



MORNING CONSULT

Morning Consult
National Tracking Poll #170202
February 09-10, 2017

Crosstabulation Results

Methodology:

This poll was conducted from February 09-10, 2017, among a national sample of 2000 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



Table Index

1	Table BRD1_1: How much do each of the following influence your decision to see a movie? Movie-goer reviews	5
2	Table BRD1_2: How much do each of the following influence your decision to see a movie? Movie critic reviews	8
3	Table BRD1_3: How much do each of the following influence your decision to see a movie? Nomination for an Oscar	11
4	Table BRD1_4: How much do each of the following influence your decision to see a movie? Winning an Oscar	14
5	Table BRD1_5: How much do each of the following influence your decision to see a movie? Quality of trailers	17
6	Table BRD1_6: How much do each of the following influence your decision to see a movie? Actors in the movie	20
7	Table BRD2_1: Have you seen any of the following movies, or not? Arrival	23
8	Table BRD2_2: Have you seen any of the following movies, or not? Fences	26
9	Table BRD2_3: Have you seen any of the following movies, or not? Hacksaw Ridge	29
10	Table BRD2_4: Have you seen any of the following movies, or not? Hell or High Water	32
11	Table BRD2_5: Have you seen any of the following movies, or not? Hidden Figures	35
12	Table BRD2_6: Have you seen any of the following movies, or not? La La Land	38
13	Table BRD2_7: Have you seen any of the following movies, or not? Lion	41
14	Table BRD2_8: Have you seen any of the following movies, or not? Manchester by the Sea	44
15	Table BRD2_9: Have you seen any of the following movies, or not? Moonlight	47
16	Table BRD2_10: Have you seen any of the following movies, or not? Spotlight	50
17	Table BRD2_11: Have you seen any of the following movies, or not? Birdman	53
18	Table BRD2_12: Have you seen any of the following movies, or not? 12 Years a Slave	56
19	Table BRD3: The following movies have been nominated for Best Picture at this years Academy Awards ceremony, also known as the Oscars. Which would you choose to win Best Picture?	59
20	Table BRD4: Did you watch the Super Bowl this year?	61
21	Table BRD5_4NET: Why didnt you watch the Super Bowl? Please check all that apply. The teams playing	64
22	Table BRD5_5NET: Why didnt you watch the Super Bowl? Please check all that apply. The performers at the Half-Time Show	67
23	Table BRD5_6NET: Why didnt you watch the Super Bowl? Please check all that apply. The quality of the advertisements	70

24	Table BRD5_7NET: <i>Why didnt you watch the Super Bowl? Please check all that apply. The amount of advertisements</i>	73
25	Table BRD5_8NET: <i>Why didnt you watch the Super Bowl? Please check all that apply. Something else was on TV at the time</i>	76
26	Table BRD5_9NET: <i>Why didnt you watch the Super Bowl? Please check all that apply. Other (Please specify)</i>	79
27	Table BRD6: <i>As you may know, the overtime rule for the NFL states that if the team who gets the ball first scores a touchdown on the opening possession, the game is over. If the team who gets the ball first scores a field goal, or does not score on the opening possession, the other team gets the ball and a chance to score. If the score remains tied after each team has had at least one possession, sudden death play continues. Do you agree or disagree with this rule?</i>	82
28	Table BRD7: <i>As you may know, the overtime rule for the NCAA (college football) states that each team gets one untimed possession starting in the opponents territory. After both possessions are completed, whichever team has the most points wins the game. Which of the following statements comes closest to your view, even if neither is exactly correct?</i>	85
29	Table BRD8: <i>When you receive gifts, do you prefer</i>	88
30	Table BRD9_1: <i>Have you ever received the following gifts for Valentines Day, or not? Candy</i>	91
31	Table BRD9_2: <i>Have you ever received the following gifts for Valentines Day, or not? Flowers</i>	94
32	Table BRD9_3: <i>Have you ever received the following gifts for Valentines Day, or not? Stuffed animal</i>	97
33	Table BRD9_4: <i>Have you ever received the following gifts for Valentines Day, or not? Jewelry</i>	100
34	Table BRD9_5: <i>Have you ever received the following gifts for Valentines Day, or not? Clothing or accessories</i>	103
35	Table BRD9_6: <i>Have you ever received the following gifts for Valentines Day, or not? Tickets for an event</i>	106
36	Table BRD9_7: <i>Have you ever received the following gifts for Valentines Day, or not? Gift card</i>	109
37	Table BRD9_8: <i>Have you ever received the following gifts for Valentines Day, or not? Greeting card</i>	112
38	Table BRD9_9: <i>Have you ever received the following gifts for Valentines Day, or not? Perfume / Cologne</i>	115
39	Table BRD10: <i>If you could only receive one gift for Valentines Day, what would it be?</i>	118
40	Table BRD11: <i>Do you plan to celebrate Valentines Day this year?</i>	121
41	Table BRD12: <i>Who are you planning to celebrate Valentines Day with?</i>	124
42	Table BRD13_1: <i>Do you plan to celebrate Valentines Day by Going to dinner</i>	127
43	Table BRD13_2: <i>Do you plan to celebrate Valentines Day by Seeing a movie</i>	130
44	Table BRD13_3: <i>Do you plan to celebrate Valentines Day by Attending a concert or other event</i>	133
45	Table BRD13_4: <i>Do you plan to celebrate Valentines Day by Going to a party</i>	136
46	Table BRD13_5: <i>Do you plan to celebrate Valentines Day by Spending time at home</i>	139

47 **Table BRD13_6: Do you plan to celebrate Valentines Day by Giving a gift** 142

48 **Summary Statistics of Survey Respondent Demographics** 145

Crosstabulation Results by Respondent Demographics

Table BRD1_1: How much do each of the following influence your decision to see a movie?
 Movie-goer reviews

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	20%	(402)	28%	(562)	20%	(407)	26%	(521)	5%	(108)	2000
Gender: Male	22%	(214)	26%	(249)	19%	(187)	27%	(258)	6%	(55)	963
Gender: Female	18%	(188)	30%	(313)	21%	(221)	25%	(263)	5%	(52)	1037
Age: 18-29	30%	(121)	29%	(116)	17%	(69)	15%	(62)	8%	(33)	402
Age: 30-44	22%	(117)	34%	(181)	20%	(109)	19%	(103)	5%	(29)	539
Age: 45-54	22%	(71)	30%	(95)	20%	(65)	23%	(75)	5%	(15)	321
Age: 55-64	12%	(46)	22%	(82)	23%	(88)	38%	(145)	4%	(17)	377
Age: 65+	13%	(48)	24%	(87)	21%	(77)	38%	(137)	4%	(13)	361
PID: Dem (no lean)	21%	(137)	31%	(206)	19%	(129)	25%	(166)	5%	(31)	669
PID: Ind (no lean)	17%	(114)	25%	(166)	21%	(140)	29%	(193)	7%	(48)	661
PID: Rep (no lean)	23%	(151)	28%	(190)	21%	(138)	24%	(162)	4%	(29)	670
PID/Gender: Dem Men	22%	(73)	27%	(90)	19%	(62)	27%	(90)	5%	(15)	330
PID/Gender: Dem Women	19%	(64)	34%	(116)	20%	(67)	22%	(76)	5%	(15)	339
PID/Gender: Ind Men	18%	(55)	23%	(70)	21%	(66)	30%	(93)	8%	(25)	309
PID/Gender: Ind Women	17%	(58)	27%	(96)	21%	(74)	29%	(100)	7%	(23)	352
PID/Gender: Rep Men	26%	(85)	27%	(89)	18%	(59)	23%	(76)	5%	(15)	324
PID/Gender: Rep Women	19%	(66)	29%	(101)	23%	(79)	25%	(87)	4%	(14)	346
Tea Party: Supporter	33%	(182)	30%	(168)	16%	(89)	18%	(103)	3%	(16)	558
Tea Party: Not Supporter	15%	(218)	27%	(391)	22%	(317)	29%	(417)	6%	(91)	1435
Ideo: Liberal (1-3)	26%	(162)	32%	(203)	20%	(127)	20%	(124)	2%	(12)	628
Ideo: Moderate (4)	17%	(75)	27%	(121)	21%	(96)	30%	(137)	5%	(24)	454
Ideo: Conservative (5-7)	18%	(130)	29%	(204)	22%	(156)	27%	(192)	4%	(32)	714
Educ: < College	21%	(305)	25%	(352)	19%	(272)	28%	(402)	7%	(93)	1423
Educ: Bachelors degree	17%	(63)	36%	(136)	23%	(86)	21%	(80)	3%	(12)	378
Educ: Post-grad	17%	(33)	37%	(74)	25%	(49)	20%	(39)	1%	(3)	199

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Table BRD1_1: How much do each of the following influence your decision to see a movie?

Movie-goer reviews

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	20%	(402)	28%	(562)	20%	(407)	26%	(521)	5%	(108)	2000
Income: Under 50k	21%	(251)	25%	(302)	19%	(230)	28%	(334)	6%	(77)	1194
Income: 50k-100k	20%	(114)	30%	(175)	22%	(126)	24%	(137)	4%	(25)	576
Income: 100k+	16%	(37)	37%	(85)	22%	(51)	22%	(51)	2%	(6)	230
Ethnicity: White	19%	(299)	29%	(457)	20%	(317)	28%	(443)	5%	(75)	1591
Ethnicity: Hispanic	34%	(103)	29%	(86)	14%	(41)	19%	(56)	4%	(12)	299
Ethnicity: Afr. Am.	22%	(55)	25%	(62)	26%	(63)	17%	(43)	9%	(22)	244
Ethnicity: Other	29%	(48)	26%	(43)	17%	(28)	22%	(36)	6%	(11)	165
Relig: Protestant	19%	(94)	26%	(131)	23%	(115)	31%	(154)	2%	(11)	505
Relig: Roman Catholic	25%	(109)	30%	(135)	21%	(92)	21%	(92)	4%	(17)	445
Relig: Ath./Agn./None	18%	(96)	28%	(148)	17%	(89)	28%	(146)	9%	(49)	529
Relig: Something Else	18%	(56)	31%	(100)	22%	(71)	23%	(74)	5%	(16)	317
Relig: Evangelical	25%	(147)	26%	(150)	19%	(114)	26%	(150)	4%	(26)	586
Relig: Non-Evang. Catholics	18%	(103)	29%	(163)	23%	(132)	26%	(149)	3%	(16)	563
Relig: All Christian	22%	(249)	27%	(313)	21%	(246)	26%	(299)	4%	(42)	1149
Relig: All Non-Christian	18%	(153)	29%	(248)	19%	(160)	26%	(220)	8%	(65)	846
Community: Urban	24%	(139)	25%	(143)	19%	(108)	25%	(140)	7%	(38)	567
Community: Suburban	16%	(136)	31%	(268)	22%	(193)	26%	(223)	5%	(39)	860
Community: Rural	22%	(127)	26%	(151)	19%	(106)	28%	(158)	5%	(31)	573
Employ: Private Sector	22%	(139)	33%	(213)	21%	(134)	20%	(131)	4%	(26)	643
Employ: Government	28%	(31)	33%	(37)	24%	(27)	15%	(17)	1%	(1)	112
Employ: Self-Employed	17%	(30)	37%	(66)	13%	(23)	25%	(43)	8%	(14)	177
Employ: Homemaker	25%	(49)	32%	(64)	16%	(32)	23%	(45)	4%	(8)	198
Employ: Student	31%	(27)	23%	(20)	25%	(21)	17%	(15)	4%	(3)	86
Employ: Retired	13%	(58)	22%	(102)	22%	(102)	38%	(173)	5%	(23)	457
Employ: Unemployed	20%	(36)	16%	(31)	24%	(45)	31%	(58)	9%	(17)	186
Employ: Other	23%	(32)	21%	(30)	16%	(22)	28%	(39)	12%	(17)	139
Job Type: White-collar	21%	(147)	34%	(243)	23%	(161)	20%	(138)	2%	(16)	706
Job Type: Blue-collar	20%	(180)	25%	(221)	21%	(188)	31%	(275)	3%	(29)	894
Job Type: Don't Know	19%	(75)	24%	(97)	14%	(57)	27%	(108)	16%	(63)	401

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Table BRD1_1: How much do each of the following influence your decision to see a movie?*Movie-goer reviews*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	20%	(402)	28%	(562)	20%	(407)	26%	(521)	5%	(108)	2000
Military HH: Yes	22%	(90)	25%	(100)	22%	(88)	27%	(109)	4%	(18)	405
Military HH: No	20%	(312)	29%	(462)	20%	(319)	26%	(412)	6%	(90)	1595
Obama Job: Approve	25%	(255)	31%	(324)	20%	(205)	21%	(221)	3%	(27)	1032
Obama Job: Disapprove	16%	(128)	26%	(212)	22%	(178)	32%	(261)	4%	(35)	814
2016 Vote: Hillary Clinton	19%	(134)	30%	(208)	21%	(147)	25%	(172)	4%	(29)	689
2016 Vote: Donald Trump	20%	(149)	28%	(204)	21%	(152)	28%	(209)	4%	(27)	741
2016 Vote: Someone else	16%	(21)	36%	(46)	18%	(23)	27%	(35)	3%	(4)	130
2012 Vote: Barack Obama	20%	(154)	32%	(248)	20%	(155)	24%	(185)	4%	(31)	773
2012 Vote: Mitt Romney	18%	(96)	26%	(144)	21%	(117)	31%	(168)	4%	(21)	547
2012 Vote: Other	10%	(5)	18%	(10)	26%	(15)	41%	(24)	5%	(3)	57
2012 Vote: Didn't Vote	23%	(144)	26%	(158)	19%	(120)	23%	(144)	8%	(52)	618
4-Region: Northeast	18%	(65)	28%	(102)	23%	(85)	25%	(91)	6%	(21)	365
4-Region: Midwest	17%	(75)	28%	(120)	18%	(79)	30%	(129)	6%	(27)	430
4-Region: South	21%	(158)	28%	(205)	21%	(155)	24%	(175)	6%	(47)	740
4-Region: West	22%	(103)	29%	(135)	19%	(88)	27%	(126)	3%	(12)	464
Trump: Fav	24%	(231)	28%	(267)	19%	(182)	25%	(237)	5%	(49)	966
Trump: Unfav	18%	(161)	30%	(273)	22%	(203)	27%	(241)	4%	(32)	910
Trump: DK/NO	8%	(10)	18%	(22)	18%	(22)	34%	(42)	21%	(27)	124

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

Table BRD1_2: How much do each of the following influence your decision to see a movie?
Movie critic reviews

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(305)	24%	(479)	21%	(427)	34%	(682)	5%	(106)	2000
Gender: Male	19%	(180)	23%	(223)	21%	(199)	33%	(313)	5%	(47)	963
Gender: Female	12%	(125)	25%	(256)	22%	(228)	36%	(369)	6%	(59)	1037
Age: 18-29	27%	(107)	26%	(106)	20%	(82)	19%	(76)	8%	(31)	402
Age: 30-44	19%	(100)	27%	(147)	21%	(112)	28%	(149)	6%	(30)	539
Age: 45-54	15%	(47)	27%	(86)	18%	(59)	35%	(113)	5%	(15)	321
Age: 55-64	7%	(28)	19%	(70)	25%	(93)	45%	(171)	4%	(15)	377
Age: 65+	6%	(22)	19%	(70)	22%	(81)	48%	(172)	4%	(16)	361
PID: Dem (no lean)	17%	(113)	30%	(201)	20%	(133)	29%	(196)	4%	(26)	669
PID: Ind (no lean)	13%	(85)	21%	(138)	21%	(137)	38%	(249)	8%	(52)	661
PID: Rep (no lean)	16%	(107)	21%	(141)	23%	(157)	36%	(238)	4%	(28)	670
PID/Gender: Dem Men	21%	(70)	31%	(103)	19%	(62)	26%	(86)	3%	(9)	330
PID/Gender: Dem Women	13%	(44)	29%	(97)	21%	(71)	32%	(109)	5%	(17)	339
PID/Gender: Ind Men	13%	(42)	17%	(52)	21%	(66)	41%	(125)	8%	(24)	309
PID/Gender: Ind Women	12%	(43)	24%	(86)	20%	(72)	35%	(123)	8%	(28)	352
PID/Gender: Rep Men	21%	(69)	21%	(68)	22%	(72)	31%	(102)	4%	(14)	324
PID/Gender: Rep Women	11%	(39)	21%	(72)	25%	(85)	39%	(136)	4%	(14)	346
Tea Party: Supporter	27%	(148)	24%	(132)	21%	(115)	26%	(147)	3%	(16)	558
Tea Party: Not Supporter	11%	(157)	24%	(343)	22%	(310)	37%	(535)	6%	(90)	1435
Ideo: Liberal (1-3)	21%	(133)	32%	(201)	22%	(137)	24%	(151)	1%	(6)	628
Ideo: Moderate (4)	9%	(42)	22%	(101)	22%	(101)	40%	(182)	6%	(28)	454
Ideo: Conservative (5-7)	14%	(99)	21%	(149)	23%	(164)	38%	(271)	4%	(31)	714
Educ: < College	15%	(218)	21%	(303)	20%	(285)	37%	(526)	6%	(90)	1423
Educ: Bachelors degree	13%	(50)	32%	(122)	24%	(91)	27%	(103)	3%	(12)	378
Educ: Post-grad	18%	(37)	27%	(54)	26%	(51)	27%	(53)	2%	(4)	199
Income: Under 50k	15%	(179)	23%	(270)	20%	(239)	36%	(430)	6%	(77)	1194
Income: 50k-100k	15%	(88)	26%	(152)	23%	(134)	32%	(182)	4%	(21)	576
Income: 100k+	17%	(39)	25%	(58)	24%	(55)	31%	(71)	4%	(8)	230

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Table BRD1_2: How much do each of the following influence your decision to see a movie?

Movie critic reviews

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(305)	24%	(479)	21%	(427)	34%	(682)	5%	(106)	2000
Ethnicity: White	14%	(216)	24%	(383)	22%	(346)	36%	(574)	5%	(72)	1591
Ethnicity: Hispanic	26%	(78)	33%	(99)	13%	(40)	23%	(70)	4%	(13)	299
Ethnicity: Afr. Am.	21%	(52)	21%	(52)	24%	(59)	24%	(59)	9%	(21)	244
Ethnicity: Other	22%	(37)	27%	(44)	14%	(22)	30%	(49)	8%	(13)	165
Relig: Protestant	13%	(67)	20%	(100)	24%	(122)	40%	(202)	3%	(14)	505
Relig: Roman Catholic	19%	(82)	26%	(116)	21%	(94)	31%	(138)	3%	(14)	445
Relig: Ath./Agn./None	16%	(83)	23%	(124)	20%	(106)	32%	(168)	9%	(48)	529
Relig: Something Else	13%	(42)	27%	(86)	23%	(73)	33%	(104)	4%	(13)	317
Relig: Evangelical	19%	(110)	21%	(125)	20%	(119)	35%	(203)	5%	(28)	586
Relig: Non-Evang. Catholics	12%	(69)	26%	(144)	23%	(130)	36%	(204)	3%	(17)	563
Relig: All Christian	16%	(179)	23%	(270)	22%	(248)	35%	(407)	4%	(45)	1149
Relig: All Non-Christian	15%	(125)	25%	(210)	21%	(179)	32%	(272)	7%	(61)	846
Community: Urban	22%	(125)	23%	(128)	21%	(120)	29%	(162)	6%	(33)	567
Community: Suburban	13%	(112)	25%	(216)	22%	(188)	35%	(303)	5%	(41)	860
Community: Rural	12%	(69)	24%	(135)	21%	(119)	38%	(218)	6%	(32)	573
Employ: Private Sector	18%	(118)	30%	(190)	22%	(139)	27%	(173)	4%	(24)	643
Employ: Government	21%	(23)	31%	(35)	24%	(27)	24%	(26)	1%	(1)	112
Employ: Self-Employed	19%	(33)	22%	(38)	27%	(47)	28%	(49)	5%	(9)	177
Employ: Homemaker	18%	(35)	28%	(55)	16%	(32)	35%	(69)	4%	(7)	198
Employ: Student	17%	(15)	33%	(28)	18%	(16)	25%	(22)	7%	(6)	86
Employ: Retired	6%	(29)	19%	(85)	23%	(104)	47%	(214)	6%	(25)	457
Employ: Unemployed	19%	(36)	14%	(26)	21%	(40)	37%	(70)	8%	(16)	186
Employ: Other	11%	(16)	16%	(22)	16%	(23)	43%	(60)	13%	(18)	139
Job Type: White-collar	19%	(134)	29%	(206)	24%	(169)	26%	(183)	2%	(14)	706
Job Type: Blue-collar	12%	(109)	22%	(195)	22%	(195)	41%	(370)	3%	(25)	894
Job Type: Don't Know	16%	(63)	19%	(78)	16%	(64)	32%	(129)	17%	(67)	401
Military HH: Yes	17%	(68)	23%	(92)	20%	(80)	37%	(150)	4%	(15)	405
Military HH: No	15%	(237)	24%	(387)	22%	(347)	33%	(532)	6%	(91)	1595
Obama Job: Approve	20%	(207)	29%	(301)	21%	(217)	27%	(274)	3%	(33)	1032
Obama Job: Disapprove	10%	(83)	18%	(150)	23%	(188)	45%	(363)	4%	(29)	814

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Table BRD1_2: How much do each of the following influence your decision to see a movie?

Movie critic reviews

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(305)	24%	(479)	21%	(427)	34%	(682)	5%	(106)	2000
2016 Vote: Hillary Clinton	17%	(115)	29%	(200)	21%	(143)	29%	(203)	4%	(29)	689
2016 Vote: Donald Trump	14%	(105)	19%	(138)	24%	(175)	40%	(298)	3%	(25)	741
2016 Vote: Someone else	6%	(8)	35%	(45)	27%	(35)	28%	(37)	4%	(5)	130
2012 Vote: Barack Obama	18%	(139)	29%	(224)	21%	(162)	28%	(219)	4%	(29)	773
2012 Vote: Mitt Romney	11%	(61)	18%	(98)	25%	(135)	43%	(237)	3%	(16)	547
2012 Vote: Other	1%	(1)	14%	(8)	28%	(16)	52%	(30)	5%	(3)	57
2012 Vote: Didn't Vote	16%	(102)	24%	(147)	18%	(114)	32%	(197)	10%	(59)	618
4-Region: Northeast	15%	(53)	24%	(89)	22%	(82)	33%	(121)	6%	(21)	365
4-Region: Midwest	11%	(46)	22%	(94)	22%	(97)	39%	(168)	6%	(26)	430
4-Region: South	17%	(129)	24%	(179)	19%	(138)	33%	(248)	6%	(46)	740
4-Region: West	17%	(77)	25%	(118)	24%	(111)	32%	(147)	3%	(12)	464
Trump: Fav	19%	(179)	21%	(203)	21%	(206)	35%	(334)	4%	(43)	966
Trump: Unfav	13%	(117)	28%	(259)	22%	(202)	32%	(296)	4%	(37)	910
Trump: DK/NO	7%	(9)	14%	(17)	15%	(19)	42%	(52)	21%	(27)	124

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

**Table BRD1_3: How much do each of the following influence your decision to see a movie?
 Nomination for an Oscar**

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	14%	(273)	20%	(394)	17%	(333)	45%	(891)	5%	(109)	2000
Gender: Male	16%	(156)	21%	(202)	18%	(169)	40%	(381)	6%	(56)	963
Gender: Female	11%	(117)	19%	(192)	16%	(164)	49%	(510)	5%	(54)	1037
Age: 18-29	24%	(96)	19%	(78)	16%	(64)	32%	(130)	8%	(33)	402
Age: 30-44	17%	(91)	22%	(117)	16%	(84)	40%	(215)	6%	(31)	539
Age: 45-54	12%	(37)	19%	(60)	13%	(43)	52%	(166)	5%	(15)	321
Age: 55-64	7%	(28)	17%	(64)	20%	(75)	51%	(193)	4%	(16)	377
Age: 65+	6%	(20)	21%	(75)	18%	(66)	51%	(186)	4%	(14)	361
PID: Dem (no lean)	18%	(123)	24%	(158)	16%	(108)	38%	(252)	4%	(27)	669
PID: Ind (no lean)	9%	(61)	17%	(109)	17%	(112)	49%	(326)	8%	(52)	661
PID: Rep (no lean)	13%	(88)	19%	(126)	17%	(113)	47%	(313)	4%	(30)	670
PID/Gender: Dem Men	21%	(70)	25%	(82)	16%	(52)	34%	(114)	4%	(13)	330
PID/Gender: Dem Women	16%	(53)	23%	(77)	16%	(56)	41%	(139)	4%	(14)	339
PID/Gender: Ind Men	9%	(26)	16%	(51)	19%	(59)	47%	(145)	9%	(27)	309
PID/Gender: Ind Women	10%	(35)	17%	(59)	15%	(53)	51%	(180)	7%	(25)	352
PID/Gender: Rep Men	18%	(59)	22%	(70)	18%	(57)	38%	(122)	5%	(15)	324
PID/Gender: Rep Women	8%	(29)	16%	(56)	16%	(56)	55%	(191)	4%	(15)	346
Tea Party: Supporter	25%	(142)	20%	(114)	13%	(75)	38%	(211)	3%	(17)	558
Tea Party: Not Supporter	9%	(129)	19%	(279)	18%	(256)	47%	(680)	6%	(91)	1435
Ideo: Liberal (1-3)	21%	(133)	27%	(172)	16%	(103)	33%	(207)	2%	(12)	628
Ideo: Moderate (4)	10%	(44)	16%	(75)	19%	(88)	49%	(221)	6%	(26)	454
Ideo: Conservative (5-7)	11%	(75)	18%	(128)	17%	(119)	51%	(362)	4%	(29)	714
Educ: < College	14%	(193)	18%	(255)	15%	(213)	47%	(669)	7%	(95)	1423
Educ: Bachelors degree	12%	(46)	24%	(89)	21%	(77)	41%	(155)	3%	(11)	378
Educ: Post-grad	18%	(35)	25%	(50)	22%	(43)	34%	(67)	2%	(4)	199
Income: Under 50k	14%	(161)	19%	(225)	15%	(184)	45%	(539)	7%	(84)	1194
Income: 50k-100k	14%	(83)	20%	(113)	18%	(103)	45%	(258)	3%	(20)	576
Income: 100k+	13%	(29)	24%	(56)	20%	(46)	41%	(93)	2%	(6)	230

Continued on next page

Table BRD1_3: How much do each of the following influence your decision to see a movie?
Nomination for an Oscar

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	14%	(273)	20%	(394)	17%	(333)	45%	(891)	5%	(109)	2000
Ethnicity: White	11%	(181)	18%	(292)	17%	(278)	48%	(763)	5%	(76)	1591
Ethnicity: Hispanic	27%	(81)	23%	(68)	13%	(40)	31%	(92)	6%	(18)	299
Ethnicity: Afr. Am.	23%	(57)	25%	(60)	13%	(32)	31%	(75)	8%	(20)	244
Ethnicity: Other	21%	(35)	25%	(41)	14%	(23)	32%	(53)	8%	(13)	165
Relig: Protestant	10%	(53)	20%	(100)	15%	(78)	51%	(260)	3%	(15)	505
Relig: Roman Catholic	21%	(94)	22%	(99)	17%	(76)	36%	(160)	4%	(17)	445
Relig: Ath./Agn./None	13%	(68)	16%	(86)	19%	(101)	43%	(226)	9%	(48)	529
Relig: Something Else	13%	(40)	23%	(72)	15%	(49)	44%	(140)	5%	(16)	317
Relig: Evangelical	16%	(92)	20%	(120)	13%	(75)	46%	(272)	4%	(26)	586
Relig: Non-Evang. Catholics	13%	(73)	21%	(116)	19%	(108)	44%	(249)	3%	(19)	563
Relig: All Christian	14%	(165)	20%	(235)	16%	(183)	45%	(521)	4%	(44)	1149
Relig: All Non-Christian	13%	(108)	19%	(158)	18%	(150)	43%	(366)	8%	(64)	846
Community: Urban	22%	(125)	22%	(125)	14%	(79)	36%	(205)	6%	(34)	567
Community: Suburban	10%	(87)	20%	(170)	20%	(173)	45%	(389)	5%	(41)	860
Community: Rural	11%	(61)	17%	(100)	14%	(81)	52%	(296)	6%	(35)	573
Employ: Private Sector	17%	(109)	21%	(134)	18%	(116)	41%	(261)	4%	(24)	643
Employ: Government	17%	(19)	24%	(27)	20%	(23)	37%	(41)	2%	(2)	112
Employ: Self-Employed	18%	(32)	21%	(38)	18%	(31)	39%	(69)	4%	(7)	177
Employ: Homemaker	16%	(31)	14%	(28)	16%	(32)	50%	(100)	4%	(8)	198
Employ: Student	20%	(17)	20%	(17)	22%	(19)	31%	(27)	7%	(6)	86
Employ: Retired	6%	(29)	20%	(90)	17%	(76)	52%	(236)	6%	(26)	457
Employ: Unemployed	11%	(20)	19%	(36)	11%	(21)	48%	(89)	11%	(20)	186
Employ: Other	11%	(16)	17%	(23)	12%	(16)	49%	(68)	11%	(16)	139
Job Type: White-collar	16%	(116)	26%	(181)	20%	(138)	35%	(250)	3%	(20)	706
Job Type: Blue-collar	12%	(111)	17%	(150)	15%	(136)	53%	(473)	3%	(24)	894
Job Type: Don't Know	11%	(46)	16%	(63)	15%	(59)	42%	(167)	16%	(65)	401
Military HH: Yes	17%	(67)	22%	(88)	16%	(65)	41%	(167)	4%	(18)	405
Military HH: No	13%	(206)	19%	(306)	17%	(268)	45%	(724)	6%	(91)	1595
Obama Job: Approve	20%	(203)	25%	(256)	17%	(179)	35%	(363)	3%	(31)	1032
Obama Job: Disapprove	7%	(55)	15%	(120)	17%	(138)	58%	(469)	4%	(31)	814

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Table BRD1_3: How much do each of the following influence your decision to see a movie?
Nomination for an Oscar

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	14%	(273)	20%	(394)	17%	(333)	45%	(891)	5%	(109)	2000
2016 Vote: Hillary Clinton	19%	(128)	24%	(166)	17%	(116)	36%	(248)	5%	(32)	689
2016 Vote: Donald Trump	13%	(96)	17%	(127)	16%	(116)	50%	(374)	4%	(27)	741
2016 Vote: Someone else	6%	(7)	16%	(21)	22%	(28)	53%	(69)	3%	(4)	130
2012 Vote: Barack Obama	19%	(144)	26%	(199)	17%	(132)	35%	(271)	3%	(27)	773
2012 Vote: Mitt Romney	9%	(52)	14%	(77)	15%	(84)	57%	(310)	4%	(24)	547
2012 Vote: Other	6%	(4)	11%	(6)	10%	(6)	66%	(38)	6%	(4)	57
2012 Vote: Didn't Vote	12%	(71)	18%	(110)	18%	(111)	44%	(272)	9%	(55)	618
4-Region: Northeast	15%	(54)	20%	(74)	15%	(55)	44%	(161)	6%	(20)	365
4-Region: Midwest	10%	(43)	19%	(81)	16%	(69)	50%	(214)	5%	(24)	430
4-Region: South	14%	(103)	19%	(141)	16%	(120)	44%	(324)	7%	(53)	740
4-Region: West	16%	(73)	21%	(98)	19%	(90)	41%	(192)	3%	(12)	464
Trump: Fav	16%	(153)	18%	(178)	14%	(139)	46%	(449)	5%	(46)	966
Trump: Unfav	12%	(108)	22%	(203)	20%	(183)	42%	(379)	4%	(39)	910
Trump: DK/NO	10%	(12)	11%	(13)	9%	(11)	51%	(63)	20%	(25)	124

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

Table BRD1_4: How much do each of the following influence your decision to see a movie?
Winning an Oscar

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(302)	20%	(394)	17%	(334)	43%	(870)	5%	(101)	2000
Gender: Male	18%	(169)	21%	(205)	17%	(165)	40%	(383)	4%	(41)	963
Gender: Female	13%	(133)	18%	(189)	16%	(169)	47%	(486)	6%	(60)	1037
Age: 18-29	26%	(105)	21%	(84)	17%	(67)	28%	(112)	9%	(34)	402
Age: 30-44	18%	(97)	18%	(99)	19%	(103)	40%	(214)	5%	(26)	539
Age: 45-54	12%	(39)	16%	(52)	15%	(47)	52%	(168)	5%	(15)	321
Age: 55-64	10%	(36)	19%	(70)	17%	(63)	52%	(195)	3%	(13)	377
Age: 65+	7%	(25)	25%	(89)	15%	(54)	50%	(181)	4%	(13)	361
PID: Dem (no lean)	18%	(122)	26%	(175)	17%	(114)	35%	(231)	4%	(26)	669
PID: Ind (no lean)	11%	(72)	17%	(111)	16%	(107)	49%	(323)	7%	(49)	661
PID: Rep (no lean)	16%	(107)	16%	(108)	17%	(112)	47%	(316)	4%	(26)	670
PID/Gender: Dem Men	20%	(67)	29%	(94)	16%	(54)	32%	(106)	2%	(8)	330
PID/Gender: Dem Women	16%	(55)	24%	(81)	18%	(60)	37%	(125)	5%	(18)	339
PID/Gender: Ind Men	11%	(33)	16%	(50)	18%	(55)	48%	(149)	7%	(22)	309
PID/Gender: Ind Women	11%	(39)	17%	(61)	15%	(52)	49%	(173)	8%	(27)	352
PID/Gender: Rep Men	21%	(69)	19%	(61)	17%	(55)	39%	(128)	4%	(11)	324
PID/Gender: Rep Women	11%	(38)	14%	(47)	17%	(57)	54%	(189)	4%	(15)	346
Tea Party: Supporter	25%	(141)	21%	(115)	14%	(81)	38%	(212)	2%	(10)	558
Tea Party: Not Supporter	11%	(158)	19%	(277)	18%	(252)	46%	(658)	6%	(90)	1435
Ideo: Liberal (1-3)	22%	(140)	29%	(182)	18%	(110)	30%	(188)	1%	(7)	628
Ideo: Moderate (4)	13%	(59)	14%	(63)	20%	(90)	48%	(219)	5%	(22)	454
Ideo: Conservative (5-7)	12%	(83)	18%	(127)	16%	(114)	51%	(361)	4%	(28)	714
Educ: < College	15%	(211)	18%	(258)	15%	(213)	46%	(655)	6%	(86)	1423
Educ: Bachelors degree	15%	(56)	22%	(84)	21%	(80)	39%	(147)	3%	(11)	378
Educ: Post-grad	17%	(34)	26%	(52)	20%	(41)	34%	(68)	2%	(4)	199
Income: Under 50k	15%	(182)	17%	(203)	17%	(202)	45%	(532)	6%	(75)	1194
Income: 50k-100k	15%	(86)	23%	(131)	16%	(94)	42%	(244)	4%	(20)	576
Income: 100k+	14%	(33)	26%	(60)	16%	(38)	41%	(94)	2%	(6)	230

Continued on next page

Table BRD1_4: How much do each of the following influence your decision to see a movie?
 Winning an Oscar

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(302)	20%	(394)	17%	(334)	43%	(870)	5%	(101)	2000
Ethnicity: White	13%	(200)	19%	(306)	17%	(269)	47%	(744)	5%	(72)	1591
Ethnicity: Hispanic	28%	(83)	24%	(72)	15%	(45)	28%	(84)	5%	(15)	299
Ethnicity: Afr. Am.	27%	(65)	20%	(49)	18%	(43)	30%	(72)	6%	(16)	244
Ethnicity: Other	22%	(37)	24%	(40)	13%	(22)	32%	(54)	8%	(13)	165
Relig: Protestant	12%	(62)	20%	(99)	15%	(77)	51%	(256)	2%	(10)	505
Relig: Roman Catholic	21%	(95)	23%	(104)	16%	(72)	36%	(160)	3%	(14)	445
Relig: Ath./Agn./None	13%	(69)	18%	(93)	19%	(98)	41%	(217)	10%	(51)	529
Relig: Something Else	14%	(45)	20%	(63)	18%	(57)	44%	(138)	4%	(14)	317
Relig: Evangelical	17%	(102)	19%	(112)	14%	(85)	45%	(265)	4%	(21)	586
Relig: Non-Evang. Catholics	15%	(84)	22%	(126)	17%	(93)	44%	(245)	3%	(15)	563
Relig: All Christian	16%	(187)	21%	(238)	16%	(178)	44%	(511)	3%	(35)	1149
Relig: All Non-Christian	13%	(114)	18%	(156)	18%	(155)	42%	(356)	8%	(65)	846
Community: Urban	22%	(124)	23%	(133)	15%	(83)	34%	(196)	6%	(31)	567
Community: Suburban	12%	(105)	21%	(178)	18%	(150)	45%	(390)	4%	(37)	860
Community: Rural	13%	(72)	14%	(83)	17%	(100)	50%	(285)	6%	(33)	573
Employ: Private Sector	18%	(115)	21%	(138)	18%	(118)	38%	(247)	4%	(25)	643
Employ: Government	17%	(19)	23%	(26)	19%	(21)	40%	(45)	1%	(1)	112
Employ: Self-Employed	19%	(34)	19%	(34)	17%	(30)	40%	(71)	5%	(9)	177
Employ: Homemaker	16%	(32)	14%	(27)	21%	(41)	46%	(91)	4%	(8)	198
Employ: Student	19%	(16)	29%	(25)	17%	(15)	30%	(26)	6%	(5)	86
Employ: Retired	9%	(39)	21%	(95)	14%	(66)	52%	(237)	5%	(21)	457
Employ: Unemployed	15%	(28)	18%	(34)	12%	(22)	46%	(86)	9%	(17)	186
Employ: Other	13%	(18)	12%	(16)	15%	(20)	49%	(68)	12%	(16)	139
Job Type: White-collar	20%	(140)	23%	(164)	20%	(143)	35%	(248)	2%	(11)	706
Job Type: Blue-collar	13%	(116)	19%	(172)	14%	(129)	51%	(456)	2%	(21)	894
Job Type: Don't Know	11%	(46)	15%	(59)	15%	(62)	41%	(166)	17%	(69)	401
Military HH: Yes	19%	(77)	21%	(85)	16%	(66)	40%	(163)	4%	(14)	405
Military HH: No	14%	(225)	19%	(309)	17%	(268)	44%	(707)	5%	(87)	1595
Obama Job: Approve	20%	(211)	26%	(265)	19%	(196)	32%	(332)	3%	(29)	1032
Obama Job: Disapprove	9%	(75)	14%	(112)	15%	(124)	58%	(475)	3%	(28)	814

Continued on next page

Table BRD1_4: How much do each of the following influence your decision to see a movie?

Winning an Oscar

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	15%	(302)	20%	(394)	17%	(334)	43%	(870)	5%	(101)	2000
2016 Vote: Hillary Clinton	18%	(125)	26%	(180)	19%	(128)	34%	(235)	3%	(21)	689
2016 Vote: Donald Trump	15%	(113)	14%	(107)	16%	(116)	51%	(381)	3%	(24)	741
2016 Vote: Someone else	5%	(6)	23%	(30)	20%	(26)	49%	(63)	3%	(4)	130
2012 Vote: Barack Obama	19%	(150)	26%	(200)	17%	(135)	34%	(263)	3%	(25)	773
2012 Vote: Mitt Romney	11%	(63)	13%	(69)	17%	(91)	57%	(310)	3%	(14)	547
2012 Vote: Other	6%	(4)	10%	(6)	7%	(4)	71%	(40)	5%	(3)	57
2012 Vote: Didn't Vote	13%	(83)	19%	(118)	17%	(102)	41%	(256)	10%	(59)	618
4-Region: Northeast	16%	(59)	20%	(72)	16%	(57)	43%	(157)	6%	(20)	365
4-Region: Midwest	10%	(44)	18%	(76)	21%	(90)	45%	(195)	6%	(26)	430
4-Region: South	16%	(120)	19%	(137)	15%	(113)	44%	(326)	6%	(44)	740
4-Region: West	17%	(79)	24%	(109)	16%	(74)	41%	(192)	2%	(10)	464
Trump: Fav	17%	(165)	18%	(175)	14%	(137)	46%	(446)	4%	(43)	966
Trump: Unfav	14%	(124)	23%	(207)	20%	(185)	40%	(360)	4%	(34)	910
Trump: DK/NO	10%	(12)	10%	(12)	10%	(12)	52%	(64)	19%	(24)	124

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

Table BRD1_5: How much do each of the following influence your decision to see a movie?
 Quality of trailers

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	31%	(619)	31%	(621)	15%	(303)	18%	(355)	5%	(102)	2000
Gender: Male	30%	(291)	32%	(311)	16%	(156)	17%	(161)	5%	(44)	963
Gender: Female	32%	(329)	30%	(310)	14%	(147)	19%	(193)	6%	(59)	1037
Age: 18-29	50%	(200)	26%	(104)	9%	(38)	7%	(28)	8%	(32)	402
Age: 30-44	36%	(192)	37%	(200)	12%	(65)	10%	(56)	5%	(25)	539
Age: 45-54	33%	(105)	34%	(110)	12%	(38)	16%	(52)	5%	(16)	321
Age: 55-64	22%	(81)	30%	(112)	18%	(69)	27%	(103)	3%	(12)	377
Age: 65+	11%	(41)	26%	(95)	26%	(94)	32%	(115)	5%	(16)	361
PID: Dem (no lean)	32%	(211)	33%	(223)	16%	(108)	15%	(98)	4%	(29)	669
PID: Ind (no lean)	31%	(203)	28%	(183)	14%	(93)	20%	(133)	7%	(48)	661
PID: Rep (no lean)	31%	(205)	32%	(215)	15%	(102)	18%	(124)	4%	(25)	670
PID/Gender: Dem Men	29%	(96)	37%	(123)	17%	(55)	14%	(47)	3%	(9)	330
PID/Gender: Dem Women	34%	(115)	29%	(99)	16%	(53)	15%	(51)	6%	(20)	339
PID/Gender: Ind Men	25%	(78)	29%	(90)	16%	(50)	22%	(68)	8%	(23)	309
PID/Gender: Ind Women	36%	(126)	26%	(93)	12%	(43)	19%	(66)	7%	(25)	352
PID/Gender: Rep Men	36%	(117)	30%	(97)	16%	(51)	14%	(47)	4%	(11)	324
PID/Gender: Rep Women	25%	(88)	34%	(118)	15%	(50)	22%	(77)	4%	(13)	346
Tea Party: Supporter	38%	(211)	34%	(189)	13%	(73)	13%	(74)	2%	(11)	558
Tea Party: Not Supporter	28%	(408)	30%	(427)	16%	(229)	20%	(280)	6%	(91)	1435
Ideo: Liberal (1-3)	39%	(242)	34%	(216)	13%	(82)	12%	(78)	1%	(9)	628
Ideo: Moderate (4)	29%	(132)	28%	(128)	17%	(79)	20%	(91)	5%	(24)	454
Ideo: Conservative (5-7)	26%	(185)	32%	(231)	18%	(125)	20%	(144)	4%	(27)	714
Educ: < College	33%	(464)	29%	(411)	13%	(188)	19%	(272)	6%	(89)	1423
Educ: Bachelors degree	27%	(101)	37%	(140)	18%	(68)	16%	(59)	3%	(10)	378
Educ: Post-grad	27%	(55)	35%	(70)	24%	(47)	12%	(24)	1%	(3)	199
Income: Under 50k	33%	(392)	28%	(339)	13%	(161)	19%	(224)	7%	(78)	1194
Income: 50k-100k	30%	(173)	33%	(193)	16%	(91)	18%	(101)	3%	(18)	576
Income: 100k+	24%	(54)	39%	(90)	22%	(52)	13%	(29)	2%	(6)	230

Continued on next page

Table BRD1_5: How much do each of the following influence your decision to see a movie?
Quality of trailers

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	31%	(619)	31%	(621)	15%	(303)	18%	(355)	5%	(102)	2000
Ethnicity: White	29%	(455)	32%	(515)	16%	(252)	19%	(296)	5%	(72)	1591
Ethnicity: Hispanic	46%	(137)	31%	(94)	7%	(21)	11%	(32)	5%	(15)	299
Ethnicity: Afr. Am.	41%	(101)	23%	(55)	14%	(34)	14%	(35)	8%	(19)	244
Ethnicity: Other	38%	(63)	31%	(51)	10%	(17)	14%	(24)	6%	(11)	165
Relig: Protestant	28%	(140)	27%	(137)	20%	(99)	23%	(118)	2%	(11)	505
Relig: Roman Catholic	33%	(145)	33%	(145)	15%	(65)	17%	(76)	3%	(14)	445
Relig: Ath./Agn./None	34%	(180)	30%	(157)	13%	(69)	15%	(78)	9%	(46)	529
Relig: Something Else	30%	(94)	37%	(117)	14%	(45)	14%	(45)	6%	(17)	317
Relig: Evangelical	34%	(198)	28%	(166)	15%	(89)	19%	(110)	4%	(24)	586
Relig: Non-Evang. Catholics	26%	(147)	32%	(180)	18%	(101)	21%	(121)	3%	(14)	563
Relig: All Christian	30%	(345)	30%	(345)	17%	(190)	20%	(231)	3%	(38)	1149
Relig: All Non-Christian	32%	(273)	32%	(273)	13%	(113)	14%	(122)	8%	(64)	846
Community: Urban	35%	(198)	30%	(171)	12%	(70)	16%	(92)	6%	(36)	567
Community: Suburban	31%	(267)	30%	(261)	18%	(156)	16%	(140)	4%	(36)	860
Community: Rural	27%	(154)	33%	(189)	13%	(77)	21%	(123)	5%	(30)	573
Employ: Private Sector	34%	(220)	37%	(240)	12%	(79)	13%	(83)	3%	(21)	643
Employ: Government	39%	(44)	38%	(42)	9%	(10)	13%	(15)	1%	(1)	112
Employ: Self-Employed	33%	(58)	31%	(55)	16%	(28)	15%	(27)	5%	(10)	177
Employ: Homemaker	41%	(80)	32%	(64)	13%	(26)	11%	(21)	4%	(7)	198
Employ: Student	38%	(33)	38%	(33)	10%	(8)	8%	(7)	6%	(5)	86
Employ: Retired	16%	(72)	26%	(117)	23%	(107)	30%	(137)	5%	(24)	457
Employ: Unemployed	33%	(61)	21%	(39)	16%	(30)	21%	(40)	9%	(16)	186
Employ: Other	36%	(50)	22%	(31)	11%	(15)	18%	(25)	13%	(18)	139
Job Type: White-collar	30%	(214)	35%	(250)	18%	(128)	14%	(100)	2%	(13)	706
Job Type: Blue-collar	31%	(274)	32%	(282)	14%	(126)	21%	(187)	3%	(25)	894
Job Type: Don't Know	33%	(131)	22%	(89)	12%	(48)	17%	(68)	16%	(64)	401
Military HH: Yes	34%	(139)	29%	(117)	13%	(54)	20%	(82)	3%	(12)	405
Military HH: No	30%	(480)	32%	(504)	16%	(249)	17%	(272)	6%	(90)	1595
Obama Job: Approve	37%	(386)	32%	(329)	15%	(150)	13%	(134)	3%	(33)	1032
Obama Job: Disapprove	25%	(202)	31%	(254)	17%	(137)	24%	(195)	3%	(27)	814

Continued on next page

Table BRD1_5: How much do each of the following influence your decision to see a movie?

Quality of trailers

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	31%	(619)	31%	(621)	15%	(303)	18%	(355)	5%	(102)	2000
2016 Vote: Hillary Clinton	31%	(215)	32%	(222)	17%	(117)	16%	(112)	3%	(23)	689
2016 Vote: Donald Trump	28%	(208)	32%	(239)	16%	(115)	21%	(157)	3%	(21)	741
2016 Vote: Someone else	26%	(33)	37%	(48)	21%	(27)	12%	(15)	4%	(5)	130
2012 Vote: Barack Obama	32%	(247)	34%	(264)	17%	(129)	14%	(108)	3%	(26)	773
2012 Vote: Mitt Romney	23%	(129)	31%	(170)	20%	(107)	23%	(126)	3%	(17)	547
2012 Vote: Other	20%	(12)	36%	(21)	12%	(7)	26%	(15)	5%	(3)	57
2012 Vote: Didn't Vote	37%	(230)	27%	(164)	10%	(61)	17%	(106)	9%	(57)	618
4-Region: Northeast	31%	(114)	23%	(85)	18%	(67)	20%	(74)	7%	(24)	365
4-Region: Midwest	26%	(112)	30%	(130)	16%	(68)	21%	(91)	7%	(29)	430
4-Region: South	34%	(254)	32%	(239)	12%	(90)	16%	(118)	5%	(40)	740
4-Region: West	30%	(139)	36%	(166)	17%	(77)	16%	(72)	2%	(10)	464
Trump: Fav	31%	(301)	33%	(316)	13%	(126)	19%	(179)	5%	(44)	966
Trump: Unfav	32%	(292)	31%	(281)	18%	(163)	15%	(139)	4%	(35)	910
Trump: DK/NO	21%	(26)	19%	(24)	11%	(14)	29%	(36)	19%	(24)	124

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

Table BRD1_6: How much do each of the following influence your decision to see a movie?
Actors in the movie

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	39%	(777)	32%	(632)	13%	(258)	12%	(237)	5%	(96)	2000
Gender: Male	38%	(361)	33%	(320)	12%	(114)	12%	(119)	5%	(49)	963
Gender: Female	40%	(416)	30%	(313)	14%	(144)	11%	(118)	5%	(47)	1037
Age: 18-29	42%	(171)	31%	(123)	12%	(49)	7%	(29)	7%	(30)	402
Age: 30-44	39%	(208)	37%	(201)	10%	(53)	9%	(48)	5%	(29)	539
Age: 45-54	44%	(142)	28%	(89)	12%	(40)	12%	(38)	4%	(12)	321
Age: 55-64	37%	(138)	29%	(109)	15%	(56)	16%	(61)	4%	(14)	377
Age: 65+	33%	(118)	30%	(110)	17%	(61)	17%	(62)	3%	(11)	361
PID: Dem (no lean)	44%	(295)	32%	(212)	11%	(75)	9%	(64)	3%	(23)	669
PID: Ind (no lean)	34%	(226)	33%	(218)	14%	(92)	13%	(85)	6%	(40)	661
PID: Rep (no lean)	38%	(256)	30%	(202)	14%	(91)	13%	(89)	5%	(33)	670
PID/Gender: Dem Men	45%	(148)	30%	(100)	12%	(39)	10%	(32)	3%	(11)	330
PID/Gender: Dem Women	43%	(146)	33%	(112)	11%	(36)	9%	(32)	4%	(12)	339
PID/Gender: Ind Men	29%	(89)	38%	(118)	12%	(38)	14%	(45)	6%	(19)	309
PID/Gender: Ind Women	39%	(137)	28%	(100)	15%	(54)	11%	(40)	6%	(21)	352
PID/Gender: Rep Men	38%	(124)	31%	(102)	12%	(37)	13%	(43)	6%	(19)	324
PID/Gender: Rep Women	38%	(132)	29%	(101)	16%	(54)	13%	(46)	4%	(14)	346
Tea Party: Supporter	43%	(243)	32%	(181)	13%	(70)	10%	(53)	2%	(11)	558
Tea Party: Not Supporter	37%	(531)	31%	(449)	13%	(186)	13%	(184)	6%	(85)	1435
Ideo: Liberal (1-3)	46%	(288)	34%	(213)	12%	(73)	7%	(44)	2%	(10)	628
Ideo: Moderate (4)	35%	(159)	32%	(145)	15%	(67)	13%	(60)	5%	(23)	454
Ideo: Conservative (5-7)	35%	(250)	32%	(226)	14%	(101)	15%	(109)	4%	(28)	714
Educ: < College	40%	(575)	28%	(398)	13%	(182)	13%	(188)	6%	(81)	1423
Educ: Bachelors degree	34%	(127)	41%	(156)	14%	(52)	8%	(32)	3%	(11)	378
Educ: Post-grad	38%	(75)	40%	(79)	12%	(24)	9%	(17)	2%	(4)	199
Income: Under 50k	39%	(460)	29%	(347)	14%	(163)	13%	(154)	6%	(69)	1194
Income: 50k-100k	39%	(223)	35%	(202)	11%	(64)	11%	(65)	4%	(22)	576
Income: 100k+	40%	(93)	36%	(83)	13%	(30)	8%	(18)	2%	(5)	230

Continued on next page

Table BRD1_6: How much do each of the following influence your decision to see a movie?

Actors in the movie

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	39%	(777)	32%	(632)	13%	(258)	12%	(237)	5%	(96)	2000
Ethnicity: White	37%	(596)	33%	(521)	14%	(219)	12%	(189)	4%	(67)	1591
Ethnicity: Hispanic	45%	(136)	33%	(97)	7%	(20)	11%	(32)	4%	(13)	299
Ethnicity: Afr. Am.	48%	(117)	25%	(62)	10%	(25)	9%	(23)	7%	(17)	244
Ethnicity: Other	39%	(64)	30%	(49)	8%	(14)	16%	(26)	7%	(12)	165
Relig: Protestant	36%	(180)	31%	(155)	14%	(71)	17%	(88)	2%	(10)	505
Relig: Roman Catholic	41%	(183)	35%	(155)	13%	(58)	8%	(33)	4%	(16)	445
Relig: Ath./Agn./None	37%	(196)	31%	(163)	11%	(58)	13%	(68)	8%	(44)	529
Relig: Something Else	38%	(122)	32%	(101)	17%	(53)	9%	(28)	4%	(14)	317
Relig: Evangelical	42%	(248)	29%	(169)	11%	(64)	14%	(83)	4%	(21)	586
Relig: Non-Evang. Catholics	37%	(209)	35%	(198)	14%	(81)	10%	(59)	3%	(17)	563
Relig: All Christian	40%	(458)	32%	(367)	13%	(145)	12%	(141)	3%	(38)	1149
Relig: All Non-Christian	38%	(318)	31%	(264)	13%	(111)	11%	(96)	7%	(57)	846
Community: Urban	41%	(231)	30%	(170)	12%	(67)	12%	(67)	6%	(33)	567
Community: Suburban	38%	(329)	33%	(284)	14%	(119)	11%	(94)	4%	(32)	860
Community: Rural	38%	(217)	31%	(178)	13%	(72)	13%	(76)	5%	(30)	573
Employ: Private Sector	39%	(254)	37%	(236)	12%	(78)	8%	(53)	4%	(23)	643
Employ: Government	37%	(42)	33%	(38)	15%	(17)	14%	(15)	1%	(1)	112
Employ: Self-Employed	43%	(77)	24%	(43)	13%	(24)	15%	(26)	4%	(7)	177
Employ: Homemaker	47%	(93)	26%	(52)	14%	(28)	10%	(20)	3%	(6)	198
Employ: Student	43%	(37)	29%	(25)	12%	(10)	11%	(10)	6%	(5)	86
Employ: Retired	34%	(155)	30%	(137)	14%	(66)	16%	(73)	6%	(26)	457
Employ: Unemployed	33%	(62)	35%	(66)	12%	(23)	11%	(20)	9%	(17)	186
Employ: Other	42%	(58)	26%	(36)	9%	(13)	15%	(21)	8%	(11)	139
Job Type: White-collar	38%	(265)	39%	(272)	13%	(93)	9%	(64)	2%	(11)	706
Job Type: Blue-collar	40%	(361)	29%	(263)	15%	(130)	13%	(115)	3%	(25)	894
Job Type: Don't Know	38%	(151)	24%	(97)	9%	(35)	14%	(58)	15%	(60)	401
Military HH: Yes	44%	(177)	31%	(124)	12%	(48)	10%	(42)	3%	(13)	405
Military HH: No	38%	(600)	32%	(509)	13%	(210)	12%	(195)	5%	(82)	1595
Obama Job: Approve	45%	(465)	34%	(353)	11%	(115)	7%	(77)	2%	(22)	1032
Obama Job: Disapprove	34%	(278)	29%	(240)	16%	(129)	17%	(137)	4%	(29)	814

Continued on next page

Table BRD1_6: How much do each of the following influence your decision to see a movie?

Actors in the movie

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	39%	(777)	32%	(632)	13%	(258)	12%	(237)	5%	(96)	2000
2016 Vote: Hillary Clinton	41%	(284)	34%	(234)	11%	(79)	11%	(73)	3%	(20)	689
2016 Vote: Donald Trump	37%	(277)	30%	(224)	14%	(106)	15%	(109)	3%	(26)	741
2016 Vote: Someone else	33%	(43)	43%	(55)	14%	(18)	7%	(9)	3%	(4)	130
2012 Vote: Barack Obama	44%	(341)	35%	(268)	11%	(86)	7%	(56)	3%	(22)	773
2012 Vote: Mitt Romney	33%	(180)	30%	(167)	16%	(89)	17%	(95)	3%	(17)	547
2012 Vote: Other	24%	(13)	29%	(16)	24%	(13)	19%	(11)	5%	(3)	57
2012 Vote: Didn't Vote	39%	(241)	29%	(180)	11%	(69)	12%	(75)	9%	(54)	618
4-Region: Northeast	36%	(132)	30%	(108)	16%	(59)	13%	(46)	5%	(19)	365
4-Region: Midwest	37%	(159)	32%	(138)	14%	(58)	12%	(52)	5%	(24)	430
4-Region: South	41%	(301)	32%	(235)	11%	(80)	11%	(81)	6%	(43)	740
4-Region: West	40%	(185)	33%	(151)	13%	(61)	13%	(59)	2%	(9)	464
Trump: Fav	39%	(376)	30%	(291)	14%	(134)	13%	(121)	5%	(44)	966
Trump: Unfav	41%	(369)	34%	(312)	12%	(108)	10%	(89)	3%	(32)	910
Trump: DK/NO	26%	(32)	23%	(29)	13%	(16)	22%	(27)	16%	(20)	124

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

Table BRD2_1: *Have you seen any of the following movies, or not?*

Arrival

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (324)	78% (1551)	6% (125)	2000
Gender: Male	23% (226)	70% (673)	7% (64)	963
Gender: Female	9% (98)	85% (878)	6% (61)	1037
Age: 18-29	27% (108)	63% (253)	10% (42)	402
Age: 30-44	24% (127)	68% (365)	9% (46)	539
Age: 45-54	13% (41)	83% (266)	4% (14)	321
Age: 55-64	9% (32)	88% (333)	3% (12)	377
Age: 65+	4% (16)	92% (334)	3% (11)	361
PID: Dem (no lean)	15% (101)	78% (520)	7% (47)	669
PID: Ind (no lean)	15% (101)	78% (515)	7% (46)	661
PID: Rep (no lean)	18% (122)	77% (516)	5% (32)	670
PID/Gender: Dem Men	22% (72)	71% (236)	7% (22)	330
PID/Gender: Dem Women	9% (29)	84% (284)	7% (25)	339
PID/Gender: Ind Men	20% (63)	74% (228)	6% (18)	309
PID/Gender: Ind Women	11% (38)	81% (287)	8% (28)	352
PID/Gender: Rep Men	28% (91)	64% (209)	7% (24)	324
PID/Gender: Rep Women	9% (31)	89% (307)	2% (8)	346
Tea Party: Supporter	26% (145)	67% (375)	7% (39)	558
Tea Party: Not Supporter	12% (179)	82% (1171)	6% (85)	1435
Ideo: Liberal (1-3)	23% (147)	72% (451)	5% (30)	628
Ideo: Moderate (4)	13% (57)	83% (376)	5% (21)	454
Ideo: Conservative (5-7)	14% (102)	80% (573)	5% (38)	714
Educ: < College	15% (209)	78% (1109)	7% (106)	1423
Educ: Bachelors degree	21% (79)	75% (285)	4% (14)	378
Educ: Post-grad	18% (36)	79% (157)	3% (6)	199
Income: Under 50k	16% (185)	77% (924)	7% (85)	1194
Income: 50k-100k	17% (97)	77% (445)	6% (34)	576
Income: 100k+	18% (42)	79% (182)	3% (6)	230

Continued on next page

Table BRD2_1: Have you seen any of the following movies, or not?

Arrival

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	16%	(324)	78%	(1551)	6%	(125)	2000
Ethnicity: White	14%	(218)	81%	(1287)	5%	(85)	1591
Ethnicity: Hispanic	34%	(102)	57%	(171)	9%	(26)	299
Ethnicity: Afr. Am.	28%	(68)	62%	(152)	10%	(24)	244
Ethnicity: Other	23%	(38)	67%	(111)	10%	(16)	165
Relig: Protestant	14%	(70)	83%	(417)	4%	(18)	505
Relig: Roman Catholic	23%	(102)	74%	(327)	4%	(16)	445
Relig: Ath./Agn./None	15%	(77)	76%	(401)	10%	(51)	529
Relig: Something Else	17%	(54)	75%	(238)	8%	(25)	317
Relig: Evangelical	18%	(103)	77%	(453)	5%	(30)	586
Relig: Non-Evang. Catholics	16%	(89)	81%	(455)	3%	(19)	563
Relig: All Christian	17%	(192)	79%	(908)	4%	(49)	1149
Relig: All Non-Christian	16%	(132)	75%	(638)	9%	(76)	846
Community: Urban	23%	(130)	69%	(392)	8%	(45)	567
Community: Suburban	14%	(123)	80%	(685)	6%	(52)	860
Community: Rural	12%	(71)	83%	(474)	5%	(29)	573
Employ: Private Sector	22%	(141)	73%	(470)	5%	(32)	643
Employ: Government	25%	(28)	72%	(80)	3%	(4)	112
Employ: Self-Employed	20%	(35)	70%	(124)	10%	(18)	177
Employ: Homemaker	8%	(17)	82%	(164)	9%	(18)	198
Employ: Student	25%	(22)	70%	(60)	5%	(4)	86
Employ: Retired	6%	(29)	88%	(404)	5%	(25)	457
Employ: Unemployed	21%	(39)	73%	(136)	6%	(12)	186
Employ: Other	10%	(14)	82%	(113)	9%	(12)	139
Job Type: White-collar	20%	(138)	77%	(543)	4%	(25)	706
Job Type: Blue-collar	16%	(146)	78%	(699)	5%	(48)	894
Job Type: Don't Know	10%	(40)	77%	(308)	13%	(52)	401
Military HH: Yes	23%	(94)	72%	(291)	5%	(20)	405
Military HH: No	14%	(230)	79%	(1260)	7%	(106)	1595
Obama Job: Approve	21%	(216)	74%	(768)	5%	(48)	1032
Obama Job: Disapprove	11%	(93)	84%	(680)	5%	(40)	814

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Table BRD2_1: Have you seen any of the following movies, or not?
Arrival

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (324)	78% (1551)	6% (125)	2000
2016 Vote: Hillary Clinton	19% (129)	75% (520)	6% (40)	689
2016 Vote: Donald Trump	18% (137)	77% (572)	4% (32)	741
2016 Vote: Someone else	10% (13)	86% (112)	4% (5)	130
2012 Vote: Barack Obama	20% (151)	75% (581)	5% (41)	773
2012 Vote: Mitt Romney	14% (76)	82% (449)	4% (22)	547
2012 Vote: Other	11% (6)	85% (49)	4% (2)	57
2012 Vote: Didn't Vote	14% (89)	76% (471)	9% (58)	618
4-Region: Northeast	14% (49)	80% (292)	6% (23)	365
4-Region: Midwest	11% (46)	84% (360)	6% (24)	430
4-Region: South	18% (135)	74% (546)	8% (60)	740
4-Region: West	20% (93)	76% (353)	4% (18)	464
Trump: Fav	19% (184)	75% (727)	6% (55)	966
Trump: Unfav	13% (121)	82% (744)	5% (45)	910
Trump: DK/NO	16% (19)	64% (79)	20% (25)	124

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

Table BRD2_2: Have you seen any of the following movies, or not?

Fences

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (246)	82% (1643)	6% (111)	2000
Gender: Male	17% (160)	77% (745)	6% (58)	963
Gender: Female	8% (87)	87% (898)	5% (53)	1037
Age: 18-29	19% (76)	73% (292)	8% (33)	402
Age: 30-44	17% (93)	74% (399)	9% (47)	539
Age: 45-54	10% (32)	86% (276)	4% (12)	321
Age: 55-64	7% (27)	91% (341)	2% (9)	377
Age: 65+	5% (18)	92% (334)	3% (9)	361
PID: Dem (no lean)	17% (116)	78% (520)	5% (32)	669
PID: Ind (no lean)	8% (54)	85% (562)	7% (45)	661
PID: Rep (no lean)	11% (76)	84% (560)	5% (34)	670
PID/Gender: Dem Men	21% (69)	75% (246)	5% (15)	330
PID/Gender: Dem Women	14% (48)	81% (274)	5% (17)	339
PID/Gender: Ind Men	11% (33)	84% (258)	6% (18)	309
PID/Gender: Ind Women	6% (21)	86% (305)	8% (27)	352
PID/Gender: Rep Men	18% (58)	75% (241)	8% (25)	324
PID/Gender: Rep Women	5% (18)	92% (319)	3% (9)	346
Tea Party: Supporter	19% (104)	76% (424)	5% (30)	558
Tea Party: Not Supporter	10% (141)	85% (1214)	6% (79)	1435
Ideo: Liberal (1-3)	19% (119)	77% (482)	4% (27)	628
Ideo: Moderate (4)	9% (42)	87% (393)	4% (19)	454
Ideo: Conservative (5-7)	10% (68)	86% (613)	5% (32)	714
Educ: < College	10% (149)	83% (1184)	6% (91)	1423
Educ: Bachelors degree	16% (62)	80% (303)	3% (13)	378
Educ: Post-grad	18% (35)	79% (156)	4% (7)	199
Income: Under 50k	11% (135)	83% (985)	6% (73)	1194
Income: 50k-100k	14% (81)	81% (464)	5% (31)	576
Income: 100k+	13% (31)	84% (193)	3% (6)	230

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Table BRD2_2: Have you seen any of the following movies, or not?
 Fences

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	12%	(246)	82%	(1643)	6%	(111)	2000
Ethnicity: White	8%	(126)	87%	(1384)	5%	(80)	1591
Ethnicity: Hispanic	23%	(68)	71%	(212)	6%	(19)	299
Ethnicity: Afr. Am.	35%	(87)	58%	(142)	6%	(16)	244
Ethnicity: Other	20%	(33)	71%	(117)	9%	(15)	165
Relig: Protestant	9%	(48)	88%	(442)	3%	(15)	505
Relig: Roman Catholic	18%	(78)	80%	(355)	3%	(12)	445
Relig: Ath./Agn./None	10%	(55)	80%	(421)	10%	(53)	529
Relig: Something Else	13%	(40)	81%	(257)	6%	(20)	317
Relig: Evangelical	17%	(99)	79%	(463)	4%	(24)	586
Relig: Non-Evang. Catholics	9%	(53)	88%	(497)	2%	(13)	563
Relig: All Christian	13%	(152)	84%	(960)	3%	(37)	1149
Relig: All Non-Christian	11%	(95)	80%	(678)	9%	(73)	846
Community: Urban	19%	(107)	75%	(423)	7%	(38)	567
Community: Suburban	11%	(94)	84%	(724)	5%	(42)	860
Community: Rural	8%	(46)	87%	(496)	5%	(31)	573
Employ: Private Sector	18%	(119)	77%	(495)	5%	(30)	643
Employ: Government	17%	(19)	79%	(89)	4%	(4)	112
Employ: Self-Employed	15%	(27)	74%	(132)	11%	(19)	177
Employ: Homemaker	4%	(7)	90%	(179)	6%	(12)	198
Employ: Student	15%	(13)	81%	(69)	5%	(4)	86
Employ: Retired	7%	(31)	89%	(406)	5%	(21)	457
Employ: Unemployed	13%	(24)	83%	(155)	4%	(8)	186
Employ: Other	5%	(7)	85%	(118)	10%	(13)	139
Job Type: White-collar	14%	(102)	83%	(584)	3%	(20)	706
Job Type: Blue-collar	13%	(113)	82%	(736)	5%	(45)	894
Job Type: Don't Know	8%	(32)	81%	(323)	11%	(46)	401
Military HH: Yes	18%	(73)	77%	(312)	5%	(19)	405
Military HH: No	11%	(173)	83%	(1331)	6%	(92)	1595
Obama Job: Approve	18%	(190)	78%	(803)	4%	(39)	1032
Obama Job: Disapprove	6%	(52)	89%	(728)	4%	(34)	814

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Table BRD2_2: Have you seen any of the following movies, or not?

Fences

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	12%	(246)	82%	(1643)	6%	(111)	2000
2016 Vote: Hillary Clinton	19%	(130)	77%	(530)	4%	(29)	689
2016 Vote: Donald Trump	11%	(78)	85%	(629)	5%	(34)	741
2016 Vote: Someone else	5%	(7)	90%	(117)	4%	(6)	130
2012 Vote: Barack Obama	21%	(160)	75%	(581)	4%	(32)	773
2012 Vote: Mitt Romney	7%	(37)	90%	(493)	3%	(18)	547
2012 Vote: Other	13%	(7)	85%	(48)	3%	(1)	57
2012 Vote: Didn't Vote	6%	(40)	84%	(521)	9%	(58)	618
4-Region: Northeast	11%	(41)	82%	(300)	6%	(23)	365
4-Region: Midwest	8%	(33)	87%	(373)	6%	(25)	430
4-Region: South	15%	(111)	78%	(577)	7%	(53)	740
4-Region: West	13%	(61)	85%	(393)	2%	(10)	464
Trump: Fav	13%	(123)	83%	(797)	5%	(46)	966
Trump: Unfav	12%	(108)	84%	(761)	5%	(42)	910
Trump: DK/NO	13%	(16)	69%	(85)	19%	(23)	124

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

Table BRD2_3: *Have you seen any of the following movies, or not?*
Hacksaw Ridge

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	15%	(306)	79%	(1571)	6%	(123)	2000
Gender: Male	20%	(197)	72%	(697)	7%	(69)	963
Gender: Female	10%	(108)	84%	(875)	5%	(54)	1037
Age: 18-29	21%	(84)	69%	(276)	10%	(42)	402
Age: 30-44	18%	(96)	73%	(391)	10%	(51)	539
Age: 45-54	11%	(37)	85%	(273)	4%	(12)	321
Age: 55-64	13%	(48)	84%	(317)	3%	(12)	377
Age: 65+	11%	(41)	87%	(314)	2%	(6)	361
PID: Dem (no lean)	13%	(87)	80%	(536)	7%	(45)	669
PID: Ind (no lean)	12%	(81)	81%	(535)	7%	(46)	661
PID: Rep (no lean)	21%	(138)	75%	(500)	5%	(33)	670
PID/Gender: Dem Men	18%	(59)	75%	(248)	7%	(22)	330
PID/Gender: Dem Women	8%	(28)	85%	(288)	7%	(22)	339
PID/Gender: Ind Men	16%	(49)	77%	(237)	7%	(23)	309
PID/Gender: Ind Women	9%	(31)	85%	(298)	6%	(23)	352
PID/Gender: Rep Men	27%	(89)	65%	(211)	7%	(24)	324
PID/Gender: Rep Women	14%	(49)	83%	(288)	3%	(9)	346
Tea Party: Supporter	25%	(139)	70%	(390)	5%	(29)	558
Tea Party: Not Supporter	12%	(166)	82%	(1176)	6%	(93)	1435
Ideo: Liberal (1-3)	20%	(127)	75%	(469)	5%	(31)	628
Ideo: Moderate (4)	12%	(55)	83%	(375)	5%	(25)	454
Ideo: Conservative (5-7)	16%	(112)	80%	(572)	4%	(29)	714
Educ: < College	14%	(202)	79%	(1120)	7%	(102)	1423
Educ: Bachelors degree	18%	(67)	78%	(295)	4%	(16)	378
Educ: Post-grad	19%	(37)	79%	(156)	3%	(5)	199
Income: Under 50k	15%	(179)	78%	(929)	7%	(86)	1194
Income: 50k-100k	15%	(86)	80%	(458)	6%	(32)	576
Income: 100k+	18%	(41)	80%	(184)	2%	(5)	230

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Table BRD2_3: Have you seen any of the following movies, or not?
Hacksaw Ridge

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	15%	(306)	79%	(1571)	6%	(123)	2000
Ethnicity: White	14%	(229)	81%	(1282)	5%	(79)	1591
Ethnicity: Hispanic	25%	(76)	66%	(198)	9%	(26)	299
Ethnicity: Afr. Am.	19%	(46)	71%	(173)	10%	(25)	244
Ethnicity: Other	19%	(31)	70%	(116)	11%	(19)	165
Relig: Protestant	16%	(79)	82%	(414)	2%	(12)	505
Relig: Roman Catholic	24%	(105)	73%	(323)	4%	(17)	445
Relig: Ath./Agn./None	11%	(59)	79%	(420)	10%	(50)	529
Relig: Something Else	10%	(33)	80%	(255)	9%	(29)	317
Relig: Evangelical	21%	(124)	74%	(434)	5%	(28)	586
Relig: Non-Evang. Catholics	16%	(88)	82%	(460)	3%	(15)	563
Relig: All Christian	18%	(212)	78%	(894)	4%	(43)	1149
Relig: All Non-Christian	11%	(92)	80%	(675)	9%	(80)	846
Community: Urban	20%	(114)	72%	(407)	8%	(47)	567
Community: Suburban	14%	(124)	80%	(692)	5%	(44)	860
Community: Rural	12%	(68)	82%	(473)	6%	(33)	573
Employ: Private Sector	19%	(124)	76%	(491)	5%	(29)	643
Employ: Government	21%	(23)	74%	(83)	6%	(6)	112
Employ: Self-Employed	15%	(26)	73%	(129)	13%	(23)	177
Employ: Homemaker	13%	(27)	81%	(160)	6%	(11)	198
Employ: Student	11%	(10)	84%	(72)	5%	(5)	86
Employ: Retired	13%	(58)	83%	(381)	4%	(19)	457
Employ: Unemployed	11%	(20)	81%	(150)	9%	(16)	186
Employ: Other	14%	(19)	76%	(106)	10%	(14)	139
Job Type: White-collar	20%	(142)	76%	(538)	4%	(25)	706
Job Type: Blue-collar	16%	(141)	80%	(711)	5%	(43)	894
Job Type: Don't Know	6%	(23)	80%	(322)	14%	(56)	401
Military HH: Yes	25%	(100)	71%	(289)	4%	(16)	405
Military HH: No	13%	(206)	80%	(1282)	7%	(107)	1595
Obama Job: Approve	18%	(190)	77%	(798)	4%	(44)	1032
Obama Job: Disapprove	13%	(109)	82%	(666)	5%	(39)	814

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Table BRD2_3: Have you seen any of the following movies, or not?
Hacksaw Ridge

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	15% (306)	79% (1571)	6% (123)	2000
2016 Vote: Hillary Clinton	15% (106)	79% (546)	5% (38)	689
2016 Vote: Donald Trump	20% (145)	76% (562)	5% (34)	741
2016 Vote: Someone else	12% (15)	83% (107)	6% (8)	130
2012 Vote: Barack Obama	18% (137)	77% (597)	5% (40)	773
2012 Vote: Mitt Romney	16% (89)	80% (438)	4% (20)	547
2012 Vote: Other	16% (9)	82% (47)	3% (1)	57
2012 Vote: Didn't Vote	11% (71)	79% (487)	10% (61)	618
4-Region: Northeast	11% (41)	82% (301)	6% (23)	365
4-Region: Midwest	13% (55)	81% (350)	6% (25)	430
4-Region: South	16% (118)	75% (559)	9% (64)	740
4-Region: West	20% (91)	78% (361)	3% (12)	464
Trump: Fav	19% (186)	76% (730)	5% (49)	966
Trump: Unfav	11% (97)	84% (765)	5% (48)	910
Trump: DK/NO	18% (22)	62% (76)	21% (26)	124

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

Table BRD2_4: *Have you seen any of the following movies, or not?*
Hell or High Water

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	11% (228)	83% (1656)	6% (116)	2000
Gender: Male	15% (140)	79% (763)	6% (60)	963
Gender: Female	9% (89)	86% (892)	5% (56)	1037
Age: 18-29	19% (77)	72% (291)	9% (34)	402
Age: 30-44	17% (90)	74% (399)	9% (50)	539
Age: 45-54	8% (25)	88% (281)	5% (14)	321
Age: 55-64	4% (15)	93% (352)	3% (11)	377
Age: 65+	6% (21)	92% (333)	2% (7)	361
PID: Dem (no lean)	10% (67)	84% (564)	6% (38)	669
PID: Ind (no lean)	10% (63)	84% (558)	6% (41)	661
PID: Rep (no lean)	15% (98)	80% (534)	6% (37)	670
PID/Gender: Dem Men	12% (41)	82% (271)	6% (18)	330
PID/Gender: Dem Women	8% (26)	86% (293)	6% (20)	339
PID/Gender: Ind Men	11% (33)	84% (260)	5% (16)	309
PID/Gender: Ind Women	9% (30)	84% (298)	7% (24)	352
PID/Gender: Rep Men	20% (66)	72% (232)	8% (25)	324
PID/Gender: Rep Women	9% (32)	87% (302)	4% (12)	346
Tea Party: Supporter	22% (124)	72% (400)	6% (34)	558
Tea Party: Not Supporter	7% (104)	87% (1250)	6% (81)	1435
Ideo: Liberal (1-3)	18% (111)	79% (495)	3% (21)	628
Ideo: Moderate (4)	9% (40)	87% (393)	4% (20)	454
Ideo: Conservative (5-7)	9% (67)	85% (607)	6% (40)	714
Educ: < College	10% (147)	83% (1182)	7% (95)	1423
Educ: Bachelors degree	14% (54)	82% (310)	4% (14)	378
Educ: Post-grad	14% (28)	82% (164)	4% (7)	199
Income: Under 50k	12% (144)	82% (975)	6% (75)	1194
Income: 50k-100k	10% (59)	84% (484)	6% (34)	576
Income: 100k+	11% (25)	86% (197)	3% (7)	230

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Table BRD2_4: Have you seen any of the following movies, or not?
Hell or High Water

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	11%	(228)	83%	(1656)	6%	(116)	2000
Ethnicity: White	10%	(161)	85%	(1355)	5%	(75)	1591
Ethnicity: Hispanic	26%	(79)	66%	(199)	7%	(22)	299
Ethnicity: Afr. Am.	16%	(39)	75%	(182)	10%	(23)	244
Ethnicity: Other	17%	(29)	72%	(119)	11%	(17)	165
Relig: Protestant	9%	(48)	88%	(442)	3%	(15)	505
Relig: Roman Catholic	17%	(75)	79%	(352)	4%	(17)	445
Relig: Ath./Agn./None	9%	(50)	81%	(429)	9%	(50)	529
Relig: Something Else	11%	(34)	83%	(263)	6%	(21)	317
Relig: Evangelical	16%	(92)	80%	(466)	5%	(28)	586
Relig: Non-Evang. Catholics	9%	(52)	88%	(495)	3%	(17)	563
Relig: All Christian	12%	(143)	84%	(961)	4%	(45)	1149
Relig: All Non-Christian	10%	(84)	82%	(691)	8%	(70)	846
Community: Urban	16%	(91)	76%	(433)	7%	(42)	567
Community: Suburban	9%	(81)	85%	(733)	5%	(46)	860
Community: Rural	10%	(56)	85%	(489)	5%	(28)	573
Employ: Private Sector	16%	(103)	79%	(507)	5%	(33)	643
Employ: Government	18%	(21)	76%	(85)	6%	(7)	112
Employ: Self-Employed	16%	(28)	77%	(136)	8%	(13)	177
Employ: Homemaker	7%	(14)	85%	(168)	8%	(16)	198
Employ: Student	8%	(7)	87%	(75)	5%	(4)	86
Employ: Retired	6%	(26)	90%	(413)	4%	(19)	457
Employ: Unemployed	8%	(15)	86%	(160)	6%	(12)	186
Employ: Other	10%	(14)	81%	(113)	9%	(12)	139
Job Type: White-collar	15%	(103)	82%	(579)	3%	(24)	706
Job Type: Blue-collar	11%	(96)	84%	(754)	5%	(43)	894
Job Type: Don't Know	7%	(29)	80%	(322)	12%	(50)	401
Military HH: Yes	17%	(70)	77%	(313)	5%	(22)	405
Military HH: No	10%	(158)	84%	(1343)	6%	(94)	1595
Obama Job: Approve	16%	(162)	81%	(831)	4%	(39)	1032
Obama Job: Disapprove	7%	(57)	88%	(718)	5%	(40)	814

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**Table BRD2_4: Have you seen any of the following movies, or not?
Hell or High Water**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	11% (228)	83% (1656)	6% (116)	2000
2016 Vote: Hillary Clinton	13% (88)	83% (574)	4% (27)	689
2016 Vote: Donald Trump	14% (106)	81% (600)	5% (36)	741
2016 Vote: Someone else	5% (6)	88% (114)	7% (9)	130
2012 Vote: Barack Obama	14% (109)	81% (629)	5% (35)	773
2012 Vote: Mitt Romney	10% (53)	87% (475)	4% (20)	547
2012 Vote: Other	12% (7)	85% (48)	3% (2)	57
2012 Vote: Didn't Vote	10% (60)	81% (501)	9% (58)	618
4-Region: Northeast	8% (30)	86% (313)	6% (22)	365
4-Region: Midwest	9% (39)	86% (368)	5% (23)	430
4-Region: South	13% (94)	80% (593)	7% (54)	740
4-Region: West	14% (65)	82% (382)	4% (17)	464
Trump: Fav	15% (142)	80% (773)	5% (51)	966
Trump: Unfav	7% (66)	88% (804)	5% (41)	910
Trump: DK/NO	17% (21)	64% (79)	20% (24)	124

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

Table BRD2_5: Have you seen any of the following movies, or not?
 Hidden Figures

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	17% (338)	78% (1552)	5% (109)	2000
Gender: Male	19% (180)	75% (726)	6% (57)	963
Gender: Female	15% (158)	80% (827)	5% (52)	1037
Age: 18-29	26% (104)	66% (263)	9% (34)	402
Age: 30-44	22% (117)	70% (376)	8% (45)	539
Age: 45-54	13% (40)	84% (268)	4% (12)	321
Age: 55-64	11% (41)	86% (326)	3% (10)	377
Age: 65+	10% (35)	88% (319)	2% (7)	361
PID: Dem (no lean)	22% (149)	73% (488)	5% (32)	669
PID: Ind (no lean)	13% (89)	80% (528)	7% (44)	661
PID: Rep (no lean)	15% (101)	80% (536)	5% (33)	670
PID/Gender: Dem Men	23% (74)	73% (241)	4% (14)	330
PID/Gender: Dem Women	22% (75)	73% (246)	5% (17)	339
PID/Gender: Ind Men	14% (45)	79% (245)	6% (20)	309
PID/Gender: Ind Women	12% (44)	81% (284)	7% (25)	352
PID/Gender: Rep Men	19% (61)	74% (240)	7% (23)	324
PID/Gender: Rep Women	11% (39)	86% (296)	3% (10)	346
Tea Party: Supporter	28% (154)	68% (379)	4% (25)	558
Tea Party: Not Supporter	13% (184)	81% (1168)	6% (83)	1435
Ideo: Liberal (1-3)	26% (161)	71% (444)	4% (23)	628
Ideo: Moderate (4)	12% (53)	84% (380)	5% (21)	454
Ideo: Conservative (5-7)	13% (94)	82% (585)	5% (34)	714
Educ: < College	14% (205)	79% (1131)	6% (88)	1423
Educ: Bachelors degree	22% (83)	74% (279)	4% (16)	378
Educ: Post-grad	25% (50)	72% (143)	3% (6)	199
Income: Under 50k	15% (178)	79% (943)	6% (73)	1194
Income: 50k-100k	20% (117)	75% (432)	5% (28)	576
Income: 100k+	19% (44)	77% (177)	4% (9)	230

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Table BRD2_5: Have you seen any of the following movies, or not?

Hidden Figures

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	17% (338)	78% (1552)	5% (109)	2000
Ethnicity: White	13% (206)	82% (1305)	5% (80)	1591
Ethnicity: Hispanic	31% (92)	62% (185)	8% (23)	299
Ethnicity: Afr. Am.	40% (96)	55% (134)	6% (14)	244
Ethnicity: Other	22% (36)	69% (114)	10% (16)	165
Relig: Protestant	14% (73)	84% (424)	2% (9)	505
Relig: Roman Catholic	23% (101)	73% (325)	4% (19)	445
Relig: Ath./Agn./None	14% (74)	77% (406)	9% (48)	529
Relig: Something Else	18% (57)	76% (242)	6% (19)	317
Relig: Evangelical	21% (123)	74% (436)	5% (27)	586
Relig: Non-Evang. Catholics	15% (82)	83% (467)	3% (15)	563
Relig: All Christian	18% (205)	79% (903)	4% (42)	1149
Relig: All Non-Christian	15% (131)	77% (648)	8% (67)	846
Community: Urban	25% (140)	70% (396)	5% (31)	567
Community: Suburban	16% (138)	79% (680)	5% (41)	860
Community: Rural	10% (59)	83% (476)	7% (38)	573
Employ: Private Sector	22% (141)	74% (476)	4% (26)	643
Employ: Government	26% (30)	70% (79)	3% (4)	112
Employ: Self-Employed	19% (33)	74% (132)	7% (12)	177
Employ: Homemaker	13% (25)	80% (160)	7% (13)	198
Employ: Student	24% (21)	69% (59)	7% (6)	86
Employ: Retired	11% (50)	85% (388)	4% (19)	457
Employ: Unemployed	12% (23)	79% (148)	8% (16)	186
Employ: Other	11% (15)	79% (110)	10% (14)	139
Job Type: White-collar	22% (155)	75% (528)	3% (23)	706
Job Type: Blue-collar	14% (128)	82% (729)	4% (37)	894
Job Type: Don't Know	14% (56)	74% (296)	12% (49)	401
Military HH: Yes	23% (95)	73% (294)	4% (16)	405
Military HH: No	15% (243)	79% (1258)	6% (94)	1595
Obama Job: Approve	24% (249)	73% (748)	3% (34)	1032
Obama Job: Disapprove	9% (71)	87% (705)	5% (38)	814

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Table BRD2_5: Have you seen any of the following movies, or not?
 Hidden Figures

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	17% (338)	78% (1552)	5% (109)	2000
2016 Vote: Hillary Clinton	25% (169)	71% (492)	4% (29)	689
2016 Vote: Donald Trump	15% (110)	81% (598)	5% (34)	741
2016 Vote: Someone else	8% (10)	88% (114)	4% (5)	130
2012 Vote: Barack Obama	25% (191)	72% (556)	3% (26)	773
2012 Vote: Mitt Romney	12% (67)	84% (461)	4% (19)	547
2012 Vote: Other	19% (11)	77% (44)	4% (2)	57
2012 Vote: Didn't Vote	11% (70)	79% (489)	10% (60)	618
4-Region: Northeast	17% (61)	77% (281)	6% (23)	365
4-Region: Midwest	11% (46)	85% (364)	5% (21)	430
4-Region: South	19% (142)	73% (544)	7% (54)	740
4-Region: West	19% (90)	78% (364)	2% (11)	464
Trump: Fav	17% (162)	79% (766)	4% (38)	966
Trump: Unfav	17% (152)	78% (712)	5% (46)	910
Trump: DK/NO	20% (24)	60% (74)	21% (25)	124

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

Table BRD2_6: *Have you seen any of the following movies, or not?*
La La Land

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(312)	79%	(1582)	5%	(106)	2000
Gender: Male	19%	(183)	75%	(722)	6%	(58)	963
Gender: Female	12%	(129)	83%	(860)	5%	(48)	1037
Age: 18-29	26%	(104)	66%	(265)	8%	(33)	402
Age: 30-44	19%	(103)	73%	(392)	8%	(43)	539
Age: 45-54	11%	(35)	86%	(275)	3%	(11)	321
Age: 55-64	11%	(40)	86%	(326)	3%	(11)	377
Age: 65+	8%	(30)	89%	(323)	2%	(8)	361
PID: Dem (no lean)	17%	(117)	77%	(512)	6%	(40)	669
PID: Ind (no lean)	11%	(74)	83%	(549)	6%	(38)	661
PID: Rep (no lean)	18%	(121)	78%	(520)	4%	(29)	670
PID/Gender: Dem Men	18%	(60)	75%	(249)	6%	(21)	330
PID/Gender: Dem Women	17%	(57)	78%	(263)	6%	(19)	339
PID/Gender: Ind Men	14%	(43)	81%	(250)	5%	(16)	309
PID/Gender: Ind Women	9%	(31)	85%	(299)	6%	(22)	352
PID/Gender: Rep Men	25%	(81)	69%	(222)	6%	(21)	324
PID/Gender: Rep Women	12%	(40)	86%	(298)	2%	(8)	346
Tea Party: Supporter	26%	(143)	70%	(388)	5%	(27)	558
Tea Party: Not Supporter	12%	(168)	83%	(1189)	5%	(78)	1435
Ideo: Liberal (1-3)	24%	(152)	73%	(460)	3%	(16)	628
Ideo: Moderate (4)	12%	(55)	84%	(381)	4%	(18)	454
Ideo: Conservative (5-7)	14%	(96)	82%	(583)	5%	(34)	714
Educ: < College	12%	(178)	81%	(1157)	6%	(89)	1423
Educ: Bachelors degree	22%	(85)	75%	(282)	3%	(11)	378
Educ: Post-grad	25%	(50)	72%	(142)	3%	(7)	199
Income: Under 50k	14%	(162)	80%	(960)	6%	(72)	1194
Income: 50k-100k	18%	(103)	77%	(444)	5%	(30)	576
Income: 100k+	21%	(47)	77%	(178)	2%	(5)	230

Continued on next page

Table BRD2_6: Have you seen any of the following movies, or not?
 La La Land

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	16%	(312)	79%	(1582)	5%	(106)	2000
Ethnicity: White	14%	(217)	82%	(1299)	5%	(75)	1591
Ethnicity: Hispanic	31%	(92)	63%	(190)	6%	(17)	299
Ethnicity: Afr. Am.	20%	(48)	72%	(175)	9%	(21)	244
Ethnicity: Other	29%	(48)	65%	(108)	6%	(10)	165
Relig: Protestant	13%	(64)	85%	(430)	2%	(11)	505
Relig: Roman Catholic	26%	(115)	70%	(314)	4%	(16)	445
Relig: Ath./Agn./None	11%	(57)	80%	(423)	9%	(49)	529
Relig: Something Else	17%	(54)	78%	(248)	5%	(15)	317
Relig: Evangelical	19%	(109)	77%	(452)	4%	(25)	586
Relig: Non-Evang. Catholics	16%	(92)	81%	(456)	3%	(16)	563
Relig: All Christian	17%	(201)	79%	(907)	4%	(41)	1149
Relig: All Non-Christian	13%	(111)	79%	(671)	8%	(65)	846
Community: Urban	23%	(131)	71%	(402)	6%	(34)	567
Community: Suburban	14%	(124)	81%	(692)	5%	(44)	860
Community: Rural	10%	(57)	85%	(488)	5%	(28)	573
Employ: Private Sector	22%	(141)	75%	(480)	4%	(23)	643
Employ: Government	20%	(23)	78%	(88)	1%	(1)	112
Employ: Self-Employed	17%	(30)	75%	(132)	8%	(14)	177
Employ: Homemaker	14%	(28)	80%	(159)	6%	(11)	198
Employ: Student	29%	(25)	67%	(58)	4%	(3)	86
Employ: Retired	9%	(39)	87%	(397)	5%	(22)	457
Employ: Unemployed	10%	(18)	84%	(156)	7%	(12)	186
Employ: Other	6%	(8)	81%	(113)	13%	(18)	139
Job Type: White-collar	21%	(147)	77%	(542)	2%	(17)	706
Job Type: Blue-collar	13%	(120)	83%	(738)	4%	(35)	894
Job Type: Don't Know	11%	(45)	75%	(302)	13%	(53)	401
Military HH: Yes	20%	(81)	77%	(311)	3%	(13)	405
Military HH: No	14%	(231)	80%	(1271)	6%	(93)	1595
Obama Job: Approve	21%	(218)	75%	(774)	4%	(39)	1032
Obama Job: Disapprove	10%	(82)	86%	(698)	4%	(34)	814

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Table BRD2_6: Have you seen any of the following movies, or not?

La La Land

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	16% (312)	79% (1582)	5% (106)	2000
2016 Vote: Hillary Clinton	19% (130)	76% (527)	5% (32)	689
2016 Vote: Donald Trump	17% (126)	80% (590)	3% (26)	741
2016 Vote: Someone else	9% (11)	85% (110)	7% (8)	130
2012 Vote: Barack Obama	19% (148)	77% (597)	4% (29)	773
2012 Vote: Mitt Romney	13% (73)	84% (458)	3% (16)	547
2012 Vote: Other	15% (9)	82% (47)	3% (1)	57
2012 Vote: Didn't Vote	13% (82)	77% (478)	9% (58)	618
4-Region: Northeast	15% (55)	80% (293)	5% (17)	365
4-Region: Midwest	11% (49)	84% (361)	5% (20)	430
4-Region: South	15% (114)	78% (575)	7% (52)	740
4-Region: West	20% (95)	76% (353)	4% (17)	464
Trump: Fav	18% (170)	78% (757)	4% (39)	966
Trump: Unfav	14% (130)	81% (737)	5% (43)	910
Trump: DK/NO	9% (11)	71% (88)	20% (24)	124

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

Table BRD2_7: Have you seen any of the following movies, or not?

Lion

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	10% (202)	84% (1676)	6% (122)	2000
Gender: Male	15% (141)	78% (753)	7% (69)	963
Gender: Female	6% (61)	89% (923)	5% (54)	1037
Age: 18-29	16% (64)	74% (298)	10% (40)	402
Age: 30-44	17% (92)	74% (401)	8% (46)	539
Age: 45-54	6% (19)	90% (288)	4% (14)	321
Age: 55-64	3% (10)	94% (355)	3% (12)	377
Age: 65+	4% (16)	93% (335)	3% (11)	361
PID: Dem (no lean)	10% (64)	84% (559)	7% (46)	669
PID: Ind (no lean)	7% (45)	87% (573)	7% (43)	661
PID: Rep (no lean)	14% (93)	81% (544)	5% (33)	670
PID/Gender: Dem Men	13% (43)	80% (264)	7% (23)	330
PID/Gender: Dem Women	6% (21)	87% (295)	7% (23)	339
PID/Gender: Ind Men	8% (26)	85% (261)	7% (22)	309
PID/Gender: Ind Women	6% (20)	88% (312)	6% (21)	352
PID/Gender: Rep Men	22% (72)	70% (228)	7% (23)	324
PID/Gender: Rep Women	6% (20)	91% (316)	3% (10)	346
Tea Party: Supporter	22% (120)	73% (406)	6% (32)	558
Tea Party: Not Supporter	6% (81)	88% (1265)	6% (89)	1435
Ideo: Liberal (1-3)	17% (109)	79% (494)	4% (25)	628
Ideo: Moderate (4)	7% (30)	89% (402)	5% (22)	454
Ideo: Conservative (5-7)	7% (53)	87% (623)	5% (38)	714
Educ: < College	9% (128)	84% (1194)	7% (102)	1423
Educ: Bachelors degree	12% (45)	84% (317)	4% (16)	378
Educ: Post-grad	15% (29)	83% (164)	2% (5)	199
Income: Under 50k	10% (115)	84% (998)	7% (80)	1194
Income: 50k-100k	11% (61)	83% (480)	6% (35)	576
Income: 100k+	11% (26)	86% (198)	3% (6)	230

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Table BRD2_7: Have you seen any of the following movies, or not?

Lion

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	10%	(202)	84%	(1676)	6%	(122)	2000
Ethnicity: White	8%	(131)	87%	(1377)	5%	(83)	1591
Ethnicity: Hispanic	23%	(68)	68%	(204)	9%	(27)	299
Ethnicity: Afr. Am.	20%	(49)	70%	(172)	9%	(23)	244
Ethnicity: Other	13%	(21)	77%	(127)	10%	(17)	165
Relig: Protestant	9%	(47)	88%	(446)	2%	(12)	505
Relig: Roman Catholic	15%	(67)	80%	(357)	5%	(21)	445
Relig: Ath./Agn./None	8%	(41)	83%	(439)	9%	(49)	529
Relig: Something Else	12%	(38)	80%	(255)	8%	(25)	317
Relig: Evangelical	14%	(82)	81%	(477)	5%	(27)	586
Relig: Non-Evang. Catholics	7%	(41)	89%	(502)	4%	(20)	563
Relig: All Christian	11%	(123)	85%	(978)	4%	(47)	1149
Relig: All Non-Christian	9%	(79)	82%	(693)	9%	(74)	846
Community: Urban	15%	(87)	77%	(438)	7%	(42)	567
Community: Suburban	9%	(75)	86%	(738)	5%	(47)	860
Community: Rural	7%	(40)	87%	(500)	6%	(33)	573
Employ: Private Sector	17%	(111)	78%	(503)	5%	(29)	643
Employ: Government	12%	(13)	84%	(95)	4%	(5)	112
Employ: Self-Employed	15%	(27)	78%	(137)	7%	(13)	177
Employ: Homemaker	4%	(8)	88%	(175)	8%	(16)	198
Employ: Student	5%	(5)	91%	(78)	4%	(3)	86
Employ: Retired	4%	(19)	91%	(415)	5%	(24)	457
Employ: Unemployed	5%	(10)	87%	(162)	7%	(14)	186
Employ: Other	7%	(10)	79%	(110)	13%	(18)	139
Job Type: White-collar	15%	(103)	82%	(579)	3%	(24)	706
Job Type: Blue-collar	8%	(75)	87%	(776)	5%	(43)	894
Job Type: Don't Know	6%	(24)	80%	(321)	14%	(55)	401
Military HH: Yes	16%	(64)	80%	(322)	5%	(19)	405
Military HH: No	9%	(139)	85%	(1354)	6%	(103)	1595
Obama Job: Approve	15%	(154)	81%	(833)	4%	(46)	1032
Obama Job: Disapprove	5%	(42)	90%	(730)	5%	(41)	814

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Table BRD2_7: Have you seen any of the following movies, or not?
Lion

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	10%	(202)	84%	(1676)	6%	(122)	2000
2016 Vote: Hillary Clinton	12%	(84)	82%	(568)	5%	(38)	689
2016 Vote: Donald Trump	13%	(93)	83%	(612)	5%	(36)	741
2016 Vote: Someone else	6%	(8)	88%	(113)	6%	(8)	130
2012 Vote: Barack Obama	15%	(113)	81%	(627)	4%	(34)	773
2012 Vote: Mitt Romney	7%	(36)	90%	(491)	4%	(20)	547
2012 Vote: Other	12%	(7)	84%	(48)	4%	(3)	57
2012 Vote: Didn't Vote	8%	(47)	82%	(508)	10%	(63)	618
4-Region: Northeast	9%	(34)	85%	(308)	6%	(23)	365
4-Region: Midwest	8%	(34)	87%	(374)	5%	(23)	430
4-Region: South	11%	(78)	82%	(604)	8%	(58)	740
4-Region: West	12%	(57)	84%	(389)	4%	(19)	464
Trump: Fav	13%	(128)	82%	(793)	5%	(45)	966
Trump: Unfav	7%	(59)	88%	(799)	6%	(51)	910
Trump: DK/NO	12%	(15)	67%	(83)	21%	(26)	124

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

Table BRD2_8: *Have you seen any of the following movies, or not?*
Manchester by the Sea

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	11% (214)	83% (1658)	6% (128)	2000
Gender: Male	15% (144)	78% (751)	7% (68)	963
Gender: Female	7% (71)	87% (907)	6% (60)	1037
Age: 18-29	17% (68)	72% (288)	12% (46)	402
Age: 30-44	17% (89)	74% (401)	9% (49)	539
Age: 45-54	8% (26)	88% (282)	4% (13)	321
Age: 55-64	5% (19)	92% (347)	3% (11)	377
Age: 65+	3% (12)	94% (341)	2% (8)	361
PID: Dem (no lean)	10% (70)	83% (552)	7% (47)	669
PID: Ind (no lean)	8% (56)	85% (560)	7% (45)	661
PID: Rep (no lean)	13% (88)	81% (546)	5% (36)	670
PID/Gender: Dem Men	15% (48)	78% (257)	8% (26)	330
PID/Gender: Dem Women	6% (22)	87% (295)	6% (21)	339
PID/Gender: Ind Men	11% (33)	83% (258)	6% (18)	309
PID/Gender: Ind Women	6% (23)	86% (302)	8% (27)	352
PID/Gender: Rep Men	19% (62)	73% (236)	8% (25)	324
PID/Gender: Rep Women	7% (26)	89% (309)	3% (11)	346
Tea Party: Supporter	20% (110)	74% (412)	6% (36)	558
Tea Party: Not Supporter	7% (104)	86% (1241)	6% (90)	1435
Ideo: Liberal (1-3)	18% (115)	78% (487)	4% (26)	628
Ideo: Moderate (4)	8% (37)	86% (390)	6% (27)	454
Ideo: Conservative (5-7)	8% (59)	86% (615)	5% (39)	714
Educ: < College	8% (111)	84% (1202)	8% (110)	1423
Educ: Bachelors degree	17% (63)	80% (303)	3% (11)	378
Educ: Post-grad	20% (40)	77% (153)	3% (7)	199
Income: Under 50k	9% (102)	84% (999)	8% (93)	1194
Income: 50k-100k	13% (75)	82% (472)	5% (30)	576
Income: 100k+	16% (37)	82% (188)	2% (6)	230

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Table BRD2_8: Have you seen any of the following movies, or not?
 Manchester by the Sea

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	11% (214)	83% (1658)	6% (128)	2000
Ethnicity: White	10% (152)	85% (1355)	5% (83)	1591
Ethnicity: Hispanic	23% (70)	68% (205)	8% (25)	299
Ethnicity: Afr. Am.	13% (33)	76% (185)	11% (27)	244
Ethnicity: Other	18% (29)	71% (118)	11% (18)	165
Relig: Protestant	9% (44)	88% (445)	3% (17)	505
Relig: Roman Catholic	18% (79)	79% (352)	3% (15)	445
Relig: Ath./Agn./None	8% (41)	82% (435)	10% (52)	529
Relig: Something Else	12% (39)	80% (254)	8% (25)	317
Relig: Evangelical	15% (86)	79% (464)	6% (36)	586
Relig: Non-Evang. Catholics	9% (49)	89% (501)	2% (14)	563
Relig: All Christian	12% (134)	84% (965)	4% (50)	1149
Relig: All Non-Christian	9% (80)	81% (689)	9% (78)	846
Community: Urban	15% (87)	76% (433)	8% (46)	567
Community: Suburban	9% (79)	85% (733)	6% (49)	860
Community: Rural	8% (48)	86% (492)	6% (33)	573
Employ: Private Sector	18% (115)	78% (500)	5% (29)	643
Employ: Government	16% (17)	82% (91)	3% (3)	112
Employ: Self-Employed	14% (26)	73% (130)	12% (22)	177
Employ: Homemaker	5% (10)	87% (173)	8% (16)	198
Employ: Student	9% (8)	82% (71)	9% (7)	86
Employ: Retired	3% (16)	92% (419)	5% (22)	457
Employ: Unemployed	8% (16)	84% (157)	7% (14)	186
Employ: Other	6% (8)	84% (117)	10% (15)	139
Job Type: White-collar	17% (120)	79% (560)	4% (25)	706
Job Type: Blue-collar	9% (79)	86% (767)	5% (48)	894
Job Type: Don't Know	4% (15)	83% (331)	14% (55)	401
Military HH: Yes	15% (60)	80% (324)	5% (21)	405
Military HH: No	10% (154)	84% (1334)	7% (107)	1595
Obama Job: Approve	16% (165)	79% (819)	5% (48)	1032
Obama Job: Disapprove	6% (47)	89% (724)	5% (43)	814

Continued on next page

Table BRD2_8: Have you seen any of the following movies, or not?
Manchester by the Sea

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	11%	(214)	83%	(1658)	6%	(128)	2000
2016 Vote: Hillary Clinton	13%	(91)	82%	(563)	5%	(36)	689
2016 Vote: Donald Trump	13%	(98)	82%	(609)	5%	(34)	741
2016 Vote: Someone else	4%	(5)	92%	(120)	4%	(5)	130
2012 Vote: Barack Obama	14%	(111)	81%	(624)	5%	(38)	773
2012 Vote: Mitt Romney	11%	(60)	86%	(469)	3%	(19)	547
2012 Vote: Other	12%	(7)	84%	(48)	4%	(3)	57
2012 Vote: Didn't Vote	6%	(37)	83%	(515)	11%	(67)	618
4-Region: Northeast	9%	(32)	85%	(310)	6%	(23)	365
4-Region: Midwest	8%	(34)	87%	(373)	6%	(24)	430
4-Region: South	10%	(74)	81%	(600)	9%	(66)	740
4-Region: West	16%	(75)	81%	(374)	3%	(15)	464
Trump: Fav	14%	(133)	80%	(776)	6%	(57)	966
Trump: Unfav	8%	(69)	87%	(796)	5%	(45)	910
Trump: DK/NO	10%	(12)	69%	(86)	20%	(25)	124

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

Table BRD2_9: *Have you seen any of the following movies, or not?*
Moonlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	11%	(215)	83%	(1662)	6%	(123)	2000
Gender: Male	15%	(145)	79%	(756)	6%	(62)	963
Gender: Female	7%	(70)	87%	(906)	6%	(61)	1037
Age: 18-29	19%	(76)	71%	(283)	11%	(42)	402
Age: 30-44	17%	(91)	74%	(401)	9%	(47)	539
Age: 45-54	6%	(19)	90%	(289)	4%	(13)	321
Age: 55-64	5%	(20)	91%	(344)	3%	(12)	377
Age: 65+	3%	(10)	95%	(345)	2%	(7)	361
PID: Dem (no lean)	14%	(96)	80%	(534)	6%	(39)	669
PID: Ind (no lean)	6%	(39)	87%	(577)	7%	(46)	661
PID: Rep (no lean)	12%	(81)	82%	(552)	6%	(38)	670
PID/Gender: Dem Men	20%	(66)	76%	(249)	4%	(15)	330
PID/Gender: Dem Women	9%	(30)	84%	(284)	7%	(25)	339
PID/Gender: Ind Men	6%	(19)	88%	(271)	6%	(19)	309
PID/Gender: Ind Women	6%	(20)	87%	(306)	7%	(26)	352
PID/Gender: Rep Men	18%	(60)	73%	(236)	9%	(28)	324
PID/Gender: Rep Women	6%	(21)	91%	(316)	3%	(10)	346
Tea Party: Supporter	20%	(111)	74%	(413)	6%	(34)	558
Tea Party: Not Supporter	7%	(103)	87%	(1245)	6%	(87)	1435
Ideo: Liberal (1-3)	20%	(124)	76%	(477)	4%	(27)	628
Ideo: Moderate (4)	7%	(30)	88%	(401)	5%	(23)	454
Ideo: Conservative (5-7)	7%	(51)	87%	(623)	6%	(39)	714
Educ: < College	8%	(120)	84%	(1199)	7%	(104)	1423
Educ: Bachelors degree	15%	(58)	81%	(307)	3%	(13)	378
Educ: Post-grad	19%	(37)	79%	(157)	3%	(5)	199
Income: Under 50k	10%	(114)	83%	(993)	7%	(87)	1194
Income: 50k-100k	13%	(75)	82%	(473)	5%	(28)	576
Income: 100k+	11%	(26)	86%	(197)	3%	(8)	230

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Table BRD2_9: Have you seen any of the following movies, or not?

Moonlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	11%	(215)	83%	(1662)	6%	(123)	2000
Ethnicity: White	8%	(127)	87%	(1376)	5%	(87)	1591
Ethnicity: Hispanic	26%	(78)	65%	(194)	9%	(28)	299
Ethnicity: Afr. Am.	23%	(56)	69%	(168)	8%	(20)	244
Ethnicity: Other	19%	(31)	71%	(118)	10%	(16)	165
Relig: Protestant	8%	(40)	90%	(454)	2%	(12)	505
Relig: Roman Catholic	18%	(80)	77%	(345)	5%	(21)	445
Relig: Ath./Agn./None	8%	(42)	83%	(437)	9%	(50)	529
Relig: Something Else	11%	(34)	81%	(258)	8%	(25)	317
Relig: Evangelical	15%	(85)	81%	(475)	4%	(25)	586
Relig: Non-Evang. Catholics	9%	(53)	87%	(489)	4%	(21)	563
Relig: All Christian	12%	(138)	84%	(964)	4%	(46)	1149
Relig: All Non-Christian	9%	(76)	82%	(695)	9%	(76)	846
Community: Urban	20%	(111)	73%	(414)	7%	(42)	567
Community: Suburban	9%	(74)	86%	(739)	6%	(48)	860
Community: Rural	5%	(31)	89%	(510)	6%	(33)	573
Employ: Private Sector	17%	(110)	79%	(506)	4%	(28)	643
Employ: Government	14%	(15)	80%	(90)	6%	(7)	112
Employ: Self-Employed	15%	(26)	76%	(134)	9%	(17)	177
Employ: Homemaker	8%	(16)	83%	(166)	8%	(16)	198
Employ: Student	8%	(7)	86%	(74)	7%	(6)	86
Employ: Retired	4%	(17)	92%	(420)	4%	(20)	457
Employ: Unemployed	8%	(15)	86%	(160)	6%	(12)	186
Employ: Other	6%	(9)	81%	(113)	12%	(17)	139
Job Type: White-collar	14%	(100)	82%	(579)	4%	(27)	706
Job Type: Blue-collar	10%	(89)	85%	(761)	5%	(43)	894
Job Type: Don't Know	7%	(26)	80%	(322)	13%	(53)	401
Military HH: Yes	15%	(61)	81%	(326)	4%	(17)	405
Military HH: No	10%	(154)	84%	(1336)	7%	(106)	1595
Obama Job: Approve	17%	(176)	78%	(806)	5%	(50)	1032
Obama Job: Disapprove	4%	(35)	91%	(744)	4%	(35)	814

Continued on next page

Table BRD2_9: Have you seen any of the following movies, or not?
 Moonlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	11%	(215)	83%	(1662)	6%	(123)	2000
2016 Vote: Hillary Clinton	14%	(99)	81%	(556)	5%	(34)	689
2016 Vote: Donald Trump	11%	(82)	84%	(619)	5%	(40)	741
2016 Vote: Someone else	7%	(9)	88%	(114)	5%	(6)	130
2012 Vote: Barack Obama	16%	(125)	79%	(614)	4%	(34)	773
2012 Vote: Mitt Romney	6%	(31)	91%	(496)	4%	(20)	547
2012 Vote: Other	8%	(4)	89%	(51)	4%	(2)	57
2012 Vote: Didn't Vote	9%	(53)	81%	(501)	10%	(64)	618
4-Region: Northeast	11%	(41)	82%	(300)	7%	(24)	365
4-Region: Midwest	6%	(24)	89%	(384)	5%	(23)	430
4-Region: South	11%	(83)	81%	(600)	8%	(57)	740
4-Region: West	14%	(67)	82%	(379)	4%	(19)	464
Trump: Fav	13%	(123)	83%	(799)	5%	(44)	966
Trump: Unfav	9%	(78)	86%	(779)	6%	(53)	910
Trump: DK/NO	11%	(14)	69%	(85)	20%	(25)	124

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

Table BRD2_10: Have you seen any of the following movies, or not?

Spotlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(252)	81%	(1616)	7%	(132)	2000
Gender: Male	17%	(165)	76%	(730)	7%	(68)	963
Gender: Female	8%	(87)	85%	(886)	6%	(64)	1037
Age: 18-29	21%	(84)	68%	(273)	11%	(45)	402
Age: 30-44	19%	(104)	72%	(388)	9%	(47)	539
Age: 45-54	8%	(26)	87%	(279)	5%	(16)	321
Age: 55-64	5%	(20)	91%	(345)	3%	(12)	377
Age: 65+	5%	(20)	92%	(332)	3%	(10)	361
PID: Dem (no lean)	14%	(94)	79%	(526)	7%	(49)	669
PID: Ind (no lean)	9%	(62)	84%	(552)	7%	(47)	661
PID: Rep (no lean)	14%	(96)	80%	(538)	5%	(36)	670
PID/Gender: Dem Men	17%	(57)	76%	(252)	6%	(21)	330
PID/Gender: Dem Women	11%	(37)	81%	(274)	8%	(28)	339
PID/Gender: Ind Men	12%	(38)	81%	(250)	7%	(21)	309
PID/Gender: Ind Women	7%	(24)	86%	(302)	7%	(26)	352
PID/Gender: Rep Men	22%	(70)	71%	(229)	8%	(25)	324
PID/Gender: Rep Women	8%	(26)	89%	(310)	3%	(10)	346
Tea Party: Supporter	22%	(123)	71%	(394)	7%	(41)	558
Tea Party: Not Supporter	9%	(128)	85%	(1217)	6%	(89)	1435
Ideo: Liberal (1-3)	23%	(146)	73%	(456)	4%	(26)	628
Ideo: Moderate (4)	9%	(40)	86%	(393)	5%	(21)	454
Ideo: Conservative (5-7)	9%	(61)	85%	(606)	6%	(46)	714
Educ: < College	9%	(129)	83%	(1181)	8%	(114)	1423
Educ: Bachelors degree	19%	(71)	78%	(293)	3%	(13)	378
Educ: Post-grad	26%	(52)	72%	(142)	2%	(5)	199
Income: Under 50k	10%	(121)	82%	(982)	8%	(90)	1194
Income: 50k-100k	15%	(89)	79%	(453)	6%	(35)	576
Income: 100k+	18%	(42)	79%	(181)	3%	(7)	230

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Table BRD2_10: Have you seen any of the following movies, or not?
Spotlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	13%	(252)	81%	(1616)	7%	(132)	2000
Ethnicity: White	10%	(167)	84%	(1335)	6%	(89)	1591
Ethnicity: Hispanic	26%	(78)	65%	(194)	9%	(27)	299
Ethnicity: Afr. Am.	24%	(58)	66%	(160)	11%	(27)	244
Ethnicity: Other	17%	(28)	74%	(122)	9%	(16)	165
Relig: Protestant	10%	(52)	87%	(438)	3%	(15)	505
Relig: Roman Catholic	20%	(88)	75%	(334)	5%	(23)	445
Relig: Ath./Agn./None	11%	(58)	79%	(417)	10%	(53)	529
Relig: Something Else	13%	(42)	80%	(254)	7%	(22)	317
Relig: Evangelical	14%	(82)	81%	(472)	5%	(32)	586
Relig: Non-Evang. Catholics	12%	(70)	83%	(469)	4%	(23)	563
Relig: All Christian	13%	(152)	82%	(942)	5%	(55)	1149
Relig: All Non-Christian	12%	(100)	79%	(671)	9%	(75)	846
Community: Urban	19%	(109)	73%	(411)	8%	(47)	567
Community: Suburban	11%	(96)	82%	(709)	6%	(54)	860
Community: Rural	8%	(47)	87%	(496)	5%	(30)	573
Employ: Private Sector	20%	(127)	75%	(483)	5%	(33)	643
Employ: Government	20%	(22)	76%	(85)	4%	(4)	112
Employ: Self-Employed	16%	(29)	75%	(132)	9%	(16)	177
Employ: Homemaker	4%	(8)	86%	(170)	10%	(20)	198
Employ: Student	16%	(14)	78%	(67)	6%	(5)	86
Employ: Retired	5%	(25)	90%	(410)	5%	(23)	457
Employ: Unemployed	10%	(19)	85%	(158)	5%	(10)	186
Employ: Other	6%	(9)	80%	(111)	14%	(20)	139
Job Type: White-collar	20%	(145)	76%	(535)	4%	(26)	706
Job Type: Blue-collar	9%	(83)	85%	(764)	5%	(47)	894
Job Type: Don't Know	6%	(25)	79%	(317)	15%	(59)	401
Military HH: Yes	17%	(70)	78%	(317)	5%	(19)	405
Military HH: No	11%	(183)	81%	(1300)	7%	(113)	1595
Obama Job: Approve	19%	(194)	76%	(789)	5%	(49)	1032
Obama Job: Disapprove	7%	(54)	88%	(716)	5%	(44)	814

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Table BRD2_10: Have you seen any of the following movies, or not?

Spotlight

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(252)	81%	(1616)	7%	(132)	2000
2016 Vote: Hillary Clinton	18%	(125)	77%	(527)	5%	(37)	689
2016 Vote: Donald Trump	13%	(95)	82%	(610)	5%	(37)	741
2016 Vote: Someone else	6%	(8)	87%	(113)	7%	(9)	130
2012 Vote: Barack Obama	19%	(144)	76%	(591)	5%	(39)	773
2012 Vote: Mitt Romney	7%	(40)	90%	(490)	3%	(17)	547
2012 Vote: Other	10%	(6)	87%	(49)	3%	(2)	57
2012 Vote: Didn't Vote	10%	(61)	79%	(486)	12%	(72)	618
4-Region: Northeast	13%	(48)	79%	(289)	7%	(27)	365
4-Region: Midwest	7%	(32)	87%	(375)	6%	(24)	430
4-Region: South	13%	(99)	79%	(584)	8%	(58)	740
4-Region: West	16%	(74)	79%	(368)	5%	(23)	464
Trump: Fav	14%	(138)	81%	(781)	5%	(47)	966
Trump: Unfav	11%	(99)	83%	(756)	6%	(56)	910
Trump: DK/NO	13%	(16)	64%	(79)	23%	(29)	124

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

Table BRD2_11: Have you seen any of the following movies, or not?

Birdman

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	20% (392)	74% (1486)	6% (122)	2000
Gender: Male	26% (249)	68% (657)	6% (57)	963
Gender: Female	14% (143)	80% (829)	6% (65)	1037
Age: 18-29	27% (107)	64% (257)	9% (37)	402
Age: 30-44	25% (135)	66% (353)	9% (50)	539
Age: 45-54	16% (51)	79% (255)	5% (15)	321
Age: 55-64	13% (50)	84% (316)	3% (11)	377
Age: 65+	13% (48)	84% (304)	2% (8)	361
PID: Dem (no lean)	25% (167)	69% (460)	6% (42)	669
PID: Ind (no lean)	16% (105)	78% (513)	7% (43)	661
PID: Rep (no lean)	18% (120)	77% (513)	6% (37)	670
PID/Gender: Dem Men	31% (102)	65% (214)	4% (14)	330
PID/Gender: Dem Women	19% (65)	73% (246)	8% (27)	339
PID/Gender: Ind Men	19% (60)	75% (232)	5% (17)	309
PID/Gender: Ind Women	13% (45)	80% (281)	7% (26)	352
PID/Gender: Rep Men	27% (87)	65% (211)	8% (25)	324
PID/Gender: Rep Women	10% (33)	87% (301)	3% (12)	346
Tea Party: Supporter	27% (148)	67% (375)	6% (35)	558
Tea Party: Not Supporter	17% (243)	77% (1107)	6% (86)	1435
Ideo: Liberal (1-3)	31% (194)	64% (405)	5% (29)	628
Ideo: Moderate (4)	16% (73)	79% (358)	5% (23)	454
Ideo: Conservative (5-7)	14% (102)	81% (577)	5% (34)	714
Educ: < College	18% (252)	75% (1071)	7% (100)	1423
Educ: Bachelors degree	23% (88)	72% (274)	4% (16)	378
Educ: Post-grad	26% (52)	71% (141)	3% (6)	199
Income: Under 50k	18% (214)	75% (897)	7% (83)	1194
Income: 50k-100k	20% (118)	74% (425)	6% (33)	576
Income: 100k+	26% (60)	71% (164)	3% (6)	230

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Table BRD2_11: Have you seen any of the following movies, or not?

Birdman

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	20%	(392)	74%	(1486)	6%	(122)	2000
Ethnicity: White	17%	(278)	77%	(1232)	5%	(81)	1591
Ethnicity: Hispanic	33%	(99)	58%	(175)	9%	(26)	299
Ethnicity: Afr. Am.	27%	(66)	63%	(153)	10%	(25)	244
Ethnicity: Other	29%	(48)	61%	(101)	10%	(17)	165
Relig: Protestant	14%	(69)	83%	(418)	4%	(19)	505
Relig: Roman Catholic	27%	(121)	69%	(305)	4%	(19)	445
Relig: Ath./Agn./None	19%	(100)	71%	(377)	10%	(52)	529
Relig: Something Else	24%	(76)	70%	(221)	6%	(20)	317
Relig: Evangelical	19%	(109)	76%	(446)	5%	(31)	586
Relig: Non-Evang. Catholics	19%	(105)	78%	(439)	3%	(19)	563
Relig: All Christian	19%	(214)	77%	(885)	4%	(49)	1149
Relig: All Non-Christian	21%	(176)	71%	(598)	8%	(72)	846
Community: Urban	27%	(154)	64%	(366)	8%	(47)	567
Community: Suburban	19%	(162)	76%	(657)	5%	(41)	860
Community: Rural	13%	(76)	81%	(464)	6%	(33)	573
Employ: Private Sector	25%	(160)	70%	(450)	5%	(33)	643
Employ: Government	20%	(23)	74%	(83)	5%	(6)	112
Employ: Self-Employed	28%	(50)	64%	(113)	8%	(14)	177
Employ: Homemaker	11%	(23)	80%	(159)	9%	(17)	198
Employ: Student	22%	(19)	72%	(62)	6%	(5)	86
Employ: Retired	13%	(59)	83%	(379)	4%	(20)	457
Employ: Unemployed	21%	(38)	74%	(138)	5%	(10)	186
Employ: Other	15%	(20)	73%	(102)	12%	(17)	139
Job Type: White-collar	23%	(165)	73%	(512)	4%	(29)	706
Job Type: Blue-collar	20%	(177)	76%	(680)	4%	(37)	894
Job Type: Don't Know	12%	(50)	73%	(294)	14%	(56)	401
Military HH: Yes	20%	(81)	75%	(303)	5%	(20)	405
Military HH: No	19%	(311)	74%	(1183)	6%	(102)	1595
Obama Job: Approve	27%	(284)	68%	(700)	5%	(48)	1032
Obama Job: Disapprove	12%	(96)	84%	(681)	5%	(37)	814

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Table BRD2_11: Have you seen any of the following movies, or not?
Birdman

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	20% (392)	74% (1486)	6% (122)	2000
2016 Vote: Hillary Clinton	28% (190)	68% (469)	4% (30)	689
2016 Vote: Donald Trump	18% (130)	77% (574)	5% (37)	741
2016 Vote: Someone else	11% (14)	83% (108)	6% (8)	130
2012 Vote: Barack Obama	27% (206)	68% (529)	5% (38)	773
2012 Vote: Mitt Romney	13% (72)	84% (459)	3% (15)	547
2012 Vote: Other	17% (10)	79% (45)	4% (3)	57
2012 Vote: Didn't Vote	17% (102)	73% (452)	10% (64)	618
4-Region: Northeast	21% (75)	72% (263)	7% (27)	365
4-Region: Midwest	16% (70)	79% (339)	5% (21)	430
4-Region: South	18% (135)	74% (547)	8% (58)	740
4-Region: West	24% (112)	73% (337)	3% (16)	464
Trump: Fav	20% (189)	76% (734)	4% (43)	966
Trump: Unfav	20% (184)	74% (674)	6% (53)	910
Trump: DK/NO	16% (20)	63% (78)	21% (26)	124

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

Table BRD2_12: Have you seen any of the following movies, or not?
12 Years a Slave

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	26% (519)	69% (1370)	6% (110)	2000
Gender: Male	30% (290)	64% (618)	6% (55)	963
Gender: Female	22% (229)	73% (753)	5% (55)	1037
Age: 18-29	33% (131)	59% (237)	8% (34)	402
Age: 30-44	32% (170)	60% (321)	9% (48)	539
Age: 45-54	23% (74)	73% (235)	4% (11)	321
Age: 55-64	18% (69)	79% (298)	3% (10)	377
Age: 65+	21% (74)	77% (280)	2% (7)	361
PID: Dem (no lean)	34% (228)	59% (398)	6% (43)	669
PID: Ind (no lean)	21% (139)	73% (480)	6% (43)	661
PID: Rep (no lean)	23% (152)	74% (493)	4% (25)	670
PID/Gender: Dem Men	37% (123)	57% (188)	6% (19)	330
PID/Gender: Dem Women	31% (105)	62% (210)	7% (24)	339
PID/Gender: Ind Men	23% (71)	72% (222)	5% (16)	309
PID/Gender: Ind Women	19% (68)	73% (257)	8% (27)	352
PID/Gender: Rep Men	30% (97)	64% (207)	6% (20)	324
PID/Gender: Rep Women	16% (56)	82% (286)	1% (5)	346
Tea Party: Supporter	32% (178)	63% (353)	5% (27)	558
Tea Party: Not Supporter	24% (338)	71% (1015)	6% (82)	1435
Ideo: Liberal (1-3)	38% (236)	59% (371)	3% (20)	628
Ideo: Moderate (4)	23% (104)	72% (325)	5% (24)	454
Ideo: Conservative (5-7)	18% (132)	76% (546)	5% (36)	714
Educ: < College	24% (338)	70% (996)	6% (90)	1423
Educ: Bachelors degree	28% (106)	68% (258)	4% (14)	378
Educ: Post-grad	38% (75)	58% (116)	4% (7)	199
Income: Under 50k	24% (286)	70% (833)	6% (75)	1194
Income: 50k-100k	28% (159)	68% (389)	5% (28)	576
Income: 100k+	32% (74)	64% (148)	3% (8)	230

Continued on next page

Table BRD2_12: Have you seen any of the following movies, or not?
12 Years a Slave

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	26%	(519)	69%	(1370)	6%	(110)	2000
Ethnicity: White	21%	(340)	74%	(1174)	5%	(77)	1591
Ethnicity: Hispanic	36%	(108)	57%	(170)	7%	(21)	299
Ethnicity: Afr. Am.	54%	(132)	39%	(94)	7%	(17)	244
Ethnicity: Other	29%	(47)	62%	(102)	10%	(16)	165
Relig: Protestant	20%	(103)	77%	(388)	3%	(15)	505
Relig: Roman Catholic	28%	(126)	67%	(298)	5%	(21)	445
Relig: Ath./Agn./None	26%	(139)	65%	(346)	8%	(44)	529
Relig: Something Else	30%	(94)	64%	(203)	6%	(20)	317
Relig: Evangelical	28%	(162)	68%	(398)	4%	(25)	586
Relig: Non-Evang. Catholics	21%	(121)	75%	(422)	4%	(21)	563
Relig: All Christian	25%	(283)	71%	(820)	4%	(46)	1149
Relig: All Non-Christian	28%	(234)	65%	(548)	8%	(64)	846
Community: Urban	32%	(184)	62%	(352)	6%	(32)	567
Community: Suburban	26%	(226)	68%	(589)	5%	(46)	860
Community: Rural	19%	(110)	75%	(430)	6%	(33)	573
Employ: Private Sector	31%	(198)	65%	(415)	5%	(30)	643
Employ: Government	35%	(40)	61%	(68)	4%	(4)	112
Employ: Self-Employed	31%	(54)	62%	(110)	7%	(13)	177
Employ: Homemaker	18%	(37)	75%	(148)	7%	(14)	198
Employ: Student	27%	(24)	67%	(58)	5%	(5)	86
Employ: Retired	19%	(88)	77%	(351)	4%	(18)	457
Employ: Unemployed	30%	(56)	63%	(117)	7%	(13)	186
Employ: Other	16%	(23)	73%	(102)	10%	(14)	139
Job Type: White-collar	31%	(218)	66%	(467)	3%	(21)	706
Job Type: Blue-collar	25%	(226)	71%	(632)	4%	(35)	894
Job Type: Don't Know	19%	(75)	68%	(272)	13%	(54)	401
Military HH: Yes	28%	(114)	68%	(274)	4%	(17)	405
Military HH: No	25%	(405)	69%	(1096)	6%	(94)	1595
Obama Job: Approve	36%	(375)	60%	(617)	4%	(40)	1032
Obama Job: Disapprove	16%	(127)	80%	(652)	4%	(35)	814

Continued on next page

Table BRD2_12: Have you seen any of the following movies, or not?
12 Years a Slave

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	26% (519)	69% (1370)	6% (110)	2000
2016 Vote: Hillary Clinton	36% (248)	59% (408)	5% (34)	689
2016 Vote: Donald Trump	21% (158)	75% (553)	4% (30)	741
2016 Vote: Someone else	17% (22)	79% (103)	4% (5)	130
2012 Vote: Barack Obama	36% (280)	59% (460)	4% (33)	773
2012 Vote: Mitt Romney	18% (98)	79% (435)	3% (15)	547
2012 Vote: Other	16% (9)	81% (46)	3% (1)	57
2012 Vote: Didn't Vote	21% (130)	69% (429)	10% (59)	618
4-Region: Northeast	22% (79)	72% (262)	6% (24)	365
4-Region: Midwest	21% (89)	75% (322)	5% (20)	430
4-Region: South	28% (209)	65% (484)	6% (47)	740
4-Region: West	31% (142)	65% (302)	4% (20)	464
Trump: Fav	22% (212)	74% (713)	4% (40)	966
Trump: Unfav	30% (270)	66% (597)	5% (44)	910
Trump: DK/NO	30% (37)	49% (60)	21% (26)	124

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

Table BRD3: The following movies have been nominated for Best Picture at this years Academy Awards ceremony, also known as the Oscars. Which would you choose to win Best Picture?

Demographic	Arrival	Fences	Hacksaw Ridge	Hell or High Water	Hidden Figures	La La Land	Lion	Manchester by the Sea	Moonlight	Don't Know / No Opinion	Total N
Adults	3% (64)	5% (109)	8% (160)	2% (39)	11% (223)	13% (256)	3% (59)	4% (88)	3% (58)	47% (945)	2000
Gender: Male	5% (44)	7% (65)	10% (96)	3% (26)	8% (77)	13% (129)	3% (29)	4% (43)	3% (32)	44% (422)	963
Gender: Female	2% (20)	4% (44)	6% (64)	1% (13)	14% (145)	12% (127)	3% (31)	4% (45)	2% (26)	50% (522)	1037
Age: 18-29	3% (14)	6% (25)	5% (21)	4% (17)	11% (43)	17% (68)	6% (24)	5% (21)	6% (23)	36% (147)	402
Age: 30-44	6% (32)	6% (31)	7% (37)	3% (16)	14% (77)	15% (82)	2% (13)	6% (31)	3% (16)	38% (203)	539
Age: 45-54	3% (10)	8% (25)	12% (37)	1% (3)	10% (33)	8% (24)	2% (7)	2% (7)	3% (8)	52% (166)	321
Age: 55-64	1% (2)	4% (14)	7% (25)	— (0)	11% (41)	11% (43)	2% (9)	4% (15)	1% (4)	59% (223)	377
Age: 65+	2% (6)	4% (13)	11% (40)	1% (3)	8% (29)	11% (39)	2% (7)	4% (14)	2% (6)	57% (205)	361
PID: Dem (no lean)	3% (17)	8% (51)	5% (33)	2% (11)	18% (118)	15% (103)	3% (21)	4% (26)	4% (29)	39% (260)	669
PID: Ind (no lean)	3% (20)	4% (25)	7% (49)	2% (11)	10% (65)	10% (67)	3% (19)	5% (32)	1% (10)	55% (363)	661
PID: Rep (no lean)	4% (26)	5% (33)	12% (78)	3% (17)	6% (40)	13% (86)	3% (19)	5% (30)	3% (19)	48% (321)	670
PID/Gender: Dem Men	4% (12)	10% (33)	7% (23)	2% (6)	13% (44)	17% (55)	3% (12)	4% (14)	5% (17)	35% (115)	330
PID/Gender: Dem Women	1% (5)	5% (18)	3% (10)	2% (6)	22% (74)	14% (48)	3% (10)	3% (12)	3% (12)	43% (145)	339
PID/Gender: Ind Men	4% (13)	4% (12)	10% (31)	2% (7)	7% (21)	9% (28)	3% (8)	4% (11)	1% (4)	56% (173)	309
PID/Gender: Ind Women	2% (7)	4% (13)	5% (18)	1% (4)	12% (44)	11% (39)	3% (11)	6% (21)	2% (6)	54% (190)	352
PID/Gender: Rep Men	6% (19)	6% (20)	13% (43)	4% (13)	4% (11)	14% (46)	3% (9)	5% (17)	3% (11)	41% (134)	324
PID/Gender: Rep Women	2% (7)	4% (13)	10% (35)	1% (4)	8% (28)	12% (41)	3% (10)	4% (13)	2% (8)	54% (187)	346
Tea Party: Supporter	4% (20)	6% (35)	12% (65)	4% (20)	9% (51)	15% (85)	6% (31)	6% (33)	3% (19)	36% (199)	558
Tea Party: Not Supporter	3% (44)	5% (74)	7% (94)	1% (18)	12% (172)	12% (171)	2% (28)	4% (55)	3% (38)	52% (740)	1435
Ideo: Liberal (1-3)	3% (19)	8% (49)	6% (36)	2% (13)	14% (89)	15% (95)	6% (35)	6% (35)	5% (32)	36% (224)	628
Ideo: Moderate (4)	4% (16)	4% (16)	7% (30)	1% (6)	11% (51)	14% (64)	1% (4)	5% (23)	3% (14)	51% (230)	454
Ideo: Conservative (5-7)	4% (28)	5% (33)	12% (84)	3% (18)	8% (58)	11% (79)	3% (20)	4% (27)	2% (12)	50% (354)	714
Educ: < College	4% (50)	5% (73)	8% (110)	2% (22)	10% (141)	12% (166)	3% (46)	4% (54)	3% (37)	51% (724)	1423
Educ: Bachelors degree	2% (9)	6% (24)	9% (34)	3% (10)	14% (54)	15% (56)	3% (9)	7% (26)	3% (11)	38% (145)	378
Educ: Post-grad	2% (4)	6% (12)	8% (16)	3% (6)	14% (28)	17% (35)	2% (4)	4% (8)	5% (10)	38% (75)	199
Income: Under 50k	3% (41)	6% (67)	8% (96)	2% (26)	10% (119)	11% (132)	4% (44)	4% (50)	3% (31)	49% (588)	1194
Income: 50k-100k	3% (16)	5% (27)	8% (45)	1% (7)	13% (77)	15% (86)	2% (12)	5% (27)	3% (15)	46% (264)	576
Income: 100k+	3% (6)	6% (15)	9% (20)	2% (5)	12% (27)	17% (38)	1% (3)	5% (11)	5% (12)	40% (93)	230
Ethnicity: White	3% (45)	3% (47)	9% (148)	2% (31)	9% (139)	12% (198)	3% (47)	5% (76)	2% (39)	52% (821)	1591
Ethnicity: Hispanic	2% (7)	9% (26)	5% (14)	4% (12)	10% (31)	21% (63)	5% (14)	4% (13)	6% (19)	34% (101)	299
Ethnicity: Afr. Am.	4% (10)	21% (52)	2% (6)	2% (5)	25% (62)	9% (21)	4% (11)	2% (6)	4% (11)	25% (61)	244
Ethnicity: Other	5% (9)	6% (10)	4% (7)	2% (3)	13% (22)	23% (38)	1% (1)	4% (6)	5% (8)	37% (62)	165
Relig: Protestant	3% (15)	5% (24)	11% (55)	2% (8)	9% (46)	10% (53)	2% (12)	4% (22)	2% (10)	52% (262)	505
Relig: Roman Catholic	3% (11)	5% (21)	9% (40)	3% (14)	10% (46)	18% (79)	4% (19)	7% (31)	3% (11)	39% (172)	445
Relig: Ath./Agn./None	3% (16)	4% (23)	6% (30)	2% (9)	12% (63)	11% (56)	2% (13)	3% (14)	4% (22)	53% (281)	529
Relig: Something Else	4% (13)	7% (22)	6% (18)	2% (8)	11% (34)	12% (38)	3% (10)	5% (16)	3% (11)	46% (147)	317
Relig: Evangelical	3% (19)	7% (39)	10% (56)	3% (16)	11% (65)	13% (77)	3% (17)	4% (26)	3% (17)	43% (254)	586
Relig: Non-Evang. Catholics	3% (15)	4% (25)	10% (56)	1% (6)	10% (57)	15% (84)	3% (19)	6% (32)	1% (7)	46% (262)	563
Relig: All Christian	3% (35)	6% (63)	10% (112)	2% (22)	11% (122)	14% (161)	3% (36)	5% (58)	2% (25)	45% (516)	1149
Relig: All Non-Christian	3% (29)	5% (45)	6% (48)	2% (17)	12% (98)	11% (95)	3% (23)	4% (30)	4% (33)	51% (428)	846

Continued on next page

Table BRD3: The following movies have been nominated for Best Picture at this years Academy Awards ceremony, also known as the Oscars. Which would you choose to win Best Picture?

Demographic	Arrival	Fences	Hacksaw Ridge	Hell or High Water	Hidden Figures	La La Land	Lion	Manchester by the Sea	Moonlight	Don't Know / No Opinion	Total N
Adults	3% (64)	5% (109)	8% (160)	2% (39)	11% (223)	13% (256)	3% (59)	4% (88)	3% (58)	47% (945)	2000
Community: Urban	3% (19)	6% (37)	7% (38)	4% (22)	13% (76)	14% (77)	4% (23)	3% (19)	7% (38)	38% (218)	567
Community: Suburban	3% (22)	5% (45)	7% (60)	1% (10)	12% (103)	15% (126)	3% (29)	5% (39)	2% (16)	48% (410)	860
Community: Rural	4% (22)	5% (28)	11% (62)	1% (7)	8% (43)	9% (53)	1% (7)	5% (30)	1% (4)	55% (317)	573
Employ: Private Sector	4% (24)	7% (45)	8% (51)	3% (17)	11% (72)	14% (92)	4% (23)	5% (33)	4% (27)	40% (260)	643
Employ: Government	3% (3)	4% (5)	13% (15)	1% (2)	15% (17)	18% (20)	1% (1)	4% (5)	2% (2)	39% (44)	112
Employ: Self-Employed	3% (6)	3% (5)	7% (13)	3% (5)	12% (21)	13% (23)	6% (10)	4% (8)	5% (9)	44% (77)	177
Employ: Homemaker	2% (3)	1% (2)	6% (13)	— (0)	9% (18)	17% (33)	4% (7)	5% (9)	3% (6)	54% (107)	198
Employ: Student	1% (1)	7% (6)	6% (6)	5% (5)	16% (14)	16% (13)	2% (2)	3% (3)	6% (6)	37% (32)	86
Employ: Retired	1% (7)	5% (23)	10% (44)	1% (3)	10% (45)	11% (51)	2% (11)	4% (20)	1% (6)	54% (248)	457
Employ: Unemployed	5% (10)	10% (19)	3% (6)	3% (5)	10% (18)	7% (13)	1% (3)	5% (9)	1% (2)	55% (102)	186
Employ: Other	7% (9)	3% (4)	10% (14)	2% (2)	13% (18)	8% (11)	1% (2)	1% (2)	— (1)	54% (76)	139
Job Type: White-collar	4% (26)	4% (26)	8% (58)	3% (20)	14% (102)	14% (97)	3% (24)	7% (47)	3% (22)	40% (285)	706
Job Type: Blue-collar	3% (23)	7% (63)	9% (80)	2% (14)	9% (82)	12% (111)	3% (29)	4% (34)	3% (28)	48% (430)	894
Job Type: Don't Know	4% (15)	5% (19)	6% (23)	1% (6)	10% (39)	12% (48)	2% (6)	2% (7)	2% (8)	57% (230)	401
Military HH: Yes	3% (11)	9% (36)	12% (47)	2% (8)	11% (43)	12% (50)	4% (16)	4% (17)	4% (15)	40% (163)	405
Military HH: No	3% (53)	5% (73)	7% (113)	2% (31)	11% (180)	13% (207)	3% (44)	4% (71)	3% (43)	49% (782)	1595
Obama Job: Approve	4% (40)	8% (85)	5% (57)	2% (25)	15% (156)	15% (159)	4% (36)	5% (48)	4% (45)	37% (381)	1032
Obama Job: Disapprove	3% (22)	3% (21)	12% (99)	2% (13)	7% (53)	10% (78)	3% (22)	4% (33)	2% (12)	56% (459)	814
2016 Vote: Hillary Clinton	3% (18)	9% (61)	5% (31)	2% (14)	18% (126)	13% (92)	3% (22)	5% (32)	5% (33)	38% (260)	689
2016 Vote: Donald Trump	3% (23)	4% (27)	12% (91)	2% (18)	6% (42)	12% (89)	4% (26)	5% (39)	2% (16)	50% (369)	741
2016 Vote: Someone else	3% (4)	4% (6)	7% (9)	— (0)	8% (11)	17% (23)	4% (5)	3% (4)	1% (1)	52% (67)	130
2012 Vote: Barack Obama	4% (31)	9% (71)	6% (50)	2% (15)	16% (126)	13% (102)	3% (27)	5% (38)	3% (23)	38% (291)	773
2012 Vote: Mitt Romney	2% (9)	2% (12)	13% (71)	2% (10)	6% (33)	11% (62)	2% (10)	5% (27)	1% (7)	56% (305)	547
2012 Vote: Other	2% (1)	4% (2)	2% (1)	3% (1)	11% (7)	7% (4)	6% (4)	— (0)	2% (1)	62% (35)	57
2012 Vote: Didn't Vote	4% (22)	4% (24)	6% (39)	2% (12)	9% (55)	14% (88)	3% (19)	4% (22)	4% (26)	50% (312)	618
4-Region: Northeast	3% (10)	6% (21)	8% (28)	2% (6)	10% (37)	16% (57)	3% (12)	4% (16)	3% (12)	45% (166)	365
4-Region: Midwest	2% (11)	5% (22)	9% (40)	2% (8)	9% (37)	12% (50)	2% (9)	4% (16)	2% (7)	54% (231)	430
4-Region: South	3% (20)	8% (58)	8% (56)	2% (17)	14% (100)	10% (75)	4% (27)	4% (31)	2% (14)	46% (344)	740
4-Region: West	5% (23)	2% (8)	8% (36)	2% (8)	11% (49)	16% (74)	2% (11)	5% (25)	5% (25)	44% (204)	464
Trump: Fav	4% (35)	4% (38)	12% (113)	3% (26)	6% (59)	12% (116)	3% (33)	5% (49)	3% (27)	49% (469)	966
Trump: Unfav	3% (27)	7% (66)	5% (43)	1% (10)	16% (148)	14% (131)	2% (19)	4% (34)	3% (30)	44% (402)	910
Trump: DK/NO	1% (2)	4% (5)	3% (4)	3% (3)	12% (15)	7% (9)	5% (7)	3% (4)	1% (2)	60% (74)	124

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

Table BRD4: *Did you watch the Super Bowl this year?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	66%	(1321)	33%	(652)	1%	(27)	2000
Gender: Male	74%	(710)	25%	(238)	2%	(15)	963
Gender: Female	59%	(612)	40%	(413)	1%	(12)	1037
Age: 18-29	67%	(270)	29%	(118)	3%	(14)	402
Age: 30-44	70%	(378)	28%	(153)	1%	(8)	539
Age: 45-54	64%	(204)	36%	(114)	1%	(3)	321
Age: 55-64	63%	(239)	36%	(137)	—	(1)	377
Age: 65+	64%	(231)	36%	(130)	—	(1)	361
PID: Dem (no lean)	68%	(452)	32%	(212)	1%	(5)	669
PID: Ind (no lean)	61%	(403)	37%	(246)	2%	(13)	661
PID: Rep (no lean)	70%	(467)	29%	(194)	1%	(9)	670
PID/Gender: Dem Men	76%	(252)	24%	(78)	—	(0)	330
PID/Gender: Dem Women	59%	(200)	40%	(134)	1%	(5)	339
PID/Gender: Ind Men	66%	(204)	32%	(99)	2%	(6)	309
PID/Gender: Ind Women	56%	(199)	42%	(147)	2%	(7)	352
PID/Gender: Rep Men	78%	(254)	19%	(62)	3%	(8)	324
PID/Gender: Rep Women	62%	(213)	38%	(133)	—	(1)	346
Tea Party: Supporter	73%	(409)	27%	(149)	—	(0)	558
Tea Party: Not Supporter	63%	(907)	35%	(501)	2%	(26)	1435
Ideo: Liberal (1-3)	68%	(424)	32%	(200)	—	(3)	628
Ideo: Moderate (4)	65%	(297)	34%	(152)	1%	(4)	454
Ideo: Conservative (5-7)	69%	(490)	30%	(215)	1%	(8)	714
Educ: < College	63%	(903)	35%	(500)	1%	(20)	1423
Educ: Bachelors degree	70%	(264)	29%	(109)	1%	(4)	378
Educ: Post-grad	77%	(154)	21%	(42)	1%	(2)	199
Income: Under 50k	61%	(729)	38%	(448)	1%	(16)	1194
Income: 50k-100k	72%	(413)	27%	(155)	1%	(8)	576
Income: 100k+	78%	(179)	21%	(48)	1%	(3)	230
Ethnicity: White	65%	(1035)	34%	(541)	1%	(14)	1591
Ethnicity: Hispanic	72%	(216)	25%	(75)	3%	(8)	299

Continued on next page

Table BRD4: Did you watch the Super Bowl this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	66%	(1321)	33%	(652)	1%	(27)	2000
Ethnicity: Afr. Am.	76%	(184)	23%	(55)	2%	(5)	244
Ethnicity: Other	61%	(101)	34%	(55)	5%	(9)	165
Relig: Protestant	67%	(338)	33%	(164)	1%	(3)	505
Relig: Roman Catholic	73%	(323)	27%	(121)	—	(1)	445
Relig: Ath./Agn./None	62%	(327)	36%	(188)	3%	(14)	529
Relig: Something Else	64%	(203)	35%	(110)	2%	(5)	317
Relig: Evangelical	67%	(391)	33%	(191)	1%	(4)	586
Relig: Non-Evang. Catholics	70%	(397)	29%	(162)	1%	(4)	563
Relig: All Christian	69%	(787)	31%	(353)	1%	(8)	1149
Relig: All Non-Christian	63%	(530)	35%	(298)	2%	(18)	846
Community: Urban	68%	(384)	30%	(172)	2%	(11)	567
Community: Suburban	70%	(599)	29%	(252)	1%	(8)	860
Community: Rural	59%	(338)	40%	(228)	1%	(7)	573
Employ: Private Sector	73%	(469)	26%	(168)	1%	(6)	643
Employ: Government	74%	(83)	26%	(29)	—	(0)	112
Employ: Self-Employed	64%	(113)	33%	(58)	4%	(6)	177
Employ: Homemaker	57%	(112)	41%	(82)	2%	(4)	198
Employ: Student	63%	(55)	36%	(31)	1%	(1)	86
Employ: Retired	63%	(289)	37%	(167)	—	(1)	457
Employ: Unemployed	69%	(128)	29%	(55)	2%	(3)	186
Employ: Other	53%	(73)	44%	(61)	3%	(5)	139
Job Type: White-collar	73%	(516)	26%	(184)	1%	(5)	706
Job Type: Blue-collar	65%	(581)	34%	(308)	1%	(5)	894
Job Type: Don't Know	56%	(224)	40%	(160)	4%	(16)	401
Military HH: Yes	72%	(293)	27%	(109)	1%	(2)	405
Military HH: No	64%	(1028)	34%	(543)	2%	(24)	1595
Obama Job: Approve	70%	(726)	29%	(302)	—	(4)	1032
Obama Job: Disapprove	64%	(521)	35%	(287)	1%	(6)	814
2016 Vote: Hillary Clinton	70%	(481)	30%	(206)	—	(3)	689
2016 Vote: Donald Trump	71%	(530)	28%	(204)	1%	(7)	741
2016 Vote: Someone else	67%	(87)	33%	(43)	—	(0)	130

Continued on next page

Table BRD4: Did you watch the Super Bowl this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	66%	(1321)	33%	(652)	1%	(27)	2000
2012 Vote: Barack Obama	71%	(551)	28%	(217)	1%	(5)	773
2012 Vote: Mitt Romney	69%	(376)	30%	(166)	1%	(5)	547
2012 Vote: Other	55%	(31)	45%	(26)	—	(0)	57
2012 Vote: Didn't Vote	58%	(360)	39%	(243)	3%	(16)	618
4-Region: Northeast	71%	(258)	28%	(104)	1%	(2)	365
4-Region: Midwest	61%	(264)	37%	(159)	2%	(7)	430
4-Region: South	66%	(487)	32%	(238)	2%	(15)	740
4-Region: West	67%	(312)	32%	(151)	—	(2)	464
Trump: Fav	69%	(667)	30%	(287)	1%	(11)	966
Trump: Unfav	64%	(586)	35%	(317)	1%	(7)	910
Trump: DK/NO	55%	(68)	38%	(47)	7%	(8)	124

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

Table BRD5_4NET: Why didnt you watch the Super Bowl? Please check all that apply.

The teams playing

Demographic	Selected		Not Selected		Total N
Adults	15%	(99)	85%	(553)	652
Gender: Male	15%	(37)	85%	(202)	238
Gender: Female	15%	(62)	85%	(351)	413
Age: 18-29	18%	(22)	82%	(96)	118
Age: 30-44	25%	(37)	75%	(115)	153
Age: 45-54	13%	(15)	87%	(99)	114
Age: 55-64	10%	(14)	90%	(123)	137
Age: 65+	9%	(11)	91%	(119)	130
PID: Dem (no lean)	16%	(35)	84%	(177)	212
PID: Ind (no lean)	16%	(39)	84%	(207)	246
PID: Rep (no lean)	13%	(26)	87%	(169)	194
PID/Gender: Dem Men	16%	(13)	84%	(66)	78
PID/Gender: Dem Women	16%	(22)	84%	(112)	134
PID/Gender: Ind Men	16%	(16)	84%	(83)	99
PID/Gender: Ind Women	16%	(23)	84%	(124)	147
PID/Gender: Rep Men	14%	(8)	86%	(53)	62
PID/Gender: Rep Women	13%	(17)	87%	(115)	133
Tea Party: Supporter	19%	(29)	81%	(120)	149
Tea Party: Not Supporter	14%	(71)	86%	(431)	501
Ideo: Liberal (1-3)	15%	(31)	85%	(170)	200
Ideo: Moderate (4)	18%	(28)	82%	(124)	152
Ideo: Conservative (5-7)	15%	(32)	85%	(184)	215
Educ: < College	14%	(71)	86%	(429)	500
Educ: Bachelors degree	19%	(21)	81%	(88)	109
Income: Under 50k	14%	(65)	86%	(384)	448
Income: 50k-100k	17%	(27)	83%	(128)	155
Ethnicity: White	15%	(83)	85%	(458)	541
Ethnicity: Hispanic	10%	(7)	90%	(68)	75
Ethnicity: Afr. Am.	16%	(9)	84%	(46)	55

Continued on next page

Table BRD5_4NET: Why didnt you watch the Super Bowl? Please check all that apply.
 The teams playing

Demographic	Selected		Not Selected		Total N
Adults	15%	(99)	85%	(553)	652
Ethnicity: Other	14%	(8)	86%	(48)	55
Relig: Protestant	12%	(19)	88%	(146)	164
Relig: Roman Catholic	15%	(18)	85%	(102)	121
Relig: Ath./Agn./None	16%	(31)	84%	(158)	188
Relig: Something Else	16%	(17)	84%	(92)	110
Relig: Evangelical	16%	(30)	84%	(161)	191
Relig: Non-Evang. Catholics	13%	(21)	87%	(141)	162
Relig: All Christian	15%	(51)	85%	(302)	353
Relig: All Non-Christian	16%	(48)	84%	(250)	298
Community: Urban	14%	(23)	86%	(149)	172
Community: Suburban	14%	(36)	86%	(216)	252
Community: Rural	18%	(40)	82%	(188)	228
Employ: Private Sector	15%	(26)	85%	(143)	168
Employ: Self-Employed	21%	(12)	79%	(46)	58
Employ: Homemaker	15%	(12)	85%	(70)	82
Employ: Retired	10%	(16)	90%	(151)	167
Employ: Unemployed	19%	(10)	81%	(45)	55
Employ: Other	22%	(13)	78%	(48)	61
Job Type: White-collar	16%	(30)	84%	(154)	184
Job Type: Blue-collar	16%	(48)	84%	(260)	308
Job Type: Don't Know	13%	(21)	87%	(139)	160
Military HH: Yes	15%	(16)	85%	(93)	109
Military HH: No	15%	(83)	85%	(460)	543
Obama Job: Approve	16%	(47)	84%	(255)	302
Obama Job: Disapprove	13%	(38)	87%	(249)	287
2016 Vote: Hillary Clinton	19%	(38)	81%	(168)	206
2016 Vote: Donald Trump	14%	(28)	86%	(176)	204
2012 Vote: Barack Obama	14%	(30)	86%	(188)	217
2012 Vote: Mitt Romney	14%	(23)	86%	(144)	166
2012 Vote: Didn't Vote	17%	(42)	83%	(201)	243

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Table BRD5_4NET: Why didnt you watch the Super Bowl? Please check all that apply.
The teams playing

Demographic	Selected		Not Selected		Total N
Adults	15%	(99)	85%	(553)	652
4-Region: Northeast	12%	(12)	88%	(92)	104
4-Region: Midwest	18%	(29)	82%	(130)	159
4-Region: South	16%	(38)	84%	(200)	238
4-Region: West	13%	(20)	87%	(131)	151
Trump: Fav	15%	(43)	85%	(245)	287
Trump: Unfav	16%	(52)	84%	(265)	317

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

Table BRD5_5NET: Why didnt you watch the Super Bowl? Please check all that apply.
The performers at the Half-Time Show

Demographic	Selected		Not Selected		Total N
Adults	7%	(47)	93%	(605)	652
Gender: Male	10%	(24)	90%	(214)	238
Gender: Female	6%	(23)	94%	(390)	413
Age: 18-29	5%	(6)	95%	(113)	118
Age: 30-44	5%	(8)	95%	(144)	153
Age: 45-54	14%	(15)	86%	(99)	114
Age: 55-64	4%	(6)	96%	(131)	137
Age: 65+	9%	(12)	91%	(118)	130
PID: Dem (no lean)	7%	(15)	93%	(197)	212
PID: Ind (no lean)	7%	(16)	93%	(229)	246
PID: Rep (no lean)	8%	(16)	92%	(178)	194
PID/Gender: Dem Men	7%	(5)	93%	(73)	78
PID/Gender: Dem Women	8%	(10)	92%	(124)	134
PID/Gender: Ind Men	12%	(12)	88%	(87)	99
PID/Gender: Ind Women	3%	(4)	97%	(143)	147
PID/Gender: Rep Men	12%	(7)	88%	(54)	62
PID/Gender: Rep Women	6%	(8)	94%	(124)	133
Tea Party: Supporter	9%	(14)	91%	(135)	149
Tea Party: Not Supporter	7%	(33)	93%	(468)	501
Ideo: Liberal (1-3)	7%	(14)	93%	(187)	200
Ideo: Moderate (4)	6%	(10)	94%	(143)	152
Ideo: Conservative (5-7)	9%	(19)	91%	(196)	215
Educ: < College	8%	(38)	92%	(462)	500
Educ: Bachelors degree	6%	(7)	94%	(103)	109
Income: Under 50k	8%	(35)	92%	(414)	448
Income: 50k-100k	8%	(12)	92%	(143)	155
Ethnicity: White	7%	(39)	93%	(503)	541
Ethnicity: Hispanic	12%	(9)	88%	(66)	75
Ethnicity: Afr. Am.	6%	(4)	94%	(51)	55

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Table BRD5_5NET: Why didnt you watch the Super Bowl? Please check all that apply.
The performers at the Half-Time Show

Demographic	Selected		Not Selected		Total N
Adults	7%	(47)	93%	(605)	652
Ethnicity: Other	10%	(5)	90%	(50)	55
Relig: Protestant	4%	(6)	96%	(158)	164
Relig: Roman Catholic	9%	(11)	91%	(110)	121
Relig: Ath./Agn./None	8%	(15)	92%	(174)	188
Relig: Something Else	7%	(8)	93%	(102)	110
Relig: Evangelical	7%	(14)	93%	(177)	191
Relig: Non-Evang. Catholics	7%	(11)	93%	(151)	162
Relig: All Christian	7%	(25)	93%	(328)	353
Relig: All Non-Christian	7%	(22)	93%	(276)	298
Community: Urban	9%	(16)	91%	(156)	172
Community: Suburban	4%	(10)	96%	(242)	252
Community: Rural	9%	(21)	91%	(207)	228
Employ: Private Sector	6%	(10)	94%	(158)	168
Employ: Self-Employed	2%	(1)	98%	(57)	58
Employ: Homemaker	13%	(10)	87%	(71)	82
Employ: Retired	11%	(18)	89%	(149)	167
Employ: Unemployed	—	(0)	100%	(55)	55
Employ: Other	9%	(5)	91%	(56)	61
Job Type: White-collar	6%	(12)	94%	(172)	184
Job Type: Blue-collar	7%	(20)	93%	(287)	308
Job Type: Don't Know	9%	(15)	91%	(145)	160
Military HH: Yes	3%	(3)	97%	(106)	109
Military HH: No	8%	(44)	92%	(499)	543
Obama Job: Approve	5%	(16)	95%	(287)	302
Obama Job: Disapprove	8%	(23)	92%	(265)	287
2016 Vote: Hillary Clinton	5%	(11)	95%	(195)	206
2016 Vote: Donald Trump	13%	(27)	87%	(177)	204
2012 Vote: Barack Obama	5%	(11)	95%	(206)	217
2012 Vote: Mitt Romney	9%	(15)	91%	(151)	166
2012 Vote: Didn't Vote	8%	(20)	92%	(223)	243

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Table BRD5_5NET: Why didnt you watch the Super Bowl? Please check all that apply.
 The performers at the Half-Time Show

Demographic	Selected		Not Selected		Total N
Adults	7%	(47)	93%	(605)	652
4-Region: Northeast	11%	(11)	89%	(93)	104
4-Region: Midwest	4%	(6)	96%	(153)	159
4-Region: South	7%	(17)	93%	(221)	238
4-Region: West	9%	(13)	91%	(138)	151
Trump: Fav	10%	(29)	90%	(259)	287
Trump: Unfav	6%	(18)	94%	(300)	317

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

Table BRD5_6NET: Why didnt you watch the Super Bowl? Please check all that apply.
The quality of the advertisements

Demographic	Selected		Not Selected		Total N
Adults	3%	(20)	97%	(632)	652
Gender: Male	4%	(10)	96%	(229)	238
Gender: Female	2%	(10)	98%	(403)	413
Age: 18-29	7%	(8)	93%	(111)	118
Age: 30-44	3%	(4)	97%	(149)	153
Age: 45-54	5%	(6)	95%	(109)	114
Age: 55-64	—	(1)	100%	(136)	137
Age: 65+	1%	(2)	99%	(128)	130
PID: Dem (no lean)	1%	(2)	99%	(210)	212
PID: Ind (no lean)	5%	(11)	95%	(235)	246
PID: Rep (no lean)	3%	(6)	97%	(188)	194
PID/Gender: Dem Men	1%	(1)	99%	(78)	78
PID/Gender: Dem Women	1%	(2)	99%	(132)	134
PID/Gender: Ind Men	8%	(8)	92%	(91)	99
PID/Gender: Ind Women	2%	(3)	98%	(144)	147
PID/Gender: Rep Men	2%	(1)	98%	(60)	62
PID/Gender: Rep Women	4%	(5)	96%	(127)	133
Tea Party: Supporter	5%	(8)	95%	(141)	149
Tea Party: Not Supporter	2%	(11)	98%	(490)	501
Ideo: Liberal (1-3)	2%	(4)	98%	(197)	200
Ideo: Moderate (4)	1%	(2)	99%	(150)	152
Ideo: Conservative (5-7)	5%	(11)	95%	(205)	215
Educ: < College	3%	(13)	97%	(487)	500
Educ: Bachelors degree	4%	(5)	96%	(105)	109
Income: Under 50k	3%	(12)	97%	(437)	448
Income: 50k-100k	4%	(6)	96%	(150)	155
Ethnicity: White	3%	(18)	97%	(523)	541
Ethnicity: Hispanic	—	(0)	100%	(75)	75
Ethnicity: Afr. Am.	—	(0)	100%	(55)	55

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Table BRD5_6NET: Why didnt you watch the Super Bowl? Please check all that apply.
The quality of the advertisements

Demographic	Selected		Not Selected		Total N
Adults	3%	(20)	97%	(632)	652
Ethnicity: Other	4%	(2)	96%	(53)	55
Relig: Protestant	2%	(4)	98%	(161)	164
Relig: Roman Catholic	3%	(4)	97%	(117)	121
Relig: Ath./Agn./None	3%	(5)	97%	(183)	188
Relig: Something Else	3%	(3)	97%	(106)	110
Relig: Evangelical	3%	(7)	97%	(184)	191
Relig: Non-Evang. Catholics	3%	(5)	97%	(158)	162
Relig: All Christian	3%	(11)	97%	(342)	353
Relig: All Non-Christian	3%	(9)	97%	(289)	298
Community: Urban	2%	(3)	98%	(169)	172
Community: Suburban	2%	(5)	98%	(247)	252
Community: Rural	5%	(12)	95%	(215)	228
Employ: Private Sector	3%	(5)	97%	(164)	168
Employ: Self-Employed	5%	(3)	95%	(55)	58
Employ: Homemaker	4%	(3)	96%	(78)	82
Employ: Retired	2%	(3)	98%	(164)	167
Employ: Unemployed	5%	(3)	95%	(52)	55
Employ: Other	4%	(2)	96%	(59)	61
Job Type: White-collar	5%	(9)	95%	(175)	184
Job Type: Blue-collar	2%	(5)	98%	(303)	308
Job Type: Don't Know	4%	(6)	96%	(154)	160
Military HH: Yes	2%	(3)	98%	(107)	109
Military HH: No	3%	(17)	97%	(525)	543
Obama Job: Approve	3%	(9)	97%	(293)	302
Obama Job: Disapprove	3%	(9)	97%	(278)	287
2016 Vote: Hillary Clinton	—	(0)	100%	(205)	206
2016 Vote: Donald Trump	5%	(11)	95%	(193)	204
2012 Vote: Barack Obama	2%	(5)	98%	(213)	217
2012 Vote: Mitt Romney	3%	(5)	97%	(161)	166
2012 Vote: Didn't Vote	4%	(10)	96%	(233)	243

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Table BRD5_6NET: Why didnt you watch the Super Bowl? Please check all that apply.
The quality of the advertisements

Demographic	Selected		Not Selected		Total N
Adults	3%	(20)	97%	(632)	652
4-Region: Northeast	3%	(3)	97%	(101)	104
4-Region: Midwest	2%	(3)	98%	(156)	159
4-Region: South	4%	(9)	96%	(229)	238
4-Region: West	3%	(5)	97%	(146)	151
Trump: Fav	5%	(14)	95%	(273)	287
Trump: Unfav	2%	(5)	98%	(312)	317

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

Table BRD5_7NET: Why didnt you watch the Super Bowl? Please check all that apply.
 The amount of advertisements

Demographic	Selected		Not Selected		Total N
Adults	4%	(26)	96%	(625)	652
Gender: Male	6%	(14)	94%	(225)	238
Gender: Female	3%	(13)	97%	(401)	413
Age: 18-29	8%	(10)	92%	(109)	118
Age: 30-44	5%	(8)	95%	(144)	153
Age: 45-54	3%	(3)	97%	(111)	114
Age: 55-64	2%	(2)	98%	(134)	137
Age: 65+	2%	(3)	98%	(127)	130
PID: Dem (no lean)	3%	(6)	97%	(206)	212
PID: Ind (no lean)	4%	(10)	96%	(236)	246
PID: Rep (no lean)	5%	(11)	95%	(183)	194
PID/Gender: Dem Men	5%	(4)	95%	(74)	78
PID/Gender: Dem Women	1%	(2)	99%	(132)	134
PID/Gender: Ind Men	7%	(7)	93%	(92)	99
PID/Gender: Ind Women	2%	(3)	98%	(144)	147
PID/Gender: Rep Men	4%	(3)	96%	(59)	62
PID/Gender: Rep Women	6%	(8)	94%	(124)	133
Tea Party: Supporter	10%	(14)	90%	(134)	149
Tea Party: Not Supporter	2%	(12)	98%	(490)	501
Ideo: Liberal (1-3)	3%	(7)	97%	(194)	200
Ideo: Moderate (4)	3%	(5)	97%	(147)	152
Ideo: Conservative (5-7)	6%	(12)	94%	(203)	215
Educ: < College	3%	(17)	97%	(483)	500
Educ: Bachelors degree	7%	(7)	93%	(102)	109
Income: Under 50k	4%	(18)	96%	(431)	448
Income: 50k-100k	4%	(6)	96%	(149)	155
Ethnicity: White	4%	(20)	96%	(521)	541
Ethnicity: Hispanic	8%	(6)	92%	(69)	75
Ethnicity: Afr. Am.	6%	(3)	94%	(52)	55

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Table BRD5_7NET: Why didnt you watch the Super Bowl? Please check all that apply.
The amount of advertisements

Demographic	Selected		Not Selected		Total N
Adults	4%	(26)	96%	(625)	652
Ethnicity: Other	6%	(3)	94%	(52)	55
Relig: Protestant	3%	(4)	97%	(160)	164
Relig: Roman Catholic	5%	(5)	95%	(115)	121
Relig: Ath./Agn./None	6%	(10)	94%	(178)	188
Relig: Something Else	5%	(5)	95%	(104)	110
Relig: Evangelical	3%	(5)	97%	(186)	191
Relig: Non-Evang. Catholics	3%	(6)	97%	(157)	162
Relig: All Christian	3%	(11)	97%	(343)	353
Relig: All Non-Christian	5%	(16)	95%	(282)	298
Community: Urban	6%	(10)	94%	(162)	172
Community: Suburban	2%	(6)	98%	(247)	252
Community: Rural	5%	(11)	95%	(217)	228
Employ: Private Sector	3%	(5)	97%	(164)	168
Employ: Self-Employed	6%	(3)	94%	(55)	58
Employ: Homemaker	5%	(4)	95%	(78)	82
Employ: Retired	3%	(6)	97%	(162)	167
Employ: Unemployed	5%	(3)	95%	(52)	55
Employ: Other	5%	(3)	95%	(58)	61
Job Type: White-collar	6%	(10)	94%	(174)	184
Job Type: Blue-collar	4%	(11)	96%	(296)	308
Job Type: Don't Know	3%	(5)	97%	(155)	160
Military HH: Yes	6%	(6)	94%	(103)	109
Military HH: No	4%	(20)	96%	(522)	543
Obama Job: Approve	4%	(12)	96%	(291)	302
Obama Job: Disapprove	5%	(13)	95%	(274)	287
2016 Vote: Hillary Clinton	3%	(6)	97%	(200)	206
2016 Vote: Donald Trump	6%	(12)	94%	(192)	204
2012 Vote: Barack Obama	5%	(11)	95%	(206)	217
2012 Vote: Mitt Romney	3%	(5)	97%	(161)	166
2012 Vote: Didn't Vote	4%	(10)	96%	(232)	243

Continued on next page

Table BRD5_7NET: Why didnt you watch the Super Bowl? Please check all that apply.
 The amount of advertisements

Demographic	Selected		Not Selected		Total N
Adults	4%	(26)	96%	(625)	652
4-Region: Northeast	4%	(4)	96%	(100)	104
4-Region: Midwest	4%	(6)	96%	(153)	159
4-Region: South	4%	(11)	96%	(227)	238
4-Region: West	4%	(6)	96%	(145)	151
Trump: Fav	6%	(17)	94%	(270)	287
Trump: Unfav	2%	(7)	98%	(311)	317

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

Table BRD5_8NET: Why didnt you watch the Super Bowl? Please check all that apply.
Something else was on TV at the time

Demographic	Selected	Not Selected	Total N
Adults	23% (150)	77% (502)	652
Gender: Male	22% (51)	78% (187)	238
Gender: Female	24% (99)	76% (314)	413
Age: 18-29	26% (31)	74% (88)	118
Age: 30-44	19% (30)	81% (123)	153
Age: 45-54	28% (32)	72% (82)	114
Age: 55-64	22% (30)	78% (107)	137
Age: 65+	22% (28)	78% (102)	130
PID: Dem (no lean)	24% (51)	76% (161)	212
PID: Ind (no lean)	21% (52)	79% (194)	246
PID: Rep (no lean)	24% (47)	76% (147)	194
PID/Gender: Dem Men	29% (22)	71% (56)	78
PID/Gender: Dem Women	21% (28)	79% (105)	134
PID/Gender: Ind Men	16% (16)	84% (82)	99
PID/Gender: Ind Women	25% (36)	75% (111)	147
PID/Gender: Rep Men	21% (13)	79% (49)	62
PID/Gender: Rep Women	26% (35)	74% (98)	133
Tea Party: Supporter	20% (30)	80% (119)	149
Tea Party: Not Supporter	24% (119)	76% (382)	501
Ideo: Liberal (1-3)	25% (50)	75% (151)	200
Ideo: Moderate (4)	26% (39)	74% (113)	152
Ideo: Conservative (5-7)	20% (44)	80% (172)	215
Educ: < College	24% (119)	76% (382)	500
Educ: Bachelors degree	22% (24)	78% (86)	109
Income: Under 50k	25% (110)	75% (338)	448
Income: 50k-100k	20% (31)	80% (124)	155
Ethnicity: White	23% (122)	77% (419)	541
Ethnicity: Hispanic	29% (22)	71% (54)	75
Ethnicity: Afr. Am.	29% (16)	71% (39)	55

Continued on next page

Table BRD5_8NET: Why didnt you watch the Super Bowl? Please check all that apply.
Something else was on TV at the time

Demographic	Selected		Not Selected		Total N
Adults	23%	(150)	77%	(502)	652
Ethnicity: Other	22%	(12)	78%	(43)	55
Relig: Protestant	24%	(39)	76%	(126)	164
Relig: Roman Catholic	22%	(26)	78%	(95)	121
Relig: Ath./Agn./None	28%	(52)	72%	(136)	188
Relig: Something Else	14%	(16)	86%	(94)	110
Relig: Evangelical	25%	(48)	75%	(143)	191
Relig: Non-Evang. Catholics	21%	(35)	79%	(128)	162
Relig: All Christian	23%	(83)	77%	(271)	353
Relig: All Non-Christian	23%	(68)	77%	(230)	298
Community: Urban	23%	(39)	77%	(133)	172
Community: Suburban	24%	(61)	76%	(191)	252
Community: Rural	22%	(50)	78%	(178)	228
Employ: Private Sector	20%	(34)	80%	(134)	168
Employ: Self-Employed	13%	(7)	87%	(51)	58
Employ: Homemaker	30%	(25)	70%	(57)	82
Employ: Retired	20%	(34)	80%	(134)	167
Employ: Unemployed	26%	(14)	74%	(41)	55
Employ: Other	34%	(21)	66%	(41)	61
Job Type: White-collar	20%	(37)	80%	(147)	184
Job Type: Blue-collar	26%	(80)	74%	(228)	308
Job Type: Don't Know	21%	(33)	79%	(127)	160
Military HH: Yes	26%	(29)	74%	(80)	109
Military HH: No	22%	(122)	78%	(421)	543
Obama Job: Approve	29%	(86)	71%	(216)	302
Obama Job: Disapprove	19%	(55)	81%	(232)	287
2016 Vote: Hillary Clinton	23%	(48)	77%	(158)	206
2016 Vote: Donald Trump	21%	(43)	79%	(161)	204
2012 Vote: Barack Obama	24%	(52)	76%	(165)	217
2012 Vote: Mitt Romney	21%	(35)	79%	(131)	166
2012 Vote: Didn't Vote	25%	(61)	75%	(182)	243

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Table BRD5_8NET: Why didnt you watch the Super Bowl? Please check all that apply.
Something else was on TV at the time

Demographic	Selected		Not Selected		Total N
Adults	23%	(150)	77%	(502)	652
4-Region: Northeast	21%	(22)	79%	(82)	104
4-Region: Midwest	19%	(30)	81%	(129)	159
4-Region: South	25%	(60)	75%	(178)	238
4-Region: West	26%	(39)	74%	(112)	151
Trump: Fav	22%	(64)	78%	(223)	287
Trump: Unfav	23%	(72)	77%	(245)	317

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

Table BRD5_9NET: *Why didnt you watch the Super Bowl? Please check all that apply.*
Other (Please specify)

Demographic	Selected	Not Selected	Total N
Adults	58% (379)	42% (273)	652
Gender: Male	57% (137)	43% (102)	238
Gender: Female	59% (242)	41% (171)	413
Age: 18-29	52% (62)	48% (56)	118
Age: 30-44	47% (71)	53% (82)	153
Age: 45-54	58% (67)	42% (47)	114
Age: 55-64	65% (89)	35% (47)	137
Age: 65+	69% (90)	31% (40)	130
PID: Dem (no lean)	55% (116)	45% (96)	212
PID: Ind (no lean)	62% (152)	38% (94)	246
PID: Rep (no lean)	57% (111)	43% (84)	194
PID/Gender: Dem Men	47% (37)	53% (41)	78
PID/Gender: Dem Women	59% (79)	41% (55)	134
PID/Gender: Ind Men	65% (64)	35% (35)	99
PID/Gender: Ind Women	60% (88)	40% (59)	147
PID/Gender: Rep Men	58% (36)	42% (26)	62
PID/Gender: Rep Women	56% (75)	44% (58)	133
Tea Party: Supporter	53% (79)	47% (70)	149
Tea Party: Not Supporter	60% (300)	40% (202)	501
Ideo: Liberal (1-3)	58% (117)	42% (84)	200
Ideo: Moderate (4)	54% (82)	46% (71)	152
Ideo: Conservative (5-7)	58% (125)	42% (90)	215
Educ: < College	58% (292)	42% (208)	500
Educ: Bachelors degree	57% (62)	43% (47)	109
Income: Under 50k	58% (259)	42% (190)	448
Income: 50k-100k	58% (89)	42% (66)	155
Ethnicity: White	60% (322)	40% (219)	541
Ethnicity: Hispanic	49% (37)	51% (38)	75
Ethnicity: Afr. Am.	48% (26)	52% (29)	55

Continued on next page

Table BRD5_9NET: Why didnt you watch the Super Bowl? Please check all that apply.
Other (Please specify)

Demographic	Selected		Not Selected		Total N
Adults	58%	(379)	42%	(273)	652
Ethnicity: Other	54%	(30)	46%	(25)	55
Relig: Protestant	64%	(106)	36%	(59)	164
Relig: Roman Catholic	54%	(65)	46%	(56)	121
Relig: Ath./Agn./None	53%	(100)	47%	(89)	188
Relig: Something Else	67%	(73)	33%	(37)	110
Relig: Evangelical	57%	(108)	43%	(83)	191
Relig: Non-Evang. Catholics	60%	(97)	40%	(65)	162
Relig: All Christian	58%	(205)	42%	(148)	353
Relig: All Non-Christian	58%	(173)	42%	(125)	298
Community: Urban	58%	(99)	42%	(73)	172
Community: Suburban	60%	(151)	40%	(102)	252
Community: Rural	57%	(129)	43%	(98)	228
Employ: Private Sector	61%	(104)	39%	(65)	168
Employ: Self-Employed	62%	(36)	38%	(22)	58
Employ: Homemaker	52%	(42)	48%	(40)	82
Employ: Retired	67%	(112)	33%	(55)	167
Employ: Unemployed	48%	(26)	52%	(29)	55
Employ: Other	39%	(24)	61%	(37)	61
Job Type: White-collar	60%	(110)	40%	(74)	184
Job Type: Blue-collar	57%	(176)	43%	(132)	308
Job Type: Don't Know	58%	(93)	42%	(67)	160
Military HH: Yes	60%	(65)	40%	(44)	109
Military HH: No	58%	(314)	42%	(229)	543
Obama Job: Approve	55%	(166)	45%	(136)	302
Obama Job: Disapprove	61%	(174)	39%	(113)	287
2016 Vote: Hillary Clinton	56%	(115)	44%	(91)	206
2016 Vote: Donald Trump	56%	(113)	44%	(91)	204
2012 Vote: Barack Obama	60%	(131)	40%	(87)	217
2012 Vote: Mitt Romney	62%	(103)	38%	(63)	166
2012 Vote: Didn't Vote	52%	(126)	48%	(117)	243

Continued on next page

Table BRD5_9NET: Why didnt you watch the Super Bowl? Please check all that apply.
 Other (Please specify)

Demographic	Selected		Not Selected		Total N
Adults	58%	(379)	42%	(273)	652
4-Region: Northeast	60%	(62)	40%	(42)	104
4-Region: Midwest	63%	(100)	37%	(59)	159
4-Region: South	55%	(130)	45%	(108)	238
4-Region: West	57%	(86)	43%	(65)	151
Trump: Fav	59%	(170)	41%	(117)	287
Trump: Unfav	58%	(183)	42%	(134)	317

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

Table BRD6: As you may know, the overtime rule for the NFL states that if the team who gets the ball first scores a touchdown on the opening possession, the game is over. If the team who gets the ball first scores a field goal, or does not score on the opening possession, the other team gets the ball and a chance to score. If the score remains tied after each team has had at least one possession, sudden death play continues. Do you agree or disagree with this rule?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / No Opinion	Total N
Adults	28% (570)	22% (447)	11% (220)	11% (210)	28% (553)	2000
Gender: Male	36% (343)	22% (216)	12% (112)	13% (125)	17% (167)	963
Gender: Female	22% (226)	22% (231)	10% (108)	8% (86)	37% (386)	1037
Age: 18-29	37% (148)	22% (86)	14% (54)	5% (19)	23% (94)	402
Age: 30-44	32% (175)	25% (134)	9% (50)	11% (61)	22% (119)	539
Age: 45-54	27% (86)	22% (71)	12% (38)	11% (35)	28% (91)	321
Age: 55-64	24% (89)	19% (73)	9% (32)	14% (53)	35% (130)	377
Age: 65+	20% (72)	23% (83)	12% (45)	12% (42)	33% (118)	361
PID: Dem (no lean)	30% (200)	25% (167)	10% (69)	11% (73)	24% (159)	669
PID: Ind (no lean)	22% (148)	20% (134)	12% (82)	10% (69)	34% (227)	661
PID: Rep (no lean)	33% (222)	22% (145)	10% (69)	10% (68)	25% (166)	670
PID/Gender: Dem Men	37% (123)	24% (81)	12% (40)	14% (46)	12% (41)	330
PID/Gender: Dem Women	23% (77)	26% (87)	9% (29)	8% (27)	35% (118)	339
PID/Gender: Ind Men	25% (77)	20% (61)	14% (44)	14% (44)	27% (83)	309
PID/Gender: Ind Women	20% (72)	21% (73)	11% (39)	7% (24)	41% (145)	352
PID/Gender: Rep Men	44% (144)	23% (74)	9% (29)	11% (34)	13% (43)	324
PID/Gender: Rep Women	22% (78)	21% (71)	12% (40)	10% (34)	36% (123)	346
Tea Party: Supporter	42% (233)	23% (128)	10% (58)	8% (44)	17% (96)	558
Tea Party: Not Supporter	23% (334)	22% (317)	11% (162)	12% (166)	32% (455)	1435
Ideo: Liberal (1-3)	33% (210)	22% (140)	11% (70)	11% (66)	23% (142)	628
Ideo: Moderate (4)	25% (116)	24% (111)	10% (47)	12% (53)	28% (127)	454
Ideo: Conservative (5-7)	27% (196)	23% (165)	13% (93)	10% (73)	26% (187)	714
Educ: < College	29% (415)	21% (302)	10% (147)	10% (139)	30% (421)	1423
Educ: Bachelors degree	25% (95)	25% (95)	14% (52)	11% (42)	25% (94)	378
Educ: Post-grad	30% (59)	26% (51)	11% (22)	15% (29)	19% (38)	199

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Table BRD6: As you may know, the overtime rule for the NFL states that if the team who gets the ball first scores a touchdown on the opening possession, the game is over. If the team who gets the ball first scores a field goal, or does not score on the opening possession, the other team gets the ball and a chance to score. If the score remains tied after each team has had at least one possession, sudden death play continues. Do you agree or disagree with this rule?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	28%	(570)	22%	(447)	11%	(220)	11%	(210)	28%	(553)	2000
Income: Under 50k	30%	(355)	22%	(266)	10%	(122)	9%	(107)	29%	(344)	1194
Income: 50k-100k	26%	(150)	24%	(136)	10%	(59)	13%	(75)	27%	(156)	576
Income: 100k+	28%	(64)	20%	(45)	17%	(39)	12%	(29)	23%	(52)	230
Ethnicity: White	26%	(420)	22%	(352)	11%	(172)	11%	(177)	30%	(469)	1591
Ethnicity: Hispanic	44%	(130)	21%	(64)	12%	(37)	7%	(22)	15%	(45)	299
Ethnicity: Afr. Am.	35%	(86)	26%	(64)	13%	(33)	8%	(19)	17%	(42)	244
Ethnicity: Other	38%	(64)	19%	(31)	10%	(16)	8%	(13)	25%	(41)	165
Relig: Protestant	27%	(136)	18%	(92)	12%	(62)	13%	(64)	30%	(152)	505
Relig: Roman Catholic	35%	(154)	27%	(120)	10%	(43)	9%	(39)	20%	(89)	445
Relig: Ath./Agn./None	25%	(131)	24%	(127)	11%	(59)	10%	(53)	30%	(159)	529
Relig: Something Else	27%	(86)	21%	(65)	12%	(37)	10%	(31)	31%	(98)	317
Relig: Evangelical	33%	(193)	21%	(121)	10%	(58)	10%	(59)	26%	(155)	586
Relig: Non-Evang. Catholics	28%	(159)	24%	(133)	12%	(67)	12%	(67)	24%	(137)	563
Relig: All Christian	31%	(352)	22%	(254)	11%	(125)	11%	(126)	25%	(292)	1149
Relig: All Non-Christian	26%	(217)	23%	(193)	11%	(96)	10%	(84)	30%	(257)	846
Community: Urban	33%	(186)	23%	(132)	10%	(56)	8%	(48)	26%	(145)	567
Community: Suburban	26%	(226)	23%	(195)	14%	(116)	11%	(95)	26%	(228)	860
Community: Rural	28%	(158)	21%	(120)	8%	(48)	12%	(68)	31%	(180)	573
Employ: Private Sector	29%	(185)	24%	(154)	13%	(81)	11%	(71)	24%	(152)	643
Employ: Government	31%	(34)	26%	(29)	13%	(14)	15%	(17)	16%	(18)	112
Employ: Self-Employed	34%	(59)	19%	(34)	14%	(25)	8%	(13)	25%	(45)	177
Employ: Homemaker	29%	(58)	21%	(41)	8%	(16)	8%	(15)	34%	(67)	198
Employ: Student	24%	(21)	30%	(26)	15%	(13)	5%	(4)	25%	(22)	86
Employ: Retired	23%	(104)	21%	(95)	11%	(52)	13%	(60)	32%	(147)	457
Employ: Unemployed	34%	(63)	23%	(44)	4%	(7)	10%	(18)	30%	(55)	186
Employ: Other	33%	(46)	17%	(24)	8%	(11)	8%	(11)	34%	(47)	139

Continued on next page

Table BRD6: As you may know, the overtime rule for the NFL states that if the team who gets the ball first scores a touchdown on the opening possession, the game is over. If the team who gets the ball first scores a field goal, or does not score on the opening possession, the other team gets the ball and a chance to score. If the score remains tied after each team has had at least one possession, sudden death play continues. Do you agree or disagree with this rule?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't Know / No Opinion		Total N
Adults	28%	(570)	22%	(447)	11%	(220)	11%	(210)	28%	(553)	2000
Job Type: White-collar	32%	(227)	25%	(174)	11%	(78)	11%	(77)	21%	(150)	706
Job Type: Blue-collar	28%	(249)	21%	(190)	12%	(105)	12%	(109)	27%	(241)	894
Job Type: Don't Know	24%	(94)	21%	(83)	9%	(37)	6%	(24)	40%	(162)	401
Military HH: Yes	37%	(148)	21%	(85)	12%	(48)	9%	(37)	21%	(87)	405
Military HH: No	26%	(422)	23%	(362)	11%	(172)	11%	(173)	29%	(466)	1595
Obama Job: Approve	34%	(347)	24%	(249)	11%	(111)	8%	(86)	23%	(238)	1032
Obama Job: Disapprove	25%	(200)	22%	(179)	12%	(94)	14%	(112)	28%	(229)	814
2016 Vote: Hillary Clinton	29%	(203)	23%	(161)	12%	(83)	11%	(76)	24%	(167)	689
2016 Vote: Donald Trump	31%	(233)	23%	(168)	10%	(77)	11%	(85)	24%	(178)	741
2016 Vote: Someone else	20%	(27)	17%	(23)	19%	(25)	13%	(17)	30%	(39)	130
2012 Vote: Barack Obama	31%	(238)	24%	(182)	12%	(92)	10%	(77)	24%	(185)	773
2012 Vote: Mitt Romney	29%	(158)	21%	(116)	11%	(61)	12%	(68)	26%	(144)	547
2012 Vote: Other	15%	(9)	14%	(8)	20%	(11)	13%	(7)	39%	(22)	57
2012 Vote: Didn't Vote	26%	(163)	23%	(141)	9%	(55)	9%	(58)	33%	(202)	618
4-Region: Northeast	31%	(113)	22%	(81)	9%	(33)	10%	(36)	27%	(100)	365
4-Region: Midwest	21%	(92)	24%	(104)	11%	(46)	12%	(51)	32%	(137)	430
4-Region: South	30%	(221)	21%	(158)	11%	(80)	11%	(84)	27%	(198)	740
4-Region: West	31%	(143)	22%	(104)	13%	(61)	8%	(39)	25%	(117)	464
Trump: Fav	33%	(320)	22%	(211)	10%	(101)	11%	(102)	24%	(232)	966
Trump: Unfav	25%	(224)	24%	(217)	12%	(105)	11%	(100)	29%	(265)	910
Trump: DK/NO	21%	(26)	16%	(20)	12%	(15)	6%	(8)	45%	(56)	124

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

Table BRD7: As you may know, the overtime rule for the NCAA (college football) states that each team gets one untimed possession starting in the opponents territory. After both possessions are completed, whichever team has the most points wins the game. Which of the following statements comes closest to your view, even if neither is exactly correct?

Demographic	The NFL should continue to use the overtime rules it is currently using.	The NFL should use NCAA overtime rules.	Don't Know / No Opinion	Total N
Adults	37% (743)	28% (567)	35% (690)	2000
Gender: Male	44% (419)	33% (317)	24% (226)	963
Gender: Female	31% (324)	24% (249)	45% (464)	1037
Age: 18-29	43% (175)	30% (122)	26% (105)	402
Age: 30-44	38% (205)	32% (173)	30% (161)	539
Age: 45-54	38% (121)	26% (85)	36% (115)	321
Age: 55-64	34% (130)	25% (93)	41% (154)	377
Age: 65+	31% (112)	26% (94)	43% (155)	361
PID: Dem (no lean)	37% (248)	29% (191)	34% (230)	669
PID: Ind (no lean)	32% (212)	27% (178)	41% (271)	661
PID: Rep (no lean)	42% (283)	29% (198)	28% (189)	670
PID/Gender: Dem Men	42% (140)	36% (118)	22% (72)	330
PID/Gender: Dem Women	32% (108)	22% (73)	47% (158)	339
PID/Gender: Ind Men	38% (117)	30% (93)	32% (99)	309
PID/Gender: Ind Women	27% (96)	24% (85)	49% (172)	352
PID/Gender: Rep Men	50% (163)	33% (106)	17% (55)	324
PID/Gender: Rep Women	35% (121)	26% (91)	39% (134)	346
Tea Party: Supporter	46% (259)	31% (174)	22% (125)	558
Tea Party: Not Supporter	34% (483)	27% (391)	39% (561)	1435
Ideo: Liberal (1-3)	40% (251)	31% (194)	29% (183)	628
Ideo: Moderate (4)	34% (156)	27% (125)	38% (173)	454
Ideo: Conservative (5-7)	40% (287)	30% (212)	30% (215)	714
Educ: < College	38% (540)	25% (362)	37% (521)	1423
Educ: Bachelors degree	32% (120)	35% (133)	33% (126)	378
Educ: Post-grad	42% (83)	36% (72)	22% (43)	199

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Table BRD7: As you may know, the overtime rule for the NCAA (college football) states that each team gets one untimed possession starting in the opponents territory. After both possessions are completed, whichever team has the most points wins the game. Which of the following statements comes closest to your view, even if neither is exactly correct?

Demographic	The NFL should continue to use the overtime rules it is currently using.		The NFL should use NCAA overtime rules.		Don't Know / No Opinion		Total N
Adults	37%	(743)	28%	(567)	35%	(690)	2000
Income: Under 50k	39%	(466)	26%	(307)	35%	(421)	1194
Income: 50k-100k	35%	(200)	31%	(178)	34%	(199)	576
Income: 100k+	34%	(78)	35%	(82)	31%	(71)	230
Ethnicity: White	36%	(576)	28%	(453)	35%	(562)	1591
Ethnicity: Hispanic	41%	(124)	34%	(101)	25%	(74)	299
Ethnicity: Afr. Am.	47%	(114)	26%	(63)	27%	(67)	244
Ethnicity: Other	33%	(54)	30%	(50)	37%	(61)	165
Relig: Protestant	34%	(173)	29%	(147)	37%	(185)	505
Relig: Roman Catholic	40%	(177)	31%	(136)	30%	(131)	445
Relig: Ath./Agn./None	36%	(190)	26%	(137)	38%	(202)	529
Relig: Something Else	41%	(130)	25%	(80)	34%	(107)	317
Relig: Evangelical	37%	(214)	31%	(184)	32%	(187)	586
Relig: Non-Evang. Catholics	37%	(206)	29%	(163)	34%	(193)	563
Relig: All Christian	37%	(421)	30%	(348)	33%	(380)	1149
Relig: All Non-Christian	38%	(320)	26%	(217)	37%	(309)	846
Community: Urban	41%	(234)	29%	(167)	29%	(167)	567
Community: Suburban	35%	(303)	30%	(256)	35%	(301)	860
Community: Rural	36%	(207)	25%	(144)	39%	(223)	573
Employ: Private Sector	40%	(256)	31%	(201)	29%	(186)	643
Employ: Government	44%	(49)	32%	(36)	24%	(27)	112
Employ: Self-Employed	43%	(76)	30%	(54)	27%	(48)	177
Employ: Homemaker	33%	(65)	25%	(50)	42%	(84)	198
Employ: Student	37%	(32)	34%	(30)	29%	(25)	86
Employ: Retired	31%	(142)	26%	(121)	42%	(194)	457
Employ: Unemployed	40%	(74)	22%	(41)	38%	(71)	186
Employ: Other	35%	(49)	25%	(35)	40%	(55)	139

Continued on next page

Table BRD7: As you may know, the overtime rule for the NCAA (college football) states that each team gets one untimed possession starting in the opponents territory. After both possessions are completed, whichever team has the most points wins the game. Which of the following statements comes closest to your view, even if neither is exactly correct?

Demographic	The NFL should continue to use the overtime rules it is currently using.		The NFL should use NCAA overtime rules.		Don't Know / No Opinion		Total N
Adults	37%	(743)	28%	(567)	35%	(690)	2000
Job Type: White-collar	40%	(281)	34%	(237)	27%	(189)	706
Job Type: Blue-collar	37%	(327)	31%	(273)	33%	(294)	894
Job Type: Don't Know	34%	(136)	14%	(57)	52%	(208)	401
Military HH: Yes	39%	(159)	33%	(133)	28%	(113)	405
Military HH: No	37%	(585)	27%	(434)	36%	(577)	1595
Obama Job: Approve	40%	(410)	30%	(312)	30%	(310)	1032
Obama Job: Disapprove	37%	(301)	28%	(229)	35%	(285)	814
2016 Vote: Hillary Clinton	38%	(259)	29%	(197)	34%	(233)	689
2016 Vote: Donald Trump	41%	(304)	30%	(219)	29%	(218)	741
2016 Vote: Someone else	29%	(38)	34%	(43)	37%	(48)	130
2012 Vote: Barack Obama	37%	(288)	30%	(235)	32%	(250)	773
2012 Vote: Mitt Romney	41%	(223)	28%	(152)	31%	(172)	547
2012 Vote: Other	23%	(13)	30%	(17)	47%	(27)	57
2012 Vote: Didn't Vote	35%	(218)	26%	(161)	39%	(239)	618
4-Region: Northeast	44%	(160)	23%	(85)	33%	(120)	365
4-Region: Midwest	34%	(148)	25%	(106)	41%	(176)	430
4-Region: South	35%	(257)	31%	(231)	34%	(252)	740
4-Region: West	38%	(178)	31%	(144)	31%	(142)	464
Trump: Fav	41%	(395)	30%	(287)	29%	(284)	966
Trump: Unfav	34%	(312)	28%	(254)	38%	(344)	910
Trump: DK/NO	29%	(36)	21%	(26)	50%	(62)	124

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

Table BRD8: *When you receive gifts, do you prefer*

Demographic	Gifts that are practical and that you might need	Gifts that you might not necessarily need, but might enjoy	Don't Know / No Opinion	Total N
Adults	63% (1250)	30% (596)	8% (154)	2000
Gender: Male	65% (622)	27% (259)	8% (82)	963
Gender: Female	61% (629)	32% (336)	7% (72)	1037
Age: 18-29	55% (220)	36% (143)	10% (39)	402
Age: 30-44	60% (326)	32% (170)	8% (43)	539
Age: 45-54	64% (204)	28% (90)	9% (27)	321
Age: 55-64	65% (246)	28% (106)	7% (25)	377
Age: 65+	71% (255)	24% (87)	5% (19)	361
PID: Dem (no lean)	64% (425)	31% (208)	5% (36)	669
PID: Ind (no lean)	61% (403)	27% (178)	12% (80)	661
PID: Rep (no lean)	63% (422)	31% (210)	6% (38)	670
PID/Gender: Dem Men	64% (212)	30% (99)	6% (19)	330
PID/Gender: Dem Women	63% (213)	32% (109)	5% (17)	339
PID/Gender: Ind Men	65% (200)	22% (69)	13% (40)	309
PID/Gender: Ind Women	58% (203)	31% (109)	12% (41)	352
PID/Gender: Rep Men	65% (209)	28% (91)	7% (23)	324
PID/Gender: Rep Women	61% (213)	34% (119)	4% (15)	346
Tea Party: Supporter	64% (359)	31% (171)	5% (28)	558
Tea Party: Not Supporter	62% (886)	30% (425)	9% (125)	1435
Ideo: Liberal (1-3)	59% (372)	36% (225)	5% (31)	628
Ideo: Moderate (4)	65% (297)	26% (116)	9% (41)	454
Ideo: Conservative (5-7)	65% (462)	29% (205)	6% (46)	714
Educ: < College	64% (905)	28% (394)	9% (124)	1423
Educ: Bachelors degree	61% (229)	34% (129)	5% (20)	378
Educ: Post-grad	59% (117)	36% (72)	5% (10)	199
Income: Under 50k	63% (755)	28% (329)	9% (110)	1194
Income: 50k-100k	63% (361)	32% (186)	5% (29)	576
Income: 100k+	58% (134)	35% (81)	6% (15)	230
Ethnicity: White	63% (1006)	30% (477)	7% (107)	1591

Continued on next page

Table BRD8: *When you receive gifts, do you prefer*

Demographic	Gifts that are practical and that you might need	Gifts that you might not necessarily need, but might enjoy	Don't Know / No Opinion	Total N
Adults	63% (1250)	30% (596)	8% (154)	2000
Ethnicity: Hispanic	59% (175)	33% (98)	9% (26)	299
Ethnicity: Afr. Am.	63% (153)	28% (68)	9% (23)	244
Ethnicity: Other	55% (91)	31% (51)	14% (24)	165
Relig: Protestant	62% (311)	32% (164)	6% (31)	505
Relig: Roman Catholic	65% (290)	30% (133)	5% (21)	445
Relig: Ath./Agn./None	62% (328)	25% (133)	13% (67)	529
Relig: Something Else	60% (190)	33% (106)	7% (22)	317
Relig: Evangelical	63% (366)	33% (193)	5% (27)	586
Relig: Non-Evang. Catholics	65% (364)	29% (161)	7% (38)	563
Relig: All Christian	64% (730)	31% (354)	6% (65)	1149
Relig: All Non-Christian	61% (518)	28% (239)	10% (89)	846
Community: Urban	61% (349)	30% (169)	9% (49)	567
Community: Suburban	61% (523)	33% (279)	7% (57)	860
Community: Rural	66% (379)	26% (147)	8% (47)	573
Employ: Private Sector	61% (393)	33% (214)	6% (37)	643
Employ: Government	60% (67)	35% (39)	6% (6)	112
Employ: Self-Employed	59% (105)	36% (64)	5% (9)	177
Employ: Homemaker	62% (123)	28% (56)	10% (19)	198
Employ: Student	52% (45)	38% (33)	10% (8)	86
Employ: Retired	70% (322)	23% (106)	7% (30)	457
Employ: Unemployed	57% (107)	27% (51)	15% (28)	186
Employ: Other	64% (89)	24% (34)	12% (16)	139
Job Type: White-collar	56% (392)	40% (279)	5% (35)	706
Job Type: Blue-collar	69% (613)	27% (241)	4% (39)	894
Job Type: Don't Know	61% (245)	19% (75)	20% (80)	401
Military HH: Yes	60% (244)	34% (137)	6% (24)	405
Military HH: No	63% (1007)	29% (459)	8% (129)	1595
Obama Job: Approve	64% (664)	31% (316)	5% (52)	1032
Obama Job: Disapprove	63% (512)	31% (251)	6% (51)	814

Continued on next page

Table BRD8: *When you receive gifts, do you prefer*

Demographic	Gifts that are practical and that you might need		Gifts that you might not necessarily need, but might enjoy		Don't Know / No Opinion		Total N
Adults	63%	(1250)	30%	(596)	8%	(154)	2000
2016 Vote: Hillary Clinton	62%	(428)	32%	(218)	6%	(44)	689
2016 Vote: Donald Trump	64%	(477)	30%	(223)	5%	(41)	741
2016 Vote: Someone else	62%	(81)	33%	(43)	5%	(6)	130
2012 Vote: Barack Obama	63%	(486)	32%	(247)	5%	(41)	773
2012 Vote: Mitt Romney	63%	(344)	31%	(172)	6%	(31)	547
2012 Vote: Other	60%	(34)	35%	(20)	5%	(3)	57
2012 Vote: Didn't Vote	62%	(382)	25%	(157)	13%	(79)	618
4-Region: Northeast	64%	(234)	27%	(97)	9%	(34)	365
4-Region: Midwest	66%	(285)	27%	(115)	7%	(30)	430
4-Region: South	61%	(449)	31%	(233)	8%	(59)	740
4-Region: West	61%	(283)	33%	(152)	7%	(30)	464
Trump: Fav	64%	(615)	30%	(293)	6%	(57)	966
Trump: Unfav	62%	(569)	30%	(277)	7%	(64)	910
Trump: DK/NO	54%	(67)	20%	(25)	26%	(32)	124

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

Table BRD9_1: *Have you ever received the following gifts for Valentines Day, or not?*
 Candy

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	77% (1532)	21% (413)	3% (54)	2000
Gender: Male	67% (646)	29% (280)	4% (36)	963
Gender: Female	85% (886)	13% (133)	2% (18)	1037
Age: 18-29	79% (317)	16% (66)	5% (19)	402
Age: 30-44	80% (431)	17% (90)	3% (18)	539
Age: 45-54	81% (259)	17% (53)	3% (9)	321
Age: 55-64	76% (285)	24% (89)	1% (3)	377
Age: 65+	66% (240)	32% (115)	2% (6)	361
PID: Dem (no lean)	77% (516)	21% (141)	2% (12)	669
PID: Ind (no lean)	74% (489)	22% (144)	4% (29)	661
PID: Rep (no lean)	79% (527)	19% (129)	2% (14)	670
PID/Gender: Dem Men	72% (236)	26% (87)	2% (7)	330
PID/Gender: Dem Women	83% (280)	16% (53)	2% (6)	339
PID/Gender: Ind Men	62% (190)	33% (101)	6% (18)	309
PID/Gender: Ind Women	85% (299)	12% (42)	3% (11)	352
PID/Gender: Rep Men	68% (220)	28% (92)	4% (12)	324
PID/Gender: Rep Women	89% (308)	11% (37)	1% (2)	346
Tea Party: Supporter	80% (446)	19% (104)	2% (9)	558
Tea Party: Not Supporter	75% (1082)	21% (308)	3% (45)	1435
Ideo: Liberal (1-3)	77% (483)	21% (133)	2% (12)	628
Ideo: Moderate (4)	77% (351)	20% (89)	3% (14)	454
Ideo: Conservative (5-7)	77% (547)	22% (156)	1% (10)	714
Educ: < College	78% (1106)	20% (280)	3% (38)	1423
Educ: Bachelors degree	75% (284)	22% (81)	3% (12)	378
Educ: Post-grad	72% (142)	26% (52)	2% (4)	199
Income: Under 50k	77% (919)	20% (239)	3% (36)	1194
Income: 50k-100k	75% (434)	22% (129)	2% (13)	576
Income: 100k+	78% (180)	20% (45)	2% (5)	230

Continued on next page

Table BRD9_1: Have you ever received the following gifts for Valentines Day, or not?

Candy

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	77%	(1532)	21%	(413)	3%	(54)	2000
Ethnicity: White	78%	(1237)	20%	(318)	2%	(36)	1591
Ethnicity: Hispanic	76%	(228)	19%	(58)	5%	(14)	299
Ethnicity: Afr. Am.	74%	(182)	23%	(57)	2%	(5)	244
Ethnicity: Other	68%	(113)	23%	(39)	8%	(13)	165
Relig: Protestant	81%	(409)	17%	(88)	2%	(8)	505
Relig: Roman Catholic	73%	(327)	25%	(109)	2%	(9)	445
Relig: Ath./Agn./None	72%	(383)	23%	(123)	4%	(23)	529
Relig: Something Else	78%	(247)	19%	(60)	3%	(11)	317
Relig: Evangelical	81%	(476)	16%	(95)	2%	(15)	586
Relig: Non-Evang. Catholics	75%	(422)	24%	(135)	1%	(6)	563
Relig: All Christian	78%	(899)	20%	(230)	2%	(20)	1149
Relig: All Non-Christian	74%	(629)	22%	(183)	4%	(34)	846
Community: Urban	74%	(420)	23%	(131)	3%	(17)	567
Community: Suburban	78%	(669)	20%	(174)	2%	(17)	860
Community: Rural	77%	(444)	19%	(108)	4%	(21)	573
Employ: Private Sector	79%	(510)	19%	(121)	2%	(13)	643
Employ: Government	86%	(96)	14%	(16)	—	(0)	112
Employ: Self-Employed	68%	(121)	27%	(48)	5%	(8)	177
Employ: Homemaker	90%	(178)	8%	(15)	2%	(4)	198
Employ: Student	82%	(71)	14%	(12)	3%	(3)	86
Employ: Retired	66%	(303)	31%	(143)	3%	(12)	457
Employ: Unemployed	77%	(143)	19%	(35)	4%	(8)	186
Employ: Other	79%	(110)	16%	(22)	4%	(6)	139
Job Type: White-collar	75%	(529)	23%	(159)	2%	(17)	706
Job Type: Blue-collar	78%	(701)	20%	(182)	1%	(10)	894
Job Type: Don't Know	75%	(302)	18%	(71)	7%	(27)	401
Military HH: Yes	73%	(295)	26%	(104)	1%	(6)	405
Military HH: No	78%	(1237)	19%	(309)	3%	(49)	1595
Obama Job: Approve	79%	(812)	20%	(207)	1%	(12)	1032
Obama Job: Disapprove	77%	(625)	22%	(175)	2%	(14)	814

Continued on next page

Table BRD9_1: Have you ever received the following gifts for Valentines Day, or not?
 Candy

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	77% (1532)	21% (413)	3% (54)	2000
2016 Vote: Hillary Clinton	76% (522)	22% (152)	2% (15)	689
2016 Vote: Donald Trump	78% (577)	21% (155)	1% (9)	741
2016 Vote: Someone else	79% (103)	19% (24)	2% (3)	130
2012 Vote: Barack Obama	79% (613)	19% (149)	1% (11)	773
2012 Vote: Mitt Romney	77% (421)	21% (116)	2% (10)	547
2012 Vote: Other	75% (43)	23% (13)	3% (1)	57
2012 Vote: Didn't Vote	73% (452)	22% (134)	5% (32)	618
4-Region: Northeast	75% (273)	23% (85)	2% (7)	365
4-Region: Midwest	77% (331)	21% (91)	2% (9)	430
4-Region: South	77% (571)	19% (142)	4% (28)	740
4-Region: West	77% (358)	21% (96)	2% (11)	464
Trump: Fav	79% (760)	20% (193)	1% (13)	966
Trump: Unfav	77% (700)	21% (189)	2% (22)	910
Trump: DK/NO	59% (73)	25% (31)	16% (20)	124

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

Table BRD9_2: Have you ever received the following gifts for Valentines Day, or not?
Flowers

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1096)	42% (850)	3% (54)	2000
Gender: Male	27% (264)	69% (665)	4% (34)	963
Gender: Female	80% (832)	18% (185)	2% (20)	1037
Age: 18-29	56% (224)	39% (158)	5% (19)	402
Age: 30-44	56% (304)	41% (219)	3% (16)	539
Age: 45-54	60% (192)	38% (122)	2% (7)	321
Age: 55-64	52% (197)	46% (174)	2% (6)	377
Age: 65+	50% (179)	49% (176)	2% (6)	361
PID: Dem (no lean)	54% (359)	44% (296)	2% (14)	669
PID: Ind (no lean)	52% (346)	44% (289)	4% (27)	661
PID: Rep (no lean)	59% (392)	40% (265)	2% (13)	670
PID/Gender: Dem Men	32% (105)	66% (218)	2% (6)	330
PID/Gender: Dem Women	75% (253)	23% (77)	2% (8)	339
PID/Gender: Ind Men	20% (61)	75% (233)	5% (15)	309
PID/Gender: Ind Women	81% (284)	16% (56)	3% (12)	352
PID/Gender: Rep Men	30% (98)	66% (213)	4% (13)	324
PID/Gender: Rep Women	85% (294)	15% (51)	— (1)	346
Tea Party: Supporter	59% (328)	39% (220)	2% (10)	558
Tea Party: Not Supporter	53% (764)	44% (628)	3% (43)	1435
Ideo: Liberal (1-3)	55% (347)	43% (267)	2% (13)	628
Ideo: Moderate (4)	56% (255)	41% (185)	3% (14)	454
Ideo: Conservative (5-7)	53% (376)	46% (330)	1% (8)	714
Educ: < College	56% (791)	41% (591)	3% (42)	1423
Educ: Bachelors degree	56% (210)	42% (159)	2% (8)	378
Educ: Post-grad	48% (96)	50% (99)	2% (4)	199
Income: Under 50k	54% (648)	43% (509)	3% (36)	1194
Income: 50k-100k	57% (331)	40% (231)	2% (14)	576
Income: 100k+	51% (117)	47% (109)	2% (4)	230

Continued on next page

Table BRD9_2: Have you ever received the following gifts for Valentines Day, or not?
 Flowers

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	55%	(1096)	42%	(850)	3%	(54)	2000
Ethnicity: White	55%	(869)	43%	(685)	2%	(36)	1591
Ethnicity: Hispanic	60%	(181)	35%	(106)	4%	(12)	299
Ethnicity: Afr. Am.	58%	(142)	40%	(97)	2%	(5)	244
Ethnicity: Other	51%	(85)	41%	(68)	8%	(13)	165
Relig: Protestant	57%	(288)	42%	(212)	1%	(5)	505
Relig: Roman Catholic	56%	(250)	41%	(184)	2%	(11)	445
Relig: Ath./Agn./None	47%	(248)	48%	(256)	5%	(25)	529
Relig: Something Else	61%	(195)	37%	(116)	2%	(7)	317
Relig: Evangelical	58%	(339)	40%	(234)	2%	(13)	586
Relig: Non-Evang. Catholics	55%	(311)	43%	(244)	1%	(8)	563
Relig: All Christian	57%	(650)	42%	(477)	2%	(21)	1149
Relig: All Non-Christian	52%	(442)	44%	(372)	4%	(32)	846
Community: Urban	52%	(298)	45%	(253)	3%	(16)	567
Community: Suburban	56%	(477)	42%	(363)	2%	(19)	860
Community: Rural	56%	(321)	41%	(233)	3%	(19)	573
Employ: Private Sector	54%	(347)	44%	(283)	2%	(13)	643
Employ: Government	63%	(70)	37%	(41)	1%	(1)	112
Employ: Self-Employed	48%	(86)	48%	(85)	3%	(6)	177
Employ: Homemaker	84%	(167)	11%	(23)	5%	(9)	198
Employ: Student	58%	(50)	39%	(33)	3%	(3)	86
Employ: Retired	47%	(213)	50%	(231)	3%	(13)	457
Employ: Unemployed	46%	(85)	52%	(97)	2%	(4)	186
Employ: Other	56%	(78)	40%	(56)	4%	(5)	139
Job Type: White-collar	55%	(387)	43%	(304)	2%	(15)	706
Job Type: Blue-collar	54%	(482)	44%	(397)	2%	(14)	894
Job Type: Don't Know	57%	(227)	37%	(148)	6%	(25)	401
Military HH: Yes	55%	(223)	43%	(174)	2%	(8)	405
Military HH: No	55%	(873)	42%	(676)	3%	(47)	1595
Obama Job: Approve	57%	(591)	42%	(429)	1%	(11)	1032
Obama Job: Disapprove	52%	(425)	46%	(377)	1%	(11)	814

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Table BRD9_2: Have you ever received the following gifts for Valentines Day, or not?

Flowers

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1096)	42% (850)	3% (54)	2000
2016 Vote: Hillary Clinton	54% (369)	45% (309)	2% (12)	689
2016 Vote: Donald Trump	58% (428)	41% (306)	1% (8)	741
2016 Vote: Someone else	44% (57)	55% (71)	2% (2)	130
2012 Vote: Barack Obama	57% (442)	41% (316)	2% (16)	773
2012 Vote: Mitt Romney	54% (296)	45% (246)	1% (5)	547
2012 Vote: Other	62% (36)	35% (20)	3% (1)	57
2012 Vote: Didn't Vote	52% (321)	43% (265)	5% (32)	618
4-Region: Northeast	55% (202)	43% (157)	2% (6)	365
4-Region: Midwest	53% (228)	45% (192)	2% (10)	430
4-Region: South	57% (420)	40% (295)	3% (26)	740
4-Region: West	53% (246)	44% (206)	3% (12)	464
Trump: Fav	57% (546)	42% (406)	1% (14)	966
Trump: Unfav	54% (493)	43% (395)	2% (22)	910
Trump: DK/NO	46% (57)	40% (49)	14% (18)	124

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

Table BRD9_3: *Have you ever received the following gifts for Valentines Day, or not?*
Stuffed animal

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (1035)	45% (907)	3% (58)	2000
Gender: Male	36% (345)	61% (583)	4% (35)	963
Gender: Female	67% (691)	31% (324)	2% (23)	1037
Age: 18-29	63% (254)	33% (132)	4% (16)	402
Age: 30-44	57% (308)	39% (212)	4% (19)	539
Age: 45-54	58% (188)	39% (126)	2% (8)	321
Age: 55-64	45% (169)	54% (203)	1% (4)	377
Age: 65+	32% (117)	65% (234)	3% (11)	361
PID: Dem (no lean)	52% (351)	46% (304)	2% (14)	669
PID: Ind (no lean)	51% (335)	45% (301)	4% (25)	661
PID: Rep (no lean)	52% (349)	45% (302)	3% (18)	670
PID/Gender: Dem Men	40% (131)	58% (192)	2% (7)	330
PID/Gender: Dem Women	65% (220)	33% (112)	2% (6)	339
PID/Gender: Ind Men	30% (93)	65% (202)	5% (14)	309
PID/Gender: Ind Women	69% (243)	28% (99)	3% (11)	352
PID/Gender: Rep Men	37% (121)	59% (190)	4% (13)	324
PID/Gender: Rep Women	66% (229)	33% (113)	1% (5)	346
Tea Party: Supporter	59% (328)	40% (221)	2% (9)	558
Tea Party: Not Supporter	49% (704)	48% (684)	3% (47)	1435
Ideo: Liberal (1-3)	54% (337)	45% (281)	2% (10)	628
Ideo: Moderate (4)	53% (240)	44% (201)	3% (13)	454
Ideo: Conservative (5-7)	46% (330)	52% (369)	2% (14)	714
Educ: < College	54% (771)	43% (613)	3% (39)	1423
Educ: Bachelors degree	48% (181)	49% (184)	4% (13)	378
Educ: Post-grad	42% (84)	55% (110)	2% (5)	199
Income: Under 50k	54% (639)	43% (519)	3% (36)	1194
Income: 50k-100k	51% (294)	46% (266)	3% (17)	576
Income: 100k+	45% (103)	53% (123)	2% (4)	230

Continued on next page

Table BRD9_3: Have you ever received the following gifts for Valentines Day, or not?
Stuffed animal

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	52%	(1035)	45%	(907)	3%	(58)	2000
Ethnicity: White	51%	(817)	46%	(737)	2%	(37)	1591
Ethnicity: Hispanic	61%	(183)	36%	(109)	3%	(8)	299
Ethnicity: Afr. Am.	58%	(141)	39%	(96)	3%	(8)	244
Ethnicity: Other	47%	(78)	45%	(75)	8%	(13)	165
Relig: Protestant	47%	(237)	51%	(258)	2%	(9)	505
Relig: Roman Catholic	53%	(234)	45%	(202)	2%	(9)	445
Relig: Ath./Agn./None	47%	(248)	48%	(256)	5%	(25)	529
Relig: Something Else	61%	(194)	36%	(114)	3%	(9)	317
Relig: Evangelical	54%	(314)	44%	(259)	2%	(13)	586
Relig: Non-Evang. Catholics	49%	(276)	49%	(277)	2%	(10)	563
Relig: All Christian	51%	(590)	47%	(536)	2%	(23)	1149
Relig: All Non-Christian	52%	(442)	44%	(370)	4%	(34)	846
Community: Urban	51%	(288)	47%	(264)	3%	(15)	567
Community: Suburban	51%	(435)	47%	(400)	3%	(24)	860
Community: Rural	55%	(313)	42%	(243)	3%	(18)	573
Employ: Private Sector	54%	(350)	44%	(280)	2%	(13)	643
Employ: Government	53%	(59)	47%	(52)	1%	(1)	112
Employ: Self-Employed	49%	(87)	46%	(82)	5%	(9)	177
Employ: Homemaker	73%	(145)	25%	(49)	2%	(5)	198
Employ: Student	62%	(54)	34%	(30)	3%	(3)	86
Employ: Retired	34%	(153)	63%	(289)	3%	(15)	457
Employ: Unemployed	57%	(106)	40%	(74)	4%	(7)	186
Employ: Other	59%	(82)	36%	(51)	4%	(6)	139
Job Type: White-collar	49%	(348)	48%	(342)	2%	(16)	706
Job Type: Blue-collar	52%	(466)	46%	(414)	1%	(13)	894
Job Type: Don't Know	55%	(221)	38%	(151)	7%	(28)	401
Military HH: Yes	51%	(206)	46%	(188)	3%	(11)	405
Military HH: No	52%	(829)	45%	(719)	3%	(47)	1595
Obama Job: Approve	57%	(589)	42%	(432)	1%	(10)	1032
Obama Job: Disapprove	46%	(374)	52%	(421)	2%	(18)	814

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Table BRD9_3: Have you ever received the following gifts for Valentines Day, or not?
 Stuffed animal

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	52%	(1035)	45%	(907)	3%	(58)	2000
2016 Vote: Hillary Clinton	52%	(357)	46%	(320)	2%	(13)	689
2016 Vote: Donald Trump	50%	(369)	48%	(358)	2%	(14)	741
2016 Vote: Someone else	45%	(58)	52%	(68)	2%	(3)	130
2012 Vote: Barack Obama	54%	(419)	44%	(341)	2%	(14)	773
2012 Vote: Mitt Romney	46%	(252)	52%	(285)	2%	(10)	547
2012 Vote: Other	58%	(33)	38%	(22)	3%	(2)	57
2012 Vote: Didn't Vote	53%	(327)	42%	(259)	5%	(32)	618
4-Region: Northeast	49%	(178)	49%	(179)	2%	(8)	365
4-Region: Midwest	50%	(217)	47%	(202)	3%	(11)	430
4-Region: South	55%	(404)	42%	(308)	4%	(29)	740
4-Region: West	51%	(237)	47%	(218)	2%	(9)	464
Trump: Fav	51%	(496)	47%	(450)	2%	(20)	966
Trump: Unfav	53%	(484)	45%	(406)	2%	(20)	910
Trump: DK/NO	45%	(56)	41%	(50)	14%	(18)	124

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

Table BRD9_4: Have you ever received the following gifts for Valentines Day, or not?

Jewelry

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (911)	51% (1026)	3% (63)	2000
Gender: Male	29% (281)	67% (647)	4% (35)	963
Gender: Female	61% (630)	37% (380)	3% (28)	1037
Age: 18-29	45% (181)	50% (202)	4% (18)	402
Age: 30-44	54% (289)	43% (230)	4% (20)	539
Age: 45-54	51% (164)	46% (148)	3% (9)	321
Age: 55-64	38% (142)	61% (230)	1% (5)	377
Age: 65+	37% (135)	60% (217)	3% (10)	361
PID: Dem (no lean)	46% (311)	52% (347)	2% (11)	669
PID: Ind (no lean)	42% (280)	54% (355)	4% (26)	661
PID: Rep (no lean)	48% (320)	48% (324)	4% (26)	670
PID/Gender: Dem Men	35% (116)	63% (209)	2% (5)	330
PID/Gender: Dem Women	58% (195)	41% (138)	2% (6)	339
PID/Gender: Ind Men	22% (67)	74% (229)	4% (14)	309
PID/Gender: Ind Women	61% (214)	36% (127)	3% (12)	352
PID/Gender: Rep Men	31% (99)	64% (209)	5% (16)	324
PID/Gender: Rep Women	64% (221)	33% (115)	3% (10)	346
Tea Party: Supporter	54% (299)	44% (246)	2% (14)	558
Tea Party: Not Supporter	42% (608)	54% (779)	3% (48)	1435
Ideo: Liberal (1-3)	49% (308)	49% (305)	2% (15)	628
Ideo: Moderate (4)	47% (215)	50% (228)	2% (11)	454
Ideo: Conservative (5-7)	42% (297)	56% (398)	3% (18)	714
Educ: < College	47% (665)	50% (713)	3% (45)	1423
Educ: Bachelors degree	44% (168)	52% (197)	3% (13)	378
Educ: Post-grad	40% (79)	58% (116)	2% (4)	199
Income: Under 50k	45% (537)	52% (618)	3% (39)	1194
Income: 50k-100k	48% (278)	48% (279)	3% (19)	576
Income: 100k+	42% (96)	56% (130)	2% (4)	230

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Table BRD9_4: Have you ever received the following gifts for Valentines Day, or not?
Jewelry

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (911)	51% (1026)	3% (63)	2000
Ethnicity: White	44% (702)	53% (844)	3% (44)	1591
Ethnicity: Hispanic	55% (165)	42% (126)	3% (8)	299
Ethnicity: Afr. Am.	53% (130)	44% (106)	3% (8)	244
Ethnicity: Other	48% (79)	46% (76)	7% (11)	165
Relig: Protestant	46% (234)	52% (262)	2% (10)	505
Relig: Roman Catholic	47% (211)	50% (223)	2% (11)	445
Relig: Ath./Agn./None	38% (202)	57% (301)	5% (26)	529
Relig: Something Else	49% (156)	48% (152)	3% (10)	317
Relig: Evangelical	50% (295)	47% (274)	3% (17)	586
Relig: Non-Evang. Catholics	45% (255)	53% (299)	2% (10)	563
Relig: All Christian	48% (550)	50% (573)	2% (26)	1149
Relig: All Non-Christian	42% (357)	54% (453)	4% (36)	846
Community: Urban	45% (254)	53% (298)	3% (14)	567
Community: Suburban	45% (385)	52% (448)	3% (27)	860
Community: Rural	47% (272)	49% (280)	4% (21)	573
Employ: Private Sector	47% (304)	50% (324)	2% (16)	643
Employ: Government	48% (53)	47% (53)	5% (6)	112
Employ: Self-Employed	43% (77)	53% (94)	4% (7)	177
Employ: Homemaker	67% (134)	29% (57)	4% (8)	198
Employ: Student	50% (43)	47% (40)	3% (3)	86
Employ: Retired	35% (162)	62% (282)	3% (14)	457
Employ: Unemployed	38% (71)	60% (111)	2% (4)	186
Employ: Other	49% (68)	47% (65)	4% (6)	139
Job Type: White-collar	46% (321)	52% (365)	3% (20)	706
Job Type: Blue-collar	46% (408)	53% (469)	2% (17)	894
Job Type: Don't Know	45% (182)	48% (192)	7% (26)	401
Military HH: Yes	50% (203)	48% (193)	2% (9)	405
Military HH: No	44% (709)	52% (833)	3% (53)	1595
Obama Job: Approve	49% (505)	50% (513)	1% (13)	1032
Obama Job: Disapprove	42% (345)	55% (449)	2% (20)	814

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Table BRD9_4: Have you ever received the following gifts for Valentines Day, or not?

Jewelry

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (911)	51% (1026)	3% (63)	2000
2016 Vote: Hillary Clinton	46% (317)	52% (362)	2% (11)	689
2016 Vote: Donald Trump	47% (351)	50% (371)	2% (18)	741
2016 Vote: Someone else	40% (52)	56% (72)	4% (5)	130
2012 Vote: Barack Obama	50% (386)	48% (372)	2% (16)	773
2012 Vote: Mitt Romney	43% (233)	55% (302)	2% (12)	547
2012 Vote: Other	50% (29)	47% (27)	3% (2)	57
2012 Vote: Didn't Vote	42% (262)	52% (323)	5% (33)	618
4-Region: Northeast	46% (166)	52% (190)	2% (9)	365
4-Region: Midwest	41% (178)	56% (240)	3% (12)	430
4-Region: South	49% (361)	47% (347)	4% (33)	740
4-Region: West	44% (206)	54% (250)	2% (9)	464
Trump: Fav	47% (456)	50% (485)	3% (25)	966
Trump: Unfav	45% (405)	53% (483)	2% (22)	910
Trump: DK/NO	40% (50)	47% (58)	13% (16)	124

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

Table BRD9_5: Have you ever received the following gifts for Valentines Day, or not?
Clothing or accessories

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	45% (894)	52% (1034)	4% (72)	2000
Gender: Male	46% (443)	50% (477)	4% (43)	963
Gender: Female	43% (451)	54% (557)	3% (29)	1037
Age: 18-29	53% (214)	39% (158)	7% (30)	402
Age: 30-44	53% (286)	44% (235)	3% (17)	539
Age: 45-54	45% (145)	52% (168)	2% (8)	321
Age: 55-64	33% (124)	65% (246)	2% (7)	377
Age: 65+	35% (125)	63% (227)	3% (10)	361
PID: Dem (no lean)	48% (323)	49% (329)	3% (17)	669
PID: Ind (no lean)	41% (274)	54% (355)	5% (32)	661
PID: Rep (no lean)	44% (297)	52% (350)	3% (23)	670
PID/Gender: Dem Men	52% (173)	45% (149)	2% (8)	330
PID/Gender: Dem Women	44% (150)	53% (180)	3% (9)	339
PID/Gender: Ind Men	39% (119)	55% (169)	7% (21)	309
PID/Gender: Ind Women	44% (155)	53% (187)	3% (11)	352
PID/Gender: Rep Men	47% (151)	49% (159)	4% (13)	324
PID/Gender: Rep Women	42% (146)	55% (190)	3% (10)	346
Tea Party: Supporter	53% (294)	44% (244)	4% (20)	558
Tea Party: Not Supporter	42% (598)	55% (786)	4% (50)	1435
Ideo: Liberal (1-3)	50% (314)	47% (294)	3% (20)	628
Ideo: Moderate (4)	41% (184)	56% (255)	3% (15)	454
Ideo: Conservative (5-7)	44% (313)	53% (381)	3% (19)	714
Educ: < College	43% (606)	54% (763)	4% (55)	1423
Educ: Bachelors degree	48% (182)	49% (183)	3% (13)	378
Educ: Post-grad	53% (106)	44% (88)	2% (5)	199
Income: Under 50k	44% (521)	52% (620)	4% (52)	1194
Income: 50k-100k	43% (249)	54% (313)	3% (15)	576
Income: 100k+	54% (124)	44% (101)	2% (5)	230

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Table BRD9_5: Have you ever received the following gifts for Valentines Day, or not?
Clothing or accessories

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	45%	(894)	52%	(1034)	4%	(72)	2000
Ethnicity: White	42%	(667)	55%	(867)	4%	(56)	1591
Ethnicity: Hispanic	60%	(181)	33%	(99)	7%	(20)	299
Ethnicity: Afr. Am.	58%	(141)	40%	(98)	2%	(5)	244
Ethnicity: Other	52%	(86)	42%	(69)	6%	(10)	165
Relig: Protestant	42%	(212)	56%	(281)	2%	(12)	505
Relig: Roman Catholic	48%	(214)	49%	(218)	3%	(13)	445
Relig: Ath./Agn./None	40%	(214)	54%	(286)	5%	(29)	529
Relig: Something Else	50%	(157)	47%	(148)	4%	(12)	317
Relig: Evangelical	48%	(282)	49%	(287)	3%	(17)	586
Relig: Non-Evang. Catholics	42%	(239)	55%	(312)	2%	(12)	563
Relig: All Christian	45%	(522)	52%	(598)	3%	(29)	1149
Relig: All Non-Christian	44%	(371)	51%	(434)	5%	(41)	846
Community: Urban	49%	(280)	47%	(264)	4%	(23)	567
Community: Suburban	45%	(384)	53%	(458)	2%	(19)	860
Community: Rural	40%	(230)	54%	(312)	5%	(31)	573
Employ: Private Sector	53%	(341)	45%	(290)	2%	(12)	643
Employ: Government	50%	(56)	47%	(53)	3%	(4)	112
Employ: Self-Employed	42%	(74)	52%	(93)	6%	(11)	177
Employ: Homemaker	47%	(94)	48%	(96)	4%	(8)	198
Employ: Student	51%	(44)	45%	(39)	3%	(3)	86
Employ: Retired	31%	(142)	65%	(297)	4%	(19)	457
Employ: Unemployed	43%	(80)	53%	(98)	4%	(8)	186
Employ: Other	45%	(63)	49%	(68)	5%	(8)	139
Job Type: White-collar	47%	(335)	49%	(349)	3%	(22)	706
Job Type: Blue-collar	44%	(393)	54%	(479)	2%	(22)	894
Job Type: Don't Know	41%	(166)	52%	(206)	7%	(29)	401
Military HH: Yes	50%	(203)	48%	(193)	2%	(8)	405
Military HH: No	43%	(691)	53%	(841)	4%	(64)	1595
Obama Job: Approve	49%	(509)	49%	(504)	2%	(19)	1032
Obama Job: Disapprove	41%	(331)	57%	(460)	3%	(23)	814

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Table BRD9_5: Have you ever received the following gifts for Valentines Day, or not?
 Clothing or accessories

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	45% (894)	52% (1034)	4% (72)	2000
2016 Vote: Hillary Clinton	45% (311)	52% (358)	3% (20)	689
2016 Vote: Donald Trump	46% (338)	52% (387)	2% (17)	741
2016 Vote: Someone else	41% (54)	56% (72)	3% (4)	130
2012 Vote: Barack Obama	47% (364)	50% (387)	3% (22)	773
2012 Vote: Mitt Romney	41% (222)	57% (309)	3% (15)	547
2012 Vote: Other	44% (25)	53% (30)	3% (2)	57
2012 Vote: Didn't Vote	46% (282)	49% (303)	5% (33)	618
4-Region: Northeast	44% (159)	55% (199)	2% (7)	365
4-Region: Midwest	43% (185)	54% (233)	3% (13)	430
4-Region: South	45% (332)	50% (369)	5% (39)	740
4-Region: West	47% (217)	50% (233)	3% (14)	464
Trump: Fav	47% (457)	50% (483)	3% (26)	966
Trump: Unfav	44% (397)	54% (488)	3% (25)	910
Trump: DK/NO	32% (40)	51% (63)	17% (21)	124

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

Table BRD9_6: Have you ever received the following gifts for Valentines Day, or not?
Tickets for an event

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (442)	74% (1482)	4% (76)	2000
Gender: Male	27% (261)	69% (665)	4% (36)	963
Gender: Female	17% (181)	79% (816)	4% (40)	1037
Age: 18-29	32% (127)	63% (254)	5% (21)	402
Age: 30-44	28% (153)	66% (358)	5% (28)	539
Age: 45-54	24% (78)	73% (234)	3% (9)	321
Age: 55-64	13% (48)	85% (322)	2% (7)	377
Age: 65+	10% (37)	87% (313)	3% (11)	361
PID: Dem (no lean)	21% (143)	76% (507)	3% (18)	669
PID: Ind (no lean)	19% (125)	76% (499)	6% (38)	661
PID: Rep (no lean)	26% (175)	71% (475)	3% (20)	670
PID/Gender: Dem Men	25% (83)	72% (239)	2% (8)	330
PID/Gender: Dem Women	18% (60)	79% (268)	3% (10)	339
PID/Gender: Ind Men	21% (66)	74% (228)	5% (14)	309
PID/Gender: Ind Women	17% (58)	77% (271)	7% (23)	352
PID/Gender: Rep Men	35% (112)	61% (198)	4% (14)	324
PID/Gender: Rep Women	18% (63)	80% (277)	2% (6)	346
Tea Party: Supporter	35% (193)	63% (351)	3% (14)	558
Tea Party: Not Supporter	17% (248)	78% (1125)	4% (61)	1435
Ideo: Liberal (1-3)	29% (182)	68% (427)	3% (18)	628
Ideo: Moderate (4)	16% (71)	80% (364)	4% (19)	454
Ideo: Conservative (5-7)	22% (160)	75% (537)	2% (16)	714
Educ: < College	19% (276)	77% (1090)	4% (57)	1423
Educ: Bachelors degree	29% (110)	68% (255)	3% (12)	378
Educ: Post-grad	28% (56)	69% (136)	3% (7)	199
Income: Under 50k	20% (236)	76% (909)	4% (49)	1194
Income: 50k-100k	23% (131)	74% (425)	4% (21)	576
Income: 100k+	33% (76)	64% (148)	3% (6)	230

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Table BRD9_6: Have you ever received the following gifts for Valentines Day, or not?
Tickets for an event

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (442)	74% (1482)	4% (76)	2000
Ethnicity: White	21% (334)	76% (1205)	3% (51)	1591
Ethnicity: Hispanic	38% (113)	58% (173)	4% (13)	299
Ethnicity: Afr. Am.	28% (69)	67% (164)	5% (11)	244
Ethnicity: Other	24% (39)	68% (113)	8% (13)	165
Relig: Protestant	19% (97)	79% (397)	2% (11)	505
Relig: Roman Catholic	28% (124)	69% (309)	3% (12)	445
Relig: Ath./Agn./None	21% (112)	73% (388)	5% (29)	529
Relig: Something Else	24% (76)	72% (229)	4% (12)	317
Relig: Evangelical	23% (134)	74% (432)	3% (20)	586
Relig: Non-Evang. Catholics	21% (120)	76% (428)	3% (14)	563
Relig: All Christian	22% (254)	75% (860)	3% (35)	1149
Relig: All Non-Christian	22% (188)	73% (617)	5% (41)	846
Community: Urban	26% (149)	71% (401)	3% (17)	567
Community: Suburban	23% (199)	73% (630)	4% (30)	860
Community: Rural	16% (93)	79% (451)	5% (28)	573
Employ: Private Sector	31% (202)	66% (422)	3% (19)	643
Employ: Government	30% (33)	66% (74)	5% (5)	112
Employ: Self-Employed	33% (59)	62% (110)	5% (9)	177
Employ: Homemaker	17% (33)	79% (156)	4% (9)	198
Employ: Student	24% (20)	73% (63)	3% (3)	86
Employ: Retired	10% (48)	86% (396)	3% (14)	457
Employ: Unemployed	14% (27)	81% (151)	4% (8)	186
Employ: Other	14% (20)	79% (110)	7% (9)	139
Job Type: White-collar	26% (187)	70% (495)	3% (24)	706
Job Type: Blue-collar	21% (190)	76% (682)	2% (22)	894
Job Type: Don't Know	16% (65)	76% (305)	8% (31)	401
Military HH: Yes	29% (117)	67% (272)	4% (17)	405
Military HH: No	20% (325)	76% (1210)	4% (60)	1595
Obama Job: Approve	27% (276)	71% (735)	2% (22)	1032
Obama Job: Disapprove	18% (148)	79% (644)	3% (22)	814

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Table BRD9_6: Have you ever received the following gifts for Valentines Day, or not?
Tickets for an event

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	22% (442)	74% (1482)	4% (76)	2000
2016 Vote: Hillary Clinton	23% (158)	75% (515)	2% (16)	689
2016 Vote: Donald Trump	25% (186)	73% (540)	2% (16)	741
2016 Vote: Someone else	19% (24)	75% (98)	6% (8)	130
2012 Vote: Barack Obama	26% (201)	71% (549)	3% (23)	773
2012 Vote: Mitt Romney	19% (106)	79% (430)	2% (10)	547
2012 Vote: Other	17% (10)	80% (45)	3% (2)	57
2012 Vote: Didn't Vote	20% (125)	73% (452)	7% (41)	618
4-Region: Northeast	23% (82)	75% (273)	3% (10)	365
4-Region: Midwest	18% (78)	79% (340)	3% (13)	430
4-Region: South	20% (150)	74% (547)	6% (43)	740
4-Region: West	28% (131)	69% (322)	2% (11)	464
Trump: Fav	26% (251)	71% (686)	3% (29)	966
Trump: Unfav	19% (173)	78% (712)	3% (25)	910
Trump: DK/NO	15% (18)	67% (83)	18% (22)	124

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

Table BRD9_7: Have you ever received the following gifts for Valentines Day, or not?
 Gift card

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (856)	54% (1083)	3% (62)	2000
Gender: Male	45% (434)	52% (502)	3% (27)	963
Gender: Female	41% (422)	56% (581)	3% (34)	1037
Age: 18-29	55% (221)	41% (166)	4% (16)	402
Age: 30-44	48% (260)	48% (260)	3% (19)	539
Age: 45-54	43% (139)	54% (175)	2% (8)	321
Age: 55-64	32% (121)	66% (250)	2% (6)	377
Age: 65+	32% (116)	64% (232)	4% (14)	361
PID: Dem (no lean)	42% (280)	56% (374)	2% (14)	669
PID: Ind (no lean)	41% (268)	55% (367)	4% (26)	661
PID: Rep (no lean)	46% (307)	51% (341)	3% (22)	670
PID/Gender: Dem Men	41% (136)	57% (189)	1% (4)	330
PID/Gender: Dem Women	43% (144)	55% (185)	3% (9)	339
PID/Gender: Ind Men	42% (131)	53% (165)	4% (13)	309
PID/Gender: Ind Women	39% (138)	57% (202)	4% (13)	352
PID/Gender: Rep Men	52% (167)	46% (148)	3% (9)	324
PID/Gender: Rep Women	40% (140)	56% (194)	4% (12)	346
Tea Party: Supporter	54% (300)	45% (249)	2% (9)	558
Tea Party: Not Supporter	39% (553)	58% (830)	4% (51)	1435
Ideo: Liberal (1-3)	46% (292)	52% (327)	1% (9)	628
Ideo: Moderate (4)	38% (175)	59% (266)	3% (13)	454
Ideo: Conservative (5-7)	45% (318)	53% (376)	3% (19)	714
Educ: < College	41% (578)	56% (801)	3% (45)	1423
Educ: Bachelors degree	48% (182)	49% (183)	3% (13)	378
Educ: Post-grad	49% (97)	49% (98)	2% (4)	199
Income: Under 50k	40% (474)	57% (681)	3% (39)	1194
Income: 50k-100k	47% (271)	50% (287)	3% (18)	576
Income: 100k+	48% (111)	50% (115)	2% (4)	230

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Table BRD9_7: Have you ever received the following gifts for Valentines Day, or not?

Gift card

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	43%	(856)	54%	(1083)	3%	(62)	2000
Ethnicity: White	42%	(666)	55%	(881)	3%	(44)	1591
Ethnicity: Hispanic	58%	(175)	39%	(116)	3%	(8)	299
Ethnicity: Afr. Am.	47%	(115)	50%	(122)	3%	(8)	244
Ethnicity: Other	46%	(76)	48%	(80)	6%	(10)	165
Relig: Protestant	39%	(199)	58%	(293)	3%	(13)	505
Relig: Roman Catholic	50%	(221)	49%	(216)	2%	(8)	445
Relig: Ath./Agn./None	39%	(208)	56%	(295)	5%	(26)	529
Relig: Something Else	45%	(144)	52%	(165)	3%	(8)	317
Relig: Evangelical	46%	(267)	52%	(306)	2%	(13)	586
Relig: Non-Evang. Catholics	42%	(236)	56%	(315)	2%	(13)	563
Relig: All Christian	44%	(502)	54%	(620)	2%	(26)	1149
Relig: All Non-Christian	42%	(352)	54%	(459)	4%	(35)	846
Community: Urban	43%	(246)	54%	(306)	3%	(15)	567
Community: Suburban	45%	(390)	52%	(445)	3%	(25)	860
Community: Rural	38%	(219)	58%	(332)	4%	(22)	573
Employ: Private Sector	55%	(351)	43%	(278)	2%	(14)	643
Employ: Government	49%	(55)	48%	(54)	2%	(3)	112
Employ: Self-Employed	40%	(72)	55%	(98)	4%	(7)	177
Employ: Homemaker	36%	(71)	61%	(121)	3%	(6)	198
Employ: Student	49%	(42)	48%	(41)	3%	(3)	86
Employ: Retired	32%	(144)	65%	(297)	3%	(16)	457
Employ: Unemployed	36%	(67)	61%	(114)	2%	(5)	186
Employ: Other	39%	(54)	56%	(78)	5%	(8)	139
Job Type: White-collar	47%	(330)	51%	(361)	2%	(14)	706
Job Type: Blue-collar	43%	(387)	54%	(486)	2%	(20)	894
Job Type: Don't Know	34%	(138)	59%	(235)	7%	(27)	401
Military HH: Yes	47%	(189)	52%	(211)	1%	(5)	405
Military HH: No	42%	(667)	55%	(872)	4%	(56)	1595
Obama Job: Approve	47%	(481)	52%	(541)	1%	(10)	1032
Obama Job: Disapprove	39%	(320)	58%	(472)	3%	(21)	814

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Table BRD9_7: Have you ever received the following gifts for Valentines Day, or not?
 Gift card

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (856)	54% (1083)	3% (62)	2000
2016 Vote: Hillary Clinton	44% (300)	55% (377)	2% (13)	689
2016 Vote: Donald Trump	45% (334)	53% (390)	2% (18)	741
2016 Vote: Someone else	48% (62)	48% (63)	3% (4)	130
2012 Vote: Barack Obama	47% (362)	51% (396)	2% (15)	773
2012 Vote: Mitt Romney	41% (224)	56% (308)	3% (15)	547
2012 Vote: Other	40% (23)	56% (32)	3% (2)	57
2012 Vote: Didn't Vote	39% (243)	56% (345)	5% (30)	618
4-Region: Northeast	45% (164)	52% (191)	3% (10)	365
4-Region: Midwest	39% (167)	58% (249)	3% (14)	430
4-Region: South	41% (303)	55% (408)	4% (29)	740
4-Region: West	48% (221)	51% (235)	2% (8)	464
Trump: Fav	46% (443)	52% (498)	3% (24)	966
Trump: Unfav	41% (372)	57% (521)	2% (18)	910
Trump: DK/NO	33% (41)	51% (63)	16% (20)	124

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

Table BRD9_8: Have you ever received the following gifts for Valentines Day, or not?

Greeting card

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	77% (1543)	20% (399)	3% (58)	2000
Gender: Male	70% (678)	26% (247)	4% (38)	963
Gender: Female	83% (865)	15% (151)	2% (21)	1037
Age: 18-29	65% (262)	30% (119)	5% (21)	402
Age: 30-44	76% (411)	20% (106)	4% (22)	539
Age: 45-54	82% (264)	15% (49)	2% (8)	321
Age: 55-64	82% (310)	17% (65)	1% (2)	377
Age: 65+	82% (296)	17% (60)	1% (5)	361
PID: Dem (no lean)	79% (531)	19% (126)	2% (12)	669
PID: Ind (no lean)	73% (482)	22% (147)	5% (32)	661
PID: Rep (no lean)	79% (530)	19% (126)	2% (14)	670
PID/Gender: Dem Men	73% (240)	25% (82)	2% (8)	330
PID/Gender: Dem Women	86% (291)	13% (44)	1% (4)	339
PID/Gender: Ind Men	68% (210)	26% (81)	6% (18)	309
PID/Gender: Ind Women	77% (272)	19% (66)	4% (14)	352
PID/Gender: Rep Men	70% (228)	26% (84)	4% (12)	324
PID/Gender: Rep Women	87% (302)	12% (42)	1% (3)	346
Tea Party: Supporter	80% (445)	18% (101)	2% (12)	558
Tea Party: Not Supporter	76% (1094)	21% (296)	3% (45)	1435
Ideo: Liberal (1-3)	76% (480)	21% (130)	3% (18)	628
Ideo: Moderate (4)	77% (348)	21% (93)	3% (12)	454
Ideo: Conservative (5-7)	81% (576)	18% (128)	1% (9)	714
Educ: < College	76% (1078)	21% (300)	3% (46)	1423
Educ: Bachelors degree	80% (303)	17% (66)	2% (9)	378
Educ: Post-grad	82% (162)	17% (33)	2% (3)	199
Income: Under 50k	74% (879)	23% (274)	3% (41)	1194
Income: 50k-100k	82% (471)	16% (91)	2% (14)	576
Income: 100k+	84% (194)	15% (34)	1% (3)	230

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Table BRD9_8: Have you ever received the following gifts for Valentines Day, or not?
 Greeting card

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	77%	(1543)	20%	(399)	3%	(58)	2000
Ethnicity: White	79%	(1262)	18%	(288)	3%	(40)	1591
Ethnicity: Hispanic	68%	(203)	27%	(80)	5%	(16)	299
Ethnicity: Afr. Am.	71%	(173)	26%	(63)	3%	(8)	244
Ethnicity: Other	65%	(108)	29%	(47)	6%	(10)	165
Relig: Protestant	85%	(430)	14%	(71)	1%	(4)	505
Relig: Roman Catholic	78%	(349)	20%	(91)	1%	(6)	445
Relig: Ath./Agn./None	67%	(356)	27%	(143)	6%	(29)	529
Relig: Something Else	79%	(250)	17%	(55)	4%	(12)	317
Relig: Evangelical	81%	(476)	17%	(99)	2%	(11)	586
Relig: Non-Evang. Catholics	81%	(458)	18%	(101)	1%	(5)	563
Relig: All Christian	81%	(934)	17%	(199)	1%	(16)	1149
Relig: All Non-Christian	72%	(606)	23%	(198)	5%	(42)	846
Community: Urban	71%	(404)	26%	(148)	3%	(15)	567
Community: Suburban	81%	(694)	17%	(146)	2%	(19)	860
Community: Rural	78%	(445)	18%	(105)	4%	(24)	573
Employ: Private Sector	78%	(504)	19%	(123)	3%	(16)	643
Employ: Government	83%	(93)	17%	(19)	—	(0)	112
Employ: Self-Employed	73%	(130)	22%	(39)	5%	(8)	177
Employ: Homemaker	89%	(176)	9%	(18)	2%	(5)	198
Employ: Student	58%	(50)	38%	(33)	3%	(3)	86
Employ: Retired	79%	(360)	19%	(87)	2%	(11)	457
Employ: Unemployed	68%	(126)	27%	(51)	5%	(10)	186
Employ: Other	75%	(105)	21%	(29)	4%	(5)	139
Job Type: White-collar	80%	(563)	18%	(125)	3%	(18)	706
Job Type: Blue-collar	79%	(705)	20%	(177)	1%	(12)	894
Job Type: Don't Know	69%	(275)	24%	(97)	7%	(28)	401
Military HH: Yes	78%	(316)	20%	(80)	2%	(8)	405
Military HH: No	77%	(1227)	20%	(319)	3%	(50)	1595
Obama Job: Approve	78%	(808)	20%	(211)	1%	(13)	1032
Obama Job: Disapprove	79%	(645)	19%	(154)	2%	(15)	814

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Table BRD9_8: Have you ever received the following gifts for Valentines Day, or not?

Greeting card

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	77%	(1543)	20%	(399)	3%	(58)	2000
2016 Vote: Hillary Clinton	78%	(537)	20%	(138)	2%	(15)	689
2016 Vote: Donald Trump	81%	(601)	17%	(129)	1%	(11)	741
2016 Vote: Someone else	73%	(94)	23%	(30)	4%	(5)	130
2012 Vote: Barack Obama	81%	(625)	17%	(135)	2%	(14)	773
2012 Vote: Mitt Romney	83%	(454)	16%	(85)	1%	(8)	547
2012 Vote: Other	76%	(43)	22%	(12)	3%	(1)	57
2012 Vote: Didn't Vote	68%	(418)	27%	(166)	6%	(35)	618
4-Region: Northeast	82%	(298)	17%	(61)	2%	(7)	365
4-Region: Midwest	78%	(337)	20%	(85)	2%	(9)	430
4-Region: South	75%	(556)	20%	(151)	5%	(34)	740
4-Region: West	76%	(353)	22%	(103)	2%	(9)	464
Trump: Fav	80%	(771)	18%	(176)	2%	(19)	966
Trump: Unfav	77%	(699)	21%	(189)	2%	(23)	910
Trump: DK/NO	59%	(73)	28%	(34)	13%	(17)	124

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

Table BRD9_9: *Have you ever received the following gifts for Valentines Day, or not?*
 Perfume / Cologne

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (805)	57% (1136)	3% (59)	2000
Gender: Male	38% (369)	58% (562)	3% (32)	963
Gender: Female	42% (437)	55% (573)	3% (27)	1037
Age: 18-29	43% (174)	53% (212)	4% (16)	402
Age: 30-44	50% (270)	46% (249)	4% (19)	539
Age: 45-54	48% (155)	49% (157)	3% (9)	321
Age: 55-64	27% (103)	71% (269)	1% (4)	377
Age: 65+	28% (103)	69% (248)	3% (11)	361
PID: Dem (no lean)	44% (295)	54% (358)	2% (16)	669
PID: Ind (no lean)	37% (246)	59% (387)	4% (27)	661
PID: Rep (no lean)	39% (264)	58% (390)	2% (16)	670
PID/Gender: Dem Men	40% (133)	58% (190)	2% (7)	330
PID/Gender: Dem Women	48% (162)	49% (168)	3% (9)	339
PID/Gender: Ind Men	34% (104)	62% (190)	5% (15)	309
PID/Gender: Ind Women	40% (142)	56% (197)	4% (13)	352
PID/Gender: Rep Men	41% (132)	56% (181)	3% (11)	324
PID/Gender: Rep Women	38% (133)	60% (209)	1% (5)	346
Tea Party: Supporter	50% (276)	49% (271)	2% (11)	558
Tea Party: Not Supporter	37% (528)	60% (859)	3% (48)	1435
Ideo: Liberal (1-3)	45% (282)	53% (334)	2% (12)	628
Ideo: Moderate (4)	40% (180)	57% (261)	3% (13)	454
Ideo: Conservative (5-7)	37% (261)	61% (436)	2% (16)	714
Educ: < College	41% (581)	56% (801)	3% (42)	1423
Educ: Bachelors degree	38% (144)	59% (222)	3% (11)	378
Educ: Post-grad	40% (80)	56% (112)	3% (6)	199
Income: Under 50k	41% (489)	56% (663)	3% (41)	1194
Income: 50k-100k	41% (236)	57% (328)	2% (12)	576
Income: 100k+	35% (80)	63% (144)	2% (6)	230

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Table BRD9_9: Have you ever received the following gifts for Valentines Day, or not?
Perfume / Cologne

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	40%	(805)	57%	(1136)	3%	(59)	2000
Ethnicity: White	37%	(594)	60%	(956)	3%	(40)	1591
Ethnicity: Hispanic	55%	(163)	43%	(128)	3%	(8)	299
Ethnicity: Afr. Am.	58%	(142)	39%	(96)	3%	(6)	244
Ethnicity: Other	42%	(69)	50%	(83)	8%	(13)	165
Relig: Protestant	38%	(190)	60%	(305)	2%	(10)	505
Relig: Roman Catholic	43%	(190)	56%	(247)	2%	(8)	445
Relig: Ath./Agn./None	36%	(193)	59%	(310)	5%	(26)	529
Relig: Something Else	44%	(139)	53%	(167)	3%	(11)	317
Relig: Evangelical	45%	(264)	53%	(308)	2%	(13)	586
Relig: Non-Evang. Catholics	37%	(208)	62%	(347)	1%	(8)	563
Relig: All Christian	41%	(472)	57%	(655)	2%	(22)	1149
Relig: All Non-Christian	39%	(332)	56%	(477)	4%	(37)	846
Community: Urban	44%	(248)	54%	(304)	3%	(15)	567
Community: Suburban	39%	(334)	58%	(502)	3%	(23)	860
Community: Rural	39%	(223)	58%	(330)	4%	(21)	573
Employ: Private Sector	48%	(307)	50%	(321)	2%	(15)	643
Employ: Government	42%	(47)	57%	(64)	1%	(1)	112
Employ: Self-Employed	43%	(76)	53%	(94)	4%	(7)	177
Employ: Homemaker	50%	(100)	46%	(92)	3%	(6)	198
Employ: Student	28%	(24)	69%	(59)	3%	(3)	86
Employ: Retired	27%	(122)	70%	(321)	3%	(15)	457
Employ: Unemployed	41%	(76)	56%	(105)	3%	(5)	186
Employ: Other	39%	(54)	57%	(79)	4%	(6)	139
Job Type: White-collar	40%	(282)	58%	(407)	2%	(16)	706
Job Type: Blue-collar	42%	(374)	57%	(506)	2%	(14)	894
Job Type: Don't Know	37%	(150)	56%	(223)	7%	(29)	401
Military HH: Yes	43%	(174)	55%	(224)	2%	(7)	405
Military HH: No	40%	(632)	57%	(911)	3%	(52)	1595
Obama Job: Approve	43%	(449)	55%	(570)	1%	(13)	1032
Obama Job: Disapprove	37%	(300)	61%	(498)	2%	(16)	814

Continued on next page

Table BRD9_9: Have you ever received the following gifts for Valentines Day, or not?
Perfume / Cologne

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	40% (805)	57% (1136)	3% (59)	2000
2016 Vote: Hillary Clinton	42% (288)	56% (390)	2% (12)	689
2016 Vote: Donald Trump	39% (292)	59% (436)	2% (13)	741
2016 Vote: Someone else	36% (47)	61% (80)	2% (3)	130
2012 Vote: Barack Obama	44% (344)	54% (415)	2% (15)	773
2012 Vote: Mitt Romney	36% (197)	63% (343)	1% (7)	547
2012 Vote: Other	33% (19)	63% (36)	4% (2)	57
2012 Vote: Didn't Vote	39% (242)	55% (341)	6% (35)	618
4-Region: Northeast	40% (146)	57% (209)	3% (10)	365
4-Region: Midwest	37% (159)	61% (261)	2% (10)	430
4-Region: South	44% (329)	52% (383)	4% (29)	740
4-Region: West	37% (172)	61% (282)	2% (11)	464
Trump: Fav	43% (420)	55% (527)	2% (19)	966
Trump: Unfav	38% (344)	60% (545)	2% (21)	910
Trump: DK/NO	34% (42)	51% (63)	15% (18)	124

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

Table BRD10: *If you could only receive one gift for Valentines Day, what would it be?*

Demographic	Candy	Flowers	Stuffed animal	Jewelry	Clothing or accessories	Tickets for an event	Gift card	Greeting card	Perfume / Cologne	Total N
Adults	10% (196)	9% (188)	3% (66)	13% (254)	7% (143)	13% (265)	31% (613)	9% (181)	5% (95)	2000
Gender: Male	11% (108)	3% (31)	3% (27)	7% (66)	9% (85)	15% (145)	34% (329)	12% (117)	6% (53)	963
Gender: Female	8% (88)	15% (156)	4% (39)	18% (189)	6% (57)	12% (120)	27% (283)	6% (64)	4% (42)	1037
Age: 18-29	12% (49)	10% (41)	6% (23)	14% (56)	11% (43)	16% (63)	19% (77)	7% (29)	5% (21)	402
Age: 30-44	8% (44)	10% (52)	5% (26)	13% (72)	9% (46)	13% (71)	28% (149)	7% (37)	8% (41)	539
Age: 45-54	9% (28)	8% (27)	2% (8)	13% (43)	6% (19)	14% (45)	36% (117)	6% (19)	5% (16)	321
Age: 55-64	11% (42)	9% (33)	1% (3)	14% (52)	3% (10)	13% (47)	37% (141)	11% (42)	2% (6)	377
Age: 65+	9% (33)	10% (35)	2% (6)	9% (31)	7% (24)	11% (39)	36% (129)	15% (55)	3% (10)	361
PID: Dem (no lean)	9% (58)	10% (65)	3% (22)	16% (106)	6% (40)	13% (85)	30% (198)	9% (63)	5% (33)	669
PID: Ind (no lean)	10% (68)	8% (52)	4% (25)	12% (79)	9% (60)	14% (95)	30% (198)	8% (55)	5% (30)	661
PID: Rep (no lean)	11% (71)	11% (71)	3% (19)	10% (69)	6% (43)	13% (86)	32% (217)	9% (63)	5% (32)	670
PID/Gender: Dem Men	9% (31)	3% (11)	2% (6)	11% (35)	9% (31)	15% (48)	32% (107)	12% (41)	6% (21)	330
PID/Gender: Dem Women	8% (27)	16% (54)	5% (16)	21% (71)	3% (9)	11% (37)	27% (91)	7% (22)	4% (12)	339
PID/Gender: Ind Men	11% (34)	1% (4)	3% (9)	5% (14)	10% (31)	18% (56)	34% (105)	13% (39)	5% (16)	309
PID/Gender: Ind Women	10% (34)	14% (48)	5% (16)	18% (65)	8% (29)	11% (38)	26% (93)	5% (16)	4% (14)	352
PID/Gender: Rep Men	13% (43)	5% (16)	4% (12)	5% (17)	7% (23)	13% (41)	36% (118)	12% (38)	5% (16)	324
PID/Gender: Rep Women	8% (28)	16% (55)	2% (7)	15% (53)	6% (19)	13% (45)	29% (99)	7% (26)	5% (16)	346
Tea Party: Supporter	11% (62)	10% (53)	4% (20)	12% (65)	8% (44)	13% (75)	26% (143)	10% (59)	7% (38)	558
Tea Party: Not Supporter	9% (133)	9% (133)	3% (45)	13% (188)	7% (99)	13% (189)	33% (470)	9% (122)	4% (57)	1435
Ideo: Liberal (1-3)	8% (50)	9% (59)	4% (24)	15% (91)	6% (40)	15% (95)	27% (167)	10% (63)	6% (39)	628
Ideo: Moderate (4)	12% (55)	11% (51)	3% (13)	15% (66)	8% (35)	11% (50)	31% (141)	6% (26)	4% (17)	454
Ideo: Conservative (5-7)	10% (68)	8% (56)	2% (17)	10% (68)	7% (48)	15% (106)	34% (241)	11% (81)	4% (29)	714
Educ: < College	11% (150)	9% (129)	4% (51)	14% (199)	8% (108)	10% (146)	32% (449)	8% (120)	5% (71)	1423
Educ: Bachelors degree	8% (30)	12% (44)	3% (11)	9% (35)	5% (20)	21% (78)	28% (107)	11% (40)	3% (13)	378
Educ: Post-grad	8% (16)	7% (15)	1% (3)	10% (21)	7% (15)	21% (42)	28% (56)	11% (22)	5% (11)	199
Income: Under 50k	10% (115)	10% (122)	4% (49)	14% (169)	7% (89)	11% (133)	31% (365)	8% (99)	4% (52)	1194
Income: 50k-100k	10% (58)	8% (47)	2% (11)	11% (66)	7% (42)	15% (84)	32% (183)	9% (51)	6% (34)	576
Income: 100k+	10% (22)	8% (19)	2% (5)	9% (20)	5% (12)	21% (48)	28% (64)	13% (31)	4% (9)	230
Ethnicity: White	10% (163)	10% (157)	3% (44)	11% (179)	6% (96)	14% (225)	32% (501)	10% (160)	4% (66)	1591

Continued on next page

Table BRD10: *If you could only receive one gift for Valentines Day, what would it be?*

Demographic	Candy	Flowers	Stuffed animal	Jewelry	Clothing or accessories	Tickets for an event	Gift card	Greeting card	Perfume / Cologne	Total N
Adults	10% (196)	9% (188)	3% (66)	13% (254)	7% (143)	13% (265)	31% (613)	9% (181)	5% (95)	2000
Ethnicity: Hispanic	10% (30)	10% (29)	6% (17)	11% (32)	9% (27)	12% (36)	25% (74)	12% (35)	6% (19)	299
Ethnicity: Afr. Am.	8% (19)	8% (19)	5% (11)	24% (60)	8% (19)	6% (14)	30% (72)	4% (9)	8% (20)	244
Ethnicity: Other	8% (14)	7% (11)	6% (11)	9% (16)	16% (27)	16% (26)	24% (39)	8% (13)	5% (9)	165
Relig: Protestant	11% (57)	9% (44)	2% (9)	10% (48)	6% (28)	13% (67)	35% (177)	11% (55)	4% (20)	505
Relig: Roman Catholic	10% (45)	13% (56)	4% (16)	12% (55)	8% (34)	12% (53)	26% (115)	11% (50)	5% (22)	445
Relig: Ath./Agn./None	11% (56)	8% (42)	5% (25)	13% (71)	8% (40)	13% (71)	29% (154)	8% (44)	5% (26)	529
Relig: Something Else	5% (16)	9% (28)	4% (12)	14% (46)	9% (29)	18% (57)	28% (89)	8% (24)	5% (16)	317
Relig: Evangelical	12% (68)	11% (64)	3% (16)	12% (70)	6% (37)	11% (62)	33% (194)	8% (47)	5% (27)	586
Relig: Non-Evang. Catholics	10% (55)	9% (53)	2% (12)	12% (68)	7% (37)	13% (74)	31% (173)	12% (66)	5% (26)	563
Relig: All Christian	11% (124)	10% (117)	2% (28)	12% (138)	6% (73)	12% (136)	32% (367)	10% (113)	5% (53)	1149
Relig: All Non-Christian	9% (72)	8% (70)	4% (37)	14% (117)	8% (69)	15% (129)	29% (243)	8% (68)	5% (41)	846
Community: Urban	10% (59)	8% (48)	4% (23)	14% (78)	10% (59)	12% (68)	26% (145)	9% (50)	6% (36)	567
Community: Suburban	10% (84)	9% (77)	3% (25)	12% (105)	5% (46)	16% (135)	31% (265)	10% (87)	4% (37)	860
Community: Rural	9% (53)	11% (62)	3% (18)	12% (71)	7% (38)	11% (62)	35% (203)	8% (44)	4% (22)	573
Employ: Private Sector	8% (54)	9% (57)	4% (23)	12% (76)	7% (47)	17% (108)	29% (187)	9% (59)	5% (33)	643
Employ: Government	10% (12)	5% (5)	3% (3)	17% (19)	6% (7)	17% (19)	28% (32)	5% (6)	8% (9)	112
Employ: Self-Employed	4% (7)	7% (12)	3% (5)	13% (23)	11% (19)	14% (24)	35% (61)	10% (17)	5% (9)	177
Employ: Homemaker	13% (25)	16% (31)	4% (8)	15% (30)	11% (22)	9% (17)	24% (48)	5% (11)	4% (7)	198
Employ: Student	17% (15)	15% (13)	5% (4)	14% (12)	6% (5)	23% (20)	13% (11)	1% (1)	5% (5)	86
Employ: Retired	11% (50)	10% (47)	2% (8)	10% (45)	6% (26)	10% (44)	35% (162)	12% (56)	4% (19)	457
Employ: Unemployed	9% (17)	6% (12)	6% (12)	10% (19)	6% (10)	10% (18)	37% (70)	11% (20)	5% (9)	186
Employ: Other	11% (16)	8% (11)	2% (3)	21% (29)	5% (7)	11% (15)	31% (43)	8% (11)	3% (4)	139
Job Type: White-collar	9% (66)	11% (76)	3% (19)	10% (73)	5% (37)	18% (124)	29% (202)	11% (79)	4% (30)	706
Job Type: Blue-collar	9% (84)	8% (70)	3% (26)	13% (115)	7% (66)	12% (109)	34% (306)	8% (71)	5% (45)	894
Job Type: Don't Know	11% (45)	10% (41)	5% (20)	16% (66)	10% (40)	8% (32)	26% (104)	8% (32)	5% (20)	401
Military HH: Yes	10% (41)	10% (39)	3% (10)	11% (45)	6% (26)	14% (55)	32% (129)	11% (43)	4% (15)	405
Military HH: No	10% (154)	9% (148)	3% (55)	13% (209)	7% (117)	13% (210)	30% (483)	9% (138)	5% (80)	1595
Obama Job: Approve	10% (100)	9% (88)	4% (42)	15% (155)	7% (72)	14% (140)	27% (283)	9% (92)	6% (60)	1032
Obama Job: Disapprove	10% (82)	10% (80)	2% (14)	11% (87)	7% (55)	13% (106)	35% (281)	10% (81)	3% (28)	814

Continued on next page

Table BRD10: *If you could only receive one gift for Valentines Day, what would it be?*

Demographic	Candy	Flowers	Stuffed animal	Jewelry	Clothing or accessories	Tickets for an event	Gift card	Greeting card	Perfume / Cologne	Total N
Adults	10% (196)	9% (188)	3% (66)	13%(254)	7% (143)	13%(265)	31% (613)	9% (181)	5% (95)	2000
2016 Vote: Hillary Clinton	8% (57)	8% (58)	3% (24)	14% (97)	5% (35)	17% (114)	30%(207)	10% (66)	5% (31)	689
2016 Vote: Donald Trump	10% (75)	10% (77)	3% (20)	11% (82)	7% (53)	11% (84)	33%(245)	10% (73)	4% (31)	741
2016 Vote: Someone else	16% (20)	8% (11)	4% (5)	5% (6)	7% (9)	16% (20)	28% (37)	10% (13)	6% (8)	130
2012 Vote: Barack Obama	9% (69)	10% (75)	4% (27)	14%(105)	5% (42)	15% (113)	30%(233)	9% (67)	5% (41)	773
2012 Vote: Mitt Romney	11% (60)	10% (53)	2% (9)	8% (45)	6% (35)	13% (70)	34%(188)	12% (64)	4% (23)	547
2012 Vote: Other	9% (5)	7% (4)	12% (7)	13% (7)	6% (4)	11% (7)	26% (15)	8% (4)	7% (4)	57
2012 Vote: Didn't Vote	10% (62)	9% (56)	4% (22)	16% (96)	10% (62)	12% (75)	29%(176)	7% (45)	4% (24)	618
4-Region: Northeast	10% (35)	11% (39)	4% (14)	14% (51)	6% (22)	14% (50)	29%(108)	10% (35)	3% (10)	365
4-Region: Midwest	10% (44)	9% (41)	2% (9)	10% (45)	8% (35)	13% (57)	34%(145)	9% (37)	4% (18)	430
4-Region: South	10% (75)	10% (73)	3% (20)	15% (111)	7% (51)	12% (85)	31%(232)	8% (56)	5% (38)	740
4-Region: West	9% (42)	7% (35)	5% (22)	10% (47)	7% (34)	16% (73)	28%(128)	12% (54)	6% (29)	464
Trump: Fav	11% (104)	9% (91)	3% (30)	11% (104)	7% (66)	12% (120)	32% (310)	9% (88)	5% (52)	966
Trump: Unfav	8% (74)	9% (84)	3% (31)	15% (133)	8% (69)	15% (132)	29%(264)	10% (88)	4% (35)	910
Trump: DK/NO	14% (18)	10% (13)	3% (4)	14% (17)	6% (8)	11% (13)	30% (38)	5% (6)	6% (7)	124

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

Table BRD11: Do you plan to celebrate Valentines Day this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	51%	(1014)	39%	(788)	10%	(198)	2000
Gender: Male	53%	(513)	38%	(367)	9%	(83)	963
Gender: Female	48%	(501)	41%	(421)	11%	(116)	1037
Age: 18-29	61%	(246)	31%	(126)	7%	(29)	402
Age: 30-44	60%	(323)	30%	(164)	10%	(52)	539
Age: 45-54	49%	(157)	41%	(131)	10%	(32)	321
Age: 55-64	42%	(160)	46%	(172)	12%	(45)	377
Age: 65+	35%	(128)	54%	(194)	11%	(39)	361
PID: Dem (no lean)	50%	(335)	40%	(266)	10%	(68)	669
PID: Ind (no lean)	46%	(304)	43%	(287)	11%	(70)	661
PID: Rep (no lean)	56%	(376)	35%	(235)	9%	(60)	670
PID/Gender: Dem Men	53%	(174)	39%	(128)	9%	(29)	330
PID/Gender: Dem Women	48%	(161)	41%	(138)	12%	(40)	339
PID/Gender: Ind Men	44%	(137)	45%	(140)	10%	(32)	309
PID/Gender: Ind Women	47%	(166)	42%	(147)	11%	(39)	352
PID/Gender: Rep Men	62%	(202)	31%	(99)	7%	(22)	324
PID/Gender: Rep Women	50%	(174)	39%	(135)	11%	(37)	346
Tea Party: Supporter	65%	(364)	31%	(171)	4%	(23)	558
Tea Party: Not Supporter	45%	(648)	43%	(614)	12%	(172)	1435
Ideo: Liberal (1-3)	56%	(353)	38%	(239)	6%	(35)	628
Ideo: Moderate (4)	48%	(218)	40%	(182)	12%	(54)	454
Ideo: Conservative (5-7)	51%	(363)	40%	(286)	9%	(64)	714
Educ: < College	49%	(694)	41%	(577)	11%	(152)	1423
Educ: Bachelors degree	54%	(203)	38%	(145)	8%	(30)	378
Educ: Post-grad	59%	(117)	33%	(65)	8%	(16)	199
Income: Under 50k	45%	(543)	44%	(521)	11%	(130)	1194
Income: 50k-100k	59%	(338)	33%	(191)	8%	(47)	576
Income: 100k+	58%	(133)	33%	(76)	9%	(21)	230
Ethnicity: White	51%	(805)	41%	(652)	8%	(133)	1591
Ethnicity: Hispanic	62%	(184)	29%	(87)	9%	(28)	299

Continued on next page

Table BRD11: Do you plan to celebrate Valentines Day this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	51%	(1014)	39%	(788)	10%	(198)	2000
Ethnicity: Afr. Am.	54%	(132)	31%	(77)	14%	(35)	244
Ethnicity: Other	46%	(77)	35%	(59)	18%	(30)	165
Relig: Protestant	47%	(239)	40%	(204)	12%	(62)	505
Relig: Roman Catholic	59%	(263)	34%	(151)	7%	(31)	445
Relig: Ath./Agn./None	43%	(226)	46%	(243)	11%	(60)	529
Relig: Something Else	52%	(166)	40%	(127)	8%	(25)	317
Relig: Evangelical	58%	(338)	34%	(201)	8%	(47)	586
Relig: Non-Evang. Catholics	50%	(282)	39%	(217)	11%	(64)	563
Relig: All Christian	54%	(620)	36%	(418)	10%	(111)	1149
Relig: All Non-Christian	46%	(392)	44%	(370)	10%	(84)	846
Community: Urban	55%	(309)	35%	(199)	10%	(59)	567
Community: Suburban	51%	(439)	39%	(336)	10%	(85)	860
Community: Rural	46%	(266)	44%	(253)	9%	(54)	573
Employ: Private Sector	57%	(369)	34%	(222)	8%	(52)	643
Employ: Government	62%	(70)	32%	(36)	6%	(7)	112
Employ: Self-Employed	62%	(110)	29%	(51)	9%	(16)	177
Employ: Homemaker	58%	(115)	30%	(60)	12%	(23)	198
Employ: Student	55%	(47)	38%	(33)	7%	(6)	86
Employ: Retired	35%	(161)	54%	(247)	11%	(49)	457
Employ: Unemployed	43%	(79)	45%	(83)	13%	(24)	186
Employ: Other	45%	(63)	40%	(56)	15%	(21)	139
Job Type: White-collar	58%	(409)	36%	(251)	6%	(46)	706
Job Type: Blue-collar	48%	(428)	42%	(376)	10%	(90)	894
Job Type: Don't Know	44%	(177)	40%	(160)	16%	(63)	401
Military HH: Yes	56%	(228)	32%	(128)	12%	(48)	405
Military HH: No	49%	(786)	41%	(659)	9%	(150)	1595
Obama Job: Approve	53%	(552)	37%	(384)	9%	(96)	1032
Obama Job: Disapprove	49%	(401)	43%	(352)	8%	(62)	814
2016 Vote: Hillary Clinton	50%	(344)	40%	(279)	10%	(66)	689
2016 Vote: Donald Trump	55%	(406)	36%	(269)	9%	(67)	741
2016 Vote: Someone else	47%	(61)	44%	(57)	9%	(11)	130

Continued on next page

Table BRD11: Do you plan to celebrate Valentines Day this year?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	51%	(1014)	39%	(788)	10%	(198)	2000
2012 Vote: Barack Obama	53%	(412)	37%	(290)	9%	(72)	773
2012 Vote: Mitt Romney	51%	(279)	40%	(221)	9%	(47)	547
2012 Vote: Other	37%	(21)	49%	(28)	14%	(8)	57
2012 Vote: Didn't Vote	48%	(298)	40%	(249)	12%	(71)	618
4-Region: Northeast	49%	(180)	39%	(141)	12%	(44)	365
4-Region: Midwest	44%	(188)	46%	(196)	11%	(46)	430
4-Region: South	53%	(391)	38%	(284)	9%	(66)	740
4-Region: West	55%	(256)	36%	(167)	9%	(42)	464
Trump: Fav	55%	(533)	36%	(344)	9%	(88)	966
Trump: Unfav	47%	(431)	44%	(396)	9%	(83)	910
Trump: DK/NO	40%	(50)	38%	(47)	22%	(27)	124

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

Table BRD12: Who are you planning to celebrate Valentines Day with?

Demographic	Significant other	Friends	Pet(s)	Children	Parents	Other (Please specify)	Don't Know / No Opinion	Total N
Adults	74% (751)	9% (87)	2% (25)	7% (66)	4% (37)	4% (43)	1% (6)	1014
Gender: Male	73% (375)	10% (54)	3% (18)	4% (21)	5% (26)	3% (18)	1% (3)	513
Gender: Female	75% (377)	7% (33)	1% (7)	9% (45)	2% (11)	5% (25)	1% (3)	501
Age: 18-29	67% (165)	15% (36)	4% (10)	6% (14)	6% (15)	2% (4)	1% (2)	246
Age: 30-44	67% (216)	10% (33)	3% (8)	8% (26)	6% (19)	5% (18)	1% (3)	323
Age: 45-54	84% (132)	4% (6)	2% (3)	8% (12)	1% (1)	1% (2)	— (0)	157
Age: 55-64	85% (135)	6% (9)	— (1)	4% (7)	— (0)	4% (7)	1% (1)	160
Age: 65+	80% (102)	3% (3)	2% (3)	5% (7)	1% (2)	9% (11)	— (0)	128
PID: Dem (no lean)	71% (239)	10% (32)	3% (10)	8% (27)	4% (14)	4% (12)	— (1)	335
PID: Ind (no lean)	77% (234)	7% (20)	1% (4)	6% (17)	3% (8)	6% (18)	1% (3)	304
PID: Rep (no lean)	74% (279)	9% (35)	3% (11)	6% (23)	4% (14)	3% (12)	1% (2)	376
PID/Gender: Dem Men	72% (125)	10% (17)	3% (6)	5% (9)	7% (12)	2% (4)	— (0)	174
PID/Gender: Dem Women	70% (113)	9% (15)	3% (4)	11% (17)	1% (2)	5% (8)	1% (1)	161
PID/Gender: Ind Men	84% (115)	4% (5)	2% (3)	4% (5)	1% (1)	5% (7)	1% (1)	137
PID/Gender: Ind Women	71% (118)	9% (15)	1% (1)	7% (12)	4% (7)	7% (11)	1% (2)	166
PID/Gender: Rep Men	66% (134)	16% (32)	5% (9)	3% (6)	6% (12)	4% (7)	1% (2)	202
PID/Gender: Rep Women	84% (145)	2% (3)	1% (2)	10% (17)	1% (2)	3% (5)	— (0)	174
Tea Party: Supporter	67% (245)	11% (39)	4% (15)	7% (27)	7% (24)	3% (13)	— (2)	364
Tea Party: Not Supporter	78% (506)	7% (48)	2% (10)	6% (38)	2% (12)	5% (30)	1% (4)	648
Ideo: Liberal (1-3)	67% (237)	11% (40)	4% (14)	8% (27)	7% (23)	3% (12)	— (1)	353
Ideo: Moderate (4)	77% (168)	9% (20)	1% (3)	6% (12)	3% (6)	4% (9)	— (0)	218
Ideo: Conservative (5-7)	78% (285)	6% (21)	2% (6)	6% (23)	2% (6)	5% (17)	1% (5)	363
Educ: < College	75% (519)	8% (57)	3% (19)	6% (44)	3% (22)	4% (31)	— (1)	694
Educ: Bachelors degree	72% (147)	10% (20)	2% (5)	6% (12)	4% (8)	4% (9)	2% (4)	203
Educ: Post-grad	73% (85)	9% (11)	1% (2)	9% (10)	6% (6)	2% (2)	— (0)	117
Income: Under 50k	72% (389)	8% (44)	4% (20)	8% (41)	3% (16)	5% (29)	1% (3)	543
Income: 50k-100k	75% (254)	9% (30)	1% (5)	6% (21)	5% (17)	3% (10)	— (2)	338
Income: 100k+	81% (108)	10% (13)	— (0)	4% (5)	2% (3)	2% (3)	1% (1)	133
Ethnicity: White	77% (616)	7% (57)	2% (15)	6% (52)	4% (29)	4% (32)	1% (5)	805

Continued on next page

Table BRD12: Who are you planning to celebrate Valentines Day with?

Demographic	Significant other	Friends	Pet(s)	Children	Parents	Other (Please specify)		Don't Know / No Opinion		Total N
Adults	74% (751)	9% (87)	2% (25)	7% (66)	4% (37)	4% (43)	1% (6)		1014	
Ethnicity: Hispanic	66% (122)	10% (18)	5% (10)	9% (16)	8% (15)	2% (3)	— (0)		184	
Ethnicity: Afr. Am.	63% (83)	15% (20)	5% (6)	7% (9)	4% (5)	7% (9)	— (0)		132	
Ethnicity: Other	68% (52)	13% (10)	4% (3)	7% (5)	4% (3)	2% (2)	1% (1)		77	
Relig: Protestant	74% (177)	6% (14)	6% (13)	6% (14)	4% (9)	3% (8)	1% (2)		239	
Relig: Roman Catholic	68% (180)	14% (36)	1% (2)	8% (20)	6% (16)	3% (9)	— (0)		263	
Relig: Ath./Agn./None	82% (185)	6% (15)	2% (5)	4% (8)	3% (6)	2% (4)	1% (3)		226	
Relig: Something Else	72% (119)	6% (10)	3% (4)	9% (14)	2% (4)	8% (14)	— (1)		166	
Relig: Evangelical	68% (230)	12% (40)	3% (10)	7% (25)	5% (18)	4% (15)	— (1)		338	
Relig: Non-Evang. Catholics	76% (215)	8% (23)	2% (6)	7% (19)	3% (9)	3% (9)	— (1)		282	
Relig: All Christian	72% (445)	10% (63)	2% (15)	7% (44)	4% (27)	4% (24)	— (2)		620	
Relig: All Non-Christian	78% (304)	6% (24)	2% (9)	6% (23)	3% (10)	5% (18)	1% (3)		392	
Community: Urban	67% (209)	12% (38)	5% (14)	7% (22)	4% (13)	4% (12)	1% (2)		309	
Community: Suburban	78% (342)	7% (32)	1% (4)	5% (22)	4% (19)	4% (17)	1% (2)		439	
Community: Rural	75% (201)	6% (17)	2% (6)	8% (22)	2% (5)	5% (13)	1% (1)		266	
Employ: Private Sector	74% (275)	8% (30)	2% (9)	7% (27)	4% (15)	3% (11)	1% (2)		369	
Employ: Government	68% (47)	7% (5)	6% (4)	8% (6)	7% (5)	3% (2)	1% (1)		70	
Employ: Self-Employed	61% (68)	18% (20)	1% (2)	10% (11)	6% (7)	2% (3)	1% (1)		110	
Employ: Homemaker	85% (97)	— (0)	— (0)	7% (8)	3% (3)	5% (6)	— (0)		115	
Employ: Retired	80% (128)	6% (10)	1% (1)	5% (8)	— (1)	8% (13)	— (0)		161	
Employ: Unemployed	69% (55)	11% (9)	8% (6)	3% (3)	2% (2)	3% (3)	3% (2)		79	
Employ: Other	80% (50)	3% (2)	4% (3)	5% (3)	2% (1)	5% (3)	— (0)		63	
Job Type: White-collar	70% (285)	11% (46)	2% (9)	7% (29)	6% (24)	4% (15)	— (2)		409	
Job Type: Blue-collar	76% (325)	7% (30)	3% (13)	6% (26)	3% (12)	5% (21)	— (2)		428	
Job Type: Don't Know	80% (142)	7% (12)	2% (3)	6% (11)	— (1)	4% (7)	1% (1)		177	
Military HH: Yes	73% (166)	6% (15)	5% (11)	7% (16)	6% (14)	3% (6)	— (1)		228	
Military HH: No	75% (586)	9% (72)	2% (14)	6% (50)	3% (23)	5% (36)	1% (5)		786	
Obama Job: Approve	70% (384)	9% (52)	4% (22)	8% (44)	6% (31)	3% (18)	— (1)		552	
Obama Job: Disapprove	80% (322)	7% (28)	1% (3)	5% (21)	2% (6)	5% (19)	1% (2)		401	

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Table BRD12: Who are you planning to celebrate Valentines Day with?

Demographic	Significant other	Friends	Pet(s)	Children	Parents	Other (Please specify)	Don't Know / No Opinion	Total N
Adults	74% (751)	9% (87)	2% (25)	7% (66)	4% (37)	4% (43)	1% (6)	1014
2016 Vote: Hillary Clinton	71% (245)	8% (28)	5% (16)	8% (28)	5% (16)	3% (10)	— (2)	344
2016 Vote: Donald Trump	76% (307)	10% (40)	1% (6)	5% (21)	4% (15)	4% (15)	— (2)	406
2016 Vote: Someone else	83% (51)	5% (3)	1% (1)	7% (5)	— (0)	3% (2)	1% (1)	61
2012 Vote: Barack Obama	71% (294)	9% (37)	4% (15)	9% (36)	3% (13)	4% (16)	— (1)	412
2012 Vote: Mitt Romney	79% (220)	6% (16)	1% (4)	5% (14)	4% (10)	5% (13)	1% (2)	279
2012 Vote: Didn't Vote	75% (223)	10% (30)	2% (6)	5% (15)	3% (10)	3% (10)	1% (3)	298
4-Region: Northeast	78% (140)	7% (12)	1% (3)	6% (11)	5% (8)	3% (6)	— (0)	180
4-Region: Midwest	79% (149)	7% (13)	2% (4)	4% (7)	2% (4)	5% (10)	— (1)	188
4-Region: South	73% (285)	10% (38)	2% (6)	7% (27)	5% (19)	3% (12)	1% (2)	391
4-Region: West	69% (177)	9% (24)	5% (12)	8% (21)	2% (5)	6% (15)	1% (3)	256
Trump: Fav	74% (394)	9% (46)	3% (15)	6% (35)	4% (21)	4% (20)	— (3)	533
Trump: Unfav	76% (329)	8% (36)	2% (7)	7% (28)	2% (10)	5% (20)	— (2)	431
Trump: DK/NO	58% (29)	10% (5)	7% (3)	7% (3)	10% (5)	4% (2)	3% (1)	50

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

**Table BRD13_1: Do you plan to celebrate Valentines Day by
 Going to dinner**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	69% (705)	27% (271)	4% (38)	1014
Gender: Male	75% (383)	22% (114)	3% (17)	513
Gender: Female	64% (322)	31% (158)	4% (22)	501
Age: 18-29	74% (183)	20% (50)	5% (13)	246
Age: 30-44	67% (218)	29% (94)	3% (11)	323
Age: 45-54	67% (106)	29% (46)	4% (6)	157
Age: 55-64	65% (104)	30% (48)	5% (8)	160
Age: 65+	74% (95)	26% (33)	1% (1)	128
PID: Dem (no lean)	73% (244)	25% (84)	2% (6)	335
PID: Ind (no lean)	64% (193)	30% (90)	7% (21)	304
PID: Rep (no lean)	71% (267)	26% (98)	3% (11)	376
PID/Gender: Dem Men	79% (137)	19% (34)	2% (3)	174
PID/Gender: Dem Women	67% (108)	31% (51)	2% (3)	161
PID/Gender: Ind Men	67% (92)	25% (35)	8% (11)	137
PID/Gender: Ind Women	61% (101)	33% (55)	6% (10)	166
PID/Gender: Rep Men	76% (154)	22% (45)	1% (2)	202
PID/Gender: Rep Women	65% (113)	30% (52)	5% (9)	174
Tea Party: Supporter	72% (262)	25% (90)	3% (12)	364
Tea Party: Not Supporter	68% (441)	28% (181)	4% (26)	648
Ideo: Liberal (1-3)	73% (259)	23% (83)	3% (11)	353
Ideo: Moderate (4)	69% (150)	27% (59)	4% (8)	218
Ideo: Conservative (5-7)	70% (253)	27% (100)	3% (10)	363
Educ: < College	69% (476)	27% (190)	4% (28)	694
Educ: Bachelors degree	68% (139)	29% (58)	3% (6)	203
Educ: Post-grad	77% (90)	20% (23)	3% (4)	117
Income: Under 50k	68% (372)	27% (147)	4% (24)	543
Income: 50k-100k	71% (240)	27% (90)	3% (9)	338
Income: 100k+	70% (93)	26% (34)	4% (5)	133

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**Table BRD13_1: Do you plan to celebrate Valentines Day by
Going to dinner**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	69%	(705)	27%	(271)	4%	(38)	1014
Ethnicity: White	68%	(550)	28%	(225)	4%	(31)	805
Ethnicity: Hispanic	78%	(144)	20%	(37)	2%	(3)	184
Ethnicity: Afr. Am.	76%	(101)	21%	(28)	3%	(4)	132
Ethnicity: Other	71%	(54)	25%	(19)	5%	(3)	77
Relig: Protestant	69%	(166)	28%	(67)	3%	(6)	239
Relig: Roman Catholic	71%	(187)	27%	(71)	2%	(4)	263
Relig: Ath./Agn./None	70%	(158)	25%	(56)	5%	(12)	226
Relig: Something Else	65%	(108)	30%	(49)	5%	(8)	166
Relig: Evangelical	74%	(248)	23%	(77)	4%	(13)	338
Relig: Non-Evang. Catholics	66%	(187)	32%	(90)	2%	(5)	282
Relig: All Christian	70%	(436)	27%	(166)	3%	(18)	620
Relig: All Non-Christian	68%	(267)	27%	(105)	5%	(20)	392
Community: Urban	72%	(222)	25%	(77)	4%	(11)	309
Community: Suburban	69%	(305)	27%	(117)	4%	(17)	439
Community: Rural	67%	(177)	29%	(78)	4%	(10)	266
Employ: Private Sector	73%	(270)	25%	(93)	2%	(7)	369
Employ: Government	75%	(52)	21%	(15)	3%	(2)	70
Employ: Self-Employed	68%	(74)	25%	(28)	7%	(8)	110
Employ: Homemaker	62%	(71)	33%	(37)	6%	(6)	115
Employ: Retired	71%	(114)	26%	(41)	3%	(5)	161
Employ: Unemployed	64%	(51)	35%	(28)	1%	(1)	79
Employ: Other	57%	(36)	33%	(21)	10%	(6)	63
Job Type: White-collar	72%	(293)	24%	(100)	4%	(16)	409
Job Type: Blue-collar	71%	(302)	27%	(115)	2%	(10)	428
Job Type: Don't Know	61%	(109)	32%	(56)	7%	(12)	177
Military HH: Yes	78%	(178)	19%	(44)	3%	(6)	228
Military HH: No	67%	(527)	29%	(227)	4%	(32)	786
Obama Job: Approve	72%	(398)	24%	(134)	4%	(20)	552
Obama Job: Disapprove	69%	(277)	28%	(111)	3%	(13)	401

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**Table BRD13_1: Do you plan to celebrate Valentines Day by
Going to dinner**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	69%	(705)	27%	(271)	4%	(38)	1014
2016 Vote: Hillary Clinton	69%	(238)	26%	(90)	5%	(17)	344
2016 Vote: Donald Trump	72%	(290)	26%	(106)	2%	(10)	406
2016 Vote: Someone else	76%	(47)	19%	(11)	5%	(3)	61
2012 Vote: Barack Obama	70%	(288)	27%	(110)	3%	(14)	412
2012 Vote: Mitt Romney	70%	(196)	26%	(72)	4%	(12)	279
2012 Vote: Didn't Vote	67%	(201)	28%	(85)	4%	(13)	298
4-Region: Northeast	71%	(129)	26%	(48)	2%	(4)	180
4-Region: Midwest	62%	(116)	33%	(63)	5%	(9)	188
4-Region: South	71%	(276)	25%	(96)	5%	(18)	391
4-Region: West	72%	(183)	25%	(65)	3%	(8)	256
Trump: Fav	72%	(382)	26%	(137)	3%	(14)	533
Trump: Unfav	68%	(292)	27%	(117)	5%	(22)	431
Trump: DK/NO	62%	(30)	34%	(17)	4%	(2)	50

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

**Table BRD13_2: Do you plan to celebrate Valentines Day by
Seeing a movie**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	33%	(330)	61%	(623)	6%	(61)	1014
Gender: Male	39%	(201)	54%	(280)	6%	(33)	513
Gender: Female	26%	(129)	69%	(343)	6%	(29)	501
Age: 18-29	49%	(122)	45%	(112)	5%	(12)	246
Age: 30-44	39%	(124)	56%	(179)	6%	(19)	323
Age: 45-54	27%	(42)	66%	(104)	7%	(11)	157
Age: 55-64	14%	(22)	76%	(122)	10%	(16)	160
Age: 65+	15%	(20)	82%	(105)	2%	(3)	128
PID: Dem (no lean)	35%	(117)	60%	(200)	5%	(17)	335
PID: Ind (no lean)	27%	(83)	64%	(193)	9%	(28)	304
PID: Rep (no lean)	35%	(130)	61%	(230)	4%	(16)	376
PID/Gender: Dem Men	45%	(77)	49%	(86)	6%	(11)	174
PID/Gender: Dem Women	25%	(40)	71%	(114)	4%	(7)	161
PID/Gender: Ind Men	25%	(34)	65%	(90)	10%	(14)	137
PID/Gender: Ind Women	29%	(49)	62%	(103)	9%	(14)	166
PID/Gender: Rep Men	44%	(90)	51%	(104)	4%	(8)	202
PID/Gender: Rep Women	23%	(40)	73%	(126)	4%	(7)	174
Tea Party: Supporter	44%	(160)	51%	(185)	5%	(18)	364
Tea Party: Not Supporter	26%	(170)	67%	(435)	7%	(43)	648
Ideo: Liberal (1-3)	37%	(132)	58%	(205)	5%	(16)	353
Ideo: Moderate (4)	28%	(61)	66%	(144)	6%	(13)	218
Ideo: Conservative (5-7)	30%	(111)	64%	(231)	6%	(22)	363
Educ: < College	32%	(220)	62%	(430)	6%	(44)	694
Educ: Bachelors degree	35%	(71)	60%	(121)	6%	(11)	203
Educ: Post-grad	34%	(39)	61%	(72)	5%	(6)	117
Income: Under 50k	34%	(185)	59%	(323)	6%	(35)	543
Income: 50k-100k	30%	(102)	64%	(216)	6%	(20)	338
Income: 100k+	32%	(43)	63%	(84)	5%	(6)	133

Continued on next page

**Table BRD13_2: Do you plan to celebrate Valentines Day by
Seeing a movie**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	33%	(330)	61%	(623)	6%	(61)	1014
Ethnicity: White	28%	(223)	66%	(533)	6%	(50)	805
Ethnicity: Hispanic	44%	(81)	53%	(97)	3%	(6)	184
Ethnicity: Afr. Am.	54%	(72)	40%	(52)	6%	(8)	132
Ethnicity: Other	46%	(35)	49%	(37)	5%	(4)	77
Relig: Protestant	28%	(66)	66%	(159)	6%	(14)	239
Relig: Roman Catholic	34%	(90)	63%	(164)	3%	(8)	263
Relig: Ath./Agn./None	32%	(73)	57%	(130)	10%	(24)	226
Relig: Something Else	39%	(65)	56%	(93)	4%	(7)	166
Relig: Evangelical	36%	(122)	58%	(196)	6%	(20)	338
Relig: Non-Evang. Catholics	25%	(69)	72%	(202)	4%	(11)	282
Relig: All Christian	31%	(192)	64%	(398)	5%	(30)	620
Relig: All Non-Christian	35%	(138)	57%	(223)	8%	(31)	392
Community: Urban	44%	(136)	50%	(155)	6%	(18)	309
Community: Suburban	28%	(122)	65%	(285)	7%	(33)	439
Community: Rural	27%	(72)	69%	(183)	4%	(10)	266
Employ: Private Sector	36%	(134)	59%	(216)	5%	(19)	369
Employ: Government	40%	(28)	55%	(38)	5%	(3)	70
Employ: Self-Employed	37%	(41)	57%	(63)	6%	(7)	110
Employ: Homemaker	23%	(27)	71%	(81)	6%	(7)	115
Employ: Retired	18%	(29)	76%	(123)	5%	(9)	161
Employ: Unemployed	35%	(27)	61%	(48)	4%	(4)	79
Employ: Other	35%	(22)	49%	(31)	16%	(10)	63
Job Type: White-collar	34%	(139)	60%	(245)	6%	(24)	409
Job Type: Blue-collar	31%	(132)	64%	(273)	5%	(23)	428
Job Type: Don't Know	33%	(58)	59%	(105)	8%	(14)	177
Military HH: Yes	36%	(83)	60%	(138)	4%	(8)	228
Military HH: No	31%	(247)	62%	(485)	7%	(53)	786
Obama Job: Approve	40%	(222)	54%	(296)	6%	(34)	552
Obama Job: Disapprove	23%	(92)	72%	(287)	5%	(21)	401

Continued on next page

Table BRD13_2: Do you plan to celebrate Valentines Day by Seeing a movie

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	33%	(330)	61%	(623)	6%	(61)	1014
2016 Vote: Hillary Clinton	37%	(126)	57%	(195)	7%	(24)	344
2016 Vote: Donald Trump	33%	(136)	63%	(256)	3%	(14)	406
2016 Vote: Someone else	15%	(9)	79%	(48)	6%	(4)	61
2012 Vote: Barack Obama	38%	(156)	56%	(231)	6%	(25)	412
2012 Vote: Mitt Romney	26%	(73)	68%	(190)	6%	(17)	279
2012 Vote: Didn't Vote	31%	(93)	62%	(185)	7%	(20)	298
4-Region: Northeast	32%	(57)	60%	(108)	8%	(15)	180
4-Region: Midwest	21%	(40)	74%	(140)	4%	(8)	188
4-Region: South	34%	(132)	60%	(236)	6%	(23)	391
4-Region: West	39%	(101)	55%	(140)	6%	(15)	256
Trump: Fav	35%	(185)	61%	(324)	5%	(25)	533
Trump: Unfav	29%	(124)	63%	(274)	8%	(34)	431
Trump: DK/NO	43%	(21)	52%	(26)	6%	(3)	50

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

Table BRD13_3: Do you plan to celebrate Valentines Day by Attending a concert or other event

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	15%	(156)	81%	(821)	4%	(38)	1014
Gender: Male	20%	(105)	76%	(388)	4%	(21)	513
Gender: Female	10%	(51)	86%	(433)	3%	(17)	501
Age: 18-29	27%	(65)	69%	(170)	4%	(11)	246
Age: 30-44	20%	(66)	77%	(247)	3%	(10)	323
Age: 45-54	11%	(18)	84%	(133)	4%	(7)	157
Age: 55-64	3%	(5)	91%	(146)	6%	(9)	160
Age: 65+	1%	(2)	98%	(125)	1%	(1)	128
PID: Dem (no lean)	18%	(59)	79%	(266)	3%	(10)	335
PID: Ind (no lean)	10%	(30)	84%	(256)	6%	(17)	304
PID: Rep (no lean)	18%	(67)	80%	(299)	3%	(10)	376
PID/Gender: Dem Men	23%	(40)	74%	(128)	3%	(5)	174
PID/Gender: Dem Women	11%	(18)	86%	(138)	3%	(5)	161
PID/Gender: Ind Men	10%	(14)	83%	(114)	7%	(10)	137
PID/Gender: Ind Women	10%	(17)	85%	(142)	5%	(8)	166
PID/Gender: Rep Men	25%	(51)	72%	(146)	3%	(6)	202
PID/Gender: Rep Women	9%	(16)	88%	(153)	2%	(4)	174
Tea Party: Supporter	27%	(96)	70%	(255)	3%	(12)	364
Tea Party: Not Supporter	9%	(59)	87%	(564)	4%	(26)	648
Ideo: Liberal (1-3)	26%	(91)	72%	(253)	3%	(9)	353
Ideo: Moderate (4)	9%	(20)	88%	(192)	3%	(6)	218
Ideo: Conservative (5-7)	10%	(38)	86%	(311)	4%	(14)	363
Educ: < College	12%	(85)	84%	(581)	4%	(27)	694
Educ: Bachelors degree	23%	(46)	74%	(151)	3%	(6)	203
Educ: Post-grad	21%	(25)	76%	(89)	3%	(4)	117
Income: Under 50k	16%	(88)	79%	(431)	4%	(24)	543
Income: 50k-100k	14%	(48)	82%	(278)	3%	(12)	338
Income: 100k+	15%	(20)	83%	(111)	2%	(3)	133

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Table BRD13_3: Do you plan to celebrate Valentines Day by Attending a concert or other event

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	15%	(156)	81%	(821)	4%	(38)	1014
Ethnicity: White	13%	(106)	84%	(675)	3%	(25)	805
Ethnicity: Hispanic	34%	(63)	64%	(119)	1%	(2)	184
Ethnicity: Afr. Am.	23%	(31)	71%	(94)	5%	(7)	132
Ethnicity: Other	25%	(19)	67%	(52)	7%	(6)	77
Relig: Protestant	11%	(26)	86%	(206)	3%	(6)	239
Relig: Roman Catholic	28%	(74)	71%	(186)	1%	(4)	263
Relig: Ath./Agn./None	13%	(29)	81%	(183)	6%	(14)	226
Relig: Something Else	12%	(20)	82%	(136)	6%	(10)	166
Relig: Evangelical	19%	(64)	78%	(263)	3%	(10)	338
Relig: Non-Evang. Catholics	15%	(43)	84%	(236)	1%	(4)	282
Relig: All Christian	17%	(107)	81%	(499)	2%	(14)	620
Relig: All Non-Christian	12%	(49)	81%	(319)	6%	(24)	392
Community: Urban	22%	(69)	73%	(225)	5%	(16)	309
Community: Suburban	14%	(60)	83%	(367)	3%	(13)	439
Community: Rural	10%	(28)	86%	(230)	3%	(8)	266
Employ: Private Sector	21%	(76)	77%	(284)	3%	(9)	369
Employ: Government	19%	(13)	77%	(54)	4%	(3)	70
Employ: Self-Employed	22%	(24)	73%	(81)	5%	(5)	110
Employ: Homemaker	8%	(9)	90%	(104)	1%	(2)	115
Employ: Retired	4%	(7)	92%	(148)	4%	(6)	161
Employ: Unemployed	11%	(9)	88%	(70)	1%	(1)	79
Employ: Other	14%	(9)	77%	(48)	9%	(6)	63
Job Type: White-collar	20%	(83)	77%	(314)	3%	(11)	409
Job Type: Blue-collar	12%	(52)	85%	(365)	3%	(11)	428
Job Type: Don't Know	12%	(21)	80%	(142)	9%	(15)	177
Military HH: Yes	20%	(46)	78%	(177)	2%	(5)	228
Military HH: No	14%	(110)	82%	(644)	4%	(33)	786
Obama Job: Approve	23%	(125)	74%	(406)	4%	(20)	552
Obama Job: Disapprove	6%	(24)	91%	(363)	3%	(14)	401

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**Table BRD13_3: Do you plan to celebrate Valentines Day by
 Attending a concert or other event**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	15%	(156)	81%	(821)	4%	(38)	1014
2016 Vote: Hillary Clinton	19%	(64)	78%	(267)	4%	(13)	344
2016 Vote: Donald Trump	17%	(67)	81%	(331)	2%	(8)	406
2016 Vote: Someone else	3%	(2)	92%	(56)	5%	(3)	61
2012 Vote: Barack Obama	18%	(76)	78%	(321)	4%	(15)	412
2012 Vote: Mitt Romney	10%	(27)	86%	(241)	4%	(10)	279
2012 Vote: Didn't Vote	16%	(46)	80%	(239)	4%	(13)	298
4-Region: Northeast	14%	(26)	80%	(144)	6%	(10)	180
4-Region: Midwest	11%	(21)	86%	(161)	3%	(6)	188
4-Region: South	15%	(59)	81%	(316)	4%	(16)	391
4-Region: West	19%	(49)	78%	(200)	2%	(6)	256
Trump: Fav	17%	(91)	80%	(426)	3%	(17)	533
Trump: Unfav	13%	(55)	83%	(358)	4%	(18)	431
Trump: DK/NO	20%	(10)	75%	(37)	6%	(3)	50

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

**Table BRD13_4: Do you plan to celebrate Valentines Day by
Going to a party**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(170)	81%	(819)	3%	(26)	1014
Gender: Male	24%	(121)	74%	(378)	3%	(14)	513
Gender: Female	10%	(49)	88%	(440)	2%	(12)	501
Age: 18-29	32%	(78)	66%	(164)	2%	(4)	246
Age: 30-44	22%	(70)	76%	(244)	3%	(9)	323
Age: 45-54	10%	(16)	88%	(138)	3%	(4)	157
Age: 55-64	3%	(5)	93%	(148)	4%	(7)	160
Age: 65+	1%	(1)	97%	(124)	2%	(2)	128
PID: Dem (no lean)	16%	(53)	82%	(273)	3%	(8)	335
PID: Ind (no lean)	12%	(36)	85%	(259)	3%	(9)	304
PID: Rep (no lean)	22%	(81)	76%	(286)	2%	(8)	376
PID/Gender: Dem Men	21%	(36)	76%	(132)	3%	(5)	174
PID/Gender: Dem Women	11%	(17)	87%	(141)	2%	(3)	161
PID/Gender: Ind Men	13%	(18)	84%	(116)	3%	(4)	137
PID/Gender: Ind Women	11%	(18)	86%	(143)	3%	(5)	166
PID/Gender: Rep Men	33%	(67)	64%	(130)	2%	(5)	202
PID/Gender: Rep Women	8%	(14)	90%	(156)	2%	(4)	174
Tea Party: Supporter	28%	(101)	69%	(252)	3%	(10)	364
Tea Party: Not Supporter	10%	(67)	87%	(565)	2%	(16)	648
Ideo: Liberal (1-3)	27%	(95)	72%	(253)	1%	(5)	353
Ideo: Moderate (4)	9%	(20)	87%	(189)	4%	(9)	218
Ideo: Conservative (5-7)	13%	(47)	85%	(307)	2%	(9)	363
Educ: < College	14%	(97)	84%	(580)	3%	(18)	694
Educ: Bachelors degree	22%	(46)	75%	(152)	3%	(6)	203
Educ: Post-grad	23%	(27)	74%	(87)	2%	(3)	117
Income: Under 50k	16%	(89)	81%	(438)	3%	(16)	543
Income: 50k-100k	17%	(59)	81%	(274)	2%	(6)	338
Income: 100k+	17%	(22)	81%	(107)	3%	(4)	133

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**Table BRD13_4: Do you plan to celebrate Valentines Day by
 Going to a party**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	17%	(170)	81%	(819)	3%	(26)	1014
Ethnicity: White	13%	(108)	84%	(677)	2%	(20)	805
Ethnicity: Hispanic	35%	(64)	65%	(120)	—	(0)	184
Ethnicity: Afr. Am.	30%	(40)	66%	(87)	4%	(6)	132
Ethnicity: Other	28%	(22)	72%	(55)	—	(0)	77
Relig: Protestant	15%	(36)	84%	(200)	1%	(3)	239
Relig: Roman Catholic	25%	(66)	74%	(195)	1%	(2)	263
Relig: Ath./Agn./None	14%	(32)	80%	(182)	6%	(13)	226
Relig: Something Else	13%	(22)	85%	(141)	2%	(3)	166
Relig: Evangelical	24%	(81)	74%	(249)	2%	(7)	338
Relig: Non-Evang. Catholics	12%	(34)	87%	(245)	1%	(3)	282
Relig: All Christian	19%	(116)	80%	(494)	2%	(10)	620
Relig: All Non-Christian	14%	(53)	82%	(323)	4%	(16)	392
Community: Urban	24%	(75)	71%	(220)	4%	(14)	309
Community: Suburban	14%	(62)	85%	(372)	1%	(6)	439
Community: Rural	12%	(33)	85%	(227)	2%	(6)	266
Employ: Private Sector	22%	(83)	76%	(279)	2%	(7)	369
Employ: Government	22%	(15)	75%	(53)	3%	(2)	70
Employ: Self-Employed	24%	(27)	72%	(80)	3%	(4)	110
Employ: Homemaker	8%	(10)	91%	(104)	1%	(1)	115
Employ: Retired	2%	(4)	94%	(151)	4%	(6)	161
Employ: Unemployed	14%	(11)	83%	(66)	2%	(2)	79
Employ: Other	9%	(6)	84%	(52)	7%	(4)	63
Job Type: White-collar	22%	(90)	76%	(310)	2%	(9)	409
Job Type: Blue-collar	13%	(57)	85%	(363)	2%	(8)	428
Job Type: Don't Know	13%	(23)	82%	(146)	5%	(9)	177
Military HH: Yes	23%	(52)	77%	(175)	1%	(2)	228
Military HH: No	15%	(118)	82%	(644)	3%	(24)	786
Obama Job: Approve	23%	(127)	74%	(410)	3%	(14)	552
Obama Job: Disapprove	9%	(37)	89%	(356)	2%	(7)	401

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**Table BRD13_4: Do you plan to celebrate Valentines Day by
Going to a party**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	17%	(170)	81%	(819)	3%	(26)	1014
2016 Vote: Hillary Clinton	19%	(65)	78%	(269)	3%	(10)	344
2016 Vote: Donald Trump	19%	(77)	79%	(321)	2%	(8)	406
2016 Vote: Someone else	2%	(1)	94%	(57)	4%	(2)	61
2012 Vote: Barack Obama	19%	(77)	79%	(326)	2%	(9)	412
2012 Vote: Mitt Romney	11%	(31)	87%	(243)	2%	(6)	279
2012 Vote: Didn't Vote	19%	(56)	77%	(231)	4%	(11)	298
4-Region: Northeast	15%	(26)	83%	(149)	2%	(4)	180
4-Region: Midwest	10%	(19)	89%	(167)	1%	(2)	188
4-Region: South	17%	(68)	79%	(308)	4%	(15)	391
4-Region: West	22%	(56)	76%	(195)	2%	(4)	256
Trump: Fav	19%	(101)	79%	(422)	2%	(11)	533
Trump: Unfav	12%	(53)	85%	(366)	3%	(13)	431
Trump: DK/NO	33%	(16)	63%	(31)	4%	(2)	50

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

**Table BRD13_5: Do you plan to celebrate Valentines Day by
 Spending time at home**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	68% (688)	28% (285)	4% (41)	1014
Gender: Male	66% (338)	30% (153)	4% (23)	513
Gender: Female	70% (350)	26% (133)	4% (19)	501
Age: 18-29	72% (177)	24% (59)	4% (10)	246
Age: 30-44	68% (220)	29% (93)	3% (10)	323
Age: 45-54	62% (97)	34% (53)	4% (7)	157
Age: 55-64	66% (105)	27% (43)	7% (12)	160
Age: 65+	69% (88)	29% (37)	2% (3)	128
PID: Dem (no lean)	65% (219)	31% (103)	4% (13)	335
PID: Ind (no lean)	68% (206)	27% (82)	5% (16)	304
PID: Rep (no lean)	70% (263)	27% (100)	3% (13)	376
PID/Gender: Dem Men	64% (110)	32% (56)	5% (8)	174
PID/Gender: Dem Women	67% (108)	30% (48)	3% (5)	161
PID/Gender: Ind Men	66% (90)	26% (36)	8% (11)	137
PID/Gender: Ind Women	69% (115)	28% (46)	3% (5)	166
PID/Gender: Rep Men	68% (137)	30% (61)	2% (4)	202
PID/Gender: Rep Women	73% (126)	22% (39)	5% (9)	174
Tea Party: Supporter	66% (240)	29% (105)	5% (19)	364
Tea Party: Not Supporter	69% (445)	28% (180)	4% (23)	648
Ideo: Liberal (1-3)	70% (246)	27% (96)	3% (11)	353
Ideo: Moderate (4)	66% (143)	30% (65)	5% (10)	218
Ideo: Conservative (5-7)	67% (243)	29% (106)	4% (14)	363
Educ: < College	69% (476)	27% (185)	5% (32)	694
Educ: Bachelors degree	70% (143)	28% (56)	2% (4)	203
Educ: Post-grad	58% (68)	37% (44)	4% (5)	117
Income: Under 50k	69% (376)	26% (140)	5% (26)	543
Income: 50k-100k	66% (222)	31% (106)	3% (10)	338
Income: 100k+	67% (90)	29% (39)	3% (5)	133

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**Table BRD13_5: Do you plan to celebrate Valentines Day by
Spending time at home**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	68%	(688)	28%	(285)	4%	(41)	1014
Ethnicity: White	68%	(547)	28%	(222)	4%	(36)	805
Ethnicity: Hispanic	71%	(131)	26%	(48)	3%	(5)	184
Ethnicity: Afr. Am.	63%	(84)	33%	(44)	3%	(4)	132
Ethnicity: Other	74%	(57)	25%	(19)	1%	(1)	77
Relig: Protestant	67%	(159)	28%	(67)	5%	(13)	239
Relig: Roman Catholic	65%	(171)	33%	(86)	2%	(6)	263
Relig: Ath./Agn./None	79%	(179)	18%	(41)	3%	(7)	226
Relig: Something Else	62%	(102)	33%	(54)	6%	(9)	166
Relig: Evangelical	64%	(218)	31%	(104)	5%	(16)	338
Relig: Non-Evang. Catholics	66%	(187)	30%	(86)	3%	(9)	282
Relig: All Christian	65%	(405)	31%	(190)	4%	(25)	620
Relig: All Non-Christian	72%	(281)	24%	(95)	4%	(17)	392
Community: Urban	62%	(191)	34%	(106)	4%	(12)	309
Community: Suburban	69%	(304)	26%	(116)	4%	(19)	439
Community: Rural	72%	(192)	24%	(64)	4%	(10)	266
Employ: Private Sector	66%	(244)	31%	(114)	3%	(12)	369
Employ: Government	69%	(48)	27%	(19)	4%	(2)	70
Employ: Self-Employed	67%	(74)	26%	(28)	7%	(8)	110
Employ: Homemaker	71%	(82)	26%	(29)	3%	(3)	115
Employ: Retired	66%	(106)	29%	(47)	5%	(8)	161
Employ: Unemployed	69%	(55)	28%	(22)	3%	(3)	79
Employ: Other	75%	(47)	19%	(12)	7%	(4)	63
Job Type: White-collar	66%	(269)	30%	(124)	4%	(16)	409
Job Type: Blue-collar	68%	(292)	28%	(118)	4%	(18)	428
Job Type: Don't Know	72%	(127)	24%	(43)	4%	(7)	177
Military HH: Yes	70%	(160)	26%	(59)	4%	(9)	228
Military HH: No	67%	(527)	29%	(226)	4%	(33)	786
Obama Job: Approve	66%	(365)	30%	(166)	4%	(20)	552
Obama Job: Disapprove	69%	(275)	27%	(109)	4%	(17)	401

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**Table BRD13_5: Do you plan to celebrate Valentines Day by
 Spending time at home**

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	68% (688)	28% (285)	4% (41)	1014
2016 Vote: Hillary Clinton	67% (229)	30% (105)	3% (10)	344
2016 Vote: Donald Trump	67% (273)	29% (117)	4% (16)	406
2016 Vote: Someone else	70% (43)	25% (15)	5% (3)	61
2012 Vote: Barack Obama	67% (277)	29% (119)	4% (16)	412
2012 Vote: Mitt Romney	69% (192)	27% (75)	5% (13)	279
2012 Vote: Didn't Vote	70% (208)	26% (77)	4% (13)	298
4-Region: Northeast	68% (122)	28% (50)	5% (8)	180
4-Region: Midwest	72% (135)	25% (46)	4% (7)	188
4-Region: South	62% (241)	33% (128)	5% (21)	391
4-Region: West	74% (189)	24% (61)	2% (5)	256
Trump: Fav	66% (354)	29% (155)	5% (24)	533
Trump: Unfav	71% (308)	25% (109)	3% (14)	431
Trump: DK/NO	50% (25)	44% (22)	6% (3)	50

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

Table BRD13_6: Do you plan to celebrate Valentines Day by Giving a gift

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	74% (751)	23% (234)	3% (29)	1014
Gender: Male	76% (389)	22% (114)	2% (11)	513
Gender: Female	72% (362)	24% (120)	4% (19)	501
Age: 18-29	76% (188)	20% (50)	3% (8)	246
Age: 30-44	77% (247)	21% (68)	2% (8)	323
Age: 45-54	75% (118)	22% (34)	3% (5)	157
Age: 55-64	71% (113)	25% (41)	4% (6)	160
Age: 65+	66% (85)	32% (41)	2% (2)	128
PID: Dem (no lean)	77% (259)	21% (69)	2% (7)	335
PID: Ind (no lean)	69% (208)	27% (83)	4% (12)	304
PID: Rep (no lean)	76% (284)	22% (81)	3% (11)	376
PID/Gender: Dem Men	78% (136)	20% (35)	1% (2)	174
PID/Gender: Dem Women	76% (122)	21% (34)	3% (4)	161
PID/Gender: Ind Men	70% (96)	26% (36)	4% (6)	137
PID/Gender: Ind Women	68% (113)	29% (48)	4% (6)	166
PID/Gender: Rep Men	78% (157)	21% (43)	1% (3)	202
PID/Gender: Rep Women	73% (127)	22% (38)	5% (8)	174
Tea Party: Supporter	77% (280)	19% (68)	4% (16)	364
Tea Party: Not Supporter	72% (470)	25% (165)	2% (14)	648
Ideo: Liberal (1-3)	74% (261)	24% (84)	2% (8)	353
Ideo: Moderate (4)	70% (153)	26% (57)	3% (7)	218
Ideo: Conservative (5-7)	77% (278)	21% (77)	2% (9)	363
Educ: < College	72% (503)	25% (171)	3% (20)	694
Educ: Bachelors degree	79% (161)	18% (36)	3% (6)	203
Educ: Post-grad	74% (87)	23% (27)	3% (3)	117
Income: Under 50k	74% (402)	23% (124)	3% (17)	543
Income: 50k-100k	73% (247)	25% (83)	2% (8)	338
Income: 100k+	77% (102)	20% (27)	3% (4)	133

Continued on next page

Table BRD13_6: Do you plan to celebrate Valentines Day by Giving a gift

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	74%	(751)	23%	(234)	3%	(29)	1014
Ethnicity: White	72%	(582)	24%	(197)	3%	(27)	805
Ethnicity: Hispanic	83%	(153)	17%	(31)	—	(0)	184
Ethnicity: Afr. Am.	76%	(101)	22%	(29)	2%	(2)	132
Ethnicity: Other	90%	(69)	10%	(8)	—	(0)	77
Relig: Protestant	74%	(178)	23%	(54)	3%	(7)	239
Relig: Roman Catholic	78%	(204)	22%	(57)	1%	(2)	263
Relig: Ath./Agn./None	65%	(148)	30%	(68)	5%	(11)	226
Relig: Something Else	78%	(129)	20%	(33)	2%	(3)	166
Relig: Evangelical	75%	(253)	22%	(74)	3%	(11)	338
Relig: Non-Evang. Catholics	78%	(219)	21%	(58)	2%	(4)	282
Relig: All Christian	76%	(472)	21%	(132)	3%	(16)	620
Relig: All Non-Christian	71%	(277)	26%	(101)	4%	(14)	392
Community: Urban	77%	(238)	21%	(63)	3%	(8)	309
Community: Suburban	71%	(312)	26%	(114)	3%	(13)	439
Community: Rural	76%	(201)	21%	(56)	3%	(8)	266
Employ: Private Sector	76%	(279)	22%	(83)	2%	(8)	369
Employ: Government	70%	(49)	26%	(18)	4%	(3)	70
Employ: Self-Employed	72%	(79)	24%	(27)	3%	(4)	110
Employ: Homemaker	76%	(87)	19%	(22)	5%	(5)	115
Employ: Retired	69%	(112)	29%	(47)	1%	(2)	161
Employ: Unemployed	72%	(57)	25%	(20)	2%	(2)	79
Employ: Other	76%	(47)	17%	(11)	7%	(4)	63
Job Type: White-collar	73%	(299)	23%	(96)	3%	(14)	409
Job Type: Blue-collar	74%	(316)	24%	(105)	2%	(8)	428
Job Type: Don't Know	77%	(136)	19%	(33)	4%	(8)	177
Military HH: Yes	79%	(180)	19%	(44)	2%	(4)	228
Military HH: No	73%	(571)	24%	(190)	3%	(25)	786
Obama Job: Approve	75%	(412)	23%	(128)	2%	(12)	552
Obama Job: Disapprove	73%	(292)	24%	(97)	3%	(11)	401

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Table BRD13_6: Do you plan to celebrate Valentines Day by Giving a gift

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	74%	(751)	23%	(234)	3%	(29)	1014
2016 Vote: Hillary Clinton	76%	(261)	22%	(76)	2%	(7)	344
2016 Vote: Donald Trump	75%	(305)	23%	(93)	2%	(8)	406
2016 Vote: Someone else	56%	(34)	38%	(23)	6%	(4)	61
2012 Vote: Barack Obama	75%	(310)	23%	(93)	2%	(9)	412
2012 Vote: Mitt Romney	73%	(205)	23%	(64)	4%	(10)	279
2012 Vote: Didn't Vote	72%	(216)	24%	(72)	4%	(11)	298
4-Region: Northeast	79%	(143)	18%	(33)	2%	(4)	180
4-Region: Midwest	71%	(134)	24%	(46)	5%	(9)	188
4-Region: South	71%	(277)	25%	(99)	4%	(15)	391
4-Region: West	77%	(197)	22%	(57)	1%	(2)	256
Trump: Fav	75%	(398)	23%	(120)	3%	(15)	533
Trump: Unfav	75%	(321)	23%	(97)	3%	(13)	431
Trump: DK/NO	63%	(31)	33%	(16)	4%	(2)	50

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	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	402	20%
	Age: 30-44	539	27%
	Age: 45-54	321	16%
	Age: 55-64	377	19%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	669	33%
	PID: Ind (no lean)	661	33%
	PID: Rep (no lean)	670	34%
	N	2000	
xpidGender	PID/Gender: Dem Men	330	17%
	PID/Gender: Dem Women	339	17%
	PID/Gender: Ind Men	309	15%
	PID/Gender: Ind Women	352	18%
	PID/Gender: Rep Men	324	16%
	PID/Gender: Rep Women	346	17%
	N	2000	
xdemTea	Tea Party: Supporter	558	28%
	Tea Party: Not Supporter	1435	72%
	N	1993	
xdemIdeo3	Ideo: Liberal (1-3)	628	31%
	Ideo: Moderate (4)	454	23%
	Ideo: Conservative (5-7)	714	36%
	N	1795	
xeduc3	Educ: < College	1423	71%
	Educ: Bachelors degree	378	19%
	Educ: Post-grad	199	10%
	N	2000	
xdemInc3	Income: Under 50k	1194	60%
	Income: 50k-100k	576	29%
	Income: 100k+	230	11%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	505	25%
	Relig: Roman Catholic	445	22%
	Relig: Ath./Agn./None	529	26%
	Relig: Something Else	317	16%
	N	1796	
xreligion1	Relig: Jewish	42	2%
xreligion2	Relig: Evangelical	586	29%
	Relig: Non-Evang. Catholics	563	28%
	N	1149	
xreligion3	Relig: All Christian	1149	57%
	Relig: All Non-Christian	846	42%
	N	1995	
xdemUsr	Community: Urban	567	28%
	Community: Suburban	860	43%
	Community: Rural	573	29%
	N	2000	
xdemEmploy	Employ: Private Sector	643	32%
	Employ: Government	112	6%
	Employ: Self-Employed	177	9%
	Employ: Homemaker	198	10%
	Employ: Student	86	4%
	Employ: Retired	457	23%
	Employ: Unemployed	186	9%
	Employ: Other	139	7%
	N	2000	
xdemJobStatus	Job Type: White-collar	706	35%
	Job Type: Blue-collar	894	45%
	Job Type: Don't Know	401	20%
	N	2000	
xdemMilHH1	Military HH: Yes	405	20%
	Military HH: No	1595	80%
	N	2000	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr2Bin	Obama Job: Approve	1032	52%
	Obama Job: Disapprove	814	41%
	N	1846	
xsubVote16O	2016 Vote: Hillary Clinton	689	34%
	2016 Vote: Donald Trump	741	37%
	2016 Vote: Someone else	130	6%
	N	1560	
xsubVote12O	2012 Vote: Barack Obama	773	39%
	2012 Vote: Mitt Romney	547	27%
	2012 Vote: Other	57	3%
	2012 Vote: Didn't Vote	618	31%
	N	1996	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	
Trump_Fav	Trump: Fav	966	48%
	Trump: Unfav	910	46%
	Trump: DK/NO	124	6%
	N	2000	

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

