



National Tracking Poll #2303141
March 23-26, 2023

Crosstabulation Results

Methodology:

This poll was conducted between March 23-March 26, 2023 among a sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCBR1_1: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	16% (362)	9% (194)	75% (1645)	2201
Gender: Male	18% (196)	11% (117)	71% (757)	1069
Gender: Female	15% (167)	7% (77)	78% (882)	1126
Age: 18-34	19% (120)	13% (80)	68% (431)	631
Age: 35-44	25% (94)	13% (50)	61% (228)	372
Age: 45-64	11% (80)	6% (41)	83% (590)	711
Age: 65+	14% (68)	5% (24)	81% (396)	487
GenZers: 1997-2012	18% (43)	13% (32)	69% (166)	240
Millennials: 1981-1996	22% (153)	11% (78)	66% (455)	685
GenXers: 1965-1980	14% (77)	10% (53)	76% (425)	556
Baby Boomers: 1946-1964	13% (86)	4% (30)	83% (545)	660
PID: Dem (no lean)	18% (155)	10% (84)	72% (628)	867
PID: Ind (no lean)	14% (90)	7% (41)	79% (493)	624
PID: Rep (no lean)	16% (117)	10% (68)	74% (525)	710
PID/Gender: Dem Men	24% (97)	12% (50)	64% (258)	405
PID/Gender: Dem Women	13% (58)	7% (34)	80% (368)	460
PID/Gender: Ind Men	12% (37)	7% (22)	81% (246)	305
PID/Gender: Ind Women	17% (52)	6% (19)	77% (243)	315
PID/Gender: Rep Men	17% (61)	12% (44)	71% (253)	359
PID/Gender: Rep Women	16% (56)	7% (24)	77% (271)	351
Ideo: Liberal (1-3)	19% (124)	12% (77)	68% (436)	638
Ideo: Moderate (4)	12% (79)	8% (50)	80% (515)	645
Ideo: Conservative (5-7)	19% (145)	8% (62)	73% (550)	757
Educ: < College	14% (206)	8% (118)	77% (1114)	1438
Educ: Bachelors degree	17% (80)	9% (45)	74% (359)	484
Educ: Post-grad	27% (76)	11% (31)	62% (172)	278

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Table MCBR1_1: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	16% (362)	9% (194)	75% (1645)	2201
Income: Under 50k	11% (124)	8% (85)	81% (892)	1101
Income: 50k-100k	19% (140)	9% (68)	71% (522)	730
Income: 100k+	26% (98)	11% (41)	63% (232)	371
Ethnicity: White	17% (295)	9% (154)	74% (1249)	1698
Ethnicity: Hispanic	22% (82)	14% (54)	64% (243)	379
Ethnicity: Black	14% (40)	8% (22)	78% (221)	283
Ethnicity: Other	12% (27)	8% (18)	80% (175)	220
All Christian	16% (160)	8% (74)	76% (742)	977
All Non-Christian	31% (63)	27% (55)	42% (86)	204
Atheist	18% (17)	9% (9)	73% (71)	97
Agnostic/Nothing in particular	10% (56)	6% (31)	84% (454)	542
Something Else	17% (66)	6% (24)	77% (291)	381
Religious Non-Protestant/Catholic	30% (66)	26% (55)	44% (96)	217
Evangelical	21% (124)	8% (45)	71% (411)	579
Non-Evangelical	13% (103)	7% (57)	79% (612)	772
Community: Urban	19% (133)	11% (75)	71% (498)	707
Community: Suburban	16% (157)	9% (89)	75% (733)	978
Community: Rural	14% (72)	6% (30)	80% (414)	516
Employ: Private Sector	21% (150)	10% (75)	69% (505)	730
Employ: Government	24% (39)	18% (29)	58% (94)	161
Employ: Self-Employed	18% (35)	17% (34)	65% (130)	200
Employ: Homemaker	16% (26)	6% (10)	78% (133)	169
Employ: Student	28% (20)	11% (8)	61% (44)	71
Employ: Retired	13% (71)	4% (22)	82% (435)	527
Employ: Unemployed	5% (12)	5% (13)	89% (205)	230
Employ: Other	8% (9)	3% (4)	88% (99)	113
Military HH: Yes	15% (49)	15% (49)	69% (222)	320
Military HH: No	17% (313)	8% (145)	76% (1423)	1881

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Table MCBR1_1: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	16% (362)	9% (194)	75% (1645)	2201
2018 House Vote: Democrat	18% (146)	10% (76)	72% (567)	789
2018 House Vote: Republican	17% (110)	9% (55)	74% (484)	649
2018 House Vote: Didnt Vote	14% (102)	8% (59)	78% (566)	727
4-Region: Northeast	17% (67)	11% (41)	72% (278)	386
4-Region: Midwest	12% (55)	7% (30)	81% (370)	455
4-Region: South	17% (142)	8% (68)	75% (630)	839
4-Region: West	19% (98)	11% (55)	71% (368)	521
Has Subscription (w/ Media)	23% (362)	9% (136)	69% (1098)	1596
Household or Self Has Subscription (w/ Media)	19% (362)	10% (194)	71% (1352)	1908
Has Subscription (w/o Media)	56% (362)	12% (77)	32% (204)	643
Household or Self Has Subscription (w/o Media)	42% (362)	23% (194)	35% (305)	860

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

Table MCBR1_2: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	8% (185)	6% (136)	85% (1880)	2201
Gender: Male	12% (126)	10% (104)	78% (839)	1069
Gender: Female	5% (59)	3% (32)	92% (1035)	1126
Age: 18-34	14% (86)	9% (56)	77% (489)	631
Age: 35-44	13% (50)	13% (48)	74% (273)	372
Age: 45-64	6% (40)	3% (22)	91% (648)	711
Age: 65+	2% (8)	2% (9)	96% (469)	487
GenZers: 1997-2012	11% (25)	8% (19)	82% (196)	240
Millennials: 1981-1996	14% (98)	10% (65)	76% (522)	685
GenXers: 1965-1980	9% (51)	7% (36)	84% (468)	556
Baby Boomers: 1946-1964	2% (11)	2% (16)	96% (633)	660
PID: Dem (no lean)	12% (100)	7% (64)	81% (704)	867
PID: Ind (no lean)	4% (28)	5% (32)	91% (565)	624
PID: Rep (no lean)	8% (58)	6% (41)	86% (611)	710
PID/Gender: Dem Men	18% (74)	13% (51)	69% (280)	405
PID/Gender: Dem Women	6% (25)	3% (12)	92% (422)	460
PID/Gender: Ind Men	4% (13)	7% (21)	89% (271)	305
PID/Gender: Ind Women	5% (15)	3% (10)	92% (290)	315
PID/Gender: Rep Men	11% (39)	9% (31)	80% (288)	359
PID/Gender: Rep Women	5% (19)	3% (9)	92% (323)	351
Ideo: Liberal (1-3)	12% (75)	9% (55)	80% (508)	638
Ideo: Moderate (4)	6% (42)	6% (36)	88% (567)	645
Ideo: Conservative (5-7)	8% (58)	6% (42)	87% (657)	757
Educ: < College	6% (93)	6% (80)	88% (1265)	1438
Educ: Bachelors degree	9% (45)	5% (26)	85% (414)	484
Educ: Post-grad	17% (47)	11% (30)	72% (200)	278
Income: Under 50k	6% (63)	6% (64)	88% (973)	1101
Income: 50k-100k	10% (73)	6% (47)	84% (610)	730
Income: 100k+	13% (49)	7% (25)	80% (297)	371
Ethnicity: White	8% (143)	6% (108)	85% (1447)	1698

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Table MCBR1_2: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Yes, I currently subscribe		Yes, someone in my household currently subscribes		No, no one in my household currently subscribes		Total N
Adults	8%	(185)	6%	(136)	85%	(1880)	2201
Ethnicity: Hispanic	14%	(53)	10%	(39)	76%	(287)	379
Ethnicity: Black	10%	(28)	6%	(16)	84%	(239)	283
Ethnicity: Other	6%	(14)	5%	(12)	88%	(194)	220
All Christian	7%	(72)	4%	(35)	89%	(870)	977
All Non-Christian	25%	(51)	31%	(63)	44%	(90)	204
Atheist	7%	(7)	4%	(4)	89%	(86)	97
Agnostic/Nothing in particular	5%	(28)	3%	(15)	92%	(499)	542
Something Else	7%	(27)	5%	(19)	88%	(335)	381
Religious Non-Protestant/Catholic	24%	(51)	30%	(64)	47%	(101)	217
Evangelical	12%	(69)	5%	(31)	83%	(479)	579
Non-Evangelical	4%	(27)	3%	(22)	94%	(723)	772
Community: Urban	15%	(107)	10%	(69)	75%	(531)	707
Community: Suburban	5%	(48)	5%	(45)	91%	(885)	978
Community: Rural	6%	(30)	4%	(22)	90%	(464)	516
Employ: Private Sector	11%	(82)	9%	(62)	80%	(585)	730
Employ: Government	19%	(30)	14%	(23)	67%	(108)	161
Employ: Self-Employed	20%	(40)	10%	(19)	70%	(140)	200
Employ: Homemaker	6%	(10)	4%	(7)	90%	(153)	169
Employ: Student	4%	(3)	4%	(3)	91%	(65)	71
Employ: Retired	2%	(10)	1%	(7)	97%	(510)	527
Employ: Unemployed	2%	(4)	2%	(5)	96%	(220)	230
Employ: Other	4%	(5)	8%	(9)	87%	(99)	113
Military HH: Yes	9%	(28)	7%	(21)	85%	(271)	320
Military HH: No	8%	(157)	6%	(115)	86%	(1609)	1881
2018 House Vote: Democrat	12%	(95)	7%	(56)	81%	(638)	789
2018 House Vote: Republican	7%	(42)	4%	(27)	89%	(580)	649
2018 House Vote: Didnt Vote	6%	(43)	7%	(53)	87%	(632)	727

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Table MCBR1_2: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	8% (185)	6% (136)	85% (1880)	2201
4-Region: Northeast	11% (43)	9% (34)	80% (309)	386
4-Region: Midwest	5% (22)	4% (20)	91% (413)	455
4-Region: South	8% (65)	5% (40)	87% (735)	839
4-Region: West	11% (56)	8% (43)	81% (423)	521
Has Subscription (w/ Media)	12% (185)	7% (108)	82% (1303)	1596
Household or Self Has Subscription (w/ Media)	10% (185)	7% (136)	83% (1587)	1908
Has Subscription (w/o Media)	29% (185)	12% (79)	59% (380)	643
Household or Self Has Subscription (w/o Media)	22% (185)	16% (136)	63% (539)	860

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

Table MCBR1_3: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Meal delivery subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	12% (260)	9% (192)	79% (1750)	2201
Gender: Male	16% (168)	12% (126)	72% (775)	1069
Gender: Female	8% (91)	6% (66)	86% (968)	1126
Age: 18-34	20% (124)	14% (87)	67% (420)	631
Age: 35-44	21% (77)	15% (56)	64% (238)	372
Age: 45-64	6% (44)	5% (38)	89% (630)	711
Age: 65+	3% (14)	2% (11)	95% (462)	487
GenZers: 1997-2012	12% (28)	18% (43)	71% (170)	240
Millennials: 1981-1996	23% (159)	12% (80)	65% (446)	685
GenXers: 1965-1980	10% (53)	9% (50)	81% (452)	556
Baby Boomers: 1946-1964	3% (19)	3% (19)	94% (622)	660
PID: Dem (no lean)	15% (129)	10% (85)	75% (653)	867
PID: Ind (no lean)	8% (48)	6% (38)	86% (539)	624
PID: Rep (no lean)	12% (83)	10% (69)	79% (558)	710
PID/Gender: Dem Men	23% (92)	14% (56)	63% (257)	405
PID/Gender: Dem Women	8% (37)	6% (29)	86% (394)	460
PID/Gender: Ind Men	8% (25)	6% (19)	86% (261)	305
PID/Gender: Ind Women	7% (22)	6% (19)	87% (273)	315
PID/Gender: Rep Men	14% (51)	14% (51)	72% (257)	359
PID/Gender: Rep Women	9% (32)	5% (18)	86% (301)	351
Ideo: Liberal (1-3)	15% (94)	12% (78)	73% (466)	638
Ideo: Moderate (4)	10% (63)	8% (49)	83% (533)	645
Ideo: Conservative (5-7)	11% (85)	7% (56)	81% (616)	757
Educ: < College	10% (139)	8% (122)	82% (1177)	1438
Educ: Bachelors degree	14% (68)	7% (34)	79% (382)	484
Educ: Post-grad	19% (52)	13% (36)	68% (190)	278
Income: Under 50k	9% (95)	8% (86)	83% (919)	1101
Income: 50k-100k	14% (106)	8% (56)	78% (568)	730
Income: 100k+	16% (59)	13% (49)	71% (263)	371
Ethnicity: White	11% (185)	9% (146)	81% (1368)	1698

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Table MCBR1_3: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Meal delivery subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	12% (260)	9% (192)	79% (1750)	2201
Ethnicity: Hispanic	20% (76)	19% (71)	61% (232)	379
Ethnicity: Black	17% (48)	7% (19)	76% (216)	283
Ethnicity: Other	12% (27)	13% (28)	75% (165)	220
All Christian	10% (95)	7% (70)	83% (812)	977
All Non-Christian	30% (60)	29% (59)	41% (85)	204
Atheist	9% (9)	7% (7)	84% (82)	97
Agnostic/Nothing in particular	8% (42)	6% (30)	87% (469)	542
Something Else	14% (53)	7% (26)	79% (302)	381
Religious Non-Protestant/Catholic	28% (62)	27% (59)	44% (96)	217
Evangelical	13% (77)	10% (60)	76% (442)	579
Non-Evangelical	8% (65)	5% (35)	87% (673)	772
Community: Urban	19% (133)	12% (88)	69% (485)	707
Community: Suburban	10% (96)	7% (69)	83% (814)	978
Community: Rural	6% (31)	7% (35)	87% (450)	516
Employ: Private Sector	16% (117)	10% (73)	74% (540)	730
Employ: Government	26% (43)	21% (33)	53% (85)	161
Employ: Self-Employed	14% (28)	23% (47)	63% (125)	200
Employ: Homemaker	11% (19)	3% (5)	86% (145)	169
Employ: Student	23% (16)	20% (14)	57% (41)	71
Employ: Retired	2% (12)	1% (7)	96% (508)	527
Employ: Unemployed	6% (14)	4% (9)	90% (207)	230
Employ: Other	9% (11)	2% (3)	88% (99)	113
Military HH: Yes	10% (34)	12% (39)	77% (248)	320
Military HH: No	12% (226)	8% (153)	80% (1502)	1881
2018 House Vote: Democrat	14% (110)	8% (65)	78% (613)	789
2018 House Vote: Republican	8% (50)	8% (53)	84% (547)	649
2018 House Vote: Didnt Vote	13% (96)	10% (72)	77% (558)	727

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Table MCBR1_3: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Meal delivery subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	12% (260)	9% (192)	79% (1750)	2201
4-Region: Northeast	13% (51)	11% (42)	76% (292)	386
4-Region: Midwest	7% (31)	5% (23)	88% (401)	455
4-Region: South	11% (91)	7% (55)	83% (693)	839
4-Region: West	16% (86)	14% (71)	70% (364)	521
Has Subscription (w/ Media)	16% (260)	9% (148)	74% (1189)	1596
Household or Self Has Subscription (w/ Media)	14% (260)	10% (192)	76% (1457)	1908
Has Subscription (w/o Media)	40% (260)	16% (105)	43% (279)	643
Household or Self Has Subscription (w/o Media)	30% (260)	22% (192)	48% (409)	860

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

Table MCBR1_4: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	13% (283)	8% (167)	80% (1751)	2201
Gender: Male	20% (211)	10% (105)	70% (753)	1069
Gender: Female	6% (72)	6% (63)	88% (991)	1126
Age: 18-34	21% (131)	11% (71)	68% (430)	631
Age: 35-44	21% (79)	17% (64)	62% (229)	372
Age: 45-64	8% (57)	3% (24)	89% (631)	711
Age: 65+	3% (17)	2% (9)	95% (462)	487
GenZers: 1997-2012	13% (30)	13% (31)	74% (179)	240
Millennials: 1981-1996	24% (167)	12% (82)	64% (436)	685
GenXers: 1965-1980	11% (62)	7% (39)	82% (455)	556
Baby Boomers: 1946-1964	4% (24)	2% (15)	94% (621)	660
PID: Dem (no lean)	15% (134)	10% (84)	75% (649)	867
PID: Ind (no lean)	8% (51)	6% (35)	86% (537)	624
PID: Rep (no lean)	14% (98)	7% (48)	79% (564)	710
PID/Gender: Dem Men	26% (104)	14% (55)	61% (246)	405
PID/Gender: Dem Women	6% (30)	6% (29)	87% (401)	460
PID/Gender: Ind Men	13% (41)	5% (16)	81% (249)	305
PID/Gender: Ind Women	3% (11)	6% (19)	91% (285)	315
PID/Gender: Rep Men	18% (66)	9% (34)	72% (259)	359
PID/Gender: Rep Women	9% (31)	4% (14)	87% (305)	351
Ideo: Liberal (1-3)	17% (107)	10% (62)	74% (470)	638
Ideo: Moderate (4)	10% (65)	8% (51)	82% (529)	645
Ideo: Conservative (5-7)	13% (100)	6% (49)	80% (608)	757
Educ: < College	12% (167)	7% (104)	81% (1167)	1438
Educ: Bachelors degree	12% (56)	7% (32)	82% (396)	484
Educ: Post-grad	21% (60)	11% (32)	67% (187)	278
Income: Under 50k	10% (111)	6% (65)	84% (925)	1101
Income: 50k-100k	15% (110)	8% (59)	77% (560)	730
Income: 100k+	17% (62)	12% (43)	72% (265)	371
Ethnicity: White	12% (198)	8% (128)	81% (1373)	1698

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Table MCBR1_4: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	13% (283)	8% (167)	80% (1751)	2201
Ethnicity: Hispanic	24% (91)	14% (52)	62% (237)	379
Ethnicity: Black	19% (54)	9% (25)	72% (204)	283
Ethnicity: Other	14% (30)	7% (15)	79% (174)	220
All Christian	13% (123)	5% (50)	82% (803)	977
All Non-Christian	31% (63)	28% (58)	41% (83)	204
Atheist	13% (13)	4% (4)	83% (81)	97
Agnostic/Nothing in particular	6% (31)	5% (30)	89% (482)	542
Something Else	14% (53)	7% (26)	79% (302)	381
Religious Non-Protestant/Catholic	30% (65)	27% (59)	43% (93)	217
Evangelical	17% (100)	8% (44)	75% (435)	579
Non-Evangelical	9% (73)	4% (34)	86% (665)	772
Community: Urban	21% (150)	11% (75)	68% (482)	707
Community: Suburban	8% (81)	7% (64)	85% (834)	978
Community: Rural	10% (53)	5% (28)	84% (436)	516
Employ: Private Sector	16% (117)	9% (67)	75% (545)	730
Employ: Government	26% (43)	20% (32)	54% (87)	161
Employ: Self-Employed	27% (54)	13% (26)	60% (120)	200
Employ: Homemaker	11% (18)	5% (9)	84% (143)	169
Employ: Student	20% (14)	4% (3)	76% (54)	71
Employ: Retired	4% (20)	1% (8)	95% (500)	527
Employ: Unemployed	3% (8)	7% (17)	89% (205)	230
Employ: Other	9% (10)	5% (6)	86% (97)	113
Military HH: Yes	12% (40)	10% (31)	78% (249)	320
Military HH: No	13% (243)	7% (136)	80% (1501)	1881
2018 House Vote: Democrat	15% (117)	9% (68)	77% (604)	789
2018 House Vote: Republican	12% (79)	5% (32)	83% (538)	649
2018 House Vote: Didnt Vote	12% (84)	9% (65)	80% (578)	727

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Table MCBR1_4: Do you or anyone in your household currently subscribe to any of the following subscriptions?

Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	13% (283)	8% (167)	80% (1751)	2201
4-Region: Northeast	15% (56)	8% (31)	77% (298)	386
4-Region: Midwest	7% (30)	5% (22)	89% (403)	455
4-Region: South	11% (96)	7% (61)	81% (682)	839
4-Region: West	19% (100)	10% (52)	71% (368)	521
Has Subscription (w/ Media)	18% (283)	7% (113)	75% (1200)	1596
Household or Self Has Subscription (w/ Media)	15% (283)	9% (167)	76% (1458)	1908
Has Subscription (w/o Media)	44% (283)	12% (74)	45% (286)	643
Household or Self Has Subscription (w/o Media)	33% (283)	19% (167)	48% (410)	860

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

Table MCBR1_5: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Audio streaming services

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	35% (772)	15% (325)	50% (1103)	2201
Gender: Male	38% (409)	17% (179)	45% (481)	1069
Gender: Female	32% (363)	13% (145)	55% (618)	1126
Age: 18-34	46% (290)	23% (146)	31% (195)	631
Age: 35-44	45% (169)	19% (72)	35% (130)	372
Age: 45-64	30% (212)	12% (84)	58% (415)	711
Age: 65+	21% (101)	5% (23)	75% (363)	487
GenZers: 1997-2012	40% (97)	28% (67)	32% (76)	240
Millennials: 1981-1996	49% (335)	18% (126)	33% (224)	685
GenXers: 1965-1980	34% (187)	14% (80)	52% (288)	556
Baby Boomers: 1946-1964	23% (151)	7% (49)	70% (460)	660
PID: Dem (no lean)	39% (339)	16% (135)	45% (393)	867
PID: Ind (no lean)	31% (195)	13% (79)	56% (350)	624
PID: Rep (no lean)	34% (238)	16% (111)	51% (361)	710
PID/Gender: Dem Men	43% (174)	21% (85)	36% (146)	405
PID/Gender: Dem Women	36% (165)	11% (51)	53% (244)	460
PID/Gender: Ind Men	35% (106)	11% (33)	54% (166)	305
PID/Gender: Ind Women	28% (89)	14% (44)	58% (181)	315
PID/Gender: Rep Men	36% (129)	17% (61)	47% (169)	359
PID/Gender: Rep Women	31% (109)	14% (50)	55% (192)	351
Ideo: Liberal (1-3)	42% (269)	17% (108)	41% (261)	638
Ideo: Moderate (4)	33% (211)	16% (101)	52% (333)	645
Ideo: Conservative (5-7)	33% (253)	13% (97)	54% (407)	757
Educ: < College	32% (463)	15% (213)	53% (762)	1438
Educ: Bachelors degree	42% (202)	13% (62)	45% (220)	484
Educ: Post-grad	39% (107)	18% (50)	44% (121)	278
Income: Under 50k	29% (316)	14% (152)	57% (633)	1101
Income: 50k-100k	42% (305)	14% (103)	44% (321)	730
Income: 100k+	41% (151)	19% (70)	40% (150)	371
Ethnicity: White	35% (592)	16% (266)	49% (840)	1698

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Table MCBR1_5: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Audio streaming services

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	35% (772)	15% (325)	50% (1103)	2201
Ethnicity: Hispanic	47% (177)	24% (89)	30% (113)	379
Ethnicity: Black	38% (108)	13% (38)	48% (137)	283
Ethnicity: Other	33% (72)	10% (21)	57% (126)	220
All Christian	36% (347)	11% (107)	53% (522)	977
All Non-Christian	38% (78)	30% (60)	32% (66)	204
Atheist	48% (46)	22% (21)	31% (30)	97
Agnostic/Nothing in particular	32% (175)	14% (78)	53% (290)	542
Something Else	33% (126)	16% (59)	51% (195)	381
Religious Non-Protestant/Catholic	37% (80)	29% (64)	34% (73)	217
Evangelical	35% (205)	14% (78)	51% (296)	579
Non-Evangelical	34% (264)	11% (88)	54% (420)	772
Community: Urban	38% (271)	16% (113)	46% (323)	707
Community: Suburban	34% (337)	14% (141)	51% (500)	978
Community: Rural	32% (165)	14% (71)	54% (280)	516
Employ: Private Sector	45% (330)	16% (120)	38% (280)	730
Employ: Government	41% (66)	28% (45)	31% (50)	161
Employ: Self-Employed	32% (65)	22% (44)	46% (91)	200
Employ: Homemaker	40% (67)	14% (24)	46% (78)	169
Employ: Student	46% (33)	19% (13)	35% (25)	71
Employ: Retired	24% (124)	5% (24)	72% (379)	527
Employ: Unemployed	23% (53)	17% (40)	60% (138)	230
Employ: Other	31% (35)	14% (15)	56% (63)	113
Military HH: Yes	34% (108)	15% (49)	51% (163)	320
Military HH: No	35% (664)	15% (276)	50% (940)	1881
2018 House Vote: Democrat	41% (322)	14% (112)	45% (355)	789
2018 House Vote: Republican	34% (220)	13% (85)	53% (345)	649
2018 House Vote: Didnt Vote	30% (218)	17% (124)	53% (385)	727

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Table MCBR1_5: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Audio streaming services

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	35% (772)	15% (325)	50% (1103)	2201
4-Region: Northeast	37% (142)	16% (62)	47% (181)	386
4-Region: Midwest	33% (150)	12% (57)	55% (248)	455
4-Region: South	36% (298)	13% (112)	51% (429)	839
4-Region: West	35% (182)	18% (95)	47% (244)	521
Has Subscription (w/ Media)	48% (772)	12% (192)	40% (632)	1596
Household or Self Has Subscription (w/ Media)	40% (772)	17% (325)	42% (811)	1908
Has Subscription (w/o Media)	58% (376)	19% (123)	22% (144)	643
Household or Self Has Subscription (w/o Media)	50% (433)	24% (205)	26% (222)	860

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

Table MCBR1_6: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 TV and movie streaming services

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	59% (1292)	20% (431)	22% (479)	2201
Gender: Male	58% (619)	21% (227)	21% (223)	1069
Gender: Female	60% (672)	18% (201)	23% (253)	1126
Age: 18-34	64% (404)	23% (146)	13% (81)	631
Age: 35-44	64% (238)	23% (85)	13% (49)	372
Age: 45-64	58% (415)	19% (135)	23% (161)	711
Age: 65+	48% (235)	13% (65)	39% (188)	487
GenZers: 1997-2012	59% (141)	25% (60)	17% (40)	240
Millennials: 1981-1996	67% (462)	21% (142)	12% (81)	685
GenXers: 1965-1980	60% (334)	22% (120)	18% (102)	556
Baby Boomers: 1946-1964	51% (335)	16% (104)	33% (221)	660
PID: Dem (no lean)	63% (544)	20% (174)	17% (149)	867
PID: Ind (no lean)	56% (349)	17% (104)	27% (170)	624
PID: Rep (no lean)	56% (399)	21% (152)	22% (159)	710
PID/Gender: Dem Men	63% (256)	22% (90)	15% (60)	405
PID/Gender: Dem Women	63% (288)	18% (84)	19% (87)	460
PID/Gender: Ind Men	54% (165)	18% (54)	28% (86)	305
PID/Gender: Ind Women	58% (184)	15% (47)	27% (84)	315
PID/Gender: Rep Men	55% (199)	23% (83)	22% (77)	359
PID/Gender: Rep Women	57% (200)	20% (69)	23% (82)	351
Ideo: Liberal (1-3)	66% (418)	19% (119)	16% (101)	638
Ideo: Moderate (4)	58% (375)	22% (139)	20% (131)	645
Ideo: Conservative (5-7)	55% (420)	19% (147)	25% (190)	757
Educ: < College	56% (806)	20% (281)	24% (352)	1438
Educ: Bachelors degree	66% (319)	20% (97)	14% (69)	484
Educ: Post-grad	60% (167)	19% (53)	21% (58)	278
Income: Under 50k	53% (584)	19% (213)	28% (305)	1101
Income: 50k-100k	63% (462)	20% (143)	17% (124)	730
Income: 100k+	66% (246)	20% (75)	13% (50)	371
Ethnicity: White	59% (996)	20% (336)	22% (367)	1698

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**Table MCBR1_6: Do you or anyone in your household currently subscribe to any of the following subscriptions?
TV and movie streaming services**

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	59% (1292)	20% (431)	22% (479)	2201
Ethnicity: Hispanic	57% (216)	25% (97)	17% (66)	379
Ethnicity: Black	62% (175)	18% (50)	21% (59)	283
Ethnicity: Other	55% (121)	21% (45)	24% (53)	220
All Christian	61% (595)	18% (171)	22% (211)	977
All Non-Christian	46% (94)	33% (67)	21% (44)	204
Atheist	67% (66)	22% (21)	11% (11)	97
Agnostic/Nothing in particular	58% (315)	18% (97)	24% (130)	542
Something Else	58% (223)	20% (75)	22% (83)	381
Religious Non-Protestant/Catholic	47% (101)	32% (69)	22% (47)	217
Evangelical	58% (333)	20% (116)	22% (129)	579
Non-Evangelical	62% (478)	17% (133)	21% (162)	772
Community: Urban	58% (413)	18% (124)	24% (169)	707
Community: Suburban	61% (596)	20% (199)	19% (184)	978
Community: Rural	55% (283)	21% (108)	24% (126)	516
Employ: Private Sector	68% (494)	19% (140)	13% (95)	730
Employ: Government	55% (89)	27% (44)	17% (28)	161
Employ: Self-Employed	53% (107)	29% (58)	18% (35)	200
Employ: Homemaker	68% (115)	17% (29)	15% (25)	169
Employ: Student	61% (43)	22% (16)	17% (12)	71
Employ: Retired	50% (262)	13% (68)	37% (197)	527
Employ: Unemployed	48% (109)	23% (53)	29% (68)	230
Employ: Other	63% (71)	20% (22)	17% (19)	113
Military HH: Yes	54% (172)	23% (73)	23% (75)	320
Military HH: No	60% (1119)	19% (358)	21% (404)	1881
2018 House Vote: Democrat	67% (529)	18% (138)	15% (122)	789
2018 House Vote: Republican	55% (355)	19% (126)	26% (168)	649
2018 House Vote: Didnt Vote	53% (387)	22% (161)	25% (178)	727

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Table MCBR1_6: Do you or anyone in your household currently subscribe to any of the following subscriptions?
TV and movie streaming services

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	59% (1292)	20% (431)	22% (479)	2201
4-Region: Northeast	59% (227)	22% (85)	19% (74)	386
4-Region: Midwest	62% (282)	17% (79)	21% (94)	455
4-Region: South	58% (484)	20% (167)	23% (189)	839
4-Region: West	57% (299)	19% (100)	23% (122)	521
Has Subscription (w/ Media)	81% (1292)	10% (162)	9% (142)	1596
Household or Self Has Subscription (w/ Media)	68% (1292)	23% (431)	10% (186)	1908
Has Subscription (w/o Media)	76% (488)	17% (110)	7% (46)	643
Household or Self Has Subscription (w/o Media)	68% (584)	24% (205)	8% (71)	860

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

Table MCBR1_7: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Online newspaper subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	14% (307)	8% (179)	78% (1715)	2201
Gender: Male	20% (218)	11% (114)	69% (737)	1069
Gender: Female	8% (88)	6% (66)	86% (972)	1126
Age: 18-34	15% (93)	11% (68)	74% (470)	631
Age: 35-44	18% (67)	14% (51)	68% (254)	372
Age: 45-64	9% (63)	7% (48)	84% (600)	711
Age: 65+	17% (84)	3% (13)	80% (390)	487
GenZers: 1997-2012	8% (19)	13% (30)	79% (191)	240
Millennials: 1981-1996	18% (121)	11% (72)	72% (492)	685
GenXers: 1965-1980	12% (65)	10% (53)	79% (437)	556
Baby Boomers: 1946-1964	14% (91)	3% (22)	83% (547)	660
PID: Dem (no lean)	21% (182)	9% (78)	70% (607)	867
PID: Ind (no lean)	8% (53)	7% (42)	85% (529)	624
PID: Rep (no lean)	10% (72)	8% (59)	82% (579)	710
PID/Gender: Dem Men	31% (124)	14% (56)	56% (225)	405
PID/Gender: Dem Women	13% (58)	5% (23)	82% (379)	460
PID/Gender: Ind Men	13% (39)	7% (21)	81% (246)	305
PID/Gender: Ind Women	4% (14)	7% (21)	89% (279)	315
PID/Gender: Rep Men	15% (55)	10% (37)	74% (266)	359
PID/Gender: Rep Women	5% (16)	6% (21)	89% (313)	351
Ideo: Liberal (1-3)	24% (151)	9% (60)	67% (427)	638
Ideo: Moderate (4)	9% (61)	9% (56)	82% (528)	645
Ideo: Conservative (5-7)	12% (94)	8% (60)	80% (602)	757
Educ: < College	10% (141)	7% (99)	83% (1198)	1438
Educ: Bachelors degree	18% (86)	8% (39)	74% (360)	484
Educ: Post-grad	29% (80)	15% (41)	56% (157)	278
Income: Under 50k	8% (90)	6% (63)	86% (948)	1101
Income: 50k-100k	18% (129)	10% (71)	73% (530)	730
Income: 100k+	24% (89)	12% (45)	64% (237)	371
Ethnicity: White	14% (238)	8% (140)	78% (1321)	1698

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Table MCBR1_7: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Online newspaper subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	14% (307)	8% (179)	78% (1715)	2201
Ethnicity: Hispanic	17% (65)	12% (46)	71% (268)	379
Ethnicity: Black	15% (42)	5% (15)	80% (225)	283
Ethnicity: Other	12% (27)	11% (24)	77% (169)	220
All Christian	15% (149)	8% (76)	77% (752)	977
All Non-Christian	39% (79)	22% (46)	39% (80)	204
Atheist	12% (11)	9% (9)	79% (77)	97
Agnostic/Nothing in particular	8% (42)	6% (31)	87% (469)	542
Something Else	7% (26)	5% (18)	88% (337)	381
Religious Non-Protestant/Catholic	37% (80)	21% (47)	42% (90)	217
Evangelical	13% (76)	7% (41)	80% (462)	579
Non-Evangelical	13% (97)	7% (53)	81% (623)	772
Community: Urban	23% (163)	9% (67)	68% (477)	707
Community: Suburban	11% (107)	8% (80)	81% (791)	978
Community: Rural	7% (37)	6% (33)	87% (447)	516
Employ: Private Sector	19% (136)	9% (63)	73% (530)	730
Employ: Government	22% (36)	20% (32)	58% (94)	161
Employ: Self-Employed	17% (33)	17% (34)	66% (133)	200
Employ: Homemaker	3% (6)	6% (10)	91% (154)	169
Employ: Student	6% (5)	12% (8)	82% (58)	71
Employ: Retired	14% (76)	2% (12)	83% (439)	527
Employ: Unemployed	5% (11)	5% (11)	91% (208)	230
Employ: Other	4% (5)	8% (9)	88% (99)	113
Military HH: Yes	19% (62)	11% (35)	70% (223)	320
Military HH: No	13% (245)	8% (144)	79% (1492)	1881
2018 House Vote: Democrat	23% (183)	9% (69)	68% (537)	789
2018 House Vote: Republican	9% (59)	8% (49)	83% (541)	649
2018 House Vote: Didnt Vote	8% (61)	8% (59)	83% (607)	727

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Table MCBR1_7: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Online newspaper subscriptions

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	14% (307)	8% (179)	78% (1715)	2201
4-Region: Northeast	18% (71)	12% (47)	69% (268)	386
4-Region: Midwest	10% (46)	6% (28)	84% (381)	455
4-Region: South	12% (101)	6% (49)	82% (689)	839
4-Region: West	17% (89)	11% (56)	72% (377)	521
Has Subscription (w/ Media)	19% (307)	9% (137)	72% (1153)	1596
Household or Self Has Subscription (w/ Media)	16% (307)	9% (179)	75% (1422)	1908
Has Subscription (w/o Media)	29% (185)	16% (101)	55% (357)	643
Household or Self Has Subscription (w/o Media)	24% (203)	16% (138)	60% (520)	860

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

Table MCBR1_8: Do you or anyone in your household currently subscribe to any of the following subscriptions?
 Print magazines and newspapers

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	22% (487)	11% (239)	67% (1476)	2201
Gender: Male	26% (275)	13% (137)	62% (658)	1069
Gender: Female	19% (212)	9% (101)	72% (812)	1126
Age: 18-34	14% (88)	13% (83)	73% (461)	631
Age: 35-44	23% (84)	14% (53)	63% (235)	372
Age: 45-64	20% (140)	9% (64)	71% (507)	711
Age: 65+	36% (175)	8% (39)	56% (273)	487
GenZers: 1997-2012	13% (31)	11% (26)	76% (183)	240
Millennials: 1981-1996	16% (108)	15% (104)	69% (472)	685
GenXers: 1965-1980	23% (127)	10% (54)	67% (374)	556
Baby Boomers: 1946-1964	30% (197)	8% (51)	63% (413)	660
PID: Dem (no lean)	26% (228)	12% (106)	62% (533)	867
PID: Ind (no lean)	16% (102)	10% (62)	74% (460)	624
PID: Rep (no lean)	22% (157)	10% (71)	68% (482)	710
PID/Gender: Dem Men	30% (122)	18% (75)	52% (209)	405
PID/Gender: Dem Women	23% (106)	7% (31)	70% (322)	460
PID/Gender: Ind Men	18% (54)	8% (24)	75% (228)	305
PID/Gender: Ind Women	15% (48)	12% (38)	73% (229)	315
PID/Gender: Rep Men	28% (99)	11% (38)	62% (221)	359
PID/Gender: Rep Women	16% (57)	9% (33)	74% (261)	351
Ideo: Liberal (1-3)	29% (183)	11% (71)	60% (384)	638
Ideo: Moderate (4)	19% (125)	12% (76)	69% (444)	645
Ideo: Conservative (5-7)	22% (167)	11% (87)	67% (503)	757
Educ: < College	19% (274)	10% (140)	71% (1024)	1438
Educ: Bachelors degree	24% (116)	10% (50)	66% (318)	484
Educ: Post-grad	34% (96)	18% (49)	48% (134)	278
Income: Under 50k	17% (192)	8% (88)	75% (821)	1101
Income: 50k-100k	24% (173)	12% (89)	64% (467)	730
Income: 100k+	33% (121)	17% (61)	51% (188)	371
Ethnicity: White	23% (396)	12% (196)	65% (1106)	1698

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Table MCBR1_8: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Print magazines and newspapers

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	22% (487)	11% (239)	67% (1476)	2201
Ethnicity: Hispanic	23% (87)	13% (51)	64% (242)	379
Ethnicity: Black	20% (56)	7% (19)	73% (208)	283
Ethnicity: Other	16% (35)	11% (23)	74% (162)	220
All Christian	26% (249)	13% (123)	62% (604)	977
All Non-Christian	42% (85)	19% (39)	39% (80)	204
Atheist	18% (18)	9% (8)	73% (71)	97
Agnostic/Nothing in particular	16% (86)	9% (47)	75% (409)	542
Something Else	13% (48)	6% (22)	82% (311)	381
Religious Non-Protestant/Catholic	41% (90)	18% (40)	40% (87)	217
Evangelical	20% (118)	12% (70)	68% (392)	579
Non-Evangelical	22% (174)	10% (76)	68% (522)	772
Community: Urban	25% (179)	10% (73)	64% (455)	707
Community: Suburban	21% (209)	10% (97)	69% (671)	978
Community: Rural	19% (99)	13% (68)	68% (350)	516
Employ: Private Sector	24% (176)	11% (77)	65% (476)	730
Employ: Government	20% (32)	19% (31)	61% (98)	161
Employ: Self-Employed	28% (55)	15% (30)	57% (115)	200
Employ: Homemaker	18% (31)	12% (20)	70% (118)	169
Employ: Student	7% (5)	12% (9)	81% (58)	71
Employ: Retired	28% (149)	8% (42)	64% (337)	527
Employ: Unemployed	10% (23)	10% (23)	80% (184)	230
Employ: Other	13% (15)	7% (8)	80% (90)	113
Military HH: Yes	34% (110)	11% (34)	55% (176)	320
Military HH: No	20% (376)	11% (205)	69% (1300)	1881
2018 House Vote: Democrat	29% (232)	11% (87)	60% (470)	789
2018 House Vote: Republican	20% (132)	12% (79)	67% (438)	649
2018 House Vote: Didnt Vote	16% (113)	10% (70)	75% (544)	727

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Table MCBR1_8: Do you or anyone in your household currently subscribe to any of the following subscriptions?*Print magazines and newspapers*

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	22% (487)	11% (239)	67% (1476)	2201
4-Region: Northeast	27% (102)	16% (60)	58% (223)	386
4-Region: Midwest	24% (109)	10% (45)	66% (301)	455
4-Region: South	19% (157)	10% (83)	71% (600)	839
4-Region: West	23% (119)	10% (50)	68% (352)	521
Has Subscription (w/ Media)	30% (487)	10% (161)	59% (949)	1596
Household or Self Has Subscription (w/ Media)	25% (487)	13% (239)	62% (1183)	1908
Has Subscription (w/o Media)	32% (205)	16% (101)	52% (337)	643
Household or Self Has Subscription (w/o Media)	27% (232)	18% (152)	55% (477)	860

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

Table MCBR1_9: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Other subscription(s), please specify:

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	7% (152)	5% (103)	88% (1946)	2201
Gender: Male	9% (93)	7% (75)	84% (902)	1069
Gender: Female	5% (59)	2% (28)	92% (1039)	1126
Age: 18-34	9% (59)	5% (34)	85% (538)	631
Age: 35-44	10% (36)	12% (44)	79% (292)	372
Age: 45-64	5% (33)	2% (14)	93% (664)	711
Age: 65+	5% (24)	2% (11)	93% (452)	487
GenZers: 1997-2012	6% (14)	2% (5)	92% (222)	240
Millennials: 1981-1996	11% (75)	7% (47)	82% (563)	685
GenXers: 1965-1980	6% (35)	7% (37)	87% (484)	556
Baby Boomers: 1946-1964	4% (25)	2% (15)	94% (620)	660
PID: Dem (no lean)	9% (79)	5% (41)	86% (747)	867
PID: Ind (no lean)	4% (26)	3% (16)	93% (582)	624
PID: Rep (no lean)	7% (48)	6% (45)	87% (617)	710
PID/Gender: Dem Men	13% (53)	8% (31)	79% (321)	405
PID/Gender: Dem Women	6% (26)	2% (10)	92% (424)	460
PID/Gender: Ind Men	4% (13)	2% (8)	93% (285)	305
PID/Gender: Ind Women	4% (13)	3% (8)	93% (294)	315
PID/Gender: Rep Men	8% (27)	10% (36)	82% (295)	359
PID/Gender: Rep Women	6% (20)	3% (9)	92% (321)	351
Ideo: Liberal (1-3)	8% (52)	7% (44)	85% (541)	638
Ideo: Moderate (4)	5% (30)	4% (27)	91% (588)	645
Ideo: Conservative (5-7)	8% (64)	3% (25)	88% (667)	757
Educ: < College	6% (86)	5% (74)	89% (1278)	1438
Educ: Bachelors degree	8% (38)	2% (9)	90% (437)	484
Educ: Post-grad	10% (27)	7% (20)	83% (231)	278
Income: Under 50k	6% (63)	5% (56)	89% (982)	1101
Income: 50k-100k	8% (56)	4% (30)	88% (644)	730
Income: 100k+	9% (34)	4% (16)	87% (321)	371
Ethnicity: White	7% (121)	5% (78)	88% (1499)	1698

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Table MCBR1_9: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Other subscription(s), please specify:

Demographic	Yes, I currently subscribe		Yes, someone in my household currently subscribes		No, no one in my household currently subscribes		Total N
Adults	7%	(152)	5%	(103)	88%	(1946)	2201
Ethnicity: Hispanic	11%	(43)	10%	(38)	79%	(298)	379
Ethnicity: Black	8%	(22)	4%	(11)	88%	(250)	283
Ethnicity: Other	4%	(9)	6%	(13)	90%	(198)	220
All Christian	8%	(77)	4%	(35)	89%	(864)	977
All Non-Christian	15%	(31)	19%	(40)	66%	(134)	204
Atheist	5%	(5)	6%	(5)	89%	(87)	97
Agnostic/Nothing in particular	4%	(19)	2%	(11)	95%	(512)	542
Something Else	5%	(20)	3%	(12)	92%	(349)	381
Religious Non-Protestant/Catholic	15%	(31)	19%	(40)	67%	(145)	217
Evangelical	8%	(46)	5%	(28)	87%	(505)	579
Non-Evangelical	6%	(48)	3%	(21)	91%	(704)	772
Community: Urban	10%	(71)	8%	(57)	82%	(578)	707
Community: Suburban	6%	(56)	3%	(28)	91%	(894)	978
Community: Rural	5%	(25)	3%	(17)	92%	(474)	516
Employ: Private Sector	9%	(66)	5%	(39)	86%	(624)	730
Employ: Government	11%	(18)	8%	(14)	80%	(130)	161
Employ: Self-Employed	13%	(25)	12%	(25)	75%	(150)	200
Employ: Homemaker	5%	(8)	3%	(5)	92%	(156)	169
Employ: Student	4%	(3)	—	(0)	96%	(68)	71
Employ: Retired	3%	(17)	2%	(8)	95%	(502)	527
Employ: Unemployed	3%	(8)	4%	(8)	93%	(213)	230
Employ: Other	6%	(6)	3%	(4)	91%	(103)	113
Military HH: Yes	6%	(19)	11%	(36)	83%	(265)	320
Military HH: No	7%	(133)	4%	(67)	89%	(1681)	1881
2018 House Vote: Democrat	9%	(72)	5%	(39)	86%	(678)	789
2018 House Vote: Republican	7%	(46)	3%	(22)	89%	(581)	649
2018 House Vote: Didnt Vote	4%	(31)	6%	(40)	90%	(655)	727

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Table MCBR1_9: Do you or anyone in your household currently subscribe to any of the following subscriptions?
Other subscription(s), please specify:

Demographic	Yes, I currently subscribe	Yes, someone in my household currently subscribes	No, no one in my household currently subscribes	Total N
Adults	7% (152)	5% (103)	88% (1946)	2201
4-Region: Northeast	8% (30)	4% (16)	88% (339)	386
4-Region: Midwest	5% (24)	2% (10)	92% (421)	455
4-Region: South	7% (58)	3% (28)	90% (754)	839
4-Region: West	8% (39)	9% (49)	83% (433)	521
Has Subscription (w/ Media)	9% (141)	5% (78)	86% (1377)	1596
Household or Self Has Subscription (w/ Media)	8% (149)	5% (103)	87% (1657)	1908
Has Subscription (w/o Media)	13% (83)	10% (64)	77% (496)	643
Household or Self Has Subscription (w/o Media)	11% (93)	10% (89)	79% (678)	860

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

Table MCBR2: Thinking about all the product and service subscriptions you pay for, how many do you subscribe to in total, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.?

Demographic	1-2	3-4	5-6	7-8	9-10	More than 10	I do not subscribe to any product or service subscriptions	Total N
Adults	23% (509)	26% (580)	19% (419)	8% (174)	3% (67)	3% (67)	17% (385)	2201
Gender: Male	21% (221)	26% (282)	20% (209)	10% (111)	4% (42)	4% (40)	15% (164)	1069
Gender: Female	26% (288)	26% (298)	19% (210)	6% (62)	2% (25)	2% (27)	19% (215)	1126
Age: 18-34	17% (108)	30% (190)	26% (163)	13% (80)	2% (14)	4% (25)	8% (51)	631
Age: 35-44	17% (64)	27% (100)	22% (83)	14% (53)	6% (22)	5% (17)	9% (33)	372
Age: 45-64	27% (189)	24% (168)	18% (125)	5% (33)	3% (24)	1% (10)	23% (162)	711
Age: 65+	30% (148)	25% (122)	10% (49)	2% (8)	1% (7)	3% (15)	28% (138)	487
GenZers: 1997-2012	19% (45)	35% (85)	22% (52)	8% (19)	1% (2)	1% (3)	14% (34)	240
Millennials: 1981-1996	16% (112)	28% (188)	26% (176)	14% (95)	5% (34)	5% (37)	6% (42)	685
GenXers: 1965-1980	25% (138)	25% (138)	18% (102)	8% (47)	3% (19)	2% (11)	18% (100)	556
Baby Boomers: 1946-1964	30% (195)	24% (159)	13% (86)	2% (12)	2% (11)	2% (15)	28% (182)	660
PID: Dem (no lean)	21% (183)	25% (219)	21% (186)	9% (81)	3% (27)	5% (43)	15% (127)	867
PID: Ind (no lean)	23% (147)	26% (161)	19% (117)	5% (30)	3% (21)	2% (12)	22% (137)	624
PID: Rep (no lean)	25% (179)	28% (200)	16% (116)	9% (62)	3% (19)	2% (13)	17% (121)	710
PID/Gender: Dem Men	19% (76)	24% (96)	23% (95)	13% (52)	5% (19)	7% (28)	9% (38)	405
PID/Gender: Dem Women	23% (108)	27% (123)	20% (91)	6% (29)	2% (8)	3% (15)	19% (86)	460
PID/Gender: Ind Men	22% (66)	28% (85)	17% (53)	6% (18)	4% (12)	1% (3)	22% (68)	305
PID/Gender: Ind Women	25% (80)	24% (76)	20% (64)	4% (12)	3% (9)	3% (9)	21% (65)	315
PID/Gender: Rep Men	22% (79)	28% (101)	17% (61)	11% (41)	3% (10)	2% (9)	16% (58)	359
PID/Gender: Rep Women	28% (100)	28% (99)	16% (54)	6% (22)	2% (9)	1% (4)	18% (63)	351
Ideo: Liberal (1-3)	20% (125)	26% (164)	23% (146)	11% (71)	3% (21)	6% (36)	12% (74)	638
Ideo: Moderate (4)	26% (166)	30% (192)	17% (110)	5% (34)	2% (13)	2% (13)	18% (116)	645
Ideo: Conservative (5-7)	24% (184)	24% (184)	18% (137)	8% (61)	4% (28)	2% (16)	19% (147)	757
Educ: < College	23% (337)	27% (388)	18% (260)	6% (92)	3% (42)	2% (32)	20% (288)	1438
Educ: Bachelors degree	23% (112)	26% (124)	21% (102)	11% (55)	3% (12)	3% (17)	13% (63)	484
Educ: Post-grad	22% (60)	24% (68)	21% (58)	10% (27)	5% (13)	7% (19)	12% (34)	278

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Table MCBR2: Thinking about all the product and service subscriptions you pay for, how many do you subscribe to in total, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.?

Demographic	1-2	3-4	5-6	7-8	9-10	More than 10	I do not subscribe to any product or service subscriptions	Total N
Adults	23% (509)	26% (580)	19% (419)	8% (174)	3% (67)	3% (67)	17% (385)	2201
Income: Under 50k	24% (267)	27% (293)	17% (183)	4% (49)	2% (20)	1% (16)	25% (273)	1101
Income: 50k-100k	22% (161)	27% (194)	22% (157)	12% (84)	4% (26)	4% (28)	11% (78)	730
Income: 100k+	22% (81)	25% (93)	21% (79)	11% (41)	6% (21)	6% (23)	9% (34)	371
Ethnicity: White	25% (417)	27% (453)	18% (308)	8% (138)	3% (55)	3% (52)	16% (275)	1698
Ethnicity: Hispanic	16% (61)	29% (111)	21% (81)	16% (61)	4% (16)	2% (9)	11% (40)	379
Ethnicity: Black	20% (57)	25% (72)	22% (64)	6% (18)	3% (9)	3% (10)	19% (55)	283
Ethnicity: Other	16% (35)	25% (55)	22% (48)	8% (18)	1% (3)	2% (5)	25% (55)	220
All Christian	24% (232)	27% (263)	18% (178)	7% (69)	3% (29)	3% (31)	18% (175)	977
All Non-Christian	11% (22)	24% (49)	19% (39)	25% (50)	4% (7)	5% (10)	12% (25)	204
Atheist	18% (17)	19% (18)	36% (35)	9% (9)	3% (3)	4% (4)	11% (11)	97
Agnostic/Nothing in particular	27% (145)	29% (157)	18% (97)	5% (29)	3% (14)	2% (13)	16% (87)	542
Something Else	24% (93)	24% (92)	18% (70)	4% (16)	4% (14)	3% (10)	23% (87)	381
Religious Non-Protestant/Catholic	13% (27)	24% (53)	19% (42)	23% (51)	3% (7)	5% (10)	12% (27)	217
Evangelical	21% (122)	24% (138)	21% (122)	7% (41)	3% (18)	3% (15)	21% (123)	579
Non-Evangelical	26% (199)	27% (212)	17% (131)	6% (43)	3% (23)	3% (26)	18% (138)	772
Community: Urban	17% (118)	26% (182)	22% (155)	10% (73)	4% (28)	3% (21)	18% (129)	707
Community: Suburban	27% (262)	26% (259)	18% (178)	6% (62)	3% (27)	3% (33)	16% (157)	978
Community: Rural	25% (129)	27% (139)	17% (86)	7% (38)	2% (13)	3% (14)	19% (98)	516
Employ: Private Sector	20% (149)	26% (191)	22% (159)	13% (94)	5% (33)	4% (26)	11% (78)	730
Employ: Government	13% (21)	22% (36)	22% (36)	19% (31)	7% (12)	6% (10)	10% (16)	161
Employ: Self-Employed	22% (45)	30% (60)	25% (51)	6% (13)	3% (5)	6% (12)	7% (14)	200
Employ: Homemaker	17% (28)	33% (56)	28% (47)	3% (6)	1% (1)	4% (7)	15% (26)	169
Employ: Student	17% (12)	33% (23)	22% (16)	8% (6)	2% (1)	1% (1)	18% (13)	71
Employ: Retired	30% (159)	22% (116)	13% (68)	2% (11)	1% (4)	2% (9)	30% (159)	527
Employ: Unemployed	26% (61)	31% (71)	13% (30)	1% (3)	— (0)	1% (2)	27% (62)	230
Employ: Other	31% (35)	24% (27)	11% (12)	9% (11)	9% (10)	1% (1)	15% (17)	113

Continued on next page

Table MCBR2: Thinking about all the product and service subscriptions you pay for, how many do you subscribe to in total, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.?

Demographic	1-2	3-4	5-6	7-8	9-10	More than 10	I do not subscribe to any product or service subscriptions	Total N
Adults	23% (509)	26% (580)	19% (419)	8% (174)	3% (67)	3% (67)	17% (385)	2201
Military HH: Yes	27% (85)	22% (70)	16% (52)	12% (37)	3% (9)	4% (13)	17% (54)	320
Military HH: No	23% (424)	27% (510)	20% (368)	7% (136)	3% (58)	3% (54)	18% (331)	1881
2018 House Vote: Democrat	21% (166)	25% (201)	23% (182)	9% (68)	3% (26)	5% (41)	13% (104)	789
2018 House Vote: Republican	25% (165)	26% (166)	17% (111)	7% (44)	5% (29)	1% (9)	19% (125)	649
2018 House Vote: Didnt Vote	23% (170)	28% (200)	17% (122)	8% (61)	2% (11)	2% (16)	20% (147)	727
4-Region: Northeast	22% (85)	26% (99)	20% (78)	10% (38)	3% (11)	4% (14)	16% (61)	386
4-Region: Midwest	27% (122)	27% (125)	20% (91)	5% (25)	3% (12)	2% (9)	16% (71)	455
4-Region: South	22% (186)	27% (224)	18% (154)	8% (68)	3% (21)	3% (22)	20% (164)	839
4-Region: West	22% (116)	25% (132)	19% (97)	8% (43)	4% (23)	4% (22)	17% (89)	521
Has Subscription (w/ Media)	23% (375)	30% (487)	23% (370)	10% (158)	4% (64)	4% (61)	5% (82)	1596
Household or Self Has Subscription (w/ Media)	25% (485)	30% (563)	22% (418)	9% (172)	4% (67)	3% (67)	7% (136)	1908
Has Subscription (w/o Media)	10% (63)	29% (188)	29% (189)	17% (112)	7% (42)	6% (37)	2% (11)	643
Household or Self Has Subscription (w/o Media)	11% (98)	29% (253)	29% (249)	16% (135)	6% (48)	5% (46)	4% (31)	860

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

Table MCBR3: Generally speaking, do you feel more loyal to brands that you pay for subscription services with?

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
Adults	25%	(462)	43%	(777)	22%	(399)	6%	(104)	4%	(75)	1816
Gender: Male	30%	(268)	40%	(362)	21%	(190)	6%	(50)	4%	(35)	905
Gender: Female	21%	(194)	46%	(415)	23%	(208)	6%	(53)	4%	(40)	911
Age: 18-34	34%	(199)	45%	(259)	15%	(86)	3%	(15)	4%	(21)	580
Age: 35-44	35%	(117)	41%	(140)	15%	(50)	3%	(11)	6%	(21)	339
Age: 45-64	19%	(105)	45%	(249)	25%	(135)	7%	(39)	4%	(20)	549
Age: 65+	12%	(41)	37%	(129)	36%	(127)	11%	(39)	4%	(14)	349
GenZers: 1997-2012	30%	(63)	50%	(104)	14%	(29)	1%	(2)	5%	(10)	207
Millennials: 1981-1996	38%	(243)	39%	(251)	15%	(97)	3%	(22)	5%	(31)	643
GenXers: 1965-1980	20%	(89)	48%	(217)	23%	(103)	6%	(29)	4%	(17)	456
Baby Boomers: 1946-1964	14%	(67)	40%	(190)	33%	(159)	10%	(47)	3%	(15)	478
PID: Dem (no lean)	32%	(239)	41%	(307)	19%	(139)	5%	(35)	3%	(22)	740
PID: Ind (no lean)	18%	(87)	42%	(202)	27%	(130)	6%	(29)	8%	(38)	487
PID: Rep (no lean)	23%	(136)	46%	(268)	22%	(130)	7%	(40)	2%	(15)	589
PID/Gender: Dem Men	43%	(158)	34%	(123)	16%	(59)	4%	(15)	3%	(12)	367
PID/Gender: Dem Women	22%	(81)	49%	(183)	21%	(80)	5%	(19)	3%	(10)	374
PID/Gender: Ind Men	15%	(36)	43%	(102)	27%	(64)	7%	(18)	8%	(19)	237
PID/Gender: Ind Women	20%	(51)	40%	(100)	27%	(67)	5%	(12)	8%	(20)	249
PID/Gender: Rep Men	25%	(74)	45%	(137)	23%	(68)	6%	(17)	2%	(5)	301
PID/Gender: Rep Women	22%	(62)	46%	(132)	21%	(62)	8%	(23)	3%	(10)	288
Ideo: Liberal (1-3)	27%	(155)	44%	(250)	19%	(105)	6%	(32)	4%	(22)	564
Ideo: Moderate (4)	20%	(106)	47%	(249)	22%	(114)	7%	(37)	4%	(21)	528
Ideo: Conservative (5-7)	28%	(173)	40%	(245)	24%	(149)	4%	(26)	3%	(17)	610
Educ: < College	25%	(286)	42%	(482)	22%	(255)	6%	(66)	5%	(63)	1151
Educ: Bachelors degree	23%	(97)	47%	(198)	22%	(93)	6%	(25)	2%	(8)	421
Educ: Post-grad	32%	(79)	40%	(97)	21%	(51)	5%	(13)	2%	(4)	244
Income: Under 50k	24%	(199)	42%	(347)	22%	(181)	6%	(49)	6%	(52)	828
Income: 50k-100k	25%	(160)	44%	(288)	23%	(148)	6%	(40)	2%	(16)	651
Income: 100k+	31%	(103)	42%	(142)	21%	(69)	5%	(15)	2%	(7)	337
Ethnicity: White	25%	(349)	42%	(595)	23%	(332)	7%	(94)	4%	(54)	1423
Ethnicity: Hispanic	36%	(123)	44%	(150)	13%	(45)	2%	(8)	4%	(13)	339
Ethnicity: Black	32%	(72)	42%	(95)	18%	(41)	3%	(7)	6%	(14)	228

Continued on next page

Table MCBR3: Generally speaking, do you feel more loyal to brands that you pay for subscription services with?

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(462)	43%	(777)	22%	(399)	6%	(104)	4%	(75)	1816
Ethnicity: Other	25%	(41)	53%	(87)	16%	(27)	2%	(3)	4%	(7)	164
All Christian	23%	(185)	45%	(361)	23%	(181)	6%	(49)	3%	(26)	802
All Non-Christian	52%	(93)	37%	(66)	7%	(12)	3%	(5)	1%	(2)	179
Atheist	16%	(14)	40%	(34)	35%	(30)	6%	(5)	3%	(3)	87
Agnostic/Nothing in particular	19%	(87)	44%	(201)	24%	(109)	6%	(26)	7%	(32)	455
Something Else	28%	(82)	39%	(115)	22%	(66)	6%	(19)	4%	(13)	294
Religious Non-Protestant/Catholic	51%	(96)	37%	(70)	8%	(16)	3%	(6)	1%	(2)	190
Evangelical	35%	(158)	39%	(176)	20%	(90)	5%	(21)	3%	(12)	456
Non-Evangelical	17%	(108)	47%	(300)	24%	(155)	7%	(45)	4%	(26)	634
Community: Urban	31%	(181)	43%	(246)	16%	(91)	5%	(30)	5%	(28)	577
Community: Suburban	23%	(185)	43%	(357)	24%	(197)	7%	(56)	3%	(26)	821
Community: Rural	23%	(96)	42%	(174)	26%	(110)	4%	(17)	5%	(21)	418
Employ: Private Sector	26%	(167)	48%	(313)	20%	(132)	4%	(26)	2%	(14)	652
Employ: Government	48%	(69)	33%	(48)	16%	(23)	2%	(2)	1%	(1)	145
Employ: Self-Employed	38%	(71)	35%	(65)	19%	(35)	6%	(11)	2%	(4)	185
Employ: Homemaker	23%	(34)	49%	(70)	16%	(24)	4%	(6)	7%	(10)	144
Employ: Student	26%	(16)	55%	(32)	13%	(8)	3%	(2)	2%	(1)	59
Employ: Retired	13%	(50)	38%	(141)	35%	(129)	11%	(39)	2%	(9)	368
Employ: Unemployed	22%	(36)	44%	(74)	17%	(28)	5%	(8)	13%	(21)	167
Employ: Other	21%	(20)	35%	(33)	21%	(20)	10%	(9)	14%	(13)	96
Military HH: Yes	22%	(58)	43%	(113)	26%	(68)	7%	(19)	3%	(7)	266
Military HH: No	26%	(404)	43%	(663)	21%	(330)	5%	(84)	4%	(68)	1550
2018 House Vote: Democrat	28%	(192)	42%	(287)	21%	(146)	6%	(40)	3%	(20)	685
2018 House Vote: Republican	23%	(121)	42%	(218)	25%	(133)	6%	(34)	4%	(19)	524
2018 House Vote: Didnt Vote	24%	(142)	45%	(263)	19%	(111)	5%	(27)	6%	(37)	580
4-Region: Northeast	29%	(93)	42%	(137)	21%	(67)	6%	(19)	2%	(8)	325
4-Region: Midwest	20%	(77)	42%	(163)	26%	(99)	7%	(26)	5%	(18)	383
4-Region: South	25%	(169)	44%	(295)	23%	(156)	5%	(31)	4%	(25)	676
4-Region: West	28%	(123)	42%	(182)	18%	(77)	6%	(27)	5%	(24)	432
Has Subscription (w/ Media)	27%	(413)	43%	(656)	21%	(322)	5%	(75)	3%	(49)	1514
Household or Self Has Subscription (w/ Media)	26%	(454)	43%	(769)	22%	(393)	5%	(96)	3%	(60)	1772

Continued on next page

Table MCBR3: *Generally speaking, do you feel more loyal to brands that you pay for subscription services with?*

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
	%	N	%	N	%	N	%	N	%	N	
Adults	25%	(462)	43%	(777)	22%	(399)	6%	(104)	4%	(75)	1816
Has Subscription (w/o Media)	40%	(255)	41%	(258)	14%	(90)	3%	(17)	2%	(12)	632
Household or Self Has Subscription (w/o Media)	37%	(303)	44%	(367)	14%	(119)	3%	(23)	2%	(17)	829

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

Table MCBR4_1: *With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?*
 3 months

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
Adults	23%	(413)	28%	(514)	25%	(454)	12%	(210)	12%	(225)	1816
Gender: Male	25%	(223)	29%	(263)	25%	(223)	11%	(96)	11%	(101)	905
Gender: Female	21%	(190)	28%	(251)	25%	(231)	13%	(114)	14%	(124)	911
Age: 18-34	30%	(173)	32%	(185)	21%	(119)	9%	(49)	9%	(53)	580
Age: 35-44	30%	(102)	34%	(114)	18%	(60)	8%	(26)	11%	(37)	339
Age: 45-64	19%	(106)	26%	(143)	30%	(167)	11%	(63)	13%	(71)	549
Age: 65+	9%	(32)	21%	(72)	31%	(108)	21%	(72)	18%	(64)	349
GenZers: 1997-2012	28%	(57)	31%	(64)	22%	(46)	6%	(12)	13%	(27)	207
Millennials: 1981-1996	32%	(205)	30%	(196)	19%	(123)	9%	(57)	10%	(61)	643
GenXers: 1965-1980	21%	(97)	32%	(144)	26%	(116)	10%	(45)	12%	(53)	456
Baby Boomers: 1946-1964	11%	(53)	22%	(106)	33%	(158)	18%	(88)	15%	(73)	478
PID: Dem (no lean)	29%	(214)	27%	(198)	22%	(162)	12%	(90)	10%	(76)	740
PID: Ind (no lean)	14%	(67)	30%	(145)	29%	(139)	12%	(56)	16%	(79)	487
PID: Rep (no lean)	22%	(132)	29%	(170)	26%	(152)	11%	(64)	12%	(70)	589
PID/Gender: Dem Men	34%	(125)	26%	(95)	21%	(77)	11%	(40)	8%	(30)	367
PID/Gender: Dem Women	24%	(89)	28%	(104)	23%	(85)	13%	(50)	12%	(46)	374
PID/Gender: Ind Men	11%	(27)	31%	(73)	31%	(73)	10%	(23)	17%	(41)	237
PID/Gender: Ind Women	16%	(40)	29%	(72)	27%	(66)	13%	(33)	15%	(37)	249
PID/Gender: Rep Men	24%	(71)	32%	(95)	24%	(73)	11%	(33)	10%	(30)	301
PID/Gender: Rep Women	21%	(61)	26%	(75)	28%	(80)	11%	(31)	14%	(40)	288
Ideo: Liberal (1-3)	23%	(131)	30%	(168)	24%	(134)	12%	(69)	11%	(62)	564
Ideo: Moderate (4)	22%	(115)	31%	(164)	25%	(130)	9%	(49)	13%	(70)	528
Ideo: Conservative (5-7)	23%	(143)	24%	(149)	29%	(175)	12%	(74)	11%	(69)	610
Educ: < College	23%	(266)	27%	(316)	24%	(281)	10%	(116)	15%	(171)	1151
Educ: Bachelors degree	19%	(80)	30%	(125)	29%	(122)	14%	(58)	9%	(37)	421
Educ: Post-grad	27%	(66)	30%	(73)	21%	(51)	15%	(36)	7%	(18)	244
Income: Under 50k	25%	(207)	26%	(219)	22%	(185)	11%	(87)	16%	(129)	828
Income: 50k-100k	21%	(135)	29%	(189)	27%	(179)	12%	(78)	11%	(70)	651
Income: 100k+	21%	(71)	31%	(105)	27%	(90)	13%	(45)	8%	(27)	337
Ethnicity: White	23%	(334)	28%	(393)	25%	(352)	12%	(170)	12%	(174)	1423

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Table MCBR4_1: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
3 months

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
Adults	23%	(413)	28%	(514)	25%	(454)	12%	(210)	12%	(225)	1816
Ethnicity: Hispanic	38%	(128)	32%	(109)	17%	(57)	5%	(16)	9%	(29)	339
Ethnicity: Black	24%	(54)	27%	(61)	25%	(57)	7%	(16)	17%	(40)	228
Ethnicity: Other	15%	(24)	36%	(60)	27%	(45)	15%	(24)	7%	(11)	164
All Christian	20%	(160)	27%	(213)	28%	(227)	13%	(102)	12%	(100)	802
All Non-Christian	40%	(71)	37%	(66)	14%	(26)	4%	(7)	5%	(9)	179
Atheist	12%	(11)	34%	(30)	25%	(22)	17%	(15)	11%	(10)	87
Agnostic/Nothing in particular	19%	(87)	29%	(130)	22%	(99)	14%	(64)	16%	(74)	455
Something Else	29%	(84)	25%	(75)	27%	(80)	7%	(21)	11%	(34)	294
Religious Non-Protestant/Catholic	38%	(71)	37%	(71)	16%	(30)	5%	(9)	4%	(9)	190
Evangelical	29%	(133)	25%	(115)	27%	(122)	8%	(38)	11%	(48)	456
Non-Evangelical	17%	(106)	28%	(176)	29%	(182)	13%	(84)	13%	(85)	634
Community: Urban	30%	(175)	29%	(166)	21%	(119)	9%	(50)	12%	(67)	577
Community: Suburban	18%	(148)	28%	(229)	29%	(235)	13%	(107)	12%	(102)	821
Community: Rural	21%	(90)	28%	(119)	24%	(101)	13%	(52)	14%	(56)	418
Employ: Private Sector	20%	(129)	34%	(223)	28%	(182)	11%	(71)	7%	(46)	652
Employ: Government	44%	(64)	30%	(43)	16%	(24)	5%	(8)	4%	(6)	145
Employ: Self-Employed	34%	(63)	27%	(50)	22%	(42)	10%	(18)	7%	(13)	185
Employ: Homemaker	30%	(43)	29%	(42)	21%	(31)	7%	(10)	13%	(18)	144
Employ: Student	29%	(17)	37%	(22)	20%	(12)	2%	(1)	12%	(7)	59
Employ: Retired	11%	(40)	19%	(71)	31%	(116)	20%	(73)	19%	(69)	368
Employ: Unemployed	23%	(38)	26%	(44)	15%	(24)	12%	(20)	24%	(41)	167
Employ: Other	19%	(18)	20%	(19)	25%	(24)	10%	(9)	26%	(25)	96
Military HH: Yes	20%	(52)	30%	(79)	26%	(69)	11%	(29)	14%	(37)	266
Military HH: No	23%	(361)	28%	(434)	25%	(385)	12%	(181)	12%	(189)	1550
2018 House Vote: Democrat	26%	(180)	24%	(165)	27%	(186)	13%	(86)	10%	(68)	685
2018 House Vote: Republican	21%	(112)	26%	(139)	28%	(149)	11%	(59)	13%	(66)	524
2018 House Vote: Didnt Vote	20%	(116)	35%	(202)	19%	(112)	11%	(62)	15%	(88)	580

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Table MCBR4_1: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?

3 months

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	23%	(413)	28%	(514)	25%	(454)	12%	(210)	12%	(225)	1816
4-Region: Northeast	23%	(75)	28%	(92)	26%	(84)	12%	(38)	11%	(36)	325
4-Region: Midwest	21%	(80)	24%	(93)	30%	(113)	11%	(41)	15%	(57)	383
4-Region: South	23%	(153)	27%	(184)	24%	(165)	13%	(85)	13%	(90)	676
4-Region: West	24%	(105)	34%	(145)	21%	(92)	11%	(47)	10%	(43)	432
Has Subscription (w/ Media)	24%	(367)	29%	(432)	25%	(373)	11%	(169)	11%	(173)	1514
Household or Self Has Subscription (w/ Media)	23%	(411)	28%	(502)	25%	(449)	11%	(201)	12%	(209)	1772
Has Subscription (w/o Media)	36%	(226)	35%	(219)	17%	(110)	7%	(45)	5%	(33)	632
Household or Self Has Subscription (w/o Media)	33%	(273)	36%	(296)	19%	(157)	8%	(62)	5%	(41)	829

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

Table MCBR4_2: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
6 months

Demographic	Yes, definitely	Yes, somewhat	No, not really	No, not at all	Don't know / No opinion	Total N
Adults	24% (434)	33% (596)	21% (374)	10% (182)	13% (230)	1816
Gender: Male	24% (218)	37% (331)	20% (181)	8% (75)	11% (101)	905
Gender: Female	24% (217)	29% (265)	21% (193)	12% (107)	14% (129)	911
Age: 18-34	29% (171)	39% (226)	14% (79)	9% (53)	9% (51)	580
Age: 35-44	29% (100)	40% (136)	15% (50)	5% (16)	11% (37)	339
Age: 45-64	22% (120)	29% (157)	27% (146)	9% (50)	14% (76)	549
Age: 65+	12% (43)	22% (78)	28% (99)	18% (63)	19% (66)	349
GenZers: 1997-2012	26% (54)	44% (90)	13% (27)	6% (12)	11% (23)	207
Millennials: 1981-1996	30% (195)	37% (240)	14% (93)	8% (54)	10% (62)	643
GenXers: 1965-1980	26% (118)	32% (147)	22% (99)	7% (32)	13% (59)	456
Baby Boomers: 1946-1964	14% (68)	24% (113)	31% (148)	16% (75)	16% (74)	478
PID: Dem (no lean)	26% (195)	34% (252)	18% (136)	11% (79)	11% (78)	740
PID: Ind (no lean)	19% (93)	32% (156)	24% (114)	9% (43)	17% (81)	487
PID: Rep (no lean)	25% (147)	32% (188)	21% (124)	10% (60)	12% (71)	589
PID/Gender: Dem Men	30% (109)	36% (133)	17% (64)	8% (31)	9% (31)	367
PID/Gender: Dem Women	23% (86)	32% (119)	19% (73)	13% (48)	13% (47)	374
PID/Gender: Ind Men	15% (36)	36% (86)	25% (60)	7% (16)	17% (39)	237
PID/Gender: Ind Women	23% (57)	28% (70)	22% (55)	11% (27)	16% (41)	249
PID/Gender: Rep Men	24% (73)	37% (112)	19% (58)	9% (28)	10% (30)	301
PID/Gender: Rep Women	26% (74)	26% (76)	23% (66)	11% (32)	14% (40)	288
Ideo: Liberal (1-3)	27% (150)	34% (191)	19% (104)	10% (59)	10% (59)	564
Ideo: Moderate (4)	21% (112)	33% (177)	21% (113)	9% (49)	15% (78)	528
Ideo: Conservative (5-7)	24% (148)	32% (193)	23% (143)	10% (60)	11% (67)	610
Educ: < College	24% (278)	32% (365)	19% (222)	10% (112)	15% (173)	1151
Educ: Bachelors degree	24% (101)	34% (143)	22% (91)	11% (48)	9% (38)	421
Educ: Post-grad	23% (55)	36% (87)	25% (61)	9% (22)	8% (20)	244
Income: Under 50k	25% (207)	29% (243)	19% (159)	11% (88)	16% (130)	828
Income: 50k-100k	24% (158)	34% (221)	21% (135)	10% (64)	11% (74)	651
Income: 100k+	21% (70)	39% (132)	24% (80)	9% (29)	8% (26)	337
Ethnicity: White	24% (342)	32% (451)	21% (303)	11% (151)	12% (177)	1423

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Table MCBR4_2: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
 6 months

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
Adults	24%	(434)	33%	(596)	21%	(374)	10%	(182)	13%	(230)	1816
Ethnicity: Hispanic	34%	(115)	38%	(127)	13%	(46)	7%	(23)	8%	(29)	339
Ethnicity: Black	27%	(62)	30%	(68)	16%	(37)	9%	(20)	18%	(41)	228
Ethnicity: Other	18%	(30)	47%	(77)	21%	(35)	7%	(11)	7%	(12)	164
All Christian	22%	(176)	30%	(240)	26%	(205)	10%	(80)	13%	(100)	802
All Non-Christian	36%	(65)	46%	(82)	10%	(17)	3%	(6)	5%	(8)	179
Atheist	18%	(16)	37%	(32)	17%	(15)	14%	(12)	13%	(12)	87
Agnostic/Nothing in particular	21%	(96)	32%	(147)	18%	(81)	12%	(53)	17%	(77)	455
Something Else	28%	(82)	32%	(93)	19%	(56)	10%	(30)	11%	(33)	294
Religious Non-Protestant/Catholic	35%	(66)	46%	(87)	11%	(21)	4%	(8)	5%	(9)	190
Evangelical	27%	(123)	32%	(146)	21%	(94)	10%	(44)	11%	(49)	456
Non-Evangelical	21%	(133)	30%	(188)	26%	(163)	10%	(66)	13%	(84)	634
Community: Urban	29%	(166)	36%	(205)	17%	(96)	7%	(42)	12%	(68)	577
Community: Suburban	21%	(173)	33%	(271)	22%	(184)	11%	(93)	12%	(101)	821
Community: Rural	23%	(95)	29%	(120)	22%	(94)	11%	(48)	15%	(61)	418
Employ: Private Sector	23%	(151)	41%	(269)	21%	(139)	7%	(48)	7%	(44)	652
Employ: Government	38%	(56)	35%	(51)	17%	(24)	7%	(10)	3%	(4)	145
Employ: Self-Employed	27%	(50)	32%	(60)	19%	(34)	12%	(22)	10%	(19)	185
Employ: Homemaker	32%	(46)	33%	(48)	12%	(17)	8%	(12)	15%	(21)	144
Employ: Student	34%	(20)	46%	(27)	6%	(4)	2%	(1)	12%	(7)	59
Employ: Retired	14%	(53)	19%	(71)	30%	(109)	17%	(63)	19%	(71)	368
Employ: Unemployed	21%	(34)	30%	(50)	16%	(27)	10%	(17)	24%	(39)	167
Employ: Other	25%	(24)	22%	(21)	21%	(20)	9%	(8)	23%	(22)	96
Military HH: Yes	23%	(61)	29%	(77)	23%	(62)	10%	(28)	15%	(39)	266
Military HH: No	24%	(374)	33%	(519)	20%	(312)	10%	(155)	12%	(191)	1550
2018 House Vote: Democrat	25%	(169)	33%	(225)	22%	(148)	11%	(75)	10%	(67)	685
2018 House Vote: Republican	22%	(117)	31%	(162)	25%	(131)	9%	(46)	13%	(68)	524
2018 House Vote: Didnt Vote	24%	(142)	34%	(198)	16%	(91)	10%	(59)	16%	(90)	580

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Table MCBR4_2: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
6 months

Demographic	Yes, definitely	Yes, somewhat	No, not really	No, not at all	Don't know / No opinion	Total N
Adults	24% (434)	33% (596)	21% (374)	10% (182)	13% (230)	1816
4-Region: Northeast	24% (78)	35% (114)	21% (69)	8% (27)	11% (37)	325
4-Region: Midwest	24% (93)	26% (99)	23% (89)	10% (40)	16% (62)	383
4-Region: South	24% (165)	31% (208)	20% (138)	12% (80)	13% (86)	676
4-Region: West	23% (99)	40% (175)	18% (77)	8% (36)	10% (45)	432
Has Subscription (w/ Media)	26% (389)	33% (503)	21% (313)	9% (139)	11% (171)	1514
Household or Self Has Subscription (w/ Media)	24% (433)	33% (586)	21% (368)	10% (173)	12% (214)	1772
Has Subscription (w/o Media)	33% (211)	42% (265)	15% (93)	5% (29)	5% (34)	632
Household or Self Has Subscription (w/o Media)	32% (267)	41% (341)	16% (136)	5% (38)	6% (47)	829

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

Table MCBR4_3: *With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?*
 12 months or more

Demographic	Yes, definitely	Yes, somewhat	No, not really	No, not at all	Don't know / No opinion	Total N
Adults	38% (689)	25% (452)	15% (275)	9% (158)	13% (242)	1816
Gender: Male	37% (336)	28% (251)	16% (144)	7% (64)	12% (111)	905
Gender: Female	39% (354)	22% (201)	14% (131)	10% (94)	14% (131)	911
Age: 18-34	49% (284)	24% (138)	10% (59)	6% (35)	11% (64)	580
Age: 35-44	40% (136)	31% (104)	14% (46)	5% (18)	10% (35)	339
Age: 45-64	33% (181)	25% (137)	18% (100)	9% (51)	14% (79)	549
Age: 65+	25% (88)	21% (73)	20% (70)	15% (54)	18% (63)	349
GenZers: 1997-2012	53% (109)	16% (34)	15% (31)	4% (8)	12% (25)	207
Millennials: 1981-1996	44% (285)	29% (190)	9% (56)	6% (41)	11% (71)	643
GenXers: 1965-1980	37% (168)	26% (118)	18% (81)	7% (33)	12% (56)	456
Baby Boomers: 1946-1964	26% (126)	21% (103)	21% (100)	15% (71)	16% (79)	478
PID: Dem (no lean)	42% (308)	25% (184)	14% (103)	8% (58)	12% (87)	740
PID: Ind (no lean)	35% (173)	22% (109)	16% (76)	9% (44)	17% (85)	487
PID: Rep (no lean)	35% (209)	27% (159)	16% (96)	9% (56)	12% (70)	589
PID/Gender: Dem Men	44% (160)	29% (107)	12% (45)	5% (20)	10% (35)	367
PID/Gender: Dem Women	40% (148)	21% (77)	15% (58)	10% (39)	14% (52)	374
PID/Gender: Ind Men	34% (80)	23% (56)	17% (41)	6% (15)	19% (45)	237
PID/Gender: Ind Women	37% (93)	22% (54)	14% (35)	11% (29)	16% (39)	249
PID/Gender: Rep Men	32% (96)	29% (88)	19% (58)	10% (29)	10% (30)	301
PID/Gender: Rep Women	39% (113)	25% (71)	13% (38)	9% (27)	14% (39)	288
Ideo: Liberal (1-3)	41% (231)	24% (137)	14% (80)	10% (55)	11% (61)	564
Ideo: Moderate (4)	32% (170)	26% (139)	18% (93)	8% (40)	16% (87)	528
Ideo: Conservative (5-7)	40% (245)	25% (151)	15% (93)	9% (52)	11% (69)	610
Educ: < College	38% (436)	23% (269)	15% (169)	8% (96)	16% (181)	1151
Educ: Bachelors degree	38% (159)	30% (125)	14% (58)	9% (39)	10% (41)	421
Educ: Post-grad	39% (95)	24% (58)	20% (48)	10% (24)	8% (20)	244
Income: Under 50k	36% (295)	23% (188)	15% (120)	10% (80)	17% (144)	828
Income: 50k-100k	41% (270)	25% (163)	14% (94)	8% (51)	11% (74)	651
Income: 100k+	37% (125)	30% (101)	18% (61)	8% (27)	7% (24)	337
Ethnicity: White	37% (532)	25% (354)	16% (224)	9% (131)	13% (183)	1423

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Table MCBR4_3: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
12 months or more

Demographic	Yes, definitely	Yes, somewhat	No, not really	No, not at all	Don't know / No opinion	Total N
Adults	38% (689)	25% (452)	15% (275)	9% (158)	13% (242)	1816
Ethnicity: Hispanic	46% (157)	27% (91)	12% (39)	4% (14)	11% (37)	339
Ethnicity: Black	37% (85)	22% (49)	14% (31)	7% (17)	20% (47)	228
Ethnicity: Other	44% (73)	30% (49)	12% (20)	6% (11)	7% (12)	164
All Christian	35% (280)	27% (216)	17% (133)	9% (76)	12% (97)	802
All Non-Christian	47% (85)	30% (53)	13% (24)	4% (7)	5% (10)	179
Atheist	51% (44)	21% (18)	8% (7)	10% (8)	11% (9)	87
Agnostic/Nothing in particular	37% (170)	21% (95)	14% (64)	9% (42)	19% (84)	455
Something Else	37% (110)	24% (69)	16% (48)	8% (25)	14% (42)	294
Religious Non-Protestant/Catholic	46% (87)	30% (57)	13% (25)	5% (9)	6% (12)	190
Evangelical	38% (175)	26% (121)	15% (70)	8% (36)	12% (54)	456
Non-Evangelical	34% (213)	26% (165)	17% (111)	10% (64)	13% (82)	634
Community: Urban	40% (228)	27% (154)	15% (87)	6% (37)	12% (72)	577
Community: Suburban	38% (308)	25% (203)	15% (127)	9% (76)	13% (107)	821
Community: Rural	37% (153)	23% (95)	15% (61)	11% (45)	15% (64)	418
Employ: Private Sector	38% (246)	33% (216)	16% (102)	7% (43)	7% (45)	652
Employ: Government	51% (74)	28% (41)	12% (17)	5% (8)	3% (5)	145
Employ: Self-Employed	39% (72)	21% (39)	19% (35)	7% (13)	14% (27)	185
Employ: Homemaker	50% (72)	20% (29)	7% (10)	8% (12)	14% (21)	144
Employ: Student	67% (39)	12% (7)	5% (3)	1% (0)	15% (9)	59
Employ: Retired	26% (95)	20% (74)	20% (73)	15% (55)	19% (71)	368
Employ: Unemployed	37% (62)	17% (29)	9% (16)	13% (21)	24% (40)	167
Employ: Other	31% (30)	17% (16)	18% (18)	7% (7)	27% (26)	96
Military HH: Yes	35% (94)	21% (56)	18% (47)	11% (30)	15% (40)	266
Military HH: No	38% (596)	26% (396)	15% (228)	8% (128)	13% (203)	1550
2018 House Vote: Democrat	40% (277)	24% (163)	16% (112)	9% (61)	10% (71)	685
2018 House Vote: Republican	35% (181)	28% (147)	16% (85)	8% (44)	13% (67)	524
2018 House Vote: Didnt Vote	38% (219)	23% (135)	13% (73)	9% (52)	17% (100)	580

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Table MCBR4_3: With the subscription services you pay for, do you expect more features, exclusives, or loyalty rewards to be added to the services if you subscribe to them for the following periods of time?
 12 months or more

Demographic	Yes, definitely		Yes, somewhat		No, not really		No, not at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(689)	25%	(452)	15%	(275)	9%	(158)	13%	(242)	1816
4-Region: Northeast	37%	(122)	26%	(85)	17%	(55)	8%	(27)	11%	(35)	325
4-Region: Midwest	38%	(145)	20%	(78)	16%	(60)	10%	(39)	16%	(61)	383
4-Region: South	37%	(250)	25%	(170)	14%	(98)	9%	(59)	15%	(99)	676
4-Region: West	40%	(172)	28%	(119)	14%	(61)	8%	(34)	11%	(46)	432
Has Subscription (w/ Media)	39%	(595)	26%	(387)	15%	(230)	8%	(123)	12%	(180)	1514
Household or Self Has Subscription (w/ Media)	39%	(685)	25%	(444)	15%	(270)	8%	(149)	13%	(226)	1772
Has Subscription (w/o Media)	48%	(303)	31%	(198)	11%	(68)	4%	(28)	6%	(36)	632
Household or Self Has Subscription (w/o Media)	47%	(392)	30%	(249)	12%	(100)	5%	(38)	6%	(50)	829

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

Table MCBR5_1: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	11% (197)	14% (262)	22% (408)	3% (62)	2% (38)	47% (849)	1816
Gender: Male	15% (132)	15% (133)	25% (231)	4% (40)	3% (28)	38% (342)	905
Gender: Female	7% (65)	14% (129)	20% (178)	2% (22)	1% (10)	56% (506)	911
Age: 18-34	15% (86)	15% (89)	22% (126)	5% (28)	4% (23)	39% (229)	580
Age: 35-44	13% (45)	18% (62)	23% (79)	5% (18)	2% (7)	38% (127)	339
Age: 45-64	8% (46)	12% (66)	27% (150)	1% (8)	1% (8)	49% (270)	549
Age: 65+	6% (21)	13% (45)	15% (53)	2% (8)	— (0)	64% (222)	349
GenZers: 1997-2012	13% (27)	15% (32)	25% (51)	5% (10)	2% (5)	40% (82)	207
Millennials: 1981-1996	15% (96)	16% (105)	20% (131)	4% (28)	4% (25)	40% (258)	643
GenXers: 1965-1980	11% (48)	12% (54)	29% (131)	3% (12)	1% (7)	45% (203)	456
Baby Boomers: 1946-1964	5% (25)	14% (69)	19% (92)	3% (13)	— (1)	58% (279)	478
PID: Dem (no lean)	14% (106)	14% (102)	21% (159)	2% (16)	3% (22)	45% (336)	740
PID: Ind (no lean)	6% (28)	14% (70)	24% (116)	3% (17)	2% (12)	50% (245)	487
PID: Rep (no lean)	11% (63)	15% (91)	23% (134)	5% (29)	1% (4)	45% (268)	589
PID/Gender: Dem Men	23% (84)	15% (56)	24% (89)	3% (10)	5% (18)	30% (110)	367
PID/Gender: Dem Women	6% (22)	12% (46)	19% (70)	2% (6)	1% (4)	60% (226)	374
PID/Gender: Ind Men	5% (11)	13% (32)	29% (69)	4% (9)	3% (7)	46% (110)	237
PID/Gender: Ind Women	7% (17)	15% (38)	19% (47)	3% (7)	2% (5)	54% (135)	249
PID/Gender: Rep Men	12% (37)	15% (45)	24% (73)	7% (21)	1% (3)	40% (122)	301
PID/Gender: Rep Women	9% (26)	16% (46)	21% (61)	3% (8)	— (1)	51% (146)	288
Ideo: Liberal (1-3)	12% (69)	18% (101)	21% (116)	4% (21)	3% (15)	43% (242)	564
Ideo: Moderate (4)	9% (50)	12% (61)	28% (147)	2% (11)	1% (7)	48% (253)	528
Ideo: Conservative (5-7)	12% (72)	15% (89)	22% (133)	4% (25)	2% (13)	46% (280)	610
Educ: < College	10% (120)	13% (154)	22% (256)	4% (41)	2% (21)	49% (559)	1151
Educ: Bachelors degree	8% (35)	16% (68)	23% (97)	3% (11)	3% (11)	47% (199)	421
Educ: Post-grad	17% (42)	16% (40)	23% (55)	4% (10)	3% (6)	37% (91)	244

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Table MCBR5_1: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	11% (197)	14% (262)	22% (408)	3% (62)	2% (38)	47% (849)	1816
Income: Under 50k	8% (70)	12% (99)	22% (181)	3% (29)	2% (15)	52% (434)	828
Income: 50k-100k	11% (73)	16% (105)	21% (140)	4% (27)	3% (17)	44% (289)	651
Income: 100k+	16% (53)	17% (59)	26% (88)	2% (6)	2% (5)	37% (126)	337
Ethnicity: White	11% (154)	14% (205)	22% (306)	4% (51)	2% (27)	48% (681)	1423
Ethnicity: Hispanic	18% (61)	18% (60)	20% (69)	5% (17)	3% (9)	36% (123)	339
Ethnicity: Black	13% (30)	15% (35)	25% (58)	3% (7)	1% (3)	42% (95)	228
Ethnicity: Other	8% (13)	14% (22)	27% (44)	2% (4)	5% (8)	44% (72)	164
All Christian	11% (89)	15% (119)	22% (178)	3% (22)	— (4)	49% (390)	802
All Non-Christian	26% (46)	21% (37)	20% (35)	8% (14)	7% (13)	19% (34)	179
Atheist	8% (7)	12% (11)	28% (24)	3% (3)	— (0)	48% (41)	87
Agnostic/Nothing in particular	4% (19)	13% (59)	23% (105)	3% (14)	3% (13)	53% (243)	455
Something Else	12% (36)	12% (36)	22% (66)	3% (9)	3% (8)	48% (141)	294
Religious Non-Protestant/Catholic	24% (46)	20% (39)	19% (37)	7% (14)	7% (13)	22% (42)	190
Evangelical	18% (84)	14% (64)	21% (97)	3% (13)	1% (6)	42% (193)	456
Non-Evangelical	6% (38)	15% (92)	23% (148)	3% (18)	1% (6)	52% (332)	634
Community: Urban	14% (83)	17% (98)	23% (135)	4% (26)	2% (14)	38% (221)	577
Community: Suburban	9% (70)	14% (112)	24% (196)	3% (21)	2% (16)	49% (405)	821
Community: Rural	11% (44)	13% (52)	19% (77)	4% (15)	2% (8)	53% (222)	418
Employ: Private Sector	12% (77)	18% (116)	27% (177)	5% (32)	2% (12)	36% (237)	652
Employ: Government	22% (32)	18% (26)	19% (27)	4% (6)	6% (8)	31% (46)	145
Employ: Self-Employed	19% (35)	10% (18)	21% (39)	4% (8)	3% (6)	43% (80)	185
Employ: Homemaker	6% (9)	17% (24)	21% (30)	1% (2)	1% (1)	54% (78)	144
Employ: Student	15% (9)	28% (16)	22% (13)	1% (0)	— (0)	35% (20)	59
Employ: Retired	6% (21)	11% (41)	16% (59)	3% (10)	— (2)	64% (235)	368
Employ: Unemployed	5% (8)	7% (11)	26% (44)	2% (3)	4% (7)	57% (95)	167
Employ: Other	7% (6)	10% (10)	21% (20)	1% (1)	2% (2)	60% (58)	96

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Table MCBR5_1: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Replenishment subscriptions (items are automatically re-ordered at intervals you control)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	11% (197)	14% (262)	22% (408)	3% (62)	2% (38)	47% (849)	1816
Military HH: Yes	9% (24)	15% (39)	18% (49)	6% (15)	1% (4)	51% (136)	266
Military HH: No	11% (173)	14% (223)	23% (359)	3% (47)	2% (35)	46% (713)	1550
2018 House Vote: Democrat	12% (85)	15% (103)	23% (155)	2% (15)	3% (20)	45% (307)	685
2018 House Vote: Republican	10% (55)	14% (74)	24% (124)	3% (18)	1% (7)	47% (247)	524
2018 House Vote: Didnt Vote	9% (55)	14% (80)	21% (124)	5% (29)	2% (11)	48% (281)	580
4-Region: Northeast	12% (38)	15% (50)	20% (64)	5% (15)	3% (10)	46% (148)	325
4-Region: Midwest	8% (29)	11% (42)	26% (98)	2% (7)	2% (8)	52% (199)	383
4-Region: South	10% (68)	14% (95)	23% (154)	4% (24)	1% (7)	48% (326)	676
4-Region: West	14% (62)	17% (75)	21% (92)	4% (16)	3% (13)	41% (175)	432
Has Subscription (w/ Media)	12% (181)	15% (231)	22% (336)	3% (43)	2% (27)	46% (696)	1514
Household or Self Has Subscription (w/ Media)	11% (195)	15% (259)	23% (402)	3% (57)	2% (36)	46% (823)	1772
Has Subscription (w/o Media)	24% (155)	27% (173)	25% (160)	4% (28)	1% (9)	17% (107)	632
Household or Self Has Subscription (w/o Media)	21% (174)	26% (212)	27% (227)	5% (41)	2% (19)	19% (156)	829

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

Table MCBR5_2: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (160)	11% (205)	20% (368)	2% (44)	2% (45)	55% (994)	1816
Gender: Male	11% (98)	15% (138)	22% (203)	3% (25)	4% (32)	45% (410)	905
Gender: Female	7% (62)	7% (67)	18% (165)	2% (19)	1% (13)	64% (584)	911
Age: 18-34	13% (76)	15% (85)	22% (125)	4% (21)	4% (20)	43% (252)	580
Age: 35-44	12% (40)	16% (53)	21% (69)	4% (15)	5% (16)	43% (146)	339
Age: 45-64	6% (33)	10% (53)	24% (133)	1% (7)	1% (4)	58% (318)	549
Age: 65+	3% (10)	4% (15)	12% (41)	— (1)	1% (4)	80% (278)	349
GenZers: 1997-2012	13% (26)	13% (27)	24% (50)	2% (5)	2% (5)	46% (95)	207
Millennials: 1981-1996	13% (86)	14% (91)	20% (131)	5% (30)	4% (23)	44% (282)	643
GenXers: 1965-1980	7% (32)	13% (58)	23% (103)	2% (7)	3% (12)	53% (243)	456
Baby Boomers: 1946-1964	3% (16)	6% (29)	17% (81)	— (2)	1% (5)	72% (345)	478
PID: Dem (no lean)	14% (101)	13% (96)	19% (143)	4% (28)	2% (19)	48% (355)	740
PID: Ind (no lean)	4% (22)	6% (31)	25% (121)	1% (5)	2% (9)	62% (300)	487
PID: Rep (no lean)	6% (37)	13% (79)	18% (105)	2% (11)	3% (17)	58% (340)	589
PID/Gender: Dem Men	19% (70)	19% (70)	18% (67)	4% (16)	4% (14)	35% (130)	367
PID/Gender: Dem Women	8% (31)	7% (26)	20% (76)	3% (12)	1% (5)	60% (225)	374
PID/Gender: Ind Men	4% (10)	6% (15)	33% (78)	1% (3)	2% (4)	54% (128)	237
PID/Gender: Ind Women	5% (12)	6% (16)	17% (42)	1% (2)	2% (5)	69% (172)	249
PID/Gender: Rep Men	6% (18)	18% (53)	19% (58)	2% (6)	5% (14)	51% (152)	301
PID/Gender: Rep Women	7% (19)	9% (26)	16% (47)	2% (5)	1% (3)	65% (187)	288
Ideo: Liberal (1-3)	11% (64)	15% (83)	19% (105)	2% (12)	3% (18)	50% (281)	564
Ideo: Moderate (4)	6% (34)	12% (65)	24% (124)	4% (20)	1% (7)	52% (276)	528
Ideo: Conservative (5-7)	9% (56)	8% (48)	21% (125)	1% (9)	2% (15)	59% (358)	610
Educ: < College	8% (92)	10% (120)	20% (234)	2% (25)	3% (32)	56% (647)	1151
Educ: Bachelors degree	8% (34)	12% (48)	22% (92)	2% (10)	1% (6)	55% (231)	421
Educ: Post-grad	14% (35)	15% (37)	17% (42)	4% (9)	2% (6)	47% (116)	244

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Table MCBR5_2: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (160)	11% (205)	20% (368)	2% (44)	2% (45)	55% (994)	1816
Income: Under 50k	8% (69)	9% (77)	20% (167)	2% (19)	2% (21)	58% (476)	828
Income: 50k-100k	6% (39)	14% (89)	21% (136)	2% (16)	3% (19)	54% (352)	651
Income: 100k+	16% (52)	12% (40)	19% (65)	3% (9)	1% (5)	49% (166)	337
Ethnicity: White	8% (116)	11% (163)	19% (272)	2% (30)	3% (39)	56% (803)	1423
Ethnicity: Hispanic	12% (39)	19% (63)	23% (77)	3% (10)	5% (16)	39% (134)	339
Ethnicity: Black	13% (30)	10% (24)	26% (58)	4% (10)	1% (2)	46% (104)	228
Ethnicity: Other	8% (14)	11% (18)	23% (38)	2% (4)	2% (4)	53% (87)	164
All Christian	8% (65)	10% (79)	21% (167)	2% (14)	1% (10)	58% (467)	802
All Non-Christian	21% (38)	28% (50)	13% (23)	6% (10)	11% (19)	22% (39)	179
Atheist	8% (7)	8% (7)	20% (17)	1% (1)	3% (3)	60% (52)	87
Agnostic/Nothing in particular	4% (19)	8% (35)	23% (103)	3% (12)	2% (7)	61% (279)	455
Something Else	10% (30)	11% (34)	20% (59)	3% (8)	2% (6)	53% (157)	294
Religious Non-Protestant/Catholic	20% (38)	26% (50)	12% (24)	6% (11)	10% (19)	25% (48)	190
Evangelical	15% (67)	15% (69)	17% (75)	2% (10)	2% (9)	49% (226)	456
Non-Evangelical	4% (25)	7% (45)	24% (150)	2% (12)	1% (7)	62% (396)	634
Community: Urban	13% (74)	19% (111)	18% (106)	4% (20)	3% (20)	43% (246)	577
Community: Suburban	6% (50)	7% (61)	21% (172)	2% (19)	2% (17)	61% (502)	821
Community: Rural	9% (36)	8% (34)	21% (90)	1% (5)	2% (8)	59% (246)	418
Employ: Private Sector	10% (64)	15% (96)	25% (163)	3% (18)	3% (18)	45% (293)	652
Employ: Government	21% (31)	21% (31)	16% (24)	4% (5)	7% (9)	31% (45)	145
Employ: Self-Employed	10% (18)	22% (41)	14% (27)	8% (14)	3% (6)	43% (80)	185
Employ: Homemaker	9% (13)	7% (11)	21% (30)	— (0)	— (0)	62% (89)	144
Employ: Student	24% (14)	5% (3)	22% (13)	1% (0)	1% (1)	47% (27)	59
Employ: Retired	3% (11)	3% (11)	13% (47)	— (1)	1% (3)	80% (295)	368
Employ: Unemployed	4% (6)	4% (7)	26% (43)	1% (2)	3% (6)	62% (103)	167
Employ: Other	4% (4)	7% (7)	21% (20)	3% (3)	1% (1)	64% (62)	96

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Table MCBR5_2: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
 Discovery subscriptions (brands select a surprise selection of products for you that you receive at set intervals)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (160)	11% (205)	20% (368)	2% (44)	2% (45)	55% (994)	1816
Military HH: Yes	5% (12)	14% (38)	15% (40)	1% (2)	5% (14)	60% (159)	266
Military HH: No	10% (148)	11% (167)	21% (327)	3% (42)	2% (31)	54% (835)	1550
2018 House Vote: Democrat	12% (79)	13% (89)	19% (133)	2% (15)	3% (20)	51% (349)	685
2018 House Vote: Republican	5% (27)	9% (49)	23% (121)	1% (8)	2% (9)	59% (311)	524
2018 House Vote: Didnt Vote	9% (53)	11% (65)	19% (108)	4% (21)	3% (16)	55% (316)	580
4-Region: Northeast	11% (37)	9% (29)	22% (71)	3% (9)	4% (12)	52% (167)	325
4-Region: Midwest	7% (27)	9% (35)	20% (76)	1% (4)	2% (9)	61% (233)	383
4-Region: South	8% (53)	11% (71)	20% (135)	2% (15)	1% (8)	58% (392)	676
4-Region: West	10% (44)	16% (70)	20% (86)	4% (16)	3% (15)	47% (202)	432
Has Subscription (w/ Media)	10% (148)	12% (178)	20% (295)	2% (29)	2% (33)	55% (831)	1514
Household or Self Has Subscription (w/ Media)	9% (159)	11% (200)	20% (361)	2% (41)	2% (42)	55% (968)	1772
Has Subscription (w/o Media)	20% (125)	21% (132)	21% (132)	3% (18)	3% (18)	33% (206)	632
Household or Self Has Subscription (w/o Media)	17% (142)	19% (157)	23% (188)	3% (27)	4% (30)	34% (286)	829

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

Table MCBR5_3: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Meal delivery subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	10% (175)	13% (235)	17% (312)	4% (67)	2% (30)	55% (998)	1816
Gender: Male	14% (125)	15% (133)	19% (174)	5% (43)	2% (19)	46% (412)	905
Gender: Female	6% (50)	11% (102)	15% (139)	3% (24)	1% (11)	64% (585)	911
Age: 18-34	14% (80)	18% (102)	16% (93)	7% (39)	3% (19)	43% (247)	580
Age: 35-44	16% (54)	19% (64)	21% (72)	5% (17)	2% (5)	37% (126)	339
Age: 45-64	6% (32)	11% (59)	22% (119)	1% (6)	1% (6)	60% (327)	549
Age: 65+	2% (9)	3% (10)	8% (29)	1% (5)	— (0)	85% (297)	349
GenZers: 1997-2012	7% (14)	17% (36)	18% (38)	9% (18)	2% (4)	47% (98)	207
Millennials: 1981-1996	18% (115)	16% (106)	18% (118)	4% (29)	3% (20)	40% (255)	643
GenXers: 1965-1980	8% (35)	16% (71)	18% (84)	3% (13)	1% (6)	54% (246)	456
Baby Boomers: 1946-1964	2% (11)	4% (21)	14% (67)	2% (7)	— (1)	78% (371)	478
PID: Dem (no lean)	15% (107)	15% (111)	15% (108)	4% (31)	3% (19)	49% (364)	740
PID: Ind (no lean)	5% (26)	10% (48)	22% (105)	2% (10)	1% (5)	60% (293)	487
PID: Rep (no lean)	7% (42)	13% (76)	17% (99)	4% (26)	1% (5)	58% (341)	589
PID/Gender: Dem Men	21% (79)	18% (67)	16% (59)	5% (18)	4% (14)	35% (130)	367
PID/Gender: Dem Women	8% (29)	12% (44)	13% (49)	3% (13)	1% (5)	63% (234)	374
PID/Gender: Ind Men	8% (19)	9% (22)	25% (60)	3% (6)	1% (2)	54% (129)	237
PID/Gender: Ind Women	3% (7)	10% (26)	18% (45)	1% (4)	1% (3)	66% (164)	249
PID/Gender: Rep Men	9% (28)	15% (44)	18% (55)	6% (19)	1% (2)	51% (154)	301
PID/Gender: Rep Women	5% (14)	11% (32)	15% (44)	3% (8)	1% (3)	65% (187)	288
Ideo: Liberal (1-3)	11% (62)	18% (100)	14% (81)	5% (28)	2% (13)	50% (279)	564
Ideo: Moderate (4)	9% (46)	12% (62)	21% (109)	4% (20)	1% (3)	55% (289)	528
Ideo: Conservative (5-7)	10% (60)	10% (62)	17% (101)	3% (18)	2% (11)	59% (359)	610
Educ: < College	8% (95)	12% (142)	17% (195)	4% (42)	2% (21)	57% (656)	1151
Educ: Bachelors degree	11% (46)	12% (51)	18% (77)	4% (18)	1% (3)	54% (225)	421
Educ: Post-grad	14% (34)	17% (41)	16% (40)	3% (7)	2% (6)	48% (116)	244

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Table MCBR5_3: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Meal delivery subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	10% (175)	13% (235)	17% (312)	4% (67)	2% (30)	55% (998)	1816
Income: Under 50k	9% (73)	11% (93)	16% (135)	4% (30)	1% (10)	59% (487)	828
Income: 50k-100k	8% (51)	15% (99)	18% (120)	4% (27)	2% (15)	52% (341)	651
Income: 100k+	15% (52)	13% (43)	17% (57)	3% (11)	1% (5)	50% (170)	337
Ethnicity: White	8% (120)	11% (163)	17% (238)	4% (55)	2% (25)	58% (822)	1423
Ethnicity: Hispanic	14% (48)	18% (62)	16% (55)	7% (24)	3% (9)	41% (140)	339
Ethnicity: Black	17% (39)	19% (44)	17% (38)	5% (11)	1% (3)	41% (94)	228
Ethnicity: Other	10% (16)	17% (28)	22% (36)	1% (2)	1% (2)	49% (81)	164
All Christian	10% (78)	11% (86)	18% (146)	2% (13)	1% (4)	59% (475)	802
All Non-Christian	24% (43)	32% (57)	9% (17)	10% (18)	5% (9)	19% (35)	179
Atheist	3% (2)	5% (4)	18% (16)	8% (7)	4% (4)	62% (53)	87
Agnostic/Nothing in particular	5% (24)	10% (45)	17% (79)	5% (23)	2% (9)	60% (275)	455
Something Else	10% (28)	15% (43)	19% (55)	2% (5)	1% (3)	54% (160)	294
Religious Non-Protestant/Catholic	23% (43)	30% (58)	9% (18)	10% (19)	5% (9)	23% (44)	190
Evangelical	17% (78)	13% (58)	14% (65)	3% (13)	1% (3)	52% (239)	456
Non-Evangelical	4% (25)	11% (70)	22% (139)	1% (7)	1% (4)	61% (390)	634
Community: Urban	15% (86)	20% (113)	16% (95)	4% (25)	2% (11)	43% (247)	577
Community: Suburban	6% (52)	11% (90)	19% (152)	4% (29)	1% (10)	59% (488)	821
Community: Rural	9% (37)	8% (32)	16% (65)	3% (13)	2% (9)	63% (263)	418
Employ: Private Sector	10% (65)	18% (116)	22% (142)	5% (35)	2% (11)	43% (283)	652
Employ: Government	27% (39)	17% (25)	17% (24)	4% (6)	5% (8)	30% (43)	145
Employ: Self-Employed	18% (33)	18% (34)	10% (18)	3% (6)	4% (7)	47% (87)	185
Employ: Homemaker	6% (9)	8% (12)	26% (38)	— (1)	— (0)	59% (85)	144
Employ: Student	4% (2)	25% (15)	29% (17)	5% (3)	— (0)	37% (22)	59
Employ: Retired	3% (10)	2% (7)	8% (30)	2% (6)	— (0)	86% (315)	368
Employ: Unemployed	7% (11)	10% (16)	15% (25)	5% (9)	2% (4)	61% (102)	167
Employ: Other	6% (6)	9% (9)	19% (18)	2% (2)	1% (1)	64% (61)	96

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Table MCBR5_3: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Meal delivery subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	10% (175)	13% (235)	17% (312)	4% (67)	2% (30)	55% (998)	1816
Military HH: Yes	6% (17)	15% (39)	13% (34)	4% (11)	2% (4)	61% (162)	266
Military HH: No	10% (158)	13% (196)	18% (278)	4% (57)	2% (26)	54% (836)	1550
2018 House Vote: Democrat	14% (96)	12% (85)	15% (105)	4% (24)	2% (15)	52% (359)	685
2018 House Vote: Republican	7% (38)	9% (45)	19% (100)	4% (19)	1% (4)	61% (318)	524
2018 House Vote: Didnt Vote	7% (40)	17% (100)	18% (102)	4% (23)	2% (10)	53% (304)	580
4-Region: Northeast	10% (31)	16% (51)	17% (55)	4% (14)	3% (8)	51% (166)	325
4-Region: Midwest	5% (20)	8% (31)	18% (69)	3% (11)	2% (7)	64% (246)	383
4-Region: South	11% (74)	11% (74)	16% (105)	4% (24)	1% (7)	58% (392)	676
4-Region: West	12% (50)	18% (78)	19% (83)	4% (18)	2% (8)	45% (194)	432
Has Subscription (w/ Media)	11% (163)	12% (184)	17% (258)	3% (51)	1% (21)	55% (838)	1514
Household or Self Has Subscription (w/ Media)	10% (172)	13% (230)	17% (306)	4% (66)	2% (27)	55% (972)	1772
Has Subscription (w/o Media)	22% (136)	23% (147)	17% (105)	5% (33)	2% (12)	31% (198)	632
Household or Self Has Subscription (w/o Media)	19% (157)	23% (188)	17% (143)	6% (51)	2% (21)	33% (270)	829

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

Table MCBR5_4: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (213)	12% (215)	19% (339)	3% (61)	2% (29)	53% (959)	1816
Gender: Male	16% (141)	16% (142)	20% (180)	4% (36)	3% (23)	42% (383)	905
Gender: Female	8% (72)	8% (73)	17% (158)	3% (25)	1% (7)	63% (575)	911
Age: 18-34	19% (108)	12% (71)	20% (114)	5% (27)	2% (13)	42% (246)	580
Age: 35-44	16% (56)	19% (63)	19% (63)	4% (14)	4% (14)	38% (129)	339
Age: 45-64	7% (38)	11% (60)	22% (122)	3% (17)	— (2)	57% (310)	549
Age: 65+	3% (11)	6% (21)	11% (40)	1% (4)	— (0)	78% (273)	349
GenZers: 1997-2012	15% (32)	10% (21)	23% (48)	5% (10)	2% (4)	45% (93)	207
Millennials: 1981-1996	19% (119)	16% (100)	18% (116)	5% (29)	2% (16)	41% (262)	643
GenXers: 1965-1980	10% (45)	13% (58)	21% (95)	2% (10)	2% (10)	52% (237)	456
Baby Boomers: 1946-1964	4% (17)	7% (36)	16% (76)	3% (12)	— (1)	70% (336)	478
PID: Dem (no lean)	16% (116)	13% (94)	19% (138)	4% (30)	2% (14)	47% (349)	740
PID: Ind (no lean)	5% (25)	10% (49)	22% (108)	3% (16)	— (2)	59% (287)	487
PID: Rep (no lean)	12% (72)	12% (71)	16% (94)	3% (15)	2% (13)	55% (323)	589
PID/Gender: Dem Men	24% (88)	15% (56)	19% (71)	5% (17)	3% (12)	33% (123)	367
PID/Gender: Dem Women	7% (28)	10% (38)	18% (66)	3% (13)	1% (2)	60% (226)	374
PID/Gender: Ind Men	7% (16)	13% (30)	26% (62)	5% (11)	— (0)	50% (119)	237
PID/Gender: Ind Women	4% (9)	8% (19)	18% (46)	2% (5)	1% (2)	67% (168)	249
PID/Gender: Rep Men	12% (37)	19% (56)	16% (48)	3% (8)	4% (11)	47% (141)	301
PID/Gender: Rep Women	12% (35)	5% (15)	16% (46)	3% (7)	1% (2)	63% (182)	288
Ideo: Liberal (1-3)	15% (83)	14% (77)	18% (99)	3% (19)	3% (14)	48% (270)	564
Ideo: Moderate (4)	12% (62)	9% (49)	23% (121)	5% (28)	1% (4)	50% (265)	528
Ideo: Conservative (5-7)	11% (67)	13% (81)	16% (100)	2% (13)	2% (10)	56% (340)	610
Educ: < College	11% (130)	11% (131)	18% (204)	3% (36)	2% (21)	55% (628)	1151
Educ: Bachelors degree	11% (44)	11% (45)	21% (89)	3% (13)	1% (5)	53% (225)	421
Educ: Post-grad	16% (38)	16% (39)	19% (46)	5% (12)	1% (3)	43% (106)	244

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Table MCBR5_4: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (213)	12% (215)	19% (339)	3% (61)	2% (29)	53% (959)	1816
Income: Under 50k	11% (92)	10% (82)	17% (144)	3% (23)	2% (15)	57% (470)	828
Income: 50k-100k	10% (68)	13% (86)	21% (135)	4% (26)	1% (9)	50% (327)	651
Income: 100k+	16% (53)	14% (46)	18% (60)	4% (12)	1% (5)	48% (161)	337
Ethnicity: White	10% (146)	11% (156)	19% (268)	3% (38)	2% (28)	55% (787)	1423
Ethnicity: Hispanic	20% (69)	14% (48)	18% (61)	3% (9)	5% (16)	40% (135)	339
Ethnicity: Black	21% (49)	15% (34)	17% (38)	7% (16)	— (1)	40% (91)	228
Ethnicity: Other	11% (18)	15% (25)	20% (33)	4% (7)	1% (1)	49% (81)	164
All Christian	10% (82)	13% (108)	19% (149)	2% (17)	1% (5)	55% (441)	802
All Non-Christian	29% (52)	23% (41)	15% (27)	6% (10)	9% (17)	18% (32)	179
Atheist	6% (5)	7% (6)	20% (17)	9% (7)	— (0)	58% (50)	87
Agnostic/Nothing in particular	5% (21)	6% (26)	21% (97)	3% (13)	1% (6)	64% (291)	455
Something Else	18% (52)	11% (33)	17% (49)	5% (14)	1% (2)	49% (145)	294
Religious Non-Protestant/Catholic	28% (53)	22% (41)	15% (29)	6% (11)	9% (17)	21% (39)	190
Evangelical	20% (91)	14% (65)	13% (61)	3% (15)	— (1)	49% (223)	456
Non-Evangelical	6% (40)	12% (75)	22% (138)	2% (15)	1% (5)	57% (361)	634
Community: Urban	19% (107)	16% (90)	18% (102)	4% (25)	3% (17)	41% (237)	577
Community: Suburban	8% (68)	10% (83)	20% (166)	3% (25)	1% (6)	58% (474)	821
Community: Rural	9% (38)	10% (42)	17% (72)	3% (12)	2% (7)	59% (248)	418
Employ: Private Sector	12% (76)	17% (112)	22% (145)	4% (23)	2% (15)	43% (280)	652
Employ: Government	25% (37)	16% (23)	18% (27)	5% (7)	6% (9)	30% (43)	145
Employ: Self-Employed	25% (46)	15% (29)	16% (29)	5% (9)	2% (4)	37% (70)	185
Employ: Homemaker	8% (11)	6% (9)	22% (32)	1% (1)	— (0)	63% (90)	144
Employ: Student	17% (10)	8% (5)	17% (10)	6% (4)	1% (1)	51% (30)	59
Employ: Retired	4% (13)	6% (22)	11% (39)	1% (5)	— (0)	78% (289)	368
Employ: Unemployed	7% (12)	7% (11)	23% (39)	4% (6)	1% (1)	59% (98)	167
Employ: Other	9% (8)	5% (5)	19% (18)	7% (7)	— (0)	61% (59)	96

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Table MCBR5_4: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Food and beverage subscriptions (e.g., coffee, meat, milk)

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (213)	12% (215)	19% (339)	3% (61)	2% (29)	53% (959)	1816
Military HH: Yes	9% (25)	15% (40)	13% (34)	3% (7)	5% (12)	55% (148)	266
Military HH: No	12% (188)	11% (175)	20% (305)	4% (55)	1% (17)	52% (811)	1550
2018 House Vote: Democrat	14% (97)	13% (86)	17% (119)	3% (22)	2% (13)	51% (348)	685
2018 House Vote: Republican	10% (52)	11% (60)	19% (98)	2% (13)	1% (3)	57% (299)	524
2018 House Vote: Didnt Vote	11% (64)	11% (65)	20% (117)	4% (25)	2% (14)	51% (296)	580
4-Region: Northeast	12% (38)	11% (35)	22% (71)	4% (12)	4% (12)	48% (156)	325
4-Region: Midwest	6% (21)	9% (35)	18% (69)	5% (18)	— (2)	62% (238)	383
4-Region: South	13% (86)	10% (69)	18% (123)	2% (15)	1% (5)	56% (378)	676
4-Region: West	16% (68)	17% (74)	18% (76)	4% (16)	3% (11)	43% (187)	432
Has Subscription (w/ Media)	13% (196)	12% (187)	18% (272)	2% (36)	2% (25)	53% (799)	1514
Household or Self Has Subscription (w/ Media)	12% (211)	12% (209)	19% (334)	3% (57)	2% (28)	53% (933)	1772
Has Subscription (w/o Media)	27% (168)	20% (129)	20% (128)	2% (15)	3% (19)	27% (173)	632
Household or Self Has Subscription (w/o Media)	23% (189)	20% (162)	22% (179)	4% (33)	3% (24)	29% (242)	829

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

Table MCBR5_5: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?

Audio streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	20% (361)	19% (346)	25% (455)	3% (59)	2% (29)	31% (567)	1816
Gender: Male	23% (210)	21% (189)	24% (220)	4% (37)	2% (18)	26% (231)	905
Gender: Female	17% (151)	17% (157)	26% (235)	2% (21)	1% (11)	37% (336)	911
Age: 18-34	31% (179)	21% (119)	23% (136)	5% (29)	3% (16)	18% (102)	580
Age: 35-44	24% (81)	22% (76)	26% (86)	4% (15)	2% (6)	22% (74)	339
Age: 45-64	13% (73)	20% (109)	28% (156)	2% (10)	1% (7)	35% (195)	549
Age: 65+	8% (28)	12% (42)	22% (77)	1% (4)	— (1)	56% (196)	349
GenZers: 1997-2012	28% (58)	19% (39)	27% (56)	7% (15)	3% (5)	16% (34)	207
Millennials: 1981-1996	30% (192)	21% (134)	24% (152)	3% (20)	3% (16)	20% (129)	643
GenXers: 1965-1980	15% (67)	22% (101)	27% (124)	4% (17)	1% (6)	31% (140)	456
Baby Boomers: 1946-1964	9% (44)	14% (69)	24% (117)	1% (6)	— (1)	50% (241)	478
PID: Dem (no lean)	25% (186)	18% (137)	25% (185)	2% (16)	2% (18)	27% (198)	740
PID: Ind (no lean)	19% (90)	13% (64)	27% (133)	3% (15)	1% (5)	37% (180)	487
PID: Rep (no lean)	14% (85)	25% (145)	23% (136)	5% (28)	1% (6)	32% (189)	589
PID/Gender: Dem Men	31% (113)	21% (78)	22% (82)	3% (11)	4% (14)	19% (69)	367
PID/Gender: Dem Women	20% (73)	16% (59)	28% (103)	1% (5)	1% (3)	35% (129)	374
PID/Gender: Ind Men	19% (45)	16% (37)	29% (69)	4% (9)	— (1)	32% (77)	237
PID/Gender: Ind Women	18% (45)	11% (27)	26% (64)	2% (6)	2% (5)	41% (103)	249
PID/Gender: Rep Men	17% (52)	25% (74)	23% (69)	6% (17)	1% (3)	28% (85)	301
PID/Gender: Rep Women	11% (33)	25% (71)	23% (67)	3% (10)	1% (3)	36% (104)	288
Ideo: Liberal (1-3)	22% (126)	23% (129)	24% (133)	3% (20)	2% (9)	26% (147)	564
Ideo: Moderate (4)	20% (103)	14% (75)	30% (161)	4% (22)	— (2)	31% (165)	528
Ideo: Conservative (5-7)	18% (112)	21% (129)	22% (133)	2% (15)	3% (15)	34% (206)	610
Educ: < College	19% (220)	18% (203)	25% (287)	3% (35)	2% (18)	34% (388)	1151
Educ: Bachelors degree	21% (89)	19% (80)	27% (113)	4% (17)	1% (6)	28% (116)	421
Educ: Post-grad	21% (51)	26% (62)	23% (56)	3% (7)	2% (5)	26% (63)	244

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Table MCBR5_5: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?

Audio streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	20% (361)	19% (346)	25% (455)	3% (59)	2% (29)	31% (567)	1816
Income: Under 50k	18% (146)	19% (161)	23% (193)	3% (25)	1% (7)	36% (296)	828
Income: 50k-100k	20% (130)	19% (127)	27% (174)	3% (20)	3% (17)	28% (184)	651
Income: 100k+	25% (85)	17% (58)	26% (88)	4% (14)	1% (5)	26% (87)	337
Ethnicity: White	20% (279)	19% (272)	24% (345)	3% (43)	2% (25)	32% (459)	1423
Ethnicity: Hispanic	31% (105)	21% (72)	23% (77)	5% (18)	3% (9)	17% (57)	339
Ethnicity: Black	25% (58)	16% (37)	25% (58)	4% (8)	1% (3)	28% (65)	228
Ethnicity: Other	14% (23)	22% (37)	32% (52)	5% (7)	1% (2)	26% (43)	164
All Christian	18% (142)	20% (159)	25% (202)	2% (18)	1% (8)	34% (273)	802
All Non-Christian	26% (46)	27% (48)	18% (33)	9% (17)	6% (10)	14% (25)	179
Atheist	32% (28)	24% (21)	19% (16)	1% (1)	3% (3)	21% (19)	87
Agnostic/Nothing in particular	18% (81)	16% (72)	26% (119)	3% (13)	1% (4)	36% (166)	455
Something Else	22% (64)	16% (46)	29% (84)	3% (10)	2% (4)	29% (85)	294
Religious Non-Protestant/Catholic	25% (47)	26% (50)	19% (36)	9% (17)	5% (10)	16% (31)	190
Evangelical	22% (101)	22% (101)	21% (95)	4% (17)	1% (5)	30% (137)	456
Non-Evangelical	16% (101)	16% (104)	31% (194)	2% (12)	1% (6)	34% (218)	634
Community: Urban	23% (133)	22% (129)	22% (124)	6% (32)	1% (7)	26% (152)	577
Community: Suburban	18% (151)	16% (132)	29% (235)	2% (19)	1% (12)	33% (272)	821
Community: Rural	18% (77)	20% (85)	23% (96)	2% (8)	2% (10)	34% (143)	418
Employ: Private Sector	24% (154)	22% (142)	28% (181)	5% (33)	1% (9)	21% (134)	652
Employ: Government	35% (50)	18% (26)	24% (35)	4% (5)	7% (11)	12% (18)	145
Employ: Self-Employed	19% (35)	22% (41)	25% (46)	4% (8)	1% (3)	28% (52)	185
Employ: Homemaker	21% (30)	13% (19)	34% (50)	1% (2)	2% (3)	28% (40)	144
Employ: Student	22% (13)	21% (12)	31% (18)	3% (2)	— (0)	22% (13)	59
Employ: Retired	9% (33)	15% (54)	20% (74)	— (1)	— (1)	56% (204)	368
Employ: Unemployed	15% (26)	18% (31)	21% (36)	2% (3)	2% (3)	41% (69)	167
Employ: Other	20% (19)	22% (21)	16% (16)	4% (4)	— (0)	37% (36)	96

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Table MCBR5_5: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Audio streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	20% (361)	19% (346)	25% (455)	3% (59)	2% (29)	31% (567)	1816
Military HH: Yes	18% (48)	20% (54)	21% (56)	5% (13)	2% (6)	34% (91)	266
Military HH: No	20% (313)	19% (292)	26% (399)	3% (46)	2% (24)	31% (476)	1550
2018 House Vote: Democrat	24% (164)	18% (125)	24% (164)	2% (14)	3% (17)	29% (201)	685
2018 House Vote: Republican	17% (89)	19% (99)	26% (138)	3% (18)	1% (5)	33% (174)	524
2018 House Vote: Didnt Vote	18% (104)	20% (114)	25% (145)	5% (27)	1% (6)	32% (184)	580
4-Region: Northeast	18% (59)	17% (54)	28% (90)	4% (12)	4% (13)	30% (97)	325
4-Region: Midwest	17% (64)	21% (79)	24% (92)	3% (10)	1% (4)	35% (135)	383
4-Region: South	23% (158)	15% (105)	24% (165)	3% (20)	1% (9)	32% (219)	676
4-Region: West	19% (80)	25% (107)	25% (109)	4% (17)	1% (3)	27% (116)	432
Has Subscription (w/ Media)	21% (314)	21% (311)	25% (378)	3% (48)	2% (23)	29% (441)	1514
Household or Self Has Subscription (w/ Media)	20% (360)	19% (340)	25% (446)	3% (55)	2% (29)	31% (542)	1772
Has Subscription (w/o Media)	29% (185)	26% (166)	24% (149)	4% (26)	2% (15)	14% (90)	632
Household or Self Has Subscription (w/o Media)	28% (232)	25% (206)	25% (205)	4% (34)	2% (20)	16% (131)	829

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

Table MCBR5_6: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
 TV and movie streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	29% (530)	25% (459)	31% (559)	4% (73)	1% (27)	9% (168)	1816
Gender: Male	30% (268)	26% (233)	29% (267)	5% (48)	2% (18)	8% (71)	905
Gender: Female	29% (262)	25% (226)	32% (292)	3% (25)	1% (9)	11% (96)	911
Age: 18-34	37% (213)	27% (157)	22% (126)	6% (34)	2% (13)	6% (37)	580
Age: 35-44	35% (120)	22% (76)	30% (100)	5% (17)	1% (3)	7% (23)	339
Age: 45-64	23% (126)	29% (157)	36% (198)	3% (15)	1% (8)	8% (45)	549
Age: 65+	21% (72)	20% (69)	39% (135)	2% (8)	1% (3)	18% (63)	349
GenZers: 1997-2012	34% (70)	32% (67)	23% (48)	4% (9)	2% (3)	5% (9)	207
Millennials: 1981-1996	38% (243)	23% (148)	24% (156)	5% (32)	2% (13)	8% (51)	643
GenXers: 1965-1980	23% (106)	29% (134)	35% (159)	5% (24)	1% (4)	6% (29)	456
Baby Boomers: 1946-1964	22% (106)	22% (106)	39% (184)	2% (8)	1% (6)	14% (67)	478
PID: Dem (no lean)	33% (245)	28% (205)	28% (207)	3% (24)	2% (15)	6% (45)	740
PID: Ind (no lean)	24% (115)	20% (96)	37% (183)	4% (21)	1% (6)	14% (66)	487
PID: Rep (no lean)	29% (169)	27% (158)	29% (170)	5% (29)	1% (6)	10% (57)	589
PID/Gender: Dem Men	36% (131)	28% (102)	23% (84)	5% (17)	3% (12)	6% (20)	367
PID/Gender: Dem Women	31% (114)	28% (103)	33% (123)	2% (7)	1% (3)	7% (24)	374
PID/Gender: Ind Men	21% (49)	16% (37)	45% (106)	6% (14)	1% (3)	11% (27)	237
PID/Gender: Ind Women	26% (66)	24% (59)	31% (76)	3% (7)	1% (2)	16% (39)	249
PID/Gender: Rep Men	29% (87)	31% (94)	25% (77)	6% (17)	1% (2)	8% (24)	301
PID/Gender: Rep Women	29% (82)	22% (64)	32% (93)	4% (11)	1% (4)	11% (33)	288
Ideo: Liberal (1-3)	32% (183)	29% (162)	26% (149)	4% (25)	1% (5)	7% (40)	564
Ideo: Moderate (4)	25% (135)	24% (128)	37% (194)	4% (23)	1% (6)	8% (43)	528
Ideo: Conservative (5-7)	30% (180)	25% (152)	29% (179)	4% (22)	2% (12)	11% (65)	610
Educ: < College	30% (348)	23% (264)	30% (347)	4% (49)	1% (17)	11% (126)	1151
Educ: Bachelors degree	26% (110)	32% (136)	31% (133)	4% (17)	1% (3)	5% (22)	421
Educ: Post-grad	29% (71)	24% (59)	33% (80)	3% (7)	3% (7)	8% (20)	244

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Table MCBR5_6: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
TV and movie streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	29% (530)	25% (459)	31% (559)	4% (73)	1% (27)	9% (168)	1816
Income: Under 50k	29% (237)	25% (211)	30% (249)	4% (36)	1% (9)	10% (86)	828
Income: 50k-100k	30% (193)	26% (169)	30% (198)	4% (29)	1% (10)	8% (53)	651
Income: 100k+	30% (100)	24% (79)	33% (112)	3% (9)	3% (9)	8% (28)	337
Ethnicity: White	29% (420)	25% (362)	31% (439)	3% (49)	1% (19)	9% (135)	1423
Ethnicity: Hispanic	45% (153)	23% (78)	19% (65)	4% (14)	2% (7)	7% (23)	339
Ethnicity: Black	29% (66)	25% (56)	30% (68)	6% (15)	— (1)	10% (22)	228
Ethnicity: Other	27% (44)	25% (41)	31% (52)	6% (9)	5% (8)	7% (11)	164
All Christian	29% (235)	25% (204)	32% (253)	4% (29)	1% (8)	9% (73)	802
All Non-Christian	36% (64)	28% (49)	18% (32)	8% (15)	5% (9)	5% (9)	179
Atheist	37% (32)	35% (30)	21% (19)	3% (2)	1% (1)	3% (3)	87
Agnostic/Nothing in particular	23% (103)	23% (105)	35% (159)	5% (21)	1% (6)	13% (61)	455
Something Else	33% (97)	24% (70)	33% (97)	2% (6)	1% (4)	7% (21)	294
Religious Non-Protestant/Catholic	35% (66)	27% (51)	20% (38)	8% (15)	5% (9)	6% (11)	190
Evangelical	36% (163)	24% (110)	30% (135)	3% (13)	1% (5)	7% (31)	456
Non-Evangelical	26% (165)	26% (166)	33% (210)	4% (25)	1% (7)	10% (61)	634
Community: Urban	35% (203)	25% (143)	24% (141)	5% (30)	2% (11)	8% (48)	577
Community: Suburban	27% (224)	25% (204)	35% (290)	3% (23)	1% (8)	9% (72)	821
Community: Rural	24% (102)	27% (111)	31% (128)	5% (21)	2% (8)	11% (48)	418
Employ: Private Sector	30% (195)	28% (182)	32% (208)	6% (39)	1% (5)	4% (23)	652
Employ: Government	34% (49)	26% (38)	23% (33)	5% (7)	6% (8)	6% (9)	145
Employ: Self-Employed	33% (61)	34% (64)	20% (37)	2% (4)	2% (5)	8% (16)	185
Employ: Homemaker	41% (59)	18% (26)	32% (46)	2% (4)	1% (1)	6% (9)	144
Employ: Student	36% (21)	20% (12)	26% (15)	3% (2)	— (0)	14% (8)	59
Employ: Retired	21% (78)	21% (78)	38% (139)	2% (6)	1% (3)	18% (65)	368
Employ: Unemployed	23% (38)	21% (35)	32% (54)	7% (12)	1% (1)	16% (27)	167
Employ: Other	31% (29)	26% (25)	28% (27)	1% (1)	3% (3)	12% (11)	96

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Table MCBR5_6: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
TV and movie streaming services

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	29% (530)	25% (459)	31% (559)	4% (73)	1% (27)	9% (168)	1816
Military HH: Yes	29% (78)	25% (66)	24% (64)	6% (16)	2% (6)	13% (36)	266
Military HH: No	29% (452)	25% (393)	32% (494)	4% (57)	1% (22)	9% (132)	1550
2018 House Vote: Democrat	33% (225)	27% (184)	28% (195)	3% (22)	2% (14)	6% (44)	685
2018 House Vote: Republican	27% (144)	23% (121)	34% (178)	4% (19)	1% (5)	11% (58)	524
2018 House Vote: Didnt Vote	27% (156)	25% (147)	30% (175)	5% (31)	1% (8)	11% (64)	580
4-Region: Northeast	28% (90)	20% (66)	35% (113)	5% (17)	3% (11)	9% (28)	325
4-Region: Midwest	25% (96)	26% (98)	34% (129)	4% (17)	1% (2)	11% (40)	383
4-Region: South	29% (195)	27% (181)	31% (210)	3% (19)	1% (5)	10% (65)	676
4-Region: West	34% (148)	26% (114)	25% (106)	5% (20)	2% (9)	8% (35)	432
Has Subscription (w/ Media)	32% (480)	25% (381)	30% (458)	4% (59)	1% (21)	8% (116)	1514
Household or Self Has Subscription (w/ Media)	30% (529)	25% (451)	31% (548)	4% (71)	1% (25)	8% (148)	1772
Has Subscription (w/o Media)	41% (260)	27% (173)	21% (132)	5% (29)	1% (9)	5% (29)	632
Household or Self Has Subscription (w/o Media)	39% (319)	26% (219)	23% (193)	5% (42)	2% (15)	5% (41)	829

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

Table MCBR5_7: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Online newspaper subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (162)	12% (215)	21% (384)	3% (48)	2% (40)	53% (967)	1816
Gender: Male	12% (113)	16% (142)	26% (234)	3% (31)	3% (28)	40% (358)	905
Gender: Female	5% (49)	8% (74)	16% (150)	2% (18)	1% (12)	67% (608)	911
Age: 18-34	12% (68)	12% (71)	21% (121)	4% (21)	4% (22)	48% (277)	580
Age: 35-44	14% (46)	15% (49)	22% (75)	3% (11)	3% (12)	43% (145)	339
Age: 45-64	5% (28)	13% (70)	23% (126)	3% (14)	1% (3)	56% (309)	549
Age: 65+	6% (20)	7% (25)	18% (62)	1% (2)	1% (3)	68% (236)	349
GenZers: 1997-2012	8% (17)	11% (24)	23% (47)	4% (8)	3% (7)	51% (105)	207
Millennials: 1981-1996	14% (92)	12% (76)	21% (135)	4% (23)	3% (19)	46% (297)	643
GenXers: 1965-1980	6% (29)	16% (72)	21% (94)	2% (11)	2% (11)	53% (239)	456
Baby Boomers: 1946-1964	5% (22)	9% (43)	20% (97)	1% (6)	1% (3)	64% (307)	478
PID: Dem (no lean)	15% (110)	14% (106)	20% (149)	3% (23)	2% (13)	46% (339)	740
PID: Ind (no lean)	4% (21)	6% (31)	26% (127)	2% (11)	2% (8)	59% (289)	487
PID: Rep (no lean)	5% (31)	13% (78)	18% (107)	2% (15)	3% (19)	58% (339)	589
PID/Gender: Dem Men	22% (82)	18% (66)	24% (88)	4% (16)	3% (11)	28% (103)	367
PID/Gender: Dem Women	8% (28)	11% (40)	16% (61)	2% (7)	— (1)	63% (236)	374
PID/Gender: Ind Men	6% (14)	7% (16)	36% (86)	3% (6)	1% (2)	47% (112)	237
PID/Gender: Ind Women	3% (7)	6% (15)	16% (41)	2% (4)	2% (6)	71% (177)	249
PID/Gender: Rep Men	6% (17)	20% (59)	20% (60)	3% (8)	5% (14)	48% (143)	301
PID/Gender: Rep Women	5% (14)	7% (19)	17% (48)	2% (6)	2% (5)	68% (196)	288
Ideo: Liberal (1-3)	14% (80)	15% (87)	19% (109)	3% (17)	2% (14)	46% (257)	564
Ideo: Moderate (4)	6% (31)	10% (52)	26% (136)	3% (17)	1% (6)	54% (287)	528
Ideo: Conservative (5-7)	8% (49)	12% (74)	21% (126)	2% (14)	2% (15)	54% (332)	610
Educ: < College	7% (79)	11% (123)	20% (230)	2% (27)	2% (29)	58% (663)	1151
Educ: Bachelors degree	9% (39)	12% (51)	23% (96)	3% (13)	2% (7)	51% (215)	421
Educ: Post-grad	18% (44)	17% (41)	23% (57)	4% (9)	2% (4)	37% (90)	244

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Table MCBR5_7: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?

Online newspaper subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (162)	12% (215)	21% (384)	3% (48)	2% (40)	53% (967)	1816
Income: Under 50k	7% (54)	10% (79)	19% (159)	2% (18)	2% (20)	60% (496)	828
Income: 50k-100k	9% (55)	14% (90)	24% (154)	3% (21)	2% (15)	49% (317)	651
Income: 100k+	16% (52)	14% (46)	21% (71)	3% (9)	1% (4)	46% (154)	337
Ethnicity: White	9% (126)	12% (165)	21% (296)	3% (36)	2% (34)	54% (767)	1423
Ethnicity: Hispanic	13% (43)	13% (46)	21% (70)	2% (7)	5% (16)	46% (156)	339
Ethnicity: Black	11% (26)	13% (29)	24% (55)	4% (10)	2% (4)	46% (105)	228
Ethnicity: Other	6% (10)	13% (21)	20% (33)	1% (2)	2% (3)	58% (95)	164
All Christian	9% (70)	11% (90)	22% (180)	2% (16)	1% (9)	54% (436)	802
All Non-Christian	24% (43)	28% (50)	17% (31)	5% (8)	9% (15)	17% (31)	179
Atheist	6% (5)	11% (10)	25% (21)	2% (2)	3% (3)	53% (46)	87
Agnostic/Nothing in particular	4% (17)	9% (39)	21% (94)	4% (17)	2% (8)	61% (279)	455
Something Else	9% (27)	9% (26)	19% (57)	2% (5)	2% (4)	60% (176)	294
Religious Non-Protestant/Catholic	23% (43)	27% (50)	18% (35)	5% (9)	8% (15)	20% (37)	190
Evangelical	14% (66)	12% (53)	17% (77)	2% (10)	1% (7)	53% (244)	456
Non-Evangelical	4% (27)	10% (63)	25% (160)	2% (10)	1% (7)	58% (367)	634
Community: Urban	13% (74)	16% (94)	22% (128)	4% (23)	3% (17)	42% (240)	577
Community: Suburban	7% (57)	10% (85)	21% (171)	2% (16)	2% (14)	58% (478)	821
Community: Rural	8% (31)	9% (36)	20% (84)	2% (9)	2% (8)	60% (249)	418
Employ: Private Sector	11% (69)	15% (97)	25% (163)	3% (21)	3% (18)	43% (283)	652
Employ: Government	18% (26)	22% (31)	16% (24)	4% (6)	4% (6)	36% (52)	145
Employ: Self-Employed	10% (19)	17% (32)	21% (38)	3% (6)	3% (6)	46% (85)	185
Employ: Homemaker	10% (14)	7% (9)	20% (28)	1% (2)	— (0)	63% (90)	144
Employ: Student	17% (10)	8% (5)	22% (13)	6% (3)	1% (0)	46% (27)	59
Employ: Retired	4% (15)	7% (24)	17% (61)	1% (5)	1% (3)	70% (259)	368
Employ: Unemployed	3% (5)	9% (15)	22% (37)	2% (3)	3% (5)	61% (102)	167
Employ: Other	4% (3)	3% (2)	20% (19)	2% (2)	1% (1)	71% (68)	96

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Table MCBR5_7: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Online newspaper subscriptions

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	9% (162)	12% (215)	21% (384)	3% (48)	2% (40)	53% (967)	1816
Military HH: Yes	8% (21)	16% (44)	18% (47)	3% (9)	5% (14)	49% (131)	266
Military HH: No	9% (141)	11% (172)	22% (336)	3% (39)	2% (26)	54% (836)	1550
2018 House Vote: Democrat	14% (94)	14% (93)	21% (144)	4% (24)	2% (13)	46% (316)	685
2018 House Vote: Republican	5% (24)	10% (55)	22% (117)	3% (13)	1% (8)	59% (307)	524
2018 House Vote: Didnt Vote	7% (42)	11% (65)	20% (116)	2% (11)	3% (19)	57% (328)	580
4-Region: Northeast	13% (41)	13% (42)	23% (75)	4% (12)	3% (10)	45% (144)	325
4-Region: Midwest	5% (18)	9% (35)	22% (85)	3% (10)	2% (8)	60% (228)	383
4-Region: South	8% (55)	12% (81)	19% (129)	2% (14)	1% (10)	57% (388)	676
4-Region: West	11% (49)	13% (58)	22% (95)	3% (12)	3% (12)	48% (207)	432
Has Subscription (w/ Media)	10% (151)	12% (185)	20% (305)	2% (38)	2% (31)	53% (805)	1514
Household or Self Has Subscription (w/ Media)	9% (161)	12% (211)	21% (376)	3% (46)	2% (38)	53% (940)	1772
Has Subscription (w/o Media)	18% (114)	19% (119)	19% (120)	3% (20)	3% (22)	38% (238)	632
Household or Self Has Subscription (w/o Media)	16% (129)	18% (152)	21% (175)	3% (26)	3% (27)	39% (320)	829

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

Table MCBR5_8: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
 Print magazines and newspapers

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (215)	14% (248)	25% (453)	4% (71)	2% (37)	44% (793)	1816
Gender: Male	15% (140)	15% (140)	27% (246)	5% (49)	3% (23)	34% (308)	905
Gender: Female	8% (75)	12% (108)	23% (208)	2% (22)	2% (14)	53% (485)	911
Age: 18-34	11% (66)	15% (87)	19% (113)	4% (24)	3% (18)	47% (273)	580
Age: 35-44	16% (55)	12% (42)	21% (73)	6% (20)	2% (6)	42% (143)	339
Age: 45-64	10% (57)	11% (62)	31% (168)	4% (21)	2% (9)	42% (230)	549
Age: 65+	11% (37)	16% (57)	29% (99)	2% (5)	1% (4)	42% (146)	349
GenZers: 1997-2012	9% (19)	13% (28)	22% (45)	4% (8)	3% (6)	50% (102)	207
Millennials: 1981-1996	13% (87)	14% (90)	20% (130)	4% (27)	3% (17)	46% (293)	643
GenXers: 1965-1980	13% (60)	12% (55)	26% (118)	5% (23)	2% (9)	42% (191)	456
Baby Boomers: 1946-1964	10% (46)	15% (70)	30% (145)	3% (13)	1% (5)	41% (198)	478
PID: Dem (no lean)	16% (120)	17% (128)	22% (161)	4% (28)	2% (17)	39% (286)	740
PID: Ind (no lean)	6% (31)	10% (50)	29% (142)	3% (12)	2% (11)	49% (241)	487
PID: Rep (no lean)	11% (64)	12% (69)	26% (150)	5% (31)	2% (9)	45% (265)	589
PID/Gender: Dem Men	23% (84)	20% (72)	22% (80)	6% (22)	3% (12)	26% (96)	367
PID/Gender: Dem Women	10% (36)	15% (56)	22% (81)	2% (6)	1% (5)	51% (190)	374
PID/Gender: Ind Men	7% (16)	10% (24)	36% (86)	3% (6)	2% (4)	43% (102)	237
PID/Gender: Ind Women	6% (15)	11% (27)	22% (56)	2% (6)	3% (7)	55% (138)	249
PID/Gender: Rep Men	13% (40)	15% (45)	26% (79)	7% (21)	2% (6)	36% (109)	301
PID/Gender: Rep Women	8% (24)	9% (25)	25% (71)	3% (10)	1% (2)	54% (156)	288
Ideo: Liberal (1-3)	15% (87)	17% (98)	21% (119)	5% (29)	2% (10)	39% (220)	564
Ideo: Moderate (4)	9% (48)	14% (76)	28% (147)	3% (15)	2% (9)	44% (233)	528
Ideo: Conservative (5-7)	13% (77)	11% (68)	27% (167)	4% (27)	3% (16)	42% (254)	610
Educ: < College	10% (114)	13% (145)	24% (278)	4% (47)	2% (27)	47% (540)	1151
Educ: Bachelors degree	13% (54)	14% (59)	27% (114)	3% (11)	1% (6)	42% (177)	421
Educ: Post-grad	19% (48)	18% (44)	25% (61)	5% (13)	2% (4)	31% (75)	244

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Table MCBR5_8: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
Print magazines and newspapers

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (215)	14% (248)	25% (453)	4% (71)	2% (37)	44% (793)	1816
Income: Under 50k	11% (90)	12% (101)	22% (179)	3% (28)	2% (20)	49% (409)	828
Income: 50k-100k	10% (66)	13% (87)	28% (180)	4% (29)	2% (13)	43% (277)	651
Income: 100k+	17% (59)	18% (60)	28% (94)	4% (14)	1% (3)	32% (107)	337
Ethnicity: White	12% (167)	14% (205)	25% (359)	4% (55)	2% (25)	43% (612)	1423
Ethnicity: Hispanic	17% (57)	16% (55)	21% (71)	5% (18)	2% (8)	38% (130)	339
Ethnicity: Black	15% (34)	14% (32)	25% (56)	5% (11)	4% (9)	38% (87)	228
Ethnicity: Other	8% (14)	6% (10)	23% (38)	3% (5)	2% (3)	57% (94)	164
All Christian	13% (104)	15% (120)	28% (224)	3% (28)	1% (7)	40% (318)	802
All Non-Christian	31% (56)	23% (41)	12% (22)	11% (20)	6% (11)	17% (30)	179
Atheist	9% (7)	7% (6)	22% (19)	5% (4)	3% (3)	54% (47)	87
Agnostic/Nothing in particular	5% (23)	9% (42)	27% (121)	3% (13)	2% (11)	54% (244)	455
Something Else	8% (25)	13% (38)	23% (67)	2% (6)	2% (6)	52% (153)	294
Religious Non-Protestant/Catholic	30% (57)	22% (42)	13% (25)	11% (20)	6% (11)	18% (34)	190
Evangelical	17% (75)	15% (69)	22% (99)	4% (19)	1% (6)	41% (188)	456
Non-Evangelical	8% (48)	14% (88)	30% (191)	2% (14)	1% (7)	45% (286)	634
Community: Urban	16% (95)	16% (93)	25% (144)	6% (36)	2% (10)	35% (200)	577
Community: Suburban	10% (79)	11% (91)	25% (209)	2% (17)	2% (20)	49% (404)	821
Community: Rural	10% (41)	15% (64)	24% (100)	4% (18)	2% (7)	45% (189)	418
Employ: Private Sector	13% (85)	16% (107)	25% (164)	5% (36)	2% (12)	38% (248)	652
Employ: Government	17% (25)	21% (30)	19% (28)	6% (8)	6% (9)	31% (45)	145
Employ: Self-Employed	16% (30)	12% (21)	18% (34)	4% (7)	4% (8)	46% (85)	185
Employ: Homemaker	13% (18)	8% (12)	28% (40)	— (0)	1% (1)	50% (72)	144
Employ: Student	17% (10)	4% (2)	27% (16)	1% (0)	1% (0)	51% (30)	59
Employ: Retired	8% (29)	14% (52)	28% (104)	2% (8)	1% (4)	46% (171)	368
Employ: Unemployed	7% (11)	10% (17)	26% (43)	6% (10)	1% (1)	51% (85)	167
Employ: Other	8% (7)	7% (7)	26% (25)	1% (1)	1% (1)	58% (56)	96

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Table MCBR5_8: Thinking about the subscriptions you have to the following categories of products and services, would you say your user experience has been better or worse than one-off service or product purchases you have made?
 Print magazines and newspapers

Demographic	Much better than one-off service	Somewhat better than one-off service	Neither better nor worse than one-off service	Somewhat worse than one-off service	Much worse than one-off service	I don't subscribe to a service like this	Total N
Adults	12% (215)	14% (248)	25% (453)	4% (71)	2% (37)	44% (793)	1816
Military HH: Yes	16% (43)	16% (43)	23% (62)	4% (11)	2% (5)	39% (102)	266
Military HH: No	11% (172)	13% (204)	25% (391)	4% (60)	2% (32)	45% (690)	1550
2018 House Vote: Democrat	15% (105)	18% (125)	23% (158)	3% (23)	2% (16)	38% (258)	685
2018 House Vote: Republican	9% (48)	11% (59)	30% (155)	5% (24)	1% (7)	44% (230)	524
2018 House Vote: Didnt Vote	10% (57)	10% (60)	23% (131)	4% (23)	2% (14)	51% (295)	580
4-Region: Northeast	12% (38)	17% (57)	28% (91)	4% (14)	4% (12)	35% (113)	325
4-Region: Midwest	11% (42)	13% (51)	24% (92)	4% (16)	3% (10)	45% (171)	383
4-Region: South	11% (74)	12% (80)	24% (161)	3% (21)	2% (11)	49% (329)	676
4-Region: West	14% (61)	14% (60)	25% (108)	5% (20)	1% (3)	42% (179)	432
Has Subscription (w/ Media)	13% (200)	14% (214)	25% (382)	3% (52)	2% (27)	42% (639)	1514
Household or Self Has Subscription (w/ Media)	12% (214)	14% (244)	25% (443)	4% (69)	2% (37)	43% (766)	1772
Has Subscription (w/o Media)	21% (133)	19% (120)	20% (127)	4% (26)	2% (14)	33% (212)	632
Household or Self Has Subscription (w/o Media)	18% (147)	18% (150)	21% (178)	5% (43)	3% (21)	35% (289)	829

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

Table MCBR6: Considering the total amount of product and service subscriptions you pay for, how concerned are you about the amount of money you spend on subscriptions in total?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	18% (325)	34% (615)	32% (575)	14% (248)	3% (54)	1816
Gender: Male	24% (215)	30% (276)	30% (271)	13% (118)	3% (25)	905
Gender: Female	12% (110)	37% (338)	33% (304)	14% (130)	3% (29)	911
Age: 18-34	24% (141)	33% (193)	29% (168)	10% (60)	3% (18)	580
Age: 35-44	24% (81)	34% (116)	25% (84)	11% (38)	5% (19)	339
Age: 45-64	14% (77)	36% (200)	33% (180)	15% (81)	2% (11)	549
Age: 65+	7% (26)	30% (106)	41% (143)	20% (68)	2% (5)	349
GenZers: 1997-2012	18% (37)	31% (65)	33% (68)	15% (32)	3% (6)	207
Millennials: 1981-1996	25% (163)	34% (219)	26% (168)	10% (64)	5% (30)	643
GenXers: 1965-1980	18% (83)	37% (169)	30% (138)	12% (53)	3% (12)	456
Baby Boomers: 1946-1964	9% (41)	33% (157)	38% (184)	19% (91)	1% (5)	478
PID: Dem (no lean)	23% (170)	34% (252)	27% (203)	13% (97)	2% (18)	740
PID: Ind (no lean)	11% (52)	32% (154)	41% (200)	11% (55)	5% (26)	487
PID: Rep (no lean)	17% (103)	35% (209)	29% (173)	16% (96)	2% (9)	589
PID/Gender: Dem Men	34% (124)	27% (99)	26% (94)	12% (44)	2% (7)	367
PID/Gender: Dem Women	12% (46)	41% (153)	29% (109)	14% (53)	3% (12)	374
PID/Gender: Ind Men	12% (28)	30% (71)	40% (94)	12% (29)	6% (15)	237
PID/Gender: Ind Women	10% (24)	33% (83)	42% (105)	10% (26)	5% (12)	249
PID/Gender: Rep Men	21% (63)	35% (106)	28% (83)	15% (45)	1% (4)	301
PID/Gender: Rep Women	14% (40)	36% (103)	31% (90)	18% (50)	2% (5)	288
Ideo: Liberal (1-3)	21% (117)	36% (205)	28% (156)	12% (66)	4% (20)	564
Ideo: Moderate (4)	13% (70)	30% (157)	39% (204)	16% (82)	3% (15)	528
Ideo: Conservative (5-7)	20% (124)	35% (214)	29% (177)	15% (90)	1% (6)	610
Educ: < College	16% (188)	34% (388)	33% (375)	14% (157)	4% (43)	1151
Educ: Bachelors degree	17% (71)	36% (152)	32% (134)	14% (59)	1% (6)	421
Educ: Post-grad	27% (66)	30% (74)	27% (67)	13% (32)	2% (5)	244
Income: Under 50k	18% (146)	34% (281)	31% (261)	13% (105)	4% (35)	828
Income: 50k-100k	18% (117)	36% (232)	32% (210)	12% (79)	2% (13)	651
Income: 100k+	18% (62)	30% (101)	31% (105)	19% (64)	2% (6)	337
Ethnicity: White	18% (261)	34% (485)	31% (437)	14% (199)	3% (41)	1423
Ethnicity: Hispanic	26% (88)	38% (129)	23% (78)	11% (36)	2% (8)	339

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Table MCBR6: Considering the total amount of product and service subscriptions you pay for, how concerned are you about the amount of money you spend on subscriptions in total?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	18% (325)	34% (615)	32% (575)	14% (248)	3% (54)	1816
Ethnicity: Black	19% (42)	31% (71)	32% (73)	14% (31)	5% (11)	228
Ethnicity: Other	13% (22)	35% (58)	40% (66)	11% (18)	1% (2)	164
All Christian	15% (118)	35% (284)	32% (259)	16% (124)	2% (16)	802
All Non-Christian	47% (84)	30% (53)	16% (28)	7% (12)	1% (1)	179
Atheist	12% (10)	38% (32)	42% (36)	7% (6)	1% (1)	87
Agnostic/Nothing in particular	14% (63)	30% (135)	36% (162)	15% (67)	6% (29)	455
Something Else	17% (51)	37% (110)	30% (89)	13% (38)	2% (6)	294
Religious Non-Protestant/Catholic	45% (86)	31% (59)	16% (31)	7% (13)	1% (1)	190
Evangelical	20% (90)	35% (159)	28% (126)	16% (73)	2% (8)	456
Non-Evangelical	12% (76)	36% (228)	36% (227)	14% (89)	2% (15)	634
Community: Urban	25% (147)	29% (165)	26% (149)	16% (94)	4% (22)	577
Community: Suburban	14% (117)	37% (305)	34% (283)	12% (96)	3% (21)	821
Community: Rural	15% (61)	35% (145)	34% (143)	14% (58)	3% (11)	418
Employ: Private Sector	18% (120)	39% (251)	29% (191)	12% (78)	2% (12)	652
Employ: Government	42% (61)	28% (40)	20% (30)	10% (14)	— (0)	145
Employ: Self-Employed	27% (50)	33% (61)	24% (45)	14% (26)	3% (5)	185
Employ: Homemaker	9% (13)	39% (57)	36% (52)	13% (18)	3% (4)	144
Employ: Student	17% (10)	33% (19)	38% (23)	6% (4)	5% (3)	59
Employ: Retired	8% (29)	28% (103)	42% (154)	21% (77)	1% (5)	368
Employ: Unemployed	13% (22)	34% (56)	33% (55)	12% (21)	8% (14)	167
Employ: Other	22% (21)	29% (27)	28% (27)	11% (11)	10% (10)	96
Military HH: Yes	18% (47)	37% (98)	25% (66)	19% (49)	2% (5)	266
Military HH: No	18% (278)	33% (516)	33% (510)	13% (198)	3% (48)	1550
2018 House Vote: Democrat	21% (143)	33% (227)	30% (204)	15% (99)	2% (12)	685
2018 House Vote: Republican	14% (73)	35% (183)	31% (165)	18% (96)	1% (7)	524
2018 House Vote: Didnt Vote	18% (104)	34% (198)	33% (193)	9% (51)	6% (34)	580
4-Region: Northeast	23% (76)	31% (101)	32% (103)	11% (36)	2% (7)	325
4-Region: Midwest	13% (50)	37% (140)	34% (131)	15% (57)	1% (6)	383
4-Region: South	16% (105)	34% (232)	33% (223)	14% (94)	3% (22)	676
4-Region: West	22% (94)	32% (140)	27% (118)	14% (61)	4% (19)	432

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Table MCBR6: Considering the total amount of product and service subscriptions you pay for, how concerned are you about the amount of money you spend on subscriptions in total?

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	18% (325)	34% (615)	32% (575)	14% (248)	3% (54)	1816
Has Subscription (w/ Media)	19% (281)	33% (501)	32% (487)	14% (215)	2% (30)	1514
Household or Self Has Subscription (w/ Media)	18% (320)	34% (605)	32% (567)	14% (241)	2% (40)	1772
Has Subscription (w/o Media)	29% (186)	33% (209)	26% (165)	10% (65)	1% (8)	632
Household or Self Has Subscription (w/o Media)	27% (226)	34% (283)	27% (224)	10% (86)	1% (10)	829

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

**Table MCBR7_1: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Internet Personalities/Content Creators, such as a Patreon subscription with a content creator you watch regularly on YouTube**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (280)	16% (354)	16% (345)	45% (987)	11% (234)	2201
Gender: Male	18% (193)	19% (206)	15% (162)	39% (419)	8% (90)	1069
Gender: Female	8% (88)	13% (147)	16% (183)	50% (565)	13% (143)	1126
Age: 18-34	22% (141)	24% (151)	18% (111)	24% (153)	12% (75)	631
Age: 35-44	23% (86)	21% (79)	16% (60)	29% (108)	10% (39)	372
Age: 45-64	6% (45)	14% (101)	18% (129)	49% (351)	12% (85)	711
Age: 65+	2% (8)	5% (24)	9% (46)	77% (375)	7% (35)	487
GenZers: 1997-2012	18% (44)	29% (70)	16% (37)	21% (50)	16% (38)	240
Millennials: 1981-1996	23% (158)	21% (145)	18% (123)	27% (187)	10% (72)	685
GenXers: 1965-1980	11% (59)	16% (89)	22% (121)	41% (226)	11% (61)	556
Baby Boomers: 1946-1964	3% (19)	7% (49)	9% (62)	71% (467)	10% (63)	660
PID: Dem (no lean)	18% (154)	17% (144)	16% (139)	41% (354)	9% (76)	867
PID: Ind (no lean)	7% (42)	19% (116)	16% (99)	45% (282)	14% (85)	624
PID: Rep (no lean)	12% (84)	13% (94)	15% (108)	50% (351)	10% (73)	710
PID/Gender: Dem Men	27% (111)	19% (78)	16% (65)	31% (127)	6% (25)	405
PID/Gender: Dem Women	9% (43)	14% (66)	16% (74)	49% (224)	11% (52)	460
PID/Gender: Ind Men	8% (23)	21% (64)	17% (53)	42% (128)	12% (38)	305
PID/Gender: Ind Women	6% (19)	16% (50)	15% (46)	49% (153)	15% (46)	315
PID/Gender: Rep Men	16% (59)	18% (63)	12% (44)	46% (164)	8% (28)	359
PID/Gender: Rep Women	7% (25)	9% (30)	18% (63)	53% (187)	13% (45)	351
Ideo: Liberal (1-3)	18% (116)	17% (109)	16% (102)	40% (255)	9% (57)	638
Ideo: Moderate (4)	11% (71)	18% (116)	18% (114)	43% (275)	11% (68)	645
Ideo: Conservative (5-7)	11% (85)	13% (101)	14% (109)	52% (392)	9% (70)	757
Educ: < College	12% (170)	16% (230)	16% (232)	44% (631)	12% (176)	1438
Educ: Bachelors degree	12% (58)	16% (76)	16% (78)	47% (227)	9% (46)	484
Educ: Post-grad	19% (53)	17% (48)	13% (35)	47% (130)	5% (13)	278
Income: Under 50k	11% (120)	16% (173)	16% (173)	45% (495)	13% (140)	1101
Income: 50k-100k	13% (97)	16% (120)	17% (122)	45% (325)	9% (66)	730
Income: 100k+	17% (64)	17% (62)	13% (50)	45% (167)	8% (28)	371
Ethnicity: White	12% (203)	15% (259)	15% (252)	47% (806)	11% (178)	1698
Ethnicity: Hispanic	25% (96)	23% (87)	16% (60)	24% (92)	12% (45)	379

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**Table MCBR7_1: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Internet Personalities/Content Creators, such as a Patreon subscription with a content creator you watch regularly on YouTube**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (280)	16% (354)	16% (345)	45% (987)	11% (234)	2201
Ethnicity: Black	19% (52)	21% (59)	14% (40)	34% (96)	12% (35)	283
Ethnicity: Other	12% (25)	16% (36)	24% (53)	38% (84)	9% (21)	220
All Christian	11% (109)	12% (119)	16% (153)	51% (496)	10% (100)	977
All Non-Christian	41% (83)	21% (44)	11% (23)	24% (49)	3% (6)	204
Atheist	9% (9)	22% (21)	20% (20)	46% (44)	3% (3)	97
Agnostic/Nothing in particular	6% (32)	17% (95)	17% (90)	46% (249)	14% (77)	542
Something Else	13% (48)	20% (76)	16% (60)	39% (149)	13% (48)	381
Religious Non-Protestant/Catholic	40% (86)	21% (44)	11% (23)	25% (55)	4% (9)	217
Evangelical	16% (94)	15% (86)	15% (89)	42% (242)	12% (68)	579
Non-Evangelical	7% (57)	14% (107)	17% (130)	52% (399)	10% (78)	772
Community: Urban	21% (147)	18% (127)	12% (86)	38% (272)	10% (74)	707
Community: Suburban	8% (78)	16% (156)	18% (173)	48% (468)	11% (103)	978
Community: Rural	11% (55)	14% (71)	17% (86)	48% (247)	11% (58)	516
Employ: Private Sector	16% (117)	19% (139)	19% (139)	38% (279)	8% (56)	730
Employ: Government	29% (46)	22% (35)	13% (21)	28% (46)	8% (13)	161
Employ: Self-Employed	30% (59)	17% (34)	17% (33)	27% (54)	9% (19)	200
Employ: Homemaker	6% (11)	17% (28)	21% (36)	41% (70)	15% (25)	169
Employ: Student	12% (9)	32% (23)	17% (12)	17% (12)	21% (15)	71
Employ: Retired	3% (15)	6% (29)	10% (52)	73% (387)	8% (43)	527
Employ: Unemployed	5% (11)	19% (43)	15% (35)	44% (101)	18% (41)	230
Employ: Other	11% (13)	20% (22)	15% (17)	34% (38)	20% (23)	113
Military HH: Yes	14% (43)	11% (36)	11% (35)	52% (165)	13% (40)	320
Military HH: No	13% (237)	17% (318)	17% (310)	44% (822)	10% (194)	1881
2018 House Vote: Democrat	17% (133)	17% (134)	16% (129)	42% (328)	8% (66)	789
2018 House Vote: Republican	9% (55)	13% (84)	15% (97)	55% (356)	9% (56)	649
2018 House Vote: Didnt Vote	13% (91)	18% (130)	16% (116)	39% (284)	15% (107)	727
4-Region: Northeast	16% (62)	18% (68)	13% (52)	46% (176)	7% (28)	386
4-Region: Midwest	6% (29)	13% (60)	16% (72)	50% (227)	15% (66)	455
4-Region: South	11% (93)	16% (134)	18% (150)	46% (382)	10% (81)	839
4-Region: West	19% (97)	18% (93)	14% (71)	39% (202)	11% (58)	521

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Table MCBR7_1: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Internet Personalities/Content Creators, such as a Patreon subscription with a content creator you watch regularly on YouTube

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (280)	16% (354)	16% (345)	45% (987)	11% (234)	2201
Has Subscription (w/ Media)	16% (257)	17% (270)	16% (253)	43% (681)	8% (135)	1596
Household or Self Has Subscription (w/ Media)	14% (277)	18% (337)	17% (321)	42% (798)	9% (176)	1908
Has Subscription (w/o Media)	31% (202)	24% (152)	12% (74)	29% (186)	5% (29)	643
Household or Self Has Subscription (w/o Media)	26% (227)	25% (216)	14% (118)	29% (252)	6% (48)	860

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

**Table MCBR7_2: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Financial Services, such as investment subscriptions**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (263)	21% (463)	18% (393)	39% (848)	11% (235)	2201
Gender: Male	19% (202)	25% (267)	17% (184)	31% (329)	8% (88)	1069
Gender: Female	5% (61)	17% (194)	19% (209)	46% (516)	13% (146)	1126
Age: 18-34	19% (120)	28% (174)	22% (140)	21% (132)	10% (65)	631
Age: 35-44	21% (78)	26% (96)	16% (59)	25% (94)	12% (45)	372
Age: 45-64	8% (54)	19% (134)	19% (135)	41% (294)	13% (94)	711
Age: 65+	2% (12)	12% (59)	12% (59)	67% (328)	6% (30)	487
GenZers: 1997-2012	10% (25)	31% (74)	25% (60)	17% (42)	16% (39)	240
Millennials: 1981-1996	22% (151)	26% (176)	19% (131)	23% (159)	10% (68)	685
GenXers: 1965-1980	12% (68)	19% (107)	20% (111)	37% (205)	12% (65)	556
Baby Boomers: 1946-1964	3% (19)	16% (104)	13% (86)	59% (389)	9% (62)	660
PID: Dem (no lean)	18% (156)	19% (168)	17% (149)	35% (303)	11% (91)	867
PID: Ind (no lean)	5% (34)	21% (134)	22% (136)	39% (243)	12% (77)	624
PID: Rep (no lean)	10% (73)	23% (162)	15% (107)	43% (302)	9% (66)	710
PID/Gender: Dem Men	29% (116)	23% (91)	17% (67)	23% (94)	9% (36)	405
PID/Gender: Dem Women	9% (40)	17% (77)	18% (82)	45% (206)	12% (55)	460
PID/Gender: Ind Men	9% (26)	25% (75)	22% (67)	34% (105)	10% (31)	305
PID/Gender: Ind Women	2% (7)	18% (57)	22% (69)	44% (137)	14% (45)	315
PID/Gender: Rep Men	16% (59)	28% (101)	14% (49)	36% (129)	6% (20)	359
PID/Gender: Rep Women	4% (14)	17% (61)	16% (58)	49% (173)	13% (46)	351
Ideo: Liberal (1-3)	17% (110)	20% (129)	18% (116)	34% (216)	11% (67)	638
Ideo: Moderate (4)	9% (61)	24% (155)	18% (117)	39% (250)	10% (61)	645
Ideo: Conservative (5-7)	11% (86)	21% (161)	17% (125)	42% (316)	9% (68)	757
Educ: < College	10% (140)	20% (286)	19% (268)	39% (561)	13% (183)	1438
Educ: Bachelors degree	14% (70)	24% (116)	18% (85)	37% (179)	7% (34)	484
Educ: Post-grad	19% (53)	22% (62)	14% (40)	39% (107)	6% (17)	278
Income: Under 50k	8% (89)	18% (195)	18% (198)	42% (468)	14% (150)	1101
Income: 50k-100k	14% (102)	25% (183)	19% (138)	34% (249)	8% (58)	730
Income: 100k+	19% (72)	23% (85)	15% (57)	35% (131)	7% (27)	371
Ethnicity: White	11% (192)	20% (339)	18% (299)	41% (694)	10% (174)	1698
Ethnicity: Hispanic	21% (79)	25% (96)	21% (81)	20% (75)	12% (47)	379

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**Table MCBR7_2: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Financial Services, such as investment subscriptions**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (263)	21% (463)	18% (393)	39% (848)	11% (235)	2201
Ethnicity: Black	20% (58)	21% (60)	13% (36)	31% (89)	14% (40)	283
Ethnicity: Other	6% (13)	29% (64)	26% (57)	29% (64)	9% (20)	220
All Christian	11% (103)	22% (211)	17% (166)	42% (408)	9% (89)	977
All Non-Christian	38% (79)	26% (54)	9% (18)	19% (40)	7% (14)	204
Atheist	7% (7)	24% (24)	22% (22)	40% (39)	6% (6)	97
Agnostic/Nothing in particular	7% (37)	19% (102)	21% (116)	39% (210)	14% (78)	542
Something Else	10% (38)	19% (73)	19% (71)	40% (152)	13% (48)	381
Religious Non-Protestant/Catholic	37% (79)	25% (55)	11% (23)	20% (43)	8% (17)	217
Evangelical	17% (97)	19% (111)	13% (78)	40% (234)	10% (59)	579
Non-Evangelical	6% (43)	22% (172)	20% (157)	42% (324)	10% (75)	772
Community: Urban	18% (126)	23% (161)	17% (122)	30% (215)	12% (82)	707
Community: Suburban	8% (77)	22% (218)	18% (178)	42% (409)	10% (96)	978
Community: Rural	12% (60)	16% (84)	18% (93)	43% (224)	11% (56)	516
Employ: Private Sector	16% (113)	29% (212)	18% (128)	31% (224)	7% (52)	730
Employ: Government	35% (56)	17% (27)	17% (28)	22% (35)	9% (15)	161
Employ: Self-Employed	20% (39)	31% (63)	18% (36)	25% (49)	6% (13)	200
Employ: Homemaker	7% (11)	15% (25)	29% (48)	33% (56)	17% (30)	169
Employ: Student	9% (6)	28% (20)	34% (25)	12% (9)	16% (11)	71
Employ: Retired	3% (14)	12% (61)	13% (71)	64% (337)	8% (44)	527
Employ: Unemployed	4% (9)	15% (34)	21% (47)	42% (97)	18% (42)	230
Employ: Other	11% (12)	20% (22)	8% (9)	36% (41)	24% (28)	113
Military HH: Yes	14% (44)	16% (53)	19% (62)	39% (126)	11% (35)	320
Military HH: No	12% (218)	22% (411)	18% (330)	38% (721)	11% (200)	1881
2018 House Vote: Democrat	17% (137)	20% (160)	19% (149)	34% (270)	9% (73)	789
2018 House Vote: Republican	8% (53)	22% (142)	16% (105)	46% (298)	8% (52)	649
2018 House Vote: Didnt Vote	10% (71)	21% (151)	19% (137)	36% (264)	14% (103)	727
4-Region: Northeast	15% (57)	23% (89)	17% (64)	36% (140)	9% (35)	386
4-Region: Midwest	6% (27)	22% (100)	16% (72)	44% (200)	12% (56)	455
4-Region: South	11% (95)	17% (145)	19% (161)	42% (349)	11% (90)	839
4-Region: West	16% (84)	25% (128)	19% (96)	30% (158)	10% (55)	521

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Table MCBR7_2: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Financial Services, such as investment subscriptions

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (263)	21% (463)	18% (393)	39% (848)	11% (235)	2201
Has Subscription (w/ Media)	15% (240)	22% (354)	19% (305)	35% (553)	9% (143)	1596
Household or Self Has Subscription (w/ Media)	14% (258)	23% (437)	19% (360)	35% (672)	10% (181)	1908
Has Subscription (w/o Media)	29% (186)	26% (170)	18% (114)	22% (144)	5% (30)	643
Household or Self Has Subscription (w/o Media)	24% (210)	28% (239)	19% (167)	24% (204)	5% (41)	860

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

**Table MCBR7_3: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Restaurants, such as unlimited access to a particular menu offering**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (348)	29% (630)	16% (343)	30% (669)	10% (211)	2201
Gender: Male	22% (232)	27% (294)	16% (172)	27% (285)	8% (86)	1069
Gender: Female	10% (116)	30% (334)	15% (171)	34% (381)	11% (124)	1126
Age: 18-34	27% (171)	32% (202)	15% (92)	17% (107)	9% (59)	631
Age: 35-44	23% (87)	34% (127)	15% (56)	17% (65)	10% (36)	372
Age: 45-64	10% (71)	31% (222)	16% (113)	31% (222)	12% (83)	711
Age: 65+	4% (19)	16% (78)	17% (83)	57% (275)	7% (32)	487
GenZers: 1997-2012	21% (51)	32% (76)	13% (32)	20% (48)	14% (34)	240
Millennials: 1981-1996	27% (188)	32% (221)	15% (105)	16% (113)	9% (59)	685
GenXers: 1965-1980	14% (77)	34% (187)	17% (92)	25% (141)	10% (58)	556
Baby Boomers: 1946-1964	5% (32)	21% (139)	16% (106)	49% (325)	9% (57)	660
PID: Dem (no lean)	22% (186)	28% (243)	13% (111)	29% (253)	9% (75)	867
PID: Ind (no lean)	10% (61)	27% (168)	19% (121)	31% (192)	13% (82)	624
PID: Rep (no lean)	14% (101)	31% (218)	16% (112)	32% (224)	8% (55)	710
PID/Gender: Dem Men	34% (140)	25% (102)	13% (54)	20% (82)	7% (27)	405
PID/Gender: Dem Women	10% (47)	30% (139)	12% (56)	37% (170)	10% (48)	460
PID/Gender: Ind Men	11% (34)	25% (76)	22% (66)	30% (91)	13% (39)	305
PID/Gender: Ind Women	8% (27)	29% (93)	17% (55)	31% (99)	13% (42)	315
PID/Gender: Rep Men	16% (58)	32% (116)	14% (52)	31% (112)	6% (20)	359
PID/Gender: Rep Women	12% (42)	29% (102)	17% (60)	32% (112)	10% (35)	351
Ideo: Liberal (1-3)	18% (117)	31% (195)	14% (87)	29% (183)	9% (56)	638
Ideo: Moderate (4)	15% (99)	29% (190)	16% (102)	29% (187)	10% (66)	645
Ideo: Conservative (5-7)	16% (118)	27% (206)	16% (124)	33% (253)	7% (56)	757
Educ: < College	14% (202)	29% (413)	15% (218)	30% (438)	12% (168)	1438
Educ: Bachelors degree	18% (86)	30% (144)	18% (89)	28% (136)	6% (30)	484
Educ: Post-grad	21% (59)	26% (73)	13% (37)	34% (96)	5% (13)	278
Income: Under 50k	12% (133)	26% (289)	16% (177)	33% (366)	12% (136)	1101
Income: 50k-100k	18% (132)	30% (217)	16% (116)	29% (212)	7% (53)	730
Income: 100k+	22% (83)	33% (124)	14% (51)	25% (91)	6% (22)	371
Ethnicity: White	14% (243)	29% (485)	16% (264)	33% (553)	9% (155)	1698
Ethnicity: Hispanic	24% (92)	36% (136)	14% (54)	17% (63)	9% (34)	379

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**Table MCBR7_3: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Restaurants, such as unlimited access to a particular menu offering**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (348)	29% (630)	16% (343)	30% (669)	10% (211)	2201
Ethnicity: Black	22% (63)	29% (83)	12% (35)	23% (64)	13% (37)	283
Ethnicity: Other	19% (41)	28% (62)	20% (44)	24% (52)	9% (19)	220
All Christian	14% (133)	28% (273)	16% (158)	34% (335)	8% (77)	977
All Non-Christian	40% (81)	34% (69)	4% (9)	18% (36)	4% (9)	204
Atheist	21% (20)	27% (27)	13% (12)	33% (32)	6% (6)	97
Agnostic/Nothing in particular	9% (51)	28% (153)	18% (97)	31% (167)	14% (74)	542
Something Else	16% (62)	28% (107)	18% (67)	26% (99)	12% (45)	381
Religious Non-Protestant/Catholic	38% (82)	32% (70)	7% (14)	18% (39)	5% (11)	217
Evangelical	21% (124)	26% (149)	16% (93)	27% (158)	10% (56)	579
Non-Evangelical	9% (68)	31% (237)	17% (129)	35% (274)	8% (65)	772
Community: Urban	24% (168)	28% (201)	13% (94)	25% (177)	9% (67)	707
Community: Suburban	11% (108)	29% (286)	17% (171)	33% (318)	10% (95)	978
Community: Rural	14% (71)	28% (143)	15% (78)	34% (174)	10% (50)	516
Employ: Private Sector	19% (136)	38% (276)	15% (107)	23% (168)	6% (43)	730
Employ: Government	36% (58)	27% (44)	11% (18)	17% (28)	9% (14)	161
Employ: Self-Employed	30% (60)	28% (56)	15% (30)	21% (41)	7% (13)	200
Employ: Homemaker	11% (19)	34% (57)	21% (35)	21% (35)	13% (23)	169
Employ: Student	26% (18)	30% (21)	13% (9)	14% (10)	17% (12)	71
Employ: Retired	4% (23)	17% (88)	15% (81)	55% (292)	8% (43)	527
Employ: Unemployed	9% (20)	28% (64)	18% (42)	27% (62)	18% (41)	230
Employ: Other	12% (14)	21% (23)	19% (21)	29% (33)	20% (22)	113
Military HH: Yes	15% (49)	26% (83)	14% (43)	35% (113)	10% (31)	320
Military HH: No	16% (299)	29% (546)	16% (300)	30% (556)	10% (180)	1881
2018 House Vote: Democrat	19% (153)	29% (226)	15% (116)	30% (233)	8% (61)	789
2018 House Vote: Republican	12% (78)	30% (194)	16% (104)	35% (230)	7% (44)	649
2018 House Vote: Didnt Vote	15% (112)	28% (204)	16% (118)	26% (191)	14% (102)	727
4-Region: Northeast	19% (74)	27% (103)	13% (52)	34% (131)	7% (26)	386
4-Region: Midwest	12% (53)	29% (130)	18% (80)	30% (137)	12% (55)	455
4-Region: South	16% (131)	29% (242)	14% (121)	32% (270)	9% (76)	839
4-Region: West	17% (90)	30% (154)	17% (91)	25% (132)	10% (54)	521

Continued on next page

Table MCBR7_3: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Restaurants, such as unlimited access to a particular menu offering

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (348)	29% (630)	16% (343)	30% (669)	10% (211)	2201
Has Subscription (w/ Media)	19% (305)	31% (499)	16% (258)	26% (409)	8% (125)	1596
Household or Self Has Subscription (w/ Media)	18% (341)	31% (591)	16% (303)	27% (516)	8% (157)	1908
Has Subscription (w/o Media)	33% (213)	36% (235)	12% (78)	14% (91)	4% (27)	643
Household or Self Has Subscription (w/o Media)	29% (249)	37% (321)	14% (121)	15% (130)	4% (38)	860

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

**Table MCBR7_4: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Retail, such as monthly deliveries of new clothes or toiletries**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (290)	22% (484)	18% (390)	37% (822)	10% (216)	2201
Gender: Male	16% (173)	20% (216)	20% (209)	36% (380)	9% (91)	1069
Gender: Female	10% (116)	24% (266)	16% (181)	39% (440)	11% (122)	1126
Age: 18-34	23% (146)	28% (179)	19% (119)	19% (119)	11% (68)	631
Age: 35-44	24% (88)	28% (105)	19% (70)	20% (75)	9% (35)	372
Age: 45-64	6% (43)	24% (174)	19% (136)	39% (276)	12% (83)	711
Age: 65+	3% (13)	5% (26)	14% (66)	72% (353)	6% (29)	487
GenZers: 1997-2012	21% (50)	29% (70)	20% (48)	16% (38)	15% (36)	240
Millennials: 1981-1996	22% (151)	30% (202)	19% (130)	20% (137)	9% (65)	685
GenXers: 1965-1980	13% (70)	24% (135)	19% (108)	33% (183)	11% (60)	556
Baby Boomers: 1946-1964	3% (19)	12% (76)	15% (101)	62% (412)	8% (52)	660
PID: Dem (no lean)	18% (152)	23% (202)	18% (154)	33% (287)	8% (72)	867
PID: Ind (no lean)	8% (50)	22% (137)	19% (117)	38% (240)	13% (80)	624
PID: Rep (no lean)	12% (88)	20% (145)	17% (119)	42% (296)	9% (63)	710
PID/Gender: Dem Men	25% (100)	23% (92)	18% (74)	26% (107)	8% (33)	405
PID/Gender: Dem Women	11% (52)	23% (108)	17% (80)	39% (180)	9% (40)	460
PID/Gender: Ind Men	5% (16)	20% (61)	23% (71)	40% (121)	12% (37)	305
PID/Gender: Ind Women	11% (34)	24% (77)	15% (46)	37% (117)	13% (41)	315
PID/Gender: Rep Men	16% (58)	17% (63)	18% (64)	43% (152)	6% (22)	359
PID/Gender: Rep Women	8% (30)	23% (82)	16% (55)	41% (143)	12% (41)	351
Ideo: Liberal (1-3)	18% (114)	23% (148)	19% (120)	31% (201)	9% (55)	638
Ideo: Moderate (4)	10% (66)	25% (160)	17% (109)	39% (250)	9% (59)	645
Ideo: Conservative (5-7)	12% (92)	19% (142)	17% (132)	43% (326)	8% (64)	757
Educ: < College	13% (193)	21% (304)	17% (249)	37% (532)	11% (160)	1438
Educ: Bachelors degree	10% (49)	24% (115)	20% (95)	38% (183)	9% (42)	484
Educ: Post-grad	17% (47)	23% (64)	16% (46)	39% (107)	5% (14)	278
Income: Under 50k	12% (137)	18% (201)	18% (196)	39% (431)	12% (136)	1101
Income: 50k-100k	12% (89)	26% (190)	19% (135)	35% (257)	8% (57)	730
Income: 100k+	17% (64)	25% (93)	16% (59)	36% (134)	6% (22)	371
Ethnicity: White	13% (223)	20% (344)	17% (296)	40% (672)	10% (164)	1698
Ethnicity: Hispanic	30% (114)	27% (101)	16% (61)	17% (63)	10% (39)	379

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Table MCBR7_4: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories? Retail, such as monthly deliveries of new clothes or toiletries

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (290)	22% (484)	18% (390)	37% (822)	10% (216)	2201
Ethnicity: Black	17% (48)	30% (84)	17% (47)	25% (71)	12% (33)	283
Ethnicity: Other	9% (19)	26% (56)	21% (47)	36% (79)	8% (18)	220
All Christian	11% (104)	20% (193)	18% (173)	43% (424)	8% (83)	977
All Non-Christian	39% (79)	30% (62)	9% (18)	19% (39)	3% (7)	204
Atheist	8% (8)	21% (21)	16% (16)	47% (46)	7% (7)	97
Agnostic/Nothing in particular	9% (51)	19% (101)	23% (123)	36% (193)	14% (75)	542
Something Else	13% (48)	28% (108)	16% (60)	32% (121)	12% (45)	381
Religious Non-Protestant/Catholic	37% (80)	30% (64)	9% (20)	20% (44)	4% (8)	217
Evangelical	17% (98)	21% (121)	16% (95)	36% (207)	10% (59)	579
Non-Evangelical	7% (51)	24% (182)	18% (140)	43% (332)	9% (68)	772
Community: Urban	18% (130)	24% (173)	15% (107)	33% (231)	9% (67)	707
Community: Suburban	10% (99)	20% (198)	19% (184)	41% (399)	10% (98)	978
Community: Rural	12% (61)	22% (113)	19% (100)	37% (192)	10% (51)	516
Employ: Private Sector	16% (116)	28% (202)	21% (150)	30% (215)	6% (46)	730
Employ: Government	33% (53)	22% (35)	21% (34)	16% (26)	9% (14)	161
Employ: Self-Employed	16% (33)	34% (68)	17% (34)	25% (49)	8% (16)	200
Employ: Homemaker	12% (20)	25% (43)	17% (28)	30% (50)	16% (28)	169
Employ: Student	27% (19)	20% (14)	10% (7)	23% (17)	20% (14)	71
Employ: Retired	3% (16)	8% (40)	15% (77)	68% (360)	6% (33)	527
Employ: Unemployed	8% (18)	24% (56)	20% (47)	30% (70)	17% (39)	230
Employ: Other	12% (13)	24% (27)	11% (13)	31% (35)	22% (25)	113
Military HH: Yes	15% (48)	15% (47)	13% (43)	46% (149)	11% (34)	320
Military HH: No	13% (242)	23% (437)	18% (347)	36% (674)	10% (182)	1881
2018 House Vote: Democrat	16% (129)	24% (186)	18% (142)	35% (273)	8% (59)	789
2018 House Vote: Republican	8% (49)	19% (125)	19% (123)	46% (299)	8% (53)	649
2018 House Vote: Didnt Vote	15% (108)	23% (167)	16% (119)	32% (235)	14% (98)	727
4-Region: Northeast	17% (66)	20% (75)	15% (57)	43% (167)	5% (20)	386
4-Region: Midwest	9% (42)	23% (105)	17% (75)	39% (178)	12% (55)	455
4-Region: South	12% (103)	23% (192)	18% (155)	37% (308)	10% (81)	839
4-Region: West	15% (79)	21% (111)	20% (103)	32% (169)	11% (60)	521

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Table MCBR7_4: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories? Retail, such as monthly deliveries of new clothes or toiletries

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	13% (290)	22% (484)	18% (390)	37% (822)	10% (216)	2201
Has Subscription (w/ Media)	16% (257)	24% (386)	18% (284)	34% (542)	8% (126)	1596
Household or Self Has Subscription (w/ Media)	15% (281)	24% (457)	18% (345)	35% (662)	9% (163)	1908
Has Subscription (w/o Media)	32% (206)	29% (188)	12% (79)	22% (140)	5% (30)	643
Household or Self Has Subscription (w/o Media)	27% (234)	31% (265)	16% (138)	22% (186)	4% (38)	860

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

**Table MCBR7_5: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Health Care, such as an annual subscription to specific medical facilities (eg. One Medical)**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (320)	24% (530)	17% (372)	34% (750)	10% (230)	2201
Gender: Male	19% (204)	25% (264)	15% (165)	32% (341)	9% (95)	1069
Gender: Female	10% (116)	24% (265)	18% (206)	36% (405)	12% (133)	1126
Age: 18-34	23% (143)	31% (195)	17% (109)	18% (114)	11% (70)	631
Age: 35-44	24% (90)	28% (104)	16% (61)	22% (81)	10% (36)	372
Age: 45-64	9% (67)	23% (160)	19% (136)	37% (261)	12% (87)	711
Age: 65+	4% (19)	15% (71)	14% (66)	60% (294)	7% (36)	487
GenZers: 1997-2012	21% (50)	30% (72)	20% (49)	13% (32)	16% (38)	240
Millennials: 1981-1996	23% (157)	30% (206)	16% (113)	21% (143)	10% (65)	685
GenXers: 1965-1980	14% (76)	23% (129)	20% (113)	31% (174)	11% (64)	556
Baby Boomers: 1946-1964	5% (34)	18% (119)	14% (92)	54% (354)	9% (61)	660
PID: Dem (no lean)	19% (168)	25% (218)	16% (138)	31% (267)	9% (76)	867
PID: Ind (no lean)	8% (51)	24% (151)	18% (112)	36% (224)	14% (85)	624
PID: Rep (no lean)	14% (100)	23% (161)	17% (121)	36% (258)	10% (69)	710
PID/Gender: Dem Men	28% (114)	25% (101)	15% (62)	24% (97)	8% (32)	405
PID/Gender: Dem Women	12% (55)	25% (116)	16% (76)	37% (170)	9% (43)	460
PID/Gender: Ind Men	8% (26)	24% (75)	17% (51)	39% (119)	12% (35)	305
PID/Gender: Ind Women	8% (25)	24% (77)	20% (62)	32% (102)	15% (49)	315
PID/Gender: Rep Men	18% (64)	25% (88)	15% (53)	35% (125)	8% (28)	359
PID/Gender: Rep Women	10% (36)	21% (72)	20% (69)	38% (133)	12% (41)	351
Ideo: Liberal (1-3)	18% (116)	25% (157)	17% (106)	32% (202)	9% (58)	638
Ideo: Moderate (4)	13% (82)	26% (167)	18% (118)	33% (215)	10% (63)	645
Ideo: Conservative (5-7)	15% (111)	23% (170)	15% (117)	38% (288)	9% (71)	757
Educ: < College	13% (187)	25% (360)	16% (233)	33% (482)	12% (176)	1438
Educ: Bachelors degree	16% (78)	24% (115)	18% (86)	35% (167)	8% (38)	484
Educ: Post-grad	20% (55)	20% (55)	19% (52)	36% (101)	5% (15)	278
Income: Under 50k	12% (132)	25% (272)	15% (170)	35% (382)	13% (144)	1101
Income: 50k-100k	16% (119)	24% (173)	19% (139)	34% (245)	7% (54)	730
Income: 100k+	18% (68)	23% (85)	17% (63)	33% (123)	9% (32)	371
Ethnicity: White	13% (225)	23% (385)	18% (300)	36% (618)	10% (169)	1698
Ethnicity: Hispanic	24% (91)	30% (113)	16% (61)	20% (77)	10% (37)	379

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**Table MCBR7_5: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Health Care, such as an annual subscription to specific medical facilities (eg. One Medical)**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (320)	24% (530)	17% (372)	34% (750)	10% (230)	2201
Ethnicity: Black	20% (56)	30% (84)	12% (34)	25% (70)	14% (38)	283
Ethnicity: Other	18% (39)	28% (61)	17% (37)	28% (62)	10% (22)	220
All Christian	12% (120)	24% (230)	16% (158)	40% (387)	8% (82)	977
All Non-Christian	42% (87)	25% (51)	10% (20)	18% (38)	4% (9)	204
Atheist	9% (8)	26% (25)	24% (24)	35% (34)	6% (6)	97
Agnostic/Nothing in particular	10% (53)	23% (122)	19% (104)	34% (185)	14% (78)	542
Something Else	14% (52)	27% (102)	18% (67)	28% (106)	14% (54)	381
Religious Non-Protestant/Catholic	40% (87)	25% (54)	11% (24)	19% (41)	5% (11)	217
Evangelical	17% (99)	26% (152)	14% (78)	32% (188)	11% (61)	579
Non-Evangelical	9% (69)	24% (182)	19% (144)	39% (303)	10% (75)	772
Community: Urban	22% (155)	24% (170)	14% (102)	30% (212)	10% (68)	707
Community: Suburban	11% (104)	23% (223)	20% (192)	37% (358)	10% (101)	978
Community: Rural	12% (61)	27% (137)	15% (78)	35% (180)	12% (61)	516
Employ: Private Sector	21% (150)	28% (202)	17% (125)	27% (199)	7% (53)	730
Employ: Government	28% (45)	26% (41)	16% (26)	19% (31)	11% (18)	161
Employ: Self-Employed	24% (48)	28% (56)	18% (35)	22% (45)	8% (16)	200
Employ: Homemaker	5% (8)	31% (53)	21% (35)	28% (48)	15% (25)	169
Employ: Student	20% (14)	25% (18)	31% (22)	11% (8)	13% (9)	71
Employ: Retired	4% (19)	13% (71)	15% (81)	59% (311)	9% (46)	527
Employ: Unemployed	11% (25)	26% (60)	14% (31)	32% (74)	17% (40)	230
Employ: Other	9% (11)	26% (29)	15% (16)	29% (33)	21% (23)	113
Military HH: Yes	13% (42)	22% (72)	12% (40)	41% (133)	11% (34)	320
Military HH: No	15% (277)	24% (459)	18% (332)	33% (617)	10% (196)	1881
2018 House Vote: Democrat	19% (148)	25% (196)	17% (133)	32% (254)	7% (58)	789
2018 House Vote: Republican	11% (68)	22% (145)	17% (110)	42% (270)	9% (55)	649
2018 House Vote: Didnt Vote	14% (102)	24% (176)	17% (123)	30% (215)	15% (111)	727
4-Region: Northeast	19% (72)	23% (87)	17% (65)	36% (137)	6% (24)	386
4-Region: Midwest	8% (38)	24% (110)	17% (79)	37% (166)	14% (62)	455
4-Region: South	13% (111)	23% (195)	18% (153)	35% (293)	10% (87)	839
4-Region: West	19% (99)	26% (137)	15% (76)	29% (153)	11% (56)	521

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Table MCBR7_5: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Health Care, such as an annual subscription to specific medical facilities (eg. One Medical)

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	15% (320)	24% (530)	17% (372)	34% (750)	10% (230)	2201
Has Subscription (w/ Media)	17% (267)	26% (421)	17% (278)	31% (497)	8% (132)	1596
Household or Self Has Subscription (w/ Media)	16% (310)	26% (491)	18% (344)	31% (589)	9% (174)	1908
Has Subscription (w/o Media)	33% (209)	30% (192)	13% (86)	19% (119)	6% (37)	643
Household or Self Has Subscription (w/o Media)	29% (245)	31% (264)	15% (130)	20% (172)	6% (49)	860

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

Table MCBR7_6: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories? Leisure & Hospitality, such as a service that curates vacation deals and streamlines process of planning and booking a vacation

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (250)	23% (513)	17% (385)	38% (834)	10% (219)	2201
Gender: Male	15% (156)	24% (260)	18% (197)	34% (366)	8% (90)	1069
Gender: Female	8% (94)	22% (252)	17% (188)	41% (464)	11% (127)	1126
Age: 18-34	19% (117)	29% (184)	19% (119)	22% (141)	11% (70)	631
Age: 35-44	19% (71)	32% (118)	16% (61)	23% (86)	9% (35)	372
Age: 45-64	7% (50)	22% (158)	20% (142)	39% (275)	12% (86)	711
Age: 65+	2% (12)	11% (53)	13% (63)	68% (332)	6% (27)	487
GenZers: 1997-2012	13% (31)	28% (68)	23% (56)	20% (49)	15% (37)	240
Millennials: 1981-1996	21% (144)	30% (204)	16% (113)	23% (160)	9% (65)	685
GenXers: 1965-1980	9% (49)	26% (145)	20% (113)	34% (191)	10% (58)	556
Baby Boomers: 1946-1964	4% (26)	14% (94)	15% (98)	58% (383)	9% (59)	660
PID: Dem (no lean)	17% (150)	22% (188)	18% (155)	34% (292)	9% (81)	867
PID: Ind (no lean)	6% (36)	22% (135)	20% (123)	40% (251)	13% (79)	624
PID: Rep (no lean)	9% (64)	27% (189)	15% (107)	41% (290)	8% (59)	710
PID/Gender: Dem Men	25% (101)	23% (91)	19% (78)	26% (104)	8% (31)	405
PID/Gender: Dem Women	11% (49)	21% (97)	17% (77)	41% (186)	11% (50)	460
PID/Gender: Ind Men	6% (19)	22% (67)	20% (60)	41% (125)	11% (35)	305
PID/Gender: Ind Women	5% (17)	22% (69)	20% (63)	39% (124)	13% (42)	315
PID/Gender: Rep Men	10% (37)	28% (102)	16% (59)	38% (137)	7% (24)	359
PID/Gender: Rep Women	8% (27)	25% (87)	14% (48)	44% (153)	10% (35)	351
Ideo: Liberal (1-3)	14% (91)	24% (155)	19% (118)	33% (211)	10% (62)	638
Ideo: Moderate (4)	10% (62)	27% (174)	17% (108)	37% (240)	9% (60)	645
Ideo: Conservative (5-7)	12% (91)	21% (159)	17% (127)	43% (323)	7% (56)	757
Educ: < College	10% (140)	22% (318)	18% (254)	38% (553)	12% (173)	1438
Educ: Bachelors degree	12% (59)	26% (126)	18% (86)	37% (181)	7% (33)	484
Educ: Post-grad	18% (51)	25% (69)	16% (46)	36% (100)	5% (13)	278
Income: Under 50k	7% (77)	21% (236)	18% (198)	42% (460)	12% (129)	1101
Income: 50k-100k	13% (98)	26% (186)	18% (131)	35% (252)	9% (63)	730
Income: 100k+	20% (76)	24% (90)	15% (56)	33% (123)	7% (26)	371
Ethnicity: White	10% (175)	23% (383)	18% (300)	40% (677)	10% (163)	1698
Ethnicity: Hispanic	20% (75)	32% (123)	15% (57)	22% (83)	11% (42)	379

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Table MCBR7_6: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Leisure & Hospitality, such as a service that curates vacation deals and streamlines process of planning and booking a vacation

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (250)	23% (513)	17% (385)	38% (834)	10% (219)	2201
Ethnicity: Black	16% (44)	28% (79)	13% (36)	31% (87)	13% (37)	283
Ethnicity: Other	14% (31)	23% (51)	22% (48)	32% (71)	8% (18)	220
All Christian	11% (112)	22% (213)	16% (155)	43% (419)	8% (78)	977
All Non-Christian	26% (52)	39% (80)	12% (24)	19% (40)	4% (9)	204
Atheist	9% (9)	21% (20)	21% (20)	45% (43)	5% (5)	97
Agnostic/Nothing in particular	7% (37)	20% (109)	21% (113)	38% (207)	14% (77)	542
Something Else	11% (40)	24% (91)	19% (74)	33% (125)	13% (51)	381
Religious Non-Protestant/Catholic	24% (52)	38% (83)	12% (26)	21% (45)	5% (10)	217
Evangelical	16% (92)	24% (141)	13% (73)	37% (215)	10% (59)	579
Non-Evangelical	8% (59)	21% (166)	20% (157)	42% (322)	9% (69)	772
Community: Urban	15% (108)	28% (199)	15% (105)	31% (219)	11% (76)	707
Community: Suburban	9% (87)	20% (198)	21% (201)	41% (398)	9% (93)	978
Community: Rural	11% (55)	22% (115)	15% (79)	42% (217)	10% (50)	516
Employ: Private Sector	14% (99)	31% (225)	18% (131)	31% (230)	6% (45)	730
Employ: Government	33% (53)	27% (44)	13% (21)	19% (31)	8% (13)	161
Employ: Self-Employed	24% (48)	26% (52)	16% (32)	26% (52)	8% (16)	200
Employ: Homemaker	12% (20)	22% (37)	16% (28)	36% (61)	14% (24)	169
Employ: Student	9% (6)	27% (19)	27% (19)	19% (14)	19% (13)	71
Employ: Retired	2% (11)	11% (61)	16% (83)	63% (331)	8% (42)	527
Employ: Unemployed	3% (7)	22% (51)	22% (51)	34% (79)	18% (42)	230
Employ: Other	5% (5)	21% (24)	19% (21)	34% (38)	22% (24)	113
Military HH: Yes	9% (30)	23% (72)	17% (56)	41% (130)	10% (32)	320
Military HH: No	12% (220)	23% (440)	18% (329)	37% (704)	10% (187)	1881
2018 House Vote: Democrat	15% (121)	24% (189)	19% (153)	33% (261)	8% (66)	789
2018 House Vote: Republican	8% (53)	23% (146)	16% (105)	46% (300)	7% (45)	649
2018 House Vote: Didnt Vote	10% (74)	23% (168)	17% (124)	36% (260)	14% (102)	727
4-Region: Northeast	14% (55)	22% (85)	17% (66)	40% (154)	7% (25)	386
4-Region: Midwest	10% (43)	21% (95)	17% (76)	40% (183)	12% (56)	455
4-Region: South	11% (96)	22% (186)	18% (147)	39% (329)	10% (81)	839
4-Region: West	11% (55)	28% (146)	18% (96)	32% (168)	11% (56)	521

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Table MCBR7_6: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Leisure & Hospitality, such as a service that curates vacation deals and streamlines process of planning and booking a vacation

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (250)	23% (513)	17% (385)	38% (834)	10% (219)	2201
Has Subscription (w/ Media)	14% (221)	26% (422)	18% (285)	34% (542)	8% (127)	1596
Household or Self Has Subscription (w/ Media)	13% (243)	26% (492)	18% (345)	35% (662)	9% (165)	1908
Has Subscription (w/o Media)	25% (158)	35% (223)	16% (100)	21% (138)	4% (24)	643
Household or Self Has Subscription (w/o Media)	22% (185)	33% (284)	18% (157)	23% (199)	4% (35)	860

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

**Table MCBR7_7: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Professional and Business Services, such as a subscription to access help with career planning and resume building**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (232)	17% (367)	16% (360)	46% (1012)	10% (230)	2201
Gender: Male	16% (169)	20% (209)	16% (167)	41% (437)	8% (87)	1069
Gender: Female	5% (61)	14% (158)	17% (193)	51% (572)	13% (141)	1126
Age: 18-34	19% (122)	25% (158)	18% (111)	29% (183)	9% (57)	631
Age: 35-44	20% (73)	28% (103)	14% (51)	27% (101)	12% (45)	372
Age: 45-64	4% (30)	13% (95)	21% (152)	49% (345)	12% (89)	711
Age: 65+	1% (7)	2% (12)	9% (46)	79% (383)	8% (39)	487
GenZers: 1997-2012	15% (36)	26% (63)	21% (49)	26% (64)	12% (28)	240
Millennials: 1981-1996	20% (137)	26% (178)	15% (104)	29% (197)	10% (70)	685
GenXers: 1965-1980	8% (46)	17% (93)	22% (121)	42% (232)	11% (64)	556
Baby Boomers: 1946-1964	2% (13)	5% (33)	12% (82)	70% (464)	10% (68)	660
PID: Dem (no lean)	15% (128)	19% (165)	17% (147)	40% (349)	9% (78)	867
PID: Ind (no lean)	4% (25)	18% (110)	17% (107)	49% (308)	12% (75)	624
PID: Rep (no lean)	11% (79)	13% (92)	15% (106)	50% (355)	11% (77)	710
PID/Gender: Dem Men	24% (98)	22% (89)	17% (68)	30% (122)	7% (29)	405
PID/Gender: Dem Women	6% (29)	17% (76)	17% (79)	49% (227)	11% (49)	460
PID/Gender: Ind Men	5% (15)	17% (53)	19% (58)	50% (151)	9% (28)	305
PID/Gender: Ind Women	3% (10)	18% (57)	15% (49)	49% (154)	14% (45)	315
PID/Gender: Rep Men	16% (56)	19% (67)	12% (41)	46% (163)	8% (30)	359
PID/Gender: Rep Women	6% (22)	7% (25)	19% (65)	55% (192)	13% (47)	351
Ideo: Liberal (1-3)	15% (93)	19% (119)	16% (105)	41% (264)	9% (58)	638
Ideo: Moderate (4)	8% (51)	18% (118)	20% (126)	44% (286)	10% (64)	645
Ideo: Conservative (5-7)	11% (82)	13% (102)	14% (106)	51% (388)	11% (80)	757
Educ: < College	9% (128)	16% (235)	15% (220)	47% (679)	12% (176)	1438
Educ: Bachelors degree	12% (58)	17% (81)	20% (99)	44% (211)	7% (35)	484
Educ: Post-grad	16% (45)	18% (51)	15% (41)	44% (122)	7% (20)	278
Income: Under 50k	8% (90)	15% (167)	15% (165)	49% (536)	13% (143)	1101
Income: 50k-100k	12% (88)	18% (129)	18% (135)	43% (316)	9% (62)	730
Income: 100k+	15% (54)	19% (72)	16% (60)	43% (160)	7% (25)	371
Ethnicity: White	10% (174)	15% (255)	15% (260)	49% (830)	11% (180)	1698
Ethnicity: Hispanic	22% (84)	27% (103)	12% (46)	30% (115)	8% (31)	379

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**Table MCBR7_7: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Professional and Business Services, such as a subscription to access help with career planning and resume building**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (232)	17% (367)	16% (360)	46% (1012)	10% (230)	2201
Ethnicity: Black	14% (40)	24% (67)	15% (43)	35% (99)	11% (32)	283
Ethnicity: Other	8% (17)	20% (45)	26% (57)	38% (83)	8% (18)	220
All Christian	8% (82)	16% (152)	15% (144)	52% (503)	10% (96)	977
All Non-Christian	37% (75)	25% (52)	9% (18)	25% (51)	5% (10)	204
Atheist	7% (7)	8% (7)	22% (21)	56% (54)	7% (7)	97
Agnostic/Nothing in particular	6% (30)	15% (79)	21% (112)	46% (247)	14% (75)	542
Something Else	10% (38)	20% (78)	17% (65)	41% (158)	11% (43)	381
Religious Non-Protestant/Catholic	35% (77)	25% (54)	9% (18)	26% (56)	5% (12)	217
Evangelical	13% (72)	20% (116)	12% (70)	46% (267)	9% (53)	579
Non-Evangelical	6% (43)	15% (113)	18% (139)	51% (394)	11% (84)	772
Community: Urban	20% (140)	17% (121)	16% (113)	39% (272)	9% (60)	707
Community: Suburban	6% (57)	18% (173)	16% (158)	49% (483)	11% (108)	978
Community: Rural	7% (35)	14% (73)	17% (89)	50% (257)	12% (62)	516
Employ: Private Sector	14% (102)	23% (166)	18% (133)	37% (271)	8% (58)	730
Employ: Government	29% (47)	21% (34)	17% (27)	29% (47)	4% (7)	161
Employ: Self-Employed	21% (41)	29% (57)	18% (36)	26% (52)	7% (14)	200
Employ: Homemaker	1% (1)	19% (33)	20% (34)	44% (75)	16% (27)	169
Employ: Student	19% (14)	20% (14)	23% (17)	20% (14)	18% (13)	71
Employ: Retired	1% (5)	3% (15)	11% (56)	77% (404)	9% (47)	527
Employ: Unemployed	4% (10)	13% (31)	18% (41)	47% (107)	18% (41)	230
Employ: Other	10% (11)	15% (17)	15% (17)	38% (42)	22% (25)	113
Military HH: Yes	10% (33)	14% (44)	11% (34)	54% (174)	11% (35)	320
Military HH: No	11% (199)	17% (323)	17% (326)	45% (838)	10% (195)	1881
2018 House Vote: Democrat	14% (110)	18% (143)	18% (144)	42% (330)	8% (62)	789
2018 House Vote: Republican	8% (50)	12% (80)	14% (93)	56% (365)	10% (62)	649
2018 House Vote: Didnt Vote	10% (70)	19% (138)	16% (119)	41% (301)	14% (99)	727
4-Region: Northeast	13% (51)	18% (68)	16% (62)	47% (179)	7% (26)	386
4-Region: Midwest	5% (25)	14% (62)	19% (87)	50% (225)	12% (55)	455
4-Region: South	8% (64)	17% (145)	16% (133)	47% (398)	12% (99)	839
4-Region: West	18% (91)	18% (93)	15% (78)	40% (209)	10% (50)	521

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Table MCBR7_7: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Professional and Business Services, such as a subscription to access help with career planning and resume building

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (232)	17% (367)	16% (360)	46% (1012)	10% (230)	2201
Has Subscription (w/ Media)	13% (211)	19% (296)	17% (269)	43% (684)	9% (136)	1596
Household or Self Has Subscription (w/ Media)	12% (222)	19% (354)	17% (331)	43% (823)	9% (178)	1908
Has Subscription (w/o Media)	27% (171)	26% (167)	13% (87)	28% (183)	6% (35)	643
Household or Self Has Subscription (w/o Media)	22% (192)	27% (228)	15% (131)	30% (262)	6% (48)	860

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

**Table MCBR7_8: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Publishing, Entertainment and Media, such as social media and gaming subscriptions**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (264)	19% (407)	18% (397)	41% (895)	11% (238)	2201
Gender: Male	18% (191)	21% (229)	17% (182)	35% (377)	8% (90)	1069
Gender: Female	6% (73)	16% (178)	19% (214)	46% (514)	13% (147)	1126
Age: 18-34	22% (138)	25% (155)	20% (125)	22% (141)	11% (72)	631
Age: 35-44	19% (69)	29% (109)	19% (69)	22% (83)	11% (42)	372
Age: 45-64	6% (46)	17% (118)	20% (144)	44% (314)	13% (89)	711
Age: 65+	2% (10)	5% (25)	12% (59)	73% (357)	7% (36)	487
GenZers: 1997-2012	18% (44)	24% (57)	27% (65)	16% (39)	15% (36)	240
Millennials: 1981-1996	21% (146)	26% (181)	17% (120)	24% (164)	11% (74)	685
GenXers: 1965-1980	10% (57)	20% (110)	21% (116)	38% (211)	11% (61)	556
Baby Boomers: 1946-1964	3% (17)	9% (58)	14% (93)	64% (425)	10% (67)	660
PID: Dem (no lean)	19% (162)	18% (159)	16% (140)	36% (313)	11% (94)	867
PID: Ind (no lean)	6% (36)	20% (124)	19% (118)	44% (275)	11% (70)	624
PID: Rep (no lean)	9% (65)	18% (124)	20% (139)	43% (307)	10% (74)	710
PID/Gender: Dem Men	29% (119)	21% (87)	14% (59)	27% (109)	8% (32)	405
PID/Gender: Dem Women	9% (43)	16% (72)	18% (81)	44% (202)	14% (62)	460
PID/Gender: Ind Men	8% (26)	22% (68)	18% (54)	41% (124)	11% (33)	305
PID/Gender: Ind Women	3% (11)	18% (56)	20% (64)	47% (149)	11% (36)	315
PID/Gender: Rep Men	13% (46)	21% (74)	19% (69)	40% (145)	7% (25)	359
PID/Gender: Rep Women	6% (19)	14% (50)	20% (69)	46% (163)	14% (49)	351
Ideo: Liberal (1-3)	16% (103)	23% (144)	16% (104)	34% (220)	10% (66)	638
Ideo: Moderate (4)	10% (64)	18% (115)	22% (142)	40% (261)	10% (64)	645
Ideo: Conservative (5-7)	12% (90)	15% (116)	17% (126)	47% (354)	9% (70)	757
Educ: < College	11% (156)	18% (259)	18% (255)	41% (587)	13% (181)	1438
Educ: Bachelors degree	12% (60)	20% (97)	20% (95)	41% (198)	7% (36)	484
Educ: Post-grad	17% (48)	19% (51)	17% (47)	40% (111)	8% (21)	278
Income: Under 50k	9% (102)	17% (190)	19% (204)	42% (460)	13% (145)	1101
Income: 50k-100k	13% (98)	21% (150)	17% (123)	40% (292)	9% (66)	730
Income: 100k+	17% (64)	18% (67)	19% (70)	39% (143)	7% (27)	371
Ethnicity: White	11% (189)	18% (304)	18% (302)	43% (723)	11% (180)	1698
Ethnicity: Hispanic	22% (82)	25% (93)	19% (72)	23% (89)	11% (43)	379

Continued on next page

**Table MCBR7_8: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Publishing, Entertainment and Media, such as social media and gaming subscriptions**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (264)	19% (407)	18% (397)	41% (895)	11% (238)	2201
Ethnicity: Black	21% (58)	20% (57)	15% (42)	31% (89)	13% (37)	283
Ethnicity: Other	7% (16)	21% (46)	24% (54)	38% (83)	10% (21)	220
All Christian	10% (94)	16% (158)	18% (179)	46% (445)	10% (100)	977
All Non-Christian	35% (72)	31% (64)	9% (19)	20% (42)	4% (8)	204
Atheist	8% (8)	23% (23)	17% (16)	45% (43)	7% (7)	97
Agnostic/Nothing in particular	7% (40)	17% (94)	20% (108)	40% (219)	15% (81)	542
Something Else	13% (50)	18% (68)	20% (75)	38% (146)	11% (42)	381
Religious Non-Protestant/Catholic	34% (73)	31% (67)	10% (21)	21% (45)	5% (10)	217
Evangelical	16% (91)	16% (90)	16% (95)	40% (234)	12% (69)	579
Non-Evangelical	6% (47)	18% (136)	21% (159)	46% (359)	9% (72)	772
Community: Urban	17% (121)	21% (149)	15% (107)	36% (257)	10% (72)	707
Community: Suburban	9% (93)	18% (176)	19% (184)	43% (422)	11% (104)	978
Community: Rural	10% (51)	16% (82)	21% (106)	42% (216)	12% (62)	516
Employ: Private Sector	12% (89)	27% (195)	21% (155)	32% (237)	7% (53)	730
Employ: Government	33% (53)	17% (28)	17% (28)	23% (37)	9% (15)	161
Employ: Self-Employed	23% (46)	21% (41)	24% (48)	20% (41)	12% (24)	200
Employ: Homemaker	9% (16)	16% (27)	23% (40)	37% (63)	14% (24)	169
Employ: Student	24% (17)	17% (12)	21% (15)	16% (11)	23% (16)	71
Employ: Retired	2% (12)	7% (35)	12% (64)	71% (374)	8% (43)	527
Employ: Unemployed	8% (19)	21% (48)	14% (32)	39% (90)	18% (42)	230
Employ: Other	11% (13)	19% (22)	14% (15)	37% (42)	19% (21)	113
Military HH: Yes	10% (33)	17% (54)	13% (41)	47% (150)	13% (41)	320
Military HH: No	12% (230)	19% (353)	19% (356)	40% (745)	10% (197)	1881
2018 House Vote: Democrat	17% (138)	19% (150)	16% (126)	38% (301)	9% (73)	789
2018 House Vote: Republican	7% (45)	16% (106)	19% (122)	49% (321)	9% (55)	649
2018 House Vote: Didnt Vote	11% (79)	20% (143)	20% (143)	36% (258)	14% (104)	727
4-Region: Northeast	16% (60)	16% (61)	20% (77)	42% (163)	6% (24)	386
4-Region: Midwest	8% (36)	16% (72)	23% (103)	41% (185)	13% (59)	455
4-Region: South	12% (98)	19% (159)	17% (139)	43% (357)	10% (87)	839
4-Region: West	13% (69)	22% (115)	15% (78)	37% (191)	13% (68)	521

Continued on next page

Table MCBR7_8: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Publishing, Entertainment and Media, such as social media and gaming subscriptions

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	12% (264)	19% (407)	18% (397)	41% (895)	11% (238)	2201
Has Subscription (w/ Media)	15% (235)	20% (327)	18% (294)	37% (595)	9% (144)	1596
Household or Self Has Subscription (w/ Media)	13% (254)	20% (389)	19% (367)	37% (715)	10% (183)	1908
Has Subscription (w/o Media)	28% (181)	25% (163)	18% (114)	24% (157)	4% (28)	643
Household or Self Has Subscription (w/o Media)	24% (209)	25% (218)	20% (173)	24% (210)	6% (52)	860

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

**Table MCBR7_9: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Transportation, such as a subscription to unlimited rideshares per month**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (247)	19% (413)	15% (329)	45% (981)	10% (230)	2201
Gender: Male	15% (156)	23% (246)	15% (156)	39% (418)	9% (93)	1069
Gender: Female	8% (90)	15% (167)	15% (173)	50% (560)	12% (136)	1126
Age: 18-34	20% (127)	26% (163)	17% (105)	27% (168)	11% (69)	631
Age: 35-44	17% (64)	24% (90)	19% (71)	28% (106)	11% (41)	372
Age: 45-64	6% (46)	17% (120)	14% (98)	50% (355)	13% (92)	711
Age: 65+	2% (10)	8% (40)	12% (56)	72% (353)	6% (28)	487
GenZers: 1997-2012	19% (45)	26% (63)	16% (39)	24% (58)	15% (36)	240
Millennials: 1981-1996	19% (131)	24% (164)	18% (127)	28% (193)	10% (71)	685
GenXers: 1965-1980	9% (50)	20% (113)	15% (81)	44% (247)	11% (63)	556
Baby Boomers: 1946-1964	3% (21)	10% (69)	12% (79)	66% (433)	9% (58)	660
PID: Dem (no lean)	17% (145)	21% (178)	15% (134)	38% (331)	9% (79)	867
PID: Ind (no lean)	6% (37)	19% (120)	18% (111)	44% (276)	13% (80)	624
PID: Rep (no lean)	9% (65)	16% (115)	12% (84)	53% (374)	10% (71)	710
PID/Gender: Dem Men	25% (99)	25% (100)	14% (56)	29% (118)	8% (31)	405
PID/Gender: Dem Women	10% (44)	17% (78)	17% (78)	46% (212)	10% (48)	460
PID/Gender: Ind Men	6% (19)	21% (64)	19% (58)	42% (129)	11% (35)	305
PID/Gender: Ind Women	5% (17)	18% (56)	17% (53)	46% (145)	14% (44)	315
PID/Gender: Rep Men	10% (37)	23% (82)	12% (42)	48% (171)	8% (27)	359
PID/Gender: Rep Women	8% (28)	9% (33)	12% (43)	58% (203)	12% (44)	351
Ideo: Liberal (1-3)	14% (92)	25% (158)	15% (99)	36% (233)	9% (56)	638
Ideo: Moderate (4)	9% (59)	18% (117)	16% (105)	46% (295)	11% (69)	645
Ideo: Conservative (5-7)	11% (87)	16% (121)	13% (99)	51% (385)	9% (65)	757
Educ: < College	10% (149)	18% (265)	14% (208)	45% (643)	12% (175)	1438
Educ: Bachelors degree	12% (59)	18% (89)	18% (86)	44% (211)	8% (39)	484
Educ: Post-grad	14% (39)	21% (59)	13% (36)	46% (128)	6% (16)	278
Income: Under 50k	10% (112)	17% (186)	16% (171)	44% (489)	13% (143)	1101
Income: 50k-100k	12% (84)	20% (147)	15% (111)	45% (326)	8% (61)	730
Income: 100k+	14% (50)	22% (81)	13% (48)	45% (166)	7% (26)	371
Ethnicity: White	10% (172)	17% (290)	15% (249)	48% (809)	11% (179)	1698
Ethnicity: Hispanic	19% (72)	26% (97)	18% (69)	25% (96)	12% (45)	379

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**Table MCBR7_9: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
Transportation, such as a subscription to unlimited rideshares per month**

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (247)	19% (413)	15% (329)	45% (981)	10% (230)	2201
Ethnicity: Black	17% (47)	25% (70)	13% (38)	34% (96)	11% (31)	283
Ethnicity: Other	13% (28)	24% (53)	19% (43)	35% (76)	9% (20)	220
All Christian	9% (90)	17% (167)	15% (147)	49% (482)	9% (91)	977
All Non-Christian	32% (66)	36% (74)	5% (9)	22% (45)	5% (10)	204
Atheist	8% (8)	22% (21)	16% (16)	49% (47)	5% (5)	97
Agnostic/Nothing in particular	8% (42)	17% (92)	18% (96)	43% (234)	14% (78)	542
Something Else	11% (42)	15% (59)	16% (61)	46% (173)	12% (46)	381
Religious Non-Protestant/Catholic	31% (68)	35% (75)	5% (11)	23% (50)	6% (12)	217
Evangelical	15% (84)	16% (95)	13% (76)	45% (261)	11% (62)	579
Non-Evangelical	6% (44)	17% (129)	18% (136)	51% (390)	10% (73)	772
Community: Urban	18% (127)	23% (164)	17% (117)	32% (225)	10% (73)	707
Community: Suburban	7% (73)	18% (179)	15% (148)	49% (481)	10% (98)	978
Community: Rural	9% (47)	14% (70)	12% (64)	53% (275)	12% (60)	516
Employ: Private Sector	11% (79)	26% (187)	18% (128)	38% (278)	8% (58)	730
Employ: Government	26% (41)	24% (38)	13% (21)	28% (45)	10% (16)	161
Employ: Self-Employed	20% (41)	24% (49)	15% (30)	33% (65)	8% (15)	200
Employ: Homemaker	10% (17)	7% (11)	20% (34)	51% (86)	12% (21)	169
Employ: Student	25% (18)	19% (14)	21% (15)	15% (11)	19% (14)	71
Employ: Retired	3% (17)	9% (45)	12% (62)	68% (358)	8% (44)	527
Employ: Unemployed	10% (23)	19% (44)	12% (26)	42% (97)	17% (39)	230
Employ: Other	9% (10)	23% (26)	12% (13)	36% (40)	20% (23)	113
Military HH: Yes	9% (28)	18% (56)	12% (38)	52% (165)	10% (33)	320
Military HH: No	12% (219)	19% (357)	16% (292)	43% (816)	10% (197)	1881
2018 House Vote: Democrat	16% (124)	20% (161)	16% (123)	40% (317)	8% (64)	789
2018 House Vote: Republican	7% (48)	15% (96)	14% (94)	56% (360)	8% (52)	649
2018 House Vote: Didnt Vote	10% (74)	21% (150)	15% (110)	39% (284)	15% (109)	727
4-Region: Northeast	17% (66)	22% (84)	13% (52)	41% (157)	7% (28)	386
4-Region: Midwest	4% (20)	17% (76)	17% (78)	49% (223)	13% (59)	455
4-Region: South	11% (89)	17% (142)	15% (123)	48% (400)	10% (86)	839
4-Region: West	14% (72)	21% (111)	15% (78)	39% (202)	11% (58)	521

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Table MCBR7_9: Generally speaking, how interested would you be in paying for a subscription to a product or service related to the following categories?
 Transportation, such as a subscription to unlimited rideshares per month

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Don't know / No opinion	Total N
Adults	11% (247)	19% (413)	15% (329)	45% (981)	10% (230)	2201
Has Subscription (w/ Media)	14% (216)	20% (323)	15% (240)	43% (680)	9% (137)	1596
Household or Self Has Subscription (w/ Media)	13% (240)	20% (381)	15% (292)	43% (820)	9% (176)	1908
Has Subscription (w/o Media)	26% (165)	25% (164)	13% (81)	31% (196)	6% (38)	643
Household or Self Has Subscription (w/o Media)	22% (192)	27% (231)	14% (120)	31% (269)	6% (48)	860

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

Table MCBR8: *Even if none are exactly correct, which of the following comes closest to your opinion?*

Demographic	I am overwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.		There's the right amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.		I am underwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.		Total N
Adults	41%	(896)	49%	(1080)	10%	(225)	2201
Gender: Male	39%	(416)	51%	(549)	10%	(105)	1069
Gender: Female	42%	(476)	47%	(531)	11%	(119)	1126
Age: 18-34	35%	(221)	55%	(346)	10%	(64)	631
Age: 35-44	36%	(136)	54%	(202)	9%	(34)	372
Age: 45-64	40%	(285)	49%	(351)	10%	(74)	711
Age: 65+	52%	(254)	37%	(181)	11%	(53)	487
GenZers: 1997-2012	33%	(80)	57%	(137)	10%	(24)	240
Millennials: 1981-1996	37%	(254)	53%	(362)	10%	(69)	685
GenXers: 1965-1980	37%	(206)	53%	(292)	10%	(57)	556
Baby Boomers: 1946-1964	48%	(314)	42%	(275)	11%	(72)	660
PID: Dem (no lean)	41%	(356)	50%	(432)	9%	(80)	867
PID: Ind (no lean)	42%	(265)	47%	(290)	11%	(69)	624
PID: Rep (no lean)	39%	(275)	50%	(358)	11%	(76)	710
PID/Gender: Dem Men	39%	(156)	51%	(208)	10%	(41)	405
PID/Gender: Dem Women	43%	(198)	49%	(223)	8%	(38)	460
PID/Gender: Ind Men	37%	(112)	53%	(163)	10%	(31)	305
PID/Gender: Ind Women	48%	(151)	40%	(127)	12%	(36)	315
PID/Gender: Rep Men	41%	(149)	50%	(178)	9%	(32)	359
PID/Gender: Rep Women	36%	(127)	51%	(180)	12%	(44)	351
Ideo: Liberal (1-3)	39%	(251)	53%	(338)	8%	(49)	638
Ideo: Moderate (4)	36%	(233)	55%	(355)	9%	(57)	645
Ideo: Conservative (5-7)	44%	(332)	44%	(335)	12%	(90)	757
Educ: < College	39%	(556)	50%	(725)	11%	(157)	1438
Educ: Bachelors degree	44%	(213)	48%	(234)	8%	(37)	484
Educ: Post-grad	45%	(126)	43%	(121)	11%	(31)	278

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Table MCBR8: *Even if none are exactly correct, which of the following comes closest to your opinion?*

Demographic	I am overwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	There's the right amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	I am underwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	Total N
Adults	41% (896)	49% (1080)	10% (225)	2201
Income: Under 50k	41% (447)	49% (537)	11% (117)	1101
Income: 50k-100k	40% (293)	50% (363)	10% (73)	730
Income: 100k+	42% (156)	49% (180)	9% (35)	371
Ethnicity: White	42% (715)	48% (823)	9% (160)	1698
Ethnicity: Hispanic	37% (140)	57% (214)	7% (25)	379
Ethnicity: Black	30% (85)	57% (162)	13% (36)	283
Ethnicity: Other	43% (95)	43% (95)	13% (29)	220
All Christian	41% (398)	50% (487)	9% (91)	977
All Non-Christian	32% (65)	50% (102)	18% (37)	204
Atheist	63% (61)	34% (33)	3% (3)	97
Agnostic/Nothing in particular	41% (221)	51% (276)	8% (45)	542
Something Else	39% (150)	48% (181)	13% (49)	381
Religious Non-Protestant/Catholic	34% (74)	49% (105)	17% (37)	217
Evangelical	39% (228)	49% (286)	11% (65)	579
Non-Evangelical	40% (312)	50% (383)	10% (77)	772
Community: Urban	37% (259)	51% (361)	12% (86)	707
Community: Suburban	44% (432)	48% (467)	8% (79)	978
Community: Rural	40% (205)	49% (252)	12% (60)	516

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Table MCBR8: *Even if none are exactly correct, which of the following comes closest to your opinion?*

Demographic	I am overwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	There's the right amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	I am underwhelmed by the amount of subscription services available, whether it be meal delivery, streaming services, online newspaper subscriptions, etc.	Total N
Adults	41% (896)	49% (1080)	10% (225)	2201
Employ: Private Sector	36% (265)	54% (391)	10% (73)	730
Employ: Government	37% (60)	53% (85)	10% (16)	161
Employ: Self-Employed	44% (88)	43% (86)	13% (25)	200
Employ: Homemaker	40% (68)	52% (89)	8% (13)	169
Employ: Student	37% (26)	54% (39)	9% (6)	71
Employ: Retired	52% (275)	38% (200)	10% (52)	527
Employ: Unemployed	32% (73)	57% (132)	11% (25)	230
Employ: Other	36% (40)	52% (59)	12% (14)	113
Military HH: Yes	46% (147)	45% (145)	9% (27)	320
Military HH: No	40% (748)	50% (935)	11% (198)	1881
2018 House Vote: Democrat	43% (337)	48% (381)	9% (71)	789
2018 House Vote: Republican	44% (284)	46% (296)	11% (69)	649
2018 House Vote: Didnt Vote	36% (259)	53% (388)	11% (80)	727
4-Region: Northeast	44% (169)	47% (180)	10% (37)	386
4-Region: Midwest	42% (191)	48% (219)	10% (45)	455
4-Region: South	40% (333)	50% (421)	10% (86)	839
4-Region: West	39% (204)	50% (261)	11% (56)	521
Has Subscription (w/ Media)	40% (636)	52% (834)	8% (127)	1596
Household or Self Has Subscription (w/ Media)	40% (769)	51% (981)	8% (158)	1908
Has Subscription (w/o Media)	38% (243)	53% (339)	10% (61)	643
Household or Self Has Subscription (w/o Media)	39% (333)	52% (446)	9% (82)	860

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

Table MCBR9_1: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?

The service or product is only available as a subscription

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	36%	(650)	38%	(697)	26%	(469)	1816
Gender: Male	35%	(320)	40%	(360)	25%	(226)	905
Gender: Female	36%	(330)	37%	(337)	27%	(244)	911
Age: 18-34	40%	(230)	42%	(241)	19%	(109)	580
Age: 35-44	39%	(131)	41%	(140)	20%	(67)	339
Age: 45-64	33%	(182)	39%	(212)	28%	(155)	549
Age: 65+	30%	(106)	30%	(104)	40%	(138)	349
GenZers: 1997-2012	36%	(74)	42%	(87)	22%	(46)	207
Millennials: 1981-1996	40%	(256)	42%	(272)	18%	(116)	643
GenXers: 1965-1980	34%	(154)	39%	(178)	27%	(124)	456
Baby Boomers: 1946-1964	33%	(159)	32%	(155)	34%	(165)	478
PID: Dem (no lean)	39%	(290)	38%	(280)	23%	(170)	740
PID: Ind (no lean)	32%	(154)	41%	(197)	28%	(135)	487
PID: Rep (no lean)	35%	(205)	37%	(219)	28%	(164)	589
PID/Gender: Dem Men	38%	(139)	39%	(142)	23%	(86)	367
PID/Gender: Dem Women	41%	(151)	37%	(138)	22%	(84)	374
PID/Gender: Ind Men	33%	(78)	44%	(104)	23%	(55)	237
PID/Gender: Ind Women	30%	(76)	37%	(93)	32%	(80)	249
PID/Gender: Rep Men	34%	(102)	38%	(114)	28%	(85)	301
PID/Gender: Rep Women	36%	(103)	37%	(106)	28%	(79)	288
Ideo: Liberal (1-3)	42%	(234)	37%	(207)	22%	(122)	564
Ideo: Moderate (4)	30%	(158)	43%	(230)	27%	(140)	528
Ideo: Conservative (5-7)	37%	(225)	35%	(211)	29%	(174)	610
Educ: < College	34%	(392)	39%	(451)	27%	(307)	1151
Educ: Bachelors degree	38%	(159)	37%	(156)	25%	(107)	421
Educ: Post-grad	41%	(99)	37%	(90)	23%	(55)	244
Income: Under 50k	34%	(280)	40%	(330)	26%	(217)	828
Income: 50k-100k	38%	(250)	38%	(245)	24%	(156)	651
Income: 100k+	36%	(120)	36%	(121)	29%	(96)	337
Ethnicity: White	36%	(507)	38%	(543)	26%	(373)	1423
Ethnicity: Hispanic	46%	(156)	41%	(137)	13%	(45)	339

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Table MCBR9_1: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
The service or product is only available as a subscription

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	36%	(650)	38%	(697)	26%	(469)	1816
Ethnicity: Black	34%	(77)	38%	(88)	28%	(64)	228
Ethnicity: Other	40%	(66)	40%	(66)	20%	(32)	164
All Christian	36%	(286)	36%	(288)	28%	(228)	802
All Non-Christian	48%	(85)	40%	(72)	12%	(22)	179
Atheist	48%	(41)	31%	(27)	21%	(19)	87
Agnostic/Nothing in particular	31%	(143)	40%	(182)	29%	(130)	455
Something Else	32%	(95)	44%	(129)	24%	(71)	294
Religious Non-Protestant/Catholic	47%	(90)	39%	(75)	13%	(25)	190
Evangelical	40%	(184)	38%	(174)	22%	(98)	456
Non-Evangelical	31%	(195)	38%	(240)	31%	(199)	634
Community: Urban	39%	(224)	39%	(227)	22%	(126)	577
Community: Suburban	32%	(267)	40%	(329)	27%	(225)	821
Community: Rural	38%	(160)	34%	(140)	28%	(119)	418
Employ: Private Sector	35%	(227)	40%	(263)	25%	(162)	652
Employ: Government	45%	(65)	46%	(67)	9%	(13)	145
Employ: Self-Employed	39%	(73)	41%	(76)	20%	(36)	185
Employ: Homemaker	38%	(55)	38%	(55)	23%	(34)	144
Employ: Student	38%	(22)	37%	(22)	25%	(14)	59
Employ: Retired	34%	(124)	29%	(106)	38%	(138)	368
Employ: Unemployed	31%	(51)	44%	(74)	25%	(42)	167
Employ: Other	33%	(32)	36%	(35)	30%	(29)	96
Military HH: Yes	39%	(103)	35%	(94)	26%	(69)	266
Military HH: No	35%	(547)	39%	(603)	26%	(400)	1550
2018 House Vote: Democrat	40%	(274)	36%	(245)	24%	(166)	685
2018 House Vote: Republican	31%	(164)	40%	(209)	29%	(152)	524
2018 House Vote: Didnt Vote	35%	(201)	40%	(232)	25%	(146)	580
4-Region: Northeast	35%	(114)	40%	(130)	25%	(81)	325
4-Region: Midwest	34%	(132)	35%	(136)	30%	(116)	383
4-Region: South	35%	(239)	38%	(258)	27%	(179)	676
4-Region: West	38%	(165)	40%	(174)	22%	(93)	432

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Table MCBR9_1: *Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?*

The service or product is only available as a subscription

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	36% (650)	38% (697)	26% (469)	1816
Has Subscription (w/ Media)	38% (582)	37% (556)	25% (377)	1514
Household or Self Has Subscription (w/ Media)	36% (643)	38% (680)	25% (449)	1772
Has Subscription (w/o Media)	46% (288)	33% (212)	21% (133)	632
Household or Self Has Subscription (w/o Media)	42% (345)	38% (313)	21% (171)	829

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

Table MCBR9_2: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?

The subscription saves me money

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	51%	(921)	31%	(562)	18%	(333)	1816
Gender: Male	48%	(437)	35%	(316)	17%	(153)	905
Gender: Female	53%	(484)	27%	(246)	20%	(180)	911
Age: 18-34	54%	(316)	30%	(173)	16%	(91)	580
Age: 35-44	49%	(164)	34%	(116)	17%	(58)	339
Age: 45-64	51%	(281)	31%	(171)	18%	(96)	549
Age: 65+	46%	(159)	29%	(102)	25%	(87)	349
GenZers: 1997-2012	49%	(100)	30%	(62)	21%	(44)	207
Millennials: 1981-1996	54%	(350)	31%	(197)	15%	(96)	643
GenXers: 1965-1980	49%	(224)	34%	(157)	16%	(75)	456
Baby Boomers: 1946-1964	48%	(229)	29%	(137)	23%	(112)	478
PID: Dem (no lean)	55%	(406)	30%	(219)	16%	(115)	740
PID: Ind (no lean)	50%	(243)	30%	(148)	20%	(96)	487
PID: Rep (no lean)	46%	(271)	33%	(195)	21%	(122)	589
PID/Gender: Dem Men	53%	(195)	34%	(123)	13%	(49)	367
PID/Gender: Dem Women	57%	(211)	26%	(96)	18%	(66)	374
PID/Gender: Ind Men	45%	(107)	35%	(82)	20%	(48)	237
PID/Gender: Ind Women	54%	(136)	26%	(66)	19%	(48)	249
PID/Gender: Rep Men	45%	(134)	37%	(111)	19%	(56)	301
PID/Gender: Rep Women	48%	(137)	29%	(84)	23%	(66)	288
Ideo: Liberal (1-3)	53%	(300)	31%	(177)	16%	(87)	564
Ideo: Moderate (4)	47%	(247)	34%	(178)	19%	(103)	528
Ideo: Conservative (5-7)	51%	(314)	29%	(180)	19%	(116)	610
Educ: < College	49%	(566)	32%	(370)	19%	(215)	1151
Educ: Bachelors degree	53%	(224)	29%	(120)	18%	(77)	421
Educ: Post-grad	53%	(130)	30%	(72)	17%	(42)	244
Income: Under 50k	50%	(410)	30%	(245)	21%	(173)	828
Income: 50k-100k	50%	(327)	34%	(223)	16%	(101)	651
Income: 100k+	54%	(183)	28%	(95)	18%	(59)	337
Ethnicity: White	50%	(711)	32%	(452)	18%	(260)	1423
Ethnicity: Hispanic	53%	(181)	33%	(113)	13%	(45)	339

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Table MCBR9_2: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
 The subscription saves me money

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	51%	(921)	31%	(562)	18%	(333)	1816
Ethnicity: Black	53%	(122)	25%	(56)	22%	(50)	228
Ethnicity: Other	54%	(88)	33%	(54)	14%	(23)	164
All Christian	50%	(401)	30%	(243)	20%	(158)	802
All Non-Christian	53%	(95)	41%	(74)	6%	(10)	179
Atheist	53%	(46)	25%	(21)	22%	(19)	87
Agnostic/Nothing in particular	51%	(233)	29%	(134)	19%	(88)	455
Something Else	49%	(145)	31%	(91)	20%	(59)	294
Religious Non-Protestant/Catholic	53%	(101)	41%	(78)	6%	(11)	190
Evangelical	51%	(231)	31%	(140)	19%	(86)	456
Non-Evangelical	50%	(318)	29%	(187)	20%	(129)	634
Community: Urban	52%	(301)	32%	(186)	16%	(91)	577
Community: Suburban	52%	(424)	29%	(236)	19%	(160)	821
Community: Rural	47%	(195)	34%	(140)	20%	(83)	418
Employ: Private Sector	49%	(320)	34%	(219)	17%	(113)	652
Employ: Government	59%	(86)	32%	(47)	8%	(12)	145
Employ: Self-Employed	57%	(106)	30%	(55)	13%	(25)	185
Employ: Homemaker	49%	(70)	34%	(49)	17%	(25)	144
Employ: Student	56%	(33)	27%	(16)	17%	(10)	59
Employ: Retired	46%	(170)	30%	(112)	23%	(86)	368
Employ: Unemployed	50%	(84)	28%	(47)	22%	(36)	167
Employ: Other	54%	(52)	19%	(18)	27%	(26)	96
Military HH: Yes	50%	(133)	29%	(78)	21%	(55)	266
Military HH: No	51%	(787)	31%	(485)	18%	(278)	1550
2018 House Vote: Democrat	53%	(362)	30%	(203)	18%	(120)	685
2018 House Vote: Republican	49%	(258)	30%	(159)	20%	(107)	524
2018 House Vote: Didnt Vote	50%	(288)	34%	(194)	17%	(98)	580
4-Region: Northeast	55%	(177)	32%	(105)	13%	(43)	325
4-Region: Midwest	52%	(199)	28%	(108)	20%	(77)	383
4-Region: South	50%	(340)	30%	(205)	19%	(131)	676
4-Region: West	47%	(205)	34%	(145)	19%	(82)	432

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Table MCBR9_2: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
The subscription saves me money

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	51% (921)	31% (562)	18% (333)	1816
Has Subscription (w/ Media)	52% (793)	31% (464)	17% (258)	1514
Household or Self Has Subscription (w/ Media)	51% (904)	31% (551)	18% (317)	1772
Has Subscription (w/o Media)	58% (366)	31% (193)	12% (73)	632
Household or Self Has Subscription (w/o Media)	56% (461)	31% (260)	13% (108)	829

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

Table MCBR9_3: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
 I like the flexibility of content available with a subscription

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	44% (798)	36% (660)	20% (359)	1816
Gender: Male	43% (389)	38% (339)	20% (177)	905
Gender: Female	45% (409)	35% (320)	20% (181)	911
Age: 18-34	56% (325)	32% (187)	12% (69)	580
Age: 35-44	44% (150)	42% (141)	14% (47)	339
Age: 45-64	41% (224)	38% (211)	21% (113)	549
Age: 65+	28% (99)	35% (121)	37% (129)	349
GenZers: 1997-2012	60% (124)	32% (67)	8% (16)	207
Millennials: 1981-1996	49% (318)	36% (233)	14% (92)	643
GenXers: 1965-1980	43% (195)	38% (175)	19% (86)	456
Baby Boomers: 1946-1964	32% (154)	37% (175)	31% (149)	478
PID: Dem (no lean)	47% (346)	37% (274)	16% (121)	740
PID: Ind (no lean)	43% (211)	36% (178)	20% (98)	487
PID: Rep (no lean)	41% (240)	35% (209)	24% (140)	589
PID/Gender: Dem Men	45% (164)	37% (136)	18% (66)	367
PID/Gender: Dem Women	49% (182)	37% (137)	15% (54)	374
PID/Gender: Ind Men	45% (107)	34% (82)	20% (48)	237
PID/Gender: Ind Women	42% (104)	38% (96)	20% (50)	249
PID/Gender: Rep Men	39% (117)	40% (121)	21% (63)	301
PID/Gender: Rep Women	43% (123)	30% (87)	27% (77)	288
Ideo: Liberal (1-3)	49% (275)	36% (206)	15% (83)	564
Ideo: Moderate (4)	40% (211)	40% (213)	20% (104)	528
Ideo: Conservative (5-7)	44% (269)	32% (196)	24% (145)	610
Educ: < College	45% (514)	36% (413)	19% (224)	1151
Educ: Bachelors degree	45% (188)	36% (151)	20% (82)	421
Educ: Post-grad	39% (96)	39% (96)	22% (53)	244
Income: Under 50k	43% (356)	37% (307)	20% (165)	828
Income: 50k-100k	48% (310)	34% (219)	19% (123)	651
Income: 100k+	39% (132)	40% (135)	21% (70)	337
Ethnicity: White	41% (586)	38% (543)	21% (295)	1423
Ethnicity: Hispanic	56% (189)	36% (120)	9% (30)	339

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**Table MCBR9_3: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
I like the flexibility of content available with a subscription**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	44%	(798)	36%	(660)	20%	(359)	1816
Ethnicity: Black	53%	(121)	33%	(74)	15%	(34)	228
Ethnicity: Other	56%	(91)	26%	(43)	18%	(30)	164
All Christian	43%	(342)	35%	(281)	22%	(179)	802
All Non-Christian	47%	(85)	40%	(72)	12%	(22)	179
Atheist	52%	(45)	30%	(26)	18%	(16)	87
Agnostic/Nothing in particular	44%	(201)	35%	(161)	20%	(92)	455
Something Else	42%	(125)	41%	(120)	17%	(50)	294
Religious Non-Protestant/Catholic	47%	(89)	40%	(76)	13%	(25)	190
Evangelical	47%	(212)	38%	(174)	15%	(70)	456
Non-Evangelical	40%	(252)	36%	(227)	24%	(155)	634
Community: Urban	49%	(285)	34%	(195)	17%	(97)	577
Community: Suburban	42%	(343)	38%	(315)	20%	(163)	821
Community: Rural	41%	(171)	36%	(150)	23%	(98)	418
Employ: Private Sector	46%	(302)	38%	(250)	15%	(99)	652
Employ: Government	52%	(75)	40%	(58)	8%	(12)	145
Employ: Self-Employed	53%	(98)	30%	(56)	17%	(32)	185
Employ: Homemaker	36%	(52)	42%	(61)	22%	(31)	144
Employ: Student	60%	(35)	27%	(16)	14%	(8)	59
Employ: Retired	32%	(118)	35%	(128)	33%	(121)	368
Employ: Unemployed	46%	(76)	36%	(60)	19%	(31)	167
Employ: Other	43%	(41)	32%	(31)	25%	(24)	96
Military HH: Yes	44%	(117)	32%	(84)	24%	(65)	266
Military HH: No	44%	(681)	37%	(575)	19%	(294)	1550
2018 House Vote: Democrat	47%	(320)	36%	(246)	17%	(118)	685
2018 House Vote: Republican	39%	(205)	36%	(191)	24%	(128)	524
2018 House Vote: Didnt Vote	46%	(266)	36%	(208)	18%	(106)	580
4-Region: Northeast	41%	(134)	38%	(124)	21%	(67)	325
4-Region: Midwest	43%	(166)	33%	(128)	23%	(90)	383
4-Region: South	44%	(297)	36%	(246)	20%	(133)	676
4-Region: West	46%	(201)	37%	(162)	16%	(70)	432

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Table MCBR9_3: *Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?*

I like the flexibility of content available with a subscription

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	44% (798)	36% (660)	20% (359)	1816
Has Subscription (w/ Media)	47% (705)	35% (523)	19% (286)	1514
Household or Self Has Subscription (w/ Media)	45% (790)	36% (641)	19% (341)	1772
Has Subscription (w/o Media)	53% (337)	33% (208)	14% (87)	632
Household or Self Has Subscription (w/o Media)	51% (422)	36% (297)	13% (110)	829

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

Table MCBR9_4: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?

I like trying new products with my subscriptions

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	26%	(472)	38%	(686)	36%	(658)	1816
Gender: Male	29%	(264)	39%	(349)	32%	(292)	905
Gender: Female	23%	(208)	37%	(337)	40%	(366)	911
Age: 18-34	34%	(199)	41%	(241)	24%	(141)	580
Age: 35-44	32%	(107)	41%	(138)	27%	(93)	339
Age: 45-64	23%	(126)	40%	(218)	37%	(205)	549
Age: 65+	12%	(40)	26%	(89)	63%	(219)	349
GenZers: 1997-2012	27%	(56)	45%	(93)	28%	(58)	207
Millennials: 1981-1996	36%	(229)	39%	(252)	25%	(162)	643
GenXers: 1965-1980	25%	(112)	43%	(195)	32%	(148)	456
Baby Boomers: 1946-1964	15%	(74)	29%	(139)	55%	(265)	478
PID: Dem (no lean)	31%	(230)	38%	(285)	31%	(226)	740
PID: Ind (no lean)	21%	(100)	40%	(195)	39%	(192)	487
PID: Rep (no lean)	24%	(143)	35%	(207)	41%	(239)	589
PID/Gender: Dem Men	37%	(136)	36%	(132)	27%	(98)	367
PID/Gender: Dem Women	25%	(93)	41%	(152)	34%	(128)	374
PID/Gender: Ind Men	21%	(51)	44%	(105)	34%	(81)	237
PID/Gender: Ind Women	20%	(49)	36%	(89)	44%	(111)	249
PID/Gender: Rep Men	26%	(77)	37%	(112)	37%	(112)	301
PID/Gender: Rep Women	23%	(65)	33%	(95)	44%	(127)	288
Ideo: Liberal (1-3)	30%	(167)	41%	(232)	29%	(165)	564
Ideo: Moderate (4)	22%	(115)	43%	(226)	35%	(187)	528
Ideo: Conservative (5-7)	27%	(162)	31%	(189)	42%	(259)	610
Educ: < College	26%	(295)	38%	(439)	36%	(417)	1151
Educ: Bachelors degree	24%	(100)	38%	(161)	38%	(160)	421
Educ: Post-grad	32%	(77)	35%	(87)	33%	(80)	244
Income: Under 50k	23%	(194)	38%	(316)	38%	(318)	828
Income: 50k-100k	27%	(177)	37%	(238)	36%	(236)	651
Income: 100k+	30%	(102)	39%	(132)	31%	(103)	337
Ethnicity: White	25%	(356)	37%	(528)	38%	(539)	1423
Ethnicity: Hispanic	40%	(136)	40%	(137)	20%	(66)	339

Continued on next page

Table MCBR9_4: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?

I like trying new products with my subscriptions

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	26%	(472)	38%	(686)	36%	(658)	1816
Ethnicity: Black	34%	(78)	37%	(84)	29%	(66)	228
Ethnicity: Other	23%	(38)	45%	(74)	32%	(52)	164
All Christian	24%	(193)	34%	(273)	42%	(336)	802
All Non-Christian	45%	(81)	36%	(65)	18%	(33)	179
Atheist	24%	(21)	35%	(30)	41%	(35)	87
Agnostic/Nothing in particular	21%	(95)	42%	(191)	37%	(169)	455
Something Else	28%	(82)	43%	(127)	29%	(85)	294
Religious Non-Protestant/Catholic	43%	(82)	36%	(69)	21%	(40)	190
Evangelical	33%	(149)	38%	(173)	29%	(134)	456
Non-Evangelical	20%	(127)	36%	(229)	44%	(278)	634
Community: Urban	35%	(201)	40%	(229)	25%	(147)	577
Community: Suburban	22%	(184)	38%	(311)	40%	(326)	821
Community: Rural	21%	(87)	35%	(146)	44%	(185)	418
Employ: Private Sector	26%	(171)	42%	(274)	32%	(207)	652
Employ: Government	43%	(63)	38%	(55)	19%	(27)	145
Employ: Self-Employed	38%	(71)	37%	(69)	25%	(46)	185
Employ: Homemaker	26%	(37)	32%	(47)	42%	(60)	144
Employ: Student	37%	(22)	48%	(28)	15%	(9)	59
Employ: Retired	14%	(52)	28%	(104)	57%	(211)	368
Employ: Unemployed	19%	(32)	45%	(75)	36%	(61)	167
Employ: Other	25%	(24)	37%	(35)	38%	(37)	96
Military HH: Yes	25%	(68)	28%	(74)	47%	(124)	266
Military HH: No	26%	(405)	39%	(612)	34%	(533)	1550
2018 House Vote: Democrat	29%	(200)	40%	(275)	31%	(210)	685
2018 House Vote: Republican	23%	(118)	35%	(181)	43%	(225)	524
2018 House Vote: Didnt Vote	26%	(149)	38%	(219)	37%	(213)	580
4-Region: Northeast	27%	(88)	37%	(121)	36%	(116)	325
4-Region: Midwest	20%	(78)	38%	(144)	42%	(162)	383
4-Region: South	26%	(178)	37%	(247)	37%	(251)	676
4-Region: West	30%	(128)	40%	(175)	30%	(129)	432

Continued on next page

Table MCBR9_4: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?

I like trying new products with my subscriptions

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	26% (472)	38% (686)	36% (658)	1816
Has Subscription (w/ Media)	28% (429)	37% (553)	35% (532)	1514
Household or Self Has Subscription (w/ Media)	26% (466)	38% (668)	36% (638)	1772
Has Subscription (w/o Media)	41% (256)	37% (232)	23% (144)	632
Household or Self Has Subscription (w/o Media)	37% (309)	39% (325)	24% (195)	829

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

**Table MCBR9_5: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
 I like the ability to 'set and forget' with my subscriptions**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	28%	(509)	43%	(773)	29%	(534)	1816
Gender: Male	27%	(246)	44%	(394)	29%	(266)	905
Gender: Female	29%	(263)	42%	(379)	29%	(269)	911
Age: 18-34	33%	(192)	45%	(261)	22%	(127)	580
Age: 35-44	27%	(92)	47%	(157)	26%	(89)	339
Age: 45-64	27%	(146)	41%	(222)	33%	(181)	549
Age: 65+	23%	(79)	38%	(132)	39%	(137)	349
GenZers: 1997-2012	33%	(69)	46%	(96)	20%	(42)	207
Millennials: 1981-1996	31%	(200)	44%	(282)	25%	(161)	643
GenXers: 1965-1980	27%	(121)	42%	(192)	31%	(142)	456
Baby Boomers: 1946-1964	23%	(112)	40%	(193)	36%	(173)	478
PID: Dem (no lean)	32%	(241)	40%	(293)	28%	(207)	740
PID: Ind (no lean)	25%	(122)	45%	(220)	30%	(144)	487
PID: Rep (no lean)	25%	(146)	44%	(260)	31%	(183)	589
PID/Gender: Dem Men	34%	(125)	39%	(142)	27%	(100)	367
PID/Gender: Dem Women	31%	(116)	40%	(151)	28%	(106)	374
PID/Gender: Ind Men	18%	(44)	49%	(117)	32%	(77)	237
PID/Gender: Ind Women	32%	(79)	41%	(103)	27%	(68)	249
PID/Gender: Rep Men	26%	(77)	45%	(135)	29%	(89)	301
PID/Gender: Rep Women	24%	(68)	43%	(125)	33%	(95)	288
Ideo: Liberal (1-3)	28%	(161)	44%	(246)	28%	(157)	564
Ideo: Moderate (4)	23%	(122)	48%	(256)	29%	(151)	528
Ideo: Conservative (5-7)	33%	(199)	37%	(223)	31%	(188)	610
Educ: < College	26%	(304)	43%	(491)	31%	(356)	1151
Educ: Bachelors degree	28%	(117)	45%	(189)	27%	(115)	421
Educ: Post-grad	36%	(88)	38%	(93)	26%	(63)	244
Income: Under 50k	24%	(202)	42%	(351)	33%	(275)	828
Income: 50k-100k	30%	(196)	44%	(288)	26%	(167)	651
Income: 100k+	33%	(111)	40%	(134)	27%	(92)	337
Ethnicity: White	28%	(396)	42%	(605)	30%	(423)	1423
Ethnicity: Hispanic	32%	(109)	48%	(163)	20%	(67)	339

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**Table MCBR9_5: Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?
I like the ability to 'set and forget' with my subscriptions**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	28%	(509)	43%	(773)	29%	(534)	1816
Ethnicity: Black	32%	(72)	38%	(88)	30%	(68)	228
Ethnicity: Other	25%	(41)	49%	(81)	26%	(43)	164
All Christian	28%	(221)	41%	(328)	32%	(253)	802
All Non-Christian	34%	(61)	55%	(98)	11%	(20)	179
Atheist	24%	(21)	40%	(35)	36%	(31)	87
Agnostic/Nothing in particular	23%	(104)	41%	(184)	37%	(166)	455
Something Else	34%	(101)	44%	(129)	22%	(65)	294
Religious Non-Protestant/Catholic	34%	(64)	54%	(103)	12%	(23)	190
Evangelical	37%	(170)	42%	(191)	21%	(95)	456
Non-Evangelical	23%	(149)	41%	(263)	35%	(222)	634
Community: Urban	29%	(167)	42%	(239)	30%	(171)	577
Community: Suburban	26%	(215)	44%	(358)	30%	(248)	821
Community: Rural	30%	(127)	42%	(176)	28%	(116)	418
Employ: Private Sector	28%	(184)	46%	(298)	26%	(170)	652
Employ: Government	39%	(56)	46%	(66)	16%	(22)	145
Employ: Self-Employed	31%	(57)	47%	(87)	23%	(42)	185
Employ: Homemaker	31%	(44)	43%	(62)	26%	(38)	144
Employ: Student	40%	(23)	41%	(24)	19%	(11)	59
Employ: Retired	23%	(83)	39%	(144)	38%	(141)	368
Employ: Unemployed	23%	(38)	36%	(60)	42%	(70)	167
Employ: Other	24%	(23)	34%	(33)	42%	(40)	96
Military HH: Yes	24%	(65)	47%	(125)	29%	(76)	266
Military HH: No	29%	(444)	42%	(648)	30%	(458)	1550
2018 House Vote: Democrat	33%	(225)	39%	(270)	28%	(190)	685
2018 House Vote: Republican	25%	(133)	43%	(228)	31%	(163)	524
2018 House Vote: Didnt Vote	26%	(148)	45%	(261)	29%	(170)	580
4-Region: Northeast	30%	(99)	43%	(140)	27%	(86)	325
4-Region: Midwest	28%	(107)	40%	(153)	32%	(124)	383
4-Region: South	30%	(204)	40%	(272)	30%	(200)	676
4-Region: West	23%	(99)	48%	(209)	29%	(125)	432

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Table MCBR9_5: *Considering the product and service subscriptions you pay for, how much are each of the following a factor in why you pay for a subscription over one-time payments?*

I like the ability to 'set and forget' with my subscriptions

Demographic	Major factor	Minor factor	Not a factor	Total N
Adults	28% (509)	43% (773)	29% (534)	1816
Has Subscription (w/ Media)	31% (465)	43% (647)	27% (402)	1514
Household or Self Has Subscription (w/ Media)	28% (505)	43% (763)	28% (504)	1772
Has Subscription (w/o Media)	42% (265)	44% (275)	15% (92)	632
Household or Self Has Subscription (w/o Media)	39% (320)	46% (379)	16% (130)	829

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

Table MCBR10_1: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?

There are no subscription products or services I want that I cannot just buy once

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	37%	(143)	22%	(86)	41%	(156)	385
Gender: Male	27%	(44)	27%	(44)	46%	(76)	164
Gender: Female	46%	(99)	19%	(41)	35%	(75)	215
Age: 18-34	9%	(4)	28%	(14)	64%	(32)	51
Age: 45-64	34%	(55)	27%	(44)	39%	(63)	162
Age: 65+	52%	(72)	16%	(22)	32%	(44)	138
GenXers: 1965-1980	29%	(29)	28%	(28)	43%	(43)	100
Baby Boomers: 1946-1964	47%	(86)	18%	(32)	35%	(63)	182
PID: Dem (no lean)	34%	(44)	27%	(34)	39%	(49)	127
PID: Ind (no lean)	36%	(49)	21%	(29)	43%	(59)	137
PID: Rep (no lean)	41%	(50)	19%	(23)	39%	(48)	121
PID/Gender: Dem Women	42%	(37)	20%	(17)	38%	(33)	86
PID/Gender: Ind Men	23%	(16)	28%	(19)	49%	(33)	68
PID/Gender: Ind Women	50%	(32)	15%	(10)	36%	(23)	65
PID/Gender: Rep Men	36%	(20)	15%	(9)	50%	(29)	58
PID/Gender: Rep Women	47%	(30)	23%	(14)	30%	(19)	63
Ideo: Liberal (1-3)	34%	(25)	28%	(21)	39%	(29)	74
Ideo: Moderate (4)	32%	(37)	26%	(30)	42%	(49)	116
Ideo: Conservative (5-7)	42%	(61)	20%	(30)	38%	(56)	147
Educ: < College	38%	(111)	25%	(71)	37%	(106)	288
Educ: Bachelors degree	27%	(17)	14%	(9)	60%	(38)	63
Income: Under 50k	37%	(102)	22%	(61)	40%	(110)	273
Income: 50k-100k	32%	(25)	20%	(15)	48%	(38)	78
Ethnicity: White	38%	(105)	22%	(61)	40%	(109)	275
Ethnicity: Black	35%	(19)	25%	(13)	40%	(22)	55
Ethnicity: Other	34%	(19)	21%	(11)	45%	(25)	55
All Christian	37%	(64)	24%	(42)	39%	(69)	175
Agnostic/Nothing in particular	35%	(31)	23%	(20)	42%	(37)	87
Something Else	39%	(34)	20%	(17)	41%	(36)	87
Evangelical	40%	(50)	20%	(25)	39%	(48)	123
Non-Evangelical	35%	(49)	24%	(34)	40%	(55)	138

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Table MCBR10_1: *Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?*

There are no subscription products or services I want that I cannot just buy once

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	37%	(143)	22%	(86)	41%	(156)	385
Community: Urban	37%	(48)	20%	(26)	43%	(56)	129
Community: Suburban	41%	(64)	24%	(37)	35%	(55)	157
Community: Rural	31%	(31)	23%	(22)	46%	(45)	98
Employ: Private Sector	38%	(30)	24%	(19)	38%	(29)	78
Employ: Retired	46%	(73)	22%	(35)	32%	(51)	159
Employ: Unemployed	21%	(13)	23%	(14)	56%	(35)	62
Military HH: Yes	34%	(19)	28%	(15)	38%	(21)	54
Military HH: No	38%	(124)	21%	(71)	41%	(136)	331
2018 House Vote: Democrat	32%	(33)	28%	(29)	40%	(42)	104
2018 House Vote: Republican	42%	(53)	21%	(27)	36%	(45)	125
2018 House Vote: Didnt Vote	37%	(54)	19%	(28)	44%	(65)	147
4-Region: Northeast	25%	(15)	22%	(13)	53%	(32)	61
4-Region: Midwest	35%	(25)	25%	(18)	40%	(28)	71
4-Region: South	43%	(70)	24%	(39)	34%	(55)	164
4-Region: West	37%	(33)	17%	(15)	46%	(41)	89
Has Subscription (w/ Media)	30%	(25)	28%	(23)	42%	(35)	82
Household or Self Has Subscription (w/ Media)	31%	(42)	27%	(36)	42%	(57)	136

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

**Table MCBR10_2: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?
I cannot afford subscriptions**

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	53%	(202)	18%	(71)	29%	(112)	385
Gender: Male	39%	(64)	25%	(42)	36%	(58)	164
Gender: Female	63%	(136)	13%	(29)	24%	(51)	215
Age: 18-34	52%	(26)	24%	(12)	24%	(12)	51
Age: 45-64	51%	(83)	22%	(36)	27%	(43)	162
Age: 65+	55%	(77)	10%	(13)	35%	(49)	138
GenXers: 1965-1980	48%	(48)	23%	(23)	29%	(29)	100
Baby Boomers: 1946-1964	55%	(101)	15%	(27)	30%	(54)	182
PID: Dem (no lean)	52%	(66)	23%	(30)	25%	(31)	127
PID: Ind (no lean)	51%	(70)	15%	(21)	34%	(46)	137
PID: Rep (no lean)	55%	(66)	17%	(20)	29%	(35)	121
PID/Gender: Dem Women	59%	(51)	15%	(13)	26%	(22)	86
PID/Gender: Ind Men	43%	(29)	19%	(13)	38%	(26)	68
PID/Gender: Ind Women	62%	(41)	12%	(8)	26%	(17)	65
PID/Gender: Rep Men	38%	(22)	21%	(12)	40%	(23)	58
PID/Gender: Rep Women	69%	(44)	12%	(8)	18%	(12)	63
Ideo: Liberal (1-3)	50%	(37)	29%	(21)	21%	(16)	74
Ideo: Moderate (4)	50%	(58)	14%	(16)	37%	(43)	116
Ideo: Conservative (5-7)	51%	(75)	19%	(28)	30%	(44)	147
Educ: < College	58%	(167)	20%	(56)	23%	(65)	288
Educ: Bachelors degree	36%	(23)	16%	(10)	48%	(30)	63
Income: Under 50k	59%	(161)	18%	(50)	23%	(62)	273
Income: 50k-100k	39%	(30)	20%	(16)	41%	(32)	78
Ethnicity: White	51%	(139)	18%	(48)	32%	(87)	275
Ethnicity: Black	53%	(29)	25%	(14)	22%	(12)	55
Ethnicity: Other	62%	(34)	16%	(9)	22%	(12)	55
All Christian	49%	(85)	19%	(33)	32%	(57)	175
Agnostic/Nothing in particular	44%	(38)	22%	(19)	35%	(30)	87
Something Else	70%	(61)	14%	(12)	16%	(13)	87
Evangelical	63%	(77)	13%	(16)	24%	(29)	123
Non-Evangelical	49%	(68)	21%	(29)	30%	(41)	138

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Table MCBR10_2: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?
 I cannot afford subscriptions

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	53%	(202)	18%	(71)	29%	(112)	385
Community: Urban	60%	(78)	20%	(26)	20%	(26)	129
Community: Suburban	39%	(62)	19%	(30)	41%	(65)	157
Community: Rural	64%	(63)	14%	(14)	22%	(21)	98
Employ: Private Sector	49%	(38)	20%	(16)	31%	(24)	78
Employ: Retired	52%	(83)	15%	(24)	33%	(53)	159
Employ: Unemployed	46%	(29)	32%	(20)	22%	(14)	62
Military HH: Yes	50%	(27)	28%	(15)	22%	(12)	54
Military HH: No	53%	(175)	17%	(56)	30%	(100)	331
2018 House Vote: Democrat	50%	(52)	21%	(22)	29%	(30)	104
2018 House Vote: Republican	47%	(59)	19%	(24)	34%	(42)	125
2018 House Vote: Didnt Vote	60%	(89)	16%	(24)	23%	(34)	147
4-Region: Northeast	51%	(31)	16%	(10)	33%	(20)	61
4-Region: Midwest	57%	(40)	12%	(8)	32%	(23)	71
4-Region: South	54%	(88)	19%	(31)	27%	(45)	164
4-Region: West	48%	(42)	25%	(22)	28%	(24)	89
Has Subscription (w/ Media)	41%	(34)	23%	(19)	35%	(29)	82
Household or Self Has Subscription (w/ Media)	47%	(65)	19%	(26)	33%	(45)	136

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

Table MCBR10_3: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?
I do not like to try new products or services on a regular basis

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	29%	(111)	31%	(120)	40%	(154)	385
Gender: Male	24%	(39)	34%	(56)	42%	(69)	164
Gender: Female	33%	(72)	29%	(62)	38%	(81)	215
Age: 18-34	6%	(3)	47%	(24)	47%	(24)	51
Age: 45-64	26%	(42)	31%	(51)	43%	(70)	162
Age: 65+	41%	(57)	29%	(41)	29%	(40)	138
GenXers: 1965-1980	22%	(22)	24%	(24)	54%	(54)	100
Baby Boomers: 1946-1964	37%	(68)	35%	(63)	28%	(51)	182
PID: Dem (no lean)	31%	(39)	35%	(45)	34%	(43)	127
PID: Ind (no lean)	25%	(34)	32%	(43)	43%	(60)	137
PID: Rep (no lean)	31%	(37)	26%	(32)	43%	(52)	121
PID/Gender: Dem Women	37%	(32)	28%	(24)	35%	(30)	86
PID/Gender: Ind Men	21%	(14)	34%	(23)	45%	(31)	68
PID/Gender: Ind Women	31%	(20)	31%	(20)	39%	(25)	65
PID/Gender: Rep Men	31%	(18)	23%	(13)	45%	(26)	58
PID/Gender: Rep Women	31%	(19)	29%	(18)	41%	(26)	63
Ideo: Liberal (1-3)	25%	(18)	44%	(33)	31%	(23)	74
Ideo: Moderate (4)	31%	(36)	20%	(24)	49%	(57)	116
Ideo: Conservative (5-7)	33%	(49)	28%	(40)	39%	(58)	147
Educ: < College	26%	(74)	35%	(100)	40%	(114)	288
Educ: Bachelors degree	33%	(21)	23%	(14)	44%	(28)	63
Income: Under 50k	28%	(77)	31%	(86)	40%	(110)	273
Income: 50k-100k	32%	(25)	27%	(21)	41%	(32)	78
Ethnicity: White	28%	(77)	32%	(88)	40%	(109)	275
Ethnicity: Black	38%	(21)	20%	(11)	42%	(23)	55
Ethnicity: Other	24%	(13)	36%	(20)	40%	(22)	55
All Christian	30%	(52)	33%	(58)	37%	(65)	175
Agnostic/Nothing in particular	24%	(21)	23%	(20)	53%	(47)	87
Something Else	37%	(32)	29%	(25)	34%	(29)	87
Evangelical	29%	(36)	33%	(41)	38%	(46)	123
Non-Evangelical	34%	(48)	31%	(43)	34%	(47)	138

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Table MCBR10_3: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?

I do not like to try new products or services on a regular basis

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	29%	(111)	31%	(120)	40%	(154)	385
Community: Urban	30%	(39)	37%	(48)	33%	(43)	129
Community: Suburban	29%	(46)	31%	(49)	39%	(62)	157
Community: Rural	26%	(26)	23%	(23)	50%	(50)	98
Employ: Private Sector	26%	(20)	32%	(25)	41%	(32)	78
Employ: Retired	37%	(59)	31%	(50)	32%	(50)	159
Employ: Unemployed	21%	(13)	22%	(14)	57%	(36)	62
Military HH: Yes	27%	(15)	50%	(27)	23%	(12)	54
Military HH: No	29%	(96)	28%	(93)	43%	(142)	331
2018 House Vote: Democrat	31%	(32)	32%	(33)	37%	(38)	104
2018 House Vote: Republican	33%	(41)	28%	(35)	39%	(49)	125
2018 House Vote: Didnt Vote	25%	(36)	35%	(51)	41%	(60)	147
4-Region: Northeast	29%	(17)	33%	(20)	38%	(23)	61
4-Region: Midwest	26%	(19)	32%	(23)	41%	(29)	71
4-Region: South	29%	(48)	29%	(47)	42%	(69)	164
4-Region: West	30%	(27)	32%	(29)	37%	(33)	89
Has Subscription (w/ Media)	29%	(23)	18%	(14)	53%	(44)	82
Household or Self Has Subscription (w/ Media)	24%	(33)	25%	(33)	51%	(70)	136

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

Table MCBR10_4: *Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?
I do not like that I can forget about a subscription and pay for it without realizing*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	39%	(151)	23%	(90)	37%	(144)	385
Gender: Male	33%	(54)	27%	(45)	40%	(65)	164
Gender: Female	45%	(96)	20%	(44)	35%	(75)	215
Age: 18-34	27%	(14)	32%	(17)	41%	(21)	51
Age: 45-64	33%	(54)	30%	(50)	36%	(59)	162
Age: 65+	53%	(73)	13%	(19)	34%	(47)	138
GenXers: 1965-1980	29%	(29)	31%	(31)	40%	(40)	100
Baby Boomers: 1946-1964	46%	(84)	20%	(37)	34%	(61)	182
PID: Dem (no lean)	35%	(44)	28%	(36)	36%	(46)	127
PID: Ind (no lean)	35%	(48)	19%	(26)	46%	(63)	137
PID: Rep (no lean)	48%	(58)	23%	(28)	29%	(35)	121
PID/Gender: Dem Women	38%	(33)	25%	(22)	37%	(32)	86
PID/Gender: Ind Men	33%	(22)	26%	(18)	41%	(28)	68
PID/Gender: Ind Women	40%	(26)	12%	(8)	48%	(32)	65
PID/Gender: Rep Men	38%	(22)	23%	(13)	39%	(23)	58
PID/Gender: Rep Women	58%	(37)	23%	(15)	19%	(12)	63
Ideo: Liberal (1-3)	31%	(23)	37%	(27)	33%	(24)	74
Ideo: Moderate (4)	40%	(46)	26%	(30)	34%	(40)	116
Ideo: Conservative (5-7)	46%	(68)	22%	(32)	32%	(47)	147
Educ: < College	37%	(107)	24%	(68)	39%	(112)	288
Educ: Bachelors degree	42%	(26)	24%	(15)	34%	(22)	63
Income: Under 50k	38%	(105)	24%	(65)	38%	(104)	273
Income: 50k-100k	45%	(35)	18%	(14)	37%	(29)	78
Ethnicity: White	37%	(102)	25%	(70)	37%	(103)	275
Ethnicity: Black	42%	(23)	23%	(13)	35%	(19)	55
Ethnicity: Other	47%	(26)	13%	(7)	39%	(22)	55
All Christian	40%	(71)	29%	(51)	30%	(53)	175
Agnostic/Nothing in particular	36%	(31)	18%	(15)	47%	(41)	87
Something Else	44%	(38)	23%	(20)	32%	(28)	87
Evangelical	44%	(54)	29%	(36)	27%	(33)	123
Non-Evangelical	40%	(55)	25%	(35)	35%	(48)	138

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Table MCBR10_4: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?

I do not like that I can forget about a subscription and pay for it without realizing

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	39%	(151)	23%	(90)	37%	(144)	385
Community: Urban	38%	(49)	21%	(28)	41%	(53)	129
Community: Suburban	43%	(68)	22%	(35)	35%	(55)	157
Community: Rural	35%	(35)	28%	(28)	37%	(36)	98
Employ: Private Sector	40%	(31)	33%	(26)	27%	(21)	78
Employ: Retired	46%	(74)	19%	(30)	35%	(56)	159
Employ: Unemployed	27%	(17)	30%	(19)	43%	(27)	62
Military HH: Yes	42%	(23)	29%	(15)	29%	(16)	54
Military HH: No	39%	(129)	22%	(74)	39%	(128)	331
2018 House Vote: Democrat	34%	(35)	28%	(29)	38%	(40)	104
2018 House Vote: Republican	49%	(62)	22%	(28)	28%	(35)	125
2018 House Vote: Didnt Vote	35%	(52)	21%	(31)	44%	(65)	147
4-Region: Northeast	35%	(21)	23%	(14)	43%	(26)	61
4-Region: Midwest	37%	(26)	22%	(15)	42%	(30)	71
4-Region: South	42%	(69)	28%	(46)	30%	(49)	164
4-Region: West	39%	(35)	17%	(15)	45%	(40)	89
Has Subscription (w/ Media)	38%	(31)	27%	(22)	36%	(29)	82
Household or Self Has Subscription (w/ Media)	38%	(51)	25%	(34)	37%	(50)	136

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

Table MCBR10_5: *Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?
I buy some things regularly but like making the choice to purchase and when on my own*

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	51%	(197)	24%	(92)	25%	(96)	385
Gender: Male	39%	(64)	29%	(48)	32%	(52)	164
Gender: Female	61%	(132)	20%	(42)	19%	(41)	215
Age: 18-34	34%	(17)	33%	(17)	33%	(17)	51
Age: 45-64	48%	(77)	27%	(43)	26%	(42)	162
Age: 65+	66%	(91)	18%	(25)	16%	(22)	138
GenXers: 1965-1980	39%	(38)	26%	(26)	35%	(35)	100
Baby Boomers: 1946-1964	61%	(110)	23%	(41)	17%	(30)	182
PID: Dem (no lean)	53%	(67)	27%	(35)	19%	(25)	127
PID: Ind (no lean)	46%	(62)	26%	(36)	28%	(38)	137
PID: Rep (no lean)	56%	(67)	17%	(21)	27%	(33)	121
PID/Gender: Dem Women	66%	(57)	17%	(14)	17%	(15)	86
PID/Gender: Ind Men	41%	(28)	27%	(18)	32%	(22)	68
PID/Gender: Ind Women	52%	(34)	27%	(18)	21%	(14)	65
PID/Gender: Rep Men	46%	(26)	19%	(11)	35%	(20)	58
PID/Gender: Rep Women	64%	(41)	16%	(10)	20%	(12)	63
Ideo: Liberal (1-3)	57%	(42)	24%	(18)	19%	(14)	74
Ideo: Moderate (4)	48%	(56)	27%	(31)	25%	(29)	116
Ideo: Conservative (5-7)	55%	(80)	20%	(29)	26%	(38)	147
Educ: < College	51%	(148)	24%	(70)	24%	(70)	288
Educ: Bachelors degree	42%	(26)	25%	(16)	33%	(21)	63
Income: Under 50k	50%	(136)	24%	(66)	26%	(71)	273
Income: 50k-100k	51%	(40)	25%	(20)	24%	(18)	78
Ethnicity: White	55%	(153)	22%	(60)	23%	(62)	275
Ethnicity: Black	47%	(26)	22%	(12)	31%	(17)	55
Ethnicity: Other	34%	(19)	36%	(20)	30%	(16)	55
All Christian	53%	(93)	25%	(43)	22%	(39)	175
Agnostic/Nothing in particular	41%	(36)	19%	(17)	40%	(35)	87
Something Else	65%	(56)	21%	(18)	14%	(12)	87
Evangelical	61%	(75)	21%	(26)	18%	(22)	123
Non-Evangelical	54%	(75)	24%	(34)	21%	(29)	138

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Table MCBR10_5: Considering that you do not pay for any product or service subscriptions, how much are each of the following a factor in why you do not pay for any subscriptions?

I buy some things regularly but like making the choice to purchase and when on my own

Demographic	Major factor		Minor factor		Not a factor		Total N
Adults	51%	(197)	24%	(92)	25%	(96)	385
Community: Urban	50%	(65)	27%	(35)	23%	(30)	129
Community: Suburban	51%	(80)	26%	(40)	24%	(37)	157
Community: Rural	53%	(52)	17%	(17)	29%	(29)	98
Employ: Private Sector	55%	(43)	25%	(19)	20%	(15)	78
Employ: Retired	60%	(96)	24%	(38)	16%	(25)	159
Employ: Unemployed	29%	(18)	20%	(13)	51%	(32)	62
Military HH: Yes	58%	(31)	24%	(13)	19%	(10)	54
Military HH: No	50%	(166)	24%	(79)	26%	(86)	331
2018 House Vote: Democrat	54%	(56)	28%	(29)	18%	(19)	104
2018 House Vote: Republican	58%	(73)	21%	(27)	20%	(26)	125
2018 House Vote: Didnt Vote	44%	(65)	23%	(34)	32%	(48)	147
4-Region: Northeast	51%	(31)	24%	(15)	25%	(15)	61
4-Region: Midwest	58%	(41)	19%	(14)	23%	(17)	71
4-Region: South	53%	(88)	22%	(36)	25%	(40)	164
4-Region: West	42%	(37)	31%	(28)	27%	(24)	89
Has Subscription (w/ Media)	51%	(42)	24%	(19)	25%	(21)	82
Household or Self Has Subscription (w/ Media)	50%	(68)	25%	(34)	24%	(33)	136

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	2201	100%
xdemGender	Gender: Male	1069	49%
	Gender: Female	1126	51%
	N	2195	
age	Age: 18-34	631	29%
	Age: 35-44	372	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	240	11%
	Millennials: 1981-1996	685	31%
	GenXers: 1965-1980	556	25%
	Baby Boomers: 1946-1964	660	30%
	N	2141	
xpid3	PID: Dem (no lean)	867	39%
	PID: Ind (no lean)	624	28%
	PID: Rep (no lean)	710	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	405	18%
	PID/Gender: Dem Women	460	21%
	PID/Gender: Ind Men	305	14%
	PID/Gender: Ind Women	315	14%
	PID/Gender: Rep Men	359	16%
	PID/Gender: Rep Women	351	16%
	N	2195	
xdemIdeo3	Ideo: Liberal (1-3)	638	29%
	Ideo: Moderate (4)	645	29%
	Ideo: Conservative (5-7)	757	34%
	N	2039	
xeduc3	Educ: < College	1438	65%
	Educ: Bachelors degree	484	22%
	Educ: Post-grad	278	13%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1101	50%
	Income: 50k-100k	730	33%
	Income: 100k+	371	17%
	N	2201	
xdemWhite	Ethnicity: White	1698	77%
xdemHispBin	Ethnicity: Hispanic	379	17%
demBlackBin	Ethnicity: Black	283	13%
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	977	44%
	All Non-Christian	204	9%
	Atheist	97	4%
	Agnostic/Nothing in particular	542	25%
	Something Else	381	17%
N	2201		
xdemReligOther	Religious Non-Protestant/Catholic	217	10%
xdemEvang	Evangelical	579	26%
	Non-Evangelical	772	35%
	N	1351	
xdemUsr	Community: Urban	707	32%
	Community: Suburban	978	44%
	Community: Rural	516	23%
	N	2201	
xdemEmploy	Employ: Private Sector	730	33%
	Employ: Government	161	7%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	169	8%
	Employ: Student	71	3%
	Employ: Retired	527	24%
	Employ: Unemployed	230	10%
	Employ: Other	113	5%
N	2201		
xdemMilHH1	Military HH: Yes	320	15%
	Military HH: No	1881	85%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	789	36%
	2018 House Vote: Republican	649	30%
	2018 House Vote: Someone else	36	2%
	2018 House Vote: Didnt Vote	727	33%
	N	2201	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	455	21%
	4-Region: South	839	38%
	4-Region: West	521	24%
	N	2201	
MCBRxdem1	Has Subscription (w/ Media)	1596	73%
MCBRxdem2	Household or Self Has Subscription (w/ Media)	1908	87%
MCBRxdem3	Has Subscription (w/o Media)	643	29%
MCBRxdem4	Household or Self Has Subscription (w/o Media)	860	39%

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



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