast	15%	(60)	7%	(29)	78%	(305)	394
4-Region: Midwest	13%	(61)	5%	(25)	81%	(376)	462
4-Region: South	13%	(107)	10%	(82)	77%	(636)	824
4-Region: West	11%	(55)	16%	(83)	73%	(382)	520
Consumers Who Find Ads Creepy	13%	(148)	12%	(133)	75%	(862)	1143
Consumers Overloaded on Ads	13%	(125)	10%	(101)	77%	(740)	965
Hulu Subscribers	21%	(184)	11%	(98)	68%	(613)	895
Paramount+ Subscribers	28%	(89)	16%	(51)	56%	(176)	317
Peacock Subscribers	29%	(168)	14%	(81)	58%	(338)	587
HBO Max Subscribers	19%	(112)	13%	(76)	68%	(396)	584
Discovery+ Subscribers	27%	(96)	14%	(51)	58%	(207)	354
AVOD Users	17%	(254)	11%	(162)	72%	(1085)	1502

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

Table MCENdem2_15: *And specifically, do you, or anyone in your household, subscribe to the following?*
Vudu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	9%	(205)	78%	(1724)	2200
Gender: Male	15%	(158)	11%	(112)	75%	(791)	1062
Gender: Female	10%	(113)	8%	(93)	82%	(932)	1138
Age: 18-34	17%	(111)	14%	(95)	69%	(449)	655
Age: 35-44	17%	(61)	16%	(58)	67%	(239)	358
Age: 45-64	10%	(78)	5%	(41)	84%	(632)	751
Age: 65+	5%	(21)	3%	(11)	93%	(404)	436
GenZers: 1997-2012	15%	(30)	11%	(23)	74%	(152)	205
Millennials: 1981-1996	19%	(134)	16%	(115)	64%	(449)	698
GenXers: 1965-1980	11%	(54)	8%	(41)	81%	(414)	510
Baby Boomers: 1946-1964	7%	(46)	3%	(24)	90%	(631)	701
PID: Dem (no lean)	14%	(119)	12%	(100)	74%	(628)	847
PID: Ind (no lean)	11%	(79)	9%	(61)	80%	(572)	712
PID: Rep (no lean)	11%	(73)	7%	(45)	82%	(524)	641
PID/Gender: Dem Men	18%	(75)	14%	(57)	68%	(284)	416
PID/Gender: Dem Women	10%	(44)	10%	(43)	80%	(344)	431
PID/Gender: Ind Men	11%	(39)	11%	(36)	78%	(264)	340
PID/Gender: Ind Women	11%	(40)	7%	(24)	83%	(308)	372
PID/Gender: Rep Men	14%	(44)	6%	(19)	79%	(243)	306
PID/Gender: Rep Women	9%	(29)	8%	(26)	84%	(281)	335
Ideo: Liberal (1-3)	16%	(101)	12%	(75)	72%	(459)	635
Ideo: Moderate (4)	11%	(71)	9%	(56)	80%	(501)	628
Ideo: Conservative (5-7)	10%	(71)	8%	(55)	83%	(607)	734
Educ: < College	12%	(179)	9%	(134)	79%	(1199)	1512
Educ: Bachelors degree	14%	(64)	10%	(46)	75%	(334)	444
Educ: Post-grad	11%	(28)	10%	(25)	78%	(192)	244
Income: Under 50k	12%	(147)	9%	(116)	79%	(995)	1258
Income: 50k-100k	14%	(86)	7%	(45)	79%	(498)	629
Income: 100k+	12%	(37)	14%	(44)	74%	(231)	313
Ethnicity: White	12%	(207)	9%	(152)	79%	(1362)	1722

Table MCENdem2_15: *And specifically, do you, or anyone in your household, subscribe to the following?*
Vudu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	9%	(205)	78%	(1724)	2200
Ethnicity: Hispanic	16%	(55)	15%	(53)	69%	(241)	349
Ethnicity: Black	17%	(46)	10%	(26)	74%	(202)	274
Ethnicity: Other	8%	(17)	13%	(27)	78%	(160)	204
All Christian	10%	(99)	9%	(86)	81%	(774)	958
All Non-Christian	23%	(36)	21%	(32)	56%	(86)	154
Atheist	10%	(11)	11%	(12)	79%	(83)	105
Agnostic/Nothing in particular	14%	(80)	8%	(44)	79%	(456)	580
Something Else	12%	(46)	8%	(31)	81%	(325)	403
Religious Non-Protestant/Catholic	24%	(41)	19%	(33)	57%	(98)	172
Evangelical	13%	(76)	12%	(71)	75%	(439)	586
Non-Evangelical	8%	(61)	6%	(43)	86%	(630)	734
Community: Urban	16%	(103)	15%	(93)	69%	(436)	632
Community: Suburban	10%	(100)	7%	(73)	83%	(817)	990
Community: Rural	12%	(68)	7%	(39)	81%	(471)	578
Employ: Private Sector	14%	(94)	11%	(75)	75%	(508)	677
Employ: Government	11%	(10)	15%	(13)	74%	(69)	93
Employ: Self-Employed	23%	(46)	14%	(29)	63%	(125)	200
Employ: Homemaker	9%	(15)	9%	(14)	82%	(135)	164
Employ: Student	10%	(8)	8%	(6)	82%	(68)	82
Employ: Retired	6%	(33)	4%	(22)	90%	(468)	522
Employ: Unemployed	15%	(50)	7%	(23)	78%	(250)	323
Employ: Other	11%	(15)	17%	(23)	72%	(100)	139
Military HH: Yes	14%	(45)	9%	(30)	77%	(248)	323
Military HH: No	12%	(226)	9%	(176)	79%	(1476)	1877
RD/WT: Right Direction	15%	(142)	10%	(91)	75%	(696)	929
RD/WT: Wrong Track	10%	(129)	9%	(114)	81%	(1027)	1271
Biden Job Approve	13%	(138)	12%	(122)	75%	(781)	1041
Biden Job Disapprove	11%	(118)	7%	(72)	82%	(858)	1049

Table MCENdem2_15: *And specifically, do you, or anyone in your household, subscribe to the following?*
Vudu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	9%	(205)	78%	(1724)	2200
Biden Job Strongly Approve	15%	(78)	13%	(67)	72%	(374)	519
Biden Job Somewhat Approve	12%	(60)	10%	(55)	78%	(408)	522
Biden Job Somewhat Disapprove	15%	(46)	9%	(29)	76%	(234)	308
Biden Job Strongly Disapprove	10%	(72)	6%	(44)	84%	(625)	741
Favorable of Biden	14%	(147)	11%	(120)	75%	(801)	1068
Unfavorable of Biden	10%	(102)	8%	(80)	82%	(838)	1020
Very Favorable of Biden	14%	(79)	12%	(65)	74%	(413)	557
Somewhat Favorable of Biden	13%	(68)	11%	(55)	76%	(388)	511
Somewhat Unfavorable of Biden	12%	(30)	11%	(28)	77%	(197)	254
Very Unfavorable of Biden	9%	(73)	7%	(52)	84%	(641)	766
#1 Issue: Economy	14%	(102)	11%	(80)	75%	(543)	724
#1 Issue: Security	9%	(40)	5%	(24)	86%	(378)	442
#1 Issue: Health Care	13%	(37)	12%	(33)	75%	(211)	280
#1 Issue: Medicare / Social Security	9%	(26)	7%	(19)	84%	(234)	280
#1 Issue: Women's Issues	15%	(22)	12%	(17)	73%	(103)	141
#1 Issue: Education	21%	(20)	10%	(10)	68%	(65)	96
#1 Issue: Energy	11%	(13)	15%	(18)	74%	(91)	123
#1 Issue: Other	10%	(12)	5%	(5)	85%	(98)	115
2020 Vote: Joe Biden	14%	(132)	11%	(105)	75%	(722)	959
2020 Vote: Donald Trump	11%	(77)	7%	(50)	82%	(588)	715
2020 Vote: Other	17%	(12)	9%	(6)	74%	(53)	72
2020 Vote: Didn't Vote	11%	(49)	10%	(44)	79%	(360)	453
2018 House Vote: Democrat	14%	(99)	11%	(79)	75%	(539)	717
2018 House Vote: Republican	9%	(56)	8%	(45)	83%	(489)	590
2018 House Vote: Someone else	16%	(10)	11%	(7)	73%	(48)	65
2016 Vote: Hillary Clinton	13%	(85)	10%	(69)	77%	(506)	659
2016 Vote: Donald Trump	9%	(61)	8%	(53)	83%	(559)	674
2016 Vote: Other	10%	(10)	6%	(6)	84%	(91)	108
2016 Vote: Didn't Vote	15%	(114)	10%	(76)	75%	(567)	757

Table MCENdem2_15: *And specifically, do you, or anyone in your household, subscribe to the following?*
Vudu

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	12%	(271)	9%	(205)	78%	(1724)	2200
Voted in 2014: Yes	11%	(138)	9%	(104)	80%	(970)	1212
Voted in 2014: No	13%	(133)	10%	(101)	76%	(754)	988
4-Region: Northeast	13%	(49)	8%	(30)	80%	(315)	394
4-Region: Midwest	12%	(54)	7%	(34)	81%	(375)	462
4-Region: South	12%	(101)	9%	(76)	78%	(647)	824
4-Region: West	13%	(67)	13%	(66)	75%	(388)	520
Consumers Who Find Ads Creepy	13%	(144)	11%	(124)	76%	(874)	1143
Consumers Overloaded on Ads	13%	(123)	9%	(92)	78%	(751)	965
Hulu Subscribers	21%	(184)	11%	(95)	69%	(616)	895
Paramount+ Subscribers	27%	(84)	13%	(42)	60%	(190)	317
Peacock Subscribers	26%	(151)	11%	(64)	63%	(372)	587
HBO Max Subscribers	23%	(135)	12%	(67)	65%	(382)	584
Discovery+ Subscribers	30%	(106)	15%	(55)	55%	(193)	354
AVOD Users	15%	(229)	10%	(149)	75%	(1123)	1502

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

Table MCENdem2_16: *And specifically, do you, or anyone in your household, subscribe to the following?*

Xumo

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	5%	(119)	6%	(121)	89%	(1960)	2200
Gender: Male	8%	(81)	7%	(75)	85%	(906)	1062
Gender: Female	3%	(38)	4%	(46)	93%	(1054)	1138
Age: 18-34	8%	(52)	8%	(55)	84%	(548)	655
Age: 35-44	8%	(29)	11%	(39)	81%	(289)	358
Age: 45-64	3%	(26)	3%	(22)	94%	(703)	751
Age: 65+	3%	(12)	1%	(5)	96%	(420)	436
GenZers: 1997-2012	6%	(13)	4%	(7)	90%	(185)	205
Millennials: 1981-1996	9%	(65)	11%	(76)	80%	(557)	698
GenXers: 1965-1980	4%	(21)	5%	(24)	91%	(465)	510
Baby Boomers: 1946-1964	3%	(19)	2%	(13)	95%	(669)	701
PID: Dem (no lean)	7%	(61)	8%	(65)	85%	(721)	847
PID: Ind (no lean)	4%	(29)	5%	(35)	91%	(648)	712
PID: Rep (no lean)	5%	(30)	3%	(21)	92%	(591)	641
PID/Gender: Dem Men	11%	(46)	11%	(46)	78%	(324)	416
PID/Gender: Dem Women	3%	(15)	4%	(19)	92%	(397)	431
PID/Gender: Ind Men	5%	(19)	4%	(14)	90%	(307)	340
PID/Gender: Ind Women	3%	(10)	6%	(21)	92%	(341)	372
PID/Gender: Rep Men	5%	(16)	5%	(15)	90%	(275)	306
PID/Gender: Rep Women	4%	(13)	2%	(6)	94%	(316)	335
Ideo: Liberal (1-3)	8%	(52)	7%	(42)	85%	(540)	635
Ideo: Moderate (4)	4%	(28)	7%	(41)	89%	(559)	628
Ideo: Conservative (5-7)	4%	(27)	4%	(29)	92%	(678)	734
Educ: < College	4%	(63)	4%	(60)	92%	(1389)	1512
Educ: Bachelors degree	9%	(39)	9%	(39)	82%	(365)	444
Educ: Post-grad	7%	(17)	9%	(22)	84%	(205)	244
Income: Under 50k	4%	(48)	4%	(53)	92%	(1157)	1258
Income: 50k-100k	5%	(33)	6%	(36)	89%	(560)	629
Income: 100k+	12%	(38)	10%	(33)	78%	(243)	313
Ethnicity: White	5%	(88)	5%	(93)	90%	(1541)	1722

Table MCENdem2_16: *And specifically, do you, or anyone in your household, subscribe to the following?*

Xumo

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	5%	(119)	6%	(121)	89%	(1960)	2200
Ethnicity: Hispanic	6%	(22)	10%	(34)	84%	(293)	349
Ethnicity: Black	8%	(21)	7%	(18)	86%	(235)	274
Ethnicity: Other	5%	(10)	5%	(10)	90%	(184)	204
All Christian	6%	(53)	6%	(55)	89%	(850)	958
All Non-Christian	15%	(23)	13%	(20)	72%	(110)	154
Atheist	1%	(1)	4%	(4)	95%	(100)	105
Agnostic/Nothing in particular	4%	(23)	5%	(26)	91%	(530)	580
Something Else	5%	(18)	4%	(15)	92%	(369)	403
Religious Non-Protestant/Catholic	14%	(24)	12%	(20)	74%	(128)	172
Evangelical	8%	(47)	9%	(51)	83%	(488)	586
Non-Evangelical	3%	(21)	2%	(18)	95%	(695)	734
Community: Urban	10%	(65)	11%	(73)	78%	(495)	632
Community: Suburban	3%	(33)	3%	(34)	93%	(922)	990
Community: Rural	4%	(21)	2%	(14)	94%	(543)	578
Employ: Private Sector	8%	(56)	8%	(54)	84%	(568)	677
Employ: Government	5%	(5)	12%	(11)	83%	(77)	93
Employ: Self-Employed	8%	(16)	9%	(18)	83%	(166)	200
Employ: Homemaker	4%	(6)	3%	(5)	93%	(152)	164
Employ: Student	5%	(4)	5%	(4)	90%	(74)	82
Employ: Retired	2%	(13)	2%	(10)	96%	(500)	522
Employ: Unemployed	5%	(17)	4%	(11)	91%	(294)	323
Employ: Other	2%	(3)	6%	(8)	92%	(128)	139
Military HH: Yes	7%	(23)	5%	(17)	88%	(283)	323
Military HH: No	5%	(96)	6%	(104)	89%	(1677)	1877
RD/WT: Right Direction	8%	(75)	8%	(78)	83%	(776)	929
RD/WT: Wrong Track	3%	(44)	3%	(43)	93%	(1184)	1271
Biden Job Approve	7%	(74)	8%	(80)	85%	(886)	1041
Biden Job Disapprove	4%	(41)	3%	(34)	93%	(974)	1049

Table MCENdem2_16: *And specifically, do you, or anyone in your household, subscribe to the following?*

Xumo

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	5%	(119)	6%	(121)	89%	(1960)	2200
Biden Job Strongly Approve	11%	(56)	10%	(51)	79%	(412)	519
Biden Job Somewhat Approve	3%	(18)	6%	(30)	91%	(475)	522
Biden Job Somewhat Disapprove	4%	(12)	5%	(17)	91%	(279)	308
Biden Job Strongly Disapprove	4%	(28)	2%	(17)	94%	(695)	741
Favorable of Biden	7%	(75)	8%	(80)	85%	(913)	1068
Unfavorable of Biden	4%	(37)	3%	(34)	93%	(949)	1020
Very Favorable of Biden	10%	(53)	9%	(50)	81%	(454)	557
Somewhat Favorable of Biden	4%	(22)	6%	(30)	90%	(459)	511
Somewhat Unfavorable of Biden	4%	(9)	6%	(16)	90%	(229)	254
Very Unfavorable of Biden	4%	(27)	2%	(18)	94%	(720)	766
#1 Issue: Economy	6%	(46)	5%	(39)	88%	(639)	724
#1 Issue: Security	4%	(15)	5%	(22)	91%	(404)	442
#1 Issue: Health Care	5%	(15)	7%	(20)	88%	(246)	280
#1 Issue: Medicare / Social Security	2%	(7)	3%	(9)	94%	(264)	280
#1 Issue: Women's Issues	5%	(7)	7%	(10)	88%	(124)	141
#1 Issue: Education	12%	(12)	12%	(11)	76%	(72)	96
#1 Issue: Energy	11%	(13)	7%	(9)	82%	(100)	123
#1 Issue: Other	4%	(4)	1%	(1)	96%	(110)	115
2020 Vote: Joe Biden	7%	(64)	7%	(67)	86%	(828)	959
2020 Vote: Donald Trump	5%	(35)	4%	(26)	91%	(654)	715
2020 Vote: Other	8%	(6)	—	(0)	92%	(66)	72
2020 Vote: Didn't Vote	3%	(14)	6%	(28)	91%	(411)	453
2018 House Vote: Democrat	7%	(50)	7%	(47)	86%	(619)	717
2018 House Vote: Republican	5%	(32)	4%	(21)	91%	(537)	590
2018 House Vote: Someone else	4%	(2)	6%	(4)	90%	(59)	65
2016 Vote: Hillary Clinton	7%	(44)	6%	(41)	87%	(574)	659
2016 Vote: Donald Trump	4%	(30)	4%	(27)	92%	(617)	674
2016 Vote: Other	5%	(6)	4%	(4)	91%	(98)	108
2016 Vote: Didn't Vote	5%	(40)	7%	(49)	88%	(668)	757

Table MCENdem2_16: *And specifically, do you, or anyone in your household, subscribe to the following?*

Xumo

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	5%	(119)	6%	(121)	89%	(1960)	2200
Voted in 2014: Yes	6%	(77)	5%	(61)	89%	(1075)	1212
Voted in 2014: No	4%	(42)	6%	(61)	90%	(885)	988
4-Region: Northeast	8%	(30)	6%	(24)	86%	(339)	394
4-Region: Midwest	4%	(16)	4%	(17)	93%	(429)	462
4-Region: South	3%	(28)	5%	(40)	92%	(756)	824
4-Region: West	9%	(45)	8%	(40)	84%	(435)	520
Consumers Who Find Ads Creepy	6%	(70)	7%	(74)	87%	(998)	1143
Consumers Overloaded on Ads	4%	(39)	6%	(55)	90%	(872)	965
Hulu Subscribers	9%	(81)	5%	(45)	86%	(769)	895
Paramount+ Subscribers	19%	(60)	10%	(32)	71%	(224)	317
Peacock Subscribers	16%	(93)	8%	(45)	76%	(449)	587
HBO Max Subscribers	12%	(68)	9%	(53)	79%	(463)	584
Discovery+ Subscribers	18%	(64)	12%	(41)	70%	(249)	354
AVOD Users	7%	(104)	5%	(70)	88%	(1328)	1502

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

Table MCENdem2_17: *And specifically, do you, or anyone in your household, subscribe to the following?*
Youtube

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	51%	(1127)	10%	(210)	39%	(863)	2200
Gender: Male	54%	(575)	9%	(101)	36%	(386)	1062
Gender: Female	49%	(552)	10%	(109)	42%	(476)	1138
Age: 18-34	70%	(462)	11%	(73)	18%	(120)	655
Age: 35-44	65%	(231)	13%	(47)	22%	(80)	358
Age: 45-64	42%	(312)	8%	(57)	51%	(382)	751
Age: 65+	28%	(123)	8%	(33)	64%	(280)	436
GenZers: 1997-2012	77%	(157)	8%	(16)	15%	(32)	205
Millennials: 1981-1996	67%	(470)	13%	(90)	20%	(138)	698
GenXers: 1965-1980	51%	(258)	10%	(50)	40%	(202)	510
Baby Boomers: 1946-1964	32%	(225)	6%	(44)	62%	(432)	701
PID: Dem (no lean)	55%	(464)	9%	(75)	36%	(308)	847
PID: Ind (no lean)	53%	(378)	10%	(70)	37%	(263)	712
PID: Rep (no lean)	44%	(285)	10%	(65)	45%	(291)	641
PID/Gender: Dem Men	59%	(244)	8%	(34)	33%	(137)	416
PID/Gender: Dem Women	51%	(220)	9%	(41)	40%	(170)	431
PID/Gender: Ind Men	54%	(184)	11%	(39)	34%	(117)	340
PID/Gender: Ind Women	52%	(194)	8%	(32)	39%	(146)	372
PID/Gender: Rep Men	48%	(146)	9%	(28)	43%	(132)	306
PID/Gender: Rep Women	41%	(138)	11%	(37)	48%	(160)	335
Ideo: Liberal (1-3)	58%	(365)	9%	(55)	34%	(214)	635
Ideo: Moderate (4)	52%	(328)	9%	(54)	39%	(247)	628
Ideo: Conservative (5-7)	42%	(311)	11%	(77)	47%	(345)	734
Educ: < College	53%	(797)	9%	(141)	38%	(574)	1512
Educ: Bachelors degree	52%	(229)	10%	(46)	38%	(169)	444
Educ: Post-grad	41%	(101)	10%	(23)	49%	(120)	244
Income: Under 50k	54%	(674)	10%	(121)	37%	(463)	1258
Income: 50k-100k	48%	(300)	9%	(59)	43%	(270)	629
Income: 100k+	49%	(153)	10%	(30)	41%	(130)	313
Ethnicity: White	48%	(823)	10%	(167)	43%	(732)	1722

Table MCENdem2_17: *And specifically, do you, or anyone in your household, subscribe to the following?*
Youtube

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	51%	(1127)	10%	(210)	39%	(863)	2200
Ethnicity: Hispanic	67%	(234)	11%	(39)	22%	(77)	349
Ethnicity: Black	64%	(177)	10%	(28)	25%	(69)	274
Ethnicity: Other	62%	(127)	7%	(15)	30%	(62)	204
All Christian	44%	(420)	10%	(98)	46%	(441)	958
All Non-Christian	51%	(78)	12%	(19)	37%	(56)	154
Atheist	58%	(61)	12%	(12)	31%	(32)	105
Agnostic/Nothing in particular	56%	(328)	7%	(43)	36%	(210)	580
Something Else	60%	(240)	10%	(39)	31%	(123)	403
Religious Non-Protestant/Catholic	52%	(90)	12%	(21)	35%	(61)	172
Evangelical	50%	(292)	11%	(64)	39%	(231)	586
Non-Evangelical	47%	(342)	9%	(69)	44%	(323)	734
Community: Urban	60%	(377)	12%	(78)	28%	(178)	632
Community: Suburban	49%	(484)	8%	(82)	43%	(424)	990
Community: Rural	46%	(266)	9%	(51)	45%	(261)	578
Employ: Private Sector	54%	(369)	11%	(76)	34%	(232)	677
Employ: Government	53%	(49)	8%	(8)	39%	(36)	93
Employ: Self-Employed	61%	(122)	9%	(19)	30%	(59)	200
Employ: Homemaker	50%	(83)	11%	(18)	38%	(63)	164
Employ: Student	84%	(69)	6%	(5)	10%	(8)	82
Employ: Retired	32%	(165)	8%	(41)	61%	(316)	522
Employ: Unemployed	62%	(201)	9%	(27)	29%	(94)	323
Employ: Other	50%	(70)	11%	(15)	39%	(54)	139
Military HH: Yes	44%	(143)	8%	(24)	48%	(155)	323
Military HH: No	52%	(984)	10%	(186)	38%	(708)	1877
RD/WT: Right Direction	55%	(512)	9%	(83)	36%	(334)	929
RD/WT: Wrong Track	48%	(614)	10%	(127)	42%	(529)	1271
Biden Job Approve	55%	(574)	10%	(100)	35%	(367)	1041
Biden Job Disapprove	47%	(498)	9%	(98)	43%	(454)	1049

Table MCENdem2_17: *And specifically, do you, or anyone in your household, subscribe to the following?*
Youtube

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	51%	(1127)	10%	(210)	39%	(863)	2200
Biden Job Strongly Approve	52%	(270)	11%	(58)	37%	(191)	519
Biden Job Somewhat Approve	58%	(304)	8%	(43)	34%	(176)	522
Biden Job Somewhat Disapprove	58%	(180)	11%	(34)	31%	(95)	308
Biden Job Strongly Disapprove	43%	(318)	9%	(64)	48%	(358)	741
Favorable of Biden	54%	(581)	10%	(104)	36%	(384)	1068
Unfavorable of Biden	48%	(485)	9%	(95)	43%	(440)	1020
Very Favorable of Biden	53%	(295)	11%	(59)	37%	(204)	557
Somewhat Favorable of Biden	56%	(286)	9%	(45)	35%	(180)	511
Somewhat Unfavorable of Biden	57%	(146)	12%	(31)	30%	(77)	254
Very Unfavorable of Biden	44%	(340)	8%	(64)	47%	(362)	766
#1 Issue: Economy	58%	(421)	9%	(63)	33%	(240)	724
#1 Issue: Security	42%	(184)	10%	(43)	49%	(214)	442
#1 Issue: Health Care	55%	(153)	10%	(29)	35%	(98)	280
#1 Issue: Medicare / Social Security	36%	(101)	9%	(25)	55%	(153)	280
#1 Issue: Women's Issues	63%	(89)	11%	(16)	26%	(37)	141
#1 Issue: Education	64%	(61)	13%	(13)	22%	(21)	96
#1 Issue: Energy	52%	(64)	13%	(15)	35%	(43)	123
#1 Issue: Other	47%	(54)	5%	(6)	48%	(55)	115
2020 Vote: Joe Biden	53%	(508)	9%	(88)	38%	(363)	959
2020 Vote: Donald Trump	42%	(302)	10%	(72)	48%	(341)	715
2020 Vote: Other	60%	(43)	10%	(7)	30%	(21)	72
2020 Vote: Didn't Vote	60%	(273)	10%	(43)	30%	(137)	453
2018 House Vote: Democrat	51%	(368)	8%	(59)	40%	(289)	717
2018 House Vote: Republican	41%	(242)	10%	(58)	49%	(290)	590
2018 House Vote: Someone else	55%	(36)	13%	(8)	32%	(21)	65
2016 Vote: Hillary Clinton	52%	(342)	8%	(56)	40%	(261)	659
2016 Vote: Donald Trump	40%	(272)	10%	(70)	49%	(332)	674
2016 Vote: Other	55%	(59)	9%	(10)	36%	(39)	108
2016 Vote: Didn't Vote	60%	(454)	10%	(74)	30%	(230)	757

Table MCENdem2_17: *And specifically, do you, or anyone in your household, subscribe to the following?*
Youtube

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	51%	(1127)	10%	(210)	39%	(863)	2200
Voted in 2014: Yes	45%	(540)	10%	(117)	46%	(555)	1212
Voted in 2014: No	59%	(587)	9%	(93)	31%	(308)	988
4-Region: Northeast	48%	(189)	10%	(38)	43%	(167)	394
4-Region: Midwest	47%	(216)	11%	(52)	42%	(194)	462
4-Region: South	54%	(442)	9%	(75)	37%	(307)	824
4-Region: West	54%	(281)	9%	(45)	37%	(194)	520
Consumers Who Find Ads Creepy	51%	(582)	10%	(110)	39%	(451)	1143
Consumers Overloaded on Ads	53%	(515)	10%	(92)	37%	(358)	965
Hulu Subscribers	67%	(595)	8%	(68)	26%	(231)	895
Paramount+ Subscribers	69%	(217)	10%	(30)	22%	(69)	317
Peacock Subscribers	64%	(379)	9%	(51)	27%	(158)	587
HBO Max Subscribers	64%	(373)	8%	(46)	28%	(166)	584
Discovery+ Subscribers	67%	(238)	10%	(35)	23%	(81)	354
AVOD Users	66%	(988)	7%	(104)	27%	(409)	1502

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

Table MCENdem2_18: *And specifically, do you, or anyone in your household, subscribe to the following?*
Peacock Premium or Peacock Premium plus

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%	(318)	8%	(171)	78%	(1711)	2200
Gender: Male	15%	(156)	10%	(104)	76%	(802)	1062
Gender: Female	14%	(162)	6%	(68)	80%	(909)	1138
Age: 18-34	18%	(117)	12%	(76)	71%	(462)	655
Age: 35-44	20%	(72)	14%	(49)	66%	(237)	358
Age: 45-64	13%	(95)	5%	(35)	83%	(622)	751
Age: 65+	8%	(33)	3%	(12)	90%	(391)	436
GenZers: 1997-2012	14%	(29)	10%	(20)	76%	(157)	205
Millennials: 1981-1996	21%	(150)	13%	(91)	65%	(457)	698
GenXers: 1965-1980	14%	(73)	7%	(35)	79%	(402)	510
Baby Boomers: 1946-1964	9%	(62)	3%	(24)	88%	(616)	701
PID: Dem (no lean)	19%	(162)	11%	(93)	70%	(592)	847
PID: Ind (no lean)	13%	(90)	7%	(52)	80%	(570)	712
PID: Rep (no lean)	10%	(66)	4%	(26)	86%	(549)	641
PID/Gender: Dem Men	23%	(97)	14%	(58)	63%	(261)	416
PID/Gender: Dem Women	15%	(65)	8%	(35)	77%	(331)	431
PID/Gender: Ind Men	9%	(30)	8%	(27)	83%	(283)	340
PID/Gender: Ind Women	16%	(60)	7%	(25)	77%	(287)	372
PID/Gender: Rep Men	9%	(29)	6%	(19)	84%	(258)	306
PID/Gender: Rep Women	11%	(37)	2%	(8)	87%	(291)	335
Ideo: Liberal (1-3)	20%	(129)	9%	(60)	70%	(446)	635
Ideo: Moderate (4)	15%	(92)	9%	(53)	77%	(483)	628
Ideo: Conservative (5-7)	10%	(77)	5%	(40)	84%	(617)	734
Educ: < College	13%	(202)	6%	(98)	80%	(1212)	1512
Educ: Bachelors degree	17%	(77)	12%	(51)	71%	(316)	444
Educ: Post-grad	16%	(39)	9%	(22)	75%	(183)	244
Income: Under 50k	13%	(161)	7%	(85)	80%	(1011)	1258
Income: 50k-100k	15%	(94)	8%	(49)	77%	(486)	629
Income: 100k+	20%	(63)	12%	(37)	68%	(214)	313
Ethnicity: White	14%	(235)	7%	(126)	79%	(1362)	1722

Table MCENdem2_18: *And specifically, do you, or anyone in your household, subscribe to the following?*
Peacock Premium or Peacock Premium plus

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%	(318)	8%	(171)	78%	(1711)	2200
Ethnicity: Hispanic	16%	(55)	10%	(34)	74%	(260)	349
Ethnicity: Black	21%	(58)	12%	(32)	67%	(184)	274
Ethnicity: Other	12%	(25)	7%	(14)	81%	(165)	204
All Christian	13%	(122)	8%	(72)	80%	(764)	958
All Non-Christian	24%	(37)	18%	(27)	58%	(90)	154
Atheist	9%	(10)	5%	(6)	85%	(90)	105
Agnostic/Nothing in particular	16%	(93)	5%	(32)	79%	(456)	580
Something Else	14%	(56)	9%	(35)	77%	(312)	403
Religious Non-Protestant/Catholic	23%	(39)	16%	(27)	61%	(105)	172
Evangelical	17%	(100)	10%	(58)	73%	(428)	586
Non-Evangelical	10%	(72)	6%	(44)	84%	(618)	734
Community: Urban	22%	(138)	13%	(84)	65%	(410)	632
Community: Suburban	12%	(115)	6%	(63)	82%	(813)	990
Community: Rural	11%	(65)	4%	(24)	85%	(489)	578
Employ: Private Sector	18%	(122)	11%	(75)	71%	(479)	677
Employ: Government	15%	(14)	10%	(9)	75%	(70)	93
Employ: Self-Employed	16%	(33)	12%	(23)	72%	(144)	200
Employ: Homemaker	18%	(29)	3%	(5)	79%	(129)	164
Employ: Student	13%	(11)	8%	(6)	79%	(65)	82
Employ: Retired	8%	(41)	4%	(21)	88%	(460)	522
Employ: Unemployed	14%	(45)	6%	(20)	80%	(257)	323
Employ: Other	16%	(22)	7%	(10)	77%	(106)	139
Military HH: Yes	16%	(53)	8%	(25)	76%	(245)	323
Military HH: No	14%	(265)	8%	(146)	78%	(1466)	1877
RD/WT: Right Direction	21%	(194)	10%	(91)	69%	(645)	929
RD/WT: Wrong Track	10%	(124)	6%	(80)	84%	(1066)	1271
Biden Job Approve	20%	(205)	9%	(94)	71%	(743)	1041
Biden Job Disapprove	10%	(102)	6%	(68)	84%	(879)	1049

Table MCENdem2_18: *And specifically, do you, or anyone in your household, subscribe to the following?*
Peacock Premium or Peacock Premium plus

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%	(318)	8%	(171)	78%	(1711)	2200
Biden Job Strongly Approve	24%	(123)	10%	(54)	66%	(341)	519
Biden Job Somewhat Approve	16%	(82)	7%	(39)	77%	(401)	522
Biden Job Somewhat Disapprove	12%	(37)	12%	(36)	76%	(235)	308
Biden Job Strongly Disapprove	9%	(66)	4%	(31)	87%	(644)	741
Favorable of Biden	20%	(211)	10%	(104)	71%	(754)	1068
Unfavorable of Biden	9%	(92)	6%	(57)	85%	(870)	1020
Very Favorable of Biden	24%	(132)	9%	(53)	67%	(373)	557
Somewhat Favorable of Biden	15%	(79)	10%	(51)	75%	(381)	511
Somewhat Unfavorable of Biden	13%	(32)	10%	(25)	78%	(198)	254
Very Unfavorable of Biden	8%	(60)	4%	(33)	88%	(673)	766
#1 Issue: Economy	17%	(126)	7%	(48)	76%	(550)	724
#1 Issue: Security	10%	(44)	7%	(30)	83%	(367)	442
#1 Issue: Health Care	16%	(46)	10%	(28)	74%	(207)	280
#1 Issue: Medicare / Social Security	11%	(31)	6%	(16)	83%	(232)	280
#1 Issue: Women's Issues	15%	(22)	14%	(20)	71%	(100)	141
#1 Issue: Education	18%	(17)	9%	(9)	73%	(70)	96
#1 Issue: Energy	14%	(17)	13%	(16)	73%	(90)	123
#1 Issue: Other	13%	(15)	3%	(4)	83%	(96)	115
2020 Vote: Joe Biden	20%	(187)	10%	(94)	71%	(678)	959
2020 Vote: Donald Trump	9%	(67)	4%	(32)	86%	(616)	715
2020 Vote: Other	15%	(10)	7%	(5)	79%	(56)	72
2020 Vote: Didn't Vote	12%	(53)	9%	(40)	79%	(360)	453
2018 House Vote: Democrat	19%	(139)	9%	(64)	72%	(514)	717
2018 House Vote: Republican	11%	(67)	5%	(28)	84%	(495)	590
2018 House Vote: Someone else	6%	(4)	16%	(10)	78%	(51)	65
2016 Vote: Hillary Clinton	19%	(127)	9%	(57)	72%	(476)	659
2016 Vote: Donald Trump	9%	(60)	6%	(40)	85%	(574)	674
2016 Vote: Other	11%	(12)	5%	(6)	84%	(90)	108
2016 Vote: Didn't Vote	16%	(120)	9%	(69)	75%	(569)	757

Table MCENdem2_18: *And specifically, do you, or anyone in your household, subscribe to the following?*
Peacock Premium or Peacock Premium plus

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%	(318)	8%	(171)	78%	(1711)	2200
Voted in 2014: Yes	15%	(180)	7%	(88)	78%	(945)	1212
Voted in 2014: No	14%	(138)	8%	(84)	78%	(766)	988
4-Region: Northeast	17%	(66)	6%	(25)	77%	(302)	394
4-Region: Midwest	11%	(50)	8%	(36)	82%	(377)	462
4-Region: South	14%	(114)	7%	(58)	79%	(653)	824
4-Region: West	17%	(88)	10%	(52)	73%	(379)	520
Consumers Who Find Ads Creepy	15%	(172)	9%	(102)	76%	(869)	1143
Consumers Overloaded on Ads	14%	(132)	8%	(73)	79%	(760)	965
Hulu Subscribers	23%	(203)	9%	(78)	69%	(614)	895
Paramount+ Subscribers	45%	(144)	12%	(37)	43%	(136)	317
Peacock Subscribers	47%	(275)	9%	(54)	44%	(258)	587
HBO Max Subscribers	28%	(162)	9%	(55)	63%	(367)	584
Discovery+ Subscribers	38%	(133)	14%	(50)	48%	(170)	354
AVOD Users	19%	(282)	8%	(116)	74%	(1104)	1502

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	205	9%
	Millennials: 1981-1996	698	32%
	GenXers: 1965-1980	510	23%
	Baby Boomers: 1946-1964	701	32%
	N	2114	
xpid3	PID: Dem (no lean)	847	38%
	PID: Ind (no lean)	712	32%
	PID: Rep (no lean)	641	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	416	19%
	PID/Gender: Dem Women	431	20%
	PID/Gender: Ind Men	340	15%
	PID/Gender: Ind Women	372	17%
	PID/Gender: Rep Men	306	14%
	PID/Gender: Rep Women	335	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	635	29%
	Ideo: Moderate (4)	628	29%
	Ideo: Conservative (5-7)	734	33%
	N	1997	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1258	57%
	Income: 50k-100k	629	29%
	Income: 100k+	313	14%
	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	958	44%
	All Non-Christian	154	7%
	Atheist	105	5%
	Agnostic/Nothing in particular	580	26%
	Something Else	403	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	172	8%
xdemEvang	Evangelical	586	27%
	Non-Evangelical	734	33%
	N	1320	
xdemUsr	Community: Urban	632	29%
	Community: Suburban	990	45%
	Community: Rural	578	26%
	N	2200	
xdemEmploy	Employ: Private Sector	677	31%
	Employ: Government	93	4%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	164	7%
	Employ: Student	82	4%
	Employ: Retired	522	24%
	Employ: Unemployed	323	15%
	Employ: Other	139	6%
	N	2200	
xdemMilHH1	Military HH: Yes	323	15%
	Military HH: No	1877	85%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	929	42%
	RD/WT: Wrong Track	1271	58%
	N	2200	
xdemBidenApprove	Biden Job Approve	1041	47%
	Biden Job Disapprove	1049	48%
	N	2090	
xdemBidenApprove2	Biden Job Strongly Approve	519	24%
	Biden Job Somewhat Approve	522	24%
	Biden Job Somewhat Disapprove	308	14%
	Biden Job Strongly Disapprove	741	34%
	N	2090	
xdemBidenFav	Favorable of Biden	1068	49%
	Unfavorable of Biden	1020	46%
	N	2088	
xdemBidenFavFull	Very Favorable of Biden	557	25%
	Somewhat Favorable of Biden	511	23%
	Somewhat Unfavorable of Biden	254	12%
	Very Unfavorable of Biden	766	35%
	N	2088	
xnr3	#1 Issue: Economy	724	33%
	#1 Issue: Security	442	20%
	#1 Issue: Health Care	280	13%
	#1 Issue: Medicare / Social Security	280	13%
	#1 Issue: Women's Issues	141	6%
	#1 Issue: Education	96	4%
	#1 Issue: Energy	123	6%
	#1 Issue: Other	115	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	959	44%
	2020 Vote: Donald Trump	715	33%
	2020 Vote: Other	72	3%
	2020 Vote: Didn't Vote	453	21%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	717	33%
	2018 House Vote: Republican	590	27%
	2018 House Vote: Someone else	65	3%
	N	1372	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	659	30%
	2016 Vote: Donald Trump	674	31%
	2016 Vote: Other	108	5%
	2016 Vote: Didn't Vote	757	34%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1212	55%
	Voted in 2014: No	988	45%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCENxdem1	Consumers Who Find Ads Creepy	1143	52%
MCENxdem2	Consumers Overloaded on Ads	965	44%
MCENxdem3	Hulu Subscribers	895	41%
MCENxdem4	Paramount+ Subscribers	317	14%
MCENxdem5	Peacock Subscribers	587	27%
MCENxdem6	HBO Max Subscribers	584	27%
MCENxdem7	Discovery+ Subscribers	354	16%
MCENxdem8	AVOD Users	1502	68%

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