MORNING CONSULT

National Tracking Poll #2303070
March 11-12, 2023

Crosstabulation Results

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Crosstabulation Results by Respondent Demographics

Table MCTE1_1: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Communicating with friends and family*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	56%	(1228)	26%	(580)	7%	(160)	3%	(55)	8%	(177)	2200
Gender: Male	48%	(513)	30%	(323)	8%	(90)	3%	(31)	10%	(111)	1069
Gender: Female	63%	(709)	23%	(255)	6%	(69)	2%	(23)	6%	(66)	1122
Age: 18-34	61%	(385)	23%	(146)	9%	(59)	2%	(10)	5%	(30)	631
Age: 35-44	55%	(204)	26%	(95)	6%	(23)	6%	(20)	8%	(29)	371
Age: 45-64	56%	(396)	27%	(189)	7%	(49)	2%	(16)	9%	(61)	711
Age: 65+	50%	(243)	31%	(149)	6%	(30)	2%	(8)	12%	(56)	487
GenZers: 1997-2012	60%	(151)	25%	(63)	10%	(24)	2%	(6)	3%	(7)	251
Millennials: 1981-1996	58%	(384)	25%	(164)	8%	(53)	2%	(12)	7%	(47)	662
GenXers: 1965-1980	56%	(323)	25%	(142)	6%	(34)	4%	(26)	9%	(49)	575
Baby Boomers: 1946-1964	52%	(341)	30%	(195)	7%	(43)	1%	(9)	10%	(66)	654
PID: Dem (no lean)	55%	(500)	28%	(256)	8%	(73)	2%	(20)	7%	(66)	915
PID: Ind (no lean)	56%	(332)	25%	(149)	10%	(58)	2%	(10)	8%	(44)	592
PID: Rep (no lean)	57%	(395)	25%	(175)	4%	(30)	4%	(26)	10%	(67)	693
PID/Gender: Dem Men	47%	(215)	34%	(157)	9%	(39)	2%	(11)	7%	(33)	456
PID/Gender: Dem Women	62%	(281)	22%	(99)	7%	(32)	2%	(9)	7%	(32)	453
PID/Gender: Ind Men	45%	(123)	28%	(77)	14%	(37)	1%	(4)	11%	(31)	272
PID/Gender: Ind Women	65%	(208)	22%	(72)	7%	(21)	2%	(6)	4%	(14)	320
PID/Gender: Rep Men	51%	(175)	26%	(90)	4%	(14)	5%	(16)	14%	(47)	342
PID/Gender: Rep Women	63%	(221)	24%	(84)	5%	(16)	3%	(9)	6%	(20)	350
Ideo: Liberal (1-3)	60%	(396)	24%	(158)	7%	(47)	3%	(17)	7%	(46)	664
Ideo: Moderate (4)	50%	(310)	32%	(198)	9%	(56)	3%	(19)	7%	(42)	625
Ideo: Conservative (5-7)	56%	(405)	25%	(184)	6%	(46)	2%	(16)	10%	(71)	721
Educ: < College	57%	(827)	25%	(352)	8%	(113)	3%	(38)	7%	(108)	1438
Educ: Bachelors degree	55%	(265)	30%	(145)	6%	(27)	1%	(6)	9%	(41)	484
Educ: Post-grad	49%	(136)	30%	(83)	7%	(20)	4%	(12)	10%	(28)	278
Income: Under 50k	58%	(619)	24%	(259)	8%	(87)	3%	(31)	7%	(80)	1077
Income: 50k-100k	55%	(394)	28%	(199)	7%	(47)	2%	(12)	8%	(58)	710
Income: 100k+	52%	(215)	29%	(122)	6%	(26)	3%	(12)	9%	(39)	414

Table MCTE1_1: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Communicating with friends and family

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	56%	(1228)	26%	(580)	7%	(160)	3%	(55)	8%	(177)	2200
Ethnicity: White	57%	(972)	25%	(427)	7%	(122)	2%	(42)	8%	(135)	1698
Ethnicity: Hispanic	59%	(225)	23%	(87)	6%	(23)	4%	(14)	8%	(31)	379
Ethnicity: Black	49%	(140)	32%	(91)	7%	(20)	3%	(10)	8%	(22)	283
Ethnicity: Other	53%	(116)	28%	(63)	8%	(18)	1%	(3)	9%	(20)	220
All Christian	55%	(520)	28%	(268)	6%	(55)	2%	(21)	9%	(83)	947
All Non-Christian	48%	(98)	24%	(49)	10%	(20)	7%	(15)	12%	(24)	206
Atheist	56%	(58)	24%	(24)	11%	(12)	1%	(1)	9%	(9)	103
Agnostic/Nothing in particular	55%	(323)	27%	(161)	8%	(49)	2%	(10)	8%	(44)	588
Something Else	65%	(229)	22%	(78)	7%	(24)	2%	(8)	5%	(17)	356
Religious Non-Protestant/Catholic	48%	(108)	24%	(53)	10%	(22)	8%	(17)	11%	(24)	224
Evangelical	60%	(332)	27%	(149)	5%	(30)	2%	(10)	6%	(34)	555
Non-Evangelical	56%	(416)	26%	(195)	6%	(48)	2%	(17)	9%	(64)	740
Community: Urban	55%	(370)	25%	(169)	10%	(66)	3%	(22)	7%	(50)	678
Community: Suburban	55%	(543)	28%	(275)	6%	(63)	2%	(21)	9%	(87)	989
Community: Rural	59%	(314)	26%	(136)	6%	(31)	2%	(12)	8%	(40)	534
Employ: Private Sector	55%	(412)	29%	(220)	6%	(43)	3%	(21)	8%	(57)	754
Employ: Government	58%	(78)	28%	(38)	6%	(9)	3%	(4)	5%	(6)	135
Employ: Self-Employed	62%	(120)	22%	(41)	10%	(19)	1%	(1)	5%	(10)	191
Employ: Homemaker	68%	(94)	16%	(22)	8%	(12)	3%	(4)	5%	(7)	139
Employ: Student	68%	(56)	19%	(16)	7%	(6)	1%	(1)	5%	(4)	83
Employ: Retired	49%	(278)	30%	(171)	7%	(37)	2%	(12)	12%	(65)	563
Employ: Unemployed	54%	(110)	20%	(41)	14%	(28)	4%	(8)	8%	(16)	203
Employ: Other	61%	(80)	23%	(30)	4%	(6)	3%	(4)	9%	(12)	131
Military HH: Yes	54%	(162)	22%	(64)	10%	(29)	4%	(13)	10%	(29)	298
Military HH: No	56%	(1065)	27%	(516)	7%	(131)	2%	(42)	8%	(148)	1902
2022 House Vote: Democrat	55%	(521)	27%	(255)	9%	(88)	2%	(20)	7%	(64)	947
2022 House Vote: Republican	55%	(366)	26%	(174)	4%	(28)	4%	(26)	11%	(74)	668
2022 House Vote: Someone else	65%	(35)	19%	(10)	6%	(3)	1%	(1)	9%	(5)	53
2022 House Vote: Didnt Vote	58%	(306)	26%	(141)	8%	(41)	2%	(9)	6%	(34)	532

Table MCTE1_1: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Communicating with friends and family

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	56%	(1228)	26%	(580)	7%	(160)	3%	(55)	8%	(177)	2200
2020 Vote: Joe Biden	55%	(550)	26%	(256)	9%	(93)	2%	(20)	8%	(78)	997
2020 Vote: Donald Trump	55%	(396)	28%	(201)	5%	(36)	3%	(18)	9%	(67)	718
2020 Vote: Other	65%	(40)	15%	(9)	11%	(6)	2%	(1)	7%	(5)	61
2020 Vote: Didn't Vote	57%	(242)	27%	(114)	6%	(25)	4%	(16)	6%	(27)	424
2018 House Vote: Democrat	55%	(467)	27%	(231)	8%	(64)	2%	(18)	8%	(64)	844
2018 House Vote: Republican	55%	(341)	27%	(164)	5%	(32)	2%	(14)	10%	(64)	615
2018 House Vote: Didnt Vote	56%	(391)	25%	(177)	9%	(63)	3%	(22)	6%	(44)	697
4-Region: Northeast	60%	(231)	25%	(98)	7%	(27)	2%	(9)	5%	(21)	385
4-Region: Midwest	59%	(267)	25%	(113)	7%	(32)	2%	(8)	8%	(34)	455
4-Region: South	56%	(471)	27%	(227)	7%	(56)	2%	(19)	8%	(67)	839
4-Region: West	50%	(259)	27%	(143)	9%	(45)	4%	(19)	10%	(55)	521
Social Media User	56%	(1211)	27%	(573)	7%	(159)	3%	(55)	7%	(161)	2159
Concerned About Privacy	56%	(961)	27%	(474)	7%	(129)	2%	(43)	7%	(124)	1731
Uses an Online Service Daily	63%	(1228)	25%	(483)	5%	(100)	1%	(28)	6%	(108)	1948
Creates Content and Earns Income	41%	(73)	35%	(62)	10%	(18)	7%	(12)	7%	(13)	178
Creates Content Recreationally	67%	(356)	21%	(110)	8%	(40)	2%	(8)	3%	(15)	529
Would Pay for Social Media	51%	(217)	31%	(132)	7%	(31)	4%	(19)	7%	(29)	427

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

Table MCTE1_2: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Shopping online*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(353)	34%	(758)	33%	(735)	8%	(177)	8%	(176)	2200
Gender: Male	16%	(172)	37%	(391)	32%	(338)	6%	(68)	9%	(99)	1069
Gender: Female	16%	(179)	33%	(366)	35%	(394)	10%	(107)	7%	(77)	1122
Age: 18-34	20%	(128)	37%	(234)	29%	(182)	8%	(51)	6%	(36)	631
Age: 35-44	23%	(86)	36%	(133)	27%	(101)	7%	(26)	7%	(24)	371
Age: 45-64	12%	(87)	33%	(237)	37%	(264)	8%	(59)	9%	(65)	711
Age: 65+	11%	(52)	32%	(154)	39%	(189)	9%	(41)	11%	(51)	487
GenZers: 1997-2012	18%	(44)	38%	(95)	29%	(72)	11%	(28)	5%	(12)	251
Millennials: 1981-1996	22%	(148)	37%	(244)	27%	(181)	7%	(44)	7%	(44)	662
GenXers: 1965-1980	16%	(89)	32%	(183)	35%	(202)	8%	(46)	9%	(54)	575
Baby Boomers: 1946-1964	10%	(65)	34%	(223)	39%	(254)	8%	(55)	8%	(56)	654
PID: Dem (no lean)	18%	(164)	36%	(333)	33%	(305)	6%	(51)	7%	(62)	915
PID: Ind (no lean)	12%	(72)	34%	(200)	34%	(201)	12%	(70)	8%	(49)	592
PID: Rep (no lean)	17%	(117)	32%	(225)	33%	(230)	8%	(56)	9%	(64)	693
PID/Gender: Dem Men	17%	(76)	39%	(177)	33%	(150)	5%	(21)	7%	(32)	456
PID/Gender: Dem Women	19%	(87)	34%	(155)	33%	(151)	6%	(29)	7%	(30)	453
PID/Gender: Ind Men	9%	(23)	38%	(103)	34%	(93)	9%	(24)	10%	(28)	272
PID/Gender: Ind Women	15%	(49)	30%	(97)	34%	(107)	14%	(45)	7%	(21)	320
PID/Gender: Rep Men	21%	(73)	33%	(111)	28%	(95)	7%	(23)	11%	(39)	342
PID/Gender: Rep Women	12%	(43)	32%	(114)	39%	(135)	9%	(33)	7%	(25)	350
Ideo: Liberal (1-3)	19%	(124)	38%	(249)	32%	(215)	4%	(29)	7%	(46)	664
Ideo: Moderate (4)	12%	(78)	33%	(208)	38%	(238)	10%	(61)	7%	(41)	625
Ideo: Conservative (5-7)	15%	(111)	36%	(258)	32%	(231)	8%	(60)	9%	(62)	721
Educ: < College	16%	(232)	32%	(453)	35%	(497)	10%	(137)	8%	(118)	1438
Educ: Bachelors degree	14%	(66)	40%	(192)	33%	(160)	7%	(32)	7%	(33)	484
Educ: Post-grad	19%	(54)	41%	(113)	28%	(78)	3%	(8)	9%	(25)	278
Income: Under 50k	15%	(157)	29%	(308)	35%	(376)	12%	(129)	10%	(108)	1077
Income: 50k-100k	17%	(124)	38%	(270)	35%	(250)	4%	(28)	5%	(38)	710
Income: 100k+	17%	(72)	44%	(181)	26%	(110)	5%	(20)	7%	(31)	414
Ethnicity: White	16%	(273)	35%	(589)	34%	(570)	7%	(118)	9%	(149)	1698
Ethnicity: Hispanic	24%	(93)	32%	(121)	32%	(121)	3%	(13)	9%	(32)	379
Ethnicity: Black	16%	(45)	31%	(88)	35%	(98)	13%	(36)	6%	(16)	283

Table MCTE1_2: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Shopping online*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(353)	34%	(758)	33%	(735)	8%	(177)	8%	(176)	2200
Ethnicity: Other	16%	(36)	37%	(81)	31%	(68)	10%	(23)	5%	(12)	220
All Christian	14%	(136)	36%	(343)	35%	(328)	8%	(74)	7%	(66)	947
All Non-Christian	18%	(37)	37%	(76)	31%	(64)	5%	(10)	9%	(19)	206
Atheist	19%	(20)	29%	(30)	37%	(38)	7%	(7)	8%	(8)	103
Agnostic/Nothing in particular	17%	(98)	32%	(190)	32%	(187)	9%	(53)	10%	(60)	588
Something Else	18%	(62)	33%	(119)	33%	(118)	9%	(33)	7%	(24)	356
Religious Non-Protestant/Catholic	18%	(41)	36%	(81)	32%	(72)	5%	(11)	9%	(19)	224
Evangelical	16%	(88)	36%	(200)	31%	(170)	9%	(51)	8%	(47)	555
Non-Evangelical	15%	(110)	35%	(262)	36%	(268)	8%	(59)	6%	(41)	740
Community: Urban	17%	(115)	33%	(224)	31%	(211)	10%	(69)	9%	(58)	678
Community: Suburban	17%	(164)	36%	(352)	33%	(331)	6%	(61)	8%	(80)	989
Community: Rural	14%	(73)	34%	(182)	36%	(193)	9%	(47)	7%	(38)	534
Employ: Private Sector	20%	(154)	38%	(288)	32%	(240)	5%	(38)	4%	(33)	754
Employ: Government	19%	(26)	46%	(61)	26%	(35)	5%	(6)	5%	(7)	135
Employ: Self-Employed	19%	(37)	38%	(73)	28%	(54)	9%	(17)	5%	(10)	191
Employ: Homemaker	18%	(25)	33%	(46)	32%	(44)	8%	(11)	9%	(13)	139
Employ: Student	18%	(15)	35%	(29)	36%	(30)	5%	(4)	7%	(5)	83
Employ: Retired	9%	(52)	32%	(177)	40%	(223)	9%	(51)	11%	(60)	563
Employ: Unemployed	9%	(18)	27%	(54)	30%	(60)	19%	(38)	16%	(33)	203
Employ: Other	20%	(27)	22%	(29)	37%	(49)	9%	(12)	11%	(15)	131
Military HH: Yes	15%	(46)	37%	(112)	29%	(86)	7%	(21)	11%	(33)	298
Military HH: No	16%	(307)	34%	(647)	34%	(649)	8%	(156)	8%	(143)	1902
2022 House Vote: Democrat	16%	(156)	37%	(349)	33%	(317)	6%	(61)	7%	(65)	947
2022 House Vote: Republican	15%	(98)	37%	(246)	33%	(218)	7%	(49)	8%	(56)	668
2022 House Vote: Someone else	13%	(7)	23%	(12)	49%	(26)	4%	(2)	12%	(6)	53
2022 House Vote: Didnt Vote	17%	(92)	28%	(151)	33%	(174)	12%	(65)	9%	(50)	532
2020 Vote: Joe Biden	17%	(172)	36%	(362)	32%	(323)	7%	(72)	7%	(68)	997
2020 Vote: Donald Trump	15%	(111)	34%	(243)	34%	(248)	8%	(54)	9%	(62)	718
2020 Vote: Other	16%	(10)	37%	(23)	37%	(22)	3%	(2)	7%	(4)	61
2020 Vote: Didn't Vote	14%	(60)	31%	(130)	34%	(142)	12%	(49)	10%	(42)	424

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Table MCTE1_2: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Shopping online

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(353)	34%	(758)	33%	(735)	8%	(177)	8%	(176)	2200
2018 House Vote: Democrat	18%	(152)	37%	(311)	32%	(267)	6%	(54)	7%	(59)	844
2018 House Vote: Republican	15%	(92)	38%	(232)	32%	(196)	6%	(37)	10%	(59)	615
2018 House Vote: Didnt Vote	15%	(102)	30%	(207)	36%	(251)	12%	(82)	8%	(55)	697
4-Region: Northeast	14%	(52)	39%	(151)	33%	(125)	7%	(26)	8%	(31)	385
4-Region: Midwest	14%	(65)	34%	(154)	35%	(159)	10%	(44)	7%	(33)	455
4-Region: South	16%	(137)	33%	(275)	34%	(285)	8%	(68)	9%	(73)	839
4-Region: West	19%	(98)	34%	(178)	32%	(166)	7%	(39)	8%	(39)	521
Social Media User	16%	(345)	35%	(754)	33%	(722)	8%	(174)	8%	(165)	2159
Concerned About Privacy	16%	(270)	35%	(612)	34%	(587)	8%	(141)	7%	(121)	1731
Uses an Online Service Daily	18%	(353)	36%	(701)	33%	(647)	7%	(144)	5%	(103)	1948
Creates Content and Earns Income	24%	(43)	39%	(69)	28%	(50)	4%	(6)	5%	(9)	178
Creates Content Recreationally	23%	(120)	39%	(204)	29%	(152)	7%	(36)	3%	(17)	529
Would Pay for Social Media	24%	(101)	40%	(170)	26%	(110)	4%	(16)	7%	(30)	427

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

Table MCTE1_3: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Planning and/or finding events to attend in your neighborhood*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	8%	(174)	17%	(377)	23%	(513)	12%	(261)	40%	(875)	2200
Gender: Male	10%	(110)	19%	(199)	22%	(240)	12%	(126)	37%	(394)	1069
Gender: Female	6%	(63)	16%	(176)	24%	(270)	12%	(133)	43%	(480)	1122
Age: 18-34	12%	(75)	19%	(121)	25%	(156)	14%	(87)	30%	(192)	631
Age: 35-44	13%	(48)	20%	(72)	25%	(93)	14%	(52)	28%	(106)	371
Age: 45-64	5%	(37)	16%	(110)	24%	(169)	10%	(72)	45%	(322)	711
Age: 65+	3%	(13)	15%	(74)	19%	(94)	11%	(51)	52%	(255)	487
GenZers: 1997-2012	8%	(19)	17%	(42)	25%	(63)	16%	(40)	35%	(87)	251
Millennials: 1981-1996	14%	(93)	21%	(140)	24%	(160)	13%	(87)	28%	(183)	662
GenXers: 1965-1980	7%	(38)	16%	(93)	25%	(142)	9%	(53)	43%	(248)	575
Baby Boomers: 1946-1964	3%	(22)	14%	(94)	21%	(138)	12%	(79)	49%	(322)	654
PID: Dem (no lean)	8%	(76)	19%	(170)	22%	(203)	12%	(114)	39%	(352)	915
PID: Ind (no lean)	6%	(33)	19%	(114)	24%	(140)	12%	(71)	40%	(234)	592
PID: Rep (no lean)	9%	(64)	13%	(93)	25%	(170)	11%	(77)	42%	(289)	693
PID/Gender: Dem Men	12%	(55)	20%	(91)	21%	(97)	14%	(65)	32%	(147)	456
PID/Gender: Dem Women	5%	(20)	17%	(77)	23%	(105)	10%	(47)	45%	(204)	453
PID/Gender: Ind Men	3%	(8)	20%	(54)	26%	(71)	11%	(30)	40%	(108)	272
PID/Gender: Ind Women	8%	(25)	19%	(60)	22%	(69)	12%	(40)	39%	(126)	320
PID/Gender: Rep Men	14%	(47)	16%	(54)	21%	(72)	9%	(31)	41%	(139)	342
PID/Gender: Rep Women	5%	(17)	11%	(40)	28%	(97)	13%	(46)	43%	(150)	350
Ideo: Liberal (1-3)	9%	(62)	19%	(128)	22%	(147)	12%	(77)	38%	(249)	664
Ideo: Moderate (4)	6%	(37)	18%	(112)	27%	(166)	15%	(92)	35%	(218)	625
Ideo: Conservative (5-7)	9%	(62)	16%	(117)	24%	(176)	10%	(74)	41%	(293)	721
Educ: < College	8%	(110)	15%	(210)	22%	(313)	12%	(166)	44%	(639)	1438
Educ: Bachelors degree	8%	(40)	21%	(100)	27%	(132)	12%	(59)	32%	(153)	484
Educ: Post-grad	8%	(24)	24%	(67)	24%	(67)	13%	(37)	30%	(83)	278
Income: Under 50k	8%	(91)	12%	(129)	20%	(213)	13%	(135)	47%	(508)	1077
Income: 50k-100k	6%	(42)	20%	(140)	28%	(198)	12%	(85)	34%	(244)	710
Income: 100k+	10%	(41)	26%	(108)	24%	(101)	10%	(41)	30%	(123)	414
Ethnicity: White	8%	(138)	17%	(296)	24%	(407)	11%	(188)	39%	(669)	1698
Ethnicity: Hispanic	19%	(71)	18%	(70)	22%	(84)	10%	(37)	31%	(118)	379
Ethnicity: Black	8%	(24)	15%	(41)	24%	(68)	13%	(37)	40%	(113)	283

Continued on next page

Table MCTE1_3: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Planning and/or finding events to attend in your neighborhood

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	8%	(174)	17%	(377)	23%	(513)	12%	(261)	40%	(875)	2200
Ethnicity: Other	5%	(12)	18%	(41)	17%	(38)	17%	(36)	42%	(92)	220
All Christian	8%	(71)	18%	(173)	24%	(225)	11%	(104)	39%	(374)	947
All Non-Christian	13%	(27)	22%	(46)	24%	(49)	12%	(25)	29%	(60)	206
Atheist	6%	(6)	22%	(23)	11%	(11)	17%	(18)	44%	(46)	103
Agnostic/Nothing in particular	7%	(40)	14%	(84)	23%	(138)	12%	(72)	43%	(255)	588
Something Else	8%	(29)	15%	(52)	26%	(91)	12%	(43)	40%	(141)	356
Religious Non-Protestant/Catholic	12%	(28)	21%	(46)	25%	(56)	12%	(26)	30%	(68)	224
Evangelical	12%	(66)	14%	(79)	23%	(128)	13%	(71)	38%	(211)	555
Non-Evangelical	4%	(30)	20%	(151)	24%	(181)	10%	(76)	41%	(302)	740
Community: Urban	10%	(71)	19%	(127)	23%	(157)	9%	(63)	38%	(260)	678
Community: Suburban	6%	(55)	17%	(171)	23%	(230)	13%	(129)	41%	(402)	989
Community: Rural	9%	(47)	15%	(79)	24%	(126)	13%	(70)	40%	(212)	534
Employ: Private Sector	11%	(82)	21%	(156)	27%	(201)	12%	(92)	30%	(223)	754
Employ: Government	11%	(15)	27%	(36)	21%	(29)	14%	(18)	27%	(36)	135
Employ: Self-Employed	8%	(15)	22%	(41)	26%	(49)	14%	(27)	31%	(59)	191
Employ: Homemaker	7%	(9)	18%	(25)	23%	(32)	9%	(12)	44%	(62)	139
Employ: Student	17%	(14)	16%	(13)	24%	(20)	12%	(10)	31%	(26)	83
Employ: Retired	3%	(18)	12%	(69)	23%	(128)	10%	(55)	52%	(293)	563
Employ: Unemployed	5%	(10)	14%	(28)	18%	(36)	14%	(28)	50%	(101)	203
Employ: Other	8%	(10)	6%	(8)	14%	(18)	14%	(19)	58%	(76)	131
Military HH: Yes	12%	(36)	19%	(57)	19%	(56)	10%	(31)	40%	(118)	298
Military HH: No	7%	(137)	17%	(320)	24%	(457)	12%	(231)	40%	(757)	1902
2022 House Vote: Democrat	8%	(78)	21%	(201)	23%	(214)	12%	(115)	36%	(339)	947
2022 House Vote: Republican	8%	(55)	14%	(96)	27%	(179)	11%	(77)	39%	(261)	668
2022 House Vote: Someone else	7%	(4)	26%	(14)	17%	(9)	16%	(9)	34%	(18)	53
2022 House Vote: Didnt Vote	7%	(37)	12%	(66)	21%	(111)	11%	(61)	48%	(257)	532
2020 Vote: Joe Biden	8%	(79)	20%	(204)	24%	(239)	12%	(120)	36%	(356)	997
2020 Vote: Donald Trump	8%	(57)	15%	(104)	27%	(191)	10%	(75)	41%	(291)	718
2020 Vote: Other	12%	(8)	27%	(17)	17%	(10)	15%	(9)	28%	(17)	61
2020 Vote: Didn't Vote	7%	(30)	12%	(52)	17%	(73)	14%	(58)	50%	(211)	424

Table MCTE1_3: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Planning and/or finding events to attend in your neighborhood

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	8%	(174)	17%	(377)	23%	(513)	12%	(261)	40%	(875)	2200
2018 House Vote: Democrat	9%	(78)	20%	(171)	24%	(200)	11%	(95)	36%	(300)	844
2018 House Vote: Republican	9%	(52)	16%	(96)	26%	(161)	10%	(61)	40%	(245)	615
2018 House Vote: Didnt Vote	6%	(40)	14%	(97)	20%	(141)	14%	(100)	46%	(319)	697
4-Region: Northeast	6%	(22)	17%	(67)	25%	(98)	10%	(38)	42%	(160)	385
4-Region: Midwest	8%	(35)	15%	(66)	27%	(122)	12%	(55)	39%	(176)	455
4-Region: South	8%	(66)	17%	(144)	22%	(188)	12%	(104)	40%	(337)	839
4-Region: West	10%	(51)	19%	(100)	20%	(104)	13%	(65)	39%	(201)	521
Social Media User	8%	(166)	17%	(375)	24%	(509)	12%	(260)	39%	(849)	2159
Concerned About Privacy	8%	(130)	18%	(304)	24%	(423)	12%	(209)	38%	(664)	1731
Uses an Online Service Daily	9%	(174)	18%	(350)	24%	(459)	12%	(227)	38%	(738)	1948
Creates Content and Earns Income	19%	(34)	29%	(51)	26%	(47)	9%	(17)	16%	(29)	178
Creates Content Recreationally	12%	(64)	24%	(126)	27%	(145)	12%	(64)	24%	(129)	529
Would Pay for Social Media	19%	(82)	24%	(103)	25%	(107)	11%	(49)	20%	(86)	427

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

Table MCTE1_4: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Navigating using GPS or mapping applications*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(351)	31%	(673)	27%	(586)	8%	(174)	19%	(416)	2200
Gender: Male	18%	(193)	32%	(345)	26%	(273)	7%	(71)	18%	(187)	1069
Gender: Female	14%	(158)	29%	(323)	28%	(313)	9%	(100)	20%	(228)	1122
Age: 18-34	23%	(143)	36%	(225)	22%	(136)	7%	(46)	13%	(81)	631
Age: 35-44	23%	(84)	32%	(118)	25%	(94)	5%	(20)	15%	(55)	371
Age: 45-64	13%	(92)	29%	(203)	29%	(209)	9%	(61)	20%	(145)	711
Age: 65+	7%	(32)	26%	(127)	30%	(147)	10%	(47)	28%	(134)	487
GenZers: 1997-2012	23%	(58)	33%	(83)	24%	(61)	6%	(16)	13%	(33)	251
Millennials: 1981-1996	22%	(147)	36%	(235)	22%	(143)	7%	(46)	14%	(90)	662
GenXers: 1965-1980	17%	(96)	29%	(169)	28%	(163)	7%	(41)	18%	(106)	575
Baby Boomers: 1946-1964	7%	(45)	26%	(170)	31%	(202)	10%	(67)	26%	(169)	654
PID: Dem (no lean)	18%	(164)	31%	(285)	25%	(231)	7%	(62)	19%	(173)	915
PID: Ind (no lean)	16%	(95)	27%	(160)	29%	(170)	9%	(53)	19%	(114)	592
PID: Rep (no lean)	13%	(92)	33%	(227)	27%	(185)	9%	(59)	19%	(129)	693
PID/Gender: Dem Men	19%	(87)	37%	(169)	23%	(107)	5%	(23)	15%	(70)	456
PID/Gender: Dem Women	17%	(78)	25%	(112)	27%	(124)	8%	(36)	23%	(103)	453
PID/Gender: Ind Men	17%	(47)	24%	(65)	31%	(85)	8%	(23)	19%	(52)	272
PID/Gender: Ind Women	15%	(47)	30%	(95)	27%	(86)	10%	(31)	19%	(61)	320
PID/Gender: Rep Men	17%	(59)	33%	(111)	24%	(81)	7%	(25)	19%	(65)	342
PID/Gender: Rep Women	10%	(34)	33%	(116)	30%	(104)	9%	(33)	18%	(64)	350
Ideo: Liberal (1-3)	22%	(144)	31%	(207)	25%	(168)	5%	(36)	16%	(109)	664
Ideo: Moderate (4)	11%	(66)	32%	(197)	31%	(193)	10%	(63)	17%	(106)	625
Ideo: Conservative (5-7)	16%	(115)	31%	(224)	26%	(186)	8%	(57)	19%	(140)	721
Educ: < College	16%	(227)	27%	(394)	26%	(367)	9%	(135)	22%	(314)	1438
Educ: Bachelors degree	17%	(81)	35%	(171)	30%	(147)	5%	(26)	12%	(61)	484
Educ: Post-grad	15%	(43)	39%	(108)	26%	(72)	5%	(14)	15%	(41)	278
Income: Under 50k	14%	(149)	26%	(281)	26%	(281)	9%	(100)	25%	(265)	1077
Income: 50k-100k	16%	(116)	35%	(246)	29%	(205)	7%	(48)	13%	(95)	710
Income: 100k+	21%	(86)	35%	(147)	24%	(99)	6%	(27)	13%	(55)	414
Ethnicity: White	15%	(261)	31%	(529)	28%	(476)	7%	(115)	19%	(317)	1698
Ethnicity: Hispanic	29%	(109)	34%	(130)	20%	(77)	1%	(4)	16%	(59)	379
Ethnicity: Black	16%	(47)	24%	(67)	28%	(79)	10%	(29)	22%	(62)	283

Table MCTE1_4: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Navigating using GPS or mapping applications

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(351)	31%	(673)	27%	(586)	8%	(174)	19%	(416)	2200
Ethnicity: Other	20%	(44)	35%	(77)	14%	(31)	14%	(31)	17%	(36)	220
All Christian	13%	(119)	37%	(350)	26%	(250)	6%	(59)	18%	(169)	947
All Non-Christian	22%	(46)	27%	(56)	28%	(58)	5%	(10)	18%	(37)	206
Atheist	21%	(22)	30%	(31)	26%	(27)	12%	(12)	11%	(11)	103
Agnostic/Nothing in particular	17%	(99)	26%	(154)	26%	(154)	9%	(56)	21%	(126)	588
Something Else	18%	(66)	23%	(82)	27%	(97)	11%	(38)	20%	(72)	356
Religious Non-Protestant/Catholic	21%	(47)	27%	(60)	30%	(67)	4%	(10)	18%	(40)	224
Evangelical	14%	(78)	32%	(178)	26%	(144)	8%	(45)	20%	(110)	555
Non-Evangelical	14%	(103)	35%	(258)	26%	(193)	8%	(58)	17%	(128)	740
Community: Urban	18%	(119)	33%	(221)	24%	(160)	7%	(49)	19%	(128)	678
Community: Suburban	17%	(164)	33%	(321)	26%	(255)	8%	(76)	17%	(172)	989
Community: Rural	13%	(69)	24%	(130)	32%	(170)	9%	(49)	22%	(115)	534
Employ: Private Sector	22%	(168)	33%	(247)	26%	(198)	7%	(51)	12%	(90)	754
Employ: Government	21%	(28)	31%	(41)	30%	(40)	3%	(5)	15%	(21)	135
Employ: Self-Employed	22%	(43)	36%	(69)	23%	(44)	7%	(14)	12%	(23)	191
Employ: Homemaker	16%	(23)	31%	(44)	26%	(36)	6%	(8)	20%	(28)	139
Employ: Student	19%	(16)	43%	(36)	23%	(19)	7%	(6)	9%	(7)	83
Employ: Retired	6%	(34)	24%	(137)	30%	(167)	10%	(58)	30%	(166)	563
Employ: Unemployed	13%	(25)	33%	(67)	23%	(48)	10%	(21)	21%	(42)	203
Employ: Other	11%	(15)	24%	(32)	26%	(35)	9%	(12)	30%	(39)	131
Military HH: Yes	17%	(50)	28%	(83)	28%	(82)	9%	(26)	19%	(56)	298
Military HH: No	16%	(301)	31%	(590)	26%	(503)	8%	(149)	19%	(359)	1902
2022 House Vote: Democrat	18%	(173)	32%	(299)	26%	(245)	7%	(67)	17%	(164)	947
2022 House Vote: Republican	15%	(97)	31%	(204)	27%	(182)	9%	(59)	19%	(126)	668
2022 House Vote: Someone else	17%	(9)	22%	(12)	33%	(18)	—	(0)	27%	(15)	53
2022 House Vote: Didnt Vote	14%	(72)	30%	(158)	27%	(141)	9%	(49)	21%	(111)	532
2020 Vote: Joe Biden	18%	(179)	31%	(306)	27%	(268)	7%	(69)	18%	(176)	997
2020 Vote: Donald Trump	13%	(94)	31%	(224)	27%	(196)	8%	(61)	20%	(143)	718
2020 Vote: Other	23%	(14)	36%	(22)	23%	(14)	6%	(4)	12%	(7)	61
2020 Vote: Didn't Vote	15%	(64)	28%	(121)	25%	(108)	10%	(41)	21%	(90)	424

Table MCTE1_4: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Navigating using GPS or mapping applications*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	16%	(351)	31%	(673)	27%	(586)	8%	(174)	19%	(416)	2200
2018 House Vote: Democrat	19%	(161)	32%	(272)	26%	(219)	6%	(49)	17%	(143)	844
2018 House Vote: Republican	13%	(78)	31%	(193)	29%	(181)	9%	(53)	18%	(109)	615
2018 House Vote: Didnt Vote	15%	(102)	28%	(196)	25%	(175)	10%	(68)	22%	(157)	697
4-Region: Northeast	16%	(60)	31%	(119)	26%	(101)	11%	(41)	17%	(64)	385
4-Region: Midwest	15%	(67)	27%	(121)	29%	(132)	10%	(46)	20%	(89)	455
4-Region: South	15%	(122)	30%	(248)	28%	(237)	7%	(59)	21%	(174)	839
4-Region: West	20%	(103)	35%	(185)	22%	(116)	6%	(30)	17%	(88)	521
Social Media User	16%	(346)	31%	(665)	27%	(581)	8%	(171)	18%	(396)	2159
Concerned About Privacy	16%	(273)	30%	(525)	28%	(483)	8%	(143)	18%	(306)	1731
Uses an Online Service Daily	18%	(351)	33%	(635)	27%	(519)	7%	(134)	16%	(308)	1948
Creates Content and Earns Income	28%	(50)	29%	(51)	27%	(47)	5%	(8)	12%	(21)	178
Creates Content Recreationally	23%	(120)	33%	(177)	25%	(134)	8%	(40)	11%	(58)	529
Would Pay for Social Media	24%	(103)	36%	(153)	23%	(98)	7%	(30)	10%	(43)	427

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

Table MCTE1_5: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Career networking and job hunting

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	10%	(228)	13%	(290)	14%	(315)	12%	(269)	50%	(1098)	2200
Gender: Male	11%	(116)	16%	(172)	17%	(177)	13%	(136)	44%	(468)	1069
Gender: Female	10%	(112)	10%	(117)	12%	(137)	12%	(132)	56%	(625)	1122
Age: 18-34	18%	(115)	21%	(132)	23%	(145)	15%	(92)	23%	(148)	631
Age: 35-44	14%	(51)	18%	(67)	15%	(57)	21%	(77)	32%	(120)	371
Age: 45-64	7%	(50)	11%	(78)	12%	(87)	13%	(89)	57%	(406)	711
Age: 65+	3%	(12)	3%	(13)	5%	(26)	2%	(11)	87%	(425)	487
GenZers: 1997-2012	15%	(37)	23%	(57)	23%	(57)	17%	(44)	23%	(57)	251
Millennials: 1981-1996	18%	(119)	19%	(123)	21%	(136)	16%	(103)	27%	(180)	662
GenXers: 1965-1980	8%	(49)	15%	(84)	13%	(72)	15%	(84)	50%	(285)	575
Baby Boomers: 1946-1964	3%	(19)	4%	(26)	7%	(48)	6%	(38)	80%	(522)	654
PID: Dem (no lean)	10%	(96)	14%	(131)	15%	(138)	13%	(122)	47%	(429)	915
PID: Ind (no lean)	10%	(57)	14%	(86)	17%	(102)	12%	(70)	47%	(278)	592
PID: Rep (no lean)	11%	(75)	11%	(73)	11%	(75)	11%	(78)	56%	(391)	693
PID/Gender: Dem Men	11%	(51)	17%	(76)	20%	(91)	15%	(68)	37%	(169)	456
PID/Gender: Dem Women	10%	(45)	12%	(53)	10%	(46)	12%	(53)	57%	(256)	453
PID/Gender: Ind Men	6%	(18)	19%	(51)	18%	(50)	12%	(32)	45%	(121)	272
PID/Gender: Ind Women	12%	(39)	11%	(35)	16%	(51)	12%	(38)	49%	(157)	320
PID/Gender: Rep Men	14%	(47)	13%	(44)	11%	(36)	11%	(37)	52%	(178)	342
PID/Gender: Rep Women	8%	(28)	8%	(29)	11%	(39)	12%	(41)	61%	(212)	350
Ideo: Liberal (1-3)	11%	(73)	15%	(98)	17%	(111)	14%	(95)	43%	(286)	664
Ideo: Moderate (4)	8%	(49)	13%	(82)	16%	(97)	14%	(89)	49%	(308)	625
Ideo: Conservative (5-7)	11%	(77)	13%	(96)	11%	(81)	11%	(77)	54%	(391)	721
Educ: < College	10%	(147)	12%	(170)	13%	(189)	11%	(154)	54%	(778)	1438
Educ: Bachelors degree	11%	(52)	14%	(70)	17%	(83)	15%	(75)	42%	(205)	484
Educ: Post-grad	11%	(29)	18%	(50)	16%	(44)	15%	(40)	41%	(115)	278
Income: Under 50k	11%	(116)	11%	(121)	13%	(140)	11%	(114)	54%	(585)	1077
Income: 50k-100k	9%	(65)	15%	(103)	15%	(109)	13%	(90)	48%	(342)	710
Income: 100k+	11%	(47)	16%	(65)	16%	(66)	16%	(65)	41%	(171)	414
Ethnicity: White	9%	(161)	12%	(210)	14%	(240)	11%	(195)	53%	(892)	1698
Ethnicity: Hispanic	19%	(72)	18%	(68)	21%	(80)	12%	(45)	30%	(114)	379
Ethnicity: Black	15%	(44)	15%	(41)	13%	(36)	15%	(43)	42%	(119)	283

Continued on next page

Table MCTE1_5: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Career networking and job hunting

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	10%	(228)	13%	(290)	14%	(315)	12%	(269)	50%	(1098)	2200
Ethnicity: Other	11%	(24)	18%	(38)	18%	(39)	14%	(32)	40%	(87)	220
All Christian	8%	(77)	10%	(97)	14%	(134)	11%	(108)	56%	(530)	947
All Non-Christian	13%	(26)	24%	(49)	15%	(32)	13%	(27)	35%	(72)	206
Atheist	13%	(14)	15%	(16)	15%	(16)	14%	(14)	43%	(44)	103
Agnostic/Nothing in particular	11%	(66)	13%	(77)	15%	(89)	13%	(76)	48%	(280)	588
Something Else	13%	(45)	14%	(51)	12%	(44)	12%	(44)	48%	(171)	356
Religious Non-Protestant/Catholic	12%	(27)	23%	(51)	16%	(36)	13%	(29)	36%	(82)	224
Evangelical	11%	(61)	11%	(61)	12%	(66)	13%	(70)	54%	(298)	555
Non-Evangelical	8%	(63)	12%	(86)	15%	(109)	11%	(82)	54%	(400)	740
Community: Urban	13%	(86)	18%	(122)	17%	(112)	15%	(100)	38%	(258)	678
Community: Suburban	8%	(82)	11%	(108)	14%	(134)	12%	(120)	55%	(544)	989
Community: Rural	11%	(60)	11%	(59)	13%	(68)	9%	(50)	55%	(296)	534
Employ: Private Sector	12%	(93)	17%	(131)	18%	(139)	21%	(160)	31%	(230)	754
Employ: Government	9%	(12)	25%	(34)	21%	(28)	16%	(22)	29%	(39)	135
Employ: Self-Employed	16%	(31)	20%	(38)	18%	(35)	12%	(22)	34%	(65)	191
Employ: Homemaker	14%	(19)	6%	(8)	8%	(11)	11%	(15)	61%	(85)	139
Employ: Student	14%	(12)	14%	(12)	35%	(29)	13%	(10)	24%	(20)	83
Employ: Retired	2%	(11)	3%	(15)	4%	(23)	3%	(14)	89%	(499)	563
Employ: Unemployed	18%	(37)	22%	(44)	18%	(36)	9%	(18)	33%	(68)	203
Employ: Other	11%	(14)	5%	(7)	10%	(13)	6%	(8)	68%	(90)	131
Military HH: Yes	9%	(26)	15%	(45)	12%	(34)	7%	(21)	58%	(171)	298
Military HH: No	11%	(202)	13%	(245)	15%	(281)	13%	(249)	49%	(926)	1902
2022 House Vote: Democrat	10%	(97)	13%	(122)	16%	(156)	15%	(138)	46%	(433)	947
2022 House Vote: Republican	9%	(62)	11%	(72)	10%	(68)	13%	(84)	57%	(382)	668
2022 House Vote: Someone else	10%	(5)	16%	(9)	11%	(6)	9%	(5)	55%	(29)	53
2022 House Vote: Didnt Vote	12%	(63)	16%	(87)	16%	(85)	8%	(42)	48%	(254)	532
2020 Vote: Joe Biden	10%	(99)	13%	(134)	16%	(156)	14%	(143)	47%	(464)	997
2020 Vote: Donald Trump	10%	(70)	11%	(80)	11%	(78)	11%	(78)	57%	(412)	718
2020 Vote: Other	13%	(8)	23%	(14)	16%	(10)	3%	(2)	45%	(27)	61
2020 Vote: Didn't Vote	12%	(50)	15%	(62)	17%	(71)	11%	(46)	46%	(194)	424

Table MCTE1_5: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Career networking and job hunting

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	10%	(228)	13%	(290)	14%	(315)	12%	(269)	50%	(1098)	2200
2018 House Vote: Democrat	12%	(98)	14%	(117)	15%	(129)	14%	(116)	45%	(383)	844
2018 House Vote: Republican	9%	(55)	12%	(71)	12%	(75)	10%	(64)	57%	(351)	615
2018 House Vote: Didnt Vote	10%	(70)	13%	(93)	15%	(107)	12%	(86)	49%	(342)	697
4-Region: Northeast	9%	(34)	13%	(50)	13%	(49)	12%	(46)	54%	(207)	385
4-Region: Midwest	8%	(39)	15%	(69)	14%	(64)	13%	(58)	49%	(225)	455
4-Region: South	11%	(90)	12%	(98)	13%	(112)	11%	(94)	53%	(445)	839
4-Region: West	13%	(65)	14%	(73)	17%	(90)	14%	(71)	43%	(222)	521
Social Media User	10%	(223)	13%	(288)	15%	(315)	12%	(269)	49%	(1065)	2159
Concerned About Privacy	10%	(168)	14%	(234)	14%	(245)	13%	(222)	50%	(861)	1731
Uses an Online Service Daily	12%	(228)	13%	(258)	14%	(274)	13%	(245)	48%	(942)	1948
Creates Content and Earns Income	20%	(36)	29%	(51)	17%	(29)	12%	(22)	22%	(40)	178
Creates Content Recreationally	16%	(83)	16%	(86)	18%	(96)	15%	(81)	35%	(183)	529
Would Pay for Social Media	18%	(75)	23%	(97)	17%	(73)	16%	(69)	26%	(113)	427

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

Table MCTE1_6: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Keeping up with current events and entertainment news

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	43%	(940)	27%	(588)	12%	(261)	3%	(76)	15%	(334)	2200
Gender: Male	46%	(488)	26%	(279)	13%	(135)	2%	(26)	13%	(141)	1069
Gender: Female	40%	(451)	27%	(302)	11%	(126)	4%	(50)	17%	(192)	1122
Age: 18-34	37%	(231)	32%	(204)	16%	(101)	4%	(22)	11%	(72)	631
Age: 35-44	42%	(156)	25%	(92)	13%	(47)	6%	(23)	14%	(54)	371
Age: 45-64	45%	(321)	26%	(185)	10%	(71)	3%	(18)	16%	(116)	711
Age: 65+	48%	(233)	22%	(106)	9%	(43)	3%	(13)	19%	(92)	487
GenZers: 1997-2012	30%	(74)	38%	(96)	15%	(39)	5%	(13)	11%	(29)	251
Millennials: 1981-1996	43%	(282)	26%	(171)	15%	(97)	4%	(25)	13%	(87)	662
GenXers: 1965-1980	42%	(244)	28%	(164)	8%	(47)	4%	(23)	17%	(96)	575
Baby Boomers: 1946-1964	49%	(319)	22%	(144)	11%	(73)	2%	(14)	16%	(105)	654
PID: Dem (no lean)	49%	(445)	26%	(237)	12%	(108)	2%	(20)	12%	(106)	915
PID: Ind (no lean)	40%	(236)	23%	(138)	14%	(81)	5%	(27)	19%	(110)	592
PID: Rep (no lean)	37%	(259)	31%	(213)	11%	(73)	4%	(29)	17%	(119)	693
PID/Gender: Dem Men	48%	(217)	27%	(125)	14%	(62)	3%	(12)	9%	(39)	456
PID/Gender: Dem Women	50%	(227)	24%	(107)	10%	(45)	2%	(8)	14%	(65)	453
PID/Gender: Ind Men	45%	(122)	23%	(63)	15%	(41)	1%	(3)	16%	(42)	272
PID/Gender: Ind Women	36%	(114)	23%	(74)	12%	(39)	8%	(24)	21%	(68)	320
PID/Gender: Rep Men	44%	(149)	27%	(91)	9%	(31)	3%	(11)	17%	(59)	342
PID/Gender: Rep Women	31%	(110)	35%	(121)	12%	(41)	5%	(18)	17%	(60)	350
Ideo: Liberal (1-3)	51%	(338)	23%	(153)	13%	(84)	2%	(14)	11%	(74)	664
Ideo: Moderate (4)	39%	(245)	31%	(194)	14%	(88)	3%	(19)	13%	(79)	625
Ideo: Conservative (5-7)	42%	(300)	30%	(214)	10%	(69)	3%	(21)	16%	(117)	721
Educ: < College	40%	(571)	27%	(388)	13%	(184)	3%	(50)	17%	(246)	1438
Educ: Bachelors degree	48%	(233)	27%	(132)	10%	(48)	3%	(13)	12%	(58)	484
Educ: Post-grad	49%	(137)	24%	(67)	11%	(30)	5%	(13)	11%	(31)	278
Income: Under 50k	39%	(418)	25%	(267)	14%	(156)	4%	(38)	18%	(198)	1077
Income: 50k-100k	44%	(312)	30%	(212)	10%	(71)	3%	(21)	13%	(93)	710
Income: 100k+	51%	(210)	26%	(109)	8%	(34)	4%	(17)	10%	(43)	414
Ethnicity: White	43%	(731)	26%	(442)	12%	(199)	3%	(52)	16%	(273)	1698
Ethnicity: Hispanic	45%	(169)	23%	(85)	15%	(58)	4%	(15)	14%	(51)	379
Ethnicity: Black	41%	(117)	32%	(91)	13%	(36)	4%	(12)	9%	(26)	283

Table MCTE1_6: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Keeping up with current events and entertainment news

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	43%	(940)	27%	(588)	12%	(261)	3%	(76)	15%	(334)	2200
Ethnicity: Other	42%	(92)	25%	(55)	12%	(26)	5%	(12)	16%	(35)	220
All Christian	43%	(410)	26%	(250)	12%	(114)	3%	(24)	16%	(149)	947
All Non-Christian	41%	(84)	27%	(57)	13%	(27)	5%	(11)	13%	(26)	206
Atheist	47%	(48)	23%	(23)	13%	(13)	3%	(3)	15%	(15)	103
Agnostic/Nothing in particular	42%	(246)	25%	(147)	12%	(69)	3%	(20)	18%	(106)	588
Something Else	43%	(151)	31%	(111)	11%	(38)	5%	(18)	11%	(38)	356
Religious Non-Protestant/Catholic	40%	(90)	28%	(62)	13%	(29)	6%	(13)	13%	(29)	224
Evangelical	41%	(228)	31%	(172)	10%	(58)	3%	(15)	15%	(83)	555
Non-Evangelical	45%	(332)	25%	(187)	13%	(94)	3%	(25)	14%	(103)	740
Community: Urban	42%	(286)	29%	(195)	12%	(79)	3%	(22)	14%	(96)	678
Community: Suburban	46%	(451)	26%	(252)	11%	(113)	3%	(32)	14%	(141)	989
Community: Rural	38%	(203)	26%	(140)	13%	(70)	4%	(23)	18%	(97)	534
Employ: Private Sector	43%	(326)	29%	(221)	14%	(102)	4%	(27)	10%	(79)	754
Employ: Government	50%	(67)	22%	(29)	15%	(20)	3%	(4)	10%	(14)	135
Employ: Self-Employed	37%	(71)	34%	(66)	13%	(25)	3%	(5)	13%	(25)	191
Employ: Homemaker	44%	(61)	24%	(34)	9%	(13)	4%	(5)	19%	(26)	139
Employ: Student	30%	(25)	37%	(31)	22%	(18)	5%	(5)	6%	(5)	83
Employ: Retired	47%	(264)	21%	(117)	10%	(57)	3%	(15)	20%	(110)	563
Employ: Unemployed	38%	(76)	29%	(58)	6%	(13)	5%	(11)	22%	(45)	203
Employ: Other	39%	(51)	25%	(32)	10%	(13)	3%	(4)	24%	(32)	131
Military HH: Yes	40%	(121)	26%	(78)	13%	(38)	3%	(8)	18%	(53)	298
Military HH: No	43%	(820)	27%	(509)	12%	(224)	4%	(68)	15%	(281)	1902
2022 House Vote: Democrat	53%	(499)	24%	(223)	12%	(110)	2%	(20)	10%	(96)	947
2022 House Vote: Republican	40%	(266)	30%	(199)	10%	(68)	4%	(26)	16%	(108)	668
2022 House Vote: Someone else	19%	(10)	37%	(20)	20%	(11)	8%	(4)	16%	(9)	53
2022 House Vote: Didnt Vote	31%	(165)	27%	(145)	14%	(73)	5%	(27)	23%	(122)	532
2020 Vote: Joe Biden	52%	(519)	24%	(236)	11%	(111)	2%	(20)	11%	(110)	997
2020 Vote: Donald Trump	39%	(282)	30%	(215)	11%	(77)	4%	(27)	16%	(118)	718
2020 Vote: Other	30%	(18)	44%	(27)	13%	(8)	3%	(2)	10%	(6)	61
2020 Vote: Didn't Vote	29%	(121)	26%	(110)	15%	(65)	6%	(28)	24%	(100)	424

Table MCTE1_6: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Keeping up with current events and entertainment news

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	43%	(940)	27%	(588)	12%	(261)	3%	(76)	15%	(334)	2200
2018 House Vote: Democrat	54%	(460)	23%	(196)	10%	(88)	2%	(18)	10%	(82)	844
2018 House Vote: Republican	40%	(246)	29%	(176)	10%	(61)	3%	(18)	19%	(115)	615
2018 House Vote: Didnt Vote	33%	(228)	28%	(198)	15%	(103)	5%	(38)	19%	(130)	697
4-Region: Northeast	45%	(175)	22%	(85)	12%	(45)	7%	(26)	14%	(55)	385
4-Region: Midwest	43%	(197)	28%	(127)	10%	(46)	2%	(8)	17%	(76)	455
4-Region: South	42%	(355)	30%	(250)	10%	(87)	3%	(24)	15%	(124)	839
4-Region: West	41%	(213)	24%	(126)	16%	(83)	3%	(18)	15%	(80)	521
Social Media User	43%	(927)	27%	(582)	12%	(258)	4%	(76)	15%	(316)	2159
Concerned About Privacy	43%	(745)	28%	(482)	12%	(209)	4%	(62)	13%	(234)	1731
Uses an Online Service Daily	48%	(940)	27%	(526)	11%	(208)	3%	(62)	11%	(211)	1948
Creates Content and Earns Income	38%	(67)	29%	(51)	16%	(28)	6%	(12)	11%	(20)	178
Creates Content Recreationally	45%	(240)	34%	(180)	11%	(60)	2%	(11)	7%	(38)	529
Would Pay for Social Media	44%	(188)	28%	(121)	14%	(62)	4%	(18)	9%	(39)	427

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

Table MCTE1_7: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Watching TV shows and movies*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	53%	(1160)	20%	(441)	8%	(182)	3%	(62)	16%	(355)	2200
Gender: Male	51%	(550)	21%	(226)	9%	(94)	3%	(29)	16%	(170)	1069
Gender: Female	54%	(609)	19%	(210)	8%	(85)	3%	(32)	16%	(185)	1122
Age: 18-34	56%	(353)	25%	(159)	11%	(71)	2%	(13)	6%	(36)	631
Age: 35-44	51%	(188)	24%	(88)	9%	(33)	6%	(21)	11%	(42)	371
Age: 45-64	56%	(396)	19%	(135)	8%	(57)	3%	(19)	15%	(105)	711
Age: 65+	46%	(223)	12%	(60)	5%	(22)	2%	(10)	35%	(172)	487
GenZers: 1997-2012	48%	(121)	30%	(76)	17%	(43)	2%	(6)	2%	(5)	251
Millennials: 1981-1996	57%	(378)	22%	(148)	8%	(55)	3%	(17)	10%	(63)	662
GenXers: 1965-1980	57%	(326)	19%	(112)	7%	(42)	5%	(27)	12%	(68)	575
Baby Boomers: 1946-1964	48%	(311)	15%	(100)	6%	(40)	2%	(11)	29%	(192)	654
PID: Dem (no lean)	54%	(497)	20%	(186)	9%	(80)	2%	(17)	15%	(135)	915
PID: Ind (no lean)	47%	(280)	24%	(144)	8%	(45)	4%	(24)	17%	(100)	592
PID: Rep (no lean)	55%	(383)	16%	(111)	8%	(57)	3%	(22)	17%	(120)	693
PID/Gender: Dem Men	55%	(250)	21%	(96)	8%	(37)	2%	(7)	14%	(65)	456
PID/Gender: Dem Women	55%	(247)	19%	(86)	9%	(40)	2%	(9)	16%	(70)	453
PID/Gender: Ind Men	42%	(113)	27%	(73)	10%	(27)	3%	(7)	19%	(51)	272
PID/Gender: Ind Women	52%	(166)	22%	(71)	6%	(18)	5%	(16)	15%	(49)	320
PID/Gender: Rep Men	55%	(186)	17%	(57)	9%	(29)	4%	(15)	16%	(54)	342
PID/Gender: Rep Women	56%	(196)	15%	(53)	8%	(28)	2%	(7)	19%	(66)	350
Ideo: Liberal (1-3)	52%	(345)	23%	(150)	8%	(53)	3%	(19)	15%	(96)	664
Ideo: Moderate (4)	50%	(315)	21%	(131)	9%	(59)	3%	(19)	16%	(101)	625
Ideo: Conservative (5-7)	55%	(399)	18%	(127)	8%	(56)	3%	(19)	17%	(120)	721
Educ: < College	55%	(784)	20%	(282)	8%	(112)	3%	(41)	15%	(219)	1438
Educ: Bachelors degree	51%	(247)	20%	(98)	9%	(42)	2%	(10)	18%	(87)	484
Educ: Post-grad	46%	(128)	22%	(61)	10%	(29)	4%	(12)	18%	(49)	278
Income: Under 50k	54%	(585)	20%	(212)	8%	(85)	3%	(31)	15%	(164)	1077
Income: 50k-100k	51%	(359)	19%	(132)	9%	(66)	3%	(18)	19%	(135)	710
Income: 100k+	52%	(216)	23%	(97)	8%	(31)	3%	(13)	14%	(57)	414
Ethnicity: White	52%	(881)	19%	(316)	8%	(137)	3%	(48)	19%	(315)	1698
Ethnicity: Hispanic	58%	(219)	21%	(78)	7%	(25)	4%	(13)	11%	(43)	379
Ethnicity: Black	60%	(170)	21%	(60)	8%	(24)	3%	(8)	7%	(21)	283

Continued on next page

Table MCTE1_7: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Watching TV shows and movies

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	53%	(1160)	20%	(441)	8%	(182)	3%	(62)	16%	(355)	2200
Ethnicity: Other	49%	(108)	29%	(64)	10%	(21)	3%	(6)	9%	(19)	220
All Christian	52%	(494)	18%	(168)	7%	(70)	2%	(19)	21%	(197)	947
All Non-Christian	48%	(100)	21%	(42)	12%	(24)	7%	(14)	12%	(25)	206
Atheist	52%	(54)	23%	(24)	10%	(11)	1%	(1)	13%	(14)	103
Agnostic/Nothing in particular	52%	(307)	22%	(131)	8%	(49)	3%	(17)	14%	(83)	588
Something Else	58%	(205)	21%	(76)	8%	(28)	3%	(11)	10%	(36)	356
Religious Non-Protestant/Catholic	49%	(111)	21%	(46)	11%	(24)	7%	(15)	13%	(28)	224
Evangelical	56%	(312)	18%	(99)	6%	(35)	2%	(12)	18%	(97)	555
Non-Evangelical	51%	(380)	20%	(145)	8%	(61)	2%	(18)	18%	(136)	740
Community: Urban	55%	(370)	21%	(145)	8%	(56)	4%	(29)	11%	(77)	678
Community: Suburban	51%	(508)	20%	(195)	8%	(83)	2%	(22)	18%	(180)	989
Community: Rural	53%	(281)	19%	(101)	8%	(43)	2%	(11)	18%	(98)	534
Employ: Private Sector	59%	(446)	22%	(168)	6%	(49)	4%	(28)	8%	(64)	754
Employ: Government	53%	(71)	21%	(29)	12%	(16)	3%	(4)	11%	(15)	135
Employ: Self-Employed	56%	(108)	19%	(37)	15%	(29)	2%	(3)	8%	(15)	191
Employ: Homemaker	63%	(88)	14%	(20)	6%	(8)	2%	(3)	15%	(20)	139
Employ: Student	43%	(36)	39%	(33)	10%	(8)	3%	(2)	6%	(5)	83
Employ: Retired	44%	(248)	16%	(89)	6%	(34)	2%	(11)	32%	(181)	563
Employ: Unemployed	48%	(97)	20%	(41)	13%	(27)	3%	(7)	16%	(32)	203
Employ: Other	51%	(67)	19%	(25)	9%	(12)	4%	(5)	17%	(22)	131
Military HH: Yes	47%	(141)	17%	(49)	4%	(13)	4%	(13)	28%	(82)	298
Military HH: No	54%	(1019)	21%	(392)	9%	(169)	3%	(49)	14%	(273)	1902
2022 House Vote: Democrat	52%	(492)	21%	(200)	9%	(82)	2%	(19)	16%	(155)	947
2022 House Vote: Republican	52%	(350)	16%	(109)	8%	(53)	3%	(23)	20%	(133)	668
2022 House Vote: Someone else	53%	(28)	22%	(12)	5%	(2)	2%	(1)	18%	(10)	53
2022 House Vote: Didnt Vote	54%	(289)	23%	(121)	9%	(46)	4%	(19)	11%	(57)	532
2020 Vote: Joe Biden	52%	(523)	21%	(209)	8%	(81)	2%	(24)	16%	(160)	997
2020 Vote: Donald Trump	54%	(384)	17%	(125)	8%	(55)	3%	(19)	19%	(135)	718
2020 Vote: Other	49%	(30)	25%	(15)	5%	(3)	1%	(1)	20%	(12)	61
2020 Vote: Didn't Vote	52%	(223)	22%	(92)	10%	(43)	4%	(19)	11%	(48)	424

Table MCTE1_7: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Watching TV shows and movies

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	53%	(1160)	20%	(441)	8%	(182)	3%	(62)	16%	(355)	2200
2018 House Vote: Democrat	54%	(458)	19%	(164)	8%	(64)	2%	(17)	17%	(140)	844
2018 House Vote: Republican	51%	(316)	18%	(109)	8%	(47)	3%	(15)	21%	(128)	615
2018 House Vote: Didnt Vote	52%	(362)	23%	(159)	10%	(68)	4%	(29)	11%	(79)	697
4-Region: Northeast	51%	(197)	22%	(83)	10%	(38)	2%	(9)	15%	(58)	385
4-Region: Midwest	57%	(261)	17%	(76)	8%	(34)	3%	(14)	15%	(69)	455
4-Region: South	52%	(437)	19%	(160)	8%	(66)	2%	(20)	19%	(156)	839
4-Region: West	51%	(264)	23%	(122)	8%	(44)	4%	(20)	14%	(71)	521
Social Media User	53%	(1143)	20%	(439)	8%	(181)	3%	(62)	16%	(335)	2159
Concerned About Privacy	53%	(913)	20%	(348)	8%	(133)	3%	(46)	17%	(291)	1731
Uses an Online Service Daily	60%	(1160)	19%	(375)	7%	(134)	2%	(40)	12%	(239)	1948
Creates Content and Earns Income	50%	(88)	30%	(53)	10%	(18)	7%	(12)	3%	(6)	178
Creates Content Recreationally	57%	(304)	21%	(109)	9%	(48)	3%	(15)	10%	(53)	529
Would Pay for Social Media	58%	(247)	22%	(95)	11%	(48)	3%	(14)	5%	(23)	427

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

Table MCTE1_8: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Ordering food for delivery*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	6%	(122)	23%	(500)	27%	(585)	9%	(207)	36%	(786)	2200
Gender: Male	7%	(75)	26%	(275)	24%	(258)	9%	(94)	34%	(367)	1069
Gender: Female	4%	(46)	20%	(222)	29%	(325)	10%	(112)	37%	(417)	1122
Age: 18-34	9%	(55)	30%	(189)	35%	(219)	9%	(57)	18%	(111)	631
Age: 35-44	10%	(36)	30%	(113)	24%	(88)	13%	(48)	23%	(87)	371
Age: 45-64	4%	(26)	20%	(139)	26%	(184)	10%	(72)	41%	(289)	711
Age: 65+	1%	(4)	12%	(59)	19%	(94)	6%	(30)	61%	(299)	487
GenZers: 1997-2012	7%	(17)	24%	(61)	36%	(90)	15%	(38)	18%	(45)	251
Millennials: 1981-1996	11%	(71)	32%	(213)	30%	(196)	8%	(50)	20%	(132)	662
GenXers: 1965-1980	4%	(24)	23%	(134)	25%	(141)	12%	(70)	36%	(205)	575
Baby Boomers: 1946-1964	1%	(9)	14%	(92)	23%	(152)	7%	(48)	54%	(353)	654
PID: Dem (no lean)	7%	(61)	29%	(264)	24%	(216)	7%	(66)	34%	(307)	915
PID: Ind (no lean)	4%	(24)	18%	(106)	30%	(176)	12%	(73)	36%	(214)	592
PID: Rep (no lean)	5%	(37)	19%	(131)	28%	(194)	10%	(67)	38%	(265)	693
PID/Gender: Dem Men	8%	(38)	30%	(137)	25%	(112)	6%	(28)	31%	(140)	456
PID/Gender: Dem Women	5%	(23)	27%	(124)	23%	(103)	8%	(38)	36%	(165)	453
PID/Gender: Ind Men	3%	(7)	23%	(62)	23%	(64)	12%	(34)	39%	(105)	272
PID/Gender: Ind Women	5%	(16)	14%	(44)	35%	(111)	12%	(39)	34%	(109)	320
PID/Gender: Rep Men	9%	(30)	22%	(76)	24%	(82)	9%	(32)	35%	(121)	342
PID/Gender: Rep Women	2%	(7)	16%	(54)	31%	(110)	10%	(35)	41%	(143)	350
Ideo: Liberal (1-3)	7%	(49)	27%	(179)	25%	(168)	10%	(64)	31%	(204)	664
Ideo: Moderate (4)	5%	(33)	23%	(141)	29%	(181)	9%	(54)	34%	(215)	625
Ideo: Conservative (5-7)	4%	(27)	20%	(147)	28%	(198)	9%	(62)	40%	(287)	721
Educ: < College	5%	(68)	23%	(325)	28%	(406)	9%	(128)	36%	(511)	1438
Educ: Bachelors degree	7%	(34)	21%	(103)	25%	(119)	11%	(54)	36%	(174)	484
Educ: Post-grad	7%	(20)	26%	(72)	22%	(60)	9%	(25)	36%	(101)	278
Income: Under 50k	4%	(48)	19%	(199)	26%	(285)	11%	(121)	39%	(424)	1077
Income: 50k-100k	5%	(32)	26%	(181)	29%	(204)	8%	(54)	34%	(238)	710
Income: 100k+	10%	(41)	29%	(120)	23%	(97)	8%	(31)	30%	(124)	414
Ethnicity: White	5%	(92)	21%	(363)	26%	(436)	10%	(161)	38%	(646)	1698
Ethnicity: Hispanic	11%	(41)	30%	(113)	30%	(113)	10%	(37)	20%	(75)	379
Ethnicity: Black	7%	(20)	30%	(86)	29%	(83)	10%	(29)	23%	(65)	283

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Table MCTE1_8: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Ordering food for delivery*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	6%	(122)	23%	(500)	27%	(585)	9%	(207)	36%	(786)	2200
Ethnicity: Other	5%	(10)	24%	(52)	30%	(66)	7%	(16)	34%	(75)	220
All Christian	4%	(39)	24%	(231)	25%	(237)	7%	(66)	39%	(374)	947
All Non-Christian	11%	(22)	30%	(62)	18%	(37)	11%	(24)	30%	(61)	206
Atheist	6%	(6)	20%	(20)	25%	(26)	15%	(16)	34%	(36)	103
Agnostic/Nothing in particular	5%	(30)	20%	(115)	29%	(168)	10%	(57)	37%	(218)	588
Something Else	7%	(25)	20%	(72)	33%	(117)	12%	(44)	27%	(97)	356
Religious Non-Protestant/Catholic	10%	(22)	28%	(63)	21%	(48)	11%	(24)	30%	(67)	224
Evangelical	7%	(40)	21%	(115)	28%	(156)	10%	(53)	34%	(191)	555
Non-Evangelical	2%	(18)	26%	(190)	26%	(192)	8%	(57)	38%	(283)	740
Community: Urban	8%	(54)	31%	(208)	25%	(170)	8%	(53)	28%	(192)	678
Community: Suburban	4%	(43)	21%	(206)	27%	(269)	11%	(107)	37%	(365)	989
Community: Rural	5%	(25)	16%	(86)	27%	(146)	9%	(46)	43%	(230)	534
Employ: Private Sector	8%	(64)	34%	(253)	25%	(189)	10%	(74)	23%	(174)	754
Employ: Government	8%	(10)	29%	(39)	30%	(40)	7%	(10)	26%	(35)	135
Employ: Self-Employed	9%	(18)	30%	(58)	34%	(64)	5%	(9)	22%	(41)	191
Employ: Homemaker	2%	(3)	15%	(21)	29%	(41)	11%	(16)	43%	(60)	139
Employ: Student	5%	(4)	16%	(14)	45%	(38)	19%	(16)	14%	(12)	83
Employ: Retired	1%	(5)	10%	(59)	23%	(130)	7%	(40)	59%	(330)	563
Employ: Unemployed	5%	(10)	15%	(31)	29%	(58)	13%	(27)	38%	(77)	203
Employ: Other	6%	(7)	19%	(26)	19%	(25)	11%	(14)	45%	(59)	131
Military HH: Yes	6%	(19)	21%	(63)	21%	(63)	8%	(23)	44%	(130)	298
Military HH: No	5%	(103)	23%	(437)	27%	(522)	10%	(184)	35%	(656)	1902
2022 House Vote: Democrat	5%	(52)	28%	(265)	25%	(239)	9%	(85)	32%	(307)	947
2022 House Vote: Republican	6%	(39)	17%	(113)	28%	(187)	9%	(57)	41%	(272)	668
2022 House Vote: Someone else	7%	(4)	26%	(14)	12%	(7)	9%	(5)	46%	(25)	53
2022 House Vote: Didnt Vote	5%	(27)	20%	(108)	29%	(153)	11%	(60)	34%	(183)	532
2020 Vote: Joe Biden	6%	(56)	27%	(274)	26%	(257)	9%	(88)	32%	(322)	997
2020 Vote: Donald Trump	6%	(43)	17%	(121)	28%	(199)	8%	(57)	42%	(299)	718
2020 Vote: Other	1%	(1)	36%	(22)	23%	(14)	10%	(6)	30%	(18)	61
2020 Vote: Didn't Vote	5%	(22)	20%	(84)	27%	(116)	13%	(56)	35%	(147)	424

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Table MCTE1_8: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks? Ordering food for delivery*

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	6%	(122)	23%	(500)	27%	(585)	9%	(207)	36%	(786)	2200
2018 House Vote: Democrat	7%	(56)	27%	(225)	25%	(211)	8%	(68)	34%	(283)	844
2018 House Vote: Republican	5%	(31)	20%	(121)	27%	(167)	7%	(46)	41%	(250)	615
2018 House Vote: Didnt Vote	5%	(34)	20%	(141)	28%	(195)	13%	(89)	34%	(238)	697
4-Region: Northeast	5%	(20)	27%	(105)	23%	(89)	8%	(30)	37%	(141)	385
4-Region: Midwest	5%	(22)	21%	(96)	26%	(117)	12%	(55)	36%	(164)	455
4-Region: South	5%	(42)	23%	(190)	28%	(235)	7%	(62)	37%	(310)	839
4-Region: West	7%	(38)	21%	(109)	28%	(144)	11%	(58)	33%	(171)	521
Social Media User	5%	(116)	23%	(497)	27%	(584)	9%	(205)	35%	(757)	2159
Concerned About Privacy	6%	(99)	23%	(395)	27%	(460)	9%	(160)	36%	(617)	1731
Uses an Online Service Daily	6%	(122)	24%	(460)	27%	(535)	9%	(176)	34%	(655)	1948
Creates Content and Earns Income	18%	(32)	42%	(74)	19%	(33)	9%	(16)	13%	(23)	178
Creates Content Recreationally	8%	(41)	33%	(174)	27%	(141)	11%	(58)	22%	(115)	529
Would Pay for Social Media	15%	(66)	42%	(179)	24%	(101)	7%	(30)	12%	(52)	427

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

Table MCTE1_9: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Checking the weather

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	66%	(1443)	18%	(404)	6%	(126)	3%	(59)	8%	(168)	2200
Gender: Male	61%	(647)	21%	(221)	8%	(81)	3%	(29)	8%	(91)	1069
Gender: Female	71%	(793)	16%	(180)	4%	(44)	3%	(30)	7%	(75)	1122
Age: 18-34	60%	(380)	22%	(138)	7%	(42)	5%	(32)	6%	(38)	631
Age: 35-44	61%	(225)	19%	(69)	9%	(33)	3%	(11)	9%	(34)	371
Age: 45-64	68%	(481)	18%	(131)	5%	(36)	1%	(8)	8%	(54)	711
Age: 65+	73%	(356)	14%	(66)	3%	(15)	2%	(8)	9%	(43)	487
GenZers: 1997-2012	54%	(135)	24%	(59)	9%	(23)	8%	(19)	6%	(14)	251
Millennials: 1981-1996	65%	(429)	19%	(125)	6%	(38)	3%	(20)	7%	(49)	662
GenXers: 1965-1980	65%	(373)	19%	(110)	7%	(42)	2%	(11)	7%	(39)	575
Baby Boomers: 1946-1964	72%	(468)	16%	(103)	3%	(17)	1%	(8)	9%	(58)	654
PID: Dem (no lean)	66%	(600)	20%	(180)	6%	(52)	2%	(19)	7%	(64)	915
PID: Ind (no lean)	62%	(370)	18%	(106)	7%	(44)	3%	(21)	9%	(52)	592
PID: Rep (no lean)	68%	(473)	17%	(118)	4%	(30)	3%	(19)	8%	(53)	693
PID/Gender: Dem Men	61%	(279)	21%	(98)	8%	(36)	2%	(11)	7%	(32)	456
PID/Gender: Dem Women	70%	(318)	18%	(80)	3%	(16)	2%	(8)	7%	(29)	453
PID/Gender: Ind Men	57%	(154)	22%	(60)	10%	(26)	3%	(7)	9%	(25)	272
PID/Gender: Ind Women	67%	(216)	14%	(46)	6%	(18)	4%	(13)	8%	(27)	320
PID/Gender: Rep Men	63%	(214)	19%	(63)	6%	(19)	3%	(10)	10%	(34)	342
PID/Gender: Rep Women	74%	(259)	15%	(54)	3%	(10)	2%	(8)	5%	(19)	350
Ideo: Liberal (1-3)	63%	(420)	20%	(135)	7%	(48)	2%	(14)	7%	(47)	664
Ideo: Moderate (4)	65%	(404)	18%	(114)	7%	(44)	3%	(19)	7%	(44)	625
Ideo: Conservative (5-7)	69%	(496)	18%	(130)	4%	(26)	2%	(12)	8%	(58)	721
Educ: < College	67%	(958)	17%	(244)	6%	(85)	3%	(44)	7%	(107)	1438
Educ: Bachelors degree	65%	(316)	20%	(99)	5%	(24)	2%	(8)	8%	(38)	484
Educ: Post-grad	61%	(169)	22%	(61)	6%	(17)	3%	(7)	8%	(24)	278
Income: Under 50k	65%	(701)	16%	(174)	6%	(69)	4%	(39)	9%	(94)	1077
Income: 50k-100k	68%	(479)	20%	(140)	5%	(35)	2%	(11)	6%	(45)	710
Income: 100k+	64%	(263)	22%	(91)	5%	(22)	2%	(9)	7%	(30)	414
Ethnicity: White	68%	(1146)	18%	(301)	5%	(87)	2%	(38)	7%	(125)	1698
Ethnicity: Hispanic	66%	(249)	14%	(53)	8%	(29)	5%	(19)	8%	(29)	379
Ethnicity: Black	59%	(167)	21%	(60)	7%	(20)	5%	(14)	8%	(22)	283

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Table MCTE1_9: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Checking the weather

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	66%	(1443)	18%	(404)	6%	(126)	3%	(59)	8%	(168)	2200
Ethnicity: Other	59%	(130)	20%	(44)	8%	(18)	3%	(7)	10%	(21)	220
All Christian	71%	(671)	16%	(153)	5%	(48)	1%	(13)	7%	(62)	947
All Non-Christian	50%	(102)	26%	(53)	11%	(22)	5%	(10)	9%	(18)	206
Atheist	64%	(66)	20%	(21)	6%	(6)	4%	(4)	6%	(7)	103
Agnostic/Nothing in particular	63%	(368)	19%	(115)	5%	(32)	3%	(19)	9%	(54)	588
Something Else	66%	(236)	18%	(63)	5%	(18)	3%	(12)	8%	(27)	356
Religious Non-Protestant/Catholic	52%	(116)	25%	(56)	10%	(23)	5%	(10)	8%	(18)	224
Evangelical	70%	(390)	16%	(87)	4%	(22)	3%	(18)	7%	(39)	555
Non-Evangelical	70%	(516)	17%	(124)	6%	(45)	1%	(7)	7%	(49)	740
Community: Urban	59%	(401)	19%	(129)	10%	(67)	3%	(23)	8%	(57)	678
Community: Suburban	66%	(657)	19%	(188)	4%	(40)	3%	(26)	8%	(77)	989
Community: Rural	72%	(385)	16%	(87)	3%	(18)	2%	(10)	6%	(34)	534
Employ: Private Sector	66%	(496)	20%	(154)	6%	(44)	3%	(20)	5%	(40)	754
Employ: Government	65%	(87)	24%	(32)	6%	(8)	1%	(2)	4%	(5)	135
Employ: Self-Employed	69%	(132)	17%	(32)	9%	(17)	1%	(1)	5%	(9)	191
Employ: Homemaker	71%	(98)	15%	(21)	3%	(5)	1%	(1)	10%	(14)	139
Employ: Student	56%	(46)	18%	(15)	3%	(2)	17%	(14)	6%	(5)	83
Employ: Retired	69%	(391)	16%	(88)	3%	(18)	2%	(11)	10%	(54)	563
Employ: Unemployed	56%	(114)	17%	(34)	11%	(23)	3%	(7)	13%	(26)	203
Employ: Other	60%	(79)	21%	(28)	6%	(8)	1%	(2)	12%	(15)	131
Military HH: Yes	61%	(182)	20%	(58)	8%	(25)	2%	(6)	9%	(28)	298
Military HH: No	66%	(1261)	18%	(346)	5%	(101)	3%	(53)	7%	(141)	1902
2022 House Vote: Democrat	65%	(620)	19%	(176)	7%	(63)	2%	(21)	7%	(67)	947
2022 House Vote: Republican	71%	(473)	17%	(113)	4%	(29)	1%	(9)	7%	(45)	668
2022 House Vote: Someone else	51%	(27)	32%	(17)	1%	(1)	2%	(1)	13%	(7)	53
2022 House Vote: Didnt Vote	61%	(323)	18%	(98)	6%	(33)	5%	(28)	9%	(49)	532
2020 Vote: Joe Biden	66%	(660)	18%	(183)	6%	(57)	2%	(19)	8%	(77)	997
2020 Vote: Donald Trump	70%	(501)	18%	(129)	3%	(22)	2%	(17)	7%	(49)	718
2020 Vote: Other	63%	(38)	24%	(14)	3%	(2)	1%	(1)	10%	(6)	61
2020 Vote: Didn't Vote	58%	(244)	18%	(78)	10%	(45)	5%	(21)	8%	(36)	424

Table MCTE1_9: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Checking the weather

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	66%	(1443)	18%	(404)	6%	(126)	3%	(59)	8%	(168)	2200
2018 House Vote: Democrat	69%	(578)	17%	(146)	5%	(45)	2%	(17)	7%	(58)	844
2018 House Vote: Republican	68%	(419)	19%	(116)	4%	(23)	2%	(12)	7%	(46)	615
2018 House Vote: Didnt Vote	60%	(416)	19%	(133)	8%	(58)	4%	(30)	9%	(60)	697
4-Region: Northeast	68%	(263)	19%	(72)	6%	(21)	2%	(8)	5%	(20)	385
4-Region: Midwest	71%	(325)	18%	(80)	3%	(12)	2%	(10)	6%	(27)	455
4-Region: South	65%	(544)	17%	(143)	6%	(48)	3%	(22)	10%	(82)	839
4-Region: West	60%	(311)	21%	(109)	8%	(44)	4%	(18)	7%	(38)	521
Social Media User	66%	(1423)	18%	(395)	6%	(122)	3%	(59)	7%	(161)	2159
Concerned About Privacy	67%	(1155)	19%	(326)	6%	(98)	2%	(38)	7%	(114)	1731
Uses an Online Service Daily	74%	(1443)	16%	(308)	4%	(72)	2%	(33)	5%	(92)	1948
Creates Content and Earns Income	49%	(86)	29%	(52)	15%	(26)	3%	(6)	4%	(8)	178
Creates Content Recreationally	70%	(368)	16%	(87)	6%	(31)	4%	(19)	4%	(23)	529
Would Pay for Social Media	57%	(242)	25%	(105)	9%	(37)	3%	(13)	7%	(28)	427

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

Table MCTE1_10: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Listening to music or podcasts

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	41%	(900)	25%	(553)	9%	(205)	4%	(92)	21%	(451)	2200
Gender: Male	41%	(444)	26%	(273)	9%	(101)	4%	(43)	20%	(209)	1069
Gender: Female	40%	(448)	25%	(279)	9%	(104)	4%	(49)	22%	(242)	1122
Age: 18-34	56%	(352)	24%	(150)	9%	(58)	4%	(27)	7%	(43)	631
Age: 35-44	50%	(184)	21%	(78)	9%	(32)	7%	(26)	14%	(51)	371
Age: 45-64	39%	(275)	27%	(195)	11%	(78)	3%	(18)	20%	(144)	711
Age: 65+	18%	(87)	27%	(129)	8%	(37)	4%	(21)	44%	(213)	487
GenZers: 1997-2012	59%	(147)	19%	(49)	11%	(27)	6%	(14)	6%	(14)	251
Millennials: 1981-1996	53%	(353)	25%	(165)	8%	(52)	4%	(24)	10%	(68)	662
GenXers: 1965-1980	41%	(236)	26%	(152)	11%	(61)	5%	(31)	17%	(95)	575
Baby Boomers: 1946-1964	23%	(153)	27%	(180)	9%	(61)	4%	(23)	36%	(238)	654
PID: Dem (no lean)	41%	(379)	27%	(243)	8%	(78)	3%	(29)	20%	(186)	915
PID: Ind (no lean)	41%	(242)	23%	(134)	11%	(68)	6%	(38)	19%	(111)	592
PID: Rep (no lean)	40%	(279)	25%	(175)	9%	(59)	4%	(25)	22%	(155)	693
PID/Gender: Dem Men	44%	(200)	29%	(133)	7%	(32)	2%	(11)	18%	(80)	456
PID/Gender: Dem Women	38%	(174)	24%	(110)	10%	(45)	4%	(19)	23%	(105)	453
PID/Gender: Ind Men	40%	(109)	24%	(64)	12%	(32)	7%	(19)	17%	(47)	272
PID/Gender: Ind Women	41%	(132)	22%	(69)	11%	(36)	6%	(19)	20%	(64)	320
PID/Gender: Rep Men	39%	(134)	22%	(76)	11%	(37)	4%	(14)	24%	(81)	342
PID/Gender: Rep Women	41%	(143)	29%	(100)	6%	(23)	3%	(11)	21%	(73)	350
Ideo: Liberal (1-3)	45%	(299)	24%	(160)	7%	(49)	4%	(30)	19%	(127)	664
Ideo: Moderate (4)	38%	(235)	27%	(169)	11%	(68)	4%	(24)	21%	(130)	625
Ideo: Conservative (5-7)	41%	(298)	25%	(183)	9%	(68)	3%	(21)	21%	(152)	721
Educ: < College	41%	(588)	24%	(339)	9%	(135)	5%	(72)	21%	(304)	1438
Educ: Bachelors degree	41%	(196)	29%	(141)	8%	(40)	2%	(11)	20%	(96)	484
Educ: Post-grad	41%	(115)	26%	(72)	11%	(30)	3%	(9)	19%	(52)	278
Income: Under 50k	37%	(397)	24%	(264)	11%	(118)	5%	(55)	23%	(242)	1077
Income: 50k-100k	44%	(314)	25%	(180)	8%	(56)	3%	(21)	19%	(138)	710
Income: 100k+	46%	(189)	26%	(109)	7%	(30)	4%	(15)	17%	(71)	414
Ethnicity: White	40%	(684)	24%	(408)	9%	(151)	4%	(72)	22%	(382)	1698
Ethnicity: Hispanic	47%	(178)	22%	(84)	8%	(31)	8%	(30)	15%	(56)	379
Ethnicity: Black	44%	(124)	29%	(81)	11%	(32)	4%	(12)	12%	(34)	283

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Table MCTE1_10: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Listening to music or podcasts

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	41%	(900)	25%	(553)	9%	(205)	4%	(92)	21%	(451)	2200
Ethnicity: Other	42%	(91)	29%	(63)	10%	(21)	4%	(8)	16%	(35)	220
All Christian	39%	(374)	27%	(252)	7%	(67)	2%	(21)	25%	(233)	947
All Non-Christian	36%	(73)	28%	(57)	11%	(23)	6%	(13)	19%	(40)	206
Atheist	51%	(53)	21%	(21)	6%	(6)	2%	(2)	20%	(21)	103
Agnostic/Nothing in particular	42%	(246)	22%	(131)	12%	(73)	5%	(27)	19%	(110)	588
Something Else	43%	(153)	26%	(91)	10%	(36)	8%	(28)	13%	(48)	356
Religious Non-Protestant/Catholic	36%	(81)	28%	(62)	11%	(25)	6%	(13)	19%	(44)	224
Evangelical	40%	(224)	28%	(156)	8%	(44)	4%	(20)	20%	(112)	555
Non-Evangelical	41%	(304)	25%	(187)	8%	(58)	4%	(29)	22%	(164)	740
Community: Urban	42%	(282)	26%	(175)	9%	(61)	4%	(27)	20%	(133)	678
Community: Suburban	39%	(388)	26%	(258)	10%	(98)	4%	(41)	21%	(205)	989
Community: Rural	43%	(230)	22%	(120)	9%	(46)	5%	(24)	21%	(113)	534
Employ: Private Sector	49%	(372)	28%	(209)	8%	(58)	4%	(30)	11%	(84)	754
Employ: Government	52%	(70)	30%	(40)	6%	(8)	1%	(1)	11%	(15)	135
Employ: Self-Employed	51%	(97)	22%	(42)	13%	(25)	8%	(15)	7%	(13)	191
Employ: Homemaker	50%	(69)	20%	(28)	10%	(14)	1%	(1)	19%	(26)	139
Employ: Student	49%	(41)	27%	(22)	19%	(15)	4%	(3)	2%	(1)	83
Employ: Retired	19%	(104)	26%	(144)	9%	(53)	3%	(15)	44%	(245)	563
Employ: Unemployed	44%	(89)	22%	(45)	8%	(17)	9%	(18)	17%	(34)	203
Employ: Other	42%	(56)	17%	(22)	10%	(13)	6%	(8)	25%	(32)	131
Military HH: Yes	36%	(108)	22%	(66)	9%	(26)	8%	(25)	25%	(73)	298
Military HH: No	42%	(792)	26%	(486)	9%	(178)	4%	(67)	20%	(378)	1902
2022 House Vote: Democrat	39%	(371)	27%	(252)	9%	(85)	5%	(45)	20%	(194)	947
2022 House Vote: Republican	41%	(272)	23%	(151)	8%	(56)	4%	(29)	24%	(160)	668
2022 House Vote: Someone else	36%	(19)	14%	(8)	7%	(4)	5%	(3)	37%	(20)	53
2022 House Vote: Didnt Vote	45%	(238)	27%	(141)	11%	(60)	3%	(15)	15%	(78)	532
2020 Vote: Joe Biden	41%	(409)	26%	(260)	9%	(91)	4%	(45)	19%	(192)	997
2020 Vote: Donald Trump	40%	(286)	23%	(167)	10%	(73)	3%	(19)	24%	(173)	718
2020 Vote: Other	48%	(29)	23%	(14)	4%	(2)	5%	(3)	21%	(13)	61
2020 Vote: Didn't Vote	41%	(176)	26%	(112)	9%	(39)	6%	(25)	17%	(73)	424

Continued on next page

Table MCTE1_10: *How often do you use online services, such as social media, mobile apps and e-commerce sites, to do each of the following tasks?*
Listening to music or podcasts

Demographic	Daily		Weekly		Monthly		Annually		Never		Total N
Adults	41%	(900)	25%	(553)	9%	(205)	4%	(92)	21%	(451)	2200
2018 House Vote: Democrat	40%	(341)	26%	(222)	9%	(75)	3%	(28)	21%	(178)	844
2018 House Vote: Republican	39%	(238)	25%	(154)	8%	(52)	4%	(24)	24%	(147)	615
2018 House Vote: Didnt Vote	43%	(297)	24%	(168)	11%	(74)	6%	(39)	17%	(118)	697
4-Region: Northeast	44%	(168)	25%	(95)	7%	(26)	3%	(10)	22%	(85)	385
4-Region: Midwest	43%	(196)	26%	(119)	7%	(32)	4%	(18)	19%	(89)	455
4-Region: South	40%	(332)	24%	(199)	11%	(94)	4%	(31)	22%	(182)	839
4-Region: West	39%	(203)	27%	(138)	10%	(52)	6%	(33)	18%	(96)	521
Social Media User	41%	(892)	25%	(544)	9%	(205)	4%	(92)	20%	(428)	2159
Concerned About Privacy	41%	(708)	26%	(448)	9%	(151)	4%	(72)	20%	(351)	1731
Uses an Online Service Daily	46%	(900)	26%	(500)	8%	(161)	3%	(52)	17%	(335)	1948
Creates Content and Earns Income	42%	(74)	30%	(53)	13%	(22)	9%	(16)	7%	(12)	178
Creates Content Recreationally	50%	(266)	26%	(140)	8%	(43)	4%	(19)	12%	(62)	529
Would Pay for Social Media	52%	(221)	30%	(128)	8%	(33)	4%	(15)	7%	(30)	427

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

Table MCTE2: *Do you currently create public content on social media platforms?*

Demographic	Yes, and I collect income based on my content		Yes, but only recreationally, I do not receive any income		No		Total N
Adults	8%	(178)	24%	(529)	68%	(1493)	2200
Gender: Male	12%	(124)	24%	(260)	64%	(685)	1069
Gender: Female	5%	(53)	24%	(264)	72%	(806)	1122
Age: 18-34	12%	(76)	35%	(224)	53%	(331)	631
Age: 35-44	16%	(59)	30%	(111)	54%	(201)	371
Age: 45-64	6%	(39)	17%	(120)	78%	(551)	711
Age: 65+	1%	(3)	15%	(74)	84%	(410)	487
GenZers: 1997-2012	13%	(32)	36%	(90)	51%	(129)	251
Millennials: 1981-1996	13%	(87)	32%	(211)	55%	(363)	662
GenXers: 1965-1980	9%	(53)	19%	(110)	72%	(412)	575
Baby Boomers: 1946-1964	1%	(3)	18%	(117)	82%	(534)	654
PID: Dem (no lean)	11%	(104)	25%	(229)	64%	(581)	915
PID: Ind (no lean)	5%	(32)	24%	(140)	71%	(421)	592
PID: Rep (no lean)	6%	(41)	23%	(160)	71%	(491)	693
PID/Gender: Dem Men	17%	(78)	27%	(122)	56%	(256)	456
PID/Gender: Dem Women	6%	(27)	23%	(102)	71%	(323)	453
PID/Gender: Ind Men	7%	(19)	22%	(60)	71%	(193)	272
PID/Gender: Ind Women	4%	(13)	25%	(79)	71%	(227)	320
PID/Gender: Rep Men	8%	(27)	23%	(78)	69%	(236)	342
PID/Gender: Rep Women	4%	(13)	23%	(82)	73%	(255)	350
Ideo: Liberal (1-3)	9%	(63)	30%	(201)	60%	(401)	664
Ideo: Moderate (4)	7%	(46)	21%	(133)	71%	(446)	625
Ideo: Conservative (5-7)	9%	(62)	24%	(173)	67%	(486)	721
Educ: < College	6%	(93)	22%	(314)	72%	(1031)	1438
Educ: Bachelors degree	8%	(37)	28%	(136)	64%	(311)	484
Educ: Post-grad	17%	(48)	28%	(79)	54%	(151)	278
Income: Under 50k	6%	(62)	22%	(235)	72%	(780)	1077
Income: 50k-100k	8%	(58)	25%	(180)	66%	(471)	710
Income: 100k+	14%	(58)	28%	(114)	59%	(242)	414
Ethnicity: White	7%	(118)	24%	(410)	69%	(1170)	1698
Ethnicity: Hispanic	10%	(36)	27%	(101)	64%	(241)	379

Table MCTE2: *Do you currently create public content on social media platforms?*

Demographic	Yes, and I collect income based on my content		Yes, but only recreationally, I do not receive any income		No		Total N
Adults	8%	(178)	24%	(529)	68%	(1493)	2200
Ethnicity: Black	13%	(38)	25%	(72)	61%	(174)	283
Ethnicity: Other	10%	(22)	22%	(48)	68%	(150)	220
All Christian	6%	(61)	22%	(212)	71%	(674)	947
All Non-Christian	25%	(52)	31%	(64)	44%	(90)	206
Atheist	7%	(7)	35%	(36)	59%	(61)	103
Agnostic/Nothing in particular	5%	(28)	21%	(125)	74%	(435)	588
Something Else	8%	(30)	26%	(92)	66%	(234)	356
Religious Non-Protestant/Catholic	23%	(52)	31%	(70)	46%	(103)	224
Evangelical	8%	(46)	24%	(131)	68%	(378)	555
Non-Evangelical	6%	(41)	23%	(170)	71%	(529)	740
Community: Urban	14%	(95)	27%	(185)	59%	(398)	678
Community: Suburban	5%	(54)	23%	(232)	71%	(702)	989
Community: Rural	5%	(29)	21%	(112)	74%	(393)	534
Employ: Private Sector	11%	(81)	30%	(227)	59%	(446)	754
Employ: Government	19%	(25)	29%	(39)	52%	(71)	135
Employ: Self-Employed	20%	(39)	23%	(43)	57%	(109)	191
Employ: Homemaker	4%	(5)	24%	(33)	72%	(100)	139
Employ: Student	12%	(10)	26%	(22)	62%	(52)	83
Employ: Retired	1%	(8)	15%	(86)	83%	(468)	563
Employ: Unemployed	4%	(7)	25%	(51)	72%	(145)	203
Employ: Other	1%	(1)	22%	(29)	77%	(102)	131
Military HH: Yes	11%	(32)	27%	(80)	62%	(186)	298
Military HH: No	8%	(146)	24%	(449)	69%	(1308)	1902
2022 House Vote: Democrat	11%	(102)	28%	(264)	61%	(581)	947
2022 House Vote: Republican	7%	(44)	22%	(146)	72%	(478)	668
2022 House Vote: Someone else	2%	(1)	24%	(13)	74%	(39)	53
2022 House Vote: Didnt Vote	6%	(31)	20%	(106)	74%	(395)	532

Table MCTE2: *Do you currently create public content on social media platforms?*

Demographic	Yes, and I collect income based on my content		Yes, but only recreationally, I do not receive any income		No		Total N
Adults	8%	(178)	24%	(529)	68%	(1493)	2200
2020 Vote: Joe Biden	10%	(98)	27%	(270)	63%	(629)	997
2020 Vote: Donald Trump	7%	(49)	22%	(155)	72%	(515)	718
2020 Vote: Other	2%	(1)	33%	(20)	65%	(40)	61
2020 Vote: Didn't Vote	7%	(30)	20%	(84)	73%	(310)	424
2018 House Vote: Democrat	11%	(92)	26%	(223)	63%	(529)	844
2018 House Vote: Republican	5%	(31)	24%	(145)	71%	(439)	615
2018 House Vote: Didnt Vote	8%	(55)	21%	(147)	71%	(496)	697
4-Region: Northeast	9%	(34)	25%	(96)	66%	(256)	385
4-Region: Midwest	7%	(31)	27%	(123)	66%	(301)	455
4-Region: South	8%	(66)	23%	(197)	69%	(576)	839
4-Region: West	9%	(46)	22%	(114)	69%	(361)	521
Social Media User	8%	(177)	24%	(529)	67%	(1453)	2159
Concerned About Privacy	9%	(155)	24%	(409)	67%	(1167)	1731
Uses an Online Service Daily	8%	(146)	25%	(492)	67%	(1309)	1948
Creates Content and Earns Income	100%	(178)	—	(0)	—	(0)	178
Creates Content Recreationally	—	(0)	100%	(529)	—	(0)	529
Would Pay for Social Media	28%	(118)	35%	(149)	38%	(160)	427

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

Table MCTE3: *Would you ever pay to use any social media platforms?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(182)	11%	(245)	21%	(453)	56%	(1222)	4%	(98)	2200
Gender: Male	13%	(136)	15%	(163)	18%	(198)	50%	(533)	4%	(40)	1069
Gender: Female	4%	(47)	7%	(82)	22%	(251)	61%	(686)	5%	(56)	1122
Age: 18-34	13%	(80)	15%	(95)	22%	(138)	44%	(277)	7%	(42)	631
Age: 35-44	19%	(69)	17%	(65)	20%	(76)	40%	(149)	3%	(13)	371
Age: 45-64	4%	(31)	10%	(70)	21%	(151)	60%	(425)	5%	(35)	711
Age: 65+	1%	(3)	3%	(16)	18%	(88)	76%	(372)	2%	(9)	487
GenZers: 1997-2012	7%	(18)	16%	(40)	26%	(66)	44%	(112)	6%	(15)	251
Millennials: 1981-1996	18%	(121)	14%	(92)	20%	(134)	42%	(278)	5%	(35)	662
GenXers: 1965-1980	6%	(36)	13%	(77)	20%	(116)	56%	(321)	4%	(24)	575
Baby Boomers: 1946-1964	1%	(7)	5%	(35)	19%	(123)	71%	(467)	3%	(22)	654
PID: Dem (no lean)	13%	(122)	12%	(109)	20%	(180)	52%	(477)	3%	(27)	915
PID: Ind (no lean)	2%	(11)	11%	(63)	22%	(133)	59%	(350)	6%	(35)	592
PID: Rep (no lean)	7%	(49)	10%	(73)	20%	(140)	57%	(395)	5%	(36)	693
PID/Gender: Dem Men	21%	(94)	15%	(70)	16%	(71)	47%	(212)	2%	(8)	456
PID/Gender: Dem Women	6%	(28)	8%	(38)	23%	(106)	58%	(262)	4%	(18)	453
PID/Gender: Ind Men	2%	(5)	16%	(42)	22%	(59)	56%	(152)	5%	(13)	272
PID/Gender: Ind Women	2%	(6)	7%	(21)	23%	(73)	62%	(198)	7%	(22)	320
PID/Gender: Rep Men	11%	(37)	15%	(50)	20%	(67)	49%	(169)	6%	(19)	342
PID/Gender: Rep Women	3%	(12)	6%	(22)	21%	(73)	65%	(226)	5%	(16)	350
Ideo: Liberal (1-3)	11%	(74)	12%	(80)	23%	(150)	51%	(342)	3%	(18)	664
Ideo: Moderate (4)	6%	(36)	14%	(89)	20%	(128)	57%	(355)	3%	(17)	625
Ideo: Conservative (5-7)	9%	(67)	10%	(71)	19%	(137)	57%	(414)	4%	(32)	721
Educ: < College	5%	(76)	10%	(144)	20%	(288)	59%	(853)	5%	(76)	1438
Educ: Bachelors degree	10%	(47)	13%	(62)	22%	(108)	51%	(248)	4%	(18)	484
Educ: Post-grad	21%	(59)	14%	(38)	20%	(57)	44%	(122)	1%	(3)	278
Income: Under 50k	4%	(48)	10%	(109)	18%	(194)	62%	(664)	6%	(62)	1077
Income: 50k-100k	9%	(62)	11%	(81)	23%	(167)	54%	(383)	2%	(17)	710
Income: 100k+	17%	(72)	13%	(54)	22%	(92)	42%	(176)	5%	(20)	414
Ethnicity: White	8%	(135)	11%	(184)	21%	(361)	56%	(948)	4%	(70)	1698
Ethnicity: Hispanic	14%	(53)	14%	(54)	19%	(71)	47%	(177)	6%	(24)	379
Ethnicity: Black	14%	(39)	14%	(40)	15%	(43)	51%	(143)	6%	(18)	283

Table MCTE3: *Would you ever pay to use any social media platforms?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(182)	11%	(245)	21%	(453)	56%	(1222)	4%	(98)	2200
Ethnicity: Other	4%	(8)	9%	(21)	22%	(49)	60%	(132)	5%	(10)	220
All Christian	8%	(75)	9%	(88)	20%	(193)	60%	(566)	3%	(26)	947
All Non-Christian	29%	(61)	22%	(45)	17%	(35)	30%	(61)	2%	(4)	206
Atheist	7%	(8)	6%	(6)	19%	(19)	68%	(70)	—	(0)	103
Agnostic/Nothing in particular	3%	(19)	12%	(69)	22%	(128)	55%	(325)	8%	(47)	588
Something Else	6%	(20)	10%	(37)	22%	(77)	56%	(200)	6%	(22)	356
Religious Non-Protestant/Catholic	28%	(63)	21%	(47)	18%	(40)	31%	(70)	2%	(4)	224
Evangelical	10%	(54)	11%	(63)	18%	(101)	56%	(314)	5%	(25)	555
Non-Evangelical	4%	(31)	9%	(64)	23%	(168)	62%	(456)	3%	(23)	740
Community: Urban	15%	(104)	14%	(92)	17%	(114)	49%	(332)	5%	(36)	678
Community: Suburban	5%	(52)	10%	(102)	24%	(234)	58%	(569)	3%	(32)	989
Community: Rural	5%	(26)	10%	(51)	20%	(105)	60%	(321)	6%	(30)	534
Employ: Private Sector	15%	(114)	17%	(128)	20%	(153)	44%	(328)	4%	(30)	754
Employ: Government	17%	(22)	15%	(20)	23%	(31)	38%	(52)	7%	(10)	135
Employ: Self-Employed	12%	(23)	16%	(31)	25%	(47)	42%	(81)	4%	(8)	191
Employ: Homemaker	1%	(2)	6%	(9)	22%	(30)	66%	(92)	4%	(6)	139
Employ: Student	7%	(6)	10%	(9)	26%	(22)	51%	(42)	6%	(5)	83
Employ: Retired	1%	(3)	4%	(23)	18%	(104)	75%	(420)	2%	(13)	563
Employ: Unemployed	5%	(10)	9%	(18)	17%	(34)	62%	(127)	7%	(15)	203
Employ: Other	2%	(2)	5%	(7)	24%	(32)	61%	(80)	8%	(10)	131
Military HH: Yes	11%	(32)	12%	(37)	18%	(54)	56%	(168)	3%	(8)	298
Military HH: No	8%	(151)	11%	(208)	21%	(399)	55%	(1055)	5%	(90)	1902
2022 House Vote: Democrat	13%	(119)	12%	(112)	21%	(199)	52%	(496)	2%	(22)	947
2022 House Vote: Republican	7%	(47)	11%	(72)	19%	(124)	59%	(395)	4%	(30)	668
2022 House Vote: Someone else	1%	(1)	1%	(1)	27%	(14)	56%	(30)	15%	(8)	53
2022 House Vote: Didnt Vote	3%	(16)	11%	(60)	22%	(116)	57%	(303)	7%	(38)	532
2020 Vote: Joe Biden	11%	(107)	12%	(118)	21%	(206)	54%	(543)	2%	(23)	997
2020 Vote: Donald Trump	7%	(52)	9%	(68)	20%	(141)	58%	(415)	6%	(43)	718
2020 Vote: Other	3%	(2)	5%	(3)	31%	(19)	55%	(33)	6%	(4)	61
2020 Vote: Didn't Vote	5%	(22)	13%	(55)	20%	(86)	55%	(232)	7%	(29)	424

Table MCTE3: *Would you ever pay to use any social media platforms?*

Demographic	Yes, definitely		Yes, maybe		No, probably not		No, definitely not		Don't know		Total N
Adults	8%	(182)	11%	(245)	21%	(453)	56%	(1222)	4%	(98)	2200
2018 House Vote: Democrat	13%	(110)	12%	(98)	21%	(177)	52%	(441)	2%	(18)	844
2018 House Vote: Republican	7%	(41)	11%	(69)	18%	(111)	60%	(370)	4%	(25)	615
2018 House Vote: Didnt Vote	4%	(31)	11%	(77)	23%	(157)	54%	(378)	8%	(53)	697
4-Region: Northeast	9%	(35)	11%	(42)	20%	(78)	55%	(213)	4%	(17)	385
4-Region: Midwest	7%	(31)	11%	(52)	21%	(94)	56%	(254)	5%	(23)	455
4-Region: South	9%	(71)	10%	(87)	21%	(176)	56%	(470)	4%	(34)	839
4-Region: West	9%	(45)	12%	(63)	20%	(104)	55%	(285)	4%	(23)	521
Social Media User	8%	(182)	11%	(244)	21%	(451)	55%	(1192)	4%	(90)	2159
Concerned About Privacy	8%	(138)	11%	(193)	21%	(364)	56%	(975)	4%	(61)	1731
Uses an Online Service Daily	8%	(160)	11%	(216)	21%	(414)	56%	(1081)	4%	(77)	1948
Creates Content and Earns Income	46%	(82)	20%	(36)	17%	(29)	14%	(25)	3%	(5)	178
Creates Content Recreationally	10%	(55)	18%	(94)	25%	(134)	44%	(234)	2%	(12)	529
Would Pay for Social Media	43%	(182)	57%	(245)	—	(0)	—	(0)	—	(0)	427

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

Table MCTE4_1: *How much have you seen, read, or heard about the following social media subscriptions?*
Meta Verified

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	6%	(135)	12%	(260)	10%	(219)	48%	(1053)	24%	(533)	2200
Gender: Male	10%	(105)	16%	(171)	12%	(128)	43%	(460)	19%	(205)	1069
Gender: Female	3%	(30)	8%	(88)	8%	(90)	53%	(591)	29%	(323)	1122
Age: 18-34	8%	(53)	14%	(89)	11%	(68)	44%	(276)	23%	(145)	631
Age: 35-44	12%	(46)	17%	(63)	12%	(45)	35%	(129)	24%	(88)	371
Age: 45-64	4%	(31)	11%	(81)	8%	(58)	51%	(365)	25%	(176)	711
Age: 65+	1%	(5)	6%	(27)	10%	(47)	58%	(283)	26%	(124)	487
GenZers: 1997-2012	5%	(14)	12%	(31)	9%	(21)	44%	(111)	30%	(74)	251
Millennials: 1981-1996	11%	(71)	15%	(99)	13%	(86)	39%	(261)	22%	(145)	662
GenXers: 1965-1980	7%	(40)	15%	(84)	9%	(53)	45%	(257)	25%	(141)	575
Baby Boomers: 1946-1964	1%	(8)	7%	(45)	8%	(54)	60%	(391)	24%	(156)	654
PID: Dem (no lean)	9%	(78)	15%	(134)	10%	(96)	45%	(413)	21%	(194)	915
PID: Ind (no lean)	4%	(24)	9%	(52)	11%	(63)	48%	(284)	29%	(169)	592
PID: Rep (no lean)	5%	(33)	11%	(74)	9%	(60)	51%	(356)	25%	(170)	693
PID/Gender: Dem Men	14%	(65)	19%	(87)	12%	(55)	40%	(180)	15%	(68)	456
PID/Gender: Dem Women	3%	(13)	11%	(48)	9%	(40)	51%	(230)	27%	(121)	453
PID/Gender: Ind Men	5%	(13)	14%	(38)	13%	(36)	45%	(123)	22%	(61)	272
PID/Gender: Ind Women	3%	(11)	4%	(14)	8%	(27)	50%	(161)	34%	(107)	320
PID/Gender: Rep Men	8%	(26)	14%	(47)	11%	(37)	46%	(156)	22%	(76)	342
PID/Gender: Rep Women	2%	(7)	8%	(27)	7%	(23)	57%	(199)	27%	(94)	350
Ideo: Liberal (1-3)	7%	(46)	14%	(95)	10%	(69)	50%	(329)	19%	(126)	664
Ideo: Moderate (4)	4%	(27)	12%	(75)	12%	(78)	47%	(296)	24%	(149)	625
Ideo: Conservative (5-7)	8%	(59)	12%	(85)	8%	(59)	50%	(361)	22%	(158)	721
Educ: < College	5%	(66)	10%	(148)	10%	(145)	49%	(704)	26%	(375)	1438
Educ: Bachelors degree	6%	(28)	15%	(73)	10%	(49)	48%	(230)	21%	(104)	484
Educ: Post-grad	15%	(41)	14%	(39)	9%	(25)	43%	(119)	19%	(54)	278
Income: Under 50k	4%	(42)	7%	(79)	10%	(112)	50%	(537)	28%	(306)	1077
Income: 50k-100k	5%	(38)	15%	(104)	11%	(75)	49%	(351)	20%	(142)	710
Income: 100k+	13%	(55)	19%	(77)	8%	(31)	40%	(166)	21%	(85)	414
Ethnicity: White	7%	(111)	11%	(184)	10%	(166)	49%	(838)	23%	(398)	1698
Ethnicity: Hispanic	11%	(41)	11%	(40)	12%	(44)	39%	(147)	28%	(107)	379

Table MCTE4_1: *How much have you seen, read, or heard about the following social media subscriptions?*
Meta Verified

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	6%	(135)	12%	(260)	10%	(219)	48%	(1053)	24%	(533)	2200
Ethnicity: Black	5%	(14)	15%	(41)	12%	(34)	41%	(116)	27%	(77)	283
Ethnicity: Other	4%	(9)	16%	(34)	9%	(19)	45%	(99)	26%	(58)	220
All Christian	5%	(48)	12%	(118)	10%	(91)	52%	(488)	21%	(202)	947
All Non-Christian	22%	(46)	23%	(48)	7%	(15)	28%	(57)	19%	(40)	206
Atheist	6%	(6)	11%	(11)	15%	(16)	50%	(51)	19%	(19)	103
Agnostic/Nothing in particular	3%	(18)	10%	(56)	10%	(58)	49%	(289)	28%	(166)	588
Something Else	5%	(17)	7%	(27)	11%	(39)	47%	(168)	30%	(106)	356
Religious Non-Protestant/Catholic	21%	(46)	23%	(53)	7%	(15)	30%	(68)	19%	(42)	224
Evangelical	6%	(34)	10%	(56)	9%	(52)	51%	(284)	23%	(130)	555
Non-Evangelical	4%	(28)	11%	(85)	11%	(82)	49%	(365)	24%	(181)	740
Community: Urban	12%	(81)	16%	(108)	11%	(72)	38%	(260)	23%	(157)	678
Community: Suburban	4%	(35)	9%	(93)	10%	(95)	53%	(523)	25%	(242)	989
Community: Rural	4%	(19)	11%	(59)	10%	(52)	51%	(271)	25%	(133)	534
Employ: Private Sector	10%	(76)	17%	(130)	10%	(77)	38%	(289)	24%	(182)	754
Employ: Government	10%	(14)	19%	(25)	11%	(15)	44%	(60)	16%	(22)	135
Employ: Self-Employed	8%	(16)	16%	(31)	12%	(24)	43%	(82)	21%	(39)	191
Employ: Homemaker	3%	(4)	7%	(9)	9%	(12)	57%	(79)	25%	(34)	139
Employ: Student	1%	(1)	12%	(10)	5%	(5)	47%	(39)	35%	(29)	83
Employ: Retired	2%	(13)	5%	(30)	9%	(53)	56%	(317)	27%	(150)	563
Employ: Unemployed	3%	(5)	5%	(11)	15%	(31)	53%	(108)	24%	(48)	203
Employ: Other	6%	(8)	11%	(14)	3%	(4)	60%	(79)	21%	(27)	131
Military HH: Yes	8%	(23)	11%	(34)	11%	(31)	51%	(153)	19%	(57)	298
Military HH: No	6%	(112)	12%	(226)	10%	(187)	47%	(901)	25%	(476)	1902
2022 House Vote: Democrat	9%	(88)	14%	(135)	11%	(104)	45%	(425)	21%	(196)	947
2022 House Vote: Republican	3%	(23)	12%	(78)	10%	(65)	52%	(349)	23%	(153)	668
2022 House Vote: Someone else	3%	(2)	6%	(3)	16%	(9)	50%	(27)	25%	(13)	53
2022 House Vote: Didnt Vote	4%	(23)	8%	(43)	8%	(41)	48%	(253)	32%	(171)	532

Table MCTE4_1: *How much have you seen, read, or heard about the following social media subscriptions?*
Meta Verified

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	6%	(135)	12%	(260)	10%	(219)	48%	(1053)	24%	(533)	2200
2020 Vote: Joe Biden	9%	(88)	14%	(138)	11%	(106)	46%	(457)	21%	(208)	997
2020 Vote: Donald Trump	3%	(24)	11%	(81)	10%	(69)	52%	(374)	24%	(171)	718
2020 Vote: Other	3%	(2)	3%	(2)	23%	(14)	50%	(30)	21%	(13)	61
2020 Vote: Didn't Vote	5%	(22)	9%	(39)	7%	(30)	45%	(192)	33%	(142)	424
2018 House Vote: Democrat	9%	(72)	15%	(125)	11%	(93)	44%	(369)	22%	(184)	844
2018 House Vote: Republican	5%	(29)	10%	(64)	9%	(58)	54%	(335)	21%	(130)	615
2018 House Vote: Didnt Vote	5%	(32)	10%	(68)	8%	(58)	48%	(333)	30%	(206)	697
4-Region: Northeast	7%	(26)	13%	(50)	8%	(29)	50%	(193)	22%	(86)	385
4-Region: Midwest	3%	(14)	10%	(45)	14%	(63)	47%	(212)	27%	(121)	455
4-Region: South	6%	(53)	11%	(92)	10%	(81)	49%	(415)	24%	(198)	839
4-Region: West	8%	(41)	14%	(74)	9%	(45)	45%	(233)	25%	(128)	521
Social Media User	6%	(135)	12%	(260)	10%	(218)	48%	(1036)	24%	(510)	2159
Concerned About Privacy	6%	(108)	12%	(209)	10%	(167)	48%	(838)	24%	(408)	1731
Uses an Online Service Daily	6%	(126)	12%	(234)	10%	(192)	47%	(925)	24%	(470)	1948
Creates Content and Earns Income	32%	(57)	30%	(52)	7%	(13)	15%	(26)	17%	(29)	178
Creates Content Recreationally	9%	(48)	15%	(80)	15%	(77)	44%	(233)	17%	(90)	529
Would Pay for Social Media	22%	(93)	25%	(106)	12%	(52)	25%	(106)	16%	(70)	427

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

Table MCTE4_2: *How much have you seen, read, or heard about the following social media subscriptions?*
Twitter Blue

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(184)	13%	(278)	10%	(215)	46%	(1009)	23%	(514)	2200
Gender: Male	13%	(135)	16%	(176)	10%	(111)	42%	(451)	18%	(196)	1069
Gender: Female	4%	(47)	9%	(101)	9%	(102)	50%	(556)	28%	(316)	1122
Age: 18-34	14%	(87)	19%	(120)	12%	(78)	37%	(231)	18%	(116)	631
Age: 35-44	17%	(62)	18%	(68)	10%	(38)	31%	(115)	24%	(89)	371
Age: 45-64	5%	(35)	9%	(63)	8%	(56)	53%	(374)	26%	(182)	711
Age: 65+	—	(1)	5%	(27)	9%	(43)	59%	(290)	26%	(127)	487
GenZers: 1997-2012	15%	(37)	17%	(42)	10%	(26)	38%	(94)	21%	(53)	251
Millennials: 1981-1996	14%	(92)	18%	(120)	13%	(84)	34%	(226)	21%	(140)	662
GenXers: 1965-1980	8%	(49)	13%	(72)	8%	(47)	46%	(264)	25%	(142)	575
Baby Boomers: 1946-1964	1%	(7)	6%	(42)	8%	(55)	60%	(390)	25%	(160)	654
PID: Dem (no lean)	10%	(93)	15%	(133)	11%	(96)	44%	(407)	20%	(186)	915
PID: Ind (no lean)	7%	(40)	11%	(68)	12%	(71)	42%	(249)	28%	(165)	592
PID: Rep (no lean)	7%	(51)	11%	(77)	7%	(48)	51%	(354)	23%	(163)	693
PID/Gender: Dem Men	15%	(69)	18%	(82)	10%	(44)	41%	(187)	16%	(73)	456
PID/Gender: Dem Women	5%	(23)	11%	(50)	11%	(51)	48%	(217)	25%	(111)	453
PID/Gender: Ind Men	9%	(25)	13%	(35)	15%	(41)	40%	(108)	23%	(62)	272
PID/Gender: Ind Women	5%	(15)	10%	(32)	9%	(29)	44%	(141)	32%	(103)	320
PID/Gender: Rep Men	12%	(40)	17%	(58)	8%	(26)	46%	(156)	18%	(61)	342
PID/Gender: Rep Women	3%	(9)	5%	(19)	6%	(22)	56%	(198)	29%	(102)	350
Ideo: Liberal (1-3)	13%	(85)	17%	(113)	11%	(72)	42%	(281)	17%	(112)	664
Ideo: Moderate (4)	5%	(31)	13%	(82)	11%	(72)	46%	(289)	24%	(151)	625
Ideo: Conservative (5-7)	9%	(62)	11%	(77)	9%	(68)	51%	(367)	20%	(147)	721
Educ: < College	6%	(86)	10%	(145)	9%	(136)	49%	(699)	26%	(373)	1438
Educ: Bachelors degree	10%	(51)	18%	(89)	10%	(47)	43%	(207)	19%	(90)	484
Educ: Post-grad	17%	(48)	16%	(44)	11%	(32)	37%	(103)	18%	(51)	278
Income: Under 50k	6%	(61)	9%	(94)	9%	(101)	48%	(516)	28%	(305)	1077
Income: 50k-100k	8%	(57)	15%	(104)	10%	(70)	49%	(350)	18%	(129)	710
Income: 100k+	16%	(66)	19%	(79)	11%	(44)	35%	(144)	19%	(80)	414
Ethnicity: White	8%	(144)	12%	(202)	9%	(159)	46%	(787)	24%	(406)	1698
Ethnicity: Hispanic	12%	(45)	10%	(37)	11%	(43)	39%	(147)	28%	(106)	379

Table MCTE4_2: *How much have you seen, read, or heard about the following social media subscriptions?*
Twitter Blue

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(184)	13%	(278)	10%	(215)	46%	(1009)	23%	(514)	2200
Ethnicity: Black	10%	(28)	14%	(41)	9%	(26)	44%	(123)	23%	(65)	283
Ethnicity: Other	6%	(12)	16%	(35)	14%	(30)	45%	(99)	20%	(43)	220
All Christian	7%	(63)	11%	(102)	10%	(99)	49%	(468)	23%	(215)	947
All Non-Christian	22%	(46)	26%	(55)	10%	(21)	25%	(51)	16%	(33)	206
Atheist	15%	(15)	20%	(21)	12%	(13)	37%	(38)	16%	(17)	103
Agnostic/Nothing in particular	6%	(36)	12%	(71)	10%	(57)	46%	(272)	26%	(152)	588
Something Else	7%	(24)	8%	(30)	7%	(25)	51%	(180)	27%	(97)	356
Religious Non-Protestant/Catholic	21%	(46)	25%	(57)	10%	(23)	27%	(61)	17%	(38)	224
Evangelical	8%	(47)	9%	(51)	7%	(39)	53%	(297)	22%	(121)	555
Non-Evangelical	5%	(40)	10%	(75)	11%	(82)	48%	(352)	26%	(191)	740
Community: Urban	14%	(93)	16%	(110)	11%	(72)	37%	(248)	23%	(155)	678
Community: Suburban	6%	(63)	13%	(128)	10%	(99)	49%	(484)	22%	(215)	989
Community: Rural	5%	(29)	8%	(40)	8%	(43)	52%	(278)	27%	(144)	534
Employ: Private Sector	13%	(99)	18%	(138)	9%	(68)	37%	(280)	22%	(168)	754
Employ: Government	16%	(22)	17%	(23)	14%	(19)	37%	(50)	16%	(21)	135
Employ: Self-Employed	13%	(25)	18%	(34)	11%	(22)	39%	(75)	19%	(35)	191
Employ: Homemaker	4%	(5)	4%	(5)	9%	(12)	59%	(81)	25%	(35)	139
Employ: Student	8%	(7)	16%	(14)	9%	(7)	43%	(36)	24%	(20)	83
Employ: Retired	1%	(5)	6%	(35)	8%	(44)	57%	(319)	28%	(160)	563
Employ: Unemployed	6%	(12)	8%	(17)	17%	(35)	45%	(92)	24%	(48)	203
Employ: Other	8%	(10)	9%	(12)	6%	(8)	57%	(75)	20%	(26)	131
Military HH: Yes	8%	(25)	13%	(40)	12%	(36)	49%	(147)	17%	(50)	298
Military HH: No	8%	(159)	13%	(238)	9%	(179)	45%	(862)	24%	(464)	1902
2022 House Vote: Democrat	12%	(115)	15%	(140)	12%	(112)	42%	(397)	19%	(183)	947
2022 House Vote: Republican	6%	(40)	13%	(86)	9%	(58)	52%	(346)	21%	(139)	668
2022 House Vote: Someone else	—	(0)	10%	(6)	17%	(9)	45%	(24)	27%	(14)	53
2022 House Vote: Didnt Vote	6%	(29)	9%	(47)	7%	(36)	46%	(242)	33%	(177)	532

Continued on next page

Table MCTE4_2: *How much have you seen, read, or heard about the following social media subscriptions?*
Twitter Blue

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(184)	13%	(278)	10%	(215)	46%	(1009)	23%	(514)	2200
2020 Vote: Joe Biden	11%	(109)	14%	(139)	11%	(112)	44%	(436)	20%	(200)	997
2020 Vote: Donald Trump	6%	(44)	11%	(80)	9%	(61)	51%	(370)	23%	(164)	718
2020 Vote: Other	5%	(3)	14%	(8)	18%	(11)	47%	(28)	17%	(10)	61
2020 Vote: Didn't Vote	7%	(28)	12%	(50)	7%	(30)	41%	(176)	33%	(140)	424
2018 House Vote: Democrat	10%	(88)	14%	(120)	11%	(95)	43%	(359)	22%	(182)	844
2018 House Vote: Republican	7%	(46)	10%	(63)	9%	(56)	54%	(333)	19%	(117)	615
2018 House Vote: Didnt Vote	7%	(48)	13%	(90)	8%	(54)	44%	(303)	29%	(202)	697
4-Region: Northeast	10%	(39)	14%	(54)	8%	(33)	44%	(168)	24%	(91)	385
4-Region: Midwest	6%	(27)	13%	(60)	11%	(48)	47%	(215)	23%	(105)	455
4-Region: South	8%	(69)	12%	(97)	8%	(68)	49%	(410)	23%	(195)	839
4-Region: West	9%	(49)	13%	(67)	13%	(66)	42%	(217)	24%	(123)	521
Social Media User	9%	(184)	13%	(278)	10%	(215)	46%	(991)	23%	(492)	2159
Concerned About Privacy	8%	(147)	14%	(235)	10%	(167)	46%	(788)	23%	(393)	1731
Uses an Online Service Daily	9%	(171)	13%	(251)	10%	(190)	45%	(882)	23%	(453)	1948
Creates Content and Earns Income	29%	(51)	26%	(47)	15%	(27)	13%	(24)	16%	(28)	178
Creates Content Recreationally	16%	(84)	18%	(98)	14%	(73)	37%	(195)	15%	(80)	529
Would Pay for Social Media	24%	(104)	27%	(115)	10%	(44)	24%	(104)	14%	(60)	427

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

Table MCTE4_3: *How much have you seen, read, or heard about the following social media subscriptions?*
Snapchat+

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(171)	12%	(265)	10%	(224)	48%	(1064)	22%	(476)	2200
Gender: Male	10%	(111)	13%	(144)	11%	(123)	45%	(484)	19%	(208)	1069
Gender: Female	5%	(60)	10%	(117)	9%	(101)	52%	(578)	24%	(266)	1122
Age: 18-34	16%	(103)	17%	(105)	15%	(93)	35%	(219)	18%	(110)	631
Age: 35-44	8%	(30)	22%	(82)	9%	(35)	38%	(143)	22%	(83)	371
Age: 45-64	5%	(33)	7%	(52)	8%	(60)	57%	(406)	22%	(159)	711
Age: 65+	1%	(5)	5%	(26)	7%	(36)	61%	(296)	25%	(123)	487
GenZers: 1997-2012	13%	(33)	20%	(51)	15%	(38)	31%	(79)	20%	(50)	251
Millennials: 1981-1996	14%	(95)	16%	(105)	12%	(77)	38%	(249)	21%	(136)	662
GenXers: 1965-1980	6%	(35)	12%	(68)	10%	(59)	51%	(290)	21%	(123)	575
Baby Boomers: 1946-1964	1%	(8)	6%	(36)	8%	(49)	63%	(410)	23%	(151)	654
PID: Dem (no lean)	10%	(96)	12%	(107)	9%	(86)	48%	(440)	20%	(187)	915
PID: Ind (no lean)	6%	(38)	12%	(69)	12%	(73)	45%	(269)	24%	(143)	592
PID: Rep (no lean)	5%	(37)	13%	(89)	9%	(65)	51%	(356)	21%	(145)	693
PID/Gender: Dem Men	16%	(74)	15%	(68)	11%	(49)	42%	(191)	16%	(74)	456
PID/Gender: Dem Women	5%	(21)	8%	(36)	8%	(37)	54%	(247)	25%	(111)	453
PID/Gender: Ind Men	5%	(15)	9%	(24)	16%	(43)	47%	(128)	23%	(63)	272
PID/Gender: Ind Women	7%	(23)	14%	(45)	10%	(31)	44%	(141)	25%	(80)	320
PID/Gender: Rep Men	6%	(22)	15%	(52)	9%	(32)	48%	(165)	21%	(71)	342
PID/Gender: Rep Women	4%	(15)	10%	(36)	10%	(34)	55%	(191)	21%	(74)	350
Ideo: Liberal (1-3)	11%	(71)	13%	(87)	10%	(68)	49%	(322)	17%	(116)	664
Ideo: Moderate (4)	5%	(29)	13%	(80)	12%	(74)	48%	(302)	22%	(140)	625
Ideo: Conservative (5-7)	8%	(59)	11%	(80)	9%	(63)	53%	(381)	19%	(138)	721
Educ: < College	7%	(107)	11%	(164)	11%	(154)	48%	(690)	23%	(324)	1438
Educ: Bachelors degree	6%	(30)	13%	(61)	10%	(48)	51%	(247)	20%	(99)	484
Educ: Post-grad	12%	(34)	14%	(40)	8%	(22)	46%	(128)	19%	(53)	278
Income: Under 50k	7%	(80)	11%	(121)	10%	(108)	47%	(508)	24%	(259)	1077
Income: 50k-100k	6%	(42)	12%	(86)	11%	(75)	52%	(370)	19%	(136)	710
Income: 100k+	12%	(48)	14%	(58)	10%	(41)	45%	(186)	19%	(81)	414
Ethnicity: White	7%	(122)	12%	(207)	9%	(160)	50%	(849)	21%	(360)	1698
Ethnicity: Hispanic	10%	(39)	18%	(67)	9%	(33)	37%	(139)	27%	(101)	379

Continued on next page

Table MCTE4_3: *How much have you seen, read, or heard about the following social media subscriptions?*
Snapchat+

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(171)	12%	(265)	10%	(224)	48%	(1064)	22%	(476)	2200
Ethnicity: Black	13%	(38)	9%	(26)	13%	(38)	41%	(117)	23%	(64)	283
Ethnicity: Other	5%	(11)	15%	(32)	12%	(26)	45%	(98)	24%	(52)	220
All Christian	6%	(59)	12%	(109)	9%	(87)	53%	(497)	20%	(194)	947
All Non-Christian	18%	(37)	25%	(51)	6%	(12)	32%	(65)	20%	(41)	206
Atheist	13%	(13)	12%	(13)	5%	(6)	50%	(52)	19%	(20)	103
Agnostic/Nothing in particular	5%	(29)	7%	(44)	10%	(61)	52%	(304)	26%	(150)	588
Something Else	9%	(32)	13%	(48)	17%	(59)	41%	(145)	20%	(71)	356
Religious Non-Protestant/Catholic	17%	(38)	24%	(53)	6%	(14)	32%	(73)	21%	(46)	224
Evangelical	11%	(59)	12%	(64)	9%	(53)	49%	(272)	19%	(108)	555
Non-Evangelical	4%	(32)	12%	(87)	12%	(92)	50%	(374)	21%	(156)	740
Community: Urban	14%	(96)	16%	(106)	10%	(67)	40%	(269)	21%	(140)	678
Community: Suburban	5%	(46)	10%	(101)	10%	(101)	53%	(526)	22%	(215)	989
Community: Rural	6%	(29)	11%	(58)	11%	(57)	50%	(269)	23%	(120)	534
Employ: Private Sector	10%	(74)	17%	(128)	12%	(92)	40%	(298)	21%	(161)	754
Employ: Government	16%	(21)	18%	(24)	12%	(17)	45%	(60)	9%	(13)	135
Employ: Self-Employed	11%	(21)	13%	(25)	14%	(27)	45%	(86)	17%	(32)	191
Employ: Homemaker	5%	(7)	6%	(9)	4%	(5)	60%	(83)	25%	(35)	139
Employ: Student	19%	(16)	9%	(7)	5%	(4)	35%	(29)	32%	(27)	83
Employ: Retired	1%	(8)	5%	(30)	7%	(37)	60%	(338)	27%	(150)	563
Employ: Unemployed	7%	(15)	14%	(29)	15%	(30)	46%	(93)	18%	(36)	203
Employ: Other	6%	(8)	10%	(13)	9%	(12)	58%	(76)	17%	(22)	131
Military HH: Yes	6%	(17)	15%	(44)	13%	(39)	50%	(150)	16%	(48)	298
Military HH: No	8%	(154)	12%	(221)	10%	(185)	48%	(914)	22%	(428)	1902
2022 House Vote: Democrat	10%	(99)	12%	(114)	10%	(99)	49%	(461)	18%	(175)	947
2022 House Vote: Republican	6%	(39)	11%	(75)	10%	(66)	54%	(358)	19%	(130)	668
2022 House Vote: Someone else	13%	(7)	12%	(6)	6%	(3)	51%	(27)	17%	(9)	53
2022 House Vote: Didnt Vote	5%	(26)	13%	(70)	11%	(56)	41%	(218)	30%	(162)	532

Table MCTE4_3: *How much have you seen, read, or heard about the following social media subscriptions?*
Snapchat+

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	8%	(171)	12%	(265)	10%	(224)	48%	(1064)	22%	(476)	2200
2020 Vote: Joe Biden	9%	(88)	12%	(123)	11%	(110)	49%	(493)	18%	(184)	997
2020 Vote: Donald Trump	6%	(42)	10%	(74)	9%	(63)	53%	(384)	22%	(156)	718
2020 Vote: Other	13%	(8)	11%	(7)	16%	(9)	45%	(27)	16%	(10)	61
2020 Vote: Didn't Vote	8%	(33)	15%	(62)	10%	(42)	38%	(161)	30%	(126)	424
2018 House Vote: Democrat	10%	(83)	12%	(100)	9%	(76)	49%	(413)	20%	(172)	844
2018 House Vote: Republican	5%	(33)	12%	(71)	11%	(68)	54%	(333)	18%	(110)	615
2018 House Vote: Didnt Vote	7%	(48)	13%	(88)	11%	(78)	43%	(300)	26%	(184)	697
4-Region: Northeast	8%	(31)	11%	(41)	12%	(45)	51%	(196)	19%	(74)	385
4-Region: Midwest	6%	(28)	12%	(55)	12%	(54)	49%	(221)	21%	(97)	455
4-Region: South	8%	(70)	10%	(81)	9%	(78)	51%	(428)	22%	(182)	839
4-Region: West	8%	(42)	17%	(88)	9%	(48)	42%	(220)	24%	(123)	521
Social Media User	8%	(171)	12%	(264)	10%	(222)	49%	(1049)	21%	(453)	2159
Concerned About Privacy	8%	(131)	12%	(214)	9%	(161)	49%	(856)	21%	(369)	1731
Uses an Online Service Daily	8%	(163)	12%	(230)	10%	(197)	48%	(943)	21%	(414)	1948
Creates Content and Earns Income	33%	(59)	23%	(40)	12%	(21)	12%	(22)	20%	(35)	178
Creates Content Recreationally	12%	(65)	17%	(88)	14%	(73)	44%	(232)	13%	(71)	529
Would Pay for Social Media	23%	(99)	25%	(106)	11%	(48)	25%	(108)	15%	(65)	427

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

Table MCTE4_4: *How much have you seen, read, or heard about the following social media subscriptions?*
Reddit Premium

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(90)	7%	(150)	10%	(228)	54%	(1192)	25%	(539)	2200
Gender: Male	7%	(75)	9%	(94)	13%	(136)	51%	(548)	20%	(217)	1069
Gender: Female	1%	(15)	5%	(56)	8%	(91)	57%	(639)	29%	(320)	1122
Age: 18-34	5%	(32)	13%	(79)	15%	(95)	46%	(290)	21%	(135)	631
Age: 35-44	11%	(40)	10%	(36)	12%	(46)	41%	(151)	26%	(98)	371
Age: 45-64	2%	(18)	4%	(28)	8%	(58)	61%	(433)	24%	(173)	711
Age: 65+	—	(0)	1%	(6)	6%	(29)	65%	(318)	27%	(133)	487
GenZers: 1997-2012	1%	(4)	11%	(28)	15%	(38)	47%	(118)	26%	(64)	251
Millennials: 1981-1996	9%	(58)	12%	(82)	13%	(86)	43%	(286)	23%	(150)	662
GenXers: 1965-1980	5%	(27)	5%	(29)	11%	(64)	55%	(314)	24%	(140)	575
Baby Boomers: 1946-1964	—	(2)	1%	(8)	6%	(40)	67%	(437)	26%	(168)	654
PID: Dem (no lean)	5%	(49)	8%	(73)	10%	(90)	55%	(503)	22%	(200)	915
PID: Ind (no lean)	2%	(13)	6%	(34)	12%	(72)	52%	(308)	28%	(165)	592
PID: Rep (no lean)	4%	(28)	6%	(43)	9%	(65)	55%	(382)	25%	(174)	693
PID/Gender: Dem Men	9%	(43)	11%	(50)	11%	(52)	50%	(229)	18%	(82)	456
PID/Gender: Dem Women	1%	(6)	5%	(23)	9%	(39)	59%	(269)	26%	(116)	453
PID/Gender: Ind Men	3%	(8)	7%	(20)	15%	(41)	52%	(141)	23%	(62)	272
PID/Gender: Ind Women	2%	(6)	4%	(14)	10%	(31)	52%	(167)	32%	(102)	320
PID/Gender: Rep Men	7%	(24)	7%	(23)	13%	(43)	52%	(179)	21%	(72)	342
PID/Gender: Rep Women	1%	(3)	6%	(20)	6%	(21)	58%	(203)	29%	(102)	350
Ideo: Liberal (1-3)	6%	(37)	9%	(57)	12%	(80)	55%	(367)	19%	(124)	664
Ideo: Moderate (4)	3%	(17)	7%	(43)	11%	(70)	55%	(341)	25%	(155)	625
Ideo: Conservative (5-7)	5%	(35)	6%	(46)	9%	(66)	57%	(413)	23%	(162)	721
Educ: < College	3%	(38)	6%	(85)	11%	(157)	55%	(793)	25%	(365)	1438
Educ: Bachelors degree	5%	(25)	8%	(40)	9%	(43)	55%	(266)	23%	(112)	484
Educ: Post-grad	10%	(27)	9%	(26)	10%	(29)	48%	(134)	23%	(63)	278
Income: Under 50k	3%	(30)	5%	(51)	10%	(102)	56%	(602)	27%	(290)	1077
Income: 50k-100k	3%	(20)	8%	(57)	12%	(85)	56%	(394)	22%	(154)	710
Income: 100k+	10%	(39)	10%	(42)	10%	(41)	47%	(196)	23%	(95)	414
Ethnicity: White	4%	(73)	6%	(110)	9%	(160)	55%	(937)	25%	(418)	1698
Ethnicity: Hispanic	6%	(24)	9%	(32)	13%	(49)	45%	(171)	27%	(103)	379

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Table MCTE4_4: *How much have you seen, read, or heard about the following social media subscriptions?*
Reddit Premium

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(90)	7%	(150)	10%	(228)	54%	(1192)	25%	(539)	2200
Ethnicity: Black	5%	(13)	7%	(21)	13%	(35)	53%	(150)	23%	(64)	283
Ethnicity: Other	2%	(4)	9%	(20)	15%	(33)	48%	(105)	26%	(58)	220
All Christian	3%	(30)	6%	(56)	9%	(84)	60%	(567)	22%	(210)	947
All Non-Christian	15%	(31)	13%	(27)	15%	(30)	35%	(72)	22%	(46)	206
Atheist	1%	(1)	12%	(13)	12%	(13)	57%	(59)	18%	(19)	103
Agnostic/Nothing in particular	3%	(16)	6%	(33)	10%	(61)	53%	(309)	29%	(168)	588
Something Else	3%	(11)	6%	(22)	11%	(41)	52%	(185)	27%	(97)	356
Religious Non-Protestant/Catholic	14%	(31)	13%	(28)	16%	(35)	36%	(81)	21%	(48)	224
Evangelical	4%	(23)	6%	(36)	6%	(35)	58%	(323)	25%	(139)	555
Non-Evangelical	2%	(16)	5%	(37)	11%	(85)	58%	(431)	23%	(171)	740
Community: Urban	9%	(64)	9%	(58)	12%	(83)	46%	(315)	23%	(158)	678
Community: Suburban	2%	(18)	6%	(64)	9%	(90)	59%	(579)	24%	(237)	989
Community: Rural	1%	(8)	5%	(28)	10%	(55)	56%	(298)	27%	(144)	534
Employ: Private Sector	7%	(54)	11%	(82)	13%	(95)	45%	(339)	24%	(184)	754
Employ: Government	8%	(11)	16%	(22)	13%	(17)	48%	(64)	15%	(20)	135
Employ: Self-Employed	8%	(16)	6%	(12)	13%	(25)	52%	(99)	21%	(39)	191
Employ: Homemaker	—	(0)	3%	(4)	6%	(9)	64%	(89)	27%	(38)	139
Employ: Student	3%	(3)	6%	(5)	17%	(14)	50%	(42)	24%	(20)	83
Employ: Retired	—	(1)	1%	(7)	5%	(31)	65%	(363)	29%	(161)	563
Employ: Unemployed	2%	(3)	5%	(10)	10%	(20)	59%	(120)	24%	(50)	203
Employ: Other	2%	(3)	6%	(7)	13%	(17)	58%	(77)	21%	(27)	131
Military HH: Yes	6%	(17)	6%	(18)	13%	(40)	56%	(167)	19%	(55)	298
Military HH: No	4%	(73)	7%	(132)	10%	(188)	54%	(1025)	25%	(484)	1902
2022 House Vote: Democrat	6%	(54)	8%	(80)	11%	(101)	54%	(510)	21%	(202)	947
2022 House Vote: Republican	3%	(20)	6%	(38)	9%	(59)	59%	(391)	24%	(160)	668
2022 House Vote: Someone else	—	(0)	4%	(2)	6%	(3)	64%	(34)	27%	(14)	53
2022 House Vote: Didnt Vote	3%	(16)	6%	(30)	12%	(64)	48%	(257)	31%	(163)	532

Table MCTE4_4: *How much have you seen, read, or heard about the following social media subscriptions?*
Reddit Premium

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(90)	7%	(150)	10%	(228)	54%	(1192)	25%	(539)	2200
2020 Vote: Joe Biden	5%	(53)	8%	(80)	11%	(106)	54%	(538)	22%	(220)	997
2020 Vote: Donald Trump	3%	(20)	6%	(44)	8%	(60)	58%	(414)	25%	(182)	718
2020 Vote: Other	—	(0)	7%	(4)	11%	(7)	63%	(38)	19%	(12)	61
2020 Vote: Didn't Vote	4%	(17)	5%	(23)	13%	(56)	48%	(202)	30%	(126)	424
2018 House Vote: Democrat	5%	(46)	8%	(65)	9%	(79)	54%	(452)	24%	(202)	844
2018 House Vote: Republican	4%	(26)	5%	(33)	10%	(61)	59%	(366)	21%	(129)	615
2018 House Vote: Didnt Vote	3%	(18)	7%	(51)	12%	(85)	50%	(349)	28%	(194)	697
4-Region: Northeast	5%	(20)	8%	(31)	9%	(36)	55%	(211)	23%	(88)	385
4-Region: Midwest	4%	(17)	6%	(26)	10%	(45)	56%	(256)	25%	(112)	455
4-Region: South	4%	(30)	7%	(63)	9%	(80)	55%	(465)	24%	(202)	839
4-Region: West	5%	(24)	6%	(31)	13%	(68)	50%	(260)	27%	(138)	521
Social Media User	4%	(90)	7%	(150)	11%	(228)	54%	(1174)	24%	(517)	2159
Concerned About Privacy	4%	(73)	7%	(121)	10%	(179)	55%	(943)	24%	(414)	1731
Uses an Online Service Daily	4%	(84)	7%	(131)	10%	(194)	55%	(1062)	25%	(477)	1948
Creates Content and Earns Income	17%	(31)	21%	(38)	20%	(36)	21%	(38)	20%	(35)	178
Creates Content Recreationally	8%	(40)	12%	(62)	15%	(77)	49%	(260)	17%	(89)	529
Would Pay for Social Media	17%	(72)	20%	(84)	13%	(55)	33%	(140)	18%	(75)	427

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

Table MCTE4_5: *How much have you seen, read, or heard about the following social media subscriptions?*
Tumblr ad-free

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(84)	6%	(141)	8%	(172)	55%	(1221)	26%	(582)	2200
Gender: Male	7%	(71)	9%	(93)	9%	(101)	53%	(565)	22%	(238)	1069
Gender: Female	1%	(12)	4%	(46)	6%	(72)	58%	(654)	30%	(338)	1122
Age: 18-34	7%	(42)	11%	(66)	10%	(66)	49%	(306)	24%	(150)	631
Age: 35-44	7%	(28)	12%	(44)	11%	(40)	41%	(154)	29%	(107)	371
Age: 45-64	2%	(15)	3%	(24)	7%	(49)	62%	(438)	26%	(185)	711
Age: 65+	—	(0)	1%	(7)	4%	(17)	66%	(323)	29%	(139)	487
GenZers: 1997-2012	3%	(8)	7%	(18)	8%	(21)	50%	(125)	32%	(80)	251
Millennials: 1981-1996	8%	(51)	12%	(81)	11%	(76)	44%	(294)	24%	(159)	662
GenXers: 1965-1980	4%	(24)	5%	(28)	9%	(54)	56%	(320)	26%	(149)	575
Baby Boomers: 1946-1964	—	(1)	2%	(13)	3%	(21)	68%	(444)	27%	(175)	654
PID: Dem (no lean)	5%	(43)	8%	(74)	8%	(78)	54%	(493)	25%	(228)	915
PID: Ind (no lean)	3%	(16)	5%	(27)	8%	(48)	55%	(327)	29%	(174)	592
PID: Rep (no lean)	4%	(25)	6%	(41)	7%	(47)	58%	(400)	26%	(180)	693
PID/Gender: Dem Men	8%	(38)	11%	(49)	10%	(47)	50%	(229)	20%	(93)	456
PID/Gender: Dem Women	1%	(5)	5%	(24)	7%	(31)	58%	(263)	29%	(130)	453
PID/Gender: Ind Men	4%	(11)	5%	(13)	10%	(26)	55%	(151)	26%	(71)	272
PID/Gender: Ind Women	1%	(5)	4%	(14)	7%	(21)	55%	(177)	32%	(103)	320
PID/Gender: Rep Men	7%	(22)	9%	(31)	8%	(28)	54%	(186)	22%	(74)	342
PID/Gender: Rep Women	1%	(3)	3%	(9)	6%	(19)	61%	(214)	30%	(104)	350
Ideo: Liberal (1-3)	6%	(40)	9%	(60)	9%	(60)	55%	(363)	21%	(140)	664
Ideo: Moderate (4)	2%	(10)	6%	(39)	9%	(57)	56%	(350)	27%	(170)	625
Ideo: Conservative (5-7)	4%	(31)	5%	(38)	6%	(46)	60%	(433)	24%	(173)	721
Educ: < College	3%	(47)	5%	(71)	8%	(114)	56%	(806)	28%	(399)	1438
Educ: Bachelors degree	3%	(15)	9%	(43)	8%	(37)	57%	(274)	24%	(115)	484
Educ: Post-grad	8%	(22)	9%	(26)	8%	(21)	51%	(141)	24%	(67)	278
Income: Under 50k	3%	(29)	5%	(57)	6%	(68)	56%	(600)	30%	(322)	1077
Income: 50k-100k	4%	(29)	6%	(44)	9%	(67)	58%	(412)	22%	(157)	710
Income: 100k+	6%	(25)	10%	(40)	9%	(37)	50%	(209)	25%	(103)	414
Ethnicity: White	4%	(64)	6%	(104)	8%	(129)	56%	(953)	26%	(447)	1698
Ethnicity: Hispanic	9%	(34)	9%	(35)	6%	(23)	44%	(166)	32%	(120)	379

Continued on next page

Table MCTE4_5: *How much have you seen, read, or heard about the following social media subscriptions?*
Tumblr ad-free

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(84)	6%	(141)	8%	(172)	55%	(1221)	26%	(582)	2200
Ethnicity: Black	5%	(15)	9%	(25)	10%	(27)	51%	(145)	25%	(72)	283
Ethnicity: Other	2%	(5)	6%	(13)	7%	(16)	56%	(123)	29%	(63)	220
All Christian	2%	(24)	6%	(58)	8%	(80)	59%	(561)	24%	(225)	947
All Non-Christian	15%	(31)	14%	(29)	8%	(17)	39%	(79)	24%	(49)	206
Atheist	7%	(7)	8%	(9)	4%	(5)	57%	(59)	23%	(24)	103
Agnostic/Nothing in particular	2%	(14)	4%	(24)	8%	(45)	55%	(325)	31%	(179)	588
Something Else	2%	(8)	6%	(21)	7%	(25)	55%	(196)	29%	(104)	356
Religious Non-Protestant/Catholic	14%	(31)	13%	(29)	9%	(20)	40%	(90)	24%	(54)	224
Evangelical	4%	(20)	8%	(42)	6%	(36)	58%	(321)	25%	(137)	555
Non-Evangelical	1%	(9)	5%	(34)	9%	(67)	59%	(434)	27%	(196)	740
Community: Urban	8%	(53)	11%	(73)	10%	(67)	46%	(315)	25%	(170)	678
Community: Suburban	2%	(18)	5%	(51)	6%	(60)	61%	(604)	26%	(257)	989
Community: Rural	3%	(13)	3%	(17)	9%	(45)	57%	(303)	29%	(155)	534
Employ: Private Sector	6%	(46)	11%	(84)	10%	(73)	47%	(356)	26%	(196)	754
Employ: Government	13%	(18)	9%	(12)	9%	(12)	52%	(71)	17%	(23)	135
Employ: Self-Employed	7%	(13)	5%	(10)	8%	(15)	53%	(101)	27%	(52)	191
Employ: Homemaker	—	(1)	5%	(6)	5%	(7)	64%	(89)	26%	(36)	139
Employ: Student	2%	(2)	12%	(10)	12%	(10)	43%	(36)	31%	(26)	83
Employ: Retired	—	(1)	1%	(7)	3%	(16)	66%	(371)	30%	(168)	563
Employ: Unemployed	1%	(3)	2%	(4)	13%	(26)	58%	(118)	26%	(53)	203
Employ: Other	2%	(2)	6%	(8)	10%	(14)	61%	(80)	22%	(28)	131
Military HH: Yes	5%	(15)	6%	(17)	4%	(11)	63%	(188)	23%	(67)	298
Military HH: No	4%	(69)	7%	(124)	8%	(161)	54%	(1033)	27%	(514)	1902
2022 House Vote: Democrat	5%	(43)	9%	(81)	8%	(78)	56%	(527)	23%	(218)	947
2022 House Vote: Republican	4%	(24)	5%	(31)	7%	(45)	61%	(408)	24%	(160)	668
2022 House Vote: Someone else	9%	(5)	6%	(3)	4%	(2)	54%	(29)	27%	(14)	53
2022 House Vote: Didnt Vote	2%	(12)	5%	(26)	9%	(48)	48%	(256)	36%	(190)	532

Table MCTE4_5: *How much have you seen, read, or heard about the following social media subscriptions?*
Tumblr ad-free

Demographic	A lot		Some		Not much		None at all		Don't know / No opinion		Total N
Adults	4%	(84)	6%	(141)	8%	(172)	55%	(1221)	26%	(582)	2200
2020 Vote: Joe Biden	5%	(48)	8%	(82)	8%	(80)	55%	(553)	23%	(233)	997
2020 Vote: Donald Trump	3%	(19)	4%	(32)	7%	(47)	61%	(440)	25%	(180)	718
2020 Vote: Other	9%	(5)	7%	(4)	8%	(5)	50%	(31)	26%	(16)	61
2020 Vote: Didn't Vote	3%	(11)	5%	(23)	9%	(40)	47%	(197)	36%	(153)	424
2018 House Vote: Democrat	5%	(45)	8%	(67)	8%	(69)	54%	(456)	24%	(206)	844
2018 House Vote: Republican	2%	(14)	6%	(38)	7%	(43)	63%	(389)	21%	(132)	615
2018 House Vote: Didnt Vote	3%	(20)	5%	(34)	8%	(58)	51%	(354)	33%	(231)	697
4-Region: Northeast	5%	(19)	5%	(19)	9%	(36)	56%	(217)	24%	(94)	385
4-Region: Midwest	4%	(17)	5%	(23)	8%	(35)	56%	(255)	27%	(124)	455
4-Region: South	3%	(22)	6%	(51)	6%	(51)	58%	(485)	27%	(230)	839
4-Region: West	5%	(26)	9%	(48)	10%	(51)	51%	(263)	26%	(134)	521
Social Media User	4%	(84)	7%	(141)	8%	(172)	56%	(1203)	26%	(559)	2159
Concerned About Privacy	4%	(69)	7%	(123)	8%	(134)	56%	(964)	25%	(441)	1731
Uses an Online Service Daily	3%	(68)	6%	(126)	8%	(150)	56%	(1084)	27%	(520)	1948
Creates Content and Earns Income	23%	(40)	17%	(29)	12%	(20)	23%	(41)	26%	(47)	178
Creates Content Recreationally	5%	(28)	12%	(61)	11%	(59)	54%	(283)	18%	(97)	529
Would Pay for Social Media	15%	(62)	17%	(75)	12%	(52)	35%	(149)	21%	(90)	427

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

Table MCTE5_1: *Do you currently pay to use any of the following social media platforms?*
Meta Verified

Demographic	Yes		No		Total N
Adults	22%	(137)	78%	(477)	614
Gender: Male	28%	(114)	72%	(290)	404
Gender: Female	11%	(23)	89%	(186)	209
Age: 18-34	28%	(58)	72%	(152)	211
Age: 35-44	34%	(53)	66%	(101)	154
Age: 45-64	11%	(19)	89%	(151)	170
Age: 65+	8%	(6)	92%	(73)	79
GenZers: 1997-2012	25%	(17)	75%	(49)	66
Millennials: 1981-1996	31%	(79)	69%	(176)	256
GenXers: 1965-1980	19%	(34)	81%	(143)	177
Baby Boomers: 1946-1964	4%	(4)	96%	(102)	107
PID: Dem (no lean)	27%	(84)	73%	(225)	309
PID: Ind (no lean)	18%	(25)	82%	(115)	139
PID: Rep (no lean)	17%	(28)	83%	(138)	166
PID/Gender: Dem Men	36%	(75)	64%	(132)	207
PID/Gender: Dem Women	9%	(9)	91%	(92)	101
PID/Gender: Ind Men	21%	(18)	79%	(70)	88
PID/Gender: Ind Women	12%	(6)	88%	(45)	51
PID/Gender: Rep Men	19%	(21)	81%	(89)	109
PID/Gender: Rep Women	13%	(8)	87%	(49)	57
Ideo: Liberal (1-3)	24%	(51)	76%	(159)	210
Ideo: Moderate (4)	17%	(30)	83%	(150)	180
Ideo: Conservative (5-7)	27%	(55)	73%	(148)	203
Educ: < College	17%	(59)	83%	(299)	359
Educ: Bachelors degree	23%	(35)	77%	(115)	150
Educ: Post-grad	41%	(43)	59%	(63)	106
Income: Under 50k	17%	(40)	83%	(193)	234
Income: 50k-100k	17%	(36)	83%	(181)	217
Income: 100k+	37%	(61)	63%	(103)	163
Ethnicity: White	26%	(118)	74%	(344)	462
Ethnicity: Hispanic	31%	(39)	69%	(86)	125
Ethnicity: Black	16%	(14)	84%	(75)	89

Table MCTE5_1: *Do you currently pay to use any of the following social media platforms?*
Meta Verified

Demographic	Yes		No		Total N
Adults	22%	(137)	78%	(477)	614
Ethnicity: Other	7%	(5)	93%	(58)	63
All Christian	18%	(46)	82%	(210)	257
All Non-Christian	51%	(56)	49%	(53)	109
Agnostic/Nothing in particular	9%	(12)	91%	(121)	133
Something Else	23%	(19)	77%	(64)	82
Religious Non-Protestant/Catholic	49%	(56)	51%	(58)	114
Evangelical	28%	(40)	72%	(102)	142
Non-Evangelical	12%	(23)	88%	(173)	195
Community: Urban	34%	(89)	66%	(172)	261
Community: Suburban	12%	(26)	88%	(197)	223
Community: Rural	17%	(22)	83%	(108)	130
Employ: Private Sector	27%	(76)	73%	(207)	282
Employ: Government	34%	(18)	66%	(35)	54
Employ: Self-Employed	32%	(23)	68%	(48)	70
Employ: Retired	9%	(9)	91%	(86)	95
Military HH: Yes	30%	(27)	70%	(62)	89
Military HH: No	21%	(110)	79%	(415)	525
2022 House Vote: Democrat	27%	(88)	73%	(239)	327
2022 House Vote: Republican	19%	(32)	81%	(134)	166
2022 House Vote: Didnt Vote	15%	(16)	85%	(92)	107
2020 Vote: Joe Biden	27%	(91)	73%	(241)	332
2020 Vote: Donald Trump	16%	(27)	84%	(146)	173
2020 Vote: Didn't Vote	20%	(18)	80%	(73)	91
2018 House Vote: Democrat	27%	(79)	73%	(211)	290
2018 House Vote: Republican	16%	(25)	84%	(126)	151
2018 House Vote: Didnt Vote	20%	(32)	80%	(126)	158
4-Region: Northeast	25%	(27)	75%	(79)	106
4-Region: Midwest	13%	(16)	87%	(106)	122
4-Region: South	23%	(52)	77%	(175)	226
4-Region: West	27%	(43)	73%	(117)	160
Social Media User	22%	(137)	78%	(476)	613

Table MCTE5_1: *Do you currently pay to use any of the following social media platforms?*
Meta Verified

Demographic	Yes		No		Total N
Adults	22%	(137)	78%	(477)	614
Concerned About Privacy	22%	(105)	78%	(380)	485
Uses an Online Service Daily	20%	(109)	80%	(443)	552
Creates Content and Earns Income	65%	(79)	35%	(43)	122
Creates Content Recreationally	20%	(41)	80%	(164)	205
Would Pay for Social Media	45%	(114)	55%	(137)	250

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

Table MCTE5_2: *Do you currently pay to use any of the following social media platforms?*
Twitter Blue

Demographic	Yes		No		Total N
Adults	21%	(144)	79%	(533)	677
Gender: Male	27%	(116)	73%	(306)	422
Gender: Female	11%	(28)	89%	(222)	251
Age: 18-34	15%	(44)	85%	(241)	285
Age: 35-44	47%	(78)	53%	(90)	168
Age: 45-64	13%	(20)	87%	(134)	154
Age: 65+	3%	(2)	97%	(68)	70
GenZers: 1997-2012	8%	(9)	92%	(95)	104
Millennials: 1981-1996	29%	(86)	71%	(210)	296
GenXers: 1965-1980	28%	(47)	72%	(121)	168
Baby Boomers: 1946-1964	1%	(1)	99%	(103)	104
PID: Dem (no lean)	28%	(92)	72%	(231)	322
PID: Ind (no lean)	6%	(10)	94%	(168)	178
PID: Rep (no lean)	24%	(43)	76%	(133)	176
PID/Gender: Dem Men	39%	(77)	61%	(118)	195
PID/Gender: Dem Women	12%	(15)	88%	(109)	124
PID/Gender: Ind Men	5%	(5)	95%	(97)	102
PID/Gender: Ind Women	7%	(5)	93%	(71)	76
PID/Gender: Rep Men	27%	(34)	73%	(90)	125
PID/Gender: Rep Women	17%	(9)	83%	(42)	50
Ideo: Liberal (1-3)	21%	(57)	79%	(214)	270
Ideo: Moderate (4)	18%	(34)	82%	(151)	185
Ideo: Conservative (5-7)	25%	(52)	75%	(156)	207
Educ: < College	16%	(57)	84%	(309)	366
Educ: Bachelors degree	21%	(39)	79%	(148)	187
Educ: Post-grad	39%	(48)	61%	(75)	124
Income: Under 50k	14%	(36)	86%	(220)	256
Income: 50k-100k	19%	(43)	81%	(188)	231
Income: 100k+	34%	(65)	66%	(124)	190
Ethnicity: White	25%	(125)	75%	(380)	505
Ethnicity: Hispanic	40%	(50)	60%	(76)	126
Ethnicity: Black	12%	(11)	88%	(84)	95

Table MCTE5_2: *Do you currently pay to use any of the following social media platforms?*
Twitter Blue

Demographic	Yes		No		Total N
Adults	21%	(144)	79%	(533)	677
Ethnicity: Other	10%	(8)	90%	(69)	77
All Christian	19%	(51)	81%	(213)	264
All Non-Christian	55%	(67)	45%	(55)	122
Agnostic/Nothing in particular	5%	(9)	95%	(155)	164
Something Else	18%	(14)	82%	(65)	79
Religious Non-Protestant/Catholic	53%	(67)	47%	(59)	126
Evangelical	32%	(44)	68%	(93)	137
Non-Evangelical	8%	(16)	92%	(181)	197
Community: Urban	34%	(93)	66%	(182)	276
Community: Suburban	12%	(36)	88%	(254)	290
Community: Rural	14%	(15)	86%	(96)	112
Employ: Private Sector	32%	(97)	68%	(208)	305
Employ: Government	35%	(22)	65%	(41)	63
Employ: Self-Employed	22%	(18)	78%	(63)	81
Employ: Retired	2%	(2)	98%	(82)	83
Employ: Unemployed	2%	(1)	98%	(62)	63
Military HH: Yes	39%	(39)	61%	(61)	100
Military HH: No	18%	(105)	82%	(472)	576
2022 House Vote: Democrat	24%	(87)	76%	(280)	367
2022 House Vote: Republican	23%	(42)	77%	(141)	183
2022 House Vote: Didnt Vote	13%	(14)	87%	(98)	112
2020 Vote: Joe Biden	24%	(88)	76%	(273)	361
2020 Vote: Donald Trump	18%	(33)	82%	(151)	185
2020 Vote: Didn't Vote	20%	(22)	80%	(87)	109
2018 House Vote: Democrat	27%	(83)	73%	(220)	303
2018 House Vote: Republican	22%	(36)	78%	(130)	165
2018 House Vote: Didnt Vote	13%	(25)	87%	(167)	192
4-Region: Northeast	18%	(23)	82%	(103)	126
4-Region: Midwest	16%	(22)	84%	(113)	135
4-Region: South	17%	(39)	83%	(195)	234
4-Region: West	33%	(60)	67%	(122)	182

Table MCTE5_2: *Do you currently pay to use any of the following social media platforms?*
Twitter Blue

Demographic	Yes		No		Total N
Adults	21%	(144)	79%	(533)	677
Social Media User	21%	(144)	79%	(533)	677
Concerned About Privacy	22%	(119)	78%	(431)	549
Uses an Online Service Daily	19%	(115)	81%	(498)	613
Creates Content and Earns Income	60%	(75)	40%	(50)	126
Creates Content Recreationally	20%	(51)	80%	(203)	254
Would Pay for Social Media	49%	(129)	51%	(133)	263

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

Table MCTE5_3: *Do you currently pay to use any of the following social media platforms?*

Snapchat+

Demographic	Yes		No		Total N
Adults	23%	(154)	77%	(505)	660
Gender: Male	32%	(119)	68%	(258)	377
Gender: Female	13%	(35)	87%	(243)	278
Age: 18-34	22%	(65)	78%	(236)	301
Age: 35-44	43%	(62)	57%	(84)	146
Age: 45-64	14%	(21)	86%	(124)	145
Age: 65+	9%	(6)	91%	(61)	67
GenZers: 1997-2012	20%	(25)	80%	(98)	122
Millennials: 1981-1996	28%	(77)	72%	(200)	277
GenXers: 1965-1980	29%	(46)	71%	(115)	161
Baby Boomers: 1946-1964	5%	(5)	95%	(88)	93
PID: Dem (no lean)	33%	(95)	67%	(193)	288
PID: Ind (no lean)	11%	(20)	89%	(160)	180
PID: Rep (no lean)	20%	(39)	80%	(153)	192
PID/Gender: Dem Men	43%	(82)	57%	(109)	190
PID/Gender: Dem Women	14%	(13)	86%	(81)	95
PID/Gender: Ind Men	9%	(8)	91%	(74)	81
PID/Gender: Ind Women	13%	(13)	87%	(86)	99
PID/Gender: Rep Men	28%	(30)	72%	(76)	106
PID/Gender: Rep Women	10%	(9)	90%	(76)	85
Ideo: Liberal (1-3)	26%	(60)	74%	(166)	226
Ideo: Moderate (4)	18%	(33)	82%	(150)	183
Ideo: Conservative (5-7)	29%	(58)	71%	(144)	203
Educ: < College	18%	(77)	82%	(348)	424
Educ: Bachelors degree	27%	(38)	73%	(101)	139
Educ: Post-grad	41%	(40)	59%	(57)	97
Income: Under 50k	17%	(53)	83%	(256)	309
Income: 50k-100k	17%	(34)	83%	(169)	203
Income: 100k+	46%	(67)	54%	(80)	147
Ethnicity: White	25%	(123)	75%	(366)	488
Ethnicity: Hispanic	35%	(48)	65%	(91)	139
Ethnicity: Black	25%	(25)	75%	(76)	102

Table MCTE5_3: *Do you currently pay to use any of the following social media platforms?*
Snapchat+

Demographic	Yes		No		Total N
Adults	23%	(154)	77%	(505)	660
Ethnicity: Other	9%	(6)	91%	(63)	70
All Christian	20%	(51)	80%	(205)	256
All Non-Christian	62%	(62)	38%	(38)	100
Agnostic/Nothing in particular	10%	(13)	90%	(120)	133
Something Else	19%	(26)	81%	(113)	139
Religious Non-Protestant/Catholic	59%	(62)	41%	(43)	105
Evangelical	25%	(45)	75%	(131)	176
Non-Evangelical	14%	(29)	86%	(182)	210
Community: Urban	35%	(94)	65%	(175)	269
Community: Suburban	15%	(36)	85%	(211)	247
Community: Rural	17%	(25)	83%	(119)	144
Employ: Private Sector	30%	(89)	70%	(205)	294
Employ: Government	38%	(24)	62%	(38)	62
Employ: Self-Employed	32%	(23)	68%	(50)	73
Employ: Retired	12%	(9)	88%	(66)	75
Employ: Unemployed	4%	(3)	96%	(72)	74
Military HH: Yes	36%	(36)	64%	(64)	100
Military HH: No	21%	(118)	79%	(442)	560
2022 House Vote: Democrat	32%	(100)	68%	(211)	312
2022 House Vote: Republican	16%	(30)	84%	(150)	179
2022 House Vote: Didnt Vote	16%	(24)	84%	(128)	152
2020 Vote: Joe Biden	31%	(99)	69%	(222)	320
2020 Vote: Donald Trump	16%	(29)	84%	(149)	179
2020 Vote: Didn't Vote	18%	(25)	82%	(112)	137
2018 House Vote: Democrat	32%	(83)	68%	(177)	259
2018 House Vote: Republican	16%	(28)	84%	(144)	172
2018 House Vote: Didnt Vote	20%	(43)	80%	(170)	213
4-Region: Northeast	22%	(25)	78%	(91)	116
4-Region: Midwest	18%	(24)	82%	(112)	136
4-Region: South	24%	(55)	76%	(174)	229
4-Region: West	28%	(49)	72%	(129)	178

Table MCTE5_3: *Do you currently pay to use any of the following social media platforms?*
Snapchat+

Demographic	Yes		No		Total N
Adults	23%	(154)	77%	(505)	660
Social Media User	23%	(154)	77%	(503)	657
Concerned About Privacy	24%	(123)	76%	(383)	506
Uses an Online Service Daily	22%	(128)	78%	(462)	591
Creates Content and Earns Income	64%	(77)	36%	(44)	121
Creates Content Recreationally	27%	(60)	73%	(166)	226
Would Pay for Social Media	51%	(129)	49%	(125)	253

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

Table MCTE5_4: *Do you currently pay to use any of the following social media platforms?*
Reddit Premium

Demographic	Yes		No		Total N
Adults	20%	(96)	80%	(373)	468
Gender: Male	28%	(85)	72%	(219)	304
Gender: Female	7%	(11)	93%	(152)	163
Age: 18-34	19%	(39)	81%	(168)	206
Age: 35-44	36%	(44)	64%	(78)	122
Age: 45-64	12%	(12)	88%	(92)	104
GenZers: 1997-2012	9%	(7)	91%	(63)	69
Millennials: 1981-1996	25%	(57)	75%	(169)	226
GenXers: 1965-1980	26%	(31)	74%	(89)	120
PID: Dem (no lean)	25%	(53)	75%	(160)	212
PID: Ind (no lean)	11%	(13)	89%	(107)	120
PID: Rep (no lean)	22%	(30)	78%	(106)	136
PID/Gender: Dem Men	32%	(46)	68%	(99)	145
PID/Gender: Dem Women	10%	(7)	90%	(61)	68
PID/Gender: Ind Men	16%	(11)	84%	(58)	69
PID/Gender: Ind Women	4%	(2)	96%	(49)	51
PID/Gender: Rep Men	31%	(28)	69%	(62)	91
Ideo: Liberal (1-3)	30%	(52)	70%	(121)	173
Ideo: Moderate (4)	12%	(15)	88%	(114)	129
Ideo: Conservative (5-7)	19%	(28)	81%	(118)	146
Educ: < College	15%	(43)	85%	(237)	280
Educ: Bachelors degree	22%	(23)	78%	(84)	107
Educ: Post-grad	37%	(30)	63%	(51)	81
Income: Under 50k	15%	(28)	85%	(156)	184
Income: 50k-100k	21%	(33)	79%	(128)	161
Income: 100k+	27%	(34)	73%	(89)	123
Ethnicity: White	23%	(78)	77%	(265)	343
Ethnicity: Hispanic	32%	(33)	68%	(72)	105
Ethnicity: Black	21%	(15)	79%	(54)	69
Ethnicity: Other	5%	(3)	95%	(53)	56

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Table MCTE5_4: *Do you currently pay to use any of the following social media platforms?*
Reddit Premium

Demographic	Yes		No		Total N
Adults	20%	(96)	80%	(373)	468
All Christian	18%	(30)	82%	(140)	170
All Non-Christian	50%	(44)	50%	(45)	88
Agnostic/Nothing in particular	4%	(4)	96%	(106)	110
Something Else	19%	(14)	81%	(59)	73
Religious Non-Protestant/Catholic	46%	(44)	54%	(51)	95
Evangelical	20%	(19)	80%	(76)	94
Non-Evangelical	16%	(22)	84%	(115)	138
Community: Urban	36%	(73)	64%	(132)	205
Community: Suburban	8%	(13)	92%	(159)	172
Community: Rural	10%	(9)	90%	(82)	91
Employ: Private Sector	27%	(62)	73%	(168)	231
Employ: Government	34%	(17)	66%	(33)	50
Employ: Self-Employed	22%	(12)	78%	(42)	54
Military HH: Yes	37%	(28)	63%	(47)	76
Military HH: No	17%	(67)	83%	(325)	393
2022 House Vote: Democrat	23%	(55)	77%	(180)	236
2022 House Vote: Republican	21%	(24)	79%	(93)	117
2022 House Vote: Didnt Vote	15%	(16)	85%	(95)	111
2020 Vote: Joe Biden	23%	(55)	77%	(184)	239
2020 Vote: Donald Trump	17%	(20)	83%	(103)	123
2020 Vote: Didn't Vote	20%	(19)	80%	(77)	96
2018 House Vote: Democrat	25%	(47)	75%	(143)	190
2018 House Vote: Republican	23%	(28)	77%	(92)	120
2018 House Vote: Didnt Vote	13%	(20)	87%	(133)	154
4-Region: Northeast	22%	(19)	78%	(67)	86
4-Region: Midwest	18%	(15)	82%	(72)	87
4-Region: South	13%	(22)	87%	(150)	172
4-Region: West	32%	(39)	68%	(83)	123
Social Media User	20%	(96)	80%	(373)	468
Concerned About Privacy	23%	(85)	77%	(288)	373
Uses an Online Service Daily	18%	(74)	82%	(335)	409

Table MCTE5_4: *Do you currently pay to use any of the following social media platforms?*
Reddit Premium

Demographic	Yes		No		Total N
Adults	20%	(96)	80%	(373)	468
Creates Content and Earns Income	53%	(55)	47%	(50)	104
Creates Content Recreationally	19%	(34)	81%	(145)	179
Would Pay for Social Media	39%	(84)	61%	(129)	212

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

Table MCTE5_5: *Do you currently pay to use any of the following social media platforms?*

Tumblr ad-free

Demographic	Yes		No		Total N
Adults	18%	(72)	82%	(325)	397
Gender: Male	23%	(62)	77%	(204)	265
Gender: Female	8%	(11)	92%	(120)	130
Age: 18-34	20%	(35)	80%	(140)	174
Age: 35-44	25%	(28)	75%	(83)	111
Age: 45-64	11%	(10)	89%	(78)	88
Millennials: 1981-1996	26%	(54)	74%	(155)	209
GenXers: 1965-1980	12%	(13)	88%	(92)	105
PID: Dem (no lean)	26%	(50)	74%	(144)	194
PID: Ind (no lean)	7%	(7)	93%	(84)	90
PID: Rep (no lean)	14%	(16)	86%	(97)	113
PID/Gender: Dem Men	35%	(46)	65%	(87)	134
PID/Gender: Dem Women	6%	(3)	94%	(56)	59
PID/Gender: Ind Men	5%	(2)	95%	(48)	50
PID/Gender: Rep Men	16%	(13)	84%	(69)	81
Ideo: Liberal (1-3)	22%	(36)	78%	(125)	160
Ideo: Moderate (4)	13%	(13)	87%	(92)	105
Ideo: Conservative (5-7)	18%	(21)	82%	(95)	115
Educ: < College	11%	(26)	89%	(206)	232
Educ: Bachelors degree	23%	(22)	77%	(73)	95
Educ: Post-grad	35%	(24)	65%	(46)	70
Income: Under 50k	8%	(12)	92%	(142)	154
Income: 50k-100k	19%	(27)	81%	(114)	141
Income: 100k+	33%	(34)	67%	(69)	102
Ethnicity: White	19%	(56)	81%	(242)	298
Ethnicity: Hispanic	23%	(21)	77%	(72)	93
Ethnicity: Black	18%	(12)	82%	(54)	66
All Christian	15%	(24)	85%	(138)	162
All Non-Christian	40%	(31)	60%	(47)	78
Agnostic/Nothing in particular	7%	(6)	93%	(77)	83
Something Else	17%	(9)	83%	(46)	55
Religious Non-Protestant/Catholic	39%	(31)	61%	(49)	80

Table MCTE5_5: *Do you currently pay to use any of the following social media platforms?*
Tumblr ad-free

Demographic	Yes		No		Total N
Adults	18%	(72)	82%	(325)	397
Evangelical	21%	(21)	79%	(77)	98
Non-Evangelical	6%	(6)	94%	(104)	110
Community: Urban	24%	(46)	76%	(147)	193
Community: Suburban	12%	(16)	88%	(113)	128
Community: Rural	14%	(10)	86%	(66)	76
Employ: Private Sector	19%	(37)	81%	(165)	202
Military HH: No	18%	(64)	82%	(290)	354
2022 House Vote: Democrat	24%	(48)	76%	(154)	202
2022 House Vote: Republican	16%	(16)	84%	(83)	100
2022 House Vote: Didnt Vote	9%	(8)	91%	(77)	85
2020 Vote: Joe Biden	24%	(51)	76%	(160)	211
2020 Vote: Donald Trump	16%	(16)	84%	(82)	98
2020 Vote: Didn't Vote	7%	(5)	93%	(69)	74
2018 House Vote: Democrat	27%	(49)	73%	(133)	181
2018 House Vote: Republican	14%	(13)	86%	(82)	94
2018 House Vote: Didnt Vote	9%	(10)	91%	(101)	112
4-Region: Northeast	30%	(22)	70%	(52)	74
4-Region: Midwest	18%	(13)	82%	(62)	75
4-Region: South	12%	(15)	88%	(109)	124
4-Region: West	17%	(21)	83%	(103)	124
Social Media User	18%	(72)	82%	(325)	397
Concerned About Privacy	19%	(62)	81%	(264)	326
Uses an Online Service Daily	17%	(59)	83%	(285)	344
Creates Content and Earns Income	44%	(40)	56%	(51)	90
Creates Content Recreationally	16%	(24)	84%	(125)	148
Would Pay for Social Media	34%	(65)	66%	(124)	189

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

Table MCTE6_1NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Less advertising on the platforms

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1751)	2200
Gender: Male	17%	(185)	83%	(884)	1069
Gender: Female	23%	(258)	77%	(864)	1122
Age: 18-34	18%	(117)	82%	(514)	631
Age: 35-44	23%	(84)	77%	(288)	371
Age: 45-64	22%	(156)	78%	(555)	711
Age: 65+	19%	(93)	81%	(394)	487
GenZers: 1997-2012	20%	(51)	80%	(200)	251
Millennials: 1981-1996	20%	(134)	80%	(528)	662
GenXers: 1965-1980	21%	(123)	79%	(452)	575
Baby Boomers: 1946-1964	20%	(129)	80%	(525)	654
PID: Dem (no lean)	23%	(207)	77%	(709)	915
PID: Ind (no lean)	18%	(107)	82%	(485)	592
PID: Rep (no lean)	19%	(135)	81%	(558)	693
PID/Gender: Dem Men	19%	(88)	81%	(368)	456
PID/Gender: Dem Women	25%	(114)	75%	(338)	453
PID/Gender: Ind Men	16%	(43)	84%	(229)	272
PID/Gender: Ind Women	20%	(64)	80%	(256)	320
PID/Gender: Rep Men	16%	(54)	84%	(287)	342
PID/Gender: Rep Women	23%	(81)	77%	(269)	350
Ideo: Liberal (1-3)	25%	(164)	75%	(500)	664
Ideo: Moderate (4)	18%	(115)	82%	(510)	625
Ideo: Conservative (5-7)	19%	(141)	81%	(581)	721
Educ: < College	19%	(267)	81%	(1170)	1438
Educ: Bachelors degree	24%	(117)	76%	(367)	484
Educ: Post-grad	23%	(65)	77%	(213)	278
Income: Under 50k	19%	(200)	81%	(877)	1077
Income: 50k-100k	22%	(156)	78%	(553)	710
Income: 100k+	22%	(93)	78%	(321)	414
Ethnicity: White	22%	(368)	78%	(1329)	1698
Ethnicity: Hispanic	17%	(65)	83%	(314)	379

Table MCTE6_1NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Less advertising on the platforms

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1751)	2200
Ethnicity: Black	12%	(33)	88%	(250)	283
Ethnicity: Other	22%	(48)	78%	(172)	220
All Christian	22%	(211)	78%	(736)	947
All Non-Christian	12%	(25)	88%	(181)	206
Atheist	25%	(26)	75%	(77)	103
Agnostic/Nothing in particular	19%	(110)	81%	(478)	588
Something Else	22%	(76)	78%	(279)	356
Religious Non-Protestant/Catholic	13%	(29)	87%	(196)	224
Evangelical	20%	(110)	80%	(445)	555
Non-Evangelical	23%	(174)	77%	(567)	740
Community: Urban	17%	(118)	83%	(560)	678
Community: Suburban	23%	(230)	77%	(758)	989
Community: Rural	19%	(101)	81%	(433)	534
Employ: Private Sector	23%	(176)	77%	(578)	754
Employ: Government	25%	(33)	75%	(102)	135
Employ: Self-Employed	17%	(33)	83%	(158)	191
Employ: Homemaker	22%	(30)	78%	(109)	139
Employ: Student	16%	(13)	84%	(70)	83
Employ: Retired	18%	(103)	82%	(460)	563
Employ: Unemployed	19%	(40)	81%	(164)	203
Employ: Other	16%	(21)	84%	(110)	131
Military HH: Yes	17%	(52)	83%	(246)	298
Military HH: No	21%	(397)	79%	(1505)	1902
2022 House Vote: Democrat	22%	(207)	78%	(740)	947
2022 House Vote: Republican	19%	(124)	81%	(543)	668
2022 House Vote: Someone else	26%	(14)	74%	(40)	53
2022 House Vote: Didnt Vote	19%	(103)	81%	(429)	532

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Table MCTE6_1NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Less advertising on the platforms

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1751)	2200
2020 Vote: Joe Biden	22%	(214)	78%	(782)	997
2020 Vote: Donald Trump	19%	(135)	81%	(584)	718
2020 Vote: Other	34%	(21)	66%	(40)	61
2020 Vote: Didn't Vote	19%	(79)	81%	(345)	424
2018 House Vote: Democrat	22%	(189)	78%	(655)	844
2018 House Vote: Republican	21%	(126)	79%	(489)	615
2018 House Vote: Didnt Vote	18%	(123)	82%	(574)	697
4-Region: Northeast	20%	(79)	80%	(307)	385
4-Region: Midwest	20%	(93)	80%	(362)	455
4-Region: South	20%	(171)	80%	(668)	839
4-Region: West	20%	(106)	80%	(414)	521
Social Media User	21%	(448)	79%	(1711)	2159
Concerned About Privacy	21%	(358)	79%	(1372)	1731
Uses an Online Service Daily	21%	(406)	79%	(1541)	1948
Creates Content and Earns Income	12%	(21)	88%	(157)	178
Creates Content Recreationally	23%	(120)	77%	(409)	529
Would Pay for Social Media	15%	(66)	85%	(361)	427

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

Table MCTE6_2NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Increased exposure or visibility for my account

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(1996)	2200
Gender: Male	11%	(114)	89%	(955)	1069
Gender: Female	8%	(89)	92%	(1034)	1122
Age: 18-34	19%	(120)	81%	(511)	631
Age: 35-44	10%	(37)	90%	(335)	371
Age: 45-64	6%	(41)	94%	(670)	711
Age: 65+	1%	(6)	99%	(480)	487
GenZers: 1997-2012	20%	(50)	80%	(201)	251
Millennials: 1981-1996	15%	(98)	85%	(564)	662
GenXers: 1965-1980	7%	(39)	93%	(535)	575
Baby Boomers: 1946-1964	2%	(15)	98%	(639)	654
PID: Dem (no lean)	11%	(96)	89%	(819)	915
PID: Ind (no lean)	9%	(51)	91%	(542)	592
PID: Rep (no lean)	8%	(57)	92%	(635)	693
PID/Gender: Dem Men	13%	(60)	87%	(395)	456
PID/Gender: Dem Women	8%	(36)	92%	(417)	453
PID/Gender: Ind Men	9%	(24)	91%	(248)	272
PID/Gender: Ind Women	8%	(26)	92%	(293)	320
PID/Gender: Rep Men	9%	(29)	91%	(312)	342
PID/Gender: Rep Women	8%	(27)	92%	(323)	350
Ideo: Liberal (1-3)	12%	(78)	88%	(586)	664
Ideo: Moderate (4)	8%	(52)	92%	(573)	625
Ideo: Conservative (5-7)	9%	(68)	91%	(654)	721
Educ: < College	9%	(130)	91%	(1308)	1438
Educ: Bachelors degree	9%	(43)	91%	(441)	484
Educ: Post-grad	11%	(31)	89%	(247)	278
Income: Under 50k	8%	(88)	92%	(989)	1077
Income: 50k-100k	10%	(70)	90%	(640)	710
Income: 100k+	11%	(47)	89%	(367)	414
Ethnicity: White	9%	(159)	91%	(1539)	1698
Ethnicity: Hispanic	14%	(54)	86%	(324)	379

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Table MCTE6_2NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Increased exposure or visibility for my account

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(1996)	2200
Ethnicity: Black	11%	(30)	89%	(253)	283
Ethnicity: Other	7%	(15)	93%	(205)	220
All Christian	8%	(80)	92%	(867)	947
All Non-Christian	12%	(26)	88%	(181)	206
Atheist	20%	(21)	80%	(83)	103
Agnostic/Nothing in particular	8%	(48)	92%	(540)	588
Something Else	9%	(31)	91%	(325)	356
Religious Non-Protestant/Catholic	12%	(26)	88%	(198)	224
Evangelical	10%	(53)	90%	(503)	555
Non-Evangelical	7%	(53)	93%	(688)	740
Community: Urban	12%	(84)	88%	(594)	678
Community: Suburban	8%	(79)	92%	(909)	989
Community: Rural	8%	(40)	92%	(493)	534
Employ: Private Sector	12%	(87)	88%	(667)	754
Employ: Government	9%	(12)	91%	(123)	135
Employ: Self-Employed	23%	(43)	77%	(148)	191
Employ: Homemaker	8%	(10)	92%	(128)	139
Employ: Student	21%	(18)	79%	(66)	83
Employ: Retired	2%	(10)	98%	(553)	563
Employ: Unemployed	7%	(14)	93%	(190)	203
Employ: Other	8%	(10)	92%	(121)	131
Military HH: Yes	12%	(35)	88%	(263)	298
Military HH: No	9%	(169)	91%	(1733)	1902
2022 House Vote: Democrat	12%	(116)	88%	(831)	947
2022 House Vote: Republican	6%	(40)	94%	(628)	668
2022 House Vote: Someone else	18%	(10)	82%	(44)	53
2022 House Vote: Didnt Vote	7%	(38)	93%	(493)	532

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Table MCTE6_2NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Increased exposure or visibility for my account

Demographic	Selected		Not Selected		Total N
Adults	9%	(204)	91%	(1996)	2200
2020 Vote: Joe Biden	11%	(113)	89%	(883)	997
2020 Vote: Donald Trump	7%	(52)	93%	(666)	718
2020 Vote: Other	11%	(7)	89%	(54)	61
2020 Vote: Didn't Vote	7%	(32)	93%	(393)	424
2018 House Vote: Democrat	10%	(84)	90%	(759)	844
2018 House Vote: Republican	7%	(40)	93%	(575)	615
2018 House Vote: Didnt Vote	10%	(72)	90%	(625)	697
4-Region: Northeast	6%	(24)	94%	(361)	385
4-Region: Midwest	9%	(42)	91%	(412)	455
4-Region: South	12%	(99)	88%	(740)	839
4-Region: West	7%	(38)	93%	(483)	521
Social Media User	9%	(204)	91%	(1955)	2159
Concerned About Privacy	8%	(144)	92%	(1586)	1731
Uses an Online Service Daily	10%	(189)	90%	(1759)	1948
Creates Content and Earns Income	22%	(39)	78%	(139)	178
Creates Content Recreationally	16%	(86)	84%	(443)	529
Would Pay for Social Media	17%	(73)	83%	(354)	427

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

Table MCTE6_3NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
'Verified' status on profile

Demographic	Selected		Not Selected		Total N
Adults	17%	(372)	83%	(1828)	2200
Gender: Male	22%	(230)	78%	(839)	1069
Gender: Female	13%	(142)	87%	(980)	1122
Age: 18-34	18%	(116)	82%	(515)	631
Age: 35-44	19%	(71)	81%	(300)	371
Age: 45-64	19%	(135)	81%	(576)	711
Age: 65+	10%	(51)	90%	(436)	487
GenZers: 1997-2012	20%	(50)	80%	(201)	251
Millennials: 1981-1996	18%	(122)	82%	(540)	662
GenXers: 1965-1980	21%	(121)	79%	(454)	575
Baby Boomers: 1946-1964	11%	(70)	89%	(584)	654
PID: Dem (no lean)	21%	(196)	79%	(719)	915
PID: Ind (no lean)	10%	(61)	90%	(531)	592
PID: Rep (no lean)	17%	(115)	83%	(578)	693
PID/Gender: Dem Men	27%	(123)	73%	(332)	456
PID/Gender: Dem Women	16%	(73)	84%	(379)	453
PID/Gender: Ind Men	14%	(38)	86%	(234)	272
PID/Gender: Ind Women	7%	(24)	93%	(296)	320
PID/Gender: Rep Men	20%	(69)	80%	(272)	342
PID/Gender: Rep Women	13%	(45)	87%	(305)	350
Ideo: Liberal (1-3)	16%	(105)	84%	(559)	664
Ideo: Moderate (4)	19%	(121)	81%	(504)	625
Ideo: Conservative (5-7)	19%	(134)	81%	(588)	721
Educ: < College	17%	(251)	83%	(1187)	1438
Educ: Bachelors degree	15%	(71)	85%	(413)	484
Educ: Post-grad	18%	(51)	82%	(228)	278
Income: Under 50k	16%	(169)	84%	(907)	1077
Income: 50k-100k	16%	(117)	84%	(593)	710
Income: 100k+	21%	(87)	79%	(327)	414
Ethnicity: White	16%	(264)	84%	(1434)	1698
Ethnicity: Hispanic	17%	(66)	83%	(313)	379

Table MCTE6_3NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
'Verified' status on profile

Demographic	Selected		Not Selected		Total N
Adults	17%	(372)	83%	(1828)	2200
Ethnicity: Black	23%	(64)	77%	(219)	283
Ethnicity: Other	20%	(45)	80%	(175)	220
All Christian	18%	(166)	82%	(781)	947
All Non-Christian	22%	(46)	78%	(160)	206
Atheist	10%	(10)	90%	(93)	103
Agnostic/Nothing in particular	15%	(91)	85%	(497)	588
Something Else	17%	(59)	83%	(296)	356
Religious Non-Protestant/Catholic	23%	(51)	77%	(173)	224
Evangelical	17%	(93)	83%	(462)	555
Non-Evangelical	17%	(129)	83%	(612)	740
Community: Urban	24%	(161)	76%	(517)	678
Community: Suburban	13%	(129)	87%	(860)	989
Community: Rural	15%	(82)	85%	(451)	534
Employ: Private Sector	20%	(151)	80%	(602)	754
Employ: Government	22%	(30)	78%	(105)	135
Employ: Self-Employed	24%	(46)	76%	(145)	191
Employ: Homemaker	9%	(13)	91%	(126)	139
Employ: Student	18%	(15)	82%	(68)	83
Employ: Retired	12%	(67)	88%	(496)	563
Employ: Unemployed	16%	(32)	84%	(171)	203
Employ: Other	13%	(18)	87%	(114)	131
Military HH: Yes	14%	(42)	86%	(256)	298
Military HH: No	17%	(330)	83%	(1572)	1902
2022 House Vote: Democrat	18%	(171)	82%	(776)	947
2022 House Vote: Republican	15%	(100)	85%	(567)	668
2022 House Vote: Someone else	10%	(6)	90%	(48)	53
2022 House Vote: Didnt Vote	18%	(95)	82%	(437)	532

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Table MCTE6_3NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
'Verified' status on profile

Demographic	Selected		Not Selected		Total N
Adults	17%	(372)	83%	(1828)	2200
2020 Vote: Joe Biden	17%	(174)	83%	(823)	997
2020 Vote: Donald Trump	16%	(117)	84%	(602)	718
2020 Vote: Other	16%	(10)	84%	(51)	61
2020 Vote: Didn't Vote	17%	(72)	83%	(352)	424
2018 House Vote: Democrat	19%	(163)	81%	(681)	844
2018 House Vote: Republican	15%	(91)	85%	(525)	615
2018 House Vote: Didnt Vote	17%	(117)	83%	(580)	697
4-Region: Northeast	18%	(68)	82%	(318)	385
4-Region: Midwest	18%	(82)	82%	(372)	455
4-Region: South	16%	(132)	84%	(707)	839
4-Region: West	17%	(90)	83%	(430)	521
Social Media User	17%	(371)	83%	(1789)	2159
Concerned About Privacy	18%	(305)	82%	(1426)	1731
Uses an Online Service Daily	17%	(336)	83%	(1611)	1948
Creates Content and Earns Income	33%	(59)	67%	(119)	178
Creates Content Recreationally	22%	(116)	78%	(413)	529
Would Pay for Social Media	30%	(126)	70%	(301)	427

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

Table MCTE6_4NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Less data collection and tracking/targeting of my information

Demographic	Selected		Not Selected		Total N
Adults	21%	(469)	79%	(1731)	2200
Gender: Male	20%	(213)	80%	(856)	1069
Gender: Female	22%	(251)	78%	(871)	1122
Age: 18-34	23%	(142)	77%	(489)	631
Age: 35-44	18%	(65)	82%	(306)	371
Age: 45-64	22%	(157)	78%	(554)	711
Age: 65+	21%	(104)	79%	(383)	487
GenZers: 1997-2012	25%	(63)	75%	(188)	251
Millennials: 1981-1996	20%	(133)	80%	(529)	662
GenXers: 1965-1980	22%	(128)	78%	(447)	575
Baby Boomers: 1946-1964	21%	(135)	79%	(520)	654
PID: Dem (no lean)	20%	(185)	80%	(730)	915
PID: Ind (no lean)	20%	(121)	80%	(471)	592
PID: Rep (no lean)	24%	(163)	76%	(530)	693
PID/Gender: Dem Men	18%	(80)	82%	(375)	456
PID/Gender: Dem Women	22%	(100)	78%	(352)	453
PID/Gender: Ind Men	21%	(58)	79%	(214)	272
PID/Gender: Ind Women	20%	(63)	80%	(257)	320
PID/Gender: Rep Men	22%	(75)	78%	(267)	342
PID/Gender: Rep Women	25%	(88)	75%	(262)	350
Ideo: Liberal (1-3)	21%	(139)	79%	(525)	664
Ideo: Moderate (4)	21%	(129)	79%	(496)	625
Ideo: Conservative (5-7)	23%	(163)	77%	(559)	721
Educ: < College	20%	(290)	80%	(1147)	1438
Educ: Bachelors degree	25%	(120)	75%	(364)	484
Educ: Post-grad	21%	(58)	79%	(220)	278
Income: Under 50k	20%	(218)	80%	(858)	1077
Income: 50k-100k	23%	(164)	77%	(545)	710
Income: 100k+	21%	(86)	79%	(328)	414
Ethnicity: White	21%	(356)	79%	(1342)	1698
Ethnicity: Hispanic	17%	(65)	83%	(314)	379

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Table MCTE6_4NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*

Less data collection and tracking/targeting of my information

Demographic	Selected		Not Selected		Total N
Adults	21%	(469)	79%	(1731)	2200
Ethnicity: Black	17%	(49)	83%	(233)	283
Ethnicity: Other	29%	(64)	71%	(156)	220
All Christian	21%	(200)	79%	(747)	947
All Non-Christian	21%	(43)	79%	(163)	206
Atheist	24%	(25)	76%	(78)	103
Agnostic/Nothing in particular	22%	(127)	78%	(460)	588
Something Else	21%	(74)	79%	(282)	356
Religious Non-Protestant/Catholic	21%	(47)	79%	(177)	224
Evangelical	21%	(117)	79%	(438)	555
Non-Evangelical	21%	(154)	79%	(587)	740
Community: Urban	17%	(116)	83%	(561)	678
Community: Suburban	25%	(245)	75%	(744)	989
Community: Rural	20%	(108)	80%	(426)	534
Employ: Private Sector	21%	(155)	79%	(599)	754
Employ: Government	28%	(38)	72%	(97)	135
Employ: Self-Employed	20%	(38)	80%	(153)	191
Employ: Homemaker	15%	(21)	85%	(118)	139
Employ: Student	23%	(19)	77%	(64)	83
Employ: Retired	22%	(122)	78%	(440)	563
Employ: Unemployed	21%	(42)	79%	(161)	203
Employ: Other	25%	(33)	75%	(98)	131
Military HH: Yes	24%	(71)	76%	(227)	298
Military HH: No	21%	(398)	79%	(1503)	1902
2022 House Vote: Democrat	21%	(196)	79%	(751)	947
2022 House Vote: Republican	22%	(146)	78%	(522)	668
2022 House Vote: Someone else	26%	(14)	74%	(40)	53
2022 House Vote: Didnt Vote	21%	(113)	79%	(418)	532

Table MCTE6_4NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*

Less data collection and tracking/targeting of my information

Demographic	Selected		Not Selected		Total N
Adults	21%	(469)	79%	(1731)	2200
2020 Vote: Joe Biden	20%	(200)	80%	(797)	997
2020 Vote: Donald Trump	23%	(168)	77%	(550)	718
2020 Vote: Other	30%	(18)	70%	(42)	61
2020 Vote: Didn't Vote	19%	(82)	81%	(342)	424
2018 House Vote: Democrat	21%	(173)	79%	(670)	844
2018 House Vote: Republican	23%	(141)	77%	(474)	615
2018 House Vote: Didnt Vote	20%	(139)	80%	(558)	697
4-Region: Northeast	20%	(77)	80%	(308)	385
4-Region: Midwest	22%	(99)	78%	(355)	455
4-Region: South	22%	(185)	78%	(654)	839
4-Region: West	21%	(107)	79%	(414)	521
Social Media User	22%	(465)	78%	(1695)	2159
Concerned About Privacy	23%	(406)	77%	(1325)	1731
Uses an Online Service Daily	21%	(416)	79%	(1532)	1948
Creates Content and Earns Income	19%	(33)	81%	(145)	178
Creates Content Recreationally	24%	(126)	76%	(403)	529
Would Pay for Social Media	20%	(87)	80%	(340)	427

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

Table MCTE6_5NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Improved account security, such as impersonation protection and two factor authentication

Demographic	Selected		Not Selected		Total N
Adults	25%	(553)	75%	(1647)	2200
Gender: Male	24%	(252)	76%	(817)	1069
Gender: Female	27%	(299)	73%	(823)	1122
Age: 18-34	23%	(146)	77%	(485)	631
Age: 35-44	28%	(102)	72%	(269)	371
Age: 45-64	25%	(177)	75%	(534)	711
Age: 65+	26%	(127)	74%	(360)	487
GenZers: 1997-2012	30%	(75)	70%	(176)	251
Millennials: 1981-1996	23%	(151)	77%	(511)	662
GenXers: 1965-1980	27%	(153)	73%	(421)	575
Baby Boomers: 1946-1964	24%	(155)	76%	(499)	654
PID: Dem (no lean)	26%	(235)	74%	(680)	915
PID: Ind (no lean)	22%	(129)	78%	(463)	592
PID: Rep (no lean)	27%	(189)	73%	(504)	693
PID/Gender: Dem Men	25%	(113)	75%	(342)	456
PID/Gender: Dem Women	27%	(120)	73%	(332)	453
PID/Gender: Ind Men	21%	(58)	79%	(214)	272
PID/Gender: Ind Women	22%	(71)	78%	(249)	320
PID/Gender: Rep Men	24%	(80)	76%	(261)	342
PID/Gender: Rep Women	31%	(108)	69%	(242)	350
Ideo: Liberal (1-3)	25%	(164)	75%	(500)	664
Ideo: Moderate (4)	26%	(162)	74%	(462)	625
Ideo: Conservative (5-7)	26%	(191)	74%	(530)	721
Educ: < College	25%	(359)	75%	(1079)	1438
Educ: Bachelors degree	26%	(128)	74%	(356)	484
Educ: Post-grad	24%	(66)	76%	(212)	278
Income: Under 50k	25%	(265)	75%	(811)	1077
Income: 50k-100k	27%	(189)	73%	(521)	710
Income: 100k+	24%	(99)	76%	(315)	414
Ethnicity: White	26%	(433)	74%	(1264)	1698
Ethnicity: Hispanic	26%	(99)	74%	(280)	379

Table MCTE6_5NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Improved account security, such as impersonation protection and two factor authentication

Demographic	Selected		Not Selected		Total N
Adults	25%	(553)	75%	(1647)	2200
Ethnicity: Black	20%	(57)	80%	(226)	283
Ethnicity: Other	29%	(63)	71%	(157)	220
All Christian	27%	(254)	73%	(693)	947
All Non-Christian	21%	(44)	79%	(163)	206
Atheist	31%	(32)	69%	(71)	103
Agnostic/Nothing in particular	23%	(134)	77%	(454)	588
Something Else	25%	(89)	75%	(266)	356
Religious Non-Protestant/Catholic	23%	(51)	77%	(174)	224
Evangelical	26%	(147)	74%	(408)	555
Non-Evangelical	26%	(193)	74%	(548)	740
Community: Urban	24%	(161)	76%	(517)	678
Community: Suburban	26%	(254)	74%	(734)	989
Community: Rural	26%	(138)	74%	(396)	534
Employ: Private Sector	25%	(186)	75%	(568)	754
Employ: Government	32%	(43)	68%	(92)	135
Employ: Self-Employed	27%	(52)	73%	(139)	191
Employ: Homemaker	24%	(34)	76%	(105)	139
Employ: Student	31%	(26)	69%	(58)	83
Employ: Retired	25%	(141)	75%	(422)	563
Employ: Unemployed	19%	(39)	81%	(165)	203
Employ: Other	25%	(33)	75%	(98)	131
Military HH: Yes	23%	(70)	77%	(228)	298
Military HH: No	25%	(483)	75%	(1419)	1902
2022 House Vote: Democrat	25%	(238)	75%	(709)	947
2022 House Vote: Republican	25%	(165)	75%	(503)	668
2022 House Vote: Someone else	23%	(13)	77%	(41)	53
2022 House Vote: Didnt Vote	26%	(137)	74%	(395)	532

Table MCTE6_5NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Improved account security, such as impersonation protection and two factor authentication

Demographic	Selected		Not Selected		Total N
Adults	25%	(553)	75%	(1647)	2200
2020 Vote: Joe Biden	24%	(244)	76%	(753)	997
2020 Vote: Donald Trump	26%	(184)	74%	(534)	718
2020 Vote: Other	19%	(11)	81%	(49)	61
2020 Vote: Didn't Vote	27%	(113)	73%	(311)	424
2018 House Vote: Democrat	26%	(221)	74%	(623)	844
2018 House Vote: Republican	26%	(162)	74%	(453)	615
2018 House Vote: Didnt Vote	23%	(160)	77%	(537)	697
4-Region: Northeast	23%	(89)	77%	(297)	385
4-Region: Midwest	26%	(116)	74%	(338)	455
4-Region: South	25%	(208)	75%	(631)	839
4-Region: West	27%	(140)	73%	(381)	521
Social Media User	25%	(546)	75%	(1613)	2159
Concerned About Privacy	27%	(472)	73%	(1259)	1731
Uses an Online Service Daily	26%	(514)	74%	(1434)	1948
Creates Content and Earns Income	20%	(36)	80%	(142)	178
Creates Content Recreationally	27%	(144)	73%	(385)	529
Would Pay for Social Media	30%	(128)	70%	(299)	427

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

Table MCTE6_6NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Being able to edit previously published posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
Gender: Male	11%	(114)	89%	(955)	1069
Gender: Female	11%	(118)	89%	(1004)	1122
Age: 18-34	11%	(68)	89%	(563)	631
Age: 35-44	13%	(50)	87%	(321)	371
Age: 45-64	11%	(81)	89%	(630)	711
Age: 65+	7%	(34)	93%	(453)	487
GenZers: 1997-2012	12%	(31)	88%	(220)	251
Millennials: 1981-1996	12%	(78)	88%	(583)	662
GenXers: 1965-1980	12%	(68)	88%	(506)	575
Baby Boomers: 1946-1964	8%	(52)	92%	(602)	654
PID: Dem (no lean)	12%	(114)	88%	(802)	915
PID: Ind (no lean)	9%	(51)	91%	(541)	592
PID: Rep (no lean)	10%	(69)	90%	(624)	693
PID/Gender: Dem Men	14%	(63)	86%	(393)	456
PID/Gender: Dem Women	11%	(49)	89%	(403)	453
PID/Gender: Ind Men	7%	(18)	93%	(254)	272
PID/Gender: Ind Women	10%	(33)	90%	(287)	320
PID/Gender: Rep Men	10%	(33)	90%	(309)	342
PID/Gender: Rep Women	10%	(36)	90%	(314)	350
Ideo: Liberal (1-3)	11%	(75)	89%	(589)	664
Ideo: Moderate (4)	11%	(71)	89%	(554)	625
Ideo: Conservative (5-7)	11%	(78)	89%	(643)	721
Educ: < College	11%	(155)	89%	(1283)	1438
Educ: Bachelors degree	10%	(48)	90%	(436)	484
Educ: Post-grad	11%	(30)	89%	(248)	278
Income: Under 50k	11%	(119)	89%	(958)	1077
Income: 50k-100k	10%	(71)	90%	(638)	710
Income: 100k+	10%	(43)	90%	(371)	414
Ethnicity: White	11%	(182)	89%	(1516)	1698
Ethnicity: Hispanic	12%	(47)	88%	(332)	379

Table MCTE6_6NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Being able to edit previously published posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
Ethnicity: Black	13%	(36)	87%	(247)	283
Ethnicity: Other	7%	(16)	93%	(204)	220
All Christian	10%	(98)	90%	(849)	947
All Non-Christian	13%	(27)	87%	(179)	206
Atheist	16%	(16)	84%	(87)	103
Agnostic/Nothing in particular	10%	(58)	90%	(530)	588
Something Else	10%	(34)	90%	(322)	356
Religious Non-Protestant/Catholic	13%	(28)	87%	(196)	224
Evangelical	9%	(52)	91%	(503)	555
Non-Evangelical	11%	(84)	89%	(656)	740
Community: Urban	13%	(87)	87%	(591)	678
Community: Suburban	9%	(90)	91%	(898)	989
Community: Rural	10%	(56)	90%	(478)	534
Employ: Private Sector	12%	(87)	88%	(667)	754
Employ: Government	10%	(13)	90%	(122)	135
Employ: Self-Employed	13%	(24)	87%	(167)	191
Employ: Homemaker	7%	(10)	93%	(129)	139
Employ: Student	16%	(14)	84%	(70)	83
Employ: Retired	10%	(54)	90%	(509)	563
Employ: Unemployed	9%	(18)	91%	(186)	203
Employ: Other	11%	(14)	89%	(117)	131
Military HH: Yes	8%	(23)	92%	(275)	298
Military HH: No	11%	(210)	89%	(1692)	1902
2022 House Vote: Democrat	13%	(119)	87%	(828)	947
2022 House Vote: Republican	8%	(56)	92%	(611)	668
2022 House Vote: Someone else	8%	(4)	92%	(49)	53
2022 House Vote: Didnt Vote	10%	(53)	90%	(478)	532

Table MCTE6_6NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Being able to edit previously published posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1967)	2200
2020 Vote: Joe Biden	12%	(118)	88%	(879)	997
2020 Vote: Donald Trump	9%	(66)	91%	(652)	718
2020 Vote: Other	16%	(9)	84%	(51)	61
2020 Vote: Didn't Vote	9%	(40)	91%	(384)	424
2018 House Vote: Democrat	12%	(105)	88%	(739)	844
2018 House Vote: Republican	9%	(57)	91%	(558)	615
2018 House Vote: Didnt Vote	10%	(68)	90%	(629)	697
4-Region: Northeast	8%	(32)	92%	(353)	385
4-Region: Midwest	11%	(52)	89%	(403)	455
4-Region: South	10%	(87)	90%	(752)	839
4-Region: West	12%	(63)	88%	(458)	521
Social Media User	11%	(232)	89%	(1927)	2159
Concerned About Privacy	11%	(187)	89%	(1544)	1731
Uses an Online Service Daily	11%	(217)	89%	(1730)	1948
Creates Content and Earns Income	14%	(26)	86%	(152)	178
Creates Content Recreationally	13%	(71)	87%	(458)	529
Would Pay for Social Media	16%	(67)	84%	(360)	427

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

Table MCTE6_7NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to post longer and higher quality media, such as videos and photos

Demographic	Selected		Not Selected		Total N
Adults	10%	(222)	90%	(1978)	2200
Gender: Male	9%	(101)	91%	(968)	1069
Gender: Female	11%	(120)	89%	(1002)	1122
Age: 18-34	16%	(100)	84%	(531)	631
Age: 35-44	13%	(47)	87%	(324)	371
Age: 45-64	9%	(61)	91%	(650)	711
Age: 65+	3%	(14)	97%	(473)	487
GenZers: 1997-2012	15%	(39)	85%	(212)	251
Millennials: 1981-1996	15%	(97)	85%	(565)	662
GenXers: 1965-1980	9%	(53)	91%	(522)	575
Baby Boomers: 1946-1964	5%	(32)	95%	(622)	654
PID: Dem (no lean)	12%	(113)	88%	(802)	915
PID: Ind (no lean)	7%	(44)	93%	(548)	592
PID: Rep (no lean)	9%	(65)	91%	(628)	693
PID/Gender: Dem Men	12%	(55)	88%	(400)	456
PID/Gender: Dem Women	13%	(58)	87%	(395)	453
PID/Gender: Ind Men	6%	(16)	94%	(256)	272
PID/Gender: Ind Women	9%	(28)	91%	(292)	320
PID/Gender: Rep Men	9%	(30)	91%	(312)	342
PID/Gender: Rep Women	10%	(34)	90%	(316)	350
Ideo: Liberal (1-3)	12%	(79)	88%	(585)	664
Ideo: Moderate (4)	10%	(63)	90%	(562)	625
Ideo: Conservative (5-7)	10%	(71)	90%	(651)	721
Educ: < College	9%	(129)	91%	(1309)	1438
Educ: Bachelors degree	11%	(53)	89%	(431)	484
Educ: Post-grad	15%	(40)	85%	(238)	278
Income: Under 50k	9%	(101)	91%	(975)	1077
Income: 50k-100k	10%	(72)	90%	(637)	710
Income: 100k+	12%	(49)	88%	(365)	414
Ethnicity: White	9%	(155)	91%	(1543)	1698
Ethnicity: Hispanic	11%	(42)	89%	(337)	379

Table MCTE6_7NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to post longer and higher quality media, such as videos and photos

Demographic	Selected		Not Selected		Total N
Adults	10%	(222)	90%	(1978)	2200
Ethnicity: Black	14%	(40)	86%	(243)	283
Ethnicity: Other	13%	(28)	87%	(192)	220
All Christian	8%	(76)	92%	(871)	947
All Non-Christian	12%	(25)	88%	(181)	206
Atheist	12%	(12)	88%	(92)	103
Agnostic/Nothing in particular	11%	(67)	89%	(521)	588
Something Else	12%	(43)	88%	(313)	356
Religious Non-Protestant/Catholic	11%	(25)	89%	(199)	224
Evangelical	10%	(58)	90%	(498)	555
Non-Evangelical	8%	(59)	92%	(682)	740
Community: Urban	11%	(72)	89%	(606)	678
Community: Suburban	10%	(95)	90%	(893)	989
Community: Rural	10%	(55)	90%	(478)	534
Employ: Private Sector	13%	(95)	87%	(658)	754
Employ: Government	17%	(23)	83%	(112)	135
Employ: Self-Employed	16%	(31)	84%	(160)	191
Employ: Homemaker	9%	(12)	91%	(127)	139
Employ: Student	13%	(11)	87%	(72)	83
Employ: Retired	4%	(22)	96%	(541)	563
Employ: Unemployed	9%	(17)	91%	(186)	203
Employ: Other	8%	(10)	92%	(121)	131
Military HH: Yes	7%	(22)	93%	(276)	298
Military HH: No	11%	(201)	89%	(1701)	1902
2022 House Vote: Democrat	12%	(111)	88%	(836)	947
2022 House Vote: Republican	8%	(57)	92%	(611)	668
2022 House Vote: Someone else	19%	(10)	81%	(43)	53
2022 House Vote: Didnt Vote	8%	(45)	92%	(487)	532

Table MCTE6_7NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to post longer and higher quality media, such as videos and photos

Demographic	Selected		Not Selected		Total N
Adults	10%	(222)	90%	(1978)	2200
2020 Vote: Joe Biden	11%	(112)	89%	(884)	997
2020 Vote: Donald Trump	9%	(67)	91%	(651)	718
2020 Vote: Other	10%	(6)	90%	(54)	61
2020 Vote: Didn't Vote	9%	(37)	91%	(387)	424
2018 House Vote: Democrat	11%	(93)	89%	(750)	844
2018 House Vote: Republican	8%	(50)	92%	(565)	615
2018 House Vote: Didnt Vote	11%	(76)	89%	(621)	697
4-Region: Northeast	11%	(43)	89%	(342)	385
4-Region: Midwest	9%	(40)	91%	(415)	455
4-Region: South	11%	(88)	89%	(751)	839
4-Region: West	10%	(51)	90%	(470)	521
Social Media User	10%	(221)	90%	(1938)	2159
Concerned About Privacy	10%	(167)	90%	(1563)	1731
Uses an Online Service Daily	10%	(202)	90%	(1746)	1948
Creates Content and Earns Income	16%	(29)	84%	(149)	178
Creates Content Recreationally	13%	(70)	87%	(459)	529
Would Pay for Social Media	21%	(91)	79%	(336)	427

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

Table MCTE6_8NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Priority customer support

Demographic	Selected		Not Selected		Total N
Adults	11%	(249)	89%	(1951)	2200
Gender: Male	13%	(143)	87%	(925)	1069
Gender: Female	9%	(106)	91%	(1017)	1122
Age: 18-34	14%	(88)	86%	(543)	631
Age: 35-44	12%	(45)	88%	(327)	371
Age: 45-64	11%	(80)	89%	(631)	711
Age: 65+	7%	(36)	93%	(451)	487
GenZers: 1997-2012	13%	(33)	87%	(218)	251
Millennials: 1981-1996	14%	(90)	86%	(572)	662
GenXers: 1965-1980	11%	(63)	89%	(512)	575
Baby Boomers: 1946-1964	9%	(62)	91%	(592)	654
PID: Dem (no lean)	12%	(113)	88%	(802)	915
PID: Ind (no lean)	11%	(65)	89%	(527)	592
PID: Rep (no lean)	10%	(71)	90%	(622)	693
PID/Gender: Dem Men	16%	(71)	84%	(385)	456
PID/Gender: Dem Women	9%	(42)	91%	(410)	453
PID/Gender: Ind Men	15%	(39)	85%	(232)	272
PID/Gender: Ind Women	8%	(26)	92%	(294)	320
PID/Gender: Rep Men	10%	(33)	90%	(308)	342
PID/Gender: Rep Women	11%	(37)	89%	(313)	350
Ideo: Liberal (1-3)	15%	(101)	85%	(563)	664
Ideo: Moderate (4)	10%	(65)	90%	(560)	625
Ideo: Conservative (5-7)	10%	(70)	90%	(651)	721
Educ: < College	11%	(153)	89%	(1284)	1438
Educ: Bachelors degree	12%	(58)	88%	(426)	484
Educ: Post-grad	14%	(38)	86%	(240)	278
Income: Under 50k	9%	(99)	91%	(978)	1077
Income: 50k-100k	13%	(90)	87%	(620)	710
Income: 100k+	15%	(61)	85%	(353)	414
Ethnicity: White	11%	(181)	89%	(1516)	1698
Ethnicity: Hispanic	15%	(59)	85%	(320)	379

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Table MCTE6_8NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Priority customer support

Demographic	Selected		Not Selected		Total N
Adults	11%	(249)	89%	(1951)	2200
Ethnicity: Black	14%	(38)	86%	(244)	283
Ethnicity: Other	13%	(30)	87%	(190)	220
All Christian	10%	(96)	90%	(851)	947
All Non-Christian	15%	(30)	85%	(176)	206
Atheist	9%	(9)	91%	(94)	103
Agnostic/Nothing in particular	11%	(63)	89%	(524)	588
Something Else	14%	(50)	86%	(305)	356
Religious Non-Protestant/Catholic	15%	(33)	85%	(191)	224
Evangelical	12%	(65)	88%	(490)	555
Non-Evangelical	11%	(78)	89%	(662)	740
Community: Urban	15%	(101)	85%	(577)	678
Community: Suburban	11%	(106)	89%	(882)	989
Community: Rural	8%	(42)	92%	(492)	534
Employ: Private Sector	15%	(115)	85%	(639)	754
Employ: Government	10%	(14)	90%	(121)	135
Employ: Self-Employed	14%	(26)	86%	(165)	191
Employ: Homemaker	12%	(16)	88%	(123)	139
Employ: Student	10%	(8)	90%	(75)	83
Employ: Retired	8%	(42)	92%	(520)	563
Employ: Unemployed	9%	(19)	91%	(185)	203
Employ: Other	7%	(9)	93%	(123)	131
Military HH: Yes	12%	(36)	88%	(262)	298
Military HH: No	11%	(214)	89%	(1688)	1902
2022 House Vote: Democrat	13%	(126)	87%	(822)	947
2022 House Vote: Republican	9%	(63)	91%	(604)	668
2022 House Vote: Someone else	22%	(12)	78%	(42)	53
2022 House Vote: Didnt Vote	9%	(49)	91%	(483)	532

Table MCTE6_8NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Priority customer support

Demographic	Selected		Not Selected		Total N
Adults	11%	(249)	89%	(1951)	2200
2020 Vote: Joe Biden	13%	(128)	87%	(869)	997
2020 Vote: Donald Trump	11%	(79)	89%	(640)	718
2020 Vote: Other	12%	(7)	88%	(53)	61
2020 Vote: Didn't Vote	8%	(36)	92%	(388)	424
2018 House Vote: Democrat	14%	(114)	86%	(730)	844
2018 House Vote: Republican	10%	(63)	90%	(552)	615
2018 House Vote: Didnt Vote	9%	(62)	91%	(635)	697
4-Region: Northeast	13%	(49)	87%	(337)	385
4-Region: Midwest	12%	(55)	88%	(400)	455
4-Region: South	10%	(86)	90%	(753)	839
4-Region: West	12%	(61)	88%	(460)	521
Social Media User	12%	(249)	88%	(1910)	2159
Concerned About Privacy	12%	(208)	88%	(1523)	1731
Uses an Online Service Daily	12%	(224)	88%	(1724)	1948
Creates Content and Earns Income	18%	(33)	82%	(145)	178
Creates Content Recreationally	16%	(83)	84%	(446)	529
Would Pay for Social Media	19%	(81)	81%	(346)	427

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

Table MCTE6_9NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to share in revenue from ads on your posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(250)	89%	(1950)	2200
Gender: Male	13%	(138)	87%	(931)	1069
Gender: Female	10%	(109)	90%	(1013)	1122
Age: 18-34	15%	(97)	85%	(534)	631
Age: 35-44	15%	(57)	85%	(314)	371
Age: 45-64	10%	(74)	90%	(637)	711
Age: 65+	5%	(22)	95%	(465)	487
GenZers: 1997-2012	11%	(28)	89%	(223)	251
Millennials: 1981-1996	16%	(107)	84%	(554)	662
GenXers: 1965-1980	13%	(72)	87%	(502)	575
Baby Boomers: 1946-1964	6%	(39)	94%	(615)	654
PID: Dem (no lean)	12%	(107)	88%	(808)	915
PID: Ind (no lean)	10%	(60)	90%	(532)	592
PID: Rep (no lean)	12%	(82)	88%	(610)	693
PID/Gender: Dem Men	13%	(59)	87%	(397)	456
PID/Gender: Dem Women	10%	(46)	90%	(407)	453
PID/Gender: Ind Men	12%	(32)	88%	(239)	272
PID/Gender: Ind Women	9%	(27)	91%	(293)	320
PID/Gender: Rep Men	14%	(47)	86%	(295)	342
PID/Gender: Rep Women	10%	(36)	90%	(314)	350
Ideo: Liberal (1-3)	13%	(88)	87%	(576)	664
Ideo: Moderate (4)	12%	(76)	88%	(549)	625
Ideo: Conservative (5-7)	11%	(78)	89%	(643)	721
Educ: < College	10%	(149)	90%	(1289)	1438
Educ: Bachelors degree	14%	(70)	86%	(415)	484
Educ: Post-grad	11%	(31)	89%	(247)	278
Income: Under 50k	11%	(117)	89%	(960)	1077
Income: 50k-100k	11%	(79)	89%	(631)	710
Income: 100k+	13%	(54)	87%	(360)	414
Ethnicity: White	11%	(184)	89%	(1514)	1698
Ethnicity: Hispanic	12%	(44)	88%	(335)	379

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Table MCTE6_9NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to share in revenue from ads on your posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(250)	89%	(1950)	2200
Ethnicity: Black	13%	(38)	87%	(245)	283
Ethnicity: Other	13%	(28)	87%	(192)	220
All Christian	9%	(88)	91%	(859)	947
All Non-Christian	18%	(37)	82%	(169)	206
Atheist	11%	(12)	89%	(92)	103
Agnostic/Nothing in particular	12%	(69)	88%	(519)	588
Something Else	12%	(44)	88%	(312)	356
Religious Non-Protestant/Catholic	17%	(37)	83%	(187)	224
Evangelical	10%	(58)	90%	(498)	555
Non-Evangelical	10%	(75)	90%	(666)	740
Community: Urban	13%	(86)	87%	(592)	678
Community: Suburban	10%	(102)	90%	(886)	989
Community: Rural	12%	(62)	88%	(472)	534
Employ: Private Sector	14%	(107)	86%	(647)	754
Employ: Government	15%	(20)	85%	(115)	135
Employ: Self-Employed	14%	(28)	86%	(164)	191
Employ: Homemaker	12%	(16)	88%	(123)	139
Employ: Student	9%	(8)	91%	(76)	83
Employ: Retired	5%	(30)	95%	(533)	563
Employ: Unemployed	14%	(29)	86%	(174)	203
Employ: Other	10%	(13)	90%	(118)	131
Military HH: Yes	11%	(34)	89%	(264)	298
Military HH: No	11%	(216)	89%	(1686)	1902
2022 House Vote: Democrat	11%	(107)	89%	(840)	947
2022 House Vote: Republican	12%	(78)	88%	(590)	668
2022 House Vote: Someone else	5%	(3)	95%	(51)	53
2022 House Vote: Didnt Vote	12%	(62)	88%	(469)	532

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Table MCTE6_9NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to share in revenue from ads on your posts

Demographic	Selected		Not Selected		Total N
Adults	11%	(250)	89%	(1950)	2200
2020 Vote: Joe Biden	12%	(115)	88%	(882)	997
2020 Vote: Donald Trump	10%	(69)	90%	(649)	718
2020 Vote: Other	13%	(8)	87%	(53)	61
2020 Vote: Didn't Vote	14%	(58)	86%	(366)	424
2018 House Vote: Democrat	11%	(97)	89%	(747)	844
2018 House Vote: Republican	9%	(57)	91%	(559)	615
2018 House Vote: Didnt Vote	13%	(94)	87%	(603)	697
4-Region: Northeast	11%	(41)	89%	(345)	385
4-Region: Midwest	8%	(36)	92%	(419)	455
4-Region: South	13%	(106)	87%	(733)	839
4-Region: West	13%	(68)	87%	(453)	521
Social Media User	11%	(248)	89%	(1911)	2159
Concerned About Privacy	11%	(186)	89%	(1544)	1731
Uses an Online Service Daily	12%	(227)	88%	(1721)	1948
Creates Content and Earns Income	22%	(39)	78%	(139)	178
Creates Content Recreationally	14%	(75)	86%	(454)	529
Would Pay for Social Media	19%	(79)	81%	(348)	427

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

Table MCTE6_10NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Access to AI chatbot, such as to allow conversations with AI bots

Demographic	Selected		Not Selected		Total N
Adults	3%	(74)	97%	(2126)	2200
Gender: Male	5%	(58)	95%	(1011)	1069
Gender: Female	1%	(17)	99%	(1106)	1122
Age: 18-34	6%	(36)	94%	(595)	631
Age: 35-44	6%	(22)	94%	(349)	371
Age: 45-64	2%	(15)	98%	(695)	711
Age: 65+	—	(0)	100%	(487)	487
GenZers: 1997-2012	5%	(12)	95%	(239)	251
Millennials: 1981-1996	7%	(44)	93%	(617)	662
GenXers: 1965-1980	3%	(15)	97%	(560)	575
Baby Boomers: 1946-1964	—	(3)	100%	(651)	654
PID: Dem (no lean)	4%	(37)	96%	(879)	915
PID: Ind (no lean)	2%	(12)	98%	(580)	592
PID: Rep (no lean)	4%	(26)	96%	(667)	693
PID/Gender: Dem Men	7%	(31)	93%	(425)	456
PID/Gender: Dem Women	1%	(6)	99%	(447)	453
PID/Gender: Ind Men	3%	(7)	97%	(265)	272
PID/Gender: Ind Women	2%	(5)	98%	(315)	320
PID/Gender: Rep Men	6%	(20)	94%	(322)	342
PID/Gender: Rep Women	2%	(6)	98%	(344)	350
Ideo: Liberal (1-3)	4%	(29)	96%	(635)	664
Ideo: Moderate (4)	4%	(24)	96%	(600)	625
Ideo: Conservative (5-7)	3%	(20)	97%	(701)	721
Educ: < College	2%	(36)	98%	(1402)	1438
Educ: Bachelors degree	5%	(24)	95%	(460)	484
Educ: Post-grad	5%	(14)	95%	(264)	278
Income: Under 50k	2%	(25)	98%	(1051)	1077
Income: 50k-100k	4%	(29)	96%	(681)	710
Income: 100k+	5%	(20)	95%	(394)	414
Ethnicity: White	3%	(54)	97%	(1644)	1698
Ethnicity: Hispanic	5%	(18)	95%	(361)	379

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Table MCTE6_10NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Access to AI chatbot, such as to allow conversations with AI bots

Demographic	Selected		Not Selected		Total N
Adults	3%	(74)	97%	(2126)	2200
Ethnicity: Black	5%	(13)	95%	(270)	283
Ethnicity: Other	3%	(8)	97%	(212)	220
All Christian	3%	(28)	97%	(919)	947
All Non-Christian	8%	(16)	92%	(190)	206
Atheist	4%	(4)	96%	(99)	103
Agnostic/Nothing in particular	3%	(16)	97%	(572)	588
Something Else	3%	(9)	97%	(346)	356
Religious Non-Protestant/Catholic	7%	(16)	93%	(208)	224
Evangelical	4%	(20)	96%	(535)	555
Non-Evangelical	2%	(18)	98%	(723)	740
Community: Urban	5%	(32)	95%	(646)	678
Community: Suburban	3%	(27)	97%	(962)	989
Community: Rural	3%	(15)	97%	(519)	534
Employ: Private Sector	6%	(45)	94%	(709)	754
Employ: Government	7%	(9)	93%	(126)	135
Employ: Self-Employed	4%	(7)	96%	(184)	191
Employ: Homemaker	2%	(2)	98%	(137)	139
Employ: Student	8%	(7)	92%	(76)	83
Employ: Retired	—	(0)	100%	(563)	563
Employ: Unemployed	1%	(1)	99%	(202)	203
Employ: Other	2%	(3)	98%	(129)	131
Military HH: Yes	2%	(5)	98%	(293)	298
Military HH: No	4%	(69)	96%	(1833)	1902
2022 House Vote: Democrat	4%	(38)	96%	(910)	947
2022 House Vote: Republican	4%	(24)	96%	(644)	668
2022 House Vote: Someone else	—	(0)	100%	(53)	53
2022 House Vote: Didnt Vote	2%	(13)	98%	(519)	532

Table MCTE6_10NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*

Access to AI chatbot, such as to allow conversations with AI bots

Demographic	Selected		Not Selected		Total N
Adults	3%	(74)	97%	(2126)	2200
2020 Vote: Joe Biden	4%	(38)	96%	(958)	997
2020 Vote: Donald Trump	3%	(25)	97%	(694)	718
2020 Vote: Other	—	(0)	100%	(61)	61
2020 Vote: Didn't Vote	3%	(11)	97%	(413)	424
2018 House Vote: Democrat	4%	(30)	96%	(814)	844
2018 House Vote: Republican	4%	(24)	96%	(591)	615
2018 House Vote: Didnt Vote	3%	(20)	97%	(677)	697
4-Region: Northeast	3%	(12)	97%	(373)	385
4-Region: Midwest	2%	(10)	98%	(444)	455
4-Region: South	4%	(31)	96%	(808)	839
4-Region: West	4%	(21)	96%	(500)	521
Social Media User	3%	(74)	97%	(2085)	2159
Concerned About Privacy	3%	(59)	97%	(1671)	1731
Uses an Online Service Daily	3%	(57)	97%	(1891)	1948
Creates Content and Earns Income	13%	(23)	87%	(155)	178
Creates Content Recreationally	6%	(32)	94%	(497)	529
Would Pay for Social Media	12%	(49)	88%	(378)	427

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

Table MCTE6_11NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to friend/follow more users

Demographic	Selected		Not Selected		Total N
Adults	11%	(242)	89%	(1958)	2200
Gender: Male	13%	(140)	87%	(929)	1069
Gender: Female	9%	(101)	91%	(1022)	1122
Age: 18-34	12%	(76)	88%	(555)	631
Age: 35-44	10%	(39)	90%	(333)	371
Age: 45-64	13%	(89)	87%	(621)	711
Age: 65+	8%	(38)	92%	(449)	487
GenZers: 1997-2012	8%	(21)	92%	(230)	251
Millennials: 1981-1996	13%	(86)	87%	(576)	662
GenXers: 1965-1980	13%	(72)	87%	(502)	575
Baby Boomers: 1946-1964	9%	(56)	91%	(598)	654
PID: Dem (no lean)	12%	(110)	88%	(805)	915
PID: Ind (no lean)	9%	(51)	91%	(542)	592
PID: Rep (no lean)	12%	(81)	88%	(612)	693
PID/Gender: Dem Men	16%	(73)	84%	(383)	456
PID/Gender: Dem Women	8%	(38)	92%	(415)	453
PID/Gender: Ind Men	10%	(28)	90%	(244)	272
PID/Gender: Ind Women	7%	(23)	93%	(297)	320
PID/Gender: Rep Men	12%	(40)	88%	(302)	342
PID/Gender: Rep Women	11%	(40)	89%	(310)	350
Ideo: Liberal (1-3)	11%	(74)	89%	(590)	664
Ideo: Moderate (4)	10%	(65)	90%	(560)	625
Ideo: Conservative (5-7)	13%	(94)	87%	(627)	721
Educ: < College	11%	(163)	89%	(1275)	1438
Educ: Bachelors degree	10%	(50)	90%	(434)	484
Educ: Post-grad	10%	(29)	90%	(249)	278
Income: Under 50k	11%	(123)	89%	(953)	1077
Income: 50k-100k	9%	(64)	91%	(645)	710
Income: 100k+	13%	(54)	87%	(360)	414
Ethnicity: White	11%	(187)	89%	(1511)	1698
Ethnicity: Hispanic	6%	(25)	94%	(354)	379

Table MCTE6_11NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to friend/follow more users

Demographic	Selected		Not Selected		Total N
Adults	11%	(242)	89%	(1958)	2200
Ethnicity: Black	11%	(30)	89%	(253)	283
Ethnicity: Other	12%	(25)	88%	(194)	220
All Christian	12%	(110)	88%	(837)	947
All Non-Christian	12%	(25)	88%	(182)	206
Atheist	8%	(8)	92%	(96)	103
Agnostic/Nothing in particular	8%	(47)	92%	(541)	588
Something Else	15%	(52)	85%	(303)	356
Religious Non-Protestant/Catholic	13%	(30)	87%	(194)	224
Evangelical	14%	(76)	86%	(480)	555
Non-Evangelical	11%	(81)	89%	(659)	740
Community: Urban	14%	(94)	86%	(584)	678
Community: Suburban	9%	(94)	91%	(895)	989
Community: Rural	10%	(55)	90%	(479)	534
Employ: Private Sector	13%	(95)	87%	(659)	754
Employ: Government	13%	(18)	87%	(117)	135
Employ: Self-Employed	11%	(22)	89%	(169)	191
Employ: Homemaker	10%	(14)	90%	(125)	139
Employ: Student	6%	(5)	94%	(79)	83
Employ: Retired	10%	(54)	90%	(508)	563
Employ: Unemployed	12%	(25)	88%	(178)	203
Employ: Other	7%	(9)	93%	(123)	131
Military HH: Yes	11%	(33)	89%	(265)	298
Military HH: No	11%	(209)	89%	(1693)	1902
2022 House Vote: Democrat	11%	(108)	89%	(840)	947
2022 House Vote: Republican	11%	(76)	89%	(591)	668
2022 House Vote: Someone else	4%	(2)	96%	(52)	53
2022 House Vote: Didnt Vote	11%	(56)	89%	(475)	532

Table MCTE6_11NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Ability to friend/follow more users

Demographic	Selected		Not Selected		Total N
Adults	11%	(242)	89%	(1958)	2200
2020 Vote: Joe Biden	12%	(115)	88%	(881)	997
2020 Vote: Donald Trump	12%	(84)	88%	(635)	718
2020 Vote: Other	5%	(3)	95%	(57)	61
2020 Vote: Didn't Vote	9%	(40)	91%	(385)	424
2018 House Vote: Democrat	10%	(87)	90%	(757)	844
2018 House Vote: Republican	12%	(77)	88%	(539)	615
2018 House Vote: Didnt Vote	11%	(78)	89%	(620)	697
4-Region: Northeast	11%	(42)	89%	(344)	385
4-Region: Midwest	12%	(55)	88%	(400)	455
4-Region: South	11%	(90)	89%	(749)	839
4-Region: West	11%	(55)	89%	(466)	521
Social Media User	11%	(242)	89%	(1917)	2159
Concerned About Privacy	10%	(181)	90%	(1549)	1731
Uses an Online Service Daily	11%	(210)	89%	(1738)	1948
Creates Content and Earns Income	20%	(36)	80%	(142)	178
Creates Content Recreationally	13%	(71)	87%	(458)	529
Would Pay for Social Media	19%	(80)	81%	(347)	427

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

Table MCTE6_12NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*

Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(23)	99%	(2177)	2200
Gender: Male	2%	(17)	98%	(1052)	1069
Gender: Female	1%	(6)	99%	(1116)	1122
Age: 18-34	1%	(6)	99%	(624)	631
Age: 35-44	1%	(3)	99%	(369)	371
Age: 45-64	1%	(7)	99%	(704)	711
Age: 65+	1%	(7)	99%	(480)	487
GenZers: 1997-2012	3%	(6)	97%	(245)	251
Millennials: 1981-1996	—	(3)	100%	(659)	662
GenXers: 1965-1980	1%	(6)	99%	(568)	575
Baby Boomers: 1946-1964	1%	(5)	99%	(649)	654
PID: Dem (no lean)	1%	(7)	99%	(908)	915
PID: Ind (no lean)	2%	(12)	98%	(580)	592
PID: Rep (no lean)	1%	(5)	99%	(688)	693
PID/Gender: Dem Men	2%	(7)	98%	(449)	456
PID/Gender: Dem Women	—	(0)	100%	(453)	453
PID/Gender: Ind Men	3%	(9)	97%	(263)	272
PID/Gender: Ind Women	1%	(3)	99%	(317)	320
PID/Gender: Rep Men	—	(2)	100%	(340)	342
PID/Gender: Rep Women	1%	(3)	99%	(347)	350
Ideo: Liberal (1-3)	1%	(6)	99%	(658)	664
Ideo: Moderate (4)	1%	(8)	99%	(616)	625
Ideo: Conservative (5-7)	1%	(4)	99%	(717)	721
Educ: < College	1%	(18)	99%	(1420)	1438
Educ: Bachelors degree	1%	(4)	99%	(481)	484
Educ: Post-grad	1%	(2)	99%	(277)	278
Income: Under 50k	1%	(11)	99%	(1066)	1077
Income: 50k-100k	1%	(9)	99%	(701)	710
Income: 100k+	1%	(4)	99%	(410)	414
Ethnicity: White	1%	(16)	99%	(1682)	1698
Ethnicity: Hispanic	1%	(3)	99%	(376)	379

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Table MCTE6_12NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(23)	99%	(2177)	2200
Ethnicity: Black	2%	(5)	98%	(278)	283
Ethnicity: Other	1%	(3)	99%	(217)	220
All Christian	1%	(8)	99%	(940)	947
All Non-Christian	3%	(6)	97%	(200)	206
Atheist	2%	(2)	98%	(102)	103
Agnostic/Nothing in particular	1%	(5)	99%	(583)	588
Something Else	1%	(3)	99%	(353)	356
Religious Non-Protestant/Catholic	3%	(6)	97%	(218)	224
Evangelical	1%	(6)	99%	(549)	555
Non-Evangelical	1%	(5)	99%	(736)	740
Community: Urban	1%	(4)	99%	(674)	678
Community: Suburban	2%	(18)	98%	(970)	989
Community: Rural	—	(2)	100%	(532)	534
Employ: Private Sector	—	(2)	100%	(752)	754
Employ: Government	1%	(1)	99%	(134)	135
Employ: Self-Employed	1%	(2)	99%	(190)	191
Employ: Homemaker	1%	(2)	99%	(137)	139
Employ: Student	2%	(2)	98%	(81)	83
Employ: Retired	1%	(7)	99%	(556)	563
Employ: Unemployed	3%	(6)	97%	(197)	203
Employ: Other	2%	(2)	98%	(129)	131
Military HH: Yes	3%	(8)	97%	(290)	298
Military HH: No	1%	(15)	99%	(1886)	1902
2022 House Vote: Democrat	1%	(11)	99%	(936)	947
2022 House Vote: Republican	1%	(8)	99%	(660)	668
2022 House Vote: Someone else	—	(0)	100%	(53)	53
2022 House Vote: Didnt Vote	1%	(5)	99%	(527)	532

Table MCTE6_12NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Other, please specify

Demographic	Selected		Not Selected		Total N
Adults	1%	(23)	99%	(2177)	2200
2020 Vote: Joe Biden	1%	(12)	99%	(985)	997
2020 Vote: Donald Trump	1%	(5)	99%	(713)	718
2020 Vote: Other	—	(0)	100%	(61)	61
2020 Vote: Didn't Vote	1%	(6)	99%	(418)	424
2018 House Vote: Democrat	1%	(7)	99%	(837)	844
2018 House Vote: Republican	1%	(6)	99%	(610)	615
2018 House Vote: Didnt Vote	1%	(9)	99%	(688)	697
4-Region: Northeast	2%	(10)	98%	(376)	385
4-Region: Midwest	—	(2)	100%	(453)	455
4-Region: South	1%	(10)	99%	(829)	839
4-Region: West	—	(2)	100%	(519)	521
Social Media User	1%	(22)	99%	(2138)	2159
Concerned About Privacy	1%	(16)	99%	(1715)	1731
Uses an Online Service Daily	1%	(21)	99%	(1927)	1948
Creates Content and Earns Income	—	(1)	100%	(177)	178
Creates Content Recreationally	1%	(5)	99%	(524)	529
Would Pay for Social Media	1%	(3)	99%	(424)	427

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

Table MCTE6_13NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
None of these

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
Gender: Male	21%	(225)	79%	(844)	1069
Gender: Female	30%	(342)	70%	(780)	1122
Age: 18-34	17%	(109)	83%	(521)	631
Age: 35-44	17%	(63)	83%	(308)	371
Age: 45-64	26%	(186)	74%	(524)	711
Age: 65+	43%	(208)	57%	(279)	487
GenZers: 1997-2012	14%	(34)	86%	(217)	251
Millennials: 1981-1996	18%	(119)	82%	(543)	662
GenXers: 1965-1980	22%	(127)	78%	(447)	575
Baby Boomers: 1946-1964	40%	(260)	60%	(395)	654
PID: Dem (no lean)	24%	(218)	76%	(697)	915
PID: Ind (no lean)	29%	(169)	71%	(423)	592
PID: Rep (no lean)	26%	(180)	74%	(513)	693
PID/Gender: Dem Men	20%	(91)	80%	(364)	456
PID/Gender: Dem Women	28%	(127)	72%	(326)	453
PID/Gender: Ind Men	22%	(59)	78%	(212)	272
PID/Gender: Ind Women	34%	(110)	66%	(210)	320
PID/Gender: Rep Men	22%	(74)	78%	(267)	342
PID/Gender: Rep Women	30%	(106)	70%	(244)	350
Ideo: Liberal (1-3)	22%	(148)	78%	(516)	664
Ideo: Moderate (4)	27%	(171)	73%	(454)	625
Ideo: Conservative (5-7)	27%	(192)	73%	(530)	721
Educ: < College	27%	(385)	73%	(1052)	1438
Educ: Bachelors degree	23%	(114)	77%	(371)	484
Educ: Post-grad	24%	(68)	76%	(210)	278
Income: Under 50k	27%	(294)	73%	(782)	1077
Income: 50k-100k	26%	(183)	74%	(527)	710
Income: 100k+	22%	(90)	78%	(324)	414
Ethnicity: White	27%	(462)	73%	(1236)	1698
Ethnicity: Hispanic	19%	(71)	81%	(308)	379

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Table MCTE6_13NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
None of these

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
Ethnicity: Black	25%	(70)	75%	(213)	283
Ethnicity: Other	16%	(35)	84%	(184)	220
All Christian	30%	(285)	70%	(662)	947
All Non-Christian	12%	(25)	88%	(181)	206
Atheist	20%	(21)	80%	(82)	103
Agnostic/Nothing in particular	25%	(149)	75%	(438)	588
Something Else	24%	(86)	76%	(270)	356
Religious Non-Protestant/Catholic	13%	(30)	87%	(194)	224
Evangelical	27%	(149)	73%	(407)	555
Non-Evangelical	30%	(223)	70%	(517)	740
Community: Urban	21%	(140)	79%	(537)	678
Community: Suburban	29%	(284)	71%	(705)	989
Community: Rural	27%	(142)	73%	(391)	534
Employ: Private Sector	17%	(128)	83%	(625)	754
Employ: Government	12%	(17)	88%	(118)	135
Employ: Self-Employed	15%	(30)	85%	(162)	191
Employ: Homemaker	39%	(55)	61%	(84)	139
Employ: Student	16%	(13)	84%	(70)	83
Employ: Retired	39%	(222)	61%	(341)	563
Employ: Unemployed	29%	(59)	71%	(144)	203
Employ: Other	33%	(43)	67%	(88)	131
Military HH: Yes	26%	(79)	74%	(219)	298
Military HH: No	26%	(488)	74%	(1414)	1902
2022 House Vote: Democrat	25%	(236)	75%	(711)	947
2022 House Vote: Republican	31%	(206)	69%	(461)	668
2022 House Vote: Someone else	16%	(9)	84%	(45)	53
2022 House Vote: Didnt Vote	22%	(115)	78%	(416)	532

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Table MCTE6_13NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
None of these

Demographic	Selected		Not Selected		Total N
Adults	26%	(567)	74%	(1633)	2200
2020 Vote: Joe Biden	26%	(256)	74%	(741)	997
2020 Vote: Donald Trump	28%	(198)	72%	(520)	718
2020 Vote: Other	23%	(14)	77%	(47)	61
2020 Vote: Didn't Vote	23%	(98)	77%	(326)	424
2018 House Vote: Democrat	26%	(219)	74%	(625)	844
2018 House Vote: Republican	28%	(173)	72%	(442)	615
2018 House Vote: Didnt Vote	24%	(166)	76%	(531)	697
4-Region: Northeast	28%	(109)	72%	(277)	385
4-Region: Midwest	29%	(130)	71%	(325)	455
4-Region: South	26%	(218)	74%	(621)	839
4-Region: West	21%	(111)	79%	(410)	521
Social Media User	25%	(551)	75%	(1609)	2159
Concerned About Privacy	25%	(436)	75%	(1295)	1731
Uses an Online Service Daily	26%	(501)	74%	(1447)	1948
Creates Content and Earns Income	6%	(11)	94%	(167)	178
Creates Content Recreationally	19%	(102)	81%	(427)	529
Would Pay for Social Media	3%	(14)	97%	(413)	427

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

Table MCTE6_14NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Don't know / No opinion

Demographic	Selected		Not Selected		Total N
Adults	13%	(287)	87%	(1913)	2200
Gender: Male	13%	(136)	87%	(933)	1069
Gender: Female	13%	(151)	87%	(971)	1122
Age: 18-34	10%	(60)	90%	(571)	631
Age: 35-44	12%	(43)	88%	(328)	371
Age: 45-64	15%	(110)	85%	(601)	711
Age: 65+	15%	(74)	85%	(413)	487
GenZers: 1997-2012	9%	(24)	91%	(227)	251
Millennials: 1981-1996	11%	(71)	89%	(591)	662
GenXers: 1965-1980	15%	(89)	85%	(486)	575
Baby Boomers: 1946-1964	15%	(97)	85%	(557)	654
PID: Dem (no lean)	10%	(96)	90%	(819)	915
PID: Ind (no lean)	19%	(113)	81%	(479)	592
PID: Rep (no lean)	11%	(78)	89%	(614)	693
PID/Gender: Dem Men	8%	(36)	92%	(420)	456
PID/Gender: Dem Women	13%	(59)	87%	(394)	453
PID/Gender: Ind Men	20%	(54)	80%	(218)	272
PID/Gender: Ind Women	19%	(59)	81%	(260)	320
PID/Gender: Rep Men	13%	(46)	87%	(296)	342
PID/Gender: Rep Women	9%	(33)	91%	(317)	350
Ideo: Liberal (1-3)	9%	(61)	91%	(603)	664
Ideo: Moderate (4)	13%	(81)	87%	(544)	625
Ideo: Conservative (5-7)	10%	(75)	90%	(646)	721
Educ: < College	15%	(210)	85%	(1227)	1438
Educ: Bachelors degree	11%	(52)	89%	(432)	484
Educ: Post-grad	9%	(25)	91%	(253)	278
Income: Under 50k	17%	(184)	83%	(892)	1077
Income: 50k-100k	9%	(61)	91%	(649)	710
Income: 100k+	10%	(42)	90%	(372)	414
Ethnicity: White	12%	(206)	88%	(1492)	1698
Ethnicity: Hispanic	13%	(48)	87%	(331)	379

Table MCTE6_14NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Don't know / No opinion

Demographic	Selected		Not Selected		Total N
Adults	13%	(287)	87%	(1913)	2200
Ethnicity: Black	15%	(42)	85%	(240)	283
Ethnicity: Other	18%	(39)	82%	(180)	220
All Christian	10%	(95)	90%	(852)	947
All Non-Christian	7%	(15)	93%	(191)	206
Atheist	11%	(11)	89%	(92)	103
Agnostic/Nothing in particular	18%	(108)	82%	(480)	588
Something Else	16%	(58)	84%	(297)	356
Religious Non-Protestant/Catholic	7%	(16)	93%	(208)	224
Evangelical	12%	(67)	88%	(489)	555
Non-Evangelical	12%	(91)	88%	(649)	740
Community: Urban	11%	(75)	89%	(603)	678
Community: Suburban	13%	(126)	87%	(863)	989
Community: Rural	16%	(86)	84%	(447)	534
Employ: Private Sector	11%	(81)	89%	(672)	754
Employ: Government	7%	(9)	93%	(126)	135
Employ: Self-Employed	13%	(24)	87%	(167)	191
Employ: Homemaker	11%	(15)	89%	(124)	139
Employ: Student	7%	(6)	93%	(77)	83
Employ: Retired	16%	(90)	84%	(472)	563
Employ: Unemployed	19%	(38)	81%	(165)	203
Employ: Other	18%	(24)	82%	(108)	131
Military HH: Yes	11%	(34)	89%	(264)	298
Military HH: No	13%	(253)	87%	(1649)	1902
2022 House Vote: Democrat	10%	(93)	90%	(855)	947
2022 House Vote: Republican	12%	(77)	88%	(590)	668
2022 House Vote: Someone else	12%	(6)	88%	(47)	53
2022 House Vote: Didnt Vote	21%	(111)	79%	(420)	532

Table MCTE6_14NET: *Which of the following paid features are most important for social media companies to offer in order for you to purchase a subscription from them? Please select your top three.*
Don't know / No opinion

Demographic	Selected		Not Selected		Total N
Adults	13%	(287)	87%	(1913)	2200
2020 Vote: Joe Biden	11%	(107)	89%	(889)	997
2020 Vote: Donald Trump	12%	(88)	88%	(630)	718
2020 Vote: Other	10%	(6)	90%	(54)	61
2020 Vote: Didn't Vote	20%	(86)	80%	(339)	424
2018 House Vote: Democrat	10%	(83)	90%	(760)	844
2018 House Vote: Republican	11%	(68)	89%	(548)	615
2018 House Vote: Didnt Vote	18%	(129)	82%	(568)	697
4-Region: Northeast	13%	(49)	87%	(337)	385
4-Region: Midwest	12%	(54)	88%	(400)	455
4-Region: South	14%	(118)	86%	(721)	839
4-Region: West	13%	(66)	87%	(455)	521
Social Media User	13%	(271)	87%	(1888)	2159
Concerned About Privacy	13%	(222)	87%	(1509)	1731
Uses an Online Service Daily	13%	(248)	87%	(1700)	1948
Creates Content and Earns Income	3%	(6)	97%	(172)	178
Creates Content Recreationally	6%	(33)	94%	(496)	529
Would Pay for Social Media	4%	(18)	96%	(409)	427

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

Table MCTEdem1_1: *Do you currently have an account on the following online platforms?*
Facebook

Demographic	Yes		No		Total N
Adults	82%	(1805)	18%	(395)	2200
Gender: Male	76%	(815)	24%	(254)	1069
Gender: Female	87%	(981)	13%	(141)	1122
Age: 18-34	80%	(503)	20%	(128)	631
Age: 35-44	86%	(319)	14%	(53)	371
Age: 45-64	83%	(593)	17%	(118)	711
Age: 65+	80%	(390)	20%	(97)	487
GenZers: 1997-2012	72%	(180)	28%	(71)	251
Millennials: 1981-1996	84%	(557)	16%	(104)	662
GenXers: 1965-1980	85%	(491)	15%	(84)	575
Baby Boomers: 1946-1964	82%	(533)	18%	(121)	654
PID: Dem (no lean)	84%	(773)	16%	(142)	915
PID: Ind (no lean)	80%	(475)	20%	(117)	592
PID: Rep (no lean)	80%	(556)	20%	(136)	693
PID/Gender: Dem Men	83%	(377)	17%	(78)	456
PID/Gender: Dem Women	86%	(389)	14%	(63)	453
PID/Gender: Ind Men	73%	(199)	27%	(73)	272
PID/Gender: Ind Women	86%	(276)	14%	(44)	320
PID/Gender: Rep Men	70%	(239)	30%	(103)	342
PID/Gender: Rep Women	90%	(316)	10%	(34)	350
Ideo: Liberal (1-3)	82%	(546)	18%	(118)	664
Ideo: Moderate (4)	81%	(505)	19%	(120)	625
Ideo: Conservative (5-7)	83%	(599)	17%	(122)	721
Educ: < College	85%	(1217)	15%	(221)	1438
Educ: Bachelors degree	76%	(367)	24%	(117)	484
Educ: Post-grad	79%	(221)	21%	(58)	278
Income: Under 50k	85%	(920)	15%	(156)	1077
Income: 50k-100k	79%	(564)	21%	(146)	710
Income: 100k+	77%	(320)	23%	(94)	414
Ethnicity: White	82%	(1400)	18%	(298)	1698
Ethnicity: Hispanic	77%	(291)	23%	(87)	379
Ethnicity: Black	82%	(231)	18%	(51)	283

Table MCTEdem1_1: *Do you currently have an account on the following online platforms?*
Facebook

Demographic	Yes		No		Total N
Adults	82%	(1805)	18%	(395)	2200
Ethnicity: Other	79%	(173)	21%	(47)	220
All Christian	83%	(789)	17%	(158)	947
All Non-Christian	83%	(172)	17%	(34)	206
Atheist	76%	(78)	24%	(25)	103
Agnostic/Nothing in particular	77%	(451)	23%	(136)	588
Something Else	88%	(314)	12%	(42)	356
Religious Non-Protestant/Catholic	84%	(189)	16%	(36)	224
Evangelical	85%	(473)	15%	(82)	555
Non-Evangelical	85%	(626)	15%	(115)	740
Community: Urban	84%	(571)	16%	(107)	678
Community: Suburban	79%	(783)	21%	(206)	989
Community: Rural	84%	(451)	16%	(83)	534
Employ: Private Sector	81%	(610)	19%	(144)	754
Employ: Government	84%	(114)	16%	(21)	135
Employ: Self-Employed	88%	(169)	12%	(23)	191
Employ: Homemaker	92%	(127)	8%	(12)	139
Employ: Student	62%	(52)	38%	(31)	83
Employ: Retired	79%	(447)	21%	(115)	563
Employ: Unemployed	87%	(176)	13%	(27)	203
Employ: Other	83%	(109)	17%	(22)	131
Military HH: Yes	78%	(233)	22%	(65)	298
Military HH: No	83%	(1572)	17%	(330)	1902
2022 House Vote: Democrat	83%	(790)	17%	(158)	947
2022 House Vote: Republican	78%	(523)	22%	(145)	668
2022 House Vote: Someone else	81%	(43)	19%	(10)	53
2022 House Vote: Didnt Vote	84%	(449)	16%	(83)	532
2020 Vote: Joe Biden	83%	(827)	17%	(169)	997
2020 Vote: Donald Trump	79%	(569)	21%	(150)	718
2020 Vote: Other	79%	(48)	21%	(13)	61
2020 Vote: Didn't Vote	85%	(361)	15%	(64)	424

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Table MCTEdem1_1: *Do you currently have an account on the following online platforms?*

Facebook

Demographic	Yes		No		Total N
Adults	82%	(1805)	18%	(395)	2200
2018 House Vote: Democrat	85%	(714)	15%	(130)	844
2018 House Vote: Republican	78%	(478)	22%	(137)	615
2018 House Vote: Didnt Vote	83%	(577)	17%	(120)	697
4-Region: Northeast	87%	(334)	13%	(52)	385
4-Region: Midwest	85%	(385)	15%	(70)	455
4-Region: South	81%	(683)	19%	(156)	839
4-Region: West	77%	(403)	23%	(118)	521
Social Media User	84%	(1805)	16%	(355)	2159
Concerned About Privacy	82%	(1420)	18%	(311)	1731
Uses an Online Service Daily	84%	(1629)	16%	(319)	1948
Creates Content and Earns Income	88%	(157)	12%	(21)	178
Creates Content Recreationally	89%	(473)	11%	(56)	529
Would Pay for Social Media	85%	(364)	15%	(63)	427

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

Table MCTEdem1_2: *Do you currently have an account on the following online platforms?*

Meta

Demographic	Yes		No		Total N
Adults	29%	(632)	71%	(1568)	2200
Gender: Male	34%	(361)	66%	(708)	1069
Gender: Female	24%	(268)	76%	(854)	1122
Age: 18-34	29%	(181)	71%	(450)	631
Age: 35-44	36%	(132)	64%	(239)	371
Age: 45-64	29%	(208)	71%	(503)	711
Age: 65+	23%	(110)	77%	(376)	487
GenZers: 1997-2012	23%	(57)	77%	(194)	251
Millennials: 1981-1996	34%	(227)	66%	(434)	662
GenXers: 1965-1980	30%	(172)	70%	(403)	575
Baby Boomers: 1946-1964	25%	(165)	75%	(489)	654
PID: Dem (no lean)	33%	(298)	67%	(617)	915
PID: Ind (no lean)	24%	(142)	76%	(451)	592
PID: Rep (no lean)	28%	(193)	72%	(500)	693
PID/Gender: Dem Men	42%	(189)	58%	(266)	456
PID/Gender: Dem Women	24%	(108)	76%	(345)	453
PID/Gender: Ind Men	28%	(77)	72%	(195)	272
PID/Gender: Ind Women	20%	(64)	80%	(256)	320
PID/Gender: Rep Men	28%	(95)	72%	(247)	342
PID/Gender: Rep Women	28%	(97)	72%	(253)	350
Ideo: Liberal (1-3)	30%	(196)	70%	(468)	664
Ideo: Moderate (4)	30%	(189)	70%	(436)	625
Ideo: Conservative (5-7)	31%	(222)	69%	(499)	721
Educ: < College	28%	(403)	72%	(1034)	1438
Educ: Bachelors degree	28%	(135)	72%	(349)	484
Educ: Post-grad	34%	(94)	66%	(184)	278
Income: Under 50k	26%	(284)	74%	(793)	1077
Income: 50k-100k	29%	(207)	71%	(502)	710
Income: 100k+	34%	(141)	66%	(273)	414
Ethnicity: White	28%	(474)	72%	(1224)	1698
Ethnicity: Hispanic	23%	(89)	77%	(290)	379
Ethnicity: Black	37%	(105)	63%	(177)	283

Table MCTEdem1_2: *Do you currently have an account on the following online platforms?*
Meta

Demographic	Yes		No		Total N
Adults	29%	(632)	71%	(1568)	2200
Ethnicity: Other	24%	(53)	76%	(167)	220
All Christian	31%	(295)	69%	(652)	947
All Non-Christian	40%	(83)	60%	(123)	206
Atheist	28%	(29)	72%	(75)	103
Agnostic/Nothing in particular	23%	(134)	77%	(454)	588
Something Else	26%	(91)	74%	(264)	356
Religious Non-Protestant/Catholic	40%	(90)	60%	(134)	224
Evangelical	30%	(169)	70%	(386)	555
Non-Evangelical	28%	(204)	72%	(537)	740
Community: Urban	34%	(234)	66%	(444)	678
Community: Suburban	24%	(240)	76%	(749)	989
Community: Rural	30%	(158)	70%	(375)	534
Employ: Private Sector	35%	(267)	65%	(487)	754
Employ: Government	27%	(37)	73%	(98)	135
Employ: Self-Employed	35%	(67)	65%	(125)	191
Employ: Homemaker	20%	(28)	80%	(111)	139
Employ: Student	25%	(21)	75%	(63)	83
Employ: Retired	25%	(140)	75%	(423)	563
Employ: Unemployed	23%	(47)	77%	(156)	203
Employ: Other	20%	(26)	80%	(105)	131
Military HH: Yes	26%	(76)	74%	(222)	298
Military HH: No	29%	(556)	71%	(1346)	1902
2022 House Vote: Democrat	32%	(305)	68%	(642)	947
2022 House Vote: Republican	28%	(186)	72%	(481)	668
2022 House Vote: Someone else	26%	(14)	74%	(40)	53
2022 House Vote: Didnt Vote	24%	(127)	76%	(405)	532
2020 Vote: Joe Biden	32%	(320)	68%	(677)	997
2020 Vote: Donald Trump	29%	(206)	71%	(512)	718
2020 Vote: Other	29%	(17)	71%	(43)	61
2020 Vote: Didn't Vote	21%	(89)	79%	(335)	424

Table MCTEdem1_2: *Do you currently have an account on the following online platforms?*
Meta

Demographic	Yes		No		Total N
Adults	29%	(632)	71%	(1568)	2200
2018 House Vote: Democrat	32%	(272)	68%	(571)	844
2018 House Vote: Republican	29%	(178)	71%	(437)	615
2018 House Vote: Didnt Vote	24%	(169)	76%	(528)	697
4-Region: Northeast	29%	(111)	71%	(274)	385
4-Region: Midwest	30%	(137)	70%	(318)	455
4-Region: South	32%	(266)	68%	(574)	839
4-Region: West	23%	(119)	77%	(402)	521
Social Media User	29%	(632)	71%	(1527)	2159
Concerned About Privacy	29%	(497)	71%	(1234)	1731
Uses an Online Service Daily	30%	(591)	70%	(1357)	1948
Creates Content and Earns Income	57%	(101)	43%	(77)	178
Creates Content Recreationally	41%	(216)	59%	(313)	529
Would Pay for Social Media	47%	(201)	53%	(226)	427

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

Table MCTEdem1_3: *Do you currently have an account on the following online platforms?*
Twitter

Demographic	Yes		No		Total N
Adults	39%	(869)	61%	(1331)	2200
Gender: Male	47%	(506)	53%	(563)	1069
Gender: Female	32%	(355)	68%	(767)	1122
Age: 18-34	53%	(337)	47%	(294)	631
Age: 35-44	49%	(180)	51%	(191)	371
Age: 45-64	35%	(252)	65%	(459)	711
Age: 65+	20%	(99)	80%	(388)	487
GenZers: 1997-2012	58%	(144)	42%	(107)	251
Millennials: 1981-1996	48%	(319)	52%	(342)	662
GenXers: 1965-1980	41%	(234)	59%	(341)	575
Baby Boomers: 1946-1964	25%	(160)	75%	(494)	654
PID: Dem (no lean)	46%	(421)	54%	(495)	915
PID: Ind (no lean)	39%	(228)	61%	(364)	592
PID: Rep (no lean)	32%	(220)	68%	(472)	693
PID/Gender: Dem Men	54%	(244)	46%	(212)	456
PID/Gender: Dem Women	38%	(170)	62%	(282)	453
PID/Gender: Ind Men	44%	(121)	56%	(151)	272
PID/Gender: Ind Women	34%	(107)	66%	(212)	320
PID/Gender: Rep Men	41%	(142)	59%	(200)	342
PID/Gender: Rep Women	22%	(78)	78%	(272)	350
Ideo: Liberal (1-3)	50%	(331)	50%	(333)	664
Ideo: Moderate (4)	35%	(218)	65%	(406)	625
Ideo: Conservative (5-7)	36%	(260)	64%	(462)	721
Educ: < College	37%	(525)	63%	(913)	1438
Educ: Bachelors degree	44%	(214)	56%	(270)	484
Educ: Post-grad	47%	(129)	53%	(149)	278
Income: Under 50k	35%	(373)	65%	(703)	1077
Income: 50k-100k	40%	(285)	60%	(424)	710
Income: 100k+	51%	(210)	49%	(204)	414
Ethnicity: White	37%	(625)	63%	(1073)	1698
Ethnicity: Hispanic	47%	(179)	53%	(200)	379
Ethnicity: Black	48%	(137)	52%	(146)	283

Table MCTEdem1_3: *Do you currently have an account on the following online platforms?*
Twitter

Demographic	Yes		No		Total N
Adults	39%	(869)	61%	(1331)	2200
Ethnicity: Other	49%	(107)	51%	(112)	220
All Christian	39%	(368)	61%	(579)	947
All Non-Christian	57%	(116)	43%	(90)	206
Atheist	38%	(39)	62%	(64)	103
Agnostic/Nothing in particular	33%	(195)	67%	(393)	588
Something Else	42%	(150)	58%	(206)	356
Religious Non-Protestant/Catholic	53%	(119)	47%	(105)	224
Evangelical	38%	(214)	62%	(342)	555
Non-Evangelical	40%	(296)	60%	(444)	740
Community: Urban	50%	(338)	50%	(340)	678
Community: Suburban	40%	(393)	60%	(596)	989
Community: Rural	26%	(139)	74%	(395)	534
Employ: Private Sector	50%	(375)	50%	(379)	754
Employ: Government	48%	(64)	52%	(71)	135
Employ: Self-Employed	50%	(97)	50%	(95)	191
Employ: Homemaker	23%	(33)	77%	(106)	139
Employ: Student	54%	(45)	46%	(38)	83
Employ: Retired	21%	(117)	79%	(446)	563
Employ: Unemployed	47%	(95)	53%	(109)	203
Employ: Other	33%	(44)	67%	(87)	131
Military HH: Yes	36%	(108)	64%	(190)	298
Military HH: No	40%	(761)	60%	(1141)	1902
2022 House Vote: Democrat	48%	(454)	52%	(493)	947
2022 House Vote: Republican	33%	(222)	67%	(445)	668
2022 House Vote: Someone else	46%	(24)	54%	(29)	53
2022 House Vote: Didnt Vote	32%	(167)	68%	(364)	532
2020 Vote: Joe Biden	46%	(462)	54%	(535)	997
2020 Vote: Donald Trump	33%	(236)	67%	(482)	718
2020 Vote: Other	48%	(29)	52%	(31)	61
2020 Vote: Didn't Vote	33%	(142)	67%	(283)	424

Table MCTEdem1_3: *Do you currently have an account on the following online platforms?*
Twitter

Demographic	Yes		No		Total N
Adults	39%	(869)	61%	(1331)	2200
2018 House Vote: Democrat	45%	(376)	55%	(468)	844
2018 House Vote: Republican	31%	(194)	69%	(422)	615
2018 House Vote: Didnt Vote	40%	(278)	60%	(419)	697
4-Region: Northeast	45%	(172)	55%	(213)	385
4-Region: Midwest	38%	(172)	62%	(282)	455
4-Region: South	36%	(303)	64%	(536)	839
4-Region: West	43%	(222)	57%	(299)	521
Social Media User	40%	(869)	60%	(1291)	2159
Concerned About Privacy	41%	(703)	59%	(1027)	1731
Uses an Online Service Daily	41%	(801)	59%	(1147)	1948
Creates Content and Earns Income	71%	(126)	29%	(52)	178
Creates Content Recreationally	57%	(299)	43%	(230)	529
Would Pay for Social Media	61%	(261)	39%	(166)	427

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

Table MCTEdem1_4: *Do you currently have an account on the following online platforms?*

Reddit

Demographic	Yes		No		Total N
Adults	21%	(457)	79%	(1743)	2200
Gender: Male	26%	(283)	74%	(786)	1069
Gender: Female	15%	(167)	85%	(956)	1122
Age: 18-34	36%	(230)	64%	(401)	631
Age: 35-44	22%	(81)	78%	(291)	371
Age: 45-64	17%	(119)	83%	(592)	711
Age: 65+	5%	(26)	95%	(460)	487
GenZers: 1997-2012	40%	(99)	60%	(152)	251
Millennials: 1981-1996	30%	(196)	70%	(466)	662
GenXers: 1965-1980	19%	(108)	81%	(467)	575
Baby Boomers: 1946-1964	8%	(52)	92%	(603)	654
PID: Dem (no lean)	24%	(224)	76%	(691)	915
PID: Ind (no lean)	24%	(143)	76%	(449)	592
PID: Rep (no lean)	13%	(89)	87%	(604)	693
PID/Gender: Dem Men	30%	(135)	70%	(321)	456
PID/Gender: Dem Women	18%	(84)	82%	(369)	453
PID/Gender: Ind Men	32%	(87)	68%	(184)	272
PID/Gender: Ind Women	17%	(56)	83%	(264)	320
PID/Gender: Rep Men	18%	(61)	82%	(281)	342
PID/Gender: Rep Women	8%	(27)	92%	(323)	350
Ideo: Liberal (1-3)	31%	(208)	69%	(457)	664
Ideo: Moderate (4)	19%	(120)	81%	(505)	625
Ideo: Conservative (5-7)	15%	(110)	85%	(612)	721
Educ: < College	20%	(283)	80%	(1154)	1438
Educ: Bachelors degree	23%	(111)	77%	(373)	484
Educ: Post-grad	22%	(62)	78%	(216)	278
Income: Under 50k	17%	(188)	83%	(888)	1077
Income: 50k-100k	22%	(157)	78%	(553)	710
Income: 100k+	27%	(112)	73%	(302)	414
Ethnicity: White	20%	(343)	80%	(1355)	1698
Ethnicity: Hispanic	31%	(116)	69%	(263)	379
Ethnicity: Black	21%	(60)	79%	(223)	283

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Table MCTEdem1_4: *Do you currently have an account on the following online platforms?*
Reddit

Demographic	Yes		No		Total N
Adults	21%	(457)	79%	(1743)	2200
Ethnicity: Other	25%	(54)	75%	(165)	220
All Christian	17%	(165)	83%	(783)	947
All Non-Christian	23%	(47)	77%	(159)	206
Atheist	31%	(32)	69%	(72)	103
Agnostic/Nothing in particular	22%	(128)	78%	(460)	588
Something Else	24%	(85)	76%	(271)	356
Religious Non-Protestant/Catholic	23%	(51)	77%	(174)	224
Evangelical	17%	(92)	83%	(464)	555
Non-Evangelical	21%	(153)	79%	(587)	740
Community: Urban	24%	(165)	76%	(513)	678
Community: Suburban	21%	(207)	79%	(782)	989
Community: Rural	16%	(85)	84%	(449)	534
Employ: Private Sector	27%	(204)	73%	(550)	754
Employ: Government	32%	(43)	68%	(91)	135
Employ: Self-Employed	24%	(46)	76%	(145)	191
Employ: Homemaker	18%	(25)	82%	(114)	139
Employ: Student	29%	(24)	71%	(60)	83
Employ: Retired	6%	(32)	94%	(530)	563
Employ: Unemployed	25%	(51)	75%	(152)	203
Employ: Other	23%	(31)	77%	(101)	131
Military HH: Yes	18%	(53)	82%	(245)	298
Military HH: No	21%	(403)	79%	(1499)	1902
2022 House Vote: Democrat	28%	(262)	72%	(685)	947
2022 House Vote: Republican	14%	(94)	86%	(573)	668
2022 House Vote: Someone else	10%	(5)	90%	(48)	53
2022 House Vote: Didnt Vote	18%	(94)	82%	(437)	532
2020 Vote: Joe Biden	26%	(259)	74%	(738)	997
2020 Vote: Donald Trump	15%	(108)	85%	(610)	718
2020 Vote: Other	21%	(13)	79%	(48)	61
2020 Vote: Didn't Vote	18%	(77)	82%	(348)	424

Continued on next page

Table MCTEdem1_4: *Do you currently have an account on the following online platforms?*
Reddit

Demographic	Yes		No		Total N
Adults	21%	(457)	79%	(1743)	2200
2018 House Vote: Democrat	24%	(203)	76%	(641)	844
2018 House Vote: Republican	14%	(85)	86%	(530)	615
2018 House Vote: Didnt Vote	24%	(164)	76%	(533)	697
4-Region: Northeast	23%	(89)	77%	(296)	385
4-Region: Midwest	21%	(97)	79%	(357)	455
4-Region: South	19%	(162)	81%	(677)	839
4-Region: West	21%	(108)	79%	(413)	521
Social Media User	21%	(457)	79%	(1703)	2159
Concerned About Privacy	20%	(354)	80%	(1377)	1731
Uses an Online Service Daily	22%	(426)	78%	(1522)	1948
Creates Content and Earns Income	30%	(53)	70%	(125)	178
Creates Content Recreationally	34%	(178)	66%	(350)	529
Would Pay for Social Media	32%	(137)	68%	(290)	427

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

Table MCTEdem1_5: *Do you currently have an account on the following online platforms?*
LinkedIn

Demographic	Yes		No		Total N
Adults	33%	(717)	67%	(1483)	2200
Gender: Male	36%	(387)	64%	(682)	1069
Gender: Female	29%	(328)	71%	(795)	1122
Age: 18-34	35%	(221)	65%	(410)	631
Age: 35-44	36%	(135)	64%	(237)	371
Age: 45-64	33%	(233)	67%	(478)	711
Age: 65+	26%	(128)	74%	(358)	487
GenZers: 1997-2012	29%	(74)	71%	(177)	251
Millennials: 1981-1996	40%	(263)	60%	(399)	662
GenXers: 1965-1980	32%	(185)	68%	(390)	575
Baby Boomers: 1946-1964	28%	(182)	72%	(472)	654
PID: Dem (no lean)	37%	(340)	63%	(575)	915
PID: Ind (no lean)	30%	(178)	70%	(414)	592
PID: Rep (no lean)	29%	(199)	71%	(494)	693
PID/Gender: Dem Men	42%	(189)	58%	(266)	456
PID/Gender: Dem Women	33%	(150)	67%	(302)	453
PID/Gender: Ind Men	36%	(97)	64%	(174)	272
PID/Gender: Ind Women	25%	(80)	75%	(239)	320
PID/Gender: Rep Men	29%	(100)	71%	(241)	342
PID/Gender: Rep Women	28%	(97)	72%	(253)	350
Ideo: Liberal (1-3)	38%	(250)	62%	(414)	664
Ideo: Moderate (4)	32%	(198)	68%	(427)	625
Ideo: Conservative (5-7)	32%	(230)	68%	(491)	721
Educ: < College	23%	(336)	77%	(1101)	1438
Educ: Bachelors degree	49%	(236)	51%	(248)	484
Educ: Post-grad	52%	(145)	48%	(133)	278
Income: Under 50k	25%	(268)	75%	(809)	1077
Income: 50k-100k	36%	(257)	64%	(453)	710
Income: 100k+	47%	(193)	53%	(221)	414
Ethnicity: White	32%	(538)	68%	(1159)	1698
Ethnicity: Hispanic	31%	(118)	69%	(261)	379
Ethnicity: Black	34%	(97)	66%	(186)	283

Table MCTEdem1_5: *Do you currently have an account on the following online platforms?*
LinkedIn

Demographic	Yes		No		Total N
Adults	33%	(717)	67%	(1483)	2200
Ethnicity: Other	37%	(82)	63%	(137)	220
All Christian	34%	(325)	66%	(622)	947
All Non-Christian	43%	(88)	57%	(118)	206
Atheist	36%	(37)	64%	(66)	103
Agnostic/Nothing in particular	28%	(163)	72%	(425)	588
Something Else	29%	(104)	71%	(251)	356
Religious Non-Protestant/Catholic	43%	(96)	57%	(128)	224
Evangelical	31%	(169)	69%	(386)	555
Non-Evangelical	34%	(254)	66%	(486)	740
Community: Urban	38%	(256)	62%	(422)	678
Community: Suburban	34%	(336)	66%	(652)	989
Community: Rural	23%	(125)	77%	(409)	534
Employ: Private Sector	46%	(345)	54%	(409)	754
Employ: Government	45%	(61)	55%	(74)	135
Employ: Self-Employed	35%	(67)	65%	(124)	191
Employ: Homemaker	19%	(26)	81%	(113)	139
Employ: Student	25%	(21)	75%	(62)	83
Employ: Retired	23%	(128)	77%	(434)	563
Employ: Unemployed	23%	(46)	77%	(157)	203
Employ: Other	17%	(22)	83%	(109)	131
Military HH: Yes	29%	(85)	71%	(213)	298
Military HH: No	33%	(632)	67%	(1270)	1902
2022 House Vote: Democrat	39%	(365)	61%	(582)	947
2022 House Vote: Republican	31%	(209)	69%	(459)	668
2022 House Vote: Someone else	35%	(19)	65%	(35)	53
2022 House Vote: Didnt Vote	24%	(125)	76%	(407)	532
2020 Vote: Joe Biden	39%	(386)	61%	(610)	997
2020 Vote: Donald Trump	30%	(215)	70%	(503)	718
2020 Vote: Other	40%	(24)	60%	(36)	61
2020 Vote: Didn't Vote	21%	(91)	79%	(333)	424

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Table MCTEdem1_5: *Do you currently have an account on the following online platforms?*
LinkedIn

Demographic	Yes		No		Total N
Adults	33%	(717)	67%	(1483)	2200
2018 House Vote: Democrat	40%	(341)	60%	(502)	844
2018 House Vote: Republican	31%	(192)	69%	(424)	615
2018 House Vote: Didnt Vote	24%	(168)	76%	(529)	697
4-Region: Northeast	31%	(120)	69%	(265)	385
4-Region: Midwest	38%	(174)	62%	(281)	455
4-Region: South	29%	(247)	71%	(592)	839
4-Region: West	34%	(177)	66%	(344)	521
Social Media User	33%	(717)	67%	(1442)	2159
Concerned About Privacy	34%	(595)	66%	(1136)	1731
Uses an Online Service Daily	34%	(664)	66%	(1283)	1948
Creates Content and Earns Income	44%	(78)	56%	(100)	178
Creates Content Recreationally	41%	(216)	59%	(313)	529
Would Pay for Social Media	39%	(168)	61%	(259)	427

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

Table MCTEdem1_6: *Do you currently have an account on the following online platforms?*

Instagram

Demographic	Yes		No		Total N
Adults	56%	(1236)	44%	(964)	2200
Gender: Male	54%	(573)	46%	(496)	1069
Gender: Female	58%	(655)	42%	(467)	1122
Age: 18-34	80%	(507)	20%	(124)	631
Age: 35-44	70%	(262)	30%	(110)	371
Age: 45-64	49%	(345)	51%	(366)	711
Age: 65+	25%	(122)	75%	(365)	487
GenZers: 1997-2012	84%	(210)	16%	(41)	251
Millennials: 1981-1996	74%	(490)	26%	(172)	662
GenXers: 1965-1980	57%	(327)	43%	(247)	575
Baby Boomers: 1946-1964	30%	(196)	70%	(458)	654
PID: Dem (no lean)	62%	(567)	38%	(349)	915
PID: Ind (no lean)	57%	(338)	43%	(254)	592
PID: Rep (no lean)	48%	(332)	52%	(361)	693
PID/Gender: Dem Men	63%	(288)	37%	(168)	456
PID/Gender: Dem Women	60%	(273)	40%	(180)	453
PID/Gender: Ind Men	51%	(140)	49%	(132)	272
PID/Gender: Ind Women	62%	(198)	38%	(122)	320
PID/Gender: Rep Men	43%	(146)	57%	(196)	342
PID/Gender: Rep Women	53%	(185)	47%	(165)	350
Ideo: Liberal (1-3)	65%	(433)	35%	(231)	664
Ideo: Moderate (4)	52%	(325)	48%	(300)	625
Ideo: Conservative (5-7)	51%	(369)	49%	(353)	721
Educ: < College	55%	(797)	45%	(640)	1438
Educ: Bachelors degree	57%	(278)	43%	(207)	484
Educ: Post-grad	58%	(161)	42%	(117)	278
Income: Under 50k	53%	(571)	47%	(506)	1077
Income: 50k-100k	59%	(420)	41%	(290)	710
Income: 100k+	59%	(246)	41%	(168)	414
Ethnicity: White	54%	(920)	46%	(778)	1698
Ethnicity: Hispanic	71%	(271)	29%	(108)	379
Ethnicity: Black	66%	(186)	34%	(97)	283

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Table MCTEdem1_6: *Do you currently have an account on the following online platforms?*
Instagram

Demographic	Yes		No		Total N
Adults	56%	(1236)	44%	(964)	2200
Ethnicity: Other	59%	(130)	41%	(89)	220
All Christian	52%	(496)	48%	(451)	947
All Non-Christian	61%	(125)	39%	(81)	206
Atheist	53%	(55)	47%	(48)	103
Agnostic/Nothing in particular	56%	(330)	44%	(257)	588
Something Else	64%	(229)	36%	(126)	356
Religious Non-Protestant/Catholic	60%	(134)	40%	(90)	224
Evangelical	54%	(301)	46%	(254)	555
Non-Evangelical	57%	(420)	43%	(321)	740
Community: Urban	64%	(436)	36%	(242)	678
Community: Suburban	55%	(547)	45%	(442)	989
Community: Rural	48%	(254)	52%	(280)	534
Employ: Private Sector	65%	(493)	35%	(261)	754
Employ: Government	73%	(99)	27%	(36)	135
Employ: Self-Employed	72%	(137)	28%	(54)	191
Employ: Homemaker	60%	(83)	40%	(56)	139
Employ: Student	79%	(66)	21%	(18)	83
Employ: Retired	27%	(155)	73%	(408)	563
Employ: Unemployed	65%	(132)	35%	(72)	203
Employ: Other	55%	(72)	45%	(59)	131
Military HH: Yes	45%	(136)	55%	(163)	298
Military HH: No	58%	(1101)	42%	(801)	1902
2022 House Vote: Democrat	63%	(593)	37%	(354)	947
2022 House Vote: Republican	47%	(311)	53%	(357)	668
2022 House Vote: Someone else	68%	(36)	32%	(17)	53
2022 House Vote: Didnt Vote	56%	(296)	44%	(236)	532
2020 Vote: Joe Biden	61%	(607)	39%	(390)	997
2020 Vote: Donald Trump	48%	(342)	52%	(377)	718
2020 Vote: Other	64%	(39)	36%	(22)	61
2020 Vote: Didn't Vote	59%	(249)	41%	(175)	424

Table MCTEdem1_6: *Do you currently have an account on the following online platforms?*

Instagram

Demographic	Yes		No		Total N
Adults	56%	(1236)	44%	(964)	2200
2018 House Vote: Democrat	61%	(513)	39%	(331)	844
2018 House Vote: Republican	45%	(276)	55%	(339)	615
2018 House Vote: Didnt Vote	60%	(421)	40%	(277)	697
4-Region: Northeast	56%	(214)	44%	(171)	385
4-Region: Midwest	55%	(249)	45%	(206)	455
4-Region: South	55%	(459)	45%	(380)	839
4-Region: West	60%	(314)	40%	(207)	521
Social Media User	57%	(1236)	43%	(923)	2159
Concerned About Privacy	55%	(958)	45%	(772)	1731
Uses an Online Service Daily	58%	(1135)	42%	(812)	1948
Creates Content and Earns Income	82%	(145)	18%	(32)	178
Creates Content Recreationally	76%	(400)	24%	(129)	529
Would Pay for Social Media	73%	(313)	27%	(114)	427

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

Table MCTEdem1_7: *Do you currently have an account on the following online platforms?*

Snapchat

Demographic	Yes		No		Total N
Adults	34%	(747)	66%	(1453)	2200
Gender: Male	33%	(348)	67%	(721)	1069
Gender: Female	35%	(394)	65%	(729)	1122
Age: 18-34	62%	(389)	38%	(242)	631
Age: 35-44	43%	(161)	57%	(211)	371
Age: 45-64	23%	(160)	77%	(551)	711
Age: 65+	8%	(37)	92%	(450)	487
GenZers: 1997-2012	77%	(192)	23%	(59)	251
Millennials: 1981-1996	49%	(325)	51%	(337)	662
GenXers: 1965-1980	29%	(164)	71%	(411)	575
Baby Boomers: 1946-1964	9%	(61)	91%	(593)	654
PID: Dem (no lean)	35%	(323)	65%	(592)	915
PID: Ind (no lean)	35%	(210)	65%	(382)	592
PID: Rep (no lean)	31%	(214)	69%	(479)	693
PID/Gender: Dem Men	38%	(172)	62%	(284)	456
PID/Gender: Dem Women	32%	(146)	68%	(307)	453
PID/Gender: Ind Men	29%	(79)	71%	(193)	272
PID/Gender: Ind Women	41%	(131)	59%	(189)	320
PID/Gender: Rep Men	28%	(97)	72%	(245)	342
PID/Gender: Rep Women	33%	(117)	67%	(233)	350
Ideo: Liberal (1-3)	38%	(253)	62%	(411)	664
Ideo: Moderate (4)	32%	(201)	68%	(424)	625
Ideo: Conservative (5-7)	31%	(225)	69%	(496)	721
Educ: < College	34%	(494)	66%	(944)	1438
Educ: Bachelors degree	33%	(161)	67%	(323)	484
Educ: Post-grad	33%	(92)	67%	(186)	278
Income: Under 50k	34%	(361)	66%	(716)	1077
Income: 50k-100k	32%	(228)	68%	(481)	710
Income: 100k+	38%	(158)	62%	(256)	414
Ethnicity: White	32%	(547)	68%	(1150)	1698
Ethnicity: Hispanic	46%	(173)	54%	(206)	379
Ethnicity: Black	40%	(113)	60%	(170)	283

Table MCTEdem1_7: *Do you currently have an account on the following online platforms?*
Snapchat

Demographic	Yes		No		Total N
Adults	34%	(747)	66%	(1453)	2200
Ethnicity: Other	40%	(87)	60%	(132)	220
All Christian	29%	(278)	71%	(669)	947
All Non-Christian	40%	(83)	60%	(123)	206
Atheist	34%	(36)	66%	(68)	103
Agnostic/Nothing in particular	37%	(219)	63%	(368)	588
Something Else	37%	(131)	63%	(224)	356
Religious Non-Protestant/Catholic	39%	(88)	61%	(136)	224
Evangelical	31%	(173)	69%	(383)	555
Non-Evangelical	32%	(235)	68%	(505)	740
Community: Urban	40%	(274)	60%	(404)	678
Community: Suburban	29%	(291)	71%	(698)	989
Community: Rural	34%	(183)	66%	(351)	534
Employ: Private Sector	41%	(308)	59%	(446)	754
Employ: Government	49%	(66)	51%	(69)	135
Employ: Self-Employed	48%	(92)	52%	(99)	191
Employ: Homemaker	31%	(43)	69%	(96)	139
Employ: Student	71%	(59)	29%	(25)	83
Employ: Retired	9%	(50)	91%	(512)	563
Employ: Unemployed	40%	(82)	60%	(121)	203
Employ: Other	35%	(46)	65%	(85)	131
Military HH: Yes	23%	(69)	77%	(229)	298
Military HH: No	36%	(678)	64%	(1224)	1902
2022 House Vote: Democrat	36%	(341)	64%	(606)	947
2022 House Vote: Republican	30%	(199)	70%	(468)	668
2022 House Vote: Someone else	42%	(23)	58%	(31)	53
2022 House Vote: Didnt Vote	35%	(184)	65%	(348)	532
2020 Vote: Joe Biden	35%	(347)	65%	(650)	997
2020 Vote: Donald Trump	31%	(225)	69%	(494)	718
2020 Vote: Other	47%	(28)	53%	(32)	61
2020 Vote: Didn't Vote	35%	(148)	65%	(277)	424

Table MCTEdem1_7: *Do you currently have an account on the following online platforms?*
Snapchat

Demographic	Yes		No		Total N
Adults	34%	(747)	66%	(1453)	2200
2018 House Vote: Democrat	34%	(288)	66%	(556)	844
2018 House Vote: Republican	28%	(175)	72%	(441)	615
2018 House Vote: Didnt Vote	38%	(265)	62%	(432)	697
4-Region: Northeast	34%	(131)	66%	(254)	385
4-Region: Midwest	37%	(170)	63%	(284)	455
4-Region: South	33%	(274)	67%	(565)	839
4-Region: West	33%	(171)	67%	(350)	521
Social Media User	35%	(747)	65%	(1412)	2159
Concerned About Privacy	33%	(562)	67%	(1168)	1731
Uses an Online Service Daily	35%	(689)	65%	(1258)	1948
Creates Content and Earns Income	57%	(101)	43%	(76)	178
Creates Content Recreationally	51%	(270)	49%	(259)	529
Would Pay for Social Media	53%	(228)	47%	(199)	427

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

Table MCTEdem1_8: *Do you currently have an account on the following online platforms?*
YouTube

Demographic	Yes		No		Total N
Adults	74%	(1639)	26%	(561)	2200
Gender: Male	77%	(828)	23%	(241)	1069
Gender: Female	71%	(802)	29%	(320)	1122
Age: 18-34	90%	(567)	10%	(64)	631
Age: 35-44	83%	(308)	17%	(64)	371
Age: 45-64	76%	(538)	24%	(173)	711
Age: 65+	46%	(226)	54%	(261)	487
GenZers: 1997-2012	92%	(231)	8%	(20)	251
Millennials: 1981-1996	85%	(562)	15%	(99)	662
GenXers: 1965-1980	82%	(471)	18%	(104)	575
Baby Boomers: 1946-1964	55%	(357)	45%	(297)	654
PID: Dem (no lean)	77%	(707)	23%	(209)	915
PID: Ind (no lean)	79%	(468)	21%	(124)	592
PID: Rep (no lean)	67%	(464)	33%	(229)	693
PID/Gender: Dem Men	81%	(368)	19%	(88)	456
PID/Gender: Dem Women	73%	(332)	27%	(121)	453
PID/Gender: Ind Men	79%	(214)	21%	(58)	272
PID/Gender: Ind Women	79%	(254)	21%	(66)	320
PID/Gender: Rep Men	72%	(246)	28%	(96)	342
PID/Gender: Rep Women	62%	(217)	38%	(133)	350
Ideo: Liberal (1-3)	79%	(527)	21%	(137)	664
Ideo: Moderate (4)	74%	(461)	26%	(163)	625
Ideo: Conservative (5-7)	72%	(523)	28%	(199)	721
Educ: < College	76%	(1096)	24%	(342)	1438
Educ: Bachelors degree	71%	(342)	29%	(142)	484
Educ: Post-grad	72%	(201)	28%	(77)	278
Income: Under 50k	76%	(819)	24%	(258)	1077
Income: 50k-100k	73%	(520)	27%	(189)	710
Income: 100k+	72%	(300)	28%	(114)	414
Ethnicity: White	71%	(1200)	29%	(498)	1698
Ethnicity: Hispanic	86%	(324)	14%	(55)	379
Ethnicity: Black	89%	(253)	11%	(30)	283

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Table MCTEdem1_8: *Do you currently have an account on the following online platforms?*
YouTube

Demographic	Yes		No		Total N
Adults	74%	(1639)	26%	(561)	2200
Ethnicity: Other	85%	(186)	15%	(33)	220
All Christian	71%	(669)	29%	(278)	947
All Non-Christian	79%	(162)	21%	(44)	206
Atheist	73%	(76)	27%	(27)	103
Agnostic/Nothing in particular	74%	(435)	26%	(153)	588
Something Else	84%	(297)	16%	(58)	356
Religious Non-Protestant/Catholic	76%	(170)	24%	(54)	224
Evangelical	75%	(418)	25%	(138)	555
Non-Evangelical	73%	(543)	27%	(197)	740
Community: Urban	80%	(541)	20%	(137)	678
Community: Suburban	74%	(732)	26%	(257)	989
Community: Rural	69%	(366)	31%	(167)	534
Employ: Private Sector	81%	(609)	19%	(145)	754
Employ: Government	81%	(110)	19%	(25)	135
Employ: Self-Employed	88%	(169)	12%	(22)	191
Employ: Homemaker	78%	(109)	22%	(30)	139
Employ: Student	91%	(76)	9%	(7)	83
Employ: Retired	51%	(285)	49%	(278)	563
Employ: Unemployed	84%	(171)	16%	(33)	203
Employ: Other	84%	(111)	16%	(21)	131
Military HH: Yes	61%	(181)	39%	(117)	298
Military HH: No	77%	(1457)	23%	(445)	1902
2022 House Vote: Democrat	76%	(723)	24%	(224)	947
2022 House Vote: Republican	67%	(450)	33%	(218)	668
2022 House Vote: Someone else	79%	(42)	21%	(11)	53
2022 House Vote: Didnt Vote	80%	(423)	20%	(108)	532
2020 Vote: Joe Biden	77%	(766)	23%	(231)	997
2020 Vote: Donald Trump	68%	(489)	32%	(230)	718
2020 Vote: Other	77%	(47)	23%	(14)	61
2020 Vote: Didn't Vote	80%	(337)	20%	(87)	424

Continued on next page

Table MCTEdem1_8: *Do you currently have an account on the following online platforms?*
YouTube

Demographic	Yes		No		Total N
Adults	74%	(1639)	26%	(561)	2200
2018 House Vote: Democrat	75%	(634)	25%	(210)	844
2018 House Vote: Republican	66%	(409)	34%	(206)	615
2018 House Vote: Didnt Vote	81%	(565)	19%	(132)	697
4-Region: Northeast	75%	(289)	25%	(96)	385
4-Region: Midwest	72%	(325)	28%	(129)	455
4-Region: South	75%	(630)	25%	(209)	839
4-Region: West	76%	(394)	24%	(127)	521
Social Media User	76%	(1639)	24%	(521)	2159
Concerned About Privacy	75%	(1293)	25%	(438)	1731
Uses an Online Service Daily	77%	(1491)	23%	(456)	1948
Creates Content and Earns Income	89%	(159)	11%	(19)	178
Creates Content Recreationally	88%	(464)	12%	(65)	529
Would Pay for Social Media	90%	(382)	10%	(45)	427

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

Table MCTEdem1_9: *Do you currently have an account on the following online platforms?*
WhatsApp

Demographic	Yes		No		Total N
Adults	27%	(590)	73%	(1610)	2200
Gender: Male	34%	(359)	66%	(710)	1069
Gender: Female	21%	(231)	79%	(891)	1122
Age: 18-34	33%	(207)	67%	(423)	631
Age: 35-44	43%	(159)	57%	(213)	371
Age: 45-64	21%	(151)	79%	(560)	711
Age: 65+	15%	(72)	85%	(415)	487
GenZers: 1997-2012	33%	(82)	67%	(169)	251
Millennials: 1981-1996	35%	(233)	65%	(428)	662
GenXers: 1965-1980	28%	(161)	72%	(413)	575
Baby Boomers: 1946-1964	16%	(106)	84%	(548)	654
PID: Dem (no lean)	33%	(306)	67%	(610)	915
PID: Ind (no lean)	24%	(142)	76%	(450)	592
PID: Rep (no lean)	20%	(142)	80%	(551)	693
PID/Gender: Dem Men	44%	(202)	56%	(253)	456
PID/Gender: Dem Women	23%	(103)	77%	(349)	453
PID/Gender: Ind Men	25%	(68)	75%	(204)	272
PID/Gender: Ind Women	23%	(74)	77%	(245)	320
PID/Gender: Rep Men	26%	(88)	74%	(253)	342
PID/Gender: Rep Women	15%	(53)	85%	(297)	350
Ideo: Liberal (1-3)	32%	(209)	68%	(455)	664
Ideo: Moderate (4)	26%	(160)	74%	(464)	625
Ideo: Conservative (5-7)	25%	(181)	75%	(540)	721
Educ: < College	22%	(317)	78%	(1120)	1438
Educ: Bachelors degree	31%	(149)	69%	(335)	484
Educ: Post-grad	44%	(123)	56%	(155)	278
Income: Under 50k	21%	(227)	79%	(849)	1077
Income: 50k-100k	26%	(185)	74%	(525)	710
Income: 100k+	43%	(177)	57%	(237)	414
Ethnicity: White	26%	(436)	74%	(1262)	1698
Ethnicity: Hispanic	44%	(165)	56%	(214)	379
Ethnicity: Black	30%	(86)	70%	(197)	283

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Table MCTEdem1_9: *Do you currently have an account on the following online platforms?*

WhatsApp

Demographic	Yes		No		Total N
Adults	27%	(590)	73%	(1610)	2200
Ethnicity: Other	31%	(68)	69%	(152)	220
All Christian	24%	(223)	76%	(725)	947
All Non-Christian	57%	(117)	43%	(89)	206
Atheist	30%	(31)	70%	(72)	103
Agnostic/Nothing in particular	19%	(110)	81%	(477)	588
Something Else	30%	(108)	70%	(248)	356
Religious Non-Protestant/Catholic	54%	(121)	46%	(104)	224
Evangelical	28%	(156)	72%	(399)	555
Non-Evangelical	23%	(169)	77%	(572)	740
Community: Urban	40%	(268)	60%	(410)	678
Community: Suburban	23%	(225)	77%	(764)	989
Community: Rural	18%	(97)	82%	(437)	534
Employ: Private Sector	38%	(289)	62%	(465)	754
Employ: Government	35%	(48)	65%	(87)	135
Employ: Self-Employed	34%	(66)	66%	(125)	191
Employ: Homemaker	13%	(19)	87%	(120)	139
Employ: Student	36%	(30)	64%	(53)	83
Employ: Retired	13%	(74)	87%	(489)	563
Employ: Unemployed	20%	(40)	80%	(164)	203
Employ: Other	19%	(25)	81%	(107)	131
Military HH: Yes	26%	(77)	74%	(221)	298
Military HH: No	27%	(512)	73%	(1390)	1902
2022 House Vote: Democrat	33%	(312)	67%	(635)	947
2022 House Vote: Republican	20%	(134)	80%	(534)	668
2022 House Vote: Someone else	23%	(12)	77%	(41)	53
2022 House Vote: Didnt Vote	25%	(131)	75%	(400)	532
2020 Vote: Joe Biden	32%	(320)	68%	(677)	997
2020 Vote: Donald Trump	18%	(128)	82%	(590)	718
2020 Vote: Other	30%	(18)	70%	(43)	61
2020 Vote: Didn't Vote	29%	(123)	71%	(301)	424

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Table MCTEdem1_9: *Do you currently have an account on the following online platforms?*
WhatsApp

Demographic	Yes		No		Total N
Adults	27%	(590)	73%	(1610)	2200
2018 House Vote: Democrat	33%	(278)	67%	(566)	844
2018 House Vote: Republican	21%	(126)	79%	(489)	615
2018 House Vote: Didnt Vote	24%	(170)	76%	(527)	697
4-Region: Northeast	33%	(129)	67%	(257)	385
4-Region: Midwest	20%	(91)	80%	(364)	455
4-Region: South	26%	(215)	74%	(625)	839
4-Region: West	30%	(155)	70%	(366)	521
Social Media User	27%	(590)	73%	(1570)	2159
Concerned About Privacy	27%	(469)	73%	(1262)	1731
Uses an Online Service Daily	28%	(544)	72%	(1404)	1948
Creates Content and Earns Income	54%	(95)	46%	(82)	178
Creates Content Recreationally	37%	(196)	63%	(333)	529
Would Pay for Social Media	48%	(207)	52%	(220)	427

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

Table MCTEdem1_10: *Do you currently have an account on the following online platforms?*
Pinterest

Demographic	Yes		No		Total N
Adults	39%	(848)	61%	(1352)	2200
Gender: Male	26%	(273)	74%	(796)	1069
Gender: Female	51%	(572)	49%	(550)	1122
Age: 18-34	45%	(285)	55%	(346)	631
Age: 35-44	46%	(170)	54%	(201)	371
Age: 45-64	36%	(256)	64%	(455)	711
Age: 65+	28%	(137)	72%	(350)	487
GenZers: 1997-2012	50%	(126)	50%	(125)	251
Millennials: 1981-1996	44%	(289)	56%	(372)	662
GenXers: 1965-1980	38%	(217)	62%	(357)	575
Baby Boomers: 1946-1964	31%	(205)	69%	(449)	654
PID: Dem (no lean)	38%	(350)	62%	(565)	915
PID: Ind (no lean)	40%	(234)	60%	(358)	592
PID: Rep (no lean)	38%	(264)	62%	(429)	693
PID/Gender: Dem Men	27%	(122)	73%	(334)	456
PID/Gender: Dem Women	50%	(226)	50%	(226)	453
PID/Gender: Ind Men	26%	(72)	74%	(200)	272
PID/Gender: Ind Women	51%	(162)	49%	(158)	320
PID/Gender: Rep Men	23%	(79)	77%	(262)	342
PID/Gender: Rep Women	53%	(184)	47%	(166)	350
Ideo: Liberal (1-3)	42%	(277)	58%	(387)	664
Ideo: Moderate (4)	37%	(229)	63%	(396)	625
Ideo: Conservative (5-7)	37%	(269)	63%	(452)	721
Educ: < College	38%	(540)	62%	(898)	1438
Educ: Bachelors degree	40%	(193)	60%	(291)	484
Educ: Post-grad	41%	(115)	59%	(163)	278
Income: Under 50k	35%	(376)	65%	(701)	1077
Income: 50k-100k	44%	(315)	56%	(394)	710
Income: 100k+	38%	(157)	62%	(257)	414
Ethnicity: White	39%	(663)	61%	(1035)	1698
Ethnicity: Hispanic	38%	(146)	62%	(233)	379
Ethnicity: Black	37%	(105)	63%	(178)	283

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Table MCTEdem1_10: *Do you currently have an account on the following online platforms?*
Pinterest

Demographic	Yes		No		Total N
Adults	39%	(848)	61%	(1352)	2200
Ethnicity: Other	37%	(81)	63%	(139)	220
All Christian	37%	(346)	63%	(601)	947
All Non-Christian	34%	(71)	66%	(135)	206
Atheist	34%	(35)	66%	(69)	103
Agnostic/Nothing in particular	41%	(239)	59%	(348)	588
Something Else	44%	(157)	56%	(198)	356
Religious Non-Protestant/Catholic	35%	(79)	65%	(146)	224
Evangelical	41%	(229)	59%	(327)	555
Non-Evangelical	37%	(270)	63%	(470)	740
Community: Urban	34%	(232)	66%	(446)	678
Community: Suburban	41%	(404)	59%	(584)	989
Community: Rural	40%	(212)	60%	(321)	534
Employ: Private Sector	40%	(303)	60%	(450)	754
Employ: Government	46%	(62)	54%	(73)	135
Employ: Self-Employed	39%	(74)	61%	(117)	191
Employ: Homemaker	58%	(81)	42%	(58)	139
Employ: Student	47%	(39)	53%	(44)	83
Employ: Retired	27%	(153)	73%	(410)	563
Employ: Unemployed	44%	(90)	56%	(114)	203
Employ: Other	35%	(46)	65%	(85)	131
Military HH: Yes	34%	(102)	66%	(196)	298
Military HH: No	39%	(746)	61%	(1156)	1902
2022 House Vote: Democrat	40%	(380)	60%	(568)	947
2022 House Vote: Republican	38%	(257)	62%	(411)	668
2022 House Vote: Someone else	52%	(28)	48%	(26)	53
2022 House Vote: Didnt Vote	35%	(184)	65%	(347)	532
2020 Vote: Joe Biden	39%	(392)	61%	(605)	997
2020 Vote: Donald Trump	38%	(270)	62%	(448)	718
2020 Vote: Other	46%	(28)	54%	(33)	61
2020 Vote: Didn't Vote	37%	(158)	63%	(266)	424

Table MCTEdem1_10: *Do you currently have an account on the following online platforms?*

Pinterest

Demographic	Yes		No		Total N
Adults	39%	(848)	61%	(1352)	2200
2018 House Vote: Democrat	39%	(329)	61%	(515)	844
2018 House Vote: Republican	37%	(231)	63%	(385)	615
2018 House Vote: Didnt Vote	39%	(271)	61%	(426)	697
4-Region: Northeast	37%	(144)	63%	(241)	385
4-Region: Midwest	43%	(197)	57%	(258)	455
4-Region: South	37%	(311)	63%	(528)	839
4-Region: West	38%	(196)	62%	(325)	521
Social Media User	39%	(848)	61%	(1311)	2159
Concerned About Privacy	38%	(661)	62%	(1070)	1731
Uses an Online Service Daily	40%	(786)	60%	(1162)	1948
Creates Content and Earns Income	38%	(67)	62%	(111)	178
Creates Content Recreationally	50%	(265)	50%	(264)	529
Would Pay for Social Media	39%	(166)	61%	(261)	427

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

Table MCTEdem1_11: *Do you currently have an account on the following online platforms?*

Amazon

Demographic	Yes		No		Total N
Adults	84%	(1857)	16%	(343)	2200
Gender: Male	82%	(877)	18%	(192)	1069
Gender: Female	87%	(972)	13%	(150)	1122
Age: 18-34	86%	(539)	14%	(91)	631
Age: 35-44	86%	(320)	14%	(51)	371
Age: 45-64	84%	(598)	16%	(113)	711
Age: 65+	82%	(400)	18%	(87)	487
GenZers: 1997-2012	84%	(211)	16%	(40)	251
Millennials: 1981-1996	85%	(565)	15%	(96)	662
GenXers: 1965-1980	84%	(483)	16%	(92)	575
Baby Boomers: 1946-1964	85%	(556)	15%	(98)	654
PID: Dem (no lean)	87%	(796)	13%	(119)	915
PID: Ind (no lean)	83%	(493)	17%	(99)	592
PID: Rep (no lean)	82%	(568)	18%	(125)	693
PID/Gender: Dem Men	86%	(391)	14%	(65)	456
PID/Gender: Dem Women	88%	(398)	12%	(54)	453
PID/Gender: Ind Men	83%	(226)	17%	(46)	272
PID/Gender: Ind Women	84%	(268)	16%	(52)	320
PID/Gender: Rep Men	76%	(261)	24%	(81)	342
PID/Gender: Rep Women	87%	(306)	13%	(44)	350
Ideo: Liberal (1-3)	88%	(584)	12%	(80)	664
Ideo: Moderate (4)	88%	(549)	12%	(76)	625
Ideo: Conservative (5-7)	82%	(593)	18%	(128)	721
Educ: < College	84%	(1202)	16%	(235)	1438
Educ: Bachelors degree	85%	(413)	15%	(71)	484
Educ: Post-grad	87%	(241)	13%	(37)	278
Income: Under 50k	81%	(876)	19%	(201)	1077
Income: 50k-100k	88%	(622)	12%	(87)	710
Income: 100k+	87%	(359)	13%	(55)	414
Ethnicity: White	84%	(1426)	16%	(272)	1698
Ethnicity: Hispanic	81%	(307)	19%	(71)	379
Ethnicity: Black	86%	(243)	14%	(40)	283

Table MCTEdem1_11: *Do you currently have an account on the following online platforms?*

Amazon

Demographic	Yes		No		Total N
Adults	84%	(1857)	16%	(343)	2200
Ethnicity: Other	86%	(189)	14%	(31)	220
All Christian	86%	(816)	14%	(131)	947
All Non-Christian	86%	(177)	14%	(29)	206
Atheist	86%	(89)	14%	(15)	103
Agnostic/Nothing in particular	80%	(469)	20%	(119)	588
Something Else	86%	(306)	14%	(49)	356
Religious Non-Protestant/Catholic	86%	(193)	14%	(31)	224
Evangelical	85%	(471)	15%	(85)	555
Non-Evangelical	88%	(650)	12%	(90)	740
Community: Urban	83%	(564)	17%	(114)	678
Community: Suburban	86%	(855)	14%	(134)	989
Community: Rural	82%	(438)	18%	(95)	534
Employ: Private Sector	87%	(656)	13%	(98)	754
Employ: Government	91%	(123)	9%	(12)	135
Employ: Self-Employed	86%	(166)	14%	(26)	191
Employ: Homemaker	86%	(119)	14%	(20)	139
Employ: Student	86%	(72)	14%	(11)	83
Employ: Retired	81%	(455)	19%	(108)	563
Employ: Unemployed	78%	(159)	22%	(44)	203
Employ: Other	82%	(108)	18%	(23)	131
Military HH: Yes	80%	(238)	20%	(60)	298
Military HH: No	85%	(1619)	15%	(283)	1902
2022 House Vote: Democrat	89%	(844)	11%	(103)	947
2022 House Vote: Republican	82%	(550)	18%	(117)	668
2022 House Vote: Someone else	90%	(48)	10%	(6)	53
2022 House Vote: Didnt Vote	78%	(415)	22%	(117)	532
2020 Vote: Joe Biden	88%	(880)	12%	(117)	997
2020 Vote: Donald Trump	82%	(588)	18%	(130)	718
2020 Vote: Other	91%	(55)	9%	(6)	61
2020 Vote: Didn't Vote	79%	(333)	21%	(91)	424

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Table MCTEdem1_11: *Do you currently have an account on the following online platforms?*

Amazon

Demographic	Yes		No		Total N
Adults	84%	(1857)	16%	(343)	2200
2018 House Vote: Democrat	87%	(735)	13%	(109)	844
2018 House Vote: Republican	81%	(500)	19%	(115)	615
2018 House Vote: Didnt Vote	84%	(583)	16%	(114)	697
4-Region: Northeast	86%	(332)	14%	(54)	385
4-Region: Midwest	84%	(383)	16%	(72)	455
4-Region: South	85%	(712)	15%	(127)	839
4-Region: West	83%	(431)	17%	(90)	521
Social Media User	86%	(1857)	14%	(302)	2159
Concerned About Privacy	86%	(1489)	14%	(242)	1731
Uses an Online Service Daily	86%	(1682)	14%	(266)	1948
Creates Content and Earns Income	88%	(157)	12%	(21)	178
Creates Content Recreationally	92%	(487)	8%	(42)	529
Would Pay for Social Media	85%	(363)	15%	(64)	427

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

Table MCTEdem1_12: *Do you currently have an account on the following online platforms?*
Spotify

Demographic	Yes		No		Total N
Adults	35%	(768)	65%	(1432)	2200
Gender: Male	37%	(397)	63%	(672)	1069
Gender: Female	33%	(368)	67%	(754)	1122
Age: 18-34	60%	(377)	40%	(254)	631
Age: 35-44	39%	(144)	61%	(228)	371
Age: 45-64	29%	(205)	71%	(506)	711
Age: 65+	9%	(42)	91%	(445)	487
GenZers: 1997-2012	63%	(158)	37%	(93)	251
Millennials: 1981-1996	51%	(337)	49%	(325)	662
GenXers: 1965-1980	34%	(194)	66%	(381)	575
Baby Boomers: 1946-1964	11%	(73)	89%	(581)	654
PID: Dem (no lean)	40%	(362)	60%	(553)	915
PID: Ind (no lean)	38%	(224)	62%	(369)	592
PID: Rep (no lean)	26%	(183)	74%	(510)	693
PID/Gender: Dem Men	45%	(207)	55%	(248)	456
PID/Gender: Dem Women	34%	(152)	66%	(300)	453
PID/Gender: Ind Men	36%	(98)	64%	(173)	272
PID/Gender: Ind Women	39%	(125)	61%	(195)	320
PID/Gender: Rep Men	27%	(91)	73%	(250)	342
PID/Gender: Rep Women	26%	(91)	74%	(259)	350
Ideo: Liberal (1-3)	42%	(279)	58%	(385)	664
Ideo: Moderate (4)	34%	(213)	66%	(412)	625
Ideo: Conservative (5-7)	29%	(213)	71%	(509)	721
Educ: < College	32%	(467)	68%	(971)	1438
Educ: Bachelors degree	40%	(192)	60%	(292)	484
Educ: Post-grad	39%	(109)	61%	(169)	278
Income: Under 50k	31%	(335)	69%	(741)	1077
Income: 50k-100k	38%	(272)	62%	(437)	710
Income: 100k+	39%	(160)	61%	(254)	414
Ethnicity: White	34%	(580)	66%	(1118)	1698
Ethnicity: Hispanic	49%	(187)	51%	(192)	379
Ethnicity: Black	37%	(103)	63%	(179)	283

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Table MCTEdem1_12: *Do you currently have an account on the following online platforms?*
Spotify

Demographic	Yes		No		Total N
Adults	35%	(768)	65%	(1432)	2200
Ethnicity: Other	38%	(84)	62%	(135)	220
All Christian	33%	(313)	67%	(634)	947
All Non-Christian	35%	(73)	65%	(134)	206
Atheist	47%	(49)	53%	(55)	103
Agnostic/Nothing in particular	37%	(215)	63%	(373)	588
Something Else	33%	(119)	67%	(237)	356
Religious Non-Protestant/Catholic	34%	(76)	66%	(149)	224
Evangelical	31%	(171)	69%	(384)	555
Non-Evangelical	35%	(256)	65%	(484)	740
Community: Urban	42%	(283)	58%	(395)	678
Community: Suburban	33%	(322)	67%	(666)	989
Community: Rural	30%	(162)	70%	(371)	534
Employ: Private Sector	44%	(330)	56%	(423)	754
Employ: Government	44%	(60)	56%	(75)	135
Employ: Self-Employed	50%	(96)	50%	(96)	191
Employ: Homemaker	38%	(52)	62%	(87)	139
Employ: Student	68%	(57)	32%	(26)	83
Employ: Retired	9%	(50)	91%	(512)	563
Employ: Unemployed	37%	(74)	63%	(129)	203
Employ: Other	36%	(48)	64%	(83)	131
Military HH: Yes	23%	(68)	77%	(230)	298
Military HH: No	37%	(700)	63%	(1202)	1902
2022 House Vote: Democrat	39%	(372)	61%	(575)	947
2022 House Vote: Republican	27%	(178)	73%	(489)	668
2022 House Vote: Someone else	35%	(18)	65%	(35)	53
2022 House Vote: Didnt Vote	37%	(199)	63%	(333)	532
2020 Vote: Joe Biden	39%	(393)	61%	(604)	997
2020 Vote: Donald Trump	28%	(199)	72%	(519)	718
2020 Vote: Other	44%	(27)	56%	(34)	61
2020 Vote: Didn't Vote	35%	(149)	65%	(275)	424

Table MCTEdem1_12: *Do you currently have an account on the following online platforms?*
Spotify

Demographic	Yes		No		Total N
Adults	35%	(768)	65%	(1432)	2200
2018 House Vote: Democrat	37%	(316)	63%	(528)	844
2018 House Vote: Republican	28%	(170)	72%	(446)	615
2018 House Vote: Didnt Vote	38%	(263)	62%	(434)	697
4-Region: Northeast	38%	(147)	62%	(238)	385
4-Region: Midwest	36%	(162)	64%	(293)	455
4-Region: South	32%	(265)	68%	(574)	839
4-Region: West	37%	(194)	63%	(327)	521
Social Media User	36%	(768)	64%	(1392)	2159
Concerned About Privacy	34%	(596)	66%	(1135)	1731
Uses an Online Service Daily	37%	(716)	63%	(1231)	1948
Creates Content and Earns Income	51%	(90)	49%	(88)	178
Creates Content Recreationally	49%	(259)	51%	(270)	529
Would Pay for Social Media	53%	(227)	47%	(200)	427

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

Table MCTEdem1_13: *Do you currently have an account on the following online platforms?*

Apple Music

Demographic	Yes		No		Total N
Adults	21%	(466)	79%	(1734)	2200
Gender: Male	23%	(251)	77%	(818)	1069
Gender: Female	19%	(209)	81%	(913)	1122
Age: 18-34	31%	(194)	69%	(437)	631
Age: 35-44	36%	(134)	64%	(238)	371
Age: 45-64	15%	(108)	85%	(603)	711
Age: 65+	6%	(31)	94%	(456)	487
GenZers: 1997-2012	31%	(78)	69%	(173)	251
Millennials: 1981-1996	33%	(220)	67%	(442)	662
GenXers: 1965-1980	21%	(118)	79%	(457)	575
Baby Boomers: 1946-1964	7%	(46)	93%	(608)	654
PID: Dem (no lean)	28%	(256)	72%	(659)	915
PID: Ind (no lean)	19%	(115)	81%	(478)	592
PID: Rep (no lean)	14%	(95)	86%	(597)	693
PID/Gender: Dem Men	35%	(158)	65%	(297)	456
PID/Gender: Dem Women	21%	(93)	79%	(360)	453
PID/Gender: Ind Men	18%	(50)	82%	(222)	272
PID/Gender: Ind Women	20%	(64)	80%	(256)	320
PID/Gender: Rep Men	12%	(42)	88%	(299)	342
PID/Gender: Rep Women	15%	(52)	85%	(298)	350
Ideo: Liberal (1-3)	24%	(162)	76%	(503)	664
Ideo: Moderate (4)	21%	(131)	79%	(493)	625
Ideo: Conservative (5-7)	18%	(133)	82%	(588)	721
Educ: < College	19%	(266)	81%	(1172)	1438
Educ: Bachelors degree	23%	(110)	77%	(374)	484
Educ: Post-grad	32%	(90)	68%	(189)	278
Income: Under 50k	15%	(166)	85%	(911)	1077
Income: 50k-100k	22%	(157)	78%	(553)	710
Income: 100k+	35%	(143)	65%	(271)	414
Ethnicity: White	20%	(342)	80%	(1356)	1698
Ethnicity: Hispanic	29%	(111)	71%	(268)	379
Ethnicity: Black	26%	(74)	74%	(209)	283

Table MCTEdem1_13: *Do you currently have an account on the following online platforms?*
Apple Music

Demographic	Yes		No		Total N
Adults	21%	(466)	79%	(1734)	2200
Ethnicity: Other	23%	(50)	77%	(170)	220
All Christian	22%	(206)	78%	(741)	947
All Non-Christian	33%	(68)	67%	(138)	206
Atheist	20%	(21)	80%	(82)	103
Agnostic/Nothing in particular	18%	(107)	82%	(481)	588
Something Else	18%	(64)	82%	(292)	356
Religious Non-Protestant/Catholic	32%	(71)	68%	(153)	224
Evangelical	21%	(118)	79%	(437)	555
Non-Evangelical	20%	(151)	80%	(589)	740
Community: Urban	32%	(217)	68%	(461)	678
Community: Suburban	18%	(180)	82%	(809)	989
Community: Rural	13%	(69)	87%	(465)	534
Employ: Private Sector	32%	(239)	68%	(515)	754
Employ: Government	36%	(48)	64%	(86)	135
Employ: Self-Employed	18%	(34)	82%	(157)	191
Employ: Homemaker	18%	(25)	82%	(114)	139
Employ: Student	30%	(25)	70%	(58)	83
Employ: Retired	6%	(35)	94%	(528)	563
Employ: Unemployed	18%	(36)	82%	(167)	203
Employ: Other	17%	(23)	83%	(109)	131
Military HH: Yes	15%	(45)	85%	(253)	298
Military HH: No	22%	(420)	78%	(1482)	1902
2022 House Vote: Democrat	29%	(272)	71%	(676)	947
2022 House Vote: Republican	15%	(97)	85%	(570)	668
2022 House Vote: Someone else	14%	(7)	86%	(46)	53
2022 House Vote: Didnt Vote	17%	(89)	83%	(442)	532
2020 Vote: Joe Biden	26%	(260)	74%	(736)	997
2020 Vote: Donald Trump	15%	(110)	85%	(608)	718
2020 Vote: Other	22%	(14)	78%	(47)	61
2020 Vote: Didn't Vote	19%	(81)	81%	(343)	424

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Table MCTEdem1_13: *Do you currently have an account on the following online platforms?*

Apple Music

Demographic	Yes		No		Total N
Adults	21%	(466)	79%	(1734)	2200
2018 House Vote: Democrat	28%	(232)	72%	(612)	844
2018 House Vote: Republican	15%	(90)	85%	(525)	615
2018 House Vote: Didnt Vote	20%	(137)	80%	(560)	697
4-Region: Northeast	24%	(93)	76%	(293)	385
4-Region: Midwest	19%	(84)	81%	(370)	455
4-Region: South	20%	(168)	80%	(671)	839
4-Region: West	23%	(120)	77%	(400)	521
Social Media User	22%	(466)	78%	(1694)	2159
Concerned About Privacy	21%	(371)	79%	(1359)	1731
Uses an Online Service Daily	22%	(435)	78%	(1513)	1948
Creates Content and Earns Income	52%	(93)	48%	(85)	178
Creates Content Recreationally	31%	(163)	69%	(366)	529
Would Pay for Social Media	43%	(182)	57%	(245)	427

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

Table MCTEdem1_14: *Do you currently have an account on the following online platforms?*
Tumblr

Demographic	Yes		No		Total N
Adults	8%	(184)	92%	(2016)	2200
Gender: Male	9%	(101)	91%	(968)	1069
Gender: Female	7%	(78)	93%	(1044)	1122
Age: 18-34	17%	(105)	83%	(526)	631
Age: 35-44	7%	(27)	93%	(345)	371
Age: 45-64	6%	(45)	94%	(666)	711
Age: 65+	2%	(8)	98%	(479)	487
GenZers: 1997-2012	18%	(45)	82%	(206)	251
Millennials: 1981-1996	13%	(85)	87%	(577)	662
GenXers: 1965-1980	6%	(33)	94%	(542)	575
Baby Boomers: 1946-1964	3%	(20)	97%	(634)	654
PID: Dem (no lean)	10%	(90)	90%	(825)	915
PID: Ind (no lean)	11%	(63)	89%	(529)	592
PID: Rep (no lean)	4%	(31)	96%	(662)	693
PID/Gender: Dem Men	11%	(48)	89%	(407)	456
PID/Gender: Dem Women	8%	(38)	92%	(414)	453
PID/Gender: Ind Men	11%	(29)	89%	(243)	272
PID/Gender: Ind Women	10%	(33)	90%	(287)	320
PID/Gender: Rep Men	7%	(23)	93%	(319)	342
PID/Gender: Rep Women	2%	(7)	98%	(343)	350
Ideo: Liberal (1-3)	14%	(93)	86%	(571)	664
Ideo: Moderate (4)	8%	(48)	92%	(577)	625
Ideo: Conservative (5-7)	4%	(30)	96%	(692)	721
Educ: < College	8%	(110)	92%	(1327)	1438
Educ: Bachelors degree	11%	(54)	89%	(430)	484
Educ: Post-grad	7%	(20)	93%	(258)	278
Income: Under 50k	7%	(75)	93%	(1001)	1077
Income: 50k-100k	9%	(66)	91%	(643)	710
Income: 100k+	10%	(42)	90%	(372)	414
Ethnicity: White	8%	(129)	92%	(1568)	1698
Ethnicity: Hispanic	12%	(46)	88%	(333)	379
Ethnicity: Black	11%	(30)	89%	(253)	283

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Table MCTEdem1_14: *Do you currently have an account on the following online platforms?*
Tumblr

Demographic	Yes		No		Total N
Adults	8%	(184)	92%	(2016)	2200
Ethnicity: Other	11%	(25)	89%	(195)	220
All Christian	6%	(55)	94%	(893)	947
All Non-Christian	12%	(26)	88%	(180)	206
Atheist	18%	(19)	82%	(84)	103
Agnostic/Nothing in particular	10%	(59)	90%	(529)	588
Something Else	7%	(26)	93%	(329)	356
Religious Non-Protestant/Catholic	11%	(26)	89%	(199)	224
Evangelical	6%	(32)	94%	(524)	555
Non-Evangelical	7%	(48)	93%	(692)	740
Community: Urban	10%	(70)	90%	(608)	678
Community: Suburban	8%	(75)	92%	(914)	989
Community: Rural	7%	(39)	93%	(494)	534
Employ: Private Sector	10%	(78)	90%	(676)	754
Employ: Government	13%	(17)	87%	(118)	135
Employ: Self-Employed	10%	(19)	90%	(172)	191
Employ: Homemaker	4%	(6)	96%	(133)	139
Employ: Student	16%	(13)	84%	(70)	83
Employ: Retired	2%	(13)	98%	(550)	563
Employ: Unemployed	10%	(20)	90%	(184)	203
Employ: Other	14%	(18)	86%	(113)	131
Military HH: Yes	7%	(21)	93%	(277)	298
Military HH: No	9%	(163)	91%	(1739)	1902
2022 House Vote: Democrat	11%	(103)	89%	(844)	947
2022 House Vote: Republican	4%	(29)	96%	(638)	668
2022 House Vote: Someone else	13%	(7)	87%	(46)	53
2022 House Vote: Didnt Vote	8%	(44)	92%	(487)	532
2020 Vote: Joe Biden	11%	(106)	89%	(890)	997
2020 Vote: Donald Trump	5%	(34)	95%	(685)	718
2020 Vote: Other	16%	(9)	84%	(51)	61
2020 Vote: Didn't Vote	8%	(34)	92%	(390)	424

Table MCTEdem1_14: *Do you currently have an account on the following online platforms?*
Tumblr

Demographic	Yes		No		Total N
Adults	8%	(184)	92%	(2016)	2200
2018 House Vote: Democrat	11%	(92)	89%	(752)	844
2018 House Vote: Republican	4%	(26)	96%	(590)	615
2018 House Vote: Didnt Vote	9%	(60)	91%	(637)	697
4-Region: Northeast	10%	(38)	90%	(348)	385
4-Region: Midwest	10%	(46)	90%	(408)	455
4-Region: South	7%	(59)	93%	(780)	839
4-Region: West	8%	(41)	92%	(480)	521
Social Media User	9%	(184)	91%	(1975)	2159
Concerned About Privacy	8%	(138)	92%	(1592)	1731
Uses an Online Service Daily	9%	(166)	91%	(1781)	1948
Creates Content and Earns Income	17%	(30)	83%	(148)	178
Creates Content Recreationally	14%	(72)	86%	(457)	529
Would Pay for Social Media	15%	(64)	85%	(363)	427

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

Table MCTEdem2: *How concerned are you about your data and personal privacy when it comes to using social media?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Total N
Adults	33%	(721)	46%	(1010)	14%	(313)	7%	(156)	2200
Gender: Male	34%	(364)	45%	(482)	12%	(130)	9%	(93)	1069
Gender: Female	32%	(355)	47%	(527)	16%	(179)	6%	(62)	1122
Age: 18-34	26%	(166)	45%	(281)	17%	(110)	12%	(74)	631
Age: 35-44	34%	(125)	46%	(170)	13%	(46)	8%	(30)	371
Age: 45-64	36%	(257)	47%	(335)	12%	(84)	5%	(34)	711
Age: 65+	36%	(173)	46%	(224)	15%	(72)	4%	(18)	487
GenZers: 1997-2012	22%	(55)	45%	(113)	21%	(52)	12%	(31)	251
Millennials: 1981-1996	32%	(213)	43%	(283)	15%	(98)	10%	(67)	662
GenXers: 1965-1980	35%	(202)	48%	(278)	11%	(64)	5%	(30)	575
Baby Boomers: 1946-1964	34%	(224)	48%	(315)	14%	(89)	4%	(26)	654
PID: Dem (no lean)	35%	(318)	45%	(416)	16%	(142)	4%	(39)	915
PID: Ind (no lean)	28%	(168)	48%	(282)	14%	(80)	10%	(62)	592
PID: Rep (no lean)	34%	(235)	45%	(313)	13%	(91)	8%	(55)	693
PID/Gender: Dem Men	38%	(172)	43%	(198)	14%	(62)	5%	(24)	456
PID/Gender: Dem Women	32%	(143)	48%	(218)	17%	(76)	3%	(15)	453
PID/Gender: Ind Men	28%	(77)	49%	(134)	11%	(30)	12%	(32)	272
PID/Gender: Ind Women	29%	(91)	46%	(148)	16%	(51)	9%	(30)	320
PID/Gender: Rep Men	33%	(114)	44%	(151)	11%	(38)	11%	(38)	342
PID/Gender: Rep Women	34%	(120)	46%	(161)	15%	(52)	5%	(16)	350
Ideo: Liberal (1-3)	31%	(208)	47%	(313)	16%	(106)	6%	(37)	664
Ideo: Moderate (4)	31%	(192)	49%	(304)	16%	(98)	5%	(31)	625
Ideo: Conservative (5-7)	36%	(260)	44%	(321)	11%	(82)	8%	(59)	721
Educ: < College	31%	(444)	46%	(666)	15%	(221)	7%	(107)	1438
Educ: Bachelors degree	33%	(158)	48%	(231)	13%	(64)	7%	(32)	484
Educ: Post-grad	43%	(119)	41%	(113)	10%	(29)	6%	(17)	278
Income: Under 50k	31%	(333)	46%	(497)	14%	(152)	9%	(94)	1077
Income: 50k-100k	32%	(226)	47%	(333)	16%	(116)	5%	(35)	710
Income: 100k+	39%	(161)	44%	(181)	11%	(44)	7%	(27)	414
Ethnicity: White	32%	(546)	46%	(789)	14%	(246)	7%	(117)	1698
Ethnicity: Hispanic	33%	(127)	39%	(147)	14%	(54)	13%	(50)	379
Ethnicity: Black	37%	(104)	43%	(122)	12%	(34)	8%	(23)	283

Table MCTEdem2: *How concerned are you about your data and personal privacy when it comes to using social media?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Total N
Adults	33%	(721)	46%	(1010)	14%	(313)	7%	(156)	2200
Ethnicity: Other	32%	(70)	45%	(100)	15%	(34)	7%	(16)	220
All Christian	36%	(344)	46%	(433)	13%	(121)	5%	(49)	947
All Non-Christian	40%	(83)	42%	(88)	9%	(19)	8%	(16)	206
Atheist	25%	(26)	50%	(52)	21%	(22)	4%	(4)	103
Agnostic/Nothing in particular	27%	(159)	47%	(276)	17%	(97)	10%	(56)	588
Something Else	31%	(109)	45%	(162)	15%	(54)	9%	(31)	356
Religious Non-Protestant/Catholic	39%	(88)	45%	(101)	8%	(19)	7%	(16)	224
Evangelical	34%	(189)	45%	(252)	13%	(71)	8%	(43)	555
Non-Evangelical	35%	(256)	46%	(344)	14%	(104)	5%	(37)	740
Community: Urban	34%	(232)	45%	(303)	13%	(87)	8%	(56)	678
Community: Suburban	33%	(322)	47%	(463)	15%	(151)	5%	(53)	989
Community: Rural	31%	(166)	46%	(245)	14%	(75)	9%	(47)	534
Employ: Private Sector	33%	(246)	47%	(355)	13%	(98)	7%	(55)	754
Employ: Government	44%	(59)	39%	(53)	13%	(17)	4%	(6)	135
Employ: Self-Employed	39%	(75)	39%	(75)	12%	(23)	10%	(19)	191
Employ: Homemaker	34%	(47)	45%	(63)	15%	(21)	6%	(8)	139
Employ: Student	14%	(12)	60%	(50)	22%	(18)	4%	(3)	83
Employ: Retired	31%	(176)	50%	(283)	14%	(77)	5%	(27)	563
Employ: Unemployed	32%	(66)	39%	(79)	15%	(30)	14%	(29)	203
Employ: Other	30%	(40)	40%	(53)	22%	(29)	7%	(9)	131
Military HH: Yes	29%	(87)	50%	(149)	11%	(34)	9%	(28)	298
Military HH: No	33%	(634)	45%	(861)	15%	(279)	7%	(128)	1902
2022 House Vote: Democrat	34%	(327)	45%	(427)	15%	(145)	5%	(48)	947
2022 House Vote: Republican	35%	(236)	46%	(306)	12%	(79)	7%	(46)	668
2022 House Vote: Someone else	19%	(10)	49%	(26)	26%	(14)	7%	(4)	53
2022 House Vote: Didnt Vote	28%	(147)	47%	(251)	14%	(75)	11%	(59)	532
2020 Vote: Joe Biden	33%	(332)	46%	(459)	16%	(155)	5%	(50)	997
2020 Vote: Donald Trump	35%	(255)	45%	(324)	13%	(92)	7%	(48)	718
2020 Vote: Other	25%	(15)	48%	(29)	22%	(14)	4%	(3)	61
2020 Vote: Didn't Vote	28%	(118)	47%	(198)	13%	(53)	13%	(55)	424

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Table MCTEdem2: *How concerned are you about your data and personal privacy when it comes to using social media?*

Demographic	Very concerned		Somewhat concerned		Not very concerned		Not concerned at all		Total N
Adults	33%	(721)	46%	(1010)	14%	(313)	7%	(156)	2200
2018 House Vote: Democrat	35%	(295)	46%	(385)	15%	(126)	5%	(38)	844
2018 House Vote: Republican	37%	(229)	45%	(278)	11%	(66)	7%	(43)	615
2018 House Vote: Didnt Vote	27%	(189)	46%	(323)	16%	(113)	10%	(71)	697
4-Region: Northeast	35%	(136)	43%	(165)	17%	(67)	4%	(17)	385
4-Region: Midwest	30%	(135)	51%	(233)	14%	(64)	5%	(22)	455
4-Region: South	33%	(278)	45%	(375)	12%	(104)	10%	(81)	839
4-Region: West	33%	(171)	45%	(236)	15%	(78)	7%	(36)	521
Social Media User	32%	(698)	46%	(1000)	14%	(310)	7%	(151)	2159
Concerned About Privacy	42%	(721)	58%	(1010)	—	(0)	—	(0)	1731
Uses an Online Service Daily	34%	(657)	46%	(892)	14%	(276)	6%	(123)	1948
Creates Content and Earns Income	48%	(85)	39%	(70)	4%	(7)	9%	(16)	178
Creates Content Recreationally	29%	(152)	49%	(257)	18%	(95)	5%	(25)	529
Would Pay for Social Media	37%	(158)	41%	(173)	11%	(48)	11%	(49)	427

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	1069	49%
	Gender: Female	1122	51%
	N	2191	
age	Age: 18-34	631	29%
	Age: 35-44	371	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	251	11%
	Millennials: 1981-1996	662	30%
	GenXers: 1965-1980	575	26%
	Baby Boomers: 1946-1964	654	30%
	N	2141	
xpid3	PID: Dem (no lean)	915	42%
	PID: Ind (no lean)	592	27%
	PID: Rep (no lean)	693	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	456	21%
	PID/Gender: Dem Women	453	21%
	PID/Gender: Ind Men	272	12%
	PID/Gender: Ind Women	320	15%
	PID/Gender: Rep Men	342	16%
	PID/Gender: Rep Women	350	16%
	N	2191	
xdemIdeo3	Ideo: Liberal (1-3)	664	30%
	Ideo: Moderate (4)	625	28%
	Ideo: Conservative (5-7)	721	33%
	N	2010	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1077	49%
	Income: 50k-100k	710	32%
	Income: 100k+	414	19%
	N	2200	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	947	43%
	All Non-Christian	206	9%
	Atheist	103	5%
	Agnostic/Nothing in particular	588	27%
	Something Else	356	16%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	224	10%
xdemEvang	Evangelical	555	25%
	Non-Evangelical	740	34%
	N	1296	
xdemUsr	Community: Urban	678	31%
	Community: Suburban	989	45%
	Community: Rural	534	24%
	N	2200	
xdemEmploy	Employ: Private Sector	754	34%
	Employ: Government	135	6%
	Employ: Self-Employed	191	9%
	Employ: Homemaker	139	6%
	Employ: Student	83	4%
	Employ: Retired	563	26%
	Employ: Unemployed	203	9%
	Employ: Other	131	6%
	N	2200	
xdemMilHH1	Military HH: Yes	298	14%
	Military HH: No	1902	86%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	947	43%
	2022 House Vote: Republican	668	30%
	2022 House Vote: Someone else	53	2%
	2022 House Vote: Didnt Vote	532	24%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	997	45%
	2020 Vote: Donald Trump	718	33%
	2020 Vote: Other	61	3%
	2020 Vote: Didn't Vote	424	19%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	844	38%
	2018 House Vote: Republican	615	28%
	2018 House Vote: Someone else	44	2%
	2018 House Vote: Didnt Vote	697	32%
	N	2200	
xreg4	4-Region: Northeast	385	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2200	
MCTExdem1	Social Media User	2159	98%
MCTExdem2	Concerned About Privacy	1731	79%
MCTExdem3	Uses an Online Service Daily	1948	89%
MCTExdem4	Creates Content and Earns Income	178	8%
MCTExdem5	Creates Content Recreationally	529	24%
MCTExdem6	Would Pay for Social Media	427	19%

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