



National Tracking Poll #2111073
November 12-15, 2021

Crosstabulation Results

Methodology:

This poll was conducted between November 12-November 15, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCEN1_1: Generally speaking, how interested are you in buying the following products?
Branded products from companies owned by celebrities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(126)	19%	(420)	29%	(628)	47%	(1026)	2200
Gender: Male	7%	(77)	19%	(204)	28%	(294)	46%	(487)	1062
Gender: Female	4%	(49)	19%	(217)	29%	(334)	47%	(539)	1138
Age: 18-34	13%	(87)	27%	(179)	31%	(200)	29%	(189)	655
Age: 35-44	6%	(21)	27%	(96)	34%	(120)	34%	(121)	358
Age: 45-64	2%	(15)	16%	(124)	28%	(210)	53%	(402)	751
Age: 65+	1%	(3)	5%	(22)	22%	(97)	72%	(314)	436
GenZers: 1997-2012	13%	(30)	27%	(60)	36%	(80)	24%	(54)	223
Millennials: 1981-1996	11%	(74)	28%	(182)	29%	(194)	32%	(209)	660
GenXers: 1965-1980	3%	(17)	21%	(109)	31%	(164)	45%	(239)	530
Baby Boomers: 1946-1964	1%	(4)	9%	(66)	25%	(178)	65%	(467)	715
PID: Dem (no lean)	9%	(72)	25%	(204)	29%	(236)	38%	(310)	822
PID: Ind (no lean)	3%	(26)	17%	(131)	30%	(225)	50%	(380)	762
PID: Rep (no lean)	4%	(28)	14%	(85)	27%	(168)	55%	(336)	617
PID/Gender: Dem Men	12%	(50)	28%	(118)	25%	(108)	35%	(149)	426
PID/Gender: Dem Women	5%	(22)	22%	(86)	32%	(127)	41%	(161)	396
PID/Gender: Ind Men	4%	(14)	13%	(45)	29%	(101)	54%	(186)	346
PID/Gender: Ind Women	3%	(12)	21%	(86)	30%	(124)	46%	(193)	416
PID/Gender: Rep Men	5%	(13)	14%	(40)	30%	(86)	52%	(151)	290
PID/Gender: Rep Women	4%	(14)	14%	(45)	25%	(82)	57%	(185)	326
Ideo: Liberal (1-3)	7%	(47)	26%	(170)	27%	(179)	40%	(265)	661
Ideo: Moderate (4)	5%	(33)	22%	(134)	32%	(198)	41%	(250)	615
Ideo: Conservative (5-7)	4%	(32)	11%	(81)	27%	(192)	57%	(403)	708
Educ: < College	6%	(88)	19%	(287)	30%	(450)	45%	(687)	1512
Educ: Bachelors degree	4%	(19)	20%	(87)	25%	(111)	51%	(226)	444
Educ: Post-grad	7%	(18)	19%	(46)	27%	(67)	46%	(113)	244

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Table MCEN1_1: Generally speaking, how interested are you in buying the following products?
Branded products from companies owned by celebrities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(126)	19%	(420)	29%	(628)	47%	(1026)	2200
Income: Under 50k	5%	(59)	20%	(229)	28%	(328)	47%	(556)	1172
Income: 50k-100k	6%	(43)	18%	(133)	29%	(213)	46%	(334)	723
Income: 100k+	8%	(24)	19%	(58)	29%	(87)	45%	(136)	304
Ethnicity: White	4%	(74)	16%	(281)	29%	(502)	50%	(865)	1722
Ethnicity: Hispanic	11%	(39)	21%	(73)	30%	(105)	38%	(133)	349
Ethnicity: Black	15%	(41)	30%	(83)	27%	(74)	28%	(76)	274
Ethnicity: Other	5%	(11)	27%	(56)	26%	(53)	42%	(85)	204
All Christian	5%	(46)	17%	(157)	28%	(268)	50%	(476)	947
All Non-Christian	9%	(11)	31%	(36)	25%	(30)	35%	(41)	117
Atheist	13%	(12)	13%	(12)	19%	(18)	54%	(51)	94
Agnostic/Nothing in particular	5%	(33)	18%	(108)	29%	(178)	48%	(293)	611
Something Else	6%	(24)	25%	(107)	31%	(135)	38%	(166)	431
Religious Non-Protestant/Catholic	7%	(11)	27%	(41)	28%	(42)	37%	(55)	148
Evangelical	7%	(38)	21%	(113)	27%	(143)	45%	(243)	537
Non-Evangelical	4%	(32)	18%	(141)	31%	(244)	48%	(378)	795
Community: Urban	10%	(59)	26%	(156)	26%	(153)	39%	(231)	600
Community: Suburban	4%	(43)	17%	(177)	31%	(318)	48%	(497)	1034
Community: Rural	4%	(24)	15%	(87)	28%	(157)	53%	(298)	566
Employ: Private Sector	8%	(54)	24%	(166)	29%	(202)	40%	(283)	705
Employ: Government	13%	(17)	23%	(30)	32%	(42)	32%	(41)	130
Employ: Self-Employed	10%	(19)	18%	(34)	35%	(68)	38%	(74)	196
Employ: Homemaker	4%	(6)	19%	(26)	32%	(43)	45%	(61)	136
Employ: Student	14%	(12)	23%	(21)	36%	(32)	28%	(25)	91
Employ: Retired	1%	(4)	8%	(43)	24%	(122)	67%	(346)	515
Employ: Unemployed	4%	(10)	26%	(66)	28%	(71)	41%	(104)	252
Employ: Other	2%	(4)	19%	(33)	27%	(47)	52%	(91)	175
Military HH: Yes	6%	(21)	16%	(58)	24%	(84)	54%	(191)	353
Military HH: No	6%	(105)	20%	(362)	29%	(545)	45%	(835)	1847
RD/WT: Right Direction	9%	(73)	26%	(208)	26%	(207)	39%	(317)	806
RD/WT: Wrong Track	4%	(52)	15%	(212)	30%	(421)	51%	(709)	1394

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Table MCEN1_1: Generally speaking, how interested are you in buying the following products?
Branded products from companies owned by celebrities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(126)	19%	(420)	29%	(628)	47%	(1026)	2200
Biden Job Approve	8%	(77)	24%	(231)	27%	(257)	40%	(379)	944
Biden Job Disapprove	3%	(36)	15%	(169)	30%	(330)	52%	(571)	1106
Biden Job Strongly Approve	12%	(48)	24%	(93)	22%	(89)	42%	(165)	395
Biden Job Somewhat Approve	5%	(29)	25%	(138)	31%	(168)	39%	(214)	549
Biden Job Somewhat Disapprove	6%	(21)	21%	(71)	36%	(123)	37%	(125)	340
Biden Job Strongly Disapprove	2%	(15)	13%	(99)	27%	(207)	58%	(446)	767
Favorable of Biden	7%	(74)	24%	(235)	28%	(276)	41%	(413)	999
Unfavorable of Biden	3%	(31)	15%	(165)	30%	(319)	52%	(560)	1074
Very Favorable of Biden	11%	(51)	24%	(107)	23%	(103)	41%	(185)	447
Somewhat Favorable of Biden	4%	(23)	23%	(128)	31%	(173)	41%	(228)	552
Somewhat Unfavorable of Biden	5%	(14)	21%	(61)	36%	(102)	38%	(108)	285
Very Unfavorable of Biden	2%	(17)	13%	(104)	27%	(216)	57%	(452)	790
#1 Issue: Economy	6%	(52)	21%	(187)	31%	(277)	42%	(372)	888
#1 Issue: Security	3%	(7)	12%	(34)	24%	(67)	62%	(175)	283
#1 Issue: Health Care	7%	(20)	21%	(59)	35%	(100)	37%	(103)	282
#1 Issue: Medicare / Social Security	3%	(7)	11%	(27)	23%	(57)	63%	(154)	245
#1 Issue: Women's Issues	7%	(10)	28%	(40)	25%	(37)	41%	(59)	146
#1 Issue: Education	15%	(13)	22%	(20)	32%	(29)	31%	(28)	90
#1 Issue: Energy	9%	(13)	25%	(37)	28%	(41)	39%	(58)	149
#1 Issue: Other	3%	(3)	13%	(15)	17%	(20)	66%	(77)	115
2020 Vote: Joe Biden	7%	(66)	22%	(204)	28%	(259)	43%	(401)	931
2020 Vote: Donald Trump	4%	(25)	16%	(109)	26%	(179)	55%	(386)	700
2020 Vote: Other	10%	(8)	13%	(11)	34%	(28)	44%	(37)	84
2020 Vote: Didn't Vote	6%	(27)	20%	(94)	34%	(162)	41%	(198)	481
2018 House Vote: Democrat	7%	(54)	23%	(180)	27%	(215)	43%	(342)	791
2018 House Vote: Republican	3%	(17)	15%	(87)	26%	(145)	56%	(314)	563
2018 House Vote: Someone else	—	(0)	20%	(15)	25%	(19)	56%	(43)	77

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Table MCEN1_1: Generally speaking, how interested are you in buying the following products?
 Branded products from companies owned by celebrities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(126)	19%	(420)	29%	(628)	47%	(1026)	2200
2016 Vote: Hillary Clinton	6%	(44)	23%	(163)	28%	(198)	43%	(303)	709
2016 Vote: Donald Trump	4%	(28)	16%	(106)	25%	(167)	55%	(361)	662
2016 Vote: Other	4%	(5)	13%	(16)	32%	(41)	51%	(64)	126
2016 Vote: Didn't Vote	7%	(50)	19%	(134)	32%	(222)	42%	(298)	704
Voted in 2014: Yes	5%	(58)	18%	(228)	26%	(328)	51%	(635)	1249
Voted in 2014: No	7%	(67)	20%	(192)	32%	(301)	41%	(391)	951
4-Region: Northeast	8%	(30)	18%	(71)	30%	(117)	45%	(176)	394
4-Region: Midwest	4%	(20)	19%	(87)	28%	(131)	48%	(223)	462
4-Region: South	6%	(52)	21%	(170)	28%	(231)	45%	(371)	824
4-Region: West	5%	(24)	18%	(92)	29%	(148)	49%	(256)	520
Netflix User	7%	(97)	21%	(302)	30%	(430)	41%	(585)	1413
HBO Max Users	10%	(66)	24%	(158)	30%	(195)	35%	(227)	646
Disney+ Users	10%	(79)	26%	(212)	32%	(261)	33%	(273)	824
Hulu Users	9%	(81)	24%	(226)	31%	(292)	36%	(334)	933
Paramount+	13%	(49)	24%	(92)	31%	(119)	32%	(120)	380
Peacock Users	9%	(56)	21%	(130)	29%	(182)	40%	(249)	616
Amazon Prime Video Users	7%	(85)	22%	(270)	28%	(342)	43%	(516)	1213

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

**Table MCEN1_2: Generally speaking, how interested are you in buying the following products?
Branded products from musicians, such as album merchandise**

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	12%	(255)	29%	(636)	23%	(507)	36%	(802)	2200
Gender: Male	12%	(131)	29%	(313)	21%	(227)	37%	(391)	1062
Gender: Female	11%	(124)	28%	(324)	25%	(281)	36%	(410)	1138
Age: 18-34	23%	(151)	36%	(235)	19%	(127)	22%	(142)	655
Age: 35-44	13%	(46)	41%	(147)	22%	(78)	24%	(86)	358
Age: 45-64	7%	(54)	28%	(209)	24%	(182)	41%	(306)	751
Age: 65+	1%	(4)	11%	(46)	27%	(119)	61%	(267)	436
GenZers: 1997-2012	28%	(63)	31%	(68)	23%	(51)	18%	(41)	223
Millennials: 1981-1996	19%	(126)	39%	(258)	17%	(113)	25%	(162)	660
GenXers: 1965-1980	10%	(51)	32%	(172)	27%	(142)	31%	(166)	530
Baby Boomers: 1946-1964	2%	(14)	19%	(132)	26%	(184)	54%	(384)	715
PID: Dem (no lean)	16%	(128)	31%	(255)	23%	(185)	31%	(253)	822
PID: Ind (no lean)	11%	(82)	30%	(229)	21%	(162)	38%	(289)	762
PID: Rep (no lean)	7%	(45)	25%	(153)	26%	(160)	42%	(259)	617
PID/Gender: Dem Men	20%	(85)	32%	(135)	20%	(84)	28%	(121)	426
PID/Gender: Dem Women	11%	(44)	30%	(120)	25%	(100)	33%	(132)	396
PID/Gender: Ind Men	7%	(26)	29%	(102)	20%	(71)	43%	(148)	346
PID/Gender: Ind Women	13%	(56)	31%	(127)	22%	(92)	34%	(141)	416
PID/Gender: Rep Men	7%	(21)	26%	(76)	25%	(71)	42%	(123)	290
PID/Gender: Rep Women	7%	(24)	24%	(77)	27%	(89)	42%	(137)	326
Ideo: Liberal (1-3)	16%	(107)	30%	(201)	22%	(145)	32%	(208)	661
Ideo: Moderate (4)	10%	(64)	34%	(209)	22%	(136)	33%	(205)	615
Ideo: Conservative (5-7)	7%	(49)	23%	(163)	27%	(191)	43%	(305)	708
Educ: < College	12%	(182)	30%	(449)	23%	(346)	35%	(535)	1512
Educ: Bachelors degree	10%	(46)	29%	(128)	21%	(94)	39%	(175)	444
Educ: Post-grad	11%	(26)	24%	(59)	27%	(67)	38%	(92)	244
Income: Under 50k	12%	(136)	28%	(334)	23%	(266)	37%	(437)	1172
Income: 50k-100k	11%	(78)	31%	(224)	22%	(160)	36%	(262)	723
Income: 100k+	14%	(42)	26%	(79)	27%	(82)	34%	(102)	304
Ethnicity: White	11%	(195)	27%	(470)	24%	(406)	38%	(651)	1722
Ethnicity: Hispanic	18%	(62)	31%	(107)	16%	(58)	35%	(123)	349

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Table MCEN1_2: Generally speaking, how interested are you in buying the following products?
Branded products from musicians, such as album merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	12%	(255)	29%	(636)	23%	(507)	36%	(802)	2200
Ethnicity: Black	13%	(35)	40%	(110)	24%	(66)	23%	(64)	274
Ethnicity: Other	13%	(26)	28%	(57)	17%	(34)	43%	(87)	204
All Christian	8%	(79)	25%	(240)	26%	(245)	40%	(383)	947
All Non-Christian	18%	(21)	26%	(30)	24%	(28)	32%	(38)	117
Atheist	24%	(22)	26%	(25)	17%	(16)	33%	(31)	94
Agnostic/Nothing in particular	13%	(77)	32%	(194)	19%	(117)	36%	(223)	611
Something Else	13%	(55)	34%	(147)	24%	(102)	29%	(126)	431
Religious Non-Protestant/Catholic	16%	(23)	26%	(39)	27%	(41)	31%	(46)	148
Evangelical	10%	(53)	28%	(149)	27%	(143)	36%	(192)	537
Non-Evangelical	10%	(77)	28%	(225)	24%	(189)	38%	(305)	795
Community: Urban	16%	(95)	33%	(200)	19%	(114)	32%	(191)	600
Community: Suburban	10%	(103)	28%	(285)	25%	(257)	38%	(390)	1034
Community: Rural	10%	(57)	27%	(152)	24%	(136)	39%	(221)	566
Employ: Private Sector	16%	(110)	31%	(222)	22%	(155)	31%	(218)	705
Employ: Government	14%	(18)	31%	(40)	25%	(32)	31%	(40)	130
Employ: Self-Employed	16%	(32)	33%	(65)	25%	(49)	26%	(51)	196
Employ: Homemaker	7%	(9)	31%	(42)	27%	(37)	35%	(47)	136
Employ: Student	27%	(25)	35%	(32)	19%	(18)	18%	(17)	91
Employ: Retired	2%	(11)	16%	(81)	26%	(132)	56%	(290)	515
Employ: Unemployed	12%	(31)	40%	(100)	20%	(50)	29%	(72)	252
Employ: Other	11%	(19)	31%	(54)	20%	(35)	38%	(66)	175
Military HH: Yes	9%	(32)	26%	(92)	23%	(82)	42%	(147)	353
Military HH: No	12%	(222)	29%	(545)	23%	(425)	35%	(655)	1847
RD/WT: Right Direction	15%	(120)	32%	(255)	21%	(170)	33%	(262)	806
RD/WT: Wrong Track	10%	(135)	27%	(382)	24%	(338)	39%	(540)	1394
Biden Job Approve	15%	(140)	31%	(297)	21%	(200)	32%	(306)	944
Biden Job Disapprove	9%	(98)	26%	(290)	26%	(282)	39%	(435)	1106

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**Table MCEN1_2: Generally speaking, how interested are you in buying the following products?
Branded products from musicians, such as album merchandise**

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Total N
Adults	12% (255)	29% (636)	23% (507)	36% (802)	2200
Biden Job Strongly Approve	18% (70)	29% (114)	17% (68)	36% (143)	395
Biden Job Somewhat Approve	13% (70)	33% (183)	24% (133)	30% (163)	549
Biden Job Somewhat Disapprove	15% (50)	30% (103)	25% (84)	30% (102)	340
Biden Job Strongly Disapprove	6% (48)	24% (187)	26% (198)	43% (333)	767
Favorable of Biden	14% (145)	30% (302)	22% (218)	33% (334)	999
Unfavorable of Biden	9% (92)	27% (294)	26% (274)	39% (415)	1074
Very Favorable of Biden	18% (80)	29% (130)	18% (81)	35% (156)	447
Somewhat Favorable of Biden	12% (64)	31% (173)	25% (137)	32% (178)	552
Somewhat Unfavorable of Biden	13% (37)	35% (101)	25% (72)	26% (75)	285
Very Unfavorable of Biden	7% (55)	24% (193)	26% (202)	43% (340)	790
#1 Issue: Economy	14% (121)	30% (268)	25% (220)	31% (279)	888
#1 Issue: Security	6% (16)	26% (73)	20% (56)	49% (138)	283
#1 Issue: Health Care	14% (38)	34% (97)	24% (68)	28% (79)	282
#1 Issue: Medicare / Social Security	4% (10)	18% (45)	27% (65)	51% (125)	245
#1 Issue: Women's Issues	15% (22)	31% (46)	18% (26)	35% (52)	146
#1 Issue: Education	21% (19)	35% (31)	19% (17)	26% (23)	90
#1 Issue: Energy	15% (23)	32% (47)	22% (33)	31% (46)	149
#1 Issue: Other	5% (6)	26% (30)	19% (22)	50% (58)	115
2020 Vote: Joe Biden	14% (131)	30% (281)	22% (201)	34% (317)	931
2020 Vote: Donald Trump	7% (47)	25% (175)	26% (184)	42% (293)	700
2020 Vote: Other	16% (13)	22% (18)	28% (24)	34% (28)	84
2020 Vote: Didn't Vote	13% (63)	33% (160)	20% (98)	33% (160)	481
2018 House Vote: Democrat	14% (107)	30% (235)	22% (174)	35% (275)	791
2018 House Vote: Republican	7% (41)	25% (139)	26% (144)	43% (239)	563
2018 House Vote: Someone else	11% (8)	31% (24)	16% (12)	43% (33)	77
2016 Vote: Hillary Clinton	13% (93)	29% (206)	22% (158)	35% (251)	709
2016 Vote: Donald Trump	8% (50)	28% (183)	24% (159)	41% (269)	662
2016 Vote: Other	10% (13)	25% (31)	24% (30)	41% (51)	126
2016 Vote: Didn't Vote	14% (99)	31% (215)	23% (160)	33% (230)	704

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Table MCEN1_2: Generally speaking, how interested are you in buying the following products?
 Branded products from musicians, such as album merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	12%	(255)	29%	(636)	23%	(507)	36%	(802)	2200
Voted in 2014: Yes	9%	(113)	29%	(360)	23%	(287)	39%	(489)	1249
Voted in 2014: No	15%	(142)	29%	(276)	23%	(221)	33%	(312)	951
4-Region: Northeast	12%	(48)	30%	(117)	22%	(85)	37%	(144)	394
4-Region: Midwest	10%	(44)	28%	(129)	24%	(113)	38%	(176)	462
4-Region: South	13%	(104)	29%	(240)	24%	(201)	34%	(279)	824
4-Region: West	11%	(59)	29%	(150)	21%	(108)	39%	(203)	520
Netflix User	14%	(196)	32%	(454)	23%	(323)	31%	(440)	1413
HBO Max Users	19%	(120)	35%	(229)	20%	(131)	26%	(166)	646
Disney+ Users	17%	(140)	38%	(312)	22%	(180)	23%	(192)	824
Hulu Users	17%	(162)	35%	(322)	23%	(213)	25%	(237)	933
Paramount+	20%	(77)	36%	(138)	22%	(85)	21%	(79)	380
Peacock Users	17%	(103)	33%	(202)	21%	(130)	29%	(181)	616
Amazon Prime Video Users	14%	(170)	32%	(384)	23%	(283)	31%	(377)	1213

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

Table MCEN1_3: Generally speaking, how interested are you in buying the following products?
Branded products from actors, such as fragrances, clothing, and home goods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	9%	(187)	22%	(480)	26%	(571)	44%	(962)	2200
Gender: Male	9%	(94)	21%	(222)	25%	(263)	46%	(483)	1062
Gender: Female	8%	(93)	23%	(258)	27%	(308)	42%	(479)	1138
Age: 18-34	18%	(120)	29%	(190)	25%	(167)	27%	(178)	655
Age: 35-44	9%	(33)	34%	(122)	28%	(101)	28%	(101)	358
Age: 45-64	4%	(29)	19%	(141)	28%	(208)	50%	(374)	751
Age: 65+	1%	(5)	6%	(27)	22%	(95)	71%	(309)	436
GenZers: 1997-2012	19%	(42)	29%	(64)	30%	(67)	23%	(52)	223
Millennials: 1981-1996	16%	(105)	30%	(196)	26%	(169)	29%	(189)	660
GenXers: 1965-1980	6%	(31)	28%	(151)	25%	(132)	41%	(216)	530
Baby Boomers: 1946-1964	1%	(8)	9%	(65)	27%	(191)	63%	(450)	715
PID: Dem (no lean)	13%	(103)	27%	(226)	24%	(199)	36%	(294)	822
PID: Ind (no lean)	6%	(46)	20%	(150)	27%	(206)	47%	(360)	762
PID: Rep (no lean)	6%	(38)	17%	(105)	27%	(166)	50%	(308)	617
PID/Gender: Dem Men	15%	(64)	30%	(126)	19%	(82)	36%	(154)	426
PID/Gender: Dem Women	10%	(39)	25%	(100)	30%	(117)	35%	(140)	396
PID/Gender: Ind Men	4%	(14)	15%	(53)	28%	(98)	52%	(181)	346
PID/Gender: Ind Women	8%	(32)	23%	(97)	26%	(108)	43%	(179)	416
PID/Gender: Rep Men	5%	(15)	15%	(43)	29%	(83)	51%	(148)	290
PID/Gender: Rep Women	7%	(23)	19%	(61)	25%	(82)	49%	(160)	326
Ideo: Liberal (1-3)	10%	(63)	26%	(169)	27%	(178)	38%	(251)	661
Ideo: Moderate (4)	10%	(59)	27%	(168)	26%	(159)	37%	(230)	615
Ideo: Conservative (5-7)	6%	(46)	14%	(97)	26%	(181)	54%	(385)	708
Educ: < College	8%	(124)	23%	(354)	26%	(400)	42%	(634)	1512
Educ: Bachelors degree	8%	(34)	19%	(86)	23%	(104)	50%	(220)	444
Educ: Post-grad	12%	(29)	16%	(40)	28%	(67)	44%	(108)	244
Income: Under 50k	7%	(88)	24%	(282)	25%	(288)	44%	(516)	1172
Income: 50k-100k	9%	(63)	20%	(146)	28%	(201)	43%	(314)	723
Income: 100k+	12%	(37)	17%	(52)	27%	(83)	44%	(133)	304
Ethnicity: White	7%	(115)	20%	(339)	27%	(466)	47%	(802)	1722
Ethnicity: Hispanic	16%	(55)	24%	(83)	23%	(82)	37%	(129)	349

Continued on next page

Table MCEN1_3: Generally speaking, how interested are you in buying the following products?
Branded products from actors, such as fragrances, clothing, and home goods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	9%	(187)	22%	(480)	26%	(571)	44%	(962)	2200
Ethnicity: Black	17%	(46)	33%	(92)	25%	(68)	25%	(69)	274
Ethnicity: Other	13%	(26)	24%	(49)	18%	(37)	44%	(91)	204
All Christian	7%	(67)	19%	(183)	27%	(255)	47%	(442)	947
All Non-Christian	15%	(18)	27%	(32)	23%	(27)	35%	(41)	117
Atheist	6%	(6)	14%	(13)	24%	(23)	55%	(52)	94
Agnostic/Nothing in particular	8%	(51)	21%	(128)	27%	(165)	44%	(267)	611
Something Else	11%	(46)	29%	(124)	24%	(101)	37%	(159)	431
Religious Non-Protestant/Catholic	12%	(18)	26%	(39)	25%	(37)	36%	(53)	148
Evangelical	11%	(58)	23%	(124)	23%	(125)	43%	(230)	537
Non-Evangelical	7%	(52)	22%	(171)	28%	(219)	44%	(353)	795
Community: Urban	15%	(87)	26%	(153)	23%	(135)	37%	(224)	600
Community: Suburban	7%	(68)	21%	(214)	28%	(291)	45%	(461)	1034
Community: Rural	6%	(32)	20%	(112)	26%	(145)	49%	(277)	566
Employ: Private Sector	11%	(76)	24%	(172)	29%	(203)	36%	(254)	705
Employ: Government	13%	(17)	26%	(34)	29%	(37)	32%	(41)	130
Employ: Self-Employed	15%	(29)	23%	(45)	25%	(48)	37%	(73)	196
Employ: Homemaker	8%	(11)	27%	(37)	27%	(36)	38%	(52)	136
Employ: Student	15%	(14)	35%	(31)	20%	(18)	30%	(28)	91
Employ: Retired	2%	(9)	8%	(43)	26%	(131)	64%	(331)	515
Employ: Unemployed	10%	(24)	28%	(71)	23%	(59)	39%	(99)	252
Employ: Other	5%	(8)	26%	(46)	21%	(37)	48%	(84)	175
Military HH: Yes	8%	(27)	17%	(58)	23%	(82)	53%	(186)	353
Military HH: No	9%	(160)	23%	(421)	26%	(489)	42%	(776)	1847
RD/WT: Right Direction	12%	(93)	27%	(217)	25%	(200)	37%	(297)	806
RD/WT: Wrong Track	7%	(94)	19%	(263)	27%	(371)	48%	(665)	1394
Biden Job Approve	11%	(106)	26%	(247)	25%	(235)	38%	(357)	944
Biden Job Disapprove	6%	(66)	18%	(204)	28%	(305)	48%	(532)	1106

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Table MCEN1_3: Generally speaking, how interested are you in buying the following products?
Branded products from actors, such as fragrances, clothing, and home goods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	9%	(187)	22%	(480)	26%	(571)	44%	(962)	2200
Biden Job Strongly Approve	16%	(62)	23%	(89)	21%	(82)	41%	(162)	395
Biden Job Somewhat Approve	8%	(44)	29%	(157)	28%	(153)	36%	(196)	549
Biden Job Somewhat Disapprove	11%	(39)	26%	(88)	32%	(108)	31%	(105)	340
Biden Job Strongly Disapprove	4%	(27)	15%	(116)	26%	(197)	56%	(426)	767
Favorable of Biden	11%	(105)	25%	(254)	26%	(257)	38%	(382)	999
Unfavorable of Biden	6%	(63)	19%	(202)	27%	(288)	48%	(521)	1074
Very Favorable of Biden	15%	(67)	22%	(100)	23%	(101)	40%	(179)	447
Somewhat Favorable of Biden	7%	(38)	28%	(154)	28%	(157)	37%	(203)	552
Somewhat Unfavorable of Biden	10%	(27)	28%	(80)	30%	(85)	32%	(92)	285
Very Unfavorable of Biden	5%	(36)	15%	(122)	26%	(203)	54%	(429)	790
#1 Issue: Economy	10%	(92)	24%	(217)	27%	(240)	38%	(339)	888
#1 Issue: Security	4%	(11)	13%	(38)	24%	(69)	58%	(165)	283
#1 Issue: Health Care	9%	(27)	24%	(69)	31%	(88)	35%	(99)	282
#1 Issue: Medicare / Social Security	3%	(7)	13%	(33)	23%	(55)	61%	(149)	245
#1 Issue: Women's Issues	11%	(16)	27%	(40)	26%	(38)	36%	(52)	146
#1 Issue: Education	21%	(19)	26%	(23)	22%	(20)	31%	(28)	90
#1 Issue: Energy	9%	(13)	28%	(42)	28%	(42)	35%	(52)	149
#1 Issue: Other	2%	(2)	15%	(17)	17%	(19)	66%	(76)	115
2020 Vote: Joe Biden	11%	(99)	24%	(223)	25%	(237)	40%	(372)	931
2020 Vote: Donald Trump	5%	(32)	18%	(123)	25%	(178)	52%	(367)	700
2020 Vote: Other	12%	(10)	14%	(12)	27%	(22)	47%	(39)	84
2020 Vote: Didn't Vote	9%	(46)	25%	(122)	28%	(133)	37%	(180)	481
2018 House Vote: Democrat	11%	(87)	24%	(187)	24%	(187)	42%	(330)	791
2018 House Vote: Republican	5%	(27)	17%	(96)	26%	(145)	52%	(295)	563
2018 House Vote: Someone else	6%	(5)	17%	(13)	22%	(17)	56%	(43)	77
2016 Vote: Hillary Clinton	10%	(73)	23%	(164)	27%	(188)	40%	(283)	709
2016 Vote: Donald Trump	5%	(33)	19%	(123)	24%	(158)	52%	(347)	662
2016 Vote: Other	5%	(7)	17%	(21)	26%	(33)	52%	(65)	126
2016 Vote: Didn't Vote	11%	(75)	24%	(171)	27%	(192)	38%	(266)	704

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Table MCEN1_3: Generally speaking, how interested are you in buying the following products?
 Branded products from actors, such as fragrances, clothing, and home goods

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	9%	(187)	22%	(480)	26%	(571)	44%	(962)	2200
Voted in 2014: Yes	8%	(95)	19%	(243)	25%	(308)	48%	(604)	1249
Voted in 2014: No	10%	(93)	25%	(237)	28%	(264)	38%	(358)	951
4-Region: Northeast	9%	(36)	20%	(79)	28%	(110)	43%	(168)	394
4-Region: Midwest	6%	(28)	23%	(107)	26%	(118)	45%	(209)	462
4-Region: South	9%	(78)	24%	(197)	25%	(203)	42%	(346)	824
4-Region: West	9%	(45)	19%	(96)	27%	(140)	46%	(239)	520
Netflix User	11%	(149)	24%	(333)	28%	(394)	38%	(538)	1413
HBO Max Users	14%	(93)	26%	(169)	27%	(172)	33%	(213)	646
Disney+ Users	14%	(118)	27%	(223)	28%	(227)	31%	(256)	824
Hulu Users	13%	(125)	26%	(243)	27%	(253)	33%	(311)	933
Paramount+	19%	(71)	26%	(101)	25%	(93)	30%	(115)	380
Peacock Users	14%	(86)	24%	(151)	25%	(155)	36%	(225)	616
Amazon Prime Video Users	10%	(122)	24%	(290)	26%	(316)	40%	(485)	1213

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

Table MCEN1_4: Generally speaking, how interested are you in buying the following products?
Branded products from politicians, such as campaign merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	3%	(76)	12%	(257)	22%	(484)	63%	(1382)	2200
Gender: Male	4%	(47)	15%	(154)	22%	(228)	60%	(633)	1062
Gender: Female	3%	(30)	9%	(103)	22%	(256)	66%	(750)	1138
Age: 18-34	7%	(43)	16%	(104)	25%	(163)	53%	(345)	655
Age: 35-44	5%	(18)	17%	(60)	25%	(91)	53%	(189)	358
Age: 45-64	2%	(13)	9%	(69)	22%	(162)	67%	(507)	751
Age: 65+	1%	(2)	6%	(24)	16%	(68)	78%	(341)	436
GenZers: 1997-2012	5%	(10)	18%	(40)	24%	(54)	54%	(120)	223
Millennials: 1981-1996	6%	(42)	17%	(113)	25%	(165)	51%	(339)	660
GenXers: 1965-1980	3%	(18)	9%	(47)	24%	(125)	64%	(340)	530
Baby Boomers: 1946-1964	1%	(5)	8%	(54)	18%	(132)	73%	(523)	715
PID: Dem (no lean)	5%	(41)	16%	(128)	22%	(183)	57%	(469)	822
PID: Ind (no lean)	2%	(14)	8%	(62)	22%	(165)	68%	(521)	762
PID: Rep (no lean)	3%	(21)	11%	(67)	22%	(136)	64%	(392)	617
PID/Gender: Dem Men	8%	(33)	19%	(82)	20%	(87)	53%	(224)	426
PID/Gender: Dem Women	2%	(8)	12%	(47)	24%	(96)	62%	(245)	396
PID/Gender: Ind Men	2%	(6)	10%	(34)	22%	(75)	67%	(231)	346
PID/Gender: Ind Women	2%	(9)	7%	(27)	21%	(89)	70%	(290)	416
PID/Gender: Rep Men	3%	(8)	13%	(38)	23%	(66)	61%	(178)	290
PID/Gender: Rep Women	4%	(13)	9%	(29)	21%	(70)	66%	(214)	326
Ideo: Liberal (1-3)	4%	(24)	12%	(79)	21%	(138)	64%	(420)	661
Ideo: Moderate (4)	4%	(26)	15%	(91)	23%	(140)	58%	(358)	615
Ideo: Conservative (5-7)	3%	(22)	11%	(78)	23%	(162)	63%	(447)	708
Educ: < College	3%	(46)	11%	(166)	23%	(354)	63%	(946)	1512
Educ: Bachelors degree	4%	(18)	13%	(57)	17%	(77)	66%	(291)	444
Educ: Post-grad	5%	(12)	14%	(35)	21%	(52)	60%	(145)	244
Income: Under 50k	3%	(31)	11%	(124)	23%	(265)	64%	(753)	1172
Income: 50k-100k	3%	(25)	11%	(82)	21%	(154)	64%	(462)	723
Income: 100k+	7%	(20)	17%	(52)	21%	(65)	55%	(167)	304
Ethnicity: White	3%	(54)	10%	(179)	21%	(364)	65%	(1125)	1722
Ethnicity: Hispanic	3%	(11)	14%	(49)	25%	(86)	58%	(204)	349

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Table MCEN1_4: Generally speaking, how interested are you in buying the following products?
 Branded products from politicians, such as campaign merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	3%	(76)	12%	(257)	22%	(484)	63%	(1382)	2200
Ethnicity: Black	7%	(20)	18%	(51)	27%	(75)	47%	(129)	274
Ethnicity: Other	1%	(3)	14%	(28)	22%	(45)	63%	(129)	204
All Christian	3%	(32)	11%	(101)	21%	(201)	65%	(614)	947
All Non-Christian	8%	(9)	21%	(25)	25%	(29)	46%	(54)	117
Atheist	3%	(3)	7%	(7)	13%	(13)	76%	(71)	94
Agnostic/Nothing in particular	3%	(20)	12%	(72)	21%	(127)	64%	(392)	611
Something Else	3%	(12)	12%	(52)	27%	(115)	58%	(252)	431
Religious Non-Protestant/Catholic	8%	(11)	20%	(30)	23%	(34)	49%	(73)	148
Evangelical	5%	(27)	13%	(69)	23%	(126)	59%	(316)	537
Non-Evangelical	2%	(16)	9%	(75)	23%	(180)	66%	(524)	795
Community: Urban	6%	(37)	15%	(88)	22%	(134)	57%	(340)	600
Community: Suburban	2%	(25)	10%	(103)	21%	(217)	67%	(689)	1034
Community: Rural	3%	(14)	12%	(66)	23%	(132)	62%	(353)	566
Employ: Private Sector	4%	(31)	15%	(107)	24%	(172)	56%	(396)	705
Employ: Government	8%	(10)	16%	(21)	22%	(29)	54%	(70)	130
Employ: Self-Employed	11%	(21)	11%	(21)	18%	(36)	60%	(118)	196
Employ: Homemaker	4%	(6)	10%	(13)	14%	(20)	72%	(98)	136
Employ: Student	1%	(1)	13%	(12)	36%	(33)	50%	(45)	91
Employ: Retired	1%	(3)	6%	(33)	18%	(91)	75%	(387)	515
Employ: Unemployed	1%	(3)	14%	(34)	22%	(57)	63%	(159)	252
Employ: Other	1%	(2)	9%	(16)	28%	(48)	62%	(109)	175
Military HH: Yes	3%	(11)	11%	(39)	17%	(59)	69%	(244)	353
Military HH: No	4%	(66)	12%	(218)	23%	(425)	62%	(1139)	1847
RD/WT: Right Direction	5%	(44)	17%	(138)	22%	(174)	56%	(450)	806
RD/WT: Wrong Track	2%	(33)	9%	(119)	22%	(310)	67%	(932)	1394
Biden Job Approve	5%	(44)	14%	(137)	21%	(198)	60%	(566)	944
Biden Job Disapprove	2%	(21)	10%	(112)	23%	(258)	65%	(714)	1106

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Table MCEN1_4: Generally speaking, how interested are you in buying the following products?
Branded products from politicians, such as campaign merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	3%	(76)	12%	(257)	22%	(484)	63%	(1382)	2200
Biden Job Strongly Approve	9%	(34)	19%	(76)	18%	(69)	55%	(216)	395
Biden Job Somewhat Approve	2%	(10)	11%	(60)	23%	(129)	64%	(350)	549
Biden Job Somewhat Disapprove	2%	(5)	10%	(34)	26%	(90)	62%	(210)	340
Biden Job Strongly Disapprove	2%	(16)	10%	(78)	22%	(169)	66%	(504)	767
Favorable of Biden	4%	(44)	14%	(139)	22%	(216)	60%	(599)	999
Unfavorable of Biden	2%	(21)	10%	(109)	22%	(240)	66%	(704)	1074
Very Favorable of Biden	8%	(36)	18%	(81)	19%	(83)	55%	(247)	447
Somewhat Favorable of Biden	2%	(9)	10%	(57)	24%	(134)	64%	(352)	552
Somewhat Unfavorable of Biden	2%	(6)	9%	(25)	26%	(75)	63%	(179)	285
Very Unfavorable of Biden	2%	(15)	11%	(84)	21%	(165)	67%	(525)	790
#1 Issue: Economy	3%	(31)	13%	(113)	23%	(208)	60%	(537)	888
#1 Issue: Security	3%	(8)	10%	(28)	21%	(59)	66%	(188)	283
#1 Issue: Health Care	5%	(15)	15%	(43)	23%	(66)	56%	(158)	282
#1 Issue: Medicare / Social Security	1%	(2)	5%	(13)	17%	(41)	77%	(189)	245
#1 Issue: Women's Issues	3%	(4)	4%	(6)	29%	(42)	64%	(93)	146
#1 Issue: Education	10%	(9)	16%	(15)	23%	(21)	51%	(46)	90
#1 Issue: Energy	4%	(6)	20%	(30)	22%	(32)	54%	(81)	149
#1 Issue: Other	2%	(2)	8%	(9)	12%	(14)	78%	(90)	115
2020 Vote: Joe Biden	5%	(45)	14%	(126)	21%	(191)	61%	(569)	931
2020 Vote: Donald Trump	2%	(15)	12%	(87)	22%	(157)	63%	(440)	700
2020 Vote: Other	6%	(5)	10%	(8)	27%	(23)	58%	(48)	84
2020 Vote: Didn't Vote	2%	(10)	8%	(36)	24%	(113)	67%	(321)	481
2018 House Vote: Democrat	5%	(42)	14%	(109)	22%	(172)	59%	(469)	791
2018 House Vote: Republican	2%	(13)	13%	(74)	21%	(120)	63%	(356)	563
2018 House Vote: Someone else	—	(0)	9%	(7)	21%	(16)	70%	(54)	77
2016 Vote: Hillary Clinton	4%	(31)	15%	(104)	22%	(157)	59%	(417)	709
2016 Vote: Donald Trump	3%	(18)	13%	(86)	20%	(133)	64%	(425)	662
2016 Vote: Other	2%	(2)	12%	(15)	23%	(29)	63%	(79)	126
2016 Vote: Didn't Vote	4%	(25)	8%	(53)	23%	(165)	65%	(461)	704

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Table MCEN1_4: Generally speaking, how interested are you in buying the following products?
 Branded products from politicians, such as campaign merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	3%	(76)	12%	(257)	22%	(484)	63%	(1382)	2200
Voted in 2014: Yes	4%	(49)	13%	(163)	21%	(257)	62%	(780)	1249
Voted in 2014: No	3%	(28)	10%	(94)	24%	(227)	63%	(602)	951
4-Region: Northeast	5%	(19)	10%	(39)	25%	(100)	60%	(235)	394
4-Region: Midwest	4%	(17)	11%	(53)	20%	(91)	65%	(302)	462
4-Region: South	3%	(29)	14%	(114)	22%	(183)	61%	(499)	824
4-Region: West	2%	(12)	10%	(52)	21%	(110)	67%	(346)	520
Netflix User	4%	(63)	12%	(170)	23%	(325)	60%	(855)	1413
HBO Max Users	7%	(43)	14%	(90)	23%	(151)	56%	(362)	646
Disney+ Users	6%	(49)	13%	(106)	23%	(194)	58%	(476)	824
Hulu Users	5%	(46)	14%	(126)	24%	(228)	57%	(532)	933
Paramount+	7%	(28)	16%	(61)	22%	(85)	54%	(206)	380
Peacock Users	7%	(43)	11%	(70)	21%	(128)	61%	(376)	616
Amazon Prime Video Users	5%	(55)	13%	(158)	23%	(274)	60%	(727)	1213

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

Table MCEN1_5: Generally speaking, how interested are you in buying the following products?
Branded products from athletes, such as jerseys and game merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	26%	(573)	22%	(477)	42%	(931)	2200
Gender: Male	12%	(128)	30%	(315)	19%	(205)	39%	(414)	1062
Gender: Female	8%	(92)	23%	(258)	24%	(272)	45%	(517)	1138
Age: 18-34	17%	(108)	32%	(210)	17%	(115)	34%	(222)	655
Age: 35-44	13%	(48)	29%	(103)	25%	(88)	33%	(119)	358
Age: 45-64	7%	(55)	27%	(202)	24%	(179)	42%	(315)	751
Age: 65+	2%	(7)	13%	(59)	22%	(95)	63%	(275)	436
GenZers: 1997-2012	20%	(46)	31%	(68)	19%	(41)	30%	(68)	223
Millennials: 1981-1996	15%	(97)	32%	(211)	18%	(120)	35%	(231)	660
GenXers: 1965-1980	10%	(50)	30%	(160)	25%	(133)	35%	(186)	530
Baby Boomers: 1946-1964	3%	(24)	18%	(128)	24%	(172)	55%	(390)	715
PID: Dem (no lean)	13%	(110)	33%	(273)	19%	(155)	35%	(284)	822
PID: Ind (no lean)	8%	(60)	23%	(172)	23%	(175)	47%	(355)	762
PID: Rep (no lean)	8%	(49)	21%	(129)	24%	(147)	47%	(291)	617
PID/Gender: Dem Men	16%	(69)	40%	(170)	13%	(56)	31%	(131)	426
PID/Gender: Dem Women	10%	(41)	26%	(103)	25%	(99)	39%	(153)	396
PID/Gender: Ind Men	9%	(30)	25%	(87)	21%	(73)	45%	(155)	346
PID/Gender: Ind Women	7%	(30)	20%	(84)	24%	(102)	48%	(200)	416
PID/Gender: Rep Men	10%	(28)	20%	(58)	26%	(76)	44%	(128)	290
PID/Gender: Rep Women	6%	(21)	22%	(70)	22%	(71)	50%	(164)	326
Ideo: Liberal (1-3)	11%	(72)	29%	(189)	20%	(134)	40%	(266)	661
Ideo: Moderate (4)	12%	(77)	28%	(173)	25%	(151)	35%	(214)	615
Ideo: Conservative (5-7)	7%	(49)	22%	(157)	22%	(158)	49%	(345)	708
Educ: < College	10%	(157)	26%	(392)	23%	(341)	41%	(623)	1512
Educ: Bachelors degree	8%	(35)	28%	(123)	19%	(86)	45%	(200)	444
Educ: Post-grad	11%	(28)	24%	(59)	20%	(50)	44%	(108)	244
Income: Under 50k	9%	(109)	25%	(293)	21%	(247)	45%	(524)	1172
Income: 50k-100k	9%	(68)	26%	(189)	23%	(168)	41%	(299)	723
Income: 100k+	14%	(43)	30%	(91)	21%	(62)	36%	(108)	304
Ethnicity: White	8%	(140)	24%	(412)	23%	(393)	45%	(777)	1722
Ethnicity: Hispanic	15%	(54)	31%	(108)	20%	(71)	33%	(117)	349

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Table MCEN1_5: Generally speaking, how interested are you in buying the following products?
Branded products from athletes, such as jerseys and game merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	26%	(573)	22%	(477)	42%	(931)	2200
Ethnicity: Black	21%	(57)	37%	(101)	17%	(47)	25%	(69)	274
Ethnicity: Other	11%	(22)	30%	(60)	18%	(37)	42%	(85)	204
All Christian	9%	(82)	26%	(244)	24%	(230)	41%	(390)	947
All Non-Christian	19%	(22)	30%	(35)	16%	(19)	36%	(42)	117
Atheist	9%	(9)	17%	(16)	17%	(16)	57%	(53)	94
Agnostic/Nothing in particular	10%	(60)	26%	(161)	19%	(113)	45%	(277)	611
Something Else	11%	(46)	27%	(117)	23%	(99)	39%	(169)	431
Religious Non-Protestant/Catholic	15%	(22)	26%	(38)	21%	(31)	38%	(57)	148
Evangelical	12%	(64)	27%	(143)	23%	(123)	39%	(208)	537
Non-Evangelical	8%	(64)	26%	(210)	24%	(191)	42%	(330)	795
Community: Urban	16%	(95)	29%	(174)	18%	(111)	37%	(220)	600
Community: Suburban	8%	(87)	25%	(256)	22%	(231)	45%	(460)	1034
Community: Rural	7%	(37)	25%	(143)	24%	(135)	44%	(250)	566
Employ: Private Sector	13%	(90)	33%	(236)	21%	(149)	33%	(231)	705
Employ: Government	15%	(20)	29%	(37)	24%	(31)	32%	(42)	130
Employ: Self-Employed	15%	(30)	30%	(59)	19%	(36)	36%	(71)	196
Employ: Homemaker	4%	(5)	23%	(31)	24%	(33)	50%	(67)	136
Employ: Student	23%	(21)	30%	(27)	18%	(16)	29%	(26)	91
Employ: Retired	3%	(14)	16%	(83)	24%	(123)	57%	(295)	515
Employ: Unemployed	11%	(27)	22%	(55)	22%	(56)	45%	(114)	252
Employ: Other	7%	(12)	26%	(46)	19%	(33)	48%	(84)	175
Military HH: Yes	8%	(28)	24%	(84)	23%	(82)	45%	(159)	353
Military HH: No	10%	(192)	26%	(489)	21%	(395)	42%	(771)	1847
RD/WT: Right Direction	13%	(107)	32%	(262)	19%	(155)	35%	(283)	806
RD/WT: Wrong Track	8%	(113)	22%	(311)	23%	(322)	46%	(648)	1394
Biden Job Approve	13%	(120)	31%	(297)	19%	(180)	37%	(348)	944
Biden Job Disapprove	8%	(84)	23%	(253)	24%	(266)	46%	(504)	1106

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**Table MCEN1_5: Generally speaking, how interested are you in buying the following products?
Branded products from athletes, such as jerseys and game merchandise**

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	26%	(573)	22%	(477)	42%	(931)	2200
Biden Job Strongly Approve	17%	(66)	27%	(106)	19%	(76)	37%	(147)	395
Biden Job Somewhat Approve	10%	(54)	35%	(191)	19%	(104)	36%	(200)	549
Biden Job Somewhat Disapprove	13%	(43)	31%	(104)	23%	(80)	33%	(113)	340
Biden Job Strongly Disapprove	5%	(40)	19%	(148)	24%	(186)	51%	(392)	767
Favorable of Biden	13%	(127)	30%	(299)	20%	(201)	37%	(372)	999
Unfavorable of Biden	6%	(69)	23%	(250)	24%	(254)	47%	(501)	1074
Very Favorable of Biden	16%	(73)	27%	(121)	19%	(84)	38%	(169)	447
Somewhat Favorable of Biden	10%	(54)	32%	(177)	21%	(117)	37%	(204)	552
Somewhat Unfavorable of Biden	13%	(37)	28%	(81)	24%	(67)	35%	(100)	285
Very Unfavorable of Biden	4%	(33)	21%	(169)	24%	(187)	51%	(401)	790
#1 Issue: Economy	11%	(96)	31%	(272)	21%	(187)	37%	(333)	888
#1 Issue: Security	6%	(17)	20%	(56)	20%	(57)	54%	(153)	283
#1 Issue: Health Care	15%	(42)	27%	(76)	22%	(61)	37%	(103)	282
#1 Issue: Medicare / Social Security	4%	(11)	19%	(47)	25%	(61)	52%	(127)	245
#1 Issue: Women's Issues	9%	(13)	22%	(32)	24%	(35)	45%	(66)	146
#1 Issue: Education	25%	(23)	29%	(26)	16%	(14)	30%	(27)	90
#1 Issue: Energy	9%	(14)	27%	(41)	27%	(40)	36%	(54)	149
#1 Issue: Other	4%	(5)	20%	(23)	18%	(20)	58%	(67)	115
2020 Vote: Joe Biden	12%	(109)	30%	(281)	21%	(191)	38%	(349)	931
2020 Vote: Donald Trump	7%	(47)	23%	(158)	23%	(163)	47%	(332)	700
2020 Vote: Other	9%	(8)	31%	(26)	20%	(17)	40%	(34)	84
2020 Vote: Didn't Vote	12%	(56)	22%	(107)	22%	(106)	44%	(212)	481
2018 House Vote: Democrat	12%	(94)	29%	(230)	21%	(168)	38%	(299)	791
2018 House Vote: Republican	7%	(40)	23%	(128)	24%	(135)	46%	(261)	563
2018 House Vote: Someone else	7%	(5)	19%	(14)	22%	(17)	53%	(41)	77
2016 Vote: Hillary Clinton	12%	(86)	30%	(210)	20%	(145)	38%	(268)	709
2016 Vote: Donald Trump	8%	(50)	22%	(146)	24%	(161)	46%	(304)	662
2016 Vote: Other	4%	(5)	27%	(34)	27%	(34)	41%	(52)	126
2016 Vote: Didn't Vote	11%	(77)	26%	(183)	19%	(137)	44%	(307)	704

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Table MCEN1_5: Generally speaking, how interested are you in buying the following products?
 Branded products from athletes, such as jerseys and game merchandise

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	26%	(573)	22%	(477)	42%	(931)	2200
Voted in 2014: Yes	9%	(115)	25%	(307)	23%	(288)	43%	(539)	1249
Voted in 2014: No	11%	(104)	28%	(266)	20%	(189)	41%	(392)	951
4-Region: Northeast	12%	(47)	27%	(105)	23%	(91)	38%	(150)	394
4-Region: Midwest	10%	(48)	28%	(129)	20%	(95)	41%	(191)	462
4-Region: South	11%	(90)	26%	(217)	22%	(178)	41%	(340)	824
4-Region: West	7%	(34)	24%	(123)	22%	(113)	48%	(249)	520
Netflix User	12%	(171)	27%	(382)	23%	(319)	38%	(542)	1413
HBO Max Users	16%	(104)	33%	(214)	18%	(118)	33%	(211)	646
Disney+ Users	14%	(112)	31%	(256)	23%	(186)	33%	(270)	824
Hulu Users	13%	(122)	30%	(279)	22%	(201)	35%	(331)	933
Paramount+	17%	(65)	33%	(124)	20%	(76)	30%	(115)	380
Peacock Users	15%	(93)	28%	(171)	19%	(117)	38%	(235)	616
Amazon Prime Video Users	11%	(138)	27%	(331)	22%	(264)	40%	(480)	1213

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

Table MCEN1_6: Generally speaking, how interested are you in buying the following products?
Branded products referencing TV shows and movies

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(237)	29%	(634)	25%	(541)	36%	(787)	2200
Gender: Male	12%	(126)	28%	(293)	24%	(252)	37%	(391)	1062
Gender: Female	10%	(111)	30%	(341)	25%	(289)	35%	(397)	1138
Age: 18-34	21%	(137)	38%	(248)	21%	(140)	20%	(130)	655
Age: 35-44	15%	(52)	39%	(140)	23%	(81)	24%	(85)	358
Age: 45-64	6%	(44)	27%	(204)	27%	(204)	40%	(299)	751
Age: 65+	1%	(4)	10%	(42)	27%	(117)	63%	(273)	436
GenZers: 1997-2012	22%	(49)	38%	(86)	24%	(53)	16%	(36)	223
Millennials: 1981-1996	19%	(124)	39%	(254)	19%	(129)	23%	(153)	660
GenXers: 1965-1980	9%	(49)	32%	(171)	28%	(148)	30%	(161)	530
Baby Boomers: 1946-1964	2%	(14)	17%	(119)	27%	(194)	54%	(388)	715
PID: Dem (no lean)	15%	(121)	30%	(246)	25%	(204)	30%	(251)	822
PID: Ind (no lean)	9%	(68)	31%	(236)	23%	(175)	37%	(282)	762
PID: Rep (no lean)	8%	(48)	25%	(152)	26%	(162)	41%	(255)	617
PID/Gender: Dem Men	19%	(80)	31%	(131)	21%	(89)	30%	(126)	426
PID/Gender: Dem Women	11%	(42)	29%	(115)	29%	(115)	31%	(124)	396
PID/Gender: Ind Men	7%	(25)	27%	(94)	24%	(83)	42%	(144)	346
PID/Gender: Ind Women	11%	(44)	34%	(142)	22%	(92)	33%	(138)	416
PID/Gender: Rep Men	7%	(22)	23%	(68)	28%	(80)	42%	(121)	290
PID/Gender: Rep Women	8%	(26)	26%	(84)	25%	(82)	41%	(134)	326
Ideo: Liberal (1-3)	15%	(97)	28%	(186)	27%	(177)	30%	(201)	661
Ideo: Moderate (4)	10%	(60)	33%	(205)	25%	(151)	32%	(199)	615
Ideo: Conservative (5-7)	7%	(50)	24%	(173)	24%	(171)	44%	(313)	708
Educ: < College	11%	(168)	29%	(435)	25%	(383)	35%	(526)	1512
Educ: Bachelors degree	9%	(39)	31%	(137)	22%	(99)	38%	(168)	444
Educ: Post-grad	12%	(30)	25%	(62)	24%	(59)	38%	(93)	244
Income: Under 50k	10%	(112)	29%	(337)	25%	(288)	37%	(435)	1172
Income: 50k-100k	11%	(80)	30%	(216)	25%	(177)	35%	(250)	723
Income: 100k+	15%	(45)	27%	(81)	25%	(76)	34%	(102)	304
Ethnicity: White	10%	(170)	27%	(470)	25%	(433)	38%	(649)	1722
Ethnicity: Hispanic	19%	(65)	28%	(98)	22%	(78)	31%	(108)	349

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Table MCEN1_6: Generally speaking, how interested are you in buying the following products?
 Branded products referencing TV shows and movies

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(237)	29%	(634)	25%	(541)	36%	(787)	2200
Ethnicity: Black	16%	(44)	36%	(100)	22%	(60)	26%	(71)	274
Ethnicity: Other	12%	(24)	31%	(63)	24%	(49)	33%	(68)	204
All Christian	10%	(94)	24%	(230)	27%	(259)	39%	(365)	947
All Non-Christian	15%	(18)	26%	(30)	21%	(25)	38%	(45)	117
Atheist	14%	(13)	39%	(37)	15%	(14)	32%	(30)	94
Agnostic/Nothing in particular	10%	(60)	29%	(178)	25%	(151)	36%	(221)	611
Something Else	12%	(53)	37%	(159)	21%	(93)	30%	(127)	431
Religious Non-Protestant/Catholic	15%	(22)	27%	(40)	22%	(32)	36%	(53)	148
Evangelical	12%	(64)	30%	(160)	25%	(133)	33%	(180)	537
Non-Evangelical	9%	(74)	27%	(214)	26%	(209)	37%	(297)	795
Community: Urban	16%	(98)	29%	(175)	22%	(132)	33%	(195)	600
Community: Suburban	9%	(90)	29%	(299)	26%	(269)	36%	(376)	1034
Community: Rural	9%	(50)	28%	(160)	25%	(140)	38%	(216)	566
Employ: Private Sector	14%	(96)	34%	(239)	23%	(164)	29%	(207)	705
Employ: Government	12%	(16)	32%	(42)	35%	(46)	20%	(26)	130
Employ: Self-Employed	16%	(31)	28%	(54)	23%	(44)	34%	(67)	196
Employ: Homemaker	14%	(19)	30%	(41)	24%	(32)	32%	(44)	136
Employ: Student	18%	(16)	46%	(42)	19%	(17)	17%	(15)	91
Employ: Retired	3%	(13)	13%	(66)	27%	(141)	57%	(295)	515
Employ: Unemployed	12%	(29)	37%	(94)	23%	(59)	28%	(71)	252
Employ: Other	10%	(17)	33%	(57)	22%	(38)	36%	(63)	175
Military HH: Yes	9%	(33)	24%	(86)	24%	(84)	42%	(150)	353
Military HH: No	11%	(204)	30%	(548)	25%	(458)	35%	(638)	1847
RD/WT: Right Direction	14%	(116)	29%	(232)	25%	(201)	32%	(257)	806
RD/WT: Wrong Track	9%	(121)	29%	(402)	24%	(340)	38%	(531)	1394
Biden Job Approve	14%	(135)	29%	(271)	26%	(243)	31%	(296)	944
Biden Job Disapprove	7%	(83)	29%	(319)	24%	(267)	40%	(437)	1106

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Table MCEN1_6: Generally speaking, how interested are you in buying the following products?
Branded products referencing TV shows and movies

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Total N
Adults	11% (237)	29% (634)	25% (541)	36% (787)	2200
Biden Job Strongly Approve	21% (81)	24% (93)	22% (88)	34% (133)	395
Biden Job Somewhat Approve	10% (53)	32% (178)	28% (156)	30% (163)	549
Biden Job Somewhat Disapprove	12% (41)	35% (120)	25% (84)	28% (94)	340
Biden Job Strongly Disapprove	5% (42)	26% (199)	24% (183)	45% (343)	767
Favorable of Biden	14% (137)	29% (291)	25% (253)	32% (318)	999
Unfavorable of Biden	7% (80)	29% (306)	25% (266)	39% (421)	1074
Very Favorable of Biden	19% (85)	23% (105)	25% (110)	33% (147)	447
Somewhat Favorable of Biden	9% (51)	34% (186)	26% (143)	31% (171)	552
Somewhat Unfavorable of Biden	10% (28)	34% (98)	29% (82)	27% (77)	285
Very Unfavorable of Biden	7% (52)	26% (209)	23% (184)	44% (344)	790
#1 Issue: Economy	13% (112)	30% (265)	27% (241)	30% (270)	888
#1 Issue: Security	4% (12)	24% (69)	19% (54)	52% (148)	283
#1 Issue: Health Care	14% (41)	34% (95)	25% (69)	27% (77)	282
#1 Issue: Medicare / Social Security	3% (8)	16% (39)	30% (73)	51% (125)	245
#1 Issue: Women's Issues	11% (16)	34% (49)	24% (35)	32% (46)	146
#1 Issue: Education	20% (18)	46% (42)	14% (12)	20% (18)	90
#1 Issue: Energy	16% (24)	32% (48)	22% (33)	30% (44)	149
#1 Issue: Other	6% (7)	23% (27)	20% (24)	50% (58)	115
2020 Vote: Joe Biden	13% (117)	29% (268)	25% (232)	34% (313)	931
2020 Vote: Donald Trump	6% (43)	25% (173)	25% (177)	44% (307)	700
2020 Vote: Other	12% (10)	24% (20)	26% (22)	37% (31)	84
2020 Vote: Didn't Vote	14% (67)	36% (172)	23% (109)	28% (134)	481
2018 House Vote: Democrat	13% (106)	28% (218)	25% (195)	34% (272)	791
2018 House Vote: Republican	6% (36)	25% (143)	24% (138)	44% (247)	563
2018 House Vote: Someone else	3% (2)	30% (23)	22% (17)	46% (36)	77
2016 Vote: Hillary Clinton	12% (87)	28% (197)	27% (189)	33% (235)	709
2016 Vote: Donald Trump	7% (49)	26% (173)	24% (160)	42% (280)	662
2016 Vote: Other	8% (9)	27% (34)	27% (34)	38% (48)	126
2016 Vote: Didn't Vote	13% (92)	33% (230)	22% (158)	32% (225)	704

Continued on next page

Table MCEN1_6: Generally speaking, how interested are you in buying the following products?
 Branded products referencing TV shows and movies

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(237)	29%	(634)	25%	(541)	36%	(787)	2200
Voted in 2014: Yes	10%	(119)	26%	(319)	26%	(322)	39%	(489)	1249
Voted in 2014: No	12%	(118)	33%	(315)	23%	(219)	31%	(299)	951
4-Region: Northeast	12%	(46)	26%	(103)	25%	(100)	37%	(145)	394
4-Region: Midwest	9%	(41)	33%	(151)	23%	(107)	35%	(163)	462
4-Region: South	11%	(90)	28%	(235)	26%	(214)	35%	(285)	824
4-Region: West	11%	(60)	28%	(146)	23%	(120)	37%	(195)	520
Netflix User	13%	(188)	33%	(470)	24%	(342)	29%	(413)	1413
HBO Max Users	20%	(126)	35%	(227)	22%	(145)	23%	(149)	646
Disney+ Users	19%	(158)	38%	(317)	21%	(174)	21%	(175)	824
Hulu Users	16%	(147)	37%	(349)	22%	(209)	24%	(228)	933
Paramount+	20%	(77)	39%	(146)	19%	(72)	22%	(84)	380
Peacock Users	15%	(93)	37%	(231)	19%	(116)	29%	(177)	616
Amazon Prime Video Users	14%	(165)	33%	(399)	23%	(283)	30%	(367)	1213

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

Table MCEN1_7: Generally speaking, how interested are you in buying the following products?
Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	13%	(279)	27%	(602)	23%	(495)	37%	(824)	2200
Gender: Male	12%	(129)	29%	(303)	21%	(227)	38%	(402)	1062
Gender: Female	13%	(150)	26%	(299)	24%	(268)	37%	(421)	1138
Age: 18-34	24%	(157)	36%	(239)	18%	(118)	21%	(141)	655
Age: 35-44	16%	(59)	35%	(125)	24%	(87)	24%	(87)	358
Age: 45-64	7%	(55)	25%	(185)	26%	(198)	42%	(313)	751
Age: 65+	2%	(8)	12%	(52)	21%	(93)	65%	(283)	436
GenZers: 1997-2012	33%	(75)	27%	(61)	21%	(46)	19%	(42)	223
Millennials: 1981-1996	19%	(123)	41%	(271)	18%	(118)	22%	(148)	660
GenXers: 1965-1980	12%	(61)	30%	(158)	25%	(133)	34%	(178)	530
Baby Boomers: 1946-1964	3%	(20)	15%	(107)	26%	(186)	56%	(401)	715
PID: Dem (no lean)	14%	(118)	32%	(260)	22%	(182)	32%	(262)	822
PID: Ind (no lean)	12%	(91)	27%	(208)	21%	(162)	40%	(301)	762
PID: Rep (no lean)	11%	(70)	22%	(134)	25%	(151)	42%	(261)	617
PID/Gender: Dem Men	15%	(65)	34%	(146)	21%	(88)	30%	(127)	426
PID/Gender: Dem Women	13%	(53)	29%	(114)	24%	(94)	34%	(135)	396
PID/Gender: Ind Men	8%	(29)	28%	(98)	19%	(67)	44%	(152)	346
PID/Gender: Ind Women	15%	(62)	26%	(110)	23%	(95)	36%	(149)	416
PID/Gender: Rep Men	12%	(36)	20%	(59)	25%	(72)	43%	(123)	290
PID/Gender: Rep Women	11%	(35)	23%	(75)	24%	(79)	42%	(137)	326
Ideo: Liberal (1-3)	14%	(91)	28%	(188)	24%	(158)	34%	(224)	661
Ideo: Moderate (4)	14%	(86)	30%	(185)	22%	(137)	34%	(206)	615
Ideo: Conservative (5-7)	9%	(63)	23%	(161)	21%	(152)	47%	(333)	708
Educ: < College	13%	(200)	27%	(411)	23%	(346)	37%	(555)	1512
Educ: Bachelors degree	12%	(51)	27%	(118)	21%	(92)	41%	(183)	444
Educ: Post-grad	12%	(28)	30%	(73)	24%	(58)	35%	(85)	244
Income: Under 50k	13%	(155)	28%	(327)	20%	(239)	39%	(452)	1172
Income: 50k-100k	11%	(80)	26%	(191)	26%	(186)	37%	(266)	723
Income: 100k+	15%	(45)	28%	(84)	23%	(70)	35%	(105)	304
Ethnicity: White	11%	(196)	25%	(435)	24%	(405)	40%	(685)	1722
Ethnicity: Hispanic	25%	(88)	28%	(97)	18%	(62)	30%	(103)	349

Continued on next page

Table MCEN1_7: Generally speaking, how interested are you in buying the following products?
Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	13%	(279)	27%	(602)	23%	(495)	37%	(824)	2200
Ethnicity: Black	20%	(56)	37%	(102)	17%	(47)	25%	(70)	274
Ethnicity: Other	14%	(28)	32%	(64)	21%	(43)	34%	(69)	204
All Christian	10%	(94)	24%	(224)	25%	(233)	42%	(396)	947
All Non-Christian	14%	(17)	30%	(35)	25%	(30)	31%	(36)	117
Atheist	18%	(17)	28%	(26)	22%	(20)	32%	(30)	94
Agnostic/Nothing in particular	13%	(82)	28%	(173)	22%	(134)	36%	(222)	611
Something Else	16%	(70)	33%	(144)	18%	(78)	32%	(139)	431
Religious Non-Protestant/Catholic	14%	(21)	30%	(44)	24%	(36)	32%	(47)	148
Evangelical	15%	(82)	29%	(156)	19%	(104)	36%	(195)	537
Non-Evangelical	9%	(75)	25%	(197)	25%	(199)	41%	(323)	795
Community: Urban	18%	(110)	30%	(178)	18%	(110)	34%	(201)	600
Community: Suburban	12%	(121)	26%	(269)	24%	(248)	38%	(396)	1034
Community: Rural	9%	(49)	27%	(154)	24%	(137)	40%	(226)	566
Employ: Private Sector	15%	(103)	32%	(223)	24%	(169)	30%	(210)	705
Employ: Government	17%	(23)	35%	(45)	25%	(33)	23%	(29)	130
Employ: Self-Employed	22%	(44)	27%	(54)	21%	(41)	29%	(57)	196
Employ: Homemaker	13%	(17)	31%	(42)	19%	(26)	37%	(51)	136
Employ: Student	23%	(20)	33%	(30)	25%	(23)	19%	(17)	91
Employ: Retired	4%	(19)	13%	(67)	24%	(123)	59%	(305)	515
Employ: Unemployed	14%	(35)	35%	(87)	20%	(50)	32%	(80)	252
Employ: Other	10%	(18)	31%	(53)	17%	(30)	42%	(73)	175
Military HH: Yes	11%	(37)	24%	(85)	20%	(70)	46%	(161)	353
Military HH: No	13%	(242)	28%	(517)	23%	(425)	36%	(663)	1847
RD/WT: Right Direction	17%	(137)	30%	(240)	21%	(173)	32%	(256)	806
RD/WT: Wrong Track	10%	(143)	26%	(362)	23%	(322)	41%	(567)	1394
Biden Job Approve	15%	(140)	30%	(286)	21%	(200)	34%	(318)	944
Biden Job Disapprove	11%	(117)	25%	(278)	24%	(263)	40%	(448)	1106

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Table MCEN1_7: Generally speaking, how interested are you in buying the following products?

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	13%	(279)	27%	(602)	23%	(495)	37%	(824)	2200
Biden Job Strongly Approve	19%	(75)	26%	(103)	19%	(77)	35%	(140)	395
Biden Job Somewhat Approve	12%	(65)	33%	(183)	22%	(123)	33%	(179)	549
Biden Job Somewhat Disapprove	16%	(55)	28%	(95)	28%	(95)	28%	(95)	340
Biden Job Strongly Disapprove	8%	(62)	24%	(183)	22%	(168)	46%	(353)	767
Favorable of Biden	14%	(144)	30%	(299)	22%	(215)	34%	(341)	999
Unfavorable of Biden	10%	(105)	26%	(278)	24%	(256)	40%	(434)	1074
Very Favorable of Biden	20%	(88)	28%	(124)	19%	(83)	34%	(152)	447
Somewhat Favorable of Biden	10%	(56)	32%	(175)	24%	(132)	34%	(189)	552
Somewhat Unfavorable of Biden	14%	(38)	30%	(85)	29%	(83)	28%	(79)	285
Very Unfavorable of Biden	8%	(67)	25%	(194)	22%	(173)	45%	(356)	790
#1 Issue: Economy	15%	(136)	29%	(258)	24%	(210)	32%	(285)	888
#1 Issue: Security	8%	(23)	23%	(65)	20%	(56)	49%	(140)	283
#1 Issue: Health Care	12%	(33)	33%	(94)	26%	(73)	29%	(83)	282
#1 Issue: Medicare / Social Security	6%	(16)	18%	(45)	18%	(45)	57%	(140)	245
#1 Issue: Women's Issues	16%	(23)	29%	(42)	21%	(30)	35%	(50)	146
#1 Issue: Education	19%	(17)	37%	(33)	23%	(21)	21%	(19)	90
#1 Issue: Energy	14%	(21)	31%	(47)	27%	(40)	27%	(41)	149
#1 Issue: Other	9%	(11)	16%	(18)	18%	(21)	57%	(66)	115
2020 Vote: Joe Biden	12%	(110)	31%	(290)	23%	(210)	34%	(321)	931
2020 Vote: Donald Trump	8%	(58)	23%	(158)	24%	(170)	45%	(314)	700
2020 Vote: Other	13%	(11)	21%	(17)	26%	(22)	40%	(34)	84
2020 Vote: Didn't Vote	21%	(100)	28%	(136)	19%	(92)	32%	(153)	481
2018 House Vote: Democrat	14%	(108)	29%	(230)	22%	(174)	35%	(279)	791
2018 House Vote: Republican	8%	(47)	21%	(120)	26%	(145)	45%	(251)	563
2018 House Vote: Someone else	9%	(7)	25%	(20)	17%	(13)	49%	(38)	77
2016 Vote: Hillary Clinton	13%	(89)	29%	(206)	24%	(169)	34%	(244)	709
2016 Vote: Donald Trump	9%	(62)	22%	(146)	23%	(155)	45%	(299)	662
2016 Vote: Other	9%	(11)	26%	(33)	21%	(26)	44%	(55)	126
2016 Vote: Didn't Vote	17%	(118)	31%	(217)	21%	(145)	32%	(225)	704

Continued on next page

Table MCEN1_7: Generally speaking, how interested are you in buying the following products?

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	13%	(279)	27%	(602)	23%	(495)	37%	(824)	2200
Voted in 2014: Yes	10%	(127)	26%	(323)	23%	(285)	41%	(515)	1249
Voted in 2014: No	16%	(152)	29%	(279)	22%	(211)	32%	(308)	951
4-Region: Northeast	11%	(45)	23%	(89)	25%	(99)	41%	(160)	394
4-Region: Midwest	11%	(53)	27%	(127)	24%	(112)	37%	(170)	462
4-Region: South	15%	(120)	28%	(228)	21%	(173)	37%	(304)	824
4-Region: West	12%	(61)	30%	(158)	21%	(110)	37%	(190)	520
Netflix User	16%	(227)	32%	(449)	22%	(311)	30%	(426)	1413
HBO Max Users	21%	(136)	36%	(232)	20%	(130)	23%	(148)	646
Disney+ Users	21%	(172)	36%	(298)	21%	(173)	22%	(181)	824
Hulu Users	21%	(198)	34%	(320)	21%	(196)	23%	(219)	933
Paramount+	23%	(86)	36%	(138)	19%	(74)	21%	(82)	380
Peacock Users	20%	(121)	33%	(202)	17%	(107)	30%	(186)	616
Amazon Prime Video Users	15%	(187)	31%	(381)	22%	(267)	31%	(378)	1213

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

Table MCEN2_1: And how do you usually like to purchase these kinds of products?
Branded products from companies owned by celebrities

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	23% (496)	6% (136)	3% (66)	3% (56)	2% (50)	63% (1395)	2200
Gender: Male	22% (228)	6% (69)	4% (39)	3% (33)	3% (33)	62% (659)	1062
Gender: Female	24% (268)	6% (67)	2% (27)	2% (23)	1% (17)	65% (736)	1138
Age: 18-34	40% (262)	8% (50)	6% (37)	2% (14)	2% (16)	42% (276)	655
Age: 35-44	31% (110)	10% (36)	3% (11)	4% (15)	2% (7)	50% (178)	358
Age: 45-64	15% (109)	5% (39)	2% (17)	2% (16)	3% (21)	73% (548)	751
Age: 65+	3% (15)	3% (12)	— (2)	2% (11)	1% (5)	90% (392)	436
GenZers: 1997-2012	35% (77)	9% (20)	10% (22)	3% (6)	3% (6)	41% (92)	223
Millennials: 1981-1996	39% (259)	9% (57)	3% (19)	3% (21)	2% (13)	44% (290)	660
GenXers: 1965-1980	20% (104)	6% (34)	4% (20)	3% (14)	4% (19)	64% (339)	530
Baby Boomers: 1946-1964	8% (55)	3% (24)	1% (5)	2% (14)	2% (12)	85% (605)	715
PID: Dem (no lean)	25% (208)	9% (71)	4% (31)	3% (23)	3% (26)	56% (463)	822
PID: Ind (no lean)	24% (179)	5% (40)	3% (22)	3% (22)	2% (15)	63% (483)	762
PID: Rep (no lean)	18% (109)	4% (26)	2% (14)	2% (11)	1% (9)	73% (448)	617
PID/Gender: Dem Men	26% (112)	9% (40)	5% (20)	4% (15)	5% (20)	51% (218)	426
PID/Gender: Dem Women	24% (96)	8% (31)	3% (11)	2% (7)	2% (6)	62% (245)	396
PID/Gender: Ind Men	22% (77)	4% (15)	2% (8)	3% (10)	2% (8)	66% (229)	346
PID/Gender: Ind Women	25% (103)	6% (25)	3% (14)	3% (12)	2% (7)	61% (255)	416
PID/Gender: Rep Men	14% (40)	5% (14)	4% (11)	2% (7)	2% (5)	73% (213)	290
PID/Gender: Rep Women	21% (69)	3% (11)	1% (3)	1% (4)	1% (4)	72% (236)	326
Ideo: Liberal (1-3)	30% (196)	7% (46)	4% (26)	2% (14)	2% (14)	55% (365)	661
Ideo: Moderate (4)	23% (140)	8% (51)	3% (19)	3% (19)	3% (21)	59% (365)	615
Ideo: Conservative (5-7)	16% (111)	5% (33)	2% (15)	2% (17)	2% (14)	73% (519)	708
Educ: < College	22% (337)	6% (84)	3% (45)	3% (38)	2% (37)	64% (971)	1512
Educ: Bachelors degree	23% (103)	7% (32)	3% (11)	2% (9)	2% (8)	63% (281)	444
Educ: Post-grad	23% (56)	8% (21)	4% (10)	4% (9)	2% (4)	59% (143)	244
Income: Under 50k	22% (260)	5% (57)	4% (46)	2% (24)	2% (29)	65% (758)	1172
Income: 50k-100k	22% (160)	7% (52)	1% (10)	2% (16)	2% (17)	65% (468)	723
Income: 100k+	25% (76)	9% (27)	4% (11)	6% (17)	1% (4)	55% (169)	304

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Table MCEN2_1: *And how do you usually like to purchase these kinds of products?
 Branded products from companies owned by celebrities*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	23% (496)	6% (136)	3% (66)	3% (56)	2% (50)	63% (1395)	2200
Ethnicity: White	21% (369)	6% (96)	3% (45)	3% (45)	2% (29)	66% (1138)	1722
Ethnicity: Hispanic	32% (112)	4% (13)	6% (21)	2% (7)	3% (11)	53% (186)	349
Ethnicity: Black	32% (88)	10% (27)	4% (12)	2% (6)	3% (9)	48% (132)	274
Ethnicity: Other	19% (39)	7% (14)	4% (9)	2% (5)	6% (12)	61% (125)	204
All Christian	18% (172)	8% (72)	3% (27)	2% (15)	2% (15)	68% (647)	947
All Non-Christian	26% (31)	8% (10)	6% (7)	7% (8)	5% (6)	47% (55)	117
Atheist	29% (27)	3% (3)	5% (4)	4% (4)	4% (3)	56% (52)	94
Agnostic/Nothing in particular	26% (160)	4% (26)	2% (15)	3% (15)	2% (11)	63% (383)	611
Something Else	25% (107)	6% (26)	3% (13)	3% (14)	3% (14)	60% (257)	431
Religious Non-Protestant/Catholic	27% (39)	7% (10)	7% (10)	6% (8)	4% (6)	51% (75)	148
Evangelical	22% (116)	8% (43)	3% (17)	2% (11)	3% (16)	62% (335)	537
Non-Evangelical	19% (148)	6% (52)	2% (19)	2% (18)	2% (14)	68% (544)	795
Community: Urban	27% (160)	7% (45)	6% (33)	3% (16)	3% (16)	55% (330)	600
Community: Suburban	23% (234)	6% (61)	2% (19)	2% (23)	2% (22)	65% (676)	1034
Community: Rural	18% (102)	5% (31)	2% (14)	3% (17)	2% (13)	69% (389)	566
Employ: Private Sector	29% (206)	9% (66)	3% (24)	3% (20)	2% (13)	53% (377)	705
Employ: Government	27% (35)	7% (9)	2% (3)	6% (7)	5% (6)	53% (69)	130
Employ: Self-Employed	32% (64)	5% (9)	5% (10)	7% (14)	3% (7)	48% (93)	196
Employ: Homemaker	19% (25)	2% (3)	1% (2)	3% (4)	— (1)	74% (101)	136
Employ: Student	39% (35)	3% (3)	12% (10)	— (0)	2% (2)	44% (40)	91
Employ: Retired	6% (29)	3% (15)	— (2)	2% (9)	3% (14)	86% (445)	515
Employ: Unemployed	26% (66)	8% (20)	3% (8)	— (1)	2% (5)	60% (152)	252
Employ: Other	20% (36)	6% (10)	4% (8)	1% (2)	1% (2)	67% (118)	175
Military HH: Yes	21% (72)	5% (17)	2% (6)	2% (8)	2% (7)	69% (242)	353
Military HH: No	23% (424)	6% (119)	3% (60)	3% (49)	2% (43)	62% (1153)	1847
RD/WT: Right Direction	24% (190)	9% (74)	3% (25)	4% (29)	2% (14)	59% (474)	806
RD/WT: Wrong Track	22% (306)	4% (62)	3% (41)	2% (27)	3% (36)	66% (921)	1394

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Table MCEN2_1: And how do you usually like to purchase these kinds of products?
Branded products from companies owned by celebrities

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	23% (496)	6% (136)	3% (66)	3% (56)	2% (50)	63% (1395)	2200
Biden Job Approve	24% (225)	8% (79)	4% (33)	3% (30)	2% (22)	59% (555)	944
Biden Job Disapprove	20% (224)	5% (53)	2% (26)	2% (26)	2% (27)	68% (749)	1106
Biden Job Strongly Approve	21% (83)	11% (42)	4% (15)	7% (26)	1% (3)	57% (225)	395
Biden Job Somewhat Approve	26% (142)	7% (37)	3% (18)	1% (4)	3% (19)	60% (329)	549
Biden Job Somewhat Disapprove	28% (95)	6% (19)	5% (16)	2% (6)	3% (11)	57% (193)	340
Biden Job Strongly Disapprove	17% (129)	4% (34)	1% (11)	3% (20)	2% (16)	73% (556)	767
Favorable of Biden	23% (234)	8% (76)	4% (36)	3% (29)	2% (20)	60% (603)	999
Unfavorable of Biden	21% (226)	6% (59)	2% (26)	2% (24)	2% (22)	67% (717)	1074
Very Favorable of Biden	23% (101)	9% (42)	4% (18)	5% (21)	1% (6)	58% (259)	447
Somewhat Favorable of Biden	24% (132)	6% (34)	3% (18)	1% (8)	3% (15)	62% (344)	552
Somewhat Unfavorable of Biden	28% (79)	9% (25)	5% (15)	1% (4)	3% (8)	54% (154)	285
Very Unfavorable of Biden	19% (147)	4% (34)	1% (11)	3% (20)	2% (14)	71% (563)	790
#1 Issue: Economy	29% (259)	6% (55)	2% (22)	3% (24)	2% (18)	57% (510)	888
#1 Issue: Security	12% (33)	4% (12)	4% (12)	2% (6)	2% (5)	75% (214)	283
#1 Issue: Health Care	25% (71)	6% (18)	4% (12)	3% (10)	3% (9)	58% (163)	282
#1 Issue: Medicare / Social Security	6% (14)	8% (21)	— (1)	3% (8)	4% (9)	78% (192)	245
#1 Issue: Women's Issues	29% (42)	4% (6)	4% (6)	3% (4)	1% (1)	59% (86)	146
#1 Issue: Education	29% (26)	8% (7)	5% (4)	1% (1)	2% (2)	56% (51)	90
#1 Issue: Energy	27% (41)	10% (15)	6% (10)	1% (2)	— (0)	55% (82)	149
#1 Issue: Other	8% (9)	1% (2)	— (0)	1% (1)	5% (5)	85% (98)	115
2020 Vote: Joe Biden	25% (236)	7% (69)	2% (22)	3% (30)	2% (16)	60% (558)	931
2020 Vote: Donald Trump	16% (109)	6% (42)	3% (18)	2% (17)	2% (15)	71% (500)	700
2020 Vote: Other	30% (25)	2% (2)	1% (1)	— (0)	4% (3)	63% (53)	84
2020 Vote: Didn't Vote	26% (126)	5% (23)	5% (25)	2% (9)	3% (16)	59% (282)	481
2018 House Vote: Democrat	24% (187)	7% (56)	3% (23)	3% (25)	2% (15)	61% (485)	791
2018 House Vote: Republican	17% (95)	5% (28)	2% (9)	2% (13)	2% (9)	73% (409)	563
2018 House Vote: Someone else	19% (15)	5% (4)	3% (2)	4% (3)	1% (1)	67% (52)	77

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Table MCEN2_1: And how do you usually like to purchase these kinds of products?
 Branded products from companies owned by celebrities

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	23% (496)	6% (136)	3% (66)	3% (56)	2% (50)	63% (1395)	2200
2016 Vote: Hillary Clinton	24% (172)	7% (47)	2% (17)	4% (28)	2% (16)	61% (430)	709
2016 Vote: Donald Trump	15% (103)	6% (38)	3% (23)	2% (15)	2% (15)	71% (468)	662
2016 Vote: Other	25% (31)	4% (5)	— (1)	— (0)	2% (3)	68% (86)	126
2016 Vote: Didn't Vote	27% (190)	6% (45)	4% (26)	2% (14)	2% (17)	58% (412)	704
Voted in 2014: Yes	21% (259)	6% (77)	2% (21)	3% (40)	1% (15)	67% (838)	1249
Voted in 2014: No	25% (238)	6% (59)	5% (45)	2% (17)	4% (35)	59% (557)	951
4-Region: Northeast	22% (86)	7% (27)	3% (11)	4% (15)	2% (8)	62% (246)	394
4-Region: Midwest	23% (104)	5% (24)	2% (11)	3% (16)	2% (8)	65% (299)	462
4-Region: South	22% (182)	6% (53)	4% (31)	2% (13)	3% (26)	63% (520)	824
4-Region: West	24% (124)	6% (32)	3% (13)	2% (12)	2% (8)	63% (330)	520
Netflix User	27% (383)	6% (89)	3% (43)	2% (25)	2% (31)	60% (843)	1413
HBO Max Users	31% (201)	9% (58)	4% (24)	3% (16)	2% (14)	52% (333)	646
Disney+ Users	33% (271)	8% (64)	3% (28)	2% (20)	2% (17)	51% (424)	824
Hulu Users	31% (293)	8% (73)	2% (22)	2% (19)	3% (26)	54% (500)	933
Paramount+	32% (122)	9% (35)	4% (15)	2% (8)	3% (10)	50% (189)	380
Peacock Users	31% (188)	8% (47)	2% (15)	2% (15)	2% (15)	55% (337)	616
Amazon Prime Video Users	29% (348)	6% (71)	2% (29)	2% (27)	2% (24)	59% (713)	1213

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

Table MCEN2_2: *And how do you usually like to purchase these kinds of products?
Branded products from musicians, such as album merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	28% (608)	8% (173)	3% (60)	11% (242)	4% (83)	47% (1034)	2200
Gender: Male	27% (289)	8% (88)	4% (40)	10% (102)	4% (43)	47% (500)	1062
Gender: Female	28% (319)	7% (85)	2% (20)	12% (140)	4% (41)	47% (534)	1138
Age: 18-34	43% (280)	7% (46)	4% (23)	12% (78)	5% (30)	30% (199)	655
Age: 35-44	34% (120)	11% (40)	4% (15)	12% (43)	4% (15)	35% (124)	358
Age: 45-64	24% (178)	9% (66)	2% (18)	11% (85)	3% (24)	51% (380)	751
Age: 65+	7% (30)	5% (21)	1% (3)	8% (36)	3% (14)	76% (331)	436
GenZers: 1997-2012	45% (100)	4% (8)	3% (8)	13% (28)	6% (13)	30% (66)	223
Millennials: 1981-1996	39% (257)	9% (62)	4% (26)	12% (79)	5% (30)	31% (205)	660
GenXers: 1965-1980	29% (152)	10% (53)	3% (17)	11% (60)	3% (14)	44% (233)	530
Baby Boomers: 1946-1964	14% (97)	6% (45)	1% (9)	10% (71)	4% (26)	66% (468)	715
PID: Dem (no lean)	31% (257)	9% (76)	3% (29)	10% (82)	5% (43)	41% (335)	822
PID: Ind (no lean)	28% (211)	6% (49)	3% (21)	12% (88)	3% (26)	48% (367)	762
PID: Rep (no lean)	23% (141)	8% (48)	2% (10)	12% (72)	2% (14)	54% (333)	617
PID/Gender: Dem Men	32% (138)	9% (40)	6% (25)	8% (33)	6% (26)	38% (163)	426
PID/Gender: Dem Women	30% (119)	9% (36)	1% (4)	12% (48)	4% (18)	43% (171)	396
PID/Gender: Ind Men	25% (88)	7% (24)	2% (9)	11% (37)	3% (11)	51% (177)	346
PID/Gender: Ind Women	30% (123)	6% (25)	3% (13)	12% (51)	4% (15)	46% (189)	416
PID/Gender: Rep Men	22% (63)	8% (23)	2% (7)	11% (31)	2% (6)	55% (159)	290
PID/Gender: Rep Women	24% (78)	8% (25)	1% (3)	12% (40)	2% (8)	53% (173)	326
Ideo: Liberal (1-3)	33% (219)	7% (49)	3% (20)	13% (86)	4% (25)	40% (262)	661
Ideo: Moderate (4)	27% (164)	8% (51)	4% (23)	11% (66)	3% (19)	47% (291)	615
Ideo: Conservative (5-7)	22% (156)	7% (52)	2% (12)	11% (79)	4% (31)	53% (378)	708
Educ: < College	28% (428)	8% (115)	2% (33)	9% (138)	4% (64)	49% (735)	1512
Educ: Bachelors degree	26% (117)	9% (40)	4% (17)	15% (69)	3% (13)	42% (188)	444
Educ: Post-grad	26% (63)	8% (19)	4% (10)	14% (35)	3% (6)	45% (111)	244
Income: Under 50k	28% (323)	7% (77)	3% (30)	8% (99)	5% (59)	50% (586)	1172
Income: 50k-100k	28% (202)	9% (66)	2% (14)	13% (95)	2% (13)	46% (333)	723
Income: 100k+	27% (82)	10% (30)	5% (16)	16% (48)	4% (12)	38% (116)	304

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Table MCEN2_2: *And how do you usually like to purchase these kinds of products?
Branded products from musicians, such as album merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	28% (608)	8% (173)	3% (60)	11% (242)	4% (83)	47% (1034)	2200
Ethnicity: White	27% (462)	8% (138)	3% (45)	12% (211)	3% (53)	47% (812)	1722
Ethnicity: Hispanic	39% (137)	5% (16)	3% (12)	7% (25)	4% (16)	41% (143)	349
Ethnicity: Black	34% (92)	9% (26)	2% (7)	7% (18)	7% (20)	41% (112)	274
Ethnicity: Other	26% (54)	4% (9)	4% (8)	6% (13)	5% (10)	54% (110)	204
All Christian	23% (220)	9% (85)	3% (25)	11% (100)	2% (22)	52% (495)	947
All Non-Christian	26% (31)	10% (12)	5% (6)	9% (10)	6% (7)	44% (52)	117
Atheist	41% (39)	1% (1)	5% (5)	20% (19)	1% (1)	31% (29)	94
Agnostic/Nothing in particular	30% (183)	7% (43)	2% (10)	11% (67)	5% (30)	45% (277)	611
Something Else	31% (136)	7% (31)	3% (14)	10% (45)	5% (23)	42% (182)	431
Religious Non-Protestant/Catholic	26% (39)	11% (16)	6% (8)	8% (13)	5% (7)	44% (66)	148
Evangelical	28% (148)	8% (42)	4% (20)	10% (52)	5% (27)	46% (248)	537
Non-Evangelical	24% (194)	9% (68)	2% (17)	11% (91)	2% (17)	51% (408)	795
Community: Urban	30% (181)	7% (45)	5% (32)	8% (48)	5% (30)	44% (265)	600
Community: Suburban	27% (279)	8% (83)	2% (23)	12% (129)	4% (40)	46% (481)	1034
Community: Rural	26% (149)	8% (45)	1% (5)	12% (66)	2% (13)	51% (289)	566
Employ: Private Sector	32% (225)	11% (81)	4% (25)	14% (97)	3% (20)	36% (257)	705
Employ: Government	39% (51)	5% (7)	4% (6)	14% (18)	4% (5)	33% (43)	130
Employ: Self-Employed	34% (67)	6% (13)	6% (12)	11% (22)	7% (15)	35% (68)	196
Employ: Homemaker	22% (30)	10% (13)	— (1)	9% (12)	— (1)	58% (79)	136
Employ: Student	49% (44)	— (0)	2% (2)	10% (9)	8% (7)	31% (28)	91
Employ: Retired	11% (56)	5% (24)	1% (5)	9% (47)	4% (19)	71% (364)	515
Employ: Unemployed	33% (83)	10% (25)	2% (5)	8% (21)	4% (10)	43% (109)	252
Employ: Other	30% (53)	6% (11)	3% (6)	9% (15)	3% (6)	49% (85)	175
Military HH: Yes	27% (95)	6% (22)	2% (6)	10% (36)	2% (8)	52% (185)	353
Military HH: No	28% (513)	8% (151)	3% (54)	11% (205)	4% (75)	46% (849)	1847
RD/WT: Right Direction	30% (242)	10% (80)	3% (28)	9% (73)	4% (29)	44% (354)	806
RD/WT: Wrong Track	26% (366)	7% (93)	2% (32)	12% (169)	4% (54)	49% (680)	1394

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Table MCEN2_2: *And how do you usually like to purchase these kinds of products?
Branded products from musicians, such as album merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	28% (608)	8% (173)	3% (60)	11% (242)	4% (83)	47% (1034)	2200
Biden Job Approve	30% (288)	9% (84)	3% (31)	11% (102)	4% (41)	42% (400)	944
Biden Job Disapprove	26% (286)	7% (76)	2% (24)	12% (134)	3% (36)	50% (549)	1106
Biden Job Strongly Approve	27% (107)	11% (44)	4% (16)	10% (41)	3% (13)	44% (174)	395
Biden Job Somewhat Approve	33% (181)	7% (40)	3% (15)	11% (61)	5% (27)	41% (226)	549
Biden Job Somewhat Disapprove	34% (117)	5% (18)	4% (13)	13% (44)	6% (20)	38% (128)	340
Biden Job Strongly Disapprove	22% (170)	8% (59)	1% (11)	12% (90)	2% (16)	55% (421)	767
Favorable of Biden	29% (293)	8% (79)	3% (31)	11% (110)	4% (42)	45% (445)	999
Unfavorable of Biden	26% (279)	8% (83)	2% (26)	12% (129)	3% (31)	49% (526)	1074
Very Favorable of Biden	30% (134)	9% (42)	3% (15)	10% (44)	4% (18)	44% (195)	447
Somewhat Favorable of Biden	29% (159)	7% (37)	3% (17)	12% (66)	4% (24)	45% (250)	552
Somewhat Unfavorable of Biden	33% (94)	7% (21)	5% (15)	13% (38)	5% (13)	37% (104)	285
Very Unfavorable of Biden	23% (185)	8% (62)	1% (12)	11% (90)	2% (18)	53% (422)	790
#1 Issue: Economy	35% (307)	7% (65)	2% (19)	11% (101)	4% (34)	41% (361)	888
#1 Issue: Security	21% (60)	10% (27)	2% (6)	9% (25)	2% (5)	57% (160)	283
#1 Issue: Health Care	29% (82)	10% (28)	6% (17)	10% (28)	5% (14)	40% (113)	282
#1 Issue: Medicare / Social Security	10% (24)	7% (18)	1% (3)	10% (25)	6% (14)	66% (162)	245
#1 Issue: Women's Issues	33% (48)	5% (8)	2% (3)	11% (15)	3% (4)	46% (68)	146
#1 Issue: Education	37% (34)	9% (8)	2% (2)	14% (13)	3% (3)	34% (31)	90
#1 Issue: Energy	25% (38)	9% (13)	7% (10)	17% (26)	2% (3)	40% (60)	149
#1 Issue: Other	13% (16)	5% (6)	1% (1)	7% (9)	5% (6)	68% (79)	115
2020 Vote: Joe Biden	29% (274)	8% (71)	3% (32)	12% (115)	4% (36)	43% (402)	931
2020 Vote: Donald Trump	21% (149)	9% (62)	2% (14)	13% (89)	3% (20)	52% (366)	700
2020 Vote: Other	28% (24)	2% (2)	— (0)	14% (12)	4% (3)	52% (43)	84
2020 Vote: Didn't Vote	33% (160)	8% (37)	3% (14)	5% (26)	5% (24)	46% (220)	481
2018 House Vote: Democrat	28% (225)	8% (63)	3% (27)	13% (99)	4% (31)	44% (346)	791
2018 House Vote: Republican	23% (127)	8% (44)	2% (11)	11% (64)	2% (14)	54% (303)	563
2018 House Vote: Someone else	22% (17)	2% (2)	4% (3)	13% (10)	5% (4)	54% (41)	77

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Table MCEN2_2: And how do you usually like to purchase these kinds of products?
Branded products from musicians, such as album merchandise

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	28% (608)	8% (173)	3% (60)	11% (242)	4% (83)	47% (1034)	2200
2016 Vote: Hillary Clinton	27% (194)	8% (58)	3% (19)	13% (91)	4% (32)	45% (316)	709
2016 Vote: Donald Trump	24% (156)	9% (59)	3% (17)	13% (87)	2% (12)	50% (331)	662
2016 Vote: Other	28% (35)	7% (9)	1% (1)	10% (13)	4% (4)	51% (64)	126
2016 Vote: Didn't Vote	32% (224)	7% (47)	3% (24)	7% (51)	5% (34)	46% (324)	704
Voted in 2014: Yes	25% (312)	8% (104)	2% (28)	12% (151)	4% (46)	49% (610)	1249
Voted in 2014: No	31% (297)	7% (69)	3% (32)	10% (91)	4% (38)	45% (424)	951
4-Region: Northeast	27% (107)	8% (32)	4% (16)	13% (51)	3% (11)	45% (176)	394
4-Region: Midwest	28% (128)	6% (26)	2% (8)	13% (60)	5% (22)	47% (218)	462
4-Region: South	27% (220)	10% (79)	2% (19)	9% (78)	4% (35)	48% (393)	824
4-Region: West	29% (152)	7% (37)	3% (16)	10% (53)	3% (15)	47% (247)	520
Netflix User	33% (463)	8% (119)	3% (47)	12% (167)	3% (42)	41% (576)	1413
HBO Max Users	36% (235)	11% (68)	4% (23)	13% (84)	4% (23)	33% (213)	646
Disney+ Users	38% (312)	10% (82)	4% (30)	13% (106)	3% (23)	33% (272)	824
Hulu Users	37% (347)	9% (84)	3% (28)	13% (121)	3% (32)	34% (320)	933
Paramount+	37% (140)	13% (48)	4% (17)	11% (43)	5% (20)	30% (112)	380
Peacock Users	35% (213)	9% (57)	2% (14)	12% (74)	3% (21)	39% (238)	616
Amazon Prime Video Users	34% (415)	7% (91)	3% (35)	12% (140)	3% (35)	41% (498)	1213

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

Table MCEN2_3: *And how do you usually like to purchase these kinds of products?
Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	22% (475)	11% (248)	4% (89)	3% (56)	2% (55)	58% (1277)	2200
Gender: Male	19% (201)	11% (117)	5% (55)	3% (30)	2% (21)	60% (637)	1062
Gender: Female	24% (274)	12% (131)	3% (33)	2% (26)	3% (33)	56% (641)	1138
Age: 18-34	35% (232)	15% (101)	5% (34)	3% (19)	4% (25)	37% (243)	655
Age: 35-44	33% (119)	13% (48)	6% (20)	3% (12)	2% (7)	42% (152)	358
Age: 45-64	14% (105)	11% (82)	4% (28)	2% (13)	2% (18)	67% (505)	751
Age: 65+	4% (20)	4% (17)	2% (7)	3% (11)	1% (5)	86% (377)	436
GenZers: 1997-2012	31% (68)	18% (39)	5% (12)	5% (12)	4% (8)	38% (84)	223
Millennials: 1981-1996	37% (243)	13% (85)	6% (38)	3% (18)	3% (21)	39% (255)	660
GenXers: 1965-1980	22% (116)	14% (75)	4% (22)	2% (10)	3% (13)	55% (294)	530
Baby Boomers: 1946-1964	7% (47)	7% (47)	2% (16)	2% (16)	2% (12)	81% (576)	715
PID: Dem (no lean)	25% (206)	12% (99)	7% (54)	4% (30)	2% (20)	50% (413)	822
PID: Ind (no lean)	21% (160)	11% (83)	3% (21)	2% (18)	2% (16)	61% (464)	762
PID: Rep (no lean)	18% (109)	11% (66)	2% (14)	1% (7)	3% (19)	65% (401)	617
PID/Gender: Dem Men	24% (102)	13% (54)	8% (34)	5% (19)	2% (8)	49% (208)	426
PID/Gender: Dem Women	26% (104)	12% (46)	5% (19)	3% (11)	3% (12)	52% (205)	396
PID/Gender: Ind Men	18% (61)	10% (34)	3% (12)	3% (9)	2% (6)	65% (225)	346
PID/Gender: Ind Women	24% (99)	12% (49)	2% (9)	2% (10)	2% (10)	57% (238)	416
PID/Gender: Rep Men	13% (39)	10% (30)	3% (9)	1% (2)	3% (8)	70% (203)	290
PID/Gender: Rep Women	22% (70)	11% (37)	2% (5)	2% (5)	4% (12)	61% (198)	326
Ideo: Liberal (1-3)	28% (184)	14% (91)	3% (21)	3% (20)	1% (10)	51% (336)	661
Ideo: Moderate (4)	21% (131)	13% (78)	5% (31)	2% (15)	4% (23)	55% (337)	615
Ideo: Conservative (5-7)	15% (108)	8% (57)	4% (30)	2% (16)	2% (17)	68% (480)	708
Educ: < College	21% (321)	12% (181)	4% (54)	2% (34)	2% (36)	59% (887)	1512
Educ: Bachelors degree	22% (99)	8% (37)	6% (25)	3% (12)	3% (14)	58% (256)	444
Educ: Post-grad	23% (55)	12% (30)	4% (10)	4% (9)	2% (4)	55% (135)	244
Income: Under 50k	21% (241)	11% (129)	3% (40)	3% (30)	3% (31)	60% (702)	1172
Income: 50k-100k	22% (156)	13% (92)	4% (26)	2% (12)	3% (19)	58% (419)	723
Income: 100k+	26% (78)	9% (28)	7% (23)	5% (15)	1% (5)	51% (157)	304

Continued on next page

Table MCEN2_3: *And how do you usually like to purchase these kinds of products?
 Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	22% (475)	11% (248)	4% (89)	3% (56)	2% (55)	58% (1277)	2200
Ethnicity: White	20% (342)	11% (193)	4% (63)	2% (43)	2% (32)	61% (1050)	1722
Ethnicity: Hispanic	27% (93)	14% (50)	7% (26)	3% (12)	4% (15)	44% (154)	349
Ethnicity: Black	33% (91)	12% (33)	7% (18)	2% (6)	4% (11)	42% (115)	274
Ethnicity: Other	21% (42)	11% (23)	4% (7)	3% (7)	6% (12)	55% (113)	204
All Christian	17% (165)	12% (112)	4% (36)	2% (19)	2% (20)	63% (595)	947
All Non-Christian	26% (30)	15% (17)	9% (11)	2% (2)	1% (2)	47% (55)	117
Atheist	26% (24)	4% (4)	4% (4)	6% (6)	2% (2)	58% (55)	94
Agnostic/Nothing in particular	23% (142)	10% (60)	3% (21)	2% (13)	2% (15)	59% (360)	611
Something Else	26% (113)	13% (55)	4% (16)	4% (16)	4% (16)	50% (214)	431
Religious Non-Protestant/Catholic	24% (36)	16% (23)	7% (11)	2% (2)	1% (2)	50% (74)	148
Evangelical	21% (114)	11% (61)	6% (30)	3% (16)	3% (18)	55% (298)	537
Non-Evangelical	19% (154)	12% (99)	3% (22)	2% (19)	2% (17)	61% (484)	795
Community: Urban	24% (146)	14% (83)	6% (37)	2% (14)	3% (19)	50% (302)	600
Community: Suburban	22% (226)	11% (114)	3% (34)	3% (28)	2% (22)	59% (610)	1034
Community: Rural	18% (103)	9% (52)	3% (17)	2% (14)	3% (15)	65% (365)	566
Employ: Private Sector	27% (194)	14% (98)	5% (34)	3% (18)	3% (18)	49% (343)	705
Employ: Government	25% (32)	18% (23)	6% (7)	5% (6)	4% (5)	43% (56)	130
Employ: Self-Employed	24% (47)	9% (18)	6% (13)	5% (10)	4% (9)	50% (99)	196
Employ: Homemaker	23% (32)	15% (21)	1% (2)	2% (3)	1% (1)	57% (78)	136
Employ: Student	38% (34)	14% (13)	5% (5)	3% (2)	5% (4)	36% (33)	91
Employ: Retired	6% (29)	6% (32)	2% (9)	2% (11)	2% (10)	83% (425)	515
Employ: Unemployed	27% (68)	9% (22)	5% (11)	— (1)	3% (6)	57% (143)	252
Employ: Other	22% (39)	12% (21)	4% (8)	3% (4)	1% (2)	58% (101)	175
Military HH: Yes	19% (66)	9% (31)	4% (13)	3% (9)	1% (4)	65% (230)	353
Military HH: No	22% (409)	12% (217)	4% (76)	3% (47)	3% (51)	57% (1047)	1847
RD/WT: Right Direction	23% (189)	12% (98)	6% (47)	3% (23)	3% (20)	53% (428)	806
RD/WT: Wrong Track	21% (286)	11% (150)	3% (42)	2% (32)	2% (34)	61% (849)	1394

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Table MCEN2_3: *And how do you usually like to purchase these kinds of products?
Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	22% (475)	11% (248)	4% (89)	3% (56)	2% (55)	58% (1277)	2200
Biden Job Approve	23% (215)	12% (116)	6% (59)	3% (30)	2% (23)	53% (502)	944
Biden Job Disapprove	20% (224)	11% (125)	2% (26)	2% (25)	2% (25)	62% (682)	1106
Biden Job Strongly Approve	19% (76)	14% (56)	7% (27)	4% (17)	3% (12)	52% (207)	395
Biden Job Somewhat Approve	25% (139)	11% (59)	6% (31)	2% (13)	2% (10)	54% (296)	549
Biden Job Somewhat Disapprove	28% (96)	13% (44)	4% (13)	3% (10)	4% (12)	48% (165)	340
Biden Job Strongly Disapprove	17% (128)	11% (81)	2% (13)	2% (15)	2% (13)	67% (517)	767
Favorable of Biden	23% (232)	12% (116)	6% (59)	3% (31)	2% (20)	54% (541)	999
Unfavorable of Biden	20% (217)	12% (124)	2% (25)	2% (21)	3% (31)	61% (656)	1074
Very Favorable of Biden	22% (98)	13% (58)	7% (29)	4% (16)	3% (12)	52% (233)	447
Somewhat Favorable of Biden	24% (134)	10% (57)	5% (29)	3% (15)	1% (8)	56% (308)	552
Somewhat Unfavorable of Biden	26% (73)	14% (39)	5% (14)	2% (5)	5% (13)	49% (140)	285
Very Unfavorable of Biden	18% (144)	11% (85)	1% (11)	2% (16)	2% (18)	65% (516)	790
#1 Issue: Economy	27% (244)	13% (118)	3% (29)	2% (21)	3% (29)	50% (446)	888
#1 Issue: Security	14% (39)	10% (29)	1% (4)	2% (5)	2% (5)	71% (201)	283
#1 Issue: Health Care	23% (66)	11% (31)	6% (18)	1% (3)	1% (3)	57% (160)	282
#1 Issue: Medicare / Social Security	8% (20)	6% (15)	4% (9)	3% (8)	4% (9)	75% (183)	245
#1 Issue: Women's Issues	28% (40)	13% (19)	4% (6)	2% (3)	1% (2)	51% (75)	146
#1 Issue: Education	29% (27)	7% (7)	14% (12)	4% (3)	4% (4)	42% (38)	90
#1 Issue: Energy	18% (27)	17% (25)	7% (10)	6% (8)	— (0)	52% (78)	149
#1 Issue: Other	10% (12)	3% (4)	— (0)	2% (3)	1% (1)	83% (96)	115
2020 Vote: Joe Biden	24% (224)	11% (102)	5% (46)	3% (32)	2% (20)	54% (506)	931
2020 Vote: Donald Trump	14% (101)	13% (91)	2% (16)	2% (14)	3% (18)	66% (460)	700
2020 Vote: Other	27% (22)	4% (4)	3% (2)	— (0)	4% (3)	62% (52)	84
2020 Vote: Didn't Vote	27% (128)	10% (50)	5% (25)	2% (10)	3% (13)	53% (255)	481
2018 House Vote: Democrat	23% (185)	12% (94)	5% (40)	4% (30)	2% (17)	54% (424)	791
2018 House Vote: Republican	14% (80)	10% (59)	4% (21)	1% (6)	2% (13)	68% (384)	563
2018 House Vote: Someone else	12% (9)	8% (6)	1% (1)	4% (3)	— (0)	75% (58)	77

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Table MCEN2_3: *And how do you usually like to purchase these kinds of products?
 Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	22% (475)	11% (248)	4% (89)	3% (56)	2% (55)	58% (1277)	2200
2016 Vote: Hillary Clinton	23% (162)	12% (82)	5% (36)	4% (28)	2% (16)	54% (385)	709
2016 Vote: Donald Trump	15% (101)	11% (74)	3% (22)	2% (13)	1% (8)	67% (444)	662
2016 Vote: Other	22% (28)	12% (15)	2% (2)	— (0)	3% (4)	61% (76)	126
2016 Vote: Didn't Vote	26% (184)	11% (77)	4% (29)	2% (15)	4% (26)	53% (372)	704
Voted in 2014: Yes	19% (237)	10% (124)	4% (49)	3% (32)	2% (20)	63% (786)	1249
Voted in 2014: No	25% (238)	13% (124)	4% (39)	2% (23)	4% (34)	52% (492)	951
4-Region: Northeast	21% (81)	10% (41)	5% (19)	3% (12)	2% (8)	59% (233)	394
4-Region: Midwest	21% (97)	11% (53)	3% (16)	3% (16)	3% (13)	58% (268)	462
4-Region: South	22% (182)	11% (88)	5% (43)	2% (13)	3% (21)	58% (477)	824
4-Region: West	22% (115)	13% (67)	2% (11)	3% (15)	3% (13)	57% (299)	520
Netflix User	26% (366)	13% (179)	4% (62)	2% (33)	2% (28)	53% (746)	1413
HBO Max Users	31% (200)	12% (76)	6% (36)	3% (17)	3% (22)	46% (296)	646
Disney+ Users	32% (262)	13% (104)	6% (46)	3% (23)	2% (18)	45% (371)	824
Hulu Users	31% (289)	13% (123)	4% (35)	3% (28)	2% (19)	47% (438)	933
Paramount+	32% (122)	12% (46)	6% (22)	5% (19)	3% (10)	43% (161)	380
Peacock Users	29% (177)	13% (83)	3% (19)	3% (17)	3% (17)	49% (304)	616
Amazon Prime Video Users	28% (339)	9% (115)	5% (56)	2% (28)	2% (19)	54% (656)	1213

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

Table MCEN2_4: And how do you usually like to purchase these kinds of products?
Branded products from politicians, such as campaign merchandise

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	19% (411)	3% (75)	2% (44)	3% (72)	2% (55)	70% (1543)	2200
Gender: Male	18% (191)	5% (50)	3% (35)	4% (40)	3% (32)	67% (715)	1062
Gender: Female	19% (221)	2% (25)	1% (9)	3% (32)	2% (23)	73% (829)	1138
Age: 18-34	28% (186)	5% (33)	3% (19)	4% (27)	2% (16)	57% (373)	655
Age: 35-44	27% (97)	3% (12)	4% (13)	3% (9)	3% (9)	60% (216)	358
Age: 45-64	14% (106)	3% (25)	1% (7)	3% (22)	3% (26)	75% (565)	751
Age: 65+	5% (22)	1% (5)	1% (4)	3% (13)	1% (3)	89% (389)	436
GenZers: 1997-2012	28% (63)	6% (13)	3% (6)	4% (9)	3% (6)	56% (125)	223
Millennials: 1981-1996	28% (183)	5% (31)	4% (24)	4% (26)	3% (18)	57% (379)	660
GenXers: 1965-1980	20% (104)	3% (17)	1% (7)	3% (13)	3% (16)	70% (371)	530
Baby Boomers: 1946-1964	8% (59)	2% (12)	1% (5)	3% (23)	2% (13)	84% (602)	715
PID: Dem (no lean)	21% (175)	4% (34)	3% (26)	4% (33)	2% (18)	65% (535)	822
PID: Ind (no lean)	18% (135)	2% (13)	1% (8)	3% (25)	2% (16)	74% (565)	762
PID: Rep (no lean)	16% (101)	4% (27)	2% (10)	2% (14)	3% (21)	72% (443)	617
PID/Gender: Dem Men	21% (90)	5% (23)	5% (21)	5% (21)	2% (9)	61% (261)	426
PID/Gender: Dem Women	21% (85)	3% (11)	1% (5)	3% (12)	2% (9)	69% (274)	396
PID/Gender: Ind Men	18% (61)	3% (10)	2% (6)	3% (11)	3% (12)	71% (247)	346
PID/Gender: Ind Women	18% (74)	1% (4)	— (2)	3% (13)	1% (3)	77% (319)	416
PID/Gender: Rep Men	14% (39)	6% (18)	3% (8)	3% (8)	4% (11)	71% (206)	290
PID/Gender: Rep Women	19% (61)	3% (10)	1% (2)	2% (6)	3% (11)	72% (237)	326
Ideo: Liberal (1-3)	23% (152)	4% (26)	2% (12)	4% (28)	2% (14)	65% (429)	661
Ideo: Moderate (4)	19% (119)	4% (22)	2% (13)	3% (21)	2% (13)	69% (427)	615
Ideo: Conservative (5-7)	14% (102)	3% (25)	3% (19)	3% (19)	4% (26)	73% (518)	708
Educ: < College	18% (271)	3% (44)	2% (24)	3% (43)	2% (33)	73% (1097)	1512
Educ: Bachelors degree	21% (93)	4% (16)	2% (11)	4% (16)	3% (15)	66% (292)	444
Educ: Post-grad	19% (47)	6% (14)	4% (9)	5% (13)	3% (7)	63% (154)	244
Income: Under 50k	18% (210)	3% (31)	1% (15)	3% (30)	3% (33)	73% (853)	1172
Income: 50k-100k	19% (140)	3% (25)	1% (10)	3% (24)	2% (17)	70% (509)	723
Income: 100k+	20% (61)	6% (18)	6% (20)	6% (18)	2% (5)	60% (182)	304

Continued on next page

Table MCEN2_4: *And how do you usually like to purchase these kinds of products?
 Branded products from politicians, such as campaign merchandise*

Demographic	Online		Big box stores		Boutique stores		At the performing stadium or venue		Another way		I have not purchased this before		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(411)	3%	(75)	2%	(44)	3%	(72)	2%	(55)	70%	(1543)	2200
Ethnicity: White	18%	(310)	3%	(58)	2%	(37)	3%	(57)	2%	(39)	71%	(1220)	1722
Ethnicity: Hispanic	25%	(87)	4%	(15)	2%	(7)	4%	(13)	4%	(16)	61%	(213)	349
Ethnicity: Black	27%	(75)	4%	(10)	1%	(2)	4%	(11)	3%	(9)	61%	(168)	274
Ethnicity: Other	13%	(27)	3%	(6)	2%	(5)	2%	(4)	4%	(7)	76%	(155)	204
All Christian	16%	(148)	4%	(39)	2%	(17)	2%	(24)	3%	(25)	73%	(694)	947
All Non-Christian	20%	(24)	6%	(7)	9%	(11)	9%	(10)	4%	(4)	52%	(61)	117
Atheist	21%	(20)	2%	(2)	3%	(3)	9%	(8)	2%	(1)	64%	(60)	94
Agnostic/Nothing in particular	21%	(127)	3%	(17)	2%	(9)	3%	(18)	1%	(7)	71%	(433)	611
Something Else	21%	(92)	2%	(10)	1%	(4)	3%	(12)	4%	(17)	69%	(296)	431
Religious Non-Protestant/Catholic	20%	(30)	5%	(8)	7%	(11)	7%	(11)	3%	(4)	57%	(84)	148
Evangelical	21%	(112)	5%	(29)	2%	(13)	3%	(14)	2%	(12)	67%	(358)	537
Non-Evangelical	15%	(119)	2%	(19)	1%	(8)	2%	(19)	4%	(29)	76%	(601)	795
Community: Urban	23%	(139)	3%	(20)	4%	(21)	4%	(25)	2%	(12)	64%	(382)	600
Community: Suburban	17%	(175)	4%	(37)	2%	(17)	4%	(37)	2%	(25)	72%	(744)	1034
Community: Rural	17%	(97)	3%	(17)	1%	(5)	2%	(11)	3%	(18)	74%	(418)	566
Employ: Private Sector	24%	(167)	5%	(35)	3%	(24)	4%	(26)	3%	(19)	62%	(434)	705
Employ: Government	24%	(31)	7%	(9)	3%	(4)	3%	(4)	4%	(5)	59%	(77)	130
Employ: Self-Employed	25%	(49)	3%	(6)	3%	(5)	7%	(15)	4%	(7)	58%	(114)	196
Employ: Homemaker	13%	(17)	1%	(1)	—	(0)	3%	(5)	1%	(2)	82%	(111)	136
Employ: Student	30%	(27)	6%	(6)	1%	(1)	1%	(1)	3%	(3)	59%	(53)	91
Employ: Retired	7%	(38)	1%	(5)	1%	(5)	2%	(11)	2%	(11)	86%	(443)	515
Employ: Unemployed	20%	(51)	4%	(10)	1%	(2)	3%	(8)	2%	(5)	70%	(177)	252
Employ: Other	17%	(30)	1%	(2)	1%	(1)	2%	(4)	2%	(3)	77%	(134)	175
Military HH: Yes	21%	(72)	3%	(9)	2%	(8)	4%	(13)	1%	(3)	70%	(247)	353
Military HH: No	18%	(339)	4%	(65)	2%	(36)	3%	(59)	3%	(51)	70%	(1296)	1847
RD/WT: Right Direction	20%	(159)	5%	(39)	3%	(27)	4%	(30)	2%	(18)	66%	(533)	806
RD/WT: Wrong Track	18%	(252)	3%	(36)	1%	(17)	3%	(42)	3%	(36)	73%	(1011)	1394

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Table MCEN2_4: And how do you usually like to purchase these kinds of products?
Branded products from politicians, such as campaign merchandise

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	19% (411)	3% (75)	2% (44)	3% (72)	2% (55)	70% (1543)	2200
Biden Job Approve	19% (184)	4% (39)	3% (27)	4% (37)	2% (22)	67% (635)	944
Biden Job Disapprove	18% (203)	3% (32)	1% (16)	3% (35)	3% (31)	71% (790)	1106
Biden Job Strongly Approve	22% (85)	6% (23)	4% (17)	6% (23)	2% (8)	60% (239)	395
Biden Job Somewhat Approve	18% (98)	3% (16)	2% (10)	3% (15)	2% (13)	72% (396)	549
Biden Job Somewhat Disapprove	21% (71)	2% (8)	2% (5)	3% (10)	3% (10)	69% (235)	340
Biden Job Strongly Disapprove	17% (132)	3% (24)	1% (10)	3% (24)	3% (21)	72% (555)	767
Favorable of Biden	20% (196)	4% (37)	3% (26)	3% (33)	2% (20)	69% (686)	999
Unfavorable of Biden	18% (191)	3% (34)	2% (17)	3% (36)	3% (33)	71% (763)	1074
Very Favorable of Biden	23% (101)	5% (23)	3% (15)	5% (22)	2% (8)	62% (277)	447
Somewhat Favorable of Biden	17% (94)	3% (14)	2% (11)	2% (11)	2% (12)	74% (409)	552
Somewhat Unfavorable of Biden	18% (50)	3% (9)	2% (4)	3% (10)	4% (10)	70% (201)	285
Very Unfavorable of Biden	18% (141)	3% (25)	2% (13)	3% (26)	3% (23)	71% (562)	790
#1 Issue: Economy	23% (202)	4% (32)	2% (15)	3% (30)	3% (29)	65% (581)	888
#1 Issue: Security	16% (45)	3% (10)	2% (5)	2% (7)	3% (10)	73% (207)	283
#1 Issue: Health Care	22% (63)	3% (9)	4% (11)	2% (5)	2% (5)	68% (191)	282
#1 Issue: Medicare / Social Security	5% (13)	4% (10)	1% (4)	3% (8)	3% (6)	83% (205)	245
#1 Issue: Women's Issues	18% (26)	3% (4)	— (0)	3% (5)	2% (2)	75% (109)	146
#1 Issue: Education	25% (23)	3% (3)	1% (1)	7% (6)	1% (1)	63% (57)	90
#1 Issue: Energy	20% (30)	5% (7)	4% (6)	5% (7)	1% (1)	65% (97)	149
#1 Issue: Other	9% (10)	— (0)	3% (3)	4% (4)	1% (1)	84% (96)	115
2020 Vote: Joe Biden	20% (189)	2% (23)	3% (25)	4% (40)	2% (20)	68% (633)	931
2020 Vote: Donald Trump	15% (104)	5% (38)	2% (16)	3% (23)	3% (22)	71% (495)	700
2020 Vote: Other	27% (22)	— (0)	— (0)	1% (1)	3% (3)	69% (58)	84
2020 Vote: Didn't Vote	20% (94)	3% (13)	— (2)	2% (8)	2% (10)	74% (354)	481
2018 House Vote: Democrat	22% (171)	3% (21)	2% (20)	5% (36)	2% (16)	67% (527)	791
2018 House Vote: Republican	15% (86)	4% (23)	3% (14)	3% (14)	3% (17)	73% (409)	563
2018 House Vote: Someone else	12% (9)	1% (1)	1% (1)	6% (4)	5% (4)	76% (58)	77

Continued on next page

Table MCEN2_4: *And how do you usually like to purchase these kinds of products?
 Branded products from politicians, such as campaign merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	19% (411)	3% (75)	2% (44)	3% (72)	2% (55)	70% (1543)	2200
2016 Vote: Hillary Clinton	20% (145)	3% (19)	3% (20)	4% (31)	2% (14)	67% (478)	709
2016 Vote: Donald Trump	17% (110)	5% (31)	2% (15)	3% (22)	3% (17)	70% (466)	662
2016 Vote: Other	19% (24)	2% (3)	— (0)	2% (3)	1% (2)	75% (94)	126
2016 Vote: Didn't Vote	19% (133)	3% (21)	1% (8)	2% (15)	3% (22)	72% (505)	704
Voted in 2014: Yes	18% (223)	3% (41)	2% (27)	4% (51)	2% (25)	71% (883)	1249
Voted in 2014: No	20% (188)	4% (34)	2% (17)	2% (22)	3% (30)	70% (661)	951
4-Region: Northeast	19% (76)	3% (13)	3% (10)	4% (15)	2% (10)	68% (270)	394
4-Region: Midwest	19% (90)	2% (11)	3% (13)	3% (14)	1% (6)	71% (329)	462
4-Region: South	20% (161)	4% (35)	2% (12)	3% (21)	3% (23)	69% (572)	824
4-Region: West	16% (85)	3% (15)	2% (9)	4% (22)	3% (16)	72% (373)	520
Netflix User	22% (311)	4% (56)	2% (28)	3% (40)	2% (30)	67% (947)	1413
HBO Max Users	27% (173)	5% (33)	2% (14)	4% (24)	2% (16)	60% (386)	646
Disney+ Users	24% (200)	5% (40)	2% (15)	3% (26)	2% (17)	64% (526)	824
Hulu Users	25% (232)	4% (36)	2% (14)	4% (33)	2% (15)	65% (603)	933
Paramount+	29% (108)	6% (21)	4% (14)	6% (21)	2% (7)	55% (209)	380
Peacock Users	22% (135)	5% (29)	2% (15)	3% (19)	3% (16)	65% (403)	616
Amazon Prime Video Users	23% (278)	3% (41)	3% (32)	3% (35)	2% (23)	66% (804)	1213

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

**Table MCEN2_5: And how do you usually like to purchase these kinds of products?
Branded products from athletes, such as jerseys and game merchandise**

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	29% (631)	9% (197)	3% (60)	6% (143)	3% (67)	50% (1102)	2200
Gender: Male	29% (312)	10% (107)	3% (37)	7% (70)	3% (35)	47% (501)	1062
Gender: Female	28% (318)	8% (90)	2% (23)	6% (73)	3% (33)	53% (601)	1138
Age: 18-34	40% (262)	7% (49)	5% (32)	8% (56)	4% (24)	35% (232)	655
Age: 35-44	33% (118)	13% (45)	3% (11)	6% (23)	3% (11)	42% (150)	358
Age: 45-64	26% (197)	10% (74)	2% (13)	6% (47)	3% (21)	53% (398)	751
Age: 65+	12% (53)	7% (30)	1% (4)	4% (17)	2% (10)	74% (322)	436
GenZers: 1997-2012	39% (86)	8% (19)	3% (7)	11% (25)	4% (9)	34% (77)	223
Millennials: 1981-1996	38% (249)	9% (59)	5% (35)	7% (48)	4% (24)	37% (245)	660
GenXers: 1965-1980	33% (172)	10% (55)	2% (12)	7% (35)	3% (17)	45% (239)	530
Baby Boomers: 1946-1964	17% (119)	9% (62)	1% (6)	5% (34)	2% (17)	67% (476)	715
PID: Dem (no lean)	32% (264)	11% (93)	4% (31)	6% (52)	3% (28)	43% (354)	822
PID: Ind (no lean)	27% (206)	7% (51)	2% (19)	8% (58)	3% (24)	53% (404)	762
PID: Rep (no lean)	26% (161)	9% (54)	2% (10)	5% (33)	2% (15)	56% (344)	617
PID/Gender: Dem Men	34% (145)	11% (49)	5% (20)	6% (25)	5% (21)	39% (165)	426
PID/Gender: Dem Women	30% (118)	11% (44)	3% (11)	7% (26)	2% (8)	48% (188)	396
PID/Gender: Ind Men	26% (90)	9% (31)	3% (11)	8% (28)	2% (8)	52% (178)	346
PID/Gender: Ind Women	28% (115)	5% (20)	2% (8)	7% (30)	4% (16)	54% (226)	416
PID/Gender: Rep Men	26% (77)	9% (27)	2% (6)	6% (17)	2% (6)	54% (157)	290
PID/Gender: Rep Women	26% (84)	8% (26)	1% (4)	5% (16)	3% (9)	57% (187)	326
Ideo: Liberal (1-3)	32% (212)	9% (57)	3% (22)	8% (51)	3% (19)	45% (300)	661
Ideo: Moderate (4)	30% (184)	10% (59)	2% (13)	6% (39)	5% (29)	47% (290)	615
Ideo: Conservative (5-7)	25% (176)	9% (66)	3% (21)	5% (38)	2% (11)	56% (395)	708
Educ: < College	28% (426)	8% (121)	3% (38)	6% (90)	3% (50)	52% (787)	1512
Educ: Bachelors degree	30% (132)	11% (50)	3% (13)	7% (33)	3% (14)	46% (203)	444
Educ: Post-grad	30% (72)	11% (26)	4% (10)	8% (20)	1% (3)	46% (112)	244
Income: Under 50k	28% (323)	8% (90)	2% (26)	5% (59)	3% (37)	54% (637)	1172
Income: 50k-100k	29% (212)	10% (70)	3% (21)	8% (57)	3% (19)	47% (343)	723
Income: 100k+	32% (96)	12% (36)	4% (13)	9% (26)	4% (11)	40% (122)	304

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Table MCEN2_5: *And how do you usually like to purchase these kinds of products?
 Branded products from athletes, such as jerseys and game merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	29% (631)	9% (197)	3% (60)	6% (143)	3% (67)	50% (1102)	2200
Ethnicity: White	27% (468)	9% (158)	3% (45)	7% (120)	2% (37)	52% (894)	1722
Ethnicity: Hispanic	38% (132)	10% (34)	4% (14)	9% (30)	5% (16)	35% (123)	349
Ethnicity: Black	38% (106)	10% (27)	4% (10)	4% (11)	6% (17)	38% (104)	274
Ethnicity: Other	28% (57)	6% (12)	3% (6)	6% (12)	6% (13)	51% (104)	204
All Christian	28% (261)	11% (107)	3% (25)	6% (59)	3% (24)	50% (470)	947
All Non-Christian	26% (30)	16% (19)	5% (6)	7% (8)	6% (7)	40% (47)	117
Atheist	29% (27)	2% (2)	5% (4)	11% (11)	3% (3)	49% (46)	94
Agnostic/Nothing in particular	30% (183)	7% (42)	3% (17)	6% (35)	2% (15)	52% (319)	611
Something Else	30% (129)	6% (27)	2% (8)	7% (30)	4% (17)	51% (219)	431
Religious Non-Protestant/Catholic	23% (34)	14% (21)	5% (7)	5% (8)	7% (11)	45% (67)	148
Evangelical	27% (143)	9% (46)	4% (22)	6% (32)	4% (22)	51% (273)	537
Non-Evangelical	30% (240)	11% (85)	1% (9)	7% (54)	2% (16)	49% (391)	795
Community: Urban	30% (178)	8% (49)	6% (37)	5% (33)	5% (31)	45% (272)	600
Community: Suburban	29% (304)	9% (95)	2% (16)	8% (81)	2% (23)	50% (516)	1034
Community: Rural	26% (149)	9% (53)	1% (8)	5% (29)	2% (14)	56% (314)	566
Employ: Private Sector	38% (265)	11% (80)	3% (23)	7% (48)	2% (15)	39% (274)	705
Employ: Government	33% (43)	13% (17)	3% (4)	11% (14)	5% (6)	36% (46)	130
Employ: Self-Employed	33% (64)	7% (14)	7% (14)	9% (18)	5% (10)	39% (76)	196
Employ: Homemaker	23% (31)	9% (13)	— (1)	7% (10)	— (0)	60% (82)	136
Employ: Student	39% (36)	5% (4)	2% (2)	14% (13)	5% (5)	35% (32)	91
Employ: Retired	13% (68)	8% (40)	1% (6)	4% (19)	3% (17)	71% (365)	515
Employ: Unemployed	29% (74)	9% (22)	3% (7)	6% (16)	3% (7)	50% (125)	252
Employ: Other	28% (50)	4% (7)	2% (4)	3% (5)	4% (7)	58% (101)	175
Military HH: Yes	27% (95)	11% (39)	1% (3)	6% (21)	2% (7)	53% (187)	353
Military HH: No	29% (535)	9% (158)	3% (57)	7% (122)	3% (60)	50% (915)	1847
RD/WT: Right Direction	32% (258)	11% (88)	4% (33)	6% (48)	2% (16)	45% (363)	806
RD/WT: Wrong Track	27% (372)	8% (109)	2% (27)	7% (95)	4% (52)	53% (739)	1394

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Table MCEN2_5: And how do you usually like to purchase these kinds of products?
Branded products from athletes, such as jerseys and game merchandise

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	29% (631)	9% (197)	3% (60)	6% (143)	3% (67)	50% (1102)	2200
Biden Job Approve	31% (291)	10% (95)	4% (36)	7% (65)	3% (31)	45% (426)	944
Biden Job Disapprove	27% (304)	9% (100)	2% (18)	6% (69)	3% (31)	53% (583)	1106
Biden Job Strongly Approve	29% (113)	12% (49)	5% (19)	6% (23)	2% (9)	46% (183)	395
Biden Job Somewhat Approve	32% (178)	8% (47)	3% (17)	8% (42)	4% (22)	44% (244)	549
Biden Job Somewhat Disapprove	32% (110)	12% (42)	3% (10)	8% (26)	4% (13)	41% (139)	340
Biden Job Strongly Disapprove	25% (194)	8% (58)	1% (8)	6% (44)	2% (18)	58% (445)	767
Favorable of Biden	31% (309)	9% (94)	3% (32)	6% (63)	4% (36)	47% (465)	999
Unfavorable of Biden	27% (291)	9% (97)	2% (22)	6% (66)	3% (31)	53% (569)	1074
Very Favorable of Biden	31% (139)	11% (51)	4% (19)	6% (27)	2% (10)	45% (201)	447
Somewhat Favorable of Biden	31% (170)	8% (43)	2% (12)	7% (36)	5% (26)	48% (265)	552
Somewhat Unfavorable of Biden	32% (90)	13% (37)	5% (14)	6% (17)	3% (10)	41% (117)	285
Very Unfavorable of Biden	25% (201)	8% (60)	1% (7)	6% (49)	3% (21)	57% (452)	790
#1 Issue: Economy	35% (312)	9% (82)	2% (18)	9% (76)	3% (28)	42% (372)	888
#1 Issue: Security	25% (70)	9% (25)	1% (4)	5% (16)	3% (8)	56% (160)	283
#1 Issue: Health Care	29% (83)	9% (26)	6% (16)	2% (7)	3% (9)	50% (141)	282
#1 Issue: Medicare / Social Security	15% (36)	11% (28)	3% (8)	5% (11)	5% (13)	61% (150)	245
#1 Issue: Women's Issues	26% (37)	6% (9)	3% (5)	9% (13)	1% (1)	56% (81)	146
#1 Issue: Education	44% (39)	12% (11)	2% (1)	7% (6)	2% (2)	34% (30)	90
#1 Issue: Energy	25% (37)	8% (12)	6% (8)	7% (10)	2% (3)	53% (79)	149
#1 Issue: Other	14% (16)	3% (4)	— (0)	4% (5)	2% (3)	76% (88)	115
2020 Vote: Joe Biden	32% (296)	10% (93)	4% (35)	7% (61)	3% (25)	45% (422)	931
2020 Vote: Donald Trump	24% (167)	10% (69)	2% (12)	6% (45)	3% (21)	55% (385)	700
2020 Vote: Other	29% (24)	7% (5)	— (0)	8% (7)	2% (2)	54% (45)	84
2020 Vote: Didn't Vote	30% (143)	6% (30)	3% (13)	6% (29)	4% (20)	51% (246)	481
2018 House Vote: Democrat	30% (235)	11% (83)	3% (27)	7% (54)	2% (18)	47% (375)	791
2018 House Vote: Republican	25% (139)	10% (59)	2% (11)	6% (32)	3% (14)	55% (307)	563
2018 House Vote: Someone else	18% (14)	7% (5)	3% (3)	7% (6)	— (0)	64% (49)	77

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Table MCEN2_5: *And how do you usually like to purchase these kinds of products?
 Branded products from athletes, such as jerseys and game merchandise*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	29% (631)	9% (197)	3% (60)	6% (143)	3% (67)	50% (1102)	2200
2016 Vote: Hillary Clinton	30% (213)	10% (73)	4% (27)	7% (47)	3% (20)	46% (329)	709
2016 Vote: Donald Trump	26% (169)	9% (61)	2% (13)	7% (46)	3% (19)	53% (354)	662
2016 Vote: Other	27% (34)	11% (14)	1% (2)	8% (10)	2% (3)	50% (62)	126
2016 Vote: Didn't Vote	30% (214)	7% (49)	3% (19)	6% (40)	4% (25)	51% (357)	704
Voted in 2014: Yes	26% (327)	10% (125)	2% (30)	6% (73)	3% (33)	53% (661)	1249
Voted in 2014: No	32% (304)	8% (72)	3% (30)	7% (70)	4% (34)	46% (440)	951
4-Region: Northeast	29% (114)	10% (38)	4% (17)	8% (32)	2% (6)	47% (186)	394
4-Region: Midwest	28% (128)	9% (41)	3% (12)	6% (29)	4% (17)	51% (236)	462
4-Region: South	29% (238)	8% (70)	3% (22)	6% (50)	3% (26)	51% (418)	824
4-Region: West	29% (150)	9% (49)	2% (10)	6% (31)	3% (18)	50% (261)	520
Netflix User	34% (479)	9% (125)	3% (44)	7% (103)	2% (33)	45% (630)	1413
HBO Max Users	38% (244)	9% (59)	4% (28)	9% (57)	2% (14)	38% (244)	646
Disney+ Users	40% (332)	9% (71)	4% (33)	9% (71)	1% (10)	37% (307)	824
Hulu Users	37% (341)	8% (73)	3% (29)	9% (85)	2% (23)	41% (382)	933
Paramount+	42% (160)	11% (43)	6% (23)	8% (29)	2% (6)	31% (119)	380
Peacock Users	36% (222)	9% (58)	3% (20)	8% (46)	3% (16)	41% (254)	616
Amazon Prime Video Users	35% (421)	7% (83)	3% (38)	8% (95)	2% (28)	45% (548)	1213

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

Table MCEN2_6: And how do you usually like to purchase these kinds of products?
Branded products referencing TV shows and movies

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	30% (656)	10% (230)	3% (73)	3% (55)	3% (67)	51% (1119)	2200
Gender: Male	27% (284)	12% (124)	4% (39)	3% (29)	4% (38)	52% (549)	1062
Gender: Female	33% (372)	9% (106)	3% (34)	2% (26)	3% (29)	50% (570)	1138
Age: 18-34	47% (308)	14% (89)	5% (36)	3% (20)	4% (23)	27% (180)	655
Age: 35-44	40% (143)	14% (50)	4% (16)	1% (5)	4% (15)	36% (128)	358
Age: 45-64	23% (173)	10% (73)	2% (15)	2% (18)	3% (21)	60% (451)	751
Age: 65+	8% (33)	4% (18)	1% (6)	3% (12)	2% (7)	83% (360)	436
GenZers: 1997-2012	45% (100)	11% (25)	7% (15)	5% (12)	4% (9)	28% (63)	223
Millennials: 1981-1996	45% (295)	15% (96)	5% (31)	2% (12)	3% (22)	31% (203)	660
GenXers: 1965-1980	32% (168)	12% (64)	3% (18)	2% (11)	3% (18)	47% (251)	530
Baby Boomers: 1946-1964	13% (93)	6% (44)	1% (7)	3% (19)	2% (16)	75% (534)	715
PID: Dem (no lean)	29% (239)	12% (100)	5% (39)	3% (24)	3% (21)	49% (399)	822
PID: Ind (no lean)	34% (255)	8% (60)	3% (22)	3% (22)	4% (30)	49% (374)	762
PID: Rep (no lean)	26% (162)	11% (70)	2% (12)	2% (9)	3% (16)	56% (347)	617
PID/Gender: Dem Men	28% (118)	14% (59)	5% (21)	3% (14)	3% (13)	47% (200)	426
PID/Gender: Dem Women	30% (120)	10% (41)	5% (18)	3% (10)	2% (8)	50% (198)	396
PID/Gender: Ind Men	28% (97)	8% (29)	3% (10)	3% (9)	5% (16)	53% (184)	346
PID/Gender: Ind Women	38% (158)	7% (31)	3% (11)	3% (12)	3% (14)	46% (189)	416
PID/Gender: Rep Men	24% (68)	12% (36)	3% (7)	2% (5)	3% (10)	56% (164)	290
PID/Gender: Rep Women	29% (94)	11% (34)	1% (5)	1% (4)	2% (6)	56% (183)	326
Ideo: Liberal (1-3)	33% (215)	12% (77)	4% (29)	2% (15)	3% (22)	46% (303)	661
Ideo: Moderate (4)	32% (197)	11% (71)	3% (20)	3% (20)	3% (16)	47% (292)	615
Ideo: Conservative (5-7)	24% (170)	9% (67)	3% (18)	2% (15)	3% (23)	59% (415)	708
Educ: < College	30% (448)	10% (153)	3% (41)	2% (37)	3% (48)	52% (785)	1512
Educ: Bachelors degree	31% (136)	11% (51)	4% (19)	2% (8)	3% (13)	49% (216)	444
Educ: Post-grad	30% (73)	10% (26)	5% (13)	4% (10)	2% (5)	48% (118)	244
Income: Under 50k	30% (348)	10% (114)	2% (25)	2% (27)	3% (39)	53% (622)	1172
Income: 50k-100k	31% (227)	10% (73)	4% (28)	2% (13)	3% (22)	50% (360)	723
Income: 100k+	27% (82)	14% (43)	7% (20)	5% (15)	2% (6)	45% (138)	304

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Table MCEN2_6: *And how do you usually like to purchase these kinds of products?
 Branded products referencing TV shows and movies*

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	30% (656)	10% (230)	3% (73)	3% (55)	3% (67)	51% (1119)	2200
Ethnicity: White	29% (507)	11% (182)	3% (54)	2% (39)	3% (44)	52% (896)	1722
Ethnicity: Hispanic	35% (122)	14% (48)	4% (14)	3% (10)	3% (12)	41% (143)	349
Ethnicity: Black	37% (101)	9% (25)	5% (15)	2% (7)	2% (6)	44% (121)	274
Ethnicity: Other	23% (48)	11% (23)	2% (4)	5% (10)	8% (17)	50% (102)	204
All Christian	24% (228)	11% (109)	3% (33)	2% (18)	3% (24)	57% (536)	947
All Non-Christian	31% (37)	11% (13)	4% (5)	4% (4)	2% (2)	47% (55)	117
Atheist	40% (38)	13% (12)	2% (2)	5% (4)	3% (3)	37% (35)	94
Agnostic/Nothing in particular	34% (208)	8% (51)	4% (24)	2% (15)	2% (15)	49% (299)	611
Something Else	34% (147)	10% (45)	2% (9)	3% (13)	5% (22)	45% (195)	431
Religious Non-Protestant/Catholic	29% (44)	12% (18)	5% (8)	3% (5)	2% (2)	48% (72)	148
Evangelical	28% (148)	10% (55)	5% (25)	2% (13)	4% (20)	51% (275)	537
Non-Evangelical	27% (214)	11% (90)	2% (14)	2% (18)	3% (25)	55% (434)	795
Community: Urban	33% (195)	10% (61)	6% (33)	3% (16)	3% (18)	46% (276)	600
Community: Suburban	29% (301)	11% (111)	3% (30)	2% (25)	3% (30)	52% (537)	1034
Community: Rural	28% (160)	10% (57)	2% (10)	3% (14)	3% (19)	54% (306)	566
Employ: Private Sector	35% (248)	14% (96)	4% (30)	2% (15)	4% (28)	41% (288)	705
Employ: Government	38% (49)	11% (14)	7% (8)	2% (3)	4% (5)	38% (50)	130
Employ: Self-Employed	44% (85)	7% (14)	4% (8)	5% (11)	3% (7)	36% (70)	196
Employ: Homemaker	33% (46)	13% (17)	2% (3)	2% (2)	3% (4)	47% (63)	136
Employ: Student	41% (37)	16% (15)	4% (4)	5% (5)	3% (3)	31% (28)	91
Employ: Retired	10% (53)	4% (21)	1% (7)	2% (11)	2% (11)	80% (411)	515
Employ: Unemployed	35% (88)	11% (27)	3% (8)	3% (7)	2% (5)	47% (118)	252
Employ: Other	29% (51)	14% (25)	2% (4)	1% (2)	2% (3)	52% (90)	175
Military HH: Yes	24% (85)	12% (43)	3% (12)	3% (10)	2% (7)	55% (196)	353
Military HH: No	31% (571)	10% (187)	3% (61)	2% (45)	3% (59)	50% (923)	1847
RD/WT: Right Direction	29% (232)	11% (91)	5% (37)	3% (26)	3% (25)	49% (395)	806
RD/WT: Wrong Track	30% (425)	10% (139)	3% (36)	2% (29)	3% (42)	52% (724)	1394

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Table MCEN2_6: And how do you usually like to purchase these kinds of products?
Branded products referencing TV shows and movies

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	30% (656)	10% (230)	3% (73)	3% (55)	3% (67)	51% (1119)	2200
Biden Job Approve	29% (274)	12% (115)	4% (42)	3% (27)	3% (28)	49% (459)	944
Biden Job Disapprove	30% (337)	9% (105)	2% (25)	3% (29)	3% (33)	52% (578)	1106
Biden Job Strongly Approve	24% (94)	14% (55)	4% (17)	4% (16)	3% (11)	51% (203)	395
Biden Job Somewhat Approve	33% (179)	11% (61)	5% (25)	2% (10)	3% (18)	47% (256)	549
Biden Job Somewhat Disapprove	42% (144)	9% (31)	3% (10)	3% (10)	3% (10)	40% (136)	340
Biden Job Strongly Disapprove	25% (193)	10% (74)	2% (15)	2% (19)	3% (24)	58% (442)	767
Favorable of Biden	30% (304)	11% (114)	4% (38)	2% (24)	3% (29)	49% (490)	999
Unfavorable of Biden	30% (320)	10% (106)	3% (29)	2% (26)	3% (34)	52% (560)	1074
Very Favorable of Biden	28% (123)	13% (57)	4% (18)	3% (13)	2% (9)	51% (227)	447
Somewhat Favorable of Biden	33% (181)	10% (57)	4% (20)	2% (11)	4% (20)	48% (263)	552
Somewhat Unfavorable of Biden	39% (111)	9% (27)	4% (11)	3% (8)	3% (8)	42% (119)	285
Very Unfavorable of Biden	26% (208)	10% (79)	2% (18)	2% (18)	3% (26)	56% (441)	790
#1 Issue: Economy	37% (328)	11% (99)	3% (28)	2% (22)	3% (29)	43% (384)	888
#1 Issue: Security	22% (63)	9% (25)	1% (3)	2% (6)	5% (15)	61% (172)	283
#1 Issue: Health Care	34% (96)	11% (30)	4% (10)	1% (4)	2% (6)	48% (136)	282
#1 Issue: Medicare / Social Security	11% (28)	8% (19)	4% (11)	3% (8)	1% (3)	72% (176)	245
#1 Issue: Women's Issues	32% (46)	16% (24)	3% (4)	2% (4)	5% (7)	42% (61)	146
#1 Issue: Education	42% (38)	13% (12)	5% (4)	8% (7)	2% (2)	30% (27)	90
#1 Issue: Energy	25% (38)	10% (15)	8% (12)	3% (4)	1% (2)	53% (79)	149
#1 Issue: Other	17% (20)	6% (6)	1% (1)	1% (1)	3% (4)	72% (83)	115
2020 Vote: Joe Biden	30% (275)	11% (102)	3% (32)	3% (24)	3% (27)	51% (470)	931
2020 Vote: Donald Trump	24% (166)	10% (71)	3% (20)	3% (18)	3% (20)	58% (405)	700
2020 Vote: Other	38% (32)	16% (13)	3% (2)	— (0)	1% (1)	43% (36)	84
2020 Vote: Didn't Vote	38% (183)	9% (43)	4% (18)	3% (13)	4% (19)	42% (204)	481
2018 House Vote: Democrat	29% (229)	12% (96)	3% (24)	3% (25)	3% (21)	50% (397)	791
2018 House Vote: Republican	24% (136)	10% (54)	3% (15)	1% (7)	2% (11)	60% (340)	563
2018 House Vote: Someone else	22% (17)	11% (9)	3% (2)	3% (2)	4% (3)	56% (44)	77

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Table MCEN2_6: And how do you usually like to purchase these kinds of products?
 Branded products referencing TV shows and movies

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	30% (656)	10% (230)	3% (73)	3% (55)	3% (67)	51% (1119)	2200
2016 Vote: Hillary Clinton	29% (204)	11% (80)	3% (20)	3% (23)	3% (18)	51% (364)	709
2016 Vote: Donald Trump	25% (166)	10% (69)	3% (19)	2% (15)	3% (17)	57% (376)	662
2016 Vote: Other	27% (34)	14% (18)	4% (5)	— (0)	3% (4)	51% (64)	126
2016 Vote: Didn't Vote	36% (253)	9% (63)	4% (29)	3% (18)	4% (27)	45% (314)	704
Voted in 2014: Yes	26% (323)	10% (125)	3% (35)	3% (34)	2% (27)	57% (706)	1249
Voted in 2014: No	35% (333)	11% (105)	4% (38)	2% (21)	4% (40)	43% (413)	951
4-Region: Northeast	27% (108)	10% (39)	4% (16)	2% (10)	3% (13)	53% (208)	394
4-Region: Midwest	32% (147)	9% (44)	4% (20)	2% (11)	2% (10)	50% (229)	462
4-Region: South	31% (255)	9% (71)	3% (26)	2% (20)	4% (29)	51% (423)	824
4-Region: West	28% (146)	15% (76)	2% (11)	3% (14)	3% (15)	50% (259)	520
Netflix User	37% (518)	11% (159)	4% (54)	2% (30)	3% (38)	43% (614)	1413
HBO Max Users	43% (279)	13% (86)	4% (29)	2% (14)	3% (18)	34% (221)	646
Disney+ Users	44% (366)	15% (120)	4% (31)	2% (18)	2% (15)	33% (274)	824
Hulu Users	42% (394)	13% (124)	4% (34)	3% (25)	2% (20)	36% (336)	933
Paramount+	44% (167)	14% (53)	4% (16)	3% (11)	3% (10)	32% (123)	380
Peacock Users	38% (236)	13% (81)	3% (18)	2% (15)	3% (16)	41% (250)	616
Amazon Prime Video Users	37% (454)	10% (127)	4% (46)	2% (24)	2% (23)	44% (539)	1213

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

Table MCEN2_7: *And how do you usually like to purchase these kinds of products?*

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	31% (681)	7% (149)	2% (48)	2% (45)	4% (81)	54% (1195)	2200
Gender: Male	28% (292)	7% (73)	3% (36)	2% (23)	4% (48)	55% (589)	1062
Gender: Female	34% (389)	7% (76)	1% (12)	2% (22)	3% (33)	53% (606)	1138
Age: 18-34	50% (328)	8% (52)	5% (30)	2% (15)	4% (29)	31% (201)	655
Age: 35-44	43% (155)	12% (43)	2% (7)	1% (4)	4% (14)	38% (134)	358
Age: 45-64	22% (168)	6% (43)	1% (10)	2% (14)	3% (24)	66% (493)	751
Age: 65+	7% (30)	2% (10)	— (1)	3% (13)	3% (14)	84% (367)	436
GenZers: 1997-2012	50% (111)	10% (23)	6% (13)	2% (5)	3% (7)	29% (65)	223
Millennials: 1981-1996	49% (322)	9% (60)	3% (23)	2% (12)	5% (32)	32% (211)	660
GenXers: 1965-1980	31% (164)	7% (36)	1% (7)	2% (11)	3% (17)	55% (293)	530
Baby Boomers: 1946-1964	12% (83)	4% (30)	1% (5)	2% (16)	3% (23)	78% (558)	715
PID: Dem (no lean)	33% (269)	8% (69)	3% (27)	2% (19)	3% (28)	50% (409)	822
PID: Ind (no lean)	34% (257)	6% (42)	2% (12)	2% (18)	5% (36)	52% (397)	762
PID: Rep (no lean)	25% (155)	6% (38)	1% (9)	1% (8)	3% (17)	63% (389)	617
PID/Gender: Dem Men	32% (135)	9% (39)	5% (21)	2% (10)	4% (19)	48% (203)	426
PID/Gender: Dem Women	34% (134)	8% (30)	2% (6)	2% (10)	2% (9)	52% (207)	396
PID/Gender: Ind Men	29% (102)	4% (14)	3% (10)	2% (8)	5% (17)	57% (196)	346
PID/Gender: Ind Women	37% (155)	7% (28)	1% (3)	2% (9)	5% (19)	49% (202)	416
PID/Gender: Rep Men	19% (56)	7% (20)	2% (6)	2% (5)	4% (12)	66% (191)	290
PID/Gender: Rep Women	30% (99)	6% (18)	1% (3)	1% (3)	2% (5)	61% (198)	326
Ideo: Liberal (1-3)	36% (236)	7% (45)	3% (19)	2% (14)	4% (25)	49% (322)	661
Ideo: Moderate (4)	31% (191)	8% (50)	2% (13)	3% (18)	4% (25)	52% (319)	615
Ideo: Conservative (5-7)	24% (173)	6% (42)	2% (14)	2% (12)	3% (22)	63% (446)	708
Educ: < College	32% (477)	6% (94)	2% (29)	2% (26)	4% (54)	55% (833)	1512
Educ: Bachelors degree	28% (123)	8% (35)	3% (12)	3% (12)	5% (21)	54% (242)	444
Educ: Post-grad	34% (82)	8% (20)	3% (8)	3% (8)	2% (6)	50% (121)	244
Income: Under 50k	32% (377)	6% (70)	2% (20)	2% (18)	4% (44)	55% (643)	1172
Income: 50k-100k	30% (216)	6% (45)	2% (16)	2% (15)	4% (28)	56% (403)	723
Income: 100k+	29% (89)	11% (34)	4% (11)	4% (12)	3% (9)	49% (149)	304

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Table MCEN2_7: *And how do you usually like to purchase these kinds of products?*
Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	31% (681)	7% (149)	2% (48)	2% (45)	4% (81)	54% (1195)	2200
Ethnicity: White	30% (508)	7% (113)	2% (34)	2% (36)	3% (60)	56% (971)	1722
Ethnicity: Hispanic	41% (144)	8% (27)	2% (7)	2% (8)	7% (26)	39% (137)	349
Ethnicity: Black	42% (115)	10% (28)	3% (8)	2% (5)	3% (7)	41% (111)	274
Ethnicity: Other	28% (58)	4% (9)	3% (6)	2% (4)	7% (14)	55% (113)	204
All Christian	24% (225)	7% (67)	2% (22)	2% (18)	3% (28)	62% (587)	947
All Non-Christian	36% (42)	11% (13)	6% (7)	1% (1)	— (0)	47% (55)	117
Atheist	41% (39)	7% (7)	1% (1)	4% (4)	7% (7)	39% (37)	94
Agnostic/Nothing in particular	36% (220)	5% (33)	1% (9)	2% (13)	4% (25)	51% (312)	611
Something Else	36% (156)	7% (31)	2% (9)	2% (10)	5% (20)	47% (205)	431
Religious Non-Protestant/Catholic	31% (47)	10% (15)	5% (7)	1% (1)	— (1)	52% (77)	148
Evangelical	29% (154)	8% (44)	3% (16)	2% (9)	4% (23)	54% (291)	537
Non-Evangelical	27% (216)	6% (50)	2% (13)	2% (18)	3% (25)	60% (474)	795
Community: Urban	36% (213)	8% (45)	3% (20)	1% (8)	4% (26)	48% (288)	600
Community: Suburban	29% (299)	7% (71)	2% (18)	3% (27)	4% (38)	56% (583)	1034
Community: Rural	30% (170)	6% (33)	2% (11)	2% (11)	3% (17)	57% (325)	566
Employ: Private Sector	37% (259)	9% (60)	3% (22)	2% (13)	3% (23)	46% (328)	705
Employ: Government	37% (48)	8% (11)	4% (5)	3% (4)	4% (5)	43% (56)	130
Employ: Self-Employed	42% (81)	9% (18)	3% (5)	4% (8)	5% (9)	38% (75)	196
Employ: Homemaker	36% (48)	7% (9)	1% (1)	2% (2)	6% (8)	50% (67)	136
Employ: Student	51% (47)	4% (4)	4% (4)	3% (3)	3% (2)	34% (31)	91
Employ: Retired	9% (47)	4% (18)	— (1)	2% (10)	4% (21)	81% (418)	515
Employ: Unemployed	39% (98)	8% (19)	2% (4)	1% (3)	3% (8)	47% (119)	252
Employ: Other	30% (53)	6% (10)	3% (5)	1% (2)	2% (4)	58% (102)	175
Military HH: Yes	26% (92)	6% (23)	3% (10)	2% (7)	3% (9)	60% (212)	353
Military HH: No	32% (590)	7% (126)	2% (38)	2% (38)	4% (71)	53% (983)	1847
RD/WT: Right Direction	33% (266)	8% (63)	4% (31)	2% (18)	4% (29)	49% (398)	806
RD/WT: Wrong Track	30% (415)	6% (86)	1% (17)	2% (27)	4% (52)	57% (797)	1394

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Table MCEN2_7: And how do you usually like to purchase these kinds of products?

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	31% (681)	7% (149)	2% (48)	2% (45)	4% (81)	54% (1195)	2200
Biden Job Approve	32% (300)	7% (70)	3% (25)	2% (23)	4% (37)	52% (490)	944
Biden Job Disapprove	30% (334)	6% (69)	2% (20)	2% (22)	3% (31)	57% (630)	1106
Biden Job Strongly Approve	28% (112)	9% (36)	4% (16)	3% (13)	3% (11)	52% (206)	395
Biden Job Somewhat Approve	34% (187)	6% (35)	2% (8)	2% (10)	5% (25)	52% (284)	549
Biden Job Somewhat Disapprove	43% (146)	8% (26)	2% (8)	1% (5)	3% (11)	42% (144)	340
Biden Job Strongly Disapprove	25% (188)	6% (43)	2% (12)	2% (17)	3% (20)	63% (486)	767
Favorable of Biden	32% (318)	7% (73)	3% (25)	2% (19)	4% (36)	53% (527)	999
Unfavorable of Biden	30% (321)	7% (71)	2% (19)	2% (23)	3% (33)	57% (607)	1074
Very Favorable of Biden	32% (144)	8% (37)	3% (14)	3% (11)	2% (10)	51% (230)	447
Somewhat Favorable of Biden	31% (173)	7% (36)	2% (11)	1% (8)	5% (26)	54% (298)	552
Somewhat Unfavorable of Biden	39% (110)	8% (24)	1% (4)	2% (7)	5% (13)	45% (127)	285
Very Unfavorable of Biden	27% (211)	6% (47)	2% (15)	2% (16)	3% (20)	61% (480)	790
#1 Issue: Economy	38% (341)	6% (56)	2% (17)	2% (19)	3% (31)	48% (424)	888
#1 Issue: Security	23% (65)	7% (19)	2% (4)	2% (4)	3% (10)	64% (180)	283
#1 Issue: Health Care	28% (80)	11% (31)	3% (8)	1% (4)	4% (11)	53% (149)	282
#1 Issue: Medicare / Social Security	13% (31)	6% (14)	2% (5)	3% (7)	5% (12)	72% (176)	245
#1 Issue: Women's Issues	40% (58)	7% (10)	1% (1)	2% (3)	4% (6)	47% (68)	146
#1 Issue: Education	45% (41)	4% (4)	3% (3)	1% (1)	4% (4)	42% (38)	90
#1 Issue: Energy	33% (50)	8% (11)	6% (9)	3% (4)	3% (5)	47% (70)	149
#1 Issue: Other	14% (16)	3% (3)	— (0)	2% (2)	2% (2)	79% (91)	115
2020 Vote: Joe Biden	32% (296)	7% (69)	3% (26)	3% (25)	3% (28)	52% (487)	931
2020 Vote: Donald Trump	23% (159)	7% (51)	2% (16)	2% (13)	3% (19)	63% (442)	700
2020 Vote: Other	36% (30)	7% (6)	2% (1)	— (0)	6% (5)	50% (42)	84
2020 Vote: Didn't Vote	41% (195)	5% (23)	1% (6)	2% (8)	6% (28)	46% (221)	481
2018 House Vote: Democrat	31% (245)	8% (61)	3% (21)	3% (24)	2% (19)	53% (422)	791
2018 House Vote: Republican	22% (124)	8% (42)	1% (8)	1% (8)	3% (15)	65% (366)	563
2018 House Vote: Someone else	27% (21)	7% (5)	3% (2)	3% (2)	5% (4)	56% (43)	77

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Table MCEN2_7: And how do you usually like to purchase these kinds of products?

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Online	Big box stores	Boutique stores	At the performing stadium or venue	Another way	I have not purchased this before	Total N
Adults	31% (681)	7% (149)	2% (48)	2% (45)	4% (81)	54% (1195)	2200
2016 Vote: Hillary Clinton	32% (224)	7% (52)	2% (14)	3% (23)	2% (17)	53% (379)	709
2016 Vote: Donald Trump	23% (155)	7% (44)	2% (12)	2% (13)	3% (23)	63% (415)	662
2016 Vote: Other	29% (36)	8% (10)	5% (6)	1% (1)	2% (2)	55% (69)	126
2016 Vote: Didn't Vote	38% (266)	6% (42)	2% (15)	1% (9)	5% (38)	47% (333)	704
Voted in 2014: Yes	26% (324)	7% (86)	2% (22)	3% (32)	3% (31)	60% (754)	1249
Voted in 2014: No	38% (357)	7% (63)	3% (26)	1% (13)	5% (49)	46% (442)	951
4-Region: Northeast	30% (118)	6% (24)	2% (9)	3% (12)	2% (9)	57% (223)	394
4-Region: Midwest	31% (144)	7% (32)	2% (7)	2% (7)	3% (14)	56% (258)	462
4-Region: South	32% (260)	7% (60)	2% (14)	1% (12)	5% (44)	53% (434)	824
4-Region: West	31% (159)	6% (33)	3% (18)	3% (14)	3% (15)	54% (281)	520
Netflix User	38% (534)	8% (110)	2% (32)	2% (25)	4% (55)	47% (658)	1413
HBO Max Users	43% (276)	9% (56)	2% (15)	2% (11)	5% (30)	40% (258)	646
Disney+ Users	46% (377)	9% (70)	3% (21)	2% (16)	3% (28)	38% (311)	824
Hulu Users	44% (410)	9% (80)	2% (17)	2% (15)	3% (30)	41% (381)	933
Paramount+	45% (169)	11% (40)	4% (14)	2% (8)	4% (16)	35% (132)	380
Peacock Users	40% (244)	9% (53)	3% (16)	1% (8)	4% (26)	44% (269)	616
Amazon Prime Video Users	38% (462)	6% (78)	2% (24)	2% (22)	3% (38)	48% (588)	1213

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

**Table MCEN3_1: And would you buy the following products as gifts for friends and family?
Branded products from companies owned by celebrities**

Demographic	Yes	No	Don't know	Total N
Adults	25% (553)	52% (1151)	23% (495)	2200
Gender: Male	27% (285)	54% (575)	19% (202)	1062
Gender: Female	24% (268)	51% (576)	26% (294)	1138
Age: 18-34	39% (257)	38% (250)	23% (148)	655
Age: 35-44	33% (117)	40% (144)	27% (96)	358
Age: 45-64	20% (149)	56% (420)	24% (182)	751
Age: 65+	7% (30)	77% (337)	16% (69)	436
GenZers: 1997-2012	40% (89)	40% (90)	20% (45)	223
Millennials: 1981-1996	38% (249)	37% (244)	25% (166)	660
GenXers: 1965-1980	25% (133)	49% (259)	26% (137)	530
Baby Boomers: 1946-1964	11% (80)	70% (498)	19% (137)	715
PID: Dem (no lean)	32% (266)	47% (386)	21% (169)	822
PID: Ind (no lean)	23% (177)	53% (401)	24% (184)	762
PID: Rep (no lean)	18% (111)	59% (363)	23% (142)	617
PID/Gender: Dem Men	36% (155)	46% (195)	18% (76)	426
PID/Gender: Dem Women	28% (111)	48% (192)	24% (93)	396
PID/Gender: Ind Men	22% (75)	59% (203)	20% (68)	346
PID/Gender: Ind Women	24% (102)	48% (198)	28% (116)	416
PID/Gender: Rep Men	19% (55)	61% (177)	20% (58)	290
PID/Gender: Rep Women	17% (55)	57% (186)	26% (85)	326
Ideo: Liberal (1-3)	33% (217)	47% (311)	20% (133)	661
Ideo: Moderate (4)	27% (164)	50% (310)	23% (141)	615
Ideo: Conservative (5-7)	17% (123)	61% (433)	22% (153)	708
Educ: < College	25% (384)	50% (761)	24% (368)	1512
Educ: Bachelors degree	24% (106)	56% (251)	20% (87)	444
Educ: Post-grad	26% (64)	57% (140)	16% (40)	244
Income: Under 50k	24% (279)	51% (598)	25% (295)	1172
Income: 50k-100k	25% (183)	54% (388)	21% (153)	723
Income: 100k+	30% (91)	54% (165)	16% (48)	304
Ethnicity: White	22% (381)	55% (949)	23% (392)	1722
Ethnicity: Hispanic	28% (99)	48% (167)	24% (84)	349
Ethnicity: Black	44% (120)	38% (103)	19% (51)	274

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Table MCEN3_1: *And would you buy the following products as gifts for friends and family?
Branded products from companies owned by celebrities*

Demographic	Yes	No	Don't know	Total N
Adults	25% (553)	52% (1151)	23% (495)	2200
Ethnicity: Other	26% (52)	48% (99)	26% (53)	204
All Christian	21% (200)	59% (559)	20% (188)	947
All Non-Christian	34% (40)	53% (63)	13% (15)	117
Atheist	27% (25)	51% (48)	22% (21)	94
Agnostic/Nothing in particular	25% (153)	46% (282)	29% (176)	611
Something Else	32% (136)	46% (200)	22% (95)	431
Religious Non-Protestant/Catholic	32% (48)	53% (79)	15% (22)	148
Evangelical	27% (143)	52% (277)	22% (117)	537
Non-Evangelical	23% (179)	58% (458)	20% (157)	795
Community: Urban	34% (206)	48% (287)	18% (106)	600
Community: Suburban	22% (227)	55% (572)	23% (235)	1034
Community: Rural	21% (120)	52% (292)	27% (154)	566
Employ: Private Sector	28% (199)	49% (347)	22% (159)	705
Employ: Government	33% (43)	43% (55)	25% (32)	130
Employ: Self-Employed	33% (65)	46% (89)	21% (42)	196
Employ: Homemaker	26% (35)	47% (63)	28% (38)	136
Employ: Student	45% (41)	38% (35)	17% (15)	91
Employ: Retired	10% (51)	73% (375)	17% (88)	515
Employ: Unemployed	28% (71)	41% (104)	31% (78)	252
Employ: Other	28% (49)	47% (82)	25% (44)	175
Military HH: Yes	19% (66)	58% (204)	24% (83)	353
Military HH: No	26% (487)	51% (948)	22% (412)	1847
RD/WT: Right Direction	31% (246)	49% (395)	20% (165)	806
RD/WT: Wrong Track	22% (307)	54% (756)	24% (331)	1394
Biden Job Approve	30% (281)	50% (473)	20% (191)	944
Biden Job Disapprove	22% (241)	56% (616)	23% (249)	1106
Biden Job Strongly Approve	31% (124)	52% (205)	17% (66)	395
Biden Job Somewhat Approve	29% (157)	49% (268)	23% (125)	549
Biden Job Somewhat Disapprove	37% (124)	43% (148)	20% (68)	340
Biden Job Strongly Disapprove	15% (117)	61% (468)	24% (182)	767

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Table MCEN3_1: *And would you buy the following products as gifts for friends and family?
Branded products from companies owned by celebrities*

Demographic	Yes	No	Don't know	Total N
Adults	25% (553)	52% (1151)	23% (495)	2200
Favorable of Biden	29% (293)	51% (506)	20% (200)	999
Unfavorable of Biden	21% (222)	55% (594)	24% (259)	1074
Very Favorable of Biden	32% (141)	52% (230)	17% (75)	447
Somewhat Favorable of Biden	28% (152)	50% (276)	23% (124)	552
Somewhat Unfavorable of Biden	33% (93)	42% (119)	26% (73)	285
Very Unfavorable of Biden	16% (128)	60% (475)	24% (186)	790
#1 Issue: Economy	30% (264)	47% (418)	23% (206)	888
#1 Issue: Security	14% (39)	64% (182)	22% (62)	283
#1 Issue: Health Care	29% (83)	49% (139)	22% (61)	282
#1 Issue: Medicare / Social Security	18% (44)	61% (150)	21% (52)	245
#1 Issue: Women's Issues	26% (37)	44% (64)	31% (45)	146
#1 Issue: Education	33% (30)	45% (41)	22% (20)	90
#1 Issue: Energy	30% (44)	56% (84)	14% (22)	149
#1 Issue: Other	11% (13)	64% (74)	24% (28)	115
2020 Vote: Joe Biden	29% (265)	51% (477)	20% (189)	931
2020 Vote: Donald Trump	18% (129)	62% (430)	20% (140)	700
2020 Vote: Other	33% (27)	40% (33)	27% (23)	84
2020 Vote: Didn't Vote	27% (131)	43% (206)	30% (144)	481
2018 House Vote: Democrat	28% (223)	52% (410)	20% (158)	791
2018 House Vote: Republican	18% (103)	62% (349)	20% (111)	563
2018 House Vote: Someone else	21% (16)	49% (38)	30% (23)	77
2016 Vote: Hillary Clinton	28% (198)	53% (374)	19% (136)	709
2016 Vote: Donald Trump	18% (121)	61% (400)	21% (140)	662
2016 Vote: Other	21% (26)	55% (69)	25% (31)	126
2016 Vote: Didn't Vote	30% (208)	44% (308)	27% (188)	704
Voted in 2014: Yes	23% (285)	57% (713)	20% (251)	1249
Voted in 2014: No	28% (269)	46% (438)	26% (244)	951
4-Region: Northeast	28% (111)	51% (200)	21% (83)	394
4-Region: Midwest	25% (117)	53% (245)	22% (101)	462
4-Region: South	25% (203)	53% (437)	22% (185)	824
4-Region: West	24% (123)	52% (270)	24% (127)	520

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Table MCEN3_1: *And would you buy the following products as gifts for friends and family?
Branded products from companies owned by celebrities*

Demographic	Yes		No		Don't know		Total N
Adults	25%	(553)	52%	(1151)	23%	(495)	2200
Netflix User	30%	(417)	48%	(677)	23%	(319)	1413
HBO Max Users	35%	(227)	43%	(276)	22%	(143)	646
Disney+ Users	36%	(296)	41%	(336)	23%	(192)	824
Hulu Users	34%	(315)	42%	(396)	24%	(222)	933
Paramount+	39%	(146)	38%	(145)	23%	(88)	380
Peacock Users	32%	(200)	46%	(286)	21%	(130)	616
Amazon Prime Video Users	30%	(367)	49%	(590)	21%	(256)	1213

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

Table MCEN3_2: *And would you buy the following products as gifts for friends and family?
Branded products from musicians, such as album merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	40% (884)	40% (882)	20% (433)	2200
Gender: Male	41% (434)	41% (441)	18% (187)	1062
Gender: Female	40% (450)	39% (442)	22% (246)	1138
Age: 18-34	56% (369)	25% (163)	19% (123)	655
Age: 35-44	49% (176)	30% (108)	21% (74)	358
Age: 45-64	35% (263)	44% (333)	21% (156)	751
Age: 65+	18% (77)	64% (279)	19% (81)	436
GenZers: 1997-2012	57% (127)	20% (45)	23% (51)	223
Millennials: 1981-1996	54% (356)	28% (183)	18% (121)	660
GenXers: 1965-1980	42% (224)	36% (192)	21% (114)	530
Baby Boomers: 1946-1964	23% (167)	58% (412)	19% (135)	715
PID: Dem (no lean)	46% (374)	36% (296)	18% (151)	822
PID: Ind (no lean)	39% (297)	40% (301)	21% (164)	762
PID: Rep (no lean)	35% (214)	46% (284)	19% (118)	617
PID/Gender: Dem Men	45% (193)	35% (151)	19% (82)	426
PID/Gender: Dem Women	46% (181)	37% (145)	18% (70)	396
PID/Gender: Ind Men	37% (128)	45% (157)	18% (62)	346
PID/Gender: Ind Women	41% (169)	35% (145)	25% (102)	416
PID/Gender: Rep Men	39% (113)	46% (133)	15% (44)	290
PID/Gender: Rep Women	31% (100)	46% (151)	23% (75)	326
Ideo: Liberal (1-3)	49% (325)	34% (226)	17% (110)	661
Ideo: Moderate (4)	41% (251)	39% (241)	20% (123)	615
Ideo: Conservative (5-7)	32% (229)	48% (341)	20% (138)	708
Educ: < College	41% (620)	38% (576)	21% (317)	1512
Educ: Bachelors degree	38% (168)	44% (196)	18% (80)	444
Educ: Post-grad	40% (97)	45% (111)	15% (37)	244
Income: Under 50k	38% (442)	40% (466)	23% (264)	1172
Income: 50k-100k	43% (312)	40% (291)	17% (120)	723
Income: 100k+	43% (130)	41% (125)	16% (49)	304
Ethnicity: White	39% (670)	41% (712)	20% (340)	1722
Ethnicity: Hispanic	45% (156)	36% (124)	20% (69)	349
Ethnicity: Black	50% (136)	32% (86)	19% (52)	274

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Table MCEN3_2: *And would you buy the following products as gifts for friends and family?
 Branded products from musicians, such as album merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	40% (884)	40% (882)	20% (433)	2200
Ethnicity: Other	39% (79)	41% (84)	21% (42)	204
All Christian	36% (338)	46% (437)	18% (172)	947
All Non-Christian	37% (43)	48% (56)	15% (18)	117
Atheist	43% (41)	37% (35)	20% (19)	94
Agnostic/Nothing in particular	41% (251)	34% (205)	25% (155)	611
Something Else	49% (212)	35% (149)	16% (70)	431
Religious Non-Protestant/Catholic	37% (55)	48% (71)	15% (22)	148
Evangelical	40% (213)	42% (224)	19% (100)	537
Non-Evangelical	40% (318)	43% (342)	17% (135)	795
Community: Urban	42% (253)	39% (236)	18% (111)	600
Community: Suburban	40% (414)	41% (422)	19% (199)	1034
Community: Rural	38% (217)	40% (225)	22% (124)	566
Employ: Private Sector	47% (333)	36% (253)	17% (119)	705
Employ: Government	50% (66)	35% (46)	14% (19)	130
Employ: Self-Employed	45% (88)	32% (62)	23% (46)	196
Employ: Homemaker	37% (50)	38% (52)	26% (35)	136
Employ: Student	62% (56)	19% (17)	19% (18)	91
Employ: Retired	21% (109)	60% (307)	19% (98)	515
Employ: Unemployed	43% (109)	30% (76)	27% (68)	252
Employ: Other	42% (74)	39% (69)	18% (32)	175
Military HH: Yes	34% (119)	43% (151)	23% (83)	353
Military HH: No	41% (766)	40% (731)	19% (351)	1847
RD/WT: Right Direction	45% (359)	37% (298)	19% (149)	806
RD/WT: Wrong Track	38% (525)	42% (584)	20% (284)	1394
Biden Job Approve	44% (414)	38% (360)	18% (171)	944
Biden Job Disapprove	38% (418)	43% (472)	20% (217)	1106
Biden Job Strongly Approve	43% (169)	44% (174)	13% (53)	395
Biden Job Somewhat Approve	45% (245)	34% (186)	22% (118)	549
Biden Job Somewhat Disapprove	48% (162)	33% (112)	19% (66)	340
Biden Job Strongly Disapprove	33% (256)	47% (360)	20% (151)	767

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**Table MCEN3_2: And would you buy the following products as gifts for friends and family?
Branded products from musicians, such as album merchandise**

Demographic	Yes	No	Don't know	Total N
Adults	40% (884)	40% (882)	20% (433)	2200
Favorable of Biden	43% (434)	39% (388)	18% (177)	999
Unfavorable of Biden	37% (402)	42% (455)	20% (217)	1074
Very Favorable of Biden	44% (198)	41% (185)	14% (64)	447
Somewhat Favorable of Biden	43% (235)	37% (203)	20% (113)	552
Somewhat Unfavorable of Biden	49% (140)	30% (85)	21% (60)	285
Very Unfavorable of Biden	33% (262)	47% (370)	20% (157)	790
#1 Issue: Economy	47% (416)	35% (313)	18% (159)	888
#1 Issue: Security	28% (80)	50% (141)	22% (62)	283
#1 Issue: Health Care	44% (123)	38% (107)	19% (52)	282
#1 Issue: Medicare / Social Security	22% (53)	56% (137)	22% (55)	245
#1 Issue: Women's Issues	44% (64)	34% (50)	22% (31)	146
#1 Issue: Education	49% (44)	27% (24)	24% (21)	90
#1 Issue: Energy	50% (74)	37% (56)	13% (20)	149
#1 Issue: Other	25% (29)	47% (54)	28% (33)	115
2020 Vote: Joe Biden	43% (398)	39% (364)	18% (169)	931
2020 Vote: Donald Trump	34% (238)	48% (339)	18% (123)	700
2020 Vote: Other	44% (37)	31% (26)	25% (21)	84
2020 Vote: Didn't Vote	44% (211)	31% (150)	25% (120)	481
2018 House Vote: Democrat	42% (330)	40% (317)	18% (144)	791
2018 House Vote: Republican	35% (195)	51% (285)	15% (83)	563
2018 House Vote: Someone else	33% (26)	38% (29)	29% (22)	77
2016 Vote: Hillary Clinton	43% (305)	41% (289)	16% (115)	709
2016 Vote: Donald Trump	36% (237)	47% (312)	17% (112)	662
2016 Vote: Other	36% (45)	40% (50)	24% (30)	126
2016 Vote: Didn't Vote	42% (297)	33% (231)	25% (176)	704
Voted in 2014: Yes	38% (469)	46% (571)	17% (209)	1249
Voted in 2014: No	44% (415)	33% (311)	24% (225)	951
4-Region: Northeast	41% (160)	41% (161)	19% (73)	394
4-Region: Midwest	38% (177)	43% (199)	19% (87)	462
4-Region: South	41% (341)	39% (323)	19% (160)	824
4-Region: West	40% (207)	38% (199)	22% (113)	520

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Table MCEN3_2: *And would you buy the following products as gifts for friends and family?
Branded products from musicians, such as album merchandise*

Demographic	Yes		No		Don't know		Total N
Adults	40%	(884)	40%	(882)	20%	(433)	2200
Netflix User	46%	(657)	35%	(493)	19%	(264)	1413
HBO Max Users	52%	(334)	32%	(209)	16%	(103)	646
Disney+ Users	54%	(441)	29%	(235)	18%	(148)	824
Hulu Users	52%	(483)	28%	(263)	20%	(187)	933
Paramount+	54%	(204)	26%	(101)	20%	(75)	380
Peacock Users	47%	(290)	35%	(216)	18%	(110)	616
Amazon Prime Video Users	46%	(558)	36%	(441)	18%	(214)	1213

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

Table MCEN3_3: *And would you buy the following products as gifts for friends and family?
Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Yes	No	Don't know	Total N
Adults	33% (734)	46% (1020)	20% (447)	2200
Gender: Male	30% (322)	52% (548)	18% (192)	1062
Gender: Female	36% (412)	41% (472)	22% (254)	1138
Age: 18-34	50% (326)	32% (210)	18% (119)	655
Age: 35-44	45% (163)	31% (110)	24% (85)	358
Age: 45-64	28% (208)	51% (380)	22% (163)	751
Age: 65+	8% (37)	73% (319)	18% (80)	436
GenZers: 1997-2012	50% (112)	33% (73)	17% (39)	223
Millennials: 1981-1996	48% (316)	32% (209)	20% (135)	660
GenXers: 1965-1980	37% (195)	40% (211)	23% (124)	530
Baby Boomers: 1946-1964	15% (106)	66% (472)	19% (137)	715
PID: Dem (no lean)	39% (321)	43% (350)	18% (151)	822
PID: Ind (no lean)	33% (248)	45% (345)	22% (168)	762
PID: Rep (no lean)	27% (165)	53% (325)	21% (127)	617
PID/Gender: Dem Men	41% (172)	42% (179)	17% (74)	426
PID/Gender: Dem Women	37% (148)	43% (171)	19% (77)	396
PID/Gender: Ind Men	23% (81)	57% (197)	20% (68)	346
PID/Gender: Ind Women	40% (167)	36% (149)	24% (100)	416
PID/Gender: Rep Men	23% (68)	59% (172)	17% (50)	290
PID/Gender: Rep Women	30% (97)	47% (153)	24% (77)	326
Ideo: Liberal (1-3)	38% (253)	44% (289)	18% (118)	661
Ideo: Moderate (4)	36% (218)	44% (269)	21% (128)	615
Ideo: Conservative (5-7)	24% (171)	56% (400)	19% (137)	708
Educ: < College	34% (520)	44% (666)	22% (326)	1512
Educ: Bachelors degree	31% (136)	50% (222)	19% (86)	444
Educ: Post-grad	32% (78)	54% (132)	14% (34)	244
Income: Under 50k	33% (381)	45% (529)	22% (262)	1172
Income: 50k-100k	33% (240)	48% (344)	19% (139)	723
Income: 100k+	37% (112)	48% (147)	15% (45)	304
Ethnicity: White	31% (533)	48% (833)	21% (356)	1722
Ethnicity: Hispanic	41% (143)	38% (133)	21% (74)	349
Ethnicity: Black	48% (132)	35% (96)	17% (46)	274

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Table MCEN3_3: *And would you buy the following products as gifts for friends and family?
 Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Yes	No	Don't know	Total N
Adults	33% (734)	46% (1020)	20% (447)	2200
Ethnicity: Other	34% (69)	45% (91)	22% (44)	204
All Christian	29% (272)	53% (497)	19% (178)	947
All Non-Christian	39% (46)	50% (58)	11% (13)	117
Atheist	29% (27)	45% (43)	26% (24)	94
Agnostic/Nothing in particular	34% (205)	40% (244)	27% (162)	611
Something Else	43% (184)	41% (178)	16% (69)	431
Religious Non-Protestant/Catholic	36% (53)	52% (77)	12% (18)	148
Evangelical	35% (187)	47% (253)	18% (97)	537
Non-Evangelical	32% (253)	50% (399)	18% (142)	795
Community: Urban	42% (250)	40% (240)	18% (110)	600
Community: Suburban	30% (315)	50% (519)	19% (200)	1034
Community: Rural	30% (169)	46% (261)	24% (136)	566
Employ: Private Sector	41% (286)	41% (289)	18% (130)	705
Employ: Government	38% (49)	42% (55)	20% (26)	130
Employ: Self-Employed	39% (76)	38% (75)	23% (45)	196
Employ: Homemaker	37% (50)	39% (53)	24% (33)	136
Employ: Student	49% (45)	34% (31)	16% (15)	91
Employ: Retired	13% (67)	69% (354)	18% (93)	515
Employ: Unemployed	36% (90)	37% (94)	27% (68)	252
Employ: Other	40% (70)	39% (68)	21% (37)	175
Military HH: Yes	23% (83)	53% (188)	23% (83)	353
Military HH: No	35% (651)	45% (832)	20% (364)	1847
RD/WT: Right Direction	38% (304)	45% (362)	17% (140)	806
RD/WT: Wrong Track	31% (430)	47% (657)	22% (307)	1394
Biden Job Approve	36% (345)	46% (432)	18% (168)	944
Biden Job Disapprove	31% (341)	49% (539)	20% (226)	1106
Biden Job Strongly Approve	39% (154)	48% (190)	13% (51)	395
Biden Job Somewhat Approve	35% (191)	44% (242)	21% (117)	549
Biden Job Somewhat Disapprove	43% (147)	36% (123)	21% (70)	340
Biden Job Strongly Disapprove	25% (195)	54% (415)	20% (156)	767

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Table MCEN3_3: *And would you buy the following products as gifts for friends and family?
Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Yes	No	Don't know	Total N
Adults	33% (734)	46% (1020)	20% (447)	2200
Favorable of Biden	37% (368)	46% (464)	17% (166)	999
Unfavorable of Biden	30% (321)	48% (519)	22% (234)	1074
Very Favorable of Biden	39% (176)	46% (208)	14% (64)	447
Somewhat Favorable of Biden	35% (193)	47% (257)	19% (102)	552
Somewhat Unfavorable of Biden	40% (114)	35% (101)	24% (70)	285
Very Unfavorable of Biden	26% (207)	53% (418)	21% (165)	790
#1 Issue: Economy	39% (342)	41% (364)	21% (182)	888
#1 Issue: Security	22% (62)	56% (158)	22% (63)	283
#1 Issue: Health Care	39% (111)	44% (124)	17% (48)	282
#1 Issue: Medicare / Social Security	19% (46)	60% (147)	21% (52)	245
#1 Issue: Women's Issues	40% (58)	34% (50)	26% (37)	146
#1 Issue: Education	48% (43)	34% (31)	17% (16)	90
#1 Issue: Energy	35% (52)	52% (77)	13% (20)	149
#1 Issue: Other	17% (19)	60% (69)	24% (27)	115
2020 Vote: Joe Biden	35% (324)	48% (448)	17% (159)	931
2020 Vote: Donald Trump	26% (180)	56% (390)	19% (130)	700
2020 Vote: Other	25% (21)	35% (29)	40% (33)	84
2020 Vote: Didn't Vote	43% (208)	31% (148)	26% (125)	481
2018 House Vote: Democrat	34% (271)	47% (368)	19% (152)	791
2018 House Vote: Republican	27% (150)	57% (319)	17% (94)	563
2018 House Vote: Someone else	25% (20)	43% (33)	31% (24)	77
2016 Vote: Hillary Clinton	35% (248)	48% (339)	17% (121)	709
2016 Vote: Donald Trump	26% (173)	55% (363)	19% (126)	662
2016 Vote: Other	24% (30)	52% (66)	24% (30)	126
2016 Vote: Didn't Vote	40% (282)	36% (252)	24% (169)	704
Voted in 2014: Yes	29% (364)	53% (659)	18% (226)	1249
Voted in 2014: No	39% (370)	38% (361)	23% (220)	951
4-Region: Northeast	32% (127)	48% (188)	20% (79)	394
4-Region: Midwest	36% (166)	47% (216)	17% (80)	462
4-Region: South	34% (281)	45% (372)	21% (171)	824
4-Region: West	31% (160)	47% (243)	23% (117)	520

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Table MCEN3_3: *And would you buy the following products as gifts for friends and family?
Branded products from actors, such as fragrances, clothing, and home goods*

Demographic	Yes	No	Don't know	Total N
Adults	33% (734)	46% (1020)	20% (447)	2200
Netflix User	39% (548)	42% (587)	20% (279)	1413
HBO Max Users	43% (279)	37% (236)	20% (131)	646
Disney+ Users	47% (385)	34% (284)	19% (156)	824
Hulu Users	45% (415)	35% (325)	21% (193)	933
Paramount+	48% (184)	32% (121)	20% (75)	380
Peacock Users	42% (260)	39% (243)	18% (113)	616
Amazon Prime Video Users	38% (460)	42% (512)	20% (241)	1213

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

Table MCEN3_4: *And would you buy the following products as gifts for friends and family?
Branded products from politicians, such as campaign merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	15% (332)	68% (1492)	17% (376)	2200
Gender: Male	17% (181)	67% (707)	16% (174)	1062
Gender: Female	13% (151)	69% (785)	18% (202)	1138
Age: 18-34	22% (141)	61% (398)	18% (116)	655
Age: 35-44	23% (83)	57% (205)	19% (70)	358
Age: 45-64	12% (88)	71% (530)	18% (133)	751
Age: 65+	5% (20)	82% (359)	13% (57)	436
GenZers: 1997-2012	22% (50)	59% (131)	19% (43)	223
Millennials: 1981-1996	23% (150)	59% (387)	19% (123)	660
GenXers: 1965-1980	15% (79)	68% (359)	17% (91)	530
Baby Boomers: 1946-1964	7% (51)	77% (553)	15% (110)	715
PID: Dem (no lean)	18% (149)	68% (556)	14% (117)	822
PID: Ind (no lean)	11% (83)	70% (530)	20% (149)	762
PID: Rep (no lean)	16% (100)	66% (406)	18% (110)	617
PID/Gender: Dem Men	22% (92)	63% (269)	15% (65)	426
PID/Gender: Dem Women	14% (57)	72% (286)	13% (52)	396
PID/Gender: Ind Men	12% (40)	70% (243)	18% (63)	346
PID/Gender: Ind Women	10% (43)	69% (287)	21% (86)	416
PID/Gender: Rep Men	17% (50)	67% (194)	16% (47)	290
PID/Gender: Rep Women	16% (51)	65% (212)	19% (63)	326
Ideo: Liberal (1-3)	18% (119)	70% (465)	12% (77)	661
Ideo: Moderate (4)	14% (87)	66% (407)	20% (121)	615
Ideo: Conservative (5-7)	16% (113)	67% (478)	17% (118)	708
Educ: < College	14% (215)	67% (1012)	19% (284)	1512
Educ: Bachelors degree	15% (68)	71% (315)	14% (60)	444
Educ: Post-grad	20% (48)	67% (165)	13% (31)	244
Income: Under 50k	12% (146)	68% (798)	19% (228)	1172
Income: 50k-100k	15% (111)	70% (506)	15% (107)	723
Income: 100k+	25% (75)	62% (188)	13% (41)	304
Ethnicity: White	14% (249)	69% (1195)	16% (278)	1722
Ethnicity: Hispanic	14% (48)	70% (245)	16% (57)	349
Ethnicity: Black	22% (60)	59% (162)	19% (52)	274

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Table MCEN3_4: *And would you buy the following products as gifts for friends and family?
 Branded products from politicians, such as campaign merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	15% (332)	68% (1492)	17% (376)	2200
Ethnicity: Other	12% (24)	66% (134)	23% (46)	204
All Christian	13% (123)	72% (683)	15% (141)	947
All Non-Christian	24% (28)	67% (79)	9% (10)	117
Atheist	8% (8)	77% (72)	15% (14)	94
Agnostic/Nothing in particular	16% (99)	62% (381)	21% (131)	611
Something Else	17% (74)	64% (277)	19% (80)	431
Religious Non-Protestant/Catholic	22% (33)	67% (100)	10% (15)	148
Evangelical	19% (101)	64% (346)	17% (91)	537
Non-Evangelical	11% (88)	74% (587)	15% (120)	795
Community: Urban	20% (118)	63% (380)	17% (101)	600
Community: Suburban	14% (140)	70% (726)	16% (168)	1034
Community: Rural	13% (74)	68% (385)	19% (107)	566
Employ: Private Sector	21% (148)	63% (448)	15% (109)	705
Employ: Government	21% (27)	62% (81)	17% (22)	130
Employ: Self-Employed	18% (35)	62% (121)	20% (40)	196
Employ: Homemaker	11% (15)	72% (98)	17% (23)	136
Employ: Student	22% (20)	64% (58)	14% (12)	91
Employ: Retired	6% (30)	79% (408)	15% (77)	515
Employ: Unemployed	14% (36)	61% (154)	25% (62)	252
Employ: Other	12% (21)	71% (124)	17% (30)	175
Military HH: Yes	13% (47)	67% (235)	20% (71)	353
Military HH: No	15% (285)	68% (1257)	17% (305)	1847
RD/WT: Right Direction	19% (154)	66% (535)	15% (117)	806
RD/WT: Wrong Track	13% (178)	69% (957)	19% (259)	1394
Biden Job Approve	16% (152)	70% (658)	14% (134)	944
Biden Job Disapprove	15% (170)	67% (741)	18% (195)	1106
Biden Job Strongly Approve	23% (90)	66% (260)	11% (45)	395
Biden Job Somewhat Approve	11% (62)	73% (399)	16% (89)	549
Biden Job Somewhat Disapprove	17% (57)	67% (226)	17% (57)	340
Biden Job Strongly Disapprove	15% (113)	67% (515)	18% (139)	767

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Table MCEN3_4: *And would you buy the following products as gifts for friends and family?
Branded products from politicians, such as campaign merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	15% (332)	68% (1492)	17% (376)	2200
Favorable of Biden	16% (164)	70% (694)	14% (141)	999
Unfavorable of Biden	14% (156)	67% (725)	18% (194)	1074
Very Favorable of Biden	22% (97)	66% (294)	12% (55)	447
Somewhat Favorable of Biden	12% (67)	72% (400)	15% (85)	552
Somewhat Unfavorable of Biden	12% (35)	69% (196)	19% (54)	285
Very Unfavorable of Biden	15% (121)	67% (529)	18% (140)	790
#1 Issue: Economy	18% (163)	67% (591)	15% (135)	888
#1 Issue: Security	14% (41)	62% (174)	24% (68)	283
#1 Issue: Health Care	18% (50)	68% (191)	15% (42)	282
#1 Issue: Medicare / Social Security	5% (13)	79% (193)	16% (40)	245
#1 Issue: Women's Issues	9% (13)	71% (103)	20% (29)	146
#1 Issue: Education	21% (19)	55% (50)	23% (21)	90
#1 Issue: Energy	19% (29)	71% (105)	10% (15)	149
#1 Issue: Other	4% (5)	73% (84)	23% (26)	115
2020 Vote: Joe Biden	15% (140)	72% (666)	13% (125)	931
2020 Vote: Donald Trump	17% (116)	66% (464)	17% (120)	700
2020 Vote: Other	9% (7)	61% (51)	30% (26)	84
2020 Vote: Didn't Vote	14% (69)	64% (306)	22% (106)	481
2018 House Vote: Democrat	16% (126)	70% (555)	14% (110)	791
2018 House Vote: Republican	16% (89)	70% (395)	14% (79)	563
2018 House Vote: Someone else	9% (7)	59% (46)	32% (25)	77
2016 Vote: Hillary Clinton	15% (110)	72% (509)	13% (90)	709
2016 Vote: Donald Trump	17% (111)	67% (443)	16% (108)	662
2016 Vote: Other	9% (12)	73% (92)	17% (22)	126
2016 Vote: Didn't Vote	14% (99)	64% (448)	22% (157)	704
Voted in 2014: Yes	15% (189)	71% (884)	14% (176)	1249
Voted in 2014: No	15% (143)	64% (608)	21% (200)	951
4-Region: Northeast	14% (56)	70% (276)	16% (62)	394
4-Region: Midwest	17% (77)	68% (315)	15% (71)	462
4-Region: South	17% (137)	65% (534)	19% (153)	824
4-Region: West	12% (62)	71% (367)	17% (90)	520

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Table MCEN3_4: *And would you buy the following products as gifts for friends and family?
Branded products from politicians, such as campaign merchandise*

Demographic	Yes		No		Don't know		Total N
Adults	15%	(332)	68%	(1492)	17%	(376)	2200
Netflix User	17%	(242)	66%	(934)	17%	(237)	1413
HBO Max Users	21%	(137)	64%	(415)	15%	(95)	646
Disney+ Users	20%	(165)	64%	(527)	16%	(132)	824
Hulu Users	19%	(174)	63%	(588)	18%	(171)	933
Paramount+	24%	(93)	58%	(221)	17%	(66)	380
Peacock Users	19%	(119)	66%	(404)	15%	(93)	616
Amazon Prime Video Users	19%	(228)	66%	(798)	15%	(187)	1213

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

Table MCEN3_5: *And would you buy the following products as gifts for friends and family?
Branded products from athletes, such as jerseys and game merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	42% (932)	39% (862)	18% (406)	2200
Gender: Male	41% (439)	42% (444)	17% (179)	1062
Gender: Female	43% (494)	37% (418)	20% (227)	1138
Age: 18-34	52% (339)	31% (201)	18% (115)	655
Age: 35-44	50% (181)	29% (103)	21% (74)	358
Age: 45-64	41% (305)	40% (299)	19% (146)	751
Age: 65+	24% (107)	59% (259)	16% (71)	436
GenZers: 1997-2012	53% (119)	29% (64)	18% (40)	223
Millennials: 1981-1996	51% (336)	30% (197)	19% (127)	660
GenXers: 1965-1980	46% (242)	34% (179)	20% (109)	530
Baby Boomers: 1946-1964	31% (221)	52% (374)	17% (120)	715
PID: Dem (no lean)	48% (392)	36% (292)	17% (137)	822
PID: Ind (no lean)	40% (308)	39% (297)	20% (156)	762
PID: Rep (no lean)	38% (232)	44% (272)	18% (112)	617
PID/Gender: Dem Men	47% (201)	35% (151)	17% (74)	426
PID/Gender: Dem Women	48% (191)	36% (141)	16% (64)	396
PID/Gender: Ind Men	36% (124)	47% (161)	18% (61)	346
PID/Gender: Ind Women	44% (184)	33% (136)	23% (95)	416
PID/Gender: Rep Men	39% (113)	46% (132)	15% (44)	290
PID/Gender: Rep Women	36% (118)	43% (140)	21% (68)	326
Ideo: Liberal (1-3)	48% (317)	39% (255)	13% (89)	661
Ideo: Moderate (4)	44% (271)	35% (216)	21% (128)	615
Ideo: Conservative (5-7)	36% (253)	46% (325)	18% (131)	708
Educ: < College	41% (626)	38% (577)	20% (309)	1512
Educ: Bachelors degree	44% (194)	42% (187)	14% (62)	444
Educ: Post-grad	46% (111)	40% (98)	14% (34)	244
Income: Under 50k	39% (457)	39% (463)	22% (253)	1172
Income: 50k-100k	47% (338)	38% (278)	15% (107)	723
Income: 100k+	45% (137)	40% (121)	15% (46)	304
Ethnicity: White	41% (706)	41% (708)	18% (307)	1722
Ethnicity: Hispanic	45% (158)	37% (128)	18% (64)	349
Ethnicity: Black	57% (155)	25% (69)	18% (50)	274

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Table MCEN3_5: *And would you buy the following products as gifts for friends and family?
 Branded products from athletes, such as jerseys and game merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	42% (932)	39% (862)	18% (406)	2200
Ethnicity: Other	35% (71)	42% (85)	24% (48)	204
All Christian	41% (389)	42% (396)	17% (162)	947
All Non-Christian	43% (50)	43% (50)	14% (17)	117
Atheist	38% (36)	42% (40)	19% (18)	94
Agnostic/Nothing in particular	43% (260)	34% (209)	23% (142)	611
Something Else	46% (197)	39% (167)	15% (67)	431
Religious Non-Protestant/Catholic	39% (58)	45% (66)	16% (23)	148
Evangelical	43% (231)	40% (213)	17% (93)	537
Non-Evangelical	43% (340)	41% (328)	16% (127)	795
Community: Urban	46% (277)	36% (218)	17% (105)	600
Community: Suburban	43% (447)	39% (406)	18% (181)	1034
Community: Rural	37% (209)	42% (238)	21% (120)	566
Employ: Private Sector	52% (367)	33% (234)	15% (104)	705
Employ: Government	49% (64)	34% (44)	17% (22)	130
Employ: Self-Employed	44% (87)	38% (75)	18% (35)	196
Employ: Homemaker	36% (49)	42% (56)	22% (30)	136
Employ: Student	58% (52)	27% (25)	15% (13)	91
Employ: Retired	28% (142)	55% (283)	17% (90)	515
Employ: Unemployed	39% (99)	32% (81)	29% (72)	252
Employ: Other	41% (72)	37% (64)	22% (39)	175
Military HH: Yes	37% (129)	43% (151)	21% (73)	353
Military HH: No	43% (803)	39% (711)	18% (332)	1847
RD/WT: Right Direction	46% (368)	38% (304)	17% (134)	806
RD/WT: Wrong Track	40% (564)	40% (559)	19% (272)	1394
Biden Job Approve	46% (431)	38% (359)	16% (155)	944
Biden Job Disapprove	40% (445)	41% (451)	19% (210)	1106
Biden Job Strongly Approve	43% (172)	43% (169)	14% (55)	395
Biden Job Somewhat Approve	47% (259)	35% (190)	18% (101)	549
Biden Job Somewhat Disapprove	54% (184)	29% (98)	17% (58)	340
Biden Job Strongly Disapprove	34% (261)	46% (354)	20% (152)	767

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Table MCEN3_5: *And would you buy the following products as gifts for friends and family?
Branded products from athletes, such as jerseys and game merchandise*

Demographic	Yes	No	Don't know	Total N
Adults	42% (932)	39% (862)	18% (406)	2200
Favorable of Biden	46% (456)	38% (380)	16% (163)	999
Unfavorable of Biden	39% (422)	41% (441)	20% (211)	1074
Very Favorable of Biden	43% (193)	42% (189)	15% (65)	447
Somewhat Favorable of Biden	48% (263)	35% (191)	18% (98)	552
Somewhat Unfavorable of Biden	50% (143)	31% (87)	19% (55)	285
Very Unfavorable of Biden	35% (280)	45% (354)	20% (156)	790
#1 Issue: Economy	50% (442)	33% (295)	17% (151)	888
#1 Issue: Security	32% (90)	47% (133)	21% (60)	283
#1 Issue: Health Care	44% (124)	39% (109)	18% (50)	282
#1 Issue: Medicare / Social Security	32% (79)	49% (119)	19% (47)	245
#1 Issue: Women's Issues	42% (61)	37% (54)	21% (30)	146
#1 Issue: Education	47% (43)	26% (24)	26% (24)	90
#1 Issue: Energy	43% (65)	45% (67)	12% (18)	149
#1 Issue: Other	25% (29)	53% (61)	22% (26)	115
2020 Vote: Joe Biden	46% (424)	39% (365)	15% (142)	931
2020 Vote: Donald Trump	37% (259)	46% (325)	17% (116)	700
2020 Vote: Other	40% (33)	33% (28)	27% (23)	84
2020 Vote: Didn't Vote	45% (215)	29% (141)	26% (125)	481
2018 House Vote: Democrat	45% (355)	39% (308)	16% (128)	791
2018 House Vote: Republican	37% (210)	46% (260)	16% (93)	563
2018 House Vote: Someone else	35% (27)	36% (28)	29% (22)	77
2016 Vote: Hillary Clinton	46% (328)	39% (273)	15% (107)	709
2016 Vote: Donald Trump	38% (253)	46% (303)	16% (106)	662
2016 Vote: Other	36% (46)	43% (55)	20% (25)	126
2016 Vote: Didn't Vote	43% (306)	33% (232)	24% (167)	704
Voted in 2014: Yes	40% (501)	44% (545)	16% (203)	1249
Voted in 2014: No	45% (431)	33% (317)	21% (202)	951
4-Region: Northeast	46% (180)	37% (147)	17% (66)	394
4-Region: Midwest	44% (205)	38% (176)	18% (81)	462
4-Region: South	43% (356)	39% (318)	18% (149)	824
4-Region: West	37% (190)	42% (220)	21% (110)	520

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Table MCEN3_5: *And would you buy the following products as gifts for friends and family?
Branded products from athletes, such as jerseys and game merchandise*

Demographic	Yes		No		Don't know		Total N
Adults	42%	(932)	39%	(862)	18%	(406)	2200
Netflix User	49%	(688)	34%	(486)	17%	(240)	1413
HBO Max Users	55%	(353)	29%	(189)	16%	(104)	646
Disney+ Users	54%	(442)	31%	(254)	16%	(129)	824
Hulu Users	51%	(480)	30%	(283)	18%	(171)	933
Paramount+	57%	(215)	27%	(101)	17%	(64)	380
Peacock Users	52%	(318)	33%	(205)	15%	(93)	616
Amazon Prime Video Users	47%	(569)	36%	(432)	18%	(212)	1213

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

Table MCEN3_6: *And would you buy the following products as gifts for friends and family?
Branded products referencing TV shows and movies*

Demographic	Yes	No	Don't know	Total N
Adults	39% (847)	41% (893)	21% (459)	2200
Gender: Male	37% (397)	43% (458)	20% (207)	1062
Gender: Female	40% (451)	38% (436)	22% (252)	1138
Age: 18-34	56% (365)	24% (158)	20% (132)	655
Age: 35-44	55% (197)	27% (96)	18% (65)	358
Age: 45-64	29% (220)	45% (339)	25% (191)	751
Age: 65+	15% (65)	69% (301)	16% (71)	436
GenZers: 1997-2012	58% (129)	23% (51)	20% (44)	223
Millennials: 1981-1996	54% (359)	25% (166)	20% (134)	660
GenXers: 1965-1980	41% (216)	35% (187)	24% (127)	530
Baby Boomers: 1946-1964	19% (138)	61% (435)	20% (142)	715
PID: Dem (no lean)	43% (354)	38% (310)	19% (158)	822
PID: Ind (no lean)	39% (294)	39% (300)	22% (168)	762
PID: Rep (no lean)	32% (200)	46% (284)	22% (133)	617
PID/Gender: Dem Men	44% (188)	37% (158)	19% (80)	426
PID/Gender: Dem Women	42% (166)	38% (152)	20% (78)	396
PID/Gender: Ind Men	33% (114)	47% (163)	20% (69)	346
PID/Gender: Ind Women	43% (180)	33% (137)	24% (99)	416
PID/Gender: Rep Men	33% (95)	47% (137)	20% (58)	290
PID/Gender: Rep Women	32% (105)	45% (147)	23% (75)	326
Ideo: Liberal (1-3)	45% (296)	37% (243)	19% (123)	661
Ideo: Moderate (4)	40% (244)	38% (236)	22% (135)	615
Ideo: Conservative (5-7)	32% (227)	49% (346)	19% (135)	708
Educ: < College	38% (579)	39% (595)	22% (338)	1512
Educ: Bachelors degree	39% (175)	43% (190)	18% (79)	444
Educ: Post-grad	38% (94)	44% (108)	17% (42)	244
Income: Under 50k	36% (422)	40% (468)	24% (283)	1172
Income: 50k-100k	40% (286)	42% (302)	19% (135)	723
Income: 100k+	46% (139)	41% (124)	14% (41)	304
Ethnicity: White	38% (660)	42% (717)	20% (346)	1722
Ethnicity: Hispanic	43% (151)	34% (119)	23% (79)	349
Ethnicity: Black	43% (118)	36% (100)	20% (56)	274

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Table MCEN3_6: *And would you buy the following products as gifts for friends and family?
 Branded products referencing TV shows and movies*

Demographic	Yes	No	Don't know	Total N
Adults	39% (847)	41% (893)	21% (459)	2200
Ethnicity: Other	34% (70)	38% (77)	28% (57)	204
All Christian	34% (322)	47% (448)	19% (178)	947
All Non-Christian	44% (51)	44% (51)	13% (15)	117
Atheist	44% (41)	40% (37)	17% (16)	94
Agnostic/Nothing in particular	37% (227)	36% (221)	27% (164)	611
Something Else	48% (207)	32% (137)	20% (87)	431
Religious Non-Protestant/Catholic	42% (62)	43% (64)	15% (22)	148
Evangelical	41% (218)	41% (220)	19% (100)	537
Non-Evangelical	37% (292)	44% (348)	19% (155)	795
Community: Urban	41% (244)	39% (233)	20% (123)	600
Community: Suburban	39% (403)	41% (420)	20% (211)	1034
Community: Rural	35% (200)	42% (240)	22% (125)	566
Employ: Private Sector	47% (331)	34% (241)	19% (134)	705
Employ: Government	46% (60)	30% (38)	24% (31)	130
Employ: Self-Employed	49% (97)	37% (72)	14% (28)	196
Employ: Homemaker	42% (57)	34% (46)	24% (33)	136
Employ: Student	58% (53)	18% (17)	23% (21)	91
Employ: Retired	18% (90)	64% (331)	18% (94)	515
Employ: Unemployed	35% (90)	33% (85)	31% (78)	252
Employ: Other	40% (70)	37% (65)	23% (40)	175
Military HH: Yes	30% (105)	46% (163)	24% (86)	353
Military HH: No	40% (743)	40% (731)	20% (374)	1847
RD/WT: Right Direction	41% (327)	39% (311)	21% (168)	806
RD/WT: Wrong Track	37% (520)	42% (582)	21% (291)	1394
Biden Job Approve	41% (387)	39% (370)	20% (188)	944
Biden Job Disapprove	36% (399)	43% (477)	21% (230)	1106
Biden Job Strongly Approve	42% (164)	43% (170)	16% (61)	395
Biden Job Somewhat Approve	41% (223)	36% (200)	23% (126)	549
Biden Job Somewhat Disapprove	48% (164)	32% (109)	20% (67)	340
Biden Job Strongly Disapprove	31% (235)	48% (368)	21% (164)	767

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Table MCEN3_6: *And would you buy the following products as gifts for friends and family?
Branded products referencing TV shows and movies*

Demographic	Yes	No	Don't know	Total N
Adults	39% (847)	41% (893)	21% (459)	2200
Favorable of Biden	42% (417)	39% (390)	19% (191)	999
Unfavorable of Biden	35% (380)	43% (462)	22% (233)	1074
Very Favorable of Biden	42% (188)	40% (179)	18% (79)	447
Somewhat Favorable of Biden	41% (229)	38% (211)	20% (112)	552
Somewhat Unfavorable of Biden	46% (131)	32% (90)	22% (64)	285
Very Unfavorable of Biden	32% (249)	47% (372)	21% (169)	790
#1 Issue: Economy	45% (396)	34% (300)	22% (192)	888
#1 Issue: Security	26% (74)	49% (139)	25% (70)	283
#1 Issue: Health Care	46% (129)	37% (103)	18% (50)	282
#1 Issue: Medicare / Social Security	19% (46)	60% (147)	21% (52)	245
#1 Issue: Women's Issues	41% (60)	36% (52)	23% (33)	146
#1 Issue: Education	55% (50)	22% (20)	23% (20)	90
#1 Issue: Energy	44% (66)	44% (66)	12% (17)	149
#1 Issue: Other	23% (26)	57% (66)	21% (24)	115
2020 Vote: Joe Biden	40% (373)	41% (377)	19% (180)	931
2020 Vote: Donald Trump	31% (214)	49% (341)	21% (145)	700
2020 Vote: Other	47% (39)	34% (29)	19% (16)	84
2020 Vote: Didn't Vote	46% (220)	30% (143)	25% (118)	481
2018 House Vote: Democrat	41% (325)	40% (320)	18% (146)	791
2018 House Vote: Republican	32% (179)	50% (282)	18% (102)	563
2018 House Vote: Someone else	38% (29)	39% (30)	23% (18)	77
2016 Vote: Hillary Clinton	42% (295)	40% (285)	18% (129)	709
2016 Vote: Donald Trump	31% (207)	49% (325)	20% (129)	662
2016 Vote: Other	34% (43)	42% (53)	23% (29)	126
2016 Vote: Didn't Vote	43% (302)	33% (230)	24% (172)	704
Voted in 2014: Yes	35% (438)	46% (577)	19% (234)	1249
Voted in 2014: No	43% (410)	33% (316)	24% (225)	951
4-Region: Northeast	35% (140)	45% (177)	20% (77)	394
4-Region: Midwest	40% (185)	40% (183)	20% (94)	462
4-Region: South	39% (325)	40% (334)	20% (165)	824
4-Region: West	38% (197)	38% (200)	24% (123)	520

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Table MCEN3_6: *And would you buy the following products as gifts for friends and family?*
Branded products referencing TV shows and movies

Demographic	Yes		No		Don't know		Total N
Adults	39%	(847)	41%	(893)	21%	(459)	2200
Netflix User	45%	(640)	35%	(493)	20%	(281)	1413
HBO Max Users	51%	(332)	31%	(202)	17%	(112)	646
Disney+ Users	56%	(458)	27%	(219)	18%	(147)	824
Hulu Users	52%	(487)	28%	(262)	20%	(184)	933
Paramount+	57%	(215)	23%	(89)	20%	(76)	380
Peacock Users	48%	(297)	34%	(210)	18%	(109)	616
Amazon Prime Video Users	45%	(546)	36%	(438)	19%	(230)	1213

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

Table MCEN3_7: *And would you buy the following products as gifts for friends and family?*

Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Yes	No	Don't know	Total N
Adults	34% (741)	45% (1000)	21% (459)	2200
Gender: Male	34% (356)	48% (514)	18% (192)	1062
Gender: Female	34% (385)	43% (486)	23% (267)	1138
Age: 18-34	52% (338)	29% (192)	19% (125)	655
Age: 35-44	47% (167)	32% (113)	22% (78)	358
Age: 45-64	27% (201)	50% (377)	23% (173)	751
Age: 65+	8% (35)	73% (318)	19% (83)	436
GenZers: 1997-2012	52% (116)	26% (59)	22% (48)	223
Millennials: 1981-1996	51% (335)	30% (197)	19% (127)	660
GenXers: 1965-1980	35% (184)	41% (219)	24% (127)	530
Baby Boomers: 1946-1964	14% (103)	66% (470)	20% (142)	715
PID: Dem (no lean)	39% (321)	43% (351)	18% (150)	822
PID: Ind (no lean)	34% (259)	43% (325)	23% (177)	762
PID: Rep (no lean)	26% (160)	53% (324)	21% (132)	617
PID/Gender: Dem Men	41% (173)	43% (182)	17% (71)	426
PID/Gender: Dem Women	38% (149)	43% (169)	20% (78)	396
PID/Gender: Ind Men	30% (105)	50% (174)	20% (68)	346
PID/Gender: Ind Women	37% (155)	36% (151)	26% (110)	416
PID/Gender: Rep Men	27% (79)	55% (158)	18% (53)	290
PID/Gender: Rep Women	25% (82)	51% (165)	24% (80)	326
Ideo: Liberal (1-3)	41% (269)	44% (288)	16% (103)	661
Ideo: Moderate (4)	34% (210)	41% (255)	25% (151)	615
Ideo: Conservative (5-7)	25% (180)	54% (382)	21% (147)	708
Educ: < College	34% (507)	44% (672)	22% (334)	1512
Educ: Bachelors degree	33% (146)	47% (211)	20% (87)	444
Educ: Post-grad	36% (88)	48% (117)	16% (39)	244
Income: Under 50k	32% (377)	46% (536)	22% (259)	1172
Income: 50k-100k	35% (254)	44% (320)	21% (149)	723
Income: 100k+	36% (110)	47% (143)	17% (51)	304
Ethnicity: White	31% (542)	48% (819)	21% (361)	1722
Ethnicity: Hispanic	40% (141)	40% (141)	19% (68)	349
Ethnicity: Black	46% (126)	37% (101)	17% (47)	274

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Table MCEN3_7: *And would you buy the following products as gifts for friends and family?
 Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.*

Demographic	Yes	No	Don't know	Total N
Adults	34% (741)	45% (1000)	21% (459)	2200
Ethnicity: Other	36% (73)	39% (79)	25% (52)	204
All Christian	29% (271)	52% (494)	19% (182)	947
All Non-Christian	32% (38)	53% (62)	15% (18)	117
Atheist	42% (39)	40% (38)	18% (17)	94
Agnostic/Nothing in particular	35% (217)	39% (241)	25% (154)	611
Something Else	41% (176)	38% (165)	21% (89)	431
Religious Non-Protestant/Catholic	32% (48)	53% (78)	15% (22)	148
Evangelical	35% (186)	46% (248)	19% (103)	537
Non-Evangelical	31% (243)	49% (390)	20% (162)	795
Community: Urban	40% (237)	43% (260)	17% (102)	600
Community: Suburban	32% (334)	46% (481)	21% (219)	1034
Community: Rural	30% (169)	46% (259)	24% (138)	566
Employ: Private Sector	40% (280)	41% (290)	19% (135)	705
Employ: Government	43% (56)	35% (45)	23% (29)	130
Employ: Self-Employed	42% (82)	41% (80)	17% (34)	196
Employ: Homemaker	30% (41)	38% (52)	32% (43)	136
Employ: Student	58% (53)	19% (18)	23% (21)	91
Employ: Retired	13% (66)	69% (353)	19% (96)	515
Employ: Unemployed	40% (102)	34% (86)	26% (65)	252
Employ: Other	35% (62)	43% (76)	21% (37)	175
Military HH: Yes	25% (90)	51% (178)	24% (85)	353
Military HH: No	35% (651)	44% (821)	20% (374)	1847
RD/WT: Right Direction	39% (318)	42% (336)	19% (152)	806
RD/WT: Wrong Track	30% (423)	48% (664)	22% (307)	1394
Biden Job Approve	36% (344)	45% (423)	19% (178)	944
Biden Job Disapprove	31% (341)	48% (526)	22% (239)	1106
Biden Job Strongly Approve	38% (151)	48% (188)	14% (56)	395
Biden Job Somewhat Approve	35% (193)	43% (235)	22% (122)	549
Biden Job Somewhat Disapprove	47% (158)	36% (122)	17% (59)	340
Biden Job Strongly Disapprove	24% (183)	53% (404)	23% (180)	767

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Table MCEN3_7: And would you buy the following products as gifts for friends and family?
Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.

Demographic	Yes	No	Don't know	Total N
Adults	34% (741)	45% (1000)	21% (459)	2200
Favorable of Biden	37% (372)	45% (449)	18% (177)	999
Unfavorable of Biden	30% (322)	47% (508)	23% (245)	1074
Very Favorable of Biden	38% (169)	47% (209)	15% (69)	447
Somewhat Favorable of Biden	37% (204)	43% (240)	20% (108)	552
Somewhat Unfavorable of Biden	43% (123)	35% (100)	21% (61)	285
Very Unfavorable of Biden	25% (198)	52% (408)	23% (184)	790
#1 Issue: Economy	40% (354)	39% (348)	21% (187)	888
#1 Issue: Security	23% (65)	53% (149)	24% (69)	283
#1 Issue: Health Care	36% (101)	46% (129)	18% (52)	282
#1 Issue: Medicare / Social Security	18% (44)	62% (153)	20% (49)	245
#1 Issue: Women's Issues	35% (51)	40% (58)	25% (36)	146
#1 Issue: Education	53% (48)	22% (20)	24% (22)	90
#1 Issue: Energy	40% (59)	49% (72)	12% (18)	149
#1 Issue: Other	16% (19)	60% (69)	24% (27)	115
2020 Vote: Joe Biden	35% (327)	45% (423)	19% (181)	931
2020 Vote: Donald Trump	25% (177)	53% (369)	22% (154)	700
2020 Vote: Other	44% (37)	34% (29)	22% (18)	84
2020 Vote: Didn't Vote	42% (200)	37% (176)	22% (106)	481
2018 House Vote: Democrat	35% (277)	46% (365)	19% (149)	791
2018 House Vote: Republican	25% (141)	55% (312)	20% (110)	563
2018 House Vote: Someone else	38% (29)	36% (28)	26% (20)	77
2016 Vote: Hillary Clinton	35% (250)	48% (338)	17% (120)	709
2016 Vote: Donald Trump	27% (181)	52% (343)	21% (138)	662
2016 Vote: Other	31% (38)	42% (53)	27% (34)	126
2016 Vote: Didn't Vote	39% (272)	38% (265)	24% (167)	704
Voted in 2014: Yes	30% (372)	51% (640)	19% (237)	1249
Voted in 2014: No	39% (369)	38% (359)	23% (222)	951
4-Region: Northeast	32% (126)	49% (192)	19% (75)	394
4-Region: Midwest	34% (156)	46% (211)	21% (95)	462
4-Region: South	35% (292)	45% (368)	20% (164)	824
4-Region: West	32% (166)	44% (229)	24% (125)	520

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Table MCEN3_7: *And would you buy the following products as gifts for friends and family?**Branded products referencing original TV and movie series from streaming services such as Netflix, HBO Max, Hulu, etc.*

Demographic	Yes		No		Don't know		Total N
Adults	34%	(741)	45%	(1000)	21%	(459)	2200
Netflix User	41%	(577)	39%	(545)	21%	(291)	1413
HBO Max Users	49%	(314)	33%	(212)	19%	(120)	646
Disney+ Users	49%	(406)	32%	(265)	19%	(154)	824
Hulu Users	49%	(453)	31%	(290)	20%	(190)	933
Paramount+	52%	(199)	30%	(114)	17%	(66)	380
Peacock Users	43%	(266)	38%	(236)	19%	(115)	616
Amazon Prime Video Users	41%	(500)	40%	(484)	19%	(230)	1213

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

Table MCEN4: How much have you seen, read or heard recently about Netflix selling products such as clothing and home goods featuring Netflix and Netflix show-related branding?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	10%	(223)	19%	(428)	65%	(1432)	2200
Gender: Male	7%	(79)	13%	(136)	20%	(212)	60%	(635)	1062
Gender: Female	3%	(38)	8%	(87)	19%	(216)	70%	(797)	1138
Age: 18-34	11%	(75)	18%	(119)	27%	(174)	44%	(287)	655
Age: 35-44	8%	(28)	10%	(36)	23%	(84)	59%	(210)	358
Age: 45-64	2%	(14)	7%	(49)	16%	(121)	75%	(567)	751
Age: 65+	—	(1)	4%	(18)	11%	(49)	85%	(369)	436
GenZers: 1997-2012	14%	(31)	18%	(39)	29%	(64)	40%	(89)	223
Millennials: 1981-1996	10%	(67)	16%	(107)	25%	(164)	49%	(321)	660
GenXers: 1965-1980	3%	(15)	8%	(41)	17%	(90)	73%	(384)	530
Baby Boomers: 1946-1964	1%	(4)	5%	(35)	14%	(99)	81%	(577)	715
PID: Dem (no lean)	8%	(68)	12%	(100)	20%	(161)	60%	(491)	822
PID: Ind (no lean)	4%	(29)	10%	(77)	19%	(149)	67%	(508)	762
PID: Rep (no lean)	3%	(20)	7%	(46)	19%	(118)	70%	(433)	617
PID/Gender: Dem Men	13%	(54)	16%	(70)	18%	(77)	53%	(225)	426
PID/Gender: Dem Women	4%	(14)	8%	(31)	21%	(84)	67%	(266)	396
PID/Gender: Ind Men	3%	(12)	12%	(42)	19%	(64)	66%	(228)	346
PID/Gender: Ind Women	4%	(17)	8%	(35)	20%	(84)	67%	(279)	416
PID/Gender: Rep Men	4%	(13)	9%	(25)	24%	(71)	63%	(182)	290
PID/Gender: Rep Women	2%	(7)	6%	(21)	14%	(47)	77%	(251)	326
Ideo: Liberal (1-3)	5%	(34)	13%	(86)	20%	(132)	62%	(409)	661
Ideo: Moderate (4)	5%	(33)	11%	(68)	20%	(123)	63%	(390)	615
Ideo: Conservative (5-7)	5%	(35)	8%	(56)	17%	(121)	70%	(496)	708
Educ: < College	4%	(67)	9%	(136)	20%	(298)	67%	(1011)	1512
Educ: Bachelors degree	6%	(29)	14%	(61)	20%	(87)	60%	(268)	444
Educ: Post-grad	9%	(22)	11%	(26)	17%	(42)	63%	(153)	244
Income: Under 50k	4%	(49)	10%	(112)	19%	(229)	67%	(783)	1172
Income: 50k-100k	4%	(29)	10%	(74)	20%	(147)	65%	(473)	723
Income: 100k+	13%	(39)	12%	(37)	17%	(52)	58%	(176)	304
Ethnicity: White	5%	(82)	9%	(161)	18%	(313)	68%	(1167)	1722
Ethnicity: Hispanic	10%	(34)	11%	(39)	23%	(80)	56%	(197)	349
Ethnicity: Black	9%	(25)	14%	(39)	22%	(61)	55%	(150)	274

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Table MCEN4: How much have you seen, read or heard recently about Netflix selling products such as clothing and home goods featuring Netflix and Netflix show-related branding?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	10%	(223)	19%	(428)	65%	(1432)	2200
Ethnicity: Other	5%	(11)	11%	(23)	27%	(54)	57%	(115)	204
All Christian	4%	(37)	9%	(88)	17%	(160)	70%	(662)	947
All Non-Christian	21%	(24)	14%	(16)	20%	(23)	46%	(54)	117
Atheist	12%	(11)	16%	(15)	12%	(12)	60%	(56)	94
Agnostic/Nothing in particular	5%	(28)	10%	(59)	22%	(132)	64%	(392)	611
Something Else	4%	(17)	10%	(45)	23%	(101)	62%	(268)	431
Religious Non-Protestant/Catholic	16%	(24)	12%	(17)	21%	(31)	51%	(76)	148
Evangelical	6%	(33)	11%	(58)	19%	(100)	64%	(346)	537
Non-Evangelical	3%	(20)	9%	(72)	19%	(151)	69%	(552)	795
Community: Urban	11%	(63)	11%	(64)	22%	(129)	57%	(343)	600
Community: Suburban	4%	(37)	11%	(115)	19%	(200)	66%	(682)	1034
Community: Rural	3%	(17)	8%	(44)	17%	(98)	72%	(407)	566
Employ: Private Sector	6%	(46)	14%	(102)	22%	(157)	57%	(400)	705
Employ: Government	8%	(10)	13%	(16)	23%	(30)	56%	(73)	130
Employ: Self-Employed	11%	(22)	7%	(13)	19%	(37)	63%	(124)	196
Employ: Homemaker	4%	(6)	9%	(13)	18%	(24)	69%	(94)	136
Employ: Student	13%	(12)	15%	(13)	28%	(25)	44%	(40)	91
Employ: Retired	1%	(4)	5%	(25)	11%	(58)	83%	(428)	515
Employ: Unemployed	6%	(15)	11%	(27)	24%	(60)	60%	(151)	252
Employ: Other	2%	(3)	7%	(12)	21%	(37)	70%	(123)	175
Military HH: Yes	5%	(17)	9%	(31)	17%	(59)	70%	(245)	353
Military HH: No	5%	(100)	10%	(192)	20%	(368)	64%	(1187)	1847
RD/WT: Right Direction	10%	(79)	14%	(115)	19%	(149)	57%	(463)	806
RD/WT: Wrong Track	3%	(39)	8%	(108)	20%	(278)	70%	(969)	1394
Biden Job Approve	7%	(71)	14%	(130)	19%	(184)	59%	(560)	944
Biden Job Disapprove	3%	(37)	8%	(86)	19%	(211)	70%	(772)	1106
Biden Job Strongly Approve	11%	(44)	14%	(55)	15%	(58)	60%	(238)	395
Biden Job Somewhat Approve	5%	(27)	14%	(75)	23%	(126)	59%	(322)	549
Biden Job Somewhat Disapprove	6%	(20)	8%	(27)	24%	(82)	62%	(210)	340
Biden Job Strongly Disapprove	2%	(17)	8%	(59)	17%	(129)	73%	(561)	767

Continued on next page

Table MCEN4: How much have you seen, read or heard recently about Netflix selling products such as clothing and home goods featuring Netflix and Netflix show-related branding?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	10%	(223)	19%	(428)	65%	(1432)	2200
Favorable of Biden	7%	(75)	13%	(129)	20%	(195)	60%	(600)	999
Unfavorable of Biden	3%	(35)	8%	(89)	19%	(202)	70%	(748)	1074
Very Favorable of Biden	11%	(48)	13%	(57)	16%	(72)	61%	(270)	447
Somewhat Favorable of Biden	5%	(27)	13%	(72)	22%	(123)	60%	(330)	552
Somewhat Unfavorable of Biden	5%	(15)	9%	(26)	22%	(63)	64%	(182)	285
Very Unfavorable of Biden	3%	(21)	8%	(63)	18%	(140)	72%	(566)	790
#1 Issue: Economy	4%	(38)	11%	(94)	22%	(194)	63%	(562)	888
#1 Issue: Security	4%	(13)	7%	(21)	16%	(46)	72%	(204)	283
#1 Issue: Health Care	7%	(21)	12%	(35)	18%	(50)	63%	(177)	282
#1 Issue: Medicare / Social Security	3%	(7)	7%	(17)	14%	(34)	76%	(186)	245
#1 Issue: Women's Issues	6%	(8)	16%	(23)	24%	(35)	55%	(80)	146
#1 Issue: Education	13%	(11)	9%	(8)	25%	(23)	54%	(48)	90
#1 Issue: Energy	12%	(18)	12%	(18)	21%	(31)	55%	(83)	149
#1 Issue: Other	—	(1)	6%	(7)	14%	(16)	80%	(93)	115
2020 Vote: Joe Biden	7%	(68)	13%	(125)	18%	(164)	62%	(574)	931
2020 Vote: Donald Trump	3%	(19)	8%	(53)	20%	(141)	70%	(487)	700
2020 Vote: Other	5%	(4)	12%	(10)	19%	(16)	64%	(53)	84
2020 Vote: Didn't Vote	6%	(27)	7%	(35)	22%	(106)	65%	(314)	481
2018 House Vote: Democrat	6%	(44)	13%	(102)	19%	(154)	62%	(492)	791
2018 House Vote: Republican	4%	(21)	6%	(36)	16%	(91)	74%	(415)	563
2018 House Vote: Someone else	3%	(2)	9%	(7)	19%	(15)	69%	(54)	77
2016 Vote: Hillary Clinton	6%	(39)	12%	(86)	19%	(132)	64%	(451)	709
2016 Vote: Donald Trump	4%	(28)	7%	(44)	17%	(113)	72%	(477)	662
2016 Vote: Other	3%	(4)	10%	(13)	16%	(20)	70%	(88)	126
2016 Vote: Didn't Vote	7%	(46)	11%	(80)	23%	(163)	59%	(416)	704
Voted in 2014: Yes	4%	(56)	10%	(123)	17%	(216)	68%	(854)	1249
Voted in 2014: No	6%	(61)	10%	(100)	22%	(212)	61%	(578)	951
4-Region: Northeast	6%	(25)	9%	(36)	21%	(82)	64%	(251)	394
4-Region: Midwest	5%	(24)	10%	(44)	18%	(85)	67%	(309)	462
4-Region: South	5%	(41)	11%	(92)	18%	(152)	65%	(539)	824
4-Region: West	5%	(27)	10%	(51)	21%	(108)	64%	(334)	520

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Table MCEN4: How much have you seen, read or heard recently about Netflix selling products such as clothing and home goods featuring Netflix and Netflix show-related branding?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(117)	10%	(223)	19%	(428)	65%	(1432)	2200
Netflix User	6%	(84)	12%	(163)	22%	(316)	60%	(851)	1413
HBO Max Users	10%	(64)	13%	(87)	21%	(139)	55%	(357)	646
Disney+ Users	9%	(70)	14%	(116)	24%	(194)	54%	(445)	824
Hulu Users	8%	(71)	12%	(112)	24%	(225)	56%	(526)	933
Paramount+	13%	(50)	15%	(59)	21%	(81)	50%	(189)	380
Peacock Users	9%	(53)	11%	(70)	23%	(139)	58%	(355)	616
Amazon Prime Video Users	7%	(83)	9%	(114)	21%	(255)	63%	(761)	1213

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

Table MCEN5_1: How interested would you be in buying the following products?
Products featuring the Netflix logo and references to Netflix shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	20%	(444)	19%	(429)	50%	(1109)	2200
Gender: Male	12%	(128)	21%	(226)	18%	(190)	49%	(517)	1062
Gender: Female	8%	(90)	19%	(218)	21%	(238)	52%	(591)	1138
Age: 18-34	19%	(125)	30%	(194)	22%	(142)	30%	(194)	655
Age: 35-44	14%	(49)	28%	(101)	22%	(79)	36%	(129)	358
Age: 45-64	5%	(40)	17%	(126)	19%	(144)	59%	(441)	751
Age: 65+	1%	(4)	5%	(24)	14%	(63)	79%	(345)	436
GenZers: 1997-2012	21%	(46)	32%	(70)	21%	(47)	27%	(60)	223
Millennials: 1981-1996	17%	(112)	30%	(195)	22%	(145)	31%	(207)	660
GenXers: 1965-1980	7%	(40)	22%	(118)	20%	(106)	50%	(265)	530
Baby Boomers: 1946-1964	3%	(20)	8%	(58)	17%	(123)	72%	(514)	715
PID: Dem (no lean)	15%	(120)	21%	(172)	21%	(173)	43%	(357)	822
PID: Ind (no lean)	6%	(49)	23%	(174)	18%	(140)	52%	(398)	762
PID: Rep (no lean)	8%	(50)	16%	(98)	19%	(115)	57%	(354)	617
PID/Gender: Dem Men	19%	(80)	24%	(102)	19%	(80)	39%	(164)	426
PID/Gender: Dem Women	10%	(40)	18%	(71)	23%	(93)	49%	(193)	396
PID/Gender: Ind Men	5%	(18)	21%	(74)	16%	(55)	57%	(199)	346
PID/Gender: Ind Women	7%	(31)	24%	(100)	21%	(85)	48%	(200)	416
PID/Gender: Rep Men	10%	(30)	17%	(50)	19%	(55)	53%	(155)	290
PID/Gender: Rep Women	6%	(20)	15%	(47)	18%	(60)	61%	(199)	326
Ideo: Liberal (1-3)	10%	(68)	22%	(144)	20%	(133)	48%	(316)	661
Ideo: Moderate (4)	12%	(71)	24%	(146)	19%	(119)	45%	(279)	615
Ideo: Conservative (5-7)	8%	(58)	14%	(102)	18%	(127)	59%	(421)	708
Educ: < College	10%	(144)	20%	(301)	21%	(315)	50%	(752)	1512
Educ: Bachelors degree	9%	(41)	21%	(94)	17%	(77)	52%	(232)	444
Educ: Post-grad	14%	(33)	20%	(49)	15%	(37)	51%	(125)	244
Income: Under 50k	9%	(103)	22%	(256)	19%	(226)	50%	(588)	1172
Income: 50k-100k	10%	(72)	18%	(127)	20%	(147)	52%	(377)	723
Income: 100k+	14%	(44)	20%	(61)	18%	(55)	47%	(144)	304
Ethnicity: White	8%	(146)	18%	(311)	20%	(341)	54%	(924)	1722
Ethnicity: Hispanic	15%	(53)	26%	(89)	20%	(71)	39%	(137)	349

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Table MCEN5_1: *How interested would you be in buying the following products?*
Products featuring the Netflix logo and references to Netflix shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	20%	(444)	19%	(429)	50%	(1109)	2200
Ethnicity: Black	19%	(51)	25%	(69)	21%	(56)	35%	(97)	274
Ethnicity: Other	11%	(21)	31%	(63)	15%	(32)	43%	(88)	204
All Christian	9%	(85)	17%	(163)	19%	(183)	55%	(516)	947
All Non-Christian	20%	(23)	24%	(28)	14%	(17)	43%	(50)	117
Atheist	11%	(11)	23%	(22)	18%	(17)	47%	(44)	94
Agnostic/Nothing in particular	9%	(58)	22%	(132)	20%	(122)	49%	(299)	611
Something Else	10%	(42)	23%	(99)	21%	(90)	46%	(200)	431
Religious Non-Protestant/Catholic	18%	(26)	25%	(36)	17%	(25)	41%	(61)	148
Evangelical	14%	(75)	20%	(105)	17%	(90)	50%	(268)	537
Non-Evangelical	6%	(47)	18%	(144)	22%	(173)	54%	(431)	795
Community: Urban	17%	(105)	21%	(127)	17%	(101)	45%	(267)	600
Community: Suburban	7%	(71)	21%	(216)	21%	(217)	51%	(531)	1034
Community: Rural	8%	(43)	18%	(101)	20%	(111)	55%	(311)	566
Employ: Private Sector	12%	(82)	25%	(174)	19%	(135)	45%	(314)	705
Employ: Government	13%	(17)	30%	(39)	16%	(21)	41%	(53)	130
Employ: Self-Employed	21%	(41)	21%	(41)	18%	(35)	40%	(79)	196
Employ: Homemaker	7%	(10)	22%	(30)	28%	(37)	43%	(58)	136
Employ: Student	21%	(19)	26%	(24)	24%	(22)	28%	(25)	91
Employ: Retired	3%	(16)	7%	(35)	17%	(88)	73%	(375)	515
Employ: Unemployed	9%	(22)	25%	(64)	18%	(45)	48%	(121)	252
Employ: Other	6%	(11)	22%	(38)	25%	(44)	47%	(82)	175
Military HH: Yes	8%	(28)	19%	(67)	17%	(60)	56%	(198)	353
Military HH: No	10%	(191)	20%	(376)	20%	(368)	49%	(911)	1847
RD/WT: Right Direction	16%	(127)	23%	(186)	17%	(140)	44%	(352)	806
RD/WT: Wrong Track	7%	(91)	18%	(258)	21%	(288)	54%	(757)	1394
Biden Job Approve	13%	(125)	22%	(212)	19%	(180)	45%	(428)	944
Biden Job Disapprove	7%	(76)	19%	(205)	20%	(217)	55%	(608)	1106

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Table MCEN5_1: How interested would you be in buying the following products?
Products featuring the Netflix logo and references to Netflix shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	20%	(444)	19%	(429)	50%	(1109)	2200
Biden Job Strongly Approve	20%	(80)	18%	(72)	14%	(57)	47%	(186)	395
Biden Job Somewhat Approve	8%	(45)	25%	(139)	22%	(123)	44%	(242)	549
Biden Job Somewhat Disapprove	10%	(36)	27%	(92)	20%	(69)	42%	(143)	340
Biden Job Strongly Disapprove	5%	(40)	15%	(113)	19%	(148)	61%	(465)	767
Favorable of Biden	13%	(132)	22%	(218)	19%	(186)	46%	(462)	999
Unfavorable of Biden	6%	(69)	18%	(193)	21%	(223)	55%	(589)	1074
Very Favorable of Biden	18%	(80)	20%	(91)	15%	(68)	46%	(207)	447
Somewhat Favorable of Biden	9%	(52)	23%	(126)	21%	(118)	46%	(255)	552
Somewhat Unfavorable of Biden	9%	(25)	25%	(71)	22%	(63)	44%	(126)	285
Very Unfavorable of Biden	6%	(44)	16%	(122)	20%	(160)	59%	(463)	790
#1 Issue: Economy	11%	(95)	23%	(201)	20%	(180)	46%	(413)	888
#1 Issue: Security	6%	(18)	15%	(42)	14%	(40)	64%	(183)	283
#1 Issue: Health Care	13%	(38)	24%	(67)	21%	(59)	42%	(118)	282
#1 Issue: Medicare / Social Security	6%	(15)	10%	(24)	20%	(48)	65%	(159)	245
#1 Issue: Women's Issues	7%	(10)	25%	(37)	23%	(33)	45%	(65)	146
#1 Issue: Education	21%	(19)	31%	(28)	17%	(16)	31%	(28)	90
#1 Issue: Energy	15%	(22)	24%	(36)	22%	(32)	39%	(59)	149
#1 Issue: Other	1%	(1)	8%	(9)	18%	(20)	73%	(85)	115
2020 Vote: Joe Biden	12%	(108)	21%	(197)	19%	(178)	48%	(447)	931
2020 Vote: Donald Trump	6%	(44)	16%	(109)	18%	(128)	60%	(419)	700
2020 Vote: Other	12%	(10)	15%	(13)	28%	(23)	45%	(38)	84
2020 Vote: Didn't Vote	12%	(57)	26%	(123)	20%	(98)	42%	(203)	481
2018 House Vote: Democrat	13%	(104)	20%	(159)	17%	(133)	50%	(394)	791
2018 House Vote: Republican	5%	(30)	15%	(85)	18%	(104)	61%	(345)	563
2018 House Vote: Someone else	3%	(3)	17%	(13)	20%	(15)	59%	(46)	77
2016 Vote: Hillary Clinton	11%	(81)	21%	(146)	18%	(126)	50%	(356)	709
2016 Vote: Donald Trump	8%	(50)	14%	(95)	18%	(119)	60%	(398)	662
2016 Vote: Other	6%	(8)	20%	(25)	19%	(24)	55%	(69)	126
2016 Vote: Didn't Vote	11%	(80)	25%	(178)	23%	(160)	41%	(286)	704

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Table MCEN5_1: How interested would you be in buying the following products?

Products featuring the Netflix logo and references to Netflix shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(219)	20%	(444)	19%	(429)	50%	(1109)	2200
Voted in 2014: Yes	9%	(113)	17%	(209)	18%	(221)	57%	(707)	1249
Voted in 2014: No	11%	(105)	25%	(235)	22%	(208)	42%	(402)	951
4-Region: Northeast	11%	(44)	17%	(66)	20%	(80)	52%	(204)	394
4-Region: Midwest	8%	(37)	18%	(85)	21%	(96)	53%	(244)	462
4-Region: South	12%	(98)	20%	(169)	19%	(154)	49%	(403)	824
4-Region: West	8%	(40)	24%	(124)	19%	(99)	50%	(258)	520
Netflix User	12%	(173)	26%	(361)	21%	(297)	41%	(582)	1413
HBO Max Users	17%	(109)	26%	(171)	21%	(134)	36%	(232)	646
Disney+ Users	15%	(125)	30%	(244)	20%	(164)	35%	(291)	824
Hulu Users	15%	(136)	27%	(256)	22%	(208)	36%	(333)	933
Paramount+	21%	(81)	28%	(107)	20%	(77)	30%	(114)	380
Peacock Users	15%	(91)	24%	(146)	20%	(121)	42%	(258)	616
Amazon Prime Video Users	13%	(154)	23%	(275)	21%	(250)	44%	(535)	1213

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

Table MCEN5_2: How interested would you be in buying the following products?
Products featuring the HBO Max logo and references to HBO Max shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(161)	14%	(315)	21%	(470)	57%	(1253)	2200
Gender: Male	10%	(111)	16%	(173)	19%	(203)	54%	(574)	1062
Gender: Female	4%	(50)	12%	(142)	23%	(267)	60%	(679)	1138
Age: 18-34	14%	(91)	22%	(145)	25%	(165)	39%	(254)	655
Age: 35-44	12%	(42)	18%	(65)	24%	(85)	46%	(166)	358
Age: 45-64	3%	(25)	12%	(92)	21%	(158)	63%	(476)	751
Age: 65+	1%	(3)	3%	(13)	14%	(62)	82%	(357)	436
GenZers: 1997-2012	10%	(23)	20%	(45)	29%	(64)	41%	(92)	223
Millennials: 1981-1996	15%	(100)	22%	(144)	23%	(151)	40%	(264)	660
GenXers: 1965-1980	6%	(29)	16%	(83)	24%	(125)	55%	(292)	530
Baby Boomers: 1946-1964	1%	(9)	6%	(42)	17%	(125)	75%	(539)	715
PID: Dem (no lean)	11%	(94)	18%	(145)	22%	(183)	49%	(401)	822
PID: Ind (no lean)	5%	(36)	14%	(105)	23%	(173)	59%	(448)	762
PID: Rep (no lean)	5%	(32)	11%	(65)	19%	(115)	66%	(404)	617
PID/Gender: Dem Men	17%	(73)	22%	(92)	20%	(84)	42%	(177)	426
PID/Gender: Dem Women	5%	(21)	13%	(52)	25%	(99)	57%	(224)	396
PID/Gender: Ind Men	5%	(17)	14%	(47)	19%	(66)	62%	(216)	346
PID/Gender: Ind Women	4%	(19)	14%	(58)	26%	(106)	56%	(233)	416
PID/Gender: Rep Men	7%	(21)	12%	(34)	18%	(53)	63%	(181)	290
PID/Gender: Rep Women	3%	(11)	10%	(31)	19%	(62)	68%	(223)	326
Ideo: Liberal (1-3)	8%	(52)	19%	(126)	19%	(129)	54%	(355)	661
Ideo: Moderate (4)	8%	(48)	16%	(97)	24%	(149)	52%	(321)	615
Ideo: Conservative (5-7)	6%	(43)	9%	(66)	19%	(133)	66%	(467)	708
Educ: < College	6%	(97)	14%	(210)	23%	(345)	57%	(860)	1512
Educ: Bachelors degree	10%	(43)	15%	(68)	18%	(80)	57%	(252)	444
Educ: Post-grad	9%	(21)	15%	(37)	18%	(45)	58%	(141)	244
Income: Under 50k	6%	(76)	14%	(165)	22%	(258)	57%	(673)	1172
Income: 50k-100k	7%	(50)	13%	(93)	22%	(157)	58%	(423)	723
Income: 100k+	12%	(36)	19%	(57)	18%	(55)	52%	(157)	304
Ethnicity: White	6%	(100)	14%	(241)	20%	(343)	60%	(1038)	1722
Ethnicity: Hispanic	14%	(48)	19%	(65)	24%	(84)	43%	(152)	349

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Table MCEN5_2: How interested would you be in buying the following products?
 Products featuring the HBO Max logo and references to HBO Max shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(161)	14%	(315)	21%	(470)	57%	(1253)	2200
Ethnicity: Black	16%	(45)	15%	(41)	27%	(74)	42%	(115)	274
Ethnicity: Other	8%	(17)	16%	(33)	27%	(54)	49%	(100)	204
All Christian	7%	(65)	13%	(128)	20%	(187)	60%	(568)	947
All Non-Christian	18%	(21)	21%	(24)	19%	(23)	42%	(49)	117
Atheist	6%	(6)	27%	(25)	14%	(13)	53%	(49)	94
Agnostic/Nothing in particular	6%	(37)	13%	(81)	22%	(135)	59%	(359)	611
Something Else	8%	(33)	13%	(57)	26%	(113)	53%	(228)	431
Religious Non-Protestant/Catholic	17%	(25)	21%	(31)	18%	(26)	45%	(67)	148
Evangelical	8%	(42)	14%	(77)	23%	(124)	55%	(294)	537
Non-Evangelical	6%	(49)	12%	(97)	21%	(171)	60%	(479)	795
Community: Urban	14%	(86)	18%	(105)	18%	(108)	50%	(300)	600
Community: Suburban	5%	(50)	14%	(141)	23%	(236)	59%	(607)	1034
Community: Rural	4%	(25)	12%	(68)	22%	(127)	61%	(346)	566
Employ: Private Sector	9%	(65)	19%	(131)	22%	(154)	50%	(355)	705
Employ: Government	10%	(13)	17%	(22)	25%	(32)	48%	(63)	130
Employ: Self-Employed	17%	(33)	19%	(37)	21%	(41)	43%	(84)	196
Employ: Homemaker	2%	(3)	14%	(19)	30%	(40)	55%	(74)	136
Employ: Student	6%	(6)	21%	(19)	25%	(23)	47%	(42)	91
Employ: Retired	1%	(7)	5%	(26)	17%	(86)	77%	(396)	515
Employ: Unemployed	10%	(25)	16%	(42)	18%	(47)	55%	(139)	252
Employ: Other	6%	(10)	11%	(19)	27%	(47)	57%	(99)	175
Military HH: Yes	5%	(17)	13%	(45)	18%	(63)	64%	(227)	353
Military HH: No	8%	(144)	15%	(270)	22%	(407)	56%	(1026)	1847
RD/WT: Right Direction	13%	(101)	19%	(151)	19%	(156)	49%	(398)	806
RD/WT: Wrong Track	4%	(60)	12%	(164)	23%	(315)	61%	(855)	1394
Biden Job Approve	12%	(111)	17%	(160)	20%	(188)	51%	(486)	944
Biden Job Disapprove	4%	(39)	12%	(138)	22%	(244)	62%	(685)	1106

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Table MCEN5_2: How interested would you be in buying the following products?
Products featuring the HBO Max logo and references to HBO Max shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(161)	14%	(315)	21%	(470)	57%	(1253)	2200
Biden Job Strongly Approve	17%	(68)	19%	(74)	14%	(55)	50%	(198)	395
Biden Job Somewhat Approve	8%	(42)	16%	(86)	24%	(133)	53%	(288)	549
Biden Job Somewhat Disapprove	5%	(16)	17%	(56)	28%	(96)	50%	(171)	340
Biden Job Strongly Disapprove	3%	(23)	11%	(82)	19%	(147)	67%	(514)	767
Favorable of Biden	12%	(115)	16%	(159)	20%	(199)	53%	(525)	999
Unfavorable of Biden	3%	(35)	12%	(133)	22%	(240)	62%	(666)	1074
Very Favorable of Biden	18%	(79)	17%	(74)	15%	(69)	50%	(224)	447
Somewhat Favorable of Biden	6%	(36)	15%	(85)	24%	(130)	55%	(301)	552
Somewhat Unfavorable of Biden	4%	(10)	17%	(48)	28%	(80)	52%	(147)	285
Very Unfavorable of Biden	3%	(24)	11%	(86)	20%	(160)	66%	(519)	790
#1 Issue: Economy	9%	(83)	14%	(129)	23%	(207)	53%	(470)	888
#1 Issue: Security	5%	(14)	12%	(35)	18%	(51)	65%	(184)	283
#1 Issue: Health Care	10%	(29)	16%	(44)	20%	(55)	55%	(154)	282
#1 Issue: Medicare / Social Security	4%	(9)	8%	(20)	18%	(43)	71%	(173)	245
#1 Issue: Women's Issues	2%	(3)	15%	(23)	29%	(42)	53%	(78)	146
#1 Issue: Education	15%	(13)	23%	(20)	24%	(22)	39%	(35)	90
#1 Issue: Energy	7%	(10)	24%	(36)	21%	(32)	48%	(72)	149
#1 Issue: Other	1%	(1)	8%	(9)	16%	(18)	76%	(87)	115
2020 Vote: Joe Biden	11%	(98)	16%	(148)	21%	(192)	53%	(492)	931
2020 Vote: Donald Trump	3%	(22)	11%	(80)	20%	(141)	65%	(458)	700
2020 Vote: Other	12%	(10)	5%	(5)	25%	(21)	58%	(48)	84
2020 Vote: Didn't Vote	7%	(32)	17%	(82)	24%	(115)	52%	(252)	481
2018 House Vote: Democrat	10%	(83)	16%	(129)	19%	(153)	54%	(427)	791
2018 House Vote: Republican	5%	(26)	10%	(56)	19%	(109)	66%	(372)	563
2018 House Vote: Someone else	6%	(5)	9%	(7)	24%	(18)	61%	(47)	77
2016 Vote: Hillary Clinton	11%	(77)	15%	(110)	19%	(138)	54%	(384)	709
2016 Vote: Donald Trump	5%	(32)	11%	(70)	19%	(129)	65%	(431)	662
2016 Vote: Other	7%	(9)	11%	(13)	22%	(28)	60%	(76)	126
2016 Vote: Didn't Vote	6%	(44)	17%	(122)	25%	(176)	51%	(363)	704

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Table MCEN5_2: How interested would you be in buying the following products?
 Products featuring the HBO Max logo and references to HBO Max shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(161)	14%	(315)	21%	(470)	57%	(1253)	2200
Voted in 2014: Yes	8%	(97)	13%	(162)	19%	(240)	60%	(751)	1249
Voted in 2014: No	7%	(65)	16%	(153)	24%	(231)	53%	(502)	951
4-Region: Northeast	10%	(37)	13%	(53)	19%	(77)	58%	(227)	394
4-Region: Midwest	6%	(29)	11%	(52)	21%	(99)	61%	(283)	462
4-Region: South	7%	(62)	16%	(129)	21%	(176)	55%	(457)	824
4-Region: West	7%	(34)	16%	(82)	23%	(118)	55%	(286)	520
Netflix User	9%	(122)	16%	(231)	24%	(339)	51%	(721)	1413
HBO Max Users	14%	(93)	26%	(171)	23%	(149)	36%	(234)	646
Disney+ Users	11%	(92)	22%	(185)	25%	(209)	41%	(338)	824
Hulu Users	11%	(99)	20%	(187)	25%	(236)	44%	(410)	933
Paramount+	17%	(66)	21%	(80)	23%	(86)	39%	(147)	380
Peacock Users	11%	(68)	18%	(113)	23%	(140)	48%	(295)	616
Amazon Prime Video Users	10%	(119)	17%	(204)	22%	(269)	51%	(623)	1213

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

Table MCEN5_3: How interested would you be in buying the following products?
Products featuring the Hulu logo and references to Hulu shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(361)	21%	(469)	55%	(1218)	2200
Gender: Male	8%	(85)	17%	(186)	21%	(219)	54%	(573)	1062
Gender: Female	6%	(67)	15%	(175)	22%	(251)	57%	(645)	1138
Age: 18-34	14%	(93)	28%	(185)	22%	(145)	36%	(233)	655
Age: 35-44	9%	(32)	21%	(75)	26%	(92)	44%	(158)	358
Age: 45-64	3%	(24)	12%	(87)	23%	(171)	63%	(470)	751
Age: 65+	1%	(3)	3%	(14)	14%	(62)	82%	(357)	436
GenZers: 1997-2012	18%	(40)	25%	(57)	21%	(48)	36%	(80)	223
Millennials: 1981-1996	11%	(74)	28%	(186)	23%	(154)	37%	(245)	660
GenXers: 1965-1980	5%	(26)	14%	(73)	26%	(138)	55%	(292)	530
Baby Boomers: 1946-1964	2%	(12)	6%	(44)	17%	(122)	75%	(537)	715
PID: Dem (no lean)	10%	(81)	20%	(162)	21%	(176)	49%	(402)	822
PID: Ind (no lean)	5%	(39)	16%	(122)	22%	(171)	56%	(429)	762
PID: Rep (no lean)	5%	(31)	12%	(77)	20%	(122)	63%	(387)	617
PID/Gender: Dem Men	13%	(54)	23%	(97)	21%	(90)	44%	(185)	426
PID/Gender: Dem Women	7%	(27)	17%	(66)	22%	(87)	55%	(216)	396
PID/Gender: Ind Men	4%	(13)	15%	(53)	19%	(67)	61%	(213)	346
PID/Gender: Ind Women	6%	(26)	17%	(69)	25%	(104)	52%	(217)	416
PID/Gender: Rep Men	6%	(18)	12%	(36)	21%	(62)	60%	(175)	290
PID/Gender: Rep Women	4%	(14)	13%	(41)	18%	(60)	65%	(212)	326
Ideo: Liberal (1-3)	8%	(52)	20%	(135)	17%	(115)	54%	(358)	661
Ideo: Moderate (4)	8%	(49)	17%	(107)	26%	(161)	48%	(298)	615
Ideo: Conservative (5-7)	5%	(35)	11%	(80)	19%	(135)	65%	(458)	708
Educ: < College	7%	(105)	17%	(251)	22%	(334)	54%	(823)	1512
Educ: Bachelors degree	6%	(26)	16%	(73)	21%	(95)	56%	(250)	444
Educ: Post-grad	9%	(21)	15%	(37)	17%	(41)	60%	(145)	244
Income: Under 50k	6%	(74)	17%	(203)	22%	(263)	54%	(633)	1172
Income: 50k-100k	7%	(51)	14%	(99)	21%	(151)	58%	(422)	723
Income: 100k+	9%	(27)	20%	(59)	18%	(55)	53%	(163)	304
Ethnicity: White	6%	(96)	15%	(262)	21%	(363)	58%	(1001)	1722
Ethnicity: Hispanic	12%	(42)	18%	(62)	25%	(88)	45%	(157)	349

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Table MCEN5_3: How interested would you be in buying the following products?
 Products featuring the Hulu logo and references to Hulu shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(361)	21%	(469)	55%	(1218)	2200
Ethnicity: Black	15%	(40)	22%	(61)	22%	(61)	41%	(112)	274
Ethnicity: Other	8%	(16)	19%	(38)	23%	(46)	51%	(104)	204
All Christian	6%	(60)	13%	(125)	21%	(199)	59%	(562)	947
All Non-Christian	12%	(14)	19%	(23)	21%	(25)	47%	(55)	117
Atheist	6%	(6)	26%	(25)	10%	(10)	57%	(54)	94
Agnostic/Nothing in particular	7%	(42)	18%	(113)	22%	(132)	53%	(324)	611
Something Else	7%	(29)	17%	(75)	24%	(104)	52%	(223)	431
Religious Non-Protestant/Catholic	11%	(16)	20%	(29)	23%	(34)	46%	(69)	148
Evangelical	10%	(51)	16%	(86)	22%	(116)	53%	(284)	537
Non-Evangelical	4%	(35)	13%	(102)	22%	(177)	61%	(482)	795
Community: Urban	13%	(79)	19%	(111)	20%	(119)	49%	(291)	600
Community: Suburban	4%	(46)	16%	(163)	23%	(237)	57%	(589)	1034
Community: Rural	5%	(27)	15%	(87)	20%	(113)	60%	(338)	566
Employ: Private Sector	8%	(57)	20%	(141)	22%	(157)	50%	(350)	705
Employ: Government	13%	(17)	21%	(27)	19%	(25)	47%	(61)	130
Employ: Self-Employed	13%	(25)	22%	(44)	20%	(40)	44%	(87)	196
Employ: Homemaker	4%	(5)	18%	(24)	30%	(41)	48%	(66)	136
Employ: Student	14%	(12)	24%	(22)	18%	(16)	45%	(41)	91
Employ: Retired	1%	(6)	5%	(28)	17%	(88)	76%	(393)	515
Employ: Unemployed	8%	(20)	19%	(48)	20%	(50)	53%	(135)	252
Employ: Other	6%	(10)	15%	(27)	30%	(53)	48%	(85)	175
Military HH: Yes	4%	(14)	15%	(51)	21%	(73)	61%	(214)	353
Military HH: No	7%	(137)	17%	(310)	21%	(396)	54%	(1004)	1847
RD/WT: Right Direction	11%	(87)	20%	(159)	21%	(168)	49%	(392)	806
RD/WT: Wrong Track	5%	(64)	14%	(202)	22%	(302)	59%	(826)	1394
Biden Job Approve	9%	(86)	20%	(185)	20%	(190)	51%	(484)	944
Biden Job Disapprove	5%	(55)	14%	(151)	22%	(242)	59%	(658)	1106

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Table MCEN5_3: How interested would you be in buying the following products?
Products featuring the Hulu logo and references to Hulu shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(361)	21%	(469)	55%	(1218)	2200
Biden Job Strongly Approve	13%	(52)	19%	(74)	16%	(63)	52%	(206)	395
Biden Job Somewhat Approve	6%	(33)	20%	(110)	23%	(127)	51%	(278)	549
Biden Job Somewhat Disapprove	9%	(30)	17%	(58)	25%	(84)	49%	(168)	340
Biden Job Strongly Disapprove	3%	(25)	12%	(93)	21%	(159)	64%	(490)	767
Favorable of Biden	9%	(87)	19%	(188)	20%	(202)	52%	(522)	999
Unfavorable of Biden	5%	(55)	13%	(141)	22%	(239)	60%	(640)	1074
Very Favorable of Biden	13%	(56)	18%	(83)	17%	(74)	52%	(234)	447
Somewhat Favorable of Biden	6%	(31)	19%	(105)	23%	(128)	52%	(288)	552
Somewhat Unfavorable of Biden	8%	(21)	16%	(47)	25%	(72)	51%	(145)	285
Very Unfavorable of Biden	4%	(33)	12%	(94)	21%	(168)	63%	(495)	790
#1 Issue: Economy	7%	(64)	17%	(147)	25%	(220)	51%	(457)	888
#1 Issue: Security	6%	(17)	12%	(33)	18%	(50)	65%	(184)	283
#1 Issue: Health Care	10%	(27)	19%	(54)	20%	(56)	51%	(145)	282
#1 Issue: Medicare / Social Security	3%	(8)	9%	(22)	17%	(43)	70%	(173)	245
#1 Issue: Women's Issues	6%	(8)	27%	(39)	23%	(33)	45%	(65)	146
#1 Issue: Education	15%	(14)	22%	(20)	22%	(20)	41%	(37)	90
#1 Issue: Energy	9%	(14)	24%	(36)	21%	(32)	46%	(68)	149
#1 Issue: Other	1%	(1)	9%	(10)	13%	(15)	77%	(89)	115
2020 Vote: Joe Biden	7%	(67)	20%	(182)	20%	(186)	53%	(496)	931
2020 Vote: Donald Trump	5%	(32)	12%	(85)	19%	(131)	64%	(451)	700
2020 Vote: Other	11%	(9)	10%	(8)	26%	(22)	53%	(44)	84
2020 Vote: Didn't Vote	9%	(43)	18%	(85)	27%	(129)	47%	(224)	481
2018 House Vote: Democrat	8%	(67)	19%	(149)	19%	(149)	54%	(426)	791
2018 House Vote: Republican	4%	(21)	12%	(67)	19%	(108)	65%	(367)	563
2018 House Vote: Someone else	3%	(3)	11%	(8)	21%	(16)	65%	(50)	77
2016 Vote: Hillary Clinton	8%	(57)	18%	(129)	19%	(137)	54%	(386)	709
2016 Vote: Donald Trump	6%	(38)	12%	(77)	19%	(124)	64%	(423)	662
2016 Vote: Other	5%	(6)	12%	(15)	21%	(27)	62%	(78)	126
2016 Vote: Didn't Vote	7%	(50)	20%	(140)	26%	(182)	47%	(331)	704

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Table MCEN5_3: How interested would you be in buying the following products?
 Products featuring the Hulu logo and references to Hulu shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(361)	21%	(469)	55%	(1218)	2200
Voted in 2014: Yes	6%	(72)	15%	(189)	19%	(235)	60%	(752)	1249
Voted in 2014: No	8%	(79)	18%	(171)	25%	(234)	49%	(466)	951
4-Region: Northeast	7%	(28)	16%	(64)	19%	(74)	58%	(228)	394
4-Region: Midwest	6%	(28)	16%	(73)	20%	(94)	58%	(268)	462
4-Region: South	8%	(67)	17%	(139)	20%	(168)	55%	(451)	824
4-Region: West	6%	(29)	16%	(86)	26%	(134)	52%	(272)	520
Netflix User	8%	(118)	19%	(266)	23%	(331)	49%	(698)	1413
HBO Max Users	10%	(67)	24%	(155)	25%	(163)	40%	(262)	646
Disney+ Users	11%	(91)	24%	(200)	25%	(207)	40%	(326)	824
Hulu Users	12%	(111)	27%	(252)	24%	(222)	37%	(348)	933
Paramount+	16%	(60)	26%	(97)	23%	(89)	35%	(133)	380
Peacock Users	10%	(62)	22%	(138)	21%	(129)	47%	(287)	616
Amazon Prime Video Users	9%	(112)	18%	(215)	22%	(273)	51%	(614)	1213

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

Table MCEN5_4: How interested would you be in buying the following products?
Products featuring the Disney+ logo and references to Disney+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(220)	22%	(491)	18%	(398)	50%	(1092)	2200
Gender: Male	11%	(117)	21%	(227)	18%	(191)	50%	(527)	1062
Gender: Female	9%	(102)	23%	(264)	18%	(207)	50%	(565)	1138
Age: 18-34	18%	(119)	31%	(203)	19%	(125)	32%	(208)	655
Age: 35-44	14%	(51)	25%	(89)	20%	(71)	41%	(147)	358
Age: 45-64	6%	(44)	20%	(147)	19%	(142)	56%	(417)	751
Age: 65+	1%	(5)	12%	(52)	14%	(60)	73%	(319)	436
GenZers: 1997-2012	19%	(42)	26%	(59)	22%	(48)	33%	(75)	223
Millennials: 1981-1996	17%	(112)	31%	(203)	18%	(119)	34%	(226)	660
GenXers: 1965-1980	9%	(49)	23%	(123)	19%	(101)	48%	(257)	530
Baby Boomers: 1946-1964	2%	(16)	14%	(97)	17%	(123)	67%	(479)	715
PID: Dem (no lean)	13%	(110)	26%	(211)	19%	(154)	42%	(347)	822
PID: Ind (no lean)	7%	(56)	22%	(171)	18%	(139)	52%	(395)	762
PID: Rep (no lean)	9%	(53)	18%	(109)	17%	(105)	57%	(350)	617
PID/Gender: Dem Men	17%	(72)	26%	(111)	18%	(76)	39%	(167)	426
PID/Gender: Dem Women	10%	(38)	25%	(100)	20%	(78)	45%	(179)	396
PID/Gender: Ind Men	5%	(17)	19%	(64)	18%	(61)	59%	(204)	346
PID/Gender: Ind Women	10%	(40)	26%	(107)	19%	(78)	46%	(191)	416
PID/Gender: Rep Men	10%	(29)	18%	(52)	18%	(53)	54%	(156)	290
PID/Gender: Rep Women	7%	(24)	17%	(57)	16%	(51)	60%	(194)	326
Ideo: Liberal (1-3)	11%	(73)	23%	(152)	18%	(119)	48%	(317)	661
Ideo: Moderate (4)	10%	(61)	28%	(171)	18%	(110)	44%	(273)	615
Ideo: Conservative (5-7)	8%	(58)	17%	(120)	19%	(137)	56%	(394)	708
Educ: < College	10%	(148)	22%	(338)	18%	(278)	49%	(748)	1512
Educ: Bachelors degree	10%	(42)	22%	(97)	18%	(78)	51%	(226)	444
Educ: Post-grad	12%	(29)	23%	(56)	17%	(42)	48%	(118)	244
Income: Under 50k	9%	(105)	23%	(270)	18%	(208)	50%	(590)	1172
Income: 50k-100k	11%	(76)	21%	(150)	18%	(131)	51%	(367)	723
Income: 100k+	12%	(38)	24%	(71)	19%	(59)	45%	(135)	304
Ethnicity: White	9%	(150)	21%	(366)	18%	(312)	52%	(893)	1722
Ethnicity: Hispanic	11%	(40)	31%	(108)	16%	(54)	42%	(148)	349

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Table MCEN5_4: How interested would you be in buying the following products?
 Products featuring the Disney+ logo and references to Disney+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(220)	22%	(491)	18%	(398)	50%	(1092)	2200
Ethnicity: Black	19%	(51)	27%	(73)	16%	(45)	38%	(105)	274
Ethnicity: Other	9%	(18)	25%	(51)	20%	(40)	46%	(94)	204
All Christian	9%	(84)	21%	(197)	18%	(175)	52%	(492)	947
All Non-Christian	18%	(21)	16%	(19)	23%	(27)	43%	(50)	117
Atheist	15%	(14)	25%	(23)	9%	(8)	52%	(49)	94
Agnostic/Nothing in particular	9%	(58)	23%	(142)	18%	(111)	49%	(301)	611
Something Else	10%	(43)	26%	(110)	18%	(77)	47%	(200)	431
Religious Non-Protestant/Catholic	17%	(25)	19%	(28)	21%	(32)	43%	(64)	148
Evangelical	12%	(63)	24%	(131)	17%	(91)	47%	(251)	537
Non-Evangelical	7%	(56)	20%	(162)	19%	(154)	53%	(423)	795
Community: Urban	14%	(83)	26%	(157)	17%	(100)	43%	(260)	600
Community: Suburban	9%	(92)	22%	(225)	19%	(195)	51%	(523)	1034
Community: Rural	8%	(45)	19%	(109)	18%	(103)	55%	(309)	566
Employ: Private Sector	12%	(87)	25%	(174)	19%	(135)	44%	(309)	705
Employ: Government	10%	(13)	28%	(36)	20%	(26)	43%	(56)	130
Employ: Self-Employed	19%	(37)	29%	(56)	14%	(28)	39%	(76)	196
Employ: Homemaker	7%	(10)	28%	(38)	22%	(30)	43%	(58)	136
Employ: Student	20%	(18)	26%	(24)	23%	(21)	30%	(28)	91
Employ: Retired	3%	(14)	14%	(71)	15%	(78)	68%	(350)	515
Employ: Unemployed	9%	(23)	21%	(52)	19%	(47)	52%	(130)	252
Employ: Other	10%	(17)	23%	(40)	19%	(33)	49%	(85)	175
Military HH: Yes	10%	(35)	18%	(65)	17%	(59)	55%	(194)	353
Military HH: No	10%	(185)	23%	(426)	18%	(338)	49%	(898)	1847
RD/WT: Right Direction	15%	(117)	27%	(214)	18%	(145)	41%	(330)	806
RD/WT: Wrong Track	7%	(102)	20%	(277)	18%	(253)	55%	(762)	1394
Biden Job Approve	13%	(120)	26%	(248)	17%	(163)	44%	(413)	944
Biden Job Disapprove	8%	(84)	19%	(211)	18%	(204)	55%	(607)	1106

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Table MCEN5_4: How interested would you be in buying the following products?
Products featuring the Disney+ logo and references to Disney+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(220)	22%	(491)	18%	(398)	50%	(1092)	2200
Biden Job Strongly Approve	18%	(72)	22%	(89)	15%	(60)	44%	(174)	395
Biden Job Somewhat Approve	9%	(48)	29%	(160)	19%	(103)	43%	(239)	549
Biden Job Somewhat Disapprove	11%	(37)	24%	(83)	21%	(70)	44%	(150)	340
Biden Job Strongly Disapprove	6%	(47)	17%	(128)	17%	(134)	60%	(457)	767
Favorable of Biden	12%	(123)	26%	(261)	17%	(174)	44%	(441)	999
Unfavorable of Biden	7%	(79)	19%	(202)	19%	(202)	55%	(590)	1074
Very Favorable of Biden	17%	(75)	25%	(113)	14%	(63)	44%	(196)	447
Somewhat Favorable of Biden	9%	(48)	27%	(148)	20%	(110)	44%	(245)	552
Somewhat Unfavorable of Biden	9%	(25)	25%	(70)	20%	(57)	46%	(132)	285
Very Unfavorable of Biden	7%	(54)	17%	(132)	18%	(145)	58%	(459)	790
#1 Issue: Economy	10%	(87)	25%	(219)	20%	(176)	46%	(407)	888
#1 Issue: Security	10%	(27)	16%	(45)	15%	(42)	60%	(170)	283
#1 Issue: Health Care	13%	(38)	22%	(62)	18%	(50)	47%	(133)	282
#1 Issue: Medicare / Social Security	6%	(15)	16%	(39)	18%	(44)	60%	(146)	245
#1 Issue: Women's Issues	12%	(18)	24%	(34)	17%	(25)	47%	(68)	146
#1 Issue: Education	24%	(22)	25%	(23)	18%	(16)	33%	(30)	90
#1 Issue: Energy	7%	(10)	33%	(49)	20%	(31)	40%	(59)	149
#1 Issue: Other	3%	(3)	17%	(19)	12%	(14)	68%	(79)	115
2020 Vote: Joe Biden	11%	(104)	25%	(232)	18%	(167)	46%	(428)	931
2020 Vote: Donald Trump	7%	(50)	17%	(121)	18%	(126)	58%	(403)	700
2020 Vote: Other	16%	(13)	10%	(9)	25%	(21)	49%	(41)	84
2020 Vote: Didn't Vote	11%	(53)	27%	(129)	17%	(83)	45%	(216)	481
2018 House Vote: Democrat	11%	(89)	24%	(192)	17%	(132)	48%	(378)	791
2018 House Vote: Republican	6%	(34)	16%	(91)	18%	(100)	60%	(337)	563
2018 House Vote: Someone else	10%	(8)	14%	(11)	26%	(20)	49%	(38)	77
2016 Vote: Hillary Clinton	10%	(74)	25%	(178)	18%	(126)	47%	(331)	709
2016 Vote: Donald Trump	9%	(59)	16%	(104)	17%	(115)	58%	(384)	662
2016 Vote: Other	9%	(12)	15%	(18)	16%	(20)	60%	(75)	126
2016 Vote: Didn't Vote	11%	(76)	27%	(191)	19%	(136)	43%	(302)	704

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Table MCEN5_4: How interested would you be in buying the following products?
 Products featuring the Disney+ logo and references to Disney+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(220)	22%	(491)	18%	(398)	50%	(1092)	2200
Voted in 2014: Yes	9%	(114)	21%	(259)	17%	(217)	53%	(659)	1249
Voted in 2014: No	11%	(105)	24%	(232)	19%	(181)	45%	(432)	951
4-Region: Northeast	12%	(47)	20%	(80)	19%	(76)	48%	(191)	394
4-Region: Midwest	9%	(44)	22%	(103)	18%	(81)	51%	(234)	462
4-Region: South	11%	(88)	21%	(172)	18%	(150)	50%	(414)	824
4-Region: West	8%	(41)	26%	(136)	17%	(90)	49%	(253)	520
Netflix User	12%	(166)	25%	(358)	19%	(273)	44%	(616)	1413
HBO Max Users	16%	(105)	29%	(187)	20%	(127)	35%	(227)	646
Disney+ Users	19%	(155)	32%	(267)	18%	(151)	31%	(252)	824
Hulu Users	15%	(138)	30%	(282)	18%	(165)	37%	(348)	933
Paramount+	24%	(90)	27%	(102)	18%	(69)	31%	(118)	380
Peacock Users	16%	(99)	26%	(157)	17%	(107)	41%	(253)	616
Amazon Prime Video Users	13%	(158)	24%	(293)	19%	(230)	44%	(533)	1213

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

Table MCEN5_5: How interested would you be in buying the following products?
Products featuring the Apple TV+ logo and references to Apple TV+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(101)	10%	(221)	21%	(456)	65%	(1422)	2200
Gender: Male	6%	(67)	12%	(126)	20%	(216)	61%	(653)	1062
Gender: Female	3%	(34)	8%	(95)	21%	(240)	68%	(769)	1138
Age: 18-34	8%	(53)	17%	(111)	23%	(151)	52%	(340)	655
Age: 35-44	8%	(29)	13%	(48)	24%	(85)	55%	(196)	358
Age: 45-64	2%	(17)	7%	(52)	21%	(156)	70%	(526)	751
Age: 65+	—	(2)	2%	(10)	15%	(64)	83%	(360)	436
GenZers: 1997-2012	7%	(15)	15%	(33)	22%	(50)	56%	(126)	223
Millennials: 1981-1996	10%	(66)	16%	(107)	23%	(149)	51%	(337)	660
GenXers: 1965-1980	2%	(13)	10%	(54)	24%	(125)	64%	(338)	530
Baby Boomers: 1946-1964	1%	(7)	4%	(27)	18%	(127)	77%	(553)	715
PID: Dem (no lean)	7%	(59)	12%	(102)	24%	(196)	57%	(464)	822
PID: Ind (no lean)	3%	(26)	10%	(75)	18%	(134)	69%	(527)	762
PID: Rep (no lean)	3%	(16)	7%	(44)	20%	(126)	70%	(431)	617
PID/Gender: Dem Men	11%	(45)	15%	(64)	25%	(106)	50%	(211)	426
PID/Gender: Dem Women	3%	(14)	10%	(38)	23%	(91)	64%	(254)	396
PID/Gender: Ind Men	3%	(12)	11%	(37)	13%	(46)	73%	(251)	346
PID/Gender: Ind Women	3%	(14)	9%	(38)	21%	(88)	66%	(276)	416
PID/Gender: Rep Men	3%	(10)	9%	(25)	22%	(64)	66%	(191)	290
PID/Gender: Rep Women	2%	(6)	6%	(19)	19%	(62)	73%	(240)	326
Ideo: Liberal (1-3)	6%	(37)	11%	(73)	21%	(137)	63%	(414)	661
Ideo: Moderate (4)	6%	(36)	13%	(79)	22%	(132)	60%	(367)	615
Ideo: Conservative (5-7)	3%	(21)	6%	(45)	19%	(136)	71%	(506)	708
Educ: < College	4%	(56)	9%	(140)	22%	(336)	65%	(981)	1512
Educ: Bachelors degree	6%	(28)	10%	(46)	19%	(83)	65%	(287)	444
Educ: Post-grad	7%	(17)	14%	(35)	15%	(37)	63%	(155)	244
Income: Under 50k	3%	(37)	9%	(109)	22%	(257)	66%	(769)	1172
Income: 50k-100k	4%	(31)	10%	(72)	20%	(147)	65%	(473)	723
Income: 100k+	11%	(33)	13%	(39)	17%	(52)	59%	(180)	304
Ethnicity: White	3%	(57)	9%	(157)	20%	(345)	68%	(1163)	1722
Ethnicity: Hispanic	8%	(29)	13%	(45)	21%	(73)	58%	(202)	349

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Table MCEN5_5: *How interested would you be in buying the following products?*
Products featuring the Apple TV+ logo and references to Apple TV+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(101)	10%	(221)	21%	(456)	65%	(1422)	2200
Ethnicity: Black	13%	(36)	16%	(44)	22%	(61)	49%	(134)	274
Ethnicity: Other	4%	(9)	10%	(20)	25%	(50)	61%	(125)	204
All Christian	5%	(44)	10%	(97)	20%	(192)	65%	(614)	947
All Non-Christian	12%	(14)	19%	(22)	21%	(25)	47%	(56)	117
Atheist	7%	(7)	13%	(12)	9%	(9)	70%	(66)	94
Agnostic/Nothing in particular	4%	(23)	9%	(58)	20%	(123)	67%	(407)	611
Something Else	3%	(13)	7%	(31)	25%	(107)	65%	(280)	431
Religious Non-Protestant/Catholic	11%	(16)	17%	(25)	24%	(36)	48%	(72)	148
Evangelical	6%	(32)	10%	(53)	23%	(121)	62%	(332)	537
Non-Evangelical	3%	(22)	9%	(70)	21%	(165)	68%	(538)	795
Community: Urban	11%	(65)	14%	(81)	19%	(113)	57%	(341)	600
Community: Suburban	3%	(29)	9%	(89)	21%	(221)	67%	(695)	1034
Community: Rural	1%	(8)	9%	(51)	22%	(122)	68%	(385)	566
Employ: Private Sector	7%	(52)	14%	(99)	20%	(139)	59%	(416)	705
Employ: Government	7%	(10)	11%	(14)	25%	(33)	56%	(73)	130
Employ: Self-Employed	7%	(14)	15%	(30)	18%	(36)	60%	(117)	196
Employ: Homemaker	—	(0)	10%	(14)	27%	(37)	63%	(85)	136
Employ: Student	5%	(4)	15%	(14)	22%	(20)	58%	(53)	91
Employ: Retired	—	(2)	3%	(17)	17%	(88)	79%	(407)	515
Employ: Unemployed	5%	(13)	11%	(28)	21%	(54)	63%	(158)	252
Employ: Other	4%	(6)	3%	(6)	28%	(49)	65%	(113)	175
Military HH: Yes	3%	(9)	10%	(35)	17%	(59)	71%	(249)	353
Military HH: No	5%	(92)	10%	(185)	21%	(397)	63%	(1173)	1847
RD/WT: Right Direction	8%	(66)	14%	(111)	22%	(180)	56%	(449)	806
RD/WT: Wrong Track	2%	(35)	8%	(110)	20%	(276)	70%	(973)	1394
Biden Job Approve	7%	(66)	12%	(117)	22%	(205)	59%	(557)	944
Biden Job Disapprove	2%	(27)	8%	(88)	19%	(207)	71%	(784)	1106

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Table MCEN5_5: How interested would you be in buying the following products?
Products featuring the Apple TV+ logo and references to Apple TV+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(101)	10%	(221)	21%	(456)	65%	(1422)	2200
Biden Job Strongly Approve	11%	(42)	13%	(52)	18%	(70)	59%	(232)	395
Biden Job Somewhat Approve	4%	(24)	12%	(66)	25%	(135)	59%	(325)	549
Biden Job Somewhat Disapprove	4%	(13)	12%	(40)	22%	(74)	63%	(213)	340
Biden Job Strongly Disapprove	2%	(14)	6%	(49)	17%	(133)	74%	(571)	767
Favorable of Biden	7%	(71)	12%	(119)	21%	(214)	59%	(594)	999
Unfavorable of Biden	2%	(22)	7%	(75)	20%	(214)	71%	(763)	1074
Very Favorable of Biden	11%	(49)	12%	(54)	18%	(81)	59%	(263)	447
Somewhat Favorable of Biden	4%	(21)	12%	(65)	24%	(134)	60%	(331)	552
Somewhat Unfavorable of Biden	3%	(8)	11%	(31)	24%	(67)	63%	(179)	285
Very Unfavorable of Biden	2%	(14)	6%	(44)	19%	(147)	74%	(584)	790
#1 Issue: Economy	5%	(45)	11%	(97)	22%	(197)	62%	(549)	888
#1 Issue: Security	4%	(11)	8%	(23)	16%	(47)	72%	(203)	283
#1 Issue: Health Care	7%	(21)	9%	(25)	21%	(60)	63%	(177)	282
#1 Issue: Medicare / Social Security	2%	(4)	5%	(12)	21%	(52)	72%	(177)	245
#1 Issue: Women's Issues	3%	(5)	16%	(23)	22%	(31)	59%	(87)	146
#1 Issue: Education	5%	(4)	18%	(16)	30%	(27)	48%	(43)	90
#1 Issue: Energy	7%	(11)	12%	(18)	20%	(30)	61%	(90)	149
#1 Issue: Other	1%	(1)	5%	(6)	11%	(12)	83%	(96)	115
2020 Vote: Joe Biden	6%	(58)	12%	(108)	20%	(190)	62%	(574)	931
2020 Vote: Donald Trump	2%	(17)	8%	(54)	18%	(129)	71%	(499)	700
2020 Vote: Other	12%	(10)	3%	(2)	24%	(20)	62%	(52)	84
2020 Vote: Didn't Vote	3%	(15)	12%	(56)	24%	(115)	61%	(295)	481
2018 House Vote: Democrat	7%	(56)	11%	(85)	20%	(159)	62%	(492)	791
2018 House Vote: Republican	3%	(16)	8%	(43)	18%	(99)	72%	(406)	563
2018 House Vote: Someone else	2%	(1)	8%	(6)	27%	(21)	64%	(49)	77
2016 Vote: Hillary Clinton	7%	(49)	11%	(75)	21%	(150)	61%	(435)	709
2016 Vote: Donald Trump	3%	(22)	7%	(49)	19%	(126)	70%	(464)	662
2016 Vote: Other	4%	(5)	8%	(9)	17%	(21)	71%	(89)	126
2016 Vote: Didn't Vote	4%	(25)	12%	(87)	23%	(159)	61%	(433)	704

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Table MCEN5_5: How interested would you be in buying the following products?
 Products featuring the Apple TV+ logo and references to Apple TV+ shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(101)	10%	(221)	21%	(456)	65%	(1422)	2200
Voted in 2014: Yes	5%	(64)	9%	(112)	20%	(248)	66%	(826)	1249
Voted in 2014: No	4%	(37)	12%	(109)	22%	(208)	63%	(596)	951
4-Region: Northeast	8%	(31)	10%	(41)	19%	(74)	63%	(248)	394
4-Region: Midwest	3%	(15)	8%	(35)	22%	(100)	67%	(312)	462
4-Region: South	4%	(34)	11%	(89)	21%	(175)	64%	(526)	824
4-Region: West	4%	(21)	11%	(55)	21%	(107)	65%	(336)	520
Netflix User	6%	(80)	12%	(170)	23%	(318)	60%	(846)	1413
HBO Max Users	10%	(65)	16%	(102)	24%	(153)	50%	(326)	646
Disney+ Users	8%	(67)	16%	(128)	25%	(205)	52%	(425)	824
Hulu Users	8%	(72)	13%	(124)	26%	(243)	53%	(495)	933
Paramount+	14%	(53)	14%	(54)	24%	(92)	48%	(180)	380
Peacock Users	8%	(50)	13%	(79)	22%	(135)	57%	(352)	616
Amazon Prime Video Users	7%	(84)	12%	(143)	22%	(264)	59%	(722)	1213

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

Table MCEN5_6: How interested would you be in buying the following products?
Products featuring the Amazon Prime Video logo and references to Amazon Prime Video shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	8%	(183)	17%	(377)	21%	(472)	53%	(1168)	2200
Gender: Male	11%	(113)	19%	(198)	21%	(218)	50%	(533)	1062
Gender: Female	6%	(69)	16%	(179)	22%	(254)	56%	(635)	1138
Age: 18-34	14%	(91)	27%	(178)	21%	(140)	38%	(247)	655
Age: 35-44	11%	(39)	22%	(80)	27%	(97)	40%	(141)	358
Age: 45-64	6%	(45)	12%	(94)	22%	(167)	59%	(446)	751
Age: 65+	2%	(8)	6%	(26)	16%	(68)	77%	(334)	436
GenZers: 1997-2012	9%	(20)	29%	(64)	18%	(41)	44%	(97)	223
Millennials: 1981-1996	15%	(102)	26%	(172)	23%	(153)	35%	(233)	660
GenXers: 1965-1980	7%	(37)	16%	(83)	26%	(137)	51%	(272)	530
Baby Boomers: 1946-1964	3%	(23)	8%	(55)	19%	(133)	71%	(505)	715
PID: Dem (no lean)	12%	(97)	21%	(174)	22%	(178)	45%	(373)	822
PID: Ind (no lean)	6%	(43)	17%	(129)	21%	(160)	56%	(430)	762
PID: Rep (no lean)	7%	(42)	12%	(75)	22%	(134)	59%	(365)	617
PID/Gender: Dem Men	16%	(69)	25%	(108)	19%	(82)	39%	(166)	426
PID/Gender: Dem Women	7%	(28)	17%	(66)	24%	(95)	52%	(207)	396
PID/Gender: Ind Men	6%	(20)	15%	(52)	20%	(69)	59%	(204)	346
PID/Gender: Ind Women	6%	(24)	18%	(76)	22%	(91)	54%	(225)	416
PID/Gender: Rep Men	8%	(25)	13%	(37)	23%	(66)	56%	(162)	290
PID/Gender: Rep Women	5%	(18)	12%	(38)	21%	(68)	62%	(203)	326
Ideo: Liberal (1-3)	10%	(65)	19%	(123)	20%	(132)	51%	(340)	661
Ideo: Moderate (4)	8%	(50)	19%	(119)	23%	(144)	49%	(303)	615
Ideo: Conservative (5-7)	8%	(59)	12%	(88)	20%	(141)	59%	(420)	708
Educ: < College	7%	(111)	17%	(261)	23%	(344)	53%	(796)	1512
Educ: Bachelors degree	10%	(44)	16%	(69)	20%	(88)	54%	(242)	444
Educ: Post-grad	11%	(27)	19%	(47)	16%	(40)	53%	(130)	244
Income: Under 50k	6%	(75)	18%	(213)	23%	(268)	53%	(617)	1172
Income: 50k-100k	10%	(74)	15%	(110)	19%	(137)	56%	(403)	723
Income: 100k+	11%	(34)	18%	(55)	22%	(67)	49%	(148)	304
Ethnicity: White	7%	(123)	15%	(263)	22%	(378)	56%	(957)	1722
Ethnicity: Hispanic	13%	(44)	23%	(80)	21%	(73)	44%	(153)	349

Continued on next page

Table MCEN5_6: How interested would you be in buying the following products?
 Products featuring the Amazon Prime Video logo and references to Amazon Prime Video shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	8%	(183)	17%	(377)	21%	(472)	53%	(1168)	2200
Ethnicity: Black	15%	(42)	25%	(70)	19%	(53)	40%	(110)	274
Ethnicity: Other	9%	(18)	22%	(45)	20%	(41)	49%	(101)	204
All Christian	9%	(82)	15%	(142)	21%	(202)	55%	(521)	947
All Non-Christian	15%	(17)	25%	(30)	17%	(20)	42%	(50)	117
Atheist	8%	(8)	17%	(16)	18%	(17)	57%	(53)	94
Agnostic/Nothing in particular	8%	(48)	16%	(96)	22%	(137)	54%	(330)	611
Something Else	6%	(27)	22%	(93)	22%	(96)	50%	(214)	431
Religious Non-Protestant/Catholic	13%	(20)	25%	(36)	20%	(29)	42%	(63)	148
Evangelical	11%	(62)	19%	(102)	20%	(106)	50%	(267)	537
Non-Evangelical	5%	(43)	15%	(119)	23%	(182)	57%	(451)	795
Community: Urban	15%	(90)	21%	(128)	17%	(102)	47%	(280)	600
Community: Suburban	6%	(58)	16%	(162)	23%	(243)	55%	(571)	1034
Community: Rural	6%	(35)	15%	(87)	23%	(128)	56%	(317)	566
Employ: Private Sector	12%	(87)	19%	(136)	22%	(156)	46%	(327)	705
Employ: Government	12%	(15)	20%	(26)	21%	(27)	47%	(61)	130
Employ: Self-Employed	12%	(24)	26%	(51)	20%	(39)	42%	(82)	196
Employ: Homemaker	6%	(8)	20%	(28)	23%	(32)	50%	(68)	136
Employ: Student	12%	(11)	25%	(23)	20%	(18)	43%	(39)	91
Employ: Retired	2%	(12)	7%	(35)	18%	(93)	73%	(375)	515
Employ: Unemployed	7%	(17)	21%	(53)	19%	(47)	54%	(135)	252
Employ: Other	5%	(9)	15%	(26)	34%	(59)	46%	(81)	175
Military HH: Yes	6%	(22)	15%	(53)	21%	(75)	57%	(203)	353
Military HH: No	9%	(160)	18%	(324)	22%	(397)	52%	(965)	1847
RD/WT: Right Direction	13%	(106)	20%	(160)	20%	(164)	47%	(376)	806
RD/WT: Wrong Track	5%	(77)	16%	(217)	22%	(308)	57%	(792)	1394
Biden Job Approve	11%	(106)	20%	(189)	21%	(200)	48%	(449)	944
Biden Job Disapprove	6%	(68)	14%	(159)	22%	(238)	58%	(641)	1106

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Table MCEN5_6: How interested would you be in buying the following products?
Products featuring the Amazon Prime Video logo and references to Amazon Prime Video shows

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	8%	(183)	17%	(377)	21%	(472)	53%	(1168)	2200
Biden Job Strongly Approve	17%	(68)	18%	(71)	16%	(64)	49%	(192)	395
Biden Job Somewhat Approve	7%	(38)	22%	(118)	25%	(135)	47%	(257)	549
Biden Job Somewhat Disapprove	8%	(27)	18%	(62)	23%	(78)	51%	(172)	340
Biden Job Strongly Disapprove	5%	(41)	13%	(97)	21%	(160)	61%	(469)	767
Favorable of Biden	11%	(109)	19%	(194)	21%	(212)	48%	(484)	999
Unfavorable of Biden	6%	(61)	15%	(156)	22%	(234)	58%	(623)	1074
Very Favorable of Biden	16%	(70)	21%	(92)	17%	(77)	47%	(208)	447
Somewhat Favorable of Biden	7%	(39)	19%	(102)	24%	(135)	50%	(276)	552
Somewhat Unfavorable of Biden	7%	(19)	18%	(51)	24%	(69)	51%	(146)	285
Very Unfavorable of Biden	5%	(43)	13%	(105)	21%	(165)	60%	(477)	790
#1 Issue: Economy	9%	(82)	17%	(155)	22%	(198)	51%	(452)	888
#1 Issue: Security	7%	(19)	14%	(39)	18%	(50)	62%	(176)	283
#1 Issue: Health Care	11%	(32)	18%	(51)	24%	(67)	47%	(132)	282
#1 Issue: Medicare / Social Security	4%	(10)	11%	(26)	19%	(47)	66%	(161)	245
#1 Issue: Women's Issues	4%	(6)	19%	(28)	32%	(47)	45%	(65)	146
#1 Issue: Education	10%	(9)	31%	(28)	20%	(18)	39%	(35)	90
#1 Issue: Energy	14%	(21)	23%	(35)	19%	(29)	43%	(65)	149
#1 Issue: Other	3%	(3)	13%	(15)	14%	(16)	70%	(81)	115
2020 Vote: Joe Biden	10%	(89)	19%	(174)	21%	(193)	51%	(475)	931
2020 Vote: Donald Trump	7%	(47)	13%	(92)	20%	(138)	60%	(422)	700
2020 Vote: Other	11%	(9)	9%	(8)	25%	(21)	55%	(46)	84
2020 Vote: Didn't Vote	8%	(37)	22%	(103)	25%	(118)	46%	(222)	481
2018 House Vote: Democrat	11%	(89)	18%	(140)	19%	(149)	52%	(413)	791
2018 House Vote: Republican	6%	(33)	14%	(78)	19%	(107)	61%	(345)	563
2018 House Vote: Someone else	4%	(3)	6%	(5)	28%	(22)	62%	(48)	77
2016 Vote: Hillary Clinton	11%	(75)	18%	(126)	21%	(146)	51%	(362)	709
2016 Vote: Donald Trump	7%	(50)	13%	(83)	20%	(131)	60%	(398)	662
2016 Vote: Other	5%	(6)	12%	(15)	22%	(28)	61%	(77)	126
2016 Vote: Didn't Vote	7%	(52)	22%	(154)	24%	(166)	47%	(331)	704

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Table MCEN5_6: How interested would you be in buying the following products?*Products featuring the Amazon Prime Video logo and references to Amazon Prime Video shows*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	8%	(183)	17%	(377)	21%	(472)	53%	(1168)	2200
Voted in 2014: Yes	9%	(107)	15%	(186)	20%	(252)	56%	(705)	1249
Voted in 2014: No	8%	(76)	20%	(192)	23%	(220)	49%	(463)	951
4-Region: Northeast	10%	(38)	15%	(60)	20%	(79)	55%	(218)	394
4-Region: Midwest	7%	(32)	15%	(69)	21%	(98)	57%	(263)	462
4-Region: South	10%	(80)	18%	(151)	21%	(172)	51%	(421)	824
4-Region: West	6%	(33)	19%	(98)	24%	(123)	51%	(266)	520
Netflix User	10%	(139)	19%	(272)	24%	(336)	47%	(666)	1413
HBO Max Users	14%	(88)	23%	(150)	24%	(154)	39%	(254)	646
Disney+ Users	13%	(106)	24%	(194)	26%	(211)	38%	(314)	824
Hulu Users	13%	(119)	22%	(206)	24%	(226)	41%	(382)	933
Paramount+	22%	(83)	23%	(89)	22%	(85)	32%	(123)	380
Peacock Users	13%	(82)	21%	(129)	21%	(128)	45%	(278)	616
Amazon Prime Video Users	13%	(152)	22%	(270)	21%	(259)	44%	(532)	1213

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

Table MCEN6_1: How interested would you be in buying the following products?
Products featuring references to the Netflix show *Bridgerton*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(117)	11%	(243)	19%	(428)	64%	(1413)	2200
Gender: Male	7%	(71)	12%	(126)	20%	(208)	62%	(657)	1062
Gender: Female	4%	(46)	10%	(117)	19%	(220)	66%	(756)	1138
Age: 18-34	10%	(65)	18%	(117)	23%	(153)	49%	(320)	655
Age: 35-44	9%	(32)	15%	(52)	23%	(81)	54%	(192)	358
Age: 45-64	2%	(19)	7%	(56)	18%	(136)	72%	(541)	751
Age: 65+	—	(1)	4%	(18)	13%	(57)	83%	(360)	436
GenZers: 1997-2012	8%	(19)	18%	(40)	22%	(49)	52%	(116)	223
Millennials: 1981-1996	11%	(69)	18%	(116)	22%	(147)	50%	(327)	660
GenXers: 1965-1980	4%	(21)	8%	(43)	22%	(119)	66%	(348)	530
Baby Boomers: 1946-1964	1%	(8)	6%	(44)	15%	(107)	78%	(556)	715
PID: Dem (no lean)	7%	(60)	16%	(129)	21%	(170)	56%	(463)	822
PID: Ind (no lean)	4%	(32)	9%	(69)	20%	(150)	67%	(511)	762
PID: Rep (no lean)	4%	(25)	7%	(45)	18%	(108)	71%	(438)	617
PID/Gender: Dem Men	10%	(43)	19%	(79)	21%	(89)	50%	(214)	426
PID/Gender: Dem Women	4%	(17)	12%	(49)	20%	(80)	63%	(250)	396
PID/Gender: Ind Men	3%	(12)	8%	(28)	17%	(60)	71%	(246)	346
PID/Gender: Ind Women	5%	(20)	10%	(42)	21%	(89)	64%	(265)	416
PID/Gender: Rep Men	6%	(16)	7%	(19)	20%	(58)	68%	(197)	290
PID/Gender: Rep Women	3%	(9)	8%	(26)	15%	(50)	74%	(241)	326
Ideo: Liberal (1-3)	5%	(33)	13%	(86)	19%	(128)	63%	(414)	661
Ideo: Moderate (4)	7%	(41)	14%	(86)	21%	(128)	59%	(360)	615
Ideo: Conservative (5-7)	4%	(30)	8%	(55)	18%	(124)	70%	(499)	708
Educ: < College	5%	(75)	10%	(146)	21%	(321)	64%	(971)	1512
Educ: Bachelors degree	6%	(25)	13%	(58)	17%	(74)	65%	(288)	444
Educ: Post-grad	7%	(17)	16%	(39)	14%	(33)	63%	(154)	244
Income: Under 50k	4%	(46)	10%	(116)	22%	(255)	64%	(756)	1172
Income: 50k-100k	6%	(41)	12%	(85)	17%	(120)	66%	(478)	723
Income: 100k+	10%	(30)	14%	(42)	18%	(53)	59%	(179)	304
Ethnicity: White	4%	(71)	10%	(171)	19%	(332)	67%	(1149)	1722
Ethnicity: Hispanic	8%	(29)	13%	(47)	24%	(85)	54%	(189)	349

Continued on next page

Table MCEN6_1: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Bridgerton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(117)	11%	(243)	19%	(428)	64%	(1413)	2200
Ethnicity: Black	14%	(40)	16%	(44)	20%	(55)	49%	(135)	274
Ethnicity: Other	3%	(6)	14%	(28)	20%	(41)	63%	(129)	204
All Christian	5%	(49)	11%	(100)	18%	(167)	67%	(632)	947
All Non-Christian	14%	(16)	19%	(23)	23%	(26)	44%	(52)	117
Atheist	3%	(3)	14%	(13)	15%	(14)	68%	(63)	94
Agnostic/Nothing in particular	6%	(34)	8%	(51)	20%	(125)	66%	(401)	611
Something Else	3%	(15)	13%	(56)	22%	(96)	61%	(264)	431
Religious Non-Protestant/Catholic	11%	(17)	18%	(26)	23%	(34)	48%	(71)	148
Evangelical	7%	(35)	15%	(79)	19%	(101)	60%	(322)	537
Non-Evangelical	3%	(26)	9%	(70)	19%	(153)	69%	(546)	795
Community: Urban	11%	(67)	13%	(78)	20%	(117)	56%	(337)	600
Community: Suburban	4%	(40)	10%	(103)	19%	(198)	67%	(693)	1034
Community: Rural	2%	(10)	11%	(62)	20%	(112)	67%	(382)	566
Employ: Private Sector	7%	(49)	15%	(108)	19%	(132)	59%	(416)	705
Employ: Government	7%	(9)	22%	(29)	19%	(25)	52%	(67)	130
Employ: Self-Employed	12%	(23)	12%	(23)	20%	(38)	57%	(112)	196
Employ: Homemaker	5%	(7)	9%	(12)	25%	(34)	62%	(84)	136
Employ: Student	8%	(7)	13%	(12)	26%	(23)	53%	(48)	91
Employ: Retired	1%	(3)	6%	(29)	14%	(73)	80%	(409)	515
Employ: Unemployed	6%	(14)	9%	(23)	20%	(50)	65%	(165)	252
Employ: Other	3%	(5)	5%	(8)	29%	(51)	63%	(111)	175
Military HH: Yes	5%	(17)	8%	(28)	16%	(55)	72%	(253)	353
Military HH: No	5%	(100)	12%	(215)	20%	(373)	63%	(1159)	1847
RD/WT: Right Direction	10%	(78)	15%	(121)	19%	(153)	56%	(455)	806
RD/WT: Wrong Track	3%	(39)	9%	(122)	20%	(275)	69%	(958)	1394
Biden Job Approve	7%	(70)	14%	(134)	19%	(184)	59%	(556)	944
Biden Job Disapprove	3%	(31)	9%	(100)	19%	(208)	69%	(767)	1106

Continued on next page

Table MCEN6_1: How interested would you be in buying the following products?
Products featuring references to the Netflix show *Bridgerton*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(117)	11%	(243)	19%	(428)	64%	(1413)	2200
Biden Job Strongly Approve	12%	(49)	16%	(62)	14%	(57)	58%	(228)	395
Biden Job Somewhat Approve	4%	(22)	13%	(72)	23%	(127)	60%	(328)	549
Biden Job Somewhat Disapprove	3%	(11)	14%	(46)	23%	(78)	60%	(205)	340
Biden Job Strongly Disapprove	3%	(20)	7%	(54)	17%	(130)	73%	(562)	767
Favorable of Biden	7%	(75)	15%	(146)	18%	(183)	60%	(594)	999
Unfavorable of Biden	3%	(30)	8%	(86)	20%	(214)	69%	(745)	1074
Very Favorable of Biden	12%	(53)	15%	(67)	14%	(63)	59%	(264)	447
Somewhat Favorable of Biden	4%	(22)	14%	(79)	22%	(120)	60%	(330)	552
Somewhat Unfavorable of Biden	4%	(11)	11%	(31)	27%	(75)	58%	(166)	285
Very Unfavorable of Biden	2%	(18)	7%	(54)	18%	(139)	73%	(579)	790
#1 Issue: Economy	5%	(42)	11%	(96)	22%	(194)	63%	(556)	888
#1 Issue: Security	7%	(19)	7%	(20)	15%	(43)	71%	(201)	283
#1 Issue: Health Care	9%	(25)	14%	(39)	17%	(47)	61%	(171)	282
#1 Issue: Medicare / Social Security	3%	(7)	10%	(25)	17%	(41)	71%	(173)	245
#1 Issue: Women's Issues	3%	(5)	15%	(22)	25%	(37)	56%	(82)	146
#1 Issue: Education	17%	(15)	15%	(14)	18%	(16)	50%	(45)	90
#1 Issue: Energy	3%	(4)	13%	(19)	25%	(37)	60%	(89)	149
#1 Issue: Other	1%	(1)	6%	(7)	11%	(13)	82%	(95)	115
2020 Vote: Joe Biden	7%	(62)	15%	(139)	18%	(163)	61%	(567)	931
2020 Vote: Donald Trump	3%	(22)	8%	(54)	17%	(122)	72%	(502)	700
2020 Vote: Other	11%	(9)	9%	(8)	14%	(12)	65%	(55)	84
2020 Vote: Didn't Vote	5%	(23)	9%	(43)	27%	(129)	59%	(286)	481
2018 House Vote: Democrat	7%	(56)	14%	(115)	17%	(135)	61%	(486)	791
2018 House Vote: Republican	4%	(21)	9%	(50)	16%	(89)	72%	(404)	563
2018 House Vote: Someone else	3%	(3)	4%	(3)	21%	(17)	71%	(55)	77
2016 Vote: Hillary Clinton	7%	(48)	15%	(104)	19%	(134)	60%	(422)	709
2016 Vote: Donald Trump	4%	(28)	8%	(51)	17%	(115)	71%	(468)	662
2016 Vote: Other	5%	(6)	11%	(14)	10%	(12)	75%	(94)	126
2016 Vote: Didn't Vote	5%	(34)	11%	(74)	24%	(166)	61%	(429)	704

Continued on next page

Table MCEN6_1: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Bridgerton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(117)	11%	(243)	19%	(428)	64%	(1413)	2200
Voted in 2014: Yes	5%	(68)	11%	(143)	17%	(207)	67%	(831)	1249
Voted in 2014: No	5%	(49)	11%	(100)	23%	(221)	61%	(582)	951
4-Region: Northeast	5%	(20)	12%	(48)	18%	(70)	65%	(256)	394
4-Region: Midwest	5%	(25)	8%	(39)	21%	(97)	65%	(302)	462
4-Region: South	6%	(49)	11%	(89)	21%	(170)	63%	(517)	824
4-Region: West	4%	(23)	13%	(67)	17%	(91)	65%	(338)	520
Netflix User	6%	(81)	13%	(188)	22%	(306)	59%	(838)	1413
HBO Max Users	8%	(54)	18%	(116)	21%	(135)	53%	(342)	646
Disney+ Users	8%	(69)	17%	(140)	23%	(187)	52%	(429)	824
Hulu Users	7%	(70)	15%	(138)	23%	(215)	55%	(511)	933
Paramount+	13%	(47)	16%	(59)	25%	(95)	47%	(178)	380
Peacock Users	9%	(54)	13%	(83)	22%	(138)	56%	(343)	616
Amazon Prime Video Users	7%	(81)	13%	(162)	19%	(236)	61%	(735)	1213

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

Table MCEN6_2: How interested would you be in buying the following products?
Products featuring references to the Netflix show *Lupin*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(119)	9%	(195)	19%	(421)	67%	(1465)	2200
Gender: Male	8%	(81)	11%	(119)	19%	(204)	62%	(658)	1062
Gender: Female	3%	(38)	7%	(75)	19%	(217)	71%	(808)	1138
Age: 18-34	11%	(71)	13%	(86)	26%	(172)	50%	(326)	655
Age: 35-44	8%	(29)	12%	(42)	19%	(69)	61%	(217)	358
Age: 45-64	2%	(17)	6%	(48)	18%	(138)	73%	(548)	751
Age: 65+	1%	(2)	4%	(19)	10%	(42)	86%	(374)	436
GenZers: 1997-2012	12%	(26)	10%	(21)	28%	(61)	51%	(115)	223
Millennials: 1981-1996	10%	(66)	14%	(94)	22%	(146)	54%	(354)	660
GenXers: 1965-1980	4%	(20)	8%	(45)	20%	(105)	68%	(359)	530
Baby Boomers: 1946-1964	1%	(7)	5%	(33)	15%	(104)	80%	(570)	715
PID: Dem (no lean)	8%	(65)	12%	(95)	21%	(173)	59%	(489)	822
PID: Ind (no lean)	4%	(33)	8%	(65)	20%	(151)	67%	(513)	762
PID: Rep (no lean)	3%	(21)	6%	(35)	16%	(97)	75%	(463)	617
PID/Gender: Dem Men	12%	(53)	16%	(66)	22%	(96)	50%	(211)	426
PID/Gender: Dem Women	3%	(13)	7%	(28)	20%	(77)	70%	(278)	396
PID/Gender: Ind Men	5%	(17)	9%	(32)	16%	(56)	70%	(241)	346
PID/Gender: Ind Women	4%	(16)	8%	(32)	23%	(95)	65%	(272)	416
PID/Gender: Rep Men	4%	(12)	7%	(21)	18%	(52)	71%	(205)	290
PID/Gender: Rep Women	3%	(9)	4%	(15)	14%	(45)	79%	(258)	326
Ideo: Liberal (1-3)	7%	(45)	8%	(51)	18%	(118)	68%	(446)	661
Ideo: Moderate (4)	5%	(33)	12%	(73)	23%	(140)	60%	(369)	615
Ideo: Conservative (5-7)	3%	(24)	8%	(55)	16%	(112)	73%	(516)	708
Educ: < College	5%	(71)	8%	(126)	21%	(319)	66%	(996)	1512
Educ: Bachelors degree	7%	(29)	9%	(38)	15%	(68)	69%	(308)	444
Educ: Post-grad	8%	(19)	12%	(30)	14%	(34)	66%	(161)	244
Income: Under 50k	4%	(43)	9%	(106)	21%	(251)	66%	(773)	1172
Income: 50k-100k	6%	(45)	7%	(51)	17%	(124)	70%	(504)	723
Income: 100k+	10%	(31)	12%	(38)	15%	(46)	62%	(189)	304
Ethnicity: White	4%	(64)	8%	(132)	19%	(319)	70%	(1207)	1722
Ethnicity: Hispanic	8%	(29)	11%	(37)	26%	(93)	55%	(191)	349

Continued on next page

Table MCEN6_2: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Lupin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(119)	9%	(195)	19%	(421)	67%	(1465)	2200
Ethnicity: Black	17%	(48)	16%	(43)	20%	(54)	47%	(129)	274
Ethnicity: Other	4%	(8)	9%	(19)	23%	(48)	63%	(130)	204
All Christian	5%	(50)	8%	(78)	16%	(156)	70%	(663)	947
All Non-Christian	16%	(19)	15%	(17)	17%	(20)	52%	(61)	117
Atheist	9%	(8)	9%	(9)	15%	(14)	68%	(63)	94
Agnostic/Nothing in particular	4%	(25)	8%	(46)	21%	(129)	67%	(411)	611
Something Else	4%	(17)	10%	(44)	24%	(102)	62%	(267)	431
Religious Non-Protestant/Catholic	13%	(19)	13%	(20)	17%	(26)	56%	(84)	148
Evangelical	7%	(36)	12%	(66)	17%	(94)	63%	(341)	537
Non-Evangelical	4%	(28)	7%	(52)	20%	(156)	70%	(559)	795
Community: Urban	11%	(64)	11%	(65)	19%	(117)	59%	(354)	600
Community: Suburban	3%	(34)	8%	(83)	19%	(194)	70%	(723)	1034
Community: Rural	4%	(21)	8%	(47)	19%	(110)	69%	(388)	566
Employ: Private Sector	7%	(51)	10%	(73)	20%	(141)	62%	(440)	705
Employ: Government	6%	(8)	15%	(20)	22%	(28)	57%	(74)	130
Employ: Self-Employed	13%	(26)	13%	(26)	21%	(40)	53%	(104)	196
Employ: Homemaker	2%	(2)	5%	(7)	24%	(32)	69%	(94)	136
Employ: Student	12%	(11)	4%	(4)	22%	(20)	62%	(56)	91
Employ: Retired	1%	(4)	5%	(25)	13%	(66)	82%	(419)	515
Employ: Unemployed	4%	(11)	11%	(28)	18%	(46)	66%	(167)	252
Employ: Other	3%	(5)	7%	(12)	27%	(47)	64%	(111)	175
Military HH: Yes	4%	(13)	8%	(29)	15%	(53)	73%	(258)	353
Military HH: No	6%	(106)	9%	(166)	20%	(368)	65%	(1207)	1847
RD/WT: Right Direction	9%	(74)	11%	(92)	21%	(166)	59%	(474)	806
RD/WT: Wrong Track	3%	(45)	7%	(103)	18%	(255)	71%	(991)	1394
Biden Job Approve	7%	(66)	11%	(105)	21%	(197)	61%	(576)	944
Biden Job Disapprove	3%	(38)	7%	(76)	18%	(197)	72%	(794)	1106

Continued on next page

Table MCEN6_2: How interested would you be in buying the following products?
Products featuring references to the Netflix show Lupin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(119)	9%	(195)	19%	(421)	67%	(1465)	2200
Biden Job Strongly Approve	11%	(42)	13%	(51)	16%	(64)	60%	(238)	395
Biden Job Somewhat Approve	4%	(23)	10%	(54)	24%	(133)	62%	(338)	549
Biden Job Somewhat Disapprove	6%	(20)	8%	(28)	24%	(80)	62%	(212)	340
Biden Job Strongly Disapprove	2%	(19)	6%	(49)	15%	(117)	76%	(582)	767
Favorable of Biden	7%	(72)	11%	(108)	20%	(199)	62%	(620)	999
Unfavorable of Biden	3%	(37)	7%	(76)	18%	(193)	72%	(769)	1074
Very Favorable of Biden	11%	(48)	12%	(54)	17%	(74)	61%	(271)	447
Somewhat Favorable of Biden	4%	(24)	10%	(54)	23%	(125)	63%	(349)	552
Somewhat Unfavorable of Biden	6%	(17)	9%	(24)	24%	(68)	61%	(174)	285
Very Unfavorable of Biden	2%	(19)	7%	(52)	16%	(124)	75%	(594)	790
#1 Issue: Economy	6%	(53)	10%	(91)	20%	(176)	64%	(568)	888
#1 Issue: Security	4%	(11)	5%	(15)	15%	(44)	76%	(214)	283
#1 Issue: Health Care	9%	(26)	10%	(28)	18%	(50)	63%	(178)	282
#1 Issue: Medicare / Social Security	2%	(5)	11%	(26)	13%	(31)	75%	(183)	245
#1 Issue: Women's Issues	3%	(4)	6%	(9)	32%	(46)	59%	(86)	146
#1 Issue: Education	10%	(9)	9%	(8)	27%	(24)	54%	(49)	90
#1 Issue: Energy	6%	(9)	10%	(14)	27%	(40)	58%	(86)	149
#1 Issue: Other	2%	(2)	2%	(3)	9%	(10)	87%	(101)	115
2020 Vote: Joe Biden	7%	(62)	10%	(95)	20%	(184)	63%	(590)	931
2020 Vote: Donald Trump	3%	(20)	6%	(45)	16%	(109)	75%	(526)	700
2020 Vote: Other	16%	(13)	4%	(3)	13%	(11)	68%	(57)	84
2020 Vote: Didn't Vote	5%	(24)	11%	(52)	24%	(116)	60%	(290)	481
2018 House Vote: Democrat	7%	(58)	11%	(90)	17%	(134)	64%	(510)	791
2018 House Vote: Republican	3%	(16)	7%	(37)	15%	(83)	76%	(427)	563
2018 House Vote: Someone else	2%	(1)	8%	(6)	20%	(16)	70%	(54)	77
2016 Vote: Hillary Clinton	6%	(46)	11%	(76)	19%	(136)	64%	(451)	709
2016 Vote: Donald Trump	4%	(26)	7%	(44)	15%	(102)	74%	(490)	662
2016 Vote: Other	4%	(6)	5%	(7)	18%	(22)	72%	(91)	126
2016 Vote: Didn't Vote	6%	(42)	10%	(67)	23%	(161)	62%	(433)	704

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Table MCEN6_2: How interested would you be in buying the following products?Products featuring references to the Netflix show *Lupin*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(119)	9%	(195)	19%	(421)	67%	(1465)	2200
Voted in 2014: Yes	5%	(63)	10%	(120)	16%	(198)	70%	(868)	1249
Voted in 2014: No	6%	(56)	8%	(75)	23%	(223)	63%	(597)	951
4-Region: Northeast	7%	(26)	11%	(42)	17%	(67)	66%	(258)	394
4-Region: Midwest	5%	(21)	7%	(33)	19%	(86)	70%	(322)	462
4-Region: South	6%	(48)	10%	(79)	20%	(164)	65%	(534)	824
4-Region: West	5%	(25)	8%	(41)	20%	(104)	67%	(350)	520
Netflix User	7%	(92)	10%	(147)	21%	(302)	62%	(873)	1413
HBO Max Users	10%	(65)	13%	(87)	22%	(141)	55%	(353)	646
Disney+ Users	8%	(65)	12%	(100)	25%	(203)	55%	(456)	824
Hulu Users	7%	(69)	12%	(109)	23%	(211)	58%	(545)	933
Paramount+	13%	(49)	14%	(52)	24%	(93)	49%	(186)	380
Peacock Users	7%	(44)	11%	(70)	20%	(126)	61%	(376)	616
Amazon Prime Video Users	7%	(86)	10%	(119)	19%	(236)	64%	(772)	1213

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

Table MCEN6_3: How interested would you be in buying the following products?
Products featuring references to the Netflix show Squid Game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(222)	15%	(325)	17%	(369)	58%	(1285)	2200
Gender: Male	13%	(139)	18%	(189)	16%	(172)	53%	(562)	1062
Gender: Female	7%	(82)	12%	(136)	17%	(197)	64%	(723)	1138
Age: 18-34	20%	(132)	24%	(159)	19%	(126)	36%	(238)	655
Age: 35-44	15%	(53)	23%	(81)	17%	(61)	45%	(162)	358
Age: 45-64	4%	(33)	9%	(68)	17%	(129)	69%	(522)	751
Age: 65+	1%	(4)	4%	(17)	12%	(53)	83%	(363)	436
GenZers: 1997-2012	22%	(48)	21%	(47)	24%	(54)	33%	(74)	223
Millennials: 1981-1996	18%	(120)	25%	(165)	16%	(108)	41%	(267)	660
GenXers: 1965-1980	8%	(44)	13%	(70)	17%	(92)	61%	(324)	530
Baby Boomers: 1946-1964	1%	(10)	6%	(42)	15%	(109)	77%	(554)	715
PID: Dem (no lean)	14%	(118)	19%	(158)	18%	(145)	49%	(400)	822
PID: Ind (no lean)	8%	(63)	15%	(112)	17%	(133)	60%	(454)	762
PID: Rep (no lean)	7%	(41)	9%	(54)	15%	(91)	70%	(431)	617
PID/Gender: Dem Men	20%	(85)	22%	(95)	18%	(75)	40%	(171)	426
PID/Gender: Dem Women	8%	(33)	16%	(64)	18%	(70)	58%	(229)	396
PID/Gender: Ind Men	8%	(29)	19%	(66)	12%	(43)	60%	(209)	346
PID/Gender: Ind Women	8%	(35)	11%	(46)	22%	(90)	59%	(245)	416
PID/Gender: Rep Men	9%	(25)	10%	(29)	18%	(54)	63%	(182)	290
PID/Gender: Rep Women	5%	(15)	8%	(26)	11%	(37)	76%	(248)	326
Ideo: Liberal (1-3)	11%	(75)	19%	(123)	15%	(100)	55%	(364)	661
Ideo: Moderate (4)	11%	(67)	17%	(107)	20%	(121)	52%	(320)	615
Ideo: Conservative (5-7)	7%	(51)	10%	(70)	15%	(103)	68%	(485)	708
Educ: < College	10%	(150)	15%	(220)	17%	(258)	58%	(884)	1512
Educ: Bachelors degree	10%	(44)	16%	(70)	17%	(76)	57%	(254)	444
Educ: Post-grad	11%	(28)	14%	(35)	14%	(35)	60%	(147)	244
Income: Under 50k	10%	(115)	15%	(170)	17%	(198)	59%	(688)	1172
Income: 50k-100k	9%	(64)	14%	(101)	19%	(135)	58%	(423)	723
Income: 100k+	14%	(42)	17%	(53)	12%	(35)	57%	(174)	304
Ethnicity: White	7%	(126)	13%	(224)	17%	(289)	63%	(1082)	1722
Ethnicity: Hispanic	19%	(67)	18%	(64)	21%	(73)	42%	(147)	349

Continued on next page

Table MCEN6_3: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Squid Game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(222)	15%	(325)	17%	(369)	58%	(1285)	2200
Ethnicity: Black	23%	(63)	23%	(63)	16%	(44)	38%	(104)	274
Ethnicity: Other	16%	(32)	18%	(37)	17%	(35)	49%	(99)	204
All Christian	8%	(80)	11%	(101)	15%	(145)	66%	(621)	947
All Non-Christian	22%	(26)	21%	(25)	16%	(18)	41%	(47)	117
Atheist	13%	(12)	21%	(20)	14%	(13)	52%	(48)	94
Agnostic/Nothing in particular	8%	(48)	19%	(114)	16%	(96)	58%	(353)	611
Something Else	13%	(55)	15%	(65)	22%	(96)	50%	(214)	431
Religious Non-Protestant/Catholic	18%	(27)	19%	(29)	17%	(25)	45%	(67)	148
Evangelical	13%	(68)	13%	(71)	17%	(91)	57%	(307)	537
Non-Evangelical	8%	(64)	11%	(87)	18%	(141)	63%	(502)	795
Community: Urban	17%	(102)	18%	(105)	15%	(89)	51%	(304)	600
Community: Suburban	8%	(87)	14%	(148)	18%	(185)	59%	(614)	1034
Community: Rural	6%	(33)	13%	(71)	17%	(95)	65%	(367)	566
Employ: Private Sector	12%	(88)	18%	(125)	16%	(112)	54%	(381)	705
Employ: Government	14%	(18)	28%	(37)	18%	(24)	40%	(52)	130
Employ: Self-Employed	18%	(36)	18%	(36)	16%	(32)	47%	(91)	196
Employ: Homemaker	10%	(14)	18%	(25)	15%	(21)	56%	(76)	136
Employ: Student	15%	(13)	26%	(23)	26%	(24)	33%	(30)	91
Employ: Retired	1%	(8)	4%	(22)	14%	(74)	80%	(411)	515
Employ: Unemployed	12%	(31)	16%	(40)	17%	(42)	55%	(140)	252
Employ: Other	8%	(14)	10%	(17)	23%	(40)	59%	(104)	175
Military HH: Yes	5%	(18)	11%	(38)	17%	(60)	67%	(236)	353
Military HH: No	11%	(203)	16%	(286)	17%	(309)	57%	(1048)	1847
RD/WT: Right Direction	15%	(122)	17%	(137)	17%	(137)	51%	(410)	806
RD/WT: Wrong Track	7%	(100)	13%	(187)	17%	(232)	63%	(875)	1394
Biden Job Approve	14%	(136)	17%	(159)	16%	(150)	53%	(500)	944
Biden Job Disapprove	6%	(68)	14%	(151)	17%	(190)	63%	(697)	1106

Continued on next page

Table MCEN6_3: How interested would you be in buying the following products?
Products featuring references to the Netflix show Squid Game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(222)	15%	(325)	17%	(369)	58%	(1285)	2200
Biden Job Strongly Approve	17%	(66)	15%	(61)	13%	(50)	55%	(218)	395
Biden Job Somewhat Approve	13%	(70)	18%	(98)	18%	(100)	51%	(281)	549
Biden Job Somewhat Disapprove	9%	(31)	19%	(63)	21%	(73)	51%	(173)	340
Biden Job Strongly Disapprove	5%	(37)	11%	(88)	15%	(118)	68%	(523)	767
Favorable of Biden	14%	(138)	16%	(159)	16%	(158)	54%	(543)	999
Unfavorable of Biden	7%	(71)	14%	(147)	17%	(187)	62%	(669)	1074
Very Favorable of Biden	18%	(79)	16%	(70)	13%	(57)	54%	(240)	447
Somewhat Favorable of Biden	11%	(59)	16%	(89)	18%	(100)	55%	(303)	552
Somewhat Unfavorable of Biden	10%	(29)	18%	(50)	23%	(64)	50%	(142)	285
Very Unfavorable of Biden	5%	(42)	12%	(97)	16%	(123)	67%	(528)	790
#1 Issue: Economy	12%	(108)	17%	(147)	17%	(148)	55%	(485)	888
#1 Issue: Security	8%	(23)	10%	(27)	13%	(37)	69%	(196)	283
#1 Issue: Health Care	13%	(37)	18%	(50)	16%	(46)	53%	(150)	282
#1 Issue: Medicare / Social Security	4%	(10)	8%	(19)	17%	(42)	71%	(173)	245
#1 Issue: Women's Issues	6%	(9)	18%	(26)	28%	(41)	48%	(70)	146
#1 Issue: Education	14%	(12)	18%	(16)	23%	(20)	46%	(41)	90
#1 Issue: Energy	13%	(20)	20%	(30)	14%	(21)	53%	(79)	149
#1 Issue: Other	3%	(3)	8%	(9)	11%	(13)	78%	(90)	115
2020 Vote: Joe Biden	12%	(115)	17%	(157)	16%	(152)	54%	(506)	931
2020 Vote: Donald Trump	6%	(43)	10%	(68)	15%	(106)	69%	(482)	700
2020 Vote: Other	11%	(9)	15%	(12)	16%	(13)	59%	(49)	84
2020 Vote: Didn't Vote	11%	(54)	18%	(86)	20%	(97)	51%	(244)	481
2018 House Vote: Democrat	11%	(87)	17%	(137)	16%	(125)	56%	(443)	791
2018 House Vote: Republican	6%	(35)	9%	(52)	14%	(81)	70%	(395)	563
2018 House Vote: Someone else	9%	(7)	11%	(8)	20%	(16)	60%	(46)	77
2016 Vote: Hillary Clinton	11%	(80)	17%	(121)	17%	(118)	55%	(389)	709
2016 Vote: Donald Trump	7%	(48)	10%	(65)	14%	(92)	69%	(456)	662
2016 Vote: Other	6%	(8)	15%	(19)	17%	(22)	62%	(78)	126
2016 Vote: Didn't Vote	12%	(85)	17%	(120)	19%	(137)	51%	(362)	704

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Table MCEN6_3: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Squid Game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(222)	15%	(325)	17%	(369)	58%	(1285)	2200
Voted in 2014: Yes	8%	(99)	14%	(171)	16%	(195)	63%	(785)	1249
Voted in 2014: No	13%	(123)	16%	(154)	18%	(174)	53%	(500)	951
4-Region: Northeast	10%	(38)	17%	(65)	15%	(59)	59%	(231)	394
4-Region: Midwest	9%	(44)	13%	(58)	18%	(82)	60%	(278)	462
4-Region: South	12%	(95)	14%	(116)	16%	(134)	58%	(479)	824
4-Region: West	9%	(45)	16%	(85)	18%	(94)	57%	(296)	520
Netflix User	12%	(175)	18%	(255)	18%	(258)	51%	(725)	1413
HBO Max Users	17%	(109)	21%	(135)	17%	(110)	45%	(292)	646
Disney+ Users	15%	(124)	21%	(170)	21%	(169)	44%	(361)	824
Hulu Users	15%	(138)	20%	(183)	18%	(172)	47%	(441)	933
Paramount+	20%	(75)	22%	(85)	16%	(61)	42%	(158)	380
Peacock Users	14%	(85)	17%	(107)	18%	(112)	51%	(312)	616
Amazon Prime Video Users	12%	(149)	17%	(210)	17%	(208)	53%	(647)	1213

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

Table MCEN6_4: How interested would you be in buying the following products?
Products featuring references to the Netflix show Sex Education

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(140)	10%	(212)	18%	(398)	66%	(1450)	2200
Gender: Male	9%	(92)	11%	(114)	20%	(209)	61%	(647)	1062
Gender: Female	4%	(48)	9%	(98)	17%	(189)	71%	(803)	1138
Age: 18-34	13%	(87)	17%	(112)	23%	(151)	47%	(305)	655
Age: 35-44	8%	(27)	14%	(50)	20%	(73)	58%	(208)	358
Age: 45-64	3%	(24)	6%	(43)	16%	(123)	75%	(562)	751
Age: 65+	—	(2)	2%	(7)	12%	(52)	86%	(375)	436
GenZers: 1997-2012	12%	(28)	19%	(42)	24%	(53)	45%	(101)	223
Millennials: 1981-1996	12%	(82)	16%	(106)	20%	(130)	52%	(342)	660
GenXers: 1965-1980	4%	(21)	9%	(47)	20%	(107)	67%	(355)	530
Baby Boomers: 1946-1964	1%	(9)	2%	(17)	15%	(104)	82%	(585)	715
PID: Dem (no lean)	10%	(78)	13%	(108)	20%	(161)	58%	(475)	822
PID: Ind (no lean)	4%	(32)	9%	(70)	17%	(133)	69%	(527)	762
PID: Rep (no lean)	5%	(30)	6%	(34)	17%	(104)	73%	(448)	617
PID/Gender: Dem Men	13%	(57)	14%	(60)	22%	(96)	50%	(213)	426
PID/Gender: Dem Women	5%	(21)	12%	(48)	17%	(65)	66%	(262)	396
PID/Gender: Ind Men	4%	(15)	10%	(35)	15%	(52)	71%	(244)	346
PID/Gender: Ind Women	4%	(17)	9%	(36)	19%	(81)	68%	(283)	416
PID/Gender: Rep Men	7%	(20)	7%	(19)	21%	(61)	66%	(190)	290
PID/Gender: Rep Women	3%	(10)	5%	(15)	13%	(43)	79%	(258)	326
Ideo: Liberal (1-3)	7%	(48)	13%	(85)	16%	(104)	64%	(423)	661
Ideo: Moderate (4)	8%	(48)	12%	(73)	21%	(127)	60%	(368)	615
Ideo: Conservative (5-7)	5%	(34)	6%	(40)	17%	(118)	73%	(517)	708
Educ: < College	6%	(87)	9%	(134)	20%	(302)	65%	(989)	1512
Educ: Bachelors degree	7%	(30)	11%	(51)	16%	(69)	66%	(294)	444
Educ: Post-grad	9%	(23)	11%	(27)	11%	(27)	68%	(166)	244
Income: Under 50k	5%	(59)	10%	(113)	20%	(232)	65%	(768)	1172
Income: 50k-100k	6%	(45)	8%	(61)	17%	(120)	69%	(497)	723
Income: 100k+	12%	(36)	12%	(38)	15%	(46)	61%	(185)	304
Ethnicity: White	5%	(85)	8%	(137)	18%	(306)	69%	(1194)	1722
Ethnicity: Hispanic	8%	(29)	11%	(37)	26%	(92)	55%	(191)	349

Continued on next page

Table MCEN6_4: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Sex Education

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(140)	10%	(212)	18%	(398)	66%	(1450)	2200
Ethnicity: Black	16%	(43)	18%	(49)	19%	(52)	47%	(130)	274
Ethnicity: Other	6%	(12)	13%	(26)	20%	(40)	62%	(126)	204
All Christian	6%	(60)	6%	(59)	17%	(157)	71%	(671)	947
All Non-Christian	10%	(12)	20%	(24)	23%	(27)	47%	(55)	117
Atheist	7%	(7)	15%	(14)	16%	(15)	62%	(59)	94
Agnostic/Nothing in particular	7%	(40)	10%	(60)	18%	(112)	65%	(398)	611
Something Else	5%	(21)	13%	(54)	20%	(88)	62%	(267)	431
Religious Non-Protestant/Catholic	8%	(12)	17%	(25)	23%	(34)	52%	(77)	148
Evangelical	9%	(51)	9%	(46)	17%	(92)	65%	(348)	537
Non-Evangelical	3%	(27)	8%	(64)	18%	(143)	71%	(561)	795
Community: Urban	13%	(77)	11%	(68)	19%	(115)	57%	(341)	600
Community: Suburban	4%	(41)	10%	(98)	17%	(180)	69%	(714)	1034
Community: Rural	4%	(22)	8%	(46)	18%	(103)	70%	(395)	566
Employ: Private Sector	9%	(61)	14%	(96)	17%	(122)	60%	(426)	705
Employ: Government	9%	(12)	17%	(23)	20%	(25)	54%	(70)	130
Employ: Self-Employed	9%	(18)	13%	(26)	23%	(46)	54%	(106)	196
Employ: Homemaker	4%	(5)	8%	(10)	22%	(30)	67%	(91)	136
Employ: Student	15%	(13)	12%	(11)	19%	(17)	54%	(49)	91
Employ: Retired	1%	(6)	2%	(8)	15%	(77)	82%	(424)	515
Employ: Unemployed	7%	(17)	11%	(29)	16%	(41)	66%	(166)	252
Employ: Other	4%	(8)	5%	(9)	23%	(40)	67%	(118)	175
Military HH: Yes	6%	(22)	7%	(24)	15%	(52)	72%	(255)	353
Military HH: No	6%	(118)	10%	(188)	19%	(346)	65%	(1195)	1847
RD/WT: Right Direction	11%	(85)	13%	(105)	19%	(157)	57%	(459)	806
RD/WT: Wrong Track	4%	(55)	8%	(107)	17%	(241)	71%	(991)	1394
Biden Job Approve	9%	(81)	12%	(117)	19%	(182)	60%	(565)	944
Biden Job Disapprove	4%	(46)	8%	(84)	17%	(189)	71%	(787)	1106

Continued on next page

Table MCEN6_4: How interested would you be in buying the following products?
Products featuring references to the Netflix show Sex Education

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(140)	10%	(212)	18%	(398)	66%	(1450)	2200
Biden Job Strongly Approve	13%	(50)	14%	(57)	15%	(57)	58%	(231)	395
Biden Job Somewhat Approve	6%	(31)	11%	(60)	23%	(125)	61%	(334)	549
Biden Job Somewhat Disapprove	5%	(16)	12%	(41)	22%	(74)	62%	(209)	340
Biden Job Strongly Disapprove	4%	(30)	6%	(43)	15%	(115)	75%	(578)	767
Favorable of Biden	9%	(88)	12%	(120)	18%	(182)	61%	(609)	999
Unfavorable of Biden	4%	(39)	8%	(86)	17%	(185)	71%	(764)	1074
Very Favorable of Biden	14%	(63)	14%	(62)	13%	(59)	59%	(263)	447
Somewhat Favorable of Biden	4%	(25)	10%	(57)	22%	(123)	63%	(346)	552
Somewhat Unfavorable of Biden	4%	(11)	13%	(37)	22%	(63)	61%	(174)	285
Very Unfavorable of Biden	4%	(28)	6%	(49)	15%	(122)	75%	(590)	790
#1 Issue: Economy	7%	(61)	11%	(101)	19%	(170)	63%	(557)	888
#1 Issue: Security	5%	(15)	6%	(16)	12%	(35)	77%	(217)	283
#1 Issue: Health Care	10%	(29)	11%	(31)	17%	(47)	62%	(174)	282
#1 Issue: Medicare / Social Security	3%	(7)	4%	(10)	19%	(45)	75%	(183)	245
#1 Issue: Women's Issues	3%	(4)	12%	(18)	27%	(40)	58%	(84)	146
#1 Issue: Education	16%	(15)	15%	(13)	17%	(15)	52%	(47)	90
#1 Issue: Energy	6%	(8)	13%	(19)	23%	(34)	59%	(88)	149
#1 Issue: Other	1%	(1)	3%	(3)	10%	(12)	86%	(99)	115
2020 Vote: Joe Biden	8%	(71)	12%	(111)	18%	(166)	63%	(583)	931
2020 Vote: Donald Trump	5%	(33)	6%	(40)	16%	(110)	74%	(517)	700
2020 Vote: Other	12%	(10)	8%	(7)	10%	(8)	70%	(59)	84
2020 Vote: Didn't Vote	5%	(25)	11%	(54)	24%	(114)	60%	(288)	481
2018 House Vote: Democrat	8%	(66)	13%	(99)	16%	(126)	63%	(500)	791
2018 House Vote: Republican	4%	(21)	5%	(29)	15%	(86)	76%	(428)	563
2018 House Vote: Someone else	3%	(3)	6%	(5)	17%	(13)	74%	(57)	77
2016 Vote: Hillary Clinton	8%	(55)	12%	(85)	18%	(127)	62%	(442)	709
2016 Vote: Donald Trump	5%	(35)	6%	(37)	16%	(106)	73%	(483)	662
2016 Vote: Other	5%	(6)	8%	(11)	11%	(13)	76%	(95)	126
2016 Vote: Didn't Vote	6%	(44)	11%	(79)	22%	(152)	61%	(429)	704

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Table MCEN6_4: How interested would you be in buying the following products?
 Products featuring references to the Netflix show Sex Education

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(140)	10%	(212)	18%	(398)	66%	(1450)	2200
Voted in 2014: Yes	6%	(72)	9%	(118)	15%	(192)	69%	(867)	1249
Voted in 2014: No	7%	(68)	10%	(94)	22%	(206)	61%	(583)	951
4-Region: Northeast	8%	(31)	10%	(39)	18%	(69)	65%	(254)	394
4-Region: Midwest	4%	(19)	9%	(41)	20%	(94)	67%	(308)	462
4-Region: South	7%	(60)	10%	(80)	18%	(150)	65%	(535)	824
4-Region: West	6%	(30)	10%	(51)	16%	(85)	68%	(354)	520
Netflix User	8%	(112)	11%	(153)	20%	(286)	61%	(862)	1413
HBO Max Users	11%	(71)	16%	(103)	20%	(128)	53%	(344)	646
Disney+ Users	9%	(76)	14%	(111)	23%	(193)	54%	(444)	824
Hulu Users	9%	(88)	13%	(122)	22%	(202)	56%	(522)	933
Paramount+	17%	(63)	13%	(48)	20%	(74)	51%	(194)	380
Peacock Users	9%	(56)	13%	(78)	19%	(119)	59%	(363)	616
Amazon Prime Video Users	8%	(101)	11%	(134)	18%	(223)	62%	(755)	1213

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

Table MCEN6_5: How interested would you be in buying the following products?
Products featuring references to the Apple TV+ show Ted Lasso

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	9%	(200)	19%	(410)	67%	(1484)	2200
Gender: Male	7%	(73)	11%	(117)	21%	(223)	61%	(649)	1062
Gender: Female	3%	(33)	7%	(83)	16%	(187)	73%	(835)	1138
Age: 18-34	8%	(54)	14%	(95)	24%	(156)	53%	(350)	655
Age: 35-44	9%	(32)	13%	(47)	22%	(77)	56%	(201)	358
Age: 45-64	2%	(17)	6%	(46)	17%	(126)	75%	(562)	751
Age: 65+	1%	(2)	3%	(12)	11%	(50)	85%	(371)	436
GenZers: 1997-2012	5%	(12)	16%	(36)	20%	(45)	58%	(130)	223
Millennials: 1981-1996	11%	(71)	14%	(94)	22%	(148)	53%	(347)	660
GenXers: 1965-1980	3%	(14)	8%	(42)	20%	(108)	69%	(365)	530
Baby Boomers: 1946-1964	1%	(8)	4%	(28)	14%	(103)	80%	(575)	715
PID: Dem (no lean)	8%	(62)	14%	(112)	19%	(160)	59%	(488)	822
PID: Ind (no lean)	3%	(25)	7%	(53)	18%	(138)	72%	(545)	762
PID: Rep (no lean)	3%	(19)	6%	(36)	18%	(111)	73%	(451)	617
PID/Gender: Dem Men	11%	(45)	18%	(75)	23%	(98)	49%	(207)	426
PID/Gender: Dem Women	4%	(17)	9%	(36)	16%	(62)	71%	(281)	396
PID/Gender: Ind Men	4%	(15)	7%	(24)	17%	(58)	72%	(249)	346
PID/Gender: Ind Women	2%	(10)	7%	(29)	19%	(80)	71%	(297)	416
PID/Gender: Rep Men	4%	(12)	6%	(18)	23%	(67)	67%	(194)	290
PID/Gender: Rep Women	2%	(7)	5%	(18)	14%	(45)	79%	(257)	326
Ideo: Liberal (1-3)	5%	(35)	13%	(83)	17%	(110)	66%	(433)	661
Ideo: Moderate (4)	7%	(43)	11%	(67)	20%	(124)	62%	(381)	615
Ideo: Conservative (5-7)	3%	(23)	7%	(47)	17%	(123)	73%	(516)	708
Educ: < College	4%	(61)	7%	(112)	20%	(298)	69%	(1040)	1512
Educ: Bachelors degree	5%	(23)	13%	(58)	16%	(72)	66%	(291)	444
Educ: Post-grad	9%	(22)	12%	(29)	16%	(40)	63%	(153)	244
Income: Under 50k	3%	(36)	8%	(91)	20%	(236)	69%	(809)	1172
Income: 50k-100k	5%	(34)	9%	(65)	18%	(129)	68%	(495)	723
Income: 100k+	12%	(36)	14%	(44)	15%	(45)	59%	(180)	304
Ethnicity: White	4%	(70)	8%	(139)	18%	(306)	70%	(1208)	1722
Ethnicity: Hispanic	9%	(30)	9%	(31)	23%	(81)	59%	(207)	349

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Table MCEN6_5: How interested would you be in buying the following products?
 Products featuring references to the Apple TV+ show Ted Lasso

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	9%	(200)	19%	(410)	67%	(1484)	2200
Ethnicity: Black	11%	(30)	15%	(41)	20%	(56)	54%	(148)	274
Ethnicity: Other	3%	(7)	10%	(20)	24%	(49)	63%	(129)	204
All Christian	5%	(48)	9%	(86)	16%	(150)	70%	(664)	947
All Non-Christian	10%	(12)	22%	(26)	23%	(27)	45%	(52)	117
Atheist	2%	(2)	15%	(14)	12%	(11)	71%	(67)	94
Agnostic/Nothing in particular	5%	(28)	8%	(48)	22%	(132)	66%	(403)	611
Something Else	4%	(16)	6%	(27)	21%	(90)	69%	(298)	431
Religious Non-Protestant/Catholic	9%	(13)	21%	(30)	20%	(29)	51%	(75)	148
Evangelical	6%	(34)	10%	(51)	18%	(95)	67%	(358)	537
Non-Evangelical	3%	(27)	7%	(52)	18%	(141)	72%	(574)	795
Community: Urban	10%	(59)	13%	(78)	16%	(98)	61%	(365)	600
Community: Suburban	4%	(38)	9%	(91)	19%	(194)	69%	(711)	1034
Community: Rural	2%	(9)	6%	(31)	21%	(118)	72%	(407)	566
Employ: Private Sector	7%	(52)	12%	(85)	20%	(142)	60%	(426)	705
Employ: Government	6%	(8)	17%	(22)	23%	(30)	54%	(70)	130
Employ: Self-Employed	7%	(14)	9%	(18)	23%	(46)	60%	(118)	196
Employ: Homemaker	—	(1)	7%	(10)	23%	(31)	70%	(95)	136
Employ: Student	10%	(9)	13%	(12)	18%	(16)	59%	(54)	91
Employ: Retired	1%	(6)	3%	(18)	13%	(68)	82%	(424)	515
Employ: Unemployed	5%	(12)	11%	(28)	15%	(38)	69%	(174)	252
Employ: Other	2%	(4)	4%	(8)	23%	(40)	70%	(123)	175
Military HH: Yes	3%	(11)	8%	(29)	17%	(58)	72%	(255)	353
Military HH: No	5%	(95)	9%	(171)	19%	(352)	67%	(1229)	1847
RD/WT: Right Direction	8%	(64)	14%	(112)	20%	(165)	58%	(465)	806
RD/WT: Wrong Track	3%	(42)	6%	(88)	18%	(245)	73%	(1019)	1394
Biden Job Approve	7%	(65)	13%	(125)	19%	(179)	61%	(576)	944
Biden Job Disapprove	3%	(31)	6%	(72)	18%	(198)	73%	(805)	1106

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Table MCEN6_5: How interested would you be in buying the following products?
Products featuring references to the Apple TV+ show Ted Lasso

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	9%	(200)	19%	(410)	67%	(1484)	2200
Biden Job Strongly Approve	11%	(42)	14%	(56)	16%	(65)	59%	(232)	395
Biden Job Somewhat Approve	4%	(23)	13%	(69)	21%	(114)	63%	(344)	549
Biden Job Somewhat Disapprove	4%	(12)	11%	(39)	19%	(66)	66%	(223)	340
Biden Job Strongly Disapprove	3%	(19)	4%	(33)	17%	(133)	76%	(582)	767
Favorable of Biden	7%	(72)	13%	(127)	18%	(182)	62%	(617)	999
Unfavorable of Biden	2%	(26)	6%	(65)	18%	(191)	74%	(792)	1074
Very Favorable of Biden	11%	(49)	14%	(62)	16%	(71)	59%	(266)	447
Somewhat Favorable of Biden	4%	(23)	12%	(65)	20%	(112)	64%	(352)	552
Somewhat Unfavorable of Biden	3%	(7)	11%	(31)	19%	(55)	67%	(191)	285
Very Unfavorable of Biden	2%	(18)	4%	(35)	17%	(136)	76%	(600)	790
#1 Issue: Economy	5%	(43)	10%	(88)	20%	(177)	65%	(580)	888
#1 Issue: Security	4%	(12)	7%	(19)	14%	(41)	75%	(212)	283
#1 Issue: Health Care	8%	(21)	10%	(28)	17%	(47)	66%	(186)	282
#1 Issue: Medicare / Social Security	2%	(6)	8%	(19)	15%	(38)	74%	(182)	245
#1 Issue: Women's Issues	3%	(5)	11%	(15)	26%	(37)	61%	(88)	146
#1 Issue: Education	10%	(9)	13%	(11)	25%	(23)	52%	(47)	90
#1 Issue: Energy	4%	(7)	11%	(17)	24%	(36)	61%	(91)	149
#1 Issue: Other	3%	(3)	2%	(2)	10%	(12)	85%	(98)	115
2020 Vote: Joe Biden	6%	(60)	12%	(111)	19%	(176)	63%	(583)	931
2020 Vote: Donald Trump	2%	(17)	7%	(51)	17%	(120)	73%	(511)	700
2020 Vote: Other	13%	(11)	7%	(6)	10%	(8)	70%	(59)	84
2020 Vote: Didn't Vote	4%	(18)	7%	(32)	22%	(104)	68%	(327)	481
2018 House Vote: Democrat	7%	(58)	12%	(95)	17%	(131)	64%	(506)	791
2018 House Vote: Republican	3%	(16)	6%	(32)	17%	(94)	75%	(421)	563
2018 House Vote: Someone else	2%	(1)	6%	(5)	20%	(15)	72%	(56)	77
2016 Vote: Hillary Clinton	7%	(48)	12%	(85)	18%	(130)	63%	(445)	709
2016 Vote: Donald Trump	3%	(22)	7%	(46)	17%	(112)	73%	(482)	662
2016 Vote: Other	6%	(7)	10%	(12)	13%	(17)	71%	(89)	126
2016 Vote: Didn't Vote	4%	(29)	8%	(56)	22%	(152)	66%	(468)	704

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Table MCEN6_5: How interested would you be in buying the following products?
 Products featuring references to the Apple TV+ show Ted Lasso

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	9%	(200)	19%	(410)	67%	(1484)	2200
Voted in 2014: Yes	6%	(72)	9%	(116)	17%	(208)	68%	(853)	1249
Voted in 2014: No	4%	(34)	9%	(84)	21%	(202)	66%	(631)	951
4-Region: Northeast	7%	(27)	10%	(38)	18%	(71)	65%	(258)	394
4-Region: Midwest	4%	(18)	9%	(42)	20%	(92)	67%	(310)	462
4-Region: South	4%	(31)	9%	(73)	20%	(163)	68%	(557)	824
4-Region: West	6%	(30)	9%	(47)	16%	(84)	69%	(359)	520
Netflix User	6%	(82)	10%	(141)	21%	(293)	63%	(897)	1413
HBO Max Users	10%	(64)	13%	(87)	22%	(141)	55%	(355)	646
Disney+ Users	9%	(71)	12%	(101)	23%	(186)	57%	(466)	824
Hulu Users	8%	(72)	12%	(115)	21%	(191)	59%	(554)	933
Paramount+	14%	(52)	12%	(46)	22%	(85)	52%	(197)	380
Peacock Users	8%	(52)	10%	(63)	20%	(124)	61%	(377)	616
Amazon Prime Video Users	7%	(85)	10%	(127)	19%	(233)	63%	(768)	1213

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

Table MCEN6_6: How interested would you be in buying the following products?
Products featuring references to the HBO Max show *The Sopranos*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(345)	18%	(390)	60%	(1312)	2200
Gender: Male	9%	(96)	19%	(203)	18%	(190)	54%	(573)	1062
Gender: Female	5%	(56)	12%	(142)	18%	(201)	65%	(739)	1138
Age: 18-34	11%	(70)	22%	(143)	23%	(152)	44%	(291)	655
Age: 35-44	9%	(33)	24%	(87)	14%	(52)	52%	(186)	358
Age: 45-64	6%	(46)	11%	(85)	17%	(130)	65%	(490)	751
Age: 65+	1%	(4)	7%	(30)	13%	(56)	79%	(346)	436
GenZers: 1997-2012	7%	(16)	18%	(41)	25%	(56)	49%	(110)	223
Millennials: 1981-1996	12%	(76)	24%	(158)	19%	(123)	46%	(302)	660
GenXers: 1965-1980	9%	(47)	17%	(90)	17%	(91)	57%	(302)	530
Baby Boomers: 1946-1964	2%	(12)	8%	(54)	16%	(114)	75%	(535)	715
PID: Dem (no lean)	10%	(79)	19%	(159)	18%	(145)	53%	(437)	822
PID: Ind (no lean)	4%	(33)	15%	(115)	19%	(147)	61%	(467)	762
PID: Rep (no lean)	6%	(40)	12%	(71)	16%	(97)	66%	(408)	617
PID/Gender: Dem Men	14%	(58)	24%	(100)	18%	(75)	45%	(192)	426
PID/Gender: Dem Women	5%	(21)	15%	(59)	18%	(70)	62%	(245)	396
PID/Gender: Ind Men	4%	(14)	19%	(64)	18%	(61)	60%	(207)	346
PID/Gender: Ind Women	5%	(19)	12%	(51)	21%	(86)	62%	(259)	416
PID/Gender: Rep Men	8%	(24)	13%	(39)	19%	(54)	60%	(174)	290
PID/Gender: Rep Women	5%	(16)	10%	(32)	13%	(44)	72%	(235)	326
Ideo: Liberal (1-3)	7%	(48)	16%	(105)	18%	(119)	59%	(389)	661
Ideo: Moderate (4)	9%	(55)	19%	(115)	20%	(122)	52%	(323)	615
Ideo: Conservative (5-7)	6%	(40)	12%	(83)	16%	(111)	67%	(474)	708
Educ: < College	7%	(103)	15%	(232)	18%	(271)	60%	(906)	1512
Educ: Bachelors degree	7%	(32)	17%	(75)	17%	(77)	59%	(260)	444
Educ: Post-grad	7%	(18)	16%	(38)	17%	(42)	60%	(146)	244
Income: Under 50k	6%	(66)	16%	(189)	19%	(221)	59%	(696)	1172
Income: 50k-100k	8%	(54)	13%	(98)	17%	(125)	62%	(446)	723
Income: 100k+	11%	(32)	19%	(58)	14%	(43)	56%	(171)	304
Ethnicity: White	6%	(100)	14%	(248)	18%	(309)	62%	(1065)	1722
Ethnicity: Hispanic	9%	(30)	20%	(68)	25%	(87)	47%	(164)	349

Continued on next page

Table MCEN6_6: How interested would you be in buying the following products?
 Products featuring references to the HBO Max show *The Sopranos*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(345)	18%	(390)	60%	(1312)	2200
Ethnicity: Black	15%	(40)	23%	(62)	16%	(45)	46%	(126)	274
Ethnicity: Other	6%	(12)	17%	(35)	18%	(36)	59%	(121)	204
All Christian	7%	(67)	14%	(134)	17%	(164)	61%	(582)	947
All Non-Christian	11%	(13)	23%	(27)	14%	(17)	51%	(60)	117
Atheist	4%	(4)	22%	(20)	11%	(10)	63%	(60)	94
Agnostic/Nothing in particular	6%	(36)	17%	(103)	20%	(120)	58%	(352)	611
Something Else	7%	(32)	14%	(61)	18%	(80)	60%	(259)	431
Religious Non-Protestant/Catholic	10%	(14)	20%	(30)	15%	(22)	55%	(82)	148
Evangelical	9%	(48)	14%	(77)	17%	(92)	60%	(320)	537
Non-Evangelical	6%	(47)	14%	(113)	18%	(144)	62%	(491)	795
Community: Urban	11%	(65)	19%	(117)	15%	(89)	55%	(330)	600
Community: Suburban	6%	(58)	16%	(164)	18%	(191)	60%	(621)	1034
Community: Rural	5%	(29)	11%	(65)	19%	(110)	64%	(361)	566
Employ: Private Sector	9%	(66)	19%	(135)	19%	(136)	52%	(368)	705
Employ: Government	8%	(10)	21%	(27)	22%	(29)	49%	(63)	130
Employ: Self-Employed	11%	(21)	19%	(37)	19%	(37)	52%	(102)	196
Employ: Homemaker	5%	(7)	9%	(13)	19%	(26)	66%	(90)	136
Employ: Student	10%	(9)	17%	(15)	16%	(14)	58%	(52)	91
Employ: Retired	2%	(11)	7%	(35)	14%	(73)	77%	(395)	515
Employ: Unemployed	7%	(18)	20%	(52)	16%	(39)	57%	(144)	252
Employ: Other	6%	(10)	18%	(31)	20%	(35)	56%	(98)	175
Military HH: Yes	4%	(16)	11%	(39)	18%	(63)	67%	(235)	353
Military HH: No	7%	(136)	17%	(306)	18%	(327)	58%	(1077)	1847
RD/WT: Right Direction	11%	(86)	17%	(139)	19%	(151)	53%	(430)	806
RD/WT: Wrong Track	5%	(67)	15%	(207)	17%	(239)	63%	(882)	1394
Biden Job Approve	9%	(88)	18%	(170)	18%	(173)	54%	(514)	944
Biden Job Disapprove	5%	(55)	14%	(158)	17%	(189)	64%	(704)	1106

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Table MCEN6_6: How interested would you be in buying the following products?
Products featuring references to the HBO Max show *The Sopranos*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(345)	18%	(390)	60%	(1312)	2200
Biden Job Strongly Approve	15%	(58)	18%	(69)	13%	(52)	55%	(216)	395
Biden Job Somewhat Approve	6%	(31)	18%	(100)	22%	(120)	54%	(298)	549
Biden Job Somewhat Disapprove	5%	(17)	16%	(54)	21%	(70)	58%	(198)	340
Biden Job Strongly Disapprove	5%	(38)	14%	(104)	16%	(119)	66%	(506)	767
Favorable of Biden	10%	(97)	17%	(166)	18%	(183)	55%	(554)	999
Unfavorable of Biden	4%	(43)	15%	(161)	17%	(182)	64%	(688)	1074
Very Favorable of Biden	14%	(64)	18%	(82)	13%	(60)	54%	(240)	447
Somewhat Favorable of Biden	6%	(32)	15%	(83)	22%	(123)	57%	(313)	552
Somewhat Unfavorable of Biden	4%	(11)	19%	(55)	18%	(52)	59%	(167)	285
Very Unfavorable of Biden	4%	(32)	13%	(106)	17%	(130)	66%	(522)	790
#1 Issue: Economy	8%	(74)	18%	(163)	19%	(165)	55%	(486)	888
#1 Issue: Security	6%	(18)	14%	(38)	15%	(43)	65%	(184)	283
#1 Issue: Health Care	8%	(23)	18%	(50)	15%	(41)	60%	(168)	282
#1 Issue: Medicare / Social Security	4%	(11)	9%	(21)	14%	(35)	72%	(178)	245
#1 Issue: Women's Issues	4%	(6)	13%	(20)	25%	(37)	58%	(84)	146
#1 Issue: Education	11%	(10)	20%	(18)	19%	(17)	50%	(45)	90
#1 Issue: Energy	4%	(7)	17%	(25)	26%	(39)	53%	(79)	149
#1 Issue: Other	5%	(5)	8%	(9)	11%	(12)	77%	(88)	115
2020 Vote: Joe Biden	8%	(73)	17%	(163)	17%	(158)	58%	(537)	931
2020 Vote: Donald Trump	5%	(37)	13%	(89)	17%	(116)	65%	(458)	700
2020 Vote: Other	10%	(9)	8%	(6)	16%	(14)	66%	(55)	84
2020 Vote: Didn't Vote	7%	(34)	18%	(85)	21%	(103)	54%	(260)	481
2018 House Vote: Democrat	9%	(71)	17%	(132)	16%	(127)	58%	(461)	791
2018 House Vote: Republican	5%	(30)	13%	(71)	16%	(88)	66%	(373)	563
2018 House Vote: Someone else	2%	(1)	8%	(6)	18%	(14)	73%	(57)	77
2016 Vote: Hillary Clinton	8%	(59)	17%	(118)	18%	(125)	57%	(406)	709
2016 Vote: Donald Trump	7%	(48)	12%	(82)	16%	(106)	64%	(425)	662
2016 Vote: Other	6%	(7)	8%	(10)	17%	(22)	69%	(87)	126
2016 Vote: Didn't Vote	5%	(37)	19%	(135)	20%	(138)	56%	(395)	704

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Table MCEN6_6: How interested would you be in buying the following products?
 Products featuring references to the HBO Max show *The Sopranos*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	7%	(152)	16%	(345)	18%	(390)	60%	(1312)	2200
Voted in 2014: Yes	7%	(83)	14%	(178)	17%	(207)	63%	(782)	1249
Voted in 2014: No	7%	(69)	18%	(167)	19%	(184)	56%	(531)	951
4-Region: Northeast	8%	(33)	17%	(67)	16%	(62)	59%	(231)	394
4-Region: Midwest	5%	(21)	14%	(63)	16%	(74)	66%	(304)	462
4-Region: South	9%	(78)	16%	(134)	18%	(146)	57%	(466)	824
4-Region: West	4%	(20)	16%	(81)	21%	(108)	60%	(311)	520
Netflix User	8%	(110)	18%	(253)	20%	(276)	55%	(775)	1413
HBO Max Users	13%	(86)	23%	(151)	20%	(131)	43%	(278)	646
Disney+ Users	10%	(81)	20%	(165)	22%	(181)	48%	(397)	824
Hulu Users	10%	(97)	19%	(173)	21%	(192)	51%	(472)	933
Paramount+	18%	(67)	24%	(92)	18%	(69)	40%	(151)	380
Peacock Users	11%	(66)	19%	(115)	19%	(120)	51%	(316)	616
Amazon Prime Video Users	9%	(109)	18%	(221)	19%	(227)	54%	(657)	1213

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

Table MCEN6_7: How interested would you be in buying the following products?
Products featuring references to the HBO Max show Succession

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	8%	(173)	20%	(430)	68%	(1491)	2200
Gender: Male	7%	(73)	10%	(108)	20%	(209)	63%	(671)	1062
Gender: Female	3%	(33)	6%	(65)	19%	(221)	72%	(819)	1138
Age: 18-34	9%	(59)	13%	(84)	24%	(159)	54%	(354)	655
Age: 35-44	7%	(26)	11%	(40)	21%	(76)	60%	(215)	358
Age: 45-64	2%	(17)	5%	(38)	19%	(140)	74%	(556)	751
Age: 65+	1%	(5)	3%	(11)	12%	(55)	84%	(366)	436
GenZers: 1997-2012	5%	(11)	10%	(22)	26%	(58)	59%	(133)	223
Millennials: 1981-1996	11%	(70)	13%	(88)	21%	(139)	55%	(363)	660
GenXers: 1965-1980	3%	(18)	7%	(36)	22%	(115)	68%	(360)	530
Baby Boomers: 1946-1964	1%	(8)	4%	(27)	16%	(111)	80%	(569)	715
PID: Dem (no lean)	8%	(67)	11%	(89)	19%	(153)	62%	(512)	822
PID: Ind (no lean)	3%	(24)	6%	(47)	21%	(157)	70%	(533)	762
PID: Rep (no lean)	2%	(15)	6%	(36)	19%	(120)	72%	(445)	617
PID/Gender: Dem Men	12%	(50)	14%	(62)	20%	(85)	54%	(229)	426
PID/Gender: Dem Women	4%	(17)	7%	(28)	17%	(68)	72%	(283)	396
PID/Gender: Ind Men	4%	(15)	6%	(22)	17%	(59)	72%	(250)	346
PID/Gender: Ind Women	2%	(9)	6%	(25)	24%	(98)	68%	(283)	416
PID/Gender: Rep Men	3%	(8)	8%	(24)	23%	(65)	66%	(193)	290
PID/Gender: Rep Women	2%	(7)	4%	(12)	17%	(54)	77%	(253)	326
Ideo: Liberal (1-3)	6%	(41)	9%	(58)	17%	(114)	68%	(449)	661
Ideo: Moderate (4)	6%	(37)	10%	(64)	22%	(133)	62%	(381)	615
Ideo: Conservative (5-7)	3%	(22)	5%	(36)	18%	(131)	73%	(520)	708
Educ: < College	4%	(59)	7%	(108)	21%	(315)	68%	(1030)	1512
Educ: Bachelors degree	5%	(24)	9%	(42)	18%	(78)	67%	(299)	444
Educ: Post-grad	9%	(23)	10%	(24)	15%	(36)	66%	(162)	244
Income: Under 50k	3%	(40)	7%	(82)	21%	(248)	68%	(802)	1172
Income: 50k-100k	5%	(38)	7%	(53)	18%	(131)	69%	(501)	723
Income: 100k+	9%	(28)	12%	(37)	17%	(51)	62%	(188)	304
Ethnicity: White	4%	(67)	6%	(111)	20%	(342)	70%	(1202)	1722
Ethnicity: Hispanic	8%	(27)	9%	(31)	24%	(85)	59%	(206)	349

Continued on next page

Table MCEN6_7: How interested would you be in buying the following products?
 Products featuring references to the HBO Max show Succession

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	8%	(173)	20%	(430)	68%	(1491)	2200
Ethnicity: Black	13%	(34)	17%	(46)	17%	(46)	54%	(148)	274
Ethnicity: Other	3%	(5)	8%	(16)	21%	(42)	69%	(140)	204
All Christian	6%	(54)	7%	(70)	18%	(169)	69%	(655)	947
All Non-Christian	9%	(11)	19%	(22)	24%	(28)	48%	(56)	117
Atheist	4%	(3)	12%	(11)	11%	(10)	73%	(69)	94
Agnostic/Nothing in particular	4%	(23)	6%	(36)	22%	(133)	68%	(418)	611
Something Else	4%	(15)	8%	(33)	21%	(89)	68%	(293)	431
Religious Non-Protestant/Catholic	8%	(11)	15%	(23)	25%	(36)	52%	(78)	148
Evangelical	8%	(42)	9%	(47)	18%	(96)	66%	(352)	537
Non-Evangelical	3%	(22)	7%	(54)	19%	(152)	71%	(567)	795
Community: Urban	11%	(68)	10%	(62)	18%	(108)	60%	(362)	600
Community: Suburban	2%	(24)	7%	(74)	20%	(211)	70%	(726)	1034
Community: Rural	3%	(14)	7%	(37)	20%	(111)	71%	(403)	566
Employ: Private Sector	7%	(48)	11%	(78)	19%	(131)	64%	(448)	705
Employ: Government	6%	(8)	18%	(23)	21%	(27)	55%	(72)	130
Employ: Self-Employed	9%	(17)	11%	(23)	22%	(44)	58%	(113)	196
Employ: Homemaker	3%	(4)	8%	(11)	25%	(33)	65%	(88)	136
Employ: Student	6%	(5)	5%	(5)	23%	(21)	66%	(59)	91
Employ: Retired	1%	(7)	3%	(13)	15%	(76)	81%	(418)	515
Employ: Unemployed	5%	(13)	6%	(15)	20%	(51)	69%	(174)	252
Employ: Other	3%	(5)	3%	(6)	27%	(47)	67%	(118)	175
Military HH: Yes	2%	(8)	7%	(23)	16%	(55)	76%	(267)	353
Military HH: No	5%	(99)	8%	(150)	20%	(375)	66%	(1224)	1847
RD/WT: Right Direction	9%	(75)	11%	(88)	20%	(159)	60%	(484)	806
RD/WT: Wrong Track	2%	(32)	6%	(85)	19%	(271)	72%	(1006)	1394
Biden Job Approve	8%	(73)	10%	(93)	20%	(186)	63%	(593)	944
Biden Job Disapprove	2%	(23)	6%	(68)	19%	(213)	73%	(802)	1106

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Table MCEN6_7: How interested would you be in buying the following products?
Products featuring references to the HBO Max show Succession

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	8%	(173)	20%	(430)	68%	(1491)	2200
Biden Job Strongly Approve	13%	(53)	12%	(49)	14%	(56)	60%	(238)	395
Biden Job Somewhat Approve	4%	(20)	8%	(44)	24%	(130)	65%	(356)	549
Biden Job Somewhat Disapprove	2%	(8)	8%	(26)	22%	(74)	68%	(231)	340
Biden Job Strongly Disapprove	2%	(15)	5%	(42)	18%	(139)	74%	(571)	767
Favorable of Biden	8%	(78)	9%	(90)	19%	(189)	64%	(642)	999
Unfavorable of Biden	2%	(20)	7%	(75)	19%	(207)	72%	(772)	1074
Very Favorable of Biden	13%	(56)	11%	(51)	15%	(67)	61%	(272)	447
Somewhat Favorable of Biden	4%	(21)	7%	(39)	22%	(121)	67%	(370)	552
Somewhat Unfavorable of Biden	1%	(4)	12%	(33)	22%	(61)	65%	(186)	285
Very Unfavorable of Biden	2%	(16)	5%	(43)	18%	(146)	74%	(585)	790
#1 Issue: Economy	6%	(51)	9%	(78)	21%	(186)	65%	(574)	888
#1 Issue: Security	4%	(13)	6%	(16)	17%	(49)	73%	(206)	283
#1 Issue: Health Care	8%	(21)	11%	(30)	15%	(42)	67%	(188)	282
#1 Issue: Medicare / Social Security	3%	(8)	5%	(12)	17%	(41)	75%	(184)	245
#1 Issue: Women's Issues	1%	(2)	4%	(6)	29%	(42)	66%	(96)	146
#1 Issue: Education	4%	(3)	17%	(15)	24%	(21)	56%	(50)	90
#1 Issue: Energy	5%	(7)	10%	(14)	24%	(35)	62%	(92)	149
#1 Issue: Other	1%	(1)	1%	(1)	11%	(13)	87%	(100)	115
2020 Vote: Joe Biden	6%	(58)	10%	(96)	18%	(165)	66%	(611)	931
2020 Vote: Donald Trump	3%	(19)	6%	(44)	19%	(131)	72%	(506)	700
2020 Vote: Other	10%	(9)	3%	(3)	16%	(14)	70%	(59)	84
2020 Vote: Didn't Vote	4%	(21)	6%	(30)	25%	(119)	65%	(311)	481
2018 House Vote: Democrat	8%	(60)	10%	(77)	16%	(126)	67%	(529)	791
2018 House Vote: Republican	2%	(14)	7%	(38)	17%	(97)	74%	(414)	563
2018 House Vote: Someone else	2%	(1)	3%	(2)	24%	(19)	71%	(55)	77
2016 Vote: Hillary Clinton	7%	(50)	9%	(67)	19%	(131)	65%	(461)	709
2016 Vote: Donald Trump	3%	(23)	6%	(42)	17%	(114)	73%	(483)	662
2016 Vote: Other	3%	(4)	8%	(9)	15%	(18)	75%	(94)	126
2016 Vote: Didn't Vote	4%	(30)	8%	(55)	24%	(167)	64%	(453)	704

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Table MCEN6_7: How interested would you be in buying the following products?
 Products featuring references to the HBO Max show Succession

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	5%	(106)	8%	(173)	20%	(430)	68%	(1491)	2200
Voted in 2014: Yes	5%	(65)	9%	(106)	17%	(214)	69%	(865)	1249
Voted in 2014: No	4%	(42)	7%	(67)	23%	(216)	66%	(626)	951
4-Region: Northeast	7%	(27)	9%	(36)	18%	(71)	66%	(260)	394
4-Region: Midwest	3%	(15)	8%	(37)	19%	(87)	70%	(323)	462
4-Region: South	6%	(47)	7%	(54)	20%	(169)	67%	(554)	824
4-Region: West	3%	(18)	9%	(45)	20%	(103)	68%	(354)	520
Netflix User	6%	(78)	9%	(130)	21%	(292)	65%	(913)	1413
HBO Max Users	11%	(69)	14%	(89)	21%	(139)	54%	(350)	646
Disney+ Users	8%	(65)	11%	(93)	23%	(190)	58%	(477)	824
Hulu Users	8%	(72)	9%	(88)	22%	(209)	60%	(564)	933
Paramount+	12%	(47)	14%	(55)	21%	(81)	52%	(197)	380
Peacock Users	8%	(49)	12%	(72)	21%	(129)	59%	(366)	616
Amazon Prime Video Users	7%	(80)	10%	(120)	19%	(231)	64%	(783)	1213

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

Table MCEN6_8: How interested would you be in buying the following products?
Products featuring references to the Hulu show *The Handmaid's Tale*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(261)	20%	(436)	62%	(1373)	2200
Gender: Male	7%	(72)	12%	(126)	21%	(228)	60%	(635)	1062
Gender: Female	5%	(58)	12%	(135)	18%	(208)	65%	(737)	1138
Age: 18-34	11%	(75)	16%	(108)	23%	(152)	49%	(321)	655
Age: 35-44	8%	(30)	17%	(61)	26%	(91)	49%	(175)	358
Age: 45-64	3%	(22)	10%	(74)	18%	(135)	69%	(520)	751
Age: 65+	1%	(3)	4%	(18)	13%	(58)	82%	(357)	436
GenZers: 1997-2012	9%	(21)	15%	(33)	25%	(56)	51%	(114)	223
Millennials: 1981-1996	12%	(76)	18%	(120)	22%	(145)	48%	(319)	660
GenXers: 1965-1980	5%	(24)	12%	(66)	21%	(111)	62%	(329)	530
Baby Boomers: 1946-1964	1%	(9)	5%	(39)	16%	(115)	77%	(552)	715
PID: Dem (no lean)	9%	(72)	16%	(129)	21%	(173)	54%	(447)	822
PID: Ind (no lean)	4%	(34)	11%	(86)	19%	(146)	65%	(496)	762
PID: Rep (no lean)	4%	(23)	7%	(46)	19%	(117)	70%	(430)	617
PID/Gender: Dem Men	11%	(45)	18%	(75)	25%	(105)	47%	(201)	426
PID/Gender: Dem Women	7%	(28)	14%	(54)	17%	(68)	62%	(246)	396
PID/Gender: Ind Men	4%	(14)	8%	(28)	19%	(65)	69%	(239)	346
PID/Gender: Ind Women	5%	(20)	14%	(58)	19%	(81)	62%	(257)	416
PID/Gender: Rep Men	5%	(14)	8%	(23)	20%	(58)	67%	(195)	290
PID/Gender: Rep Women	3%	(10)	7%	(22)	18%	(59)	72%	(235)	326
Ideo: Liberal (1-3)	7%	(47)	14%	(95)	20%	(133)	58%	(385)	661
Ideo: Moderate (4)	7%	(42)	14%	(89)	22%	(136)	57%	(348)	615
Ideo: Conservative (5-7)	5%	(33)	9%	(66)	16%	(110)	71%	(500)	708
Educ: < College	5%	(82)	11%	(173)	21%	(318)	62%	(939)	1512
Educ: Bachelors degree	6%	(28)	13%	(59)	17%	(74)	64%	(282)	444
Educ: Post-grad	8%	(19)	12%	(29)	18%	(44)	62%	(152)	244
Income: Under 50k	6%	(65)	11%	(125)	21%	(251)	62%	(732)	1172
Income: 50k-100k	5%	(35)	12%	(89)	19%	(137)	64%	(462)	723
Income: 100k+	10%	(30)	16%	(47)	16%	(48)	59%	(179)	304
Ethnicity: White	5%	(86)	11%	(187)	19%	(327)	65%	(1121)	1722
Ethnicity: Hispanic	8%	(26)	12%	(43)	26%	(90)	54%	(190)	349

Continued on next page

Table MCEN6_8: How interested would you be in buying the following products?
 Products featuring references to the Hulu show *The Handmaid's Tale*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(261)	20%	(436)	62%	(1373)	2200
Ethnicity: Black	13%	(37)	16%	(45)	23%	(64)	47%	(129)	274
Ethnicity: Other	4%	(7)	14%	(29)	22%	(45)	60%	(123)	204
All Christian	5%	(45)	10%	(97)	19%	(181)	66%	(625)	947
All Non-Christian	15%	(17)	20%	(24)	21%	(25)	44%	(52)	117
Atheist	2%	(2)	10%	(9)	18%	(17)	69%	(65)	94
Agnostic/Nothing in particular	7%	(43)	13%	(77)	20%	(120)	61%	(372)	611
Something Else	5%	(24)	13%	(54)	22%	(94)	60%	(259)	431
Religious Non-Protestant/Catholic	12%	(18)	20%	(29)	20%	(30)	48%	(71)	148
Evangelical	6%	(35)	13%	(71)	19%	(103)	61%	(328)	537
Non-Evangelical	4%	(32)	9%	(72)	20%	(163)	66%	(528)	795
Community: Urban	10%	(63)	14%	(83)	20%	(118)	56%	(336)	600
Community: Suburban	5%	(48)	10%	(108)	19%	(200)	66%	(678)	1034
Community: Rural	3%	(19)	12%	(70)	21%	(118)	63%	(359)	566
Employ: Private Sector	8%	(57)	13%	(92)	21%	(147)	58%	(409)	705
Employ: Government	8%	(10)	21%	(27)	22%	(29)	49%	(64)	130
Employ: Self-Employed	9%	(18)	11%	(21)	24%	(47)	56%	(110)	196
Employ: Homemaker	3%	(4)	16%	(22)	19%	(26)	61%	(84)	136
Employ: Student	8%	(7)	14%	(13)	22%	(20)	57%	(52)	91
Employ: Retired	1%	(6)	5%	(28)	15%	(80)	78%	(400)	515
Employ: Unemployed	9%	(22)	13%	(33)	18%	(46)	60%	(151)	252
Employ: Other	4%	(7)	14%	(25)	24%	(41)	58%	(102)	175
Military HH: Yes	5%	(19)	12%	(42)	17%	(60)	66%	(232)	353
Military HH: No	6%	(111)	12%	(219)	20%	(377)	62%	(1140)	1847
RD/WT: Right Direction	8%	(67)	17%	(140)	21%	(166)	54%	(433)	806
RD/WT: Wrong Track	5%	(63)	9%	(121)	19%	(270)	67%	(939)	1394
Biden Job Approve	8%	(74)	16%	(155)	20%	(193)	55%	(521)	944
Biden Job Disapprove	4%	(46)	9%	(96)	19%	(213)	68%	(751)	1106

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Table MCEN6_8: How interested would you be in buying the following products?
Products featuring references to the Hulu show *The Handmaid's Tale*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(261)	20%	(436)	62%	(1373)	2200
Biden Job Strongly Approve	12%	(46)	20%	(79)	14%	(54)	55%	(216)	395
Biden Job Somewhat Approve	5%	(28)	14%	(76)	25%	(140)	56%	(305)	549
Biden Job Somewhat Disapprove	4%	(14)	13%	(43)	23%	(78)	60%	(205)	340
Biden Job Strongly Disapprove	4%	(33)	7%	(53)	18%	(134)	71%	(546)	767
Favorable of Biden	8%	(82)	16%	(158)	20%	(198)	56%	(561)	999
Unfavorable of Biden	4%	(38)	8%	(90)	19%	(209)	69%	(737)	1074
Very Favorable of Biden	12%	(55)	18%	(82)	15%	(66)	54%	(243)	447
Somewhat Favorable of Biden	5%	(27)	14%	(75)	24%	(132)	58%	(318)	552
Somewhat Unfavorable of Biden	3%	(8)	12%	(35)	23%	(64)	62%	(178)	285
Very Unfavorable of Biden	4%	(30)	7%	(56)	18%	(145)	71%	(559)	790
#1 Issue: Economy	6%	(50)	13%	(116)	22%	(192)	60%	(530)	888
#1 Issue: Security	3%	(10)	8%	(23)	17%	(48)	72%	(203)	283
#1 Issue: Health Care	10%	(28)	12%	(34)	17%	(48)	61%	(173)	282
#1 Issue: Medicare / Social Security	4%	(10)	9%	(21)	17%	(43)	70%	(171)	245
#1 Issue: Women's Issues	8%	(12)	14%	(21)	25%	(36)	53%	(78)	146
#1 Issue: Education	10%	(9)	17%	(15)	21%	(19)	52%	(47)	90
#1 Issue: Energy	7%	(11)	15%	(23)	24%	(36)	54%	(80)	149
#1 Issue: Other	1%	(1)	7%	(8)	13%	(15)	80%	(92)	115
2020 Vote: Joe Biden	8%	(72)	16%	(145)	19%	(179)	57%	(535)	931
2020 Vote: Donald Trump	3%	(24)	8%	(57)	18%	(125)	71%	(494)	700
2020 Vote: Other	9%	(7)	6%	(5)	22%	(18)	63%	(53)	84
2020 Vote: Didn't Vote	6%	(27)	11%	(53)	23%	(113)	60%	(288)	481
2018 House Vote: Democrat	8%	(65)	15%	(122)	18%	(141)	59%	(464)	791
2018 House Vote: Republican	4%	(21)	10%	(56)	16%	(90)	70%	(396)	563
2018 House Vote: Someone else	1%	(1)	12%	(9)	22%	(17)	65%	(50)	77
2016 Vote: Hillary Clinton	7%	(51)	16%	(111)	21%	(151)	56%	(396)	709
2016 Vote: Donald Trump	4%	(27)	10%	(66)	17%	(110)	69%	(459)	662
2016 Vote: Other	8%	(9)	8%	(10)	16%	(21)	68%	(85)	126
2016 Vote: Didn't Vote	6%	(43)	10%	(73)	22%	(154)	61%	(433)	704

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Table MCEN6_8: How interested would you be in buying the following products?
 Products featuring references to the Hulu show *The Handmaid's Tale*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(261)	20%	(436)	62%	(1373)	2200
Voted in 2014: Yes	6%	(69)	13%	(158)	18%	(228)	64%	(794)	1249
Voted in 2014: No	6%	(61)	11%	(103)	22%	(209)	61%	(578)	951
4-Region: Northeast	7%	(27)	11%	(43)	19%	(76)	63%	(248)	394
4-Region: Midwest	5%	(25)	9%	(43)	21%	(99)	64%	(296)	462
4-Region: South	7%	(55)	12%	(102)	20%	(161)	61%	(507)	824
4-Region: West	5%	(24)	14%	(74)	19%	(100)	62%	(322)	520
Netflix User	7%	(106)	14%	(196)	21%	(297)	58%	(815)	1413
HBO Max Users	11%	(74)	15%	(98)	22%	(141)	52%	(334)	646
Disney+ Users	10%	(84)	16%	(135)	24%	(198)	49%	(407)	824
Hulu Users	10%	(96)	16%	(153)	22%	(205)	51%	(479)	933
Paramount+	16%	(61)	19%	(72)	21%	(80)	44%	(166)	380
Peacock Users	11%	(67)	15%	(94)	20%	(122)	54%	(334)	616
Amazon Prime Video Users	8%	(96)	14%	(172)	20%	(239)	58%	(707)	1213

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

Table MCEN6_9: How interested would you be in buying the following products?
Products featuring references to the Hulu show *Only Murders in the Building*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Total N
Adults	4% (98)	10% (225)	20% (447)	65% (1431)	2200
Gender: Male	5% (55)	11% (113)	22% (237)	62% (656)	1062
Gender: Female	4% (43)	10% (111)	18% (210)	68% (774)	1138
Age: 18-34	8% (56)	16% (105)	25% (164)	50% (330)	655
Age: 35-44	5% (18)	17% (61)	24% (84)	54% (194)	358
Age: 45-64	3% (22)	6% (47)	19% (140)	72% (542)	751
Age: 65+	1% (2)	3% (11)	13% (59)	83% (364)	436
GenZers: 1997-2012	6% (12)	15% (34)	27% (59)	53% (117)	223
Millennials: 1981-1996	8% (56)	18% (120)	23% (151)	50% (333)	660
GenXers: 1965-1980	3% (18)	9% (48)	21% (113)	66% (351)	530
Baby Boomers: 1946-1964	2% (12)	3% (23)	16% (116)	79% (564)	715
PID: Dem (no lean)	7% (56)	14% (117)	22% (183)	57% (465)	822
PID: Ind (no lean)	3% (21)	9% (68)	20% (152)	68% (521)	762
PID: Rep (no lean)	3% (20)	6% (40)	18% (112)	72% (445)	617
PID/Gender: Dem Men	9% (40)	15% (64)	25% (108)	50% (214)	426
PID/Gender: Dem Women	4% (17)	14% (54)	19% (75)	63% (250)	396
PID/Gender: Ind Men	3% (10)	8% (28)	20% (68)	70% (241)	346
PID/Gender: Ind Women	3% (11)	10% (40)	20% (84)	67% (280)	416
PID/Gender: Rep Men	2% (5)	8% (22)	21% (62)	69% (201)	290
PID/Gender: Rep Women	5% (15)	5% (17)	15% (50)	75% (244)	326
Ideo: Liberal (1-3)	6% (37)	13% (89)	17% (115)	64% (420)	661
Ideo: Moderate (4)	5% (31)	11% (70)	26% (163)	57% (352)	615
Ideo: Conservative (5-7)	3% (21)	7% (47)	17% (121)	73% (520)	708
Educ: < College	4% (62)	10% (144)	22% (330)	65% (977)	1512
Educ: Bachelors degree	5% (21)	10% (45)	18% (78)	67% (299)	444
Educ: Post-grad	6% (15)	14% (35)	16% (39)	63% (155)	244
Income: Under 50k	4% (47)	9% (105)	21% (248)	66% (773)	1172
Income: 50k-100k	4% (28)	11% (81)	18% (133)	67% (482)	723
Income: 100k+	8% (23)	13% (39)	22% (66)	58% (176)	304
Ethnicity: White	4% (65)	9% (149)	20% (345)	68% (1164)	1722
Ethnicity: Hispanic	5% (19)	10% (35)	30% (106)	54% (188)	349

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Table MCEN6_9: How interested would you be in buying the following products?
 Products featuring references to the Hulu show *Only Murders in the Building*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	4%	(98)	10%	(225)	20%	(447)	65%	(1431)	2200
Ethnicity: Black	10%	(26)	19%	(51)	20%	(54)	52%	(142)	274
Ethnicity: Other	3%	(7)	12%	(25)	23%	(48)	61%	(125)	204
All Christian	4%	(36)	10%	(92)	19%	(177)	68%	(642)	947
All Non-Christian	10%	(11)	19%	(22)	23%	(27)	48%	(57)	117
Atheist	9%	(9)	10%	(9)	14%	(14)	66%	(62)	94
Agnostic/Nothing in particular	5%	(31)	10%	(61)	21%	(130)	64%	(389)	611
Something Else	3%	(11)	9%	(41)	23%	(99)	65%	(280)	431
Religious Non-Protestant/Catholic	8%	(11)	17%	(25)	21%	(32)	54%	(80)	148
Evangelical	5%	(27)	12%	(63)	20%	(109)	63%	(338)	537
Non-Evangelical	2%	(17)	8%	(64)	20%	(157)	70%	(556)	795
Community: Urban	9%	(52)	13%	(76)	19%	(114)	60%	(358)	600
Community: Suburban	3%	(36)	9%	(91)	20%	(209)	68%	(699)	1034
Community: Rural	2%	(10)	10%	(58)	22%	(124)	66%	(374)	566
Employ: Private Sector	7%	(50)	12%	(85)	21%	(150)	60%	(421)	705
Employ: Government	7%	(9)	22%	(28)	22%	(29)	49%	(63)	130
Employ: Self-Employed	4%	(9)	14%	(28)	26%	(52)	55%	(108)	196
Employ: Homemaker	2%	(3)	5%	(7)	23%	(31)	70%	(95)	136
Employ: Student	3%	(3)	13%	(12)	23%	(21)	60%	(55)	91
Employ: Retired	1%	(4)	4%	(18)	16%	(80)	80%	(412)	515
Employ: Unemployed	5%	(13)	11%	(29)	18%	(45)	66%	(166)	252
Employ: Other	4%	(8)	9%	(17)	23%	(40)	64%	(111)	175
Military HH: Yes	2%	(6)	7%	(24)	16%	(58)	75%	(265)	353
Military HH: No	5%	(91)	11%	(201)	21%	(389)	63%	(1165)	1847
RD/WT: Right Direction	7%	(53)	13%	(106)	22%	(181)	58%	(466)	806
RD/WT: Wrong Track	3%	(44)	8%	(118)	19%	(266)	69%	(965)	1394
Biden Job Approve	7%	(63)	13%	(126)	21%	(203)	59%	(553)	944
Biden Job Disapprove	3%	(32)	8%	(85)	19%	(213)	70%	(776)	1106

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Table MCEN6_9: How interested would you be in buying the following products?
Products featuring references to the Hulu show *Only Murders in the Building*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	4%	(98)	10%	(225)	20%	(447)	65%	(1431)	2200
Biden Job Strongly Approve	9%	(34)	17%	(66)	19%	(74)	56%	(222)	395
Biden Job Somewhat Approve	5%	(29)	11%	(60)	24%	(129)	60%	(331)	549
Biden Job Somewhat Disapprove	4%	(12)	10%	(35)	24%	(80)	63%	(213)	340
Biden Job Strongly Disapprove	3%	(20)	7%	(51)	17%	(132)	73%	(563)	767
Favorable of Biden	7%	(68)	13%	(126)	20%	(202)	60%	(602)	999
Unfavorable of Biden	2%	(27)	8%	(88)	20%	(211)	70%	(749)	1074
Very Favorable of Biden	9%	(40)	16%	(72)	17%	(78)	57%	(257)	447
Somewhat Favorable of Biden	5%	(28)	10%	(54)	23%	(124)	63%	(346)	552
Somewhat Unfavorable of Biden	2%	(7)	14%	(39)	25%	(70)	59%	(169)	285
Very Unfavorable of Biden	3%	(20)	6%	(49)	18%	(140)	73%	(580)	790
#1 Issue: Economy	5%	(42)	13%	(118)	20%	(178)	62%	(550)	888
#1 Issue: Security	4%	(11)	6%	(17)	18%	(52)	72%	(203)	283
#1 Issue: Health Care	7%	(19)	10%	(28)	22%	(62)	62%	(174)	282
#1 Issue: Medicare / Social Security	2%	(6)	8%	(21)	16%	(40)	73%	(179)	245
#1 Issue: Women's Issues	5%	(7)	8%	(12)	26%	(38)	61%	(88)	146
#1 Issue: Education	5%	(4)	9%	(8)	35%	(32)	51%	(46)	90
#1 Issue: Energy	4%	(6)	11%	(17)	21%	(32)	63%	(94)	149
#1 Issue: Other	2%	(2)	3%	(3)	12%	(13)	84%	(97)	115
2020 Vote: Joe Biden	6%	(56)	12%	(113)	21%	(197)	61%	(565)	931
2020 Vote: Donald Trump	3%	(21)	7%	(50)	17%	(118)	73%	(510)	700
2020 Vote: Other	5%	(4)	13%	(11)	12%	(10)	71%	(59)	84
2020 Vote: Didn't Vote	3%	(17)	10%	(50)	25%	(122)	61%	(293)	481
2018 House Vote: Democrat	6%	(51)	12%	(99)	19%	(146)	63%	(495)	791
2018 House Vote: Republican	3%	(15)	8%	(46)	16%	(91)	73%	(410)	563
2018 House Vote: Someone else	3%	(3)	3%	(2)	19%	(15)	74%	(58)	77
2016 Vote: Hillary Clinton	6%	(42)	12%	(83)	22%	(153)	61%	(430)	709
2016 Vote: Donald Trump	4%	(25)	7%	(48)	16%	(103)	73%	(485)	662
2016 Vote: Other	3%	(4)	9%	(12)	16%	(20)	72%	(90)	126
2016 Vote: Didn't Vote	4%	(27)	12%	(81)	24%	(171)	60%	(425)	704

Continued on next page

Table MCEN6_9: How interested would you be in buying the following products?
 Products featuring references to the Hulu show *Only Murders in the Building*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	4%	(98)	10%	(225)	20%	(447)	65%	(1431)	2200
Voted in 2014: Yes	5%	(57)	10%	(124)	18%	(224)	68%	(844)	1249
Voted in 2014: No	4%	(40)	11%	(101)	23%	(223)	62%	(587)	951
4-Region: Northeast	5%	(19)	10%	(40)	20%	(80)	65%	(255)	394
4-Region: Midwest	4%	(17)	8%	(36)	21%	(97)	68%	(313)	462
4-Region: South	5%	(42)	12%	(102)	19%	(153)	64%	(527)	824
4-Region: West	4%	(20)	9%	(47)	23%	(118)	65%	(336)	520
Netflix User	5%	(69)	12%	(174)	23%	(322)	60%	(849)	1413
HBO Max Users	8%	(49)	17%	(111)	24%	(153)	51%	(333)	646
Disney+ Users	7%	(57)	14%	(118)	26%	(214)	53%	(435)	824
Hulu Users	7%	(64)	17%	(156)	23%	(214)	54%	(500)	933
Paramount+	16%	(60)	14%	(55)	24%	(91)	46%	(175)	380
Peacock Users	8%	(48)	13%	(81)	23%	(139)	57%	(349)	616
Amazon Prime Video Users	6%	(77)	12%	(144)	21%	(254)	61%	(738)	1213

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

Table MCEN6_10: How interested would you be in buying the following products?
Products featuring references to the Amazon Prime Video show *The Marvelous Mrs. Maisel*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(259)	19%	(417)	63%	(1394)	2200
Gender: Male	7%	(78)	14%	(145)	19%	(198)	60%	(641)	1062
Gender: Female	5%	(51)	10%	(114)	19%	(219)	66%	(753)	1138
Age: 18-34	10%	(65)	18%	(116)	22%	(145)	50%	(330)	655
Age: 35-44	10%	(34)	15%	(52)	23%	(81)	53%	(190)	358
Age: 45-64	4%	(27)	9%	(66)	19%	(139)	69%	(518)	751
Age: 65+	1%	(4)	6%	(25)	12%	(51)	82%	(356)	436
GenZers: 1997-2012	8%	(17)	14%	(32)	21%	(48)	57%	(127)	223
Millennials: 1981-1996	10%	(69)	19%	(122)	22%	(143)	49%	(325)	660
GenXers: 1965-1980	5%	(28)	11%	(57)	20%	(107)	64%	(337)	530
Baby Boomers: 1946-1964	2%	(15)	6%	(44)	16%	(114)	76%	(541)	715
PID: Dem (no lean)	9%	(72)	15%	(126)	20%	(161)	56%	(462)	822
PID: Ind (no lean)	3%	(26)	11%	(83)	19%	(147)	66%	(505)	762
PID: Rep (no lean)	5%	(31)	8%	(49)	18%	(109)	69%	(427)	617
PID/Gender: Dem Men	12%	(50)	20%	(87)	19%	(81)	49%	(208)	426
PID/Gender: Dem Women	6%	(22)	10%	(40)	20%	(80)	64%	(254)	396
PID/Gender: Ind Men	3%	(11)	11%	(38)	16%	(57)	69%	(240)	346
PID/Gender: Ind Women	4%	(15)	11%	(45)	22%	(90)	64%	(265)	416
PID/Gender: Rep Men	6%	(18)	7%	(20)	20%	(59)	67%	(193)	290
PID/Gender: Rep Women	4%	(14)	9%	(29)	15%	(49)	72%	(234)	326
Ideo: Liberal (1-3)	7%	(45)	14%	(95)	17%	(113)	62%	(408)	661
Ideo: Moderate (4)	7%	(44)	13%	(78)	23%	(140)	57%	(353)	615
Ideo: Conservative (5-7)	5%	(33)	9%	(65)	17%	(117)	70%	(493)	708
Educ: < College	6%	(86)	11%	(161)	19%	(294)	64%	(972)	1512
Educ: Bachelors degree	5%	(23)	14%	(60)	19%	(86)	62%	(275)	444
Educ: Post-grad	8%	(21)	16%	(38)	15%	(37)	61%	(148)	244
Income: Under 50k	4%	(52)	10%	(119)	21%	(248)	64%	(754)	1172
Income: 50k-100k	7%	(50)	12%	(86)	17%	(122)	64%	(466)	723
Income: 100k+	9%	(28)	18%	(55)	16%	(47)	57%	(175)	304
Ethnicity: White	5%	(90)	10%	(174)	19%	(329)	66%	(1129)	1722
Ethnicity: Hispanic	10%	(35)	13%	(46)	24%	(83)	53%	(185)	349

Continued on next page

Table MCEN6_10: How interested would you be in buying the following products?
 Products featuring references to the Amazon Prime Video show *The Marvelous Mrs. Maisel*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(259)	19%	(417)	63%	(1394)	2200
Ethnicity: Black	13%	(34)	20%	(55)	17%	(47)	50%	(138)	274
Ethnicity: Other	3%	(6)	15%	(30)	20%	(41)	62%	(127)	204
All Christian	7%	(62)	11%	(100)	17%	(163)	66%	(622)	947
All Non-Christian	10%	(12)	24%	(28)	16%	(19)	50%	(58)	117
Atheist	5%	(4)	9%	(9)	16%	(15)	70%	(66)	94
Agnostic/Nothing in particular	5%	(32)	12%	(70)	19%	(119)	64%	(390)	611
Something Else	4%	(19)	12%	(52)	24%	(101)	60%	(259)	431
Religious Non-Protestant/Catholic	9%	(14)	20%	(29)	17%	(25)	54%	(80)	148
Evangelical	8%	(41)	13%	(72)	19%	(100)	60%	(324)	537
Non-Evangelical	5%	(36)	9%	(75)	20%	(156)	66%	(527)	795
Community: Urban	10%	(61)	17%	(100)	15%	(93)	58%	(346)	600
Community: Suburban	5%	(49)	9%	(96)	21%	(219)	65%	(670)	1034
Community: Rural	3%	(20)	11%	(63)	19%	(105)	67%	(378)	566
Employ: Private Sector	8%	(60)	14%	(102)	19%	(136)	58%	(407)	705
Employ: Government	8%	(10)	20%	(26)	21%	(28)	51%	(66)	130
Employ: Self-Employed	10%	(19)	15%	(30)	19%	(38)	56%	(109)	196
Employ: Homemaker	3%	(4)	12%	(17)	20%	(28)	64%	(87)	136
Employ: Student	11%	(10)	8%	(7)	16%	(15)	65%	(59)	91
Employ: Retired	2%	(8)	5%	(25)	16%	(80)	78%	(402)	515
Employ: Unemployed	5%	(13)	13%	(34)	21%	(54)	60%	(151)	252
Employ: Other	3%	(5)	11%	(18)	22%	(39)	65%	(113)	175
Military HH: Yes	3%	(11)	12%	(41)	19%	(67)	66%	(234)	353
Military HH: No	6%	(119)	12%	(218)	19%	(350)	63%	(1160)	1847
RD/WT: Right Direction	10%	(81)	16%	(128)	19%	(153)	55%	(444)	806
RD/WT: Wrong Track	3%	(49)	9%	(131)	19%	(264)	68%	(951)	1394
Biden Job Approve	9%	(85)	15%	(144)	19%	(175)	57%	(540)	944
Biden Job Disapprove	3%	(37)	9%	(101)	19%	(212)	68%	(755)	1106

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Table MCEN6_10: How interested would you be in buying the following products?
Products featuring references to the Amazon Prime Video show *The Marvelous Mrs. Maisel*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(259)	19%	(417)	63%	(1394)	2200
Biden Job Strongly Approve	14%	(56)	16%	(62)	14%	(56)	56%	(220)	395
Biden Job Somewhat Approve	5%	(29)	15%	(82)	22%	(119)	58%	(320)	549
Biden Job Somewhat Disapprove	4%	(13)	12%	(40)	21%	(71)	63%	(215)	340
Biden Job Strongly Disapprove	3%	(24)	8%	(61)	18%	(141)	70%	(540)	767
Favorable of Biden	9%	(89)	15%	(151)	18%	(175)	58%	(582)	999
Unfavorable of Biden	3%	(32)	9%	(93)	19%	(209)	69%	(740)	1074
Very Favorable of Biden	14%	(63)	16%	(71)	14%	(62)	56%	(251)	447
Somewhat Favorable of Biden	5%	(27)	15%	(81)	20%	(113)	60%	(331)	552
Somewhat Unfavorable of Biden	3%	(9)	12%	(33)	21%	(60)	64%	(183)	285
Very Unfavorable of Biden	3%	(23)	8%	(60)	19%	(149)	71%	(557)	790
#1 Issue: Economy	6%	(53)	13%	(113)	20%	(179)	61%	(543)	888
#1 Issue: Security	4%	(11)	9%	(25)	18%	(52)	69%	(195)	283
#1 Issue: Health Care	7%	(20)	16%	(46)	16%	(44)	61%	(172)	282
#1 Issue: Medicare / Social Security	4%	(9)	8%	(19)	17%	(41)	72%	(176)	245
#1 Issue: Women's Issues	4%	(6)	12%	(18)	28%	(41)	56%	(81)	146
#1 Issue: Education	12%	(11)	21%	(19)	14%	(13)	54%	(48)	90
#1 Issue: Energy	9%	(14)	10%	(15)	21%	(31)	60%	(90)	149
#1 Issue: Other	5%	(6)	4%	(5)	13%	(15)	77%	(89)	115
2020 Vote: Joe Biden	7%	(69)	14%	(129)	19%	(178)	60%	(555)	931
2020 Vote: Donald Trump	4%	(26)	8%	(57)	18%	(127)	70%	(489)	700
2020 Vote: Other	12%	(10)	11%	(9)	11%	(10)	66%	(56)	84
2020 Vote: Didn't Vote	5%	(24)	13%	(64)	21%	(101)	61%	(292)	481
2018 House Vote: Democrat	9%	(67)	13%	(104)	18%	(143)	60%	(476)	791
2018 House Vote: Republican	3%	(19)	9%	(49)	18%	(101)	70%	(395)	563
2018 House Vote: Someone else	3%	(3)	6%	(5)	16%	(12)	74%	(57)	77
2016 Vote: Hillary Clinton	8%	(58)	14%	(100)	19%	(137)	58%	(414)	709
2016 Vote: Donald Trump	5%	(35)	9%	(56)	17%	(111)	69%	(459)	662
2016 Vote: Other	5%	(7)	8%	(10)	14%	(18)	73%	(91)	126
2016 Vote: Didn't Vote	4%	(30)	13%	(93)	21%	(151)	61%	(431)	704

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Table MCEN6_10: How interested would you be in buying the following products?
 Products featuring references to the Amazon Prime Video show *The Marvelous Mrs. Maisel*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	6%	(130)	12%	(259)	19%	(417)	63%	(1394)	2200
Voted in 2014: Yes	6%	(79)	11%	(141)	17%	(212)	65%	(818)	1249
Voted in 2014: No	5%	(51)	12%	(118)	22%	(205)	61%	(576)	951
4-Region: Northeast	7%	(29)	12%	(47)	19%	(77)	61%	(242)	394
4-Region: Midwest	5%	(25)	9%	(39)	20%	(90)	67%	(307)	462
4-Region: South	6%	(46)	15%	(121)	17%	(144)	62%	(513)	824
4-Region: West	6%	(30)	10%	(51)	20%	(106)	64%	(333)	520
Netflix User	7%	(94)	14%	(195)	20%	(288)	59%	(837)	1413
HBO Max Users	10%	(62)	16%	(106)	22%	(145)	52%	(333)	646
Disney+ Users	9%	(73)	16%	(133)	24%	(198)	51%	(420)	824
Hulu Users	9%	(80)	16%	(146)	21%	(196)	55%	(511)	933
Paramount+	16%	(62)	17%	(64)	23%	(89)	43%	(164)	380
Peacock Users	10%	(61)	15%	(92)	21%	(130)	54%	(333)	616
Amazon Prime Video Users	8%	(101)	15%	(177)	20%	(242)	57%	(694)	1213

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

Table MCEN6_11: How interested would you be in buying the following products?
Products featuring references to the Disney+ show *The Mandalorian*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(250)	19%	(413)	17%	(382)	53%	(1155)	2200
Gender: Male	13%	(143)	20%	(209)	18%	(193)	49%	(517)	1062
Gender: Female	9%	(107)	18%	(204)	17%	(189)	56%	(638)	1138
Age: 18-34	21%	(136)	25%	(165)	18%	(116)	36%	(238)	655
Age: 35-44	14%	(51)	23%	(81)	22%	(79)	41%	(147)	358
Age: 45-64	7%	(53)	17%	(131)	18%	(136)	57%	(431)	751
Age: 65+	2%	(11)	8%	(36)	12%	(51)	78%	(339)	436
GenZers: 1997-2012	17%	(37)	25%	(56)	17%	(37)	42%	(93)	223
Millennials: 1981-1996	20%	(133)	25%	(167)	19%	(123)	36%	(237)	660
GenXers: 1965-1980	11%	(59)	22%	(115)	19%	(99)	49%	(257)	530
Baby Boomers: 1946-1964	3%	(21)	10%	(70)	16%	(116)	71%	(508)	715
PID: Dem (no lean)	13%	(106)	22%	(181)	18%	(147)	47%	(388)	822
PID: Ind (no lean)	11%	(85)	20%	(150)	16%	(123)	53%	(404)	762
PID: Rep (no lean)	10%	(60)	13%	(82)	18%	(111)	59%	(363)	617
PID/Gender: Dem Men	15%	(63)	26%	(109)	19%	(81)	41%	(173)	426
PID/Gender: Dem Women	11%	(43)	18%	(71)	17%	(66)	54%	(215)	396
PID/Gender: Ind Men	12%	(41)	18%	(63)	16%	(54)	54%	(188)	346
PID/Gender: Ind Women	11%	(44)	21%	(87)	17%	(69)	52%	(216)	416
PID/Gender: Rep Men	14%	(39)	12%	(36)	20%	(58)	54%	(156)	290
PID/Gender: Rep Women	6%	(21)	14%	(46)	16%	(53)	63%	(207)	326
Ideo: Liberal (1-3)	13%	(83)	20%	(130)	17%	(112)	51%	(335)	661
Ideo: Moderate (4)	12%	(77)	24%	(145)	18%	(110)	46%	(283)	615
Ideo: Conservative (5-7)	10%	(68)	14%	(96)	17%	(120)	60%	(424)	708
Educ: < College	11%	(164)	18%	(267)	18%	(277)	53%	(803)	1512
Educ: Bachelors degree	13%	(59)	22%	(97)	15%	(66)	50%	(221)	444
Educ: Post-grad	11%	(27)	20%	(48)	16%	(38)	54%	(131)	244
Income: Under 50k	10%	(120)	18%	(207)	19%	(225)	53%	(620)	1172
Income: 50k-100k	13%	(94)	20%	(143)	15%	(109)	52%	(377)	723
Income: 100k+	12%	(36)	21%	(63)	16%	(48)	52%	(158)	304
Ethnicity: White	11%	(184)	18%	(304)	16%	(283)	55%	(950)	1722
Ethnicity: Hispanic	18%	(63)	24%	(84)	19%	(65)	39%	(137)	349

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Table MCEN6_11: How interested would you be in buying the following products?
 Products featuring references to the Disney+ show *The Mandalorian*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(250)	19%	(413)	17%	(382)	53%	(1155)	2200
Ethnicity: Black	16%	(43)	24%	(67)	20%	(54)	40%	(111)	274
Ethnicity: Other	11%	(23)	21%	(42)	22%	(45)	46%	(94)	204
All Christian	11%	(101)	18%	(169)	16%	(151)	56%	(527)	947
All Non-Christian	18%	(21)	19%	(22)	20%	(24)	43%	(51)	117
Atheist	12%	(11)	29%	(27)	11%	(10)	48%	(45)	94
Agnostic/Nothing in particular	10%	(63)	19%	(114)	19%	(119)	52%	(315)	611
Something Else	13%	(55)	19%	(80)	18%	(78)	51%	(218)	431
Religious Non-Protestant/Catholic	16%	(23)	23%	(34)	19%	(28)	42%	(63)	148
Evangelical	12%	(65)	19%	(105)	18%	(97)	50%	(271)	537
Non-Evangelical	11%	(86)	16%	(128)	16%	(126)	57%	(455)	795
Community: Urban	14%	(86)	21%	(125)	17%	(104)	47%	(284)	600
Community: Suburban	11%	(116)	18%	(181)	16%	(166)	55%	(571)	1034
Community: Rural	9%	(48)	19%	(106)	20%	(112)	53%	(300)	566
Employ: Private Sector	13%	(94)	25%	(175)	16%	(116)	46%	(321)	705
Employ: Government	14%	(18)	27%	(35)	21%	(27)	38%	(49)	130
Employ: Self-Employed	17%	(33)	20%	(40)	21%	(41)	42%	(82)	196
Employ: Homemaker	16%	(21)	17%	(23)	18%	(24)	50%	(68)	136
Employ: Student	21%	(19)	20%	(18)	17%	(15)	42%	(38)	91
Employ: Retired	3%	(17)	9%	(44)	14%	(74)	74%	(380)	515
Employ: Unemployed	14%	(34)	19%	(47)	20%	(50)	48%	(122)	252
Employ: Other	8%	(14)	18%	(31)	20%	(35)	54%	(95)	175
Military HH: Yes	10%	(34)	17%	(59)	16%	(57)	58%	(204)	353
Military HH: No	12%	(217)	19%	(354)	18%	(325)	52%	(952)	1847
RD/WT: Right Direction	15%	(125)	19%	(152)	18%	(149)	47%	(380)	806
RD/WT: Wrong Track	9%	(126)	19%	(260)	17%	(233)	56%	(775)	1394
Biden Job Approve	15%	(137)	20%	(184)	17%	(164)	49%	(459)	944
Biden Job Disapprove	9%	(101)	18%	(201)	18%	(195)	55%	(610)	1106

Continued on next page

Table MCEN6_11: How interested would you be in buying the following products?
Products featuring references to the Disney+ show *The Mandalorian*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(250)	19%	(413)	17%	(382)	53%	(1155)	2200
Biden Job Strongly Approve	17%	(68)	18%	(70)	15%	(58)	50%	(199)	395
Biden Job Somewhat Approve	13%	(69)	21%	(114)	19%	(106)	47%	(259)	549
Biden Job Somewhat Disapprove	10%	(35)	26%	(90)	17%	(59)	46%	(157)	340
Biden Job Strongly Disapprove	9%	(66)	15%	(112)	18%	(136)	59%	(453)	767
Favorable of Biden	14%	(141)	20%	(197)	17%	(171)	49%	(490)	999
Unfavorable of Biden	9%	(93)	18%	(192)	18%	(189)	56%	(601)	1074
Very Favorable of Biden	18%	(79)	18%	(82)	14%	(62)	50%	(224)	447
Somewhat Favorable of Biden	11%	(62)	21%	(115)	20%	(109)	48%	(266)	552
Somewhat Unfavorable of Biden	8%	(24)	26%	(75)	17%	(49)	48%	(136)	285
Very Unfavorable of Biden	9%	(69)	15%	(116)	18%	(139)	59%	(465)	790
#1 Issue: Economy	12%	(109)	22%	(192)	19%	(168)	47%	(420)	888
#1 Issue: Security	8%	(22)	16%	(45)	15%	(41)	62%	(175)	283
#1 Issue: Health Care	11%	(32)	19%	(55)	18%	(51)	51%	(144)	282
#1 Issue: Medicare / Social Security	7%	(16)	14%	(35)	16%	(40)	63%	(154)	245
#1 Issue: Women's Issues	13%	(19)	21%	(31)	17%	(25)	48%	(71)	146
#1 Issue: Education	28%	(25)	24%	(21)	13%	(12)	36%	(32)	90
#1 Issue: Energy	13%	(19)	19%	(28)	21%	(31)	47%	(70)	149
#1 Issue: Other	7%	(8)	5%	(6)	11%	(13)	77%	(89)	115
2020 Vote: Joe Biden	13%	(125)	20%	(187)	17%	(162)	49%	(456)	931
2020 Vote: Donald Trump	8%	(54)	15%	(107)	19%	(131)	58%	(407)	700
2020 Vote: Other	18%	(15)	14%	(12)	13%	(11)	55%	(46)	84
2020 Vote: Didn't Vote	12%	(56)	22%	(106)	16%	(77)	50%	(242)	481
2018 House Vote: Democrat	13%	(105)	20%	(158)	16%	(126)	51%	(402)	791
2018 House Vote: Republican	8%	(45)	14%	(81)	19%	(105)	59%	(333)	563
2018 House Vote: Someone else	7%	(5)	17%	(13)	20%	(15)	57%	(44)	77
2016 Vote: Hillary Clinton	11%	(81)	21%	(147)	19%	(132)	49%	(349)	709
2016 Vote: Donald Trump	10%	(68)	15%	(101)	18%	(120)	56%	(373)	662
2016 Vote: Other	18%	(23)	16%	(20)	13%	(17)	53%	(66)	126
2016 Vote: Didn't Vote	11%	(79)	21%	(145)	16%	(113)	52%	(367)	704

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Table MCEN6_11: How interested would you be in buying the following products?
 Products featuring references to the Disney+ show *The Mandalorian*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	11%	(250)	19%	(413)	17%	(382)	53%	(1155)	2200
Voted in 2014: Yes	10%	(125)	18%	(221)	18%	(220)	55%	(683)	1249
Voted in 2014: No	13%	(125)	20%	(192)	17%	(162)	50%	(472)	951
4-Region: Northeast	12%	(47)	17%	(68)	17%	(65)	54%	(213)	394
4-Region: Midwest	10%	(47)	19%	(88)	18%	(85)	52%	(242)	462
4-Region: South	12%	(102)	18%	(151)	18%	(151)	51%	(421)	824
4-Region: West	10%	(54)	20%	(106)	15%	(80)	54%	(279)	520
Netflix User	14%	(197)	21%	(303)	18%	(250)	47%	(663)	1413
HBO Max Users	19%	(125)	25%	(163)	16%	(106)	39%	(252)	646
Disney+ Users	21%	(177)	28%	(232)	18%	(146)	33%	(269)	824
Hulu Users	17%	(155)	25%	(237)	19%	(173)	39%	(367)	933
Paramount+	23%	(86)	28%	(107)	16%	(62)	33%	(125)	380
Peacock Users	17%	(106)	25%	(152)	17%	(103)	41%	(255)	616
Amazon Prime Video Users	15%	(177)	21%	(252)	18%	(220)	46%	(563)	1213

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

Table MCEN6_12: How interested would you be in buying the following products?
Products featuring references to the Disney+ show *Loki*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(216)	19%	(408)	17%	(370)	55%	(1206)	2200
Gender: Male	11%	(118)	20%	(209)	17%	(181)	52%	(554)	1062
Gender: Female	9%	(98)	18%	(199)	17%	(189)	57%	(651)	1138
Age: 18-34	18%	(116)	30%	(195)	17%	(114)	35%	(230)	655
Age: 35-44	12%	(44)	22%	(80)	21%	(76)	44%	(158)	358
Age: 45-64	6%	(48)	15%	(109)	17%	(129)	62%	(465)	751
Age: 65+	2%	(8)	5%	(24)	12%	(51)	81%	(354)	436
GenZers: 1997-2012	17%	(38)	26%	(58)	19%	(42)	38%	(86)	223
Millennials: 1981-1996	16%	(107)	30%	(196)	17%	(113)	37%	(243)	660
GenXers: 1965-1980	10%	(52)	18%	(96)	18%	(98)	54%	(284)	530
Baby Boomers: 1946-1964	2%	(18)	8%	(55)	16%	(112)	74%	(529)	715
PID: Dem (no lean)	13%	(106)	22%	(182)	18%	(147)	47%	(387)	822
PID: Ind (no lean)	8%	(63)	18%	(137)	16%	(123)	58%	(438)	762
PID: Rep (no lean)	8%	(47)	14%	(89)	16%	(100)	62%	(381)	617
PID/Gender: Dem Men	16%	(68)	26%	(109)	18%	(78)	40%	(170)	426
PID/Gender: Dem Women	9%	(37)	18%	(73)	18%	(69)	55%	(216)	396
PID/Gender: Ind Men	7%	(26)	17%	(58)	14%	(48)	62%	(215)	346
PID/Gender: Ind Women	9%	(37)	19%	(79)	18%	(75)	54%	(224)	416
PID/Gender: Rep Men	8%	(24)	14%	(41)	19%	(55)	58%	(170)	290
PID/Gender: Rep Women	7%	(23)	15%	(47)	14%	(45)	65%	(211)	326
Ideo: Liberal (1-3)	12%	(80)	20%	(133)	16%	(106)	52%	(342)	661
Ideo: Moderate (4)	9%	(58)	20%	(126)	21%	(130)	49%	(301)	615
Ideo: Conservative (5-7)	7%	(52)	15%	(103)	14%	(101)	64%	(452)	708
Educ: < College	10%	(145)	18%	(278)	18%	(265)	55%	(824)	1512
Educ: Bachelors degree	10%	(46)	18%	(80)	16%	(69)	56%	(249)	444
Educ: Post-grad	11%	(26)	21%	(51)	15%	(36)	54%	(132)	244
Income: Under 50k	9%	(104)	19%	(224)	18%	(206)	54%	(638)	1172
Income: 50k-100k	10%	(74)	17%	(122)	17%	(121)	56%	(407)	723
Income: 100k+	13%	(38)	20%	(62)	14%	(43)	53%	(161)	304
Ethnicity: White	8%	(145)	17%	(291)	16%	(283)	58%	(1003)	1722
Ethnicity: Hispanic	11%	(40)	25%	(87)	21%	(74)	43%	(149)	349

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Table MCEN6_12: How interested would you be in buying the following products?
 Products featuring references to the Disney+ show Loki

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(216)	19%	(408)	17%	(370)	55%	(1206)	2200
Ethnicity: Black	19%	(51)	24%	(66)	17%	(46)	41%	(111)	274
Ethnicity: Other	10%	(19)	25%	(51)	20%	(42)	45%	(92)	204
All Christian	9%	(83)	16%	(147)	16%	(148)	60%	(569)	947
All Non-Christian	15%	(17)	24%	(28)	14%	(17)	46%	(54)	117
Atheist	15%	(14)	23%	(22)	9%	(9)	53%	(50)	94
Agnostic/Nothing in particular	10%	(59)	19%	(115)	18%	(110)	54%	(327)	611
Something Else	10%	(43)	22%	(95)	20%	(87)	48%	(206)	431
Religious Non-Protestant/Catholic	16%	(23)	23%	(34)	16%	(24)	45%	(67)	148
Evangelical	11%	(61)	20%	(107)	17%	(89)	52%	(280)	537
Non-Evangelical	7%	(54)	16%	(128)	17%	(137)	60%	(476)	795
Community: Urban	14%	(81)	21%	(126)	16%	(97)	49%	(296)	600
Community: Suburban	10%	(99)	16%	(166)	17%	(179)	57%	(590)	1034
Community: Rural	6%	(36)	20%	(116)	17%	(95)	57%	(320)	566
Employ: Private Sector	12%	(83)	23%	(163)	17%	(118)	48%	(341)	705
Employ: Government	14%	(18)	21%	(28)	21%	(27)	44%	(57)	130
Employ: Self-Employed	16%	(31)	20%	(38)	19%	(38)	45%	(89)	196
Employ: Homemaker	11%	(14)	21%	(28)	17%	(23)	51%	(70)	136
Employ: Student	20%	(18)	26%	(23)	12%	(11)	42%	(38)	91
Employ: Retired	2%	(8)	7%	(37)	14%	(73)	77%	(396)	515
Employ: Unemployed	9%	(24)	23%	(58)	19%	(48)	49%	(123)	252
Employ: Other	11%	(19)	18%	(32)	19%	(32)	52%	(91)	175
Military HH: Yes	9%	(33)	15%	(54)	14%	(51)	61%	(215)	353
Military HH: No	10%	(183)	19%	(355)	17%	(319)	54%	(990)	1847
RD/WT: Right Direction	14%	(113)	21%	(166)	18%	(145)	48%	(383)	806
RD/WT: Wrong Track	7%	(103)	17%	(242)	16%	(226)	59%	(823)	1394
Biden Job Approve	13%	(119)	21%	(197)	17%	(158)	50%	(470)	944
Biden Job Disapprove	7%	(79)	17%	(190)	17%	(187)	59%	(650)	1106

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Table MCEN6_12: How interested would you be in buying the following products?
Products featuring references to the Disney+ show Loki

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(216)	19%	(408)	17%	(370)	55%	(1206)	2200
Biden Job Strongly Approve	16%	(62)	19%	(73)	15%	(57)	51%	(202)	395
Biden Job Somewhat Approve	10%	(57)	22%	(123)	18%	(101)	49%	(267)	549
Biden Job Somewhat Disapprove	9%	(32)	23%	(79)	21%	(70)	47%	(159)	340
Biden Job Strongly Disapprove	6%	(47)	14%	(110)	15%	(117)	64%	(491)	767
Favorable of Biden	12%	(123)	21%	(208)	16%	(165)	50%	(503)	999
Unfavorable of Biden	7%	(72)	17%	(178)	17%	(185)	59%	(639)	1074
Very Favorable of Biden	16%	(71)	19%	(85)	15%	(69)	50%	(223)	447
Somewhat Favorable of Biden	9%	(52)	22%	(123)	17%	(96)	51%	(280)	552
Somewhat Unfavorable of Biden	9%	(26)	22%	(62)	21%	(59)	48%	(137)	285
Very Unfavorable of Biden	6%	(46)	15%	(116)	16%	(126)	64%	(501)	790
#1 Issue: Economy	9%	(84)	22%	(192)	19%	(166)	50%	(447)	888
#1 Issue: Security	7%	(19)	13%	(38)	13%	(36)	67%	(190)	283
#1 Issue: Health Care	13%	(37)	19%	(53)	16%	(45)	52%	(147)	282
#1 Issue: Medicare / Social Security	5%	(13)	14%	(34)	15%	(36)	66%	(162)	245
#1 Issue: Women's Issues	17%	(24)	13%	(19)	22%	(32)	48%	(70)	146
#1 Issue: Education	24%	(22)	25%	(22)	14%	(13)	38%	(34)	90
#1 Issue: Energy	9%	(13)	23%	(35)	20%	(29)	48%	(72)	149
#1 Issue: Other	3%	(4)	14%	(16)	11%	(13)	72%	(84)	115
2020 Vote: Joe Biden	12%	(115)	19%	(180)	17%	(159)	51%	(477)	931
2020 Vote: Donald Trump	5%	(33)	15%	(106)	17%	(120)	63%	(440)	700
2020 Vote: Other	20%	(17)	14%	(12)	8%	(7)	58%	(48)	84
2020 Vote: Didn't Vote	10%	(50)	23%	(111)	17%	(83)	49%	(237)	481
2018 House Vote: Democrat	12%	(98)	19%	(152)	16%	(123)	53%	(418)	791
2018 House Vote: Republican	6%	(35)	14%	(80)	16%	(91)	63%	(357)	563
2018 House Vote: Someone else	4%	(3)	15%	(12)	18%	(14)	63%	(48)	77
2016 Vote: Hillary Clinton	11%	(79)	20%	(141)	17%	(124)	51%	(364)	709
2016 Vote: Donald Trump	6%	(42)	14%	(93)	17%	(113)	63%	(414)	662
2016 Vote: Other	9%	(12)	16%	(20)	11%	(14)	64%	(80)	126
2016 Vote: Didn't Vote	12%	(83)	22%	(154)	17%	(120)	49%	(347)	704

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Table MCEN6_12: How interested would you be in buying the following products?
 Products featuring references to the Disney+ show *Loki*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Total N
Adults	10%	(216)	19%	(408)	17%	(370)	55%	(1206)	2200
Voted in 2014: Yes	10%	(120)	16%	(204)	16%	(203)	58%	(723)	1249
Voted in 2014: No	10%	(96)	22%	(204)	18%	(167)	51%	(483)	951
4-Region: Northeast	12%	(47)	15%	(61)	17%	(66)	56%	(220)	394
4-Region: Midwest	9%	(39)	19%	(86)	17%	(81)	55%	(256)	462
4-Region: South	10%	(84)	20%	(161)	16%	(136)	54%	(444)	824
4-Region: West	9%	(46)	19%	(100)	17%	(88)	55%	(287)	520
Netflix User	12%	(166)	22%	(310)	17%	(241)	49%	(696)	1413
HBO Max Users	16%	(104)	28%	(181)	17%	(109)	39%	(252)	646
Disney+ Users	18%	(151)	29%	(243)	19%	(155)	33%	(275)	824
Hulu Users	13%	(122)	27%	(251)	19%	(177)	41%	(383)	933
Paramount+	21%	(81)	30%	(113)	18%	(67)	31%	(119)	380
Peacock Users	16%	(97)	24%	(146)	16%	(101)	44%	(273)	616
Amazon Prime Video Users	12%	(151)	22%	(269)	17%	(203)	49%	(591)	1213

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 or use the following TV and movie streaming subscription services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	64% (1413)	13% (296)	22% (491)	2200
Gender: Male	61% (651)	14% (152)	24% (259)	1062
Gender: Female	67% (762)	13% (144)	20% (232)	1138
Age: 18-34	77% (505)	13% (87)	10% (62)	655
Age: 35-44	71% (255)	17% (62)	11% (41)	358
Age: 45-64	63% (471)	13% (96)	25% (185)	751
Age: 65+	42% (182)	12% (51)	47% (203)	436
GenZers: 1997-2012	78% (175)	12% (27)	9% (21)	223
Millennials: 1981-1996	76% (498)	14% (95)	10% (66)	660
GenXers: 1965-1980	67% (356)	16% (82)	17% (91)	530
Baby Boomers: 1946-1964	51% (363)	12% (83)	38% (269)	715
PID: Dem (no lean)	67% (550)	13% (103)	20% (168)	822
PID: Ind (no lean)	65% (494)	13% (100)	22% (167)	762
PID: Rep (no lean)	60% (369)	15% (93)	25% (155)	617
PID/Gender: Dem Men	61% (261)	15% (64)	24% (101)	426
PID/Gender: Dem Women	73% (289)	10% (39)	17% (67)	396
PID/Gender: Ind Men	63% (217)	12% (43)	25% (86)	346
PID/Gender: Ind Women	67% (277)	14% (58)	20% (81)	416
PID/Gender: Rep Men	59% (172)	16% (45)	25% (72)	290
PID/Gender: Rep Women	60% (196)	14% (47)	25% (83)	326
Ideo: Liberal (1-3)	68% (448)	13% (86)	19% (126)	661
Ideo: Moderate (4)	64% (393)	13% (82)	23% (140)	615
Ideo: Conservative (5-7)	59% (415)	14% (101)	27% (192)	708
Educ: < College	62% (932)	15% (227)	23% (353)	1512
Educ: Bachelors degree	70% (312)	11% (47)	19% (84)	444
Educ: Post-grad	69% (169)	9% (21)	22% (54)	244
Income: Under 50k	58% (683)	16% (188)	26% (302)	1172
Income: 50k-100k	69% (500)	12% (84)	19% (140)	723
Income: 100k+	76% (230)	8% (24)	16% (50)	304

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Table MCENdem1_1: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	64%	(1413)	13%	(296)	22%	(491)	2200
Ethnicity: White	64%	(1102)	13%	(216)	23%	(404)	1722
Ethnicity: Hispanic	68%	(237)	14%	(48)	18%	(64)	349
Ethnicity: Black	70%	(191)	17%	(47)	13%	(36)	274
Ethnicity: Other	59%	(120)	16%	(33)	25%	(51)	204
All Christian	57%	(544)	13%	(127)	29%	(276)	947
All Non-Christian	66%	(77)	11%	(13)	23%	(27)	117
Atheist	72%	(67)	11%	(10)	17%	(16)	94
Agnostic/Nothing in particular	71%	(433)	11%	(68)	18%	(110)	611
Something Else	68%	(291)	18%	(77)	14%	(62)	431
Religious Non-Protestant/Catholic	69%	(102)	13%	(19)	19%	(28)	148
Evangelical	59%	(317)	15%	(82)	26%	(139)	537
Non-Evangelical	62%	(490)	14%	(111)	24%	(194)	795
Community: Urban	64%	(385)	16%	(94)	20%	(121)	600
Community: Suburban	68%	(698)	11%	(113)	22%	(223)	1034
Community: Rural	58%	(330)	16%	(89)	26%	(146)	566
Employ: Private Sector	71%	(500)	11%	(80)	18%	(126)	705
Employ: Government	78%	(101)	12%	(16)	10%	(13)	130
Employ: Self-Employed	67%	(131)	16%	(31)	17%	(34)	196
Employ: Homemaker	72%	(97)	13%	(18)	15%	(21)	136
Employ: Student	81%	(73)	12%	(11)	7%	(6)	91
Employ: Retired	47%	(241)	13%	(65)	40%	(208)	515
Employ: Unemployed	66%	(166)	15%	(38)	19%	(48)	252
Employ: Other	59%	(103)	21%	(37)	20%	(35)	175
Military HH: Yes	61%	(215)	13%	(45)	26%	(92)	353
Military HH: No	65%	(1198)	14%	(250)	22%	(398)	1847
RD/WT: Right Direction	64%	(516)	13%	(101)	23%	(189)	806
RD/WT: Wrong Track	64%	(897)	14%	(195)	22%	(302)	1394

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Table MCENdem1_1: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	64% (1413)	13% (296)	22% (491)	2200
Biden Job Approve	66% (627)	12% (109)	22% (208)	944
Biden Job Disapprove	62% (686)	14% (159)	24% (261)	1106
Biden Job Strongly Approve	63% (247)	13% (53)	24% (95)	395
Biden Job Somewhat Approve	69% (380)	10% (57)	20% (113)	549
Biden Job Somewhat Disapprove	70% (237)	15% (50)	16% (53)	340
Biden Job Strongly Disapprove	59% (449)	14% (109)	27% (208)	767
Favorable of Biden	67% (665)	12% (120)	21% (214)	999
Unfavorable of Biden	62% (665)	15% (157)	23% (252)	1074
Very Favorable of Biden	63% (282)	12% (53)	25% (112)	447
Somewhat Favorable of Biden	69% (383)	12% (67)	18% (102)	552
Somewhat Unfavorable of Biden	69% (196)	14% (39)	17% (49)	285
Very Unfavorable of Biden	59% (469)	15% (118)	26% (203)	790
#1 Issue: Economy	69% (611)	13% (115)	18% (162)	888
#1 Issue: Security	50% (143)	18% (50)	32% (90)	283
#1 Issue: Health Care	68% (191)	10% (27)	23% (65)	282
#1 Issue: Medicare / Social Security	46% (114)	15% (38)	38% (93)	245
#1 Issue: Women's Issues	72% (105)	15% (22)	13% (19)	146
#1 Issue: Education	80% (72)	11% (10)	9% (8)	90
#1 Issue: Energy	76% (113)	10% (15)	14% (21)	149
#1 Issue: Other	56% (64)	17% (19)	28% (32)	115
2020 Vote: Joe Biden	67% (626)	12% (108)	21% (196)	931
2020 Vote: Donald Trump	57% (399)	14% (100)	29% (200)	700
2020 Vote: Other	71% (60)	10% (8)	19% (16)	84
2020 Vote: Didn't Vote	68% (327)	17% (79)	16% (75)	481
2018 House Vote: Democrat	64% (509)	11% (90)	24% (192)	791
2018 House Vote: Republican	56% (318)	14% (78)	30% (168)	563
2018 House Vote: Someone else	65% (51)	18% (14)	17% (13)	77

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Table MCENdem1_1: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	64% (1413)	13% (296)	22% (491)	2200
2016 Vote: Hillary Clinton	63% (449)	12% (85)	25% (175)	709
2016 Vote: Donald Trump	57% (380)	14% (94)	28% (187)	662
2016 Vote: Other	73% (92)	13% (16)	14% (18)	126
2016 Vote: Didn't Vote	70% (493)	14% (100)	16% (111)	704
Voted in 2014: Yes	60% (746)	13% (167)	27% (336)	1249
Voted in 2014: No	70% (667)	14% (129)	16% (154)	951
4-Region: Northeast	62% (245)	14% (54)	24% (94)	394
4-Region: Midwest	63% (294)	12% (55)	25% (114)	462
4-Region: South	64% (531)	15% (123)	21% (170)	824
4-Region: West	66% (344)	12% (63)	22% (113)	520
Netflix User	100% (1413)	— (0)	— (0)	1413
HBO Max Users	85% (548)	9% (55)	7% (43)	646
Disney+ Users	87% (714)	8% (63)	6% (47)	824
Hulu Users	85% (798)	9% (83)	6% (53)	933
Paramount+	83% (315)	8% (32)	9% (33)	380
Peacock Users	77% (477)	11% (67)	12% (72)	616
Amazon Prime Video Users	81% (978)	9% (112)	10% (123)	1213

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 or use the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	55% (1213)	13% (290)	32% (697)	2200
Gender: Male	54% (569)	13% (136)	34% (357)	1062
Gender: Female	57% (644)	14% (154)	30% (340)	1138
Age: 18-34	60% (393)	17% (113)	23% (149)	655
Age: 35-44	66% (236)	15% (52)	20% (70)	358
Age: 45-64	54% (407)	11% (85)	35% (259)	751
Age: 65+	41% (178)	9% (40)	50% (219)	436
GenZers: 1997-2012	51% (115)	23% (50)	26% (58)	223
Millennials: 1981-1996	66% (437)	14% (94)	19% (128)	660
GenXers: 1965-1980	59% (315)	14% (76)	26% (139)	530
Baby Boomers: 1946-1964	46% (326)	9% (63)	46% (326)	715
PID: Dem (no lean)	59% (488)	13% (105)	28% (228)	822
PID: Ind (no lean)	54% (410)	13% (99)	33% (253)	762
PID: Rep (no lean)	51% (316)	14% (85)	35% (215)	617
PID/Gender: Dem Men	56% (239)	13% (53)	31% (133)	426
PID/Gender: Dem Women	63% (249)	13% (52)	24% (95)	396
PID/Gender: Ind Men	53% (184)	12% (41)	35% (122)	346
PID/Gender: Ind Women	54% (226)	14% (58)	32% (131)	416
PID/Gender: Rep Men	50% (146)	14% (42)	35% (102)	290
PID/Gender: Rep Women	52% (170)	13% (44)	35% (113)	326
Ideo: Liberal (1-3)	61% (402)	15% (97)	25% (162)	661
Ideo: Moderate (4)	53% (327)	11% (68)	36% (220)	615
Ideo: Conservative (5-7)	53% (374)	13% (91)	34% (244)	708
Educ: < College	52% (784)	14% (217)	34% (510)	1512
Educ: Bachelors degree	62% (276)	11% (51)	26% (117)	444
Educ: Post-grad	63% (153)	9% (22)	28% (69)	244
Income: Under 50k	48% (565)	16% (183)	36% (424)	1172
Income: 50k-100k	60% (437)	11% (81)	28% (205)	723
Income: 100k+	69% (211)	9% (26)	22% (67)	304

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Table MCENdem1_2: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	55% (1213)	13% (290)	32% (697)	2200
Ethnicity: White	56% (965)	12% (205)	32% (551)	1722
Ethnicity: Hispanic	53% (186)	23% (79)	24% (85)	349
Ethnicity: Black	56% (155)	16% (44)	28% (76)	274
Ethnicity: Other	46% (93)	20% (41)	34% (70)	204
All Christian	53% (501)	11% (104)	36% (341)	947
All Non-Christian	64% (75)	13% (15)	24% (28)	117
Atheist	65% (61)	7% (6)	28% (26)	94
Agnostic/Nothing in particular	59% (358)	14% (85)	28% (169)	611
Something Else	51% (219)	19% (80)	31% (132)	431
Religious Non-Protestant/Catholic	61% (90)	13% (19)	26% (39)	148
Evangelical	52% (280)	13% (69)	35% (188)	537
Non-Evangelical	52% (414)	14% (108)	34% (273)	795
Community: Urban	54% (326)	15% (88)	31% (186)	600
Community: Suburban	57% (586)	12% (124)	31% (324)	1034
Community: Rural	53% (302)	14% (78)	33% (186)	566
Employ: Private Sector	61% (429)	12% (88)	27% (188)	705
Employ: Government	62% (80)	19% (25)	19% (24)	130
Employ: Self-Employed	53% (105)	23% (46)	23% (46)	196
Employ: Homemaker	61% (83)	12% (16)	27% (37)	136
Employ: Student	63% (57)	18% (16)	19% (17)	91
Employ: Retired	43% (221)	9% (49)	48% (244)	515
Employ: Unemployed	59% (150)	11% (27)	30% (76)	252
Employ: Other	50% (88)	13% (23)	37% (64)	175
Military HH: Yes	55% (196)	12% (43)	32% (114)	353
Military HH: No	55% (1018)	13% (247)	32% (582)	1847
RD/WT: Right Direction	57% (456)	13% (106)	30% (245)	806
RD/WT: Wrong Track	54% (758)	13% (184)	32% (452)	1394

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Table MCENdem1_2: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	55% (1213)	13% (290)	32% (697)	2200
Biden Job Approve	58% (549)	12% (118)	29% (277)	944
Biden Job Disapprove	53% (589)	13% (148)	33% (369)	1106
Biden Job Strongly Approve	59% (231)	11% (43)	31% (121)	395
Biden Job Somewhat Approve	58% (318)	14% (75)	28% (156)	549
Biden Job Somewhat Disapprove	56% (189)	17% (57)	28% (94)	340
Biden Job Strongly Disapprove	52% (400)	12% (91)	36% (275)	767
Favorable of Biden	59% (588)	12% (117)	29% (293)	999
Unfavorable of Biden	53% (565)	14% (148)	34% (361)	1074
Very Favorable of Biden	60% (270)	11% (48)	29% (129)	447
Somewhat Favorable of Biden	58% (319)	12% (69)	30% (164)	552
Somewhat Unfavorable of Biden	54% (153)	17% (50)	29% (82)	285
Very Unfavorable of Biden	52% (412)	12% (99)	35% (279)	790
#1 Issue: Economy	57% (510)	15% (132)	28% (246)	888
#1 Issue: Security	49% (137)	12% (35)	39% (111)	283
#1 Issue: Health Care	57% (161)	10% (27)	33% (94)	282
#1 Issue: Medicare / Social Security	43% (105)	9% (23)	48% (117)	245
#1 Issue: Women's Issues	61% (88)	19% (27)	21% (30)	146
#1 Issue: Education	59% (53)	16% (14)	25% (23)	90
#1 Issue: Energy	63% (93)	13% (19)	25% (37)	149
#1 Issue: Other	56% (65)	10% (12)	34% (39)	115
2020 Vote: Joe Biden	60% (562)	10% (94)	29% (274)	931
2020 Vote: Donald Trump	51% (356)	12% (86)	37% (257)	700
2020 Vote: Other	59% (50)	15% (12)	26% (22)	84
2020 Vote: Didn't Vote	51% (245)	20% (96)	29% (140)	481
2018 House Vote: Democrat	59% (469)	11% (84)	30% (238)	791
2018 House Vote: Republican	53% (300)	11% (64)	35% (199)	563
2018 House Vote: Someone else	49% (38)	16% (12)	35% (27)	77

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Table MCENdem1_2: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	55% (1213)	13% (290)	32% (697)	2200
2016 Vote: Hillary Clinton	60% (425)	11% (77)	29% (206)	709
2016 Vote: Donald Trump	53% (354)	11% (75)	35% (233)	662
2016 Vote: Other	60% (75)	11% (14)	29% (37)	126
2016 Vote: Didn't Vote	51% (360)	18% (124)	31% (220)	704
Voted in 2014: Yes	56% (705)	11% (135)	33% (410)	1249
Voted in 2014: No	54% (509)	16% (155)	30% (286)	951
4-Region: Northeast	56% (218)	11% (43)	33% (132)	394
4-Region: Midwest	54% (247)	15% (67)	32% (148)	462
4-Region: South	56% (461)	13% (110)	31% (254)	824
4-Region: West	55% (287)	13% (69)	31% (164)	520
Netflix User	69% (978)	12% (170)	19% (265)	1413
HBO Max Users	76% (492)	10% (67)	13% (87)	646
Disney+ Users	74% (612)	10% (84)	16% (128)	824
Hulu Users	73% (679)	11% (105)	16% (149)	933
Paramount+	79% (299)	9% (36)	12% (45)	380
Peacock Users	71% (437)	11% (67)	18% (113)	616
Amazon Prime Video Users	100% (1213)	— (0)	— (0)	1213

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 or use the following TV and movie streaming subscription services?
Hulu

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	42% (933)	18% (391)	40% (876)	2200
Gender: Male	36% (387)	20% (214)	43% (461)	1062
Gender: Female	48% (546)	16% (177)	36% (415)	1138
Age: 18-34	61% (400)	18% (117)	21% (139)	655
Age: 35-44	48% (171)	24% (87)	28% (100)	358
Age: 45-64	38% (287)	17% (128)	45% (336)	751
Age: 65+	17% (76)	14% (59)	69% (301)	436
GenZers: 1997-2012	63% (140)	16% (36)	21% (47)	223
Millennials: 1981-1996	58% (380)	21% (137)	22% (142)	660
GenXers: 1965-1980	43% (230)	19% (103)	37% (197)	530
Baby Boomers: 1946-1964	25% (176)	16% (112)	60% (427)	715
PID: Dem (no lean)	45% (369)	19% (154)	36% (298)	822
PID: Ind (no lean)	44% (337)	18% (141)	37% (284)	762
PID: Rep (no lean)	37% (228)	16% (96)	48% (293)	617
PID/Gender: Dem Men	40% (169)	22% (93)	38% (164)	426
PID/Gender: Dem Women	50% (200)	15% (61)	34% (135)	396
PID/Gender: Ind Men	35% (122)	21% (73)	44% (151)	346
PID/Gender: Ind Women	52% (214)	16% (68)	32% (134)	416
PID/Gender: Rep Men	33% (96)	16% (47)	51% (147)	290
PID/Gender: Rep Women	40% (132)	15% (48)	45% (146)	326
Ideo: Liberal (1-3)	50% (330)	20% (134)	30% (197)	661
Ideo: Moderate (4)	40% (243)	17% (104)	43% (267)	615
Ideo: Conservative (5-7)	35% (246)	16% (114)	49% (349)	708
Educ: < College	43% (643)	18% (266)	40% (603)	1512
Educ: Bachelors degree	45% (201)	17% (75)	38% (168)	444
Educ: Post-grad	37% (89)	20% (50)	43% (105)	244
Income: Under 50k	40% (474)	19% (217)	41% (481)	1172
Income: 50k-100k	43% (308)	17% (122)	41% (294)	723
Income: 100k+	50% (151)	17% (52)	33% (101)	304

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Table MCENdem1_3: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Hulu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	42%	(933)	18%	(391)	40%	(876)	2200
Ethnicity: White	43%	(739)	17%	(288)	40%	(695)	1722
Ethnicity: Hispanic	44%	(153)	23%	(82)	33%	(115)	349
Ethnicity: Black	46%	(126)	21%	(58)	33%	(90)	274
Ethnicity: Other	33%	(68)	22%	(45)	45%	(91)	204
All Christian	36%	(337)	15%	(145)	49%	(466)	947
All Non-Christian	33%	(39)	24%	(28)	42%	(50)	117
Atheist	60%	(56)	5%	(5)	35%	(33)	94
Agnostic/Nothing in particular	51%	(311)	19%	(118)	30%	(182)	611
Something Else	44%	(190)	22%	(95)	34%	(146)	431
Religious Non-Protestant/Catholic	38%	(56)	23%	(33)	40%	(59)	148
Evangelical	38%	(206)	19%	(103)	42%	(228)	537
Non-Evangelical	38%	(299)	16%	(127)	46%	(369)	795
Community: Urban	45%	(273)	23%	(139)	31%	(188)	600
Community: Suburban	42%	(430)	17%	(173)	42%	(432)	1034
Community: Rural	41%	(230)	14%	(79)	45%	(257)	566
Employ: Private Sector	48%	(339)	17%	(119)	35%	(247)	705
Employ: Government	58%	(75)	19%	(25)	23%	(30)	130
Employ: Self-Employed	45%	(88)	25%	(49)	30%	(59)	196
Employ: Homemaker	52%	(71)	18%	(25)	30%	(40)	136
Employ: Student	62%	(56)	17%	(16)	20%	(19)	91
Employ: Retired	22%	(115)	15%	(76)	63%	(324)	515
Employ: Unemployed	48%	(121)	18%	(45)	34%	(87)	252
Employ: Other	39%	(68)	22%	(38)	40%	(69)	175
Military HH: Yes	32%	(113)	22%	(79)	46%	(161)	353
Military HH: No	44%	(820)	17%	(312)	39%	(715)	1847
RD/WT: Right Direction	43%	(346)	18%	(148)	39%	(312)	806
RD/WT: Wrong Track	42%	(587)	17%	(242)	40%	(564)	1394

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Table MCENdem1_3: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Hulu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	42%	(933)	18%	(391)	40%	(876)	2200
Biden Job Approve	44%	(419)	18%	(170)	38%	(356)	944
Biden Job Disapprove	39%	(432)	17%	(191)	44%	(483)	1106
Biden Job Strongly Approve	41%	(163)	17%	(69)	41%	(163)	395
Biden Job Somewhat Approve	47%	(256)	18%	(101)	35%	(192)	549
Biden Job Somewhat Disapprove	49%	(166)	18%	(62)	33%	(112)	340
Biden Job Strongly Disapprove	35%	(266)	17%	(129)	48%	(371)	767
Favorable of Biden	45%	(445)	18%	(176)	38%	(377)	999
Unfavorable of Biden	39%	(416)	18%	(196)	43%	(461)	1074
Very Favorable of Biden	42%	(188)	16%	(73)	42%	(186)	447
Somewhat Favorable of Biden	47%	(257)	19%	(103)	35%	(191)	552
Somewhat Unfavorable of Biden	47%	(135)	20%	(56)	33%	(94)	285
Very Unfavorable of Biden	36%	(282)	18%	(141)	47%	(367)	790
#1 Issue: Economy	45%	(396)	19%	(173)	36%	(320)	888
#1 Issue: Security	31%	(87)	15%	(42)	55%	(155)	283
#1 Issue: Health Care	43%	(122)	19%	(55)	38%	(106)	282
#1 Issue: Medicare / Social Security	29%	(72)	16%	(38)	55%	(135)	245
#1 Issue: Women's Issues	67%	(97)	10%	(14)	24%	(34)	146
#1 Issue: Education	49%	(44)	18%	(16)	33%	(30)	90
#1 Issue: Energy	53%	(80)	15%	(23)	31%	(47)	149
#1 Issue: Other	31%	(36)	26%	(31)	43%	(49)	115
2020 Vote: Joe Biden	46%	(426)	16%	(152)	38%	(353)	931
2020 Vote: Donald Trump	35%	(242)	16%	(109)	50%	(349)	700
2020 Vote: Other	50%	(42)	23%	(19)	27%	(23)	84
2020 Vote: Didn't Vote	46%	(223)	23%	(110)	31%	(148)	481
2018 House Vote: Democrat	43%	(343)	17%	(135)	40%	(313)	791
2018 House Vote: Republican	34%	(191)	15%	(86)	51%	(286)	563
2018 House Vote: Someone else	37%	(28)	17%	(13)	46%	(36)	77

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Table MCENdem1_3: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Hulu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	42%	(933)	18%	(391)	40%	(876)	2200
2016 Vote: Hillary Clinton	43%	(303)	17%	(123)	40%	(283)	709
2016 Vote: Donald Trump	35%	(233)	16%	(103)	49%	(325)	662
2016 Vote: Other	44%	(56)	19%	(24)	37%	(46)	126
2016 Vote: Didn't Vote	48%	(341)	20%	(141)	32%	(222)	704
Voted in 2014: Yes	38%	(476)	17%	(216)	45%	(557)	1249
Voted in 2014: No	48%	(457)	18%	(174)	34%	(319)	951
4-Region: Northeast	41%	(162)	18%	(70)	41%	(161)	394
4-Region: Midwest	42%	(195)	19%	(89)	39%	(178)	462
4-Region: South	43%	(358)	18%	(150)	38%	(316)	824
4-Region: West	42%	(219)	16%	(81)	42%	(220)	520
Netflix User	56%	(798)	17%	(240)	27%	(376)	1413
HBO Max Users	67%	(433)	14%	(92)	19%	(122)	646
Disney+ Users	69%	(565)	14%	(118)	17%	(142)	824
Hulu Users	100%	(933)	—	(0)	—	(0)	933
Paramount+	71%	(271)	14%	(52)	15%	(57)	380
Peacock Users	63%	(390)	15%	(92)	22%	(135)	616
Amazon Prime Video Users	56%	(679)	18%	(218)	26%	(317)	1213

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

Table MCENdem1_4: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?

Paramount+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(380)	11%	(236)	72%	(1584)	2200
Gender: Male	19%	(200)	12%	(126)	69%	(736)	1062
Gender: Female	16%	(180)	10%	(110)	75%	(848)	1138
Age: 18-34	20%	(132)	15%	(98)	65%	(426)	655
Age: 35-44	21%	(75)	14%	(49)	65%	(234)	358
Age: 45-64	17%	(127)	9%	(67)	74%	(557)	751
Age: 65+	11%	(46)	5%	(23)	84%	(368)	436
GenZers: 1997-2012	14%	(31)	15%	(34)	71%	(158)	223
Millennials: 1981-1996	24%	(157)	15%	(96)	62%	(407)	660
GenXers: 1965-1980	20%	(105)	11%	(60)	69%	(365)	530
Baby Boomers: 1946-1964	12%	(86)	6%	(43)	82%	(586)	715
PID: Dem (no lean)	20%	(163)	14%	(116)	66%	(543)	822
PID: Ind (no lean)	16%	(120)	9%	(72)	75%	(569)	762
PID: Rep (no lean)	16%	(97)	8%	(48)	76%	(472)	617
PID/Gender: Dem Men	22%	(95)	16%	(70)	61%	(261)	426
PID/Gender: Dem Women	17%	(68)	12%	(46)	71%	(283)	396
PID/Gender: Ind Men	18%	(64)	11%	(37)	71%	(246)	346
PID/Gender: Ind Women	14%	(57)	9%	(35)	78%	(324)	416
PID/Gender: Rep Men	14%	(41)	7%	(19)	79%	(230)	290
PID/Gender: Rep Women	17%	(56)	9%	(29)	74%	(242)	326
Ideo: Liberal (1-3)	19%	(127)	13%	(84)	68%	(450)	661
Ideo: Moderate (4)	17%	(107)	11%	(66)	72%	(442)	615
Ideo: Conservative (5-7)	15%	(108)	9%	(63)	76%	(537)	708
Educ: < College	16%	(244)	11%	(166)	73%	(1103)	1512
Educ: Bachelors degree	20%	(87)	10%	(46)	70%	(311)	444
Educ: Post-grad	20%	(49)	10%	(24)	70%	(171)	244
Income: Under 50k	16%	(184)	11%	(127)	73%	(861)	1172
Income: 50k-100k	18%	(133)	9%	(66)	72%	(524)	723
Income: 100k+	20%	(62)	14%	(42)	66%	(200)	304

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Table MCENdem1_4: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Paramount+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(380)	11%	(236)	72%	(1584)	2200
Ethnicity: White	17%	(298)	10%	(172)	73%	(1252)	1722
Ethnicity: Hispanic	17%	(60)	15%	(54)	67%	(236)	349
Ethnicity: Black	23%	(64)	13%	(35)	64%	(176)	274
Ethnicity: Other	9%	(18)	14%	(29)	77%	(157)	204
All Christian	17%	(157)	9%	(90)	74%	(700)	947
All Non-Christian	22%	(25)	16%	(19)	62%	(73)	117
Atheist	16%	(15)	7%	(6)	78%	(73)	94
Agnostic/Nothing in particular	20%	(121)	11%	(67)	69%	(424)	611
Something Else	14%	(62)	13%	(54)	73%	(315)	431
Religious Non-Protestant/Catholic	19%	(29)	14%	(20)	67%	(100)	148
Evangelical	19%	(100)	11%	(61)	70%	(376)	537
Non-Evangelical	14%	(114)	10%	(79)	76%	(602)	795
Community: Urban	22%	(130)	14%	(83)	64%	(387)	600
Community: Suburban	16%	(170)	9%	(93)	75%	(771)	1034
Community: Rural	14%	(80)	10%	(59)	75%	(427)	566
Employ: Private Sector	22%	(155)	9%	(67)	69%	(483)	705
Employ: Government	20%	(26)	15%	(20)	65%	(84)	130
Employ: Self-Employed	17%	(33)	20%	(38)	64%	(125)	196
Employ: Homemaker	16%	(22)	9%	(12)	74%	(101)	136
Employ: Student	13%	(11)	14%	(13)	73%	(67)	91
Employ: Retired	10%	(50)	6%	(33)	84%	(432)	515
Employ: Unemployed	20%	(50)	12%	(31)	68%	(171)	252
Employ: Other	18%	(32)	12%	(22)	70%	(122)	175
Military HH: Yes	14%	(51)	10%	(36)	75%	(266)	353
Military HH: No	18%	(329)	11%	(199)	71%	(1318)	1847
RD/WT: Right Direction	21%	(169)	13%	(106)	66%	(531)	806
RD/WT: Wrong Track	15%	(211)	9%	(130)	76%	(1054)	1394

Continued on next page

Table MCENdem1_4: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?

Paramount+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(380)	11%	(236)	72%	(1584)	2200
Biden Job Approve	20%	(186)	13%	(126)	67%	(632)	944
Biden Job Disapprove	15%	(170)	9%	(97)	76%	(839)	1106
Biden Job Strongly Approve	21%	(85)	15%	(57)	64%	(253)	395
Biden Job Somewhat Approve	19%	(102)	13%	(69)	69%	(378)	549
Biden Job Somewhat Disapprove	18%	(62)	12%	(40)	70%	(238)	340
Biden Job Strongly Disapprove	14%	(109)	7%	(57)	78%	(601)	767
Favorable of Biden	20%	(197)	13%	(128)	67%	(674)	999
Unfavorable of Biden	15%	(163)	9%	(96)	76%	(815)	1074
Very Favorable of Biden	21%	(94)	14%	(61)	65%	(292)	447
Somewhat Favorable of Biden	19%	(103)	12%	(67)	69%	(381)	552
Somewhat Unfavorable of Biden	17%	(49)	11%	(32)	71%	(204)	285
Very Unfavorable of Biden	14%	(114)	8%	(64)	77%	(611)	790
#1 Issue: Economy	18%	(156)	11%	(101)	71%	(631)	888
#1 Issue: Security	18%	(52)	10%	(27)	72%	(204)	283
#1 Issue: Health Care	22%	(63)	8%	(24)	69%	(196)	282
#1 Issue: Medicare / Social Security	15%	(37)	11%	(27)	74%	(181)	245
#1 Issue: Women's Issues	13%	(19)	17%	(25)	69%	(101)	146
#1 Issue: Education	16%	(15)	13%	(11)	71%	(64)	90
#1 Issue: Energy	18%	(27)	7%	(10)	75%	(112)	149
#1 Issue: Other	8%	(10)	10%	(11)	82%	(95)	115
2020 Vote: Joe Biden	20%	(184)	10%	(94)	70%	(652)	931
2020 Vote: Donald Trump	14%	(100)	10%	(67)	76%	(532)	700
2020 Vote: Other	21%	(18)	4%	(3)	75%	(63)	84
2020 Vote: Didn't Vote	16%	(76)	15%	(70)	69%	(334)	481
2018 House Vote: Democrat	19%	(154)	11%	(83)	70%	(554)	791
2018 House Vote: Republican	18%	(100)	8%	(46)	74%	(417)	563
2018 House Vote: Someone else	17%	(13)	10%	(8)	73%	(56)	77

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Table MCENdem1_4: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Paramount+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	17%	(380)	11%	(236)	72%	(1584)	2200
2016 Vote: Hillary Clinton	20%	(140)	11%	(78)	69%	(491)	709
2016 Vote: Donald Trump	16%	(109)	10%	(66)	74%	(487)	662
2016 Vote: Other	15%	(19)	6%	(7)	79%	(99)	126
2016 Vote: Didn't Vote	16%	(112)	12%	(85)	72%	(507)	704
Voted in 2014: Yes	18%	(228)	10%	(119)	72%	(903)	1249
Voted in 2014: No	16%	(152)	12%	(117)	72%	(682)	951
4-Region: Northeast	16%	(65)	10%	(41)	73%	(288)	394
4-Region: Midwest	17%	(77)	9%	(43)	74%	(343)	462
4-Region: South	19%	(153)	12%	(95)	70%	(576)	824
4-Region: West	16%	(85)	11%	(58)	73%	(377)	520
Netflix User	22%	(315)	10%	(146)	67%	(953)	1413
HBO Max Users	33%	(216)	13%	(86)	53%	(344)	646
Disney+ Users	30%	(249)	12%	(102)	57%	(474)	824
Hulu Users	29%	(271)	13%	(119)	58%	(543)	933
Paramount+	100%	(380)	—	(0)	—	(0)	380
Peacock Users	38%	(237)	11%	(69)	50%	(311)	616
Amazon Prime Video Users	25%	(299)	11%	(132)	64%	(782)	1213

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 or use the following TV and movie streaming subscription services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	37% (824)	12% (274)	50% (1101)	2200
Gender: Male	34% (366)	12% (132)	53% (564)	1062
Gender: Female	40% (459)	13% (143)	47% (537)	1138
Age: 18-34	56% (369)	16% (106)	27% (180)	655
Age: 35-44	49% (176)	15% (52)	36% (129)	358
Age: 45-64	29% (218)	11% (80)	60% (453)	751
Age: 65+	14% (61)	8% (36)	78% (339)	436
GenZers: 1997-2012	55% (123)	17% (37)	28% (63)	223
Millennials: 1981-1996	55% (362)	16% (105)	29% (193)	660
GenXers: 1965-1980	38% (199)	12% (64)	50% (267)	530
Baby Boomers: 1946-1964	19% (137)	9% (64)	72% (514)	715
PID: Dem (no lean)	39% (323)	14% (115)	47% (384)	822
PID: Ind (no lean)	39% (300)	12% (94)	48% (368)	762
PID: Rep (no lean)	33% (202)	11% (66)	57% (349)	617
PID/Gender: Dem Men	37% (156)	12% (53)	51% (216)	426
PID/Gender: Dem Women	42% (167)	16% (62)	42% (168)	396
PID/Gender: Ind Men	33% (115)	13% (45)	54% (186)	346
PID/Gender: Ind Women	44% (185)	12% (49)	44% (182)	416
PID/Gender: Rep Men	32% (94)	11% (33)	56% (163)	290
PID/Gender: Rep Women	33% (107)	10% (32)	57% (187)	326
Ideo: Liberal (1-3)	41% (273)	14% (94)	44% (293)	661
Ideo: Moderate (4)	37% (228)	12% (71)	51% (316)	615
Ideo: Conservative (5-7)	32% (224)	10% (74)	58% (410)	708
Educ: < College	36% (540)	13% (191)	52% (780)	1512
Educ: Bachelors degree	40% (178)	13% (59)	46% (206)	444
Educ: Post-grad	43% (106)	10% (24)	47% (114)	244
Income: Under 50k	34% (394)	13% (158)	53% (621)	1172
Income: 50k-100k	38% (276)	12% (86)	50% (362)	723
Income: 100k+	51% (155)	10% (31)	39% (118)	304

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Table MCENdem1_5: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(824)	12%	(274)	50%	(1101)	2200
Ethnicity: White	37%	(641)	12%	(208)	51%	(872)	1722
Ethnicity: Hispanic	51%	(177)	14%	(49)	35%	(123)	349
Ethnicity: Black	37%	(102)	13%	(34)	50%	(138)	274
Ethnicity: Other	40%	(81)	16%	(32)	45%	(91)	204
All Christian	32%	(307)	10%	(96)	58%	(545)	947
All Non-Christian	37%	(43)	9%	(10)	54%	(64)	117
Atheist	53%	(50)	7%	(6)	40%	(38)	94
Agnostic/Nothing in particular	39%	(238)	17%	(105)	44%	(269)	611
Something Else	43%	(187)	13%	(57)	43%	(186)	431
Religious Non-Protestant/Catholic	37%	(55)	9%	(14)	54%	(79)	148
Evangelical	36%	(195)	12%	(64)	52%	(279)	537
Non-Evangelical	35%	(281)	10%	(83)	54%	(430)	795
Community: Urban	38%	(225)	14%	(83)	49%	(292)	600
Community: Suburban	39%	(398)	11%	(118)	50%	(518)	1034
Community: Rural	35%	(201)	13%	(74)	51%	(291)	566
Employ: Private Sector	46%	(323)	12%	(85)	42%	(298)	705
Employ: Government	52%	(67)	17%	(22)	31%	(40)	130
Employ: Self-Employed	42%	(82)	15%	(29)	43%	(84)	196
Employ: Homemaker	52%	(70)	16%	(22)	32%	(44)	136
Employ: Student	61%	(55)	11%	(10)	28%	(25)	91
Employ: Retired	15%	(79)	9%	(49)	75%	(387)	515
Employ: Unemployed	34%	(86)	16%	(40)	50%	(126)	252
Employ: Other	35%	(61)	9%	(16)	56%	(97)	175
Military HH: Yes	31%	(108)	12%	(44)	57%	(201)	353
Military HH: No	39%	(716)	13%	(231)	49%	(900)	1847
RD/WT: Right Direction	39%	(314)	13%	(107)	48%	(385)	806
RD/WT: Wrong Track	37%	(510)	12%	(168)	51%	(716)	1394

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Table MCENdem1_5: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(824)	12%	(274)	50%	(1101)	2200
Biden Job Approve	39%	(366)	13%	(124)	48%	(455)	944
Biden Job Disapprove	35%	(386)	12%	(134)	53%	(587)	1106
Biden Job Strongly Approve	32%	(127)	13%	(50)	55%	(218)	395
Biden Job Somewhat Approve	43%	(239)	13%	(74)	43%	(237)	549
Biden Job Somewhat Disapprove	43%	(148)	16%	(54)	41%	(138)	340
Biden Job Strongly Disapprove	31%	(238)	10%	(80)	59%	(448)	767
Favorable of Biden	38%	(381)	13%	(134)	48%	(484)	999
Unfavorable of Biden	35%	(375)	12%	(131)	53%	(568)	1074
Very Favorable of Biden	35%	(158)	12%	(55)	52%	(234)	447
Somewhat Favorable of Biden	40%	(222)	14%	(79)	45%	(251)	552
Somewhat Unfavorable of Biden	43%	(122)	16%	(44)	42%	(118)	285
Very Unfavorable of Biden	32%	(253)	11%	(87)	57%	(450)	790
#1 Issue: Economy	41%	(363)	14%	(121)	45%	(404)	888
#1 Issue: Security	26%	(74)	14%	(40)	60%	(170)	283
#1 Issue: Health Care	39%	(111)	9%	(25)	52%	(146)	282
#1 Issue: Medicare / Social Security	19%	(47)	10%	(25)	71%	(173)	245
#1 Issue: Women's Issues	57%	(84)	10%	(15)	33%	(47)	146
#1 Issue: Education	53%	(48)	15%	(14)	32%	(29)	90
#1 Issue: Energy	40%	(60)	14%	(21)	46%	(69)	149
#1 Issue: Other	33%	(38)	12%	(14)	55%	(63)	115
2020 Vote: Joe Biden	39%	(364)	12%	(110)	49%	(457)	931
2020 Vote: Donald Trump	30%	(211)	11%	(79)	59%	(410)	700
2020 Vote: Other	47%	(40)	13%	(11)	40%	(33)	84
2020 Vote: Didn't Vote	43%	(208)	16%	(75)	41%	(198)	481
2018 House Vote: Democrat	37%	(293)	12%	(97)	51%	(401)	791
2018 House Vote: Republican	33%	(185)	8%	(48)	59%	(330)	563
2018 House Vote: Someone else	40%	(31)	12%	(9)	48%	(37)	77

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Table MCENdem1_5: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Disney+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	37%	(824)	12%	(274)	50%	(1101)	2200
2016 Vote: Hillary Clinton	37%	(265)	12%	(83)	51%	(362)	709
2016 Vote: Donald Trump	33%	(215)	11%	(72)	57%	(374)	662
2016 Vote: Other	43%	(53)	13%	(16)	44%	(56)	126
2016 Vote: Didn't Vote	41%	(291)	15%	(104)	44%	(309)	704
Voted in 2014: Yes	35%	(433)	10%	(128)	55%	(688)	1249
Voted in 2014: No	41%	(391)	15%	(146)	43%	(413)	951
4-Region: Northeast	38%	(149)	12%	(47)	50%	(198)	394
4-Region: Midwest	39%	(181)	11%	(51)	50%	(231)	462
4-Region: South	36%	(295)	13%	(110)	51%	(419)	824
4-Region: West	38%	(199)	13%	(66)	49%	(254)	520
Netflix User	51%	(714)	14%	(200)	35%	(499)	1413
HBO Max Users	66%	(425)	10%	(65)	24%	(157)	646
Disney+ Users	100%	(824)	—	(0)	—	(0)	824
Hulu Users	61%	(565)	13%	(123)	26%	(245)	933
Paramount+	66%	(249)	12%	(44)	23%	(86)	380
Peacock Users	56%	(346)	12%	(73)	32%	(197)	616
Amazon Prime Video Users	50%	(612)	13%	(155)	37%	(447)	1213

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

Table MCENdem1_6: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(291)	9%	(197)	78%	(1711)	2200
Gender: Male	15%	(162)	10%	(103)	75%	(796)	1062
Gender: Female	11%	(129)	8%	(94)	80%	(915)	1138
Age: 18-34	18%	(118)	13%	(83)	69%	(455)	655
Age: 35-44	21%	(74)	9%	(33)	70%	(251)	358
Age: 45-64	10%	(76)	8%	(59)	82%	(617)	751
Age: 65+	6%	(24)	5%	(23)	89%	(389)	436
GenZers: 1997-2012	14%	(31)	16%	(37)	70%	(156)	223
Millennials: 1981-1996	21%	(136)	11%	(70)	69%	(453)	660
GenXers: 1965-1980	13%	(71)	8%	(43)	78%	(415)	530
Baby Boomers: 1946-1964	7%	(53)	6%	(44)	86%	(618)	715
PID: Dem (no lean)	17%	(143)	10%	(84)	72%	(595)	822
PID: Ind (no lean)	10%	(78)	8%	(63)	82%	(621)	762
PID: Rep (no lean)	11%	(71)	8%	(51)	80%	(495)	617
PID/Gender: Dem Men	20%	(84)	13%	(55)	67%	(287)	426
PID/Gender: Dem Women	15%	(59)	7%	(29)	78%	(308)	396
PID/Gender: Ind Men	13%	(43)	8%	(28)	79%	(275)	346
PID/Gender: Ind Women	8%	(35)	8%	(35)	83%	(347)	416
PID/Gender: Rep Men	12%	(35)	7%	(20)	81%	(235)	290
PID/Gender: Rep Women	11%	(36)	9%	(31)	80%	(260)	326
Ideo: Liberal (1-3)	17%	(112)	11%	(71)	72%	(478)	661
Ideo: Moderate (4)	13%	(77)	8%	(51)	79%	(487)	615
Ideo: Conservative (5-7)	11%	(79)	7%	(53)	81%	(576)	708
Educ: < College	10%	(156)	9%	(140)	80%	(1216)	1512
Educ: Bachelors degree	20%	(88)	7%	(29)	73%	(326)	444
Educ: Post-grad	19%	(46)	12%	(28)	69%	(169)	244
Income: Under 50k	9%	(106)	8%	(96)	83%	(970)	1172
Income: 50k-100k	14%	(100)	9%	(62)	77%	(561)	723
Income: 100k+	28%	(85)	13%	(38)	59%	(181)	304

Continued on next page

Table MCENdem1_6: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(291)	9%	(197)	78%	(1711)	2200
Ethnicity: White	13%	(221)	9%	(152)	78%	(1349)	1722
Ethnicity: Hispanic	17%	(59)	11%	(39)	72%	(251)	349
Ethnicity: Black	17%	(48)	11%	(29)	72%	(197)	274
Ethnicity: Other	11%	(23)	8%	(16)	81%	(165)	204
All Christian	13%	(120)	8%	(78)	79%	(750)	947
All Non-Christian	28%	(33)	11%	(13)	61%	(71)	117
Atheist	19%	(18)	6%	(5)	75%	(71)	94
Agnostic/Nothing in particular	13%	(78)	9%	(53)	79%	(480)	611
Something Else	10%	(43)	11%	(48)	79%	(340)	431
Religious Non-Protestant/Catholic	25%	(37)	10%	(14)	66%	(97)	148
Evangelical	11%	(61)	9%	(49)	80%	(428)	537
Non-Evangelical	12%	(95)	9%	(74)	79%	(626)	795
Community: Urban	18%	(110)	8%	(50)	73%	(440)	600
Community: Suburban	13%	(138)	9%	(95)	78%	(802)	1034
Community: Rural	8%	(44)	9%	(53)	83%	(469)	566
Employ: Private Sector	17%	(122)	9%	(65)	73%	(518)	705
Employ: Government	18%	(24)	16%	(20)	66%	(86)	130
Employ: Self-Employed	18%	(34)	11%	(21)	72%	(140)	196
Employ: Homemaker	11%	(15)	15%	(20)	74%	(101)	136
Employ: Student	21%	(19)	11%	(10)	68%	(62)	91
Employ: Retired	6%	(31)	5%	(26)	89%	(457)	515
Employ: Unemployed	13%	(32)	9%	(23)	78%	(198)	252
Employ: Other	9%	(15)	6%	(11)	85%	(149)	175
Military HH: Yes	13%	(45)	7%	(26)	80%	(282)	353
Military HH: No	13%	(247)	9%	(171)	77%	(1429)	1847
RD/WT: Right Direction	19%	(153)	10%	(82)	71%	(571)	806
RD/WT: Wrong Track	10%	(138)	8%	(116)	82%	(1140)	1394

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Table MCENdem1_6: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(291)	9%	(197)	78%	(1711)	2200
Biden Job Approve	18%	(167)	10%	(91)	73%	(687)	944
Biden Job Disapprove	9%	(104)	9%	(97)	82%	(905)	1106
Biden Job Strongly Approve	22%	(85)	9%	(35)	70%	(275)	395
Biden Job Somewhat Approve	15%	(81)	10%	(56)	75%	(412)	549
Biden Job Somewhat Disapprove	13%	(44)	10%	(35)	77%	(261)	340
Biden Job Strongly Disapprove	8%	(60)	8%	(62)	84%	(644)	767
Favorable of Biden	17%	(170)	9%	(89)	74%	(739)	999
Unfavorable of Biden	10%	(102)	9%	(93)	82%	(879)	1074
Very Favorable of Biden	21%	(95)	8%	(37)	70%	(315)	447
Somewhat Favorable of Biden	14%	(75)	9%	(52)	77%	(425)	552
Somewhat Unfavorable of Biden	12%	(35)	8%	(24)	79%	(226)	285
Very Unfavorable of Biden	8%	(67)	9%	(69)	83%	(653)	790
#1 Issue: Economy	13%	(119)	10%	(90)	77%	(680)	888
#1 Issue: Security	12%	(34)	10%	(27)	79%	(223)	283
#1 Issue: Health Care	17%	(49)	5%	(15)	77%	(218)	282
#1 Issue: Medicare / Social Security	5%	(12)	10%	(24)	85%	(209)	245
#1 Issue: Women's Issues	20%	(29)	9%	(14)	71%	(103)	146
#1 Issue: Education	20%	(18)	6%	(5)	74%	(67)	90
#1 Issue: Energy	14%	(22)	11%	(16)	75%	(111)	149
#1 Issue: Other	9%	(10)	5%	(5)	87%	(100)	115
2020 Vote: Joe Biden	18%	(168)	9%	(83)	73%	(680)	931
2020 Vote: Donald Trump	9%	(60)	9%	(62)	83%	(578)	700
2020 Vote: Other	15%	(13)	7%	(6)	78%	(65)	84
2020 Vote: Didn't Vote	11%	(51)	10%	(46)	80%	(384)	481
2018 House Vote: Democrat	17%	(138)	9%	(71)	74%	(582)	791
2018 House Vote: Republican	10%	(56)	8%	(43)	82%	(464)	563
2018 House Vote: Someone else	8%	(6)	8%	(6)	84%	(65)	77

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Table MCENdem1_6: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(291)	9%	(197)	78%	(1711)	2200
2016 Vote: Hillary Clinton	18%	(125)	10%	(72)	72%	(512)	709
2016 Vote: Donald Trump	10%	(65)	8%	(52)	82%	(545)	662
2016 Vote: Other	15%	(19)	5%	(7)	80%	(100)	126
2016 Vote: Didn't Vote	12%	(83)	10%	(67)	79%	(554)	704
Voted in 2014: Yes	14%	(176)	8%	(105)	78%	(969)	1249
Voted in 2014: No	12%	(116)	10%	(93)	78%	(742)	951
4-Region: Northeast	15%	(57)	9%	(33)	77%	(303)	394
4-Region: Midwest	14%	(62)	7%	(31)	80%	(369)	462
4-Region: South	12%	(95)	10%	(80)	79%	(649)	824
4-Region: West	15%	(76)	10%	(54)	75%	(390)	520
Netflix User	17%	(240)	11%	(153)	72%	(1021)	1413
HBO Max Users	28%	(183)	13%	(87)	58%	(377)	646
Disney+ Users	23%	(193)	11%	(89)	66%	(542)	824
Hulu Users	21%	(197)	11%	(105)	68%	(631)	933
Paramount+	32%	(120)	11%	(42)	57%	(218)	380
Peacock Users	22%	(135)	11%	(66)	67%	(415)	616
Amazon Prime Video Users	19%	(231)	10%	(122)	71%	(860)	1213

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

Table MCENdem1_7: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Discovery+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	15%	(336)	10%	(223)	75%	(1641)	2200
Gender: Male	16%	(169)	10%	(109)	74%	(784)	1062
Gender: Female	15%	(167)	10%	(114)	75%	(857)	1138
Age: 18-34	19%	(125)	12%	(81)	68%	(449)	655
Age: 35-44	18%	(66)	12%	(41)	70%	(250)	358
Age: 45-64	15%	(111)	9%	(70)	76%	(570)	751
Age: 65+	8%	(34)	7%	(30)	85%	(372)	436
GenZers: 1997-2012	16%	(35)	11%	(24)	74%	(165)	223
Millennials: 1981-1996	20%	(130)	13%	(87)	67%	(442)	660
GenXers: 1965-1980	18%	(94)	10%	(55)	72%	(381)	530
Baby Boomers: 1946-1964	10%	(70)	7%	(53)	83%	(592)	715
PID: Dem (no lean)	14%	(115)	11%	(92)	75%	(615)	822
PID: Ind (no lean)	15%	(117)	9%	(66)	76%	(579)	762
PID: Rep (no lean)	17%	(105)	11%	(65)	72%	(447)	617
PID/Gender: Dem Men	15%	(66)	12%	(52)	72%	(308)	426
PID/Gender: Dem Women	12%	(49)	10%	(40)	78%	(307)	396
PID/Gender: Ind Men	15%	(51)	8%	(27)	77%	(268)	346
PID/Gender: Ind Women	16%	(65)	9%	(39)	75%	(311)	416
PID/Gender: Rep Men	18%	(52)	11%	(31)	72%	(207)	290
PID/Gender: Rep Women	16%	(53)	11%	(35)	73%	(239)	326
Ideo: Liberal (1-3)	12%	(80)	12%	(78)	76%	(503)	661
Ideo: Moderate (4)	16%	(96)	11%	(66)	74%	(453)	615
Ideo: Conservative (5-7)	17%	(124)	9%	(65)	73%	(520)	708
Educ: < College	15%	(225)	10%	(158)	75%	(1129)	1512
Educ: Bachelors degree	16%	(69)	9%	(39)	76%	(335)	444
Educ: Post-grad	17%	(42)	11%	(26)	72%	(176)	244
Income: Under 50k	13%	(154)	10%	(120)	77%	(898)	1172
Income: 50k-100k	16%	(119)	9%	(67)	74%	(538)	723
Income: 100k+	21%	(63)	12%	(36)	67%	(205)	304

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Table MCENdem1_7: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Discovery+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	15%	(336)	10%	(223)	75%	(1641)	2200
Ethnicity: White	15%	(260)	10%	(170)	75%	(1292)	1722
Ethnicity: Hispanic	15%	(53)	13%	(44)	72%	(252)	349
Ethnicity: Black	20%	(55)	12%	(32)	68%	(188)	274
Ethnicity: Other	11%	(22)	10%	(21)	79%	(161)	204
All Christian	15%	(138)	10%	(97)	75%	(712)	947
All Non-Christian	17%	(20)	9%	(10)	74%	(87)	117
Atheist	11%	(11)	6%	(6)	83%	(77)	94
Agnostic/Nothing in particular	16%	(95)	10%	(60)	75%	(457)	611
Something Else	17%	(73)	12%	(50)	71%	(308)	431
Religious Non-Protestant/Catholic	17%	(25)	8%	(12)	76%	(112)	148
Evangelical	18%	(96)	12%	(65)	70%	(376)	537
Non-Evangelical	14%	(109)	10%	(76)	77%	(610)	795
Community: Urban	18%	(106)	11%	(66)	71%	(429)	600
Community: Suburban	13%	(139)	10%	(100)	77%	(796)	1034
Community: Rural	16%	(92)	10%	(58)	74%	(416)	566
Employ: Private Sector	18%	(124)	11%	(80)	71%	(502)	705
Employ: Government	20%	(25)	14%	(18)	66%	(86)	130
Employ: Self-Employed	22%	(43)	13%	(25)	65%	(128)	196
Employ: Homemaker	17%	(23)	12%	(16)	71%	(97)	136
Employ: Student	13%	(12)	8%	(8)	79%	(71)	91
Employ: Retired	10%	(51)	7%	(35)	83%	(428)	515
Employ: Unemployed	15%	(37)	8%	(20)	77%	(195)	252
Employ: Other	12%	(21)	12%	(20)	76%	(134)	175
Military HH: Yes	17%	(62)	8%	(27)	75%	(265)	353
Military HH: No	15%	(275)	11%	(196)	75%	(1376)	1847
RD/WT: Right Direction	16%	(128)	11%	(90)	73%	(588)	806
RD/WT: Wrong Track	15%	(208)	10%	(133)	76%	(1053)	1394

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Table MCENdem1_7: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Discovery+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	15%	(336)	10%	(223)	75%	(1641)	2200
Biden Job Approve	13%	(127)	11%	(102)	76%	(715)	944
Biden Job Disapprove	17%	(183)	10%	(112)	73%	(811)	1106
Biden Job Strongly Approve	16%	(63)	10%	(40)	74%	(292)	395
Biden Job Somewhat Approve	12%	(65)	11%	(62)	77%	(423)	549
Biden Job Somewhat Disapprove	19%	(64)	12%	(41)	69%	(235)	340
Biden Job Strongly Disapprove	15%	(119)	9%	(72)	75%	(576)	767
Favorable of Biden	14%	(137)	11%	(106)	76%	(755)	999
Unfavorable of Biden	16%	(169)	10%	(110)	74%	(795)	1074
Very Favorable of Biden	17%	(77)	10%	(45)	73%	(325)	447
Somewhat Favorable of Biden	11%	(60)	11%	(62)	78%	(430)	552
Somewhat Unfavorable of Biden	17%	(49)	11%	(31)	72%	(205)	285
Very Unfavorable of Biden	15%	(119)	10%	(80)	75%	(591)	790
#1 Issue: Economy	16%	(140)	11%	(100)	73%	(649)	888
#1 Issue: Security	16%	(45)	11%	(30)	74%	(208)	283
#1 Issue: Health Care	16%	(47)	8%	(23)	75%	(213)	282
#1 Issue: Medicare / Social Security	11%	(27)	8%	(20)	81%	(198)	245
#1 Issue: Women's Issues	14%	(20)	10%	(15)	76%	(110)	146
#1 Issue: Education	23%	(20)	7%	(6)	70%	(64)	90
#1 Issue: Energy	16%	(23)	11%	(16)	74%	(110)	149
#1 Issue: Other	12%	(14)	12%	(13)	76%	(88)	115
2020 Vote: Joe Biden	15%	(137)	10%	(93)	75%	(701)	931
2020 Vote: Donald Trump	16%	(112)	10%	(70)	74%	(518)	700
2020 Vote: Other	12%	(10)	9%	(7)	79%	(66)	84
2020 Vote: Didn't Vote	16%	(76)	11%	(53)	73%	(352)	481
2018 House Vote: Democrat	15%	(116)	10%	(79)	75%	(596)	791
2018 House Vote: Republican	16%	(92)	9%	(49)	75%	(423)	563
2018 House Vote: Someone else	21%	(16)	8%	(6)	72%	(55)	77

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Table MCENdem1_7: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Discovery+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	15%	(336)	10%	(223)	75%	(1641)	2200
2016 Vote: Hillary Clinton	15%	(107)	9%	(65)	76%	(537)	709
2016 Vote: Donald Trump	17%	(116)	10%	(64)	73%	(481)	662
2016 Vote: Other	12%	(16)	6%	(8)	81%	(102)	126
2016 Vote: Didn't Vote	14%	(98)	12%	(85)	74%	(521)	704
Voted in 2014: Yes	15%	(191)	9%	(119)	75%	(940)	1249
Voted in 2014: No	15%	(145)	11%	(104)	74%	(701)	951
4-Region: Northeast	16%	(62)	10%	(40)	74%	(291)	394
4-Region: Midwest	15%	(69)	8%	(37)	77%	(357)	462
4-Region: South	17%	(139)	11%	(94)	72%	(591)	824
4-Region: West	13%	(66)	10%	(52)	77%	(402)	520
Netflix User	20%	(289)	10%	(145)	69%	(979)	1413
HBO Max Users	27%	(173)	13%	(83)	60%	(390)	646
Disney+ Users	27%	(226)	10%	(81)	63%	(517)	824
Hulu Users	24%	(222)	12%	(114)	64%	(597)	933
Paramount+	43%	(164)	14%	(52)	43%	(164)	380
Peacock Users	30%	(184)	12%	(75)	58%	(357)	616
Amazon Prime Video Users	21%	(254)	10%	(118)	69%	(841)	1213

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

Table MCENdem1_8: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (646)	13% (294)	57% (1260)	2200
Gender: Male	31% (327)	14% (147)	55% (588)	1062
Gender: Female	28% (320)	13% (147)	59% (671)	1138
Age: 18-34	42% (275)	17% (108)	41% (272)	655
Age: 35-44	33% (118)	17% (61)	50% (179)	358
Age: 45-64	25% (184)	12% (86)	64% (480)	751
Age: 65+	16% (70)	9% (38)	75% (328)	436
GenZers: 1997-2012	37% (82)	14% (30)	50% (111)	223
Millennials: 1981-1996	41% (272)	18% (118)	41% (269)	660
GenXers: 1965-1980	30% (158)	14% (73)	56% (299)	530
Baby Boomers: 1946-1964	18% (131)	9% (66)	72% (518)	715
PID: Dem (no lean)	35% (284)	15% (120)	51% (418)	822
PID: Ind (no lean)	28% (216)	13% (98)	59% (447)	762
PID: Rep (no lean)	24% (146)	12% (76)	64% (394)	617
PID/Gender: Dem Men	34% (146)	15% (64)	51% (216)	426
PID/Gender: Dem Women	35% (138)	14% (56)	51% (202)	396
PID/Gender: Ind Men	29% (102)	13% (46)	57% (198)	346
PID/Gender: Ind Women	27% (114)	13% (52)	60% (249)	416
PID/Gender: Rep Men	27% (78)	13% (37)	60% (175)	290
PID/Gender: Rep Women	21% (68)	12% (39)	67% (220)	326
Ideo: Liberal (1-3)	36% (235)	15% (97)	50% (329)	661
Ideo: Moderate (4)	27% (169)	12% (74)	61% (372)	615
Ideo: Conservative (5-7)	25% (179)	12% (85)	63% (444)	708
Educ: < College	26% (396)	13% (201)	61% (915)	1512
Educ: Bachelors degree	36% (160)	14% (63)	50% (221)	444
Educ: Post-grad	37% (91)	12% (30)	50% (123)	244
Income: Under 50k	25% (289)	14% (168)	61% (715)	1172
Income: 50k-100k	31% (224)	12% (89)	57% (410)	723
Income: 100k+	44% (133)	12% (37)	44% (134)	304

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Table MCENdem1_8: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 HBO Max

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	29%	(646)	13%	(294)	57%	(1260)	2200
Ethnicity: White	29%	(491)	13%	(218)	59%	(1013)	1722
Ethnicity: Hispanic	38%	(133)	18%	(64)	44%	(153)	349
Ethnicity: Black	37%	(101)	13%	(37)	50%	(136)	274
Ethnicity: Other	26%	(54)	19%	(40)	54%	(110)	204
All Christian	28%	(263)	11%	(102)	61%	(581)	947
All Non-Christian	39%	(46)	16%	(19)	45%	(53)	117
Atheist	35%	(33)	13%	(12)	52%	(49)	94
Agnostic/Nothing in particular	33%	(203)	15%	(92)	52%	(317)	611
Something Else	24%	(101)	16%	(70)	60%	(260)	431
Religious Non-Protestant/Catholic	36%	(53)	15%	(23)	49%	(73)	148
Evangelical	26%	(142)	12%	(67)	61%	(328)	537
Non-Evangelical	26%	(210)	12%	(97)	61%	(488)	795
Community: Urban	35%	(209)	17%	(103)	48%	(288)	600
Community: Suburban	30%	(315)	11%	(116)	58%	(603)	1034
Community: Rural	22%	(123)	13%	(75)	65%	(368)	566
Employ: Private Sector	37%	(262)	14%	(95)	49%	(348)	705
Employ: Government	37%	(48)	18%	(24)	45%	(58)	130
Employ: Self-Employed	31%	(61)	21%	(41)	48%	(95)	196
Employ: Homemaker	28%	(38)	9%	(12)	63%	(85)	136
Employ: Student	39%	(35)	11%	(10)	51%	(46)	91
Employ: Retired	17%	(88)	10%	(52)	73%	(375)	515
Employ: Unemployed	28%	(71)	14%	(35)	58%	(146)	252
Employ: Other	25%	(44)	14%	(25)	61%	(106)	175
Military HH: Yes	25%	(88)	12%	(42)	63%	(223)	353
Military HH: No	30%	(558)	14%	(252)	56%	(1037)	1847
RD/WT: Right Direction	33%	(267)	15%	(119)	52%	(419)	806
RD/WT: Wrong Track	27%	(379)	13%	(175)	60%	(840)	1394

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Table MCENdem1_8: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (646)	13% (294)	57% (1260)	2200
Biden Job Approve	33% (315)	13% (127)	53% (503)	944
Biden Job Disapprove	25% (280)	14% (150)	61% (676)	1106
Biden Job Strongly Approve	34% (134)	13% (51)	53% (211)	395
Biden Job Somewhat Approve	33% (181)	14% (76)	53% (292)	549
Biden Job Somewhat Disapprove	31% (104)	14% (49)	55% (187)	340
Biden Job Strongly Disapprove	23% (176)	13% (102)	64% (489)	767
Favorable of Biden	33% (331)	13% (134)	53% (534)	999
Unfavorable of Biden	26% (274)	13% (144)	61% (656)	1074
Very Favorable of Biden	33% (149)	12% (53)	55% (244)	447
Somewhat Favorable of Biden	33% (182)	15% (80)	52% (289)	552
Somewhat Unfavorable of Biden	31% (88)	14% (40)	55% (157)	285
Very Unfavorable of Biden	24% (187)	13% (104)	63% (499)	790
#1 Issue: Economy	32% (287)	14% (121)	54% (480)	888
#1 Issue: Security	24% (67)	12% (34)	64% (182)	283
#1 Issue: Health Care	33% (93)	13% (36)	54% (153)	282
#1 Issue: Medicare / Social Security	18% (44)	14% (33)	69% (168)	245
#1 Issue: Women's Issues	35% (51)	13% (19)	52% (76)	146
#1 Issue: Education	30% (27)	19% (17)	51% (46)	90
#1 Issue: Energy	34% (51)	12% (18)	54% (81)	149
#1 Issue: Other	23% (26)	13% (15)	64% (74)	115
2020 Vote: Joe Biden	34% (318)	12% (112)	54% (500)	931
2020 Vote: Donald Trump	22% (157)	13% (91)	64% (451)	700
2020 Vote: Other	36% (30)	7% (6)	57% (48)	84
2020 Vote: Didn't Vote	29% (140)	18% (85)	53% (257)	481
2018 House Vote: Democrat	34% (268)	13% (107)	53% (416)	791
2018 House Vote: Republican	24% (138)	12% (66)	64% (359)	563
2018 House Vote: Someone else	24% (18)	12% (9)	65% (50)	77

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Table MCENdem1_8: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (646)	13% (294)	57% (1260)	2200
2016 Vote: Hillary Clinton	33% (231)	13% (92)	54% (385)	709
2016 Vote: Donald Trump	24% (160)	13% (87)	63% (414)	662
2016 Vote: Other	30% (38)	13% (16)	57% (71)	126
2016 Vote: Didn't Vote	31% (217)	14% (98)	55% (389)	704
Voted in 2014: Yes	29% (360)	12% (153)	59% (736)	1249
Voted in 2014: No	30% (286)	15% (141)	55% (523)	951
4-Region: Northeast	31% (122)	14% (53)	55% (218)	394
4-Region: Midwest	26% (118)	15% (68)	60% (276)	462
4-Region: South	31% (256)	13% (104)	56% (464)	824
4-Region: West	29% (149)	13% (70)	58% (301)	520
Netflix User	39% (548)	14% (201)	47% (665)	1413
HBO Max Users	100% (646)	— (0)	— (0)	646
Disney+ Users	52% (425)	11% (93)	37% (307)	824
Hulu Users	46% (433)	13% (122)	40% (378)	933
Paramount+	57% (216)	12% (47)	31% (116)	380
Peacock Users	47% (290)	12% (72)	41% (254)	616
Amazon Prime Video Users	41% (492)	14% (175)	45% (546)	1213

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

Table MCENdem1_9: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	13% (290)	9% (201)	78% (1708)	2200
Gender: Male	16% (172)	10% (106)	74% (784)	1062
Gender: Female	10% (119)	8% (96)	81% (924)	1138
Age: 18-34	18% (120)	14% (92)	68% (443)	655
Age: 35-44	16% (58)	13% (46)	71% (253)	358
Age: 45-64	11% (81)	5% (40)	84% (629)	751
Age: 65+	7% (30)	5% (23)	88% (383)	436
GenZers: 1997-2012	13% (29)	17% (39)	70% (156)	223
Millennials: 1981-1996	21% (136)	12% (78)	68% (445)	660
GenXers: 1965-1980	11% (59)	9% (49)	80% (422)	530
Baby Boomers: 1946-1964	9% (65)	5% (32)	86% (618)	715
PID: Dem (no lean)	15% (121)	12% (96)	74% (605)	822
PID: Ind (no lean)	12% (90)	7% (56)	81% (616)	762
PID: Rep (no lean)	13% (79)	8% (49)	79% (488)	617
PID/Gender: Dem Men	18% (78)	14% (58)	68% (290)	426
PID/Gender: Dem Women	11% (43)	10% (38)	80% (315)	396
PID/Gender: Ind Men	14% (49)	7% (23)	79% (274)	346
PID/Gender: Ind Women	10% (41)	8% (33)	82% (342)	416
PID/Gender: Rep Men	16% (45)	8% (24)	76% (221)	290
PID/Gender: Rep Women	11% (34)	8% (25)	82% (267)	326
Ideo: Liberal (1-3)	13% (85)	12% (81)	75% (495)	661
Ideo: Moderate (4)	15% (93)	8% (50)	77% (472)	615
Ideo: Conservative (5-7)	12% (86)	8% (57)	80% (565)	708
Educ: < College	11% (174)	9% (137)	79% (1201)	1512
Educ: Bachelors degree	16% (72)	9% (40)	75% (332)	444
Educ: Post-grad	18% (45)	10% (24)	72% (175)	244
Income: Under 50k	10% (123)	9% (101)	81% (948)	1172
Income: 50k-100k	13% (92)	9% (68)	78% (563)	723
Income: 100k+	25% (75)	10% (32)	65% (197)	304

Continued on next page

Table MCENdem1_9: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(290)	9%	(201)	78%	(1708)	2200
Ethnicity: White	13%	(223)	8%	(131)	79%	(1368)	1722
Ethnicity: Hispanic	15%	(53)	12%	(43)	72%	(253)	349
Ethnicity: Black	18%	(48)	16%	(43)	67%	(183)	274
Ethnicity: Other	10%	(20)	13%	(27)	77%	(157)	204
All Christian	15%	(141)	9%	(83)	76%	(723)	947
All Non-Christian	22%	(25)	12%	(14)	66%	(78)	117
Atheist	10%	(9)	8%	(7)	83%	(77)	94
Agnostic/Nothing in particular	11%	(64)	9%	(53)	81%	(494)	611
Something Else	12%	(50)	10%	(45)	78%	(336)	431
Religious Non-Protestant/Catholic	19%	(28)	10%	(16)	71%	(105)	148
Evangelical	15%	(81)	10%	(53)	75%	(404)	537
Non-Evangelical	13%	(106)	9%	(69)	78%	(620)	795
Community: Urban	17%	(102)	11%	(63)	72%	(434)	600
Community: Suburban	13%	(138)	9%	(94)	78%	(802)	1034
Community: Rural	9%	(50)	8%	(44)	83%	(472)	566
Employ: Private Sector	19%	(135)	9%	(67)	71%	(503)	705
Employ: Government	19%	(24)	13%	(17)	68%	(89)	130
Employ: Self-Employed	17%	(33)	20%	(39)	63%	(124)	196
Employ: Homemaker	7%	(10)	11%	(15)	82%	(111)	136
Employ: Student	13%	(11)	13%	(12)	75%	(68)	91
Employ: Retired	6%	(32)	6%	(29)	88%	(454)	515
Employ: Unemployed	12%	(31)	5%	(11)	83%	(210)	252
Employ: Other	8%	(14)	7%	(11)	85%	(149)	175
Military HH: Yes	11%	(40)	9%	(32)	80%	(281)	353
Military HH: No	14%	(250)	9%	(170)	77%	(1427)	1847
RD/WT: Right Direction	16%	(132)	13%	(101)	71%	(574)	806
RD/WT: Wrong Track	11%	(159)	7%	(101)	81%	(1135)	1394

Continued on next page

Table MCENdem1_9: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(290)	9%	(201)	78%	(1708)	2200
Biden Job Approve	15%	(142)	11%	(104)	74%	(698)	944
Biden Job Disapprove	12%	(134)	8%	(86)	80%	(886)	1106
Biden Job Strongly Approve	15%	(59)	10%	(38)	75%	(298)	395
Biden Job Somewhat Approve	15%	(83)	12%	(66)	73%	(400)	549
Biden Job Somewhat Disapprove	16%	(53)	10%	(33)	75%	(254)	340
Biden Job Strongly Disapprove	11%	(81)	7%	(53)	83%	(632)	767
Favorable of Biden	15%	(147)	10%	(105)	75%	(747)	999
Unfavorable of Biden	12%	(125)	8%	(87)	80%	(862)	1074
Very Favorable of Biden	16%	(69)	10%	(44)	75%	(334)	447
Somewhat Favorable of Biden	14%	(78)	11%	(61)	75%	(413)	552
Somewhat Unfavorable of Biden	15%	(42)	9%	(25)	77%	(218)	285
Very Unfavorable of Biden	11%	(84)	8%	(62)	82%	(644)	790
#1 Issue: Economy	14%	(125)	11%	(97)	75%	(667)	888
#1 Issue: Security	13%	(37)	9%	(26)	78%	(220)	283
#1 Issue: Health Care	15%	(43)	8%	(23)	76%	(216)	282
#1 Issue: Medicare / Social Security	8%	(20)	6%	(14)	86%	(211)	245
#1 Issue: Women's Issues	16%	(23)	9%	(14)	75%	(109)	146
#1 Issue: Education	16%	(15)	8%	(7)	76%	(69)	90
#1 Issue: Energy	13%	(19)	7%	(11)	80%	(119)	149
#1 Issue: Other	7%	(9)	9%	(10)	84%	(97)	115
2020 Vote: Joe Biden	16%	(148)	9%	(82)	75%	(701)	931
2020 Vote: Donald Trump	11%	(80)	8%	(59)	80%	(561)	700
2020 Vote: Other	10%	(8)	14%	(11)	76%	(64)	84
2020 Vote: Didn't Vote	11%	(55)	10%	(49)	78%	(377)	481
2018 House Vote: Democrat	14%	(114)	12%	(92)	74%	(585)	791
2018 House Vote: Republican	14%	(78)	6%	(33)	80%	(452)	563
2018 House Vote: Someone else	8%	(7)	6%	(5)	85%	(66)	77

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Table MCENdem1_9: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	13% (290)	9% (201)	78% (1708)	2200
2016 Vote: Hillary Clinton	15% (109)	9% (65)	75% (535)	709
2016 Vote: Donald Trump	12% (83)	8% (54)	79% (525)	662
2016 Vote: Other	17% (21)	10% (12)	74% (93)	126
2016 Vote: Didn't Vote	11% (78)	10% (70)	79% (556)	704
Voted in 2014: Yes	14% (179)	8% (104)	77% (966)	1249
Voted in 2014: No	12% (111)	10% (97)	78% (742)	951
4-Region: Northeast	15% (60)	9% (34)	76% (300)	394
4-Region: Midwest	11% (50)	10% (44)	80% (368)	462
4-Region: South	14% (117)	10% (86)	75% (621)	824
4-Region: West	12% (64)	7% (37)	81% (419)	520
Netflix User	17% (238)	10% (138)	73% (1037)	1413
HBO Max Users	27% (178)	12% (80)	60% (388)	646
Disney+ Users	26% (217)	12% (101)	61% (507)	824
Hulu Users	24% (220)	10% (94)	66% (619)	933
Paramount+	31% (118)	13% (51)	55% (210)	380
Peacock Users	24% (151)	10% (63)	65% (403)	616
Amazon Prime Video Users	17% (210)	10% (123)	73% (881)	1213

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

Table MCENdem1_10: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(616)	10%	(217)	62%	(1366)	2200
Gender: Male	28%	(295)	9%	(101)	63%	(665)	1062
Gender: Female	28%	(321)	10%	(116)	62%	(701)	1138
Age: 18-34	33%	(219)	12%	(76)	55%	(360)	655
Age: 35-44	30%	(109)	13%	(46)	57%	(203)	358
Age: 45-64	27%	(204)	9%	(67)	64%	(480)	751
Age: 65+	19%	(85)	6%	(28)	74%	(324)	436
GenZers: 1997-2012	32%	(72)	12%	(28)	55%	(123)	223
Millennials: 1981-1996	33%	(219)	11%	(73)	56%	(368)	660
GenXers: 1965-1980	28%	(148)	13%	(67)	59%	(314)	530
Baby Boomers: 1946-1964	24%	(173)	7%	(47)	69%	(495)	715
PID: Dem (no lean)	29%	(242)	13%	(103)	58%	(477)	822
PID: Ind (no lean)	29%	(221)	7%	(51)	64%	(490)	762
PID: Rep (no lean)	25%	(154)	10%	(63)	65%	(399)	617
PID/Gender: Dem Men	29%	(123)	14%	(58)	58%	(245)	426
PID/Gender: Dem Women	30%	(119)	11%	(45)	59%	(232)	396
PID/Gender: Ind Men	28%	(98)	6%	(22)	65%	(226)	346
PID/Gender: Ind Women	29%	(122)	7%	(29)	64%	(264)	416
PID/Gender: Rep Men	26%	(74)	7%	(21)	67%	(195)	290
PID/Gender: Rep Women	24%	(80)	13%	(42)	63%	(204)	326
Ideo: Liberal (1-3)	31%	(203)	11%	(76)	58%	(382)	661
Ideo: Moderate (4)	26%	(162)	10%	(63)	64%	(391)	615
Ideo: Conservative (5-7)	26%	(183)	7%	(50)	67%	(475)	708
Educ: < College	28%	(421)	10%	(147)	62%	(944)	1512
Educ: Bachelors degree	30%	(132)	10%	(43)	61%	(269)	444
Educ: Post-grad	26%	(63)	11%	(28)	63%	(153)	244
Income: Under 50k	27%	(322)	10%	(112)	63%	(739)	1172
Income: 50k-100k	28%	(199)	10%	(76)	62%	(448)	723
Income: 100k+	31%	(95)	10%	(30)	59%	(179)	304

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Table MCENdem1_10: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(616)	10%	(217)	62%	(1366)	2200
Ethnicity: White	28%	(482)	10%	(167)	62%	(1072)	1722
Ethnicity: Hispanic	28%	(96)	14%	(49)	58%	(204)	349
Ethnicity: Black	31%	(84)	10%	(28)	59%	(162)	274
Ethnicity: Other	24%	(50)	11%	(22)	65%	(132)	204
All Christian	26%	(248)	10%	(94)	64%	(604)	947
All Non-Christian	28%	(33)	11%	(13)	61%	(71)	117
Atheist	33%	(31)	10%	(9)	58%	(54)	94
Agnostic/Nothing in particular	31%	(190)	8%	(52)	60%	(369)	611
Something Else	26%	(114)	11%	(49)	62%	(268)	431
Religious Non-Protestant/Catholic	26%	(38)	11%	(16)	64%	(94)	148
Evangelical	26%	(139)	13%	(68)	61%	(330)	537
Non-Evangelical	27%	(214)	9%	(69)	64%	(513)	795
Community: Urban	28%	(167)	13%	(81)	59%	(352)	600
Community: Suburban	30%	(310)	8%	(85)	62%	(639)	1034
Community: Rural	25%	(140)	9%	(51)	66%	(375)	566
Employ: Private Sector	30%	(215)	10%	(71)	60%	(420)	705
Employ: Government	32%	(42)	16%	(21)	51%	(67)	130
Employ: Self-Employed	34%	(66)	12%	(23)	55%	(108)	196
Employ: Homemaker	33%	(45)	9%	(12)	59%	(80)	136
Employ: Student	28%	(25)	14%	(13)	58%	(53)	91
Employ: Retired	21%	(106)	8%	(41)	71%	(367)	515
Employ: Unemployed	26%	(66)	8%	(20)	66%	(167)	252
Employ: Other	30%	(52)	10%	(18)	60%	(105)	175
Military HH: Yes	29%	(102)	7%	(26)	64%	(225)	353
Military HH: No	28%	(515)	10%	(191)	62%	(1141)	1847
RD/WT: Right Direction	30%	(241)	10%	(83)	60%	(481)	806
RD/WT: Wrong Track	27%	(375)	10%	(134)	63%	(885)	1394

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Table MCENdem1_10: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(616)	10%	(217)	62%	(1366)	2200
Biden Job Approve	31%	(292)	11%	(108)	58%	(544)	944
Biden Job Disapprove	25%	(281)	9%	(96)	66%	(729)	1106
Biden Job Strongly Approve	32%	(126)	10%	(41)	58%	(228)	395
Biden Job Somewhat Approve	30%	(166)	12%	(67)	58%	(316)	549
Biden Job Somewhat Disapprove	29%	(98)	10%	(35)	61%	(206)	340
Biden Job Strongly Disapprove	24%	(183)	8%	(60)	68%	(523)	767
Favorable of Biden	30%	(301)	11%	(111)	59%	(586)	999
Unfavorable of Biden	25%	(273)	9%	(94)	66%	(707)	1074
Very Favorable of Biden	30%	(135)	9%	(40)	61%	(271)	447
Somewhat Favorable of Biden	30%	(166)	13%	(70)	57%	(315)	552
Somewhat Unfavorable of Biden	29%	(84)	10%	(28)	61%	(173)	285
Very Unfavorable of Biden	24%	(189)	8%	(66)	68%	(534)	790
#1 Issue: Economy	27%	(237)	10%	(88)	63%	(563)	888
#1 Issue: Security	28%	(79)	9%	(27)	63%	(178)	283
#1 Issue: Health Care	30%	(86)	10%	(27)	60%	(169)	282
#1 Issue: Medicare / Social Security	26%	(64)	11%	(26)	63%	(155)	245
#1 Issue: Women's Issues	33%	(48)	14%	(20)	53%	(77)	146
#1 Issue: Education	26%	(23)	11%	(10)	63%	(57)	90
#1 Issue: Energy	34%	(50)	7%	(11)	59%	(88)	149
#1 Issue: Other	25%	(29)	6%	(7)	68%	(79)	115
2020 Vote: Joe Biden	30%	(282)	9%	(85)	61%	(563)	931
2020 Vote: Donald Trump	26%	(179)	10%	(71)	64%	(450)	700
2020 Vote: Other	21%	(18)	8%	(7)	70%	(59)	84
2020 Vote: Didn't Vote	28%	(137)	11%	(53)	60%	(291)	481
2018 House Vote: Democrat	28%	(223)	10%	(81)	62%	(487)	791
2018 House Vote: Republican	26%	(146)	8%	(48)	66%	(369)	563
2018 House Vote: Someone else	32%	(25)	12%	(9)	56%	(43)	77

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Table MCENdem1_10: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(616)	10%	(217)	62%	(1366)	2200
2016 Vote: Hillary Clinton	29%	(204)	9%	(65)	62%	(439)	709
2016 Vote: Donald Trump	26%	(173)	10%	(66)	64%	(423)	662
2016 Vote: Other	29%	(37)	9%	(11)	62%	(78)	126
2016 Vote: Didn't Vote	29%	(203)	11%	(76)	60%	(426)	704
Voted in 2014: Yes	28%	(349)	9%	(108)	63%	(793)	1249
Voted in 2014: No	28%	(268)	12%	(110)	60%	(573)	951
4-Region: Northeast	30%	(117)	10%	(39)	60%	(238)	394
4-Region: Midwest	26%	(120)	8%	(36)	66%	(306)	462
4-Region: South	28%	(230)	11%	(91)	61%	(503)	824
4-Region: West	29%	(149)	10%	(52)	61%	(320)	520
Netflix User	34%	(477)	11%	(151)	56%	(786)	1413
HBO Max Users	45%	(290)	11%	(69)	44%	(287)	646
Disney+ Users	42%	(346)	11%	(90)	47%	(388)	824
Hulu Users	42%	(390)	10%	(89)	49%	(454)	933
Paramount+	62%	(237)	10%	(36)	28%	(107)	380
Peacock Users	100%	(616)	—	(0)	—	(0)	616
Amazon Prime Video Users	36%	(437)	10%	(127)	53%	(649)	1213

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

Table MCENdem1_11: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
YouTube TV

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	20% (433)	11% (242)	69% (1525)	2200
Gender: Male	21% (219)	13% (135)	67% (708)	1062
Gender: Female	19% (214)	9% (108)	72% (817)	1138
Age: 18-34	26% (172)	14% (94)	59% (389)	655
Age: 35-44	24% (86)	14% (50)	62% (222)	358
Age: 45-64	16% (122)	10% (75)	74% (554)	751
Age: 65+	12% (53)	5% (23)	83% (361)	436
GenZers: 1997-2012	26% (58)	16% (35)	59% (131)	223
Millennials: 1981-1996	26% (168)	14% (95)	60% (396)	660
GenXers: 1965-1980	20% (105)	12% (63)	68% (362)	530
Baby Boomers: 1946-1964	14% (97)	6% (46)	80% (572)	715
PID: Dem (no lean)	23% (190)	12% (96)	65% (535)	822
PID: Ind (no lean)	18% (137)	11% (85)	71% (540)	762
PID: Rep (no lean)	17% (106)	10% (61)	73% (450)	617
PID/Gender: Dem Men	27% (113)	14% (62)	59% (251)	426
PID/Gender: Dem Women	20% (77)	9% (34)	72% (285)	396
PID/Gender: Ind Men	16% (55)	10% (34)	74% (257)	346
PID/Gender: Ind Women	20% (81)	12% (51)	68% (283)	416
PID/Gender: Rep Men	17% (51)	13% (38)	69% (201)	290
PID/Gender: Rep Women	17% (55)	7% (23)	76% (249)	326
Ideo: Liberal (1-3)	19% (129)	11% (73)	69% (459)	661
Ideo: Moderate (4)	18% (112)	13% (83)	68% (420)	615
Ideo: Conservative (5-7)	20% (139)	9% (65)	71% (504)	708
Educ: < College	20% (302)	12% (175)	69% (1036)	1512
Educ: Bachelors degree	16% (73)	11% (48)	73% (323)	444
Educ: Post-grad	24% (58)	8% (20)	68% (166)	244
Income: Under 50k	19% (219)	12% (146)	69% (807)	1172
Income: 50k-100k	18% (132)	9% (68)	72% (523)	723
Income: 100k+	27% (81)	9% (28)	64% (195)	304

Continued on next page

Table MCENdem1_11: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
YouTube TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	20%	(433)	11%	(242)	69%	(1525)	2200
Ethnicity: White	19%	(324)	10%	(166)	72%	(1232)	1722
Ethnicity: Hispanic	21%	(74)	14%	(50)	64%	(225)	349
Ethnicity: Black	27%	(73)	16%	(43)	58%	(158)	274
Ethnicity: Other	17%	(35)	16%	(34)	66%	(135)	204
All Christian	19%	(181)	10%	(90)	71%	(675)	947
All Non-Christian	24%	(29)	13%	(15)	63%	(73)	117
Atheist	14%	(13)	10%	(10)	76%	(71)	94
Agnostic/Nothing in particular	20%	(121)	11%	(70)	69%	(421)	611
Something Else	21%	(89)	13%	(58)	66%	(284)	431
Religious Non-Protestant/Catholic	25%	(37)	13%	(19)	62%	(92)	148
Evangelical	21%	(115)	12%	(64)	67%	(357)	537
Non-Evangelical	18%	(142)	10%	(79)	72%	(574)	795
Community: Urban	26%	(158)	13%	(81)	60%	(361)	600
Community: Suburban	17%	(178)	9%	(91)	74%	(766)	1034
Community: Rural	17%	(96)	13%	(71)	70%	(398)	566
Employ: Private Sector	20%	(143)	11%	(81)	68%	(482)	705
Employ: Government	25%	(33)	15%	(19)	60%	(78)	130
Employ: Self-Employed	37%	(72)	12%	(23)	51%	(101)	196
Employ: Homemaker	16%	(21)	9%	(12)	76%	(103)	136
Employ: Student	18%	(16)	21%	(19)	61%	(56)	91
Employ: Retired	12%	(62)	7%	(34)	81%	(418)	515
Employ: Unemployed	22%	(56)	9%	(22)	69%	(175)	252
Employ: Other	17%	(30)	18%	(32)	65%	(113)	175
Military HH: Yes	19%	(68)	10%	(35)	71%	(250)	353
Military HH: No	20%	(365)	11%	(207)	69%	(1275)	1847
RD/WT: Right Direction	22%	(175)	13%	(106)	65%	(525)	806
RD/WT: Wrong Track	18%	(257)	10%	(137)	72%	(1000)	1394

Continued on next page

Table MCENdem1_11: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
YouTube TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	20%	(433)	11%	(242)	69%	(1525)	2200
Biden Job Approve	20%	(186)	12%	(114)	68%	(644)	944
Biden Job Disapprove	19%	(208)	10%	(107)	72%	(791)	1106
Biden Job Strongly Approve	20%	(80)	11%	(42)	69%	(273)	395
Biden Job Somewhat Approve	19%	(107)	13%	(72)	68%	(371)	549
Biden Job Somewhat Disapprove	23%	(78)	9%	(31)	68%	(231)	340
Biden Job Strongly Disapprove	17%	(129)	10%	(76)	73%	(561)	767
Favorable of Biden	20%	(196)	12%	(118)	69%	(685)	999
Unfavorable of Biden	19%	(204)	10%	(103)	71%	(768)	1074
Very Favorable of Biden	22%	(100)	10%	(47)	67%	(300)	447
Somewhat Favorable of Biden	17%	(95)	13%	(72)	70%	(385)	552
Somewhat Unfavorable of Biden	24%	(69)	8%	(21)	68%	(195)	285
Very Unfavorable of Biden	17%	(136)	10%	(81)	73%	(573)	790
#1 Issue: Economy	22%	(191)	12%	(106)	66%	(591)	888
#1 Issue: Security	17%	(48)	11%	(31)	72%	(205)	283
#1 Issue: Health Care	20%	(56)	8%	(22)	72%	(204)	282
#1 Issue: Medicare / Social Security	16%	(39)	10%	(24)	74%	(182)	245
#1 Issue: Women's Issues	17%	(25)	15%	(23)	67%	(98)	146
#1 Issue: Education	25%	(23)	12%	(11)	63%	(57)	90
#1 Issue: Energy	18%	(27)	11%	(16)	71%	(106)	149
#1 Issue: Other	20%	(23)	8%	(9)	72%	(83)	115
2020 Vote: Joe Biden	19%	(174)	11%	(99)	71%	(658)	931
2020 Vote: Donald Trump	19%	(131)	10%	(70)	71%	(499)	700
2020 Vote: Other	22%	(19)	14%	(12)	64%	(53)	84
2020 Vote: Didn't Vote	22%	(108)	13%	(61)	65%	(312)	481
2018 House Vote: Democrat	19%	(147)	12%	(97)	69%	(547)	791
2018 House Vote: Republican	19%	(107)	8%	(46)	73%	(410)	563
2018 House Vote: Someone else	25%	(20)	14%	(11)	60%	(47)	77

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Table MCENdem1_11: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 YouTube TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	20%	(433)	11%	(242)	69%	(1525)	2200
2016 Vote: Hillary Clinton	19%	(133)	12%	(88)	69%	(488)	709
2016 Vote: Donald Trump	19%	(127)	10%	(64)	71%	(471)	662
2016 Vote: Other	17%	(21)	10%	(12)	74%	(93)	126
2016 Vote: Didn't Vote	22%	(152)	11%	(79)	67%	(474)	704
Voted in 2014: Yes	19%	(233)	10%	(122)	72%	(895)	1249
Voted in 2014: No	21%	(200)	13%	(121)	66%	(630)	951
4-Region: Northeast	19%	(75)	13%	(50)	68%	(269)	394
4-Region: Midwest	21%	(97)	10%	(46)	69%	(319)	462
4-Region: South	22%	(177)	11%	(90)	68%	(556)	824
4-Region: West	16%	(83)	11%	(56)	73%	(381)	520
Netflix User	23%	(326)	11%	(151)	66%	(937)	1413
HBO Max Users	29%	(186)	12%	(79)	59%	(381)	646
Disney+ Users	25%	(203)	12%	(102)	63%	(520)	824
Hulu Users	23%	(218)	12%	(107)	65%	(608)	933
Paramount+	35%	(132)	12%	(44)	54%	(204)	380
Peacock Users	28%	(171)	9%	(55)	63%	(391)	616
Amazon Prime Video Users	24%	(286)	11%	(132)	66%	(796)	1213

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

Table MCENdem1_12: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Redbox On Demand

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(106)	11%	(235)	84%	(1858)	2200
Gender: Male	5%	(58)	11%	(114)	84%	(890)	1062
Gender: Female	4%	(48)	11%	(121)	85%	(969)	1138
Age: 18-34	8%	(51)	16%	(102)	77%	(502)	655
Age: 35-44	6%	(21)	15%	(53)	79%	(283)	358
Age: 45-64	4%	(26)	9%	(67)	88%	(658)	751
Age: 65+	2%	(7)	3%	(14)	95%	(416)	436
GenZers: 1997-2012	6%	(14)	17%	(38)	77%	(171)	223
Millennials: 1981-1996	8%	(52)	16%	(102)	77%	(505)	660
GenXers: 1965-1980	4%	(20)	12%	(63)	84%	(447)	530
Baby Boomers: 1946-1964	3%	(20)	4%	(31)	93%	(664)	715
PID: Dem (no lean)	6%	(52)	11%	(87)	83%	(682)	822
PID: Ind (no lean)	3%	(21)	11%	(82)	86%	(659)	762
PID: Rep (no lean)	5%	(33)	11%	(66)	84%	(518)	617
PID/Gender: Dem Men	8%	(35)	12%	(49)	80%	(342)	426
PID/Gender: Dem Women	4%	(18)	10%	(39)	86%	(340)	396
PID/Gender: Ind Men	2%	(6)	9%	(32)	89%	(308)	346
PID/Gender: Ind Women	4%	(16)	12%	(49)	84%	(351)	416
PID/Gender: Rep Men	6%	(18)	11%	(33)	83%	(240)	290
PID/Gender: Rep Women	5%	(15)	10%	(33)	85%	(278)	326
Ideo: Liberal (1-3)	5%	(30)	11%	(71)	85%	(560)	661
Ideo: Moderate (4)	6%	(37)	13%	(78)	81%	(501)	615
Ideo: Conservative (5-7)	3%	(21)	10%	(69)	87%	(618)	708
Educ: < College	5%	(71)	11%	(159)	85%	(1282)	1512
Educ: Bachelors degree	5%	(23)	10%	(43)	85%	(378)	444
Educ: Post-grad	5%	(12)	14%	(34)	81%	(198)	244
Income: Under 50k	5%	(53)	10%	(117)	85%	(1002)	1172
Income: 50k-100k	4%	(31)	11%	(81)	85%	(611)	723
Income: 100k+	7%	(22)	12%	(37)	81%	(245)	304

Continued on next page

Table MCENdem1_12: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Redbox On Demand

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(106)	11%	(235)	84%	(1858)	2200
Ethnicity: White	4%	(77)	10%	(176)	85%	(1469)	1722
Ethnicity: Hispanic	6%	(22)	18%	(63)	76%	(265)	349
Ethnicity: Black	7%	(19)	13%	(37)	80%	(219)	274
Ethnicity: Other	5%	(11)	11%	(22)	84%	(171)	204
All Christian	5%	(48)	9%	(84)	86%	(815)	947
All Non-Christian	8%	(9)	10%	(11)	82%	(97)	117
Atheist	5%	(4)	6%	(5)	90%	(84)	94
Agnostic/Nothing in particular	4%	(22)	10%	(64)	86%	(525)	611
Something Else	5%	(22)	17%	(71)	78%	(337)	431
Religious Non-Protestant/Catholic	8%	(12)	8%	(12)	84%	(125)	148
Evangelical	6%	(34)	12%	(67)	81%	(436)	537
Non-Evangelical	4%	(33)	11%	(83)	85%	(678)	795
Community: Urban	7%	(39)	11%	(65)	83%	(496)	600
Community: Suburban	5%	(47)	11%	(109)	85%	(878)	1034
Community: Rural	3%	(19)	11%	(62)	86%	(485)	566
Employ: Private Sector	6%	(41)	11%	(80)	83%	(585)	705
Employ: Government	9%	(12)	17%	(22)	73%	(95)	130
Employ: Self-Employed	9%	(18)	23%	(45)	68%	(134)	196
Employ: Homemaker	—	(0)	12%	(16)	88%	(120)	136
Employ: Student	6%	(6)	6%	(5)	88%	(80)	91
Employ: Retired	1%	(7)	4%	(19)	95%	(488)	515
Employ: Unemployed	8%	(20)	9%	(23)	83%	(209)	252
Employ: Other	2%	(3)	15%	(26)	84%	(146)	175
Military HH: Yes	3%	(12)	11%	(38)	86%	(303)	353
Military HH: No	5%	(94)	11%	(197)	84%	(1556)	1847
RD/WT: Right Direction	6%	(50)	14%	(109)	80%	(647)	806
RD/WT: Wrong Track	4%	(56)	9%	(126)	87%	(1211)	1394

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Table MCENdem1_12: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
Redbox On Demand

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(106)	11%	(235)	84%	(1858)	2200
Biden Job Approve	5%	(47)	12%	(117)	83%	(781)	944
Biden Job Disapprove	5%	(52)	9%	(105)	86%	(949)	1106
Biden Job Strongly Approve	6%	(22)	13%	(51)	81%	(322)	395
Biden Job Somewhat Approve	4%	(25)	12%	(66)	83%	(459)	549
Biden Job Somewhat Disapprove	6%	(21)	10%	(35)	84%	(284)	340
Biden Job Strongly Disapprove	4%	(31)	9%	(70)	87%	(665)	767
Favorable of Biden	5%	(52)	11%	(109)	84%	(837)	999
Unfavorable of Biden	4%	(47)	10%	(106)	86%	(921)	1074
Very Favorable of Biden	6%	(25)	12%	(55)	82%	(366)	447
Somewhat Favorable of Biden	5%	(27)	10%	(54)	85%	(471)	552
Somewhat Unfavorable of Biden	5%	(13)	12%	(35)	83%	(236)	285
Very Unfavorable of Biden	4%	(34)	9%	(70)	87%	(685)	790
#1 Issue: Economy	6%	(50)	13%	(118)	81%	(721)	888
#1 Issue: Security	7%	(20)	12%	(35)	80%	(228)	283
#1 Issue: Health Care	6%	(17)	8%	(21)	86%	(244)	282
#1 Issue: Medicare / Social Security	1%	(1)	6%	(15)	93%	(229)	245
#1 Issue: Women's Issues	2%	(3)	7%	(10)	91%	(133)	146
#1 Issue: Education	4%	(4)	19%	(17)	76%	(69)	90
#1 Issue: Energy	6%	(9)	6%	(9)	87%	(131)	149
#1 Issue: Other	1%	(1)	8%	(9)	91%	(105)	115
2020 Vote: Joe Biden	6%	(51)	9%	(82)	86%	(797)	931
2020 Vote: Donald Trump	4%	(29)	10%	(73)	85%	(598)	700
2020 Vote: Other	2%	(1)	9%	(7)	90%	(75)	84
2020 Vote: Didn't Vote	5%	(24)	15%	(73)	80%	(384)	481
2018 House Vote: Democrat	5%	(42)	9%	(74)	85%	(675)	791
2018 House Vote: Republican	4%	(24)	9%	(49)	87%	(490)	563
2018 House Vote: Someone else	6%	(4)	12%	(9)	83%	(64)	77

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Table MCENdem1_12: Do you or anyone in your household subscribe to or use the following TV and movie streaming subscription services?
 Redbox On Demand

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(106)	11%	(235)	84%	(1858)	2200
2016 Vote: Hillary Clinton	5%	(39)	9%	(66)	85%	(604)	709
2016 Vote: Donald Trump	4%	(27)	11%	(72)	85%	(562)	662
2016 Vote: Other	3%	(4)	10%	(13)	87%	(109)	126
2016 Vote: Didn't Vote	5%	(36)	12%	(84)	83%	(584)	704
Voted in 2014: Yes	5%	(62)	9%	(116)	86%	(1072)	1249
Voted in 2014: No	5%	(44)	13%	(120)	83%	(787)	951
4-Region: Northeast	3%	(14)	10%	(39)	87%	(341)	394
4-Region: Midwest	7%	(33)	10%	(45)	83%	(384)	462
4-Region: South	3%	(29)	13%	(106)	84%	(689)	824
4-Region: West	6%	(30)	9%	(45)	85%	(445)	520
Netflix User	5%	(71)	12%	(166)	83%	(1176)	1413
HBO Max Users	8%	(51)	12%	(77)	80%	(518)	646
Disney+ Users	7%	(59)	14%	(113)	79%	(653)	824
Hulu Users	7%	(68)	12%	(108)	81%	(758)	933
Paramount+	14%	(53)	14%	(52)	72%	(275)	380
Peacock Users	10%	(62)	14%	(88)	76%	(466)	616
Amazon Prime Video Users	6%	(74)	11%	(131)	83%	(1009)	1213

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	223	10%
	Millennials: 1981-1996	660	30%
	GenXers: 1965-1980	530	24%
	Baby Boomers: 1946-1964	715	32%
	N	2127	
xpid3	PID: Dem (no lean)	822	37%
	PID: Ind (no lean)	762	35%
	PID: Rep (no lean)	617	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	426	19%
	PID/Gender: Dem Women	396	18%
	PID/Gender: Ind Men	346	16%
	PID/Gender: Ind Women	416	19%
	PID/Gender: Rep Men	290	13%
	PID/Gender: Rep Women	326	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	661	30%
	Ideo: Moderate (4)	615	28%
	Ideo: Conservative (5-7)	708	32%
	N	1984	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1172	53%
	Income: 50k-100k	723	33%
	Income: 100k+	304	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	947	43%
	All Non-Christian	117	5%
	Atheist	94	4%
	Agnostic/Nothing in particular	611	28%
	Something Else	431	20%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	148	7%
xdemEvang	Evangelical	537	24%
	Non-Evangelical	795	36%
	N	1332	
xdemUsr	Community: Urban	600	27%
	Community: Suburban	1034	47%
	Community: Rural	566	26%
	N	2200	
xdemEmploy	Employ: Private Sector	705	32%
	Employ: Government	130	6%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	136	6%
	Employ: Student	91	4%
	Employ: Retired	515	23%
	Employ: Unemployed	252	11%
	Employ: Other	175	8%
	N	2200	
xdemMilHH1	Military HH: Yes	353	16%
	Military HH: No	1847	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	806	37%
	RD/WT: Wrong Track	1394	63%
	N	2200	
xdemBidenApprove	Biden Job Approve	944	43%
	Biden Job Disapprove	1106	50%
	N	2051	
xdemBidenApprove2	Biden Job Strongly Approve	395	18%
	Biden Job Somewhat Approve	549	25%
	Biden Job Somewhat Disapprove	340	15%
	Biden Job Strongly Disapprove	767	35%
	N	2051	
xdemBidenFav	Favorable of Biden	999	45%
	Unfavorable of Biden	1074	49%
	N	2073	
xdemBidenFavFull	Very Favorable of Biden	447	20%
	Somewhat Favorable of Biden	552	25%
	Somewhat Unfavorable of Biden	285	13%
	Very Unfavorable of Biden	790	36%
	N	2073	
xnr3	#1 Issue: Economy	888	40%
	#1 Issue: Security	283	13%
	#1 Issue: Health Care	282	13%
	#1 Issue: Medicare / Social Security	245	11%
	#1 Issue: Women's Issues	146	7%
	#1 Issue: Education	90	4%
	#1 Issue: Energy	149	7%
	#1 Issue: Other	115	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	931	42%
	2020 Vote: Donald Trump	700	32%
	2020 Vote: Other	84	4%
	2020 Vote: Didn't Vote	481	22%
	N	2195	
xsubVote18O	2018 House Vote: Democrat	791	36%
	2018 House Vote: Republican	563	26%
	2018 House Vote: Someone else	77	4%
	N	1432	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	709	32%
	2016 Vote: Donald Trump	662	30%
	2016 Vote: Other	126	6%
	2016 Vote: Didn't Vote	704	32%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1249	57%
	Voted in 2014: No	951	43%
	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	Netflix User	1413	64%
MCENxdem2	HBO Max Users	646	29%
MCENxdem3	Disney+ Users	824	37%
MCENxdem4	Hulu Users	933	42%
MCENxdem5	Paramount+	380	17%
MCENxdem6	Peacock Users	616	28%
MCENxdem7	Amazon Prime Video Users	1213	55%

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

