



National Tracking Poll #2110046
October 09-12, 2021

Crosstabulation Results

Methodology:

This poll was conducted between October 9-October 12, 2021 among a sample of 2200 Adults. The interviews were conducted online. 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 MCEN6_1: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Netflix

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	57%	(1248)	26%	(578)	5%	(111)	12%	(263)	2200
Gender: Male	57%	(607)	26%	(274)	5%	(53)	12%	(127)	1062
Gender: Female	56%	(641)	27%	(303)	5%	(58)	12%	(135)	1138
Age: 18-34	61%	(398)	30%	(197)	5%	(31)	4%	(29)	655
Age: 35-44	60%	(216)	29%	(103)	3%	(12)	7%	(27)	358
Age: 45-64	58%	(435)	22%	(168)	7%	(53)	13%	(94)	751
Age: 65+	46%	(199)	25%	(110)	3%	(15)	26%	(113)	436
GenZers: 1997-2012	61%	(123)	26%	(52)	7%	(14)	6%	(13)	201
Millennials: 1981-1996	61%	(410)	30%	(204)	4%	(27)	5%	(32)	673
GenXers: 1965-1980	59%	(330)	25%	(137)	6%	(32)	10%	(56)	555
Baby Boomers: 1946-1964	52%	(362)	25%	(173)	5%	(38)	18%	(125)	698
PID: Dem (no lean)	62%	(529)	24%	(204)	4%	(37)	10%	(82)	851
PID: Ind (no lean)	53%	(386)	30%	(221)	5%	(33)	13%	(92)	731
PID: Rep (no lean)	54%	(334)	25%	(153)	7%	(41)	14%	(89)	617
PID/Gender: Dem Men	63%	(249)	24%	(93)	4%	(16)	9%	(37)	395
PID/Gender: Dem Women	61%	(280)	24%	(111)	5%	(21)	10%	(45)	457
PID/Gender: Ind Men	52%	(189)	30%	(109)	4%	(15)	13%	(48)	361
PID/Gender: Ind Women	53%	(197)	30%	(112)	5%	(19)	12%	(43)	370
PID/Gender: Rep Men	55%	(169)	23%	(72)	7%	(22)	14%	(42)	306
PID/Gender: Rep Women	53%	(165)	26%	(81)	6%	(19)	15%	(47)	312
Ideo: Liberal (1-3)	66%	(425)	23%	(151)	4%	(25)	7%	(43)	644
Ideo: Moderate (4)	53%	(343)	28%	(179)	3%	(21)	15%	(98)	641
Ideo: Conservative (5-7)	53%	(366)	26%	(178)	8%	(52)	13%	(92)	688
Educ: < College	54%	(823)	27%	(413)	5%	(80)	13%	(196)	1512
Educ: Bachelors degree	64%	(283)	23%	(100)	5%	(20)	9%	(40)	444
Educ: Post-grad	58%	(142)	27%	(65)	5%	(11)	11%	(26)	244

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**Table MCEN6_1: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Netflix**

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	57%	(1248)	26%	(578)	5%	(111)	12%	(263)	2200
Income: Under 50k	54%	(636)	27%	(324)	5%	(57)	14%	(169)	1187
Income: 50k-100k	58%	(390)	25%	(168)	7%	(46)	10%	(71)	675
Income: 100k+	66%	(222)	25%	(85)	2%	(8)	7%	(23)	338
Ethnicity: White	56%	(958)	26%	(448)	5%	(86)	13%	(230)	1722
Ethnicity: Hispanic	57%	(198)	31%	(109)	5%	(18)	7%	(25)	349
Ethnicity: Black	63%	(174)	27%	(73)	4%	(12)	6%	(15)	274
Ethnicity: Other	57%	(116)	28%	(57)	7%	(14)	9%	(17)	204
All Christian	56%	(563)	25%	(250)	5%	(53)	13%	(132)	998
All Non-Christian	52%	(69)	30%	(39)	7%	(9)	11%	(15)	132
Atheist	64%	(67)	21%	(22)	7%	(7)	8%	(9)	104
Agnostic/Nothing in particular	57%	(338)	26%	(157)	5%	(28)	12%	(70)	594
Something Else	57%	(211)	30%	(110)	4%	(14)	10%	(37)	372
Religious Non-Protestant/Catholic	52%	(79)	30%	(46)	8%	(12)	10%	(15)	151
Evangelical	56%	(297)	29%	(152)	5%	(28)	10%	(54)	531
Non-Evangelical	57%	(459)	24%	(195)	4%	(34)	14%	(111)	799
Community: Urban	60%	(388)	27%	(176)	5%	(33)	8%	(49)	646
Community: Suburban	56%	(573)	27%	(276)	4%	(42)	13%	(127)	1018
Community: Rural	54%	(287)	24%	(126)	7%	(36)	16%	(86)	536
Employ: Private Sector	63%	(474)	24%	(181)	6%	(46)	6%	(47)	747
Employ: Government	67%	(83)	26%	(32)	1%	(1)	6%	(7)	124
Employ: Self-Employed	48%	(102)	36%	(76)	4%	(9)	11%	(24)	211
Employ: Homemaker	48%	(62)	34%	(44)	5%	(7)	13%	(16)	130
Employ: Student	69%	(42)	20%	(12)	6%	(4)	5%	(3)	61
Employ: Retired	47%	(237)	24%	(122)	5%	(24)	24%	(121)	504
Employ: Unemployed	58%	(162)	25%	(71)	5%	(15)	11%	(31)	279
Employ: Other	59%	(85)	28%	(40)	4%	(6)	9%	(13)	144
Military HH: Yes	56%	(189)	27%	(90)	8%	(26)	10%	(33)	338
Military HH: No	57%	(1060)	26%	(488)	5%	(86)	12%	(229)	1862

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Table MCEN6_1: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Netflix

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	57%	(1248)	26%	(578)	5%	(111)	12%	(263)	2200
RD/WT: Right Direction	62%	(532)	22%	(192)	4%	(34)	12%	(106)	863
RD/WT: Wrong Track	54%	(717)	29%	(386)	6%	(77)	12%	(157)	1337
Biden Job Approve	62%	(643)	23%	(238)	4%	(38)	12%	(120)	1039
Biden Job Disapprove	52%	(548)	29%	(311)	7%	(71)	12%	(130)	1060
Biden Job Strongly Approve	66%	(336)	19%	(97)	3%	(17)	12%	(60)	510
Biden Job Somewhat Approve	58%	(307)	27%	(141)	4%	(21)	11%	(61)	529
Biden Job Somewhat Disapprove	59%	(183)	27%	(82)	3%	(10)	11%	(34)	310
Biden Job Strongly Disapprove	49%	(365)	31%	(229)	8%	(61)	13%	(95)	750
Favorable of Biden	63%	(661)	23%	(248)	3%	(34)	11%	(114)	1057
Unfavorable of Biden	53%	(550)	28%	(295)	7%	(73)	12%	(126)	1045
Very Favorable of Biden	64%	(355)	19%	(104)	3%	(18)	14%	(75)	553
Somewhat Favorable of Biden	61%	(306)	28%	(143)	3%	(16)	8%	(39)	504
Somewhat Unfavorable of Biden	58%	(147)	25%	(64)	6%	(15)	11%	(28)	254
Very Unfavorable of Biden	51%	(403)	29%	(231)	7%	(58)	12%	(99)	791
#1 Issue: Economy	60%	(498)	28%	(230)	3%	(29)	9%	(71)	828
#1 Issue: Security	52%	(165)	26%	(84)	7%	(22)	15%	(48)	319
#1 Issue: Health Care	61%	(161)	25%	(67)	6%	(16)	8%	(20)	265
#1 Issue: Medicare / Social Security	49%	(147)	23%	(70)	4%	(11)	24%	(72)	300
#1 Issue: Women's Issues	62%	(99)	30%	(48)	4%	(7)	5%	(7)	161
#1 Issue: Education	50%	(48)	29%	(28)	10%	(10)	11%	(10)	96
#1 Issue: Energy	62%	(70)	23%	(25)	2%	(3)	13%	(14)	112
#1 Issue: Other	51%	(61)	21%	(25)	12%	(14)	17%	(20)	119
2020 Vote: Joe Biden	62%	(622)	24%	(241)	4%	(41)	11%	(108)	1011
2020 Vote: Donald Trump	51%	(361)	28%	(200)	7%	(47)	14%	(98)	706
2020 Vote: Other	55%	(34)	28%	(17)	8%	(5)	9%	(6)	62
2020 Vote: Didn't Vote	54%	(224)	29%	(120)	5%	(19)	12%	(51)	413
2018 House Vote: Democrat	63%	(498)	23%	(187)	3%	(27)	10%	(84)	796
2018 House Vote: Republican	53%	(313)	25%	(144)	8%	(47)	14%	(83)	587
2018 House Vote: Someone else	42%	(27)	35%	(23)	6%	(4)	18%	(12)	65

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Table MCEN6_1: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Netflix

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	57%	(1248)	26%	(578)	5%	(111)	12%	(263)	2200
2016 Vote: Hillary Clinton	64%	(457)	23%	(164)	3%	(22)	10%	(75)	719
2016 Vote: Donald Trump	53%	(347)	26%	(170)	9%	(58)	13%	(84)	659
2016 Vote: Other	50%	(46)	27%	(25)	4%	(4)	19%	(17)	91
2016 Vote: Didn't Vote	54%	(396)	30%	(218)	4%	(28)	12%	(87)	728
Voted in 2014: Yes	59%	(741)	23%	(293)	5%	(69)	12%	(156)	1259
Voted in 2014: No	54%	(507)	30%	(285)	5%	(43)	11%	(107)	941
4-Region: Northeast	59%	(232)	24%	(96)	4%	(16)	13%	(50)	394
4-Region: Midwest	57%	(263)	25%	(117)	4%	(21)	13%	(62)	462
4-Region: South	56%	(459)	27%	(219)	7%	(54)	11%	(93)	824
4-Region: West	57%	(295)	28%	(146)	4%	(21)	11%	(58)	520

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

Table MCEN6_2: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Hulu

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	39%	(857)	34%	(755)	6%	(139)	20%	(448)	2200
Gender: Male	38%	(402)	34%	(363)	8%	(81)	20%	(216)	1062
Gender: Female	40%	(455)	34%	(392)	5%	(58)	20%	(232)	1138
Age: 18-34	53%	(348)	32%	(209)	6%	(40)	9%	(58)	655
Age: 35-44	43%	(154)	34%	(121)	6%	(21)	17%	(62)	358
Age: 45-64	35%	(262)	36%	(271)	7%	(55)	22%	(163)	751
Age: 65+	21%	(93)	36%	(155)	5%	(23)	38%	(165)	436
GenZers: 1997-2012	51%	(102)	32%	(64)	7%	(14)	10%	(21)	201
Millennials: 1981-1996	51%	(343)	32%	(216)	6%	(39)	11%	(74)	673
GenXers: 1965-1980	39%	(216)	34%	(190)	8%	(45)	19%	(104)	555
Baby Boomers: 1946-1964	26%	(183)	38%	(264)	6%	(40)	30%	(210)	698
PID: Dem (no lean)	46%	(394)	32%	(273)	5%	(41)	17%	(144)	851
PID: Ind (no lean)	34%	(248)	39%	(288)	6%	(46)	20%	(149)	731
PID: Rep (no lean)	35%	(215)	31%	(194)	9%	(53)	25%	(156)	617
PID/Gender: Dem Men	47%	(185)	31%	(123)	6%	(22)	16%	(65)	395
PID/Gender: Dem Women	46%	(209)	33%	(150)	4%	(19)	17%	(79)	457
PID/Gender: Ind Men	32%	(117)	39%	(140)	8%	(29)	21%	(76)	361
PID/Gender: Ind Women	36%	(132)	40%	(149)	4%	(16)	20%	(73)	370
PID/Gender: Rep Men	33%	(101)	33%	(100)	10%	(29)	25%	(76)	306
PID/Gender: Rep Women	37%	(114)	30%	(94)	8%	(24)	26%	(80)	312
Ideo: Liberal (1-3)	49%	(316)	34%	(219)	4%	(25)	13%	(83)	644
Ideo: Moderate (4)	35%	(222)	35%	(226)	7%	(44)	23%	(150)	641
Ideo: Conservative (5-7)	36%	(245)	32%	(221)	8%	(57)	24%	(165)	688
Educ: < College	38%	(580)	33%	(501)	7%	(99)	22%	(332)	1512
Educ: Bachelors degree	42%	(187)	35%	(156)	6%	(26)	17%	(74)	444
Educ: Post-grad	37%	(91)	40%	(98)	6%	(14)	17%	(41)	244
Income: Under 50k	38%	(449)	34%	(400)	5%	(63)	23%	(274)	1187
Income: 50k-100k	40%	(268)	34%	(231)	8%	(55)	18%	(121)	675
Income: 100k+	41%	(140)	37%	(125)	6%	(21)	16%	(53)	338
Ethnicity: White	37%	(641)	35%	(594)	7%	(117)	21%	(369)	1722

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Table MCEN6_2: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Hulu

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	39%	(857)	34%	(755)	6%	(139)	20%	(448)	2200
Ethnicity: Hispanic	49%	(171)	29%	(103)	7%	(23)	15%	(52)	349
Ethnicity: Black	52%	(143)	31%	(84)	4%	(12)	13%	(36)	274
Ethnicity: Other	36%	(74)	38%	(77)	5%	(10)	21%	(43)	204
All Christian	37%	(372)	35%	(354)	5%	(53)	22%	(219)	998
All Non-Christian	33%	(44)	38%	(51)	7%	(9)	22%	(29)	132
Atheist	46%	(48)	30%	(31)	6%	(6)	18%	(18)	104
Agnostic/Nothing in particular	38%	(227)	35%	(209)	8%	(50)	18%	(108)	594
Something Else	45%	(167)	30%	(110)	6%	(21)	20%	(73)	372
Religious Non-Protestant/Catholic	34%	(51)	38%	(57)	8%	(13)	20%	(30)	151
Evangelical	45%	(238)	31%	(167)	5%	(25)	19%	(101)	531
Non-Evangelical	35%	(283)	36%	(286)	6%	(44)	23%	(186)	799
Community: Urban	44%	(281)	33%	(213)	7%	(47)	16%	(105)	646
Community: Suburban	39%	(396)	35%	(357)	5%	(55)	21%	(210)	1018
Community: Rural	34%	(180)	35%	(186)	7%	(37)	25%	(133)	536
Employ: Private Sector	47%	(352)	33%	(246)	7%	(51)	13%	(98)	747
Employ: Government	44%	(55)	39%	(49)	7%	(8)	10%	(12)	124
Employ: Self-Employed	38%	(80)	29%	(62)	12%	(25)	21%	(45)	211
Employ: Homemaker	48%	(62)	33%	(42)	3%	(4)	17%	(22)	130
Employ: Student	46%	(28)	38%	(23)	5%	(3)	12%	(8)	61
Employ: Retired	23%	(115)	37%	(186)	5%	(25)	35%	(178)	504
Employ: Unemployed	39%	(108)	32%	(89)	7%	(19)	23%	(64)	279
Employ: Other	40%	(58)	41%	(58)	4%	(6)	15%	(22)	144
Military HH: Yes	41%	(138)	33%	(112)	7%	(24)	19%	(64)	338
Military HH: No	39%	(719)	35%	(643)	6%	(115)	21%	(385)	1862
RD/WT: Right Direction	42%	(365)	34%	(294)	4%	(33)	20%	(171)	863
RD/WT: Wrong Track	37%	(492)	34%	(461)	8%	(106)	21%	(278)	1337
Biden Job Approve	43%	(444)	34%	(353)	5%	(48)	19%	(193)	1039
Biden Job Disapprove	35%	(375)	34%	(364)	8%	(85)	22%	(237)	1060

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Table MCEN6_2: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Hulu

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	39%	(857)	34%	(755)	6%	(139)	20%	(448)	2200
Biden Job Strongly Approve	45%	(229)	33%	(168)	4%	(22)	18%	(91)	510
Biden Job Somewhat Approve	41%	(215)	35%	(185)	5%	(27)	19%	(102)	529
Biden Job Somewhat Disapprove	44%	(136)	30%	(93)	7%	(21)	19%	(59)	310
Biden Job Strongly Disapprove	32%	(239)	36%	(270)	9%	(64)	24%	(178)	750
Favorable of Biden	43%	(457)	34%	(363)	5%	(51)	18%	(186)	1057
Unfavorable of Biden	35%	(369)	35%	(367)	8%	(82)	22%	(227)	1045
Very Favorable of Biden	43%	(240)	33%	(183)	5%	(26)	19%	(105)	553
Somewhat Favorable of Biden	43%	(218)	36%	(180)	5%	(25)	16%	(81)	504
Somewhat Unfavorable of Biden	47%	(119)	31%	(78)	4%	(10)	18%	(46)	254
Very Unfavorable of Biden	32%	(250)	36%	(289)	9%	(72)	23%	(181)	791
#1 Issue: Economy	42%	(348)	34%	(283)	8%	(65)	16%	(131)	828
#1 Issue: Security	32%	(101)	35%	(111)	8%	(27)	25%	(80)	319
#1 Issue: Health Care	41%	(109)	39%	(104)	6%	(16)	14%	(36)	265
#1 Issue: Medicare / Social Security	27%	(81)	33%	(100)	2%	(6)	38%	(113)	300
#1 Issue: Women's Issues	54%	(86)	32%	(52)	5%	(9)	9%	(15)	161
#1 Issue: Education	41%	(40)	30%	(29)	5%	(4)	24%	(23)	96
#1 Issue: Energy	48%	(54)	31%	(35)	5%	(6)	16%	(18)	112
#1 Issue: Other	32%	(38)	35%	(42)	6%	(8)	27%	(32)	119
2020 Vote: Joe Biden	44%	(442)	34%	(348)	4%	(45)	17%	(176)	1011
2020 Vote: Donald Trump	34%	(241)	33%	(232)	9%	(64)	24%	(168)	706
2020 Vote: Other	43%	(27)	40%	(25)	1%	(1)	16%	(10)	62
2020 Vote: Didn't Vote	34%	(140)	36%	(149)	7%	(30)	23%	(94)	413
2018 House Vote: Democrat	42%	(338)	35%	(278)	5%	(38)	18%	(143)	796
2018 House Vote: Republican	35%	(208)	32%	(187)	9%	(53)	24%	(138)	587
2018 House Vote: Someone else	31%	(20)	43%	(28)	6%	(4)	20%	(13)	65
2016 Vote: Hillary Clinton	42%	(303)	36%	(258)	4%	(29)	18%	(129)	719
2016 Vote: Donald Trump	36%	(235)	32%	(209)	10%	(63)	23%	(152)	659
2016 Vote: Other	35%	(32)	38%	(35)	2%	(2)	24%	(22)	91
2016 Vote: Didn't Vote	39%	(284)	35%	(253)	6%	(45)	20%	(146)	728

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Table MCEN6_2: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Hulu

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	39%	(857)	34%	(755)	6%	(139)	20%	(448)	2200
Voted in 2014: Yes	38%	(484)	34%	(431)	6%	(80)	21%	(265)	1259
Voted in 2014: No	40%	(373)	35%	(325)	6%	(59)	20%	(184)	941
4-Region: Northeast	38%	(148)	33%	(130)	6%	(22)	24%	(94)	394
4-Region: Midwest	40%	(184)	33%	(155)	6%	(27)	21%	(97)	462
4-Region: South	40%	(331)	34%	(281)	7%	(59)	19%	(154)	824
4-Region: West	37%	(195)	37%	(190)	6%	(32)	20%	(103)	520

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

Table MCEN6_3: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
 HBO Max

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	34%	(752)	30%	(655)	7%	(157)	29%	(635)	2200
Gender: Male	37%	(392)	31%	(325)	8%	(85)	24%	(260)	1062
Gender: Female	32%	(360)	29%	(330)	6%	(72)	33%	(375)	1138
Age: 18-34	41%	(271)	29%	(192)	8%	(54)	21%	(138)	655
Age: 35-44	37%	(133)	33%	(119)	4%	(14)	26%	(92)	358
Age: 45-64	32%	(244)	28%	(213)	7%	(56)	32%	(238)	751
Age: 65+	24%	(104)	30%	(131)	8%	(33)	38%	(168)	436
GenZers: 1997-2012	34%	(67)	29%	(58)	12%	(24)	26%	(51)	201
Millennials: 1981-1996	43%	(289)	31%	(208)	6%	(38)	20%	(138)	673
GenXers: 1965-1980	33%	(181)	30%	(167)	8%	(43)	29%	(163)	555
Baby Boomers: 1946-1964	29%	(202)	29%	(203)	7%	(49)	35%	(244)	698
PID: Dem (no lean)	45%	(379)	30%	(252)	5%	(43)	21%	(177)	851
PID: Ind (no lean)	30%	(221)	29%	(213)	6%	(45)	34%	(252)	731
PID: Rep (no lean)	25%	(152)	31%	(190)	11%	(68)	33%	(207)	617
PID/Gender: Dem Men	50%	(198)	30%	(119)	4%	(16)	16%	(61)	395
PID/Gender: Dem Women	40%	(181)	29%	(133)	6%	(27)	25%	(116)	457
PID/Gender: Ind Men	32%	(114)	31%	(113)	7%	(25)	30%	(109)	361
PID/Gender: Ind Women	29%	(107)	27%	(100)	5%	(20)	39%	(143)	370
PID/Gender: Rep Men	26%	(80)	30%	(93)	14%	(43)	29%	(90)	306
PID/Gender: Rep Women	23%	(73)	31%	(97)	8%	(25)	37%	(117)	312
Ideo: Liberal (1-3)	46%	(298)	31%	(200)	4%	(24)	19%	(122)	644
Ideo: Moderate (4)	31%	(200)	30%	(193)	8%	(53)	30%	(195)	641
Ideo: Conservative (5-7)	28%	(196)	31%	(210)	9%	(63)	32%	(219)	688
Educ: < College	31%	(470)	29%	(431)	8%	(117)	33%	(493)	1512
Educ: Bachelors degree	42%	(186)	32%	(141)	6%	(26)	20%	(90)	444
Educ: Post-grad	39%	(96)	34%	(82)	6%	(14)	21%	(52)	244
Income: Under 50k	31%	(367)	29%	(344)	7%	(86)	33%	(390)	1187
Income: 50k-100k	36%	(244)	30%	(202)	8%	(52)	26%	(176)	675
Income: 100k+	42%	(142)	32%	(109)	6%	(19)	20%	(68)	338
Ethnicity: White	33%	(565)	30%	(512)	8%	(130)	30%	(515)	1722

Continued on next page

Table MCEN6_3: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

HBO Max

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	34%	(752)	30%	(655)	7%	(157)	29%	(635)	2200
Ethnicity: Hispanic	39%	(136)	28%	(97)	9%	(31)	25%	(86)	349
Ethnicity: Black	46%	(126)	27%	(75)	5%	(14)	22%	(60)	274
Ethnicity: Other	30%	(62)	33%	(68)	7%	(14)	30%	(60)	204
All Christian	33%	(326)	31%	(306)	8%	(75)	29%	(291)	998
All Non-Christian	35%	(46)	33%	(44)	9%	(12)	23%	(30)	132
Atheist	44%	(45)	27%	(28)	4%	(4)	25%	(27)	104
Agnostic/Nothing in particular	35%	(209)	29%	(169)	7%	(40)	30%	(176)	594
Something Else	34%	(126)	29%	(107)	7%	(26)	30%	(112)	372
Religious Non-Protestant/Catholic	35%	(53)	32%	(49)	9%	(14)	23%	(35)	151
Evangelical	34%	(179)	31%	(164)	8%	(44)	27%	(144)	531
Non-Evangelical	32%	(257)	30%	(238)	7%	(54)	31%	(249)	799
Community: Urban	42%	(273)	30%	(195)	6%	(39)	22%	(140)	646
Community: Suburban	34%	(350)	30%	(302)	8%	(80)	28%	(287)	1018
Community: Rural	24%	(130)	30%	(159)	7%	(39)	39%	(208)	536
Employ: Private Sector	39%	(288)	33%	(243)	6%	(44)	23%	(172)	747
Employ: Government	44%	(55)	34%	(43)	5%	(6)	16%	(20)	124
Employ: Self-Employed	34%	(71)	27%	(57)	12%	(26)	27%	(56)	211
Employ: Homemaker	43%	(55)	23%	(30)	9%	(12)	25%	(32)	130
Employ: Student	40%	(25)	31%	(19)	8%	(5)	21%	(13)	61
Employ: Retired	25%	(127)	31%	(156)	6%	(32)	37%	(189)	504
Employ: Unemployed	35%	(97)	23%	(64)	7%	(20)	35%	(99)	279
Employ: Other	24%	(34)	30%	(43)	9%	(13)	37%	(54)	144
Military HH: Yes	32%	(108)	31%	(106)	9%	(31)	27%	(92)	338
Military HH: No	35%	(644)	29%	(549)	7%	(126)	29%	(543)	1862
RD/WT: Right Direction	43%	(369)	29%	(253)	4%	(38)	23%	(202)	863
RD/WT: Wrong Track	29%	(383)	30%	(402)	9%	(119)	32%	(433)	1337
Biden Job Approve	41%	(423)	31%	(317)	5%	(54)	23%	(244)	1039
Biden Job Disapprove	28%	(299)	29%	(311)	9%	(91)	34%	(358)	1060

Continued on next page

Table MCEN6_3: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

HBO Max

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	34%	(752)	30%	(655)	7%	(157)	29%	(635)	2200
Biden Job Strongly Approve	48%	(243)	29%	(150)	4%	(23)	19%	(95)	510
Biden Job Somewhat Approve	34%	(180)	32%	(168)	6%	(31)	28%	(149)	529
Biden Job Somewhat Disapprove	35%	(110)	32%	(98)	4%	(13)	29%	(88)	310
Biden Job Strongly Disapprove	25%	(189)	28%	(213)	10%	(78)	36%	(270)	750
Favorable of Biden	40%	(426)	31%	(324)	5%	(52)	24%	(255)	1057
Unfavorable of Biden	29%	(301)	30%	(310)	9%	(98)	32%	(336)	1045
Very Favorable of Biden	45%	(248)	29%	(159)	5%	(26)	22%	(120)	553
Somewhat Favorable of Biden	35%	(179)	33%	(165)	5%	(26)	27%	(135)	504
Somewhat Unfavorable of Biden	38%	(97)	31%	(79)	6%	(16)	25%	(63)	254
Very Unfavorable of Biden	26%	(205)	29%	(231)	10%	(82)	35%	(273)	791
#1 Issue: Economy	36%	(299)	31%	(260)	7%	(62)	25%	(207)	828
#1 Issue: Security	30%	(96)	29%	(91)	11%	(35)	30%	(97)	319
#1 Issue: Health Care	38%	(102)	29%	(78)	7%	(19)	25%	(66)	265
#1 Issue: Medicare / Social Security	26%	(77)	33%	(98)	4%	(11)	38%	(114)	300
#1 Issue: Women's Issues	39%	(63)	27%	(44)	7%	(11)	27%	(44)	161
#1 Issue: Education	47%	(45)	18%	(17)	6%	(6)	29%	(28)	96
#1 Issue: Energy	35%	(39)	30%	(33)	2%	(2)	33%	(37)	112
#1 Issue: Other	26%	(31)	28%	(33)	10%	(11)	37%	(44)	119
2020 Vote: Joe Biden	42%	(424)	31%	(314)	5%	(49)	22%	(225)	1011
2020 Vote: Donald Trump	25%	(177)	32%	(224)	11%	(76)	32%	(229)	706
2020 Vote: Other	35%	(22)	26%	(16)	10%	(6)	29%	(18)	62
2020 Vote: Didn't Vote	29%	(122)	25%	(102)	6%	(25)	40%	(164)	413
2018 House Vote: Democrat	43%	(341)	31%	(246)	4%	(32)	22%	(177)	796
2018 House Vote: Republican	27%	(156)	32%	(190)	8%	(49)	33%	(192)	587
2018 House Vote: Someone else	30%	(20)	15%	(10)	11%	(7)	43%	(28)	65
2016 Vote: Hillary Clinton	43%	(311)	31%	(222)	4%	(28)	22%	(158)	719
2016 Vote: Donald Trump	28%	(184)	31%	(205)	10%	(65)	31%	(204)	659
2016 Vote: Other	31%	(28)	28%	(26)	5%	(5)	36%	(33)	91
2016 Vote: Didn't Vote	31%	(229)	28%	(201)	8%	(59)	33%	(240)	728

Continued on next page

Table MCEN6_3: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

HBO Max

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	34%	(752)	30%	(655)	7%	(157)	29%	(635)	2200
Voted in 2014: Yes	36%	(451)	30%	(381)	7%	(84)	27%	(342)	1259
Voted in 2014: No	32%	(301)	29%	(274)	8%	(73)	31%	(293)	941
4-Region: Northeast	34%	(135)	31%	(121)	6%	(22)	30%	(116)	394
4-Region: Midwest	31%	(142)	29%	(136)	7%	(32)	33%	(153)	462
4-Region: South	34%	(284)	28%	(231)	9%	(77)	28%	(233)	824
4-Region: West	37%	(192)	32%	(168)	5%	(26)	26%	(134)	520

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

Table MCEN6_4: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Disney+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(899)	30%	(657)	6%	(141)	23%	(504)	2200
Gender: Male	39%	(412)	33%	(349)	8%	(89)	20%	(212)	1062
Gender: Female	43%	(487)	27%	(308)	5%	(51)	26%	(292)	1138
Age: 18-34	51%	(336)	31%	(200)	5%	(35)	13%	(84)	655
Age: 35-44	46%	(166)	30%	(106)	7%	(24)	17%	(61)	358
Age: 45-64	37%	(276)	30%	(222)	7%	(54)	26%	(199)	751
Age: 65+	28%	(121)	29%	(128)	6%	(28)	37%	(159)	436
GenZers: 1997-2012	52%	(104)	27%	(54)	4%	(8)	18%	(36)	201
Millennials: 1981-1996	50%	(339)	31%	(209)	7%	(46)	12%	(79)	673
GenXers: 1965-1980	41%	(227)	29%	(161)	8%	(43)	22%	(124)	555
Baby Boomers: 1946-1964	30%	(208)	32%	(223)	6%	(44)	32%	(223)	698
PID: Dem (no lean)	46%	(389)	31%	(260)	6%	(47)	18%	(155)	851
PID: Ind (no lean)	40%	(294)	29%	(215)	6%	(45)	24%	(177)	731
PID: Rep (no lean)	35%	(215)	29%	(182)	8%	(49)	28%	(171)	617
PID/Gender: Dem Men	47%	(187)	33%	(129)	7%	(27)	13%	(52)	395
PID/Gender: Dem Women	44%	(202)	29%	(131)	5%	(21)	22%	(103)	457
PID/Gender: Ind Men	36%	(131)	33%	(120)	9%	(31)	22%	(79)	361
PID/Gender: Ind Women	44%	(163)	26%	(95)	4%	(13)	27%	(98)	370
PID/Gender: Rep Men	31%	(94)	33%	(100)	10%	(32)	26%	(80)	306
PID/Gender: Rep Women	39%	(121)	26%	(82)	6%	(17)	29%	(91)	312
Ideo: Liberal (1-3)	48%	(308)	31%	(200)	5%	(32)	16%	(104)	644
Ideo: Moderate (4)	38%	(247)	31%	(200)	6%	(40)	24%	(155)	641
Ideo: Conservative (5-7)	35%	(240)	30%	(207)	9%	(62)	26%	(179)	688
Educ: < College	40%	(600)	29%	(443)	6%	(89)	25%	(379)	1512
Educ: Bachelors degree	45%	(201)	29%	(131)	7%	(31)	18%	(81)	444
Educ: Post-grad	40%	(97)	34%	(83)	9%	(21)	18%	(43)	244
Income: Under 50k	40%	(470)	28%	(335)	6%	(69)	26%	(313)	1187
Income: 50k-100k	42%	(283)	31%	(208)	8%	(54)	19%	(130)	675
Income: 100k+	43%	(145)	34%	(114)	5%	(18)	18%	(61)	338
Ethnicity: White	40%	(689)	30%	(515)	7%	(113)	24%	(405)	1722

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Table MCEN6_4: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Disney+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(899)	30%	(657)	6%	(141)	23%	(504)	2200
Ethnicity: Hispanic	49%	(170)	27%	(94)	7%	(23)	18%	(63)	349
Ethnicity: Black	50%	(136)	24%	(67)	6%	(17)	20%	(54)	274
Ethnicity: Other	36%	(74)	37%	(75)	5%	(11)	22%	(44)	204
All Christian	40%	(395)	30%	(302)	7%	(70)	23%	(231)	998
All Non-Christian	29%	(39)	44%	(58)	11%	(14)	16%	(21)	132
Atheist	46%	(48)	28%	(30)	5%	(5)	20%	(21)	104
Agnostic/Nothing in particular	41%	(245)	29%	(174)	5%	(30)	24%	(145)	594
Something Else	46%	(171)	25%	(93)	6%	(22)	23%	(86)	372
Religious Non-Protestant/Catholic	33%	(50)	42%	(64)	11%	(17)	14%	(21)	151
Evangelical	47%	(251)	26%	(140)	8%	(43)	18%	(97)	531
Non-Evangelical	37%	(296)	30%	(242)	6%	(47)	27%	(215)	799
Community: Urban	42%	(273)	33%	(211)	7%	(43)	19%	(120)	646
Community: Suburban	43%	(438)	29%	(295)	6%	(58)	22%	(227)	1018
Community: Rural	35%	(188)	28%	(151)	8%	(40)	29%	(157)	536
Employ: Private Sector	47%	(349)	31%	(233)	6%	(47)	16%	(118)	747
Employ: Government	49%	(60)	36%	(44)	6%	(8)	9%	(12)	124
Employ: Self-Employed	32%	(68)	32%	(67)	12%	(26)	24%	(50)	211
Employ: Homemaker	52%	(68)	21%	(27)	4%	(6)	22%	(29)	130
Employ: Student	54%	(33)	29%	(18)	4%	(3)	12%	(8)	61
Employ: Retired	29%	(147)	31%	(154)	5%	(26)	35%	(176)	504
Employ: Unemployed	37%	(104)	27%	(74)	7%	(20)	29%	(80)	279
Employ: Other	48%	(69)	27%	(39)	4%	(5)	21%	(31)	144
Military HH: Yes	41%	(137)	29%	(98)	9%	(30)	22%	(74)	338
Military HH: No	41%	(762)	30%	(559)	6%	(111)	23%	(430)	1862
RD/WT: Right Direction	43%	(371)	32%	(275)	5%	(46)	20%	(170)	863
RD/WT: Wrong Track	39%	(527)	29%	(382)	7%	(95)	25%	(333)	1337
Biden Job Approve	44%	(462)	31%	(326)	5%	(53)	19%	(197)	1039
Biden Job Disapprove	37%	(392)	29%	(310)	8%	(83)	26%	(275)	1060

Continued on next page

Table MCEN6_4: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Disney+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(899)	30%	(657)	6%	(141)	23%	(504)	2200
Biden Job Strongly Approve	46%	(237)	29%	(150)	6%	(29)	19%	(95)	510
Biden Job Somewhat Approve	43%	(226)	33%	(177)	5%	(24)	19%	(103)	529
Biden Job Somewhat Disapprove	46%	(142)	28%	(87)	6%	(18)	20%	(63)	310
Biden Job Strongly Disapprove	33%	(251)	30%	(223)	9%	(65)	28%	(212)	750
Favorable of Biden	45%	(475)	31%	(330)	5%	(52)	19%	(200)	1057
Unfavorable of Biden	37%	(390)	29%	(304)	8%	(84)	26%	(267)	1045
Very Favorable of Biden	46%	(255)	28%	(154)	5%	(26)	21%	(118)	553
Somewhat Favorable of Biden	44%	(220)	35%	(176)	5%	(26)	16%	(82)	504
Somewhat Unfavorable of Biden	45%	(113)	31%	(79)	6%	(15)	19%	(47)	254
Very Unfavorable of Biden	35%	(277)	28%	(225)	9%	(70)	28%	(220)	791
#1 Issue: Economy	44%	(364)	30%	(252)	6%	(52)	19%	(159)	828
#1 Issue: Security	33%	(107)	30%	(97)	10%	(31)	26%	(84)	319
#1 Issue: Health Care	46%	(123)	28%	(74)	6%	(15)	20%	(53)	265
#1 Issue: Medicare / Social Security	30%	(90)	34%	(103)	3%	(9)	33%	(98)	300
#1 Issue: Women's Issues	47%	(76)	27%	(43)	7%	(11)	20%	(32)	161
#1 Issue: Education	42%	(40)	29%	(28)	9%	(9)	20%	(19)	96
#1 Issue: Energy	49%	(55)	30%	(34)	4%	(4)	17%	(19)	112
#1 Issue: Other	37%	(44)	22%	(26)	8%	(9)	33%	(39)	119
2020 Vote: Joe Biden	45%	(451)	30%	(308)	6%	(62)	19%	(191)	1011
2020 Vote: Donald Trump	36%	(253)	30%	(213)	8%	(59)	26%	(182)	706
2020 Vote: Other	44%	(27)	27%	(17)	6%	(4)	24%	(15)	62
2020 Vote: Didn't Vote	39%	(160)	29%	(120)	4%	(16)	28%	(117)	413
2018 House Vote: Democrat	44%	(350)	30%	(239)	7%	(52)	19%	(154)	796
2018 House Vote: Republican	35%	(206)	32%	(187)	8%	(46)	25%	(148)	587
2018 House Vote: Someone else	39%	(26)	22%	(14)	16%	(10)	23%	(15)	65
2016 Vote: Hillary Clinton	45%	(320)	29%	(212)	7%	(47)	19%	(140)	719
2016 Vote: Donald Trump	36%	(240)	31%	(205)	9%	(58)	24%	(157)	659
2016 Vote: Other	37%	(34)	33%	(30)	3%	(3)	26%	(24)	91
2016 Vote: Didn't Vote	42%	(304)	29%	(209)	5%	(33)	25%	(183)	728

Continued on next page

Table MCEN6_4: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Disney+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(899)	30%	(657)	6%	(141)	23%	(504)	2200
Voted in 2014: Yes	40%	(508)	29%	(368)	8%	(101)	22%	(281)	1259
Voted in 2014: No	41%	(390)	31%	(289)	4%	(39)	24%	(222)	941
4-Region: Northeast	38%	(150)	30%	(117)	7%	(28)	25%	(100)	394
4-Region: Midwest	39%	(180)	31%	(142)	6%	(29)	24%	(110)	462
4-Region: South	44%	(360)	29%	(241)	6%	(52)	21%	(172)	824
4-Region: West	40%	(209)	30%	(157)	6%	(31)	23%	(122)	520

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

Table MCEN6_5: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Apple TV+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	19%	(415)	31%	(676)	10%	(224)	40%	(886)	2200
Gender: Male	21%	(224)	35%	(367)	12%	(123)	33%	(347)	1062
Gender: Female	17%	(191)	27%	(309)	9%	(100)	47%	(538)	1138
Age: 18-34	21%	(139)	33%	(217)	13%	(83)	33%	(216)	655
Age: 35-44	25%	(89)	29%	(103)	10%	(35)	36%	(130)	358
Age: 45-64	16%	(124)	31%	(234)	10%	(78)	42%	(315)	751
Age: 65+	14%	(63)	28%	(121)	6%	(27)	52%	(225)	436
GenZers: 1997-2012	14%	(28)	36%	(73)	9%	(19)	41%	(82)	201
Millennials: 1981-1996	26%	(175)	31%	(208)	13%	(86)	30%	(204)	673
GenXers: 1965-1980	18%	(99)	30%	(167)	12%	(67)	40%	(222)	555
Baby Boomers: 1946-1964	15%	(105)	31%	(216)	7%	(49)	47%	(328)	698
PID: Dem (no lean)	25%	(211)	31%	(262)	11%	(93)	34%	(286)	851
PID: Ind (no lean)	14%	(105)	31%	(225)	9%	(66)	46%	(335)	731
PID: Rep (no lean)	16%	(99)	31%	(189)	10%	(65)	43%	(265)	617
PID/Gender: Dem Men	30%	(118)	35%	(138)	12%	(46)	23%	(92)	395
PID/Gender: Dem Women	20%	(92)	27%	(124)	10%	(47)	42%	(193)	457
PID/Gender: Ind Men	14%	(52)	35%	(128)	10%	(35)	40%	(146)	361
PID/Gender: Ind Women	14%	(53)	26%	(97)	8%	(31)	51%	(189)	370
PID/Gender: Rep Men	18%	(54)	33%	(101)	14%	(42)	36%	(109)	306
PID/Gender: Rep Women	14%	(45)	28%	(87)	7%	(23)	50%	(156)	312
Ideo: Liberal (1-3)	24%	(153)	32%	(208)	10%	(62)	34%	(221)	644
Ideo: Moderate (4)	18%	(117)	31%	(200)	10%	(65)	41%	(260)	641
Ideo: Conservative (5-7)	17%	(120)	32%	(221)	11%	(78)	39%	(269)	688
Educ: < College	16%	(248)	27%	(415)	11%	(160)	46%	(690)	1512
Educ: Bachelors degree	23%	(100)	40%	(175)	10%	(42)	28%	(126)	444
Educ: Post-grad	27%	(67)	35%	(86)	9%	(21)	29%	(70)	244
Income: Under 50k	15%	(179)	29%	(344)	9%	(112)	47%	(552)	1187
Income: 50k-100k	18%	(122)	34%	(227)	12%	(79)	37%	(247)	675
Income: 100k+	34%	(114)	31%	(105)	10%	(32)	26%	(87)	338
Ethnicity: White	18%	(318)	31%	(531)	10%	(171)	41%	(701)	1722

Continued on next page

Table MCEN6_5: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Apple TV+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	19%	(415)	31%	(676)	10%	(224)	40%	(886)	2200
Ethnicity: Hispanic	22%	(78)	28%	(99)	13%	(44)	37%	(128)	349
Ethnicity: Black	23%	(63)	28%	(78)	11%	(30)	38%	(104)	274
Ethnicity: Other	17%	(34)	33%	(66)	11%	(23)	39%	(81)	204
All Christian	20%	(195)	33%	(332)	9%	(89)	38%	(382)	998
All Non-Christian	28%	(37)	32%	(42)	12%	(15)	28%	(37)	132
Atheist	21%	(22)	22%	(23)	13%	(13)	44%	(46)	104
Agnostic/Nothing in particular	14%	(84)	33%	(195)	11%	(66)	42%	(249)	594
Something Else	20%	(76)	22%	(84)	11%	(41)	46%	(171)	372
Religious Non-Protestant/Catholic	27%	(40)	33%	(50)	11%	(16)	30%	(45)	151
Evangelical	22%	(119)	30%	(158)	11%	(57)	37%	(197)	531
Non-Evangelical	18%	(143)	31%	(245)	9%	(68)	43%	(342)	799
Community: Urban	25%	(159)	32%	(206)	10%	(63)	34%	(218)	646
Community: Suburban	18%	(183)	32%	(323)	10%	(100)	40%	(412)	1018
Community: Rural	14%	(73)	27%	(146)	11%	(61)	48%	(255)	536
Employ: Private Sector	23%	(170)	35%	(265)	10%	(72)	32%	(240)	747
Employ: Government	29%	(36)	31%	(39)	11%	(14)	29%	(35)	124
Employ: Self-Employed	20%	(42)	29%	(61)	21%	(45)	30%	(63)	211
Employ: Homemaker	16%	(20)	32%	(42)	10%	(13)	41%	(54)	130
Employ: Student	18%	(11)	30%	(18)	14%	(9)	38%	(23)	61
Employ: Retired	13%	(68)	29%	(148)	7%	(35)	50%	(253)	504
Employ: Unemployed	18%	(50)	23%	(65)	9%	(24)	50%	(140)	279
Employ: Other	12%	(18)	26%	(38)	8%	(12)	53%	(77)	144
Military HH: Yes	19%	(65)	33%	(111)	10%	(34)	38%	(128)	338
Military HH: No	19%	(350)	30%	(565)	10%	(190)	41%	(758)	1862
RD/WT: Right Direction	24%	(211)	32%	(279)	9%	(81)	34%	(292)	863
RD/WT: Wrong Track	15%	(204)	30%	(397)	11%	(142)	44%	(594)	1337
Biden Job Approve	24%	(254)	32%	(328)	10%	(100)	34%	(356)	1039
Biden Job Disapprove	13%	(143)	30%	(322)	11%	(118)	45%	(478)	1060

Continued on next page

Table MCEN6_5: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Apple TV+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	19%	(415)	31%	(676)	10%	(224)	40%	(886)	2200
Biden Job Strongly Approve	34%	(172)	28%	(142)	11%	(55)	28%	(141)	510
Biden Job Somewhat Approve	16%	(82)	35%	(187)	9%	(45)	41%	(215)	529
Biden Job Somewhat Disapprove	16%	(50)	32%	(100)	8%	(26)	43%	(133)	310
Biden Job Strongly Disapprove	12%	(93)	30%	(221)	12%	(91)	46%	(345)	750
Favorable of Biden	24%	(258)	32%	(334)	10%	(102)	34%	(363)	1057
Unfavorable of Biden	14%	(144)	30%	(319)	11%	(119)	44%	(464)	1045
Very Favorable of Biden	30%	(169)	29%	(163)	10%	(57)	30%	(165)	553
Somewhat Favorable of Biden	18%	(89)	34%	(172)	9%	(44)	39%	(199)	504
Somewhat Unfavorable of Biden	16%	(40)	36%	(91)	7%	(17)	42%	(107)	254
Very Unfavorable of Biden	13%	(104)	29%	(228)	13%	(102)	45%	(357)	791
#1 Issue: Economy	21%	(173)	31%	(254)	10%	(85)	38%	(316)	828
#1 Issue: Security	18%	(58)	31%	(99)	10%	(33)	40%	(129)	319
#1 Issue: Health Care	22%	(59)	34%	(91)	11%	(29)	32%	(86)	265
#1 Issue: Medicare / Social Security	10%	(31)	32%	(96)	7%	(20)	51%	(153)	300
#1 Issue: Women's Issues	24%	(39)	26%	(43)	9%	(15)	40%	(64)	161
#1 Issue: Education	15%	(15)	21%	(20)	22%	(21)	41%	(39)	96
#1 Issue: Energy	23%	(26)	35%	(39)	7%	(8)	35%	(39)	112
#1 Issue: Other	11%	(14)	29%	(34)	10%	(12)	50%	(59)	119
2020 Vote: Joe Biden	23%	(233)	34%	(344)	9%	(91)	34%	(343)	1011
2020 Vote: Donald Trump	15%	(102)	32%	(226)	13%	(89)	41%	(288)	706
2020 Vote: Other	7%	(5)	28%	(18)	5%	(3)	59%	(36)	62
2020 Vote: Didn't Vote	17%	(69)	21%	(86)	10%	(40)	53%	(217)	413
2018 House Vote: Democrat	24%	(193)	33%	(263)	10%	(79)	33%	(261)	796
2018 House Vote: Republican	16%	(95)	31%	(184)	11%	(65)	41%	(242)	587
2018 House Vote: Someone else	16%	(11)	23%	(15)	11%	(7)	50%	(32)	65
2016 Vote: Hillary Clinton	25%	(181)	33%	(234)	9%	(62)	34%	(242)	719
2016 Vote: Donald Trump	17%	(110)	33%	(214)	12%	(82)	38%	(253)	659
2016 Vote: Other	14%	(13)	29%	(26)	12%	(11)	45%	(41)	91
2016 Vote: Didn't Vote	15%	(112)	28%	(201)	9%	(68)	48%	(349)	728

Continued on next page

Table MCEN6_5: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Apple TV+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	19%	(415)	31%	(676)	10%	(224)	40%	(886)	2200
Voted in 2014: Yes	21%	(270)	31%	(391)	11%	(135)	37%	(463)	1259
Voted in 2014: No	15%	(145)	30%	(285)	9%	(88)	45%	(423)	941
4-Region: Northeast	18%	(71)	33%	(129)	9%	(35)	40%	(159)	394
4-Region: Midwest	16%	(76)	26%	(120)	13%	(60)	45%	(207)	462
4-Region: South	20%	(165)	31%	(254)	10%	(82)	39%	(322)	824
4-Region: West	20%	(103)	33%	(172)	9%	(47)	38%	(197)	520

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

Table MCEN6_6: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Paramount+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(405)	36%	(797)	9%	(196)	36%	(802)	2200
Gender: Male	19%	(197)	41%	(436)	11%	(121)	29%	(308)	1062
Gender: Female	18%	(208)	32%	(360)	7%	(75)	43%	(495)	1138
Age: 18-34	20%	(134)	36%	(234)	14%	(91)	30%	(196)	655
Age: 35-44	20%	(71)	36%	(129)	9%	(32)	35%	(126)	358
Age: 45-64	19%	(140)	39%	(290)	7%	(50)	36%	(272)	751
Age: 65+	14%	(59)	33%	(144)	5%	(24)	48%	(209)	436
GenZers: 1997-2012	11%	(21)	38%	(76)	15%	(30)	36%	(73)	201
Millennials: 1981-1996	24%	(161)	35%	(237)	12%	(83)	29%	(192)	673
GenXers: 1965-1980	19%	(106)	36%	(200)	8%	(46)	37%	(203)	555
Baby Boomers: 1946-1964	15%	(108)	38%	(264)	5%	(36)	42%	(290)	698
PID: Dem (no lean)	22%	(188)	38%	(324)	10%	(84)	30%	(256)	851
PID: Ind (no lean)	16%	(115)	33%	(240)	8%	(61)	43%	(314)	731
PID: Rep (no lean)	16%	(101)	38%	(232)	8%	(51)	38%	(233)	617
PID/Gender: Dem Men	24%	(96)	42%	(167)	12%	(49)	21%	(83)	395
PID/Gender: Dem Women	20%	(92)	34%	(157)	8%	(35)	38%	(173)	457
PID/Gender: Ind Men	16%	(56)	39%	(140)	10%	(38)	35%	(127)	361
PID/Gender: Ind Women	16%	(59)	27%	(100)	6%	(23)	51%	(187)	370
PID/Gender: Rep Men	14%	(44)	42%	(129)	11%	(34)	32%	(99)	306
PID/Gender: Rep Women	18%	(57)	33%	(103)	5%	(17)	43%	(134)	312
Ideo: Liberal (1-3)	19%	(124)	42%	(269)	11%	(71)	28%	(180)	644
Ideo: Moderate (4)	20%	(126)	34%	(215)	10%	(62)	37%	(237)	641
Ideo: Conservative (5-7)	18%	(127)	37%	(251)	7%	(50)	38%	(260)	688
Educ: < College	17%	(250)	34%	(520)	9%	(137)	40%	(605)	1512
Educ: Bachelors degree	23%	(104)	40%	(177)	8%	(36)	29%	(128)	444
Educ: Post-grad	21%	(52)	41%	(99)	10%	(24)	29%	(70)	244
Income: Under 50k	16%	(195)	34%	(403)	9%	(106)	41%	(483)	1187
Income: 50k-100k	21%	(141)	38%	(255)	10%	(66)	32%	(213)	675
Income: 100k+	20%	(69)	41%	(139)	7%	(24)	31%	(106)	338
Ethnicity: White	18%	(310)	37%	(643)	8%	(138)	37%	(631)	1722

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Table MCEN6_6: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Paramount+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(405)	36%	(797)	9%	(196)	36%	(802)	2200
Ethnicity: Hispanic	19%	(67)	30%	(106)	15%	(51)	36%	(125)	349
Ethnicity: Black	24%	(65)	32%	(87)	12%	(34)	32%	(89)	274
Ethnicity: Other	15%	(30)	33%	(67)	12%	(25)	40%	(83)	204
All Christian	21%	(207)	37%	(370)	8%	(82)	34%	(338)	998
All Non-Christian	23%	(30)	35%	(46)	17%	(22)	26%	(34)	132
Atheist	12%	(12)	42%	(43)	12%	(13)	34%	(36)	104
Agnostic/Nothing in particular	15%	(87)	38%	(223)	8%	(50)	39%	(234)	594
Something Else	18%	(68)	31%	(114)	8%	(30)	43%	(160)	372
Religious Non-Protestant/Catholic	22%	(34)	33%	(49)	17%	(26)	28%	(42)	151
Evangelical	24%	(125)	37%	(195)	9%	(46)	31%	(164)	531
Non-Evangelical	17%	(139)	35%	(281)	7%	(57)	40%	(321)	799
Community: Urban	24%	(153)	38%	(243)	9%	(60)	29%	(190)	646
Community: Suburban	17%	(174)	37%	(376)	9%	(89)	37%	(379)	1018
Community: Rural	14%	(78)	33%	(177)	9%	(47)	44%	(233)	536
Employ: Private Sector	23%	(171)	40%	(296)	9%	(70)	28%	(210)	747
Employ: Government	17%	(21)	43%	(54)	11%	(14)	28%	(35)	124
Employ: Self-Employed	17%	(36)	32%	(68)	15%	(32)	35%	(74)	211
Employ: Homemaker	20%	(26)	27%	(35)	11%	(14)	42%	(55)	130
Employ: Student	13%	(8)	44%	(27)	15%	(9)	28%	(17)	61
Employ: Retired	14%	(70)	36%	(180)	5%	(27)	45%	(228)	504
Employ: Unemployed	17%	(48)	33%	(93)	7%	(20)	43%	(119)	279
Employ: Other	17%	(25)	31%	(44)	8%	(11)	44%	(64)	144
Military HH: Yes	18%	(59)	41%	(137)	10%	(33)	32%	(108)	338
Military HH: No	19%	(345)	35%	(660)	9%	(163)	37%	(694)	1862
RD/WT: Right Direction	24%	(204)	39%	(337)	8%	(67)	29%	(255)	863
RD/WT: Wrong Track	15%	(200)	34%	(460)	10%	(129)	41%	(548)	1337
Biden Job Approve	21%	(221)	40%	(415)	8%	(82)	31%	(321)	1039
Biden Job Disapprove	15%	(160)	34%	(358)	10%	(105)	41%	(437)	1060

Continued on next page

Table MCEN6_6: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Paramount+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(405)	36%	(797)	9%	(196)	36%	(802)	2200
Biden Job Strongly Approve	26%	(134)	39%	(197)	8%	(42)	27%	(138)	510
Biden Job Somewhat Approve	16%	(87)	41%	(218)	8%	(40)	35%	(184)	529
Biden Job Somewhat Disapprove	16%	(50)	36%	(110)	10%	(30)	39%	(120)	310
Biden Job Strongly Disapprove	15%	(110)	33%	(248)	10%	(76)	42%	(317)	750
Favorable of Biden	21%	(224)	40%	(421)	7%	(78)	32%	(334)	1057
Unfavorable of Biden	16%	(165)	34%	(352)	11%	(110)	40%	(418)	1045
Very Favorable of Biden	24%	(132)	39%	(215)	8%	(43)	30%	(163)	553
Somewhat Favorable of Biden	18%	(93)	41%	(206)	7%	(35)	34%	(170)	504
Somewhat Unfavorable of Biden	18%	(45)	32%	(82)	12%	(30)	38%	(97)	254
Very Unfavorable of Biden	15%	(121)	34%	(270)	10%	(80)	41%	(321)	791
#1 Issue: Economy	19%	(161)	38%	(317)	9%	(71)	34%	(279)	828
#1 Issue: Security	20%	(65)	33%	(107)	8%	(25)	38%	(123)	319
#1 Issue: Health Care	20%	(54)	40%	(105)	10%	(27)	30%	(79)	265
#1 Issue: Medicare / Social Security	15%	(44)	37%	(110)	6%	(19)	42%	(127)	300
#1 Issue: Women's Issues	17%	(27)	32%	(51)	10%	(16)	41%	(67)	161
#1 Issue: Education	16%	(15)	30%	(29)	14%	(13)	40%	(39)	96
#1 Issue: Energy	25%	(28)	35%	(39)	11%	(12)	29%	(33)	112
#1 Issue: Other	10%	(11)	33%	(39)	11%	(13)	47%	(56)	119
2020 Vote: Joe Biden	21%	(208)	39%	(397)	9%	(91)	31%	(315)	1011
2020 Vote: Donald Trump	17%	(121)	37%	(259)	10%	(68)	36%	(257)	706
2020 Vote: Other	10%	(6)	34%	(21)	13%	(8)	44%	(27)	62
2020 Vote: Didn't Vote	16%	(65)	29%	(118)	7%	(29)	49%	(201)	413
2018 House Vote: Democrat	23%	(181)	38%	(303)	9%	(69)	30%	(242)	796
2018 House Vote: Republican	17%	(102)	37%	(219)	8%	(46)	37%	(219)	587
2018 House Vote: Someone else	16%	(10)	23%	(15)	12%	(8)	48%	(32)	65
2016 Vote: Hillary Clinton	24%	(172)	39%	(280)	7%	(53)	30%	(214)	719
2016 Vote: Donald Trump	19%	(123)	37%	(245)	9%	(56)	36%	(234)	659
2016 Vote: Other	10%	(9)	37%	(34)	8%	(7)	45%	(41)	91
2016 Vote: Didn't Vote	14%	(99)	32%	(236)	11%	(80)	43%	(313)	728

Continued on next page

Table MCEN6_6: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Paramount+

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(405)	36%	(797)	9%	(196)	36%	(802)	2200
Voted in 2014: Yes	22%	(273)	37%	(462)	8%	(104)	33%	(421)	1259
Voted in 2014: No	14%	(132)	36%	(335)	10%	(93)	41%	(381)	941
4-Region: Northeast	19%	(73)	38%	(151)	7%	(28)	36%	(141)	394
4-Region: Midwest	19%	(90)	33%	(154)	9%	(40)	39%	(179)	462
4-Region: South	18%	(151)	36%	(293)	9%	(72)	37%	(309)	824
4-Region: West	18%	(91)	38%	(198)	11%	(57)	33%	(173)	520

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

Table MCEN6_7: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
 Amazon Prime Video

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(911)	34%	(751)	5%	(120)	19%	(417)	2200
Gender: Male	42%	(448)	34%	(359)	6%	(63)	18%	(191)	1062
Gender: Female	41%	(463)	34%	(392)	5%	(57)	20%	(226)	1138
Age: 18-34	40%	(265)	37%	(242)	9%	(58)	14%	(91)	655
Age: 35-44	45%	(162)	35%	(124)	6%	(22)	14%	(50)	358
Age: 45-64	45%	(336)	33%	(245)	3%	(23)	20%	(147)	751
Age: 65+	34%	(147)	32%	(140)	4%	(18)	30%	(130)	436
GenZers: 1997-2012	31%	(62)	35%	(70)	11%	(22)	23%	(47)	201
Millennials: 1981-1996	45%	(300)	37%	(246)	8%	(54)	11%	(73)	673
GenXers: 1965-1980	46%	(257)	35%	(193)	3%	(18)	16%	(87)	555
Baby Boomers: 1946-1964	39%	(274)	32%	(222)	4%	(26)	25%	(176)	698
PID: Dem (no lean)	46%	(394)	33%	(281)	6%	(48)	15%	(129)	851
PID: Ind (no lean)	37%	(274)	37%	(272)	4%	(29)	21%	(156)	731
PID: Rep (no lean)	39%	(244)	32%	(199)	7%	(43)	21%	(132)	617
PID/Gender: Dem Men	49%	(194)	32%	(125)	6%	(25)	13%	(50)	395
PID/Gender: Dem Women	44%	(200)	34%	(155)	5%	(23)	17%	(78)	457
PID/Gender: Ind Men	36%	(130)	37%	(134)	5%	(17)	22%	(79)	361
PID/Gender: Ind Women	39%	(144)	37%	(137)	3%	(12)	21%	(77)	370
PID/Gender: Rep Men	41%	(124)	33%	(100)	7%	(20)	20%	(61)	306
PID/Gender: Rep Women	38%	(120)	32%	(99)	7%	(22)	23%	(71)	312
Ideo: Liberal (1-3)	45%	(292)	37%	(241)	6%	(36)	12%	(74)	644
Ideo: Moderate (4)	40%	(259)	32%	(205)	6%	(37)	22%	(140)	641
Ideo: Conservative (5-7)	41%	(280)	33%	(229)	6%	(42)	20%	(136)	688
Educ: < College	38%	(582)	34%	(521)	5%	(82)	22%	(327)	1512
Educ: Bachelors degree	50%	(221)	32%	(142)	6%	(25)	13%	(55)	444
Educ: Post-grad	44%	(108)	36%	(88)	5%	(13)	14%	(35)	244
Income: Under 50k	39%	(457)	33%	(393)	5%	(61)	23%	(276)	1187
Income: 50k-100k	41%	(279)	37%	(251)	6%	(38)	16%	(107)	675
Income: 100k+	52%	(175)	32%	(107)	6%	(21)	10%	(35)	338
Ethnicity: White	41%	(706)	33%	(574)	6%	(101)	20%	(341)	1722

Continued on next page

**Table MCEN6_7: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Amazon Prime Video**

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(911)	34%	(751)	5%	(120)	19%	(417)	2200
Ethnicity: Hispanic	39%	(135)	37%	(129)	9%	(30)	16%	(56)	349
Ethnicity: Black	45%	(123)	37%	(101)	4%	(12)	14%	(38)	274
Ethnicity: Other	41%	(83)	37%	(76)	3%	(7)	19%	(38)	204
All Christian	41%	(413)	36%	(358)	5%	(49)	18%	(177)	998
All Non-Christian	50%	(66)	21%	(28)	10%	(14)	19%	(25)	132
Atheist	45%	(47)	30%	(31)	8%	(8)	17%	(18)	104
Agnostic/Nothing in particular	39%	(229)	38%	(225)	5%	(29)	19%	(111)	594
Something Else	42%	(156)	29%	(109)	6%	(21)	23%	(86)	372
Religious Non-Protestant/Catholic	51%	(77)	23%	(34)	10%	(16)	16%	(25)	151
Evangelical	45%	(237)	33%	(175)	6%	(32)	16%	(86)	531
Non-Evangelical	39%	(311)	35%	(278)	4%	(33)	22%	(176)	799
Community: Urban	47%	(307)	31%	(199)	6%	(41)	15%	(99)	646
Community: Suburban	41%	(414)	35%	(356)	5%	(54)	19%	(195)	1018
Community: Rural	36%	(191)	37%	(196)	5%	(25)	23%	(123)	536
Employ: Private Sector	49%	(366)	34%	(252)	5%	(37)	12%	(93)	747
Employ: Government	47%	(59)	37%	(46)	6%	(7)	9%	(12)	124
Employ: Self-Employed	35%	(74)	34%	(71)	12%	(26)	19%	(40)	211
Employ: Homemaker	44%	(58)	33%	(43)	6%	(8)	16%	(21)	130
Employ: Student	37%	(23)	37%	(22)	11%	(7)	15%	(9)	61
Employ: Retired	37%	(187)	32%	(161)	4%	(18)	27%	(137)	504
Employ: Unemployed	34%	(95)	36%	(100)	4%	(12)	26%	(72)	279
Employ: Other	35%	(50)	38%	(55)	4%	(6)	23%	(33)	144
Military HH: Yes	43%	(146)	32%	(108)	6%	(20)	19%	(63)	338
Military HH: No	41%	(765)	35%	(643)	5%	(100)	19%	(354)	1862
RD/WT: Right Direction	47%	(406)	32%	(278)	5%	(41)	16%	(138)	863
RD/WT: Wrong Track	38%	(505)	35%	(473)	6%	(79)	21%	(280)	1337
Biden Job Approve	45%	(466)	34%	(349)	5%	(55)	16%	(169)	1039
Biden Job Disapprove	37%	(394)	35%	(376)	6%	(59)	22%	(231)	1060

Continued on next page

Table MCEN6_7: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
 Amazon Prime Video

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(911)	34%	(751)	5%	(120)	19%	(417)	2200
Biden Job Strongly Approve	50%	(256)	28%	(143)	5%	(27)	16%	(83)	510
Biden Job Somewhat Approve	40%	(210)	39%	(206)	5%	(27)	16%	(86)	529
Biden Job Somewhat Disapprove	37%	(115)	37%	(114)	6%	(17)	20%	(63)	310
Biden Job Strongly Disapprove	37%	(279)	35%	(262)	6%	(42)	22%	(168)	750
Favorable of Biden	46%	(491)	33%	(347)	5%	(56)	15%	(163)	1057
Unfavorable of Biden	37%	(388)	36%	(378)	6%	(61)	21%	(218)	1045
Very Favorable of Biden	52%	(287)	26%	(144)	4%	(25)	18%	(97)	553
Somewhat Favorable of Biden	40%	(204)	40%	(202)	6%	(32)	13%	(66)	504
Somewhat Unfavorable of Biden	37%	(94)	37%	(94)	6%	(15)	20%	(51)	254
Very Unfavorable of Biden	37%	(294)	36%	(284)	6%	(46)	21%	(168)	791
#1 Issue: Economy	47%	(388)	32%	(268)	5%	(43)	16%	(129)	828
#1 Issue: Security	42%	(134)	34%	(109)	5%	(17)	18%	(59)	319
#1 Issue: Health Care	43%	(113)	37%	(97)	6%	(17)	14%	(38)	265
#1 Issue: Medicare / Social Security	33%	(98)	35%	(105)	2%	(7)	30%	(90)	300
#1 Issue: Women's Issues	38%	(60)	37%	(60)	8%	(13)	17%	(28)	161
#1 Issue: Education	37%	(35)	38%	(36)	7%	(7)	18%	(17)	96
#1 Issue: Energy	43%	(48)	33%	(37)	5%	(6)	19%	(21)	112
#1 Issue: Other	29%	(34)	32%	(38)	9%	(11)	30%	(35)	119
2020 Vote: Joe Biden	44%	(449)	34%	(348)	6%	(58)	15%	(156)	1011
2020 Vote: Donald Trump	40%	(284)	34%	(240)	6%	(40)	20%	(143)	706
2020 Vote: Other	38%	(24)	28%	(17)	8%	(5)	26%	(16)	62
2020 Vote: Didn't Vote	36%	(150)	35%	(143)	4%	(17)	25%	(103)	413
2018 House Vote: Democrat	48%	(384)	33%	(261)	5%	(37)	14%	(113)	796
2018 House Vote: Republican	41%	(242)	31%	(183)	7%	(41)	20%	(120)	587
2018 House Vote: Someone else	36%	(23)	29%	(19)	9%	(6)	27%	(18)	65
2016 Vote: Hillary Clinton	49%	(354)	31%	(225)	5%	(38)	14%	(102)	719
2016 Vote: Donald Trump	40%	(264)	35%	(230)	6%	(40)	19%	(125)	659
2016 Vote: Other	38%	(35)	34%	(31)	3%	(3)	24%	(22)	91
2016 Vote: Didn't Vote	35%	(258)	36%	(263)	5%	(39)	23%	(168)	728

Continued on next page

Table MCEN6_7: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Amazon Prime Video

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	41%	(911)	34%	(751)	5%	(120)	19%	(417)	2200
Voted in 2014: Yes	47%	(586)	31%	(387)	5%	(68)	17%	(218)	1259
Voted in 2014: No	35%	(325)	39%	(364)	6%	(52)	21%	(200)	941
4-Region: Northeast	40%	(158)	37%	(144)	4%	(17)	19%	(74)	394
4-Region: Midwest	42%	(193)	33%	(155)	7%	(31)	18%	(84)	462
4-Region: South	41%	(340)	33%	(275)	5%	(44)	20%	(165)	824
4-Region: West	42%	(220)	34%	(177)	5%	(28)	18%	(94)	520

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

Table MCEN6_8: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Peacock

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(389)	37%	(809)	11%	(253)	34%	(749)	2200
Gender: Male	19%	(206)	38%	(405)	13%	(142)	29%	(309)	1062
Gender: Female	16%	(183)	35%	(404)	10%	(111)	39%	(440)	1138
Age: 18-34	18%	(118)	38%	(247)	15%	(101)	29%	(189)	655
Age: 35-44	21%	(74)	33%	(118)	13%	(46)	33%	(119)	358
Age: 45-64	19%	(144)	39%	(295)	9%	(65)	33%	(247)	751
Age: 65+	12%	(52)	34%	(149)	9%	(41)	44%	(194)	436
GenZers: 1997-2012	14%	(28)	33%	(66)	18%	(36)	35%	(70)	201
Millennials: 1981-1996	21%	(144)	37%	(248)	14%	(95)	28%	(186)	673
GenXers: 1965-1980	19%	(105)	36%	(202)	10%	(57)	34%	(190)	555
Baby Boomers: 1946-1964	15%	(101)	40%	(279)	9%	(61)	37%	(257)	698
PID: Dem (no lean)	21%	(180)	40%	(340)	12%	(104)	27%	(227)	851
PID: Ind (no lean)	14%	(99)	37%	(274)	9%	(68)	40%	(290)	731
PID: Rep (no lean)	18%	(110)	32%	(195)	13%	(80)	38%	(233)	617
PID/Gender: Dem Men	26%	(101)	41%	(160)	13%	(50)	21%	(83)	395
PID/Gender: Dem Women	17%	(79)	40%	(180)	12%	(54)	31%	(143)	457
PID/Gender: Ind Men	13%	(46)	41%	(149)	11%	(40)	35%	(126)	361
PID/Gender: Ind Women	14%	(53)	34%	(124)	8%	(28)	44%	(164)	370
PID/Gender: Rep Men	19%	(59)	31%	(96)	17%	(51)	33%	(100)	306
PID/Gender: Rep Women	16%	(51)	32%	(99)	9%	(29)	43%	(133)	312
Ideo: Liberal (1-3)	20%	(129)	43%	(276)	13%	(83)	24%	(156)	644
Ideo: Moderate (4)	16%	(104)	40%	(254)	9%	(61)	35%	(224)	641
Ideo: Conservative (5-7)	20%	(139)	32%	(222)	12%	(79)	36%	(248)	688
Educ: < College	17%	(255)	35%	(522)	11%	(165)	38%	(570)	1512
Educ: Bachelors degree	20%	(91)	41%	(181)	13%	(57)	26%	(115)	444
Educ: Post-grad	18%	(44)	43%	(106)	13%	(31)	26%	(64)	244
Income: Under 50k	16%	(192)	34%	(409)	11%	(130)	38%	(456)	1187
Income: 50k-100k	19%	(128)	39%	(264)	12%	(80)	30%	(203)	675
Income: 100k+	20%	(69)	40%	(136)	13%	(42)	27%	(91)	338
Ethnicity: White	17%	(292)	37%	(640)	11%	(195)	35%	(594)	1722

Continued on next page

Table MCEN6_8: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Peacock

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(389)	37%	(809)	11%	(253)	34%	(749)	2200
Ethnicity: Hispanic	17%	(59)	35%	(123)	14%	(48)	34%	(120)	349
Ethnicity: Black	22%	(61)	35%	(97)	11%	(30)	31%	(86)	274
Ethnicity: Other	17%	(35)	35%	(72)	14%	(28)	34%	(69)	204
All Christian	21%	(207)	37%	(372)	9%	(88)	33%	(331)	998
All Non-Christian	20%	(26)	38%	(50)	17%	(23)	25%	(34)	132
Atheist	12%	(13)	37%	(39)	18%	(19)	32%	(33)	104
Agnostic/Nothing in particular	12%	(71)	40%	(237)	14%	(82)	34%	(204)	594
Something Else	20%	(73)	30%	(111)	11%	(40)	40%	(147)	372
Religious Non-Protestant/Catholic	19%	(29)	39%	(58)	17%	(25)	26%	(39)	151
Evangelical	23%	(121)	35%	(183)	11%	(59)	32%	(168)	531
Non-Evangelical	19%	(151)	36%	(285)	8%	(64)	37%	(300)	799
Community: Urban	23%	(146)	36%	(234)	12%	(77)	29%	(189)	646
Community: Suburban	16%	(160)	40%	(407)	11%	(115)	33%	(336)	1018
Community: Rural	16%	(83)	31%	(168)	11%	(61)	42%	(224)	536
Employ: Private Sector	22%	(165)	39%	(291)	11%	(83)	28%	(208)	747
Employ: Government	25%	(31)	40%	(50)	13%	(16)	22%	(27)	124
Employ: Self-Employed	16%	(33)	34%	(71)	17%	(35)	34%	(72)	211
Employ: Homemaker	15%	(19)	42%	(54)	8%	(10)	36%	(46)	130
Employ: Student	7%	(4)	39%	(24)	20%	(12)	34%	(21)	61
Employ: Retired	12%	(60)	39%	(196)	8%	(40)	41%	(207)	504
Employ: Unemployed	17%	(48)	30%	(83)	14%	(40)	39%	(109)	279
Employ: Other	20%	(28)	28%	(40)	12%	(17)	41%	(58)	144
Military HH: Yes	20%	(67)	37%	(124)	12%	(39)	32%	(108)	338
Military HH: No	17%	(322)	37%	(685)	11%	(214)	34%	(641)	1862
RD/WT: Right Direction	23%	(199)	41%	(354)	9%	(81)	27%	(230)	863
RD/WT: Wrong Track	14%	(191)	34%	(455)	13%	(172)	39%	(519)	1337
Biden Job Approve	21%	(218)	42%	(431)	12%	(120)	26%	(269)	1039
Biden Job Disapprove	15%	(156)	33%	(353)	11%	(121)	41%	(430)	1060

Continued on next page

Table MCEN6_8: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Peacock

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(389)	37%	(809)	11%	(253)	34%	(749)	2200
Biden Job Strongly Approve	28%	(142)	38%	(192)	13%	(64)	22%	(112)	510
Biden Job Somewhat Approve	14%	(76)	45%	(239)	10%	(55)	30%	(158)	529
Biden Job Somewhat Disapprove	15%	(45)	37%	(116)	10%	(29)	38%	(119)	310
Biden Job Strongly Disapprove	15%	(111)	32%	(237)	12%	(92)	41%	(311)	750
Favorable of Biden	21%	(224)	41%	(436)	11%	(120)	26%	(278)	1057
Unfavorable of Biden	15%	(157)	34%	(353)	12%	(122)	40%	(414)	1045
Very Favorable of Biden	26%	(145)	38%	(212)	11%	(59)	25%	(137)	553
Somewhat Favorable of Biden	16%	(79)	44%	(224)	12%	(60)	28%	(141)	504
Somewhat Unfavorable of Biden	17%	(42)	38%	(96)	9%	(22)	37%	(94)	254
Very Unfavorable of Biden	14%	(114)	32%	(257)	13%	(100)	40%	(320)	791
#1 Issue: Economy	18%	(151)	38%	(314)	11%	(90)	33%	(272)	828
#1 Issue: Security	17%	(55)	35%	(112)	11%	(36)	36%	(116)	319
#1 Issue: Health Care	19%	(49)	40%	(107)	16%	(42)	25%	(67)	265
#1 Issue: Medicare / Social Security	16%	(49)	37%	(111)	8%	(24)	39%	(116)	300
#1 Issue: Women's Issues	12%	(19)	35%	(57)	14%	(23)	39%	(62)	161
#1 Issue: Education	20%	(20)	37%	(35)	10%	(9)	33%	(32)	96
#1 Issue: Energy	20%	(22)	37%	(41)	14%	(16)	30%	(33)	112
#1 Issue: Other	20%	(23)	26%	(31)	11%	(13)	43%	(52)	119
2020 Vote: Joe Biden	20%	(204)	42%	(424)	12%	(121)	26%	(262)	1011
2020 Vote: Donald Trump	17%	(121)	36%	(252)	11%	(79)	36%	(255)	706
2020 Vote: Other	15%	(9)	23%	(15)	7%	(5)	54%	(34)	62
2020 Vote: Didn't Vote	13%	(52)	28%	(117)	11%	(47)	48%	(197)	413
2018 House Vote: Democrat	21%	(171)	41%	(323)	12%	(95)	26%	(207)	796
2018 House Vote: Republican	18%	(107)	35%	(205)	9%	(55)	37%	(219)	587
2018 House Vote: Someone else	13%	(8)	30%	(19)	4%	(3)	54%	(35)	65
2016 Vote: Hillary Clinton	21%	(151)	43%	(308)	10%	(70)	26%	(190)	719
2016 Vote: Donald Trump	19%	(126)	35%	(230)	11%	(73)	35%	(230)	659
2016 Vote: Other	17%	(16)	36%	(33)	8%	(7)	39%	(35)	91
2016 Vote: Didn't Vote	13%	(94)	33%	(237)	14%	(103)	40%	(294)	728

Continued on next page

Table MCEN6_8: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Peacock

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	18%	(389)	37%	(809)	11%	(253)	34%	(749)	2200
Voted in 2014: Yes	20%	(254)	38%	(476)	10%	(132)	31%	(397)	1259
Voted in 2014: No	14%	(135)	35%	(333)	13%	(120)	37%	(353)	941
4-Region: Northeast	17%	(67)	38%	(150)	11%	(42)	34%	(134)	394
4-Region: Midwest	16%	(74)	36%	(167)	12%	(57)	35%	(164)	462
4-Region: South	19%	(154)	35%	(288)	12%	(102)	34%	(280)	824
4-Region: West	18%	(93)	39%	(204)	10%	(51)	33%	(172)	520

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

Table MCEN6_9: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Showtime

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	17%	(364)	38%	(844)	11%	(236)	34%	(755)	2200
Gender: Male	19%	(206)	40%	(422)	12%	(132)	28%	(302)	1062
Gender: Female	14%	(159)	37%	(422)	9%	(104)	40%	(454)	1138
Age: 18-34	18%	(117)	40%	(265)	13%	(84)	29%	(190)	655
Age: 35-44	19%	(68)	37%	(131)	9%	(33)	35%	(125)	358
Age: 45-64	16%	(122)	39%	(295)	10%	(74)	35%	(259)	751
Age: 65+	13%	(57)	35%	(153)	10%	(45)	42%	(182)	436
GenZers: 1997-2012	12%	(24)	35%	(71)	18%	(35)	35%	(71)	201
Millennials: 1981-1996	21%	(139)	41%	(278)	10%	(70)	28%	(186)	673
GenXers: 1965-1980	17%	(93)	38%	(210)	12%	(64)	34%	(188)	555
Baby Boomers: 1946-1964	15%	(102)	37%	(260)	9%	(64)	39%	(271)	698
PID: Dem (no lean)	23%	(193)	42%	(357)	9%	(73)	27%	(228)	851
PID: Ind (no lean)	14%	(102)	35%	(253)	11%	(83)	40%	(294)	731
PID: Rep (no lean)	11%	(69)	38%	(235)	13%	(80)	38%	(234)	617
PID/Gender: Dem Men	28%	(111)	45%	(178)	7%	(27)	20%	(79)	395
PID/Gender: Dem Women	18%	(83)	39%	(179)	10%	(46)	33%	(150)	457
PID/Gender: Ind Men	15%	(54)	37%	(134)	14%	(52)	34%	(122)	361
PID/Gender: Ind Women	13%	(49)	32%	(119)	8%	(31)	47%	(172)	370
PID/Gender: Rep Men	14%	(42)	36%	(110)	17%	(53)	33%	(101)	306
PID/Gender: Rep Women	9%	(27)	40%	(125)	9%	(27)	42%	(132)	312
Ideo: Liberal (1-3)	20%	(126)	44%	(282)	9%	(61)	27%	(175)	644
Ideo: Moderate (4)	18%	(116)	38%	(242)	10%	(63)	34%	(221)	641
Ideo: Conservative (5-7)	15%	(102)	36%	(251)	12%	(80)	37%	(255)	688
Educ: < College	14%	(205)	37%	(565)	11%	(165)	38%	(576)	1512
Educ: Bachelors degree	24%	(105)	41%	(181)	10%	(43)	26%	(115)	444
Educ: Post-grad	22%	(54)	40%	(98)	11%	(27)	26%	(64)	244
Income: Under 50k	14%	(167)	36%	(432)	11%	(136)	38%	(451)	1187
Income: 50k-100k	16%	(108)	41%	(274)	11%	(75)	32%	(218)	675
Income: 100k+	26%	(90)	41%	(139)	7%	(24)	25%	(86)	338
Ethnicity: White	16%	(270)	38%	(655)	11%	(190)	35%	(607)	1722

Continued on next page

**Table MCEN6_9: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Showtime**

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	17%	(364)	38%	(844)	11%	(236)	34%	(755)	2200
Ethnicity: Hispanic	18%	(63)	37%	(128)	12%	(41)	33%	(117)	349
Ethnicity: Black	25%	(69)	42%	(116)	7%	(18)	26%	(72)	274
Ethnicity: Other	13%	(26)	36%	(74)	14%	(28)	38%	(77)	204
All Christian	18%	(176)	40%	(396)	11%	(106)	32%	(321)	998
All Non-Christian	25%	(33)	40%	(53)	13%	(17)	22%	(29)	132
Atheist	18%	(19)	36%	(38)	9%	(10)	36%	(38)	104
Agnostic/Nothing in particular	14%	(84)	38%	(223)	11%	(68)	37%	(219)	594
Something Else	14%	(54)	36%	(134)	9%	(35)	40%	(148)	372
Religious Non-Protestant/Catholic	22%	(34)	41%	(62)	13%	(20)	24%	(36)	151
Evangelical	18%	(97)	40%	(214)	10%	(52)	32%	(167)	531
Non-Evangelical	15%	(122)	38%	(303)	10%	(84)	36%	(291)	799
Community: Urban	24%	(153)	41%	(263)	8%	(52)	28%	(179)	646
Community: Suburban	15%	(157)	39%	(394)	11%	(116)	35%	(351)	1018
Community: Rural	10%	(54)	35%	(188)	13%	(68)	42%	(225)	536
Employ: Private Sector	20%	(150)	42%	(310)	10%	(75)	28%	(212)	747
Employ: Government	22%	(27)	45%	(55)	9%	(11)	25%	(31)	124
Employ: Self-Employed	15%	(31)	39%	(82)	13%	(27)	34%	(71)	211
Employ: Homemaker	12%	(15)	43%	(56)	9%	(11)	36%	(47)	130
Employ: Student	16%	(10)	34%	(21)	15%	(9)	35%	(22)	61
Employ: Retired	13%	(67)	37%	(185)	10%	(50)	40%	(202)	504
Employ: Unemployed	16%	(45)	33%	(92)	14%	(40)	37%	(103)	279
Employ: Other	13%	(19)	30%	(43)	9%	(13)	48%	(69)	144
Military HH: Yes	17%	(58)	41%	(140)	12%	(42)	29%	(98)	338
Military HH: No	16%	(306)	38%	(705)	10%	(194)	35%	(657)	1862
RD/WT: Right Direction	23%	(202)	41%	(351)	8%	(65)	28%	(245)	863
RD/WT: Wrong Track	12%	(163)	37%	(494)	13%	(170)	38%	(510)	1337
Biden Job Approve	21%	(220)	41%	(425)	9%	(90)	29%	(303)	1039
Biden Job Disapprove	12%	(125)	37%	(387)	13%	(137)	39%	(410)	1060

Continued on next page

Table MCEN6_9: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Showtime

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	17%	(364)	38%	(844)	11%	(236)	34%	(755)	2200
Biden Job Strongly Approve	28%	(144)	39%	(198)	8%	(39)	25%	(129)	510
Biden Job Somewhat Approve	14%	(76)	43%	(227)	10%	(51)	33%	(174)	529
Biden Job Somewhat Disapprove	13%	(40)	44%	(135)	9%	(26)	35%	(108)	310
Biden Job Strongly Disapprove	11%	(85)	34%	(252)	15%	(111)	40%	(303)	750
Favorable of Biden	21%	(224)	41%	(437)	8%	(89)	29%	(308)	1057
Unfavorable of Biden	12%	(126)	36%	(377)	13%	(138)	39%	(403)	1045
Very Favorable of Biden	27%	(150)	39%	(216)	7%	(38)	27%	(149)	553
Somewhat Favorable of Biden	15%	(74)	44%	(220)	10%	(51)	31%	(159)	504
Somewhat Unfavorable of Biden	13%	(34)	41%	(104)	9%	(23)	37%	(93)	254
Very Unfavorable of Biden	12%	(92)	35%	(273)	15%	(116)	39%	(310)	791
#1 Issue: Economy	17%	(138)	40%	(328)	12%	(102)	31%	(260)	828
#1 Issue: Security	19%	(60)	36%	(114)	13%	(41)	33%	(105)	319
#1 Issue: Health Care	21%	(57)	39%	(103)	9%	(23)	31%	(82)	265
#1 Issue: Medicare / Social Security	13%	(39)	41%	(123)	7%	(21)	39%	(118)	300
#1 Issue: Women's Issues	13%	(21)	36%	(58)	9%	(14)	43%	(69)	161
#1 Issue: Education	15%	(15)	36%	(34)	11%	(11)	38%	(36)	96
#1 Issue: Energy	19%	(21)	36%	(40)	8%	(9)	37%	(42)	112
#1 Issue: Other	12%	(14)	37%	(44)	14%	(17)	37%	(44)	119
2020 Vote: Joe Biden	22%	(222)	40%	(409)	9%	(93)	28%	(287)	1011
2020 Vote: Donald Trump	12%	(85)	40%	(279)	13%	(91)	36%	(251)	706
2020 Vote: Other	12%	(7)	31%	(19)	4%	(2)	54%	(33)	62
2020 Vote: Didn't Vote	11%	(44)	33%	(135)	12%	(49)	45%	(184)	413
2018 House Vote: Democrat	23%	(181)	41%	(327)	9%	(71)	27%	(217)	796
2018 House Vote: Republican	12%	(73)	38%	(224)	12%	(68)	38%	(221)	587
2018 House Vote: Someone else	20%	(13)	21%	(14)	13%	(8)	47%	(30)	65
2016 Vote: Hillary Clinton	25%	(177)	40%	(287)	8%	(56)	28%	(198)	719
2016 Vote: Donald Trump	14%	(93)	38%	(250)	12%	(80)	36%	(236)	659
2016 Vote: Other	10%	(9)	39%	(36)	9%	(8)	42%	(38)	91
2016 Vote: Didn't Vote	12%	(85)	37%	(271)	12%	(89)	39%	(283)	728

Continued on next page

Table MCEN6_9: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?
Showtime

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	17%	(364)	38%	(844)	11%	(236)	34%	(755)	2200
Voted in 2014: Yes	20%	(247)	38%	(475)	10%	(131)	32%	(405)	1259
Voted in 2014: No	12%	(117)	39%	(369)	11%	(104)	37%	(350)	941
4-Region: Northeast	16%	(61)	37%	(147)	9%	(37)	38%	(149)	394
4-Region: Midwest	16%	(73)	34%	(157)	10%	(48)	40%	(183)	462
4-Region: South	16%	(128)	39%	(322)	12%	(100)	33%	(274)	824
4-Region: West	20%	(102)	42%	(219)	10%	(50)	29%	(149)	520

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

Table MCEN6_10: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Starz

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	16%	(342)	36%	(790)	12%	(274)	36%	(794)	2200
Gender: Male	18%	(186)	38%	(400)	15%	(161)	30%	(315)	1062
Gender: Female	14%	(156)	34%	(390)	10%	(113)	42%	(479)	1138
Age: 18-34	19%	(126)	35%	(232)	14%	(89)	32%	(209)	655
Age: 35-44	20%	(73)	33%	(117)	12%	(43)	35%	(124)	358
Age: 45-64	14%	(102)	39%	(290)	12%	(88)	36%	(271)	751
Age: 65+	9%	(41)	34%	(150)	12%	(54)	44%	(191)	436
GenZers: 1997-2012	13%	(27)	30%	(60)	17%	(33)	40%	(81)	201
Millennials: 1981-1996	22%	(147)	36%	(244)	13%	(86)	29%	(196)	673
GenXers: 1965-1980	16%	(88)	35%	(195)	14%	(76)	35%	(196)	555
Baby Boomers: 1946-1964	11%	(74)	38%	(266)	11%	(76)	40%	(282)	698
PID: Dem (no lean)	21%	(176)	39%	(329)	13%	(108)	28%	(239)	851
PID: Ind (no lean)	12%	(87)	34%	(245)	11%	(82)	43%	(316)	731
PID: Rep (no lean)	13%	(79)	35%	(216)	14%	(84)	39%	(239)	617
PID/Gender: Dem Men	26%	(103)	39%	(154)	14%	(55)	21%	(82)	395
PID/Gender: Dem Women	16%	(73)	38%	(174)	11%	(52)	34%	(157)	457
PID/Gender: Ind Men	11%	(41)	38%	(136)	15%	(54)	36%	(130)	361
PID/Gender: Ind Women	12%	(46)	29%	(109)	8%	(28)	50%	(187)	370
PID/Gender: Rep Men	14%	(42)	36%	(109)	17%	(51)	34%	(103)	306
PID/Gender: Rep Women	12%	(37)	34%	(107)	10%	(32)	44%	(136)	312
Ideo: Liberal (1-3)	18%	(114)	40%	(260)	12%	(80)	29%	(190)	644
Ideo: Moderate (4)	17%	(106)	34%	(221)	13%	(82)	36%	(233)	641
Ideo: Conservative (5-7)	14%	(94)	36%	(247)	13%	(88)	38%	(259)	688
Educ: < College	15%	(220)	34%	(511)	12%	(177)	40%	(605)	1512
Educ: Bachelors degree	19%	(84)	39%	(173)	14%	(62)	28%	(125)	444
Educ: Post-grad	15%	(37)	44%	(107)	14%	(35)	27%	(65)	244
Income: Under 50k	14%	(169)	34%	(407)	12%	(145)	39%	(467)	1187
Income: 50k-100k	17%	(116)	35%	(240)	13%	(86)	35%	(234)	675
Income: 100k+	17%	(57)	43%	(144)	13%	(44)	28%	(94)	338
Ethnicity: White	13%	(226)	37%	(630)	13%	(216)	38%	(649)	1722

Continued on next page

Table MCEN6_10: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Starz

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	16%	(342)	36%	(790)	12%	(274)	36%	(794)	2200
Ethnicity: Hispanic	21%	(73)	29%	(101)	17%	(59)	33%	(117)	349
Ethnicity: Black	31%	(85)	33%	(90)	11%	(30)	26%	(70)	274
Ethnicity: Other	15%	(31)	34%	(70)	14%	(28)	37%	(75)	204
All Christian	17%	(168)	37%	(373)	12%	(120)	34%	(336)	998
All Non-Christian	20%	(26)	42%	(56)	14%	(18)	25%	(33)	132
Atheist	14%	(15)	34%	(36)	11%	(11)	41%	(42)	104
Agnostic/Nothing in particular	14%	(82)	36%	(211)	13%	(77)	38%	(225)	594
Something Else	14%	(51)	31%	(115)	13%	(48)	43%	(158)	372
Religious Non-Protestant/Catholic	18%	(28)	41%	(61)	14%	(21)	27%	(41)	151
Evangelical	18%	(95)	35%	(187)	15%	(77)	32%	(172)	531
Non-Evangelical	15%	(117)	36%	(287)	11%	(85)	39%	(310)	799
Community: Urban	23%	(151)	36%	(234)	11%	(71)	30%	(191)	646
Community: Suburban	12%	(127)	37%	(374)	14%	(137)	37%	(380)	1018
Community: Rural	12%	(64)	34%	(182)	12%	(66)	42%	(224)	536
Employ: Private Sector	19%	(140)	39%	(291)	13%	(95)	30%	(222)	747
Employ: Government	25%	(31)	39%	(49)	11%	(14)	25%	(31)	124
Employ: Self-Employed	13%	(27)	33%	(70)	18%	(39)	36%	(75)	211
Employ: Homemaker	14%	(18)	39%	(51)	6%	(8)	41%	(53)	130
Employ: Student	8%	(5)	37%	(23)	15%	(9)	40%	(25)	61
Employ: Retired	10%	(50)	36%	(182)	12%	(62)	42%	(211)	504
Employ: Unemployed	18%	(50)	31%	(87)	12%	(33)	39%	(109)	279
Employ: Other	15%	(21)	27%	(39)	10%	(14)	48%	(69)	144
Military HH: Yes	17%	(59)	34%	(114)	15%	(51)	34%	(115)	338
Military HH: No	15%	(283)	36%	(676)	12%	(223)	37%	(680)	1862
RD/WT: Right Direction	22%	(189)	38%	(331)	11%	(91)	29%	(252)	863
RD/WT: Wrong Track	11%	(153)	34%	(460)	14%	(183)	41%	(542)	1337
Biden Job Approve	20%	(205)	39%	(403)	12%	(120)	30%	(311)	1039
Biden Job Disapprove	11%	(115)	34%	(361)	14%	(146)	41%	(439)	1060

Continued on next page

Table MCEN6_10: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Starz

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	16%	(342)	36%	(790)	12%	(274)	36%	(794)	2200
Biden Job Strongly Approve	25%	(129)	39%	(196)	12%	(60)	24%	(124)	510
Biden Job Somewhat Approve	14%	(76)	39%	(207)	11%	(60)	35%	(186)	529
Biden Job Somewhat Disapprove	13%	(41)	40%	(123)	11%	(34)	36%	(112)	310
Biden Job Strongly Disapprove	10%	(74)	32%	(237)	15%	(112)	44%	(327)	750
Favorable of Biden	20%	(214)	38%	(407)	11%	(113)	31%	(324)	1057
Unfavorable of Biden	11%	(110)	34%	(359)	15%	(152)	41%	(424)	1045
Very Favorable of Biden	25%	(138)	37%	(204)	11%	(60)	27%	(151)	553
Somewhat Favorable of Biden	15%	(77)	40%	(203)	10%	(52)	34%	(172)	504
Somewhat Unfavorable of Biden	11%	(27)	38%	(96)	12%	(30)	40%	(101)	254
Very Unfavorable of Biden	10%	(83)	33%	(263)	15%	(122)	41%	(323)	791
#1 Issue: Economy	16%	(132)	39%	(319)	12%	(99)	34%	(278)	828
#1 Issue: Security	15%	(47)	35%	(113)	14%	(46)	35%	(113)	319
#1 Issue: Health Care	20%	(52)	35%	(94)	13%	(34)	32%	(85)	265
#1 Issue: Medicare / Social Security	13%	(38)	38%	(114)	7%	(20)	43%	(129)	300
#1 Issue: Women's Issues	13%	(20)	30%	(48)	14%	(23)	43%	(69)	161
#1 Issue: Education	18%	(18)	25%	(24)	19%	(19)	37%	(35)	96
#1 Issue: Energy	15%	(17)	36%	(40)	14%	(15)	36%	(40)	112
#1 Issue: Other	14%	(17)	33%	(39)	15%	(18)	38%	(45)	119
2020 Vote: Joe Biden	19%	(193)	38%	(388)	12%	(120)	31%	(310)	1011
2020 Vote: Donald Trump	11%	(77)	36%	(256)	15%	(109)	37%	(264)	706
2020 Vote: Other	9%	(6)	33%	(20)	6%	(4)	52%	(32)	62
2020 Vote: Didn't Vote	15%	(62)	30%	(122)	10%	(41)	45%	(188)	413
2018 House Vote: Democrat	20%	(159)	39%	(308)	12%	(93)	30%	(236)	796
2018 House Vote: Republican	12%	(73)	36%	(211)	13%	(75)	39%	(227)	587
2018 House Vote: Someone else	13%	(9)	24%	(16)	18%	(12)	44%	(29)	65
2016 Vote: Hillary Clinton	20%	(145)	40%	(285)	10%	(75)	30%	(214)	719
2016 Vote: Donald Trump	14%	(90)	36%	(236)	14%	(91)	37%	(242)	659
2016 Vote: Other	12%	(11)	33%	(30)	14%	(12)	42%	(38)	91
2016 Vote: Didn't Vote	13%	(95)	33%	(238)	13%	(95)	41%	(300)	728

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Table MCEN6_10: Thinking about the quality of each streaming service, do you consider each of the following to have above average, average, or below average reputation?

Starz

Demographic	Above average		Average		Below average		Don't know / No opinion		Total N
Adults	16%	(342)	36%	(790)	12%	(274)	36%	(794)	2200
Voted in 2014: Yes	17%	(215)	36%	(458)	13%	(159)	34%	(427)	1259
Voted in 2014: No	13%	(126)	35%	(332)	12%	(115)	39%	(368)	941
4-Region: Northeast	15%	(60)	37%	(146)	11%	(45)	36%	(143)	394
4-Region: Midwest	17%	(77)	31%	(142)	13%	(58)	40%	(185)	462
4-Region: South	16%	(129)	38%	(311)	12%	(98)	35%	(286)	824
4-Region: West	14%	(75)	37%	(191)	14%	(73)	35%	(181)	520

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

Table MCEN8: Which streaming service/network do you feel, on average, has the highest quality shows?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know
Adults	37% (815)	10% (229)	9% (205)	8% (181)	2% (41)	2% (54)	11% (232)	2% (44)	1% (23)	1% (22)	2% (36)	15% (321)
Gender: Male	37% (394)	8% (88)	10% (109)	7% (75)	3% (30)	2% (26)	11% (120)	2% (19)	1% (12)	1% (8)	2% (19)	15% (162)
Gender: Female	37% (421)	12% (140)	8% (96)	9% (106)	1% (11)	2% (28)	10% (112)	2% (25)	1% (11)	1% (14)	1% (17)	14% (158)
Age: 18-34	41% (270)	15% (101)	12% (77)	10% (63)	2% (13)	2% (15)	9% (58)	1% (6)	1% (6)	1% (9)	— (3)	5% (33)
Age: 35-44	38% (138)	13% (45)	10% (37)	9% (33)	4% (13)	2% (7)	10% (35)	3% (11)	1% (4)	1% (3)	1% (4)	7% (26)
Age: 45-64	36% (270)	8% (64)	8% (62)	7% (53)	1% (11)	3% (23)	12% (89)	3% (19)	1% (9)	1% (8)	2% (17)	17% (125)
Age: 65+	32% (138)	4% (19)	6% (28)	7% (31)	1% (3)	2% (9)	11% (49)	2% (8)	1% (4)	— (1)	3% (11)	31% (136)
GenZers: 1997-2012	49% (98)	18% (35)	8% (15)	9% (19)	1% (3)	5% (9)	3% (7)	1% (2)	— (1)	— (0)	— (1)	5% (11)
Millennials: 1981-1996	38% (256)	13% (86)	13% (86)	10% (67)	3% (18)	2% (10)	11% (77)	2% (12)	1% (9)	2% (12)	— (3)	5% (37)
GenXers: 1965-1980	38% (211)	11% (61)	7% (41)	8% (46)	2% (11)	3% (15)	10% (58)	3% (15)	1% (6)	1% (5)	3% (15)	13% (70)
Baby Boomers: 1946-1964	33% (232)	6% (43)	9% (62)	6% (45)	1% (8)	3% (18)	12% (85)	2% (15)	1% (8)	1% (4)	2% (13)	24% (164)
PID: Dem (no lean)	41% (349)	9% (74)	9% (80)	7% (63)	3% (24)	3% (23)	12% (102)	2% (16)	1% (12)	1% (9)	1% (10)	11% (90)
PID: Ind (no lean)	32% (236)	11% (81)	10% (74)	10% (76)	1% (10)	2% (17)	10% (74)	2% (17)	1% (4)	1% (8)	2% (11)	17% (121)
PID: Rep (no lean)	37% (229)	12% (74)	8% (51)	7% (41)	1% (7)	2% (14)	9% (56)	2% (10)	1% (7)	1% (4)	2% (15)	18% (110)
PID/Gender: Dem Men	40% (157)	7% (26)	9% (36)	7% (27)	5% (18)	3% (13)	11% (44)	2% (6)	2% (8)	1% (4)	1% (5)	13% (52)
PID/Gender: Dem Women	42% (192)	11% (48)	10% (43)	8% (36)	1% (5)	2% (10)	13% (58)	2% (10)	1% (4)	1% (6)	1% (5)	8% (38)
PID/Gender: Ind Men	32% (114)	8% (30)	12% (45)	8% (29)	2% (6)	2% (9)	12% (45)	2% (6)	— (1)	1% (5)	2% (7)	18% (65)
PID/Gender: Ind Women	33% (123)	14% (51)	8% (29)	13% (48)	1% (4)	2% (8)	8% (29)	3% (11)	1% (3)	1% (4)	1% (4)	15% (56)
PID/Gender: Rep Men	40% (122)	11% (33)	9% (28)	6% (20)	2% (5)	1% (4)	10% (31)	2% (7)	1% (3)	— (0)	2% (7)	15% (45)
PID/Gender: Rep Women	34% (107)	13% (41)	7% (23)	7% (22)	1% (2)	3% (9)	8% (26)	1% (3)	1% (3)	1% (4)	3% (8)	21% (64)
Ideo: Liberal (1-3)	40% (258)	12% (78)	11% (71)	7% (46)	3% (16)	3% (19)	10% (65)	2% (11)	1% (8)	1% (9)	1% (8)	9% (57)
Ideo: Moderate (4)	36% (228)	8% (50)	9% (58)	9% (56)	1% (8)	3% (18)	13% (86)	2% (15)	1% (4)	1% (7)	1% (10)	16% (102)
Ideo: Conservative (5-7)	37% (256)	9% (62)	8% (52)	8% (54)	2% (15)	2% (17)	9% (63)	2% (15)	1% (7)	1% (5)	2% (15)	19% (128)
Educ: < College	35% (529)	12% (176)	9% (138)	9% (136)	1% (20)	3% (40)	10% (149)	2% (33)	1% (13)	1% (12)	2% (27)	16% (238)
Educ: Bachelors degree	42% (186)	8% (34)	11% (47)	5% (22)	3% (11)	2% (11)	14% (60)	2% (8)	2% (8)	1% (6)	1% (5)	10% (46)
Educ: Post-grad	41% (99)	8% (18)	8% (19)	9% (23)	4% (9)	1% (4)	9% (22)	1% (3)	1% (2)	1% (4)	1% (3)	15% (37)
Income: Under 50k	34% (403)	12% (145)	9% (102)	9% (109)	1% (12)	2% (25)	10% (113)	2% (24)	1% (10)	1% (13)	2% (23)	18% (208)
Income: 50k-100k	40% (268)	8% (56)	10% (68)	8% (56)	2% (14)	3% (23)	11% (73)	2% (13)	1% (9)	1% (6)	1% (10)	12% (78)
Income: 100k+	42% (143)	8% (27)	10% (35)	5% (15)	4% (14)	2% (7)	13% (45)	2% (7)	1% (5)	1% (3)	1% (3)	10% (35)
Ethnicity: White	36% (617)	10% (176)	9% (163)	8% (139)	2% (38)	2% (42)	11% (188)	2% (28)	1% (18)	1% (10)	2% (30)	16% (274)
Ethnicity: Hispanic	43% (149)	10% (35)	9% (31)	11% (38)	4% (12)	3% (10)	5% (17)	2% (7)	1% (4)	1% (3)	— (1)	12% (42)
Ethnicity: Black	40% (109)	11% (30)	7% (18)	11% (29)	— (1)	4% (10)	12% (32)	2% (7)	1% (3)	4% (11)	1% (4)	7% (20)
Ethnicity: Other	43% (89)	11% (22)	12% (24)	6% (13)	1% (1)	1% (2)	6% (12)	5% (9)	1% (1)	1% (1)	1% (1)	13% (28)
All Christian	35% (354)	8% (80)	9% (92)	9% (88)	2% (18)	3% (28)	11% (112)	2% (19)	1% (10)	1% (6)	2% (16)	17% (174)
All Non-Christian	48% (63)	4% (5)	9% (11)	3% (3)	5% (7)	1% (2)	15% (21)	1% (1)	1% (1)	3% (3)	— (0)	11% (14)
Atheist	37% (38)	12% (12)	9% (10)	8% (8)	1% (1)	3% (3)	6% (7)	2% (2)	— (0)	1% (1)	3% (3)	19% (20)
Agnostic/Nothing in particular	38% (226)	13% (78)	10% (61)	7% (43)	2% (11)	2% (12)	10% (59)	1% (9)	1% (5)	1% (5)	1% (6)	13% (78)
Something Else	36% (134)	14% (53)	8% (31)	10% (38)	1% (4)	3% (10)	9% (33)	3% (13)	2% (6)	2% (6)	3% (10)	9% (35)
Religious Non-Protestant/Catholic	43% (64)	4% (7)	9% (14)	7% (10)	6% (9)	1% (2)	16% (24)	1% (2)	1% (1)	2% (3)	— (0)	10% (15)
Evangelical	33% (176)	11% (57)	10% (51)	11% (57)	2% (12)	2% (11)	12% (65)	2% (12)	1% (6)	1% (7)	2% (10)	12% (66)
Non-Evangelical	38% (300)	9% (72)	8% (67)	8% (60)	1% (8)	3% (27)	9% (72)	2% (19)	1% (10)	1% (6)	2% (17)	18% (140)
Community: Urban	41% (262)	8% (55)	9% (58)	7% (42)	3% (21)	3% (21)	12% (77)	3% (18)	1% (9)	2% (13)	1% (7)	10% (63)
Community: Suburban	35% (355)	11% (111)	10% (101)	10% (101)	2% (16)	2% (25)	10% (106)	2% (17)	1% (9)	1% (6)	1% (14)	15% (157)
Community: Rural	37% (197)	12% (62)	8% (45)	7% (37)	1% (4)	2% (9)	9% (49)	2% (8)	1% (5)	1% (3)	3% (15)	19% (101)

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Table MCEN8: Which streaming service/network do you feel, on average, has the highest quality shows?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know
Adults	37% (815)	10% (229)	9% (205)	8% (181)	2% (41)	2% (54)	11% (232)	2% (44)	1% (23)	1% (22)	2% (36)	15% (321)
Employ: Private Sector	42% (313)	10% (76)	8% (63)	8% (60)	2% (18)	3% (22)	12% (93)	2% (13)	2% (12)	1% (8)	1% (8)	8% (61)
Employ: Government	51% (64)	6% (7)	13% (16)	8% (10)	2% (3)	1% (1)	8% (9)	5% (6)	— (0)	2% (3)	— (0)	5% (6)
Employ: Self-Employed	34% (73)	10% (21)	8% (17)	9% (19)	5% (10)	2% (4)	11% (24)	3% (5)	1% (3)	— (1)	2% (4)	14% (30)
Employ: Homemaker	30% (39)	11% (14)	14% (18)	16% (20)	1% (1)	1% (2)	15% (20)	1% (1)	1% (1)	— (0)	1% (2)	10% (12)
Employ: Student	42% (26)	15% (9)	19% (12)	9% (5)	4% (2)	2% (1)	3% (2)	— (0)	1% (1)	— (0)	3% (2)	3% (2)
Employ: Retired	31% (158)	5% (26)	7% (37)	8% (39)	1% (4)	3% (14)	11% (58)	2% (10)	1% (4)	— (1)	2% (11)	28% (141)
Employ: Unemployed	32% (89)	18% (51)	9% (26)	8% (22)	— (0)	2% (6)	5% (15)	3% (7)	1% (2)	1% (4)	2% (6)	18% (51)
Employ: Other	37% (53)	17% (24)	11% (16)	4% (6)	1% (1)	3% (4)	8% (11)	2% (2)	— (1)	3% (5)	3% (4)	12% (17)
Military HH: Yes	37% (124)	10% (34)	8% (27)	8% (28)	1% (4)	3% (11)	11% (37)	3% (11)	1% (2)	1% (4)	2% (8)	14% (48)
Military HH: No	37% (691)	10% (194)	10% (177)	8% (153)	2% (37)	2% (43)	10% (195)	2% (33)	1% (21)	1% (18)	1% (27)	15% (273)
RD/WT: Right Direction	38% (331)	10% (83)	10% (85)	7% (62)	3% (23)	3% (23)	13% (110)	2% (19)	1% (10)	1% (10)	1% (4)	12% (103)
RD/WT: Wrong Track	36% (484)	11% (146)	9% (120)	9% (119)	1% (18)	2% (31)	9% (122)	2% (24)	1% (13)	1% (12)	2% (31)	16% (218)
Biden Job Approve	39% (409)	10% (101)	10% (101)	7% (74)	3% (28)	2% (20)	12% (121)	2% (21)	1% (12)	1% (10)	1% (14)	12% (129)
Biden Job Disapprove	35% (367)	11% (114)	9% (98)	9% (95)	1% (11)	3% (34)	9% (99)	2% (20)	1% (11)	1% (9)	2% (21)	17% (180)
Biden Job Strongly Approve	40% (202)	8% (40)	9% (46)	6% (29)	4% (19)	2% (11)	14% (73)	2% (10)	1% (6)	1% (6)	1% (8)	12% (61)
Biden Job Somewhat Approve	39% (207)	11% (60)	10% (55)	9% (45)	2% (9)	2% (9)	9% (48)	2% (10)	1% (6)	1% (4)	1% (7)	13% (68)
Biden Job Somewhat Disapprove	35% (109)	12% (37)	12% (37)	10% (31)	1% (3)	3% (8)	8% (25)	2% (5)	2% (6)	1% (4)	1% (2)	14% (43)
Biden Job Strongly Disapprove	34% (258)	10% (77)	8% (61)	9% (64)	1% (8)	3% (26)	10% (74)	2% (15)	1% (5)	1% (6)	3% (19)	18% (138)
Favorable of Biden	40% (424)	10% (102)	9% (96)	7% (76)	2% (26)	2% (20)	12% (126)	2% (25)	1% (12)	1% (9)	1% (14)	12% (127)
Unfavorable of Biden	34% (354)	11% (113)	10% (101)	9% (93)	1% (13)	3% (34)	9% (96)	2% (18)	1% (11)	1% (12)	2% (21)	17% (180)
Very Favorable of Biden	39% (214)	7% (38)	9% (49)	6% (31)	4% (20)	2% (14)	15% (81)	2% (11)	1% (6)	1% (7)	2% (9)	13% (74)
Somewhat Favorable of Biden	42% (210)	13% (64)	9% (47)	9% (45)	1% (6)	1% (6)	9% (45)	3% (14)	1% (6)	— (2)	1% (6)	11% (53)
Somewhat Unfavorable of Biden	34% (86)	10% (26)	11% (28)	10% (26)	1% (3)	5% (12)	9% (24)	1% (3)	2% (6)	3% (8)	1% (2)	12% (32)
Very Unfavorable of Biden	34% (268)	11% (87)	9% (73)	8% (67)	1% (10)	3% (22)	9% (73)	2% (15)	1% (5)	1% (4)	2% (19)	19% (148)
#1 Issue: Economy	38% (318)	11% (93)	9% (77)	9% (73)	1% (9)	2% (16)	13% (104)	2% (13)	— (2)	2% (16)	1% (10)	12% (97)
#1 Issue: Security	33% (105)	10% (33)	8% (26)	7% (23)	2% (6)	3% (10)	12% (37)	2% (8)	1% (4)	1% (2)	3% (9)	17% (56)
#1 Issue: Health Care	36% (96)	12% (32)	13% (35)	7% (18)	5% (13)	3% (7)	12% (31)	1% (2)	3% (7)	— (0)	1% (2)	9% (23)
#1 Issue: Medicare / Social Security	33% (100)	6% (17)	7% (20)	6% (19)	— (1)	5% (14)	11% (33)	3% (9)	1% (4)	— (1)	2% (6)	25% (75)
#1 Issue: Women's Issues	49% (78)	13% (20)	11% (18)	8% (13)	1% (2)	1% (2)	4% (7)	3% (5)	2% (3)	— (0)	— (0)	9% (14)
#1 Issue: Education	36% (35)	9% (9)	12% (11)	14% (14)	3% (3)	2% (2)	4% (4)	6% (6)	— (0)	1% (1)	— (0)	12% (11)
#1 Issue: Energy	42% (47)	10% (12)	7% (8)	8% (9)	4% (5)	1% (1)	12% (13)	1% (1)	2% (2)	2% (2)	3% (3)	8% (9)
#1 Issue: Other	30% (36)	11% (14)	8% (9)	9% (10)	1% (1)	2% (2)	3% (3)	1% (1)	1% (1)	— (0)	5% (6)	30% (36)
2020 Vote: Joe Biden	39% (396)	9% (90)	8% (85)	9% (90)	3% (25)	2% (23)	12% (119)	2% (22)	1% (13)	1% (10)	2% (15)	12% (122)
2020 Vote: Donald Trump	35% (246)	10% (71)	9% (61)	8% (56)	1% (8)	3% (19)	11% (76)	2% (13)	1% (8)	— (3)	2% (15)	18% (130)
2020 Vote: Other	34% (21)	8% (5)	4% (3)	8% (5)	3% (2)	4% (2)	16% (10)	2% (1)	— (0)	3% (2)	3% (2)	15% (9)
2020 Vote: Didn't Vote	37% (151)	15% (60)	13% (55)	7% (29)	1% (5)	2% (9)	6% (27)	2% (8)	1% (3)	2% (6)	1% (3)	14% (57)
2018 House Vote: Democrat	41% (326)	7% (58)	9% (70)	7% (55)	3% (21)	3% (22)	11% (89)	2% (18)	1% (9)	2% (12)	2% (12)	13% (104)
2018 House Vote: Republican	34% (200)	9% (54)	9% (55)	9% (53)	2% (10)	2% (12)	11% (62)	2% (11)	— (3)	1% (5)	3% (17)	18% (103)
2018 House Vote: Someone else	26% (17)	6% (4)	9% (6)	8% (5)	4% (2)	3% (2)	16% (10)	3% (2)	2% (1)	— (0)	— (0)	23% (15)
2016 Vote: Hillary Clinton	41% (294)	7% (50)	10% (69)	7% (54)	3% (18)	2% (16)	11% (79)	2% (15)	1% (9)	1% (10)	2% (11)	13% (94)
2016 Vote: Donald Trump	33% (217)	10% (64)	8% (54)	8% (53)	2% (12)	3% (22)	12% (78)	2% (14)	1% (8)	1% (8)	2% (15)	18% (116)
2016 Vote: Other	34% (31)	8% (7)	5% (4)	13% (12)	— (0)	1% (1)	12% (11)	3% (3)	— (0)	— (0)	2% (2)	22% (20)
2016 Vote: Didn't Vote	37% (270)	15% (108)	11% (77)	9% (62)	1% (11)	2% (15)	9% (64)	2% (12)	1% (6)	1% (5)	1% (8)	13% (91)
Voted in 2014: Yes	37% (469)	8% (97)	9% (109)	8% (103)	2% (25)	3% (32)	11% (141)	2% (29)	1% (11)	1% (17)	2% (27)	16% (199)
Voted in 2014: No	37% (345)	14% (132)	10% (96)	8% (78)	2% (16)	2% (22)	10% (91)	2% (14)	1% (12)	1% (5)	1% (8)	13% (122)

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Table MCEN8: Which streaming service/network do you feel, on average, has the highest quality shows?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know	T
Adults	37% (815)	10% (229)	9% (205)	8% (181)	2% (41)	2% (54)	11% (232)	2% (44)	1% (23)	1% (22)	2% (36)	15% (321)	
4-Region: Northeast	44% (174)	6% (25)	10% (38)	7% (28)	1% (3)	3% (11)	10% (39)	2% (7)	1% (3)	1% (3)	2% (9)	13% (53)	
4-Region: Midwest	33% (153)	13% (60)	11% (50)	7% (32)	1% (6)	4% (17)	10% (47)	2% (9)	1% (7)	2% (8)	2% (9)	14% (64)	
4-Region: South	34% (278)	13% (106)	8% (68)	8% (70)	2% (14)	2% (18)	12% (96)	2% (17)	1% (9)	1% (8)	2% (15)	15% (125)	
4-Region: West	40% (210)	7% (38)	9% (49)	10% (51)	3% (18)	1% (7)	9% (49)	2% (11)	1% (4)	1% (3)	— (3)	15% (79)	

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

Table MCEN9: Which streaming service/network has the most high-quality shows on its platform?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know
Adults	35% (781)	10% (211)	9% (202)	8% (168)	2% (39)	2% (49)	12% (266)	2% (48)	1% (24)	1% (21)	1% (19)	17% (372)
Gender: Male	36% (383)	7% (77)	10% (103)	8% (85)	3% (28)	2% (24)	12% (130)	2% (21)	1% (8)	1% (8)	1% (10)	17% (185)
Gender: Female	35% (398)	12% (134)	9% (100)	7% (83)	1% (11)	2% (25)	12% (136)	2% (27)	1% (16)	1% (13)	1% (9)	16% (187)
Age: 18-34	37% (242)	16% (103)	13% (85)	9% (57)	3% (22)	3% (17)	9% (60)	2% (13)	1% (9)	1% (5)	— (1)	6% (42)
Age: 35-44	41% (145)	12% (41)	9% (33)	8% (29)	3% (10)	2% (6)	12% (43)	3% (10)	1% (3)	2% (6)	— (1)	9% (31)
Age: 45-64	35% (266)	7% (55)	8% (61)	7% (55)	1% (5)	2% (18)	13% (101)	3% (20)	1% (10)	1% (5)	1% (9)	19% (146)
Age: 65+	29% (128)	3% (12)	5% (23)	6% (27)	1% (2)	2% (8)	14% (62)	1% (4)	— (2)	1% (5)	2% (9)	35% (153)
GenZers: 1997-2012	40% (80)	17% (34)	10% (20)	10% (21)	1% (2)	4% (8)	10% (19)	2% (5)	1% (2)	— (1)	— (0)	5% (9)
Millennials: 1981-1996	37% (250)	13% (87)	13% (86)	8% (55)	4% (28)	2% (13)	11% (71)	2% (15)	1% (9)	1% (9)	— (1)	7% (49)
GenXers: 1965-1980	40% (221)	9% (52)	8% (46)	8% (42)	1% (5)	2% (11)	11% (63)	3% (15)	1% (7)	— (1)	2% (9)	15% (83)
Baby Boomers: 1946-1964	31% (214)	5% (38)	7% (49)	6% (44)	1% (4)	2% (17)	15% (106)	2% (13)	1% (6)	1% (9)	1% (6)	27% (190)
PID: Dem (no lean)	38% (321)	9% (76)	10% (87)	8% (72)	2% (20)	1% (12)	12% (103)	2% (19)	1% (9)	2% (14)	1% (5)	13% (114)
PID: Ind (no lean)	32% (238)	11% (79)	10% (72)	8% (56)	1% (8)	2% (18)	13% (92)	2% (18)	1% (7)	— (2)	1% (7)	18% (135)
PID: Rep (no lean)	36% (222)	9% (57)	7% (43)	6% (39)	2% (11)	3% (19)	12% (71)	2% (11)	1% (7)	1% (5)	1% (8)	20% (124)
PID/Gender: Dem Men	36% (144)	5% (19)	10% (39)	10% (39)	4% (15)	2% (7)	13% (52)	1% (5)	1% (5)	2% (8)	— (1)	16% (62)
PID/Gender: Dem Women	39% (177)	12% (57)	11% (49)	7% (33)	1% (5)	1% (6)	11% (51)	3% (14)	1% (5)	1% (5)	1% (4)	11% (51)
PID/Gender: Ind Men	33% (118)	9% (34)	12% (43)	7% (27)	1% (3)	2% (6)	13% (47)	2% (9)	— (0)	— (0)	1% (4)	20% (71)
PID/Gender: Ind Women	32% (120)	12% (45)	8% (29)	8% (30)	2% (6)	3% (11)	12% (45)	2% (9)	2% (7)	1% (2)	1% (3)	17% (64)
PID/Gender: Rep Men	40% (121)	8% (24)	7% (21)	6% (19)	3% (11)	4% (11)	10% (31)	2% (7)	1% (3)	— (0)	2% (5)	17% (52)
PID/Gender: Rep Women	32% (101)	11% (33)	7% (22)	6% (20)	— (0)	3% (8)	13% (40)	1% (4)	1% (4)	2% (5)	1% (3)	23% (72)
Ideo: Liberal (1-3)	40% (255)	9% (56)	12% (77)	8% (52)	2% (12)	2% (15)	12% (74)	2% (10)	1% (6)	2% (12)	1% (5)	11% (70)
Ideo: Moderate (4)	35% (224)	10% (62)	8% (54)	7% (47)	1% (9)	2% (10)	14% (88)	3% (19)	1% (5)	— (2)	1% (6)	18% (117)
Ideo: Conservative (5-7)	36% (246)	8% (52)	7% (48)	6% (43)	2% (15)	3% (21)	11% (78)	3% (19)	1% (9)	1% (6)	1% (8)	21% (143)
Educ: < College	34% (507)	11% (163)	9% (135)	8% (121)	1% (18)	2% (31)	12% (187)	2% (36)	1% (14)	1% (14)	1% (12)	18% (274)
Educ: Bachelors degree	40% (176)	6% (26)	10% (46)	7% (30)	3% (13)	2% (11)	13% (58)	2% (9)	2% (8)	1% (5)	1% (4)	13% (59)
Educ: Post-grad	40% (97)	9% (22)	9% (21)	7% (16)	3% (8)	3% (8)	9% (22)	1% (3)	1% (2)	1% (2)	1% (3)	16% (39)
Income: Under 50k	34% (402)	11% (135)	7% (88)	8% (92)	1% (12)	2% (28)	11% (133)	2% (27)	1% (10)	1% (14)	1% (8)	20% (238)
Income: 50k-100k	36% (241)	8% (51)	12% (82)	8% (57)	2% (14)	2% (16)	13% (88)	2% (15)	1% (8)	1% (6)	1% (9)	13% (88)
Income: 100k+	41% (138)	7% (25)	9% (32)	6% (19)	4% (14)	2% (6)	14% (46)	2% (6)	2% (5)	— (1)	1% (2)	14% (46)
Ethnicity: White	36% (614)	9% (157)	9% (152)	7% (121)	2% (32)	2% (41)	12% (208)	2% (33)	1% (18)	1% (14)	1% (18)	18% (313)
Ethnicity: Hispanic	36% (127)	11% (38)	11% (37)	12% (40)	1% (4)	2% (7)	12% (42)	2% (7)	1% (2)	1% (2)	— (1)	12% (42)
Ethnicity: Black	36% (99)	10% (28)	8% (22)	11% (31)	— (0)	3% (7)	15% (40)	2% (7)	1% (4)	2% (7)	— (0)	11% (30)
Ethnicity: Other	34% (68)	13% (26)	14% (29)	8% (16)	3% (7)	1% (2)	9% (18)	4% (8)	1% (2)	— (0)	— (1)	14% (29)
All Christian	34% (344)	8% (84)	8% (81)	7% (73)	2% (16)	3% (28)	13% (130)	2% (18)	1% (8)	1% (8)	1% (11)	20% (195)
All Non-Christian	40% (53)	5% (7)	10% (13)	2% (2)	5% (6)	2% (2)	18% (24)	1% (2)	1% (1)	2% (3)	— (0)	14% (19)
Atheist	32% (33)	11% (11)	12% (12)	7% (8)	3% (3)	— (0)	11% (12)	2% (2)	1% (1)	— (0)	1% (1)	21% (22)
Agnostic/Nothing in particular	39% (229)	11% (65)	10% (58)	7% (44)	2% (10)	2% (10)	10% (62)	1% (7)	1% (7)	1% (6)	1% (5)	15% (92)
Something Else	33% (121)	12% (44)	10% (37)	11% (41)	1% (4)	3% (9)	10% (39)	5% (19)	2% (7)	1% (3)	1% (2)	12% (45)
Religious Non-Protestant/Catholic	36% (54)	8% (12)	10% (16)	4% (6)	4% (6)	1% (2)	19% (29)	1% (2)	1% (1)	2% (3)	— (0)	13% (20)
Evangelical	33% (177)	10% (51)	8% (44)	9% (48)	2% (9)	3% (16)	13% (69)	3% (17)	1% (6)	1% (6)	1% (5)	16% (82)
Non-Evangelical	35% (277)	9% (71)	9% (71)	8% (62)	1% (8)	3% (22)	12% (94)	2% (19)	1% (8)	1% (5)	1% (8)	19% (154)
Community: Urban	37% (241)	8% (49)	11% (72)	6% (40)	3% (16)	2% (11)	14% (91)	3% (17)	1% (7)	1% (9)	1% (6)	13% (85)
Community: Suburban	36% (363)	10% (99)	9% (88)	9% (90)	2% (17)	2% (25)	12% (119)	2% (22)	1% (12)	— (5)	— (5)	17% (175)
Community: Rural	33% (177)	12% (62)	8% (42)	7% (37)	1% (6)	3% (14)	10% (56)	2% (9)	1% (5)	1% (7)	2% (8)	21% (112)

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Table MCEN9: Which streaming service/network has the most high-quality shows on its platform?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know
Adults	35% (781)	10% (211)	9% (202)	8% (168)	2% (39)	2% (49)	12% (266)	2% (48)	1% (24)	1% (21)	1% (19)	17% (372)
Employ: Private Sector	39% (295)	9% (70)	10% (78)	9% (66)	2% (16)	3% (19)	12% (93)	2% (14)	1% (10)	1% (11)	— (3)	10% (73)
Employ: Government	38% (47)	14% (18)	14% (17)	6% (7)	3% (4)	4% (5)	9% (11)	3% (3)	1% (2)	— (0)	— (0)	8% (10)
Employ: Self-Employed	41% (87)	8% (16)	7% (16)	5% (11)	3% (7)	3% (6)	13% (28)	1% (2)	1% (2)	— (1)	1% (3)	15% (33)
Employ: Homemaker	27% (35)	18% (24)	10% (13)	9% (12)	3% (3)	1% (2)	16% (20)	1% (1)	1% (1)	— (0)	1% (2)	13% (16)
Employ: Student	45% (28)	11% (7)	19% (12)	12% (7)	3% (2)	1% (1)	— (0)	4% (2)	— (0)	— (0)	1% (1)	3% (2)
Employ: Retired	29% (147)	3% (13)	6% (30)	8% (39)	— (2)	2% (9)	15% (78)	2% (10)	1% (3)	1% (5)	2% (8)	32% (160)
Employ: Unemployed	33% (93)	14% (39)	9% (25)	6% (18)	1% (4)	— (1)	7% (20)	4% (13)	1% (3)	1% (2)	— (1)	22% (61)
Employ: Other	34% (49)	16% (23)	8% (12)	5% (7)	1% (2)	5% (7)	10% (15)	2% (2)	3% (4)	2% (2)	1% (2)	13% (19)
Military HH: Yes	36% (122)	9% (31)	8% (28)	7% (24)	2% (6)	2% (6)	14% (47)	2% (7)	1% (4)	1% (3)	1% (5)	16% (55)
Military HH: No	35% (658)	10% (180)	9% (174)	8% (144)	2% (34)	2% (43)	12% (219)	2% (41)	1% (20)	1% (18)	1% (14)	17% (317)
RD/WT: Right Direction	38% (330)	8% (70)	11% (92)	7% (57)	2% (19)	2% (18)	14% (121)	2% (17)	1% (8)	1% (11)	— (2)	14% (117)
RD/WT: Wrong Track	34% (451)	11% (141)	8% (111)	8% (111)	1% (20)	2% (31)	11% (145)	2% (31)	1% (15)	1% (10)	1% (17)	19% (255)
Biden Job Approve	39% (401)	8% (86)	10% (102)	7% (76)	3% (27)	2% (21)	12% (127)	2% (21)	1% (9)	1% (10)	1% (6)	15% (152)
Biden Job Disapprove	32% (342)	10% (111)	9% (93)	7% (79)	1% (11)	3% (27)	12% (127)	2% (24)	1% (14)	1% (10)	1% (13)	20% (208)
Biden Job Strongly Approve	38% (195)	6% (31)	9% (46)	7% (34)	4% (20)	2% (10)	16% (81)	2% (11)	1% (3)	2% (10)	— (2)	13% (66)
Biden Job Somewhat Approve	39% (206)	10% (55)	11% (56)	8% (42)	1% (7)	2% (11)	9% (46)	2% (9)	1% (6)	— (0)	1% (3)	16% (86)
Biden Job Somewhat Disapprove	33% (103)	10% (32)	12% (37)	10% (30)	1% (4)	2% (6)	11% (33)	2% (6)	2% (6)	1% (4)	— (1)	15% (47)
Biden Job Strongly Disapprove	32% (239)	10% (78)	8% (56)	7% (49)	1% (7)	3% (21)	12% (94)	2% (18)	1% (8)	1% (7)	2% (13)	21% (160)
Favorable of Biden	38% (403)	9% (93)	10% (103)	7% (79)	2% (26)	2% (20)	12% (130)	2% (23)	1% (9)	1% (13)	1% (8)	14% (150)
Unfavorable of Biden	33% (344)	10% (102)	9% (98)	7% (78)	1% (10)	3% (28)	12% (127)	2% (23)	1% (14)	1% (7)	1% (11)	19% (203)
Very Favorable of Biden	36% (201)	7% (38)	8% (44)	7% (40)	3% (18)	2% (9)	16% (87)	3% (14)	1% (4)	2% (12)	1% (5)	15% (82)
Somewhat Favorable of Biden	40% (202)	11% (55)	12% (59)	8% (38)	2% (8)	2% (11)	9% (43)	2% (9)	1% (6)	— (2)	1% (3)	13% (68)
Somewhat Unfavorable of Biden	36% (92)	11% (27)	10% (26)	8% (22)	1% (3)	2% (5)	13% (34)	1% (4)	2% (4)	1% (1)	— (0)	14% (35)
Very Unfavorable of Biden	32% (251)	9% (74)	9% (71)	7% (57)	1% (6)	3% (24)	12% (93)	2% (20)	1% (10)	1% (6)	1% (11)	21% (168)
#1 Issue: Economy	37% (306)	10% (84)	9% (78)	8% (62)	2% (18)	2% (18)	13% (109)	2% (17)	1% (10)	1% (5)	1% (5)	14% (115)
#1 Issue: Security	36% (116)	6% (18)	8% (27)	5% (15)	1% (4)	3% (9)	15% (47)	2% (7)	2% (6)	1% (2)	2% (5)	20% (64)
#1 Issue: Health Care	34% (91)	12% (33)	12% (31)	10% (26)	2% (5)	3% (7)	13% (34)	1% (4)	2% (4)	— (0)	1% (2)	10% (27)
#1 Issue: Medicare / Social Security	32% (95)	6% (18)	6% (18)	4% (13)	1% (2)	3% (8)	14% (41)	3% (9)	— (1)	2% (5)	1% (2)	30% (89)
#1 Issue: Women's Issues	39% (62)	15% (24)	14% (23)	10% (17)	3% (5)	2% (3)	6% (9)	3% (5)	— (1)	2% (3)	— (0)	7% (11)
#1 Issue: Education	32% (31)	7% (7)	9% (8)	14% (13)	2% (2)	2% (2)	13% (13)	5% (5)	— (0)	3% (3)	— (0)	12% (12)
#1 Issue: Energy	47% (52)	9% (10)	8% (9)	7% (7)	3% (3)	1% (1)	10% (11)	1% (1)	1% (1)	2% (3)	1% (1)	10% (11)
#1 Issue: Other	22% (26)	15% (18)	7% (9)	12% (15)	— (0)	2% (2)	2% (3)	— (0)	1% (1)	— (0)	3% (3)	36% (43)
2020 Vote: Joe Biden	38% (385)	8% (80)	10% (101)	8% (81)	2% (21)	2% (17)	13% (130)	2% (24)	1% (9)	1% (11)	1% (8)	14% (144)
2020 Vote: Donald Trump	35% (248)	9% (63)	7% (48)	7% (50)	1% (8)	3% (21)	12% (84)	3% (19)	1% (10)	1% (4)	1% (10)	20% (142)
2020 Vote: Other	25% (16)	14% (9)	12% (8)	6% (4)	1% (1)	1% (1)	12% (7)	4% (2)	— (0)	3% (2)	1% (1)	20% (12)
2020 Vote: Didn't Vote	31% (128)	14% (58)	11% (46)	8% (32)	3% (10)	3% (11)	11% (45)	1% (2)	1% (5)	1% (4)	— (1)	17% (72)
2018 House Vote: Democrat	40% (318)	6% (47)	11% (85)	7% (55)	2% (15)	1% (10)	13% (100)	2% (19)	1% (6)	2% (13)	1% (6)	15% (123)
2018 House Vote: Republican	34% (200)	9% (53)	8% (47)	7% (42)	1% (5)	3% (18)	12% (68)	3% (18)	1% (5)	1% (4)	2% (10)	20% (116)
2018 House Vote: Someone else	28% (18)	6% (4)	6% (4)	4% (3)	— (0)	3% (2)	21% (14)	3% (2)	— (0)	— (0)	2% (1)	27% (18)
2016 Vote: Hillary Clinton	39% (284)	7% (51)	11% (80)	8% (55)	1% (10)	2% (11)	12% (83)	2% (16)	1% (7)	1% (8)	1% (6)	15% (109)
2016 Vote: Donald Trump	32% (213)	9% (60)	7% (44)	7% (47)	1% (7)	3% (21)	14% (93)	3% (18)	1% (9)	1% (8)	1% (9)	20% (131)
2016 Vote: Other	31% (28)	7% (6)	8% (7)	9% (8)	1% (1)	1% (1)	12% (11)	5% (5)	1% (1)	— (0)	1% (1)	25% (23)
2016 Vote: Didn't Vote	35% (253)	13% (95)	10% (71)	8% (58)	3% (21)	2% (17)	11% (80)	1% (10)	1% (8)	1% (5)	— (3)	15% (110)
Voted in 2014: Yes	36% (453)	7% (92)	9% (113)	7% (91)	1% (18)	2% (29)	13% (158)	3% (32)	1% (10)	1% (16)	1% (16)	18% (230)
Voted in 2014: No	35% (328)	13% (118)	9% (89)	8% (76)	2% (21)	2% (20)	11% (108)	2% (16)	1% (14)	1% (5)	— (3)	15% (142)

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Table MCEN9: Which streaming service/network has the most high-quality shows on its platform?

Demographic	Netflix	Hulu	HBO Max	Disney+	Apple TV+	Paramount+	Amazon Prime Video	Peacock	Showtime	Starz	Other (please specify):	Don't know
Adults	35% (781)	10% (211)	9% (202)	8% (168)	2% (39)	2% (49)	12% (266)	2% (48)	1% (24)	1% (21)	1% (19)	17% (372)
4-Region: Northeast	42% (164)	9% (34)	7% (28)	7% (26)	1% (5)	2% (6)	11% (45)	2% (10)	1% (5)	— (2)	1% (2)	17% (67)
4-Region: Midwest	35% (164)	11% (49)	10% (46)	5% (23)	1% (3)	4% (18)	13% (59)	3% (13)	1% (4)	1% (6)	1% (5)	15% (72)
4-Region: South	32% (260)	11% (94)	8% (63)	8% (69)	3% (21)	3% (21)	13% (108)	2% (20)	1% (11)	1% (9)	1% (9)	17% (141)
4-Region: West	37% (193)	7% (34)	13% (66)	10% (50)	2% (10)	1% (4)	11% (55)	1% (5)	1% (4)	1% (4)	1% (3)	18% (93)

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	201	9%
	Millennials: 1981-1996	673	31%
	GenXers: 1965-1980	555	25%
	Baby Boomers: 1946-1964	698	32%
	N	2126	
xpid3	PID: Dem (no lean)	851	39%
	PID: Ind (no lean)	731	33%
	PID: Rep (no lean)	617	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	395	18%
	PID/Gender: Dem Women	457	21%
	PID/Gender: Ind Men	361	16%
	PID/Gender: Ind Women	370	17%
	PID/Gender: Rep Men	306	14%
	PID/Gender: Rep Women	312	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	644	29%
	Ideo: Moderate (4)	641	29%
	Ideo: Conservative (5-7)	688	31%
	N	1973	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1187	54%
	Income: 50k-100k	675	31%
	Income: 100k+	338	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	998	45%
	All Non-Christian	132	6%
	Atheist	104	5%
	Agnostic/Nothing in particular	594	27%
	Something Else	372	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	151	7%
xdemEvang	Evangelical	531	24%
	Non-Evangelical	799	36%
	N	1329	
xdemUsr	Community: Urban	646	29%
	Community: Suburban	1018	46%
	Community: Rural	536	24%
	N	2200	
xdemEmploy	Employ: Private Sector	747	34%
	Employ: Government	124	6%
	Employ: Self-Employed	211	10%
	Employ: Homemaker	130	6%
	Employ: Student	61	3%
	Employ: Retired	504	23%
	Employ: Unemployed	279	13%
	Employ: Other	144	7%
	N	2200	
xdemMilHH1	Military HH: Yes	338	15%
	Military HH: No	1862	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	863	39%
	RD/WT: Wrong Track	1337	61%
	N	2200	
xdemBidenApprove	Biden Job Approve	1039	47%
	Biden Job Disapprove	1060	48%
	N	2098	
xdemBidenApprove2	Biden Job Strongly Approve	510	23%
	Biden Job Somewhat Approve	529	24%
	Biden Job Somewhat Disapprove	310	14%
	Biden Job Strongly Disapprove	750	34%
	N	2098	
xdemBidenFav	Favorable of Biden	1057	48%
	Unfavorable of Biden	1045	48%
	N	2102	
xdemBidenFavFull	Very Favorable of Biden	553	25%
	Somewhat Favorable of Biden	504	23%
	Somewhat Unfavorable of Biden	254	12%
	Very Unfavorable of Biden	791	36%
	N	2102	
xnr3	#1 Issue: Economy	828	38%
	#1 Issue: Security	319	15%
	#1 Issue: Health Care	265	12%
	#1 Issue: Medicare / Social Security	300	14%
	#1 Issue: Women's Issues	161	7%
	#1 Issue: Education	96	4%
	#1 Issue: Energy	112	5%
	#1 Issue: Other	119	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1011	46%
	2020 Vote: Donald Trump	706	32%
	2020 Vote: Other	62	3%
	2020 Vote: Didn't Vote	413	19%
	N	2192	
xsubVote18O	2018 House Vote: Democrat	796	36%
	2018 House Vote: Republican	587	27%
	2018 House Vote: Someone else	65	3%
	N	1448	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	719	33%
	2016 Vote: Donald Trump	659	30%
	2016 Vote: Other	91	4%
	2016 Vote: Didn't Vote	728	33%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1259	57%
	Voted in 2014: No	941	43%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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



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