



National Tracking Poll #2203094  
March 14-17, 2022

*Crosstabulation Results*

*Methodology:*

This poll was conducted between March 14-March 17, 2022 among a sample of 2210 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:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Companies should play an active role in communicating their position on or getting involved in political, societal and/or cultural issues	Companies should only make a statement or get involved in influencing political, societal and/or cultural issues when the issues are directly related to their business	Companies should focus on their product/service and not get involved in political, societal and/or cultural issues	Total N
Adults	27% (589)	40% (882)	33% (739)	2210
Gender: Male	26% (281)	37% (394)	37% (391)	1067
Gender: Female	27% (308)	43% (488)	30% (348)	1143
Age: 18-34	39% (254)	40% (261)	22% (143)	658
Age: 35-44	27% (97)	43% (153)	31% (110)	359
Age: 45-64	20% (150)	39% (293)	41% (312)	754
Age: 65+	20% (88)	40% (175)	40% (175)	438
GenZers: 1997-2012	40% (111)	42% (119)	18% (50)	280
Millennials: 1981-1996	34% (210)	41% (254)	26% (162)	627
GenXers: 1965-1980	20% (111)	39% (222)	41% (234)	566
Baby Boomers: 1946-1964	22% (145)	38% (253)	39% (259)	657
PID: Dem (no lean)	38% (305)	42% (332)	20% (163)	800
PID: Ind (no lean)	26% (194)	40% (296)	34% (252)	742
PID: Rep (no lean)	14% (90)	38% (254)	49% (325)	669
PID/Gender: Dem Men	37% (133)	40% (143)	22% (79)	356
PID/Gender: Dem Women	39% (172)	42% (189)	19% (84)	444
PID/Gender: Ind Men	26% (101)	36% (137)	37% (142)	380
PID/Gender: Ind Women	26% (93)	44% (158)	30% (110)	361
PID/Gender: Rep Men	14% (47)	34% (113)	51% (170)	331
PID/Gender: Rep Women	13% (43)	42% (141)	46% (154)	338
Ideo: Liberal (1-3)	42% (271)	38% (245)	19% (122)	638
Ideo: Moderate (4)	25% (161)	43% (272)	31% (199)	631
Ideo: Conservative (5-7)	14% (103)	39% (286)	47% (344)	733

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**Table MCEN1:** Which of the following statements comes closest to your view, even if none are exactly right?

<b>Demographic</b>	<b>Companies should play an active role in communicating their position on or getting involved in political, societal and/or cultural issues</b>		<b>Companies should only make a statement or get involved in influencing political, societal and/or cultural issues when the issues are directly related to their business</b>		<b>Companies should focus on their product/service and not get involved in political, societal and/or cultural issues</b>		<b>Total N</b>
Adults	27%	(589)	40%	(882)	33%	(739)	2210
Educ: < College	25%	(382)	40%	(609)	35%	(527)	1519
Educ: Bachelors degree	28%	(125)	40%	(177)	32%	(144)	446
Educ: Post-grad	33%	(82)	39%	(96)	28%	(68)	245
Income: Under 50k	28%	(350)	40%	(505)	33%	(417)	1272
Income: 50k-100k	27%	(181)	39%	(265)	34%	(232)	678
Income: 100k+	22%	(58)	43%	(112)	35%	(91)	260
Ethnicity: White	24%	(414)	41%	(701)	36%	(614)	1730
Ethnicity: Hispanic	33%	(116)	42%	(146)	25%	(89)	351
Ethnicity: Black	37%	(103)	36%	(99)	27%	(74)	276
Ethnicity: Other	35%	(72)	40%	(81)	25%	(51)	205
All Christian	21%	(219)	40%	(415)	39%	(400)	1034
All Non-Christian	35%	(36)	40%	(41)	24%	(25)	102
Atheist	42%	(46)	20%	(23)	38%	(42)	110
Agnostic/Nothing in particular	31%	(186)	40%	(239)	29%	(172)	597
Something Else	28%	(101)	45%	(165)	27%	(100)	366
Religious Non-Protestant/Catholic	30%	(37)	38%	(47)	31%	(38)	122
Evangelical	22%	(127)	41%	(234)	37%	(212)	573
Non-Evangelical	24%	(189)	42%	(335)	34%	(268)	791
Community: Urban	35%	(222)	39%	(247)	27%	(170)	639
Community: Suburban	24%	(236)	40%	(397)	36%	(360)	993
Community: Rural	23%	(131)	41%	(238)	36%	(210)	579

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**Table MCEN1:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Companies should play an active role in communicating their position on or getting involved in political, societal and/or cultural issues		Companies should only make a statement or get involved in influencing political, societal and/or cultural issues when the issues are directly related to their business		Companies should focus on their product/service and not get involved in political, societal and/or cultural issues		Total N
Adults	27%	(589)	40%	(882)	33%	(739)	2210
Employ: Private Sector	29%	(187)	40%	(259)	31%	(202)	648
Employ: Government	27%	(32)	44%	(53)	30%	(36)	122
Employ: Self-Employed	24%	(49)	41%	(83)	35%	(70)	201
Employ: Homemaker	24%	(48)	38%	(75)	38%	(76)	198
Employ: Student	41%	(34)	36%	(29)	23%	(19)	81
Employ: Retired	23%	(117)	38%	(196)	40%	(206)	519
Employ: Unemployed	34%	(94)	41%	(112)	25%	(68)	274
Employ: Other	17%	(28)	45%	(75)	38%	(63)	166
Military HH: Yes	19%	(62)	43%	(139)	38%	(125)	327
Military HH: No	28%	(526)	39%	(742)	33%	(614)	1883
RD/WT: Right Direction	36%	(246)	43%	(294)	21%	(147)	687
RD/WT: Wrong Track	23%	(343)	39%	(588)	39%	(593)	1523
Biden Job Approve	37%	(347)	43%	(402)	20%	(193)	943
Biden Job Disapprove	18%	(211)	38%	(445)	44%	(508)	1164
Biden Job Strongly Approve	42%	(159)	38%	(145)	20%	(77)	380
Biden Job Somewhat Approve	34%	(189)	46%	(258)	21%	(116)	562
Biden Job Somewhat Disapprove	28%	(87)	45%	(138)	27%	(85)	310
Biden Job Strongly Disapprove	15%	(124)	36%	(307)	50%	(423)	854
Favorable of Biden	37%	(345)	42%	(391)	21%	(200)	936
Unfavorable of Biden	18%	(212)	39%	(454)	43%	(503)	1168
Very Favorable of Biden	41%	(165)	37%	(148)	22%	(90)	403
Somewhat Favorable of Biden	34%	(179)	46%	(243)	21%	(110)	532
Somewhat Unfavorable of Biden	32%	(96)	42%	(126)	25%	(76)	299
Very Unfavorable of Biden	13%	(116)	38%	(327)	49%	(427)	870

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**Table MCEN1:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Companies should play an active role in communicating their position on or getting involved in political, societal and/or cultural issues		Companies should only make a statement or get involved in influencing political, societal and/or cultural issues when the issues are directly related to their business		Companies should focus on their product/service and not get involved in political, societal and/or cultural issues		Total N
	%	(N)	%	(N)	%	(N)	
Adults	27%	(589)	40%	(882)	33%	(739)	2210
#1 Issue: Economy	25%	(212)	44%	(380)	31%	(272)	863
#1 Issue: Security	17%	(66)	36%	(139)	47%	(178)	383
#1 Issue: Health Care	43%	(96)	38%	(84)	19%	(42)	221
#1 Issue: Medicare / Social Security	20%	(46)	38%	(88)	42%	(97)	231
#1 Issue: Women's Issues	40%	(42)	36%	(38)	23%	(24)	104
#1 Issue: Education	36%	(35)	40%	(39)	24%	(24)	97
#1 Issue: Energy	29%	(63)	38%	(81)	33%	(70)	215
#1 Issue: Other	31%	(30)	35%	(34)	34%	(33)	97
2020 Vote: Joe Biden	38%	(359)	42%	(395)	20%	(191)	945
2020 Vote: Donald Trump	14%	(106)	37%	(282)	49%	(380)	768
2020 Vote: Other	15%	(11)	53%	(40)	32%	(23)	74
2020 Vote: Didn't Vote	27%	(112)	39%	(165)	34%	(145)	423
2018 House Vote: Democrat	41%	(296)	40%	(291)	20%	(142)	729
2018 House Vote: Republican	12%	(76)	38%	(245)	50%	(319)	640
2018 House Vote: Someone else	28%	(18)	38%	(25)	35%	(23)	66
2016 Vote: Hillary Clinton	40%	(268)	38%	(255)	22%	(144)	667
2016 Vote: Donald Trump	15%	(106)	37%	(267)	48%	(344)	717
2016 Vote: Other	21%	(25)	47%	(57)	32%	(39)	121
2016 Vote: Didn't Vote	27%	(188)	43%	(301)	30%	(212)	700
Voted in 2014: Yes	26%	(313)	38%	(471)	36%	(440)	1224
Voted in 2014: No	28%	(276)	42%	(411)	30%	(299)	986
4-Region: Northeast	28%	(111)	40%	(158)	32%	(126)	395
4-Region: Midwest	24%	(113)	43%	(201)	32%	(150)	464
4-Region: South	27%	(222)	37%	(302)	37%	(304)	828
4-Region: West	27%	(143)	42%	(220)	30%	(159)	522
Parents	28%	(140)	40%	(201)	31%	(155)	496

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**Table MCEN1:** Which of the following statements comes closest to your view, even if none are exactly right?

<b>Demographic</b>	<b>Companies should play an active role in communicating their position on or getting involved in political, societal and/or cultural issues</b>	<b>Companies should only make a statement or get involved in influencing political, societal and/or cultural issues when the issues are directly related to their business</b>	<b>Companies should focus on their product/service and not get involved in political, societal and/or cultural issues</b>	<b>Total N</b>
Adults	27% (589)	40% (882)	33% (739)	2210
Disney Fans	28% (487)	40% (702)	32% (547)	1736
Disney+ Subscribers	35% (283)	38% (315)	27% (220)	817

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

**Table MCEN2: Are you favorable or unfavorable of companies speaking out on and/or getting involved in political, societal and/or cultural issues?**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(384)	27%	(589)	21%	(467)	21%	(474)	13%	(295)	2210
Gender: Male	20%	(210)	26%	(282)	20%	(218)	24%	(261)	9%	(95)	1067
Gender: Female	15%	(173)	27%	(308)	22%	(249)	19%	(213)	18%	(200)	1143
Age: 18-34	29%	(189)	31%	(204)	16%	(103)	13%	(83)	12%	(79)	658
Age: 35-44	16%	(56)	31%	(111)	21%	(74)	15%	(54)	18%	(64)	359
Age: 45-64	13%	(97)	22%	(163)	23%	(171)	29%	(219)	14%	(104)	754
Age: 65+	9%	(41)	25%	(112)	27%	(118)	27%	(119)	11%	(48)	438
GenZers: 1997-2012	29%	(80)	31%	(86)	17%	(47)	9%	(26)	14%	(40)	280
Millennials: 1981-1996	24%	(150)	31%	(197)	16%	(101)	14%	(90)	14%	(88)	627
GenXers: 1965-1980	12%	(71)	22%	(122)	25%	(140)	26%	(147)	15%	(87)	566
Baby Boomers: 1946-1964	12%	(78)	26%	(169)	22%	(146)	29%	(191)	11%	(73)	657
PID: Dem (no lean)	26%	(209)	34%	(275)	17%	(134)	10%	(80)	13%	(100)	800
PID: Ind (no lean)	15%	(110)	26%	(195)	21%	(157)	21%	(157)	17%	(123)	742
PID: Rep (no lean)	10%	(65)	18%	(119)	26%	(176)	35%	(237)	11%	(72)	669
PID/Gender: Dem Men	34%	(120)	34%	(120)	15%	(55)	10%	(35)	7%	(26)	356
PID/Gender: Dem Women	20%	(89)	35%	(155)	18%	(80)	10%	(45)	17%	(75)	444
PID/Gender: Ind Men	14%	(54)	25%	(97)	23%	(87)	25%	(95)	12%	(47)	380
PID/Gender: Ind Women	15%	(56)	27%	(98)	19%	(70)	17%	(62)	21%	(76)	361
PID/Gender: Rep Men	11%	(37)	20%	(65)	23%	(77)	39%	(131)	7%	(22)	331
PID/Gender: Rep Women	8%	(28)	16%	(55)	29%	(99)	32%	(107)	15%	(50)	338
Ideo: Liberal (1-3)	31%	(197)	35%	(222)	16%	(100)	11%	(73)	7%	(46)	638
Ideo: Moderate (4)	13%	(80)	32%	(201)	24%	(151)	15%	(95)	17%	(104)	631
Ideo: Conservative (5-7)	9%	(69)	18%	(134)	26%	(193)	37%	(269)	9%	(69)	733
Educ: < College	16%	(236)	26%	(388)	22%	(329)	22%	(332)	15%	(234)	1519
Educ: Bachelors degree	16%	(71)	30%	(134)	22%	(96)	22%	(97)	11%	(47)	446
Educ: Post-grad	31%	(76)	27%	(67)	17%	(42)	19%	(46)	6%	(14)	245
Income: Under 50k	16%	(209)	28%	(357)	19%	(238)	20%	(254)	17%	(213)	1272
Income: 50k-100k	18%	(119)	25%	(167)	24%	(164)	24%	(166)	9%	(62)	678
Income: 100k+	21%	(55)	25%	(65)	25%	(65)	21%	(55)	8%	(20)	260
Ethnicity: White	15%	(261)	25%	(428)	24%	(412)	24%	(417)	12%	(212)	1730
Ethnicity: Hispanic	28%	(99)	28%	(99)	14%	(50)	16%	(58)	13%	(45)	351
Ethnicity: Black	30%	(82)	30%	(83)	11%	(29)	11%	(29)	19%	(52)	276

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**Table MCEN2: Are you favorable or unfavorable of companies speaking out on and/or getting involved in political, societal and/or cultural issues?**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	17%	(384)	27%	(589)	21%	(467)	21%	(474)	13%	(295)	2210
Ethnicity: Other	20%	(41)	38%	(78)	12%	(25)	14%	(29)	16%	(32)	205
All Christian	15%	(154)	24%	(246)	24%	(250)	26%	(270)	11%	(113)	1034
All Non-Christian	25%	(26)	35%	(36)	15%	(15)	12%	(13)	13%	(13)	102
Atheist	33%	(37)	21%	(24)	16%	(18)	20%	(22)	9%	(10)	110
Agnostic/Nothing in particular	19%	(115)	30%	(179)	18%	(105)	19%	(112)	15%	(87)	597
Something Else	14%	(53)	29%	(105)	21%	(78)	16%	(59)	19%	(71)	366
Religious Non-Protestant/Catholic	23%	(29)	30%	(36)	17%	(21)	16%	(19)	14%	(17)	122
Evangelical	18%	(101)	25%	(142)	19%	(111)	24%	(138)	14%	(81)	573
Non-Evangelical	13%	(99)	26%	(207)	26%	(206)	23%	(182)	12%	(98)	791
Community: Urban	25%	(159)	30%	(189)	17%	(109)	15%	(99)	13%	(83)	639
Community: Suburban	16%	(154)	26%	(257)	22%	(222)	24%	(237)	12%	(123)	993
Community: Rural	12%	(71)	25%	(144)	23%	(136)	24%	(139)	15%	(89)	579
Employ: Private Sector	21%	(139)	30%	(194)	23%	(146)	18%	(117)	8%	(52)	648
Employ: Government	25%	(30)	27%	(33)	17%	(21)	20%	(24)	11%	(13)	122
Employ: Self-Employed	21%	(42)	26%	(52)	20%	(41)	23%	(46)	10%	(20)	201
Employ: Homemaker	15%	(31)	25%	(50)	16%	(32)	26%	(52)	17%	(34)	198
Employ: Student	21%	(17)	30%	(25)	19%	(16)	12%	(10)	17%	(14)	81
Employ: Retired	12%	(60)	23%	(120)	25%	(130)	29%	(149)	11%	(59)	519
Employ: Unemployed	16%	(43)	26%	(71)	16%	(45)	18%	(49)	24%	(66)	274
Employ: Other	13%	(21)	27%	(44)	22%	(36)	16%	(27)	23%	(37)	166
Military HH: Yes	11%	(36)	25%	(81)	25%	(81)	28%	(91)	12%	(38)	327
Military HH: No	18%	(348)	27%	(508)	21%	(386)	20%	(384)	14%	(257)	1883
RD/WT: Right Direction	27%	(182)	35%	(241)	15%	(103)	9%	(61)	14%	(98)	687
RD/WT: Wrong Track	13%	(201)	23%	(348)	24%	(364)	27%	(413)	13%	(197)	1523
Biden Job Approve	26%	(247)	37%	(349)	16%	(153)	9%	(83)	12%	(111)	943
Biden Job Disapprove	11%	(133)	19%	(220)	26%	(302)	33%	(384)	11%	(126)	1164
Biden Job Strongly Approve	38%	(146)	28%	(108)	11%	(43)	12%	(46)	10%	(38)	380
Biden Job Somewhat Approve	18%	(101)	43%	(241)	20%	(110)	7%	(37)	13%	(74)	562
Biden Job Somewhat Disapprove	13%	(41)	30%	(92)	29%	(91)	15%	(48)	12%	(37)	310
Biden Job Strongly Disapprove	11%	(92)	15%	(127)	25%	(211)	39%	(336)	10%	(89)	854

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**Table MCEN2: Are you favorable or unfavorable of companies speaking out on and/or getting involved in political, societal and/or cultural issues?**

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(384)	27%	(589)	21%	(467)	21%	(474)	13%	(295)	2210
Favorable of Biden	25%	(238)	37%	(345)	16%	(146)	9%	(87)	13%	(120)	936
Unfavorable of Biden	12%	(139)	20%	(228)	26%	(307)	32%	(377)	10%	(118)	1168
Very Favorable of Biden	34%	(137)	30%	(120)	12%	(49)	12%	(50)	12%	(48)	403
Somewhat Favorable of Biden	19%	(101)	42%	(225)	18%	(97)	7%	(37)	14%	(72)	532
Somewhat Unfavorable of Biden	17%	(51)	31%	(92)	29%	(86)	13%	(39)	10%	(31)	299
Very Unfavorable of Biden	10%	(88)	16%	(136)	25%	(221)	39%	(338)	10%	(87)	870
#1 Issue: Economy	14%	(122)	28%	(238)	25%	(216)	21%	(181)	12%	(106)	863
#1 Issue: Security	14%	(52)	21%	(79)	19%	(73)	37%	(142)	10%	(36)	383
#1 Issue: Health Care	30%	(67)	26%	(57)	18%	(39)	11%	(25)	15%	(32)	221
#1 Issue: Medicare / Social Security	9%	(21)	25%	(57)	25%	(57)	21%	(49)	21%	(47)	231
#1 Issue: Women's Issues	31%	(32)	29%	(30)	21%	(21)	11%	(12)	9%	(9)	104
#1 Issue: Education	23%	(22)	36%	(35)	14%	(13)	9%	(9)	17%	(17)	97
#1 Issue: Energy	21%	(46)	33%	(72)	14%	(30)	17%	(37)	14%	(30)	215
#1 Issue: Other	22%	(21)	22%	(21)	17%	(17)	21%	(21)	18%	(17)	97
2020 Vote: Joe Biden	25%	(237)	36%	(342)	19%	(176)	9%	(82)	11%	(107)	945
2020 Vote: Donald Trump	10%	(75)	17%	(128)	26%	(199)	38%	(292)	10%	(74)	768
2020 Vote: Other	10%	(7)	27%	(20)	24%	(18)	24%	(18)	16%	(12)	74
2020 Vote: Didn't Vote	15%	(65)	24%	(100)	18%	(74)	20%	(83)	24%	(101)	423
2018 House Vote: Democrat	26%	(191)	34%	(245)	19%	(140)	10%	(74)	11%	(79)	729
2018 House Vote: Republican	10%	(64)	16%	(101)	28%	(177)	39%	(248)	8%	(49)	640
2018 House Vote: Someone else	20%	(13)	19%	(12)	22%	(15)	23%	(15)	16%	(11)	66
2016 Vote: Hillary Clinton	25%	(169)	32%	(216)	17%	(116)	12%	(78)	13%	(88)	667
2016 Vote: Donald Trump	11%	(81)	18%	(131)	26%	(184)	37%	(262)	8%	(59)	717
2016 Vote: Other	12%	(14)	30%	(37)	28%	(34)	21%	(26)	9%	(11)	121
2016 Vote: Didn't Vote	17%	(120)	29%	(206)	19%	(130)	15%	(108)	19%	(136)	700
Voted in 2014: Yes	17%	(209)	25%	(302)	24%	(292)	25%	(305)	10%	(116)	1224
Voted in 2014: No	18%	(174)	29%	(288)	18%	(175)	17%	(170)	18%	(179)	986
4-Region: Northeast	18%	(70)	29%	(114)	20%	(79)	20%	(78)	14%	(55)	395
4-Region: Midwest	16%	(73)	27%	(125)	23%	(107)	20%	(93)	14%	(66)	464
4-Region: South	16%	(134)	26%	(218)	21%	(175)	23%	(188)	14%	(113)	828
4-Region: West	20%	(106)	25%	(132)	20%	(106)	22%	(116)	12%	(62)	522

Continued on next page

**Table MCEN2:** Are you favorable or unfavorable of companies speaking out on and/or getting involved in political, societal and/or cultural issues?

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	17%	(384)	27%	(589)	21%	(467)	21%	(474)	13%	(295)	2210
Parents	25%	(123)	26%	(129)	20%	(98)	17%	(82)	13%	(64)	496
Disney Fans	19%	(324)	28%	(486)	21%	(364)	20%	(341)	13%	(222)	1736
Disney+ Subscribers	24%	(198)	28%	(229)	20%	(161)	17%	(137)	11%	(92)	817

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

**Table MCEN3:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. How much have you seen, read, or heard about this bill?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	15%	(338)	33%	(722)	21%	(462)	31%	(688)	2210
Gender: Male	19%	(203)	35%	(377)	20%	(213)	26%	(273)	1067
Gender: Female	12%	(135)	30%	(345)	22%	(249)	36%	(415)	1143
Age: 18-34	18%	(116)	30%	(198)	20%	(132)	32%	(212)	658
Age: 35-44	14%	(51)	26%	(94)	25%	(91)	34%	(123)	359
Age: 45-64	14%	(103)	32%	(243)	21%	(155)	34%	(253)	754
Age: 65+	16%	(68)	42%	(186)	19%	(85)	23%	(100)	438
GenZers: 1997-2012	13%	(38)	29%	(82)	21%	(60)	36%	(101)	280
Millennials: 1981-1996	18%	(111)	29%	(184)	22%	(136)	31%	(196)	627
GenXers: 1965-1980	13%	(75)	29%	(164)	22%	(124)	36%	(202)	566
Baby Boomers: 1946-1964	15%	(100)	39%	(256)	19%	(123)	27%	(178)	657
PID: Dem (no lean)	19%	(155)	34%	(273)	21%	(168)	25%	(203)	800
PID: Ind (no lean)	12%	(89)	32%	(234)	20%	(151)	36%	(268)	742
PID: Rep (no lean)	14%	(94)	32%	(215)	21%	(143)	33%	(218)	669
PID/Gender: Dem Men	23%	(80)	37%	(132)	22%	(78)	18%	(66)	356
PID/Gender: Dem Women	17%	(75)	32%	(141)	20%	(90)	31%	(137)	444
PID/Gender: Ind Men	14%	(55)	33%	(127)	19%	(71)	34%	(128)	380
PID/Gender: Ind Women	9%	(34)	30%	(107)	22%	(80)	39%	(140)	361
PID/Gender: Rep Men	21%	(68)	36%	(118)	20%	(65)	24%	(80)	331
PID/Gender: Rep Women	7%	(25)	29%	(97)	23%	(78)	41%	(138)	338
Ideo: Liberal (1-3)	24%	(156)	36%	(228)	17%	(107)	23%	(148)	638
Ideo: Moderate (4)	11%	(66)	33%	(205)	24%	(149)	33%	(211)	631
Ideo: Conservative (5-7)	15%	(108)	35%	(259)	22%	(162)	28%	(204)	733
Educ: < College	12%	(188)	29%	(447)	22%	(328)	37%	(556)	1519
Educ: Bachelors degree	19%	(84)	40%	(178)	20%	(88)	21%	(96)	446
Educ: Post-grad	27%	(67)	40%	(97)	19%	(46)	15%	(36)	245
Income: Under 50k	14%	(175)	29%	(365)	21%	(270)	36%	(462)	1272
Income: 50k-100k	16%	(109)	38%	(258)	20%	(134)	26%	(178)	678
Income: 100k+	21%	(54)	38%	(100)	22%	(58)	19%	(48)	260
Ethnicity: White	16%	(276)	33%	(571)	21%	(360)	30%	(523)	1730
Ethnicity: Hispanic	14%	(49)	31%	(110)	23%	(82)	31%	(110)	351
Ethnicity: Black	13%	(37)	30%	(83)	20%	(54)	37%	(102)	276

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**Table MCEN3:** *As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. How much have you seen, read, or heard about this bill?*

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	15%	(338)	33%	(722)	21%	(462)	31%	(688)	2210
Ethnicity: Other	12%	(25)	33%	(68)	23%	(48)	31%	(63)	205
All Christian	14%	(143)	38%	(394)	22%	(231)	26%	(266)	1034
All Non-Christian	26%	(27)	29%	(30)	17%	(17)	28%	(29)	102
Atheist	33%	(37)	28%	(30)	13%	(14)	26%	(29)	110
Agnostic/Nothing in particular	17%	(103)	29%	(176)	20%	(118)	34%	(201)	597
Something Else	8%	(29)	25%	(92)	22%	(82)	45%	(163)	366
Religious Non-Protestant/Catholic	24%	(29)	29%	(36)	18%	(22)	29%	(35)	122
Evangelical	12%	(68)	31%	(180)	23%	(132)	34%	(192)	573
Non-Evangelical	13%	(100)	37%	(292)	22%	(173)	28%	(225)	791
Community: Urban	17%	(105)	31%	(197)	19%	(123)	33%	(213)	639
Community: Suburban	16%	(156)	36%	(361)	20%	(203)	27%	(273)	993
Community: Rural	13%	(77)	28%	(164)	23%	(136)	35%	(202)	579
Employ: Private Sector	18%	(114)	37%	(242)	22%	(142)	23%	(150)	648
Employ: Government	14%	(17)	30%	(37)	24%	(29)	32%	(39)	122
Employ: Self-Employed	19%	(38)	28%	(56)	16%	(31)	38%	(77)	201
Employ: Homemaker	15%	(30)	28%	(55)	20%	(40)	37%	(74)	198
Employ: Student	20%	(16)	30%	(25)	22%	(18)	27%	(22)	81
Employ: Retired	14%	(73)	41%	(214)	20%	(102)	25%	(130)	519
Employ: Unemployed	13%	(35)	23%	(64)	23%	(64)	40%	(111)	274
Employ: Other	9%	(16)	18%	(30)	21%	(35)	51%	(85)	166
Military HH: Yes	15%	(49)	35%	(116)	25%	(81)	25%	(80)	327
Military HH: No	15%	(289)	32%	(606)	20%	(381)	32%	(607)	1883
RD/WT: Right Direction	21%	(141)	39%	(266)	20%	(135)	21%	(145)	687
RD/WT: Wrong Track	13%	(197)	30%	(456)	21%	(328)	36%	(543)	1523
Biden Job Approve	18%	(172)	37%	(346)	21%	(195)	24%	(230)	943
Biden Job Disapprove	14%	(164)	31%	(361)	21%	(239)	34%	(399)	1164
Biden Job Strongly Approve	28%	(105)	36%	(135)	16%	(61)	21%	(79)	380
Biden Job Somewhat Approve	12%	(67)	37%	(211)	24%	(134)	27%	(151)	562
Biden Job Somewhat Disapprove	11%	(34)	32%	(100)	25%	(76)	32%	(99)	310
Biden Job Strongly Disapprove	15%	(130)	31%	(261)	19%	(163)	35%	(300)	854

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**Table MCEN3:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. How much have you seen, read, or heard about this bill?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	15%	(338)	33%	(722)	21%	(462)	31%	(688)	2210
Favorable of Biden	18%	(168)	36%	(339)	23%	(213)	23%	(216)	936
Unfavorable of Biden	14%	(162)	31%	(363)	20%	(234)	35%	(409)	1168
Very Favorable of Biden	23%	(94)	36%	(144)	19%	(75)	23%	(91)	403
Somewhat Favorable of Biden	14%	(75)	37%	(195)	26%	(138)	23%	(125)	532
Somewhat Unfavorable of Biden	12%	(35)	30%	(90)	21%	(63)	37%	(110)	299
Very Unfavorable of Biden	15%	(127)	31%	(273)	20%	(171)	34%	(299)	870
#1 Issue: Economy	13%	(116)	30%	(258)	21%	(182)	36%	(307)	863
#1 Issue: Security	14%	(54)	36%	(139)	20%	(75)	30%	(116)	383
#1 Issue: Health Care	17%	(38)	39%	(87)	17%	(39)	26%	(58)	221
#1 Issue: Medicare / Social Security	10%	(22)	33%	(76)	26%	(59)	32%	(74)	231
#1 Issue: Women's Issues	31%	(33)	38%	(39)	11%	(11)	20%	(21)	104
#1 Issue: Education	16%	(16)	28%	(27)	30%	(29)	26%	(25)	97
#1 Issue: Energy	19%	(40)	31%	(66)	22%	(48)	28%	(60)	215
#1 Issue: Other	21%	(20)	30%	(29)	21%	(20)	28%	(27)	97
2020 Vote: Joe Biden	20%	(191)	37%	(351)	20%	(189)	23%	(214)	945
2020 Vote: Donald Trump	14%	(110)	35%	(272)	20%	(155)	30%	(231)	768
2020 Vote: Other	14%	(10)	24%	(18)	21%	(16)	41%	(30)	74
2020 Vote: Didn't Vote	6%	(26)	19%	(82)	24%	(103)	50%	(211)	423
2018 House Vote: Democrat	22%	(157)	40%	(290)	17%	(127)	21%	(154)	729
2018 House Vote: Republican	17%	(110)	35%	(221)	21%	(133)	28%	(176)	640
2018 House Vote: Someone else	9%	(6)	27%	(18)	21%	(14)	43%	(28)	66
2016 Vote: Hillary Clinton	22%	(145)	39%	(263)	16%	(106)	23%	(153)	667
2016 Vote: Donald Trump	16%	(111)	34%	(247)	23%	(164)	27%	(195)	717
2016 Vote: Other	23%	(28)	33%	(40)	14%	(17)	30%	(36)	121
2016 Vote: Didn't Vote	8%	(54)	25%	(172)	25%	(172)	43%	(302)	700
Voted in 2014: Yes	19%	(236)	37%	(455)	20%	(239)	24%	(294)	1224
Voted in 2014: No	10%	(102)	27%	(267)	23%	(223)	40%	(393)	986
4-Region: Northeast	17%	(68)	31%	(122)	21%	(84)	31%	(121)	395
4-Region: Midwest	13%	(61)	34%	(158)	21%	(96)	32%	(149)	464
4-Region: South	17%	(139)	32%	(264)	22%	(179)	30%	(247)	828
4-Region: West	14%	(71)	34%	(178)	20%	(103)	33%	(171)	522

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**Table MCEN3:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. How much have you seen, read, or heard about this bill?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	15%	(338)	33%	(722)	21%	(462)	31%	(688)	2210
Parents	17%	(86)	30%	(150)	21%	(105)	31%	(155)	496
Disney Fans	15%	(265)	32%	(558)	22%	(380)	31%	(534)	1736
Disney+ Subscribers	17%	(136)	32%	(265)	23%	(184)	28%	(232)	817

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

**Table MCEN4:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students if it is directly related to their business		Companies should focus on their product/service and not get involved in the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(493)	24%	(530)	37%	(829)	16%	(358)	2210
Gender: Male	22%	(232)	24%	(258)	41%	(441)	13%	(135)	1067
Gender: Female	23%	(261)	24%	(272)	34%	(388)	20%	(223)	1143
Age: 18-34	30%	(199)	31%	(202)	23%	(153)	16%	(104)	658
Age: 35-44	20%	(72)	27%	(98)	32%	(116)	21%	(74)	359
Age: 45-64	17%	(128)	21%	(158)	45%	(342)	17%	(126)	754
Age: 65+	22%	(95)	16%	(72)	50%	(217)	12%	(54)	438
GenZers: 1997-2012	27%	(76)	30%	(85)	27%	(76)	15%	(43)	280
Millennials: 1981-1996	27%	(171)	30%	(191)	24%	(149)	19%	(116)	627
GenXers: 1965-1980	16%	(89)	21%	(120)	44%	(247)	19%	(110)	566
Baby Boomers: 1946-1964	21%	(140)	19%	(122)	48%	(316)	12%	(78)	657
PID: Dem (no lean)	37%	(297)	26%	(208)	23%	(180)	14%	(114)	800
PID: Ind (no lean)	17%	(122)	24%	(177)	37%	(273)	23%	(169)	742
PID: Rep (no lean)	11%	(74)	22%	(145)	56%	(375)	11%	(75)	669
PID/Gender: Dem Men	36%	(128)	30%	(105)	25%	(87)	10%	(35)	356
PID/Gender: Dem Women	38%	(169)	23%	(103)	21%	(93)	18%	(79)	444
PID/Gender: Ind Men	16%	(60)	24%	(91)	40%	(153)	20%	(77)	380
PID/Gender: Ind Women	17%	(63)	24%	(86)	33%	(120)	26%	(92)	361
PID/Gender: Rep Men	13%	(44)	19%	(62)	61%	(201)	7%	(24)	331
PID/Gender: Rep Women	9%	(30)	24%	(83)	51%	(174)	15%	(51)	338
Ideo: Liberal (1-3)	44%	(284)	25%	(158)	19%	(123)	11%	(73)	638
Ideo: Moderate (4)	17%	(109)	29%	(181)	35%	(218)	19%	(123)	631
Ideo: Conservative (5-7)	11%	(80)	21%	(156)	58%	(429)	9%	(70)	733

Continued on next page

**Table MCEN4:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students if it is directly related to their business		Companies should focus on their product/service and not get involved in the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(493)	24%	(530)	37%	(829)	16%	(358)	2210
Educ: < College	20%	(303)	23%	(355)	37%	(563)	20%	(298)	1519
Educ: Bachelors degree	24%	(109)	25%	(113)	41%	(183)	9%	(41)	446
Educ: Post-grad	33%	(82)	25%	(61)	34%	(83)	8%	(19)	245
Income: Under 50k	23%	(295)	23%	(298)	34%	(437)	19%	(241)	1272
Income: 50k-100k	21%	(141)	24%	(163)	41%	(278)	14%	(97)	678
Income: 100k+	22%	(57)	27%	(69)	44%	(114)	8%	(21)	260
Ethnicity: White	21%	(362)	23%	(403)	41%	(717)	14%	(248)	1730
Ethnicity: Hispanic	25%	(88)	34%	(118)	31%	(107)	11%	(38)	351
Ethnicity: Black	32%	(88)	21%	(58)	24%	(65)	24%	(65)	276
Ethnicity: Other	21%	(44)	33%	(69)	23%	(47)	22%	(46)	205
All Christian	18%	(185)	24%	(246)	47%	(486)	11%	(117)	1034
All Non-Christian	30%	(31)	32%	(32)	20%	(20)	18%	(18)	102
Atheist	35%	(38)	22%	(25)	31%	(34)	12%	(13)	110
Agnostic/Nothing in particular	28%	(170)	23%	(134)	30%	(181)	19%	(112)	597
Something Else	19%	(69)	25%	(92)	29%	(107)	27%	(98)	366
Religious Non-Protestant/Catholic	26%	(32)	29%	(35)	27%	(33)	18%	(22)	122
Evangelical	17%	(95)	23%	(133)	43%	(247)	17%	(98)	573
Non-Evangelical	20%	(155)	25%	(198)	42%	(329)	14%	(109)	791
Community: Urban	30%	(189)	24%	(154)	27%	(170)	20%	(126)	639
Community: Suburban	21%	(209)	24%	(237)	42%	(416)	13%	(130)	993
Community: Rural	16%	(95)	24%	(138)	42%	(243)	18%	(102)	579

Continued on next page

**Table MCEN4:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	Companies should make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students if it is directly related to their business		Companies should focus on their product/service and not get involved in the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(493)	24%	(530)	37%	(829)	16%	(358)	2210
Employ: Private Sector	26%	(169)	25%	(163)	38%	(244)	11%	(72)	648
Employ: Government	21%	(26)	26%	(32)	37%	(45)	16%	(19)	122
Employ: Self-Employed	20%	(39)	27%	(54)	38%	(77)	15%	(31)	201
Employ: Homemaker	19%	(38)	21%	(43)	39%	(77)	20%	(40)	198
Employ: Student	35%	(29)	25%	(20)	28%	(23)	11%	(9)	81
Employ: Retired	21%	(107)	19%	(98)	45%	(234)	15%	(80)	519
Employ: Unemployed	24%	(66)	27%	(74)	26%	(72)	23%	(63)	274
Employ: Other	12%	(20)	27%	(46)	34%	(57)	27%	(44)	166
Military HH: Yes	19%	(63)	23%	(74)	46%	(149)	12%	(40)	327
Military HH: No	23%	(430)	24%	(455)	36%	(679)	17%	(319)	1883
RD/WT: Right Direction	34%	(234)	28%	(192)	22%	(149)	16%	(112)	687
RD/WT: Wrong Track	17%	(259)	22%	(338)	45%	(680)	16%	(246)	1523
Biden Job Approve	35%	(325)	29%	(269)	21%	(203)	15%	(146)	943
Biden Job Disapprove	13%	(155)	21%	(240)	52%	(601)	14%	(168)	1164
Biden Job Strongly Approve	44%	(168)	21%	(79)	23%	(86)	12%	(47)	380
Biden Job Somewhat Approve	28%	(158)	34%	(190)	21%	(116)	17%	(98)	562
Biden Job Somewhat Disapprove	21%	(65)	29%	(89)	37%	(114)	13%	(41)	310
Biden Job Strongly Disapprove	11%	(90)	18%	(151)	57%	(487)	15%	(127)	854
Favorable of Biden	35%	(330)	27%	(255)	22%	(203)	16%	(149)	936
Unfavorable of Biden	13%	(147)	21%	(250)	51%	(601)	15%	(170)	1168

Continued on next page

**Table MCEN4:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students if it is directly related to their business		Companies should focus on their product/service and not get involved in the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(493)	24%	(530)	37%	(829)	16%	(358)	2210
Very Favorable of Biden	42%	(168)	23%	(93)	21%	(84)	14%	(57)	403
Somewhat Favorable of Biden	30%	(161)	30%	(161)	22%	(118)	17%	(91)	532
Somewhat Unfavorable of Biden	20%	(60)	30%	(91)	35%	(105)	14%	(42)	299
Very Unfavorable of Biden	10%	(88)	18%	(159)	57%	(496)	15%	(127)	870
#1 Issue: Economy	19%	(162)	26%	(220)	41%	(355)	15%	(126)	863
#1 Issue: Security	12%	(46)	16%	(62)	54%	(209)	17%	(66)	383
#1 Issue: Health Care	35%	(78)	30%	(66)	15%	(34)	19%	(42)	221
#1 Issue: Medicare / Social Security	20%	(46)	19%	(43)	41%	(94)	21%	(48)	231
#1 Issue: Women's Issues	46%	(47)	21%	(22)	24%	(25)	9%	(10)	104
#1 Issue: Education	22%	(21)	41%	(39)	16%	(16)	21%	(20)	97
#1 Issue: Energy	30%	(65)	26%	(56)	30%	(63)	14%	(30)	215
#1 Issue: Other	28%	(27)	21%	(20)	34%	(33)	17%	(17)	97
2020 Vote: Joe Biden	35%	(335)	28%	(266)	23%	(213)	14%	(130)	945
2020 Vote: Donald Trump	10%	(76)	20%	(151)	59%	(451)	12%	(89)	768
2020 Vote: Other	11%	(8)	27%	(20)	39%	(29)	24%	(18)	74
2020 Vote: Didn't Vote	18%	(74)	22%	(92)	32%	(135)	29%	(121)	423
2018 House Vote: Democrat	38%	(278)	26%	(187)	24%	(175)	12%	(88)	729
2018 House Vote: Republican	10%	(64)	21%	(134)	60%	(385)	9%	(56)	640
2018 House Vote: Someone else	8%	(5)	36%	(24)	31%	(20)	26%	(17)	66

Continued on next page

**Table MCEN4:** As you may know, the Florida legislature passed a bill limiting the teaching of sexual orientation and gender identity to Florida students. Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	Companies should make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Companies should only make a statement on the Florida bill limiting the teaching of sexual orientation and gender identity if it is directly related to their business		Companies should focus on their product/service and not get involved in the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	22%	(493)	24%	(530)	37%	(829)	16%	(358)	2210
2016 Vote: Hillary Clinton	38%	(254)	25%	(165)	22%	(148)	15%	(100)	667
2016 Vote: Donald Trump	11%	(76)	21%	(150)	59%	(424)	9%	(68)	717
2016 Vote: Other	22%	(26)	29%	(35)	41%	(50)	8%	(10)	121
2016 Vote: Didn't Vote	19%	(136)	26%	(179)	29%	(206)	26%	(180)	700
Voted in 2014: Yes	23%	(284)	22%	(272)	43%	(528)	11%	(140)	1224
Voted in 2014: No	21%	(209)	26%	(257)	31%	(301)	22%	(219)	986
4-Region: Northeast	25%	(98)	22%	(89)	37%	(145)	16%	(64)	395
4-Region: Midwest	23%	(106)	23%	(106)	37%	(171)	17%	(80)	464
4-Region: South	20%	(165)	25%	(207)	40%	(329)	15%	(126)	828
4-Region: West	24%	(124)	24%	(128)	35%	(183)	17%	(88)	522
Parents	21%	(106)	28%	(141)	34%	(167)	16%	(82)	496
Disney Fans	23%	(407)	25%	(441)	36%	(625)	15%	(264)	1736
Disney+ Subscribers	27%	(222)	26%	(215)	32%	(262)	14%	(118)	817

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

**Table MCEN5\_1: Do you support or oppose companies that conduct business in Florida doing the following?  
Releasing a statement against the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(451)	14%	(317)	12%	(273)	25%	(552)	28%	(617)	2210
Gender: Male	21%	(223)	17%	(176)	13%	(141)	28%	(303)	21%	(224)	1067
Gender: Female	20%	(228)	12%	(141)	12%	(132)	22%	(249)	34%	(393)	1143
Age: 18-34	28%	(187)	17%	(110)	13%	(87)	16%	(106)	26%	(169)	658
Age: 35-44	17%	(61)	17%	(60)	17%	(62)	17%	(62)	32%	(114)	359
Age: 45-64	14%	(109)	12%	(94)	11%	(79)	33%	(247)	30%	(225)	754
Age: 65+	21%	(93)	12%	(54)	10%	(45)	31%	(138)	25%	(109)	438
GenZers: 1997-2012	32%	(88)	17%	(49)	13%	(38)	13%	(36)	25%	(69)	280
Millennials: 1981-1996	22%	(139)	16%	(101)	15%	(96)	16%	(103)	30%	(188)	627
GenXers: 1965-1980	15%	(83)	13%	(75)	11%	(65)	31%	(178)	29%	(165)	566
Baby Boomers: 1946-1964	20%	(128)	12%	(80)	10%	(67)	31%	(206)	27%	(176)	657
PID: Dem (no lean)	34%	(268)	19%	(148)	12%	(97)	12%	(99)	23%	(187)	800
PID: Ind (no lean)	16%	(117)	14%	(107)	11%	(85)	24%	(177)	34%	(256)	742
PID: Rep (no lean)	10%	(66)	9%	(61)	14%	(91)	41%	(276)	26%	(174)	669
PID/Gender: Dem Men	35%	(125)	23%	(82)	14%	(49)	14%	(48)	15%	(52)	356
PID/Gender: Dem Women	32%	(143)	15%	(66)	11%	(49)	11%	(51)	31%	(136)	444
PID/Gender: Ind Men	17%	(65)	15%	(56)	12%	(45)	26%	(99)	30%	(115)	380
PID/Gender: Ind Women	14%	(51)	14%	(51)	11%	(40)	22%	(78)	39%	(140)	361
PID/Gender: Rep Men	10%	(32)	11%	(38)	14%	(47)	47%	(156)	17%	(57)	331
PID/Gender: Rep Women	10%	(34)	7%	(23)	13%	(44)	35%	(120)	35%	(117)	338
Ideo: Liberal (1-3)	40%	(257)	21%	(131)	10%	(64)	12%	(74)	18%	(112)	638
Ideo: Moderate (4)	16%	(101)	16%	(99)	13%	(83)	20%	(125)	35%	(224)	631
Ideo: Conservative (5-7)	9%	(67)	10%	(73)	15%	(108)	45%	(332)	21%	(153)	733
Educ: < College	19%	(286)	13%	(203)	12%	(182)	24%	(363)	32%	(484)	1519
Educ: Bachelors degree	21%	(93)	15%	(68)	14%	(62)	27%	(120)	23%	(103)	446
Educ: Post-grad	29%	(72)	19%	(46)	12%	(29)	28%	(68)	12%	(30)	245
Income: Under 50k	20%	(254)	14%	(177)	11%	(146)	21%	(273)	33%	(422)	1272
Income: 50k-100k	19%	(126)	16%	(105)	13%	(89)	31%	(209)	22%	(149)	678
Income: 100k+	28%	(72)	13%	(35)	15%	(38)	27%	(69)	18%	(46)	260
Ethnicity: White	20%	(347)	14%	(248)	11%	(194)	28%	(481)	27%	(459)	1730
Ethnicity: Hispanic	21%	(75)	15%	(53)	16%	(55)	22%	(76)	26%	(92)	351

Continued on next page

**Table MCEN5\_1: Do you support or oppose companies that conduct business in Florida doing the following?  
 Releasing a statement against the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(451)	14%	(317)	12%	(273)	25%	(552)	28%	(617)	2210
Ethnicity: Black	20%	(56)	14%	(39)	17%	(47)	15%	(40)	34%	(94)	276
Ethnicity: Other	23%	(48)	14%	(29)	16%	(32)	15%	(31)	31%	(64)	205
All Christian	16%	(163)	15%	(156)	14%	(141)	33%	(336)	23%	(237)	1034
All Non-Christian	28%	(28)	16%	(16)	14%	(14)	15%	(15)	28%	(29)	102
Atheist	44%	(49)	16%	(18)	7%	(8)	17%	(19)	16%	(17)	110
Agnostic/Nothing in particular	26%	(156)	16%	(94)	11%	(63)	19%	(112)	29%	(173)	597
Something Else	15%	(54)	9%	(33)	13%	(47)	19%	(69)	44%	(162)	366
Religious Non-Protestant/Catholic	26%	(32)	14%	(18)	14%	(17)	17%	(21)	28%	(34)	122
Evangelical	14%	(79)	12%	(69)	13%	(77)	32%	(181)	29%	(167)	573
Non-Evangelical	17%	(131)	15%	(117)	13%	(106)	27%	(215)	28%	(223)	791
Community: Urban	23%	(149)	19%	(124)	12%	(77)	16%	(105)	29%	(184)	639
Community: Suburban	21%	(206)	14%	(134)	12%	(117)	28%	(278)	26%	(257)	993
Community: Rural	16%	(95)	10%	(59)	14%	(80)	29%	(169)	30%	(176)	579
Employ: Private Sector	20%	(132)	19%	(123)	16%	(105)	24%	(157)	20%	(132)	648
Employ: Government	25%	(31)	16%	(19)	16%	(19)	19%	(23)	25%	(30)	122
Employ: Self-Employed	17%	(33)	14%	(28)	16%	(33)	29%	(58)	25%	(50)	201
Employ: Homemaker	15%	(29)	11%	(22)	10%	(20)	28%	(55)	36%	(71)	198
Employ: Student	41%	(34)	14%	(11)	4%	(3)	17%	(13)	24%	(20)	81
Employ: Retired	21%	(108)	12%	(61)	10%	(53)	32%	(165)	26%	(132)	519
Employ: Unemployed	20%	(54)	14%	(39)	8%	(21)	15%	(42)	43%	(118)	274
Employ: Other	17%	(29)	9%	(14)	11%	(19)	23%	(39)	39%	(65)	166
Military HH: Yes	20%	(67)	11%	(37)	13%	(42)	33%	(107)	23%	(74)	327
Military HH: No	20%	(384)	15%	(279)	12%	(231)	24%	(445)	29%	(543)	1883
RD/WT: Right Direction	31%	(212)	21%	(146)	10%	(68)	10%	(72)	27%	(189)	687
RD/WT: Wrong Track	16%	(239)	11%	(170)	13%	(205)	32%	(480)	28%	(429)	1523
Biden Job Approve	32%	(297)	20%	(187)	11%	(106)	11%	(108)	26%	(245)	943
Biden Job Disapprove	13%	(146)	11%	(123)	14%	(164)	37%	(436)	25%	(295)	1164

Continued on next page

**Table MCEN5\_1: Do you support or oppose companies that conduct business in Florida doing the following?  
Releasing a statement against the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(451)	14%	(317)	12%	(273)	25%	(552)	28%	(617)	2210
Biden Job Strongly Approve	40%	(152)	18%	(68)	9%	(34)	12%	(47)	21%	(79)	380
Biden Job Somewhat Approve	26%	(145)	21%	(119)	13%	(71)	11%	(61)	30%	(166)	562
Biden Job Somewhat Disapprove	18%	(56)	19%	(58)	20%	(63)	17%	(52)	26%	(80)	310
Biden Job Strongly Disapprove	10%	(89)	8%	(65)	12%	(101)	45%	(384)	25%	(216)	854
Favorable of Biden	32%	(302)	20%	(184)	11%	(100)	11%	(105)	26%	(245)	936
Unfavorable of Biden	12%	(141)	11%	(128)	14%	(162)	37%	(436)	26%	(302)	1168
Very Favorable of Biden	38%	(155)	19%	(77)	9%	(37)	11%	(44)	22%	(90)	403
Somewhat Favorable of Biden	28%	(147)	20%	(107)	12%	(64)	11%	(61)	29%	(155)	532
Somewhat Unfavorable of Biden	17%	(50)	20%	(59)	19%	(56)	19%	(56)	26%	(78)	299
Very Unfavorable of Biden	10%	(91)	8%	(69)	12%	(106)	44%	(379)	26%	(224)	870
#1 Issue: Economy	14%	(123)	15%	(131)	14%	(121)	28%	(246)	28%	(242)	863
#1 Issue: Security	13%	(50)	8%	(31)	12%	(45)	39%	(150)	28%	(106)	383
#1 Issue: Health Care	33%	(72)	17%	(37)	12%	(27)	11%	(24)	28%	(61)	221
#1 Issue: Medicare / Social Security	22%	(51)	12%	(28)	10%	(22)	16%	(36)	41%	(94)	231
#1 Issue: Women's Issues	39%	(41)	12%	(12)	16%	(16)	14%	(14)	20%	(21)	104
#1 Issue: Education	22%	(21)	27%	(26)	13%	(13)	7%	(7)	30%	(29)	97
#1 Issue: Energy	30%	(65)	19%	(42)	9%	(20)	21%	(45)	20%	(43)	215
#1 Issue: Other	30%	(29)	10%	(10)	9%	(9)	30%	(29)	21%	(21)	97
2020 Vote: Joe Biden	33%	(311)	21%	(194)	11%	(100)	12%	(111)	24%	(229)	945
2020 Vote: Donald Trump	9%	(72)	8%	(64)	13%	(102)	46%	(356)	23%	(174)	768
2020 Vote: Other	14%	(10)	14%	(11)	17%	(13)	23%	(17)	32%	(24)	74
2020 Vote: Didn't Vote	14%	(58)	11%	(48)	14%	(59)	16%	(67)	45%	(191)	423
2018 House Vote: Democrat	35%	(258)	18%	(133)	11%	(82)	13%	(92)	22%	(163)	729
2018 House Vote: Republican	8%	(53)	10%	(66)	13%	(82)	46%	(297)	22%	(143)	640
2018 House Vote: Someone else	6%	(4)	16%	(11)	12%	(8)	24%	(16)	41%	(27)	66
2016 Vote: Hillary Clinton	35%	(235)	18%	(121)	12%	(77)	11%	(74)	24%	(159)	667
2016 Vote: Donald Trump	9%	(66)	11%	(79)	13%	(96)	45%	(321)	22%	(156)	717
2016 Vote: Other	18%	(22)	11%	(13)	15%	(18)	27%	(33)	29%	(35)	121
2016 Vote: Didn't Vote	18%	(127)	15%	(104)	12%	(82)	18%	(124)	38%	(264)	700

Continued on next page

**Table MCEN5\_1:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Releasing a statement against the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	20%	(451)	14%	(317)	12%	(273)	25%	(552)	28%	(617)	2210
Voted in 2014: Yes	22%	(270)	14%	(167)	12%	(146)	30%	(365)	23%	(277)	1224
Voted in 2014: No	18%	(181)	15%	(150)	13%	(127)	19%	(187)	35%	(340)	986
4-Region: Northeast	26%	(101)	14%	(57)	14%	(55)	20%	(80)	26%	(102)	395
4-Region: Midwest	17%	(80)	17%	(79)	14%	(64)	25%	(114)	28%	(128)	464
4-Region: South	20%	(166)	14%	(119)	11%	(92)	28%	(229)	27%	(222)	828
4-Region: West	20%	(104)	12%	(63)	12%	(62)	25%	(129)	32%	(165)	522
Parents	19%	(96)	18%	(88)	15%	(73)	22%	(110)	26%	(129)	496
Disney Fans	22%	(378)	14%	(248)	13%	(224)	23%	(397)	28%	(489)	1736
Disney+ Subscribers	27%	(222)	15%	(122)	12%	(99)	20%	(163)	26%	(212)	817

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

**Table MCEN5\_2: Do you support or oppose companies that conduct business in Florida doing the following?  
Releasing a statement supporting the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	12%	(273)	14%	(309)	14%	(299)	31%	(692)	29%	(637)	2210
Gender: Male	14%	(145)	16%	(173)	14%	(146)	34%	(362)	23%	(241)	1067
Gender: Female	11%	(129)	12%	(135)	13%	(153)	29%	(331)	35%	(395)	1143
Age: 18-34	13%	(87)	18%	(120)	14%	(93)	29%	(194)	25%	(165)	658
Age: 35-44	10%	(36)	17%	(60)	14%	(49)	27%	(96)	33%	(118)	359
Age: 45-64	11%	(85)	10%	(78)	14%	(104)	33%	(249)	32%	(239)	754
Age: 65+	15%	(66)	12%	(51)	12%	(53)	35%	(153)	26%	(115)	438
GenZers: 1997-2012	14%	(39)	19%	(54)	12%	(35)	30%	(84)	25%	(69)	280
Millennials: 1981-1996	11%	(71)	17%	(108)	15%	(96)	26%	(165)	30%	(187)	627
GenXers: 1965-1980	10%	(54)	12%	(65)	13%	(71)	35%	(197)	32%	(179)	566
Baby Boomers: 1946-1964	14%	(95)	11%	(72)	13%	(85)	34%	(222)	28%	(182)	657
PID: Dem (no lean)	13%	(105)	13%	(105)	14%	(112)	36%	(289)	24%	(188)	800
PID: Ind (no lean)	8%	(61)	13%	(97)	13%	(99)	30%	(219)	36%	(266)	742
PID: Rep (no lean)	16%	(108)	16%	(107)	13%	(87)	27%	(184)	27%	(183)	669
PID/Gender: Dem Men	16%	(56)	16%	(58)	14%	(51)	39%	(138)	15%	(53)	356
PID/Gender: Dem Women	11%	(50)	11%	(47)	14%	(61)	34%	(151)	30%	(135)	444
PID/Gender: Ind Men	8%	(31)	15%	(58)	13%	(50)	31%	(117)	33%	(124)	380
PID/Gender: Ind Women	8%	(29)	11%	(38)	14%	(49)	28%	(103)	39%	(142)	361
PID/Gender: Rep Men	18%	(58)	17%	(57)	13%	(44)	32%	(107)	20%	(65)	331
PID/Gender: Rep Women	15%	(50)	15%	(50)	13%	(43)	23%	(77)	35%	(118)	338
Ideo: Liberal (1-3)	13%	(83)	15%	(95)	13%	(80)	44%	(283)	15%	(97)	638
Ideo: Moderate (4)	8%	(54)	13%	(80)	17%	(106)	27%	(168)	35%	(223)	631
Ideo: Conservative (5-7)	18%	(131)	16%	(116)	14%	(100)	28%	(208)	24%	(178)	733
Educ: < College	11%	(174)	14%	(206)	14%	(209)	29%	(441)	32%	(490)	1519
Educ: Bachelors degree	12%	(55)	15%	(65)	14%	(61)	35%	(156)	24%	(108)	446
Educ: Post-grad	18%	(44)	15%	(37)	12%	(29)	39%	(96)	16%	(39)	245
Income: Under 50k	12%	(149)	15%	(190)	14%	(172)	28%	(351)	32%	(410)	1272
Income: 50k-100k	12%	(79)	12%	(84)	13%	(88)	38%	(256)	25%	(170)	678
Income: 100k+	17%	(45)	13%	(35)	15%	(38)	33%	(85)	22%	(57)	260
Ethnicity: White	12%	(207)	14%	(238)	13%	(233)	34%	(592)	27%	(461)	1730
Ethnicity: Hispanic	11%	(39)	17%	(59)	17%	(58)	32%	(114)	23%	(82)	351

Continued on next page

**Table MCEN5\_2: Do you support or oppose companies that conduct business in Florida doing the following?  
 Releasing a statement supporting the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	12%	(273)	14%	(309)	14%	(299)	31%	(692)	29%	(637)	2210
Ethnicity: Black	16%	(44)	12%	(34)	12%	(32)	22%	(60)	38%	(105)	276
Ethnicity: Other	11%	(22)	18%	(37)	17%	(34)	20%	(40)	35%	(71)	205
All Christian	15%	(159)	15%	(160)	14%	(140)	32%	(329)	24%	(246)	1034
All Non-Christian	16%	(16)	17%	(17)	8%	(8)	30%	(30)	29%	(30)	102
Atheist	9%	(10)	13%	(14)	14%	(16)	47%	(52)	17%	(19)	110
Agnostic/Nothing in particular	10%	(59)	12%	(72)	13%	(80)	34%	(206)	30%	(180)	597
Something Else	8%	(29)	12%	(45)	15%	(56)	20%	(75)	44%	(162)	366
Religious Non-Protestant/Catholic	16%	(20)	15%	(18)	9%	(11)	28%	(35)	31%	(38)	122
Evangelical	16%	(89)	16%	(89)	13%	(75)	24%	(137)	32%	(183)	573
Non-Evangelical	12%	(92)	14%	(111)	14%	(114)	33%	(261)	27%	(214)	791
Community: Urban	14%	(89)	16%	(103)	12%	(74)	29%	(185)	29%	(188)	639
Community: Suburban	11%	(104)	13%	(133)	14%	(139)	35%	(348)	27%	(269)	993
Community: Rural	14%	(80)	13%	(72)	15%	(86)	28%	(159)	31%	(180)	579
Employ: Private Sector	13%	(84)	18%	(118)	14%	(93)	33%	(211)	22%	(142)	648
Employ: Government	12%	(14)	19%	(23)	17%	(21)	23%	(28)	29%	(35)	122
Employ: Self-Employed	11%	(22)	14%	(28)	17%	(33)	33%	(66)	26%	(53)	201
Employ: Homemaker	13%	(27)	8%	(16)	14%	(28)	30%	(60)	34%	(68)	198
Employ: Student	13%	(10)	18%	(15)	5%	(4)	35%	(29)	29%	(24)	81
Employ: Retired	14%	(72)	11%	(55)	13%	(67)	36%	(185)	27%	(140)	519
Employ: Unemployed	9%	(24)	14%	(38)	10%	(29)	27%	(74)	40%	(111)	274
Employ: Other	12%	(21)	10%	(16)	14%	(24)	25%	(41)	39%	(65)	166
Military HH: Yes	13%	(44)	13%	(43)	13%	(42)	33%	(108)	27%	(89)	327
Military HH: No	12%	(229)	14%	(265)	14%	(257)	31%	(584)	29%	(547)	1883
RD/WT: Right Direction	12%	(80)	14%	(97)	12%	(84)	35%	(243)	27%	(184)	687
RD/WT: Wrong Track	13%	(193)	14%	(212)	14%	(215)	30%	(450)	30%	(453)	1523
Biden Job Approve	10%	(99)	13%	(127)	14%	(132)	37%	(349)	25%	(236)	943
Biden Job Disapprove	15%	(172)	15%	(171)	14%	(164)	29%	(338)	27%	(320)	1164

Continued on next page

**Table MCEN5\_2: Do you support or oppose companies that conduct business in Florida doing the following?  
Releasing a statement supporting the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	12%	(273)	14%	(309)	14%	(299)	31%	(692)	29%	(637)	2210
Biden Job Strongly Approve	15%	(56)	14%	(52)	9%	(33)	39%	(150)	24%	(90)	380
Biden Job Somewhat Approve	8%	(43)	13%	(76)	17%	(98)	35%	(199)	26%	(146)	562
Biden Job Somewhat Disapprove	9%	(28)	17%	(52)	20%	(62)	28%	(87)	26%	(81)	310
Biden Job Strongly Disapprove	17%	(144)	14%	(119)	12%	(102)	29%	(250)	28%	(239)	854
Favorable of Biden	11%	(103)	13%	(120)	14%	(130)	36%	(339)	26%	(243)	936
Unfavorable of Biden	14%	(163)	15%	(179)	14%	(166)	29%	(338)	28%	(322)	1168
Very Favorable of Biden	17%	(69)	12%	(47)	9%	(37)	38%	(151)	24%	(99)	403
Somewhat Favorable of Biden	6%	(34)	14%	(73)	18%	(93)	35%	(188)	27%	(145)	532
Somewhat Unfavorable of Biden	8%	(25)	19%	(56)	19%	(55)	28%	(84)	26%	(77)	299
Very Unfavorable of Biden	16%	(137)	14%	(123)	13%	(111)	29%	(254)	28%	(245)	870
#1 Issue: Economy	10%	(87)	15%	(132)	15%	(131)	30%	(262)	29%	(250)	863
#1 Issue: Security	19%	(71)	10%	(39)	15%	(58)	28%	(107)	28%	(108)	383
#1 Issue: Health Care	12%	(27)	13%	(29)	12%	(27)	36%	(81)	26%	(58)	221
#1 Issue: Medicare / Social Security	9%	(21)	15%	(34)	9%	(21)	27%	(62)	40%	(93)	231
#1 Issue: Women's Issues	9%	(9)	14%	(15)	17%	(18)	41%	(43)	19%	(20)	104
#1 Issue: Education	14%	(13)	25%	(24)	3%	(3)	23%	(22)	35%	(33)	97
#1 Issue: Energy	14%	(29)	16%	(34)	14%	(29)	33%	(71)	24%	(51)	215
#1 Issue: Other	16%	(16)	2%	(2)	12%	(12)	46%	(45)	23%	(23)	97
2020 Vote: Joe Biden	11%	(101)	14%	(131)	13%	(125)	39%	(367)	23%	(221)	945
2020 Vote: Donald Trump	17%	(128)	15%	(116)	13%	(100)	29%	(223)	26%	(200)	768
2020 Vote: Other	5%	(4)	11%	(8)	15%	(11)	29%	(22)	39%	(29)	74
2020 Vote: Didn't Vote	10%	(41)	12%	(53)	15%	(62)	19%	(81)	44%	(187)	423
2018 House Vote: Democrat	12%	(88)	14%	(100)	12%	(86)	41%	(299)	21%	(156)	729
2018 House Vote: Republican	18%	(115)	15%	(94)	12%	(79)	30%	(192)	25%	(159)	640
2018 House Vote: Someone else	5%	(3)	15%	(10)	13%	(8)	27%	(18)	40%	(26)	66
2016 Vote: Hillary Clinton	12%	(81)	13%	(86)	13%	(89)	40%	(264)	22%	(147)	667
2016 Vote: Donald Trump	18%	(127)	14%	(102)	13%	(91)	30%	(216)	25%	(182)	717
2016 Vote: Other	7%	(9)	14%	(16)	15%	(19)	37%	(45)	27%	(33)	121
2016 Vote: Didn't Vote	8%	(57)	15%	(105)	14%	(101)	24%	(168)	39%	(271)	700

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**Table MCEN5\_2: Do you support or oppose companies that conduct business in Florida doing the following?  
 Releasing a statement supporting the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students**

<b>Demographic</b>	<b>Strongly support</b>		<b>Somewhat support</b>		<b>Somewhat oppose</b>		<b>Strongly oppose</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	12%	(273)	14%	(309)	14%	(299)	31%	(692)	29%	(637)	2210
Voted in 2014: Yes	14%	(171)	14%	(170)	12%	(149)	36%	(444)	24%	(290)	1224
Voted in 2014: No	10%	(102)	14%	(139)	15%	(150)	25%	(248)	35%	(347)	986
4-Region: Northeast	12%	(48)	11%	(42)	11%	(42)	35%	(140)	31%	(124)	395
4-Region: Midwest	11%	(50)	15%	(71)	14%	(64)	32%	(149)	28%	(130)	464
4-Region: South	15%	(123)	14%	(116)	15%	(122)	29%	(236)	28%	(232)	828
4-Region: West	10%	(53)	15%	(80)	14%	(72)	32%	(167)	29%	(151)	522
Parents	15%	(75)	18%	(88)	13%	(66)	26%	(129)	28%	(139)	496
Disney Fans	11%	(199)	14%	(251)	14%	(238)	31%	(543)	29%	(505)	1736
Disney+ Subscribers	11%	(86)	16%	(128)	12%	(99)	35%	(282)	27%	(222)	817

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

**Table MCEN5\_3: Do you support or oppose companies that conduct business in Florida doing the following?  
Donating money to LGBTQ+ organizations**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	25% (554)	19% (417)	8% (181)	20% (435)	28% (623)	2210
Gender: Male	23% (249)	21% (228)	9% (91)	23% (244)	24% (255)	1067
Gender: Female	27% (306)	17% (189)	8% (90)	17% (191)	32% (368)	1143
Age: 18-34	38% (252)	19% (127)	8% (56)	14% (90)	20% (134)	658
Age: 35-44	24% (85)	23% (81)	9% (33)	11% (40)	34% (121)	359
Age: 45-64	16% (124)	18% (132)	7% (54)	26% (193)	33% (251)	754
Age: 65+	21% (93)	18% (77)	9% (38)	26% (113)	27% (117)	438
GenZers: 1997-2012	39% (108)	20% (57)	10% (29)	14% (39)	17% (48)	280
Millennials: 1981-1996	32% (199)	20% (127)	7% (47)	13% (81)	28% (172)	627
GenXers: 1965-1980	18% (99)	19% (106)	8% (46)	21% (118)	35% (198)	566
Baby Boomers: 1946-1964	20% (132)	17% (112)	8% (54)	27% (175)	28% (184)	657
PID: Dem (no lean)	39% (311)	23% (182)	6% (51)	8% (67)	24% (188)	800
PID: Ind (no lean)	23% (167)	21% (159)	6% (47)	16% (122)	33% (247)	742
PID: Rep (no lean)	11% (76)	11% (76)	12% (83)	37% (246)	28% (188)	669
PID/Gender: Dem Men	39% (139)	25% (89)	8% (27)	10% (34)	19% (67)	356
PID/Gender: Dem Women	39% (172)	21% (93)	5% (24)	7% (33)	27% (121)	444
PID/Gender: Ind Men	18% (70)	26% (98)	6% (23)	18% (70)	31% (119)	380
PID/Gender: Ind Women	27% (97)	17% (61)	7% (24)	14% (52)	35% (128)	361
PID/Gender: Rep Men	12% (40)	12% (41)	12% (41)	42% (140)	21% (70)	331
PID/Gender: Rep Women	11% (36)	11% (36)	12% (42)	31% (106)	35% (119)	338
Ideo: Liberal (1-3)	49% (310)	22% (143)	6% (38)	6% (40)	17% (106)	638
Ideo: Moderate (4)	20% (126)	25% (156)	7% (47)	12% (78)	36% (225)	631
Ideo: Conservative (5-7)	9% (68)	13% (92)	12% (88)	40% (294)	26% (190)	733
Educ: < College	23% (353)	18% (275)	7% (114)	19% (295)	32% (483)	1519
Educ: Bachelors degree	27% (119)	21% (95)	10% (44)	20% (89)	22% (98)	446
Educ: Post-grad	34% (82)	19% (47)	9% (22)	21% (52)	17% (42)	245
Income: Under 50k	25% (314)	20% (251)	7% (90)	18% (235)	30% (383)	1272
Income: 50k-100k	25% (169)	17% (116)	9% (63)	21% (143)	28% (187)	678
Income: 100k+	27% (71)	19% (50)	11% (29)	22% (57)	20% (53)	260
Ethnicity: White	25% (432)	17% (301)	9% (149)	22% (372)	28% (476)	1730
Ethnicity: Hispanic	33% (115)	22% (77)	9% (33)	10% (35)	26% (91)	351

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**Table MCEN5\_3: Do you support or oppose companies that conduct business in Florida doing the following?  
 Donating money to LGBTQ+ organizations**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(554)	19%	(417)	8%	(181)	20%	(435)	28%	(623)	2210
Ethnicity: Black	26%	(73)	24%	(66)	6%	(17)	17%	(48)	26%	(72)	276
Ethnicity: Other	24%	(49)	24%	(50)	7%	(15)	7%	(15)	37%	(75)	205
All Christian	20%	(208)	19%	(193)	10%	(106)	25%	(256)	26%	(272)	1034
All Non-Christian	32%	(33)	26%	(26)	7%	(7)	11%	(11)	25%	(25)	102
Atheist	57%	(63)	16%	(17)	5%	(5)	8%	(9)	15%	(17)	110
Agnostic/Nothing in particular	32%	(190)	20%	(119)	5%	(31)	14%	(82)	29%	(176)	597
Something Else	17%	(62)	17%	(61)	9%	(33)	21%	(77)	37%	(134)	366
Religious Non-Protestant/Catholic	28%	(34)	24%	(29)	9%	(10)	16%	(19)	24%	(30)	122
Evangelical	15%	(86)	15%	(87)	9%	(51)	33%	(191)	28%	(158)	573
Non-Evangelical	23%	(180)	20%	(161)	10%	(82)	16%	(130)	30%	(239)	791
Community: Urban	28%	(181)	23%	(149)	8%	(51)	14%	(90)	26%	(168)	639
Community: Suburban	25%	(244)	20%	(198)	8%	(78)	18%	(183)	29%	(289)	993
Community: Rural	22%	(128)	12%	(70)	9%	(52)	28%	(162)	29%	(166)	579
Employ: Private Sector	27%	(176)	22%	(146)	11%	(71)	18%	(118)	21%	(139)	648
Employ: Government	28%	(34)	21%	(25)	6%	(7)	19%	(23)	27%	(32)	122
Employ: Self-Employed	23%	(46)	16%	(32)	10%	(20)	23%	(45)	28%	(57)	201
Employ: Homemaker	21%	(41)	15%	(29)	7%	(13)	18%	(36)	40%	(79)	198
Employ: Student	44%	(35)	14%	(11)	4%	(3)	18%	(15)	21%	(17)	81
Employ: Retired	21%	(108)	17%	(87)	9%	(46)	26%	(134)	28%	(143)	519
Employ: Unemployed	24%	(67)	19%	(53)	5%	(14)	15%	(41)	36%	(99)	274
Employ: Other	28%	(46)	19%	(32)	4%	(7)	14%	(24)	35%	(57)	166
Military HH: Yes	22%	(71)	18%	(59)	10%	(34)	24%	(78)	26%	(86)	327
Military HH: No	26%	(483)	19%	(358)	8%	(147)	19%	(357)	29%	(537)	1883
RD/WT: Right Direction	35%	(241)	25%	(172)	6%	(41)	8%	(57)	26%	(176)	687
RD/WT: Wrong Track	21%	(313)	16%	(245)	9%	(140)	25%	(378)	29%	(447)	1523
Biden Job Approve	37%	(351)	25%	(238)	5%	(52)	7%	(65)	25%	(237)	943
Biden Job Disapprove	16%	(188)	14%	(165)	11%	(128)	31%	(359)	28%	(323)	1164

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**Table MCEN5\_3: Do you support or oppose companies that conduct business in Florida doing the following?  
Donating money to LGBTQ+ organizations**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(554)	19%	(417)	8%	(181)	20%	(435)	28%	(623)	2210
Biden Job Strongly Approve	42%	(158)	23%	(87)	3%	(10)	9%	(33)	24%	(92)	380
Biden Job Somewhat Approve	34%	(193)	27%	(151)	7%	(41)	6%	(32)	26%	(145)	562
Biden Job Somewhat Disapprove	27%	(84)	25%	(77)	13%	(41)	11%	(33)	24%	(74)	310
Biden Job Strongly Disapprove	12%	(104)	10%	(88)	10%	(87)	38%	(326)	29%	(249)	854
Favorable of Biden	38%	(356)	25%	(234)	5%	(51)	6%	(57)	25%	(237)	936
Unfavorable of Biden	16%	(183)	14%	(169)	11%	(129)	31%	(360)	28%	(328)	1168
Very Favorable of Biden	40%	(163)	22%	(88)	4%	(17)	7%	(30)	26%	(106)	403
Somewhat Favorable of Biden	36%	(194)	27%	(146)	6%	(34)	5%	(27)	25%	(132)	532
Somewhat Unfavorable of Biden	29%	(87)	24%	(73)	13%	(38)	11%	(32)	23%	(69)	299
Very Unfavorable of Biden	11%	(96)	11%	(95)	10%	(91)	38%	(328)	30%	(259)	870
#1 Issue: Economy	23%	(194)	21%	(179)	10%	(88)	19%	(168)	27%	(234)	863
#1 Issue: Security	14%	(55)	13%	(48)	8%	(32)	33%	(125)	32%	(122)	383
#1 Issue: Health Care	36%	(80)	21%	(46)	7%	(15)	9%	(21)	27%	(60)	221
#1 Issue: Medicare / Social Security	17%	(40)	17%	(39)	8%	(18)	19%	(44)	39%	(90)	231
#1 Issue: Women's Issues	54%	(56)	21%	(22)	5%	(5)	7%	(7)	13%	(13)	104
#1 Issue: Education	19%	(18)	36%	(35)	3%	(3)	16%	(15)	26%	(25)	97
#1 Issue: Energy	37%	(79)	17%	(36)	7%	(16)	15%	(32)	24%	(52)	215
#1 Issue: Other	32%	(31)	12%	(12)	4%	(4)	24%	(23)	28%	(28)	97
2020 Vote: Joe Biden	39%	(366)	25%	(236)	6%	(53)	7%	(62)	24%	(229)	945
2020 Vote: Donald Trump	11%	(81)	12%	(91)	12%	(91)	38%	(292)	28%	(213)	768
2020 Vote: Other	16%	(12)	22%	(16)	11%	(8)	14%	(10)	37%	(27)	74
2020 Vote: Didn't Vote	23%	(96)	17%	(73)	7%	(29)	17%	(71)	36%	(154)	423
2018 House Vote: Democrat	41%	(295)	26%	(187)	5%	(34)	7%	(52)	22%	(161)	729
2018 House Vote: Republican	11%	(69)	12%	(76)	12%	(78)	38%	(246)	27%	(170)	640
2018 House Vote: Someone else	13%	(8)	27%	(18)	10%	(6)	8%	(6)	42%	(28)	66
2016 Vote: Hillary Clinton	40%	(270)	24%	(160)	5%	(34)	7%	(46)	23%	(156)	667
2016 Vote: Donald Trump	12%	(84)	14%	(102)	12%	(83)	35%	(254)	27%	(196)	717
2016 Vote: Other	21%	(26)	20%	(24)	10%	(13)	19%	(23)	30%	(36)	121
2016 Vote: Didn't Vote	25%	(175)	19%	(130)	7%	(51)	16%	(112)	33%	(232)	700

Continued on next page

**Table MCEN5\_3: Do you support or oppose companies that conduct business in Florida doing the following?  
 Donating money to LGBTQ+ organizations**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	25%	(554)	19%	(417)	8%	(181)	20%	(435)	28%	(623)	2210
Voted in 2014: Yes	25%	(301)	19%	(237)	9%	(105)	22%	(274)	25%	(307)	1224
Voted in 2014: No	26%	(253)	18%	(180)	8%	(76)	16%	(161)	32%	(316)	986
4-Region: Northeast	32%	(127)	18%	(71)	8%	(32)	13%	(50)	29%	(115)	395
4-Region: Midwest	22%	(103)	20%	(91)	7%	(33)	21%	(97)	30%	(140)	464
4-Region: South	24%	(197)	18%	(149)	8%	(65)	22%	(183)	28%	(233)	828
4-Region: West	24%	(127)	20%	(105)	10%	(50)	20%	(104)	26%	(136)	522
Parents	27%	(134)	19%	(95)	9%	(46)	17%	(84)	27%	(136)	496
Disney Fans	27%	(470)	20%	(341)	8%	(145)	18%	(307)	27%	(473)	1736
Disney+ Subscribers	33%	(271)	19%	(158)	8%	(66)	14%	(114)	25%	(207)	817

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

**Table MCEN5\_4: Do you support or oppose companies that conduct business in Florida doing the following?  
Cutting business ties in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(226)	12%	(257)	18%	(397)	31%	(689)	29%	(641)	2210
Gender: Male	12%	(129)	13%	(139)	17%	(183)	34%	(365)	24%	(251)	1067
Gender: Female	9%	(97)	10%	(118)	19%	(214)	28%	(324)	34%	(389)	1143
Age: 18-34	12%	(79)	16%	(105)	22%	(145)	21%	(140)	29%	(190)	658
Age: 35-44	12%	(41)	11%	(41)	19%	(67)	26%	(94)	32%	(116)	359
Age: 45-64	8%	(61)	9%	(67)	15%	(111)	40%	(301)	28%	(214)	754
Age: 65+	10%	(44)	10%	(44)	17%	(75)	35%	(154)	27%	(120)	438
GenZers: 1997-2012	11%	(32)	18%	(50)	25%	(69)	16%	(45)	30%	(84)	280
Millennials: 1981-1996	12%	(74)	13%	(84)	19%	(120)	25%	(154)	31%	(194)	627
GenXers: 1965-1980	8%	(46)	9%	(49)	14%	(82)	40%	(224)	29%	(165)	566
Baby Boomers: 1946-1964	11%	(69)	10%	(66)	17%	(110)	35%	(232)	27%	(179)	657
PID: Dem (no lean)	18%	(144)	17%	(133)	20%	(158)	17%	(138)	28%	(227)	800
PID: Ind (no lean)	7%	(53)	11%	(83)	19%	(143)	29%	(212)	34%	(250)	742
PID: Rep (no lean)	4%	(29)	6%	(42)	14%	(96)	51%	(339)	24%	(164)	669
PID/Gender: Dem Men	21%	(74)	20%	(71)	20%	(70)	19%	(66)	21%	(74)	356
PID/Gender: Dem Women	16%	(70)	14%	(61)	20%	(88)	16%	(72)	34%	(153)	444
PID/Gender: Ind Men	10%	(37)	11%	(43)	17%	(63)	30%	(115)	32%	(122)	380
PID/Gender: Ind Women	5%	(16)	11%	(39)	22%	(80)	27%	(97)	35%	(128)	361
PID/Gender: Rep Men	5%	(18)	7%	(24)	15%	(50)	56%	(184)	17%	(55)	331
PID/Gender: Rep Women	3%	(11)	5%	(18)	14%	(46)	46%	(155)	32%	(109)	338
Ideo: Liberal (1-3)	23%	(147)	20%	(129)	20%	(125)	17%	(110)	20%	(128)	638
Ideo: Moderate (4)	6%	(40)	12%	(76)	20%	(129)	25%	(156)	36%	(230)	631
Ideo: Conservative (5-7)	4%	(28)	6%	(43)	15%	(113)	53%	(387)	22%	(161)	733
Educ: < College	8%	(120)	11%	(162)	19%	(283)	30%	(453)	33%	(501)	1519
Educ: Bachelors degree	14%	(61)	11%	(48)	19%	(83)	35%	(157)	22%	(97)	446
Educ: Post-grad	18%	(45)	19%	(47)	13%	(32)	32%	(79)	17%	(42)	245
Income: Under 50k	9%	(112)	11%	(143)	19%	(236)	28%	(353)	34%	(427)	1272
Income: 50k-100k	11%	(73)	11%	(78)	16%	(105)	37%	(252)	25%	(170)	678
Income: 100k+	16%	(41)	14%	(36)	21%	(56)	32%	(83)	17%	(44)	260
Ethnicity: White	11%	(182)	12%	(214)	17%	(289)	34%	(583)	27%	(461)	1730
Ethnicity: Hispanic	9%	(33)	11%	(40)	25%	(86)	25%	(88)	29%	(103)	351

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**Table MCEN5\_4: Do you support or oppose companies that conduct business in Florida doing the following?  
 Cutting business ties in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(226)	12%	(257)	18%	(397)	31%	(689)	29%	(641)	2210
Ethnicity: Black	10%	(27)	8%	(23)	25%	(70)	24%	(65)	33%	(91)	276
Ethnicity: Other	8%	(17)	10%	(21)	19%	(38)	20%	(40)	43%	(89)	205
All Christian	8%	(86)	11%	(114)	18%	(186)	38%	(396)	24%	(252)	1034
All Non-Christian	14%	(15)	18%	(18)	11%	(11)	24%	(25)	32%	(33)	102
Atheist	29%	(32)	18%	(19)	15%	(16)	20%	(23)	18%	(20)	110
Agnostic/Nothing in particular	13%	(77)	13%	(78)	18%	(108)	25%	(150)	31%	(184)	597
Something Else	4%	(16)	7%	(27)	21%	(76)	26%	(96)	41%	(151)	366
Religious Non-Protestant/Catholic	12%	(15)	15%	(18)	12%	(14)	28%	(34)	33%	(41)	122
Evangelical	7%	(39)	10%	(55)	18%	(102)	38%	(217)	28%	(160)	573
Non-Evangelical	8%	(60)	10%	(83)	19%	(153)	33%	(260)	30%	(235)	791
Community: Urban	12%	(79)	14%	(91)	20%	(125)	22%	(139)	32%	(205)	639
Community: Suburban	11%	(107)	11%	(108)	17%	(172)	35%	(343)	26%	(262)	993
Community: Rural	7%	(39)	10%	(58)	17%	(100)	36%	(207)	30%	(173)	579
Employ: Private Sector	13%	(82)	15%	(97)	21%	(139)	29%	(188)	22%	(142)	648
Employ: Government	12%	(15)	14%	(17)	16%	(20)	31%	(38)	26%	(32)	122
Employ: Self-Employed	7%	(15)	9%	(19)	19%	(38)	33%	(66)	32%	(64)	201
Employ: Homemaker	7%	(13)	8%	(16)	13%	(25)	34%	(68)	38%	(76)	198
Employ: Student	14%	(12)	15%	(12)	22%	(18)	15%	(12)	34%	(28)	81
Employ: Retired	11%	(55)	11%	(55)	17%	(89)	36%	(189)	25%	(131)	519
Employ: Unemployed	8%	(23)	10%	(28)	14%	(39)	28%	(78)	39%	(107)	274
Employ: Other	7%	(11)	8%	(13)	18%	(29)	30%	(50)	37%	(62)	166
Military HH: Yes	9%	(31)	9%	(31)	21%	(67)	38%	(123)	23%	(75)	327
Military HH: No	10%	(195)	12%	(226)	18%	(330)	30%	(566)	30%	(565)	1883
RD/WT: Right Direction	17%	(119)	20%	(136)	16%	(108)	17%	(115)	30%	(209)	687
RD/WT: Wrong Track	7%	(107)	8%	(122)	19%	(289)	38%	(573)	28%	(432)	1523
Biden Job Approve	17%	(163)	18%	(170)	19%	(177)	16%	(155)	29%	(278)	943
Biden Job Disapprove	5%	(60)	7%	(81)	18%	(209)	45%	(528)	25%	(286)	1164

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**Table MCEN5\_4: Do you support or oppose companies that conduct business in Florida doing the following?  
Cutting business ties in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(226)	12%	(257)	18%	(397)	31%	(689)	29%	(641)	2210
Biden Job Strongly Approve	24%	(91)	21%	(78)	14%	(54)	15%	(57)	26%	(99)	380
Biden Job Somewhat Approve	13%	(72)	16%	(92)	22%	(123)	17%	(98)	32%	(178)	562
Biden Job Somewhat Disapprove	6%	(20)	14%	(43)	28%	(85)	25%	(77)	28%	(86)	310
Biden Job Strongly Disapprove	5%	(40)	4%	(38)	15%	(124)	53%	(452)	23%	(200)	854
Favorable of Biden	18%	(168)	18%	(164)	18%	(173)	16%	(149)	30%	(282)	936
Unfavorable of Biden	5%	(54)	7%	(85)	19%	(216)	45%	(523)	25%	(290)	1168
Very Favorable of Biden	23%	(95)	19%	(78)	14%	(55)	16%	(63)	28%	(112)	403
Somewhat Favorable of Biden	14%	(73)	16%	(86)	22%	(117)	16%	(87)	32%	(170)	532
Somewhat Unfavorable of Biden	7%	(20)	15%	(46)	27%	(80)	24%	(71)	27%	(81)	299
Very Unfavorable of Biden	4%	(34)	4%	(39)	16%	(136)	52%	(451)	24%	(209)	870
#1 Issue: Economy	7%	(59)	10%	(90)	20%	(175)	35%	(300)	28%	(240)	863
#1 Issue: Security	5%	(20)	6%	(24)	16%	(59)	48%	(184)	25%	(96)	383
#1 Issue: Health Care	18%	(40)	19%	(43)	17%	(37)	15%	(33)	31%	(68)	221
#1 Issue: Medicare / Social Security	11%	(26)	9%	(21)	17%	(40)	21%	(49)	41%	(95)	231
#1 Issue: Women's Issues	27%	(28)	16%	(17)	22%	(23)	15%	(16)	19%	(20)	104
#1 Issue: Education	9%	(8)	22%	(22)	16%	(16)	13%	(12)	40%	(39)	97
#1 Issue: Energy	13%	(28)	15%	(32)	16%	(34)	28%	(59)	29%	(61)	215
#1 Issue: Other	18%	(17)	10%	(9)	15%	(15)	36%	(35)	22%	(21)	97
2020 Vote: Joe Biden	18%	(165)	18%	(169)	19%	(179)	17%	(157)	29%	(274)	945
2020 Vote: Donald Trump	4%	(29)	6%	(43)	16%	(120)	55%	(420)	20%	(156)	768
2020 Vote: Other	3%	(2)	7%	(5)	20%	(15)	38%	(28)	33%	(24)	74
2020 Vote: Didn't Vote	7%	(30)	9%	(39)	20%	(84)	20%	(84)	44%	(186)	423
2018 House Vote: Democrat	20%	(146)	18%	(129)	18%	(131)	19%	(138)	25%	(184)	729
2018 House Vote: Republican	4%	(26)	6%	(39)	16%	(100)	54%	(347)	20%	(127)	640
2018 House Vote: Someone else	7%	(5)	11%	(7)	12%	(8)	35%	(23)	35%	(23)	66
2016 Vote: Hillary Clinton	19%	(129)	18%	(118)	18%	(120)	18%	(118)	27%	(182)	667
2016 Vote: Donald Trump	4%	(32)	7%	(51)	15%	(109)	53%	(378)	21%	(147)	717
2016 Vote: Other	14%	(17)	7%	(8)	16%	(19)	35%	(42)	28%	(35)	121
2016 Vote: Didn't Vote	7%	(48)	11%	(80)	21%	(149)	21%	(150)	39%	(273)	700

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**Table MCEN5\_4:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Cutting business ties in Florida

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(226)	12%	(257)	18%	(397)	31%	(689)	29%	(641)	2210
Voted in 2014: Yes	12%	(150)	12%	(149)	16%	(195)	36%	(443)	23%	(287)	1224
Voted in 2014: No	8%	(76)	11%	(108)	21%	(202)	25%	(245)	36%	(353)	986
4-Region: Northeast	11%	(44)	9%	(37)	19%	(75)	27%	(108)	33%	(132)	395
4-Region: Midwest	10%	(47)	14%	(67)	15%	(71)	32%	(151)	28%	(128)	464
4-Region: South	9%	(78)	11%	(91)	18%	(146)	34%	(285)	28%	(228)	828
4-Region: West	11%	(57)	12%	(63)	20%	(105)	28%	(144)	29%	(153)	522
Parents	13%	(65)	13%	(63)	18%	(91)	29%	(145)	27%	(133)	496
Disney Fans	11%	(186)	12%	(204)	19%	(327)	30%	(515)	29%	(505)	1736
Disney+ Subscribers	12%	(100)	13%	(108)	18%	(151)	26%	(212)	30%	(248)	817

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

**Table MCEN5\_5: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down office locations they have in Florida**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	10% (224)	11% (242)	19% (413)	31% (693)	29% (637)	2210
Gender: Male	13% (135)	11% (121)	19% (200)	35% (375)	22% (235)	1067
Gender: Female	8% (89)	11% (121)	19% (213)	28% (318)	35% (402)	1143
Age: 18-34	12% (80)	14% (93)	23% (150)	24% (161)	26% (174)	658
Age: 35-44	13% (46)	14% (50)	16% (57)	25% (89)	33% (117)	359
Age: 45-64	8% (59)	7% (51)	17% (128)	38% (286)	31% (231)	754
Age: 65+	9% (40)	11% (48)	18% (79)	36% (157)	26% (115)	438
GenZers: 1997-2012	14% (40)	13% (37)	22% (62)	21% (60)	29% (81)	280
Millennials: 1981-1996	12% (72)	14% (88)	21% (132)	24% (153)	29% (182)	627
GenXers: 1965-1980	8% (47)	8% (45)	14% (80)	39% (220)	31% (174)	566
Baby Boomers: 1946-1964	9% (61)	10% (64)	19% (122)	35% (228)	28% (182)	657
PID: Dem (no lean)	18% (146)	17% (134)	21% (168)	17% (132)	27% (219)	800
PID: Ind (no lean)	8% (58)	9% (65)	19% (139)	31% (226)	34% (253)	742
PID: Rep (no lean)	3% (20)	6% (42)	16% (106)	50% (335)	25% (165)	669
PID/Gender: Dem Men	23% (82)	18% (65)	22% (77)	18% (66)	19% (67)	356
PID/Gender: Dem Women	15% (64)	16% (70)	21% (91)	15% (67)	34% (152)	444
PID/Gender: Ind Men	11% (41)	8% (30)	20% (76)	31% (119)	30% (115)	380
PID/Gender: Ind Women	5% (17)	10% (35)	18% (64)	30% (108)	38% (138)	361
PID/Gender: Rep Men	4% (13)	8% (26)	14% (47)	58% (191)	16% (53)	331
PID/Gender: Rep Women	2% (8)	5% (16)	17% (58)	43% (144)	33% (112)	338
Ideo: Liberal (1-3)	23% (147)	18% (115)	20% (129)	17% (111)	21% (137)	638
Ideo: Moderate (4)	7% (43)	12% (75)	20% (126)	26% (165)	35% (222)	631
Ideo: Conservative (5-7)	4% (26)	6% (44)	17% (125)	51% (377)	22% (161)	733
Educ: < College	8% (125)	9% (144)	19% (293)	30% (461)	33% (495)	1519
Educ: Bachelors degree	14% (60)	12% (54)	18% (78)	34% (150)	23% (103)	446
Educ: Post-grad	16% (39)	18% (45)	17% (41)	33% (82)	16% (39)	245
Income: Under 50k	8% (107)	11% (137)	20% (256)	28% (351)	33% (422)	1272
Income: 50k-100k	11% (77)	10% (68)	15% (104)	38% (257)	25% (172)	678
Income: 100k+	15% (40)	14% (37)	20% (53)	33% (86)	17% (43)	260
Ethnicity: White	10% (173)	11% (190)	17% (301)	34% (587)	28% (478)	1730
Ethnicity: Hispanic	12% (43)	12% (42)	22% (76)	27% (96)	27% (94)	351

Continued on next page

**Table MCEN5\_5: Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down office locations they have in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(224)	11%	(242)	19%	(413)	31%	(693)	29%	(637)	2210
Ethnicity: Black	11%	(29)	9%	(26)	24%	(65)	24%	(67)	32%	(89)	276
Ethnicity: Other	11%	(22)	13%	(26)	23%	(47)	19%	(39)	34%	(70)	205
All Christian	8%	(84)	12%	(120)	19%	(194)	38%	(392)	24%	(243)	1034
All Non-Christian	13%	(13)	14%	(15)	19%	(19)	22%	(23)	31%	(32)	102
Atheist	27%	(30)	13%	(14)	11%	(12)	28%	(31)	21%	(24)	110
Agnostic/Nothing in particular	14%	(81)	12%	(70)	18%	(106)	25%	(147)	32%	(192)	597
Something Else	4%	(16)	6%	(23)	22%	(81)	27%	(100)	40%	(147)	366
Religious Non-Protestant/Catholic	11%	(13)	12%	(15)	19%	(23)	26%	(32)	32%	(40)	122
Evangelical	8%	(46)	10%	(57)	17%	(96)	38%	(215)	28%	(159)	573
Non-Evangelical	6%	(51)	11%	(83)	22%	(171)	33%	(265)	28%	(220)	791
Community: Urban	14%	(88)	13%	(80)	19%	(121)	22%	(143)	32%	(206)	639
Community: Suburban	10%	(95)	11%	(110)	17%	(169)	35%	(350)	27%	(268)	993
Community: Rural	7%	(41)	9%	(51)	21%	(123)	35%	(200)	28%	(164)	579
Employ: Private Sector	12%	(77)	15%	(98)	22%	(143)	30%	(192)	21%	(138)	648
Employ: Government	15%	(19)	7%	(9)	20%	(25)	30%	(37)	27%	(33)	122
Employ: Self-Employed	11%	(21)	7%	(15)	19%	(38)	33%	(67)	30%	(60)	201
Employ: Homemaker	5%	(10)	8%	(15)	13%	(26)	37%	(73)	37%	(74)	198
Employ: Student	15%	(12)	12%	(10)	22%	(18)	19%	(15)	32%	(26)	81
Employ: Retired	10%	(50)	11%	(57)	18%	(91)	36%	(187)	26%	(134)	519
Employ: Unemployed	9%	(24)	9%	(26)	15%	(41)	26%	(72)	40%	(110)	274
Employ: Other	7%	(12)	7%	(12)	19%	(31)	30%	(49)	37%	(62)	166
Military HH: Yes	9%	(29)	9%	(31)	22%	(73)	37%	(120)	23%	(74)	327
Military HH: No	10%	(195)	11%	(211)	18%	(340)	30%	(573)	30%	(564)	1883
RD/WT: Right Direction	17%	(118)	20%	(135)	18%	(122)	17%	(114)	29%	(199)	687
RD/WT: Wrong Track	7%	(107)	7%	(107)	19%	(292)	38%	(580)	29%	(438)	1523
Biden Job Approve	17%	(164)	17%	(161)	20%	(185)	17%	(163)	29%	(270)	943
Biden Job Disapprove	5%	(58)	7%	(79)	18%	(215)	45%	(524)	25%	(288)	1164

Continued on next page

**Table MCEN5\_5: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down office locations they have in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(224)	11%	(242)	19%	(413)	31%	(693)	29%	(637)	2210
Biden Job Strongly Approve	25%	(94)	19%	(71)	14%	(53)	19%	(72)	24%	(90)	380
Biden Job Somewhat Approve	12%	(70)	16%	(90)	23%	(132)	16%	(91)	32%	(180)	562
Biden Job Somewhat Disapprove	6%	(18)	14%	(43)	31%	(95)	25%	(76)	25%	(77)	310
Biden Job Strongly Disapprove	5%	(40)	4%	(36)	14%	(121)	52%	(447)	25%	(210)	854
Favorable of Biden	17%	(159)	17%	(155)	20%	(192)	17%	(155)	29%	(276)	936
Unfavorable of Biden	5%	(61)	7%	(82)	18%	(212)	44%	(517)	25%	(296)	1168
Very Favorable of Biden	23%	(95)	17%	(69)	17%	(68)	18%	(72)	25%	(101)	403
Somewhat Favorable of Biden	12%	(64)	16%	(86)	23%	(124)	16%	(83)	33%	(175)	532
Somewhat Unfavorable of Biden	8%	(24)	13%	(40)	27%	(82)	25%	(75)	26%	(78)	299
Very Unfavorable of Biden	4%	(37)	5%	(42)	15%	(131)	51%	(442)	25%	(218)	870
#1 Issue: Economy	8%	(67)	9%	(82)	19%	(167)	35%	(306)	28%	(241)	863
#1 Issue: Security	4%	(16)	6%	(23)	15%	(59)	48%	(186)	26%	(99)	383
#1 Issue: Health Care	19%	(42)	15%	(34)	18%	(40)	18%	(39)	30%	(67)	221
#1 Issue: Medicare / Social Security	11%	(25)	12%	(28)	18%	(42)	20%	(46)	39%	(91)	231
#1 Issue: Women's Issues	20%	(21)	21%	(22)	21%	(22)	16%	(16)	22%	(23)	104
#1 Issue: Education	10%	(10)	19%	(18)	22%	(21)	12%	(12)	37%	(36)	97
#1 Issue: Energy	12%	(26)	13%	(27)	24%	(52)	27%	(58)	24%	(52)	215
#1 Issue: Other	19%	(19)	8%	(8)	11%	(10)	31%	(30)	31%	(30)	97
2020 Vote: Joe Biden	17%	(165)	17%	(161)	20%	(188)	17%	(163)	28%	(268)	945
2020 Vote: Donald Trump	3%	(26)	6%	(47)	15%	(118)	54%	(414)	21%	(163)	768
2020 Vote: Other	7%	(6)	5%	(4)	21%	(15)	36%	(27)	31%	(23)	74
2020 Vote: Didn't Vote	7%	(28)	7%	(30)	22%	(91)	21%	(90)	43%	(183)	423
2018 House Vote: Democrat	20%	(146)	17%	(123)	19%	(142)	19%	(139)	25%	(179)	729
2018 House Vote: Republican	3%	(20)	8%	(48)	16%	(102)	54%	(343)	20%	(128)	640
2018 House Vote: Someone else	6%	(4)	6%	(4)	20%	(13)	34%	(22)	34%	(22)	66
2016 Vote: Hillary Clinton	19%	(129)	16%	(107)	20%	(132)	18%	(123)	26%	(176)	667
2016 Vote: Donald Trump	4%	(25)	8%	(56)	17%	(122)	51%	(367)	21%	(148)	717
2016 Vote: Other	13%	(16)	7%	(8)	17%	(21)	35%	(42)	28%	(34)	121
2016 Vote: Didn't Vote	8%	(54)	10%	(71)	20%	(138)	23%	(159)	40%	(278)	700

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**Table MCEN5\_5:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down office locations they have in Florida

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	10%	(224)	11%	(242)	19%	(413)	31%	(693)	29%	(637)	2210
Voted in 2014: Yes	11%	(140)	12%	(148)	18%	(221)	36%	(442)	22%	(274)	1224
Voted in 2014: No	9%	(84)	10%	(94)	20%	(192)	26%	(251)	37%	(363)	986
4-Region: Northeast	11%	(42)	10%	(38)	21%	(81)	27%	(107)	32%	(128)	395
4-Region: Midwest	9%	(44)	13%	(62)	16%	(74)	31%	(142)	31%	(144)	464
4-Region: South	10%	(83)	10%	(85)	19%	(156)	34%	(285)	26%	(219)	828
4-Region: West	11%	(55)	11%	(58)	20%	(102)	31%	(160)	28%	(147)	522
Parents	13%	(64)	14%	(71)	19%	(94)	29%	(143)	25%	(126)	496
Disney Fans	10%	(179)	11%	(195)	19%	(337)	30%	(523)	29%	(502)	1736
Disney+ Subscribers	12%	(99)	13%	(108)	18%	(150)	27%	(220)	29%	(240)	817

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

**Table MCEN5\_6: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down store or amusement park locations in Florida**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	9% (190)	11% (254)	19% (418)	34% (751)	27% (598)	2210
Gender: Male	10% (109)	13% (140)	17% (185)	38% (401)	22% (233)	1067
Gender: Female	7% (81)	10% (114)	20% (233)	31% (350)	32% (365)	1143
Age: 18-34	8% (56)	16% (108)	23% (150)	28% (184)	24% (160)	658
Age: 35-44	12% (44)	12% (44)	19% (68)	28% (100)	29% (103)	359
Age: 45-64	7% (52)	8% (57)	17% (125)	40% (303)	29% (218)	754
Age: 65+	9% (38)	10% (44)	17% (74)	38% (165)	27% (117)	438
GenZers: 1997-2012	7% (20)	19% (53)	22% (63)	27% (77)	24% (68)	280
Millennials: 1981-1996	10% (64)	14% (88)	23% (141)	27% (167)	27% (167)	627
GenXers: 1965-1980	7% (42)	9% (49)	14% (81)	41% (232)	29% (162)	566
Baby Boomers: 1946-1964	9% (60)	8% (56)	17% (114)	37% (246)	28% (182)	657
PID: Dem (no lean)	16% (124)	17% (135)	21% (166)	20% (163)	26% (211)	800
PID: Ind (no lean)	7% (48)	10% (72)	20% (152)	31% (233)	32% (236)	742
PID: Rep (no lean)	3% (17)	7% (47)	15% (100)	53% (355)	22% (150)	669
PID/Gender: Dem Men	18% (63)	20% (72)	19% (68)	24% (85)	19% (67)	356
PID/Gender: Dem Women	14% (61)	14% (63)	22% (98)	18% (78)	32% (144)	444
PID/Gender: Ind Men	8% (32)	10% (36)	19% (72)	32% (120)	31% (119)	380
PID/Gender: Ind Women	5% (16)	10% (36)	22% (80)	31% (113)	32% (117)	361
PID/Gender: Rep Men	4% (14)	9% (31)	13% (44)	59% (196)	14% (46)	331
PID/Gender: Rep Women	1% (3)	5% (16)	17% (56)	47% (159)	31% (104)	338
Ideo: Liberal (1-3)	19% (121)	19% (120)	21% (134)	19% (123)	22% (140)	638
Ideo: Moderate (4)	6% (38)	11% (68)	19% (121)	31% (196)	33% (208)	631
Ideo: Conservative (5-7)	3% (20)	8% (56)	17% (124)	53% (387)	20% (147)	733
Educ: < College	7% (104)	10% (151)	19% (292)	34% (514)	30% (457)	1519
Educ: Bachelors degree	12% (52)	11% (51)	20% (88)	35% (154)	23% (101)	446
Educ: Post-grad	14% (33)	21% (52)	15% (38)	34% (82)	16% (40)	245
Income: Under 50k	8% (96)	11% (135)	20% (258)	31% (393)	31% (390)	1272
Income: 50k-100k	9% (62)	11% (75)	17% (112)	39% (267)	24% (162)	678
Income: 100k+	12% (32)	17% (44)	18% (48)	35% (92)	17% (45)	260
Ethnicity: White	9% (158)	12% (202)	18% (309)	36% (621)	25% (440)	1730
Ethnicity: Hispanic	10% (37)	11% (39)	24% (86)	31% (109)	23% (80)	351

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**Table MCEN5\_6: Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down store or amusement park locations in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(190)	11%	(254)	19%	(418)	34%	(751)	27%	(598)	2210
Ethnicity: Black	7%	(20)	10%	(28)	23%	(64)	31%	(86)	28%	(77)	276
Ethnicity: Other	6%	(12)	12%	(24)	22%	(45)	22%	(44)	39%	(80)	205
All Christian	7%	(68)	11%	(114)	20%	(207)	40%	(415)	22%	(230)	1034
All Non-Christian	16%	(17)	12%	(13)	14%	(15)	25%	(25)	32%	(33)	102
Atheist	21%	(24)	15%	(17)	10%	(11)	33%	(36)	20%	(23)	110
Agnostic/Nothing in particular	12%	(72)	14%	(86)	18%	(106)	27%	(159)	29%	(175)	597
Something Else	3%	(10)	7%	(25)	22%	(79)	32%	(116)	37%	(137)	366
Religious Non-Protestant/Catholic	14%	(17)	10%	(13)	15%	(18)	30%	(36)	32%	(39)	122
Evangelical	6%	(33)	11%	(62)	16%	(94)	41%	(238)	25%	(146)	573
Non-Evangelical	5%	(42)	9%	(74)	23%	(186)	35%	(276)	27%	(214)	791
Community: Urban	10%	(64)	15%	(99)	19%	(119)	28%	(179)	28%	(178)	639
Community: Suburban	9%	(85)	10%	(101)	19%	(192)	36%	(355)	26%	(259)	993
Community: Rural	7%	(40)	9%	(54)	19%	(107)	37%	(217)	28%	(161)	579
Employ: Private Sector	10%	(64)	16%	(101)	22%	(142)	32%	(205)	21%	(137)	648
Employ: Government	11%	(13)	10%	(12)	22%	(26)	34%	(42)	23%	(28)	122
Employ: Self-Employed	7%	(13)	8%	(17)	21%	(43)	41%	(82)	23%	(47)	201
Employ: Homemaker	5%	(10)	11%	(21)	12%	(23)	41%	(81)	32%	(63)	198
Employ: Student	11%	(9)	16%	(13)	18%	(15)	23%	(18)	32%	(26)	81
Employ: Retired	9%	(48)	10%	(52)	16%	(85)	38%	(196)	26%	(137)	519
Employ: Unemployed	9%	(24)	11%	(30)	18%	(50)	27%	(74)	35%	(97)	274
Employ: Other	4%	(7)	5%	(9)	21%	(35)	32%	(53)	37%	(62)	166
Military HH: Yes	9%	(28)	9%	(29)	20%	(64)	38%	(123)	25%	(83)	327
Military HH: No	9%	(162)	12%	(225)	19%	(354)	33%	(628)	27%	(515)	1883
RD/WT: Right Direction	15%	(106)	19%	(134)	18%	(121)	19%	(130)	29%	(196)	687
RD/WT: Wrong Track	5%	(84)	8%	(120)	20%	(297)	41%	(621)	26%	(401)	1523
Biden Job Approve	15%	(144)	17%	(162)	21%	(194)	19%	(179)	28%	(263)	943
Biden Job Disapprove	4%	(44)	7%	(84)	18%	(210)	48%	(563)	23%	(262)	1164

Continued on next page

**Table MCEN5\_6: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down store or amusement park locations in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(190)	11%	(254)	19%	(418)	34%	(751)	27%	(598)	2210
Biden Job Strongly Approve	23%	(86)	19%	(72)	17%	(66)	18%	(67)	23%	(89)	380
Biden Job Somewhat Approve	10%	(58)	16%	(91)	23%	(128)	20%	(112)	31%	(174)	562
Biden Job Somewhat Disapprove	5%	(15)	13%	(40)	31%	(96)	26%	(81)	25%	(77)	310
Biden Job Strongly Disapprove	3%	(29)	5%	(44)	13%	(114)	57%	(483)	22%	(185)	854
Favorable of Biden	15%	(140)	17%	(156)	21%	(195)	19%	(176)	29%	(268)	936
Unfavorable of Biden	4%	(46)	8%	(89)	18%	(209)	48%	(557)	23%	(266)	1168
Very Favorable of Biden	22%	(90)	17%	(68)	18%	(71)	17%	(71)	26%	(104)	403
Somewhat Favorable of Biden	9%	(51)	17%	(88)	23%	(124)	20%	(105)	31%	(164)	532
Somewhat Unfavorable of Biden	6%	(17)	14%	(43)	29%	(86)	28%	(83)	23%	(69)	299
Very Unfavorable of Biden	3%	(29)	5%	(47)	14%	(123)	55%	(474)	23%	(196)	870
#1 Issue: Economy	5%	(45)	11%	(92)	21%	(178)	38%	(331)	25%	(217)	863
#1 Issue: Security	5%	(19)	5%	(18)	15%	(56)	49%	(188)	27%	(102)	383
#1 Issue: Health Care	16%	(36)	18%	(40)	17%	(37)	20%	(44)	29%	(64)	221
#1 Issue: Medicare / Social Security	10%	(23)	12%	(27)	20%	(46)	21%	(48)	38%	(88)	231
#1 Issue: Women's Issues	20%	(21)	19%	(19)	22%	(23)	17%	(18)	21%	(22)	104
#1 Issue: Education	7%	(7)	21%	(20)	28%	(27)	18%	(17)	26%	(25)	97
#1 Issue: Energy	11%	(23)	13%	(28)	20%	(42)	31%	(66)	26%	(56)	215
#1 Issue: Other	17%	(16)	9%	(9)	10%	(10)	39%	(38)	25%	(24)	97
2020 Vote: Joe Biden	16%	(151)	16%	(155)	20%	(188)	19%	(183)	28%	(267)	945
2020 Vote: Donald Trump	3%	(20)	6%	(49)	15%	(118)	56%	(433)	19%	(149)	768
2020 Vote: Other	2%	(1)	6%	(4)	19%	(14)	44%	(33)	29%	(22)	74
2020 Vote: Didn't Vote	4%	(17)	11%	(45)	23%	(97)	24%	(103)	38%	(160)	423
2018 House Vote: Democrat	18%	(130)	16%	(118)	19%	(138)	22%	(159)	25%	(184)	729
2018 House Vote: Republican	3%	(18)	6%	(40)	17%	(106)	55%	(351)	19%	(125)	640
2018 House Vote: Someone else	5%	(3)	5%	(3)	22%	(15)	34%	(22)	34%	(22)	66
2016 Vote: Hillary Clinton	18%	(118)	15%	(99)	19%	(128)	21%	(143)	27%	(179)	667
2016 Vote: Donald Trump	3%	(21)	7%	(53)	17%	(125)	53%	(378)	20%	(141)	717
2016 Vote: Other	12%	(15)	6%	(7)	18%	(22)	37%	(44)	27%	(33)	121
2016 Vote: Didn't Vote	5%	(35)	14%	(96)	20%	(143)	26%	(184)	35%	(243)	700

Continued on next page

**Table MCEN5\_6: Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down store or amusement park locations in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(190)	11%	(254)	19%	(418)	34%	(751)	27%	(598)	2210
Voted in 2014: Yes	11%	(130)	11%	(131)	18%	(217)	38%	(468)	23%	(277)	1224
Voted in 2014: No	6%	(59)	12%	(123)	20%	(201)	29%	(283)	32%	(320)	986
4-Region: Northeast	8%	(30)	12%	(48)	19%	(76)	31%	(124)	30%	(117)	395
4-Region: Midwest	9%	(40)	13%	(60)	16%	(75)	33%	(155)	29%	(135)	464
4-Region: South	9%	(73)	10%	(84)	20%	(168)	37%	(305)	24%	(198)	828
4-Region: West	9%	(47)	12%	(63)	19%	(99)	32%	(167)	28%	(148)	522
Parents	11%	(52)	16%	(78)	20%	(98)	32%	(157)	22%	(111)	496
Disney Fans	9%	(154)	11%	(197)	20%	(348)	33%	(575)	27%	(463)	1736
Disney+ Subscribers	11%	(94)	12%	(100)	19%	(155)	31%	(256)	26%	(213)	817

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

**Table MCEN5\_7: Do you support or oppose companies that conduct business in Florida doing the following?  
Stopping selling products/services in Florida**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	11% (238)	12% (258)	18% (405)	31% (692)	28% (618)	2210
Gender: Male	13% (141)	12% (129)	18% (191)	34% (367)	22% (239)	1067
Gender: Female	8% (96)	11% (129)	19% (215)	28% (325)	33% (378)	1143
Age: 18-34	12% (81)	15% (98)	21% (140)	25% (163)	27% (176)	658
Age: 35-44	12% (43)	13% (48)	18% (64)	26% (92)	31% (113)	359
Age: 45-64	8% (63)	9% (70)	16% (123)	38% (284)	28% (215)	754
Age: 65+	12% (51)	10% (42)	18% (78)	35% (152)	26% (115)	438
GenZers: 1997-2012	11% (32)	16% (44)	21% (60)	22% (61)	30% (84)	280
Millennials: 1981-1996	13% (83)	14% (87)	20% (124)	26% (160)	27% (172)	627
GenXers: 1965-1980	8% (45)	10% (54)	16% (91)	38% (213)	29% (164)	566
Baby Boomers: 1946-1964	11% (74)	10% (67)	16% (108)	35% (228)	28% (181)	657
PID: Dem (no lean)	19% (153)	18% (145)	18% (142)	17% (136)	28% (224)	800
PID: Ind (no lean)	8% (56)	9% (63)	21% (158)	30% (223)	33% (241)	742
PID: Rep (no lean)	4% (28)	7% (49)	16% (105)	50% (334)	23% (153)	669
PID/Gender: Dem Men	23% (82)	18% (64)	19% (68)	19% (68)	21% (73)	356
PID/Gender: Dem Women	16% (71)	18% (81)	17% (73)	15% (68)	34% (151)	444
PID/Gender: Ind Men	10% (39)	8% (31)	19% (74)	32% (121)	30% (116)	380
PID/Gender: Ind Women	5% (17)	9% (33)	23% (84)	28% (102)	35% (126)	361
PID/Gender: Rep Men	6% (20)	10% (33)	15% (48)	54% (179)	15% (50)	331
PID/Gender: Rep Women	2% (8)	5% (16)	17% (57)	46% (155)	30% (102)	338
Ideo: Liberal (1-3)	24% (151)	20% (129)	18% (112)	17% (111)	21% (136)	638
Ideo: Moderate (4)	7% (46)	12% (75)	21% (131)	26% (165)	34% (213)	631
Ideo: Conservative (5-7)	4% (29)	7% (49)	17% (127)	52% (384)	20% (145)	733
Educ: < College	8% (127)	11% (163)	19% (283)	31% (465)	32% (481)	1519
Educ: Bachelors degree	15% (65)	11% (51)	19% (86)	33% (146)	22% (98)	446
Educ: Post-grad	19% (45)	18% (43)	15% (36)	33% (81)	16% (39)	245
Income: Under 50k	9% (118)	12% (155)	19% (238)	28% (356)	32% (406)	1272
Income: 50k-100k	11% (76)	11% (72)	16% (111)	38% (255)	24% (164)	678
Income: 100k+	17% (43)	12% (31)	22% (57)	31% (81)	18% (48)	260
Ethnicity: White	11% (194)	12% (201)	17% (299)	34% (585)	26% (449)	1730
Ethnicity: Hispanic	11% (38)	13% (45)	22% (78)	27% (96)	27% (93)	351

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**Table MCEN5\_7: Do you support or oppose companies that conduct business in Florida doing the following?  
 Stopping selling products/services in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(238)	12%	(258)	18%	(405)	31%	(692)	28%	(618)	2210
Ethnicity: Black	9%	(24)	10%	(27)	23%	(63)	26%	(70)	33%	(91)	276
Ethnicity: Other	9%	(19)	14%	(29)	21%	(43)	18%	(36)	38%	(78)	205
All Christian	9%	(91)	11%	(118)	20%	(202)	38%	(389)	23%	(234)	1034
All Non-Christian	21%	(21)	13%	(13)	14%	(15)	24%	(25)	27%	(28)	102
Atheist	28%	(31)	16%	(18)	11%	(12)	23%	(26)	22%	(25)	110
Agnostic/Nothing in particular	13%	(77)	14%	(81)	16%	(98)	25%	(150)	32%	(191)	597
Something Else	5%	(17)	7%	(27)	21%	(79)	28%	(102)	39%	(141)	366
Religious Non-Protestant/Catholic	17%	(21)	11%	(13)	16%	(19)	28%	(34)	28%	(35)	122
Evangelical	8%	(43)	11%	(61)	17%	(99)	39%	(221)	26%	(150)	573
Non-Evangelical	8%	(63)	10%	(82)	22%	(175)	32%	(256)	27%	(215)	791
Community: Urban	14%	(89)	15%	(95)	16%	(101)	24%	(154)	31%	(199)	639
Community: Suburban	11%	(105)	11%	(112)	19%	(193)	33%	(331)	25%	(252)	993
Community: Rural	7%	(43)	9%	(51)	19%	(112)	36%	(207)	29%	(167)	579
Employ: Private Sector	14%	(88)	13%	(86)	22%	(141)	29%	(190)	22%	(143)	648
Employ: Government	11%	(14)	10%	(12)	21%	(26)	32%	(39)	26%	(31)	122
Employ: Self-Employed	9%	(18)	10%	(20)	19%	(38)	34%	(69)	28%	(57)	201
Employ: Homemaker	4%	(9)	11%	(21)	16%	(31)	36%	(71)	33%	(66)	198
Employ: Student	13%	(10)	13%	(11)	22%	(18)	19%	(16)	33%	(27)	81
Employ: Retired	12%	(61)	11%	(55)	17%	(88)	36%	(185)	25%	(130)	519
Employ: Unemployed	7%	(20)	14%	(39)	14%	(39)	28%	(75)	37%	(100)	274
Employ: Other	10%	(17)	8%	(13)	15%	(24)	28%	(47)	39%	(64)	166
Military HH: Yes	11%	(34)	10%	(32)	22%	(72)	36%	(118)	22%	(70)	327
Military HH: No	11%	(203)	12%	(225)	18%	(333)	30%	(574)	29%	(547)	1883
RD/WT: Right Direction	20%	(138)	18%	(123)	17%	(119)	16%	(110)	29%	(196)	687
RD/WT: Wrong Track	7%	(100)	9%	(134)	19%	(286)	38%	(582)	28%	(421)	1523
Biden Job Approve	18%	(174)	18%	(166)	19%	(180)	16%	(155)	28%	(267)	943
Biden Job Disapprove	5%	(62)	8%	(91)	18%	(208)	45%	(529)	24%	(274)	1164

Continued on next page

**Table MCEN5\_7: Do you support or oppose companies that conduct business in Florida doing the following?  
Stopping selling products/services in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(238)	12%	(258)	18%	(405)	31%	(692)	28%	(618)	2210
Biden Job Strongly Approve	27%	(104)	18%	(68)	14%	(54)	16%	(59)	25%	(96)	380
Biden Job Somewhat Approve	13%	(71)	17%	(98)	22%	(126)	17%	(96)	30%	(171)	562
Biden Job Somewhat Disapprove	6%	(20)	13%	(41)	29%	(90)	26%	(80)	25%	(79)	310
Biden Job Strongly Disapprove	5%	(42)	6%	(50)	14%	(118)	53%	(449)	23%	(196)	854
Favorable of Biden	19%	(178)	16%	(153)	20%	(188)	15%	(141)	29%	(276)	936
Unfavorable of Biden	5%	(57)	9%	(99)	18%	(205)	45%	(530)	24%	(276)	1168
Very Favorable of Biden	27%	(109)	16%	(67)	16%	(65)	14%	(55)	27%	(107)	403
Somewhat Favorable of Biden	13%	(68)	16%	(87)	23%	(123)	16%	(86)	32%	(168)	532
Somewhat Unfavorable of Biden	6%	(18)	15%	(45)	25%	(76)	29%	(87)	25%	(73)	299
Very Unfavorable of Biden	4%	(39)	6%	(54)	15%	(130)	51%	(444)	23%	(203)	870
#1 Issue: Economy	7%	(61)	10%	(90)	21%	(178)	35%	(306)	26%	(228)	863
#1 Issue: Security	5%	(20)	8%	(32)	15%	(59)	46%	(177)	25%	(96)	383
#1 Issue: Health Care	18%	(39)	18%	(40)	15%	(33)	18%	(40)	31%	(68)	221
#1 Issue: Medicare / Social Security	14%	(31)	8%	(20)	17%	(40)	21%	(49)	39%	(91)	231
#1 Issue: Women's Issues	26%	(27)	13%	(13)	24%	(25)	17%	(17)	20%	(21)	104
#1 Issue: Education	9%	(9)	21%	(20)	18%	(17)	14%	(14)	38%	(37)	97
#1 Issue: Energy	15%	(33)	14%	(30)	19%	(41)	25%	(55)	26%	(56)	215
#1 Issue: Other	17%	(17)	12%	(12)	13%	(13)	35%	(34)	23%	(22)	97
2020 Vote: Joe Biden	19%	(179)	17%	(161)	19%	(183)	17%	(158)	28%	(263)	945
2020 Vote: Donald Trump	4%	(32)	7%	(52)	15%	(118)	55%	(420)	19%	(146)	768
2020 Vote: Other	2%	(1)	7%	(6)	19%	(14)	35%	(26)	37%	(28)	74
2020 Vote: Didn't Vote	6%	(25)	9%	(39)	21%	(90)	21%	(88)	43%	(182)	423
2018 House Vote: Democrat	22%	(159)	17%	(123)	20%	(143)	19%	(136)	23%	(168)	729
2018 House Vote: Republican	4%	(25)	7%	(48)	15%	(99)	54%	(346)	19%	(123)	640
2018 House Vote: Someone else	7%	(5)	6%	(4)	17%	(11)	34%	(22)	35%	(23)	66
2016 Vote: Hillary Clinton	21%	(143)	16%	(107)	19%	(126)	18%	(123)	25%	(167)	667
2016 Vote: Donald Trump	4%	(32)	8%	(57)	17%	(119)	52%	(371)	19%	(138)	717
2016 Vote: Other	12%	(14)	8%	(10)	19%	(23)	33%	(40)	28%	(34)	121
2016 Vote: Didn't Vote	7%	(48)	12%	(83)	19%	(136)	22%	(155)	40%	(277)	700

Continued on next page

**Table MCEN5\_7: Do you support or oppose companies that conduct business in Florida doing the following?  
 Stopping selling products/services in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(238)	12%	(258)	18%	(405)	31%	(692)	28%	(618)	2210
Voted in 2014: Yes	13%	(165)	11%	(139)	17%	(213)	36%	(445)	21%	(263)	1224
Voted in 2014: No	7%	(73)	12%	(119)	20%	(192)	25%	(247)	36%	(355)	986
4-Region: Northeast	11%	(45)	10%	(41)	19%	(75)	28%	(110)	31%	(124)	395
4-Region: Midwest	10%	(48)	13%	(60)	16%	(75)	30%	(140)	31%	(142)	464
4-Region: South	10%	(84)	12%	(97)	19%	(161)	34%	(282)	25%	(204)	828
4-Region: West	12%	(60)	11%	(59)	18%	(95)	31%	(160)	28%	(148)	522
Parents	14%	(69)	14%	(72)	17%	(85)	30%	(150)	24%	(121)	496
Disney Fans	11%	(192)	12%	(205)	19%	(335)	30%	(528)	27%	(476)	1736
Disney+ Subscribers	14%	(111)	13%	(109)	19%	(157)	27%	(221)	27%	(219)	817

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

**Table MCEN5\_8: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down factories they have in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(208)	12%	(265)	17%	(379)	33%	(731)	28%	(628)	2210
Gender: Male	11%	(116)	14%	(150)	17%	(179)	35%	(378)	23%	(243)	1067
Gender: Female	8%	(91)	10%	(115)	17%	(199)	31%	(352)	34%	(385)	1143
Age: 18-34	12%	(78)	17%	(115)	19%	(122)	24%	(158)	28%	(185)	658
Age: 35-44	11%	(38)	14%	(50)	18%	(65)	27%	(97)	30%	(109)	359
Age: 45-64	8%	(58)	8%	(57)	15%	(115)	41%	(310)	28%	(215)	754
Age: 65+	8%	(34)	10%	(43)	17%	(76)	38%	(166)	27%	(119)	438
GenZers: 1997-2012	13%	(36)	16%	(44)	20%	(55)	22%	(63)	29%	(83)	280
Millennials: 1981-1996	11%	(68)	17%	(104)	18%	(116)	25%	(154)	30%	(185)	627
GenXers: 1965-1980	8%	(47)	8%	(47)	13%	(75)	42%	(236)	28%	(161)	566
Baby Boomers: 1946-1964	8%	(54)	9%	(61)	18%	(116)	37%	(244)	28%	(181)	657
PID: Dem (no lean)	17%	(139)	19%	(151)	18%	(140)	18%	(141)	28%	(228)	800
PID: Ind (no lean)	7%	(50)	10%	(72)	17%	(130)	32%	(239)	34%	(251)	742
PID: Rep (no lean)	3%	(19)	6%	(42)	16%	(109)	52%	(350)	22%	(149)	669
PID/Gender: Dem Men	21%	(74)	23%	(80)	18%	(65)	18%	(65)	20%	(72)	356
PID/Gender: Dem Women	15%	(65)	16%	(71)	17%	(75)	17%	(77)	35%	(156)	444
PID/Gender: Ind Men	8%	(31)	11%	(42)	17%	(64)	32%	(122)	32%	(122)	380
PID/Gender: Ind Women	5%	(18)	8%	(30)	18%	(66)	33%	(118)	36%	(129)	361
PID/Gender: Rep Men	3%	(11)	8%	(28)	15%	(51)	58%	(192)	15%	(49)	331
PID/Gender: Rep Women	2%	(8)	4%	(14)	17%	(58)	47%	(158)	30%	(100)	338
Ideo: Liberal (1-3)	21%	(132)	21%	(132)	19%	(119)	18%	(114)	22%	(141)	638
Ideo: Moderate (4)	7%	(45)	12%	(77)	18%	(111)	29%	(181)	34%	(217)	631
Ideo: Conservative (5-7)	3%	(24)	6%	(46)	17%	(123)	53%	(389)	21%	(152)	733
Educ: < College	8%	(125)	10%	(154)	17%	(260)	33%	(496)	32%	(484)	1519
Educ: Bachelors degree	10%	(45)	13%	(60)	19%	(84)	34%	(154)	23%	(103)	446
Educ: Post-grad	15%	(37)	21%	(51)	14%	(35)	33%	(81)	17%	(41)	245
Income: Under 50k	8%	(103)	12%	(149)	18%	(227)	30%	(375)	33%	(417)	1272
Income: 50k-100k	10%	(67)	11%	(74)	15%	(101)	39%	(267)	25%	(168)	678
Income: 100k+	14%	(37)	16%	(41)	20%	(51)	34%	(88)	16%	(43)	260
Ethnicity: White	10%	(165)	11%	(193)	17%	(287)	36%	(626)	27%	(459)	1730
Ethnicity: Hispanic	11%	(38)	16%	(57)	17%	(61)	28%	(98)	28%	(97)	351

Continued on next page

**Table MCEN5\_8:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down factories they have in Florida

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(208)	12%	(265)	17%	(379)	33%	(731)	28%	(628)	2210
Ethnicity: Black	9%	(24)	14%	(39)	22%	(60)	23%	(64)	32%	(89)	276
Ethnicity: Other	9%	(19)	16%	(32)	16%	(32)	20%	(41)	39%	(80)	205
All Christian	8%	(81)	12%	(123)	18%	(182)	40%	(410)	23%	(239)	1034
All Non-Christian	14%	(15)	19%	(19)	14%	(14)	25%	(25)	28%	(29)	102
Atheist	24%	(26)	10%	(11)	11%	(12)	32%	(35)	23%	(26)	110
Agnostic/Nothing in particular	13%	(75)	14%	(84)	17%	(100)	26%	(155)	31%	(183)	597
Something Else	3%	(12)	7%	(27)	19%	(70)	29%	(106)	41%	(151)	366
Religious Non-Protestant/Catholic	12%	(15)	16%	(19)	15%	(18)	28%	(34)	30%	(36)	122
Evangelical	7%	(39)	10%	(56)	16%	(94)	40%	(228)	27%	(156)	573
Non-Evangelical	6%	(50)	11%	(91)	19%	(152)	34%	(273)	28%	(225)	791
Community: Urban	12%	(77)	17%	(111)	17%	(112)	24%	(151)	29%	(188)	639
Community: Suburban	9%	(92)	10%	(100)	18%	(181)	36%	(357)	26%	(263)	993
Community: Rural	7%	(39)	9%	(54)	15%	(86)	39%	(223)	31%	(177)	579
Employ: Private Sector	11%	(69)	16%	(103)	22%	(142)	31%	(199)	21%	(136)	648
Employ: Government	11%	(13)	19%	(24)	17%	(20)	28%	(34)	25%	(31)	122
Employ: Self-Employed	12%	(23)	9%	(17)	17%	(35)	32%	(65)	30%	(61)	201
Employ: Homemaker	7%	(13)	8%	(16)	9%	(18)	39%	(78)	37%	(72)	198
Employ: Student	12%	(10)	14%	(12)	18%	(15)	28%	(23)	28%	(23)	81
Employ: Retired	9%	(48)	9%	(48)	17%	(89)	39%	(201)	26%	(133)	519
Employ: Unemployed	8%	(23)	12%	(32)	15%	(40)	29%	(79)	36%	(100)	274
Employ: Other	5%	(8)	8%	(13)	12%	(20)	32%	(53)	43%	(72)	166
Military HH: Yes	8%	(27)	9%	(29)	22%	(71)	40%	(131)	21%	(68)	327
Military HH: No	10%	(181)	12%	(235)	16%	(307)	32%	(600)	30%	(560)	1883
RD/WT: Right Direction	16%	(111)	20%	(139)	17%	(115)	16%	(112)	30%	(209)	687
RD/WT: Wrong Track	6%	(97)	8%	(125)	17%	(264)	41%	(618)	27%	(419)	1523
Biden Job Approve	16%	(151)	18%	(174)	18%	(170)	18%	(167)	30%	(280)	943
Biden Job Disapprove	5%	(55)	7%	(84)	17%	(200)	47%	(552)	23%	(273)	1164

Continued on next page

**Table MCEN5\_8: Do you support or oppose companies that conduct business in Florida doing the following?  
Closing down factories they have in Florida**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(208)	12%	(265)	17%	(379)	33%	(731)	28%	(628)	2210
Biden Job Strongly Approve	24%	(93)	21%	(80)	13%	(48)	17%	(66)	25%	(94)	380
Biden Job Somewhat Approve	10%	(59)	17%	(95)	22%	(122)	18%	(100)	33%	(187)	562
Biden Job Somewhat Disapprove	5%	(15)	13%	(42)	28%	(87)	26%	(79)	28%	(87)	310
Biden Job Strongly Disapprove	5%	(40)	5%	(42)	13%	(113)	55%	(472)	22%	(187)	854
Favorable of Biden	16%	(149)	18%	(168)	18%	(167)	18%	(169)	30%	(282)	936
Unfavorable of Biden	5%	(58)	7%	(85)	17%	(204)	47%	(545)	24%	(276)	1168
Very Favorable of Biden	25%	(103)	18%	(73)	13%	(54)	16%	(65)	27%	(108)	403
Somewhat Favorable of Biden	9%	(47)	18%	(95)	21%	(113)	20%	(104)	33%	(174)	532
Somewhat Unfavorable of Biden	6%	(18)	14%	(41)	27%	(80)	26%	(77)	28%	(83)	299
Very Unfavorable of Biden	5%	(39)	5%	(44)	14%	(124)	54%	(468)	22%	(193)	870
#1 Issue: Economy	7%	(61)	10%	(89)	19%	(162)	36%	(312)	28%	(238)	863
#1 Issue: Security	4%	(14)	5%	(20)	16%	(62)	50%	(192)	25%	(95)	383
#1 Issue: Health Care	18%	(41)	21%	(46)	15%	(34)	18%	(40)	27%	(60)	221
#1 Issue: Medicare / Social Security	8%	(19)	8%	(20)	18%	(41)	24%	(55)	42%	(96)	231
#1 Issue: Women's Issues	21%	(22)	19%	(20)	20%	(20)	17%	(18)	23%	(23)	104
#1 Issue: Education	9%	(9)	30%	(29)	13%	(13)	14%	(14)	33%	(32)	97
#1 Issue: Energy	11%	(23)	15%	(33)	16%	(35)	30%	(65)	28%	(59)	215
#1 Issue: Other	19%	(18)	8%	(8)	13%	(12)	36%	(35)	24%	(24)	97
2020 Vote: Joe Biden	16%	(151)	19%	(178)	18%	(174)	17%	(165)	29%	(276)	945
2020 Vote: Donald Trump	3%	(22)	7%	(52)	16%	(119)	56%	(428)	19%	(147)	768
2020 Vote: Other	9%	(7)	4%	(3)	17%	(13)	38%	(29)	30%	(22)	74
2020 Vote: Didn't Vote	7%	(28)	7%	(31)	17%	(72)	26%	(109)	43%	(182)	423
2018 House Vote: Democrat	19%	(137)	19%	(140)	18%	(130)	19%	(138)	25%	(183)	729
2018 House Vote: Republican	2%	(16)	7%	(45)	16%	(104)	56%	(358)	18%	(117)	640
2018 House Vote: Someone else	6%	(4)	12%	(8)	13%	(8)	34%	(22)	35%	(23)	66
2016 Vote: Hillary Clinton	19%	(125)	18%	(121)	18%	(118)	19%	(127)	26%	(176)	667
2016 Vote: Donald Trump	3%	(24)	7%	(52)	16%	(118)	54%	(384)	19%	(140)	717
2016 Vote: Other	12%	(15)	7%	(8)	18%	(22)	35%	(43)	28%	(34)	121
2016 Vote: Didn't Vote	6%	(44)	12%	(84)	17%	(120)	25%	(175)	40%	(277)	700

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**Table MCEN5\_8:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Closing down factories they have in Florida

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	9%	(208)	12%	(265)	17%	(379)	33%	(731)	28%	(628)	2210
Voted in 2014: Yes	11%	(136)	13%	(155)	16%	(202)	38%	(460)	22%	(272)	1224
Voted in 2014: No	7%	(71)	11%	(110)	18%	(177)	27%	(271)	36%	(356)	986
4-Region: Northeast	10%	(39)	10%	(41)	16%	(64)	31%	(122)	33%	(130)	395
4-Region: Midwest	10%	(46)	12%	(58)	16%	(75)	33%	(154)	28%	(131)	464
4-Region: South	9%	(71)	12%	(100)	18%	(148)	35%	(293)	26%	(216)	828
4-Region: West	10%	(51)	12%	(65)	18%	(92)	31%	(162)	29%	(152)	522
Parents	12%	(59)	16%	(80)	16%	(80)	29%	(143)	27%	(133)	496
Disney Fans	10%	(168)	13%	(219)	18%	(308)	32%	(552)	28%	(490)	1736
Disney+ Subscribers	12%	(96)	16%	(128)	15%	(126)	29%	(240)	28%	(226)	817

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

**Table MCEN5\_9: Do you support or oppose companies that conduct business in Florida doing the following?  
Stopping conducting business with Florida businesses and other entities**

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(248)	12%	(273)	17%	(365)	30%	(664)	30%	(660)	2210
Gender: Male	14%	(149)	14%	(145)	16%	(167)	34%	(365)	23%	(242)	1067
Gender: Female	9%	(100)	11%	(128)	17%	(198)	26%	(299)	37%	(418)	1143
Age: 18-34	13%	(84)	19%	(122)	18%	(121)	21%	(140)	29%	(192)	658
Age: 35-44	13%	(45)	15%	(56)	15%	(54)	26%	(92)	31%	(113)	359
Age: 45-64	9%	(67)	8%	(58)	16%	(118)	37%	(282)	30%	(229)	754
Age: 65+	12%	(52)	9%	(37)	16%	(72)	34%	(151)	29%	(127)	438
GenZers: 1997-2012	11%	(32)	21%	(58)	21%	(59)	18%	(51)	29%	(81)	280
Millennials: 1981-1996	13%	(83)	16%	(101)	16%	(100)	24%	(148)	31%	(195)	627
GenXers: 1965-1980	9%	(50)	10%	(55)	14%	(79)	37%	(209)	31%	(174)	566
Baby Boomers: 1946-1964	12%	(79)	8%	(52)	16%	(107)	34%	(226)	29%	(192)	657
PID: Dem (no lean)	20%	(163)	18%	(141)	17%	(137)	16%	(130)	29%	(229)	800
PID: Ind (no lean)	8%	(57)	12%	(85)	18%	(131)	29%	(214)	34%	(255)	742
PID: Rep (no lean)	4%	(29)	7%	(46)	15%	(97)	48%	(320)	26%	(177)	669
PID/Gender: Dem Men	25%	(88)	20%	(72)	17%	(62)	18%	(64)	19%	(69)	356
PID/Gender: Dem Women	17%	(74)	16%	(69)	17%	(75)	15%	(66)	36%	(160)	444
PID/Gender: Ind Men	10%	(38)	13%	(48)	16%	(61)	32%	(121)	29%	(112)	380
PID/Gender: Ind Women	5%	(19)	10%	(37)	19%	(70)	26%	(93)	40%	(143)	361
PID/Gender: Rep Men	7%	(22)	7%	(24)	13%	(44)	54%	(180)	19%	(61)	331
PID/Gender: Rep Women	2%	(7)	6%	(22)	16%	(53)	42%	(141)	34%	(115)	338
Ideo: Liberal (1-3)	23%	(150)	21%	(132)	17%	(110)	17%	(107)	22%	(140)	638
Ideo: Moderate (4)	9%	(55)	12%	(77)	18%	(113)	24%	(154)	37%	(232)	631
Ideo: Conservative (5-7)	5%	(35)	7%	(53)	16%	(118)	51%	(370)	21%	(157)	733
Educ: < College	9%	(142)	11%	(173)	16%	(246)	29%	(439)	34%	(519)	1519
Educ: Bachelors degree	14%	(63)	13%	(57)	17%	(76)	33%	(148)	23%	(102)	446
Educ: Post-grad	18%	(43)	17%	(43)	18%	(43)	31%	(77)	16%	(39)	245
Income: Under 50k	10%	(130)	13%	(163)	16%	(200)	27%	(342)	34%	(437)	1272
Income: 50k-100k	11%	(77)	11%	(78)	16%	(107)	35%	(239)	26%	(177)	678
Income: 100k+	16%	(42)	12%	(32)	22%	(58)	32%	(83)	18%	(46)	260
Ethnicity: White	12%	(201)	12%	(200)	16%	(275)	33%	(569)	28%	(484)	1730
Ethnicity: Hispanic	11%	(39)	16%	(57)	18%	(64)	25%	(89)	29%	(102)	351

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**Table MCEN5\_9:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Stopping conducting business with Florida businesses and other entities

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(248)	12%	(273)	17%	(365)	30%	(664)	30%	(660)	2210
Ethnicity: Black	9%	(25)	15%	(40)	20%	(55)	20%	(56)	36%	(99)	276
Ethnicity: Other	11%	(22)	16%	(32)	17%	(35)	19%	(39)	38%	(77)	205
All Christian	9%	(93)	11%	(115)	17%	(179)	37%	(381)	26%	(267)	1034
All Non-Christian	12%	(12)	26%	(26)	10%	(11)	22%	(23)	29%	(30)	102
Atheist	26%	(29)	16%	(18)	13%	(14)	23%	(26)	22%	(24)	110
Agnostic/Nothing in particular	15%	(88)	15%	(88)	17%	(102)	21%	(126)	32%	(194)	597
Something Else	7%	(26)	7%	(26)	16%	(60)	30%	(109)	39%	(145)	366
Religious Non-Protestant/Catholic	10%	(12)	22%	(26)	11%	(14)	26%	(32)	31%	(38)	122
Evangelical	9%	(53)	8%	(47)	16%	(93)	37%	(215)	29%	(166)	573
Non-Evangelical	8%	(64)	11%	(90)	18%	(140)	33%	(262)	30%	(236)	791
Community: Urban	14%	(86)	19%	(119)	16%	(103)	20%	(128)	32%	(203)	639
Community: Suburban	11%	(113)	11%	(108)	16%	(157)	34%	(338)	28%	(277)	993
Community: Rural	9%	(49)	8%	(46)	18%	(106)	34%	(198)	31%	(180)	579
Employ: Private Sector	12%	(80)	18%	(114)	18%	(119)	29%	(186)	23%	(149)	648
Employ: Government	12%	(15)	17%	(21)	17%	(21)	29%	(36)	24%	(30)	122
Employ: Self-Employed	12%	(24)	10%	(21)	22%	(44)	30%	(60)	26%	(53)	201
Employ: Homemaker	6%	(11)	8%	(17)	14%	(27)	33%	(66)	39%	(77)	198
Employ: Student	12%	(9)	10%	(8)	24%	(20)	17%	(14)	37%	(30)	81
Employ: Retired	13%	(65)	9%	(44)	15%	(80)	36%	(189)	27%	(140)	519
Employ: Unemployed	11%	(30)	12%	(34)	12%	(34)	26%	(71)	38%	(105)	274
Employ: Other	8%	(14)	8%	(13)	12%	(19)	26%	(43)	46%	(77)	166
Military HH: Yes	11%	(34)	11%	(34)	18%	(60)	37%	(121)	24%	(78)	327
Military HH: No	11%	(214)	13%	(238)	16%	(305)	29%	(543)	31%	(583)	1883
RD/WT: Right Direction	20%	(137)	19%	(129)	15%	(104)	16%	(108)	30%	(209)	687
RD/WT: Wrong Track	7%	(112)	9%	(144)	17%	(261)	36%	(556)	30%	(452)	1523
Biden Job Approve	19%	(175)	17%	(165)	17%	(161)	16%	(154)	31%	(289)	943
Biden Job Disapprove	6%	(70)	9%	(99)	17%	(195)	43%	(504)	25%	(296)	1164

Continued on next page

**Table MCEN5\_9: Do you support or oppose companies that conduct business in Florida doing the following?**  
*Stopping conducting business with Florida businesses and other entities*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(248)	12%	(273)	17%	(365)	30%	(664)	30%	(660)	2210
Biden Job Strongly Approve	28%	(107)	17%	(65)	14%	(53)	16%	(60)	25%	(95)	380
Biden Job Somewhat Approve	12%	(67)	18%	(99)	19%	(108)	17%	(94)	34%	(194)	562
Biden Job Somewhat Disapprove	5%	(16)	19%	(58)	26%	(80)	24%	(73)	26%	(82)	310
Biden Job Strongly Disapprove	6%	(54)	5%	(41)	13%	(114)	50%	(431)	25%	(214)	854
Favorable of Biden	19%	(173)	17%	(162)	17%	(156)	16%	(146)	32%	(299)	936
Unfavorable of Biden	6%	(73)	8%	(97)	17%	(198)	43%	(505)	25%	(296)	1168
Very Favorable of Biden	28%	(112)	15%	(61)	16%	(64)	14%	(58)	27%	(108)	403
Somewhat Favorable of Biden	11%	(61)	19%	(101)	17%	(91)	17%	(88)	36%	(191)	532
Somewhat Unfavorable of Biden	7%	(21)	19%	(57)	24%	(72)	25%	(74)	25%	(74)	299
Very Unfavorable of Biden	6%	(51)	5%	(40)	14%	(126)	50%	(431)	26%	(222)	870
#1 Issue: Economy	9%	(75)	11%	(92)	19%	(162)	34%	(294)	28%	(239)	863
#1 Issue: Security	6%	(22)	6%	(24)	14%	(53)	46%	(177)	28%	(107)	383
#1 Issue: Health Care	18%	(40)	18%	(40)	18%	(39)	15%	(33)	31%	(69)	221
#1 Issue: Medicare / Social Security	13%	(30)	11%	(26)	13%	(30)	19%	(44)	43%	(99)	231
#1 Issue: Women's Issues	26%	(27)	18%	(19)	19%	(19)	13%	(13)	24%	(25)	104
#1 Issue: Education	11%	(11)	23%	(22)	16%	(15)	11%	(11)	39%	(37)	97
#1 Issue: Energy	12%	(25)	18%	(39)	15%	(32)	26%	(57)	29%	(62)	215
#1 Issue: Other	18%	(17)	10%	(10)	14%	(14)	35%	(34)	23%	(22)	97
2020 Vote: Joe Biden	19%	(179)	18%	(166)	18%	(174)	16%	(152)	29%	(274)	945
2020 Vote: Donald Trump	4%	(32)	6%	(49)	15%	(117)	52%	(401)	22%	(169)	768
2020 Vote: Other	9%	(7)	8%	(6)	16%	(12)	37%	(27)	30%	(22)	74
2020 Vote: Didn't Vote	7%	(30)	12%	(52)	15%	(62)	20%	(84)	46%	(195)	423
2018 House Vote: Democrat	22%	(163)	17%	(120)	18%	(132)	18%	(131)	25%	(183)	729
2018 House Vote: Republican	4%	(28)	7%	(43)	15%	(95)	53%	(340)	21%	(133)	640
2018 House Vote: Someone else	2%	(1)	17%	(11)	10%	(6)	34%	(22)	37%	(24)	66
2016 Vote: Hillary Clinton	21%	(143)	16%	(109)	17%	(115)	18%	(119)	27%	(181)	667
2016 Vote: Donald Trump	5%	(37)	7%	(53)	15%	(107)	51%	(368)	21%	(152)	717
2016 Vote: Other	12%	(14)	12%	(15)	15%	(18)	34%	(41)	28%	(34)	121
2016 Vote: Didn't Vote	8%	(54)	14%	(96)	18%	(125)	19%	(135)	41%	(290)	700

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**Table MCEN5\_9:** Do you support or oppose companies that conduct business in Florida doing the following?  
 Stopping conducting business with Florida businesses and other entities

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	11%	(248)	12%	(273)	17%	(365)	30%	(664)	30%	(660)	2210
Voted in 2014: Yes	13%	(161)	12%	(150)	15%	(186)	36%	(442)	23%	(286)	1224
Voted in 2014: No	9%	(87)	12%	(123)	18%	(179)	23%	(222)	38%	(374)	986
4-Region: Northeast	10%	(41)	12%	(46)	16%	(65)	27%	(107)	34%	(136)	395
4-Region: Midwest	11%	(53)	13%	(60)	16%	(73)	29%	(135)	31%	(143)	464
4-Region: South	11%	(89)	11%	(91)	19%	(154)	32%	(268)	27%	(226)	828
4-Region: West	13%	(66)	14%	(75)	14%	(73)	29%	(154)	30%	(154)	522
Parents	13%	(62)	16%	(78)	17%	(85)	26%	(131)	28%	(140)	496
Disney Fans	11%	(192)	13%	(231)	18%	(306)	28%	(492)	30%	(516)	1736
Disney+ Subscribers	13%	(103)	15%	(126)	17%	(138)	25%	(205)	30%	(244)	817

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

**Table MCEN6:** Which of the following is closest to your opinion, even if neither is exactly right?

Demographic	It is important for younger audiences to have access to TV shows and films that discuss LGBTQ+ themes.		It is important younger audiences not be exposed to TV shows and films that discuss LGBTQ+ themes.		Don't know / No opinion		Total N
Adults	41%	(912)	32%	(717)	26%	(581)	2210
Gender: Male	41%	(436)	36%	(387)	23%	(244)	1067
Gender: Female	42%	(477)	29%	(330)	29%	(336)	1143
Age: 18-34	49%	(325)	26%	(173)	24%	(160)	658
Age: 35-44	44%	(158)	28%	(100)	28%	(101)	359
Age: 45-64	33%	(250)	39%	(291)	28%	(214)	754
Age: 65+	41%	(179)	35%	(153)	24%	(105)	438
GenZers: 1997-2012	53%	(148)	21%	(59)	26%	(73)	280
Millennials: 1981-1996	46%	(288)	28%	(177)	26%	(162)	627
GenXers: 1965-1980	35%	(197)	36%	(207)	29%	(163)	566
Baby Boomers: 1946-1964	37%	(245)	38%	(248)	25%	(164)	657
PID: Dem (no lean)	61%	(488)	19%	(149)	20%	(163)	800
PID: Ind (no lean)	39%	(286)	28%	(209)	33%	(247)	742
PID: Rep (no lean)	21%	(139)	54%	(359)	26%	(171)	669
PID/Gender: Dem Men	63%	(224)	22%	(77)	15%	(55)	356
PID/Gender: Dem Women	59%	(264)	16%	(72)	24%	(109)	444
PID/Gender: Ind Men	36%	(136)	31%	(119)	33%	(126)	380
PID/Gender: Ind Women	41%	(150)	25%	(90)	34%	(121)	361
PID/Gender: Rep Men	23%	(75)	58%	(191)	19%	(64)	331
PID/Gender: Rep Women	19%	(63)	50%	(168)	32%	(107)	338
Ideo: Liberal (1-3)	71%	(454)	13%	(84)	16%	(100)	638
Ideo: Moderate (4)	44%	(280)	25%	(159)	30%	(191)	631
Ideo: Conservative (5-7)	17%	(123)	59%	(430)	25%	(181)	733
Educ: < College	38%	(582)	31%	(476)	30%	(461)	1519
Educ: Bachelors degree	45%	(203)	35%	(158)	19%	(85)	446
Educ: Post-grad	52%	(128)	34%	(83)	14%	(34)	245
Income: Under 50k	42%	(530)	29%	(371)	29%	(370)	1272
Income: 50k-100k	40%	(274)	36%	(247)	23%	(157)	678
Income: 100k+	42%	(108)	38%	(99)	20%	(53)	260

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**Table MCEN6:** Which of the following is closest to your opinion, even if neither is exactly right?

<b>Demographic</b>	<b>It is important for younger audiences to have access to TV shows and films that discuss LGBTQ+ themes.</b>		<b>It is important younger audiences not be exposed to TV shows and films that discuss LGBTQ+ themes.</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	41%	(912)	32%	(717)	26%	(581)	2210
Ethnicity: White	42%	(722)	33%	(574)	25%	(434)	1730
Ethnicity: Hispanic	51%	(180)	24%	(84)	25%	(87)	351
Ethnicity: Black	36%	(98)	37%	(103)	27%	(75)	276
Ethnicity: Other	45%	(93)	20%	(41)	35%	(71)	205
All Christian	37%	(378)	41%	(426)	22%	(230)	1034
All Non-Christian	54%	(55)	26%	(27)	20%	(20)	102
Atheist	72%	(79)	14%	(15)	15%	(16)	110
Agnostic/Nothing in particular	49%	(291)	21%	(125)	30%	(181)	597
Something Else	30%	(109)	34%	(124)	37%	(134)	366
Religious Non-Protestant/Catholic	47%	(58)	32%	(40)	20%	(25)	122
Evangelical	22%	(124)	52%	(300)	26%	(149)	573
Non-Evangelical	45%	(355)	29%	(230)	26%	(206)	791
Community: Urban	47%	(300)	28%	(179)	25%	(160)	639
Community: Suburban	41%	(412)	33%	(325)	26%	(256)	993
Community: Rural	35%	(201)	37%	(213)	28%	(165)	579
Employ: Private Sector	47%	(301)	34%	(221)	19%	(126)	648
Employ: Government	43%	(53)	34%	(42)	22%	(27)	122
Employ: Self-Employed	42%	(86)	30%	(61)	27%	(55)	201
Employ: Homemaker	27%	(54)	41%	(81)	32%	(63)	198
Employ: Student	52%	(42)	21%	(17)	27%	(22)	81
Employ: Retired	40%	(205)	37%	(192)	23%	(121)	519
Employ: Unemployed	42%	(114)	22%	(62)	36%	(99)	274
Employ: Other	34%	(57)	25%	(41)	41%	(68)	166
Military HH: Yes	38%	(123)	40%	(130)	23%	(74)	327
Military HH: No	42%	(789)	31%	(587)	27%	(507)	1883
RD/WT: Right Direction	60%	(410)	17%	(119)	23%	(157)	687
RD/WT: Wrong Track	33%	(502)	39%	(598)	28%	(424)	1523

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**Table MCEN6:** Which of the following is closest to your opinion, even if neither is exactly right?

<b>Demographic</b>	<b>It is important for younger audiences to have access to TV shows and films that discuss LGBTQ+ themes.</b>		<b>It is important younger audiences not be exposed to TV shows and films that discuss LGBTQ+ themes.</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	41%	(912)	32%	(717)	26%	(581)	2210
Biden Job Approve	62%	(587)	16%	(148)	22%	(208)	943
Biden Job Disapprove	26%	(305)	47%	(550)	27%	(309)	1164
Biden Job Strongly Approve	64%	(242)	17%	(64)	20%	(75)	380
Biden Job Somewhat Approve	61%	(345)	15%	(84)	24%	(134)	562
Biden Job Somewhat Disapprove	48%	(150)	28%	(86)	24%	(74)	310
Biden Job Strongly Disapprove	18%	(155)	54%	(464)	28%	(235)	854
Favorable of Biden	63%	(589)	14%	(134)	23%	(213)	936
Unfavorable of Biden	26%	(304)	48%	(558)	26%	(306)	1168
Very Favorable of Biden	62%	(251)	15%	(59)	23%	(93)	403
Somewhat Favorable of Biden	63%	(338)	14%	(75)	22%	(119)	532
Somewhat Unfavorable of Biden	48%	(144)	28%	(83)	24%	(71)	299
Very Unfavorable of Biden	18%	(160)	55%	(475)	27%	(234)	870
#1 Issue: Economy	39%	(333)	33%	(286)	28%	(243)	863
#1 Issue: Security	25%	(97)	53%	(202)	22%	(85)	383
#1 Issue: Health Care	57%	(126)	20%	(44)	23%	(52)	221
#1 Issue: Medicare / Social Security	39%	(90)	29%	(67)	32%	(74)	231
#1 Issue: Women's Issues	71%	(74)	15%	(15)	14%	(14)	104
#1 Issue: Education	52%	(51)	27%	(26)	21%	(20)	97
#1 Issue: Energy	47%	(100)	24%	(50)	30%	(64)	215
#1 Issue: Other	43%	(42)	27%	(26)	30%	(29)	97
2020 Vote: Joe Biden	63%	(596)	15%	(143)	22%	(206)	945
2020 Vote: Donald Trump	19%	(144)	58%	(445)	23%	(178)	768
2020 Vote: Other	31%	(23)	28%	(21)	41%	(31)	74
2020 Vote: Didn't Vote	35%	(149)	26%	(108)	39%	(166)	423
2018 House Vote: Democrat	63%	(460)	18%	(132)	19%	(136)	729
2018 House Vote: Republican	20%	(128)	56%	(361)	24%	(151)	640
2018 House Vote: Someone else	37%	(25)	24%	(16)	39%	(26)	66

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**Table MCEN6:** Which of the following is closest to your opinion, even if neither is exactly right?

<b>Demographic</b>	<b>It is important for younger audiences to have access to TV shows and films that discuss LGBTQ+ themes.</b>		<b>It is important younger audiences not be exposed to TV shows and films that discuss LGBTQ+ themes.</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	41%	(912)	32%	(717)	26%	(581)	2210
2016 Vote: Hillary Clinton	64%	(424)	17%	(114)	19%	(129)	667
2016 Vote: Donald Trump	21%	(151)	55%	(397)	24%	(169)	717
2016 Vote: Other	39%	(47)	29%	(36)	32%	(39)	121
2016 Vote: Didn't Vote	41%	(289)	24%	(169)	35%	(242)	700
Voted in 2014: Yes	41%	(506)	37%	(452)	22%	(267)	1224
Voted in 2014: No	41%	(407)	27%	(265)	32%	(314)	986
4-Region: Northeast	48%	(190)	22%	(88)	30%	(118)	395
4-Region: Midwest	43%	(200)	30%	(141)	27%	(124)	464
4-Region: South	35%	(286)	39%	(327)	26%	(216)	828
4-Region: West	45%	(237)	31%	(161)	24%	(124)	522
Parents	38%	(189)	37%	(182)	25%	(125)	496
Disney Fans	44%	(758)	32%	(554)	24%	(425)	1736
Disney+ Subscribers	49%	(396)	27%	(220)	25%	(200)	817

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

**Table MCEN7: Which of the following statements comes closest to your view, even if none is exactly right?**

<b>Demographic</b>	<b>The entertainment industry supports the LGBTQ+ community through the content it produces</b>		<b>The entertainment industry does not produce content that supports the LGBTQ+ community</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	60%	(1332)	12%	(269)	28%	(609)	2210
Gender: Male	61%	(647)	13%	(138)	26%	(282)	1067
Gender: Female	60%	(685)	11%	(131)	29%	(327)	1143
Age: 18-34	55%	(361)	19%	(126)	26%	(171)	658
Age: 35-44	57%	(203)	16%	(56)	28%	(100)	359
Age: 45-64	63%	(472)	8%	(60)	29%	(222)	754
Age: 65+	68%	(296)	6%	(27)	26%	(116)	438
GenZers: 1997-2012	53%	(149)	21%	(58)	26%	(73)	280
Millennials: 1981-1996	57%	(355)	16%	(103)	27%	(168)	627
GenXers: 1965-1980	61%	(345)	10%	(56)	29%	(166)	566
Baby Boomers: 1946-1964	65%	(425)	8%	(50)	28%	(182)	657
PID: Dem (no lean)	64%	(512)	14%	(108)	22%	(179)	800
PID: Ind (no lean)	55%	(411)	10%	(71)	35%	(260)	742
PID: Rep (no lean)	61%	(409)	13%	(90)	25%	(170)	669
PID/Gender: Dem Men	66%	(234)	14%	(52)	20%	(70)	356
PID/Gender: Dem Women	63%	(278)	13%	(57)	25%	(110)	444
PID/Gender: Ind Men	52%	(197)	11%	(43)	37%	(141)	380
PID/Gender: Ind Women	59%	(214)	8%	(28)	33%	(119)	361
PID/Gender: Rep Men	65%	(216)	13%	(44)	22%	(71)	331
PID/Gender: Rep Women	57%	(193)	14%	(46)	29%	(99)	338
Ideo: Liberal (1-3)	68%	(432)	13%	(83)	19%	(123)	638
Ideo: Moderate (4)	56%	(356)	11%	(69)	33%	(206)	631
Ideo: Conservative (5-7)	64%	(469)	13%	(94)	23%	(171)	733
Educ: < College	56%	(854)	13%	(194)	31%	(471)	1519
Educ: Bachelors degree	68%	(305)	11%	(48)	21%	(93)	446
Educ: Post-grad	71%	(173)	11%	(27)	18%	(44)	245
Income: Under 50k	56%	(713)	13%	(163)	31%	(397)	1272
Income: 50k-100k	64%	(435)	12%	(79)	24%	(164)	678
Income: 100k+	71%	(185)	11%	(27)	18%	(48)	260

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**Table MCEN7:** Which of the following statements comes closest to your view, even if none is exactly right?

<b>Demographic</b>	<b>The entertainment industry supports the LGBTQ+ community through the content it produces</b>	<b>The entertainment industry does not produce content that supports the LGBTQ+ community</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	60% (1332)	12% (269)	28% (609)	2210
Ethnicity: White	62% (1075)	12% (199)	26% (455)	1730
Ethnicity: Hispanic	60% (211)	14% (51)	25% (89)	351
Ethnicity: Black	59% (162)	13% (37)	28% (77)	276
Ethnicity: Other	46% (95)	16% (33)	37% (77)	205
All Christian	65% (676)	11% (115)	23% (243)	1034
All Non-Christian	62% (64)	13% (13)	24% (25)	102
Atheist	68% (75)	11% (12)	21% (24)	110
Agnostic/Nothing in particular	56% (333)	14% (83)	30% (182)	597
Something Else	50% (184)	13% (47)	37% (135)	366
Religious Non-Protestant/Catholic	60% (73)	15% (18)	25% (31)	122
Evangelical	59% (341)	15% (88)	25% (145)	573
Non-Evangelical	63% (500)	8% (66)	28% (225)	791
Community: Urban	58% (370)	15% (96)	27% (174)	639
Community: Suburban	64% (634)	10% (103)	26% (255)	993
Community: Rural	57% (328)	12% (71)	31% (179)	579
Employ: Private Sector	63% (409)	15% (97)	22% (142)	648
Employ: Government	63% (76)	9% (11)	28% (34)	122
Employ: Self-Employed	67% (135)	13% (26)	20% (41)	201
Employ: Homemaker	58% (115)	10% (20)	32% (63)	198
Employ: Student	45% (36)	28% (23)	27% (22)	81
Employ: Retired	65% (339)	7% (36)	28% (143)	519
Employ: Unemployed	49% (134)	12% (34)	39% (106)	274
Employ: Other	52% (86)	13% (22)	35% (58)	166
Military HH: Yes	68% (221)	11% (37)	21% (69)	327
Military HH: No	59% (1111)	12% (232)	29% (539)	1883
RD/WT: Right Direction	61% (422)	12% (79)	27% (185)	687
RD/WT: Wrong Track	60% (910)	12% (190)	28% (423)	1523

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**Table MCEN7:** Which of the following statements comes closest to your view, even if none is exactly right?

Demographic	The entertainment industry supports the LGBTQ+ community through the content it produces	The entertainment industry does not produce content that supports the LGBTQ+ community	Don't know / No opinion	Total N
Adults	60% (1332)	12% (269)	28% (609)	2210
Biden Job Approve	63% (593)	12% (110)	25% (239)	943
Biden Job Disapprove	61% (708)	13% (149)	26% (307)	1164
Biden Job Strongly Approve	64% (243)	12% (46)	24% (92)	380
Biden Job Somewhat Approve	62% (350)	11% (64)	26% (148)	562
Biden Job Somewhat Disapprove	63% (194)	14% (44)	23% (72)	310
Biden Job Strongly Disapprove	60% (513)	12% (106)	28% (235)	854
Favorable of Biden	64% (596)	11% (102)	25% (238)	936
Unfavorable of Biden	60% (707)	13% (155)	26% (306)	1168
Very Favorable of Biden	63% (255)	10% (39)	27% (110)	403
Somewhat Favorable of Biden	64% (341)	12% (63)	24% (128)	532
Somewhat Unfavorable of Biden	63% (187)	15% (46)	22% (66)	299
Very Unfavorable of Biden	60% (520)	13% (109)	28% (241)	870
#1 Issue: Economy	62% (539)	12% (101)	26% (223)	863
#1 Issue: Security	65% (248)	7% (28)	28% (107)	383
#1 Issue: Health Care	58% (128)	19% (42)	23% (51)	221
#1 Issue: Medicare / Social Security	53% (122)	10% (22)	38% (87)	231
#1 Issue: Women's Issues	73% (76)	15% (16)	12% (13)	104
#1 Issue: Education	52% (50)	21% (20)	28% (27)	97
#1 Issue: Energy	52% (111)	16% (35)	32% (68)	215
#1 Issue: Other	61% (59)	5% (5)	34% (33)	97
2020 Vote: Joe Biden	66% (619)	11% (103)	24% (222)	945
2020 Vote: Donald Trump	61% (469)	14% (104)	25% (195)	768
2020 Vote: Other	44% (33)	21% (16)	35% (26)	74
2020 Vote: Didn't Vote	50% (211)	11% (47)	39% (165)	423
2018 House Vote: Democrat	67% (491)	10% (76)	22% (161)	729
2018 House Vote: Republican	62% (399)	13% (82)	25% (158)	640
2018 House Vote: Someone else	45% (30)	10% (7)	44% (29)	66

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**Table MCEN7:** Which of the following statements comes closest to your view, even if none is exactly right?

<b>Demographic</b>	<b>The entertainment industry supports the LGBTQ+ community through the content it produces</b>	<b>The entertainment industry does not produce content that supports the LGBTQ+ community</b>	<b>Don't know / No opinion</b>	<b>Total N</b>
Adults	60% (1332)	12% (269)	28% (609)	2210
2016 Vote: Hillary Clinton	68% (452)	10% (65)	22% (149)	667
2016 Vote: Donald Trump	62% (445)	12% (89)	26% (184)	717
2016 Vote: Other	65% (79)	11% (13)	24% (29)	121
2016 Vote: Didn't Vote	50% (353)	15% (103)	35% (244)	700
Voted in 2014: Yes	65% (797)	11% (139)	23% (288)	1224
Voted in 2014: No	54% (535)	13% (130)	33% (321)	986
4-Region: Northeast	61% (242)	11% (43)	28% (111)	395
4-Region: Midwest	59% (274)	12% (56)	29% (134)	464
4-Region: South	61% (501)	13% (111)	26% (216)	828
4-Region: West	60% (315)	11% (60)	28% (148)	522
Parents	57% (283)	18% (89)	25% (124)	496
Disney Fans	62% (1080)	13% (226)	25% (430)	1736
Disney+ Subscribers	62% (505)	15% (121)	23% (191)	817

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

**Table MCEN8\_1:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
The LGBTQ+ community

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	11% (232)	29% (635)	12% (261)	10% (231)	38% (850)	2210
Gender: Male	11% (113)	28% (298)	13% (144)	12% (133)	35% (378)	1067
Gender: Female	10% (119)	29% (337)	10% (117)	9% (98)	41% (472)	1143
Age: 18-34	19% (127)	29% (193)	14% (95)	8% (55)	29% (188)	658
Age: 35-44	9% (34)	35% (126)	10% (37)	9% (33)	36% (129)	359
Age: 45-64	6% (47)	25% (191)	10% (78)	11% (86)	47% (353)	754
Age: 65+	6% (25)	29% (125)	12% (51)	13% (57)	41% (180)	438
GenZers: 1997-2012	20% (57)	30% (83)	16% (45)	8% (23)	26% (73)	280
Millennials: 1981-1996	15% (93)	32% (199)	12% (75)	8% (49)	34% (210)	627
GenXers: 1965-1980	7% (40)	28% (159)	10% (56)	10% (58)	45% (253)	566
Baby Boomers: 1946-1964	6% (37)	26% (172)	12% (76)	14% (91)	43% (281)	657
PID: Dem (no lean)	15% (119)	38% (301)	13% (105)	5% (36)	30% (239)	800
PID: Ind (no lean)	8% (60)	25% (187)	11% (84)	11% (79)	45% (332)	742
PID: Rep (no lean)	8% (54)	22% (148)	11% (72)	17% (116)	42% (279)	669
PID/Gender: Dem Men	16% (55)	37% (133)	16% (57)	5% (17)	26% (92)	356
PID/Gender: Dem Women	14% (64)	38% (167)	11% (48)	4% (19)	33% (147)	444
PID/Gender: Ind Men	7% (27)	23% (89)	12% (44)	11% (42)	47% (178)	380
PID/Gender: Ind Women	9% (33)	27% (97)	11% (40)	10% (37)	43% (154)	361
PID/Gender: Rep Men	9% (31)	23% (76)	13% (43)	22% (73)	33% (108)	331
PID/Gender: Rep Women	7% (22)	21% (72)	9% (29)	13% (43)	51% (171)	338
Ideo: Liberal (1-3)	16% (104)	43% (271)	14% (90)	5% (31)	22% (142)	638
Ideo: Moderate (4)	9% (59)	27% (173)	11% (73)	8% (50)	44% (276)	631
Ideo: Conservative (5-7)	6% (44)	21% (150)	12% (88)	19% (138)	43% (313)	733
Educ: < College	11% (169)	27% (417)	11% (174)	10% (147)	40% (613)	1519
Educ: Bachelors degree	7% (33)	29% (128)	14% (64)	12% (54)	37% (167)	446
Educ: Post-grad	12% (30)	37% (91)	9% (23)	12% (30)	29% (71)	245
Income: Under 50k	11% (142)	28% (362)	12% (152)	9% (120)	39% (496)	1272
Income: 50k-100k	10% (67)	27% (186)	11% (75)	12% (81)	40% (268)	678
Income: 100k+	9% (23)	33% (87)	13% (33)	12% (30)	33% (87)	260
Ethnicity: White	10% (168)	30% (517)	11% (197)	11% (182)	39% (666)	1730

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**Table MCEN8\_1:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
The LGBTQ+ community

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	11%	(232)	29%	(635)	12%	(261)	10%	(231)	38%	(850)	2210
Ethnicity: Hispanic	18%	(63)	27%	(95)	13%	(45)	9%	(32)	33%	(117)	351
Ethnicity: Black	17%	(47)	26%	(72)	7%	(19)	10%	(27)	40%	(110)	276
Ethnicity: Other	8%	(17)	23%	(47)	22%	(45)	11%	(22)	36%	(74)	205
All Christian	10%	(105)	28%	(291)	12%	(121)	13%	(136)	37%	(381)	1034
All Non-Christian	9%	(10)	37%	(38)	11%	(11)	14%	(14)	28%	(29)	102
Atheist	16%	(17)	36%	(40)	16%	(18)	5%	(5)	27%	(30)	110
Agnostic/Nothing in particular	12%	(72)	30%	(178)	12%	(70)	7%	(40)	40%	(237)	597
Something Else	8%	(29)	24%	(89)	11%	(40)	10%	(36)	47%	(173)	366
Religious Non-Protestant/Catholic	8%	(10)	33%	(40)	10%	(12)	16%	(19)	33%	(41)	122
Evangelical	11%	(62)	21%	(120)	10%	(60)	16%	(92)	42%	(238)	573
Non-Evangelical	9%	(70)	31%	(249)	13%	(100)	9%	(73)	38%	(300)	791
Community: Urban	17%	(108)	33%	(211)	9%	(57)	9%	(60)	32%	(204)	639
Community: Suburban	9%	(88)	28%	(281)	14%	(144)	10%	(99)	38%	(381)	993
Community: Rural	6%	(36)	25%	(143)	10%	(60)	13%	(73)	46%	(266)	579
Employ: Private Sector	11%	(73)	35%	(227)	14%	(92)	10%	(62)	30%	(194)	648
Employ: Government	14%	(18)	23%	(28)	9%	(11)	11%	(13)	43%	(52)	122
Employ: Self-Employed	10%	(21)	28%	(56)	13%	(26)	15%	(29)	34%	(69)	201
Employ: Homemaker	7%	(13)	27%	(53)	8%	(17)	13%	(25)	46%	(90)	198
Employ: Student	16%	(13)	29%	(23)	22%	(18)	7%	(6)	26%	(21)	81
Employ: Retired	6%	(32)	28%	(144)	10%	(51)	13%	(69)	43%	(222)	519
Employ: Unemployed	14%	(38)	26%	(71)	10%	(28)	5%	(15)	45%	(122)	274
Employ: Other	14%	(24)	19%	(32)	11%	(19)	7%	(12)	48%	(79)	166
Military HH: Yes	10%	(33)	31%	(101)	11%	(37)	11%	(36)	37%	(119)	327
Military HH: No	11%	(199)	28%	(534)	12%	(223)	10%	(195)	39%	(731)	1883
RD/WT: Right Direction	17%	(114)	37%	(253)	11%	(77)	5%	(33)	31%	(210)	687
RD/WT: Wrong Track	8%	(119)	25%	(383)	12%	(184)	13%	(198)	42%	(640)	1523
Biden Job Approve	15%	(144)	36%	(343)	13%	(120)	5%	(46)	31%	(290)	943
Biden Job Disapprove	7%	(82)	24%	(278)	12%	(139)	15%	(175)	42%	(490)	1164

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**Table MCEN8\_1:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
The LGBTQ+ community

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	11%	(232)	29%	(635)	12%	(261)	10%	(231)	38%	(850)	2210
Biden Job Strongly Approve	23%	(88)	35%	(132)	9%	(35)	6%	(23)	27%	(102)	380
Biden Job Somewhat Approve	10%	(55)	37%	(211)	15%	(85)	4%	(23)	33%	(188)	562
Biden Job Somewhat Disapprove	10%	(31)	37%	(114)	15%	(48)	5%	(16)	32%	(100)	310
Biden Job Strongly Disapprove	6%	(51)	19%	(163)	11%	(91)	19%	(159)	46%	(391)	854
Favorable of Biden	14%	(132)	39%	(363)	11%	(107)	5%	(43)	31%	(291)	936
Unfavorable of Biden	7%	(85)	23%	(265)	13%	(148)	15%	(180)	42%	(490)	1168
Very Favorable of Biden	19%	(75)	36%	(146)	9%	(36)	5%	(21)	31%	(125)	403
Somewhat Favorable of Biden	11%	(57)	41%	(217)	13%	(71)	4%	(21)	31%	(167)	532
Somewhat Unfavorable of Biden	11%	(34)	33%	(97)	16%	(49)	8%	(25)	31%	(93)	299
Very Unfavorable of Biden	6%	(51)	19%	(167)	11%	(99)	18%	(155)	46%	(397)	870
#1 Issue: Economy	10%	(85)	29%	(254)	12%	(106)	10%	(87)	38%	(330)	863
#1 Issue: Security	7%	(26)	24%	(91)	12%	(48)	16%	(60)	41%	(158)	383
#1 Issue: Health Care	14%	(32)	31%	(69)	13%	(29)	7%	(16)	34%	(75)	221
#1 Issue: Medicare / Social Security	8%	(18)	26%	(60)	8%	(19)	11%	(26)	47%	(109)	231
#1 Issue: Women's Issues	13%	(14)	46%	(48)	15%	(15)	8%	(8)	18%	(19)	104
#1 Issue: Education	18%	(17)	30%	(29)	12%	(12)	9%	(8)	32%	(30)	97
#1 Issue: Energy	15%	(32)	30%	(64)	11%	(24)	7%	(16)	37%	(79)	215
#1 Issue: Other	9%	(9)	21%	(20)	8%	(7)	10%	(9)	52%	(51)	97
2020 Vote: Joe Biden	13%	(122)	39%	(369)	12%	(113)	5%	(45)	31%	(296)	945
2020 Vote: Donald Trump	7%	(56)	19%	(148)	11%	(85)	19%	(143)	44%	(336)	768
2020 Vote: Other	2%	(1)	19%	(14)	28%	(21)	15%	(11)	37%	(27)	74
2020 Vote: Didn't Vote	13%	(53)	25%	(104)	10%	(42)	8%	(32)	45%	(192)	423
2018 House Vote: Democrat	13%	(94)	39%	(282)	13%	(97)	4%	(30)	31%	(226)	729
2018 House Vote: Republican	7%	(48)	22%	(139)	11%	(73)	19%	(123)	40%	(257)	640
2018 House Vote: Someone else	2%	(1)	19%	(12)	7%	(5)	15%	(10)	57%	(38)	66
2016 Vote: Hillary Clinton	14%	(97)	37%	(247)	13%	(86)	4%	(28)	31%	(210)	667
2016 Vote: Donald Trump	6%	(47)	22%	(157)	12%	(85)	18%	(129)	42%	(300)	717
2016 Vote: Other	5%	(6)	28%	(34)	14%	(17)	11%	(14)	42%	(51)	121
2016 Vote: Didn't Vote	12%	(82)	28%	(198)	10%	(73)	9%	(60)	41%	(287)	700

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**Table MCEN8\_1:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?

The LGBTQ+ community

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	11%	(232)	29%	(635)	12%	(261)	10%	(231)	38%	(850)	2210
Voted in 2014: Yes	9%	(111)	30%	(364)	12%	(153)	12%	(150)	36%	(447)	1224
Voted in 2014: No	12%	(122)	28%	(272)	11%	(108)	8%	(81)	41%	(404)	986
4-Region: Northeast	11%	(43)	34%	(133)	9%	(35)	7%	(29)	39%	(156)	395
4-Region: Midwest	8%	(38)	32%	(147)	14%	(63)	8%	(39)	38%	(178)	464
4-Region: South	10%	(83)	27%	(220)	12%	(97)	13%	(111)	38%	(316)	828
4-Region: West	13%	(68)	26%	(136)	13%	(66)	10%	(52)	38%	(201)	522
Parents	13%	(64)	33%	(166)	12%	(62)	11%	(52)	31%	(152)	496
Disney Fans	11%	(199)	31%	(535)	12%	(209)	10%	(166)	36%	(628)	1736
Disney+ Subscribers	14%	(111)	33%	(268)	13%	(103)	10%	(79)	31%	(256)	817

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

**Table MCEN8\_2:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
Relationships between LGBTQ+ people

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	10% (221)	30% (672)	12% (260)	10% (217)	38% (840)	2210
Gender: Male	11% (112)	30% (318)	13% (134)	12% (126)	35% (377)	1067
Gender: Female	10% (109)	31% (354)	11% (127)	8% (91)	41% (463)	1143
Age: 18-34	17% (109)	33% (218)	14% (89)	8% (55)	28% (187)	658
Age: 35-44	10% (35)	34% (122)	12% (43)	9% (33)	35% (126)	359
Age: 45-64	6% (44)	27% (205)	11% (80)	10% (79)	46% (346)	754
Age: 65+	7% (33)	29% (126)	11% (48)	11% (50)	41% (182)	438
GenZers: 1997-2012	19% (53)	34% (96)	14% (39)	7% (21)	26% (72)	280
Millennials: 1981-1996	13% (83)	33% (208)	12% (78)	8% (52)	33% (205)	627
GenXers: 1965-1980	7% (37)	29% (162)	11% (62)	9% (53)	44% (252)	566
Baby Boomers: 1946-1964	6% (41)	29% (188)	11% (71)	12% (82)	42% (275)	657
PID: Dem (no lean)	13% (106)	42% (334)	11% (89)	5% (38)	29% (232)	800
PID: Ind (no lean)	8% (60)	25% (187)	13% (94)	9% (70)	45% (332)	742
PID: Rep (no lean)	8% (55)	23% (151)	12% (77)	16% (109)	41% (276)	669
PID/Gender: Dem Men	14% (49)	44% (157)	12% (43)	5% (20)	25% (88)	356
PID/Gender: Dem Women	13% (57)	40% (177)	10% (46)	4% (18)	33% (145)	444
PID/Gender: Ind Men	7% (28)	22% (83)	13% (50)	10% (38)	48% (181)	380
PID/Gender: Ind Women	9% (31)	29% (104)	12% (45)	9% (32)	42% (150)	361
PID/Gender: Rep Men	11% (35)	24% (79)	12% (41)	21% (68)	33% (108)	331
PID/Gender: Rep Women	6% (21)	21% (73)	11% (36)	12% (41)	50% (168)	338
Ideo: Liberal (1-3)	14% (88)	44% (281)	14% (91)	5% (34)	23% (144)	638
Ideo: Moderate (4)	10% (63)	30% (189)	10% (64)	7% (47)	43% (269)	631
Ideo: Conservative (5-7)	7% (48)	21% (153)	13% (99)	17% (123)	42% (311)	733
Educ: < College	10% (157)	29% (440)	12% (182)	9% (139)	39% (600)	1519
Educ: Bachelors degree	8% (36)	30% (135)	13% (56)	11% (51)	38% (168)	446
Educ: Post-grad	11% (28)	39% (96)	9% (22)	11% (27)	29% (72)	245
Income: Under 50k	10% (132)	31% (392)	12% (151)	9% (115)	38% (481)	1272
Income: 50k-100k	10% (67)	28% (190)	12% (79)	11% (73)	40% (269)	678
Income: 100k+	9% (22)	34% (89)	12% (31)	11% (28)	34% (89)	260
Ethnicity: White	9% (159)	31% (543)	12% (204)	10% (167)	38% (656)	1730

Continued on next page

**Table MCEN8\_2:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
 Relationships between LGBTQ+ people

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	10% (221)	30% (672)	12% (260)	10% (217)	38% (840)	2210
Ethnicity: Hispanic	14% (50)	33% (116)	12% (42)	9% (30)	32% (113)	351
Ethnicity: Black	17% (47)	22% (61)	9% (26)	11% (30)	41% (112)	276
Ethnicity: Other	7% (15)	33% (67)	15% (31)	9% (19)	35% (72)	205
All Christian	10% (99)	30% (314)	12% (126)	11% (118)	36% (377)	1034
All Non-Christian	13% (13)	30% (30)	12% (12)	19% (19)	27% (28)	102
Atheist	13% (15)	46% (50)	10% (11)	3% (4)	28% (30)	110
Agnostic/Nothing in particular	12% (70)	31% (186)	11% (65)	7% (42)	39% (234)	597
Something Else	7% (25)	25% (91)	12% (45)	9% (34)	47% (171)	366
Religious Non-Protestant/Catholic	11% (13)	26% (32)	13% (16)	20% (24)	31% (38)	122
Evangelical	9% (52)	24% (136)	12% (69)	14% (78)	42% (239)	573
Non-Evangelical	9% (70)	33% (260)	12% (96)	9% (68)	38% (297)	791
Community: Urban	16% (103)	34% (219)	9% (57)	9% (59)	31% (201)	639
Community: Suburban	9% (87)	29% (284)	15% (145)	9% (92)	39% (385)	993
Community: Rural	5% (31)	29% (170)	10% (59)	11% (65)	44% (253)	579
Employ: Private Sector	10% (63)	36% (233)	15% (97)	10% (64)	29% (191)	648
Employ: Government	12% (15)	33% (40)	5% (6)	9% (12)	41% (50)	122
Employ: Self-Employed	10% (20)	31% (62)	10% (20)	15% (30)	35% (70)	201
Employ: Homemaker	9% (17)	24% (48)	11% (22)	11% (21)	45% (89)	198
Employ: Student	11% (9)	40% (32)	19% (16)	7% (5)	24% (19)	81
Employ: Retired	7% (37)	28% (144)	10% (54)	12% (61)	43% (223)	519
Employ: Unemployed	15% (42)	25% (69)	10% (28)	5% (13)	44% (122)	274
Employ: Other	11% (19)	26% (44)	10% (17)	6% (10)	46% (76)	166
Military HH: Yes	11% (36)	29% (95)	13% (42)	11% (35)	37% (119)	327
Military HH: No	10% (185)	31% (577)	12% (218)	10% (182)	38% (721)	1883
RD/WT: Right Direction	15% (100)	39% (265)	11% (77)	5% (37)	30% (208)	687
RD/WT: Wrong Track	8% (121)	27% (407)	12% (184)	12% (180)	42% (632)	1523
Biden Job Approve	13% (127)	40% (373)	12% (115)	5% (51)	29% (278)	943
Biden Job Disapprove	8% (89)	24% (278)	12% (141)	14% (161)	43% (495)	1164

Continued on next page

**Table MCEN8\_2:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
Relationships between LGBTQ+ people

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(221)	30%	(672)	12%	(260)	10%	(217)	38%	(840)	2210
Biden Job Strongly Approve	23%	(89)	37%	(141)	8%	(31)	5%	(20)	26%	(99)	380
Biden Job Somewhat Approve	7%	(38)	41%	(232)	15%	(83)	5%	(31)	32%	(178)	562
Biden Job Somewhat Disapprove	11%	(34)	35%	(108)	16%	(51)	4%	(12)	34%	(105)	310
Biden Job Strongly Disapprove	6%	(55)	20%	(169)	11%	(90)	17%	(149)	46%	(391)	854
Favorable of Biden	13%	(120)	41%	(388)	11%	(104)	5%	(42)	30%	(281)	936
Unfavorable of Biden	8%	(89)	23%	(269)	13%	(151)	14%	(167)	42%	(491)	1168
Very Favorable of Biden	19%	(76)	39%	(159)	6%	(26)	5%	(20)	30%	(122)	403
Somewhat Favorable of Biden	8%	(44)	43%	(229)	15%	(79)	4%	(22)	30%	(159)	532
Somewhat Unfavorable of Biden	11%	(32)	32%	(97)	18%	(53)	7%	(21)	32%	(96)	299
Very Unfavorable of Biden	7%	(58)	20%	(172)	11%	(99)	17%	(146)	45%	(395)	870
#1 Issue: Economy	9%	(78)	31%	(270)	12%	(103)	9%	(80)	39%	(333)	863
#1 Issue: Security	7%	(26)	23%	(90)	12%	(47)	14%	(53)	44%	(167)	383
#1 Issue: Health Care	12%	(26)	31%	(69)	17%	(37)	6%	(14)	34%	(75)	221
#1 Issue: Medicare / Social Security	10%	(24)	26%	(59)	7%	(17)	11%	(26)	45%	(105)	231
#1 Issue: Women's Issues	11%	(11)	50%	(52)	15%	(15)	7%	(8)	17%	(18)	104
#1 Issue: Education	15%	(15)	43%	(41)	9%	(9)	6%	(6)	26%	(26)	97
#1 Issue: Energy	16%	(33)	32%	(69)	11%	(24)	9%	(19)	32%	(69)	215
#1 Issue: Other	9%	(9)	23%	(22)	8%	(8)	10%	(10)	50%	(48)	97
2020 Vote: Joe Biden	12%	(115)	43%	(405)	11%	(102)	4%	(42)	30%	(281)	945
2020 Vote: Donald Trump	8%	(59)	19%	(148)	12%	(93)	17%	(128)	44%	(340)	768
2020 Vote: Other	3%	(2)	24%	(18)	18%	(14)	16%	(12)	39%	(29)	74
2020 Vote: Didn't Vote	11%	(45)	24%	(102)	12%	(52)	8%	(34)	45%	(190)	423
2018 House Vote: Democrat	12%	(88)	42%	(307)	11%	(82)	4%	(30)	30%	(221)	729
2018 House Vote: Republican	7%	(46)	22%	(139)	13%	(82)	17%	(112)	41%	(261)	640
2018 House Vote: Someone else	4%	(3)	21%	(14)	7%	(5)	9%	(6)	58%	(38)	66
2016 Vote: Hillary Clinton	14%	(94)	40%	(266)	11%	(71)	4%	(26)	31%	(210)	667
2016 Vote: Donald Trump	6%	(42)	23%	(163)	13%	(93)	16%	(117)	42%	(303)	717
2016 Vote: Other	7%	(8)	29%	(35)	12%	(14)	10%	(12)	43%	(52)	121
2016 Vote: Didn't Vote	11%	(76)	30%	(208)	12%	(83)	9%	(61)	39%	(274)	700

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**Table MCEN8\_2:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
 Relationships between LGBTQ+ people

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(221)	30%	(672)	12%	(260)	10%	(217)	38%	(840)	2210
Voted in 2014: Yes	9%	(104)	31%	(384)	12%	(149)	11%	(135)	37%	(452)	1224
Voted in 2014: No	12%	(117)	29%	(288)	11%	(112)	8%	(82)	39%	(388)	986
4-Region: Northeast	9%	(36)	35%	(138)	9%	(37)	7%	(26)	40%	(157)	395
4-Region: Midwest	10%	(45)	32%	(149)	14%	(65)	8%	(38)	36%	(168)	464
4-Region: South	9%	(75)	29%	(238)	12%	(98)	12%	(96)	39%	(321)	828
4-Region: West	12%	(65)	28%	(147)	12%	(60)	11%	(57)	37%	(194)	522
Parents	11%	(57)	35%	(175)	13%	(67)	9%	(47)	30%	(151)	496
Disney Fans	11%	(187)	33%	(569)	12%	(209)	9%	(151)	36%	(620)	1736
Disney+ Subscribers	14%	(111)	35%	(285)	11%	(93)	9%	(71)	31%	(257)	817

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

**Table MCEN8\_3:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
LGBTQ+ peoples' experience in America

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	10% (211)	28% (617)	14% (301)	10% (226)	39% (855)	2210
Gender: Male	10% (103)	28% (303)	14% (148)	12% (130)	36% (383)	1067
Gender: Female	9% (108)	28% (315)	13% (153)	8% (96)	41% (472)	1143
Age: 18-34	17% (110)	28% (187)	17% (113)	8% (54)	29% (194)	658
Age: 35-44	8% (28)	35% (125)	12% (44)	8% (30)	37% (132)	359
Age: 45-64	6% (46)	24% (184)	12% (91)	11% (83)	46% (350)	754
Age: 65+	6% (27)	28% (122)	12% (53)	13% (58)	41% (178)	438
GenZers: 1997-2012	20% (56)	28% (78)	19% (53)	8% (23)	26% (72)	280
Millennials: 1981-1996	12% (76)	31% (196)	14% (90)	7% (45)	35% (219)	627
GenXers: 1965-1980	6% (35)	27% (151)	12% (71)	9% (53)	45% (257)	566
Baby Boomers: 1946-1964	6% (38)	26% (174)	12% (78)	14% (94)	42% (273)	657
PID: Dem (no lean)	13% (105)	37% (297)	16% (129)	4% (33)	29% (236)	800
PID: Ind (no lean)	8% (56)	23% (169)	13% (98)	10% (77)	46% (340)	742
PID: Rep (no lean)	7% (49)	23% (151)	11% (74)	17% (116)	42% (279)	669
PID/Gender: Dem Men	14% (51)	40% (144)	17% (61)	4% (15)	24% (85)	356
PID/Gender: Dem Women	12% (55)	35% (153)	15% (68)	4% (17)	34% (151)	444
PID/Gender: Ind Men	6% (22)	22% (84)	11% (42)	12% (44)	50% (188)	380
PID/Gender: Ind Women	10% (35)	24% (85)	16% (56)	9% (34)	42% (152)	361
PID/Gender: Rep Men	9% (30)	23% (75)	14% (45)	21% (71)	33% (110)	331
PID/Gender: Rep Women	6% (19)	23% (76)	8% (28)	13% (45)	50% (170)	338
Ideo: Liberal (1-3)	15% (93)	39% (250)	19% (121)	5% (32)	22% (142)	638
Ideo: Moderate (4)	8% (50)	28% (179)	13% (83)	7% (45)	43% (274)	631
Ideo: Conservative (5-7)	6% (41)	20% (150)	12% (87)	19% (139)	43% (316)	733
Educ: < College	10% (153)	27% (412)	13% (200)	9% (144)	40% (610)	1519
Educ: Bachelors degree	7% (33)	27% (121)	15% (66)	12% (53)	39% (173)	446
Educ: Post-grad	10% (25)	34% (84)	14% (35)	12% (29)	30% (73)	245
Income: Under 50k	11% (136)	27% (349)	14% (173)	9% (118)	39% (495)	1272
Income: 50k-100k	8% (53)	28% (193)	13% (86)	11% (76)	40% (271)	678
Income: 100k+	8% (22)	29% (75)	16% (42)	12% (32)	34% (89)	260
Ethnicity: White	9% (156)	29% (503)	13% (228)	10% (179)	38% (664)	1730

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**Table MCEN8\_3:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
LGBTQ+ peoples' experience in America

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	10% (211)	28% (617)	14% (301)	10% (226)	39% (855)	2210
Ethnicity: Hispanic	14% (49)	24% (85)	19% (66)	9% (33)	33% (117)	351
Ethnicity: Black	15% (41)	23% (63)	9% (26)	9% (24)	44% (121)	276
Ethnicity: Other	6% (13)	25% (52)	23% (47)	11% (23)	34% (70)	205
All Christian	9% (89)	28% (288)	13% (139)	13% (132)	37% (387)	1034
All Non-Christian	11% (11)	31% (32)	14% (14)	13% (14)	31% (32)	102
Atheist	22% (24)	32% (36)	16% (17)	3% (3)	27% (30)	110
Agnostic/Nothing in particular	11% (66)	29% (171)	15% (89)	6% (38)	39% (233)	597
Something Else	6% (21)	25% (91)	11% (42)	11% (39)	47% (173)	366
Religious Non-Protestant/Catholic	9% (11)	29% (36)	13% (16)	15% (18)	34% (42)	122
Evangelical	8% (49)	22% (128)	11% (62)	16% (89)	43% (245)	573
Non-Evangelical	7% (59)	30% (240)	14% (114)	10% (78)	38% (301)	791
Community: Urban	15% (94)	30% (194)	12% (75)	9% (59)	34% (217)	639
Community: Suburban	9% (86)	28% (275)	15% (153)	10% (102)	38% (377)	993
Community: Rural	5% (31)	26% (148)	13% (74)	11% (65)	45% (260)	579
Employ: Private Sector	9% (61)	34% (223)	16% (102)	10% (64)	31% (198)	648
Employ: Government	13% (15)	26% (32)	9% (11)	10% (12)	43% (52)	122
Employ: Self-Employed	11% (22)	28% (57)	11% (22)	16% (31)	35% (70)	201
Employ: Homemaker	7% (13)	22% (43)	14% (27)	10% (20)	48% (95)	198
Employ: Student	17% (14)	31% (25)	25% (20)	7% (5)	21% (17)	81
Employ: Retired	6% (31)	27% (141)	10% (54)	13% (70)	43% (223)	519
Employ: Unemployed	14% (39)	24% (66)	13% (36)	5% (13)	44% (121)	274
Employ: Other	10% (17)	19% (31)	18% (30)	6% (10)	48% (79)	166
Military HH: Yes	8% (25)	27% (90)	16% (53)	11% (38)	37% (122)	327
Military HH: No	10% (186)	28% (528)	13% (248)	10% (188)	39% (733)	1883
RD/WT: Right Direction	14% (96)	38% (260)	13% (87)	5% (35)	30% (209)	687
RD/WT: Wrong Track	8% (115)	23% (358)	14% (214)	13% (191)	42% (645)	1523
Biden Job Approve	13% (127)	36% (340)	15% (143)	5% (44)	31% (288)	943
Biden Job Disapprove	7% (78)	23% (262)	13% (153)	15% (174)	43% (497)	1164

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**Table MCEN8\_3:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
LGBTQ+ peoples' experience in America

Demographic	Very accurately		Somewhat accurately		Not too accurately		Not accurately at all		Don't know / No opinion		Total N
Adults	10%	(211)	28%	(617)	14%	(301)	10%	(226)	39%	(855)	2210
Biden Job Strongly Approve	22%	(84)	34%	(128)	11%	(43)	6%	(24)	27%	(102)	380
Biden Job Somewhat Approve	8%	(43)	38%	(212)	18%	(101)	4%	(21)	33%	(185)	562
Biden Job Somewhat Disapprove	7%	(22)	36%	(112)	18%	(54)	6%	(19)	33%	(101)	310
Biden Job Strongly Disapprove	6%	(55)	18%	(150)	12%	(99)	18%	(154)	46%	(396)	854
Favorable of Biden	13%	(122)	37%	(348)	15%	(137)	4%	(38)	31%	(291)	936
Unfavorable of Biden	7%	(78)	22%	(257)	13%	(157)	16%	(181)	42%	(495)	1168
Very Favorable of Biden	19%	(76)	33%	(133)	11%	(44)	5%	(21)	32%	(129)	403
Somewhat Favorable of Biden	9%	(46)	40%	(215)	17%	(93)	3%	(17)	30%	(161)	532
Somewhat Unfavorable of Biden	8%	(23)	32%	(96)	18%	(52)	10%	(30)	32%	(97)	299
Very Unfavorable of Biden	6%	(55)	18%	(160)	12%	(105)	17%	(151)	46%	(398)	870
#1 Issue: Economy	9%	(75)	28%	(242)	13%	(115)	10%	(87)	40%	(344)	863
#1 Issue: Security	6%	(23)	24%	(93)	12%	(45)	16%	(63)	41%	(158)	383
#1 Issue: Health Care	12%	(26)	33%	(74)	16%	(35)	4%	(8)	35%	(78)	221
#1 Issue: Medicare / Social Security	7%	(17)	25%	(58)	11%	(26)	10%	(24)	46%	(106)	231
#1 Issue: Women's Issues	17%	(17)	35%	(36)	20%	(21)	8%	(9)	20%	(21)	104
#1 Issue: Education	16%	(15)	31%	(30)	15%	(15)	9%	(9)	29%	(28)	97
#1 Issue: Energy	13%	(28)	29%	(62)	17%	(36)	7%	(16)	34%	(73)	215
#1 Issue: Other	9%	(9)	23%	(22)	8%	(8)	10%	(10)	49%	(47)	97
2020 Vote: Joe Biden	12%	(111)	38%	(359)	15%	(140)	4%	(42)	31%	(293)	945
2020 Vote: Donald Trump	7%	(54)	19%	(146)	12%	(92)	18%	(140)	44%	(336)	768
2020 Vote: Other	2%	(1)	21%	(16)	28%	(21)	12%	(9)	37%	(28)	74
2020 Vote: Didn't Vote	11%	(45)	23%	(97)	12%	(49)	8%	(35)	47%	(197)	423
2018 House Vote: Democrat	11%	(79)	39%	(284)	15%	(110)	4%	(31)	31%	(224)	729
2018 House Vote: Republican	7%	(43)	20%	(131)	12%	(78)	20%	(128)	41%	(260)	640
2018 House Vote: Someone else	4%	(2)	20%	(13)	7%	(4)	11%	(7)	58%	(38)	66
2016 Vote: Hillary Clinton	13%	(86)	36%	(240)	14%	(96)	4%	(28)	33%	(218)	667
2016 Vote: Donald Trump	5%	(37)	22%	(158)	12%	(87)	18%	(132)	42%	(304)	717
2016 Vote: Other	6%	(7)	25%	(30)	18%	(22)	11%	(13)	40%	(49)	121
2016 Vote: Didn't Vote	11%	(80)	27%	(189)	14%	(96)	7%	(52)	40%	(283)	700

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**Table MCEN8\_3:** Consider age appropriate films and TV shows meant for younger audiences that discuss LGBTQ+ themes. To what extent do you believe these films and TV shows accurately portray the following?  
 LGBTQ+ peoples' experience in America

Demographic	Very accurately	Somewhat accurately	Not too accurately	Not accurately at all	Don't know / No opinion	Total N
Adults	10% (211)	28% (617)	14% (301)	10% (226)	39% (855)	2210
Voted in 2014: Yes	8% (100)	29% (358)	13% (163)	13% (154)	37% (449)	1224
Voted in 2014: No	11% (111)	26% (260)	14% (138)	7% (72)	41% (405)	986
4-Region: Northeast	12% (46)	29% (114)	13% (50)	6% (24)	41% (160)	395
4-Region: Midwest	9% (40)	30% (138)	16% (72)	8% (39)	38% (176)	464
4-Region: South	8% (67)	27% (220)	14% (116)	13% (104)	39% (320)	828
4-Region: West	11% (58)	28% (146)	12% (63)	11% (58)	38% (198)	522
Parents	9% (45)	31% (153)	16% (79)	10% (52)	34% (168)	496
Disney Fans	10% (178)	30% (521)	14% (240)	9% (163)	37% (635)	1736
Disney+ Subscribers	12% (101)	31% (255)	15% (125)	9% (78)	32% (259)	817

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

**Table MCEN9\_1: How much have you seen, read, or heard about the following?**  
A group of Pixar employees releasing a letter alleging Disney corporate executives censored overt LGBTQ+ affection

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	14%	(309)	17%	(379)	64%	(1411)	2210
Gender: Male	6%	(61)	19%	(199)	19%	(197)	57%	(610)	1067
Gender: Female	4%	(50)	10%	(110)	16%	(182)	70%	(801)	1143
Age: 18-34	10%	(63)	24%	(156)	20%	(128)	47%	(310)	658
Age: 35-44	5%	(19)	14%	(50)	23%	(83)	58%	(207)	359
Age: 45-64	3%	(22)	9%	(69)	15%	(110)	73%	(553)	754
Age: 65+	2%	(7)	8%	(33)	13%	(57)	78%	(341)	438
GenZers: 1997-2012	9%	(25)	22%	(61)	23%	(64)	46%	(130)	280
Millennials: 1981-1996	8%	(51)	22%	(135)	20%	(123)	51%	(317)	627
GenXers: 1965-1980	4%	(23)	10%	(54)	16%	(91)	70%	(399)	566
Baby Boomers: 1946-1964	2%	(11)	8%	(53)	14%	(94)	76%	(498)	657
PID: Dem (no lean)	7%	(58)	19%	(152)	18%	(144)	56%	(445)	800
PID: Ind (no lean)	5%	(34)	12%	(86)	18%	(133)	66%	(489)	742
PID: Rep (no lean)	3%	(18)	11%	(72)	15%	(102)	71%	(477)	669
PID/Gender: Dem Men	9%	(31)	25%	(90)	21%	(75)	45%	(159)	356
PID/Gender: Dem Women	6%	(27)	14%	(61)	16%	(70)	64%	(286)	444
PID/Gender: Ind Men	5%	(18)	13%	(51)	17%	(66)	64%	(245)	380
PID/Gender: Ind Women	4%	(16)	10%	(34)	19%	(67)	67%	(244)	361
PID/Gender: Rep Men	3%	(12)	17%	(57)	17%	(56)	62%	(206)	331
PID/Gender: Rep Women	2%	(7)	4%	(15)	13%	(45)	80%	(271)	338
Ideo: Liberal (1-3)	9%	(56)	20%	(128)	19%	(120)	52%	(333)	638
Ideo: Moderate (4)	3%	(21)	13%	(85)	20%	(124)	64%	(401)	631
Ideo: Conservative (5-7)	3%	(21)	11%	(83)	15%	(111)	71%	(519)	733
Educ: < College	4%	(67)	13%	(196)	18%	(273)	65%	(983)	1519
Educ: Bachelors degree	5%	(23)	15%	(65)	16%	(71)	64%	(287)	446
Educ: Post-grad	9%	(21)	20%	(48)	15%	(36)	57%	(140)	245
Income: Under 50k	5%	(62)	13%	(165)	18%	(223)	65%	(821)	1272
Income: 50k-100k	4%	(29)	15%	(99)	17%	(118)	64%	(432)	678
Income: 100k+	7%	(19)	17%	(45)	15%	(39)	60%	(157)	260
Ethnicity: White	5%	(88)	12%	(201)	17%	(299)	66%	(1141)	1730
Ethnicity: Hispanic	9%	(30)	24%	(86)	18%	(62)	49%	(173)	351
Ethnicity: Black	4%	(10)	21%	(58)	15%	(40)	61%	(168)	276

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**Table MCEN9\_1: How much have you seen, read, or heard about the following?**  
*A group of Pixar employees releasing a letter alleging Disney corporate executives censored overt LGBTQ+ affection*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	14%	(309)	17%	(379)	64%	(1411)	2210
Ethnicity: Other	6%	(13)	24%	(50)	20%	(40)	50%	(102)	205
All Christian	4%	(42)	13%	(138)	16%	(162)	67%	(692)	1034
All Non-Christian	15%	(15)	13%	(14)	23%	(24)	48%	(49)	102
Atheist	8%	(9)	17%	(18)	12%	(13)	63%	(70)	110
Agnostic/Nothing in particular	6%	(34)	16%	(94)	18%	(105)	61%	(364)	597
Something Else	3%	(10)	12%	(44)	21%	(75)	64%	(236)	366
Religious Non-Protestant/Catholic	12%	(15)	13%	(16)	21%	(26)	54%	(66)	122
Evangelical	5%	(31)	12%	(72)	16%	(93)	66%	(378)	573
Non-Evangelical	3%	(22)	13%	(103)	18%	(140)	67%	(527)	791
Community: Urban	7%	(47)	20%	(126)	16%	(105)	56%	(360)	639
Community: Suburban	5%	(47)	12%	(118)	18%	(177)	66%	(650)	993
Community: Rural	3%	(16)	11%	(64)	17%	(98)	69%	(400)	579
Employ: Private Sector	7%	(46)	18%	(115)	22%	(144)	53%	(343)	648
Employ: Government	4%	(5)	25%	(31)	17%	(20)	54%	(65)	122
Employ: Self-Employed	4%	(8)	19%	(38)	18%	(36)	59%	(120)	201
Employ: Homemaker	2%	(4)	9%	(18)	16%	(32)	73%	(144)	198
Employ: Student	12%	(10)	13%	(10)	21%	(17)	54%	(44)	81
Employ: Retired	3%	(14)	7%	(38)	13%	(67)	77%	(400)	519
Employ: Unemployed	6%	(16)	15%	(41)	14%	(39)	65%	(178)	274
Employ: Other	4%	(7)	11%	(18)	15%	(25)	70%	(116)	166
Military HH: Yes	4%	(11)	12%	(40)	18%	(59)	66%	(216)	327
Military HH: No	5%	(99)	14%	(269)	17%	(321)	63%	(1195)	1883
RD/WT: Right Direction	7%	(45)	20%	(136)	20%	(134)	54%	(371)	687
RD/WT: Wrong Track	4%	(66)	11%	(173)	16%	(245)	68%	(1039)	1523
Biden Job Approve	7%	(67)	17%	(164)	20%	(187)	56%	(524)	943
Biden Job Disapprove	3%	(40)	12%	(137)	15%	(179)	69%	(808)	1164
Biden Job Strongly Approve	12%	(46)	21%	(79)	18%	(68)	49%	(188)	380
Biden Job Somewhat Approve	4%	(22)	15%	(86)	21%	(119)	60%	(336)	562
Biden Job Somewhat Disapprove	5%	(15)	15%	(46)	16%	(49)	64%	(199)	310
Biden Job Strongly Disapprove	3%	(25)	11%	(91)	15%	(130)	71%	(609)	854

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**Table MCEN9\_1: How much have you seen, read, or heard about the following?**  
A group of Pixar employees releasing a letter alleging Disney corporate executives censored overt LGBTQ+ affection

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(111)	14%	(309)	17%	(379)	64%	(1411)	2210
Favorable of Biden	6%	(54)	17%	(164)	20%	(187)	57%	(532)	936
Unfavorable of Biden	4%	(47)	12%	(138)	16%	(185)	68%	(798)	1168
Very Favorable of Biden	8%	(33)	17%	(69)	19%	(78)	55%	(223)	403
Somewhat Favorable of Biden	4%	(20)	18%	(94)	21%	(109)	58%	(309)	532
Somewhat Unfavorable of Biden	8%	(23)	16%	(48)	15%	(45)	61%	(182)	299
Very Unfavorable of Biden	3%	(24)	10%	(90)	16%	(141)	71%	(616)	870
#1 Issue: Economy	5%	(39)	14%	(119)	18%	(154)	64%	(551)	863
#1 Issue: Security	3%	(12)	10%	(40)	14%	(54)	72%	(277)	383
#1 Issue: Health Care	11%	(24)	17%	(37)	18%	(41)	54%	(120)	221
#1 Issue: Medicare / Social Security	1%	(3)	9%	(21)	14%	(32)	76%	(175)	231
#1 Issue: Women's Issues	12%	(12)	19%	(20)	18%	(18)	51%	(53)	104
#1 Issue: Education	8%	(7)	27%	(26)	27%	(26)	38%	(37)	97
#1 Issue: Energy	4%	(10)	19%	(40)	18%	(39)	59%	(126)	215
#1 Issue: Other	3%	(3)	7%	(7)	16%	(16)	74%	(71)	97
2020 Vote: Joe Biden	6%	(61)	17%	(163)	19%	(175)	58%	(546)	945
2020 Vote: Donald Trump	3%	(23)	11%	(83)	17%	(128)	70%	(534)	768
2020 Vote: Other	6%	(5)	14%	(10)	23%	(17)	57%	(42)	74
2020 Vote: Didn't Vote	5%	(22)	13%	(53)	14%	(59)	68%	(288)	423
2018 House Vote: Democrat	7%	(54)	18%	(131)	18%	(134)	56%	(410)	729
2018 House Vote: Republican	3%	(20)	11%	(69)	15%	(94)	72%	(458)	640
2018 House Vote: Someone else	9%	(6)	17%	(11)	8%	(5)	66%	(43)	66
2016 Vote: Hillary Clinton	7%	(45)	17%	(115)	17%	(112)	59%	(395)	667
2016 Vote: Donald Trump	3%	(23)	13%	(91)	16%	(115)	68%	(489)	717
2016 Vote: Other	3%	(3)	14%	(17)	16%	(20)	67%	(82)	121
2016 Vote: Didn't Vote	6%	(40)	12%	(87)	19%	(133)	63%	(441)	700
Voted in 2014: Yes	5%	(64)	14%	(170)	16%	(191)	65%	(799)	1224
Voted in 2014: No	5%	(47)	14%	(139)	19%	(188)	62%	(612)	986
4-Region: Northeast	5%	(19)	14%	(56)	17%	(67)	64%	(254)	395
4-Region: Midwest	4%	(18)	12%	(56)	18%	(85)	66%	(305)	464
4-Region: South	5%	(38)	14%	(117)	18%	(149)	63%	(524)	828
4-Region: West	7%	(36)	15%	(81)	15%	(78)	63%	(327)	522

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**Table MCEN9\_1:** How much have you seen, read, or heard about the following?*A group of Pixar employees releasing a letter alleging Disney corporate executives censored overt LGBTQ+ affection*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Nothing at all</b>		<b>Total N</b>
Adults	5%	(111)	14%	(309)	17%	(379)	64%	(1411)	2210
Parents	7%	(37)	19%	(96)	20%	(102)	53%	(262)	496
Disney Fans	5%	(91)	15%	(256)	18%	(311)	62%	(1078)	1736
Disney+ Subscribers	8%	(67)	17%	(141)	19%	(158)	55%	(451)	817

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

**Table MCEN9\_2: How much have you seen, read, or heard about the following?**  
*Disney CEO Bob Chapek denouncing the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(121)	18%	(396)	19%	(414)	58%	(1279)	2210
Gender: Male	8%	(90)	21%	(229)	20%	(214)	50%	(534)	1067
Gender: Female	3%	(31)	15%	(167)	17%	(199)	65%	(745)	1143
Age: 18-34	9%	(62)	20%	(134)	24%	(158)	46%	(304)	658
Age: 35-44	5%	(18)	21%	(77)	19%	(67)	55%	(198)	359
Age: 45-64	4%	(27)	16%	(120)	17%	(126)	64%	(481)	754
Age: 65+	3%	(14)	15%	(65)	14%	(63)	67%	(296)	438
GenZers: 1997-2012	8%	(24)	22%	(61)	24%	(66)	46%	(129)	280
Millennials: 1981-1996	8%	(51)	20%	(124)	23%	(147)	49%	(304)	627
GenXers: 1965-1980	4%	(23)	17%	(99)	15%	(88)	63%	(357)	566
Baby Boomers: 1946-1964	3%	(22)	15%	(96)	16%	(103)	66%	(436)	657
PID: Dem (no lean)	7%	(58)	21%	(169)	19%	(153)	52%	(419)	800
PID: Ind (no lean)	3%	(25)	16%	(120)	20%	(148)	60%	(448)	742
PID: Rep (no lean)	6%	(38)	16%	(107)	17%	(112)	62%	(412)	669
PID/Gender: Dem Men	12%	(41)	24%	(84)	23%	(83)	41%	(148)	356
PID/Gender: Dem Women	4%	(17)	19%	(85)	16%	(70)	61%	(272)	444
PID/Gender: Ind Men	5%	(21)	19%	(71)	18%	(68)	58%	(220)	380
PID/Gender: Ind Women	1%	(5)	14%	(49)	22%	(80)	63%	(227)	361
PID/Gender: Rep Men	8%	(28)	22%	(74)	19%	(63)	50%	(166)	331
PID/Gender: Rep Women	3%	(10)	10%	(33)	15%	(49)	73%	(246)	338
Ideo: Liberal (1-3)	7%	(42)	25%	(157)	23%	(146)	46%	(293)	638
Ideo: Moderate (4)	6%	(35)	17%	(107)	17%	(108)	60%	(382)	631
Ideo: Conservative (5-7)	5%	(36)	16%	(118)	18%	(129)	61%	(451)	733
Educ: < College	4%	(68)	15%	(234)	19%	(296)	61%	(921)	1519
Educ: Bachelors degree	6%	(27)	21%	(94)	17%	(77)	55%	(247)	446
Educ: Post-grad	11%	(26)	28%	(68)	17%	(41)	45%	(110)	245
Income: Under 50k	5%	(60)	16%	(207)	19%	(242)	60%	(763)	1272
Income: 50k-100k	7%	(44)	18%	(123)	19%	(126)	57%	(384)	678
Income: 100k+	7%	(17)	25%	(66)	17%	(45)	51%	(132)	260
Ethnicity: White	5%	(87)	18%	(307)	18%	(314)	59%	(1021)	1730
Ethnicity: Hispanic	8%	(29)	23%	(80)	22%	(77)	47%	(165)	351
Ethnicity: Black	5%	(14)	20%	(56)	17%	(47)	58%	(159)	276

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**Table MCEN9\_2: How much have you seen, read, or heard about the following?**  
*Disney CEO Bob Chapek denouncing the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(121)	18%	(396)	19%	(414)	58%	(1279)	2210
Ethnicity: Other	10%	(20)	16%	(33)	26%	(53)	48%	(99)	205
All Christian	6%	(62)	19%	(199)	17%	(174)	58%	(600)	1034
All Non-Christian	14%	(14)	16%	(17)	31%	(31)	39%	(40)	102
Atheist	6%	(7)	25%	(28)	14%	(15)	55%	(61)	110
Agnostic/Nothing in particular	5%	(32)	17%	(102)	18%	(110)	59%	(354)	597
Something Else	2%	(7)	14%	(52)	23%	(83)	61%	(225)	366
Religious Non-Protestant/Catholic	12%	(14)	17%	(21)	26%	(31)	46%	(56)	122
Evangelical	5%	(31)	16%	(94)	17%	(100)	61%	(348)	573
Non-Evangelical	5%	(38)	18%	(146)	19%	(154)	57%	(453)	791
Community: Urban	8%	(53)	19%	(122)	20%	(128)	53%	(336)	639
Community: Suburban	5%	(47)	19%	(192)	18%	(180)	58%	(574)	993
Community: Rural	4%	(21)	14%	(82)	18%	(106)	64%	(369)	579
Employ: Private Sector	7%	(47)	22%	(144)	21%	(138)	49%	(320)	648
Employ: Government	8%	(10)	23%	(29)	18%	(21)	51%	(62)	122
Employ: Self-Employed	7%	(14)	22%	(44)	16%	(32)	55%	(112)	201
Employ: Homemaker	2%	(3)	17%	(34)	19%	(39)	62%	(123)	198
Employ: Student	8%	(7)	14%	(11)	28%	(23)	50%	(41)	81
Employ: Retired	5%	(24)	15%	(78)	15%	(78)	65%	(338)	519
Employ: Unemployed	3%	(8)	15%	(42)	19%	(53)	62%	(170)	274
Employ: Other	5%	(8)	9%	(15)	18%	(30)	68%	(113)	166
Military HH: Yes	5%	(17)	20%	(64)	18%	(59)	57%	(186)	327
Military HH: No	6%	(104)	18%	(332)	19%	(354)	58%	(1093)	1883
RD/WT: Right Direction	7%	(50)	23%	(157)	21%	(148)	48%	(332)	687
RD/WT: Wrong Track	5%	(72)	16%	(239)	17%	(266)	62%	(947)	1523
Biden Job Approve	7%	(64)	22%	(206)	21%	(198)	50%	(475)	943
Biden Job Disapprove	5%	(53)	15%	(179)	17%	(197)	63%	(734)	1164
Biden Job Strongly Approve	13%	(49)	22%	(84)	18%	(68)	47%	(179)	380
Biden Job Somewhat Approve	3%	(16)	22%	(122)	23%	(129)	53%	(295)	562
Biden Job Somewhat Disapprove	2%	(6)	20%	(63)	15%	(48)	62%	(192)	310
Biden Job Strongly Disapprove	5%	(47)	14%	(116)	17%	(149)	63%	(542)	854

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**Table MCEN9\_2: How much have you seen, read, or heard about the following?**  
*Disney CEO Bob Chapek denouncing the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(121)	18%	(396)	19%	(414)	58%	(1279)	2210
Favorable of Biden	6%	(56)	21%	(197)	22%	(203)	51%	(480)	936
Unfavorable of Biden	5%	(57)	16%	(186)	17%	(198)	62%	(727)	1168
Very Favorable of Biden	9%	(36)	21%	(86)	18%	(74)	52%	(208)	403
Somewhat Favorable of Biden	4%	(20)	21%	(111)	24%	(129)	51%	(272)	532
Somewhat Unfavorable of Biden	5%	(16)	21%	(62)	16%	(48)	58%	(172)	299
Very Unfavorable of Biden	5%	(41)	14%	(124)	17%	(150)	64%	(555)	870
#1 Issue: Economy	5%	(47)	17%	(149)	18%	(153)	60%	(513)	863
#1 Issue: Security	6%	(23)	16%	(60)	17%	(64)	62%	(236)	383
#1 Issue: Health Care	7%	(15)	22%	(49)	22%	(48)	49%	(109)	221
#1 Issue: Medicare / Social Security	2%	(4)	10%	(22)	19%	(43)	70%	(161)	231
#1 Issue: Women's Issues	8%	(8)	30%	(31)	21%	(22)	41%	(42)	104
#1 Issue: Education	11%	(10)	30%	(29)	21%	(20)	38%	(37)	97
#1 Issue: Energy	6%	(12)	18%	(39)	20%	(44)	56%	(119)	215
#1 Issue: Other	1%	(1)	16%	(16)	20%	(20)	62%	(61)	97
2020 Vote: Joe Biden	6%	(57)	23%	(215)	20%	(186)	52%	(487)	945
2020 Vote: Donald Trump	5%	(39)	17%	(133)	18%	(136)	60%	(460)	768
2020 Vote: Other	12%	(9)	8%	(6)	20%	(15)	59%	(44)	74
2020 Vote: Didn't Vote	4%	(16)	10%	(42)	18%	(77)	68%	(288)	423
2018 House Vote: Democrat	7%	(53)	23%	(170)	19%	(140)	50%	(366)	729
2018 House Vote: Republican	5%	(31)	19%	(121)	15%	(97)	61%	(391)	640
2018 House Vote: Someone else	10%	(7)	21%	(14)	11%	(7)	58%	(38)	66
2016 Vote: Hillary Clinton	7%	(49)	22%	(144)	18%	(118)	53%	(356)	667
2016 Vote: Donald Trump	5%	(34)	18%	(132)	18%	(127)	59%	(425)	717
2016 Vote: Other	3%	(3)	19%	(23)	15%	(18)	64%	(78)	121
2016 Vote: Didn't Vote	5%	(35)	14%	(98)	22%	(151)	60%	(417)	700
Voted in 2014: Yes	6%	(79)	20%	(248)	16%	(201)	57%	(695)	1224
Voted in 2014: No	4%	(42)	15%	(148)	22%	(212)	59%	(584)	986
4-Region: Northeast	6%	(24)	17%	(68)	18%	(70)	59%	(233)	395
4-Region: Midwest	5%	(22)	15%	(70)	20%	(93)	60%	(280)	464
4-Region: South	5%	(42)	20%	(169)	18%	(152)	56%	(465)	828
4-Region: West	6%	(34)	17%	(89)	19%	(99)	58%	(301)	522

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**Table MCEN9\_2:** How much have you seen, read, or heard about the following?  
 Disney CEO Bob Chapek denouncing the Florida bill limiting the teaching of sexual orientation and gender identity to Florida students

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(121)	18%	(396)	19%	(414)	58%	(1279)	2210
Parents	9%	(46)	22%	(107)	19%	(93)	50%	(250)	496
Disney Fans	5%	(94)	19%	(325)	19%	(333)	57%	(985)	1736
Disney+ Subscribers	7%	(57)	22%	(184)	20%	(162)	51%	(415)	817

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

**Table MCEN9\_3: How much have you seen, read, or heard about the following?**  
*Disney pledging \$5 million to the Human Rights Campaign and other LGBTQ+ advocacy organization*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	14%	(310)	19%	(413)	63%	(1382)	2210
Gender: Male	6%	(64)	17%	(180)	19%	(207)	58%	(616)	1067
Gender: Female	4%	(42)	11%	(129)	18%	(206)	67%	(766)	1143
Age: 18-34	9%	(62)	19%	(122)	23%	(152)	49%	(323)	658
Age: 35-44	5%	(16)	17%	(61)	23%	(82)	56%	(199)	359
Age: 45-64	3%	(20)	11%	(83)	16%	(123)	70%	(528)	754
Age: 65+	2%	(7)	10%	(43)	13%	(56)	76%	(332)	438
GenZers: 1997-2012	8%	(24)	18%	(49)	23%	(65)	51%	(143)	280
Millennials: 1981-1996	8%	(47)	18%	(113)	24%	(151)	50%	(315)	627
GenXers: 1965-1980	4%	(22)	13%	(73)	16%	(88)	68%	(383)	566
Baby Boomers: 1946-1964	2%	(10)	10%	(67)	15%	(101)	73%	(478)	657
PID: Dem (no lean)	6%	(48)	18%	(146)	19%	(151)	57%	(454)	800
PID: Ind (no lean)	5%	(34)	11%	(85)	19%	(143)	65%	(480)	742
PID: Rep (no lean)	3%	(23)	12%	(79)	18%	(119)	67%	(448)	669
PID/Gender: Dem Men	7%	(26)	21%	(76)	21%	(74)	50%	(179)	356
PID/Gender: Dem Women	5%	(22)	16%	(71)	17%	(76)	62%	(275)	444
PID/Gender: Ind Men	5%	(18)	13%	(49)	18%	(70)	64%	(243)	380
PID/Gender: Ind Women	5%	(16)	10%	(36)	20%	(73)	65%	(237)	361
PID/Gender: Rep Men	6%	(19)	17%	(56)	19%	(63)	58%	(193)	331
PID/Gender: Rep Women	1%	(3)	7%	(23)	17%	(57)	75%	(255)	338
Ideo: Liberal (1-3)	7%	(46)	21%	(134)	21%	(132)	51%	(326)	638
Ideo: Moderate (4)	3%	(20)	14%	(91)	19%	(119)	64%	(401)	631
Ideo: Conservative (5-7)	4%	(28)	11%	(80)	18%	(128)	68%	(497)	733
Educ: < College	4%	(67)	12%	(183)	20%	(305)	63%	(964)	1519
Educ: Bachelors degree	5%	(21)	16%	(72)	15%	(68)	64%	(285)	446
Educ: Post-grad	7%	(17)	23%	(55)	16%	(40)	54%	(133)	245
Income: Under 50k	4%	(57)	13%	(169)	19%	(242)	63%	(804)	1272
Income: 50k-100k	5%	(34)	14%	(92)	19%	(129)	62%	(422)	678
Income: 100k+	5%	(13)	19%	(49)	16%	(42)	60%	(156)	260
Ethnicity: White	4%	(76)	13%	(232)	19%	(320)	64%	(1101)	1730
Ethnicity: Hispanic	10%	(34)	16%	(57)	21%	(74)	53%	(186)	351
Ethnicity: Black	7%	(18)	17%	(46)	16%	(43)	61%	(169)	276

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**Table MCEN9\_3: How much have you seen, read, or heard about the following?**  
*Disney pledging \$5 million to the Human Rights Campaign and other LGBTQ+ advocacy organization*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	14%	(310)	19%	(413)	63%	(1382)	2210
Ethnicity: Other	5%	(11)	16%	(32)	24%	(50)	55%	(112)	205
All Christian	5%	(47)	15%	(154)	17%	(176)	63%	(656)	1034
All Non-Christian	14%	(15)	19%	(19)	25%	(26)	42%	(43)	102
Atheist	8%	(8)	16%	(17)	9%	(10)	68%	(75)	110
Agnostic/Nothing in particular	5%	(29)	14%	(85)	20%	(118)	61%	(366)	597
Something Else	1%	(5)	10%	(35)	23%	(84)	66%	(242)	366
Religious Non-Protestant/Catholic	12%	(15)	18%	(22)	22%	(27)	47%	(58)	122
Evangelical	5%	(31)	13%	(73)	17%	(99)	65%	(370)	573
Non-Evangelical	2%	(19)	14%	(109)	20%	(158)	64%	(506)	791
Community: Urban	6%	(41)	18%	(115)	21%	(132)	55%	(352)	639
Community: Suburban	5%	(45)	13%	(134)	18%	(177)	64%	(637)	993
Community: Rural	3%	(19)	11%	(61)	18%	(105)	68%	(393)	579
Employ: Private Sector	6%	(39)	20%	(128)	22%	(143)	52%	(338)	648
Employ: Government	10%	(12)	13%	(15)	26%	(32)	51%	(62)	122
Employ: Self-Employed	3%	(6)	16%	(32)	17%	(35)	64%	(129)	201
Employ: Homemaker	3%	(7)	11%	(22)	19%	(37)	67%	(132)	198
Employ: Student	10%	(8)	14%	(11)	21%	(17)	56%	(45)	81
Employ: Retired	3%	(15)	10%	(50)	13%	(70)	74%	(385)	519
Employ: Unemployed	4%	(11)	14%	(37)	18%	(50)	64%	(175)	274
Employ: Other	4%	(7)	9%	(14)	18%	(30)	69%	(115)	166
Military HH: Yes	4%	(11)	12%	(40)	18%	(60)	66%	(215)	327
Military HH: No	5%	(94)	14%	(270)	19%	(353)	62%	(1167)	1883
RD/WT: Right Direction	7%	(51)	20%	(136)	19%	(132)	54%	(368)	687
RD/WT: Wrong Track	4%	(54)	11%	(174)	18%	(281)	67%	(1014)	1523
Biden Job Approve	7%	(66)	18%	(170)	19%	(180)	56%	(527)	943
Biden Job Disapprove	3%	(37)	12%	(134)	19%	(216)	67%	(777)	1164
Biden Job Strongly Approve	12%	(47)	19%	(74)	16%	(59)	53%	(200)	380
Biden Job Somewhat Approve	3%	(19)	17%	(96)	21%	(121)	58%	(326)	562
Biden Job Somewhat Disapprove	3%	(8)	13%	(40)	22%	(68)	62%	(193)	310
Biden Job Strongly Disapprove	3%	(29)	11%	(93)	17%	(148)	68%	(584)	854

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**Table MCEN9\_3: How much have you seen, read, or heard about the following?  
Disney pledging \$5 million to the Human Rights Campaign and other LGBTQ+ advocacy organization**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	14%	(310)	19%	(413)	63%	(1382)	2210
Favorable of Biden	6%	(54)	18%	(167)	19%	(177)	57%	(538)	936
Unfavorable of Biden	4%	(43)	12%	(137)	19%	(221)	66%	(767)	1168
Very Favorable of Biden	7%	(29)	18%	(71)	18%	(73)	57%	(230)	403
Somewhat Favorable of Biden	5%	(25)	18%	(96)	20%	(104)	58%	(308)	532
Somewhat Unfavorable of Biden	5%	(16)	14%	(40)	25%	(74)	56%	(169)	299
Very Unfavorable of Biden	3%	(27)	11%	(96)	17%	(147)	69%	(599)	870
#1 Issue: Economy	5%	(44)	14%	(121)	19%	(162)	62%	(537)	863
#1 Issue: Security	4%	(14)	12%	(44)	15%	(57)	70%	(267)	383
#1 Issue: Health Care	8%	(17)	20%	(43)	20%	(44)	53%	(116)	221
#1 Issue: Medicare / Social Security	—	(1)	10%	(24)	15%	(35)	74%	(171)	231
#1 Issue: Women's Issues	9%	(10)	20%	(21)	21%	(22)	50%	(52)	104
#1 Issue: Education	12%	(11)	21%	(20)	24%	(23)	44%	(42)	97
#1 Issue: Energy	3%	(6)	13%	(27)	24%	(52)	60%	(129)	215
#1 Issue: Other	2%	(2)	10%	(9)	19%	(18)	69%	(67)	97
2020 Vote: Joe Biden	6%	(57)	19%	(179)	18%	(169)	57%	(540)	945
2020 Vote: Donald Trump	3%	(25)	12%	(94)	18%	(136)	67%	(513)	768
2020 Vote: Other	2%	(1)	4%	(3)	29%	(22)	65%	(48)	74
2020 Vote: Didn't Vote	5%	(22)	8%	(34)	20%	(86)	66%	(281)	423
2018 House Vote: Democrat	7%	(48)	20%	(149)	19%	(138)	54%	(395)	729
2018 House Vote: Republican	3%	(21)	12%	(78)	16%	(100)	69%	(441)	640
2018 House Vote: Someone else	10%	(6)	15%	(10)	15%	(10)	60%	(40)	66
2016 Vote: Hillary Clinton	6%	(43)	19%	(127)	17%	(111)	58%	(386)	667
2016 Vote: Donald Trump	4%	(29)	13%	(90)	18%	(131)	65%	(468)	717
2016 Vote: Other	1%	(1)	16%	(19)	15%	(19)	68%	(83)	121
2016 Vote: Didn't Vote	5%	(33)	11%	(74)	22%	(153)	63%	(441)	700
Voted in 2014: Yes	5%	(57)	16%	(196)	17%	(205)	63%	(766)	1224
Voted in 2014: No	5%	(48)	12%	(114)	21%	(208)	62%	(616)	986
4-Region: Northeast	5%	(18)	15%	(60)	17%	(67)	63%	(251)	395
4-Region: Midwest	6%	(27)	12%	(58)	17%	(79)	65%	(300)	464
4-Region: South	3%	(27)	15%	(122)	21%	(172)	61%	(507)	828
4-Region: West	6%	(33)	13%	(70)	18%	(95)	62%	(324)	522

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**Table MCEN9\_3:** How much have you seen, read, or heard about the following?*Disney pledging \$5 million to the Human Rights Campaign and other LGBTQ+ advocacy organization*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(105)	14%	(310)	19%	(413)	63%	(1382)	2210
Parents	9%	(45)	19%	(93)	23%	(112)	49%	(245)	496
Disney Fans	5%	(85)	15%	(255)	20%	(340)	61%	(1057)	1736
Disney+ Subscribers	7%	(56)	18%	(148)	20%	(165)	55%	(447)	817

*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 MCEN9\_4:** How much have you seen, read, or heard about the following?

North Carolina restricting access to multiuser restrooms, locker rooms, and other sex-segregated facilities on the basis of sex assigned at birth

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(144)	18%	(392)	20%	(451)	55%	(1223)	2210
Gender: Male	8%	(88)	22%	(235)	21%	(222)	49%	(522)	1067
Gender: Female	5%	(56)	14%	(156)	20%	(230)	61%	(701)	1143
Age: 18-34	10%	(68)	20%	(134)	23%	(152)	46%	(304)	658
Age: 35-44	7%	(27)	18%	(65)	22%	(80)	52%	(187)	359
Age: 45-64	4%	(33)	16%	(119)	19%	(146)	60%	(456)	754
Age: 65+	4%	(17)	17%	(73)	17%	(73)	63%	(275)	438
GenZers: 1997-2012	8%	(22)	19%	(54)	26%	(74)	46%	(130)	280
Millennials: 1981-1996	10%	(64)	19%	(122)	22%	(137)	48%	(304)	627
GenXers: 1965-1980	5%	(28)	17%	(97)	19%	(105)	59%	(336)	566
Baby Boomers: 1946-1964	4%	(27)	15%	(100)	19%	(124)	62%	(406)	657
PID: Dem (no lean)	9%	(73)	21%	(171)	20%	(161)	49%	(395)	800
PID: Ind (no lean)	4%	(32)	16%	(118)	21%	(159)	58%	(432)	742
PID: Rep (no lean)	6%	(39)	15%	(103)	20%	(131)	59%	(396)	669
PID/Gender: Dem Men	11%	(40)	28%	(98)	22%	(77)	40%	(141)	356
PID/Gender: Dem Women	8%	(33)	16%	(72)	19%	(84)	57%	(254)	444
PID/Gender: Ind Men	6%	(21)	19%	(74)	18%	(68)	57%	(216)	380
PID/Gender: Ind Women	3%	(11)	12%	(44)	25%	(90)	60%	(216)	361
PID/Gender: Rep Men	8%	(27)	19%	(63)	23%	(76)	50%	(165)	331
PID/Gender: Rep Women	4%	(12)	12%	(39)	16%	(55)	68%	(231)	338
Ideo: Liberal (1-3)	10%	(65)	23%	(144)	21%	(134)	46%	(295)	638
Ideo: Moderate (4)	5%	(34)	18%	(113)	22%	(136)	55%	(349)	631
Ideo: Conservative (5-7)	6%	(41)	17%	(121)	20%	(147)	58%	(424)	733
Educ: < College	5%	(81)	16%	(237)	21%	(316)	58%	(886)	1519
Educ: Bachelors degree	8%	(35)	21%	(94)	20%	(91)	51%	(226)	446
Educ: Post-grad	12%	(29)	25%	(61)	18%	(44)	46%	(112)	245
Income: Under 50k	6%	(79)	16%	(205)	20%	(253)	58%	(735)	1272
Income: 50k-100k	6%	(43)	18%	(125)	23%	(157)	52%	(353)	678
Income: 100k+	9%	(22)	24%	(62)	16%	(41)	52%	(135)	260
Ethnicity: White	6%	(110)	17%	(292)	20%	(351)	56%	(977)	1730
Ethnicity: Hispanic	10%	(36)	23%	(81)	20%	(69)	47%	(166)	351
Ethnicity: Black	6%	(17)	22%	(60)	16%	(44)	56%	(155)	276

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**Table MCEN9\_4:** How much have you seen, read, or heard about the following?

North Carolina restricting access to multiuser restrooms, locker rooms, and other sex-segregated facilities on the basis of sex assigned at birth

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(144)	18%	(392)	20%	(451)	55%	(1223)	2210
Ethnicity: Other	9%	(18)	20%	(40)	28%	(56)	44%	(91)	205
All Christian	6%	(65)	19%	(197)	20%	(205)	55%	(567)	1034
All Non-Christian	17%	(18)	22%	(23)	15%	(16)	45%	(46)	102
Atheist	10%	(11)	14%	(16)	15%	(17)	60%	(67)	110
Agnostic/Nothing in particular	7%	(39)	18%	(106)	20%	(119)	56%	(333)	597
Something Else	3%	(12)	14%	(50)	26%	(95)	57%	(210)	366
Religious Non-Protestant/Catholic	15%	(18)	23%	(28)	13%	(16)	49%	(60)	122
Evangelical	6%	(36)	18%	(102)	19%	(107)	57%	(328)	573
Non-Evangelical	5%	(39)	17%	(136)	24%	(190)	54%	(427)	791
Community: Urban	8%	(50)	21%	(135)	21%	(131)	51%	(323)	639
Community: Suburban	6%	(62)	16%	(162)	20%	(200)	57%	(568)	993
Community: Rural	6%	(33)	16%	(95)	21%	(120)	57%	(332)	579
Employ: Private Sector	7%	(43)	26%	(169)	22%	(141)	46%	(295)	648
Employ: Government	9%	(11)	16%	(19)	26%	(31)	50%	(61)	122
Employ: Self-Employed	9%	(18)	18%	(36)	21%	(43)	52%	(104)	201
Employ: Homemaker	3%	(6)	13%	(27)	22%	(43)	62%	(123)	198
Employ: Student	12%	(10)	13%	(11)	24%	(19)	51%	(42)	81
Employ: Retired	5%	(26)	15%	(80)	18%	(92)	62%	(321)	519
Employ: Unemployed	7%	(19)	12%	(34)	18%	(49)	63%	(172)	274
Employ: Other	7%	(11)	9%	(16)	19%	(32)	64%	(107)	166
Military HH: Yes	5%	(18)	20%	(65)	20%	(65)	55%	(180)	327
Military HH: No	7%	(127)	17%	(326)	21%	(387)	55%	(1043)	1883
RD/WT: Right Direction	9%	(60)	24%	(163)	22%	(148)	46%	(316)	687
RD/WT: Wrong Track	6%	(84)	15%	(229)	20%	(303)	60%	(907)	1523
Biden Job Approve	8%	(77)	21%	(196)	22%	(207)	49%	(462)	943
Biden Job Disapprove	5%	(64)	16%	(188)	19%	(227)	59%	(686)	1164
Biden Job Strongly Approve	14%	(52)	24%	(90)	18%	(69)	44%	(168)	380
Biden Job Somewhat Approve	4%	(25)	19%	(106)	25%	(138)	52%	(294)	562
Biden Job Somewhat Disapprove	5%	(15)	17%	(54)	20%	(63)	57%	(178)	310
Biden Job Strongly Disapprove	6%	(49)	16%	(134)	19%	(163)	59%	(508)	854

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**Table MCEN9\_4:** How much have you seen, read, or heard about the following?

North Carolina restricting access to multiuser restrooms, locker rooms, and other sex-segregated facilities on the basis of sex assigned at birth

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(144)	18%	(392)	20%	(451)	55%	(1223)	2210
Favorable of Biden	7%	(67)	20%	(190)	22%	(207)	50%	(471)	936
Unfavorable of Biden	6%	(71)	17%	(195)	20%	(233)	57%	(670)	1168
Very Favorable of Biden	10%	(42)	21%	(83)	20%	(82)	49%	(197)	403
Somewhat Favorable of Biden	5%	(25)	20%	(107)	24%	(126)	52%	(274)	532
Somewhat Unfavorable of Biden	7%	(21)	18%	(54)	23%	(68)	52%	(156)	299
Very Unfavorable of Biden	6%	(50)	16%	(141)	19%	(165)	59%	(514)	870
#1 Issue: Economy	6%	(49)	16%	(142)	21%	(178)	57%	(494)	863
#1 Issue: Security	7%	(26)	15%	(58)	20%	(75)	58%	(223)	383
#1 Issue: Health Care	12%	(27)	19%	(41)	24%	(53)	45%	(100)	221
#1 Issue: Medicare / Social Security	1%	(2)	15%	(34)	17%	(39)	67%	(155)	231
#1 Issue: Women's Issues	11%	(12)	21%	(22)	22%	(23)	46%	(47)	104
#1 Issue: Education	9%	(8)	28%	(27)	24%	(23)	39%	(38)	97
#1 Issue: Energy	7%	(16)	21%	(45)	21%	(45)	51%	(108)	215
#1 Issue: Other	4%	(4)	24%	(23)	15%	(14)	58%	(56)	97
2020 Vote: Joe Biden	8%	(77)	21%	(196)	22%	(207)	49%	(465)	945
2020 Vote: Donald Trump	6%	(46)	17%	(129)	20%	(150)	58%	(443)	768
2020 Vote: Other	7%	(5)	14%	(10)	20%	(15)	59%	(44)	74
2020 Vote: Didn't Vote	4%	(16)	13%	(56)	19%	(79)	64%	(271)	423
2018 House Vote: Democrat	10%	(70)	23%	(171)	20%	(144)	47%	(343)	729
2018 House Vote: Republican	6%	(38)	17%	(111)	19%	(118)	58%	(373)	640
2018 House Vote: Someone else	13%	(8)	14%	(9)	15%	(10)	58%	(38)	66
2016 Vote: Hillary Clinton	8%	(56)	22%	(146)	20%	(131)	50%	(333)	667
2016 Vote: Donald Trump	6%	(43)	18%	(133)	20%	(140)	56%	(402)	717
2016 Vote: Other	4%	(5)	16%	(20)	17%	(21)	62%	(76)	121
2016 Vote: Didn't Vote	6%	(40)	13%	(93)	23%	(158)	58%	(410)	700
Voted in 2014: Yes	7%	(89)	20%	(248)	19%	(237)	53%	(650)	1224
Voted in 2014: No	6%	(55)	15%	(144)	22%	(214)	58%	(573)	986
4-Region: Northeast	7%	(26)	19%	(76)	17%	(69)	57%	(224)	395
4-Region: Midwest	7%	(33)	16%	(73)	20%	(93)	57%	(266)	464
4-Region: South	7%	(55)	19%	(158)	21%	(173)	53%	(442)	828
4-Region: West	6%	(29)	16%	(85)	22%	(117)	56%	(291)	522

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**Table MCEN9\_4:** How much have you seen, read, or heard about the following?

*North Carolina restricting access to multiuser restrooms, locker rooms, and other sex-segregated facilities on the basis of sex assigned at birth*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(144)	18%	(392)	20%	(451)	55%	(1223)	2210
Parents	9%	(45)	20%	(102)	21%	(103)	50%	(246)	496
Disney Fans	6%	(111)	18%	(310)	21%	(367)	55%	(948)	1736
Disney+ Subscribers	9%	(77)	19%	(153)	23%	(186)	49%	(402)	817

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

**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(727)	51%	(1117)	17%	(367)	2210
Gender: Male	36%	(386)	51%	(542)	13%	(138)	1067
Gender: Female	30%	(340)	50%	(574)	20%	(229)	1143
Age: 18-34	36%	(238)	47%	(310)	17%	(111)	658
Age: 35-44	38%	(138)	49%	(177)	12%	(45)	359
Age: 45-64	32%	(240)	52%	(394)	16%	(120)	754
Age: 65+	25%	(110)	54%	(236)	21%	(92)	438
GenZers: 1997-2012	32%	(88)	54%	(151)	15%	(41)	280
Millennials: 1981-1996	40%	(251)	44%	(276)	16%	(99)	627
GenXers: 1965-1980	34%	(191)	53%	(298)	14%	(78)	566
Baby Boomers: 1946-1964	28%	(185)	52%	(343)	20%	(129)	657
PID: Dem (no lean)	39%	(316)	48%	(385)	12%	(99)	800
PID: Ind (no lean)	29%	(215)	52%	(387)	19%	(139)	742
PID: Rep (no lean)	29%	(196)	52%	(345)	19%	(128)	669
PID/Gender: Dem Men	48%	(170)	45%	(160)	7%	(26)	356
PID/Gender: Dem Women	33%	(146)	51%	(225)	17%	(74)	444
PID/Gender: Ind Men	31%	(118)	55%	(209)	14%	(53)	380
PID/Gender: Ind Women	27%	(97)	49%	(178)	24%	(87)	361
PID/Gender: Rep Men	30%	(98)	52%	(173)	18%	(60)	331
PID/Gender: Rep Women	29%	(98)	51%	(172)	20%	(68)	338
Ideo: Liberal (1-3)	41%	(259)	49%	(313)	10%	(65)	638
Ideo: Moderate (4)	35%	(219)	49%	(310)	16%	(103)	631
Ideo: Conservative (5-7)	27%	(200)	53%	(391)	19%	(142)	733
Educ: < College	32%	(484)	50%	(755)	18%	(281)	1519
Educ: Bachelors degree	34%	(150)	53%	(235)	14%	(61)	446
Educ: Post-grad	38%	(93)	52%	(127)	10%	(25)	245
Income: Under 50k	32%	(405)	50%	(639)	18%	(228)	1272
Income: 50k-100k	34%	(227)	50%	(341)	16%	(110)	678
Income: 100k+	36%	(94)	53%	(137)	11%	(29)	260
Ethnicity: White	31%	(540)	52%	(902)	17%	(288)	1730
Ethnicity: Hispanic	36%	(126)	49%	(173)	15%	(53)	351
Ethnicity: Black	40%	(111)	43%	(117)	17%	(47)	276

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(727)	51%	(1117)	17%	(367)	2210
Ethnicity: Other	37%	(76)	48%	(98)	15%	(31)	205
All Christian	32%	(329)	52%	(543)	16%	(162)	1034
All Non-Christian	33%	(33)	49%	(50)	18%	(19)	102
Atheist	36%	(40)	50%	(55)	14%	(15)	110
Agnostic/Nothing in particular	35%	(206)	47%	(283)	18%	(108)	597
Something Else	32%	(118)	51%	(186)	17%	(62)	366
Religious Non-Protestant/Catholic	30%	(36)	53%	(64)	18%	(21)	122
Evangelical	32%	(183)	50%	(284)	18%	(105)	573
Non-Evangelical	32%	(255)	53%	(422)	14%	(114)	791
Community: Urban	38%	(245)	46%	(296)	15%	(99)	639
Community: Suburban	31%	(304)	53%	(530)	16%	(159)	993
Community: Rural	31%	(178)	50%	(291)	19%	(109)	579
Employ: Private Sector	37%	(238)	53%	(342)	10%	(68)	648
Employ: Government	31%	(37)	53%	(65)	16%	(20)	122
Employ: Self-Employed	43%	(86)	44%	(89)	13%	(27)	201
Employ: Homemaker	29%	(58)	44%	(88)	26%	(52)	198
Employ: Student	21%	(17)	64%	(52)	14%	(12)	81
Employ: Retired	28%	(143)	52%	(267)	21%	(109)	519
Employ: Unemployed	32%	(88)	49%	(134)	19%	(51)	274
Employ: Other	35%	(58)	48%	(79)	17%	(28)	166
Military HH: Yes	34%	(112)	50%	(162)	16%	(52)	327
Military HH: No	33%	(615)	51%	(954)	17%	(314)	1883
RD/WT: Right Direction	42%	(285)	44%	(305)	14%	(96)	687
RD/WT: Wrong Track	29%	(442)	53%	(812)	18%	(270)	1523
Biden Job Approve	38%	(356)	49%	(466)	13%	(120)	943
Biden Job Disapprove	29%	(339)	52%	(607)	19%	(218)	1164
Biden Job Strongly Approve	45%	(169)	42%	(158)	14%	(53)	380
Biden Job Somewhat Approve	33%	(187)	55%	(308)	12%	(67)	562
Biden Job Somewhat Disapprove	29%	(91)	57%	(177)	13%	(41)	310
Biden Job Strongly Disapprove	29%	(248)	50%	(430)	21%	(177)	854

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?**

Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(727)	51%	(1117)	17%	(367)	2210
Favorable of Biden	38%	(355)	50%	(466)	12%	(115)	936
Unfavorable of Biden	30%	(348)	52%	(608)	18%	(212)	1168
Very Favorable of Biden	44%	(176)	42%	(170)	14%	(58)	403
Somewhat Favorable of Biden	34%	(180)	56%	(296)	11%	(57)	532
Somewhat Unfavorable of Biden	33%	(99)	54%	(161)	13%	(39)	299
Very Unfavorable of Biden	29%	(250)	51%	(447)	20%	(173)	870
#1 Issue: Economy	33%	(287)	52%	(445)	15%	(131)	863
#1 Issue: Security	30%	(113)	52%	(199)	18%	(70)	383
#1 Issue: Health Care	34%	(76)	49%	(109)	16%	(36)	221
#1 Issue: Medicare / Social Security	29%	(66)	50%	(115)	22%	(50)	231
#1 Issue: Women's Issues	38%	(39)	52%	(54)	11%	(11)	104
#1 Issue: Education	35%	(34)	42%	(41)	22%	(22)	97
#1 Issue: Energy	36%	(77)	47%	(101)	17%	(36)	215
#1 Issue: Other	35%	(34)	54%	(53)	10%	(10)	97
2020 Vote: Joe Biden	39%	(366)	47%	(447)	14%	(132)	945
2020 Vote: Donald Trump	29%	(221)	53%	(410)	18%	(137)	768
2020 Vote: Other	32%	(24)	46%	(34)	22%	(16)	74
2020 Vote: Didn't Vote	27%	(116)	53%	(226)	19%	(81)	423
2018 House Vote: Democrat	41%	(297)	47%	(342)	12%	(90)	729
2018 House Vote: Republican	30%	(193)	54%	(342)	16%	(105)	640
2018 House Vote: Someone else	26%	(17)	56%	(37)	19%	(12)	66
2016 Vote: Hillary Clinton	39%	(259)	47%	(316)	14%	(92)	667
2016 Vote: Donald Trump	32%	(231)	51%	(365)	17%	(121)	717
2016 Vote: Other	33%	(40)	52%	(63)	15%	(18)	121
2016 Vote: Didn't Vote	28%	(197)	53%	(370)	19%	(134)	700
Voted in 2014: Yes	36%	(439)	50%	(616)	14%	(170)	1224
Voted in 2014: No	29%	(288)	51%	(501)	20%	(197)	986
4-Region: Northeast	38%	(150)	45%	(177)	17%	(68)	395
4-Region: Midwest	30%	(138)	54%	(249)	17%	(77)	464
4-Region: South	31%	(260)	51%	(418)	18%	(149)	828
4-Region: West	34%	(178)	52%	(272)	14%	(72)	522

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**Table MCENdem1\_1: In general, what kind of fan do you consider yourself of the following?***Film*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	33% (727)	51% (1117)	17% (367)	2210
Parents	42% (210)	44% (217)	14% (70)	496
Disney Fans	38% (653)	52% (911)	10% (173)	1736
Disney+ Subscribers	42% (339)	49% (400)	9% (77)	817

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

**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	49% (1089)	41% (909)	10% (212)	2210
Gender: Male	45% (480)	46% (495)	9% (91)	1067
Gender: Female	53% (608)	36% (414)	11% (121)	1143
Age: 18-34	38% (249)	47% (306)	16% (102)	658
Age: 35-44	52% (188)	39% (141)	9% (31)	359
Age: 45-64	53% (403)	40% (303)	7% (49)	754
Age: 65+	57% (249)	36% (159)	7% (30)	438
GenZers: 1997-2012	30% (85)	52% (147)	17% (48)	280
Millennials: 1981-1996	47% (296)	41% (257)	12% (73)	627
GenXers: 1965-1980	51% (289)	41% (229)	8% (48)	566
Baby Boomers: 1946-1964	58% (381)	36% (237)	6% (39)	657
PID: Dem (no lean)	60% (477)	34% (270)	7% (52)	800
PID: Ind (no lean)	40% (297)	45% (334)	15% (110)	742
PID: Rep (no lean)	47% (315)	46% (305)	7% (50)	669
PID/Gender: Dem Men	56% (198)	40% (141)	5% (17)	356
PID/Gender: Dem Women	63% (279)	29% (129)	8% (36)	444
PID/Gender: Ind Men	38% (145)	48% (184)	13% (51)	380
PID/Gender: Ind Women	42% (152)	42% (151)	16% (59)	361
PID/Gender: Rep Men	41% (137)	51% (170)	7% (23)	331
PID/Gender: Rep Women	53% (178)	40% (134)	8% (26)	338
Ideo: Liberal (1-3)	55% (350)	36% (230)	9% (58)	638
Ideo: Moderate (4)	51% (320)	41% (256)	9% (55)	631
Ideo: Conservative (5-7)	46% (337)	46% (336)	8% (61)	733
Educ: < College	50% (758)	40% (613)	10% (148)	1519
Educ: Bachelors degree	48% (213)	44% (195)	9% (38)	446
Educ: Post-grad	48% (118)	41% (101)	11% (26)	245
Income: Under 50k	50% (631)	40% (508)	10% (133)	1272
Income: 50k-100k	48% (328)	43% (292)	9% (58)	678
Income: 100k+	50% (129)	42% (110)	8% (22)	260
Ethnicity: White	51% (880)	40% (700)	9% (149)	1730
Ethnicity: Hispanic	42% (147)	42% (146)	16% (58)	351
Ethnicity: Black	53% (147)	35% (96)	12% (32)	276

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?***Television*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1089)	41%	(909)	10%	(212)	2210
Ethnicity: Other	30%	(61)	55%	(112)	15%	(31)	205
All Christian	51%	(531)	42%	(431)	7%	(72)	1034
All Non-Christian	38%	(38)	41%	(41)	22%	(22)	102
Atheist	45%	(50)	40%	(44)	15%	(16)	110
Agnostic/Nothing in particular	46%	(276)	42%	(253)	12%	(69)	597
Something Else	53%	(193)	38%	(140)	9%	(33)	366
Religious Non-Protestant/Catholic	37%	(45)	44%	(54)	19%	(23)	122
Evangelical	52%	(301)	41%	(234)	7%	(39)	573
Non-Evangelical	52%	(410)	40%	(320)	8%	(61)	791
Community: Urban	48%	(309)	39%	(249)	13%	(81)	639
Community: Suburban	49%	(490)	41%	(410)	9%	(93)	993
Community: Rural	50%	(290)	43%	(250)	7%	(39)	579
Employ: Private Sector	47%	(302)	45%	(294)	8%	(52)	648
Employ: Government	45%	(55)	44%	(54)	11%	(13)	122
Employ: Self-Employed	44%	(89)	47%	(95)	9%	(18)	201
Employ: Homemaker	45%	(90)	42%	(83)	13%	(25)	198
Employ: Student	29%	(23)	54%	(44)	17%	(14)	81
Employ: Retired	59%	(306)	34%	(175)	7%	(38)	519
Employ: Unemployed	48%	(131)	39%	(106)	13%	(37)	274
Employ: Other	56%	(93)	35%	(59)	9%	(15)	166
Military HH: Yes	50%	(164)	41%	(135)	9%	(28)	327
Military HH: No	49%	(924)	41%	(775)	10%	(184)	1883
RD/WT: Right Direction	55%	(376)	37%	(257)	8%	(53)	687
RD/WT: Wrong Track	47%	(713)	43%	(652)	10%	(159)	1523
Biden Job Approve	54%	(511)	37%	(352)	8%	(79)	943
Biden Job Disapprove	46%	(533)	45%	(518)	10%	(112)	1164
Biden Job Strongly Approve	61%	(233)	30%	(115)	9%	(33)	380
Biden Job Somewhat Approve	50%	(279)	42%	(237)	8%	(46)	562
Biden Job Somewhat Disapprove	47%	(146)	44%	(137)	9%	(27)	310
Biden Job Strongly Disapprove	45%	(387)	45%	(382)	10%	(86)	854

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**Table MCENdem1\_2: In general, what kind of fan do you consider yourself of the following?**

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1089)	41%	(909)	10%	(212)	2210
Favorable of Biden	55%	(517)	37%	(345)	8%	(73)	936
Unfavorable of Biden	46%	(532)	45%	(524)	10%	(112)	1168
Very Favorable of Biden	64%	(260)	30%	(120)	6%	(24)	403
Somewhat Favorable of Biden	48%	(257)	42%	(225)	9%	(50)	532
Somewhat Unfavorable of Biden	47%	(140)	44%	(130)	10%	(29)	299
Very Unfavorable of Biden	45%	(392)	45%	(393)	10%	(84)	870
#1 Issue: Economy	48%	(416)	43%	(375)	8%	(73)	863
#1 Issue: Security	51%	(197)	40%	(154)	8%	(32)	383
#1 Issue: Health Care	44%	(97)	44%	(98)	12%	(26)	221
#1 Issue: Medicare / Social Security	65%	(149)	29%	(67)	6%	(15)	231
#1 Issue: Women's Issues	47%	(48)	48%	(49)	6%	(6)	104
#1 Issue: Education	31%	(30)	47%	(46)	22%	(21)	97
#1 Issue: Energy	51%	(109)	36%	(77)	13%	(28)	215
#1 Issue: Other	44%	(43)	44%	(43)	12%	(11)	97
2020 Vote: Joe Biden	57%	(541)	35%	(328)	8%	(75)	945
2020 Vote: Donald Trump	46%	(356)	46%	(353)	8%	(59)	768
2020 Vote: Other	20%	(15)	53%	(39)	27%	(20)	74
2020 Vote: Didn't Vote	42%	(177)	44%	(188)	14%	(58)	423
2018 House Vote: Democrat	60%	(439)	33%	(244)	6%	(46)	729
2018 House Vote: Republican	48%	(309)	45%	(285)	7%	(46)	640
2018 House Vote: Someone else	30%	(20)	40%	(26)	30%	(20)	66
2016 Vote: Hillary Clinton	60%	(398)	34%	(224)	7%	(45)	667
2016 Vote: Donald Trump	49%	(353)	43%	(310)	8%	(55)	717
2016 Vote: Other	41%	(50)	41%	(50)	18%	(22)	121
2016 Vote: Didn't Vote	41%	(288)	46%	(323)	13%	(90)	700
Voted in 2014: Yes	53%	(653)	39%	(479)	8%	(92)	1224
Voted in 2014: No	44%	(436)	44%	(430)	12%	(120)	986
4-Region: Northeast	51%	(202)	40%	(160)	8%	(33)	395
4-Region: Midwest	51%	(238)	41%	(191)	8%	(35)	464
4-Region: South	50%	(412)	41%	(341)	9%	(75)	828
4-Region: West	45%	(236)	42%	(217)	13%	(69)	522

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**Table MCENdem1\_2:** In general, what kind of fan do you consider yourself of the following?

## Television

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	49% (1089)	41% (909)	10% (212)	2210
Parents	53% (264)	37% (181)	10% (51)	496
Disney Fans	54% (932)	40% (702)	6% (103)	1736
Disney+ Subscribers	53% (432)	39% (320)	8% (65)	817

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

**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

*Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(569)	41%	(899)	34%	(742)	2210
Gender: Male	37%	(396)	42%	(444)	21%	(226)	1067
Gender: Female	15%	(173)	40%	(455)	45%	(516)	1143
Age: 18-34	29%	(190)	37%	(247)	34%	(222)	658
Age: 35-44	29%	(106)	42%	(151)	29%	(102)	359
Age: 45-64	26%	(193)	42%	(319)	32%	(242)	754
Age: 65+	18%	(80)	42%	(182)	40%	(176)	438
GenZers: 1997-2012	27%	(77)	40%	(111)	33%	(92)	280
Millennials: 1981-1996	29%	(182)	40%	(248)	31%	(196)	627
GenXers: 1965-1980	28%	(157)	41%	(231)	32%	(179)	566
Baby Boomers: 1946-1964	21%	(139)	42%	(274)	37%	(244)	657
PID: Dem (no lean)	28%	(223)	40%	(321)	32%	(255)	800
PID: Ind (no lean)	22%	(162)	40%	(298)	38%	(281)	742
PID: Rep (no lean)	27%	(183)	42%	(280)	31%	(206)	669
PID/Gender: Dem Men	41%	(148)	41%	(147)	17%	(61)	356
PID/Gender: Dem Women	17%	(76)	39%	(174)	44%	(194)	444
PID/Gender: Ind Men	33%	(126)	40%	(151)	27%	(103)	380
PID/Gender: Ind Women	10%	(36)	41%	(147)	49%	(178)	361
PID/Gender: Rep Men	37%	(122)	44%	(146)	19%	(62)	331
PID/Gender: Rep Women	18%	(61)	40%	(134)	42%	(143)	338
Ideo: Liberal (1-3)	28%	(176)	39%	(246)	34%	(216)	638
Ideo: Moderate (4)	26%	(167)	42%	(266)	31%	(198)	631
Ideo: Conservative (5-7)	26%	(194)	43%	(313)	31%	(227)	733
Educ: < College	24%	(364)	39%	(594)	37%	(561)	1519
Educ: Bachelors degree	28%	(124)	44%	(197)	28%	(125)	446
Educ: Post-grad	33%	(81)	44%	(108)	23%	(56)	245
Income: Under 50k	23%	(290)	39%	(499)	38%	(483)	1272
Income: 50k-100k	27%	(186)	43%	(290)	30%	(202)	678
Income: 100k+	36%	(93)	42%	(110)	22%	(57)	260
Ethnicity: White	24%	(409)	41%	(714)	35%	(607)	1730
Ethnicity: Hispanic	28%	(98)	40%	(141)	32%	(112)	351
Ethnicity: Black	38%	(104)	36%	(99)	27%	(73)	276

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?***Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(569)	41%	(899)	34%	(742)	2210
Ethnicity: Other	28%	(57)	42%	(86)	30%	(62)	205
All Christian	30%	(309)	42%	(439)	28%	(286)	1034
All Non-Christian	22%	(22)	42%	(43)	36%	(37)	102
Atheist	12%	(13)	37%	(41)	51%	(56)	110
Agnostic/Nothing in particular	24%	(142)	36%	(216)	40%	(240)	597
Something Else	23%	(83)	44%	(160)	34%	(123)	366
Religious Non-Protestant/Catholic	23%	(28)	41%	(51)	36%	(44)	122
Evangelical	28%	(158)	41%	(235)	31%	(180)	573
Non-Evangelical	28%	(220)	45%	(353)	28%	(219)	791
Community: Urban	28%	(182)	41%	(260)	31%	(198)	639
Community: Suburban	25%	(249)	42%	(420)	33%	(324)	993
Community: Rural	24%	(139)	38%	(219)	38%	(221)	579
Employ: Private Sector	32%	(206)	44%	(287)	24%	(156)	648
Employ: Government	35%	(43)	42%	(51)	23%	(28)	122
Employ: Self-Employed	33%	(67)	39%	(79)	28%	(56)	201
Employ: Homemaker	17%	(34)	39%	(77)	44%	(88)	198
Employ: Student	26%	(21)	34%	(28)	40%	(32)	81
Employ: Retired	19%	(100)	42%	(217)	39%	(202)	519
Employ: Unemployed	24%	(65)	35%	(95)	42%	(114)	274
Employ: Other	20%	(34)	39%	(65)	40%	(67)	166
Military HH: Yes	27%	(88)	44%	(143)	29%	(96)	327
Military HH: No	26%	(481)	40%	(756)	34%	(646)	1883
RD/WT: Right Direction	30%	(207)	41%	(284)	28%	(196)	687
RD/WT: Wrong Track	24%	(361)	40%	(615)	36%	(547)	1523
Biden Job Approve	26%	(249)	43%	(403)	31%	(291)	943
Biden Job Disapprove	26%	(301)	40%	(462)	34%	(401)	1164
Biden Job Strongly Approve	30%	(115)	40%	(153)	29%	(112)	380
Biden Job Somewhat Approve	24%	(134)	44%	(250)	32%	(179)	562
Biden Job Somewhat Disapprove	27%	(83)	42%	(130)	31%	(97)	310
Biden Job Strongly Disapprove	25%	(218)	39%	(332)	36%	(305)	854

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**Table MCENdem1\_3: In general, what kind of fan do you consider yourself of the following?**

*Sports*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(569)	41%	(899)	34%	(742)	2210
Favorable of Biden	27%	(255)	42%	(390)	31%	(291)	936
Unfavorable of Biden	26%	(299)	41%	(478)	34%	(392)	1168
Very Favorable of Biden	35%	(141)	36%	(147)	29%	(116)	403
Somewhat Favorable of Biden	22%	(115)	46%	(243)	33%	(175)	532
Somewhat Unfavorable of Biden	29%	(85)	42%	(127)	29%	(86)	299
Very Unfavorable of Biden	25%	(214)	40%	(351)	35%	(305)	870
#1 Issue: Economy	30%	(263)	41%	(356)	28%	(244)	863
#1 Issue: Security	26%	(99)	42%	(160)	32%	(124)	383
#1 Issue: Health Care	17%	(38)	45%	(99)	38%	(84)	221
#1 Issue: Medicare / Social Security	23%	(54)	34%	(79)	42%	(98)	231
#1 Issue: Women's Issues	24%	(25)	38%	(40)	38%	(39)	104
#1 Issue: Education	21%	(20)	53%	(51)	26%	(25)	97
#1 Issue: Energy	23%	(50)	39%	(84)	37%	(80)	215
#1 Issue: Other	20%	(19)	31%	(30)	49%	(48)	97
2020 Vote: Joe Biden	28%	(261)	40%	(380)	32%	(304)	945
2020 Vote: Donald Trump	28%	(211)	42%	(322)	31%	(235)	768
2020 Vote: Other	25%	(18)	41%	(30)	34%	(25)	74
2020 Vote: Didn't Vote	18%	(78)	39%	(166)	42%	(178)	423
2018 House Vote: Democrat	29%	(212)	41%	(302)	29%	(215)	729
2018 House Vote: Republican	27%	(174)	44%	(280)	29%	(186)	640
2018 House Vote: Someone else	21%	(14)	48%	(31)	31%	(21)	66
2016 Vote: Hillary Clinton	29%	(196)	40%	(269)	30%	(202)	667
2016 Vote: Donald Trump	29%	(207)	42%	(302)	29%	(209)	717
2016 Vote: Other	20%	(24)	38%	(46)	43%	(52)	121
2016 Vote: Didn't Vote	20%	(141)	40%	(282)	40%	(277)	700
Voted in 2014: Yes	28%	(342)	43%	(527)	29%	(356)	1224
Voted in 2014: No	23%	(227)	38%	(372)	39%	(387)	986
4-Region: Northeast	25%	(99)	37%	(145)	38%	(151)	395
4-Region: Midwest	26%	(122)	43%	(200)	31%	(142)	464
4-Region: South	26%	(219)	40%	(329)	34%	(280)	828
4-Region: West	24%	(128)	43%	(225)	32%	(169)	522

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**Table MCENdem1\_3:** *In general, what kind of fan do you consider yourself of the following?**Sports*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	26% (569)	41% (899)	34% (742)	2210
Parents	34% (166)	40% (201)	26% (129)	496
Disney Fans	28% (488)	42% (737)	29% (511)	1736
Disney+ Subscribers	31% (256)	40% (328)	28% (233)	817

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

**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?  
Disney films and TV shows

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(665)	48%	(1072)	21%	(474)	2210
Gender: Male	24%	(257)	50%	(533)	26%	(276)	1067
Gender: Female	36%	(407)	47%	(539)	17%	(197)	1143
Age: 18-34	44%	(287)	42%	(274)	15%	(97)	658
Age: 35-44	41%	(148)	39%	(141)	20%	(70)	359
Age: 45-64	22%	(169)	57%	(431)	20%	(154)	754
Age: 65+	14%	(61)	51%	(225)	35%	(153)	438
GenZers: 1997-2012	42%	(117)	46%	(128)	13%	(36)	280
Millennials: 1981-1996	44%	(273)	39%	(244)	18%	(110)	627
GenXers: 1965-1980	29%	(162)	53%	(301)	18%	(104)	566
Baby Boomers: 1946-1964	16%	(108)	55%	(362)	29%	(188)	657
PID: Dem (no lean)	35%	(280)	49%	(394)	16%	(126)	800
PID: Ind (no lean)	28%	(205)	47%	(347)	26%	(189)	742
PID: Rep (no lean)	27%	(181)	49%	(330)	24%	(158)	669
PID/Gender: Dem Men	31%	(111)	52%	(184)	17%	(61)	356
PID/Gender: Dem Women	38%	(169)	47%	(211)	15%	(64)	444
PID/Gender: Ind Men	20%	(76)	50%	(191)	30%	(113)	380
PID/Gender: Ind Women	35%	(128)	43%	(156)	21%	(77)	361
PID/Gender: Rep Men	21%	(70)	48%	(158)	31%	(102)	331
PID/Gender: Rep Women	33%	(110)	51%	(172)	17%	(56)	338
Ideo: Liberal (1-3)	34%	(216)	49%	(314)	17%	(108)	638
Ideo: Moderate (4)	31%	(197)	49%	(306)	20%	(128)	631
Ideo: Conservative (5-7)	22%	(163)	51%	(372)	27%	(199)	733
Educ: < College	31%	(471)	48%	(728)	21%	(320)	1519
Educ: Bachelors degree	29%	(129)	49%	(220)	22%	(97)	446
Educ: Post-grad	27%	(65)	50%	(124)	23%	(57)	245
Income: Under 50k	30%	(380)	48%	(613)	22%	(279)	1272
Income: 50k-100k	30%	(205)	48%	(326)	22%	(147)	678
Income: 100k+	31%	(81)	51%	(133)	18%	(47)	260
Ethnicity: White	28%	(485)	49%	(854)	23%	(391)	1730
Ethnicity: Hispanic	40%	(139)	42%	(147)	18%	(65)	351
Ethnicity: Black	37%	(101)	47%	(130)	16%	(45)	276

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**Table MCENdem1\_4: In general, what kind of fan do you consider yourself of the following?  
 Disney films and TV shows**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(665)	48%	(1072)	21%	(474)	2210
Ethnicity: Other	39%	(79)	43%	(88)	18%	(38)	205
All Christian	28%	(288)	51%	(523)	22%	(223)	1034
All Non-Christian	23%	(23)	51%	(52)	27%	(27)	102
Atheist	34%	(38)	39%	(43)	27%	(30)	110
Agnostic/Nothing in particular	30%	(180)	45%	(271)	25%	(146)	597
Something Else	37%	(136)	50%	(183)	13%	(47)	366
Religious Non-Protestant/Catholic	22%	(27)	51%	(62)	27%	(33)	122
Evangelical	30%	(172)	52%	(296)	18%	(105)	573
Non-Evangelical	31%	(245)	49%	(390)	20%	(156)	791
Community: Urban	34%	(216)	46%	(294)	20%	(129)	639
Community: Suburban	29%	(286)	49%	(486)	22%	(220)	993
Community: Rural	28%	(162)	51%	(292)	21%	(124)	579
Employ: Private Sector	34%	(219)	46%	(299)	20%	(129)	648
Employ: Government	40%	(48)	45%	(55)	15%	(19)	122
Employ: Self-Employed	30%	(61)	48%	(97)	21%	(43)	201
Employ: Homemaker	41%	(81)	45%	(89)	14%	(28)	198
Employ: Student	38%	(31)	52%	(42)	10%	(8)	81
Employ: Retired	15%	(79)	55%	(284)	30%	(156)	519
Employ: Unemployed	31%	(85)	46%	(127)	23%	(62)	274
Employ: Other	36%	(61)	47%	(78)	17%	(28)	166
Military HH: Yes	26%	(85)	49%	(162)	24%	(80)	327
Military HH: No	31%	(579)	48%	(910)	21%	(394)	1883
RD/WT: Right Direction	33%	(223)	49%	(334)	19%	(129)	687
RD/WT: Wrong Track	29%	(441)	48%	(737)	23%	(345)	1523
Biden Job Approve	33%	(314)	49%	(466)	17%	(163)	943
Biden Job Disapprove	26%	(305)	49%	(569)	25%	(290)	1164
Biden Job Strongly Approve	34%	(128)	47%	(179)	19%	(73)	380
Biden Job Somewhat Approve	33%	(186)	51%	(287)	16%	(90)	562
Biden Job Somewhat Disapprove	33%	(104)	47%	(145)	20%	(61)	310
Biden Job Strongly Disapprove	24%	(201)	50%	(424)	27%	(229)	854

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**Table MCENdem1\_4:** *In general, what kind of fan do you consider yourself of the following?  
Disney films and TV shows*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	30%	(665)	48%	(1072)	21%	(474)	2210
Favorable of Biden	34%	(321)	49%	(455)	17%	(159)	936
Unfavorable of Biden	26%	(299)	49%	(578)	25%	(291)	1168
Very Favorable of Biden	37%	(148)	45%	(180)	19%	(75)	403
Somewhat Favorable of Biden	32%	(173)	52%	(275)	16%	(85)	532
Somewhat Unfavorable of Biden	31%	(93)	51%	(153)	18%	(53)	299
Very Unfavorable of Biden	24%	(206)	49%	(425)	27%	(239)	870
#1 Issue: Economy	34%	(294)	48%	(411)	18%	(158)	863
#1 Issue: Security	23%	(90)	50%	(192)	26%	(101)	383
#1 Issue: Health Care	25%	(55)	56%	(123)	19%	(43)	221
#1 Issue: Medicare / Social Security	19%	(45)	57%	(131)	24%	(55)	231
#1 Issue: Women's Issues	41%	(43)	42%	(44)	17%	(17)	104
#1 Issue: Education	36%	(35)	42%	(41)	22%	(21)	97
#1 Issue: Energy	34%	(74)	42%	(90)	24%	(51)	215
#1 Issue: Other	30%	(29)	41%	(40)	29%	(28)	97
2020 Vote: Joe Biden	33%	(308)	50%	(468)	18%	(169)	945
2020 Vote: Donald Trump	26%	(199)	50%	(383)	24%	(186)	768
2020 Vote: Other	30%	(23)	28%	(21)	41%	(31)	74
2020 Vote: Didn't Vote	32%	(135)	47%	(200)	21%	(88)	423
2018 House Vote: Democrat	33%	(243)	48%	(353)	18%	(132)	729
2018 House Vote: Republican	25%	(163)	50%	(318)	25%	(159)	640
2018 House Vote: Someone else	38%	(25)	43%	(28)	20%	(13)	66
2016 Vote: Hillary Clinton	33%	(217)	50%	(331)	18%	(119)	667
2016 Vote: Donald Trump	25%	(181)	48%	(347)	26%	(189)	717
2016 Vote: Other	29%	(36)	43%	(53)	27%	(33)	121
2016 Vote: Didn't Vote	33%	(231)	48%	(338)	19%	(131)	700
Voted in 2014: Yes	28%	(348)	49%	(605)	22%	(271)	1224
Voted in 2014: No	32%	(317)	47%	(466)	21%	(203)	986
4-Region: Northeast	34%	(135)	44%	(173)	22%	(88)	395
4-Region: Midwest	28%	(129)	51%	(239)	21%	(96)	464
4-Region: South	31%	(255)	48%	(400)	21%	(173)	828
4-Region: West	28%	(146)	50%	(260)	22%	(117)	522

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**Table MCENdem1\_4:** In general, what kind of fan do you consider yourself of the following?*Disney films and TV shows*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	30% (665)	48% (1072)	21% (474)	2210
Parents	48% (240)	39% (192)	13% (64)	496
Disney Fans	38% (665)	62% (1072)	— (0)	1736
Disney+ Subscribers	50% (411)	45% (365)	5% (41)	817

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

**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?**  
Films made by Universal Pictures

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(568)	58%	(1285)	16%	(357)	2210
Gender: Male	24%	(255)	61%	(652)	15%	(159)	1067
Gender: Female	27%	(313)	55%	(632)	17%	(198)	1143
Age: 18-34	31%	(205)	52%	(341)	17%	(112)	658
Age: 35-44	33%	(119)	52%	(189)	14%	(52)	359
Age: 45-64	22%	(167)	65%	(487)	13%	(101)	754
Age: 65+	18%	(77)	61%	(268)	21%	(93)	438
GenZers: 1997-2012	28%	(78)	55%	(154)	17%	(48)	280
Millennials: 1981-1996	33%	(210)	50%	(316)	16%	(101)	627
GenXers: 1965-1980	25%	(141)	64%	(361)	11%	(65)	566
Baby Boomers: 1946-1964	20%	(134)	61%	(401)	19%	(122)	657
PID: Dem (no lean)	31%	(245)	55%	(442)	14%	(113)	800
PID: Ind (no lean)	23%	(171)	59%	(435)	18%	(136)	742
PID: Rep (no lean)	23%	(153)	61%	(408)	16%	(108)	669
PID/Gender: Dem Men	33%	(119)	54%	(191)	13%	(46)	356
PID/Gender: Dem Women	28%	(126)	56%	(250)	15%	(68)	444
PID/Gender: Ind Men	19%	(73)	66%	(250)	15%	(57)	380
PID/Gender: Ind Women	27%	(98)	51%	(184)	22%	(79)	361
PID/Gender: Rep Men	19%	(63)	64%	(211)	17%	(57)	331
PID/Gender: Rep Women	27%	(90)	58%	(198)	15%	(51)	338
Ideo: Liberal (1-3)	30%	(194)	56%	(358)	14%	(86)	638
Ideo: Moderate (4)	29%	(182)	57%	(359)	14%	(90)	631
Ideo: Conservative (5-7)	18%	(132)	64%	(468)	18%	(134)	733
Educ: < College	27%	(410)	56%	(851)	17%	(258)	1519
Educ: Bachelors degree	22%	(100)	64%	(286)	14%	(60)	446
Educ: Post-grad	24%	(58)	60%	(148)	16%	(39)	245
Income: Under 50k	28%	(354)	56%	(708)	17%	(210)	1272
Income: 50k-100k	23%	(155)	62%	(417)	16%	(106)	678
Income: 100k+	23%	(59)	61%	(160)	16%	(41)	260
Ethnicity: White	24%	(418)	60%	(1041)	16%	(270)	1730
Ethnicity: Hispanic	29%	(101)	54%	(191)	17%	(58)	351
Ethnicity: Black	34%	(95)	48%	(132)	18%	(49)	276

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?***Films made by Universal Pictures*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(568)	58%	(1285)	16%	(357)	2210
Ethnicity: Other	27%	(55)	55%	(112)	19%	(38)	205
All Christian	25%	(257)	61%	(628)	14%	(149)	1034
All Non-Christian	30%	(31)	51%	(52)	19%	(19)	102
Atheist	17%	(19)	64%	(71)	19%	(21)	110
Agnostic/Nothing in particular	23%	(136)	58%	(348)	19%	(114)	597
Something Else	34%	(126)	51%	(186)	15%	(54)	366
Religious Non-Protestant/Catholic	29%	(35)	52%	(64)	19%	(23)	122
Evangelical	27%	(153)	57%	(325)	17%	(95)	573
Non-Evangelical	28%	(221)	59%	(470)	13%	(100)	791
Community: Urban	27%	(174)	54%	(343)	19%	(122)	639
Community: Suburban	25%	(245)	61%	(607)	14%	(141)	993
Community: Rural	26%	(149)	58%	(334)	16%	(95)	579
Employ: Private Sector	25%	(164)	61%	(394)	14%	(90)	648
Employ: Government	30%	(37)	55%	(67)	15%	(19)	122
Employ: Self-Employed	23%	(47)	62%	(126)	14%	(29)	201
Employ: Homemaker	31%	(61)	51%	(101)	18%	(36)	198
Employ: Student	26%	(21)	61%	(50)	13%	(10)	81
Employ: Retired	18%	(96)	62%	(324)	19%	(99)	519
Employ: Unemployed	31%	(86)	51%	(140)	18%	(48)	274
Employ: Other	34%	(56)	50%	(83)	16%	(27)	166
Military HH: Yes	24%	(80)	61%	(200)	15%	(48)	327
Military HH: No	26%	(489)	58%	(1085)	16%	(310)	1883
RD/WT: Right Direction	31%	(212)	55%	(380)	14%	(95)	687
RD/WT: Wrong Track	23%	(357)	59%	(904)	17%	(262)	1523
Biden Job Approve	30%	(283)	57%	(535)	13%	(124)	943
Biden Job Disapprove	21%	(248)	61%	(714)	17%	(203)	1164
Biden Job Strongly Approve	34%	(128)	52%	(197)	15%	(56)	380
Biden Job Somewhat Approve	28%	(155)	60%	(339)	12%	(68)	562
Biden Job Somewhat Disapprove	22%	(68)	65%	(200)	13%	(41)	310
Biden Job Strongly Disapprove	21%	(179)	60%	(514)	19%	(162)	854

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**Table MCENdem1\_5: In general, what kind of fan do you consider yourself of the following?**  
*Films made by Universal Pictures*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	26%	(568)	58%	(1285)	16%	(357)	2210
Favorable of Biden	30%	(284)	57%	(530)	13%	(122)	936
Unfavorable of Biden	22%	(258)	61%	(707)	17%	(202)	1168
Very Favorable of Biden	35%	(140)	49%	(200)	16%	(64)	403
Somewhat Favorable of Biden	27%	(145)	62%	(330)	11%	(58)	532
Somewhat Unfavorable of Biden	25%	(76)	62%	(186)	12%	(37)	299
Very Unfavorable of Biden	21%	(183)	60%	(522)	19%	(165)	870
#1 Issue: Economy	26%	(222)	61%	(523)	14%	(117)	863
#1 Issue: Security	26%	(98)	58%	(222)	16%	(63)	383
#1 Issue: Health Care	24%	(53)	57%	(127)	19%	(41)	221
#1 Issue: Medicare / Social Security	24%	(54)	55%	(128)	21%	(49)	231
#1 Issue: Women's Issues	31%	(32)	60%	(63)	9%	(9)	104
#1 Issue: Education	38%	(37)	42%	(41)	19%	(19)	97
#1 Issue: Energy	22%	(47)	59%	(126)	19%	(42)	215
#1 Issue: Other	25%	(25)	57%	(55)	18%	(18)	97
2020 Vote: Joe Biden	29%	(271)	56%	(527)	16%	(147)	945
2020 Vote: Donald Trump	22%	(165)	63%	(487)	15%	(116)	768
2020 Vote: Other	13%	(10)	56%	(42)	31%	(23)	74
2020 Vote: Didn't Vote	29%	(122)	54%	(228)	17%	(72)	423
2018 House Vote: Democrat	30%	(217)	57%	(413)	14%	(99)	729
2018 House Vote: Republican	21%	(135)	64%	(412)	14%	(92)	640
2018 House Vote: Someone else	23%	(15)	52%	(34)	25%	(16)	66
2016 Vote: Hillary Clinton	31%	(205)	54%	(360)	15%	(101)	667
2016 Vote: Donald Trump	22%	(157)	61%	(440)	17%	(121)	717
2016 Vote: Other	18%	(22)	64%	(78)	18%	(22)	121
2016 Vote: Didn't Vote	26%	(183)	58%	(404)	16%	(113)	700
Voted in 2014: Yes	26%	(314)	60%	(734)	14%	(176)	1224
Voted in 2014: No	26%	(254)	56%	(550)	18%	(182)	986
4-Region: Northeast	28%	(109)	56%	(222)	16%	(64)	395
4-Region: Midwest	23%	(105)	61%	(284)	16%	(76)	464
4-Region: South	27%	(220)	58%	(480)	15%	(128)	828
4-Region: West	26%	(135)	57%	(299)	17%	(89)	522

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**Table MCENdem1\_5:** *In general, what kind of fan do you consider yourself of the following?**Films made by Universal Pictures*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	26% (568)	58% (1285)	16% (357)	2210
Parents	35% (176)	50% (247)	15% (73)	496
Disney Fans	31% (542)	62% (1069)	7% (126)	1736
Disney+ Subscribers	34% (278)	57% (464)	9% (75)	817

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

**Table MCENdem1\_6:** In general, what kind of fan do you consider yourself of the following?  
Jacksonville Jaguars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	3%	(72)	16%	(354)	81%	(1784)	2210
Gender: Male	5%	(51)	21%	(228)	74%	(788)	1067
Gender: Female	2%	(22)	11%	(126)	87%	(996)	1143
Age: 18-34	7%	(44)	14%	(93)	79%	(521)	658
Age: 35-44	3%	(11)	18%	(66)	78%	(282)	359
Age: 45-64	2%	(12)	17%	(128)	81%	(614)	754
Age: 65+	1%	(5)	15%	(66)	84%	(367)	438
GenZers: 1997-2012	6%	(17)	13%	(36)	81%	(227)	280
Millennials: 1981-1996	6%	(35)	17%	(104)	78%	(487)	627
GenXers: 1965-1980	2%	(9)	17%	(98)	81%	(460)	566
Baby Boomers: 1946-1964	1%	(10)	16%	(106)	82%	(541)	657
PID: Dem (no lean)	5%	(43)	17%	(140)	77%	(617)	800
PID: Ind (no lean)	1%	(11)	12%	(88)	87%	(642)	742
PID: Rep (no lean)	3%	(18)	19%	(126)	78%	(524)	669
PID/Gender: Dem Men	9%	(31)	24%	(87)	67%	(238)	356
PID/Gender: Dem Women	3%	(12)	12%	(53)	85%	(379)	444
PID/Gender: Ind Men	2%	(7)	16%	(62)	82%	(312)	380
PID/Gender: Ind Women	1%	(4)	7%	(27)	91%	(331)	361
PID/Gender: Rep Men	4%	(13)	24%	(80)	72%	(239)	331
PID/Gender: Rep Women	2%	(6)	14%	(47)	85%	(286)	338
Ideo: Liberal (1-3)	5%	(34)	14%	(89)	81%	(515)	638
Ideo: Moderate (4)	3%	(19)	17%	(110)	80%	(503)	631
Ideo: Conservative (5-7)	2%	(18)	18%	(129)	80%	(586)	733
Educ: < College	3%	(44)	14%	(213)	83%	(1263)	1519
Educ: Bachelors degree	2%	(11)	20%	(89)	78%	(346)	446
Educ: Post-grad	7%	(17)	21%	(53)	71%	(175)	245
Income: Under 50k	3%	(40)	15%	(189)	82%	(1043)	1272
Income: 50k-100k	3%	(23)	16%	(110)	80%	(544)	678
Income: 100k+	3%	(9)	21%	(55)	75%	(196)	260
Ethnicity: White	3%	(46)	15%	(259)	82%	(1425)	1730
Ethnicity: Hispanic	6%	(22)	15%	(52)	79%	(276)	351
Ethnicity: Black	6%	(17)	19%	(52)	75%	(207)	276

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**Table MCENdem1\_6: In general, what kind of fan do you consider yourself of the following?**

Jacksonville Jaguars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	3%	(72)	16%	(354)	81%	(1784)	2210
Ethnicity: Other	4%	(9)	21%	(44)	74%	(152)	205
All Christian	4%	(41)	19%	(195)	77%	(798)	1034
All Non-Christian	5%	(5)	16%	(17)	79%	(80)	102
Atheist	2%	(2)	4%	(4)	94%	(104)	110
Agnostic/Nothing in particular	3%	(17)	15%	(92)	82%	(488)	597
Something Else	2%	(7)	13%	(46)	86%	(313)	366
Religious Non-Protestant/Catholic	5%	(6)	15%	(18)	80%	(98)	122
Evangelical	5%	(26)	17%	(98)	78%	(449)	573
Non-Evangelical	2%	(19)	18%	(140)	80%	(632)	791
Community: Urban	6%	(39)	20%	(129)	74%	(470)	639
Community: Suburban	3%	(25)	15%	(148)	83%	(819)	993
Community: Rural	1%	(8)	13%	(77)	85%	(494)	579
Employ: Private Sector	5%	(36)	21%	(134)	74%	(479)	648
Employ: Government	5%	(6)	17%	(21)	78%	(95)	122
Employ: Self-Employed	4%	(8)	17%	(35)	79%	(159)	201
Employ: Homemaker	3%	(5)	11%	(23)	86%	(170)	198
Employ: Student	2%	(1)	12%	(10)	86%	(70)	81
Employ: Retired	1%	(6)	16%	(83)	83%	(430)	519
Employ: Unemployed	3%	(9)	12%	(32)	85%	(233)	274
Employ: Other	—	(1)	10%	(17)	89%	(148)	166
Military HH: Yes	2%	(6)	21%	(70)	77%	(251)	327
Military HH: No	4%	(66)	15%	(284)	81%	(1532)	1883
RD/WT: Right Direction	7%	(51)	19%	(131)	74%	(505)	687
RD/WT: Wrong Track	1%	(21)	15%	(223)	84%	(1279)	1523
Biden Job Approve	5%	(44)	18%	(165)	78%	(733)	943
Biden Job Disapprove	2%	(26)	15%	(179)	82%	(959)	1164
Biden Job Strongly Approve	8%	(30)	16%	(62)	76%	(288)	380
Biden Job Somewhat Approve	3%	(14)	18%	(103)	79%	(445)	562
Biden Job Somewhat Disapprove	2%	(7)	14%	(42)	84%	(260)	310
Biden Job Strongly Disapprove	2%	(18)	16%	(137)	82%	(699)	854

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**Table MCENdem1\_6: In general, what kind of fan do you consider yourself of the following?**  
Jacksonville Jaguars

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	3%	(72)	16%	(354)	81%	(1784)	2210
Favorable of Biden	5%	(45)	18%	(166)	77%	(725)	936
Unfavorable of Biden	2%	(24)	15%	(175)	83%	(968)	1168
Very Favorable of Biden	7%	(28)	17%	(69)	76%	(306)	403
Somewhat Favorable of Biden	3%	(17)	18%	(97)	79%	(418)	532
Somewhat Unfavorable of Biden	3%	(9)	13%	(39)	84%	(251)	299
Very Unfavorable of Biden	2%	(16)	16%	(136)	83%	(718)	870
#1 Issue: Economy	3%	(25)	18%	(156)	79%	(682)	863
#1 Issue: Security	3%	(10)	15%	(58)	82%	(315)	383
#1 Issue: Health Care	6%	(12)	13%	(30)	81%	(179)	221
#1 Issue: Medicare / Social Security	2%	(4)	16%	(36)	83%	(190)	231
#1 Issue: Women's Issues	4%	(4)	16%	(17)	80%	(83)	104
#1 Issue: Education	8%	(8)	18%	(17)	74%	(71)	97
#1 Issue: Energy	3%	(6)	14%	(30)	83%	(178)	215
#1 Issue: Other	3%	(3)	10%	(10)	87%	(84)	97
2020 Vote: Joe Biden	4%	(38)	16%	(152)	80%	(755)	945
2020 Vote: Donald Trump	2%	(17)	18%	(137)	80%	(613)	768
2020 Vote: Other	—	(0)	20%	(15)	80%	(60)	74
2020 Vote: Didn't Vote	4%	(17)	12%	(50)	84%	(356)	423
2018 House Vote: Democrat	6%	(40)	17%	(124)	78%	(565)	729
2018 House Vote: Republican	2%	(13)	19%	(123)	79%	(504)	640
2018 House Vote: Someone else	3%	(2)	13%	(9)	84%	(55)	66
2016 Vote: Hillary Clinton	6%	(39)	17%	(114)	77%	(514)	667
2016 Vote: Donald Trump	2%	(16)	19%	(135)	79%	(566)	717
2016 Vote: Other	2%	(3)	11%	(13)	87%	(106)	121
2016 Vote: Didn't Vote	2%	(15)	13%	(91)	85%	(594)	700
Voted in 2014: Yes	4%	(46)	19%	(227)	78%	(951)	1224
Voted in 2014: No	3%	(26)	13%	(127)	85%	(833)	986
4-Region: Northeast	2%	(10)	12%	(46)	86%	(340)	395
4-Region: Midwest	3%	(14)	17%	(80)	80%	(370)	464
4-Region: South	4%	(30)	18%	(145)	79%	(653)	828
4-Region: West	4%	(19)	16%	(83)	80%	(420)	522

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**Table MCENdem1\_6:** *In general, what kind of fan do you consider yourself of the following?**Jacksonville Jaguars*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	3%	(72)	16%	(354)	81%	(1784)	2210
Parents	7%	(33)	20%	(100)	73%	(364)	496
Disney Fans	4%	(62)	18%	(306)	79%	(1368)	1736
Disney+ Subscribers	4%	(35)	16%	(130)	80%	(653)	817

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

**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?**  
Miami Dolphins

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(118)	21%	(454)	74%	(1638)	2210
Gender: Male	7%	(77)	25%	(271)	67%	(719)	1067
Gender: Female	4%	(41)	16%	(184)	80%	(918)	1143
Age: 18-34	8%	(51)	19%	(127)	73%	(479)	658
Age: 35-44	5%	(19)	22%	(77)	73%	(263)	359
Age: 45-64	4%	(33)	23%	(172)	73%	(549)	754
Age: 65+	3%	(14)	18%	(77)	79%	(346)	438
GenZers: 1997-2012	5%	(14)	18%	(51)	77%	(215)	280
Millennials: 1981-1996	8%	(50)	21%	(132)	71%	(444)	627
GenXers: 1965-1980	5%	(26)	22%	(126)	73%	(415)	566
Baby Boomers: 1946-1964	4%	(25)	21%	(135)	76%	(497)	657
PID: Dem (no lean)	7%	(54)	23%	(184)	70%	(562)	800
PID: Ind (no lean)	3%	(23)	18%	(135)	79%	(583)	742
PID: Rep (no lean)	6%	(41)	20%	(135)	74%	(493)	669
PID/Gender: Dem Men	10%	(35)	29%	(102)	61%	(218)	356
PID/Gender: Dem Women	4%	(18)	18%	(82)	77%	(344)	444
PID/Gender: Ind Men	4%	(16)	22%	(82)	74%	(282)	380
PID/Gender: Ind Women	2%	(8)	15%	(53)	83%	(301)	361
PID/Gender: Rep Men	8%	(25)	26%	(86)	66%	(219)	331
PID/Gender: Rep Women	5%	(15)	15%	(49)	81%	(274)	338
Ideo: Liberal (1-3)	6%	(41)	20%	(125)	74%	(472)	638
Ideo: Moderate (4)	6%	(36)	22%	(140)	72%	(455)	631
Ideo: Conservative (5-7)	5%	(38)	21%	(157)	73%	(539)	733
Educ: < College	5%	(73)	20%	(301)	75%	(1145)	1519
Educ: Bachelors degree	5%	(20)	21%	(93)	75%	(332)	446
Educ: Post-grad	10%	(24)	25%	(61)	65%	(160)	245
Income: Under 50k	5%	(65)	20%	(252)	75%	(955)	1272
Income: 50k-100k	5%	(35)	22%	(150)	73%	(493)	678
Income: 100k+	7%	(18)	20%	(52)	73%	(190)	260
Ethnicity: White	5%	(82)	18%	(313)	77%	(1334)	1730
Ethnicity: Hispanic	7%	(23)	27%	(96)	66%	(231)	351
Ethnicity: Black	9%	(24)	30%	(83)	61%	(168)	276

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**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?**  
 Miami Dolphins

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(118)	21%	(454)	74%	(1638)	2210
Ethnicity: Other	6%	(11)	28%	(58)	66%	(136)	205
All Christian	7%	(67)	24%	(246)	70%	(721)	1034
All Non-Christian	10%	(11)	17%	(17)	73%	(74)	102
Atheist	4%	(5)	6%	(7)	90%	(99)	110
Agnostic/Nothing in particular	4%	(24)	19%	(116)	77%	(458)	597
Something Else	3%	(12)	19%	(69)	78%	(286)	366
Religious Non-Protestant/Catholic	10%	(12)	16%	(20)	74%	(90)	122
Evangelical	6%	(37)	22%	(128)	71%	(409)	573
Non-Evangelical	5%	(39)	23%	(182)	72%	(570)	791
Community: Urban	8%	(50)	25%	(161)	67%	(428)	639
Community: Suburban	5%	(47)	20%	(203)	75%	(742)	993
Community: Rural	4%	(21)	16%	(90)	81%	(467)	579
Employ: Private Sector	7%	(45)	25%	(161)	68%	(443)	648
Employ: Government	5%	(6)	23%	(28)	72%	(88)	122
Employ: Self-Employed	8%	(16)	23%	(46)	69%	(140)	201
Employ: Homemaker	5%	(10)	14%	(28)	81%	(160)	198
Employ: Student	3%	(2)	16%	(13)	81%	(66)	81
Employ: Retired	4%	(22)	18%	(94)	78%	(403)	519
Employ: Unemployed	5%	(14)	22%	(60)	73%	(201)	274
Employ: Other	2%	(4)	15%	(24)	83%	(138)	166
Military HH: Yes	4%	(15)	22%	(71)	74%	(242)	327
Military HH: No	5%	(104)	20%	(384)	74%	(1396)	1883
RD/WT: Right Direction	8%	(56)	24%	(164)	68%	(467)	687
RD/WT: Wrong Track	4%	(63)	19%	(290)	77%	(1171)	1523
Biden Job Approve	7%	(65)	23%	(217)	70%	(660)	943
Biden Job Disapprove	4%	(49)	19%	(221)	77%	(894)	1164
Biden Job Strongly Approve	9%	(33)	24%	(92)	67%	(255)	380
Biden Job Somewhat Approve	6%	(32)	22%	(125)	72%	(405)	562
Biden Job Somewhat Disapprove	4%	(13)	17%	(54)	79%	(243)	310
Biden Job Strongly Disapprove	4%	(37)	20%	(167)	76%	(651)	854

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**Table MCENdem1\_7: In general, what kind of fan do you consider yourself of the following?**

*Miami Dolphins*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(118)	21%	(454)	74%	(1638)	2210
Favorable of Biden	7%	(67)	23%	(215)	70%	(654)	936
Unfavorable of Biden	4%	(48)	19%	(221)	77%	(899)	1168
Very Favorable of Biden	10%	(40)	23%	(94)	67%	(270)	403
Somewhat Favorable of Biden	5%	(27)	23%	(121)	72%	(385)	532
Somewhat Unfavorable of Biden	5%	(14)	17%	(51)	78%	(234)	299
Very Unfavorable of Biden	4%	(34)	19%	(170)	77%	(666)	870
#1 Issue: Economy	4%	(35)	23%	(195)	73%	(633)	863
#1 Issue: Security	5%	(20)	20%	(77)	75%	(287)	383
#1 Issue: Health Care	11%	(23)	18%	(40)	71%	(158)	221
#1 Issue: Medicare / Social Security	4%	(10)	21%	(48)	75%	(173)	231
#1 Issue: Women's Issues	4%	(4)	23%	(24)	73%	(75)	104
#1 Issue: Education	10%	(9)	18%	(18)	72%	(69)	97
#1 Issue: Energy	6%	(12)	18%	(39)	76%	(164)	215
#1 Issue: Other	4%	(4)	14%	(14)	81%	(79)	97
2020 Vote: Joe Biden	6%	(56)	21%	(197)	73%	(692)	945
2020 Vote: Donald Trump	5%	(41)	20%	(154)	75%	(573)	768
2020 Vote: Other	1%	(1)	24%	(18)	75%	(56)	74
2020 Vote: Didn't Vote	5%	(20)	20%	(85)	75%	(317)	423
2018 House Vote: Democrat	7%	(49)	22%	(159)	71%	(520)	729
2018 House Vote: Republican	5%	(35)	21%	(131)	74%	(474)	640
2018 House Vote: Someone else	5%	(3)	16%	(10)	80%	(52)	66
2016 Vote: Hillary Clinton	7%	(46)	22%	(145)	71%	(476)	667
2016 Vote: Donald Trump	6%	(41)	20%	(147)	74%	(530)	717
2016 Vote: Other	5%	(7)	15%	(18)	80%	(97)	121
2016 Vote: Didn't Vote	4%	(25)	20%	(143)	76%	(532)	700
Voted in 2014: Yes	6%	(77)	21%	(260)	72%	(887)	1224
Voted in 2014: No	4%	(41)	20%	(194)	76%	(751)	986
4-Region: Northeast	4%	(16)	16%	(65)	80%	(315)	395
4-Region: Midwest	5%	(22)	23%	(109)	72%	(334)	464
4-Region: South	6%	(54)	20%	(166)	73%	(608)	828
4-Region: West	5%	(27)	22%	(114)	73%	(381)	522

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**Table MCENdem1\_7:** *In general, what kind of fan do you consider yourself of the following?**Miami Dolphins*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	5%	(118)	21%	(454)	74%	(1638)	2210
Parents	9%	(47)	27%	(136)	63%	(314)	496
Disney Fans	6%	(103)	23%	(394)	71%	(1240)	1736
Disney+ Subscribers	7%	(56)	20%	(164)	73%	(598)	817

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

**Table MCENdem1\_8: In general, what kind of fan do you consider yourself of the following?**  
Tampa Bay Buccaneers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(158)	23%	(510)	70%	(1543)	2210
Gender: Male	10%	(110)	30%	(317)	60%	(639)	1067
Gender: Female	4%	(47)	17%	(192)	79%	(904)	1143
Age: 18-34	9%	(58)	21%	(141)	70%	(459)	658
Age: 35-44	7%	(24)	25%	(89)	68%	(246)	359
Age: 45-64	7%	(52)	24%	(180)	69%	(522)	754
Age: 65+	5%	(23)	23%	(100)	72%	(316)	438
GenZers: 1997-2012	7%	(20)	20%	(56)	73%	(204)	280
Millennials: 1981-1996	9%	(59)	23%	(144)	68%	(424)	627
GenXers: 1965-1980	7%	(41)	25%	(141)	68%	(384)	566
Baby Boomers: 1946-1964	5%	(32)	24%	(155)	72%	(470)	657
PID: Dem (no lean)	9%	(75)	24%	(195)	66%	(530)	800
PID: Ind (no lean)	5%	(34)	21%	(157)	74%	(550)	742
PID: Rep (no lean)	7%	(48)	24%	(158)	69%	(463)	669
PID/Gender: Dem Men	14%	(50)	33%	(117)	53%	(189)	356
PID/Gender: Dem Women	6%	(25)	17%	(78)	77%	(341)	444
PID/Gender: Ind Men	7%	(27)	28%	(105)	65%	(248)	380
PID/Gender: Ind Women	2%	(7)	15%	(53)	84%	(302)	361
PID/Gender: Rep Men	10%	(33)	29%	(95)	61%	(202)	331
PID/Gender: Rep Women	5%	(15)	18%	(62)	77%	(261)	338
Ideo: Liberal (1-3)	9%	(56)	22%	(138)	70%	(445)	638
Ideo: Moderate (4)	7%	(45)	25%	(159)	68%	(428)	631
Ideo: Conservative (5-7)	7%	(54)	25%	(185)	67%	(495)	733
Educ: < College	7%	(99)	21%	(324)	72%	(1096)	1519
Educ: Bachelors degree	6%	(29)	28%	(125)	65%	(292)	446
Educ: Post-grad	12%	(30)	25%	(61)	63%	(154)	245
Income: Under 50k	7%	(88)	21%	(270)	72%	(914)	1272
Income: 50k-100k	7%	(47)	25%	(169)	68%	(462)	678
Income: 100k+	9%	(22)	27%	(71)	64%	(167)	260
Ethnicity: White	6%	(106)	21%	(369)	73%	(1255)	1730
Ethnicity: Hispanic	10%	(34)	29%	(101)	62%	(216)	351
Ethnicity: Black	12%	(34)	32%	(88)	56%	(154)	276

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**Table MCENdem1\_8:** In general, what kind of fan do you consider yourself of the following?

## Tampa Bay Buccaneers

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(158)	23%	(510)	70%	(1543)	2210
Ethnicity: Other	9%	(18)	26%	(53)	65%	(134)	205
All Christian	9%	(96)	25%	(259)	66%	(680)	1034
All Non-Christian	9%	(9)	26%	(26)	65%	(67)	102
Atheist	3%	(3)	14%	(16)	83%	(92)	110
Agnostic/Nothing in particular	6%	(38)	22%	(130)	72%	(430)	597
Something Else	3%	(12)	22%	(79)	75%	(275)	366
Religious Non-Protestant/Catholic	9%	(11)	25%	(31)	66%	(81)	122
Evangelical	8%	(47)	23%	(131)	69%	(394)	573
Non-Evangelical	7%	(56)	25%	(199)	68%	(537)	791
Community: Urban	10%	(67)	26%	(169)	63%	(403)	639
Community: Suburban	6%	(61)	25%	(244)	69%	(687)	993
Community: Rural	5%	(30)	17%	(96)	78%	(452)	579
Employ: Private Sector	9%	(57)	29%	(186)	63%	(405)	648
Employ: Government	9%	(11)	26%	(31)	65%	(79)	122
Employ: Self-Employed	13%	(25)	16%	(32)	72%	(144)	201
Employ: Homemaker	4%	(8)	18%	(35)	78%	(155)	198
Employ: Student	4%	(3)	28%	(23)	68%	(55)	81
Employ: Retired	5%	(24)	23%	(122)	72%	(373)	519
Employ: Unemployed	8%	(22)	17%	(47)	75%	(205)	274
Employ: Other	4%	(6)	21%	(34)	75%	(125)	166
Military HH: Yes	8%	(26)	25%	(83)	67%	(218)	327
Military HH: No	7%	(132)	23%	(427)	70%	(1324)	1883
RD/WT: Right Direction	12%	(79)	26%	(180)	62%	(428)	687
RD/WT: Wrong Track	5%	(79)	22%	(330)	73%	(1115)	1523
Biden Job Approve	9%	(83)	25%	(231)	67%	(628)	943
Biden Job Disapprove	6%	(72)	22%	(261)	71%	(830)	1164
Biden Job Strongly Approve	12%	(47)	22%	(84)	65%	(249)	380
Biden Job Somewhat Approve	6%	(36)	26%	(147)	67%	(379)	562
Biden Job Somewhat Disapprove	7%	(20)	21%	(66)	72%	(223)	310
Biden Job Strongly Disapprove	6%	(52)	23%	(195)	71%	(607)	854

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**Table MCENdem1\_8: In general, what kind of fan do you consider yourself of the following?  
Tampa Bay Buccaneers**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	7%	(158)	23%	(510)	70%	(1543)	2210
Favorable of Biden	9%	(82)	25%	(238)	66%	(616)	936
Unfavorable of Biden	6%	(72)	22%	(259)	72%	(837)	1168
Very Favorable of Biden	11%	(46)	23%	(93)	65%	(264)	403
Somewhat Favorable of Biden	7%	(36)	27%	(145)	66%	(352)	532
Somewhat Unfavorable of Biden	6%	(18)	21%	(64)	73%	(217)	299
Very Unfavorable of Biden	6%	(54)	22%	(195)	71%	(620)	870
#1 Issue: Economy	8%	(67)	24%	(204)	69%	(592)	863
#1 Issue: Security	5%	(19)	25%	(97)	70%	(267)	383
#1 Issue: Health Care	7%	(15)	25%	(55)	68%	(151)	221
#1 Issue: Medicare / Social Security	8%	(18)	21%	(49)	71%	(164)	231
#1 Issue: Women's Issues	12%	(12)	14%	(15)	74%	(77)	104
#1 Issue: Education	8%	(8)	31%	(30)	60%	(58)	97
#1 Issue: Energy	6%	(12)	22%	(47)	72%	(155)	215
#1 Issue: Other	6%	(6)	13%	(13)	81%	(78)	97
2020 Vote: Joe Biden	8%	(79)	23%	(218)	69%	(648)	945
2020 Vote: Donald Trump	7%	(53)	24%	(186)	69%	(530)	768
2020 Vote: Other	9%	(7)	24%	(18)	67%	(50)	74
2020 Vote: Didn't Vote	5%	(19)	21%	(88)	75%	(315)	423
2018 House Vote: Democrat	9%	(68)	25%	(179)	66%	(483)	729
2018 House Vote: Republican	7%	(48)	24%	(153)	69%	(439)	640
2018 House Vote: Someone else	5%	(3)	30%	(20)	65%	(43)	66
2016 Vote: Hillary Clinton	9%	(61)	24%	(157)	67%	(449)	667
2016 Vote: Donald Trump	8%	(58)	25%	(181)	67%	(478)	717
2016 Vote: Other	7%	(8)	19%	(23)	75%	(91)	121
2016 Vote: Didn't Vote	4%	(30)	21%	(148)	75%	(522)	700
Voted in 2014: Yes	8%	(99)	26%	(315)	66%	(810)	1224
Voted in 2014: No	6%	(59)	20%	(194)	74%	(733)	986
4-Region: Northeast	6%	(23)	18%	(73)	76%	(300)	395
4-Region: Midwest	6%	(28)	25%	(115)	69%	(321)	464
4-Region: South	8%	(62)	25%	(206)	68%	(560)	828
4-Region: West	9%	(45)	22%	(116)	69%	(362)	522

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**Table MCENdem1\_8:** In general, what kind of fan do you consider yourself of the following?*Tampa Bay Buccaneers*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	7% (158)	23% (510)	70% (1543)	2210
Parents	10% (50)	26% (131)	63% (315)	496
Disney Fans	7% (129)	25% (428)	68% (1180)	1736
Disney+ Subscribers	6% (53)	23% (190)	70% (574)	817

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

**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?**  
Orlando Magic

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(104)	18%	(390)	78%	(1716)	2210
Gender: Male	5%	(56)	21%	(228)	73%	(782)	1067
Gender: Female	4%	(48)	14%	(162)	82%	(934)	1143
Age: 18-34	9%	(59)	19%	(128)	72%	(471)	658
Age: 35-44	5%	(17)	22%	(80)	73%	(263)	359
Age: 45-64	3%	(24)	17%	(127)	80%	(603)	754
Age: 65+	1%	(6)	12%	(54)	86%	(378)	438
GenZers: 1997-2012	6%	(16)	21%	(59)	73%	(206)	280
Millennials: 1981-1996	9%	(54)	21%	(131)	71%	(442)	627
GenXers: 1965-1980	4%	(22)	18%	(104)	78%	(441)	566
Baby Boomers: 1946-1964	2%	(13)	14%	(91)	84%	(553)	657
PID: Dem (no lean)	7%	(54)	22%	(172)	72%	(574)	800
PID: Ind (no lean)	2%	(16)	16%	(117)	82%	(608)	742
PID: Rep (no lean)	5%	(35)	15%	(101)	80%	(533)	669
PID/Gender: Dem Men	7%	(27)	29%	(102)	64%	(227)	356
PID/Gender: Dem Women	6%	(27)	16%	(70)	78%	(347)	444
PID/Gender: Ind Men	2%	(9)	17%	(66)	80%	(306)	380
PID/Gender: Ind Women	2%	(8)	14%	(51)	84%	(303)	361
PID/Gender: Rep Men	6%	(21)	18%	(60)	75%	(249)	331
PID/Gender: Rep Women	4%	(13)	12%	(40)	84%	(284)	338
Ideo: Liberal (1-3)	7%	(45)	17%	(111)	76%	(483)	638
Ideo: Moderate (4)	3%	(17)	20%	(125)	77%	(489)	631
Ideo: Conservative (5-7)	5%	(36)	16%	(120)	79%	(577)	733
Educ: < College	4%	(68)	17%	(259)	78%	(1192)	1519
Educ: Bachelors degree	4%	(18)	17%	(75)	79%	(352)	446
Educ: Post-grad	7%	(18)	23%	(56)	70%	(171)	245
Income: Under 50k	5%	(64)	17%	(219)	78%	(989)	1272
Income: 50k-100k	4%	(26)	18%	(122)	78%	(529)	678
Income: 100k+	5%	(14)	19%	(49)	76%	(198)	260
Ethnicity: White	4%	(67)	15%	(255)	81%	(1408)	1730
Ethnicity: Hispanic	7%	(26)	26%	(90)	67%	(235)	351
Ethnicity: Black	9%	(26)	29%	(80)	62%	(170)	276

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**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?***Orlando Magic*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(104)	18%	(390)	78%	(1716)	2210
Ethnicity: Other	6%	(12)	27%	(55)	67%	(138)	205
All Christian	6%	(60)	18%	(188)	76%	(786)	1034
All Non-Christian	7%	(7)	24%	(24)	70%	(71)	102
Atheist	1%	(2)	6%	(7)	92%	(102)	110
Agnostic/Nothing in particular	4%	(27)	19%	(112)	77%	(459)	597
Something Else	3%	(9)	16%	(59)	81%	(298)	366
Religious Non-Protestant/Catholic	5%	(7)	21%	(25)	74%	(90)	122
Evangelical	6%	(36)	18%	(106)	75%	(431)	573
Non-Evangelical	4%	(31)	17%	(138)	79%	(623)	791
Community: Urban	8%	(48)	24%	(152)	69%	(439)	639
Community: Suburban	4%	(37)	15%	(153)	81%	(803)	993
Community: Rural	3%	(20)	15%	(85)	82%	(474)	579
Employ: Private Sector	6%	(37)	24%	(152)	71%	(459)	648
Employ: Government	9%	(11)	17%	(21)	74%	(90)	122
Employ: Self-Employed	6%	(12)	24%	(48)	70%	(141)	201
Employ: Homemaker	5%	(10)	10%	(20)	85%	(168)	198
Employ: Student	5%	(4)	9%	(8)	86%	(70)	81
Employ: Retired	2%	(9)	14%	(72)	84%	(437)	519
Employ: Unemployed	6%	(16)	16%	(45)	78%	(213)	274
Employ: Other	4%	(6)	14%	(23)	82%	(137)	166
Military HH: Yes	3%	(10)	15%	(49)	82%	(268)	327
Military HH: No	5%	(94)	18%	(341)	77%	(1448)	1883
RD/WT: Right Direction	7%	(51)	22%	(152)	70%	(483)	687
RD/WT: Wrong Track	4%	(54)	16%	(237)	81%	(1233)	1523
Biden Job Approve	6%	(54)	22%	(207)	72%	(682)	943
Biden Job Disapprove	4%	(48)	14%	(162)	82%	(954)	1164
Biden Job Strongly Approve	8%	(31)	24%	(90)	68%	(260)	380
Biden Job Somewhat Approve	4%	(23)	21%	(117)	75%	(422)	562
Biden Job Somewhat Disapprove	3%	(11)	12%	(38)	84%	(261)	310
Biden Job Strongly Disapprove	4%	(38)	15%	(124)	81%	(692)	854

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**Table MCENdem1\_9: In general, what kind of fan do you consider yourself of the following?**  
Orlando Magic

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(104)	18%	(390)	78%	(1716)	2210
Favorable of Biden	6%	(53)	22%	(204)	73%	(679)	936
Unfavorable of Biden	4%	(44)	15%	(174)	81%	(951)	1168
Very Favorable of Biden	8%	(31)	21%	(86)	71%	(287)	403
Somewhat Favorable of Biden	4%	(22)	22%	(118)	74%	(392)	532
Somewhat Unfavorable of Biden	3%	(10)	16%	(47)	81%	(242)	299
Very Unfavorable of Biden	4%	(33)	15%	(127)	82%	(709)	870
#1 Issue: Economy	5%	(41)	19%	(167)	76%	(655)	863
#1 Issue: Security	5%	(17)	18%	(69)	77%	(296)	383
#1 Issue: Health Care	7%	(14)	22%	(48)	72%	(158)	221
#1 Issue: Medicare / Social Security	3%	(7)	13%	(30)	84%	(194)	231
#1 Issue: Women's Issues	9%	(9)	15%	(15)	76%	(79)	104
#1 Issue: Education	8%	(7)	29%	(28)	64%	(61)	97
#1 Issue: Energy	1%	(3)	10%	(21)	89%	(191)	215
#1 Issue: Other	5%	(5)	12%	(11)	83%	(81)	97
2020 Vote: Joe Biden	6%	(53)	20%	(186)	75%	(706)	945
2020 Vote: Donald Trump	5%	(38)	15%	(118)	80%	(611)	768
2020 Vote: Other	2%	(2)	23%	(17)	74%	(55)	74
2020 Vote: Didn't Vote	3%	(12)	16%	(68)	81%	(343)	423
2018 House Vote: Democrat	6%	(44)	19%	(136)	75%	(548)	729
2018 House Vote: Republican	5%	(30)	16%	(101)	79%	(509)	640
2018 House Vote: Someone else	3%	(2)	13%	(9)	84%	(55)	66
2016 Vote: Hillary Clinton	6%	(40)	19%	(128)	75%	(498)	667
2016 Vote: Donald Trump	5%	(32)	16%	(117)	79%	(568)	717
2016 Vote: Other	3%	(4)	11%	(14)	85%	(104)	121
2016 Vote: Didn't Vote	4%	(28)	19%	(130)	77%	(542)	700
Voted in 2014: Yes	5%	(62)	17%	(210)	78%	(952)	1224
Voted in 2014: No	4%	(43)	18%	(179)	77%	(764)	986
4-Region: Northeast	4%	(15)	17%	(66)	79%	(314)	395
4-Region: Midwest	5%	(24)	18%	(86)	76%	(355)	464
4-Region: South	5%	(43)	18%	(148)	77%	(637)	828
4-Region: West	4%	(23)	17%	(90)	78%	(410)	522

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**Table MCENdem1\_9:** In general, what kind of fan do you consider yourself of the following?

## Orlando Magic

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	5% (104)	18% (390)	78% (1716)	2210
Parents	10% (49)	26% (129)	64% (318)	496
Disney Fans	5% (95)	20% (348)	74% (1293)	1736
Disney+ Subscribers	7% (55)	19% (156)	74% (606)	817

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

**Table MCENdem1\_10:** In general, what kind of fan do you consider yourself of the following?  
Miami Heat

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(92)	19%	(416)	77%	(1702)	2210
Gender: Male	5%	(58)	24%	(255)	71%	(754)	1067
Gender: Female	3%	(35)	14%	(161)	83%	(948)	1143
Age: 18-34	7%	(47)	24%	(161)	68%	(450)	658
Age: 35-44	5%	(19)	21%	(76)	74%	(265)	359
Age: 45-64	3%	(21)	17%	(125)	81%	(608)	754
Age: 65+	1%	(6)	12%	(54)	86%	(378)	438
GenZers: 1997-2012	6%	(17)	23%	(65)	71%	(198)	280
Millennials: 1981-1996	7%	(45)	24%	(149)	69%	(432)	627
GenXers: 1965-1980	3%	(17)	20%	(114)	77%	(436)	566
Baby Boomers: 1946-1964	2%	(10)	13%	(83)	86%	(563)	657
PID: Dem (no lean)	6%	(51)	22%	(175)	72%	(574)	800
PID: Ind (no lean)	3%	(20)	17%	(129)	80%	(593)	742
PID: Rep (no lean)	3%	(21)	17%	(113)	80%	(534)	669
PID/Gender: Dem Men	9%	(32)	28%	(101)	63%	(223)	356
PID/Gender: Dem Women	4%	(19)	17%	(73)	79%	(352)	444
PID/Gender: Ind Men	3%	(13)	20%	(78)	76%	(290)	380
PID/Gender: Ind Women	2%	(7)	14%	(51)	84%	(303)	361
PID/Gender: Rep Men	4%	(13)	23%	(76)	73%	(242)	331
PID/Gender: Rep Women	3%	(9)	11%	(37)	87%	(293)	338
Ideo: Liberal (1-3)	6%	(40)	19%	(123)	75%	(476)	638
Ideo: Moderate (4)	4%	(23)	20%	(129)	76%	(479)	631
Ideo: Conservative (5-7)	3%	(24)	18%	(128)	79%	(581)	733
Educ: < College	4%	(60)	19%	(282)	78%	(1178)	1519
Educ: Bachelors degree	4%	(16)	18%	(78)	79%	(351)	446
Educ: Post-grad	7%	(16)	23%	(56)	70%	(173)	245
Income: Under 50k	4%	(53)	19%	(242)	77%	(976)	1272
Income: 50k-100k	4%	(26)	19%	(126)	78%	(527)	678
Income: 100k+	5%	(13)	19%	(48)	76%	(199)	260
Ethnicity: White	3%	(56)	15%	(260)	82%	(1414)	1730
Ethnicity: Hispanic	5%	(17)	33%	(118)	62%	(217)	351
Ethnicity: Black	11%	(30)	33%	(90)	56%	(156)	276

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**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?*  
 Miami Heat

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(92)	19%	(416)	77%	(1702)	2210
Ethnicity: Other	3%	(6)	33%	(67)	65%	(132)	205
All Christian	5%	(48)	19%	(200)	76%	(785)	1034
All Non-Christian	8%	(8)	19%	(19)	73%	(75)	102
Atheist	1%	(1)	5%	(5)	94%	(104)	110
Agnostic/Nothing in particular	4%	(23)	20%	(119)	76%	(455)	597
Something Else	3%	(12)	20%	(72)	77%	(282)	366
Religious Non-Protestant/Catholic	7%	(9)	16%	(19)	77%	(94)	122
Evangelical	6%	(34)	21%	(122)	73%	(417)	573
Non-Evangelical	3%	(24)	19%	(147)	78%	(620)	791
Community: Urban	7%	(43)	26%	(163)	68%	(433)	639
Community: Suburban	3%	(30)	17%	(173)	79%	(789)	993
Community: Rural	3%	(19)	14%	(79)	83%	(480)	579
Employ: Private Sector	6%	(36)	24%	(155)	71%	(457)	648
Employ: Government	5%	(6)	26%	(31)	69%	(85)	122
Employ: Self-Employed	5%	(11)	23%	(45)	72%	(145)	201
Employ: Homemaker	4%	(7)	13%	(26)	83%	(165)	198
Employ: Student	6%	(5)	17%	(14)	77%	(63)	81
Employ: Retired	2%	(13)	14%	(70)	84%	(436)	519
Employ: Unemployed	4%	(11)	18%	(48)	79%	(215)	274
Employ: Other	3%	(5)	16%	(26)	82%	(135)	166
Military HH: Yes	2%	(7)	16%	(54)	81%	(266)	327
Military HH: No	5%	(85)	19%	(362)	76%	(1436)	1883
RD/WT: Right Direction	6%	(42)	25%	(170)	69%	(474)	687
RD/WT: Wrong Track	3%	(50)	16%	(246)	81%	(1227)	1523
Biden Job Approve	6%	(54)	23%	(221)	71%	(667)	943
Biden Job Disapprove	3%	(33)	15%	(177)	82%	(955)	1164
Biden Job Strongly Approve	5%	(20)	26%	(98)	69%	(262)	380
Biden Job Somewhat Approve	6%	(34)	22%	(124)	72%	(405)	562
Biden Job Somewhat Disapprove	2%	(8)	16%	(49)	82%	(253)	310
Biden Job Strongly Disapprove	3%	(25)	15%	(128)	82%	(702)	854

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**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?*  
*Miami Heat*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	4%	(92)	19%	(416)	77%	(1702)	2210
Favorable of Biden	6%	(56)	23%	(215)	71%	(665)	936
Unfavorable of Biden	3%	(34)	15%	(180)	82%	(954)	1168
Very Favorable of Biden	8%	(32)	22%	(87)	71%	(285)	403
Somewhat Favorable of Biden	5%	(24)	24%	(128)	71%	(380)	532
Somewhat Unfavorable of Biden	4%	(12)	18%	(54)	78%	(234)	299
Very Unfavorable of Biden	3%	(23)	15%	(127)	83%	(720)	870
#1 Issue: Economy	3%	(27)	23%	(198)	74%	(638)	863
#1 Issue: Security	5%	(21)	16%	(63)	78%	(300)	383
#1 Issue: Health Care	10%	(21)	17%	(37)	74%	(163)	221
#1 Issue: Medicare / Social Security	1%	(2)	15%	(34)	85%	(195)	231
#1 Issue: Women's Issues	1%	(1)	20%	(21)	79%	(82)	104
#1 Issue: Education	7%	(7)	28%	(27)	65%	(63)	97
#1 Issue: Energy	5%	(10)	10%	(22)	85%	(182)	215
#1 Issue: Other	4%	(4)	16%	(15)	80%	(78)	97
2020 Vote: Joe Biden	6%	(53)	20%	(190)	74%	(703)	945
2020 Vote: Donald Trump	3%	(24)	16%	(120)	81%	(624)	768
2020 Vote: Other	—	(0)	25%	(18)	75%	(56)	74
2020 Vote: Didn't Vote	4%	(16)	21%	(88)	75%	(319)	423
2018 House Vote: Democrat	6%	(42)	19%	(137)	75%	(550)	729
2018 House Vote: Republican	3%	(19)	16%	(101)	81%	(519)	640
2018 House Vote: Someone else	3%	(2)	16%	(10)	82%	(54)	66
2016 Vote: Hillary Clinton	6%	(39)	20%	(132)	74%	(496)	667
2016 Vote: Donald Trump	3%	(23)	16%	(115)	81%	(579)	717
2016 Vote: Other	2%	(3)	13%	(15)	85%	(103)	121
2016 Vote: Didn't Vote	4%	(27)	22%	(154)	74%	(519)	700
Voted in 2014: Yes	4%	(50)	17%	(208)	79%	(966)	1224
Voted in 2014: No	4%	(42)	21%	(208)	75%	(736)	986
4-Region: Northeast	4%	(16)	16%	(63)	80%	(317)	395
4-Region: Midwest	5%	(21)	19%	(90)	76%	(354)	464
4-Region: South	5%	(43)	19%	(157)	76%	(628)	828
4-Region: West	2%	(12)	21%	(107)	77%	(403)	522

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**Table MCENdem1\_10:** *In general, what kind of fan do you consider yourself of the following?**Miami Heat*

<b>Demographic</b>	<b>An avid fan</b>		<b>A casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	4%	(92)	19%	(416)	77%	(1702)	2210
Parents	8%	(37)	29%	(142)	64%	(317)	496
Disney Fans	5%	(79)	22%	(379)	74%	(1279)	1736
Disney+ Subscribers	5%	(41)	22%	(177)	73%	(599)	817

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

**Table MCENdem1\_11: In general, what kind of fan do you consider yourself of the following?  
Men's college basketball (NCAA)**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(305)	27%	(591)	59%	(1314)	2210
Gender: Male	22%	(233)	33%	(352)	45%	(482)	1067
Gender: Female	6%	(72)	21%	(239)	73%	(832)	1143
Age: 18-34	15%	(97)	29%	(190)	56%	(371)	658
Age: 35-44	17%	(63)	23%	(81)	60%	(215)	359
Age: 45-64	14%	(102)	28%	(214)	58%	(437)	754
Age: 65+	10%	(43)	24%	(105)	66%	(291)	438
GenZers: 1997-2012	13%	(35)	28%	(77)	60%	(168)	280
Millennials: 1981-1996	18%	(111)	28%	(173)	55%	(343)	627
GenXers: 1965-1980	13%	(75)	28%	(157)	59%	(335)	566
Baby Boomers: 1946-1964	12%	(77)	25%	(167)	63%	(412)	657
PID: Dem (no lean)	18%	(141)	27%	(212)	56%	(447)	800
PID: Ind (no lean)	9%	(64)	26%	(196)	65%	(482)	742
PID: Rep (no lean)	15%	(100)	27%	(183)	58%	(386)	669
PID/Gender: Dem Men	29%	(104)	33%	(119)	37%	(132)	356
PID/Gender: Dem Women	8%	(36)	21%	(93)	71%	(314)	444
PID/Gender: Ind Men	13%	(51)	35%	(133)	52%	(196)	380
PID/Gender: Ind Women	4%	(14)	17%	(62)	79%	(285)	361
PID/Gender: Rep Men	23%	(77)	30%	(100)	46%	(153)	331
PID/Gender: Rep Women	7%	(22)	25%	(83)	69%	(233)	338
Ideo: Liberal (1-3)	18%	(112)	25%	(162)	57%	(364)	638
Ideo: Moderate (4)	13%	(80)	27%	(170)	61%	(382)	631
Ideo: Conservative (5-7)	14%	(103)	30%	(218)	56%	(413)	733
Educ: < College	11%	(168)	24%	(366)	65%	(985)	1519
Educ: Bachelors degree	18%	(78)	32%	(141)	51%	(227)	446
Educ: Post-grad	24%	(59)	34%	(84)	42%	(103)	245
Income: Under 50k	11%	(141)	25%	(324)	63%	(807)	1272
Income: 50k-100k	16%	(106)	28%	(189)	57%	(383)	678
Income: 100k+	22%	(58)	30%	(79)	48%	(124)	260
Ethnicity: White	13%	(222)	25%	(437)	62%	(1070)	1730
Ethnicity: Hispanic	12%	(41)	29%	(102)	59%	(209)	351
Ethnicity: Black	23%	(64)	32%	(89)	44%	(122)	276

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**Table MCENdem1\_11:** *In general, what kind of fan do you consider yourself of the following?  
Men's college basketball (NCAA)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(305)	27%	(591)	59%	(1314)	2210
Ethnicity: Other	9%	(18)	32%	(65)	59%	(122)	205
All Christian	16%	(168)	30%	(306)	54%	(560)	1034
All Non-Christian	12%	(12)	31%	(32)	57%	(58)	102
Atheist	10%	(11)	16%	(17)	74%	(82)	110
Agnostic/Nothing in particular	13%	(75)	23%	(139)	64%	(384)	597
Something Else	10%	(38)	26%	(97)	63%	(231)	366
Religious Non-Protestant/Catholic	12%	(14)	29%	(36)	59%	(72)	122
Evangelical	18%	(105)	29%	(164)	53%	(303)	573
Non-Evangelical	12%	(94)	29%	(232)	59%	(466)	791
Community: Urban	16%	(100)	28%	(181)	56%	(358)	639
Community: Suburban	14%	(135)	27%	(265)	60%	(593)	993
Community: Rural	12%	(70)	25%	(145)	63%	(364)	579
Employ: Private Sector	21%	(139)	29%	(187)	50%	(322)	648
Employ: Government	22%	(27)	34%	(42)	44%	(53)	122
Employ: Self-Employed	13%	(26)	25%	(50)	63%	(126)	201
Employ: Homemaker	4%	(9)	20%	(39)	76%	(151)	198
Employ: Student	14%	(12)	26%	(21)	60%	(49)	81
Employ: Retired	11%	(55)	26%	(135)	63%	(328)	519
Employ: Unemployed	9%	(24)	26%	(71)	65%	(179)	274
Employ: Other	8%	(13)	28%	(47)	64%	(106)	166
Military HH: Yes	15%	(50)	27%	(87)	58%	(190)	327
Military HH: No	14%	(255)	27%	(504)	60%	(1124)	1883
RD/WT: Right Direction	19%	(130)	27%	(188)	54%	(369)	687
RD/WT: Wrong Track	11%	(175)	26%	(403)	62%	(945)	1523
Biden Job Approve	16%	(152)	29%	(269)	55%	(521)	943
Biden Job Disapprove	13%	(146)	26%	(300)	62%	(718)	1164
Biden Job Strongly Approve	22%	(85)	23%	(89)	54%	(207)	380
Biden Job Somewhat Approve	12%	(68)	32%	(180)	56%	(314)	562
Biden Job Somewhat Disapprove	11%	(34)	29%	(90)	60%	(186)	310
Biden Job Strongly Disapprove	13%	(112)	25%	(210)	62%	(532)	854

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**Table MCENdem1\_11:** *In general, what kind of fan do you consider yourself of the following?*  
*Men's college basketball (NCAA)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	14%	(305)	27%	(591)	59%	(1314)	2210
Favorable of Biden	16%	(154)	28%	(266)	55%	(516)	936
Unfavorable of Biden	12%	(144)	27%	(314)	61%	(710)	1168
Very Favorable of Biden	21%	(85)	25%	(101)	54%	(218)	403
Somewhat Favorable of Biden	13%	(69)	31%	(165)	56%	(298)	532
Somewhat Unfavorable of Biden	12%	(36)	32%	(95)	56%	(168)	299
Very Unfavorable of Biden	12%	(108)	25%	(219)	62%	(542)	870
#1 Issue: Economy	15%	(127)	28%	(238)	58%	(498)	863
#1 Issue: Security	15%	(57)	27%	(103)	58%	(223)	383
#1 Issue: Health Care	13%	(29)	26%	(58)	61%	(134)	221
#1 Issue: Medicare / Social Security	10%	(24)	23%	(54)	66%	(153)	231
#1 Issue: Women's Issues	14%	(15)	23%	(24)	63%	(65)	104
#1 Issue: Education	13%	(12)	35%	(34)	52%	(50)	97
#1 Issue: Energy	13%	(27)	28%	(60)	59%	(127)	215
#1 Issue: Other	14%	(14)	21%	(20)	65%	(63)	97
2020 Vote: Joe Biden	15%	(146)	28%	(262)	57%	(538)	945
2020 Vote: Donald Trump	15%	(114)	28%	(212)	58%	(443)	768
2020 Vote: Other	11%	(8)	22%	(16)	67%	(50)	74
2020 Vote: Didn't Vote	9%	(38)	24%	(101)	67%	(284)	423
2018 House Vote: Democrat	17%	(124)	29%	(208)	54%	(396)	729
2018 House Vote: Republican	15%	(95)	28%	(178)	57%	(367)	640
2018 House Vote: Someone else	6%	(4)	39%	(26)	55%	(36)	66
2016 Vote: Hillary Clinton	18%	(117)	28%	(185)	55%	(365)	667
2016 Vote: Donald Trump	15%	(111)	28%	(202)	56%	(404)	717
2016 Vote: Other	12%	(14)	25%	(31)	63%	(77)	121
2016 Vote: Didn't Vote	9%	(61)	25%	(172)	67%	(467)	700
Voted in 2014: Yes	17%	(204)	29%	(355)	54%	(666)	1224
Voted in 2014: No	10%	(101)	24%	(236)	66%	(649)	986
4-Region: Northeast	10%	(41)	26%	(102)	64%	(253)	395
4-Region: Midwest	17%	(77)	30%	(139)	53%	(248)	464
4-Region: South	15%	(127)	26%	(214)	59%	(488)	828
4-Region: West	11%	(60)	26%	(136)	62%	(326)	522

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**Table MCENdem1\_11:** *In general, what kind of fan do you consider yourself of the following?**Men's college basketball (NCAA)*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	14% (305)	27% (591)	59% (1314)	2210
Parents	17% (84)	32% (157)	51% (255)	496
Disney Fans	15% (252)	28% (489)	57% (996)	1736
Disney+ Subscribers	17% (139)	26% (216)	57% (462)	817

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

**Table MCENdem1\_12:** *In general, what kind of fan do you consider yourself of the following?*  
*Women's college basketball (NCAA)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(110)	23%	(498)	73%	(1602)	2210
Gender: Male	6%	(62)	29%	(309)	65%	(696)	1067
Gender: Female	4%	(47)	17%	(189)	79%	(907)	1143
Age: 18-34	10%	(67)	25%	(167)	65%	(425)	658
Age: 35-44	4%	(14)	21%	(77)	75%	(269)	359
Age: 45-64	3%	(19)	21%	(162)	76%	(573)	754
Age: 65+	2%	(10)	21%	(93)	77%	(336)	438
GenZers: 1997-2012	10%	(27)	21%	(58)	70%	(195)	280
Millennials: 1981-1996	8%	(52)	26%	(161)	66%	(414)	627
GenXers: 1965-1980	2%	(10)	23%	(131)	75%	(425)	566
Baby Boomers: 1946-1964	3%	(18)	19%	(127)	78%	(511)	657
PID: Dem (no lean)	8%	(64)	26%	(210)	66%	(525)	800
PID: Ind (no lean)	3%	(24)	19%	(144)	77%	(574)	742
PID: Rep (no lean)	3%	(22)	21%	(144)	75%	(503)	669
PID/Gender: Dem Men	9%	(33)	35%	(123)	56%	(199)	356
PID/Gender: Dem Women	7%	(31)	20%	(87)	73%	(326)	444
PID/Gender: Ind Men	5%	(17)	24%	(92)	71%	(271)	380
PID/Gender: Ind Women	2%	(6)	14%	(52)	84%	(303)	361
PID/Gender: Rep Men	3%	(12)	28%	(94)	68%	(226)	331
PID/Gender: Rep Women	3%	(10)	15%	(50)	82%	(278)	338
Ideo: Liberal (1-3)	8%	(50)	25%	(158)	67%	(430)	638
Ideo: Moderate (4)	5%	(31)	23%	(146)	72%	(455)	631
Ideo: Conservative (5-7)	3%	(22)	22%	(160)	75%	(551)	733
Educ: < College	4%	(66)	20%	(300)	76%	(1154)	1519
Educ: Bachelors degree	5%	(20)	26%	(116)	69%	(309)	446
Educ: Post-grad	10%	(24)	33%	(82)	57%	(139)	245
Income: Under 50k	5%	(62)	21%	(262)	75%	(948)	1272
Income: 50k-100k	5%	(31)	24%	(164)	71%	(483)	678
Income: 100k+	6%	(17)	28%	(73)	66%	(171)	260
Ethnicity: White	4%	(64)	20%	(347)	76%	(1319)	1730
Ethnicity: Hispanic	8%	(28)	25%	(88)	67%	(235)	351
Ethnicity: Black	10%	(29)	39%	(108)	50%	(138)	276

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**Table MCENdem1\_12:** *In general, what kind of fan do you consider yourself of the following?*  
 Women's college basketball (NCAA)

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(110)	23%	(498)	73%	(1602)	2210
Ethnicity: Other	8%	(17)	21%	(43)	71%	(145)	205
All Christian	5%	(50)	26%	(265)	69%	(718)	1034
All Non-Christian	3%	(3)	32%	(32)	65%	(66)	102
Atheist	2%	(2)	16%	(18)	82%	(90)	110
Agnostic/Nothing in particular	7%	(42)	18%	(106)	75%	(449)	597
Something Else	3%	(12)	21%	(76)	76%	(278)	366
Religious Non-Protestant/Catholic	3%	(3)	28%	(35)	69%	(84)	122
Evangelical	6%	(33)	27%	(156)	67%	(384)	573
Non-Evangelical	3%	(26)	23%	(181)	74%	(585)	791
Community: Urban	8%	(50)	28%	(179)	64%	(410)	639
Community: Suburban	3%	(27)	22%	(222)	75%	(743)	993
Community: Rural	6%	(33)	17%	(97)	78%	(449)	579
Employ: Private Sector	7%	(44)	28%	(181)	65%	(423)	648
Employ: Government	7%	(9)	33%	(40)	60%	(73)	122
Employ: Self-Employed	6%	(12)	20%	(40)	74%	(149)	201
Employ: Homemaker	1%	(3)	17%	(34)	81%	(161)	198
Employ: Student	9%	(8)	20%	(16)	71%	(58)	81
Employ: Retired	2%	(11)	21%	(110)	77%	(398)	519
Employ: Unemployed	7%	(21)	16%	(43)	77%	(210)	274
Employ: Other	1%	(2)	20%	(33)	79%	(131)	166
Military HH: Yes	4%	(15)	25%	(83)	70%	(229)	327
Military HH: No	5%	(95)	22%	(415)	73%	(1373)	1883
RD/WT: Right Direction	9%	(64)	29%	(197)	62%	(425)	687
RD/WT: Wrong Track	3%	(46)	20%	(301)	77%	(1177)	1523
Biden Job Approve	7%	(69)	28%	(267)	64%	(607)	943
Biden Job Disapprove	3%	(36)	18%	(211)	79%	(917)	1164
Biden Job Strongly Approve	10%	(39)	28%	(107)	61%	(234)	380
Biden Job Somewhat Approve	5%	(30)	28%	(159)	66%	(373)	562
Biden Job Somewhat Disapprove	2%	(8)	19%	(57)	79%	(245)	310
Biden Job Strongly Disapprove	3%	(28)	18%	(154)	79%	(672)	854

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**Table MCENdem1\_12:** *In general, what kind of fan do you consider yourself of the following?*  
*Women's college basketball (NCAA)*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	5%	(110)	23%	(498)	73%	(1602)	2210
Favorable of Biden	8%	(73)	27%	(257)	65%	(607)	936
Unfavorable of Biden	3%	(32)	19%	(227)	78%	(909)	1168
Very Favorable of Biden	11%	(44)	29%	(119)	60%	(241)	403
Somewhat Favorable of Biden	5%	(29)	26%	(138)	69%	(366)	532
Somewhat Unfavorable of Biden	2%	(6)	23%	(69)	75%	(223)	299
Very Unfavorable of Biden	3%	(26)	18%	(159)	79%	(685)	870
#1 Issue: Economy	4%	(31)	23%	(200)	73%	(632)	863
#1 Issue: Security	5%	(19)	22%	(83)	73%	(281)	383
#1 Issue: Health Care	7%	(16)	24%	(53)	69%	(153)	221
#1 Issue: Medicare / Social Security	3%	(6)	17%	(39)	80%	(186)	231
#1 Issue: Women's Issues	12%	(13)	28%	(29)	60%	(62)	104
#1 Issue: Education	14%	(14)	27%	(26)	59%	(57)	97
#1 Issue: Energy	3%	(7)	23%	(49)	74%	(158)	215
#1 Issue: Other	4%	(4)	21%	(20)	76%	(73)	97
2020 Vote: Joe Biden	6%	(60)	27%	(251)	67%	(634)	945
2020 Vote: Donald Trump	4%	(27)	21%	(164)	75%	(577)	768
2020 Vote: Other	5%	(4)	18%	(14)	76%	(57)	74
2020 Vote: Didn't Vote	4%	(19)	16%	(69)	79%	(335)	423
2018 House Vote: Democrat	7%	(48)	27%	(199)	66%	(482)	729
2018 House Vote: Republican	4%	(23)	21%	(136)	75%	(481)	640
2018 House Vote: Someone else	4%	(3)	29%	(19)	67%	(44)	66
2016 Vote: Hillary Clinton	8%	(52)	26%	(171)	66%	(443)	667
2016 Vote: Donald Trump	3%	(24)	22%	(159)	75%	(535)	717
2016 Vote: Other	2%	(3)	17%	(21)	80%	(97)	121
2016 Vote: Didn't Vote	4%	(29)	21%	(146)	75%	(525)	700
Voted in 2014: Yes	5%	(62)	25%	(304)	70%	(858)	1224
Voted in 2014: No	5%	(48)	20%	(194)	76%	(744)	986
4-Region: Northeast	4%	(15)	22%	(88)	74%	(293)	395
4-Region: Midwest	5%	(25)	26%	(119)	69%	(321)	464
4-Region: South	6%	(48)	22%	(183)	72%	(597)	828
4-Region: West	4%	(23)	21%	(108)	75%	(391)	522

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**Table MCENdem1\_12:** *In general, what kind of fan do you consider yourself of the following?**Women's college basketball (NCAA)*

<b>Demographic</b>	<b>An avid fan</b>	<b>A casual fan</b>	<b>Not a fan</b>	<b>Total N</b>
Adults	5% (110)	23% (498)	73% (1602)	2210
Parents	8% (41)	27% (136)	64% (319)	496
Disney Fans	6% (97)	25% (426)	70% (1214)	1736
Disney+ Subscribers	7% (53)	24% (200)	69% (564)	817

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

**Table MCENdem2\_1:** And specifically, 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	60% (1321)	16% (357)	24% (533)	2210
Gender: Male	58% (616)	17% (184)	25% (266)	1067
Gender: Female	62% (704)	15% (173)	23% (266)	1143
Age: 18-34	75% (497)	16% (102)	9% (59)	658
Age: 35-44	66% (238)	18% (66)	15% (55)	359
Age: 45-64	52% (393)	18% (132)	30% (229)	754
Age: 65+	44% (193)	13% (56)	43% (189)	438
GenZers: 1997-2012	79% (222)	13% (36)	8% (23)	280
Millennials: 1981-1996	70% (438)	17% (109)	13% (79)	627
GenXers: 1965-1980	58% (326)	18% (100)	25% (140)	566
Baby Boomers: 1946-1964	46% (299)	16% (103)	39% (254)	657
PID: Dem (no lean)	63% (505)	17% (133)	20% (162)	800
PID: Ind (no lean)	60% (445)	15% (113)	25% (183)	742
PID: Rep (no lean)	55% (370)	17% (111)	28% (187)	669
PID/Gender: Dem Men	60% (213)	19% (69)	21% (73)	356
PID/Gender: Dem Women	66% (291)	14% (64)	20% (89)	444
PID/Gender: Ind Men	60% (229)	14% (54)	26% (97)	380
PID/Gender: Ind Women	60% (217)	16% (59)	24% (86)	361
PID/Gender: Rep Men	53% (174)	18% (61)	29% (96)	331
PID/Gender: Rep Women	58% (196)	15% (50)	27% (91)	338
Ideo: Liberal (1-3)	69% (439)	16% (102)	15% (97)	638
Ideo: Moderate (4)	59% (370)	13% (84)	28% (177)	631
Ideo: Conservative (5-7)	54% (395)	18% (129)	29% (210)	733
Educ: < College	58% (883)	17% (255)	25% (380)	1519
Educ: Bachelors degree	62% (276)	15% (65)	23% (104)	446
Educ: Post-grad	66% (161)	15% (36)	20% (48)	245

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**Table MCENdem2\_1:** And specifically, 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	60% (1321)	16% (357)	24% (533)	2210
Income: Under 50k	55% (705)	19% (245)	25% (321)	1272
Income: 50k-100k	62% (419)	12% (80)	26% (179)	678
Income: 100k+	76% (196)	12% (32)	12% (32)	260
Ethnicity: White	59% (1013)	16% (285)	25% (432)	1730
Ethnicity: Hispanic	72% (253)	11% (38)	17% (60)	351
Ethnicity: Black	61% (168)	16% (44)	23% (63)	276
Ethnicity: Other	68% (140)	14% (28)	18% (37)	205
All Christian	55% (567)	16% (164)	29% (303)	1034
All Non-Christian	51% (52)	17% (17)	32% (33)	102
Atheist	66% (73)	21% (23)	13% (14)	110
Agnostic/Nothing in particular	68% (408)	14% (82)	18% (108)	597
Something Else	60% (220)	20% (71)	20% (75)	366
Religious Non-Protestant/Catholic	50% (61)	16% (20)	34% (41)	122
Evangelical	55% (312)	19% (111)	26% (150)	573
Non-Evangelical	58% (456)	15% (121)	27% (215)	791
Community: Urban	58% (371)	18% (115)	24% (153)	639
Community: Suburban	62% (619)	15% (149)	23% (225)	993
Community: Rural	57% (330)	16% (93)	27% (155)	579
Employ: Private Sector	69% (444)	15% (97)	16% (107)	648
Employ: Government	71% (87)	9% (11)	20% (24)	122
Employ: Self-Employed	59% (119)	19% (37)	22% (45)	201
Employ: Homemaker	60% (118)	19% (37)	22% (43)	198
Employ: Student	85% (69)	9% (7)	7% (5)	81
Employ: Retired	45% (233)	14% (72)	41% (214)	519
Employ: Unemployed	57% (157)	20% (54)	23% (63)	274
Employ: Other	56% (92)	25% (41)	20% (32)	166

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**Table MCENdem2\_1:** And specifically, 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	60% (1321)	16% (357)	24% (533)	2210
Military HH: Yes	58% (188)	14% (45)	28% (93)	327
Military HH: No	60% (1132)	17% (312)	23% (440)	1883
RD/WT: Right Direction	59% (402)	17% (117)	24% (168)	687
RD/WT: Wrong Track	60% (918)	16% (240)	24% (365)	1523
Biden Job Approve	62% (580)	16% (146)	23% (216)	943
Biden Job Disapprove	59% (684)	17% (195)	25% (285)	1164
Biden Job Strongly Approve	58% (219)	17% (65)	25% (97)	380
Biden Job Somewhat Approve	64% (361)	14% (82)	21% (120)	562
Biden Job Somewhat Disapprove	69% (214)	16% (49)	15% (46)	310
Biden Job Strongly Disapprove	55% (470)	17% (146)	28% (239)	854
Favorable of Biden	62% (577)	15% (144)	23% (215)	936
Unfavorable of Biden	59% (689)	17% (193)	25% (287)	1168
Very Favorable of Biden	56% (227)	17% (67)	27% (110)	403
Somewhat Favorable of Biden	66% (350)	15% (77)	20% (105)	532
Somewhat Unfavorable of Biden	69% (206)	16% (47)	15% (46)	299
Very Unfavorable of Biden	56% (483)	17% (146)	28% (240)	870
#1 Issue: Economy	65% (564)	16% (135)	19% (164)	863
#1 Issue: Security	52% (198)	19% (73)	29% (113)	383
#1 Issue: Health Care	62% (137)	16% (35)	22% (49)	221
#1 Issue: Medicare / Social Security	43% (100)	14% (33)	42% (98)	231
#1 Issue: Women's Issues	71% (73)	14% (15)	15% (16)	104
#1 Issue: Education	61% (59)	17% (16)	22% (21)	97
#1 Issue: Energy	61% (131)	19% (41)	20% (42)	215
#1 Issue: Other	60% (59)	10% (9)	30% (29)	97

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**Table MCENdem2\_1:** And specifically, 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	60%	(1321)	16%	(357)	24%	(533)	2210
2020 Vote: Joe Biden	64%	(605)	15%	(139)	21%	(201)	945
2020 Vote: Donald Trump	54%	(416)	17%	(132)	29%	(220)	768
2020 Vote: Other	60%	(44)	15%	(11)	26%	(19)	74
2020 Vote: Didn't Vote	60%	(255)	18%	(75)	22%	(92)	423
2018 House Vote: Democrat	63%	(458)	14%	(102)	23%	(169)	729
2018 House Vote: Republican	54%	(343)	16%	(105)	30%	(191)	640
2018 House Vote: Someone else	53%	(35)	14%	(9)	33%	(22)	66
2016 Vote: Hillary Clinton	63%	(421)	14%	(92)	23%	(154)	667
2016 Vote: Donald Trump	53%	(377)	19%	(137)	28%	(203)	717
2016 Vote: Other	58%	(70)	12%	(15)	30%	(36)	121
2016 Vote: Didn't Vote	64%	(450)	16%	(113)	20%	(138)	700
Voted in 2014: Yes	56%	(683)	16%	(196)	28%	(345)	1224
Voted in 2014: No	65%	(637)	16%	(161)	19%	(187)	986
4-Region: Northeast	65%	(255)	14%	(54)	22%	(86)	395
4-Region: Midwest	57%	(263)	15%	(69)	28%	(132)	464
4-Region: South	61%	(501)	17%	(140)	23%	(186)	828
4-Region: West	58%	(300)	18%	(94)	24%	(127)	522
Parents	74%	(365)	16%	(78)	11%	(53)	496
Disney Fans	65%	(1123)	16%	(282)	19%	(331)	1736
Disney+ Subscribers	87%	(708)	8%	(67)	5%	(42)	817

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

**Table MCENdem2\_2:** And specifically, 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	54% (1197)	15% (324)	31% (689)	2210
Gender: Male	53% (567)	15% (164)	32% (336)	1067
Gender: Female	55% (630)	14% (160)	31% (353)	1143
Age: 18-34	58% (384)	21% (141)	20% (132)	658
Age: 35-44	60% (214)	15% (54)	25% (91)	359
Age: 45-64	53% (399)	13% (98)	34% (258)	754
Age: 65+	46% (200)	7% (31)	47% (208)	438
GenZers: 1997-2012	55% (153)	22% (63)	23% (64)	280
Millennials: 1981-1996	60% (376)	19% (120)	21% (130)	627
GenXers: 1965-1980	58% (326)	12% (68)	31% (173)	566
Baby Boomers: 1946-1964	48% (312)	10% (67)	42% (277)	657
PID: Dem (no lean)	55% (440)	17% (134)	28% (226)	800
PID: Ind (no lean)	54% (402)	15% (112)	31% (228)	742
PID: Rep (no lean)	53% (355)	12% (78)	35% (236)	669
PID/Gender: Dem Men	54% (193)	17% (62)	28% (101)	356
PID/Gender: Dem Women	56% (248)	16% (72)	28% (125)	444
PID/Gender: Ind Men	54% (204)	16% (62)	30% (114)	380
PID/Gender: Ind Women	55% (198)	14% (50)	31% (113)	361
PID/Gender: Rep Men	51% (170)	12% (40)	37% (121)	331
PID/Gender: Rep Women	55% (185)	11% (39)	34% (115)	338
Ideo: Liberal (1-3)	59% (378)	17% (106)	24% (153)	638
Ideo: Moderate (4)	54% (341)	16% (99)	30% (191)	631
Ideo: Conservative (5-7)	53% (389)	12% (86)	35% (259)	733
Educ: < College	52% (787)	15% (233)	33% (499)	1519
Educ: Bachelors degree	56% (251)	13% (57)	31% (137)	446
Educ: Post-grad	65% (158)	14% (34)	22% (53)	245

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**Table MCENdem2\_2:** And specifically, 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	54% (1197)	15% (324)	31% (689)	2210
Income: Under 50k	48% (605)	17% (217)	35% (450)	1272
Income: 50k-100k	59% (402)	12% (85)	28% (191)	678
Income: 100k+	73% (189)	9% (23)	18% (48)	260
Ethnicity: White	55% (950)	14% (239)	31% (541)	1730
Ethnicity: Hispanic	56% (196)	21% (73)	23% (82)	351
Ethnicity: Black	50% (137)	18% (51)	32% (88)	276
Ethnicity: Other	54% (111)	17% (34)	29% (60)	205
All Christian	53% (544)	13% (136)	34% (355)	1034
All Non-Christian	51% (52)	16% (16)	33% (34)	102
Atheist	62% (68)	13% (15)	25% (27)	110
Agnostic/Nothing in particular	60% (357)	13% (78)	27% (163)	597
Something Else	48% (176)	22% (79)	30% (111)	366
Religious Non-Protestant/Catholic	51% (63)	16% (19)	33% (40)	122
Evangelical	51% (291)	18% (103)	31% (179)	573
Non-Evangelical	52% (413)	13% (106)	35% (273)	791
Community: Urban	52% (333)	19% (120)	29% (185)	639
Community: Suburban	58% (576)	11% (112)	31% (304)	993
Community: Rural	50% (288)	16% (91)	34% (199)	579
Employ: Private Sector	62% (401)	15% (98)	23% (150)	648
Employ: Government	60% (73)	14% (17)	26% (32)	122
Employ: Self-Employed	59% (119)	14% (29)	27% (54)	201
Employ: Homemaker	58% (115)	14% (28)	28% (55)	198
Employ: Student	58% (47)	20% (16)	23% (18)	81
Employ: Retired	46% (240)	9% (46)	45% (232)	519
Employ: Unemployed	46% (125)	20% (55)	34% (94)	274
Employ: Other	46% (77)	21% (36)	32% (54)	166

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**Table MCENdem2\_2:** And specifically, 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	54% (1197)	15% (324)	31% (689)	2210
Military HH: Yes	59% (193)	7% (23)	34% (111)	327
Military HH: No	53% (1004)	16% (301)	31% (577)	1883
RD/WT: Right Direction	53% (366)	15% (106)	31% (215)	687
RD/WT: Wrong Track	55% (831)	14% (218)	31% (474)	1523
Biden Job Approve	53% (499)	16% (151)	31% (293)	943
Biden Job Disapprove	56% (647)	14% (158)	31% (358)	1164
Biden Job Strongly Approve	53% (203)	14% (53)	33% (125)	380
Biden Job Somewhat Approve	53% (296)	17% (98)	30% (168)	562
Biden Job Somewhat Disapprove	64% (198)	14% (44)	22% (67)	310
Biden Job Strongly Disapprove	53% (449)	13% (114)	34% (291)	854
Favorable of Biden	53% (499)	15% (140)	32% (297)	936
Unfavorable of Biden	55% (646)	14% (167)	30% (355)	1168
Very Favorable of Biden	53% (214)	13% (51)	34% (138)	403
Somewhat Favorable of Biden	53% (285)	17% (88)	30% (159)	532
Somewhat Unfavorable of Biden	61% (182)	19% (56)	20% (60)	299
Very Unfavorable of Biden	53% (464)	13% (111)	34% (295)	870
#1 Issue: Economy	56% (485)	15% (130)	29% (248)	863
#1 Issue: Security	52% (198)	11% (42)	37% (143)	383
#1 Issue: Health Care	55% (122)	21% (45)	24% (54)	221
#1 Issue: Medicare / Social Security	44% (102)	10% (23)	46% (106)	231
#1 Issue: Women's Issues	61% (64)	20% (21)	18% (19)	104
#1 Issue: Education	44% (43)	24% (23)	32% (31)	97
#1 Issue: Energy	54% (116)	15% (32)	31% (66)	215
#1 Issue: Other	69% (67)	8% (7)	23% (22)	97

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**Table MCENdem2\_2:** And specifically, 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	54% (1197)	15% (324)	31% (689)	2210
2020 Vote: Joe Biden	57% (538)	15% (142)	28% (265)	945
2020 Vote: Donald Trump	53% (409)	13% (99)	34% (259)	768
2020 Vote: Other	59% (44)	15% (11)	26% (19)	74
2020 Vote: Didn't Vote	49% (206)	17% (72)	34% (145)	423
2018 House Vote: Democrat	59% (428)	12% (89)	29% (211)	729
2018 House Vote: Republican	53% (342)	12% (76)	35% (222)	640
2018 House Vote: Someone else	47% (31)	22% (14)	31% (21)	66
2016 Vote: Hillary Clinton	56% (375)	14% (94)	30% (198)	667
2016 Vote: Donald Trump	52% (371)	14% (101)	34% (246)	717
2016 Vote: Other	63% (77)	14% (17)	23% (28)	121
2016 Vote: Didn't Vote	53% (371)	16% (112)	31% (218)	700
Voted in 2014: Yes	56% (686)	12% (143)	32% (396)	1224
Voted in 2014: No	52% (511)	18% (181)	30% (293)	986
4-Region: Northeast	54% (215)	14% (56)	31% (124)	395
4-Region: Midwest	51% (237)	14% (64)	35% (163)	464
4-Region: South	53% (441)	15% (123)	32% (264)	828
4-Region: West	58% (303)	16% (81)	26% (138)	522
Parents	65% (325)	16% (78)	19% (94)	496
Disney Fans	58% (1004)	16% (271)	27% (461)	1736
Disney+ Subscribers	76% (618)	12% (100)	12% (100)	817

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

**Table MCENdem2\_3: And specifically, 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	43%	(942)	17%	(376)	40%	(892)	2210
Gender: Male	41%	(441)	17%	(184)	41%	(442)	1067
Gender: Female	44%	(501)	17%	(192)	39%	(450)	1143
Age: 18-34	57%	(378)	23%	(150)	20%	(129)	658
Age: 35-44	51%	(183)	17%	(62)	32%	(114)	359
Age: 45-64	37%	(279)	16%	(119)	47%	(357)	754
Age: 65+	23%	(102)	10%	(44)	67%	(292)	438
GenZers: 1997-2012	59%	(167)	22%	(61)	19%	(53)	280
Millennials: 1981-1996	55%	(347)	21%	(130)	24%	(150)	627
GenXers: 1965-1980	41%	(232)	18%	(99)	42%	(236)	566
Baby Boomers: 1946-1964	27%	(176)	12%	(79)	61%	(402)	657
PID: Dem (no lean)	46%	(366)	18%	(143)	36%	(291)	800
PID: Ind (no lean)	43%	(322)	18%	(131)	39%	(289)	742
PID: Rep (no lean)	38%	(254)	15%	(103)	47%	(312)	669
PID/Gender: Dem Men	45%	(159)	20%	(71)	35%	(126)	356
PID/Gender: Dem Women	47%	(207)	16%	(72)	37%	(165)	444
PID/Gender: Ind Men	43%	(163)	17%	(64)	40%	(153)	380
PID/Gender: Ind Women	44%	(159)	19%	(67)	38%	(136)	361
PID/Gender: Rep Men	36%	(119)	15%	(49)	49%	(162)	331
PID/Gender: Rep Women	40%	(135)	16%	(53)	44%	(150)	338
Ideo: Liberal (1-3)	49%	(311)	19%	(119)	33%	(209)	638
Ideo: Moderate (4)	41%	(257)	16%	(102)	43%	(273)	631
Ideo: Conservative (5-7)	37%	(268)	16%	(117)	47%	(348)	733
Educ: < College	43%	(650)	18%	(267)	40%	(601)	1519
Educ: Bachelors degree	41%	(184)	15%	(68)	43%	(193)	446
Educ: Post-grad	44%	(107)	16%	(40)	40%	(98)	245

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**Table MCENdem2\_3:** And specifically, 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	43%	(942)	17%	(376)	40%	(892)	2210
Income: Under 50k	40%	(513)	19%	(242)	41%	(517)	1272
Income: 50k-100k	45%	(302)	15%	(98)	41%	(277)	678
Income: 100k+	48%	(126)	14%	(36)	38%	(98)	260
Ethnicity: White	42%	(723)	17%	(296)	41%	(710)	1730
Ethnicity: Hispanic	47%	(166)	21%	(73)	32%	(112)	351
Ethnicity: Black	48%	(131)	15%	(41)	37%	(103)	276
Ethnicity: Other	42%	(87)	19%	(39)	39%	(79)	205
All Christian	36%	(374)	16%	(164)	48%	(496)	1034
All Non-Christian	33%	(34)	16%	(16)	51%	(52)	102
Atheist	55%	(61)	14%	(15)	31%	(34)	110
Agnostic/Nothing in particular	52%	(308)	16%	(93)	33%	(196)	597
Something Else	45%	(164)	24%	(88)	31%	(115)	366
Religious Non-Protestant/Catholic	36%	(44)	16%	(19)	49%	(59)	122
Evangelical	40%	(227)	18%	(102)	43%	(244)	573
Non-Evangelical	38%	(297)	18%	(142)	44%	(352)	791
Community: Urban	45%	(287)	18%	(116)	37%	(236)	639
Community: Suburban	42%	(422)	17%	(168)	41%	(403)	993
Community: Rural	40%	(233)	16%	(92)	44%	(253)	579
Employ: Private Sector	47%	(306)	17%	(108)	36%	(234)	648
Employ: Government	59%	(71)	16%	(19)	26%	(31)	122
Employ: Self-Employed	47%	(95)	18%	(36)	35%	(71)	201
Employ: Homemaker	41%	(80)	19%	(38)	40%	(80)	198
Employ: Student	57%	(47)	15%	(13)	27%	(22)	81
Employ: Retired	29%	(150)	11%	(56)	60%	(312)	519
Employ: Unemployed	42%	(115)	23%	(63)	35%	(96)	274
Employ: Other	47%	(78)	26%	(42)	28%	(46)	166

Continued on next page

**Table MCENdem2\_3:** And specifically, 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	43%	(942)	17%	(376)	40%	(892)	2210
Military HH: Yes	38%	(125)	12%	(39)	50%	(163)	327
Military HH: No	43%	(817)	18%	(337)	39%	(730)	1883
RD/WT: Right Direction	42%	(290)	17%	(114)	41%	(282)	687
RD/WT: Wrong Track	43%	(651)	17%	(262)	40%	(610)	1523
Biden Job Approve	42%	(398)	19%	(177)	39%	(367)	943
Biden Job Disapprove	42%	(491)	16%	(186)	42%	(487)	1164
Biden Job Strongly Approve	42%	(160)	17%	(63)	41%	(158)	380
Biden Job Somewhat Approve	42%	(239)	20%	(114)	37%	(209)	562
Biden Job Somewhat Disapprove	51%	(158)	16%	(50)	33%	(101)	310
Biden Job Strongly Disapprove	39%	(332)	16%	(135)	45%	(387)	854
Favorable of Biden	43%	(400)	18%	(167)	39%	(368)	936
Unfavorable of Biden	42%	(494)	16%	(191)	41%	(483)	1168
Very Favorable of Biden	42%	(168)	14%	(57)	44%	(179)	403
Somewhat Favorable of Biden	44%	(232)	21%	(111)	36%	(190)	532
Somewhat Unfavorable of Biden	52%	(156)	16%	(48)	32%	(94)	299
Very Unfavorable of Biden	39%	(337)	17%	(144)	45%	(389)	870
#1 Issue: Economy	45%	(392)	20%	(170)	35%	(301)	863
#1 Issue: Security	38%	(144)	13%	(51)	49%	(188)	383
#1 Issue: Health Care	48%	(106)	14%	(31)	38%	(85)	221
#1 Issue: Medicare / Social Security	30%	(68)	11%	(25)	59%	(137)	231
#1 Issue: Women's Issues	51%	(53)	21%	(22)	28%	(29)	104
#1 Issue: Education	54%	(52)	13%	(12)	33%	(32)	97
#1 Issue: Energy	42%	(89)	21%	(44)	38%	(81)	215
#1 Issue: Other	38%	(37)	21%	(21)	41%	(40)	97

Continued on next page

**Table MCENdem2\_3:** And specifically, 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	43%	(942)	17%	(376)	40%	(892)	2210
2020 Vote: Joe Biden	46%	(432)	16%	(152)	38%	(362)	945
2020 Vote: Donald Trump	39%	(297)	15%	(117)	46%	(353)	768
2020 Vote: Other	44%	(33)	18%	(13)	38%	(28)	74
2020 Vote: Didn't Vote	43%	(180)	22%	(94)	35%	(149)	423
2018 House Vote: Democrat	46%	(334)	16%	(114)	39%	(281)	729
2018 House Vote: Republican	37%	(239)	14%	(90)	49%	(311)	640
2018 House Vote: Someone else	47%	(31)	16%	(10)	37%	(25)	66
2016 Vote: Hillary Clinton	46%	(306)	15%	(102)	39%	(258)	667
2016 Vote: Donald Trump	38%	(273)	15%	(106)	47%	(338)	717
2016 Vote: Other	39%	(48)	23%	(28)	37%	(45)	121
2016 Vote: Didn't Vote	45%	(312)	20%	(140)	35%	(248)	700
Voted in 2014: Yes	40%	(489)	15%	(180)	45%	(555)	1224
Voted in 2014: No	46%	(453)	20%	(196)	34%	(337)	986
4-Region: Northeast	43%	(171)	17%	(67)	40%	(157)	395
4-Region: Midwest	39%	(183)	16%	(73)	45%	(209)	464
4-Region: South	43%	(355)	16%	(136)	41%	(337)	828
4-Region: West	45%	(233)	19%	(100)	36%	(189)	522
Parents	56%	(276)	20%	(100)	24%	(120)	496
Disney Fans	47%	(821)	17%	(293)	36%	(623)	1736
Disney+ Subscribers	70%	(576)	14%	(114)	16%	(127)	817

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

**Table MCENdem2\_4:** And specifically, 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	22%	(482)	13%	(279)	66%	(1449)	2210
Gender: Male	22%	(237)	14%	(145)	64%	(684)	1067
Gender: Female	21%	(245)	12%	(134)	67%	(764)	1143
Age: 18-34	26%	(174)	21%	(139)	53%	(346)	658
Age: 35-44	23%	(83)	14%	(52)	63%	(225)	359
Age: 45-64	22%	(168)	9%	(71)	68%	(515)	754
Age: 65+	13%	(58)	4%	(17)	83%	(363)	438
GenZers: 1997-2012	22%	(63)	22%	(62)	56%	(156)	280
Millennials: 1981-1996	26%	(166)	19%	(121)	54%	(339)	627
GenXers: 1965-1980	23%	(132)	11%	(60)	66%	(375)	566
Baby Boomers: 1946-1964	17%	(112)	5%	(34)	78%	(511)	657
PID: Dem (no lean)	23%	(187)	15%	(119)	62%	(494)	800
PID: Ind (no lean)	19%	(139)	11%	(85)	70%	(518)	742
PID: Rep (no lean)	23%	(156)	11%	(75)	65%	(438)	669
PID/Gender: Dem Men	27%	(96)	15%	(54)	58%	(206)	356
PID/Gender: Dem Women	21%	(92)	15%	(65)	65%	(287)	444
PID/Gender: Ind Men	17%	(66)	13%	(49)	70%	(265)	380
PID/Gender: Ind Women	20%	(73)	10%	(36)	70%	(253)	361
PID/Gender: Rep Men	23%	(75)	13%	(42)	65%	(214)	331
PID/Gender: Rep Women	24%	(80)	10%	(34)	66%	(224)	338
Ideo: Liberal (1-3)	24%	(151)	17%	(108)	59%	(379)	638
Ideo: Moderate (4)	20%	(126)	11%	(69)	69%	(436)	631
Ideo: Conservative (5-7)	21%	(154)	11%	(77)	69%	(503)	733
Educ: < College	23%	(349)	13%	(198)	64%	(973)	1519
Educ: Bachelors degree	18%	(81)	12%	(53)	70%	(311)	446
Educ: Post-grad	21%	(52)	11%	(28)	67%	(165)	245

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**Table MCENdem2\_4:** And specifically, 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	22%	(482)	13%	(279)	66%	(1449)	2210
Income: Under 50k	20%	(258)	14%	(174)	66%	(840)	1272
Income: 50k-100k	25%	(166)	10%	(70)	65%	(442)	678
Income: 100k+	23%	(59)	13%	(35)	64%	(167)	260
Ethnicity: White	22%	(377)	13%	(228)	65%	(1124)	1730
Ethnicity: Hispanic	24%	(85)	16%	(57)	59%	(209)	351
Ethnicity: Black	27%	(74)	9%	(24)	64%	(177)	276
Ethnicity: Other	15%	(31)	13%	(27)	72%	(147)	205
All Christian	20%	(210)	10%	(106)	69%	(717)	1034
All Non-Christian	24%	(25)	11%	(11)	65%	(66)	102
Atheist	19%	(21)	10%	(11)	71%	(78)	110
Agnostic/Nothing in particular	25%	(150)	14%	(86)	60%	(361)	597
Something Else	21%	(76)	17%	(64)	62%	(226)	366
Religious Non-Protestant/Catholic	22%	(27)	11%	(13)	67%	(82)	122
Evangelical	23%	(131)	11%	(65)	66%	(377)	573
Non-Evangelical	19%	(149)	13%	(102)	68%	(540)	791
Community: Urban	20%	(126)	16%	(102)	64%	(411)	639
Community: Suburban	22%	(221)	11%	(108)	67%	(663)	993
Community: Rural	23%	(136)	12%	(68)	65%	(374)	579
Employ: Private Sector	24%	(154)	15%	(96)	61%	(398)	648
Employ: Government	23%	(28)	17%	(21)	60%	(74)	122
Employ: Self-Employed	27%	(54)	13%	(25)	60%	(122)	201
Employ: Homemaker	27%	(54)	13%	(25)	60%	(119)	198
Employ: Student	16%	(13)	20%	(16)	64%	(52)	81
Employ: Retired	16%	(82)	6%	(30)	78%	(406)	519
Employ: Unemployed	20%	(55)	14%	(40)	65%	(179)	274
Employ: Other	25%	(42)	16%	(26)	59%	(98)	166

Continued on next page

**Table MCENdem2\_4:** And specifically, 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	22%	(482)	13%	(279)	66%	(1449)	2210
Military HH: Yes	22%	(71)	10%	(34)	68%	(223)	327
Military HH: No	22%	(412)	13%	(245)	65%	(1226)	1883
RD/WT: Right Direction	23%	(160)	14%	(93)	63%	(433)	687
RD/WT: Wrong Track	21%	(322)	12%	(186)	67%	(1015)	1523
Biden Job Approve	23%	(212)	13%	(120)	65%	(610)	943
Biden Job Disapprove	22%	(252)	12%	(144)	66%	(768)	1164
Biden Job Strongly Approve	24%	(90)	12%	(47)	64%	(244)	380
Biden Job Somewhat Approve	22%	(123)	13%	(73)	65%	(366)	562
Biden Job Somewhat Disapprove	21%	(66)	16%	(50)	63%	(193)	310
Biden Job Strongly Disapprove	22%	(185)	11%	(95)	67%	(574)	854
Favorable of Biden	22%	(207)	13%	(119)	65%	(610)	936
Unfavorable of Biden	22%	(256)	12%	(145)	66%	(767)	1168
Very Favorable of Biden	25%	(103)	12%	(48)	63%	(252)	403
Somewhat Favorable of Biden	20%	(104)	13%	(71)	67%	(357)	532
Somewhat Unfavorable of Biden	22%	(66)	16%	(49)	62%	(184)	299
Very Unfavorable of Biden	22%	(190)	11%	(97)	67%	(583)	870
#1 Issue: Economy	23%	(199)	15%	(130)	62%	(534)	863
#1 Issue: Security	24%	(91)	10%	(37)	66%	(255)	383
#1 Issue: Health Care	19%	(42)	12%	(27)	69%	(152)	221
#1 Issue: Medicare / Social Security	16%	(37)	4%	(9)	80%	(184)	231
#1 Issue: Women's Issues	27%	(29)	16%	(17)	56%	(58)	104
#1 Issue: Education	26%	(25)	21%	(21)	52%	(51)	97
#1 Issue: Energy	19%	(41)	15%	(31)	66%	(142)	215
#1 Issue: Other	19%	(19)	6%	(6)	74%	(72)	97

Continued on next page

**Table MCENdem2\_4:** And specifically, 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	22%	(482)	13%	(279)	66%	(1449)	2210
2020 Vote: Joe Biden	23%	(221)	14%	(128)	63%	(596)	945
2020 Vote: Donald Trump	21%	(161)	11%	(86)	68%	(520)	768
2020 Vote: Other	12%	(9)	6%	(5)	82%	(61)	74
2020 Vote: Didn't Vote	22%	(91)	14%	(60)	64%	(271)	423
2018 House Vote: Democrat	24%	(174)	13%	(91)	64%	(463)	729
2018 House Vote: Republican	21%	(137)	9%	(61)	69%	(442)	640
2018 House Vote: Someone else	10%	(6)	16%	(10)	74%	(49)	66
2016 Vote: Hillary Clinton	24%	(159)	12%	(78)	64%	(429)	667
2016 Vote: Donald Trump	21%	(153)	11%	(76)	68%	(489)	717
2016 Vote: Other	19%	(23)	12%	(14)	69%	(84)	121
2016 Vote: Didn't Vote	21%	(147)	16%	(110)	63%	(443)	700
Voted in 2014: Yes	22%	(269)	11%	(133)	67%	(822)	1224
Voted in 2014: No	22%	(213)	15%	(146)	64%	(627)	986
4-Region: Northeast	21%	(82)	10%	(38)	70%	(275)	395
4-Region: Midwest	20%	(95)	15%	(68)	65%	(302)	464
4-Region: South	24%	(195)	11%	(94)	65%	(538)	828
4-Region: West	21%	(110)	15%	(79)	64%	(334)	522
Parents	32%	(159)	18%	(90)	50%	(248)	496
Disney Fans	24%	(419)	14%	(249)	62%	(1069)	1736
Disney+ Subscribers	40%	(326)	15%	(123)	45%	(368)	817

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

**Table MCENdem2\_5: And specifically, 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%	(817)	14%	(307)	49%	(1086)	2210
Gender: Male	34%	(364)	13%	(139)	53%	(563)	1067
Gender: Female	40%	(453)	15%	(167)	46%	(523)	1143
Age: 18-34	56%	(368)	20%	(131)	24%	(159)	658
Age: 35-44	48%	(172)	14%	(49)	38%	(138)	359
Age: 45-64	28%	(215)	13%	(100)	58%	(439)	754
Age: 65+	14%	(62)	6%	(26)	80%	(350)	438
GenZers: 1997-2012	61%	(172)	17%	(48)	22%	(61)	280
Millennials: 1981-1996	51%	(319)	20%	(125)	29%	(183)	627
GenXers: 1965-1980	36%	(201)	12%	(66)	53%	(299)	566
Baby Boomers: 1946-1964	18%	(119)	9%	(60)	73%	(478)	657
PID: Dem (no lean)	41%	(332)	14%	(115)	44%	(353)	800
PID: Ind (no lean)	36%	(265)	14%	(104)	50%	(372)	742
PID: Rep (no lean)	33%	(221)	13%	(88)	54%	(361)	669
PID/Gender: Dem Men	39%	(138)	14%	(49)	47%	(168)	356
PID/Gender: Dem Women	44%	(194)	15%	(65)	42%	(185)	444
PID/Gender: Ind Men	34%	(130)	13%	(49)	53%	(202)	380
PID/Gender: Ind Women	37%	(135)	15%	(56)	47%	(171)	361
PID/Gender: Rep Men	29%	(96)	13%	(41)	58%	(193)	331
PID/Gender: Rep Women	37%	(124)	14%	(46)	50%	(167)	338
Ideo: Liberal (1-3)	43%	(273)	16%	(102)	41%	(264)	638
Ideo: Moderate (4)	37%	(233)	12%	(77)	51%	(322)	631
Ideo: Conservative (5-7)	29%	(216)	12%	(92)	58%	(425)	733
Educ: < College	36%	(543)	14%	(210)	50%	(767)	1519
Educ: Bachelors degree	38%	(171)	13%	(57)	49%	(218)	446
Educ: Post-grad	42%	(103)	16%	(40)	41%	(102)	245

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**Table MCENdem2\_5:** And specifically, 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%	(817)	14%	(307)	49%	(1086)	2210
Income: Under 50k	34%	(432)	15%	(193)	51%	(647)	1272
Income: 50k-100k	39%	(262)	13%	(85)	49%	(331)	678
Income: 100k+	47%	(123)	11%	(28)	42%	(108)	260
Ethnicity: White	36%	(617)	14%	(244)	50%	(868)	1730
Ethnicity: Hispanic	53%	(187)	11%	(39)	35%	(124)	351
Ethnicity: Black	35%	(95)	13%	(36)	52%	(144)	276
Ethnicity: Other	51%	(105)	13%	(26)	36%	(74)	205
All Christian	32%	(330)	13%	(129)	56%	(574)	1034
All Non-Christian	35%	(35)	13%	(13)	52%	(54)	102
Atheist	42%	(46)	12%	(13)	46%	(51)	110
Agnostic/Nothing in particular	43%	(257)	15%	(89)	42%	(251)	597
Something Else	41%	(149)	17%	(62)	43%	(156)	366
Religious Non-Protestant/Catholic	34%	(42)	15%	(19)	50%	(61)	122
Evangelical	33%	(189)	16%	(94)	51%	(291)	573
Non-Evangelical	35%	(280)	11%	(89)	53%	(423)	791
Community: Urban	40%	(253)	14%	(89)	46%	(296)	639
Community: Suburban	37%	(372)	13%	(131)	49%	(489)	993
Community: Rural	33%	(192)	15%	(86)	52%	(301)	579
Employ: Private Sector	44%	(287)	14%	(88)	42%	(273)	648
Employ: Government	54%	(65)	18%	(22)	29%	(35)	122
Employ: Self-Employed	39%	(78)	17%	(34)	45%	(90)	201
Employ: Homemaker	44%	(88)	16%	(31)	40%	(79)	198
Employ: Student	58%	(47)	16%	(13)	27%	(22)	81
Employ: Retired	17%	(87)	9%	(49)	74%	(383)	519
Employ: Unemployed	36%	(98)	15%	(41)	49%	(135)	274
Employ: Other	40%	(66)	18%	(30)	42%	(70)	166

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**Table MCENdem2\_5:** And specifically, 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%	(817)	14%	(307)	49%	(1086)	2210
Military HH: Yes	32%	(106)	7%	(22)	61%	(200)	327
Military HH: No	38%	(712)	15%	(285)	47%	(887)	1883
RD/WT: Right Direction	37%	(251)	16%	(108)	48%	(327)	687
RD/WT: Wrong Track	37%	(566)	13%	(198)	50%	(759)	1523
Biden Job Approve	39%	(369)	13%	(123)	48%	(450)	943
Biden Job Disapprove	35%	(406)	15%	(171)	50%	(587)	1164
Biden Job Strongly Approve	36%	(135)	13%	(50)	51%	(195)	380
Biden Job Somewhat Approve	42%	(234)	13%	(73)	45%	(255)	562
Biden Job Somewhat Disapprove	46%	(141)	16%	(50)	38%	(119)	310
Biden Job Strongly Disapprove	31%	(265)	14%	(121)	55%	(468)	854
Favorable of Biden	39%	(363)	13%	(120)	48%	(452)	936
Unfavorable of Biden	36%	(416)	14%	(166)	50%	(587)	1168
Very Favorable of Biden	35%	(140)	14%	(56)	51%	(207)	403
Somewhat Favorable of Biden	42%	(223)	12%	(64)	46%	(245)	532
Somewhat Unfavorable of Biden	50%	(149)	15%	(44)	35%	(105)	299
Very Unfavorable of Biden	31%	(266)	14%	(122)	55%	(482)	870
#1 Issue: Economy	42%	(360)	16%	(142)	42%	(362)	863
#1 Issue: Security	28%	(105)	12%	(47)	60%	(231)	383
#1 Issue: Health Care	38%	(85)	16%	(35)	46%	(101)	221
#1 Issue: Medicare / Social Security	22%	(50)	7%	(15)	72%	(165)	231
#1 Issue: Women's Issues	55%	(57)	11%	(12)	33%	(35)	104
#1 Issue: Education	45%	(43)	21%	(20)	34%	(33)	97
#1 Issue: Energy	40%	(86)	11%	(24)	48%	(104)	215
#1 Issue: Other	31%	(31)	11%	(11)	57%	(56)	97

Continued on next page

**Table MCENdem2\_5:** And specifically, 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%	(817)	14%	(307)	49%	(1086)	2210
2020 Vote: Joe Biden	41%	(385)	13%	(125)	46%	(435)	945
2020 Vote: Donald Trump	31%	(237)	14%	(106)	55%	(426)	768
2020 Vote: Other	41%	(30)	10%	(7)	50%	(37)	74
2020 Vote: Didn't Vote	39%	(166)	16%	(69)	45%	(188)	423
2018 House Vote: Democrat	40%	(289)	14%	(101)	47%	(339)	729
2018 House Vote: Republican	31%	(196)	11%	(73)	58%	(371)	640
2018 House Vote: Someone else	38%	(25)	12%	(8)	50%	(33)	66
2016 Vote: Hillary Clinton	39%	(257)	13%	(84)	49%	(326)	667
2016 Vote: Donald Trump	31%	(221)	13%	(91)	57%	(406)	717
2016 Vote: Other	38%	(46)	14%	(17)	48%	(58)	121
2016 Vote: Didn't Vote	42%	(292)	16%	(114)	42%	(294)	700
Voted in 2014: Yes	34%	(413)	13%	(153)	54%	(658)	1224
Voted in 2014: No	41%	(404)	16%	(153)	43%	(428)	986
4-Region: Northeast	39%	(154)	12%	(47)	49%	(194)	395
4-Region: Midwest	35%	(161)	14%	(65)	51%	(239)	464
4-Region: South	37%	(303)	14%	(113)	50%	(412)	828
4-Region: West	38%	(199)	16%	(82)	46%	(241)	522
Parents	58%	(286)	19%	(94)	23%	(116)	496
Disney Fans	45%	(776)	15%	(268)	40%	(692)	1736
Disney+ Subscribers	100%	(817)	—	(0)	—	(0)	817

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

**Table MCENdem2\_6:** And specifically, 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%	(279)	12%	(274)	75%	(1657)	2210
Gender: Male	14%	(145)	13%	(139)	73%	(783)	1067
Gender: Female	12%	(134)	12%	(135)	76%	(874)	1143
Age: 18-34	19%	(126)	20%	(132)	61%	(400)	658
Age: 35-44	15%	(53)	17%	(60)	69%	(246)	359
Age: 45-64	9%	(71)	8%	(64)	82%	(619)	754
Age: 65+	6%	(28)	4%	(18)	89%	(392)	438
GenZers: 1997-2012	19%	(52)	20%	(57)	61%	(171)	280
Millennials: 1981-1996	17%	(106)	19%	(121)	64%	(399)	627
GenXers: 1965-1980	11%	(63)	10%	(56)	79%	(447)	566
Baby Boomers: 1946-1964	8%	(53)	6%	(38)	86%	(565)	657
PID: Dem (no lean)	15%	(122)	14%	(112)	71%	(566)	800
PID: Ind (no lean)	11%	(84)	13%	(97)	76%	(560)	742
PID: Rep (no lean)	11%	(73)	10%	(65)	79%	(531)	669
PID/Gender: Dem Men	17%	(60)	15%	(52)	69%	(244)	356
PID/Gender: Dem Women	14%	(62)	13%	(60)	73%	(322)	444
PID/Gender: Ind Men	12%	(45)	15%	(55)	74%	(280)	380
PID/Gender: Ind Women	11%	(39)	12%	(42)	78%	(280)	361
PID/Gender: Rep Men	12%	(40)	10%	(32)	78%	(259)	331
PID/Gender: Rep Women	10%	(33)	10%	(33)	80%	(272)	338
Ideo: Liberal (1-3)	18%	(115)	14%	(92)	68%	(431)	638
Ideo: Moderate (4)	10%	(66)	11%	(70)	79%	(496)	631
Ideo: Conservative (5-7)	10%	(73)	11%	(81)	79%	(580)	733
Educ: < College	11%	(174)	12%	(177)	77%	(1168)	1519
Educ: Bachelors degree	13%	(56)	13%	(57)	75%	(333)	446
Educ: Post-grad	20%	(49)	16%	(40)	64%	(157)	245

Continued on next page

**Table MCENdem2\_6:** And specifically, 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%	(279)	12%	(274)	75%	(1657)	2210
Income: Under 50k	10%	(133)	13%	(161)	77%	(978)	1272
Income: 50k-100k	15%	(104)	12%	(81)	73%	(493)	678
Income: 100k+	16%	(42)	12%	(32)	71%	(186)	260
Ethnicity: White	13%	(217)	11%	(187)	77%	(1325)	1730
Ethnicity: Hispanic	12%	(43)	23%	(79)	65%	(229)	351
Ethnicity: Black	15%	(41)	15%	(40)	70%	(194)	276
Ethnicity: Other	10%	(21)	23%	(47)	67%	(138)	205
All Christian	12%	(125)	11%	(114)	77%	(795)	1034
All Non-Christian	23%	(23)	10%	(11)	67%	(68)	102
Atheist	16%	(17)	11%	(13)	73%	(80)	110
Agnostic/Nothing in particular	12%	(74)	13%	(76)	75%	(447)	597
Something Else	11%	(39)	16%	(60)	73%	(266)	366
Religious Non-Protestant/Catholic	21%	(26)	10%	(12)	69%	(84)	122
Evangelical	13%	(74)	13%	(77)	74%	(423)	573
Non-Evangelical	11%	(86)	12%	(94)	77%	(612)	791
Community: Urban	16%	(101)	14%	(89)	70%	(448)	639
Community: Suburban	12%	(115)	12%	(123)	76%	(755)	993
Community: Rural	11%	(63)	11%	(62)	78%	(454)	579
Employ: Private Sector	16%	(101)	16%	(105)	68%	(442)	648
Employ: Government	16%	(20)	14%	(18)	69%	(85)	122
Employ: Self-Employed	17%	(34)	15%	(30)	68%	(137)	201
Employ: Homemaker	13%	(25)	11%	(23)	76%	(150)	198
Employ: Student	15%	(12)	15%	(12)	70%	(57)	81
Employ: Retired	8%	(41)	5%	(26)	87%	(452)	519
Employ: Unemployed	12%	(32)	13%	(35)	75%	(207)	274
Employ: Other	9%	(14)	15%	(24)	77%	(128)	166

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**Table MCENdem2\_6:** And specifically, 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%	(279)	12%	(274)	75%	(1657)	2210
Military HH: Yes	13%	(44)	8%	(27)	78%	(256)	327
Military HH: No	12%	(235)	13%	(247)	74%	(1401)	1883
RD/WT: Right Direction	15%	(102)	13%	(92)	72%	(493)	687
RD/WT: Wrong Track	12%	(177)	12%	(182)	76%	(1164)	1523
Biden Job Approve	13%	(127)	14%	(133)	72%	(683)	943
Biden Job Disapprove	12%	(136)	11%	(128)	77%	(900)	1164
Biden Job Strongly Approve	16%	(60)	13%	(51)	71%	(270)	380
Biden Job Somewhat Approve	12%	(67)	15%	(82)	73%	(413)	562
Biden Job Somewhat Disapprove	15%	(47)	14%	(42)	71%	(221)	310
Biden Job Strongly Disapprove	10%	(90)	10%	(86)	79%	(679)	854
Favorable of Biden	14%	(130)	14%	(133)	72%	(673)	936
Unfavorable of Biden	12%	(138)	11%	(132)	77%	(898)	1168
Very Favorable of Biden	16%	(63)	11%	(43)	74%	(297)	403
Somewhat Favorable of Biden	13%	(67)	17%	(89)	71%	(376)	532
Somewhat Unfavorable of Biden	15%	(43)	16%	(49)	69%	(206)	299
Very Unfavorable of Biden	11%	(95)	10%	(83)	80%	(692)	870
#1 Issue: Economy	14%	(117)	15%	(126)	72%	(620)	863
#1 Issue: Security	10%	(37)	7%	(28)	83%	(318)	383
#1 Issue: Health Care	9%	(20)	12%	(26)	79%	(175)	221
#1 Issue: Medicare / Social Security	8%	(19)	5%	(12)	87%	(200)	231
#1 Issue: Women's Issues	22%	(22)	16%	(16)	63%	(65)	104
#1 Issue: Education	20%	(19)	24%	(23)	56%	(54)	97
#1 Issue: Energy	14%	(31)	15%	(33)	70%	(150)	215
#1 Issue: Other	14%	(13)	10%	(9)	77%	(74)	97

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**Table MCENdem2\_6:** And specifically, 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%	(279)	12%	(274)	75%	(1657)	2210
2020 Vote: Joe Biden	15%	(140)	13%	(124)	72%	(681)	945
2020 Vote: Donald Trump	11%	(84)	10%	(75)	79%	(609)	768
2020 Vote: Other	14%	(10)	8%	(6)	78%	(58)	74
2020 Vote: Didn't Vote	11%	(45)	16%	(69)	73%	(309)	423
2018 House Vote: Democrat	15%	(106)	12%	(91)	73%	(532)	729
2018 House Vote: Republican	12%	(76)	9%	(58)	79%	(506)	640
2018 House Vote: Someone else	7%	(5)	13%	(8)	80%	(53)	66
2016 Vote: Hillary Clinton	14%	(95)	12%	(82)	74%	(490)	667
2016 Vote: Donald Trump	11%	(78)	10%	(75)	79%	(564)	717
2016 Vote: Other	11%	(14)	8%	(9)	81%	(98)	121
2016 Vote: Didn't Vote	13%	(92)	15%	(107)	72%	(501)	700
Voted in 2014: Yes	13%	(154)	10%	(128)	77%	(942)	1224
Voted in 2014: No	13%	(125)	15%	(146)	72%	(714)	986
4-Region: Northeast	12%	(49)	9%	(36)	78%	(310)	395
4-Region: Midwest	13%	(62)	10%	(47)	76%	(355)	464
4-Region: South	12%	(96)	13%	(109)	75%	(623)	828
4-Region: West	14%	(71)	16%	(82)	71%	(369)	522
Parents	18%	(88)	19%	(93)	64%	(316)	496
Disney Fans	14%	(243)	13%	(234)	73%	(1260)	1736
Disney+ Subscribers	22%	(180)	17%	(136)	61%	(501)	817

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

**Table MCENdem2\_7: And specifically, 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	14%	(304)	11%	(251)	75%	(1655)	2210
Gender: Male	14%	(153)	11%	(119)	74%	(794)	1067
Gender: Female	13%	(151)	11%	(131)	75%	(861)	1143
Age: 18-34	17%	(114)	16%	(103)	67%	(442)	658
Age: 35-44	18%	(66)	15%	(54)	67%	(240)	359
Age: 45-64	12%	(92)	9%	(71)	78%	(591)	754
Age: 65+	7%	(32)	5%	(23)	87%	(383)	438
GenZers: 1997-2012	12%	(35)	20%	(55)	68%	(190)	280
Millennials: 1981-1996	20%	(123)	14%	(89)	66%	(414)	627
GenXers: 1965-1980	13%	(74)	10%	(57)	77%	(435)	566
Baby Boomers: 1946-1964	10%	(67)	7%	(44)	83%	(546)	657
PID: Dem (no lean)	15%	(122)	14%	(114)	71%	(564)	800
PID: Ind (no lean)	11%	(79)	9%	(70)	80%	(592)	742
PID: Rep (no lean)	15%	(102)	10%	(67)	75%	(500)	669
PID/Gender: Dem Men	16%	(59)	15%	(52)	69%	(245)	356
PID/Gender: Dem Women	14%	(64)	14%	(62)	72%	(319)	444
PID/Gender: Ind Men	10%	(38)	9%	(36)	81%	(306)	380
PID/Gender: Ind Women	12%	(42)	9%	(34)	79%	(286)	361
PID/Gender: Rep Men	17%	(57)	10%	(31)	73%	(242)	331
PID/Gender: Rep Women	13%	(45)	11%	(36)	76%	(257)	338
Ideo: Liberal (1-3)	15%	(99)	13%	(85)	71%	(455)	638
Ideo: Moderate (4)	11%	(72)	12%	(74)	77%	(485)	631
Ideo: Conservative (5-7)	14%	(105)	8%	(62)	77%	(567)	733
Educ: < College	14%	(208)	11%	(172)	75%	(1139)	1519
Educ: Bachelors degree	11%	(51)	10%	(45)	79%	(350)	446
Educ: Post-grad	19%	(45)	14%	(34)	68%	(166)	245

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**Table MCENdem2\_7:** And specifically, 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	14%	(304)	11%	(251)	75%	(1655)	2210
Income: Under 50k	12%	(156)	12%	(149)	76%	(967)	1272
Income: 50k-100k	16%	(106)	11%	(74)	73%	(497)	678
Income: 100k+	16%	(41)	11%	(28)	74%	(192)	260
Ethnicity: White	14%	(241)	10%	(180)	76%	(1309)	1730
Ethnicity: Hispanic	17%	(61)	13%	(47)	69%	(243)	351
Ethnicity: Black	15%	(41)	11%	(31)	74%	(204)	276
Ethnicity: Other	11%	(23)	19%	(40)	70%	(143)	205
All Christian	14%	(140)	9%	(97)	77%	(797)	1034
All Non-Christian	14%	(14)	13%	(13)	74%	(75)	102
Atheist	11%	(13)	12%	(14)	76%	(84)	110
Agnostic/Nothing in particular	14%	(85)	13%	(75)	73%	(437)	597
Something Else	14%	(52)	14%	(52)	71%	(262)	366
Religious Non-Protestant/Catholic	12%	(15)	11%	(13)	77%	(94)	122
Evangelical	15%	(86)	11%	(63)	74%	(424)	573
Non-Evangelical	13%	(101)	11%	(84)	77%	(606)	791
Community: Urban	15%	(96)	14%	(88)	71%	(454)	639
Community: Suburban	12%	(123)	10%	(99)	78%	(771)	993
Community: Rural	15%	(85)	11%	(64)	74%	(430)	579
Employ: Private Sector	16%	(102)	13%	(87)	71%	(459)	648
Employ: Government	17%	(21)	15%	(19)	68%	(82)	122
Employ: Self-Employed	18%	(36)	15%	(30)	67%	(135)	201
Employ: Homemaker	16%	(32)	11%	(22)	73%	(144)	198
Employ: Student	15%	(12)	10%	(8)	75%	(61)	81
Employ: Retired	9%	(48)	7%	(36)	84%	(435)	519
Employ: Unemployed	12%	(32)	12%	(33)	76%	(209)	274
Employ: Other	12%	(20)	10%	(17)	78%	(129)	166

Continued on next page

**Table MCENdem2\_7:** And specifically, 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	14%	(304)	11%	(251)	75%	(1655)	2210
Military HH: Yes	13%	(43)	8%	(25)	79%	(259)	327
Military HH: No	14%	(261)	12%	(226)	74%	(1397)	1883
RD/WT: Right Direction	17%	(114)	14%	(97)	69%	(476)	687
RD/WT: Wrong Track	12%	(190)	10%	(154)	77%	(1179)	1523
Biden Job Approve	14%	(134)	12%	(109)	74%	(699)	943
Biden Job Disapprove	13%	(153)	11%	(126)	76%	(885)	1164
Biden Job Strongly Approve	17%	(63)	13%	(51)	70%	(267)	380
Biden Job Somewhat Approve	13%	(71)	10%	(59)	77%	(433)	562
Biden Job Somewhat Disapprove	14%	(44)	14%	(44)	72%	(222)	310
Biden Job Strongly Disapprove	13%	(109)	10%	(82)	78%	(663)	854
Favorable of Biden	14%	(131)	12%	(113)	74%	(691)	936
Unfavorable of Biden	13%	(157)	11%	(124)	76%	(887)	1168
Very Favorable of Biden	17%	(70)	12%	(50)	70%	(284)	403
Somewhat Favorable of Biden	11%	(61)	12%	(64)	77%	(407)	532
Somewhat Unfavorable of Biden	16%	(48)	12%	(37)	72%	(214)	299
Very Unfavorable of Biden	13%	(109)	10%	(87)	77%	(674)	870
#1 Issue: Economy	15%	(129)	13%	(114)	72%	(620)	863
#1 Issue: Security	12%	(45)	7%	(28)	81%	(310)	383
#1 Issue: Health Care	12%	(27)	8%	(19)	79%	(175)	221
#1 Issue: Medicare / Social Security	10%	(23)	5%	(13)	85%	(195)	231
#1 Issue: Women's Issues	19%	(20)	15%	(15)	66%	(69)	104
#1 Issue: Education	14%	(14)	32%	(31)	54%	(52)	97
#1 Issue: Energy	14%	(31)	13%	(29)	72%	(155)	215
#1 Issue: Other	16%	(16)	4%	(4)	80%	(78)	97

Continued on next page

**Table MCENdem2\_7:** And specifically, 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	14%	(304)	11%	(251)	75%	(1655)	2210
2020 Vote: Joe Biden	15%	(145)	11%	(105)	74%	(695)	945
2020 Vote: Donald Trump	13%	(100)	9%	(73)	78%	(595)	768
2020 Vote: Other	7%	(5)	13%	(9)	81%	(60)	74
2020 Vote: Didn't Vote	13%	(54)	15%	(63)	72%	(306)	423
2018 House Vote: Democrat	16%	(115)	10%	(72)	74%	(542)	729
2018 House Vote: Republican	14%	(87)	8%	(54)	78%	(499)	640
2018 House Vote: Someone else	7%	(5)	12%	(8)	81%	(53)	66
2016 Vote: Hillary Clinton	16%	(105)	10%	(68)	74%	(494)	667
2016 Vote: Donald Trump	15%	(104)	10%	(74)	75%	(539)	717
2016 Vote: Other	7%	(8)	8%	(10)	85%	(103)	121
2016 Vote: Didn't Vote	12%	(86)	14%	(99)	74%	(516)	700
Voted in 2014: Yes	14%	(171)	9%	(114)	77%	(940)	1224
Voted in 2014: No	14%	(133)	14%	(137)	73%	(715)	986
4-Region: Northeast	13%	(52)	11%	(45)	76%	(299)	395
4-Region: Midwest	13%	(58)	12%	(55)	76%	(351)	464
4-Region: South	15%	(121)	10%	(79)	76%	(628)	828
4-Region: West	14%	(72)	14%	(72)	72%	(378)	522
Parents	24%	(117)	18%	(87)	59%	(292)	496
Disney Fans	15%	(263)	12%	(217)	72%	(1257)	1736
Disney+ Subscribers	26%	(217)	12%	(97)	62%	(503)	817

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

**Table MCENdem2\_8:** And specifically, 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	30%	(658)	16%	(362)	54%	(1190)	2210
Gender: Male	30%	(319)	16%	(168)	54%	(580)	1067
Gender: Female	30%	(339)	17%	(194)	53%	(610)	1143
Age: 18-34	42%	(279)	22%	(147)	35%	(232)	658
Age: 35-44	38%	(135)	16%	(58)	46%	(166)	359
Age: 45-64	23%	(174)	14%	(108)	63%	(472)	754
Age: 65+	16%	(70)	11%	(48)	73%	(320)	438
GenZers: 1997-2012	42%	(117)	22%	(61)	36%	(102)	280
Millennials: 1981-1996	41%	(260)	20%	(128)	38%	(239)	627
GenXers: 1965-1980	25%	(144)	15%	(86)	59%	(336)	566
Baby Boomers: 1946-1964	20%	(129)	12%	(82)	68%	(446)	657
PID: Dem (no lean)	35%	(280)	17%	(135)	48%	(385)	800
PID: Ind (no lean)	28%	(210)	14%	(104)	58%	(427)	742
PID: Rep (no lean)	25%	(168)	18%	(122)	57%	(378)	669
PID/Gender: Dem Men	34%	(123)	18%	(64)	47%	(169)	356
PID/Gender: Dem Women	35%	(157)	16%	(71)	49%	(216)	444
PID/Gender: Ind Men	28%	(107)	14%	(52)	58%	(221)	380
PID/Gender: Ind Women	28%	(103)	14%	(52)	57%	(207)	361
PID/Gender: Rep Men	27%	(89)	15%	(51)	58%	(191)	331
PID/Gender: Rep Women	24%	(79)	21%	(71)	55%	(187)	338
Ideo: Liberal (1-3)	38%	(244)	17%	(107)	45%	(287)	638
Ideo: Moderate (4)	29%	(186)	14%	(86)	57%	(360)	631
Ideo: Conservative (5-7)	23%	(169)	18%	(129)	59%	(435)	733
Educ: < College	28%	(425)	17%	(266)	55%	(829)	1519
Educ: Bachelors degree	32%	(143)	12%	(52)	56%	(250)	446
Educ: Post-grad	37%	(90)	18%	(44)	45%	(111)	245

Continued on next page

**Table MCENdem2\_8:** And specifically, 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	30% (658)	16% (362)	54% (1190)	2210
Income: Under 50k	26% (326)	18% (229)	56% (717)	1272
Income: 50k-100k	32% (220)	15% (99)	53% (359)	678
Income: 100k+	43% (112)	13% (34)	44% (114)	260
Ethnicity: White	30% (510)	16% (275)	55% (944)	1730
Ethnicity: Hispanic	39% (136)	23% (80)	38% (135)	351
Ethnicity: Black	32% (88)	16% (45)	52% (142)	276
Ethnicity: Other	29% (60)	20% (42)	51% (104)	205
All Christian	27% (279)	15% (158)	58% (596)	1034
All Non-Christian	27% (28)	17% (17)	57% (58)	102
Atheist	43% (48)	16% (18)	41% (45)	110
Agnostic/Nothing in particular	32% (191)	17% (102)	51% (304)	597
Something Else	31% (113)	18% (67)	51% (187)	366
Religious Non-Protestant/Catholic	25% (30)	16% (19)	59% (73)	122
Evangelical	25% (142)	19% (106)	57% (324)	573
Non-Evangelical	30% (241)	14% (114)	55% (436)	791
Community: Urban	30% (191)	21% (131)	50% (316)	639
Community: Suburban	33% (323)	14% (140)	53% (530)	993
Community: Rural	25% (144)	16% (91)	59% (344)	579
Employ: Private Sector	38% (244)	15% (96)	47% (308)	648
Employ: Government	35% (42)	21% (26)	44% (54)	122
Employ: Self-Employed	30% (60)	24% (48)	46% (93)	201
Employ: Homemaker	26% (51)	21% (42)	53% (105)	198
Employ: Student	52% (42)	15% (12)	33% (27)	81
Employ: Retired	19% (96)	11% (59)	70% (363)	519
Employ: Unemployed	28% (77)	16% (45)	56% (152)	274
Employ: Other	27% (44)	21% (35)	53% (87)	166

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**Table MCENdem2\_8:** And specifically, 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	30%	(658)	16%	(362)	54%	(1190)	2210
Military HH: Yes	26%	(87)	12%	(39)	62%	(201)	327
Military HH: No	30%	(571)	17%	(323)	53%	(989)	1883
RD/WT: Right Direction	32%	(217)	17%	(115)	52%	(355)	687
RD/WT: Wrong Track	29%	(441)	16%	(247)	55%	(835)	1523
Biden Job Approve	32%	(303)	16%	(153)	52%	(486)	943
Biden Job Disapprove	28%	(321)	16%	(190)	56%	(653)	1164
Biden Job Strongly Approve	30%	(116)	16%	(61)	53%	(203)	380
Biden Job Somewhat Approve	33%	(187)	16%	(92)	50%	(283)	562
Biden Job Somewhat Disapprove	41%	(127)	14%	(44)	45%	(139)	310
Biden Job Strongly Disapprove	23%	(194)	17%	(146)	60%	(515)	854
Favorable of Biden	33%	(307)	16%	(145)	52%	(483)	936
Unfavorable of Biden	27%	(321)	17%	(197)	56%	(651)	1168
Very Favorable of Biden	30%	(121)	15%	(61)	55%	(222)	403
Somewhat Favorable of Biden	35%	(186)	16%	(85)	49%	(262)	532
Somewhat Unfavorable of Biden	39%	(115)	17%	(52)	44%	(131)	299
Very Unfavorable of Biden	24%	(205)	17%	(145)	60%	(519)	870
#1 Issue: Economy	32%	(274)	17%	(149)	51%	(440)	863
#1 Issue: Security	25%	(96)	16%	(61)	59%	(226)	383
#1 Issue: Health Care	31%	(68)	15%	(34)	54%	(120)	221
#1 Issue: Medicare / Social Security	20%	(47)	8%	(19)	72%	(165)	231
#1 Issue: Women's Issues	51%	(53)	12%	(13)	36%	(38)	104
#1 Issue: Education	31%	(30)	31%	(30)	38%	(37)	97
#1 Issue: Energy	32%	(68)	17%	(38)	51%	(109)	215
#1 Issue: Other	24%	(23)	19%	(19)	57%	(55)	97

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**Table MCENdem2\_8:** And specifically, 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	30%	(658)	16%	(362)	54%	(1190)	2210
2020 Vote: Joe Biden	34%	(326)	15%	(139)	51%	(480)	945
2020 Vote: Donald Trump	24%	(184)	17%	(129)	59%	(455)	768
2020 Vote: Other	29%	(21)	14%	(10)	58%	(43)	74
2020 Vote: Didn't Vote	30%	(127)	20%	(84)	50%	(212)	423
2018 House Vote: Democrat	35%	(254)	14%	(100)	51%	(374)	729
2018 House Vote: Republican	25%	(163)	16%	(100)	59%	(377)	640
2018 House Vote: Someone else	26%	(17)	20%	(13)	55%	(36)	66
2016 Vote: Hillary Clinton	34%	(227)	13%	(88)	53%	(352)	667
2016 Vote: Donald Trump	26%	(185)	17%	(123)	57%	(410)	717
2016 Vote: Other	26%	(32)	12%	(14)	62%	(75)	121
2016 Vote: Didn't Vote	30%	(212)	19%	(136)	50%	(352)	700
Voted in 2014: Yes	29%	(351)	14%	(167)	58%	(706)	1224
Voted in 2014: No	31%	(307)	20%	(194)	49%	(484)	986
4-Region: Northeast	30%	(119)	16%	(65)	53%	(211)	395
4-Region: Midwest	26%	(121)	14%	(65)	60%	(278)	464
4-Region: South	30%	(252)	15%	(127)	54%	(449)	828
4-Region: West	32%	(166)	20%	(105)	48%	(252)	522
Parents	38%	(186)	23%	(114)	39%	(196)	496
Disney Fans	35%	(601)	18%	(313)	47%	(823)	1736
Disney+ Subscribers	53%	(435)	15%	(125)	32%	(258)	817

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

**Table MCENdem2\_9:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	24%	(535)	10%	(229)	65%	(1447)	2210
Gender: Male	26%	(274)	11%	(117)	63%	(676)	1067
Gender: Female	23%	(261)	10%	(111)	67%	(771)	1143
Age: 18-34	22%	(147)	18%	(120)	59%	(391)	658
Age: 35-44	28%	(101)	11%	(38)	61%	(220)	359
Age: 45-64	28%	(211)	7%	(54)	65%	(489)	754
Age: 65+	17%	(76)	4%	(16)	79%	(347)	438
GenZers: 1997-2012	21%	(59)	18%	(51)	61%	(170)	280
Millennials: 1981-1996	26%	(164)	15%	(92)	59%	(370)	627
GenXers: 1965-1980	29%	(165)	8%	(44)	63%	(358)	566
Baby Boomers: 1946-1964	21%	(136)	6%	(38)	73%	(482)	657
PID: Dem (no lean)	25%	(198)	11%	(89)	64%	(512)	800
PID: Ind (no lean)	26%	(193)	9%	(70)	65%	(479)	742
PID: Rep (no lean)	21%	(144)	10%	(69)	68%	(456)	669
PID/Gender: Dem Men	28%	(100)	12%	(44)	60%	(212)	356
PID/Gender: Dem Women	22%	(98)	10%	(46)	68%	(301)	444
PID/Gender: Ind Men	26%	(100)	10%	(39)	64%	(242)	380
PID/Gender: Ind Women	26%	(93)	9%	(32)	66%	(237)	361
PID/Gender: Rep Men	22%	(73)	11%	(35)	67%	(223)	331
PID/Gender: Rep Women	21%	(70)	10%	(34)	69%	(233)	338
Ideo: Liberal (1-3)	22%	(141)	13%	(83)	65%	(414)	638
Ideo: Moderate (4)	23%	(148)	10%	(62)	67%	(421)	631
Ideo: Conservative (5-7)	23%	(171)	8%	(61)	68%	(501)	733
Educ: < College	28%	(424)	11%	(166)	61%	(930)	1519
Educ: Bachelors degree	15%	(69)	8%	(38)	76%	(339)	446
Educ: Post-grad	17%	(42)	10%	(25)	73%	(178)	245

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**Table MCENdem2\_9:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	24%	(535)	10%	(229)	65%	(1447)	2210
Income: Under 50k	27%	(340)	12%	(158)	61%	(774)	1272
Income: 50k-100k	22%	(152)	8%	(57)	69%	(470)	678
Income: 100k+	16%	(43)	5%	(14)	78%	(204)	260
Ethnicity: White	21%	(360)	10%	(172)	69%	(1198)	1730
Ethnicity: Hispanic	24%	(83)	15%	(52)	62%	(216)	351
Ethnicity: Black	43%	(120)	12%	(34)	44%	(122)	276
Ethnicity: Other	27%	(55)	11%	(23)	62%	(127)	205
All Christian	22%	(228)	9%	(92)	69%	(714)	1034
All Non-Christian	20%	(20)	7%	(8)	72%	(74)	102
Atheist	24%	(27)	8%	(8)	68%	(75)	110
Agnostic/Nothing in particular	24%	(142)	12%	(71)	64%	(384)	597
Something Else	32%	(117)	13%	(49)	55%	(200)	366
Religious Non-Protestant/Catholic	18%	(22)	8%	(10)	74%	(90)	122
Evangelical	31%	(180)	12%	(68)	57%	(326)	573
Non-Evangelical	20%	(161)	9%	(68)	71%	(562)	791
Community: Urban	28%	(176)	14%	(91)	58%	(372)	639
Community: Suburban	22%	(218)	8%	(76)	70%	(699)	993
Community: Rural	24%	(141)	11%	(62)	65%	(376)	579
Employ: Private Sector	21%	(136)	12%	(79)	67%	(434)	648
Employ: Government	22%	(27)	9%	(11)	70%	(85)	122
Employ: Self-Employed	35%	(70)	12%	(24)	53%	(107)	201
Employ: Homemaker	28%	(55)	9%	(18)	63%	(124)	198
Employ: Student	10%	(8)	13%	(11)	77%	(63)	81
Employ: Retired	22%	(112)	3%	(18)	75%	(389)	519
Employ: Unemployed	28%	(76)	16%	(44)	56%	(154)	274
Employ: Other	31%	(51)	14%	(24)	55%	(91)	166

Continued on next page

**Table MCENdem2\_9:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	24%	(535)	10%	(229)	65%	(1447)	2210
Military HH: Yes	23%	(75)	7%	(23)	70%	(228)	327
Military HH: No	24%	(459)	11%	(205)	65%	(1218)	1883
RD/WT: Right Direction	22%	(153)	12%	(85)	65%	(449)	687
RD/WT: Wrong Track	25%	(381)	9%	(144)	66%	(998)	1523
Biden Job Approve	25%	(236)	10%	(97)	65%	(609)	943
Biden Job Disapprove	23%	(272)	10%	(119)	66%	(774)	1164
Biden Job Strongly Approve	23%	(89)	11%	(41)	66%	(250)	380
Biden Job Somewhat Approve	26%	(147)	10%	(56)	64%	(359)	562
Biden Job Somewhat Disapprove	21%	(65)	9%	(28)	70%	(217)	310
Biden Job Strongly Disapprove	24%	(206)	11%	(91)	65%	(557)	854
Favorable of Biden	25%	(234)	10%	(96)	65%	(606)	936
Unfavorable of Biden	24%	(277)	10%	(115)	66%	(776)	1168
Very Favorable of Biden	24%	(96)	12%	(47)	65%	(260)	403
Somewhat Favorable of Biden	26%	(138)	9%	(49)	65%	(345)	532
Somewhat Unfavorable of Biden	21%	(64)	9%	(26)	70%	(209)	299
Very Unfavorable of Biden	25%	(213)	10%	(89)	65%	(567)	870
#1 Issue: Economy	26%	(225)	12%	(102)	62%	(536)	863
#1 Issue: Security	22%	(85)	6%	(25)	71%	(273)	383
#1 Issue: Health Care	23%	(51)	9%	(20)	68%	(151)	221
#1 Issue: Medicare / Social Security	25%	(58)	6%	(13)	69%	(160)	231
#1 Issue: Women's Issues	17%	(18)	13%	(14)	70%	(73)	104
#1 Issue: Education	27%	(26)	22%	(21)	51%	(49)	97
#1 Issue: Energy	22%	(46)	12%	(26)	66%	(142)	215
#1 Issue: Other	26%	(25)	8%	(8)	66%	(64)	97

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**Table MCENdem2\_9:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Tubi

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	24%	(535)	10%	(229)	65%	(1447)	2210
2020 Vote: Joe Biden	24%	(229)	9%	(85)	67%	(630)	945
2020 Vote: Donald Trump	23%	(174)	9%	(67)	69%	(526)	768
2020 Vote: Other	25%	(19)	12%	(9)	63%	(47)	74
2020 Vote: Didn't Vote	27%	(112)	16%	(67)	58%	(244)	423
2018 House Vote: Democrat	23%	(169)	9%	(69)	67%	(490)	729
2018 House Vote: Republican	22%	(141)	9%	(60)	69%	(440)	640
2018 House Vote: Someone else	25%	(17)	9%	(6)	66%	(43)	66
2016 Vote: Hillary Clinton	25%	(166)	9%	(62)	66%	(439)	667
2016 Vote: Donald Trump	24%	(171)	9%	(68)	67%	(479)	717
2016 Vote: Other	21%	(26)	7%	(9)	71%	(87)	121
2016 Vote: Didn't Vote	24%	(170)	13%	(89)	63%	(441)	700
Voted in 2014: Yes	24%	(292)	8%	(97)	68%	(835)	1224
Voted in 2014: No	25%	(243)	13%	(131)	62%	(612)	986
4-Region: Northeast	22%	(88)	8%	(33)	70%	(275)	395
4-Region: Midwest	23%	(107)	9%	(43)	68%	(315)	464
4-Region: South	27%	(227)	11%	(90)	62%	(510)	828
4-Region: West	22%	(113)	12%	(63)	66%	(346)	522
Parents	25%	(122)	15%	(72)	61%	(302)	496
Disney Fans	26%	(448)	11%	(193)	63%	(1095)	1736
Disney+ Subscribers	26%	(215)	11%	(93)	62%	(510)	817

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

**Table MCENdem2\_10:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	22%	(476)	11%	(243)	67%	(1491)	2210
Gender: Male	24%	(253)	11%	(120)	65%	(693)	1067
Gender: Female	20%	(223)	11%	(123)	70%	(797)	1143
Age: 18-34	20%	(132)	17%	(111)	63%	(415)	658
Age: 35-44	25%	(89)	11%	(39)	64%	(231)	359
Age: 45-64	25%	(192)	10%	(76)	65%	(487)	754
Age: 65+	14%	(63)	4%	(17)	82%	(358)	438
GenZers: 1997-2012	14%	(40)	19%	(53)	67%	(188)	280
Millennials: 1981-1996	24%	(153)	14%	(89)	61%	(384)	627
GenXers: 1965-1980	27%	(154)	10%	(57)	63%	(355)	566
Baby Boomers: 1946-1964	19%	(122)	7%	(43)	75%	(492)	657
PID: Dem (no lean)	22%	(179)	12%	(98)	65%	(523)	800
PID: Ind (no lean)	23%	(167)	10%	(76)	67%	(498)	742
PID: Rep (no lean)	19%	(130)	10%	(69)	70%	(470)	669
PID/Gender: Dem Men	26%	(93)	15%	(53)	59%	(210)	356
PID/Gender: Dem Women	19%	(86)	10%	(45)	70%	(312)	444
PID/Gender: Ind Men	24%	(90)	9%	(36)	67%	(255)	380
PID/Gender: Ind Women	22%	(78)	11%	(41)	67%	(243)	361
PID/Gender: Rep Men	21%	(71)	10%	(32)	69%	(228)	331
PID/Gender: Rep Women	17%	(59)	11%	(37)	72%	(242)	338
Ideo: Liberal (1-3)	20%	(125)	13%	(82)	68%	(431)	638
Ideo: Moderate (4)	22%	(137)	11%	(71)	67%	(423)	631
Ideo: Conservative (5-7)	20%	(150)	9%	(63)	71%	(520)	733
Educ: < College	24%	(369)	12%	(176)	64%	(974)	1519
Educ: Bachelors degree	16%	(71)	8%	(36)	76%	(339)	446
Educ: Post-grad	15%	(36)	13%	(32)	72%	(177)	245

Continued on next page

**Table MCENdem2\_10:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	22%	(476)	11%	(243)	67%	(1491)	2210
Income: Under 50k	23%	(295)	13%	(161)	64%	(817)	1272
Income: 50k-100k	20%	(137)	9%	(59)	71%	(482)	678
Income: 100k+	17%	(44)	9%	(24)	74%	(193)	260
Ethnicity: White	20%	(338)	10%	(174)	70%	(1218)	1730
Ethnicity: Hispanic	21%	(75)	13%	(45)	66%	(231)	351
Ethnicity: Black	33%	(91)	15%	(41)	52%	(144)	276
Ethnicity: Other	23%	(47)	14%	(29)	63%	(129)	205
All Christian	20%	(209)	9%	(94)	71%	(731)	1034
All Non-Christian	14%	(14)	11%	(11)	75%	(76)	102
Atheist	24%	(26)	7%	(7)	70%	(77)	110
Agnostic/Nothing in particular	23%	(140)	12%	(72)	64%	(385)	597
Something Else	24%	(87)	16%	(59)	60%	(221)	366
Religious Non-Protestant/Catholic	13%	(16)	11%	(14)	76%	(93)	122
Evangelical	27%	(155)	13%	(72)	60%	(346)	573
Non-Evangelical	17%	(137)	10%	(76)	73%	(579)	791
Community: Urban	23%	(150)	14%	(90)	62%	(399)	639
Community: Suburban	20%	(196)	9%	(87)	71%	(709)	993
Community: Rural	22%	(130)	11%	(66)	66%	(383)	579
Employ: Private Sector	19%	(125)	11%	(73)	69%	(450)	648
Employ: Government	18%	(22)	12%	(14)	70%	(85)	122
Employ: Self-Employed	30%	(60)	14%	(28)	56%	(114)	201
Employ: Homemaker	20%	(40)	12%	(24)	68%	(134)	198
Employ: Student	9%	(7)	10%	(8)	81%	(66)	81
Employ: Retired	19%	(99)	6%	(29)	75%	(391)	519
Employ: Unemployed	28%	(78)	17%	(46)	55%	(150)	274
Employ: Other	27%	(44)	13%	(21)	61%	(101)	166

Continued on next page

**Table MCENdem2\_10:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	22%	(476)	11%	(243)	67%	(1491)	2210
Military HH: Yes	19%	(61)	10%	(32)	72%	(234)	327
Military HH: No	22%	(415)	11%	(212)	67%	(1256)	1883
RD/WT: Right Direction	19%	(132)	14%	(96)	67%	(458)	687
RD/WT: Wrong Track	23%	(344)	10%	(147)	68%	(1033)	1523
Biden Job Approve	21%	(195)	11%	(108)	68%	(640)	943
Biden Job Disapprove	22%	(259)	10%	(118)	68%	(787)	1164
Biden Job Strongly Approve	20%	(77)	11%	(44)	68%	(260)	380
Biden Job Somewhat Approve	21%	(118)	11%	(64)	68%	(380)	562
Biden Job Somewhat Disapprove	21%	(64)	10%	(32)	69%	(213)	310
Biden Job Strongly Disapprove	23%	(195)	10%	(85)	67%	(574)	854
Favorable of Biden	21%	(198)	11%	(106)	68%	(632)	936
Unfavorable of Biden	22%	(257)	10%	(119)	68%	(792)	1168
Very Favorable of Biden	21%	(85)	12%	(48)	67%	(271)	403
Somewhat Favorable of Biden	21%	(113)	11%	(58)	68%	(361)	532
Somewhat Unfavorable of Biden	20%	(59)	11%	(34)	69%	(206)	299
Very Unfavorable of Biden	23%	(198)	10%	(85)	67%	(586)	870
#1 Issue: Economy	24%	(208)	13%	(110)	63%	(545)	863
#1 Issue: Security	20%	(78)	9%	(33)	71%	(271)	383
#1 Issue: Health Care	19%	(41)	11%	(24)	71%	(157)	221
#1 Issue: Medicare / Social Security	24%	(55)	5%	(12)	71%	(164)	231
#1 Issue: Women's Issues	16%	(16)	7%	(8)	77%	(80)	104
#1 Issue: Education	18%	(18)	28%	(27)	53%	(51)	97
#1 Issue: Energy	20%	(42)	8%	(18)	72%	(154)	215
#1 Issue: Other	19%	(18)	12%	(11)	70%	(68)	97

Continued on next page

**Table MCENdem2\_10:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Pluto TV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	22%	(476)	11%	(243)	67%	(1491)	2210
2020 Vote: Joe Biden	21%	(195)	12%	(111)	68%	(639)	945
2020 Vote: Donald Trump	20%	(153)	9%	(67)	71%	(547)	768
2020 Vote: Other	27%	(20)	12%	(9)	61%	(46)	74
2020 Vote: Didn't Vote	25%	(108)	13%	(56)	61%	(259)	423
2018 House Vote: Democrat	22%	(159)	10%	(74)	68%	(495)	729
2018 House Vote: Republican	19%	(125)	9%	(57)	72%	(458)	640
2018 House Vote: Someone else	21%	(14)	15%	(10)	64%	(42)	66
2016 Vote: Hillary Clinton	23%	(151)	11%	(73)	66%	(443)	667
2016 Vote: Donald Trump	19%	(138)	10%	(70)	71%	(509)	717
2016 Vote: Other	23%	(28)	10%	(12)	67%	(82)	121
2016 Vote: Didn't Vote	23%	(158)	13%	(88)	65%	(454)	700
Voted in 2014: Yes	22%	(263)	9%	(111)	69%	(850)	1224
Voted in 2014: No	22%	(213)	13%	(133)	65%	(641)	986
4-Region: Northeast	24%	(95)	8%	(33)	68%	(267)	395
4-Region: Midwest	20%	(92)	11%	(52)	69%	(320)	464
4-Region: South	24%	(199)	11%	(94)	65%	(535)	828
4-Region: West	17%	(90)	12%	(63)	71%	(369)	522
Parents	22%	(110)	15%	(74)	63%	(312)	496
Disney Fans	23%	(403)	12%	(205)	65%	(1129)	1736
Disney+ Subscribers	26%	(214)	13%	(106)	61%	(497)	817

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

**Table MCENdem2\_11:** And specifically, 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	32%	(699)	12%	(269)	56%	(1242)	2210
Gender: Male	33%	(357)	11%	(117)	56%	(593)	1067
Gender: Female	30%	(342)	13%	(152)	57%	(649)	1143
Age: 18-34	34%	(222)	20%	(133)	46%	(303)	658
Age: 35-44	37%	(134)	12%	(45)	50%	(181)	359
Age: 45-64	32%	(244)	9%	(67)	59%	(443)	754
Age: 65+	23%	(99)	6%	(24)	72%	(315)	438
GenZers: 1997-2012	30%	(85)	23%	(64)	47%	(131)	280
Millennials: 1981-1996	36%	(228)	17%	(105)	47%	(293)	627
GenXers: 1965-1980	36%	(204)	9%	(53)	55%	(309)	566
Baby Boomers: 1946-1964	25%	(167)	6%	(43)	68%	(447)	657
PID: Dem (no lean)	34%	(268)	14%	(114)	52%	(417)	800
PID: Ind (no lean)	31%	(227)	11%	(85)	58%	(429)	742
PID: Rep (no lean)	30%	(203)	10%	(70)	59%	(396)	669
PID/Gender: Dem Men	38%	(136)	14%	(48)	48%	(172)	356
PID/Gender: Dem Women	30%	(133)	15%	(66)	55%	(245)	444
PID/Gender: Ind Men	31%	(118)	10%	(39)	59%	(223)	380
PID/Gender: Ind Women	30%	(109)	13%	(46)	57%	(207)	361
PID/Gender: Rep Men	31%	(103)	9%	(29)	60%	(198)	331
PID/Gender: Rep Women	30%	(100)	12%	(41)	58%	(197)	338
Ideo: Liberal (1-3)	35%	(223)	13%	(85)	52%	(331)	638
Ideo: Moderate (4)	30%	(186)	13%	(80)	58%	(365)	631
Ideo: Conservative (5-7)	31%	(224)	10%	(76)	59%	(433)	733
Educ: < College	33%	(497)	12%	(182)	55%	(840)	1519
Educ: Bachelors degree	28%	(126)	11%	(50)	61%	(270)	446
Educ: Post-grad	31%	(76)	15%	(37)	54%	(132)	245

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**Table MCENdem2\_11:** *And specifically, 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	32% (699)	12% (269)	56% (1242)	2210
Income: Under 50k	31% (400)	12% (158)	56% (713)	1272
Income: 50k-100k	31% (210)	12% (82)	57% (386)	678
Income: 100k+	34% (89)	11% (29)	55% (143)	260
Ethnicity: White	31% (531)	12% (206)	57% (992)	1730
Ethnicity: Hispanic	34% (120)	16% (55)	50% (176)	351
Ethnicity: Black	43% (118)	11% (30)	46% (128)	276
Ethnicity: Other	24% (49)	17% (34)	59% (122)	205
All Christian	30% (314)	12% (124)	58% (596)	1034
All Non-Christian	30% (31)	6% (6)	64% (65)	102
Atheist	43% (48)	1% (2)	55% (61)	110
Agnostic/Nothing in particular	31% (186)	14% (85)	55% (326)	597
Something Else	33% (120)	14% (53)	53% (193)	366
Religious Non-Protestant/Catholic	32% (39)	8% (9)	61% (74)	122
Evangelical	36% (204)	13% (76)	51% (292)	573
Non-Evangelical	27% (216)	12% (96)	61% (480)	791
Community: Urban	33% (211)	14% (89)	53% (339)	639
Community: Suburban	32% (320)	10% (102)	57% (570)	993
Community: Rural	29% (168)	13% (78)	58% (333)	579
Employ: Private Sector	35% (228)	14% (92)	51% (328)	648
Employ: Government	31% (38)	15% (18)	54% (65)	122
Employ: Self-Employed	38% (77)	9% (18)	53% (106)	201
Employ: Homemaker	33% (65)	14% (28)	53% (105)	198
Employ: Student	30% (25)	11% (9)	59% (48)	81
Employ: Retired	24% (126)	7% (37)	69% (356)	519
Employ: Unemployed	30% (83)	15% (42)	55% (150)	274
Employ: Other	34% (57)	15% (26)	51% (84)	166

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**Table MCENdem2\_11:** *And specifically, 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	32%	(699)	12%	(269)	56%	(1242)	2210
Military HH: Yes	30%	(98)	8%	(26)	62%	(203)	327
Military HH: No	32%	(601)	13%	(244)	55%	(1039)	1883
RD/WT: Right Direction	32%	(221)	12%	(82)	56%	(383)	687
RD/WT: Wrong Track	31%	(478)	12%	(187)	56%	(859)	1523
Biden Job Approve	32%	(302)	11%	(106)	57%	(534)	943
Biden Job Disapprove	32%	(367)	13%	(146)	56%	(651)	1164
Biden Job Strongly Approve	36%	(136)	10%	(37)	54%	(207)	380
Biden Job Somewhat Approve	29%	(166)	12%	(69)	58%	(327)	562
Biden Job Somewhat Disapprove	31%	(96)	16%	(50)	53%	(164)	310
Biden Job Strongly Disapprove	32%	(272)	11%	(96)	57%	(487)	854
Favorable of Biden	33%	(304)	11%	(107)	56%	(525)	936
Unfavorable of Biden	32%	(370)	12%	(143)	56%	(656)	1168
Very Favorable of Biden	35%	(140)	10%	(40)	55%	(223)	403
Somewhat Favorable of Biden	31%	(164)	12%	(66)	57%	(302)	532
Somewhat Unfavorable of Biden	31%	(93)	15%	(46)	53%	(159)	299
Very Unfavorable of Biden	32%	(277)	11%	(97)	57%	(497)	870
#1 Issue: Economy	35%	(301)	13%	(112)	52%	(450)	863
#1 Issue: Security	26%	(101)	12%	(47)	61%	(235)	383
#1 Issue: Health Care	30%	(66)	9%	(21)	61%	(135)	221
#1 Issue: Medicare / Social Security	26%	(61)	7%	(17)	66%	(153)	231
#1 Issue: Women's Issues	36%	(37)	14%	(15)	50%	(52)	104
#1 Issue: Education	30%	(29)	19%	(19)	51%	(49)	97
#1 Issue: Energy	31%	(67)	15%	(31)	54%	(116)	215
#1 Issue: Other	38%	(37)	9%	(8)	53%	(52)	97

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**Table MCENdem2\_11:** *And specifically, 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	32%	(699)	12%	(269)	56%	(1242)	2210
2020 Vote: Joe Biden	35%	(327)	12%	(114)	53%	(504)	945
2020 Vote: Donald Trump	29%	(226)	12%	(90)	59%	(452)	768
2020 Vote: Other	26%	(19)	13%	(9)	62%	(46)	74
2020 Vote: Didn't Vote	30%	(127)	13%	(57)	57%	(239)	423
2018 House Vote: Democrat	37%	(269)	10%	(76)	53%	(384)	729
2018 House Vote: Republican	28%	(181)	10%	(65)	62%	(394)	640
2018 House Vote: Someone else	27%	(17)	19%	(12)	55%	(36)	66
2016 Vote: Hillary Clinton	38%	(255)	10%	(69)	51%	(343)	667
2016 Vote: Donald Trump	28%	(201)	12%	(85)	60%	(432)	717
2016 Vote: Other	31%	(37)	7%	(9)	62%	(75)	121
2016 Vote: Didn't Vote	29%	(205)	15%	(106)	56%	(389)	700
Voted in 2014: Yes	32%	(395)	10%	(122)	58%	(707)	1224
Voted in 2014: No	31%	(304)	15%	(147)	54%	(535)	986
4-Region: Northeast	33%	(129)	9%	(36)	58%	(230)	395
4-Region: Midwest	31%	(144)	10%	(49)	58%	(271)	464
4-Region: South	32%	(262)	13%	(104)	56%	(462)	828
4-Region: West	31%	(164)	15%	(80)	53%	(278)	522
Parents	42%	(208)	18%	(88)	40%	(200)	496
Disney Fans	35%	(603)	14%	(235)	52%	(898)	1736
Disney+ Subscribers	46%	(374)	15%	(121)	39%	(322)	817

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

**Table MCENdem2\_12:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
The Roku Channel

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(611)	11%	(233)	62%	(1367)	2210
Gender: Male	28%	(295)	11%	(116)	62%	(656)	1067
Gender: Female	28%	(316)	10%	(117)	62%	(710)	1143
Age: 18-34	30%	(198)	17%	(114)	53%	(346)	658
Age: 35-44	31%	(110)	14%	(49)	56%	(200)	359
Age: 45-64	27%	(205)	7%	(54)	66%	(496)	754
Age: 65+	22%	(98)	4%	(15)	74%	(325)	438
GenZers: 1997-2012	32%	(89)	20%	(55)	49%	(136)	280
Millennials: 1981-1996	30%	(185)	15%	(95)	55%	(346)	627
GenXers: 1965-1980	29%	(166)	8%	(48)	62%	(353)	566
Baby Boomers: 1946-1964	24%	(155)	5%	(31)	72%	(471)	657
PID: Dem (no lean)	27%	(215)	12%	(93)	62%	(492)	800
PID: Ind (no lean)	28%	(210)	10%	(77)	61%	(455)	742
PID: Rep (no lean)	28%	(186)	9%	(63)	63%	(420)	669
PID/Gender: Dem Men	26%	(92)	14%	(49)	60%	(215)	356
PID/Gender: Dem Women	28%	(123)	10%	(44)	63%	(277)	444
PID/Gender: Ind Men	28%	(106)	9%	(36)	63%	(238)	380
PID/Gender: Ind Women	29%	(104)	11%	(41)	60%	(217)	361
PID/Gender: Rep Men	29%	(97)	9%	(30)	62%	(204)	331
PID/Gender: Rep Women	27%	(90)	10%	(32)	64%	(216)	338
Ideo: Liberal (1-3)	27%	(170)	11%	(71)	62%	(396)	638
Ideo: Moderate (4)	27%	(171)	9%	(56)	64%	(404)	631
Ideo: Conservative (5-7)	27%	(195)	11%	(79)	63%	(459)	733
Educ: < College	31%	(468)	11%	(161)	59%	(890)	1519
Educ: Bachelors degree	20%	(91)	11%	(48)	69%	(308)	446
Educ: Post-grad	21%	(52)	10%	(24)	69%	(169)	245

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**Table MCENdem2\_12:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
*The Roku Channel*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(611)	11%	(233)	62%	(1367)	2210
Income: Under 50k	29%	(366)	12%	(150)	59%	(756)	1272
Income: 50k-100k	28%	(190)	9%	(62)	63%	(426)	678
Income: 100k+	21%	(55)	8%	(20)	71%	(185)	260
Ethnicity: White	27%	(466)	10%	(172)	63%	(1092)	1730
Ethnicity: Hispanic	26%	(91)	13%	(45)	61%	(216)	351
Ethnicity: Black	34%	(92)	11%	(30)	55%	(153)	276
Ethnicity: Other	26%	(53)	15%	(30)	59%	(122)	205
All Christian	27%	(275)	9%	(89)	65%	(670)	1034
All Non-Christian	22%	(22)	9%	(9)	69%	(71)	102
Atheist	27%	(30)	8%	(9)	65%	(72)	110
Agnostic/Nothing in particular	27%	(159)	14%	(83)	60%	(356)	597
Something Else	34%	(124)	12%	(43)	54%	(199)	366
Religious Non-Protestant/Catholic	21%	(26)	9%	(11)	70%	(85)	122
Evangelical	33%	(189)	11%	(64)	56%	(320)	573
Non-Evangelical	26%	(202)	8%	(66)	66%	(523)	791
Community: Urban	26%	(163)	14%	(92)	60%	(384)	639
Community: Suburban	27%	(269)	9%	(87)	64%	(637)	993
Community: Rural	31%	(179)	9%	(54)	60%	(346)	579
Employ: Private Sector	25%	(164)	12%	(77)	63%	(407)	648
Employ: Government	32%	(39)	11%	(14)	56%	(69)	122
Employ: Self-Employed	39%	(78)	12%	(25)	49%	(99)	201
Employ: Homemaker	31%	(62)	12%	(23)	57%	(113)	198
Employ: Student	31%	(25)	9%	(7)	60%	(49)	81
Employ: Retired	24%	(123)	5%	(27)	71%	(369)	519
Employ: Unemployed	25%	(68)	13%	(36)	62%	(170)	274
Employ: Other	31%	(52)	14%	(23)	55%	(91)	166

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**Table MCENdem2\_12:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
*The Roku Channel*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(611)	11%	(233)	62%	(1367)	2210
Military HH: Yes	27%	(89)	6%	(19)	67%	(219)	327
Military HH: No	28%	(522)	11%	(213)	61%	(1148)	1883
RD/WT: Right Direction	27%	(184)	11%	(78)	62%	(424)	687
RD/WT: Wrong Track	28%	(426)	10%	(154)	62%	(943)	1523
Biden Job Approve	27%	(255)	10%	(97)	63%	(591)	943
Biden Job Disapprove	28%	(328)	11%	(123)	61%	(713)	1164
Biden Job Strongly Approve	30%	(113)	9%	(33)	62%	(234)	380
Biden Job Somewhat Approve	25%	(142)	11%	(63)	64%	(357)	562
Biden Job Somewhat Disapprove	32%	(98)	10%	(30)	59%	(181)	310
Biden Job Strongly Disapprove	27%	(230)	11%	(93)	62%	(531)	854
Favorable of Biden	28%	(258)	10%	(93)	63%	(585)	936
Unfavorable of Biden	28%	(326)	11%	(127)	61%	(715)	1168
Very Favorable of Biden	31%	(125)	9%	(35)	60%	(244)	403
Somewhat Favorable of Biden	25%	(134)	11%	(58)	64%	(341)	532
Somewhat Unfavorable of Biden	30%	(89)	13%	(38)	58%	(172)	299
Very Unfavorable of Biden	27%	(238)	10%	(89)	62%	(543)	870
#1 Issue: Economy	31%	(264)	11%	(91)	59%	(508)	863
#1 Issue: Security	26%	(101)	9%	(36)	64%	(246)	383
#1 Issue: Health Care	27%	(60)	14%	(31)	59%	(130)	221
#1 Issue: Medicare / Social Security	26%	(60)	4%	(9)	70%	(161)	231
#1 Issue: Women's Issues	30%	(31)	11%	(12)	59%	(61)	104
#1 Issue: Education	20%	(19)	26%	(26)	54%	(52)	97
#1 Issue: Energy	23%	(49)	9%	(19)	68%	(146)	215
#1 Issue: Other	25%	(25)	10%	(9)	65%	(63)	97

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**Table MCENdem2\_12:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
*The Roku Channel*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	28%	(611)	11%	(233)	62%	(1367)	2210
2020 Vote: Joe Biden	27%	(257)	10%	(97)	63%	(591)	945
2020 Vote: Donald Trump	26%	(202)	9%	(68)	65%	(498)	768
2020 Vote: Other	21%	(16)	15%	(11)	63%	(47)	74
2020 Vote: Didn't Vote	32%	(136)	13%	(56)	55%	(231)	423
2018 House Vote: Democrat	28%	(205)	10%	(72)	62%	(451)	729
2018 House Vote: Republican	28%	(179)	8%	(48)	64%	(412)	640
2018 House Vote: Someone else	16%	(11)	13%	(9)	70%	(46)	66
2016 Vote: Hillary Clinton	27%	(182)	9%	(62)	63%	(422)	667
2016 Vote: Donald Trump	27%	(196)	10%	(70)	63%	(452)	717
2016 Vote: Other	23%	(28)	10%	(13)	66%	(80)	121
2016 Vote: Didn't Vote	29%	(201)	13%	(88)	59%	(411)	700
Voted in 2014: Yes	27%	(329)	9%	(107)	64%	(788)	1224
Voted in 2014: No	29%	(282)	13%	(125)	59%	(579)	986
4-Region: Northeast	26%	(102)	10%	(39)	64%	(254)	395
4-Region: Midwest	28%	(129)	11%	(52)	61%	(284)	464
4-Region: South	31%	(261)	9%	(72)	60%	(496)	828
4-Region: West	23%	(119)	13%	(70)	64%	(333)	522
Parents	35%	(172)	16%	(79)	49%	(245)	496
Disney Fans	30%	(529)	11%	(191)	59%	(1016)	1736
Disney+ Subscribers	39%	(318)	10%	(86)	51%	(413)	817

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

**Table MCENdem2\_13:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

IMDbTV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(360)	8%	(176)	76%	(1674)	2210
Gender: Male	18%	(195)	8%	(88)	73%	(784)	1067
Gender: Female	14%	(165)	8%	(88)	78%	(890)	1143
Age: 18-34	13%	(88)	12%	(79)	75%	(492)	658
Age: 35-44	19%	(69)	13%	(46)	68%	(244)	359
Age: 45-64	20%	(150)	5%	(38)	75%	(567)	754
Age: 65+	12%	(53)	3%	(13)	85%	(372)	438
GenZers: 1997-2012	11%	(30)	14%	(39)	75%	(211)	280
Millennials: 1981-1996	16%	(101)	12%	(76)	72%	(450)	627
GenXers: 1965-1980	20%	(111)	6%	(36)	74%	(420)	566
Baby Boomers: 1946-1964	17%	(109)	3%	(23)	80%	(525)	657
PID: Dem (no lean)	17%	(140)	8%	(68)	74%	(592)	800
PID: Ind (no lean)	17%	(125)	7%	(54)	76%	(563)	742
PID: Rep (no lean)	14%	(95)	8%	(55)	78%	(519)	669
PID/Gender: Dem Men	21%	(73)	10%	(35)	70%	(247)	356
PID/Gender: Dem Women	15%	(67)	7%	(33)	78%	(345)	444
PID/Gender: Ind Men	19%	(73)	7%	(25)	74%	(281)	380
PID/Gender: Ind Women	14%	(51)	8%	(28)	78%	(282)	361
PID/Gender: Rep Men	14%	(48)	8%	(28)	77%	(255)	331
PID/Gender: Rep Women	14%	(47)	8%	(27)	78%	(264)	338
Ideo: Liberal (1-3)	18%	(113)	9%	(58)	73%	(467)	638
Ideo: Moderate (4)	17%	(110)	8%	(53)	74%	(468)	631
Ideo: Conservative (5-7)	15%	(108)	6%	(48)	79%	(578)	733
Educ: < College	17%	(261)	8%	(123)	75%	(1136)	1519
Educ: Bachelors degree	13%	(59)	6%	(27)	81%	(359)	446
Educ: Post-grad	16%	(40)	11%	(26)	73%	(179)	245

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**Table MCENdem2\_13:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 IMDbTV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(360)	8%	(176)	76%	(1674)	2210
Income: Under 50k	17%	(215)	8%	(102)	75%	(955)	1272
Income: 50k-100k	17%	(113)	7%	(50)	76%	(516)	678
Income: 100k+	12%	(32)	9%	(25)	78%	(204)	260
Ethnicity: White	15%	(262)	8%	(138)	77%	(1330)	1730
Ethnicity: Hispanic	13%	(44)	6%	(21)	81%	(286)	351
Ethnicity: Black	28%	(77)	8%	(22)	64%	(176)	276
Ethnicity: Other	10%	(20)	8%	(16)	82%	(168)	205
All Christian	17%	(174)	7%	(70)	76%	(791)	1034
All Non-Christian	15%	(15)	10%	(11)	75%	(76)	102
Atheist	8%	(9)	6%	(6)	86%	(95)	110
Agnostic/Nothing in particular	16%	(98)	9%	(54)	74%	(445)	597
Something Else	17%	(63)	10%	(35)	73%	(268)	366
Religious Non-Protestant/Catholic	12%	(15)	9%	(12)	78%	(95)	122
Evangelical	20%	(112)	8%	(44)	73%	(417)	573
Non-Evangelical	15%	(120)	7%	(58)	77%	(613)	791
Community: Urban	16%	(105)	12%	(74)	72%	(461)	639
Community: Suburban	15%	(151)	6%	(60)	79%	(782)	993
Community: Rural	18%	(105)	7%	(42)	75%	(432)	579
Employ: Private Sector	17%	(111)	10%	(64)	73%	(474)	648
Employ: Government	21%	(26)	13%	(16)	66%	(81)	122
Employ: Self-Employed	17%	(34)	8%	(17)	75%	(151)	201
Employ: Homemaker	13%	(26)	8%	(16)	79%	(156)	198
Employ: Student	5%	(4)	11%	(9)	84%	(68)	81
Employ: Retired	17%	(89)	3%	(16)	80%	(414)	519
Employ: Unemployed	18%	(48)	9%	(26)	73%	(200)	274
Employ: Other	13%	(22)	8%	(14)	79%	(131)	166

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**Table MCENdem2\_13:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*

IMDbTV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(360)	8%	(176)	76%	(1674)	2210
Military HH: Yes	15%	(50)	7%	(24)	77%	(253)	327
Military HH: No	16%	(310)	8%	(152)	75%	(1421)	1883
RD/WT: Right Direction	17%	(116)	10%	(68)	73%	(503)	687
RD/WT: Wrong Track	16%	(244)	7%	(109)	77%	(1171)	1523
Biden Job Approve	17%	(162)	8%	(79)	74%	(702)	943
Biden Job Disapprove	16%	(188)	7%	(81)	77%	(895)	1164
Biden Job Strongly Approve	17%	(66)	10%	(38)	73%	(276)	380
Biden Job Somewhat Approve	17%	(95)	7%	(41)	76%	(426)	562
Biden Job Somewhat Disapprove	14%	(44)	8%	(25)	78%	(240)	310
Biden Job Strongly Disapprove	17%	(144)	7%	(56)	77%	(654)	854
Favorable of Biden	17%	(162)	8%	(78)	74%	(696)	936
Unfavorable of Biden	16%	(190)	7%	(86)	76%	(893)	1168
Very Favorable of Biden	18%	(74)	7%	(30)	74%	(299)	403
Somewhat Favorable of Biden	16%	(87)	9%	(48)	75%	(397)	532
Somewhat Unfavorable of Biden	17%	(50)	8%	(25)	75%	(224)	299
Very Unfavorable of Biden	16%	(140)	7%	(61)	77%	(669)	870
#1 Issue: Economy	17%	(147)	9%	(81)	74%	(635)	863
#1 Issue: Security	14%	(55)	6%	(24)	80%	(304)	383
#1 Issue: Health Care	21%	(46)	5%	(12)	74%	(163)	221
#1 Issue: Medicare / Social Security	19%	(43)	2%	(5)	79%	(183)	231
#1 Issue: Women's Issues	11%	(12)	12%	(12)	77%	(80)	104
#1 Issue: Education	13%	(13)	25%	(24)	62%	(60)	97
#1 Issue: Energy	11%	(24)	7%	(16)	81%	(175)	215
#1 Issue: Other	20%	(20)	4%	(4)	76%	(74)	97

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**Table MCENdem2\_13:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 IMDbTV

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(360)	8%	(176)	76%	(1674)	2210
2020 Vote: Joe Biden	18%	(168)	8%	(74)	74%	(703)	945
2020 Vote: Donald Trump	16%	(122)	7%	(52)	77%	(594)	768
2020 Vote: Other	16%	(12)	14%	(10)	70%	(52)	74
2020 Vote: Didn't Vote	14%	(57)	10%	(40)	77%	(325)	423
2018 House Vote: Democrat	19%	(138)	7%	(52)	74%	(539)	729
2018 House Vote: Republican	16%	(101)	7%	(42)	78%	(497)	640
2018 House Vote: Someone else	24%	(16)	13%	(9)	62%	(41)	66
2016 Vote: Hillary Clinton	20%	(133)	8%	(53)	72%	(481)	667
2016 Vote: Donald Trump	16%	(114)	8%	(55)	76%	(549)	717
2016 Vote: Other	17%	(21)	8%	(10)	75%	(91)	121
2016 Vote: Didn't Vote	13%	(90)	8%	(59)	79%	(551)	700
Voted in 2014: Yes	18%	(220)	7%	(89)	75%	(915)	1224
Voted in 2014: No	14%	(139)	9%	(88)	77%	(759)	986
4-Region: Northeast	14%	(55)	6%	(24)	80%	(317)	395
4-Region: Midwest	17%	(80)	6%	(26)	77%	(358)	464
4-Region: South	19%	(153)	8%	(64)	74%	(611)	828
4-Region: West	14%	(72)	12%	(62)	74%	(389)	522
Parents	18%	(90)	15%	(74)	67%	(332)	496
Disney Fans	18%	(309)	9%	(156)	73%	(1272)	1736
Disney+ Subscribers	18%	(143)	10%	(84)	72%	(590)	817

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

**Table MCENdem2\_14:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Crackle

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(254)	12%	(265)	77%	(1691)	2210
Gender: Male	14%	(144)	14%	(146)	73%	(776)	1067
Gender: Female	10%	(109)	10%	(119)	80%	(915)	1143
Age: 18-34	10%	(64)	19%	(126)	71%	(468)	658
Age: 35-44	15%	(55)	14%	(50)	71%	(254)	359
Age: 45-64	13%	(99)	9%	(70)	78%	(585)	754
Age: 65+	8%	(35)	4%	(19)	88%	(384)	438
GenZers: 1997-2012	6%	(16)	19%	(54)	75%	(210)	280
Millennials: 1981-1996	14%	(85)	18%	(110)	69%	(431)	627
GenXers: 1965-1980	13%	(73)	11%	(64)	76%	(429)	566
Baby Boomers: 1946-1964	11%	(73)	5%	(35)	84%	(549)	657
PID: Dem (no lean)	14%	(111)	13%	(104)	73%	(585)	800
PID: Ind (no lean)	10%	(74)	13%	(96)	77%	(571)	742
PID: Rep (no lean)	10%	(68)	10%	(65)	80%	(535)	669
PID/Gender: Dem Men	18%	(64)	15%	(52)	68%	(240)	356
PID/Gender: Dem Women	11%	(48)	12%	(52)	78%	(344)	444
PID/Gender: Ind Men	11%	(41)	15%	(56)	74%	(283)	380
PID/Gender: Ind Women	9%	(33)	11%	(40)	80%	(289)	361
PID/Gender: Rep Men	12%	(39)	12%	(38)	76%	(253)	331
PID/Gender: Rep Women	9%	(29)	8%	(27)	83%	(282)	338
Ideo: Liberal (1-3)	13%	(81)	12%	(80)	75%	(477)	638
Ideo: Moderate (4)	11%	(72)	14%	(88)	75%	(471)	631
Ideo: Conservative (5-7)	11%	(78)	10%	(73)	79%	(583)	733
Educ: < College	13%	(191)	13%	(196)	75%	(1132)	1519
Educ: Bachelors degree	7%	(32)	10%	(45)	83%	(369)	446
Educ: Post-grad	13%	(31)	10%	(24)	78%	(190)	245

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**Table MCENdem2\_14:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Crackle

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(254)	12%	(265)	77%	(1691)	2210
Income: Under 50k	11%	(145)	13%	(169)	75%	(958)	1272
Income: 50k-100k	12%	(85)	10%	(68)	77%	(525)	678
Income: 100k+	9%	(24)	11%	(28)	80%	(208)	260
Ethnicity: White	10%	(177)	11%	(196)	78%	(1357)	1730
Ethnicity: Hispanic	12%	(43)	16%	(56)	72%	(252)	351
Ethnicity: Black	20%	(55)	13%	(35)	67%	(186)	276
Ethnicity: Other	11%	(22)	17%	(34)	73%	(149)	205
All Christian	12%	(122)	10%	(100)	79%	(812)	1034
All Non-Christian	13%	(13)	9%	(10)	78%	(79)	102
Atheist	14%	(15)	12%	(13)	75%	(83)	110
Agnostic/Nothing in particular	11%	(65)	16%	(94)	73%	(439)	597
Something Else	11%	(39)	13%	(49)	76%	(279)	366
Religious Non-Protestant/Catholic	11%	(13)	8%	(10)	81%	(100)	122
Evangelical	14%	(79)	13%	(72)	74%	(422)	573
Non-Evangelical	10%	(79)	10%	(75)	80%	(637)	791
Community: Urban	14%	(89)	16%	(103)	70%	(447)	639
Community: Suburban	9%	(94)	10%	(102)	80%	(796)	993
Community: Rural	12%	(70)	10%	(61)	77%	(448)	579
Employ: Private Sector	11%	(72)	15%	(95)	74%	(481)	648
Employ: Government	12%	(15)	17%	(20)	71%	(87)	122
Employ: Self-Employed	11%	(23)	13%	(27)	75%	(152)	201
Employ: Homemaker	11%	(22)	12%	(24)	77%	(152)	198
Employ: Student	1%	(1)	12%	(9)	87%	(71)	81
Employ: Retired	10%	(53)	6%	(31)	84%	(435)	519
Employ: Unemployed	17%	(48)	15%	(41)	68%	(186)	274
Employ: Other	12%	(20)	10%	(17)	78%	(129)	166

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**Table MCENdem2\_14:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Crackle

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(254)	12%	(265)	77%	(1691)	2210
Military HH: Yes	9%	(30)	10%	(32)	81%	(265)	327
Military HH: No	12%	(224)	12%	(233)	76%	(1427)	1883
RD/WT: Right Direction	14%	(96)	13%	(89)	73%	(502)	687
RD/WT: Wrong Track	10%	(158)	12%	(176)	78%	(1189)	1523
Biden Job Approve	14%	(128)	11%	(108)	75%	(707)	943
Biden Job Disapprove	10%	(117)	12%	(141)	78%	(905)	1164
Biden Job Strongly Approve	16%	(62)	12%	(46)	72%	(273)	380
Biden Job Somewhat Approve	12%	(66)	11%	(62)	77%	(434)	562
Biden Job Somewhat Disapprove	10%	(30)	11%	(33)	80%	(247)	310
Biden Job Strongly Disapprove	10%	(88)	13%	(109)	77%	(658)	854
Favorable of Biden	12%	(116)	13%	(118)	75%	(701)	936
Unfavorable of Biden	11%	(126)	12%	(136)	78%	(906)	1168
Very Favorable of Biden	17%	(69)	12%	(50)	71%	(284)	403
Somewhat Favorable of Biden	9%	(47)	13%	(69)	78%	(417)	532
Somewhat Unfavorable of Biden	12%	(36)	11%	(34)	76%	(228)	299
Very Unfavorable of Biden	10%	(89)	12%	(102)	78%	(678)	870
#1 Issue: Economy	12%	(105)	13%	(114)	75%	(644)	863
#1 Issue: Security	10%	(37)	9%	(34)	81%	(312)	383
#1 Issue: Health Care	15%	(33)	15%	(34)	70%	(155)	221
#1 Issue: Medicare / Social Security	13%	(29)	7%	(15)	81%	(186)	231
#1 Issue: Women's Issues	5%	(6)	14%	(15)	80%	(83)	104
#1 Issue: Education	12%	(11)	20%	(19)	68%	(66)	97
#1 Issue: Energy	11%	(23)	12%	(27)	77%	(165)	215
#1 Issue: Other	10%	(10)	7%	(7)	83%	(80)	97

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**Table MCENdem2\_14:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
Crackle

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(254)	12%	(265)	77%	(1691)	2210
2020 Vote: Joe Biden	13%	(126)	12%	(109)	75%	(710)	945
2020 Vote: Donald Trump	10%	(80)	10%	(78)	79%	(610)	768
2020 Vote: Other	5%	(3)	16%	(12)	79%	(59)	74
2020 Vote: Didn't Vote	11%	(45)	16%	(66)	74%	(312)	423
2018 House Vote: Democrat	14%	(105)	10%	(76)	75%	(547)	729
2018 House Vote: Republican	9%	(60)	10%	(64)	81%	(517)	640
2018 House Vote: Someone else	14%	(9)	16%	(10)	70%	(46)	66
2016 Vote: Hillary Clinton	14%	(96)	14%	(91)	72%	(480)	667
2016 Vote: Donald Trump	11%	(75)	10%	(71)	80%	(571)	717
2016 Vote: Other	12%	(14)	9%	(11)	79%	(96)	121
2016 Vote: Didn't Vote	10%	(68)	13%	(91)	77%	(541)	700
Voted in 2014: Yes	13%	(159)	10%	(126)	77%	(939)	1224
Voted in 2014: No	10%	(94)	14%	(139)	76%	(752)	986
4-Region: Northeast	11%	(44)	11%	(42)	78%	(309)	395
4-Region: Midwest	11%	(53)	10%	(46)	79%	(365)	464
4-Region: South	12%	(97)	13%	(104)	76%	(627)	828
4-Region: West	11%	(59)	14%	(73)	75%	(391)	522
Parents	15%	(77)	16%	(79)	69%	(340)	496
Disney Fans	12%	(215)	13%	(220)	75%	(1302)	1736
Disney+ Subscribers	13%	(104)	14%	(114)	73%	(599)	817

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

**Table MCENdem2\_15:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Vudu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(233)	10%	(225)	79%	(1752)	2210
Gender: Male	12%	(124)	10%	(111)	78%	(832)	1067
Gender: Female	10%	(109)	10%	(114)	80%	(920)	1143
Age: 18-34	14%	(90)	15%	(102)	71%	(466)	658
Age: 35-44	12%	(42)	15%	(52)	74%	(265)	359
Age: 45-64	10%	(72)	8%	(62)	82%	(620)	754
Age: 65+	7%	(29)	2%	(9)	91%	(401)	438
GenZers: 1997-2012	11%	(30)	16%	(46)	73%	(205)	280
Millennials: 1981-1996	13%	(84)	16%	(99)	71%	(443)	627
GenXers: 1965-1980	11%	(62)	10%	(55)	79%	(450)	566
Baby Boomers: 1946-1964	8%	(55)	4%	(24)	88%	(578)	657
PID: Dem (no lean)	14%	(108)	11%	(91)	75%	(601)	800
PID: Ind (no lean)	9%	(65)	9%	(64)	83%	(613)	742
PID: Rep (no lean)	9%	(60)	11%	(71)	80%	(538)	669
PID/Gender: Dem Men	14%	(50)	14%	(49)	72%	(257)	356
PID/Gender: Dem Women	13%	(58)	9%	(42)	78%	(344)	444
PID/Gender: Ind Men	10%	(36)	8%	(31)	82%	(312)	380
PID/Gender: Ind Women	8%	(28)	9%	(32)	83%	(301)	361
PID/Gender: Rep Men	11%	(37)	9%	(30)	80%	(263)	331
PID/Gender: Rep Women	7%	(23)	12%	(40)	81%	(275)	338
Ideo: Liberal (1-3)	14%	(92)	11%	(73)	74%	(473)	638
Ideo: Moderate (4)	8%	(52)	10%	(61)	82%	(518)	631
Ideo: Conservative (5-7)	9%	(63)	9%	(66)	82%	(604)	733
Educ: < College	12%	(183)	11%	(160)	77%	(1176)	1519
Educ: Bachelors degree	8%	(37)	8%	(37)	83%	(372)	446
Educ: Post-grad	5%	(13)	11%	(28)	83%	(204)	245

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**Table MCENdem2\_15:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Vudu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(233)	10%	(225)	79%	(1752)	2210
Income: Under 50k	12%	(152)	11%	(136)	77%	(984)	1272
Income: 50k-100k	8%	(56)	10%	(65)	82%	(557)	678
Income: 100k+	10%	(25)	9%	(24)	81%	(211)	260
Ethnicity: White	10%	(167)	10%	(172)	80%	(1391)	1730
Ethnicity: Hispanic	13%	(46)	13%	(45)	74%	(260)	351
Ethnicity: Black	17%	(46)	12%	(33)	71%	(196)	276
Ethnicity: Other	10%	(21)	10%	(20)	80%	(164)	205
All Christian	10%	(106)	9%	(92)	81%	(836)	1034
All Non-Christian	12%	(12)	7%	(7)	81%	(83)	102
Atheist	4%	(4)	16%	(17)	81%	(89)	110
Agnostic/Nothing in particular	11%	(65)	12%	(73)	77%	(459)	597
Something Else	12%	(46)	10%	(36)	78%	(285)	366
Religious Non-Protestant/Catholic	11%	(14)	8%	(9)	81%	(99)	122
Evangelical	11%	(66)	11%	(62)	78%	(445)	573
Non-Evangelical	10%	(79)	8%	(63)	82%	(650)	791
Community: Urban	11%	(71)	14%	(87)	75%	(481)	639
Community: Suburban	10%	(102)	8%	(82)	81%	(809)	993
Community: Rural	10%	(60)	10%	(56)	80%	(462)	579
Employ: Private Sector	10%	(65)	13%	(83)	77%	(501)	648
Employ: Government	15%	(18)	13%	(16)	72%	(88)	122
Employ: Self-Employed	13%	(26)	13%	(26)	74%	(150)	201
Employ: Homemaker	11%	(21)	11%	(22)	78%	(154)	198
Employ: Student	8%	(7)	7%	(6)	84%	(69)	81
Employ: Retired	8%	(40)	4%	(23)	88%	(456)	519
Employ: Unemployed	13%	(36)	13%	(35)	74%	(203)	274
Employ: Other	12%	(20)	9%	(15)	79%	(132)	166

Continued on next page

**Table MCENdem2\_15:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
Vudu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(233)	10%	(225)	79%	(1752)	2210
Military HH: Yes	8%	(25)	7%	(23)	85%	(279)	327
Military HH: No	11%	(208)	11%	(203)	78%	(1472)	1883
RD/WT: Right Direction	13%	(88)	13%	(90)	74%	(509)	687
RD/WT: Wrong Track	10%	(145)	9%	(135)	82%	(1243)	1523
Biden Job Approve	12%	(113)	10%	(98)	78%	(732)	943
Biden Job Disapprove	10%	(111)	10%	(119)	80%	(933)	1164
Biden Job Strongly Approve	11%	(44)	12%	(44)	77%	(293)	380
Biden Job Somewhat Approve	12%	(69)	10%	(54)	78%	(439)	562
Biden Job Somewhat Disapprove	11%	(33)	10%	(30)	80%	(247)	310
Biden Job Strongly Disapprove	9%	(78)	11%	(90)	80%	(687)	854
Favorable of Biden	12%	(109)	10%	(95)	78%	(732)	936
Unfavorable of Biden	10%	(117)	10%	(121)	80%	(930)	1168
Very Favorable of Biden	13%	(52)	11%	(46)	76%	(306)	403
Somewhat Favorable of Biden	11%	(57)	9%	(50)	80%	(425)	532
Somewhat Unfavorable of Biden	12%	(35)	10%	(31)	78%	(233)	299
Very Unfavorable of Biden	10%	(83)	10%	(90)	80%	(697)	870
#1 Issue: Economy	12%	(103)	13%	(108)	75%	(651)	863
#1 Issue: Security	6%	(23)	9%	(34)	85%	(326)	383
#1 Issue: Health Care	14%	(31)	10%	(23)	76%	(168)	221
#1 Issue: Medicare / Social Security	11%	(24)	5%	(11)	85%	(195)	231
#1 Issue: Women's Issues	14%	(14)	9%	(10)	77%	(80)	104
#1 Issue: Education	8%	(7)	22%	(21)	71%	(68)	97
#1 Issue: Energy	10%	(21)	6%	(13)	84%	(180)	215
#1 Issue: Other	9%	(8)	5%	(5)	86%	(84)	97

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**Table MCENdem2\_15:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Vudu

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	11%	(233)	10%	(225)	79%	(1752)	2210
2020 Vote: Joe Biden	12%	(115)	10%	(90)	78%	(739)	945
2020 Vote: Donald Trump	9%	(69)	10%	(73)	81%	(625)	768
2020 Vote: Other	7%	(5)	13%	(10)	80%	(59)	74
2020 Vote: Didn't Vote	10%	(43)	12%	(51)	78%	(328)	423
2018 House Vote: Democrat	14%	(99)	10%	(71)	77%	(559)	729
2018 House Vote: Republican	8%	(50)	9%	(55)	83%	(534)	640
2018 House Vote: Someone else	11%	(7)	3%	(2)	86%	(57)	66
2016 Vote: Hillary Clinton	13%	(87)	10%	(66)	77%	(513)	667
2016 Vote: Donald Trump	9%	(63)	9%	(66)	82%	(588)	717
2016 Vote: Other	10%	(13)	8%	(10)	82%	(99)	121
2016 Vote: Didn't Vote	10%	(70)	12%	(83)	78%	(547)	700
Voted in 2014: Yes	11%	(133)	8%	(103)	81%	(988)	1224
Voted in 2014: No	10%	(100)	12%	(122)	77%	(764)	986
4-Region: Northeast	10%	(40)	8%	(30)	82%	(325)	395
4-Region: Midwest	9%	(44)	9%	(42)	81%	(378)	464
4-Region: South	12%	(102)	11%	(92)	77%	(634)	828
4-Region: West	9%	(47)	12%	(61)	79%	(415)	522
Parents	12%	(59)	16%	(82)	72%	(356)	496
Disney Fans	12%	(207)	11%	(197)	77%	(1333)	1736
Disney+ Subscribers	17%	(135)	12%	(97)	72%	(584)	817

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

**Table MCENdem2\_16:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(110)	5%	(118)	90%	(1982)	2210
Gender: Male	6%	(66)	7%	(72)	87%	(928)	1067
Gender: Female	4%	(44)	4%	(46)	92%	(1054)	1143
Age: 18-34	7%	(43)	9%	(58)	85%	(557)	658
Age: 35-44	5%	(16)	7%	(27)	88%	(316)	359
Age: 45-64	5%	(41)	4%	(29)	91%	(685)	754
Age: 65+	2%	(10)	1%	(4)	97%	(424)	438
GenZers: 1997-2012	4%	(11)	7%	(21)	89%	(249)	280
Millennials: 1981-1996	6%	(40)	9%	(58)	84%	(528)	627
GenXers: 1965-1980	6%	(35)	5%	(27)	89%	(505)	566
Baby Boomers: 1946-1964	3%	(22)	2%	(12)	95%	(623)	657
PID: Dem (no lean)	7%	(56)	5%	(44)	88%	(700)	800
PID: Ind (no lean)	4%	(26)	5%	(40)	91%	(676)	742
PID: Rep (no lean)	4%	(28)	5%	(34)	91%	(607)	669
PID/Gender: Dem Men	9%	(34)	7%	(26)	83%	(296)	356
PID/Gender: Dem Women	5%	(22)	4%	(18)	91%	(404)	444
PID/Gender: Ind Men	5%	(17)	6%	(22)	90%	(340)	380
PID/Gender: Ind Women	2%	(9)	5%	(18)	93%	(335)	361
PID/Gender: Rep Men	5%	(15)	7%	(24)	88%	(292)	331
PID/Gender: Rep Women	4%	(13)	3%	(10)	93%	(315)	338
Ideo: Liberal (1-3)	6%	(36)	6%	(40)	88%	(562)	638
Ideo: Moderate (4)	6%	(36)	5%	(29)	90%	(566)	631
Ideo: Conservative (5-7)	3%	(25)	5%	(35)	92%	(673)	733
Educ: < College	6%	(87)	5%	(83)	89%	(1349)	1519
Educ: Bachelors degree	2%	(11)	4%	(18)	94%	(417)	446
Educ: Post-grad	5%	(13)	7%	(17)	88%	(216)	245

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**Table MCENdem2\_16:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*

Xumo

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(110)	5%	(118)	90%	(1982)	2210
Income: Under 50k	5%	(68)	6%	(78)	89%	(1126)	1272
Income: 50k-100k	5%	(37)	4%	(26)	91%	(615)	678
Income: 100k+	2%	(5)	6%	(14)	92%	(241)	260
Ethnicity: White	3%	(59)	5%	(92)	91%	(1578)	1730
Ethnicity: Hispanic	7%	(26)	7%	(23)	86%	(302)	351
Ethnicity: Black	13%	(36)	4%	(11)	83%	(229)	276
Ethnicity: Other	7%	(15)	7%	(15)	85%	(175)	205
All Christian	5%	(53)	4%	(43)	91%	(939)	1034
All Non-Christian	7%	(8)	8%	(8)	85%	(87)	102
Atheist	2%	(3)	6%	(7)	91%	(101)	110
Agnostic/Nothing in particular	5%	(32)	6%	(36)	89%	(530)	597
Something Else	4%	(15)	7%	(25)	89%	(326)	366
Religious Non-Protestant/Catholic	6%	(8)	6%	(8)	87%	(107)	122
Evangelical	7%	(43)	8%	(48)	84%	(483)	573
Non-Evangelical	3%	(23)	2%	(19)	95%	(749)	791
Community: Urban	8%	(50)	9%	(57)	83%	(532)	639
Community: Suburban	4%	(37)	3%	(29)	93%	(927)	993
Community: Rural	4%	(23)	6%	(32)	90%	(523)	579
Employ: Private Sector	6%	(38)	6%	(40)	88%	(569)	648
Employ: Government	6%	(8)	7%	(8)	87%	(106)	122
Employ: Self-Employed	9%	(18)	7%	(14)	84%	(170)	201
Employ: Homemaker	6%	(12)	3%	(6)	91%	(180)	198
Employ: Student	1%	(1)	3%	(2)	96%	(78)	81
Employ: Retired	3%	(17)	3%	(13)	94%	(489)	519
Employ: Unemployed	4%	(10)	10%	(27)	87%	(237)	274
Employ: Other	4%	(6)	5%	(8)	92%	(152)	166

Continued on next page

**Table MCENdem2\_16:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(110)	5%	(118)	90%	(1982)	2210
Military HH: Yes	5%	(15)	5%	(16)	91%	(296)	327
Military HH: No	5%	(95)	5%	(102)	90%	(1686)	1883
RD/WT: Right Direction	8%	(53)	7%	(48)	85%	(585)	687
RD/WT: Wrong Track	4%	(57)	5%	(70)	92%	(1397)	1523
Biden Job Approve	6%	(59)	5%	(51)	88%	(833)	943
Biden Job Disapprove	4%	(48)	5%	(61)	91%	(1056)	1164
Biden Job Strongly Approve	6%	(24)	7%	(27)	87%	(330)	380
Biden Job Somewhat Approve	6%	(35)	4%	(24)	89%	(503)	562
Biden Job Somewhat Disapprove	3%	(11)	3%	(11)	93%	(288)	310
Biden Job Strongly Disapprove	4%	(37)	6%	(50)	90%	(767)	854
Favorable of Biden	6%	(54)	6%	(53)	89%	(829)	936
Unfavorable of Biden	5%	(53)	5%	(58)	91%	(1057)	1168
Very Favorable of Biden	8%	(31)	6%	(26)	86%	(347)	403
Somewhat Favorable of Biden	4%	(24)	5%	(27)	90%	(482)	532
Somewhat Unfavorable of Biden	5%	(13)	3%	(10)	92%	(275)	299
Very Unfavorable of Biden	5%	(40)	5%	(47)	90%	(783)	870
#1 Issue: Economy	5%	(47)	6%	(49)	89%	(767)	863
#1 Issue: Security	3%	(13)	5%	(19)	92%	(351)	383
#1 Issue: Health Care	7%	(15)	6%	(13)	87%	(193)	221
#1 Issue: Medicare / Social Security	4%	(9)	2%	(5)	94%	(217)	231
#1 Issue: Women's Issues	1%	(1)	7%	(8)	92%	(95)	104
#1 Issue: Education	6%	(5)	19%	(18)	75%	(73)	97
#1 Issue: Energy	5%	(11)	3%	(7)	92%	(196)	215
#1 Issue: Other	7%	(7)	—	(0)	93%	(90)	97

Continued on next page

**Table MCENdem2\_16:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Xumo

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	5%	(110)	5%	(118)	90%	(1982)	2210
2020 Vote: Joe Biden	6%	(56)	4%	(42)	90%	(847)	945
2020 Vote: Donald Trump	4%	(29)	4%	(34)	92%	(705)	768
2020 Vote: Other	8%	(6)	5%	(4)	87%	(65)	74
2020 Vote: Didn't Vote	5%	(19)	9%	(38)	86%	(365)	423
2018 House Vote: Democrat	5%	(39)	5%	(37)	90%	(652)	729
2018 House Vote: Republican	3%	(19)	4%	(28)	93%	(593)	640
2018 House Vote: Someone else	13%	(8)	3%	(2)	84%	(55)	66
2016 Vote: Hillary Clinton	6%	(40)	6%	(41)	88%	(586)	667
2016 Vote: Donald Trump	4%	(30)	6%	(42)	90%	(646)	717
2016 Vote: Other	4%	(5)	1%	(1)	95%	(115)	121
2016 Vote: Didn't Vote	5%	(35)	5%	(34)	90%	(631)	700
Voted in 2014: Yes	5%	(64)	5%	(56)	90%	(1104)	1224
Voted in 2014: No	5%	(46)	6%	(62)	89%	(878)	986
4-Region: Northeast	5%	(19)	4%	(14)	92%	(362)	395
4-Region: Midwest	4%	(16)	5%	(25)	91%	(423)	464
4-Region: South	5%	(41)	6%	(48)	89%	(739)	828
4-Region: West	6%	(34)	6%	(31)	88%	(458)	522
Parents	7%	(34)	9%	(44)	84%	(419)	496
Disney Fans	5%	(91)	6%	(104)	89%	(1541)	1736
Disney+ Subscribers	6%	(48)	5%	(37)	90%	(732)	817

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

**Table MCENdem2\_17:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
*Youtube*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	53%	(1161)	11%	(250)	36%	(800)	2210
Gender: Male	53%	(567)	12%	(124)	35%	(376)	1067
Gender: Female	52%	(594)	11%	(126)	37%	(424)	1143
Age: 18-34	63%	(416)	15%	(98)	22%	(144)	658
Age: 35-44	63%	(226)	11%	(39)	26%	(94)	359
Age: 45-64	50%	(381)	10%	(73)	40%	(301)	754
Age: 65+	31%	(138)	9%	(39)	60%	(262)	438
GenZers: 1997-2012	69%	(194)	14%	(38)	17%	(48)	280
Millennials: 1981-1996	61%	(382)	14%	(87)	25%	(158)	627
GenXers: 1965-1980	56%	(319)	10%	(57)	34%	(190)	566
Baby Boomers: 1946-1964	38%	(249)	10%	(64)	52%	(345)	657
PID: Dem (no lean)	55%	(439)	11%	(88)	34%	(274)	800
PID: Ind (no lean)	55%	(410)	12%	(87)	33%	(245)	742
PID: Rep (no lean)	47%	(312)	11%	(75)	42%	(281)	669
PID/Gender: Dem Men	57%	(204)	10%	(36)	33%	(116)	356
PID/Gender: Dem Women	53%	(234)	12%	(52)	36%	(158)	444
PID/Gender: Ind Men	55%	(208)	14%	(51)	32%	(121)	380
PID/Gender: Ind Women	56%	(202)	10%	(35)	34%	(124)	361
PID/Gender: Rep Men	47%	(154)	11%	(37)	42%	(139)	331
PID/Gender: Rep Women	47%	(158)	11%	(38)	42%	(142)	338
Ideo: Liberal (1-3)	58%	(367)	11%	(71)	31%	(199)	638
Ideo: Moderate (4)	52%	(329)	10%	(64)	38%	(238)	631
Ideo: Conservative (5-7)	48%	(350)	11%	(83)	41%	(300)	733
Educ: < College	54%	(827)	11%	(170)	34%	(522)	1519
Educ: Bachelors degree	50%	(222)	11%	(51)	39%	(173)	446
Educ: Post-grad	45%	(111)	12%	(29)	43%	(105)	245

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**Table MCENdem2\_17:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Youtube

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	53%	(1161)	11%	(250)	36%	(800)	2210
Income: Under 50k	54%	(683)	12%	(152)	34%	(437)	1272
Income: 50k-100k	50%	(341)	11%	(75)	39%	(262)	678
Income: 100k+	53%	(137)	9%	(23)	38%	(100)	260
Ethnicity: White	49%	(842)	12%	(200)	40%	(688)	1730
Ethnicity: Hispanic	61%	(213)	14%	(51)	25%	(87)	351
Ethnicity: Black	72%	(198)	7%	(20)	21%	(57)	276
Ethnicity: Other	59%	(120)	15%	(30)	27%	(55)	205
All Christian	46%	(479)	11%	(111)	43%	(443)	1034
All Non-Christian	58%	(59)	12%	(12)	30%	(31)	102
Atheist	55%	(61)	11%	(12)	34%	(37)	110
Agnostic/Nothing in particular	57%	(340)	11%	(64)	32%	(193)	597
Something Else	60%	(221)	14%	(50)	26%	(95)	366
Religious Non-Protestant/Catholic	56%	(68)	11%	(13)	34%	(41)	122
Evangelical	53%	(303)	13%	(74)	34%	(196)	573
Non-Evangelical	48%	(383)	11%	(83)	41%	(325)	791
Community: Urban	59%	(376)	12%	(78)	29%	(185)	639
Community: Suburban	50%	(497)	11%	(106)	39%	(389)	993
Community: Rural	50%	(287)	11%	(65)	39%	(226)	579
Employ: Private Sector	55%	(358)	13%	(86)	32%	(204)	648
Employ: Government	58%	(71)	10%	(12)	32%	(39)	122
Employ: Self-Employed	54%	(108)	13%	(26)	33%	(67)	201
Employ: Homemaker	56%	(111)	10%	(20)	34%	(67)	198
Employ: Student	71%	(58)	13%	(10)	17%	(14)	81
Employ: Retired	34%	(176)	8%	(42)	58%	(300)	519
Employ: Unemployed	65%	(177)	13%	(35)	23%	(62)	274
Employ: Other	61%	(102)	11%	(18)	28%	(47)	166

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**Table MCENdem2\_17:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
Youtube

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	53%	(1161)	11%	(250)	36%	(800)	2210
Military HH: Yes	43%	(141)	10%	(33)	47%	(152)	327
Military HH: No	54%	(1020)	11%	(216)	34%	(647)	1883
RD/WT: Right Direction	54%	(370)	13%	(87)	33%	(230)	687
RD/WT: Wrong Track	52%	(791)	11%	(162)	37%	(570)	1523
Biden Job Approve	54%	(508)	11%	(100)	35%	(334)	943
Biden Job Disapprove	51%	(589)	12%	(136)	38%	(439)	1164
Biden Job Strongly Approve	53%	(200)	12%	(46)	35%	(135)	380
Biden Job Somewhat Approve	55%	(308)	10%	(54)	35%	(200)	562
Biden Job Somewhat Disapprove	60%	(185)	13%	(39)	28%	(85)	310
Biden Job Strongly Disapprove	47%	(404)	11%	(97)	41%	(353)	854
Favorable of Biden	54%	(505)	11%	(105)	35%	(325)	936
Unfavorable of Biden	51%	(597)	11%	(133)	38%	(439)	1168
Very Favorable of Biden	53%	(215)	10%	(40)	37%	(149)	403
Somewhat Favorable of Biden	55%	(291)	12%	(66)	33%	(176)	532
Somewhat Unfavorable of Biden	59%	(177)	12%	(35)	29%	(87)	299
Very Unfavorable of Biden	48%	(420)	11%	(98)	40%	(352)	870
#1 Issue: Economy	57%	(488)	12%	(99)	32%	(276)	863
#1 Issue: Security	45%	(174)	12%	(47)	42%	(162)	383
#1 Issue: Health Care	57%	(127)	11%	(24)	32%	(70)	221
#1 Issue: Medicare / Social Security	36%	(84)	10%	(23)	54%	(124)	231
#1 Issue: Women's Issues	61%	(63)	12%	(13)	27%	(28)	104
#1 Issue: Education	64%	(61)	11%	(11)	25%	(25)	97
#1 Issue: Energy	52%	(111)	11%	(24)	37%	(80)	215
#1 Issue: Other	54%	(52)	9%	(9)	37%	(36)	97

Continued on next page

**Table MCENdem2\_17:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?*  
 Youtube

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	53%	(1161)	11%	(250)	36%	(800)	2210
2020 Vote: Joe Biden	55%	(518)	10%	(91)	36%	(336)	945
2020 Vote: Donald Trump	47%	(358)	11%	(86)	42%	(325)	768
2020 Vote: Other	53%	(39)	11%	(8)	36%	(27)	74
2020 Vote: Didn't Vote	58%	(246)	15%	(65)	26%	(112)	423
2018 House Vote: Democrat	53%	(384)	10%	(72)	37%	(273)	729
2018 House Vote: Republican	47%	(298)	11%	(71)	42%	(271)	640
2018 House Vote: Someone else	53%	(35)	6%	(4)	40%	(27)	66
2016 Vote: Hillary Clinton	54%	(358)	10%	(67)	36%	(241)	667
2016 Vote: Donald Trump	47%	(336)	10%	(73)	43%	(309)	717
2016 Vote: Other	54%	(65)	10%	(12)	36%	(44)	121
2016 Vote: Didn't Vote	57%	(398)	14%	(97)	29%	(205)	700
Voted in 2014: Yes	49%	(604)	9%	(114)	41%	(506)	1224
Voted in 2014: No	56%	(556)	14%	(136)	30%	(293)	986
4-Region: Northeast	54%	(212)	9%	(37)	37%	(147)	395
4-Region: Midwest	50%	(232)	12%	(54)	39%	(179)	464
4-Region: South	54%	(449)	11%	(90)	35%	(290)	828
4-Region: West	51%	(269)	13%	(70)	35%	(184)	522
Parents	61%	(300)	14%	(70)	25%	(126)	496
Disney Fans	56%	(965)	12%	(203)	33%	(569)	1736
Disney+ Subscribers	63%	(518)	13%	(103)	24%	(197)	817

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

**Table MCENdem2\_18:** And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Peacock Premium or Peacock Premium plus

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(417)	11%	(239)	70%	(1554)	2210
Gender: Male	19%	(204)	11%	(114)	70%	(748)	1067
Gender: Female	19%	(213)	11%	(125)	70%	(806)	1143
Age: 18-34	24%	(158)	18%	(119)	58%	(381)	658
Age: 35-44	25%	(90)	14%	(51)	61%	(218)	359
Age: 45-64	16%	(118)	7%	(53)	77%	(583)	754
Age: 65+	12%	(50)	4%	(16)	85%	(372)	438
GenZers: 1997-2012	20%	(57)	20%	(55)	60%	(168)	280
Millennials: 1981-1996	26%	(161)	17%	(109)	57%	(357)	627
GenXers: 1965-1980	19%	(108)	7%	(41)	74%	(417)	566
Baby Boomers: 1946-1964	13%	(84)	5%	(31)	82%	(541)	657
PID: Dem (no lean)	22%	(179)	12%	(97)	66%	(524)	800
PID: Ind (no lean)	18%	(133)	10%	(78)	72%	(531)	742
PID: Rep (no lean)	16%	(105)	10%	(64)	75%	(499)	669
PID/Gender: Dem Men	24%	(84)	12%	(44)	64%	(227)	356
PID/Gender: Dem Women	21%	(95)	12%	(53)	67%	(296)	444
PID/Gender: Ind Men	17%	(66)	12%	(44)	71%	(270)	380
PID/Gender: Ind Women	18%	(66)	9%	(34)	72%	(261)	361
PID/Gender: Rep Men	16%	(53)	8%	(27)	76%	(251)	331
PID/Gender: Rep Women	15%	(52)	11%	(38)	73%	(248)	338
Ideo: Liberal (1-3)	23%	(145)	15%	(93)	63%	(400)	638
Ideo: Moderate (4)	18%	(115)	9%	(57)	73%	(459)	631
Ideo: Conservative (5-7)	16%	(118)	9%	(64)	75%	(552)	733
Educ: < College	20%	(307)	11%	(162)	69%	(1049)	1519
Educ: Bachelors degree	16%	(71)	9%	(42)	75%	(333)	446
Educ: Post-grad	16%	(39)	14%	(35)	70%	(171)	245

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**Table MCENdem2\_18:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Peacock Premium or Peacock Premium plus*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(417)	11%	(239)	70%	(1554)	2210
Income: Under 50k	18%	(232)	12%	(147)	70%	(893)	1272
Income: 50k-100k	19%	(131)	11%	(73)	70%	(474)	678
Income: 100k+	21%	(54)	7%	(20)	72%	(187)	260
Ethnicity: White	17%	(299)	10%	(180)	72%	(1251)	1730
Ethnicity: Hispanic	26%	(93)	15%	(53)	58%	(205)	351
Ethnicity: Black	29%	(80)	13%	(35)	58%	(161)	276
Ethnicity: Other	19%	(38)	12%	(25)	69%	(142)	205
All Christian	17%	(174)	10%	(104)	73%	(755)	1034
All Non-Christian	13%	(14)	12%	(12)	74%	(76)	102
Atheist	21%	(23)	9%	(10)	70%	(77)	110
Agnostic/Nothing in particular	22%	(133)	11%	(65)	67%	(400)	597
Something Else	20%	(73)	13%	(47)	67%	(246)	366
Religious Non-Protestant/Catholic	14%	(17)	12%	(14)	74%	(91)	122
Evangelical	22%	(126)	12%	(68)	66%	(379)	573
Non-Evangelical	14%	(115)	10%	(79)	76%	(598)	791
Community: Urban	21%	(133)	15%	(99)	64%	(407)	639
Community: Suburban	19%	(184)	8%	(80)	73%	(729)	993
Community: Rural	17%	(100)	10%	(60)	72%	(418)	579
Employ: Private Sector	20%	(130)	14%	(94)	65%	(424)	648
Employ: Government	29%	(36)	11%	(14)	60%	(73)	122
Employ: Self-Employed	22%	(44)	12%	(25)	66%	(132)	201
Employ: Homemaker	18%	(35)	12%	(23)	71%	(140)	198
Employ: Student	18%	(15)	10%	(8)	72%	(58)	81
Employ: Retired	13%	(66)	5%	(26)	82%	(426)	519
Employ: Unemployed	22%	(59)	12%	(32)	67%	(183)	274
Employ: Other	19%	(32)	11%	(18)	70%	(116)	166

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**Table MCENdem2\_18:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Peacock Premium or Peacock Premium plus*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(417)	11%	(239)	70%	(1554)	2210
Military HH: Yes	18%	(59)	9%	(30)	73%	(239)	327
Military HH: No	19%	(358)	11%	(210)	70%	(1315)	1883
RD/WT: Right Direction	20%	(136)	12%	(83)	68%	(468)	687
RD/WT: Wrong Track	18%	(281)	10%	(156)	71%	(1086)	1523
Biden Job Approve	19%	(183)	11%	(108)	69%	(652)	943
Biden Job Disapprove	19%	(218)	10%	(120)	71%	(826)	1164
Biden Job Strongly Approve	21%	(81)	12%	(46)	67%	(253)	380
Biden Job Somewhat Approve	18%	(102)	11%	(62)	71%	(398)	562
Biden Job Somewhat Disapprove	21%	(64)	13%	(39)	67%	(207)	310
Biden Job Strongly Disapprove	18%	(154)	9%	(81)	72%	(619)	854
Favorable of Biden	20%	(184)	11%	(102)	69%	(650)	936
Unfavorable of Biden	19%	(219)	11%	(127)	70%	(822)	1168
Very Favorable of Biden	21%	(83)	9%	(36)	70%	(284)	403
Somewhat Favorable of Biden	19%	(101)	12%	(66)	69%	(366)	532
Somewhat Unfavorable of Biden	20%	(61)	14%	(42)	66%	(196)	299
Very Unfavorable of Biden	18%	(159)	10%	(85)	72%	(626)	870
#1 Issue: Economy	21%	(181)	12%	(103)	67%	(579)	863
#1 Issue: Security	15%	(56)	10%	(38)	75%	(288)	383
#1 Issue: Health Care	19%	(42)	9%	(20)	72%	(159)	221
#1 Issue: Medicare / Social Security	15%	(35)	5%	(12)	80%	(184)	231
#1 Issue: Women's Issues	26%	(27)	16%	(16)	58%	(61)	104
#1 Issue: Education	22%	(21)	22%	(21)	56%	(54)	97
#1 Issue: Energy	14%	(29)	10%	(22)	76%	(164)	215
#1 Issue: Other	26%	(26)	7%	(7)	67%	(65)	97

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**Table MCENdem2\_18:** *And specifically, do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Peacock Premium or Peacock Premium plus*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	19%	(417)	11%	(239)	70%	(1554)	2210
2020 Vote: Joe Biden	21%	(199)	11%	(105)	68%	(641)	945
2020 Vote: Donald Trump	17%	(127)	10%	(74)	74%	(567)	768
2020 Vote: Other	22%	(16)	8%	(6)	70%	(52)	74
2020 Vote: Didn't Vote	18%	(74)	13%	(55)	69%	(294)	423
2018 House Vote: Democrat	23%	(166)	11%	(77)	67%	(485)	729
2018 House Vote: Republican	16%	(102)	9%	(57)	75%	(481)	640
2018 House Vote: Someone else	16%	(11)	18%	(12)	66%	(43)	66
2016 Vote: Hillary Clinton	24%	(157)	11%	(75)	65%	(434)	667
2016 Vote: Donald Trump	16%	(111)	10%	(70)	75%	(536)	717
2016 Vote: Other	15%	(18)	8%	(9)	77%	(94)	121
2016 Vote: Didn't Vote	18%	(130)	12%	(84)	69%	(487)	700
Voted in 2014: Yes	19%	(229)	9%	(116)	72%	(880)	1224
Voted in 2014: No	19%	(188)	13%	(124)	68%	(674)	986
4-Region: Northeast	18%	(70)	9%	(35)	74%	(291)	395
4-Region: Midwest	19%	(87)	10%	(47)	71%	(331)	464
4-Region: South	19%	(158)	11%	(95)	69%	(575)	828
4-Region: West	20%	(102)	12%	(62)	68%	(357)	522
Parents	28%	(138)	18%	(92)	54%	(266)	496
Disney Fans	21%	(361)	13%	(223)	66%	(1153)	1736
Disney+ Subscribers	31%	(251)	14%	(112)	56%	(454)	817

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2210	100%
xdemGender	Gender: Male	1067	48%
	Gender: Female	1143	52%
	N	2210	
age	Age: 18-34	658	30%
	Age: 35-44	359	16%
	Age: 45-64	754	34%
	Age: 65+	438	20%
	N	2210	
demAgeGeneration	GenZers: 1997-2012	280	13%
	Millennials: 1981-1996	627	28%
	GenXers: 1965-1980	566	26%
	Baby Boomers: 1946-1964	657	30%
	N	2130	
xpid3	PID: Dem (no lean)	800	36%
	PID: Ind (no lean)	742	34%
	PID: Rep (no lean)	669	30%
	N	2210	
xpidGender	PID/Gender: Dem Men	356	16%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	380	17%
	PID/Gender: Ind Women	361	16%
	PID/Gender: Rep Men	331	15%
	PID/Gender: Rep Women	338	15%
	N	2210	
xdemIdeo3	Ideo: Liberal (1-3)	638	29%
	Ideo: Moderate (4)	631	29%
	Ideo: Conservative (5-7)	733	33%
	N	2003	
xeduc3	Educ: < College	1519	69%
	Educ: Bachelors degree	446	20%
	Educ: Post-grad	245	11%
	N	2210	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1272	58%
	Income: 50k-100k	678	31%
	Income: 100k+	260	12%
	N	2210	
xdemWhite	Ethnicity: White	1730	78%
xdemHispBin	Ethnicity: Hispanic	351	16%
demBlackBin	Ethnicity: Black	276	12%
demRaceOther	Ethnicity: Other	205	9%
xdemReligion	All Christian	1034	47%
	All Non-Christian	102	5%
	Atheist	110	5%
	Agnostic/Nothing in particular	597	27%
	Something Else	366	17%
N	2210		
xdemReligOther	Religious Non-Protestant/Catholic	122	6%
xdemEvang	Evangelical	573	26%
	Non-Evangelical	791	36%
	N	1364	
xdemUsr	Community: Urban	639	29%
	Community: Suburban	993	45%
	Community: Rural	579	26%
	N	2210	
xdemEmploy	Employ: Private Sector	648	29%
	Employ: Government	122	6%
	Employ: Self-Employed	201	9%
	Employ: Homemaker	198	9%
	Employ: Student	81	4%
	Employ: Retired	519	23%
	Employ: Unemployed	274	12%
	Employ: Other	166	8%
	N	2210	
xdemMilHH1	Military HH: Yes	327	15%
	Military HH: No	1883	85%
	N	2210	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	687	31%
	RD/WT: Wrong Track	1523	69%
	N	2210	
xdemBidenApprove	Biden Job Approve	943	43%
	Biden Job Disapprove	1164	53%
	N	2106	
xdemBidenApprove2	Biden Job Strongly Approve	380	17%
	Biden Job Somewhat Approve	562	25%
	Biden Job Somewhat Disapprove	310	14%
	Biden Job Strongly Disapprove	854	39%
	N	2106	
xdemBidenFav	Favorable of Biden	936	42%
	Unfavorable of Biden	1168	53%
	N	2104	
xdemBidenFavFull	Very Favorable of Biden	403	18%
	Somewhat Favorable of Biden	532	24%
	Somewhat Unfavorable of Biden	299	14%
	Very Unfavorable of Biden	870	39%
	N	2104	
xnr3	#1 Issue: Economy	863	39%
	#1 Issue: Security	383	17%
	#1 Issue: Health Care	221	10%
	#1 Issue: Medicare / Social Security	231	10%
	#1 Issue: Women's Issues	104	5%
	#1 Issue: Education	97	4%
	#1 Issue: Energy	215	10%
	#1 Issue: Other	97	4%
	N	2210	
xsubVote20O	2020 Vote: Joe Biden	945	43%
	2020 Vote: Donald Trump	768	35%
	2020 Vote: Other	74	3%
	2020 Vote: Didn't Vote	423	19%
	N	2210	
xsubVote18O	2018 House Vote: Democrat	729	33%
	2018 House Vote: Republican	640	29%
	2018 House Vote: Someone else	66	3%
	N	1434	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	667	30%
	2016 Vote: Donald Trump	717	32%
	2016 Vote: Other	121	5%
	2016 Vote: Didn't Vote	700	32%
	N	2206	
xsubVote14O	Voted in 2014: Yes	1224	55%
	Voted in 2014: No	986	45%
	N	2210	
xreg4	4-Region: Northeast	395	18%
	4-Region: Midwest	464	21%
	4-Region: South	828	37%
	4-Region: West	522	24%
	N	2210	
MCENxdem1	Parents	496	22%
MCENxdem2	Disney Fans	1736	79%
MCENxdem3	Disney+ Subscribers	817	37%

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

